

# **User survey**

## **“User satisfaction with NBS products and services”**

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## BACKGROUND

National Bureau of Statistics (NBS) is the main statistical body in the country that provides statistical data in accordance with the standards in the field, considering the provisions of national legislation, as well as international documents in the field of statistics. In order to meet the informational needs of users, NBS undertakes continuous efforts to meet the requirements of users, implements the most modern and diverse methods and techniques for providing statistical data, offering a wide range of products and services.

Currently, NBS is initiating the procedure for modernizing the institution's website. This action involves the development of a new NBS Web page, with personalized design and new content, corresponding to the new requirements in the field of information technology, but also of users. Given the fact that most of products and services provided by NBS are made available to users through the institution's website, NBS is interested in conducting users' opinion survey on the products and services offered.

The user survey covers the NBS activity related to the products and services delivered by the NBS, both through the web page, online and offline, through printed publications, written requests or by phone, and aims to identify the NBS services and products that users are most/least satisfied with, the users' wishes and their trust in NBS products and services.

The planning and preparation activity related to the online survey was assisted by international experts from the EU project *"Technical assistance to support the National Bureau of Statistics of the Republic of Moldova"*.

## PURPOSE AND OBJECTIVES OF THE SURVEY

**The online opinion survey** is conducted for the first time independently by the NBS, without contracting a sociological company, being the first in a series of online surveys that the statistical office plans to conduct regularly.

This opinion survey aims at assessing the degree of user satisfaction with the products and services provided by NBS in order to improve their quality and adapt them to the informational needs of users.

*The immediate goals* of the survey and its areas of analysis are:

- ✓ better knowledge of the current profile of users of statistical products and services and the areas of statistical data in which they are currently interested;
- ✓ identification of the statistics used and the purpose of their use;
- ✓ Identification of the most used products and services and frequency of use;
- ✓ evaluation of users' satisfaction with statistical products and services offered by NBS;
- ✓ identifying needs to improve products and services and new products and services;

- ✓ evaluation of users' trust in statistical data disseminated through NBS products and services.

*For a long term* such surveys:

- ✓ represent a practical tool for obtaining regularly public feedback on the development and efficiency of NBS activity and the National Statistics System, as a whole;
- ✓ facilitate the dialogue between NBS and the general public, as well as contribute to promoting the participation of users in the process of reforming the field of statistics and continuous improvement;
- ✓ are an important source in the improvement and functioning of the system of assessing the activity of NBS.

Continuous communication with data users, in particular by consulting their opinion, is a basic and indispensable tool in the work of national statistical offices and is in line with the [\*European Statistics Code of Practice\*](#).

It is worth mentioning that NBS periodically (once every 4-5 years) order independent sociological research aimed at assessing users' opinion on the quality of statistical information produced and disseminated by NBS, from the perspective of compliance with the fundamental principles of statistics, clarity of statistical methodologies and determination of the extent to which this information meets the needs of different categories of users. The last such poll was conducted in 2016.

## **SURVEY METHODOLOGY**

The survey was conducted by applying the technique of *quantitative research* seeking to:

- ✓ ensure the development, testing of the questionnaire and methodology;
- ✓ collect quantitative data according to the questionnaire;
- ✓ perform the interpretation and validation of results.

The questionnaire included 12 questions, including two open-ended questions.

*The subject of the survey* was the NBS products and services as follows:

- ✓ NBS official website <https://statistica.gov.md>
- ✓ Statistical databank <http://statbank.statistica.md>
- ✓ Statistical publications
- ✓ Press releases
- ✓ Infographics
- ✓ Gender Pulse Platform <https://genderpulse.md>
- ✓ Platform Population and Housing Census 2014 <http://recensamant.statistica.md>
- ✓ Interactive applications (IPC calculator, Life expectancy calculator, financial statements visualization, etc.)

- ✓ Request of statistical data
- ✓ Social media (Facebook, Twitter, Youtube)
- ✓ Greenline

### ***Calculation of the General Satisfaction Index***

The General Satisfaction Index is an indicator that measures the degree of satisfaction of users with NBS products and services and was calculated by statistical methods.

To calculate this index, the answer options to the question in the questionnaire *How satisfied are you with NBS products and services?* were rated on a scale of 1 to 4:

Very satisfied	4
Satisfied	3
Somehow satisfied	2
Not satisfied at all	1

No score was given to the response option *No opinion*.

The index was calculated separately for each product and service, as well as total for all NBS products and services.

### **MODALITY AND PERIOD**

The survey was conducted using the CAWI method (computer-assisted web interviewing) through the free and open source web application KoBoToolbox intended for data collection.

The survey was:

- ✓ uploaded on the NBS website (through a pop-up page, visitors were invited to complete and send the questionnaire);
- ✓ sent by e-mail to the main users with whom NBS regularly collaborates, subscribers of NBS statistical information and potential users of statistical data identified from the main user groups. In total over 1100 emails were sent;
- ✓ distributed through Social media (Facebook and Twitter).

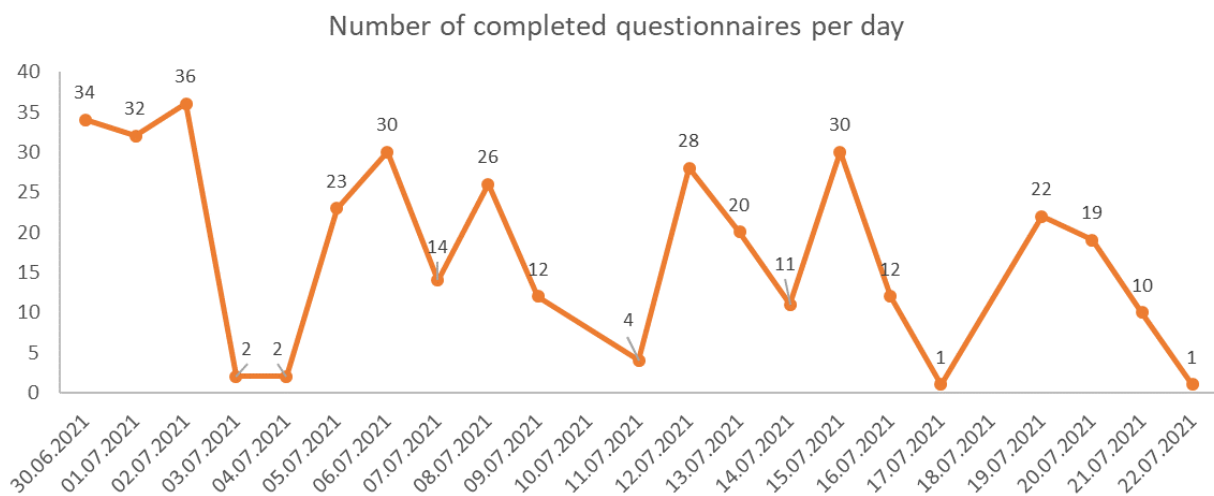
*The questionnaire period* lasted for 3 weeks, starting on 30.06.2021. The deadline for sending the questionnaire was 22.07.2021.

The completion of the questionnaire was, on average, 7 minutes.

The questionnaire was available in 3 languages: Romanian, English, Russian, offering the possibility of language selection and thus facilitating the access of as many users as possible.

## COMPLETED QUESTIONNAIRES

A total of 369 questionnaires were completed during the interview period. On average, 16 questionnaires were completed per day. The evolution of filling in the questionnaires can be viewed in the chart below:



## TYPES OF USERS

Depending on the level of use of the products used, the purpose and frequency of use of the data, the respondents to the online survey questionnaire were asked to self-identify which category below they belong to:

- **Advanced user** - uses the databank to obtain mainly raw data and to adjust the table and data to the needs; draws its own conclusions based on specific data for service purposes; downloads data very frequently (even daily).
- **Intermediate user** - searches for raw data/ predefined tables or works with existing data visualizations and ready-to-use interpretations in publications / reports in order to support the work, in personal interest (for example, to verify data in news articles) or to gain a basic understanding of what is available for future reference; uses NBS data weekly or monthly.
- **Light user** - uses data visualizations, graphs and statistical articles that are easy to read and interpret; uses the data to support opinions and discussions, shares on Social media, uses the data in the study process or explores available data out of curiosity; visits the NBS website occasionally.

Thus, the answers to the survey questions were also analysed from the perspective of the user type, with the aim of further adapting the products and services to the different needs of different types of users.

## SYMBOLS USED

"- " - zero value

"N=" – absolute number



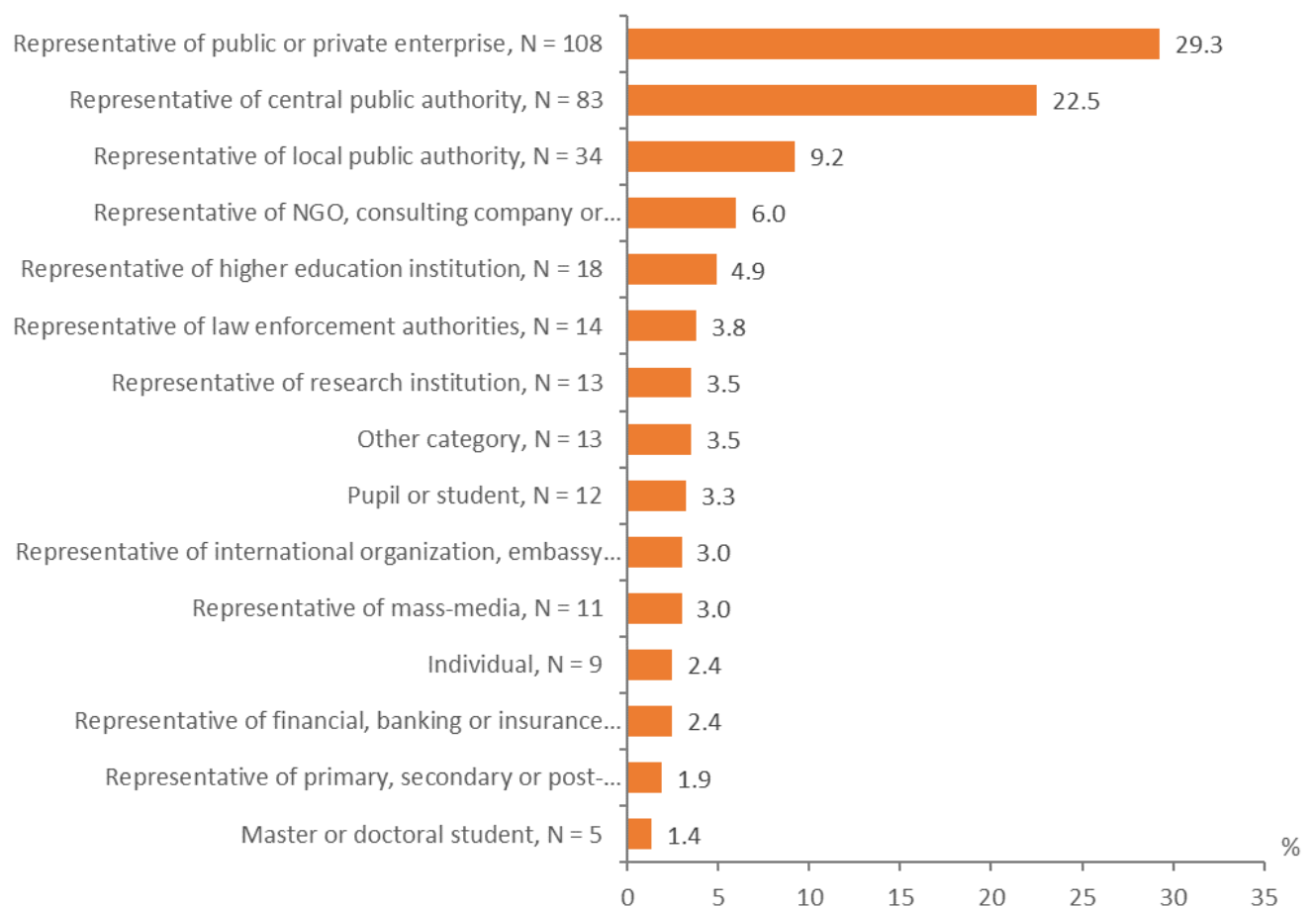
## OPINION POLL RESULTS

### 1. Profile of users of NBS products and services

#### 1.1. User categories

In general, the respondents of the online opinion poll, included a number of 15 categories of users of the products and services provided by NBS, as follows: officials of central and local public authorities, employees of the public and private sector, representatives of law enforcement bodies, representatives of non-governmental and international organizations, journalists, employees of research and education institutions, young people doing their studies. It is worth noting that a large number of those who did not find themselves in the categories indicated in the questionnaire and chose the option "other category", 2 additional categories were identified: "representatives of law enforcement bodies" and "individuals", subsequently added as separate categories.

Figura 1. User categories, %



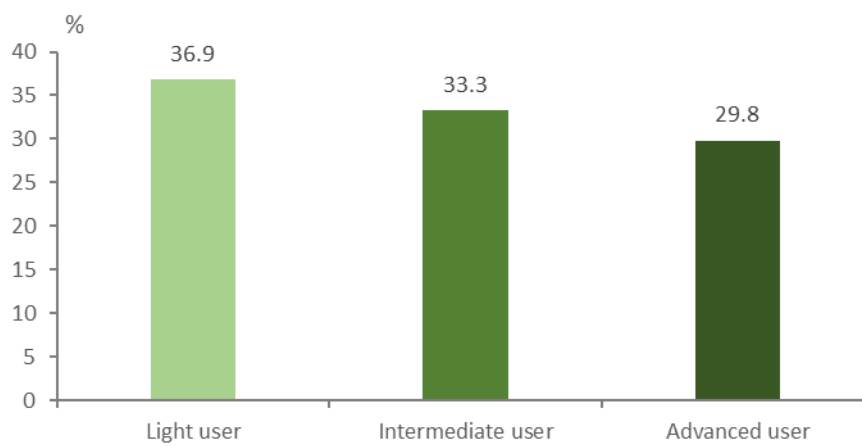
After processing the questionnaires, it was found that the largest category of users of NBS products and services is represented by officials of public and private enterprises, which constitute 29.3%, followed by civil servants from central public authorities

(22.5%) and those from local public authorities (9.2%), the latter amounting together to 31.7%. At the same time, NGOs make up 6% of the total users, representatives of higher education institutions-4.9%, of research institutions - 3.5%, and the group of students and students – 3.3%, compared to that of Masters and doctoral students, which constitute 1.4%, being the smallest category of users.

## 1.2. User type

The distribution by types of users is almost the same, casual users outpacing the other types with a share of 36.9%, compared to intermediate users representing 33.3% and advanced users – 29.8%.

