

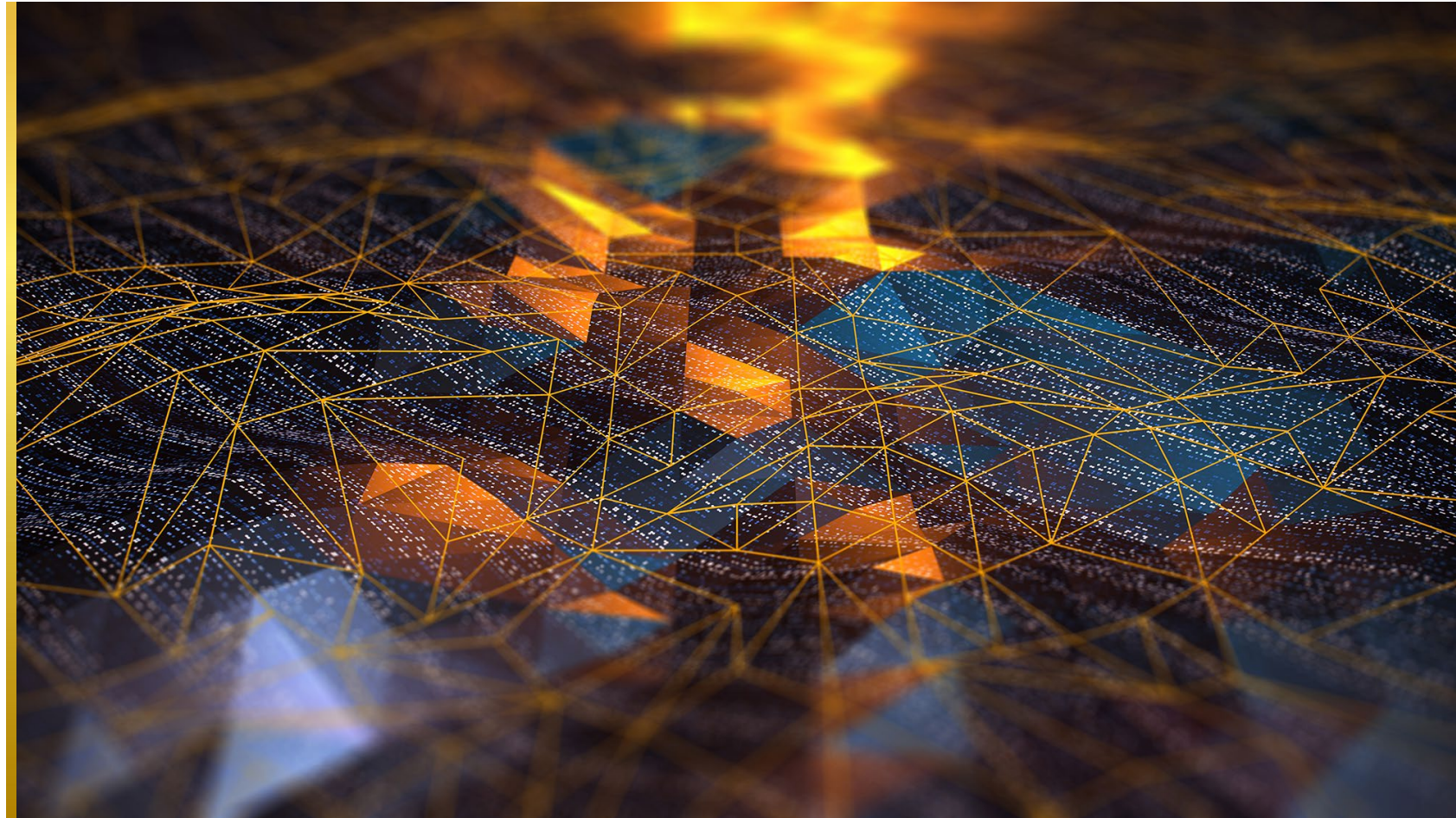


# Statistics Estonia's Customer Satisfaction Survey

March 2021  
Survey report

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**EESTI  
STATISTIKA**



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# Purpose and methodology

The purpose of the survey is to analyse satisfaction with Statistics Estonia's products and services in various target groups, and thereby improve and update our products and services.

## METHODOLOGY

- The survey was carried out using **computer-assisted web interviewing (CAWI)** in the period 1–14 March.
- 5,441 customers of Statistics Estonia were sent an invitation to take part in the survey. The invitation included a direct link to the online questionnaire which could be accessed on a computer or a smart phone. During the survey period, 2 reminders were sent to non-respondents.
- A total of 696 contacts completed the survey; 141 of them were not in the target group. There were 215 incomplete interviews.
- The questionnaire was completed by **555 Statistics Estonia's customers who had had contact with Statistics Estonia within the last 12 months**. The average time spent on answering the questionnaire was 8 minutes.

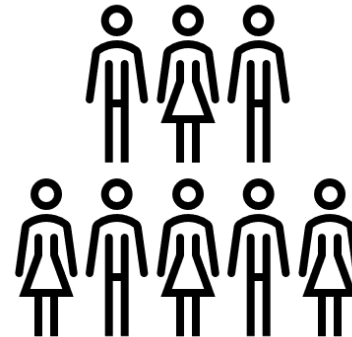
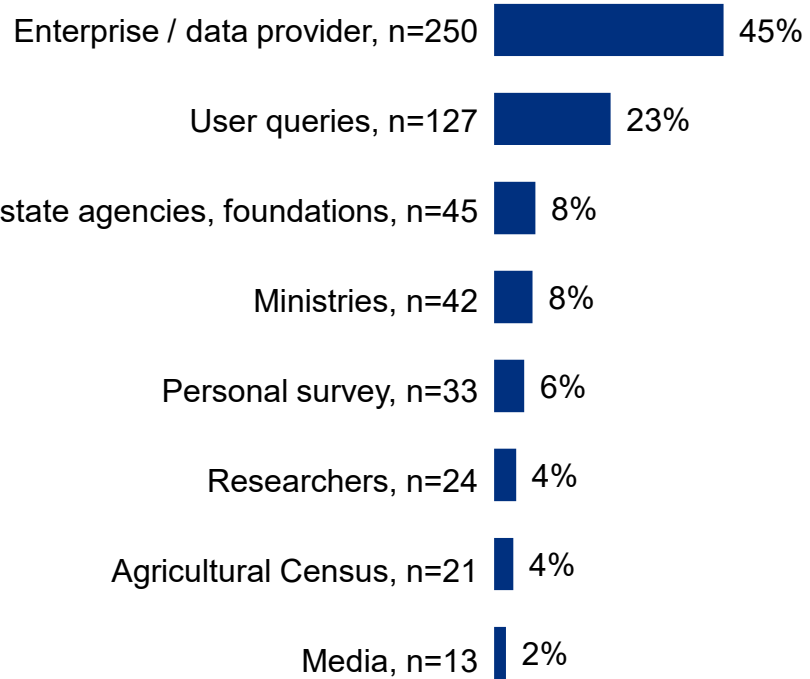
## PARTICIPATION

