

Survey on satisfaction with eSTAT

From July to December 2015, Statistics Estonia organised a satisfaction survey for respondents, with the purpose of determining the assessment of eSTAT, the electronic data submission channel of Statistics Estonia. Satisfaction was examined by using promoter index methodology, which is based on the presumption that when people recommend something or someone to their friends, they would assume responsibility for the quality of the recommended object.

The promoter index may range from –100 to 100. “Excellent” ranges from 100 to 60, “very good” from 59 to 20, “good” from 19 to 0, “satisfactory” from –40 to –1, “poor” from –41 to –70 and “very poor” from –71 to –100.

We received more than 5,200 responses, allowing assessment of more than 60 questionnaires. The average promoter index of respondents was –7, which can be considered a satisfactory result. The highest score was given to filling out the questionnaires “Sales revenue” (+12) and “Export price” (+18), respondents were the least satisfied with filling out the questionnaires “Music” (–56), “Enterprises’ innovation survey” (–28), “Non-profit organisations” (–36) and “Yield” (–24).

The lowest scores are usually given to eSTAT by managers of small-scale enterprises, who fill out the questionnaires only a couple of times a year, and also respondents who fail to submit data in time. Higher grades were given by accountants, who submit data more frequently and thus are more familiar with the system.

Respondents pointed out the following positive aspects:

- data submission is quick, convenient, easy;
- questionnaires are pre-filled;
- it is possible to immediately check the accuracy of submitted data.

The reasons for not recommending eSTAT:

- eSTAT is not user-friendly, filling out questionnaires is inconvenient and time-consuming, page navigation is complicated;
- instructions are lacking or unclear;
- cannot find the right questionnaires;
- many of technical problems: eSTAT is slow, does not open, prompts various error messages.

Respondents mostly wish to gain from Statistics Estonia information about the economic activity or sector of their own enterprise or institution, e.g. market share, production capacity, export-import, etc. They also request quicker publication of statistics and improved information technology of data collection – opportunity to link data and increased use of registers and other data sources to reduce the response burden.