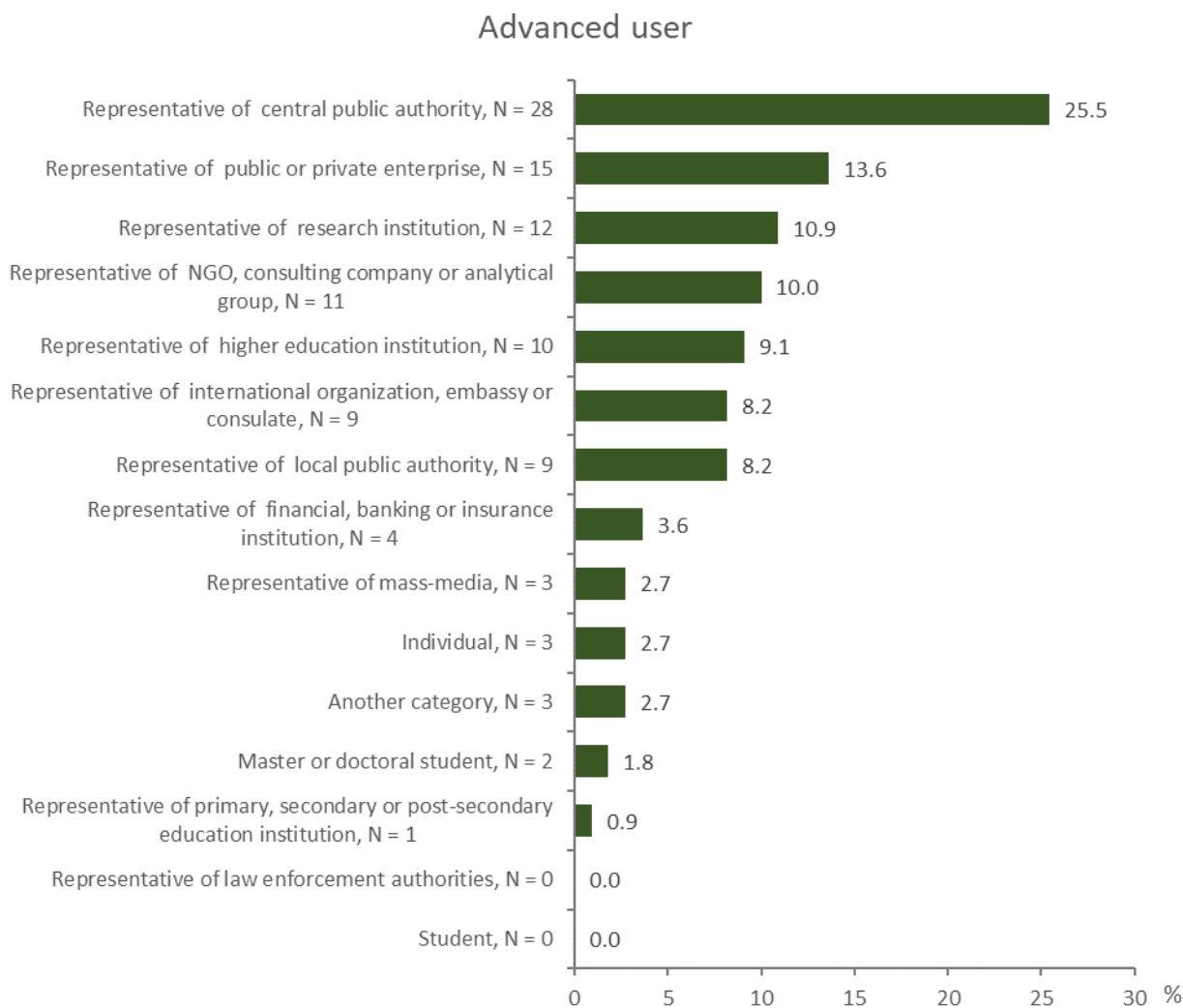
Figura 2. Types of users, %



### 1.3. User categories vs. User type

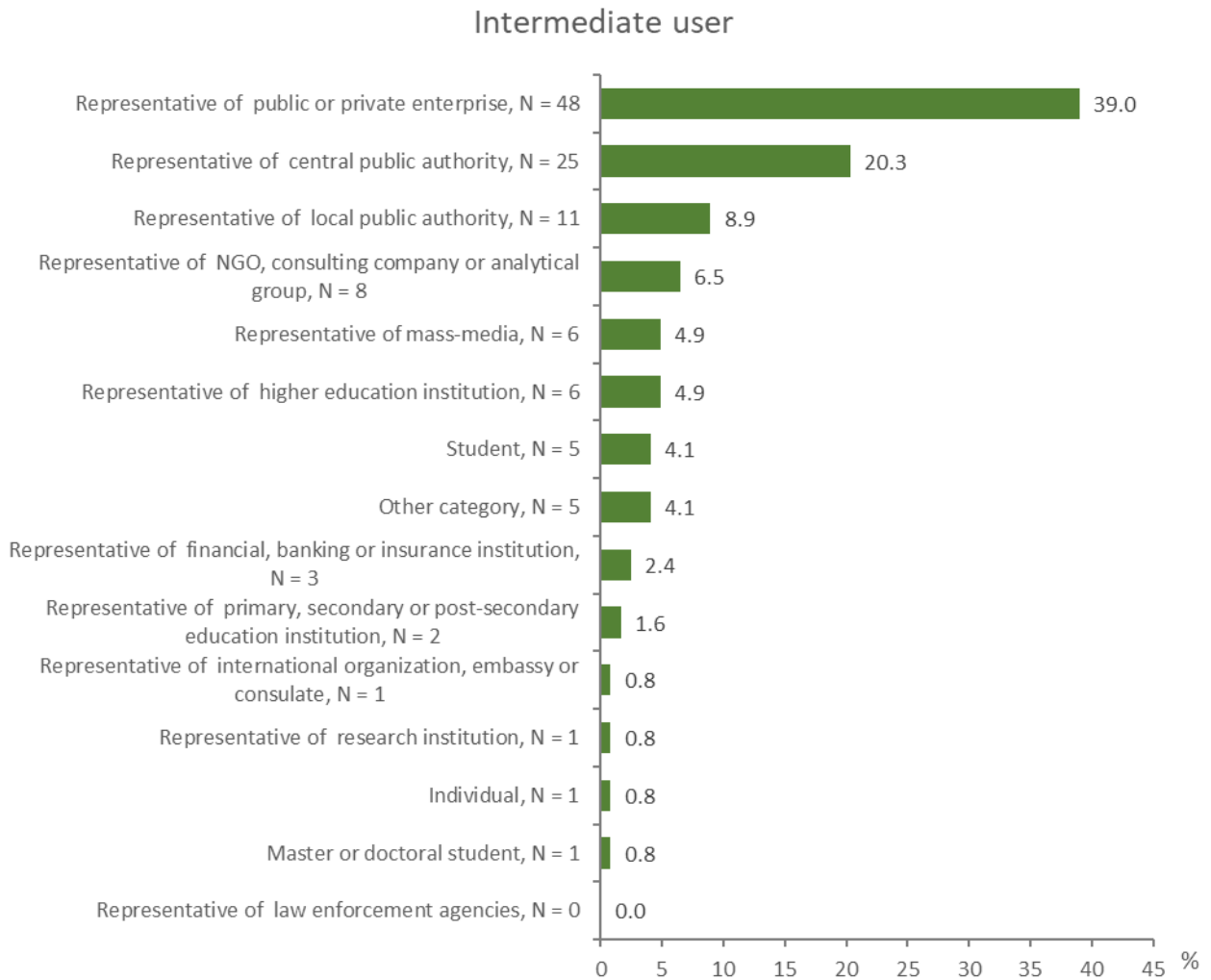
Among *advanced users* representatives of central public authorities hold the largest share (25.5%), while representatives of local public authorities represent only 8%, being overtaken by representatives of public and private enterprises, representatives of research institutions, NGOs, consulting companies and higher education institutions. At the same time, *advanced users* do not include representatives of law enforcement bodies and schoolchildren/students.

Figura 3. User categories by user type-Advanced User, %



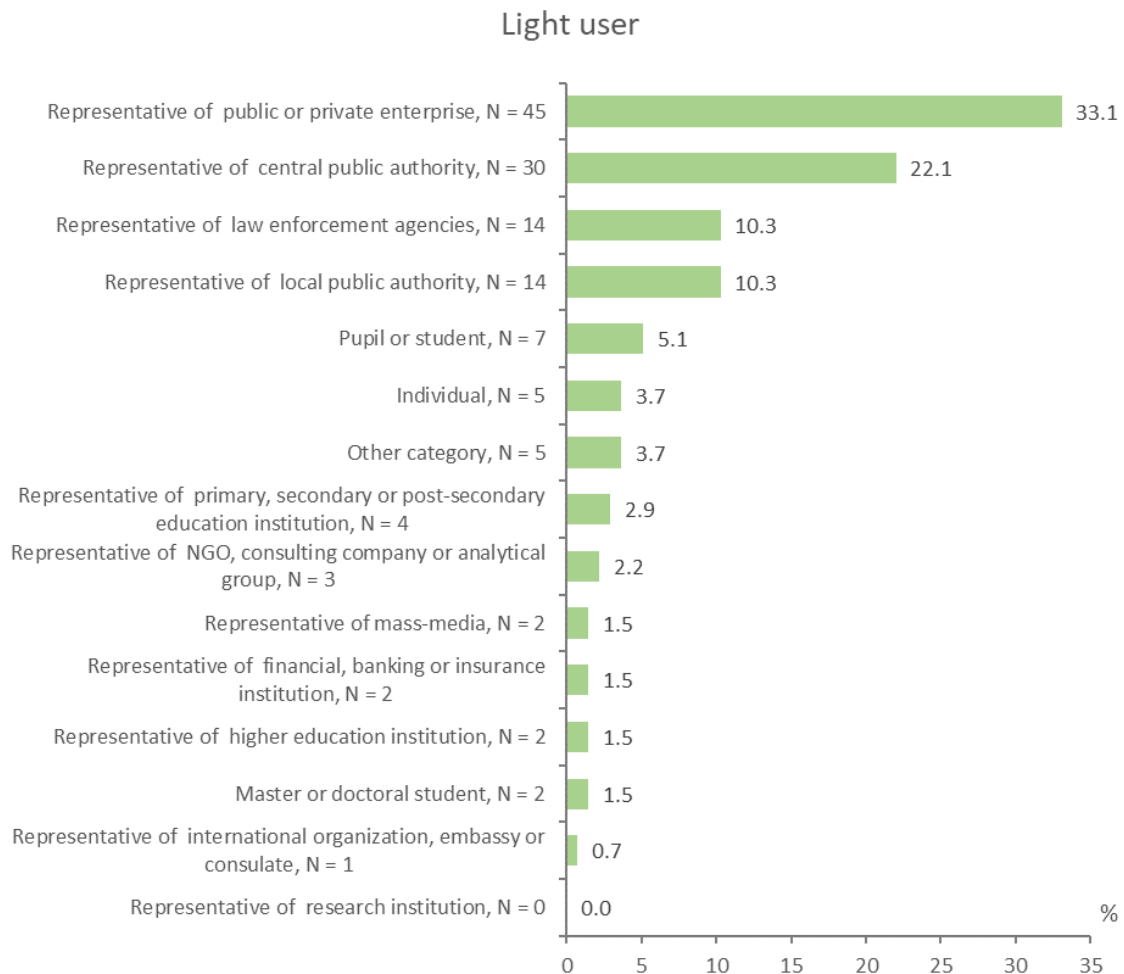
Representatives of public or private enterprises are the most common among *intermediate users*, with the highest share of almost 40 percent. They are followed by representatives of central (20.3%) and local (8.9%) public authorities. For this category of users, the highest response rate for “another category” is also attested (4.1%). At the same time, there are no representatives of law enforcement bodies in this category.

Figura 4. User categories by user type – intermediate user, %



In the case of *casual users* the largest share is held by representatives of public or private enterprises (33.1%), followed by representatives of central public authorities which constitute a fifth part of the total (22.1%). It is worth mentioning that law enforcement representatives, who are missing among the first two categories, identified themselves as casual users in a proportion of 10 percent. The representatives of local public authorities have the same share, followed by pupils/students and individuals, with 5.1% and 3.7% respectively. At the same time, among the casual users there are no representatives of research institutions.

Figura 5. User categories by type of user-Light user, %



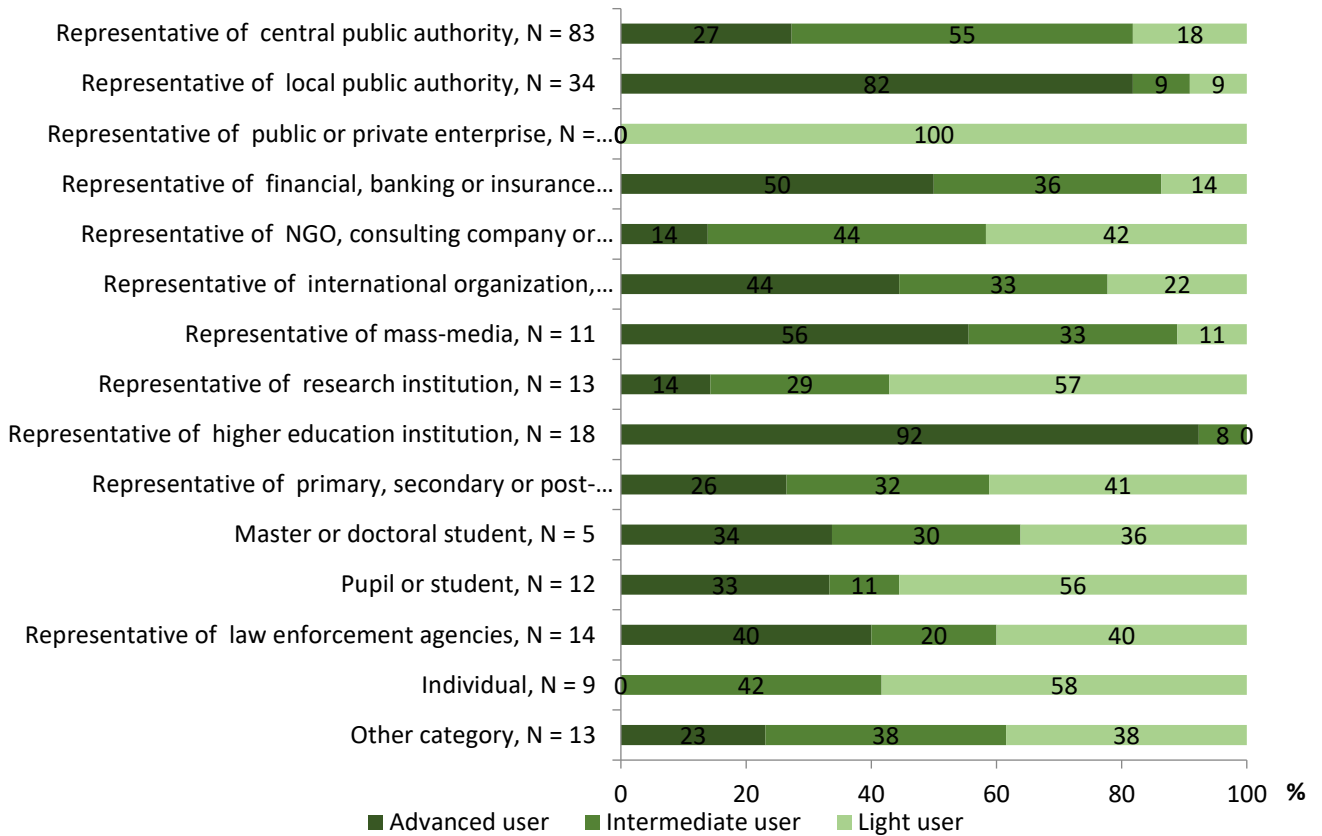
At the same time, analysing the types of users (advanced, intermediate, occasional) for each category of users, we can deduce that the share *advanced users* it is higher for representatives of research institutions (92%) and international organizations (82%). Also, advanced users are representatives of higher education institutions (56%) and NGOs, consulting companies (50%). There are no advanced users among representatives of law enforcement bodies and pupils/students.

The largest share of *intermediate users* is attested among Representative of mass-medias, with over 50 percent (55 %), followed by representatives of public and private enterprises (44 percent).

The representatives of the law enforcement bodies fully identified themselves as *casual users*, and among other categories such as representatives of Primary/Secondary/High School educational institutions, pupils/students and individuals this type of users exceeds half of the totals of these categories.

In the case of representatives of Central and local public authorities, the three types of users meet in approximately equal proportions.

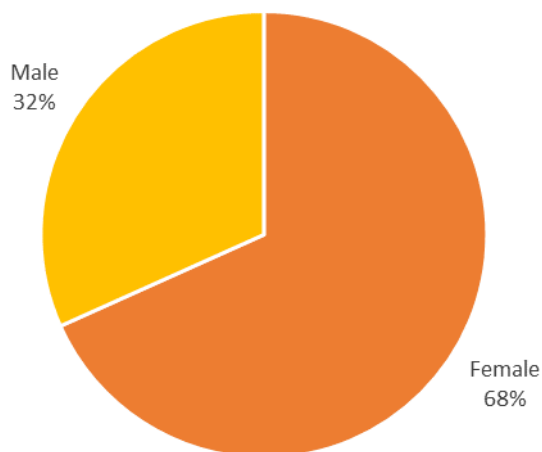
Figura 6. Structure of user categories by user type, %



### 1.4. Gender structure

The gender representativeness of the respondents shows that more than 68% are female and almost 32% are male.

Figura 1. User structure by gender, %

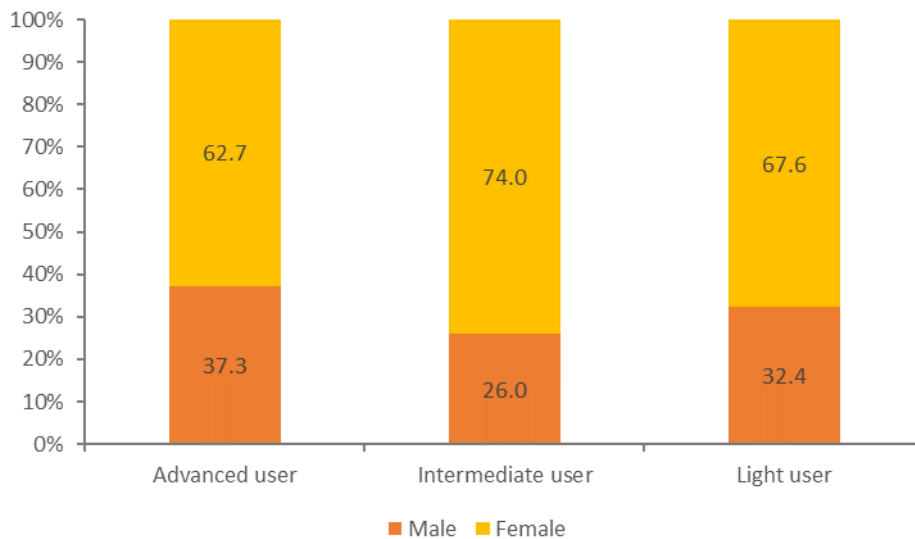


### 1.5. User Type, by gender

An analysis of the results of the survey shows a prevalence of women over men for all types of users, these constituting more than 60 percent in all three groups, in the case of *intermediate users* even exceeding 70%.

Compared to each other in the group of *advanced users* there is a small increase in the share of men (37.3%), compared to intermediate (26.0%) and casual (32.4%).