	KOKKU	n=555	10%
<b>SEGMENT</b>			
Avalik sektor: KOV-id, ametid, SA	n=45	9%	
Ministeeriumid	n=42	14%	
Teadlased	n=24	17%	
Põllumajandusloendus	n=21	6%	
Tarbijapärngud	n=127	16%	
Isiku-uuring	n=33	6%	
Ettevõtte/ andmeesitaja	n=250	10%	
Meedia	n=13	5%	



# 1 Respondents' background, type of contact with Statistics Estonia

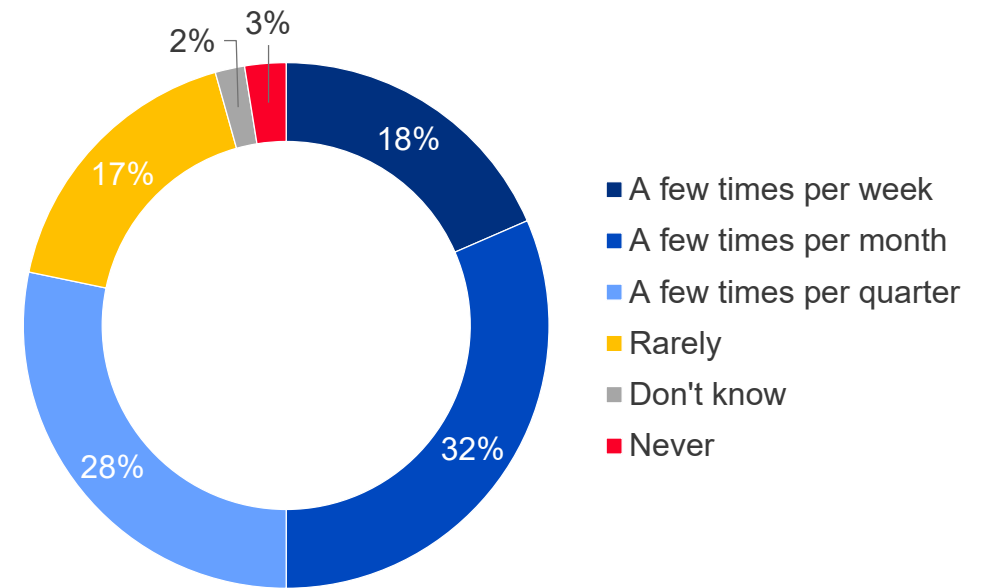
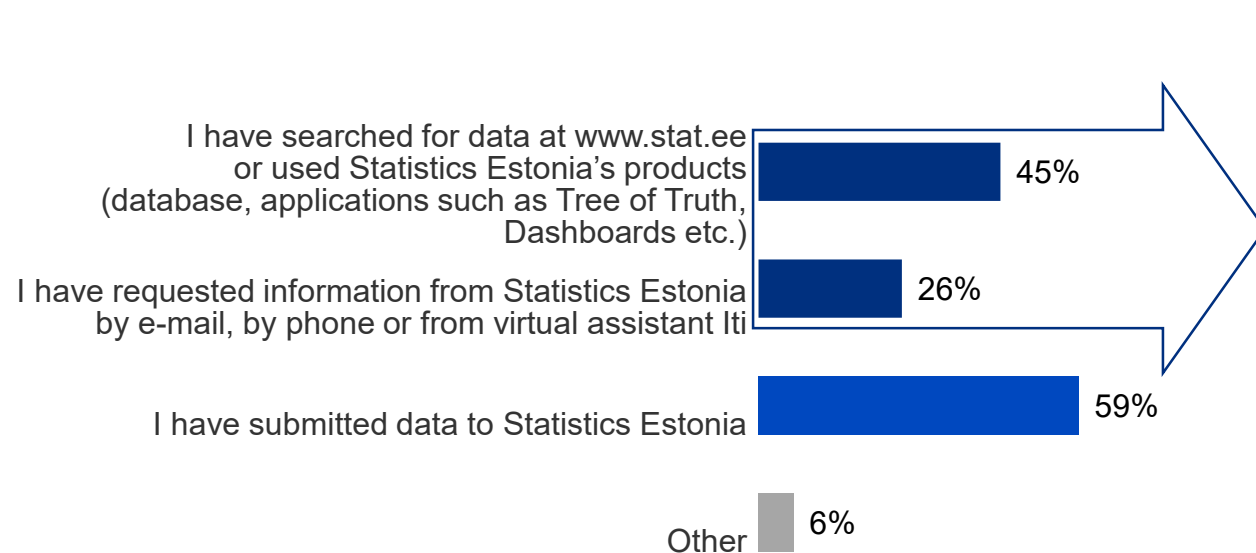
# Distribution of respondents by segment



# Type of contact with Statistics Estonia, frequency of using products and services

What kind of contact with Statistics Estonia have you had within the last 12 months?  
% of respondents, n=555

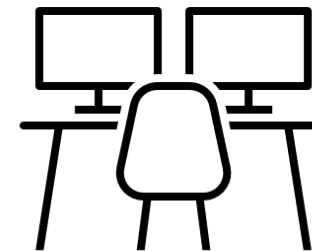
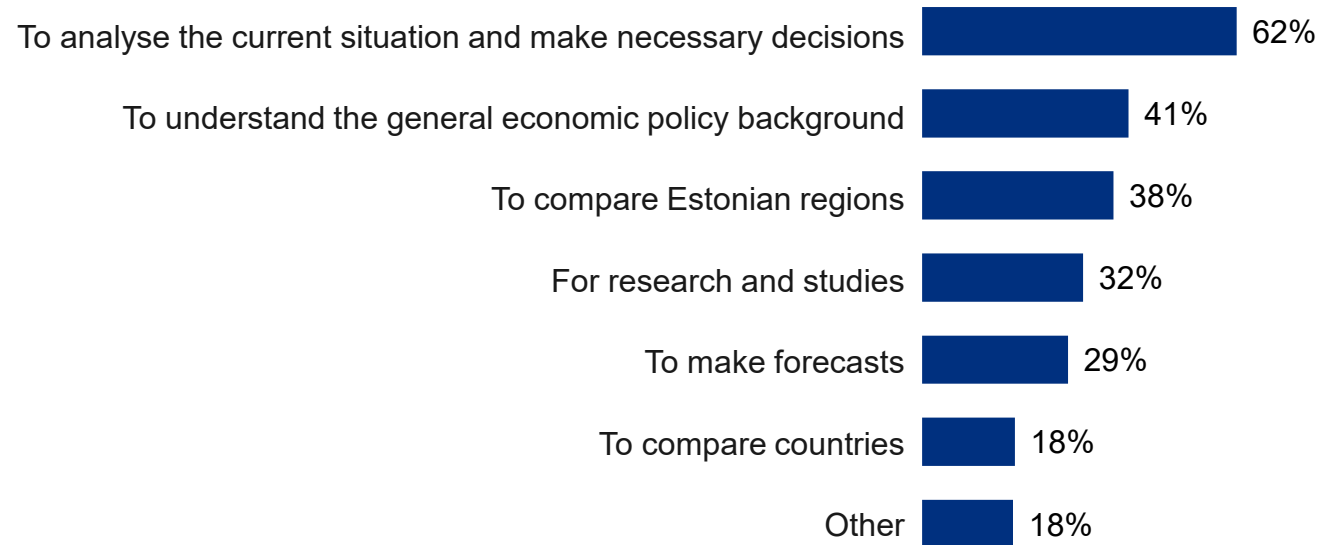
In the last 12 months, how often have you searched for data on the website [www.stat.ee](http://www.stat.ee) or used Statistics Estonia's products and services?  
n=276



# Purposes for which the information is used

## For which purpose do you use the information received from Statistics Estonia?

% of respondents who have used Statistics Estonia's products or services in the last 12 months, n=269



*'Other' – here respondents mentioned mainly work-related purposes.*

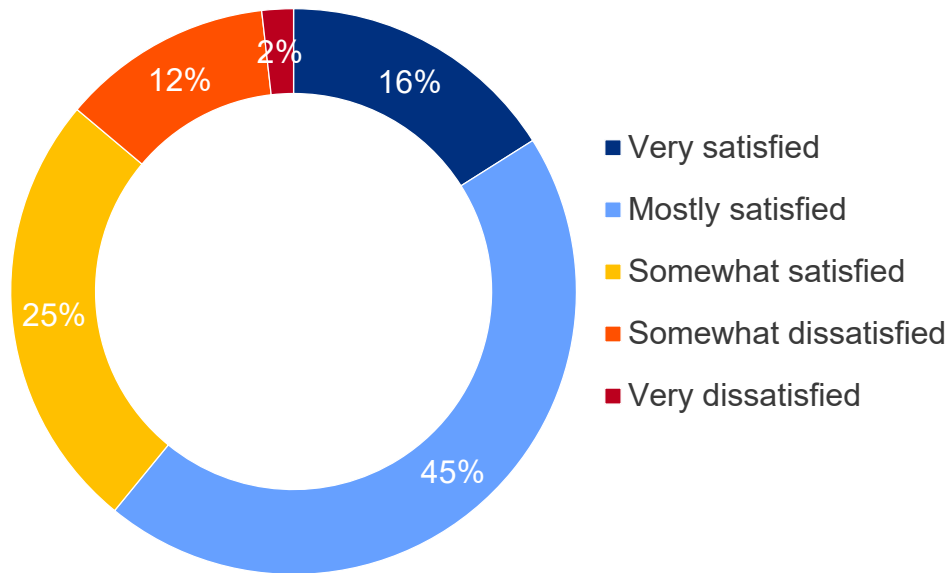
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Strength of customer  
relationships