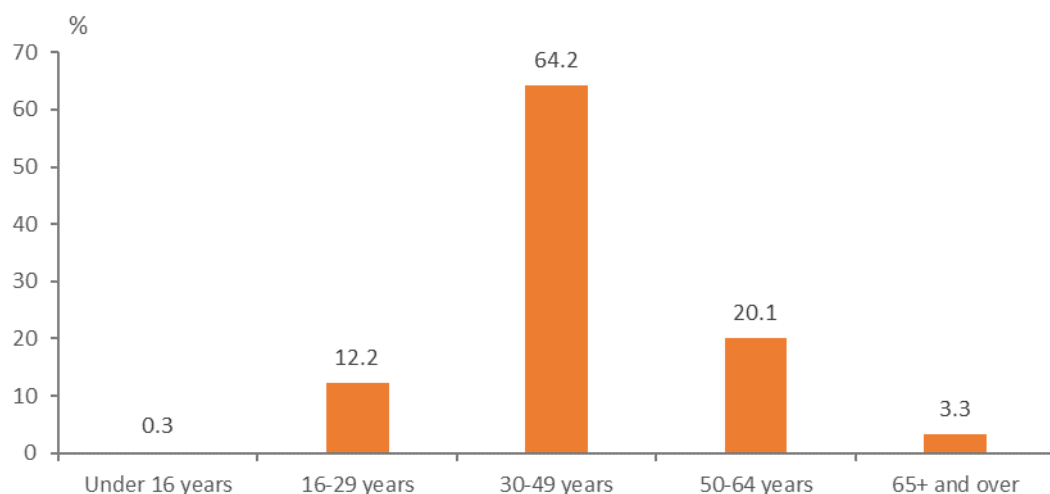
Figura 2. User structure by user type and gender, %



### 1.6. Age structure

More than half of the users of NBS products and services are people aged 30-49 years (64.2%), followed by people over the age of 50 (20.1%). Young people aged 16-29 have a share of representativeness of 12.2%, and people under 16 and those over 65 represent the age categories with the lowest share, of 0.3% and 3.3% respectively.

Figura 3. Users by age group, %



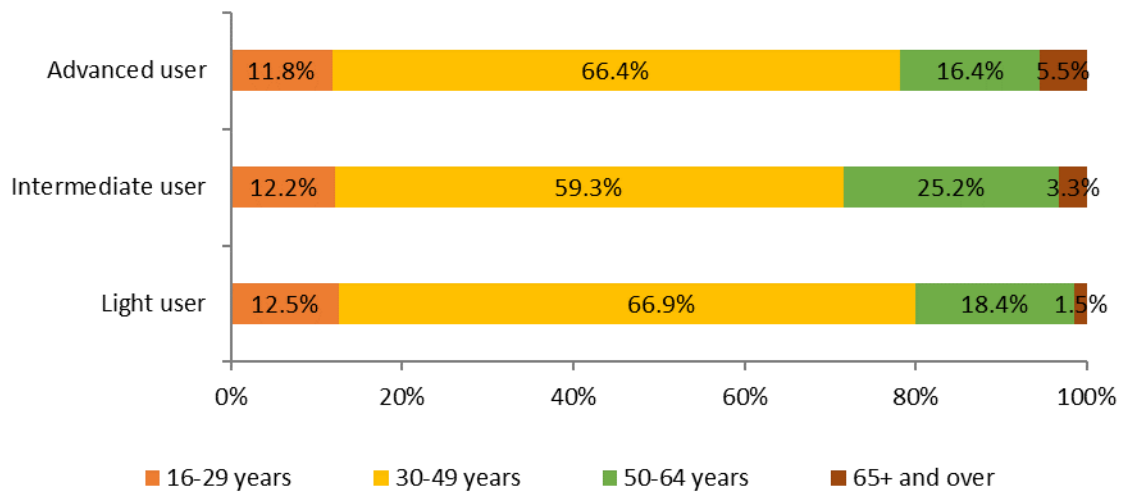
### 1.7. Age vs. User type

A correlation of the results between the type of users and their age shows that more than half of the users of the three types are aged 30-49 years. In the case of *advanced* and *casual* users, this age category even exceeds 66%.

A fourth part of *intermediate users* are people aged 50-64 years old (25.2%).

Most users aged 65+ are *advanced users* and among *casual users* a small percentage (0.7%) of users under 16 years old were attested.

Figura 4. User structure by user type and age group, %

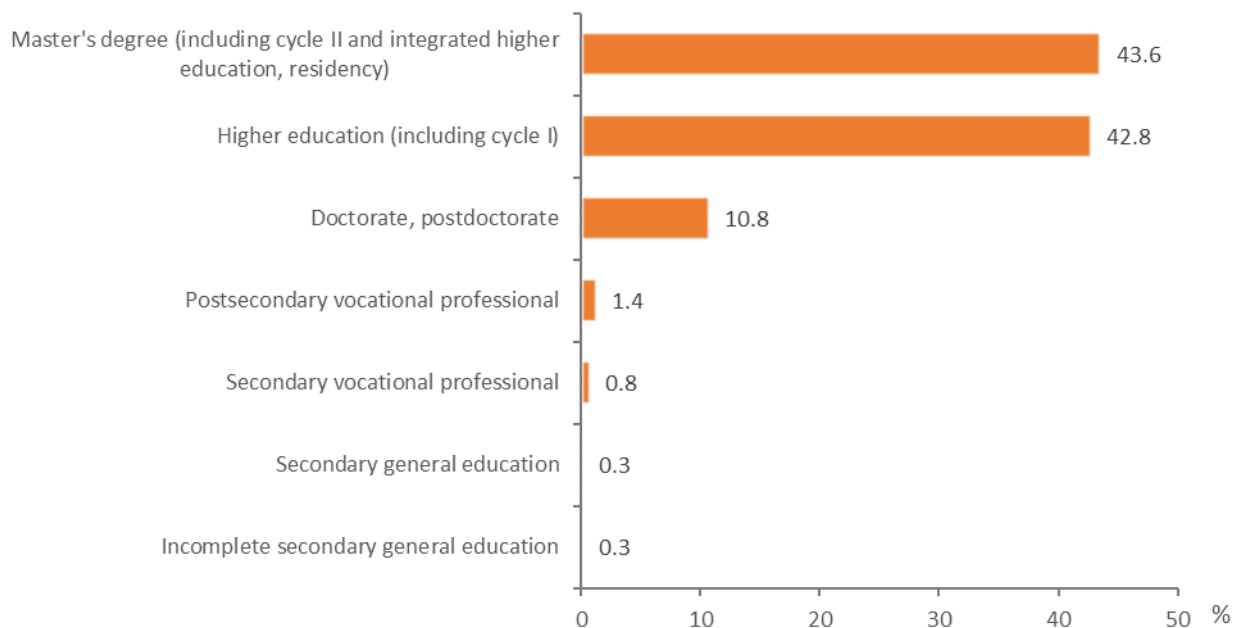




## 1.8. Degree level

By level of education, almost 98% of users of NBS products and services have higher education (97.2%). Of these, 43.6% have higher master's education, and 10.8% - doctoral and postdoctoral studies. Another 2% of users have Vocational-Technical Education or are students in high school/secondary school, the last category having the lowest share of 0.6%.

Figura 5. Users by degree level, %



## 1.9. Degree level vs. User type

A simple analysis of the survey results, which correlates the data on the type of user with the studies, shows that the level of education is closely related to the degree of use of NBS statistics. The higher the level of education, the higher the degree of use/access of the products and services provided by NBS.

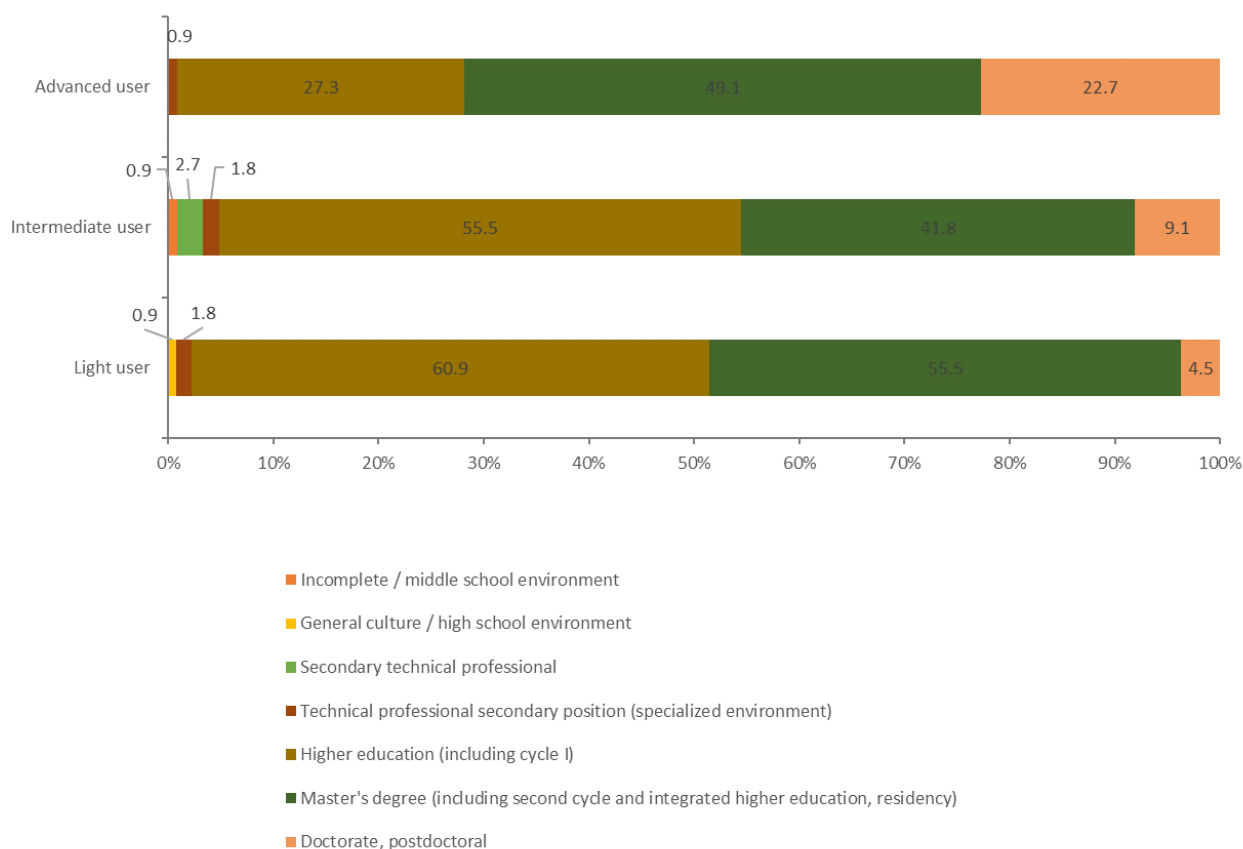
It is worth noting the rather high percentage of *advanced users* with doctoral and postdoctoral studies (22.7%), compared to 9.1% in the case of *intermediate users* and 4.5% - *casual user*.

Nearly half (49.1%) of *advanced users* have master's degree (including Cycle II and integrated higher education, residency), compared to 41.8% in the case of *intermediate users* and 55.5% - *casual users*.

More than half of *intermediate users* (55.5%), but also *casual ones* (60.9%), have higher education.

In all three types of users there is a very low rate of respondents who declared specialized secondary education (post-secondary vocational technical and secondary vocational technical) or incomplete secondary education (secondary or high school).

Figura 6. User structure by user type and level of studies, %



## 2. Result indicators

### 2.1. Statistics used

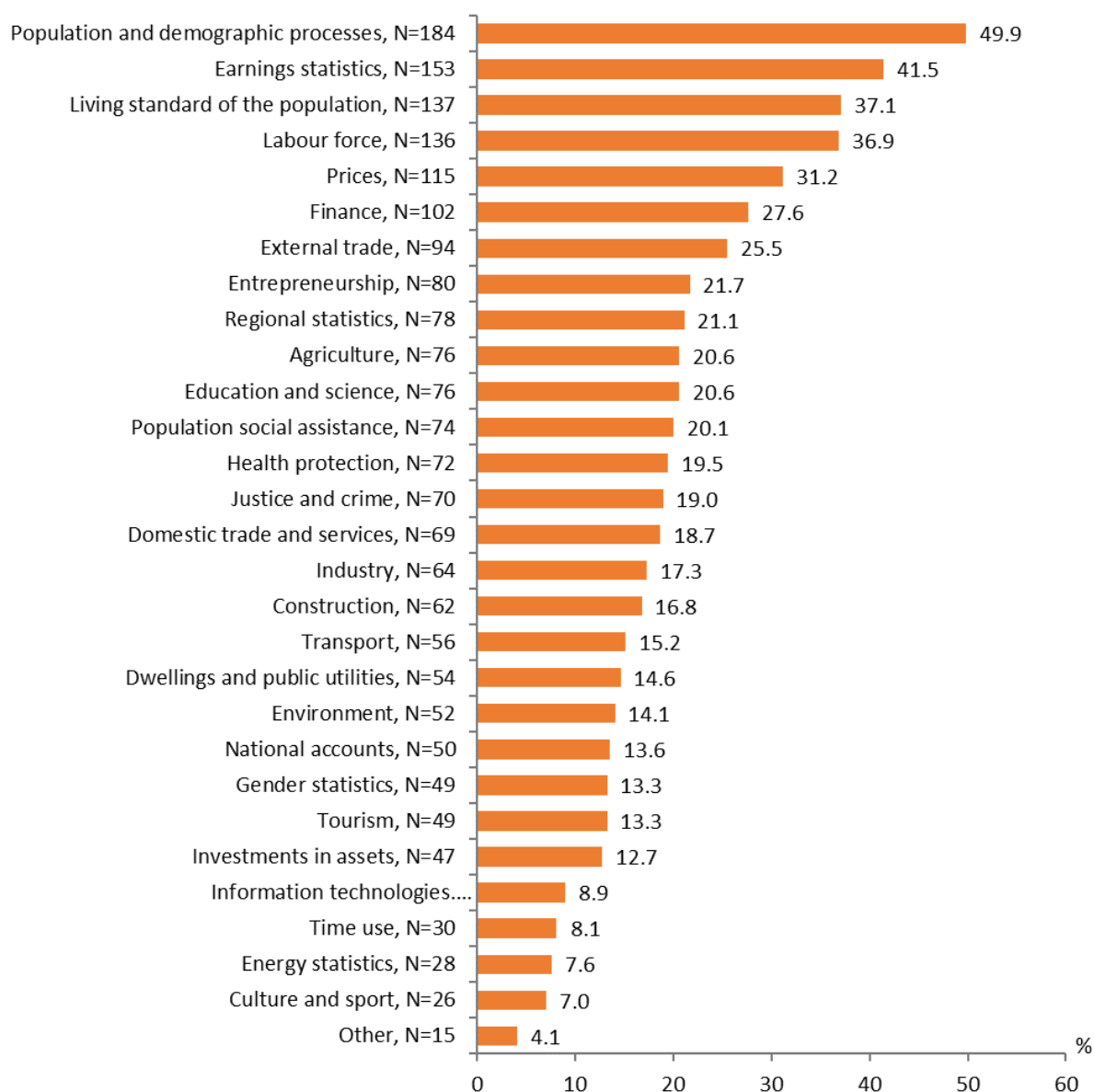
The results of the survey show a large variation of users in relation to different statistical areas. *Population and demographic processes* is the domain used by half of the respondents of the questionnaire.

At the same time, other social areas such as: *salary statistics, Living standard of the population, labour force* are most commonly used, with weights of more than 36 percent.

It is worth mentioning that another category of users accesses more than 25 percent economic areas such as: *prices, finance, External trade*.

Less frequently used domains with a share of less than 10 percent, mentioned by users in the case of this survey, are: *information technology, mail and communications, time use, energy, culture and sport*.

Figura 7. Users by statistical domains used, %



## 2.2. Statistics used vs. User type

The analysis of the results depending on the type of users versus the statistics used reconfirms the fact that *social statistics are the most demanded* and accessed by users. It is worth mentioning – in the case of all three types of users: advanced, intermediate, casual.

On the first positions by usability is the field *population and demographic processes*, which records the highest access rate among *advanced users* (70.9%), followed by the field *Earnings statistics* which has a higher share of 30 percent for all types of users.

At the same time, *casual users* are looking for other statistics than those listed by the NBS in the survey, registering a percentage of 3.7%, outpacing interest in areas such as national accounts, industry, energy. Other statistics are being also searched by *advanced users*, recording a rather high percentage of 7.3 %, being the last position in the ranking by domains.