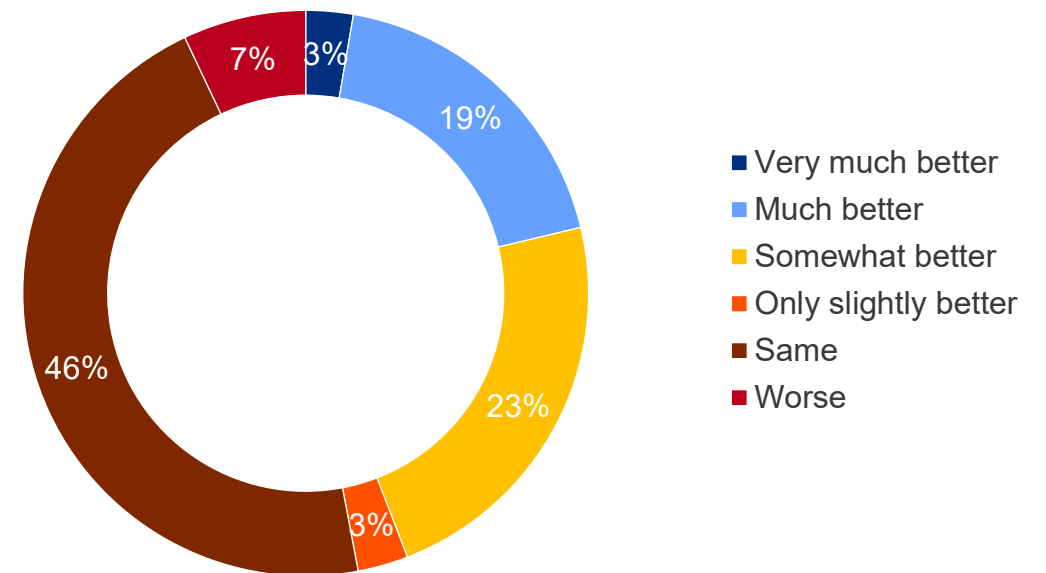


# Strength of customer relationships: distribution of answers

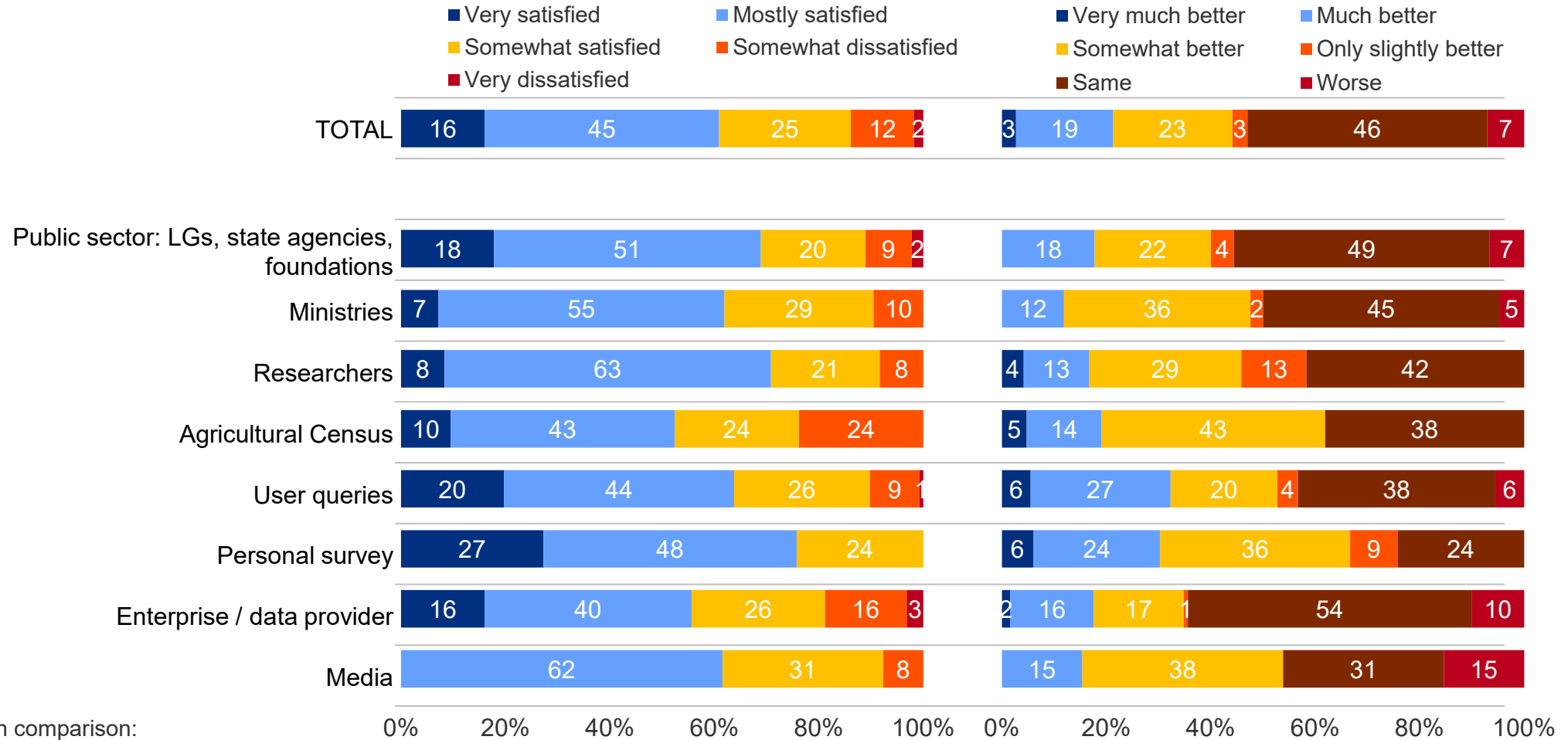
Based on your experience, how satisfied are you with Statistics Estonia?



In your opinion, how well does Statistics Estonia perform compared to other public sector institutions?



# Strength of customer relationships: distribution of answers by segment

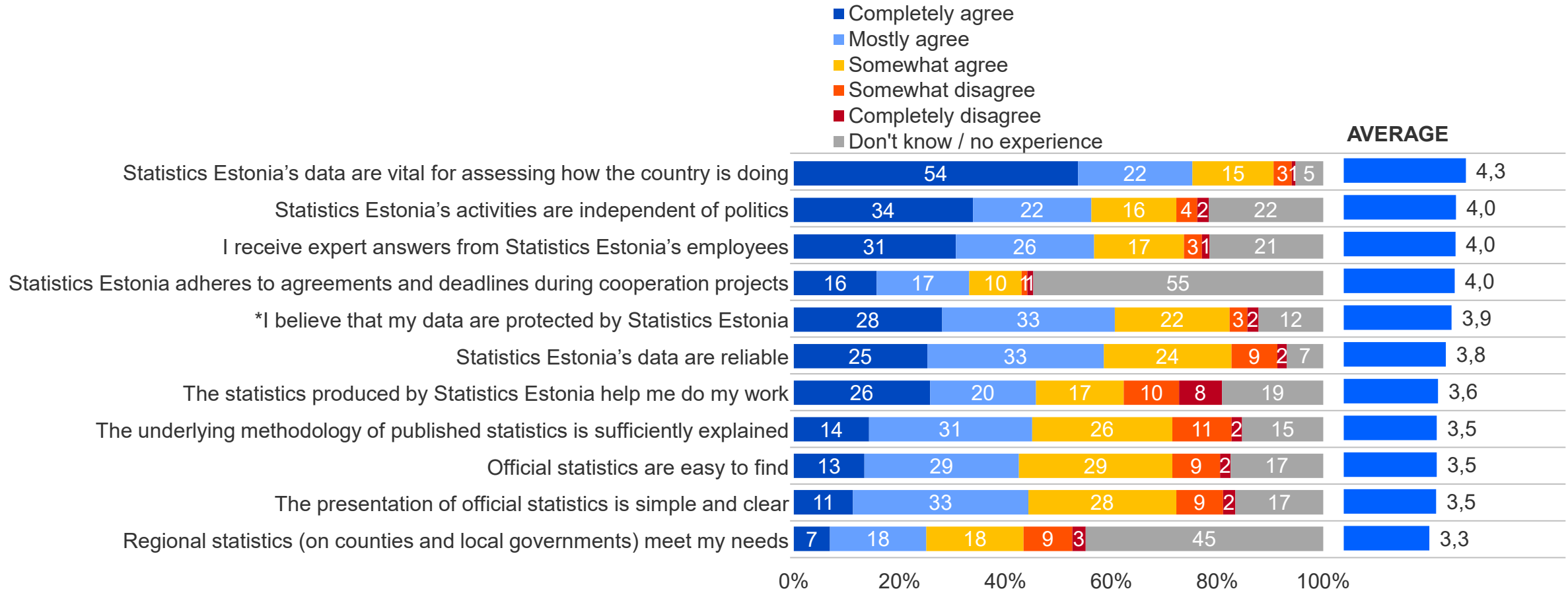


European comparison:  
 Satisfaction scores 4-5: 61%, scores 1-2: 10%  
 Preference / performance scores 4-5: 41%, scores 1-3: 26%

3

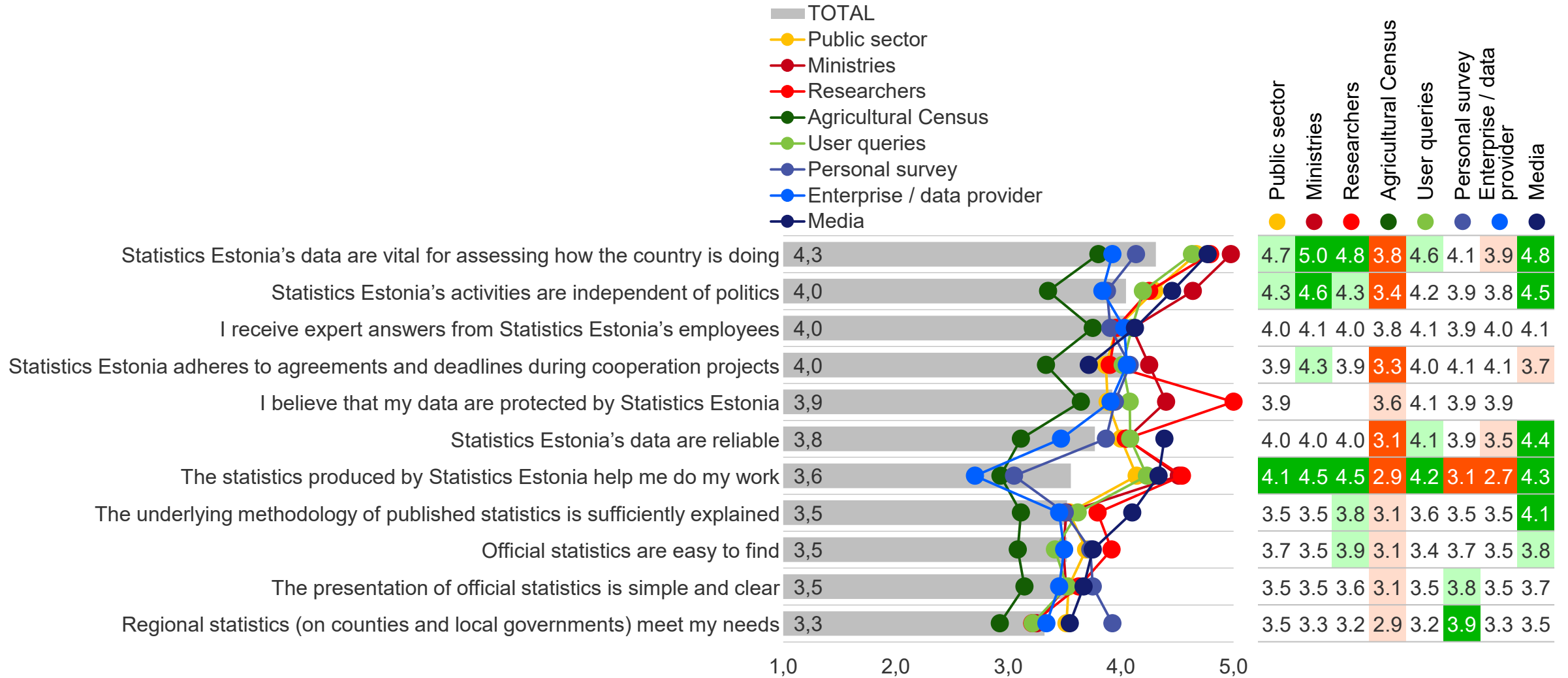
# Assessment of Statistics Estonia

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\* Rated by data providers

# Assessment of Statistics Estonia: by segment



The score is not shown if there were fewer than 4 respondents.

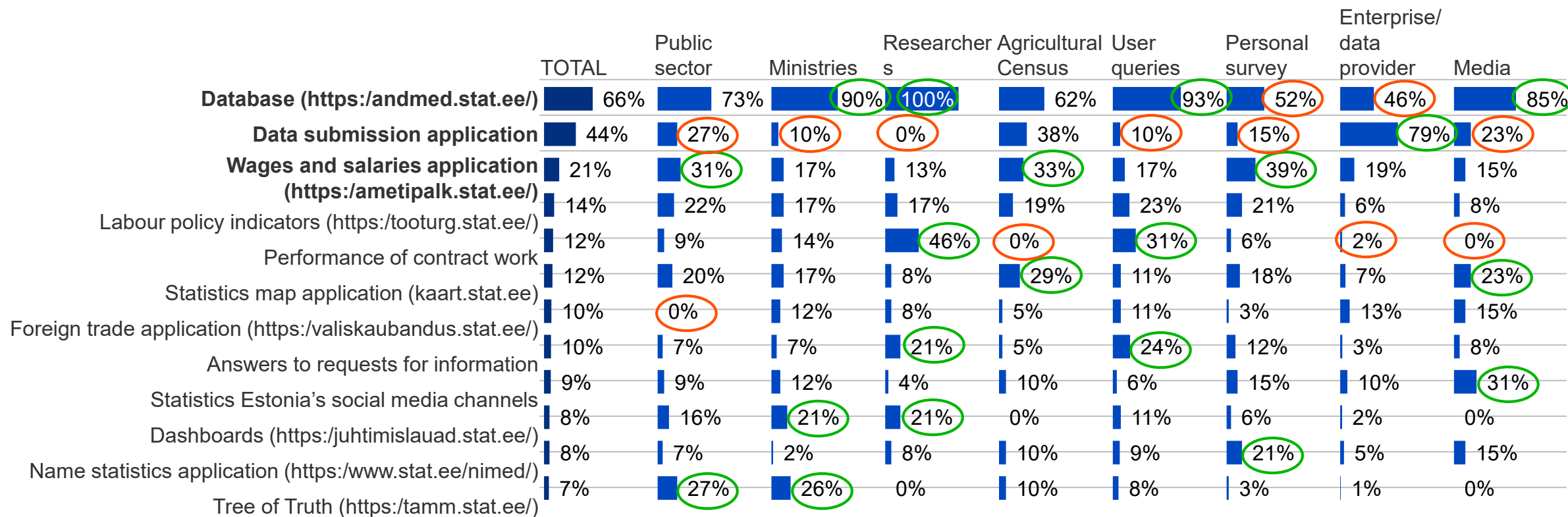
Light colour: at least 0.3p difference from average. Dark colour: at least 0.5p difference from average.