Figura 8. Users by statistical domains used and user type - Advanced User, %

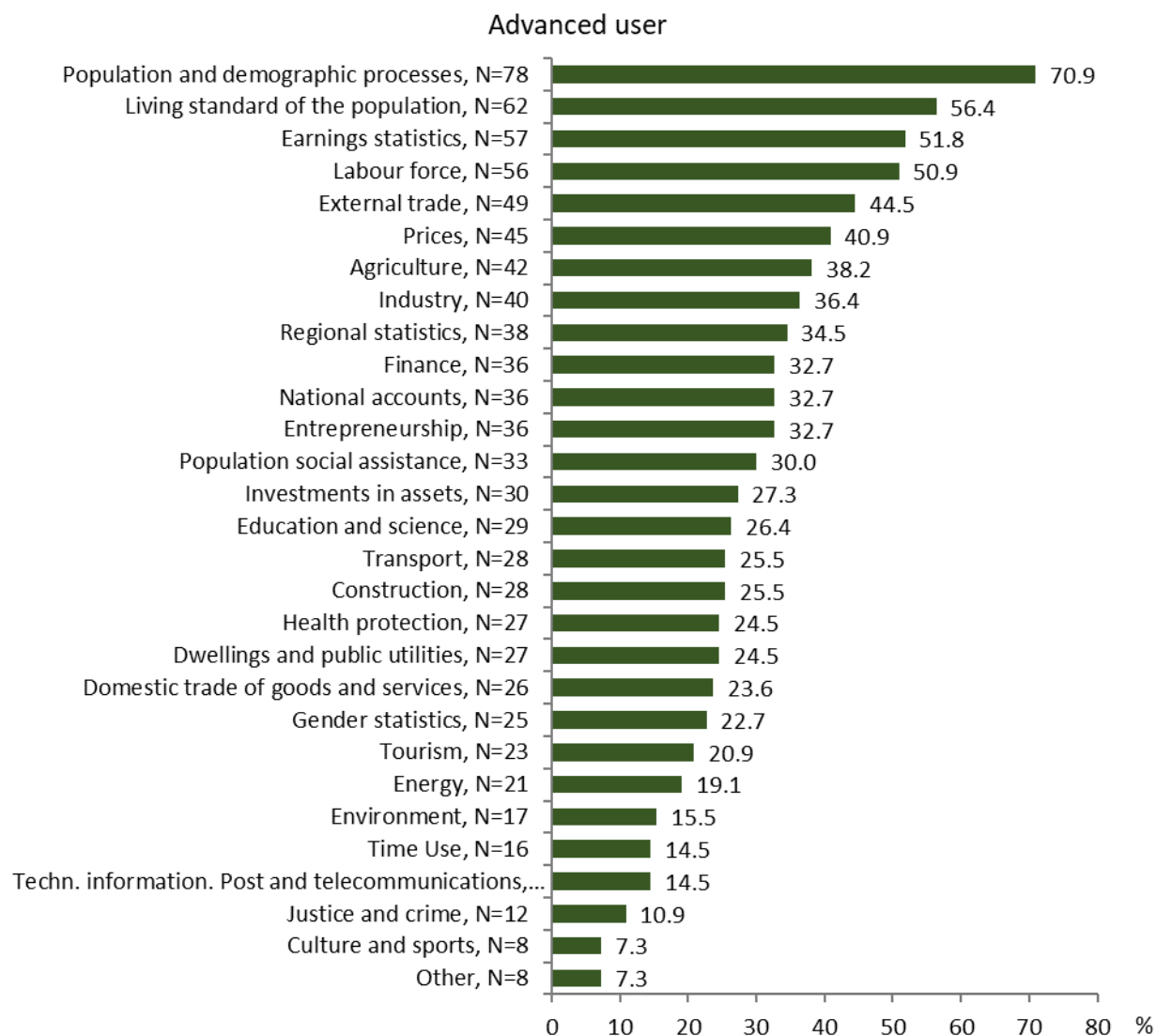


Figura 9. Users by statistical domains used and user type-Intermediate user, %

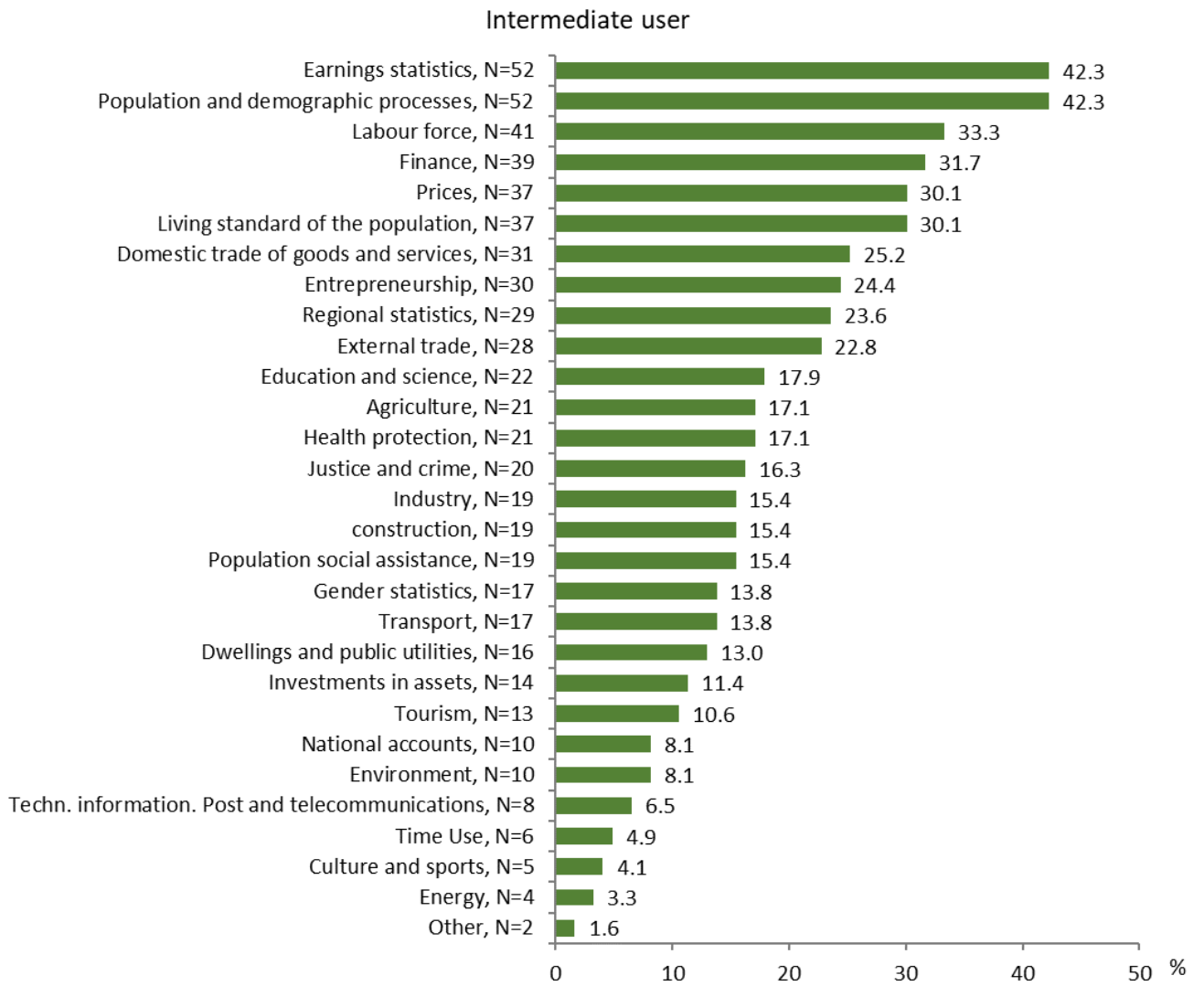
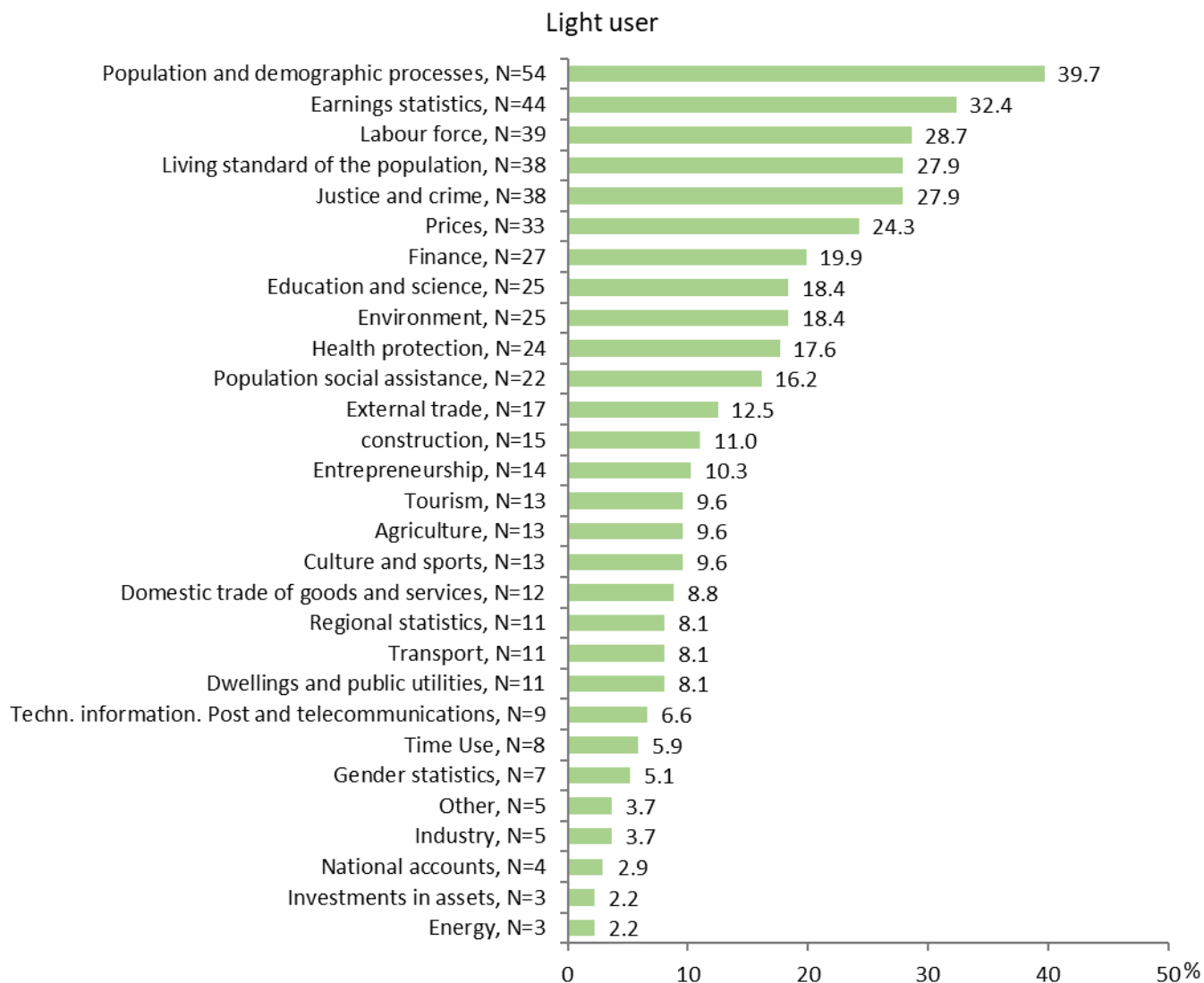
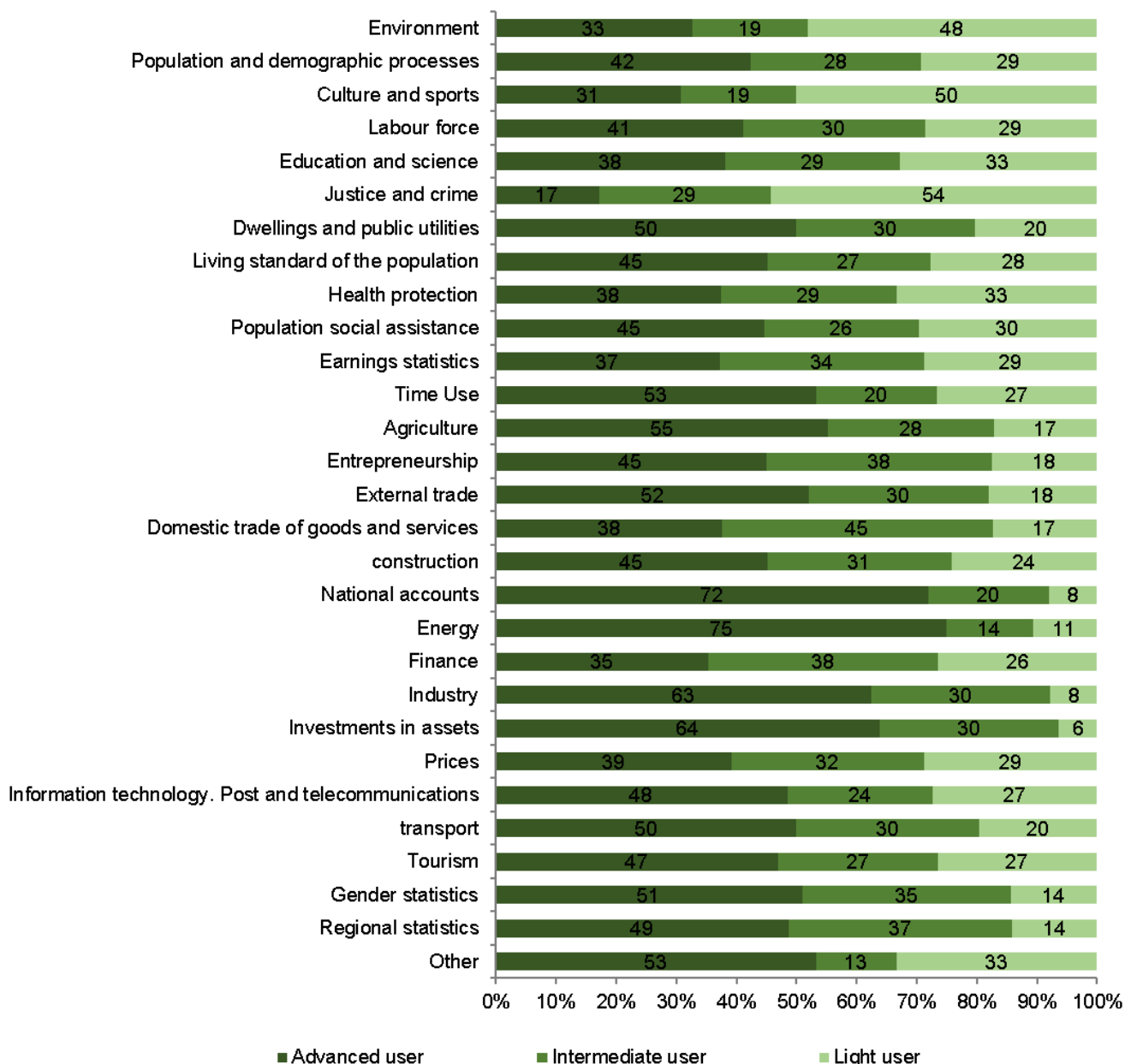


Figura 10. Users by statistical domains used and type of user - Light user, %



The analysis of the share of user types by each domain shows us that *advanced users* are more interested in the areas of *Energy, National Accounts, Investment in assets and Industry* like intermediate and casual users. *Intermediate users* compared to other users have a preference for *Domestic trade and services and Finance*, and *casual* ones access more data about *Environment, culture and sport, justice and crime*.

Figura 11. User structure by user type and statistical domains used, %



### 2.3. Users by purpose of data use

The survey data show that people use statistics for various purposes. Most of the people, almost 38%, access the data produced by the NBS out of *curiosity, for general information*.

At the same time, a similar share of users (37.4%) are interested in statistical data for *statistical analysis or research*. It should be noted that "*User satisfaction with statistical products and services provided by NBS*" in 2013 showed a rate of just 0.2% of users using NBS statistical data in scientific research.

Every third respondent (28.7%) noted that they use statistical data for *policy monitoring or long-term and medium-term decision making*.

Statistical data serve as grounds for the *Development of normative and legislative acts*; about 20 percent of respondents used them for this purpose. Also, over 11% of

respondents use statistical information *in the process of education, for teaching, training or preparation of courses, theses and undergraduate papers.*

Figura 12. Users by purpose of data use, %



#### 2.4. Purpose of Use vs. User type

The results of the answers provided by the respondents of the questionnaire, according to the type of users versus the purpose of use, show that the higher degree of advancement in the use of statistical data is largely motivated by the need of *analysis and research* to be done by users who recorded the highest rate (70%) among *advanced users*.

Among *advanced users* very few people use the data for *marketing analytics* (7.3%), and rather use them for *policy monitoring* (43,6%) and *decision making* (37,3%).

A result that deserves attention is that more than 30 percent of *intermediate users* access NBS products and services out of *curiosity or for personal information*.

It is worth noting that *preparation of media materials* has the lowest share (3.7%) among *casual users*, journalists, respondents of the questionnaire, being among *advanced users* (15.5%) in search of statistical information for writing articles and reports.

An obvious result is that more than half (52.9%) of *casual users* access NBS products and services more out of *curiosity*.