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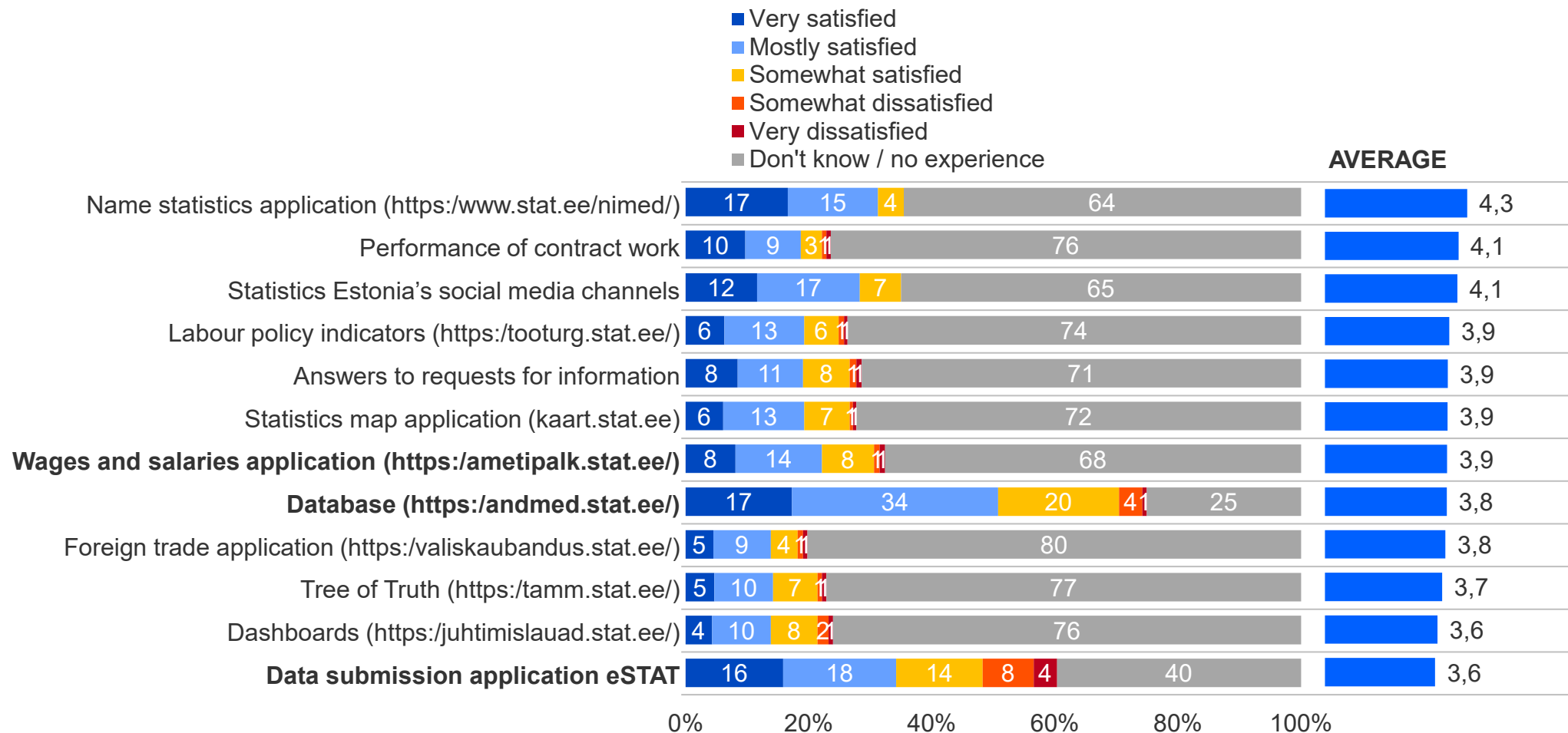
Satisfaction with  
products and services

# Most needed services

Which of the following products and services are the most necessary for you?  
Please select up to three most necessary items.

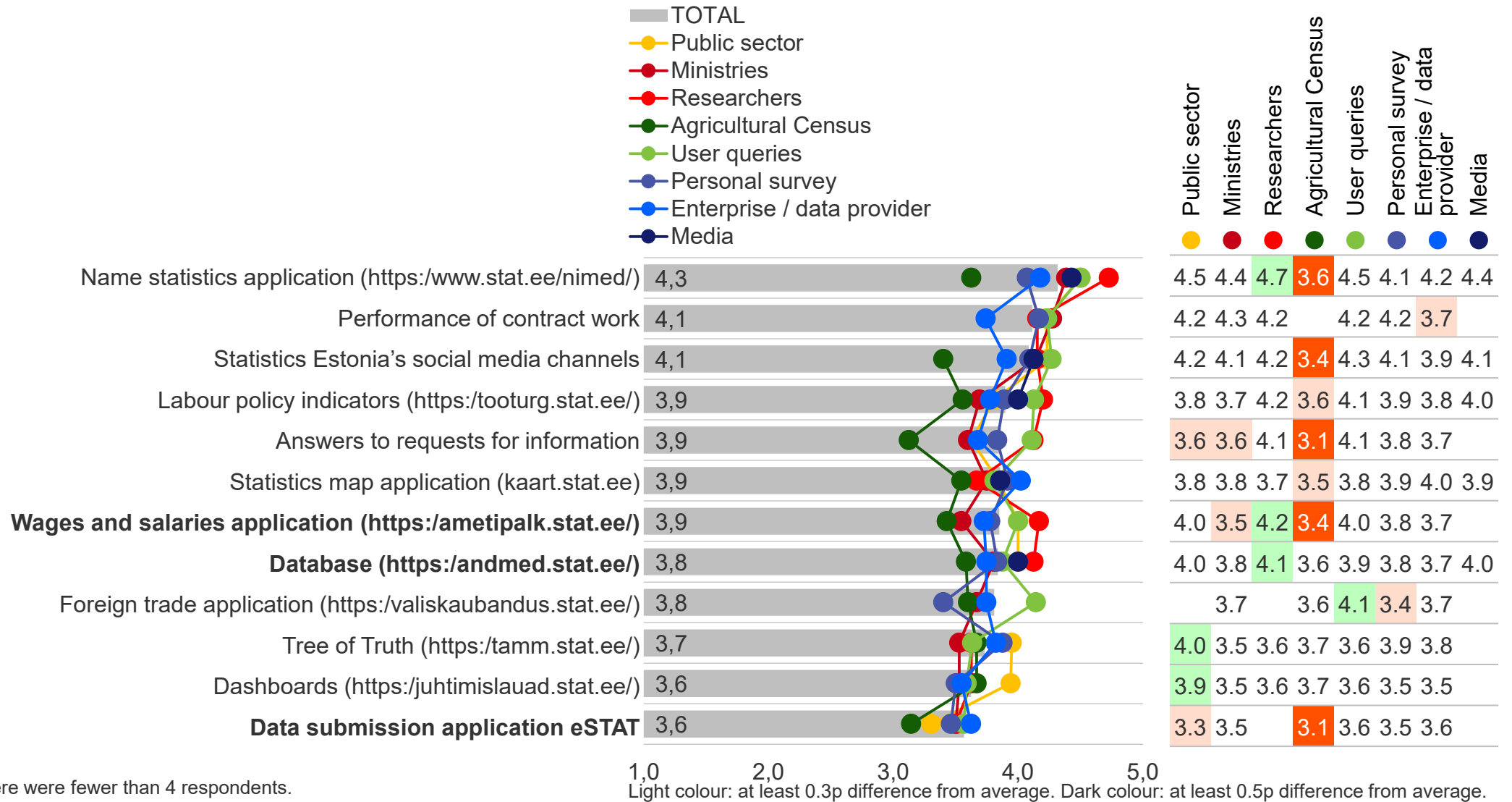


# Satisfaction with Statistics Estonia's products and services





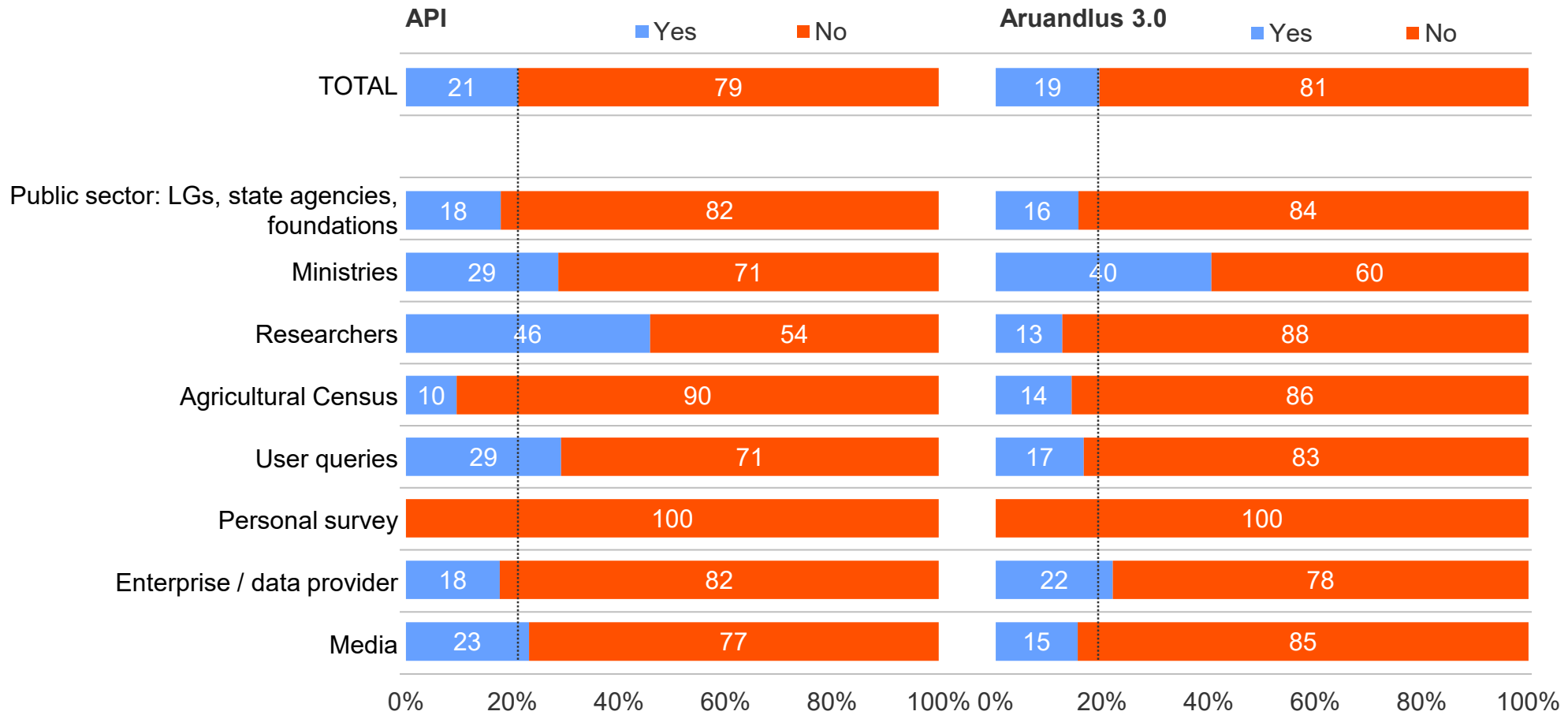
# Satisfaction with Statistics Estonia's products and services: by segment



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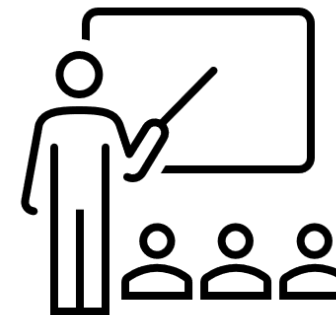
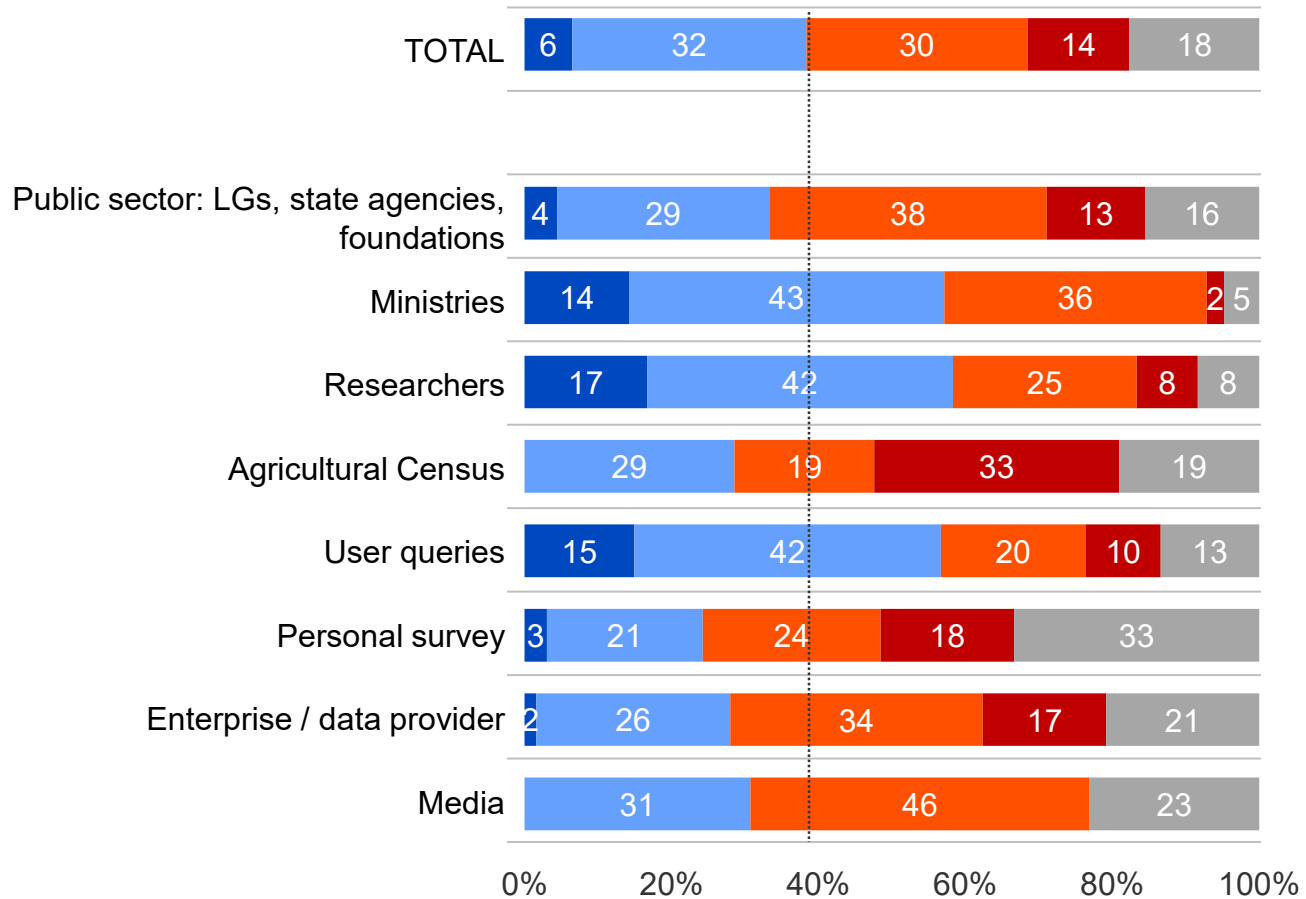
Other topics