Figura 13. Users by purpose of data use and user type – Advanced user, %

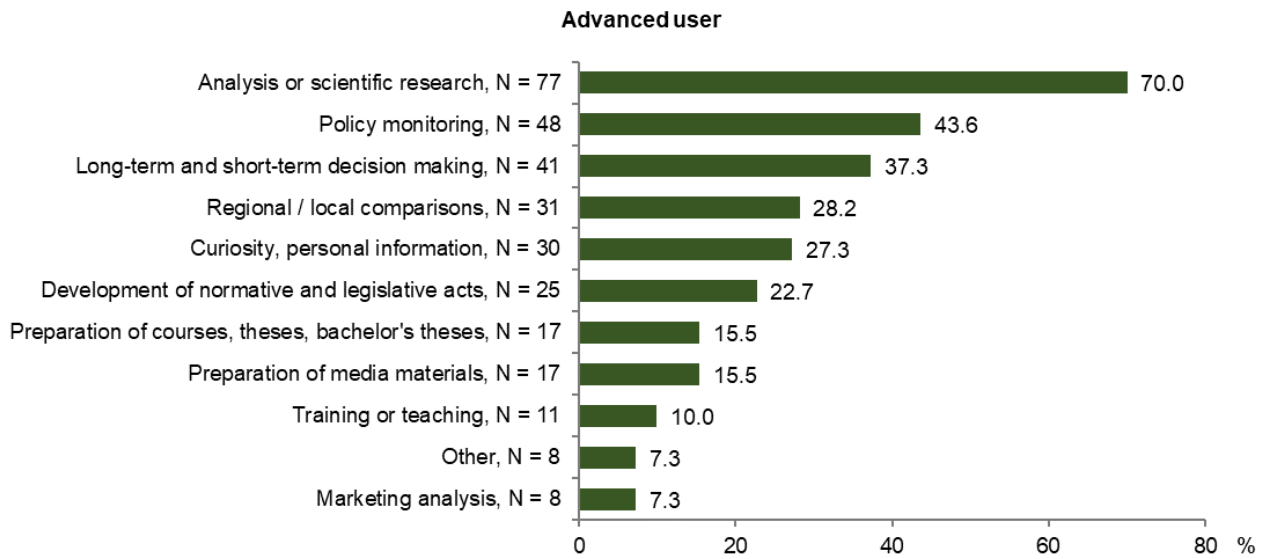


Figura 14. Users by purpose of data use and user type – Intermediate user, %

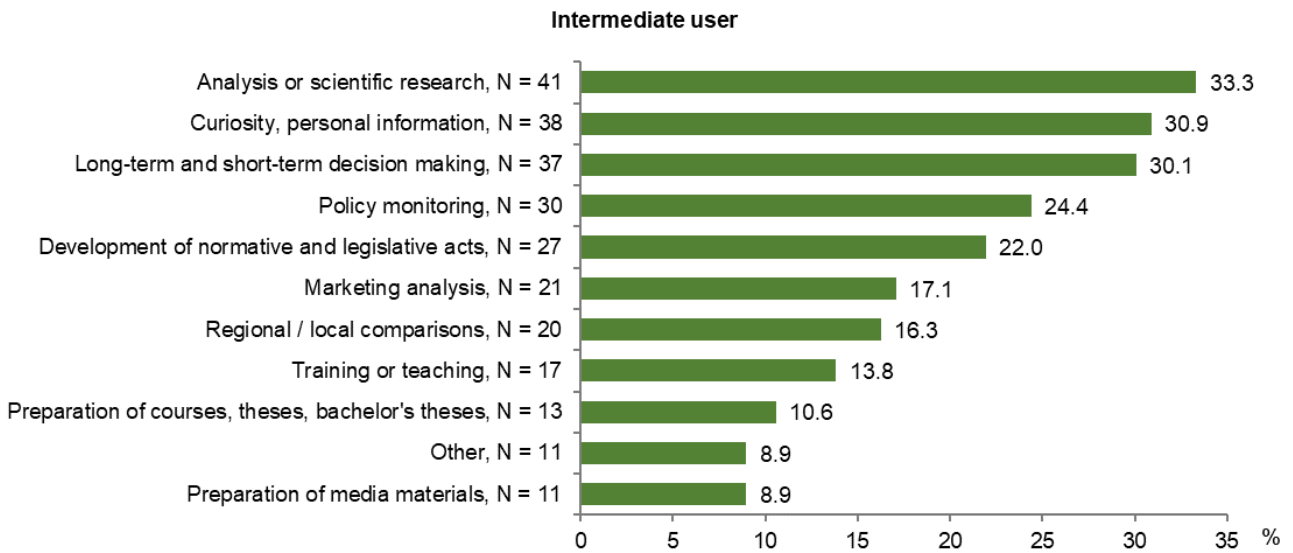
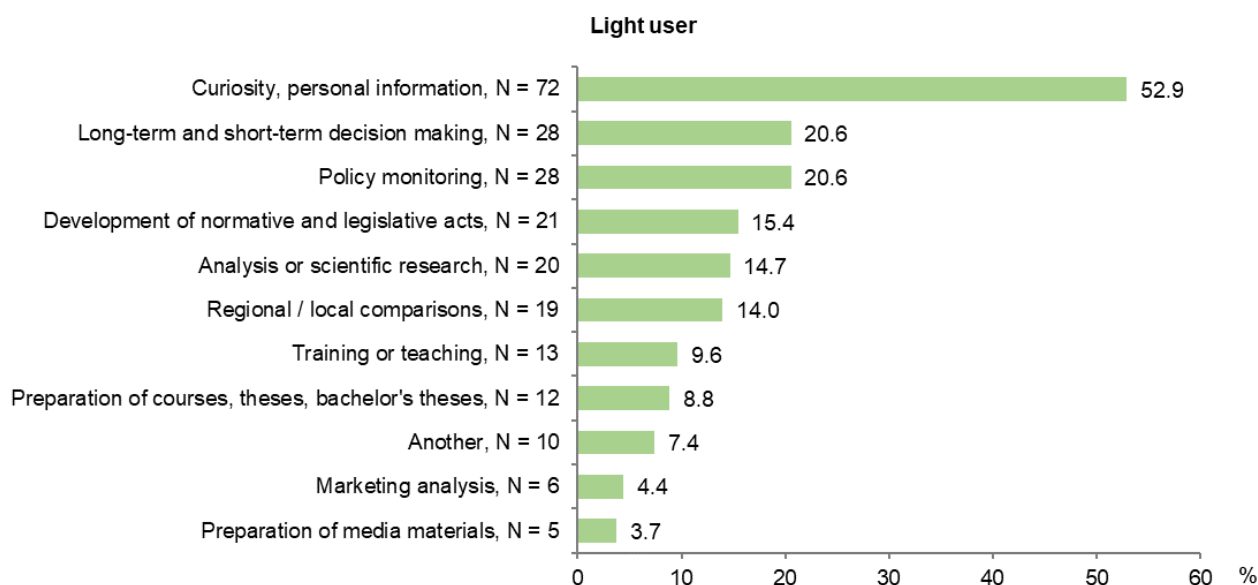


Figura 15. Users by purpose of data use and user type – Light user, %



## 2.5. Users by products and services used

The results of the study confirm the need to modernize the NBS Web page, *official website* being the most accessed of all products and services, with a percentage of over 79 percent of users.

At the same time, more than half (52%) of respondents noted that they use *Statistical databank* to generate the desired statistical information. It should be noted that the use of the statistical databank requires more advanced skills of data operation, the level recorded will be treated as a rather high one.

Almost half (45%) of statistical data users access *statistical publications* compared to *press releases* which are used by 32 percent of respondents.

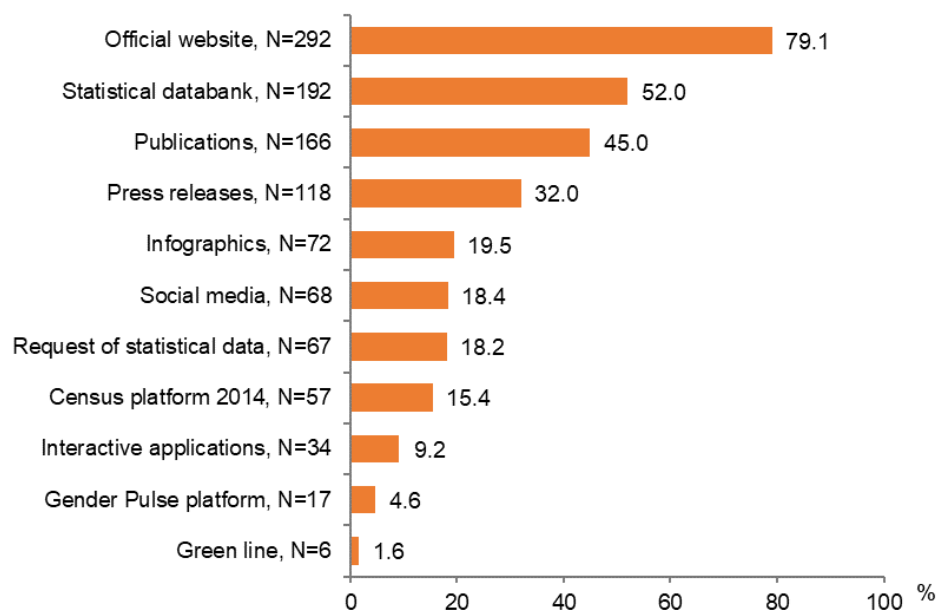
Almost 20% of users prefer *infographics* as an information method. Considering that this is a relatively new method of presenting data implemented by NBS, infographics are also placed on *Social media* which are followed by more than 18 percent of users, this result should be interpreted as a very good one.

It is worth noting that *requests for statistical data* continue to be quite a popular form of obtaining data among users (18.2%), even though the forms of presentation and dissemination of statistical information as well as their content has been noticeably improved and diversified over the past years.

The *interactive tools* were listed as preferred by less than 10 percent of respondents (9.2 percent). *Population Census Platform* and *Gender Pulse Platform* enjoys less popularity among statistical data users, with a percentage of 15.4 and 4.6, respectively.

The least accessed by users is the *Greenline*, which records 1.6% of respondents who mentioned using this service.

Figura 16. Users by products and services used, %



## 2.6. Used products vs. User type

*Statistical databank* requires more advanced skills to access and generate individualized data, therefore it is the product with the highest utilization rate (84.5%) *advanced users* who have more or less the necessary skills to work with the bank.

On the other hand, the *website* is the most used resource among *intermediate users* (82.9%) and those *casual* (72,1%).

*Social media* they are an information resource in the case of *casual users* (30,1%). This result tells us that Social media are becoming an increasingly convenient information resource. It is worth mentioning that they are at the end of the ranking in the case of *advanced users* (8,2%).

*Statistical publications* enjoy a fairly good rate of use among all users, a fact that concludes that they are known to the general public.

Highest rate of *requests for statistical data* addressed to the NBS is recorded among *intermediate users* (22,8%).

*Greenline* is the least used service by all types of users (between 0.9% and 2.4%), as well as *gender Pulse platform* it is very little accessed among users.

Figura 17. Users by products and services used and user type-Advanced User, %

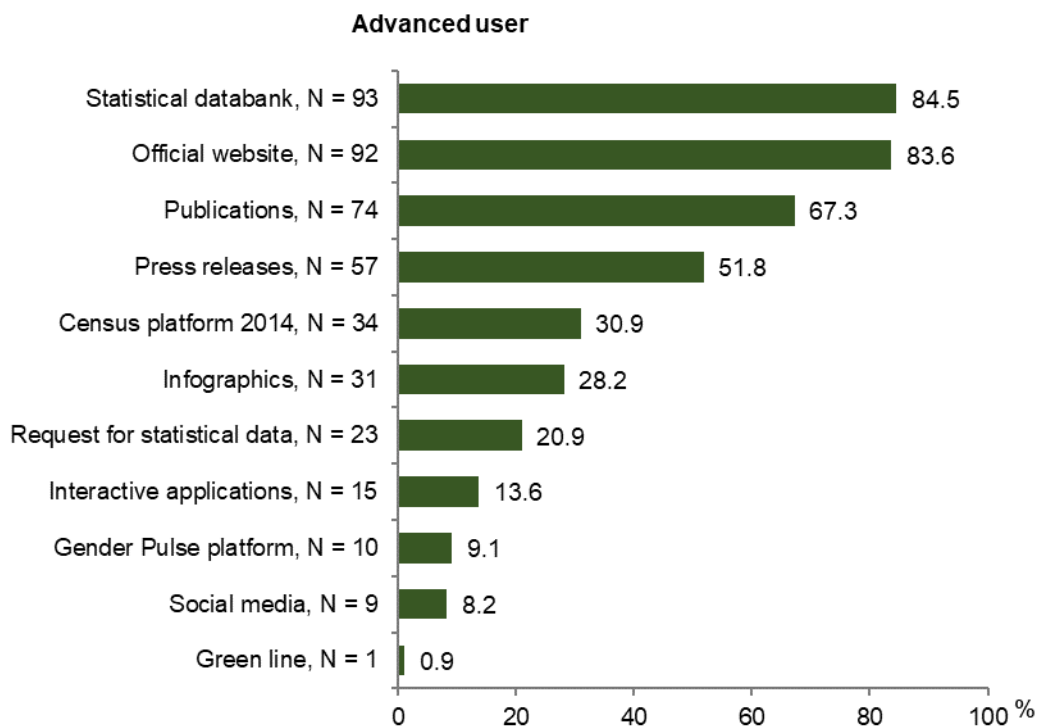


Figura 18. Users by products and services used and type of user-intermediate user, %

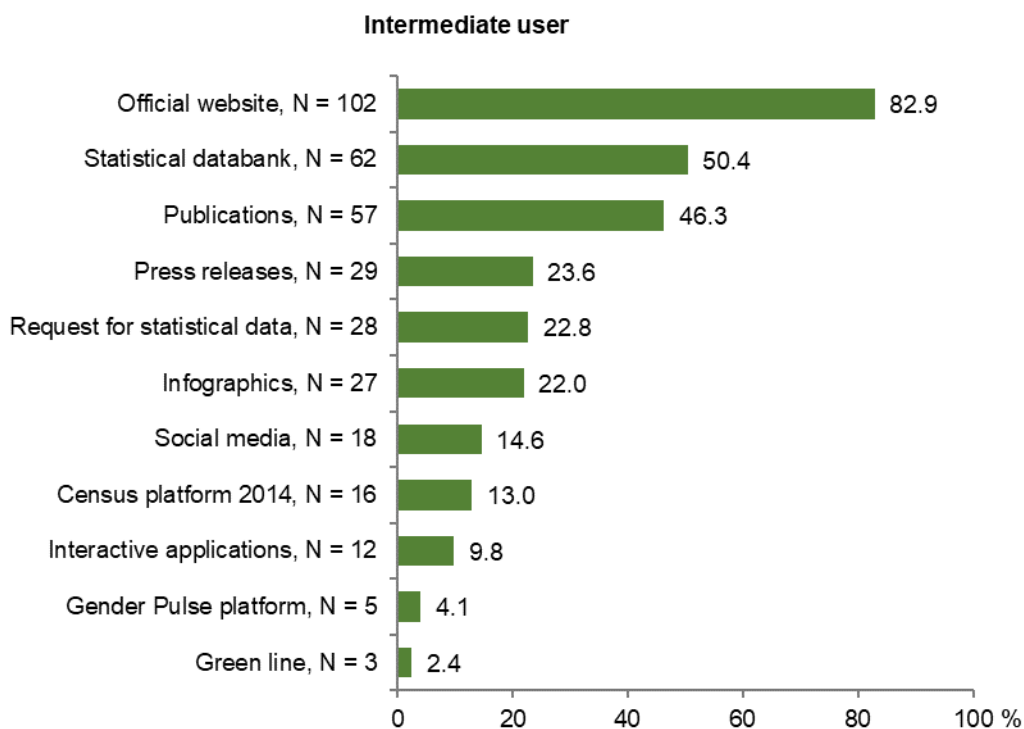
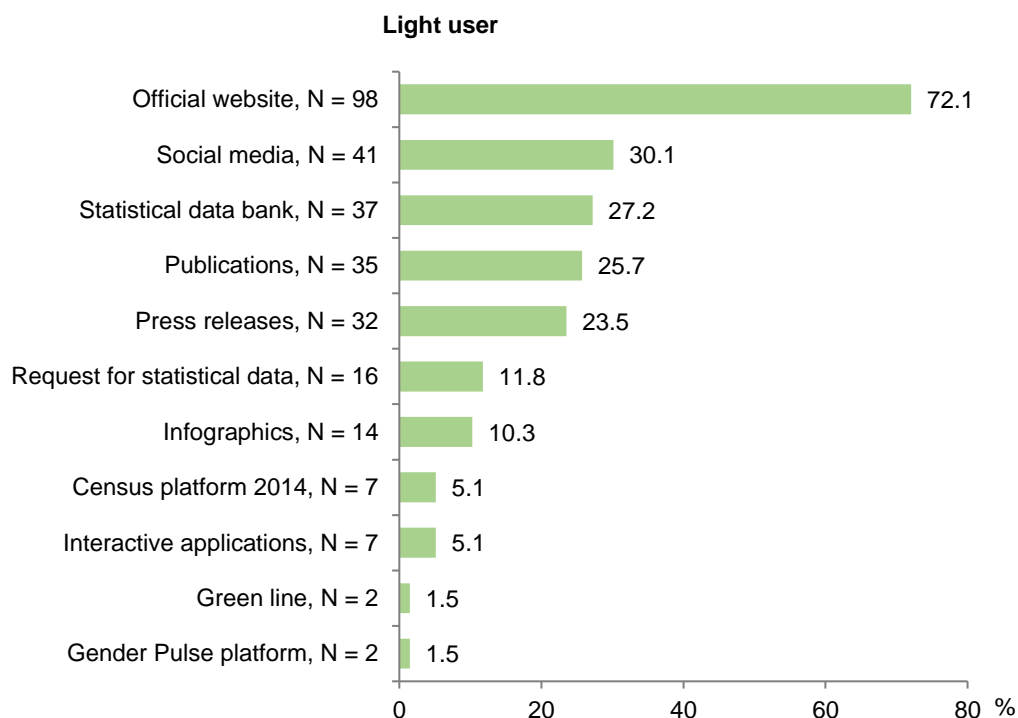


Figura 19. Users by products and services used and type of user-Light user, %



## 2.7. Users by frequency of use of products and services

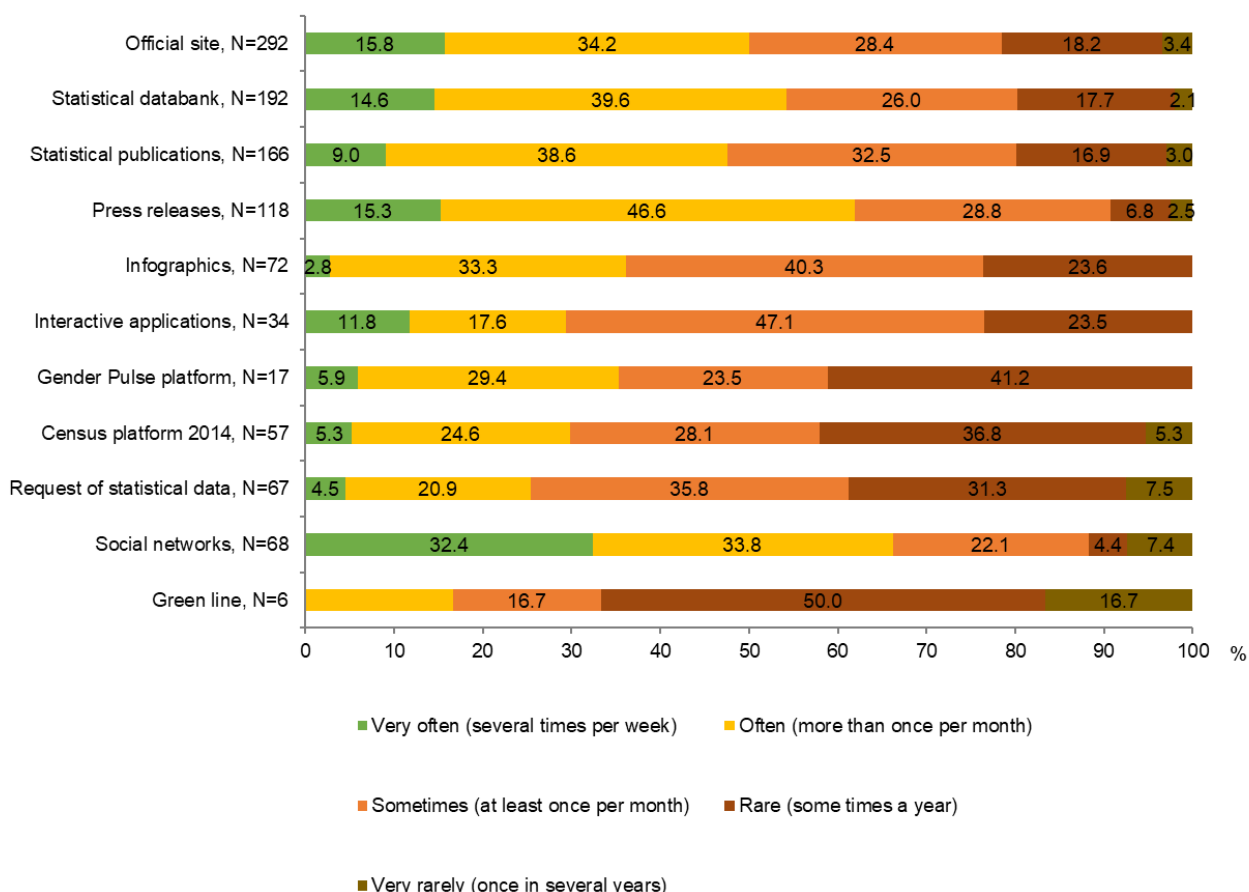
The NBS accounts in *Social media* they are tracked by almost 20 percent (18.4%) of users of statistical data, and according to the frequency of use, this is the highest rate – 32.4% of users responded that they use NBS Social media very often, several times a week.