# Awareness: API and Aruandlus 3.0 (Reporting 3.0)



# Interest in training sessions on the use of Statistics Estonia's products

■ Very interested ■ Somewhat interested ■ Not very interested ■ Not at all interested ■ Don't know



# Summary

# Summary

- **61% of customers are very or mostly satisfied with Statistics Estonia.** The share of dissatisfied customers is 14%.
- **Customers believe that Statistics Estonia's data are vital for assessing how the country is doing.** Only 4% of customers believe otherwise (completely or somewhat disagree). This was rated lower than average by customers in the Agricultural Census and enterprise / data provider segments. Ministries gave the highest rating to the importance of Statistics Estonia's data.
- **Customers consider Statistics Estonia's activities to be independent of politics,** with 56% completely or mostly agreeing with this statement. The share of customers who doubt Statistics Estonia's independence of politics was the biggest in the Agricultural Census segment.
- **Customers receive expert answers from Statistics Estonia's employees;** only 4% of customers were dissatisfied with the quality of answers. Here, the scores were similarly high across segments.
- Customers who have had cooperation projects with Statistics Estonia assess highly the fact that **Statistics Estonia adheres to agreements and deadlines.** Here, again, a rating far below average was given by the Agricultural Census segment.
- **Data providers believe that their data are protected by Statistics Estonia.** Only 5% believe the opposite.
- **58% of customers consider Statistics Estonia's data completely or mostly reliable,** 11% of customers consider the data unreliable. The reliability of Statistics Estonia's data was rated the highest by the media; the lowest rating was given by the Agricultural Census segment.
- **46% of customers believe that the statistics produced by Statistics Estonia help them in their work.** The helpfulness of statistics for work was rated lower by customers in the enterprise / data provider, Agricultural Census and personal survey segments.
- **13% of customers find that the underlying methodologies of statistics have not been sufficiently explained;** another 26% find that there is room for improvement. The same share of customers said that **statistics should be easier to find and the presentation of statistics should be clearer.** Here, higher ratings were given by researchers and the media, lower ratings were given by Agricultural Census customers.
- **25% of customers said that regional statistics meet their needs.** 45% of customers were unable to assess this, meaning that many customers probably do not use these statistics. Regional statistics were the most necessary for the personal survey segment.

# Summary

- **The database is clearly Statistics Estonia's most important product – 66% of customers included it in their top 3 most important products and services.** It is also the most **well-known product**, as only a quarter of customers had no opinion (the share of such respondents is over two times higher for other products). The database is the most important for researchers; its importance is above average for ministries, the user queries segment and the media. The average score given to the database was 3.8 on a 5-point scale. Only 5% of customers were dissatisfied with the database, and 20% were somewhat satisfied with room for improvement. The level of satisfaction is relatively uniform across customer segments; a score slightly above average was given by researchers.
- **44% of customers mentioned the data submission application among the top 3 most important products and services.** It is primarily relevant for the **enterprise / data provider segment** for whom it is by far **the most important product**. The average satisfaction score was 3.6 points. This satisfaction rating is lower than for other products and services of Statistics Estonia. 12% of customers gave a score of 1 or 2 on a 5-point scale. The application received the lowest score from the Agricultural Census segment.
- **21% of customers chose the wages and salaries application as one of their top 3 products and services.** The wages application is more important than average for customers in the personal survey, Agricultural Census and public sector segments. It received lower-than-average scores from the Agricultural Census and ministries segments.
- **The highest-rated products and services are the name statistics application, performance of contract work and Statistics Estonia's social media channels.** These products and services received an average rating of over 4 points (on a 5-point scale). However, the majority of customers had no opinion / no experience with these products.
- **21% of customers are aware** that Statistics Estonia's open data and pre-defined graphs can be **used in various applications via the machine-readable interface**. This awareness is the highest among researchers (46%). In the ministries and user queries segments, this awareness is 29%.
- **19% of customers are aware of the Aruandlus 3.0 (Reporting 3.0) project.** Awareness of this project is the highest in the ministries segment – 40% of customers.
- **38% of customers are interested in training sessions** on the use of Statistics Estonia's products. The biggest interest was registered among customers in the ministries, researchers and user queries segments.

# Project team

## Project tasks and responsibilities:

Client's representative:	Triin Küttim
Survey design and report:	Mari-Ann Ploom
Questionnaire program:	Olga Kosolapova
Translation of questionnaire into Russian:	Anastassia Lesment
Survey coordinator:	Olga Kosolapova
Data processing:	Olga Kosolapova
Graphs:	Maire Nõmmik

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