*The official website, press releases and statistical databank* are accessed very often, several times a week, by about 15 percent of users, while a higher percentage, more than 28 percent of respondents, indicate that they are accessing *website and press releases* at least once a month.

At the same time, at least once a month, users access *interactive applications* (47,1%), *infographics* (40,3%), *statistical publications* (32,5%). It is worth noting that every third respondent (35.8%) reported sending *requests for statistical data* at least once a month, which is a fairly large indicator.

*All NBS products and services* are often accessed by questionnaire respondents (more than once a month), less often *the Greenline* which shows a very rare access rate, once every few years, of 16.7%.

Figura 20. User structure by frequency of use of products and services, %



## 2.8. Users by degree of satisfaction with NBS products and services

Overall, users are satisfied or very satisfied with NBS products and services, each of which has a proportion equal to or greater than 50%.

It is worth mentioning that a smaller percentage of users access interactive applications, but the highest percentage of them show themselves **very satisfied** (23.5%) of this product. Similarly, this indicator is high for the statistical databank (17.7%), press releases (16.9%) and infographics (16.7%). 14.4 percent of respondents are very satisfied with the official website.

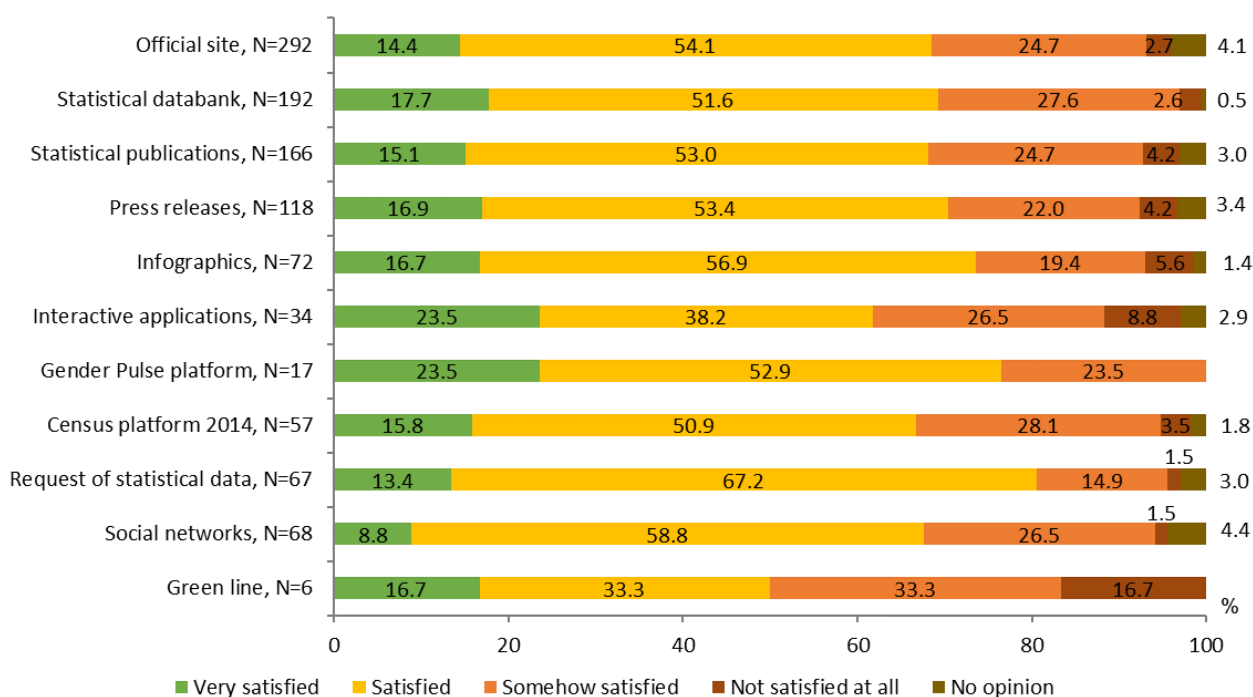
The largest share of users who responded that they are **satisfied** is shown in the case of *data requests statistics* (67.2%), followed by *Social media* (58,8%), *infographics* (56.9%) and *NBS website* (54,1%).

*Gender Pulse Platform* attest to a **high degree of satisfaction**, 23.9% of users are very satisfied and 52.9% - satisfied, and it is the only product to which there were no responses I am not satisfied at all.

Share of users who are **Somehow satisfied** varies for most products between 22 and 28%, a smaller share being in the case of *Requests for statistical data and infographics*, and a larger one for *Statistical databank, interactive applications, PHC platform and Social media*.

Other products and services show very low variables, of less than 5%, among those who are **not satisfied at all** of these.

Figura 21. Structure of users by degree of satisfaction with the products and services used, %



## 2.9. Degree of satisfaction of the products used vs. User type

Generally speaking, *all types of users report a high degree of satisfaction with NBS products and services*. More or less, in percentage terms, it differs for different products and services, depending on the types of users.

Also, the degree of satisfaction with NBS products and services is in close correlation with the type of users. *The more advanced the users, the higher the degree of satisfaction*.

*Social media* products and services, according to the degree of satisfaction of *advanced users*. It should be noted that all respondents in this category declared satisfied (88.9%) and very satisfied (11.1%) with these products.

At the same time, the highest percentage of very satisfied *advanced users* is for *interactive applications* (40%). It is worth pointing out that among this type of users no one was declared to be unsatisfied with this product. *Casual users* likewise are the most satisfied with interactive applications (71.4%). But only half of *intermediate users* declare themselves satisfied and very satisfied with these applications.

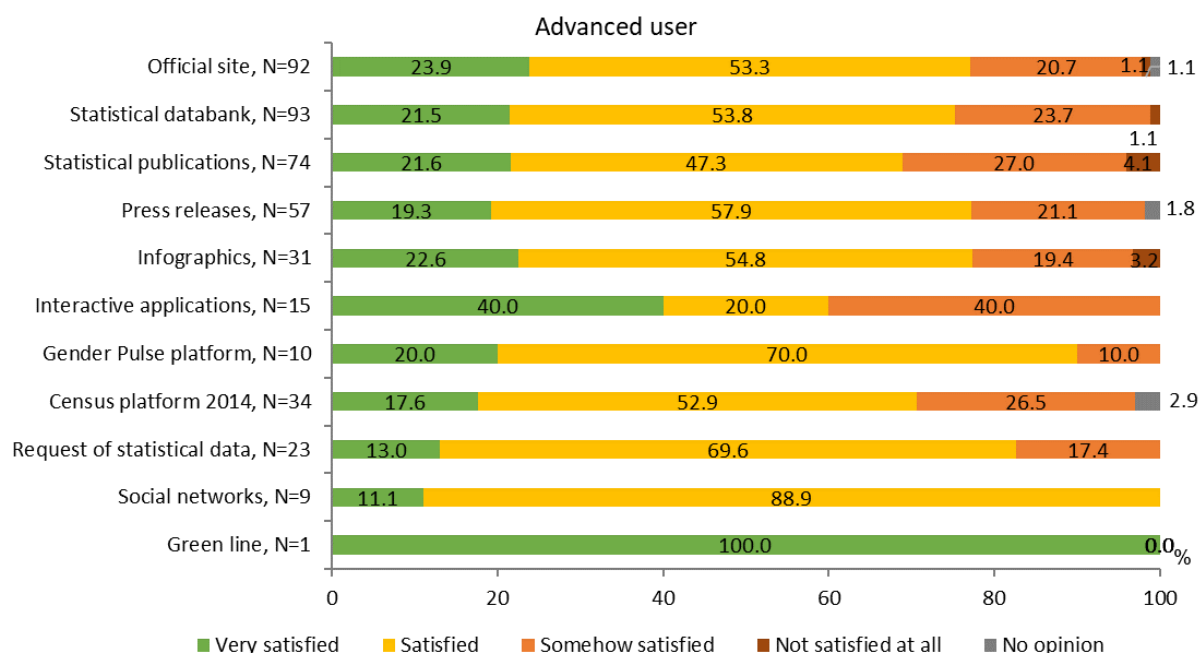
*NBS website* enjoy a greater appreciation, in terms of satisfaction with products and services, among *advanced users* (77.2%) and *intermediate users* (71,6%). Just over half

(57.1%) of *casual users* are satisfied with the web page. The same trend of appreciation is observed in the case of *statistical databank*.

The highest degree of satisfaction among *intermediate users* is for the *requests for statistical data*. A percentage of 83.1 of respondents are satisfied or very satisfied with this service. Also, this type of users registers the highest percentage of satisfaction (75.4%) compared to *statistical publications*.

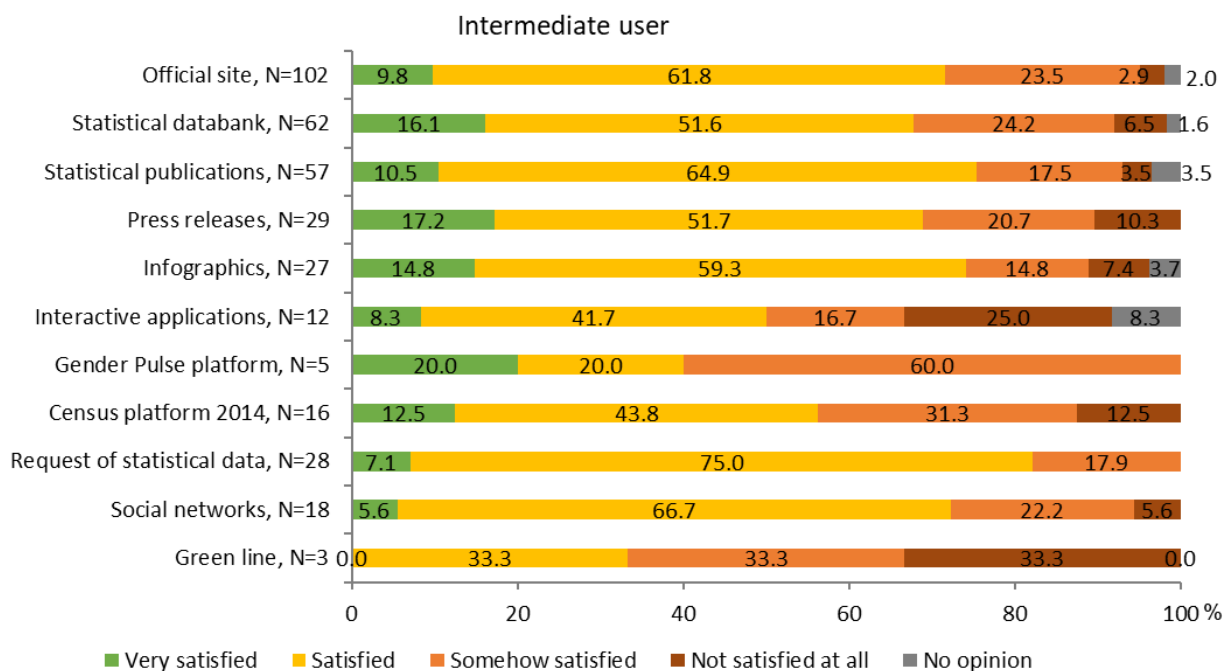
*Highest percentage of the unsatisfied* is attested among *intermediate users*, they were not satisfied in a proportion of 25 percent compared to interactive applications and the Population Census platform (12.5%). Also, *casual users* record dissatisfaction rates with some products and services of up to 12.5%.

*Figura 22. Structure of users by degree of satisfaction with products and services used and type of user-advanced user, %*

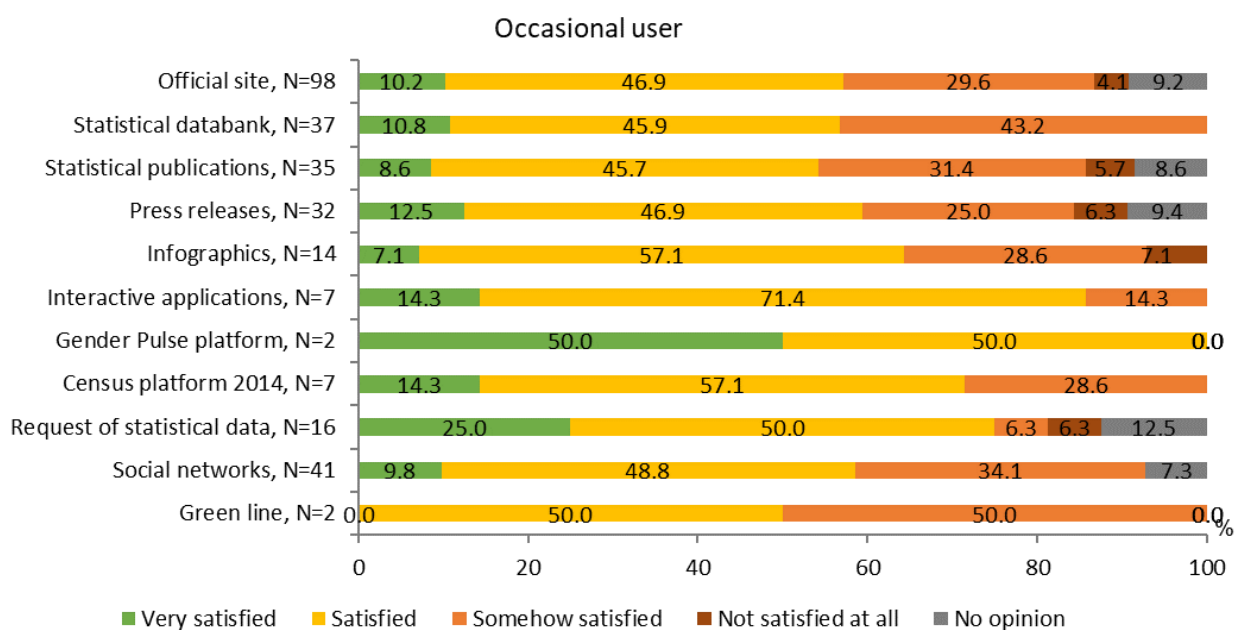




**Figura 23. Users by degree of satisfaction with the products and services used and type of user-intermediate user, %**



**Figura 24. Users by degree of satisfaction with the products and services used and type of user-Light user, %**



### 2.10. Proposed improvements to the products and services used

One of the 2 open questions proposed to users was *What improvements to the products and services you use would you suggest?* In total, more than 130 comments and/or proposals for improving products and services have been proposed. Most of the proposals and suggestions were for *Official website* and *Statistical databank*.

A number of proposals and comments, grouped by topics are presented below. The total number of proposals on the given topic is indicated in parenthesis.

## Official website

In general, the proposals for the official site were about improving the design, navigation and search mode on the site. Users want a modern, simple and easy to use website. The Russian and English speakers expressed their desire to translate more information on the site into Russian and English, which currently is only partially translated.

It is noteworthy that some users are satisfied with the current site of the NBS.

From other proposals, the following can be mentioned:

- ✓ request for additional indicators and disaggregation,
- ✓ offering methodologies,
- ✓ more frequent data updates,
- ✓ the existence of interactive feedback,
- ✓ organizing trainings on accessing data.

<b>Design (8 proposals)</b>
<i>Modernized, Simple, Easy</i>
<i>The main page is overloaded with information. It would be good to perform intuitive page grouping to facilitate navigation for users.</i>
<i>Make it more user-friendly, for "average" and "occasional" users, for a better orientation.</i>
<b>Translation (6 proposals)</b>
<i>Provide full translation in Russian/English for the press releases (regarding inflation, for example. Some data are only available in English)</i>
<i>Detailed information is only available in Romanian. Russian version should be added.</i>
<i>Detailed information is only available in Russian. We get it all ))It is perfect.</i>
<b>It is good as it is (5 proposals)</b>
<i>It's ok</i>
<i>The official website is good as it is</i>
<i>all good</i>
<b>Navigation (5 proposals)</b>
<i>Searching databases should be simplified.</i>
<i>Organize the menu in a more convenient way.</i> <i>Structuring the information on the site by interest groups, for example, for entrepreneurs, for the media, for individuals.</i>
<i>Direct connection between themes and the metadata.</i>

<i>Data from XLS attachments in releases is not always found in the Databank</i>
<i>Infographics to place more prominently on the home page. It would be good if the infographics include main data from all areas.</i>
<i>It would be appropriate to highlight the gender statistics, accompanied by its analysis in the Republic of Moldova</i>
<b>Search Engine (4 proposals)</b>
<i>It is a bit difficult to find some indicators or their relevance is dubious. Can the search system be simplified?</i>
<i>Filters for press releases by domain should be included.</i>
<i>the search system should be more simplified or should search more accurately</i>
<i>The search engine should be improved</i>
<b>Statistical Forms (3 proposals)</b>
<i>All reports to be submitted to statistics must be online EI-7; EI-8 , etc.</i>
<i>Possibility to fill in and submit the entire list of reports online.</i>
<i>some statistical report forms cannot be printed in A4 format</i>
<b>New indicators (3 proposals)</b>
<i>Tourism statistics-more detailed</i>
<i>Required statistical data on export / import of services</i>
<i>Some additional gender statistics could be added under the "statistics by theme" section.</i>
<b>Presentation of Data (3 proposals)</b>
<i>Indicate in Excel files the information updating date. Sometimes you find on the site files with different data for the same indicator and you never know which one is most recent.</i>
<i>Updated information required</i>
<i>new data appears rarely</i>
<b>Additional disaggregation (3 proposals)</b>
<i>Indicators disaggregated by regional statistics</i>
<i>More detailed and correct information</i>
<b>Methodology (2 proposals)</b>
<i>For some indicators there is a need for the method of their calculation. Not all indicators can be compared with the indicators traditionally used internationally or the calculation methods are different. Some indicators generally cannot be found in our statistics. And traditionally the information presented to the NBS is doubtful due to mis-reflection or incomplete reflection of the real situation.</i>
<i>More explicit information in the mass-media</i>
<b>New options (1 proposal)</b>

<i>Possibility of interactive feedback</i>
<b>Training (1 proposal)</b>
<i>Conducting regular online trainings and instructions on the Facebook page of NBS or zoom, or other Social media on how to select the necessary data, generating them for a certain periodicity and for a certain country in bilateral trade</i>

## Statistical databank

In the case of the Statistical Databank, several requests were for providing additional disaggregation (regions/environments/sexes/ages) and new indicators (export/import services, SDGs, children's situation, gender, etc.). It was also proposed to create tables based on the information available in other publications.

Some users mentioned technical aspects, either the difficulty of navigation, the existence of errors in the data, the unintuitive design. In this regard, more intuitive data organization (interactive database) and the creation of mixed reports with indicators from several areas at once have been proposed. API access and the possibility of interactive feedback have also been proposed.

Time series interruptions have been mentioned by few users and the retroactive revision of the data for a longer period of time (at least 10 years) was proposed.

Translation into Russian, more frequent updating of data, availability of metadata was among other proposals of users.

<b>Additional disaggregation (13 proposals)</b>
<i>Increasing the availability of data at disaggregated level, in order to be able to perform complex analyzes on narrow categories of population</i>
<i>More detailed disaggregation on sociodemographic indicators. Adjustment of age groups to international standards, including for comparability. Access to primary data as needed.</i>
<i>Availability of multiple statistical indicators by region/environment/gender/age etc</i>
<i>Data for recent periods should also be entered.</i>
<i>All reports related to entrepreneurship and income granulated population up to cities and districts.</i>
<i>Extend the regional statistics focussing on the development of ATU Gagauzia and the content of Southern development region</i>
<i>More information at territorial level, villages, districts is required</i>
<i>Number of population by age and gender: last group 100 and more.</i>
<b>New indicators (8 proposals)</b>
<i>new data appears rarely</i>
<i>Import / Export Services</i>

<i>inclusion of additional indicators and their monitoring, e.g. pollution level, type of pollutants, polluted places etc</i>
<i>SDG monitoring Children's situation</i>
<i>Same comment as about the Gender Pulse platform - it would be helpful if data for more indicators could be added under the "gender section"</i>
<i>Synchronization of data published in the Statistical Databank and statistical publications. Currently, some data from publications are not found in the databank, which makes the data collection process difficult (must be extracted from pdf).</i>
<b>Navigation (4 proposals)</b>
<i>Data grouping is not intuitive for a common user</i>
<i>difficult to navigate, incomplete information, crucial / basic information-missing</i>
<i>clearer titles or informative note about the content of the database</i>
<b>Time series interruptions (4 proposals)</b>
<i>data is missing is certain headings, either this data is presented sporadically with interrupted periods, discontinuously.</i>
<i>Retroactive revision of data for a longer period of time (at least 10 years) in the case of methodological changes. Without such a revision, statistical data lose interest in the analysis and forecast situations and become information for general interest. Which is not the main objective of the chronological series.</i>
<i>In the case of non-revision of data, the reasons for non-revision should be stated anyway, in order to understand and interpret the statistical information adequately.</i>
<i>Solving the problem of interrupted data series and which cannot be compared with other periods</i>
<b>Errors (4 proposals)</b>
<i>There are some mistakes in the figures in the Statbank. I don't remember them now, but it would be good to check periodically for any errors.</i>
<i>Sometimes errors were found in the data related to the population domain.</i>
<i>When extracting data on the number of population per districts, in Excel format, the figures should be presented in a format that allows seeing them by Excel as figures (without spaces, separations between figures). Sometimes values appear with spaces.</i>
<i>Metadata linked to the English version is sometimes in Romanian.</i>
<b>Comparison of data (3 proposals)</b>
<i>Lack of possibility to compare statistics data based on the type of locality (Village / City)</i>
<i>Create mixed reports with indicators from several areas at once. ex. World Bank Databank, IMF, etc.</i>
<i>More intuitive data organization (interactive database), including the way of creating own reports (see IMF or World Bank database).</i>
<b>Design (3 proposals)</b>
<i>A new, more intuitive interface would be welcome.</i>

<i>User interface</i>
<b>New options (2 proposals)</b>
<i>API access with instructions for automated data import in statistical applications (R, Python, JDemetra+, etc.) or reports that can be configured and then obtain permanent link to download the file with the latest data.</i>
<i>Possibility of interactive feedback</i>
<b>Update (2 proposals)</b>
<i>Updating the data in the statistical Bank when the releases appear.</i>
<i>reducing the period of processing statistical information in order to reach users as quickly as possible</i>
<b>It's ok as it is (1 proposal)</b>
<i>it's ok</i>
<b>Metadata (1 proposal)</b>
<i>Provision of metadata</i>
<b>Translation (1 proposal)</b>
<i>Russian version should be added.</i>

## Statistical publications

For the statistical publications, users requested the following:

- ✓ new publications in the field of justice and education;
- ✓ analytical publications;
- ✓ presentation in Excel and interactive format (dashboard);
- ✓ providing regional disaggregation, etc.

Even if some statistical offices give up the development of statistical publications, instead giving users more data in statistical databanks, one user noted that publications are more useful than the databank, because the information is concentrated in a single document.

<b>Update (3 proposals)</b>
<i>Missing data for 2020</i>
<i>new data appears rarely</i>
<b>New publications (2 proposals)</b>
<i>Justice, education!</i>
<i>The development of several analytical documents on different topics, which would examine the relationships/interactions between different factors/phenomena, adding to the statistical data provided, would be welcome</i>
<b>Excel Format (2 proposals)</b>

<i>If it is possible to expand the list of publications for which the accompanying attachments are available in XLS format</i>
<i>It would be nice to have tables and graphs additionally in Excel.</i>
<b>Additional disaggregation (2 proposals)</b>
<i>Indicators disaggregated by regional statistics</i>
<i>Given the fact that in the Republic of Moldova there are Central, Southern, Northern, Gagauzia and Chisinau development regions, when publishing statistical information, it is necessary to include data on all development regions.</i>
<b>It's good as it is (1 proposal)</b>
<i>It's ok</i>
<b>General (1 proposal)</b>
<i>More useful than the statistical databank, a lot of information is concentrated in a single document.</i>
<b>Information (1 proposal)</b>
<i>Educational institutions should be additionally notified (by DE) about new publications.</i>
<b>Interactive publications (1 proposal)</b>
<i>Interactive format / dash board</i>
<b>Translation (1 proposal)</b>
<i>if possible, duplicate more information into Russian</i>

## Press releases

Regarding the Press releases, the following proposals were included:

- ✓ to add disaggregations in regional profile,
- ✓ tables in Excel format,
- ✓ translation into Russian and English.

Others were pleased with the existing format.

<b>Additional disaggregation (2 proposals)</b>
<i>Indicators disaggregated by regional statistics</i>
<b>It's good as it is (proposals 2)</b>
<i>Good enough for users in the existing format</i>
<b>Search (2 proposals)</b>
<i>Grouping by topic or displaying links to previous releases in the same topic. Better search engine.</i>
<b>Translation (2 proposals)</b>
<i>These are useful - but since I do not speak English, I had to translate the ones I found from searches in English to read more in detail. If further translation was possible, that would be helpful.</i>
<i>if possible, duplicate more information into Russian</i>
<b>Format (1 proposal)</b>

<i>Excel Format</i>
<b>General (1 proposal)</b>
<i>For quarterly publications, it is mandatory to present cumulative information from the beginning of the year.</i>

## Infographics

<i>It's ok</i>
<i>More active promotion through the main page (ex. reference to the most current on the side of the page)</i>
<i>if possible, duplicate more information into Russian</i>

## Interactive applications (IPC calculator, Life Expectancy Calculator, financial statements visualization, etc.)

<i>More detailed financial statements</i>
<i>It is desirable that the Financial Statements of the JSC contain several indicators.</i>
<i>if possible, duplicate more information into Russian</i>

## Gender Pulse Platform

<i>Updating the platform immediately after the appearance of new data</i>
<i>Extension and inclusion of indicators on children</i>
<i>The Gender Pulse platform is very useful. I would like to see more indicators and data being added. Especially cross-referenced data (such as from the agricultural census). It would be great if more sex-disaggregated data that exists from all surveys and publications could be added to Gender Pulse so it could be more of a "one-stop shop".</i>

## Population and Housing Census 2014 Platform

<i>Update information at least once in every 3 years</i>
<i>To include unified data from previous censuses, for comparison</i>
<i>at Commune/Village Level</i>

## Request of statistical data

<i>it's ok</i>
<i>indicators disaggregated by regional statistics</i>
<i>Shortening the response period to requests.</i>
<i>Everything is very prompt and professional!</i>
<i>ok for us</i>

## Social media (Facebook, Twitter, Youtube)

<i>Curiosities</i>
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<i>ok for me</i>
<i>if possible, duplicate more information into Russian</i>

## Greenline

<i>no recommendations, ok for me</i>
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### 2.11. Recommended new products and services

33 users have provided proposals and comments to the question *What new products and services that NBS does not currently offer do you want to use?*

Even if the question concerned new products and services, most proposals were for the dissemination of new indicators, additional disaggregation or larger data series. Respondents asked for new data in the fields of tourism, real estate market, culture, energy, migration, national accounts, innovations, etc. Additional disaggregation was requested for education, economic statistics and especially regional data.

Advanced users requested access to individual data, elaboration of targeted analyses and socio-demographic forecasts.

As presentation forms, users want clearer tables and graphs, interactive maps and applications, animated graphs.

Some users requested a database for the dissemination of External trade data, digitization of the publication archive and an online form for statistical data requests.

The table below presents proposals grouped by theme.

<b>New statistics (9)</b>
<i>Launching direct investigation on the expenses of resident and non-resident individuals in the framework of incoming and outgoing tourism.</i>
<i>Launching the questionnaire about the source of income from abroad on the accounts of payment cards, used by residents on the territory of the Republic of Moldova.</i>
<i>Launching the questionnaire about the purpose of cash withdrawals made on the territory of the Republic of Moldova through payment cards, holders of which are non-residents, as well as the surveying regarding the country of residence of foreign card holders.</i>
<i>Real estate market analysis of real estate</i>
<i>Culture, theatre</i>
<i>Energy efficiency, renewable energy</i>
<i>More data on migration and tuition figures</i>
<i>GDP by income, migration statistics</i>
<i>Innovative Statistics in line with EU standards</i>

<b>Additional disaggregation (7)</b>
<i>Comprehensive data (from the field of Education/Education) disaggregated by several variables</i>
<i>Statistical data on education, number of students attending school institutions, committing crimes, the role of the school in the development of the child!</i>
<i>Data, information on unemployment in territorial aspect.</i>
<i>LPA should have detailed information from undertakings: 1 -industry; 2-investments , 3-transport; 4-trade, etc.</i>
<i>Indicators disaggregated by regional statistics</i>
<i>A higher detailing of the information included in the energy balance (including its presentation in territorial profile)</i>
<i>I would like to see the development of industries in all regions of the development of the Republic of Moldova. It would be useful to timely determine GDP by development region on a regular basis.</i>
<b>Presentation of Information (5)</b>
<i>detailed interactive map with all districts and communes and possibility to select all possible statistics from the Legend, and the map should be coloured depending on the level of indicators</i>
<i>The possibility of downloading maps for data mapping, performing GIS analysis; creating other similar Gender Pulse Platforms for other domains</i>
<i>ability to create and download animated graphics</i>
<i>Chronometer. (population, property, ecology.....)</i>
<i>Tables, clearer graphs</i>
<b>Access to individual data (3)</b>
<i>Access to primary databases for advanced users.</i>
<i>Easier access to primary data</i>
<b>External trade Database (2)</b>
<i>Databases with the option to generalize reports by domains and companies, for example, 10 largest meat importers.</i>
<i>For the International Trade Department, for representatives of embassies, access to extensive database with disaggregated data, as well as access to information on the list of exporters-importers</i>
<b>Longer time series (2)</b>
<i>Supplementing the database with older statistical data, including since the 1990s</i>
<i>statistics of the average salary for the years 1990-2000-2010</i>
<b>Analysis (1)</b>
<i>Analyses targeted by countries in External trade. Trends, forecasts.</i>

<b>Forecasts (1)</b>
<i>Socio-demographic forecasts</i>
<b>Digitisation of publications (1)</b>
<i>Digitization of the publication archive (e.g. the Statistical Yearbook in digital format to be available until 2002).</i>
<b>Online Request (1)</b>
<i>Online applications.</i>
<b>Translation (1)</b>
<i>News and Press releases completely in English as well.</i>

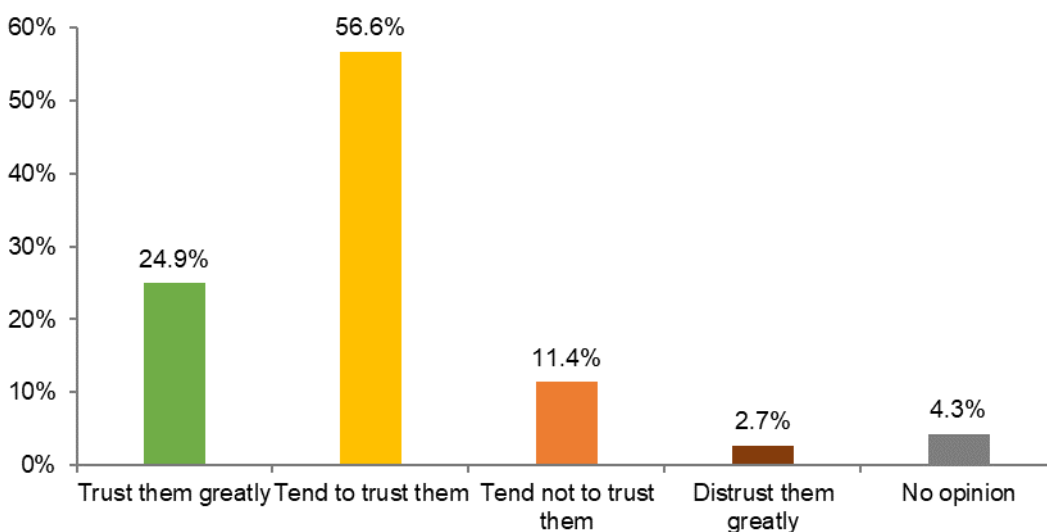
### 2.12. Users by level of trust in data disseminated, in NBS products and services

As well as the degree of satisfaction with NBS products and services, the level of Trust in the veracity of their content is quite high. More than 80 percent of respondents in the survey expressed Trust in the statistical data disseminated in products and services. However, positive assessments predominate with certain reservations, only 24.9% of respondents have a lot of Trust, more than half of the total (56.6%) being those who have some Trust.

If we compare with the results of the 2013 opinion poll, we find a decrease of 10 percentage points in Trust related to the statistical data produced by the NBS.

The level of those who have no Trust in the data disseminated through products and services is 2.7%, and about 4% of respondents remain without any opinion in this regard.

*Figura 25. Users by level of trust in statistical data disseminated through NBS products and services, %*



### 2.13. Trust level vs. User type

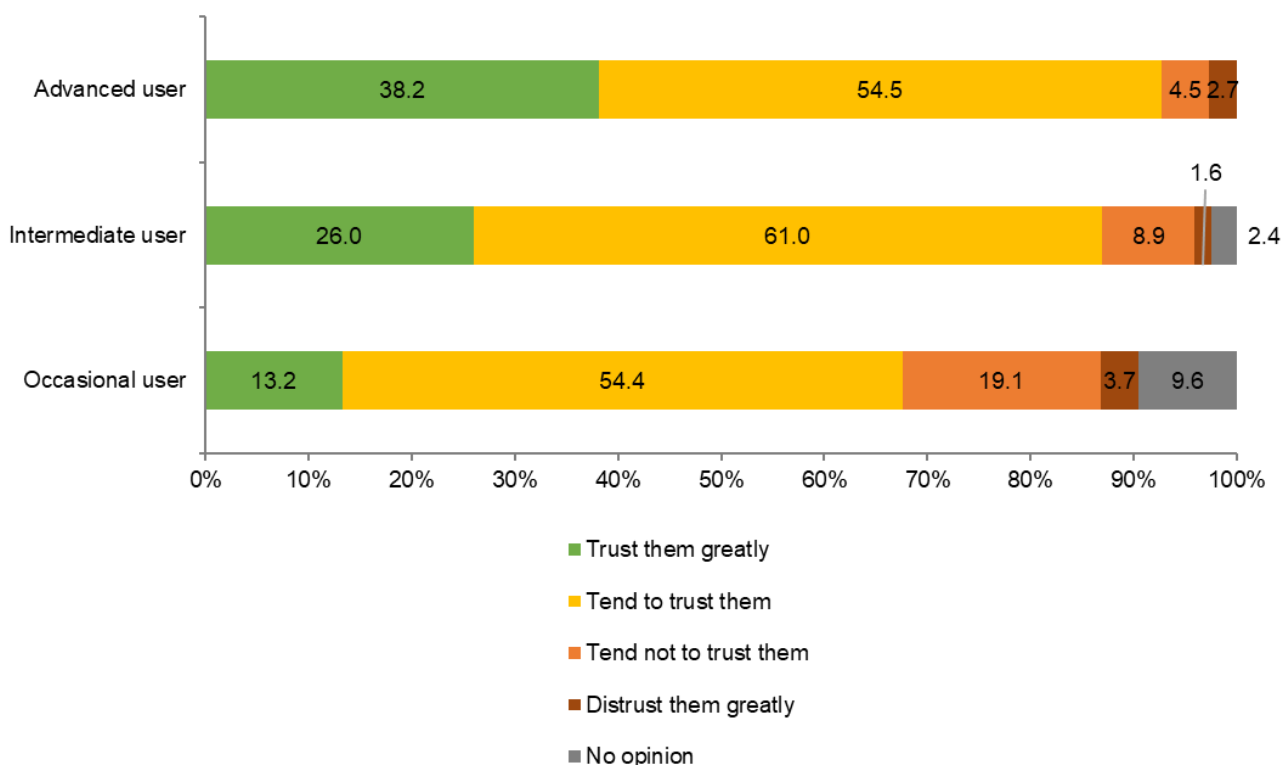
As with the degree of satisfaction with NBS products and services, the degree of Trust in the veracity of their content is quite high for all three types of users.

The same finding is maintained here: *the higher the level of advancement of users, the higher the degree of trust to statistical data.*

Thus, *advanced users* seem to be the most confident in statistical data (92.7%), compared to *casual users* among whom the Trust rate decreases to 67.6%.

Also, the rate of those who do not trust statistical data at all is higher (3.7%) in the case of *casual users*, as well as the percentage of those who do not have much Trust (19.1%).

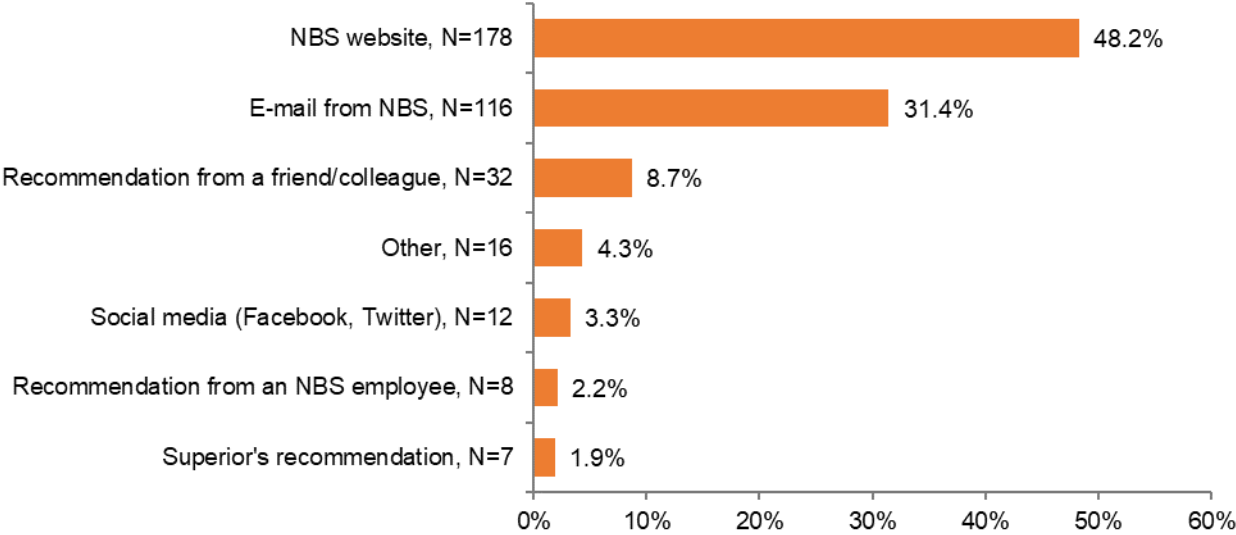
Figura 26. Users by level of trust in statistical data disseminated through NBS products and services and user type, %



### 2.14. Source of survey access?

Almost half of the respondents (48.2%) found out about the survey by visiting the official website [www.statistica.gov.md](http://www.statistica.gov.md), which speaks of the fact that the site is the most demanded resource in searching statistical information. About one third of respondents (31.4%) filled out the questionnaire following the notification e-mail sent by the NBS. 3.3% of those who sent the completed questionnaire were informed via Social media; NBS employees informed 2.2% of respondents about the conducted opinion survey.

Figura 27. Users by source of finding out about the survey, %



## GENERAL SATISFACTION INDEX

General Satisfaction Index<sup>1</sup> for all NBS products and services it is 2.84, which denotes a degree of satisfaction close to the Satisfied rating.

Calculated separately on each product and service the Satisfaction Index ranges from 2.5 to 3. The maximum value of the index is for the Gender Pulse Platform, recording a score of 3, which denotes that on average users are satisfied with this product, and the lowest being for the Greenline – 2.5, which shows a degree of satisfaction between Somehow satisfied and Satisfied.

Product / Service	Satisfaction Index
Official website	2,84
Statistical databank	2,85
Statistical publications	2,81
Press releases	2,86
Infographics	2,86
Interactive applications	2,79
Gender Pulse Platform	3,00
Census platform 2014	2,80
Request of statistical data	2,95
Social media	2,78
Greenline	2,50
<b>Total</b>	<b>2,84</b>

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<sup>1</sup> The method of calculating the Satisfaction Index is explained in the Chapter methodology of the survey

## CONCLUSIONS

### *Users of NBS products and services*

- ✓ The largest category of users of NBS products and services are civil servants from Central and local public authorities (31.7%) and representatives of public and private enterprises (29.3%),
- ✓ The distribution by type of users is almost the same, with Light users slightly ahead of intermediate ones, and intermediate ones ahead of advanced ones.
- ✓ Almost all users have higher education, and more than 60% are between 30 and 49 years old. About 65 percent of users are female.

### *Data used and purpose of use*

- ✓ *Population and demographic processes* is the domain used by half of the respondents of the questionnaire. Other domains most often used are also from the social domain: *salary statistics, Living standard of the population, labor force*
- ✓ Most users access data out of curiosity and personal information (higher rate among casual users, more than half), analysis and scientific research (highest rate among advanced users).
- ✓ At the same time, the diversity of the purposes of using statistical data has expanded, the response rate to the option “other purpose-please specify” is increasing compared to previous questionnaires.
- ✓ The rate of use of statistical data in scientific research has increased: from 0.2% in 2013 – to 37.4% according to the results of this survey.

### *Products and services used*

- ✓ The Site is the most used of all NBS products and services, the databank is used by over half of the respondents.
- ✓ The Greenline is accessed by very few people, but quite frequently by those who know it.
- ✓ Every third respondent practices sending data requests (35%).
- ✓ Casual users access the site and Social media to a greater extent.
- ✓ Users access more data from statistical publications than from press releases with the main statistical indicators (45% vs. 32%).
- ✓ The Gender Pulse Platform, interactive applications and the population census platform are used less by respondents.
- ✓ By frequency of use, Social media, official website, databank and press releases are accessed with greater frequency than other products and services.

### *Satisfaction with the products and services used*

- ✓ Overall, users are satisfied or very satisfied with NBS products and services, each of which has a proportion equal to or greater than 50%.
- ✓ Likewise, the degree of satisfaction with the statistical products used is in close correlation with the type of user. The more advanced the users, the higher the degree of satisfaction.
- ✓ Social media are more valued among advanced users. Virtually everyone is satisfied or very satisfied.
- ✓ The Site enjoys greater appreciation among advanced and intermediate users (70%). Only half of casual users are satisfied with this product.
- ✓ The highest level of dissatisfaction for interactive applications is from intermediate users (25%). That is, every fourth user.
- ✓ The General Satisfaction Index for all NBS products and services is 2.84, which indicates a degree of satisfaction close to the Satisfied rating.
- ✓ Calculated separately on each product and service the Satisfaction Index ranges from 2.5 to 3. The maximum value of the index is for the Gender Pulse Platform, recording a score of 3, which denotes that on average users are satisfied with this product, and the lowest being for the Greenline – 2.5, which shows a degree of satisfaction between Somehow satisfied and Satisfied.

### *Proposals to improve NBS products and services*

- ✓ The proposals for the official site were about improving the design, navigation and search mode on the site. Users want a modern, simple and easy to use website. Russian and English speakers expressed their desire to translate more information on the site. Also, other proposals concern the dissemination of additional indicators and disaggregation, the provision of methodologies, the more frequent updating of data, the existence of an interactive feedback, the organization of trainings on accessing data.
- ✓ In the case of the Statistical Databank, several requests were for providing additional disaggregation (regions/environments/sexes/ages) and new indicators (export/import services, SDGs, children's situation, gender, etc.). Fewer Time series interruptions, more intuitive navigation and translation into Russian were other suggestions made.
- ✓ Statistical publications are used by approx. 45% of the survey respondents, and as proposals for improvement were recommended new publications in the field of justice and education; analytical publications; their presentation in Excel format and in interactive format (dashboard); providing disaggregation in regional aspect.



- ✓ Those consulting press releases (32%) did not have many recommendations for improvement, except for the presentation format – Excel, disaggregation of data and translation into Russian and English

### *Recommended new products and services*

- ✓ Even if the question concerned new products and services, most proposals were for the dissemination of new indicators, additional disaggregation or larger data series.
- ✓ Respondents asked for new data in the fields of tourism, real estate market, culture, energy, migration, national accounts, innovations, etc.
- ✓ Additional disaggregation was requested for education, economic statistics and especially regional data. Advanced users requested access to individual data, targeted analysis and socio-demographic forecasts.

### *Trust in statistical data*

- ✓ More than 80 percent of respondents in the survey expressed Trust in the statistical data disseminated in products and services. However, positive assessments predominate with certain reservations, only 24.9% of respondents have a lot of Trust, more than half of the total (56.6%) being those who have some Trust.
- ✓ The higher the level of advancement of statistical data users, the higher the degree of Trust.

### *Source accessing the survey*

- ✓ Almost half of the respondents (48.2%) found out about the survey by visiting the official website [www.statistica.gov.md](http://www.statistica.gov.md), which speaks of the fact that the site is the most demanded resource in searching statistical information.

## RECOMMENDATIONS

### *General*

- ✓ Regularly conducting such thematic online surveys on narrow topics
- ✓ Diversification and adaptation of products and services depending on the type of user. E.g., for advanced users tables in the databank with disaggregation and larger time series, and for casual ones-brief information and infographics on Social media
- ✓ Conducting trainings for different categories of users on the use of official statistics.
- ✓ Promotion of Statistics in educational institutions
- ✓ Promotion of less used statistical areas, including presentation of new indicators and disaggregation in these areas
- ✓ Development of metadata and methodologies in user-friendly and clear format
- ✓ Offering disaggregation, especially in the regional profile (see proposals in p.2. 10 and 2.11)
- ✓ Using a simpler language for casual users
- ✓ Avoiding time series interruptions or reviewing data retrospectively
- ✓ Examining the possibility of creating dashboards-interactive databases
- ✓ Production of new indicators (see proposals in p.2.10 and 2.11)
- ✓ Providing access to individual data for scientific purposes
- ✓ Dissemination of more external trade data in a more user-friendly form, either through the databank or through a dedicated platform
- ✓ Even if half of the users learned about the survey through the site, one third learned about it from the email sent by the NBS, which indicates that this practice should be continued.

### *NBS official website <https://statistica.gov.md>*

- ✓ Website-more intuitive, simple and user-friendly design, improved search engine
- ✓ Modernization of the website by diversifying the methods and interactive means of information on the use of official data.
- ✓ Translation of information on the site into English and Russian
- ✓ Adding interactive feedback option

### *Statistical databank <http://statbank.statistica.md>*

- ✓ Creating tables in the databank based on information from other publications
- ✓ Updating PX-Web (Databank viewer) to the latest versions, to provide users with new functionality and more modern design

- ✓ Adding the option of interactive feedback also in the databank, to detect technical errors faster and react timely to user questions
- ✓ Add information about using the API for application developers in the database footer
- ✓ Database update with historical time series
- ✓ Elaboration of tutorials on accessing and generating information from the statistical databank.

### *Statistical publications*

- ✓ Review of titles and design of publications
- ✓ Digitisation of paper-only publications, in particular statistical yearbooks

### *Press releases*

- ✓ Adding a more advanced filter to the search for statistical information on the site, especially Press Releases
- ✓ Change the title "press release" insofar as not to mislead users.
- ✓ "humanizing" the contents of press releases, shrinking them and using simpler language for the public.

### *Infographics*

- ✓ Placing all infographics on the site to increase their visualisation.
- ✓ Promotion of the page with infographics on the site

### *Gender Pulse Platform <https://genderpulse.md>*

- ✓ Promoting Gender Pulse products and interactive applications, even if they are intended for specific types of users
- ✓ Enriching the Gender Pulse platform with several gender disaggregated indicators

### *Platform Population and Housing Census 2014 <http://recensamant.statistica.md>*

- ✓ Adding to the Census platform 2014 references to the Censuses page on site

### *Interactive applications (IPC calculator, Life Expectancy Calculator, financial statements visualization, etc.)*

- ✓ Creating a geoportal allowing the data to be viewed in the form of maps
- ✓ Publication on the site of animated graphics allowing download and using them on other sites

- ✓ Promotion of interactive applications

### *Social media (Facebook, Twitter, Youtube)*

- ✓ Diversification of information distributed through Social media, especially uploading curiosities
- ✓ Promotion of accounts on Social media, e.g. adding to business cards or email signature

### **LESSONS LEARNED**

- ✓ It is a first practice of NBS to organize online user satisfaction surveys and it was a successful one. This exercise was very demanding in terms of effort and time. It is necessary to document the conduct of each stage for subsequent surveys
- ✓ The option No opinion is not relevant for all questions (it can be confused with the answer variant "I do not know")
- ✓ Questionnaires must be short to get high response rate from users
- ✓ The analysis of the survey results is more time-consuming for dissemination and communication staff who are not sociologists by profession
- ✓ The need to explain some expressions in the survey, e.g. what an intermediary user or trusting statistical data mean, etc.
- ✓ By sending the information about the survey on different channels, the number of those who responded increased.
- ✓ Creating a pop-up on the site made it easier to inform and access the survey directly.
- ✓ Some questions did not have all the answer options; they can be supplemented later based on the answers to the open question option "other-please indicate"
- ✓ In the message addressed to fill out the questionnaire, it would be good to emphasise the topic of the survey, in order to avoid filling it by people who do not know its subject

## ANNEXES

### *Anexa 1. User categories*

User category	Absolute data	Percentage, %
Representative of public or private enterprise	108	29,3
Representative of central public authority	83	22,5
Representative of the local public authority	34	9,2
Representative of NGO, consulting company or analytical group	22	6,0
Representative of higher education institution	18	4,9
Representative of law enforcement bodies	14	3,8
Other category	13	3,5
Representative of research institution	13	3,5
Pupil or student	12	3,3
Representative of mass-media	11	3,0
Representative of the international organization, embassy or consulate	11	3,0
Representative of the financial, banking or insurance institution	9	2,4
Individual	9	2,4
Representative of the institution of primary, secondary or postsecondary education	7	1,9
Master or doctoral student	5	1,4
<b>Total</b>	<b>369</b>	<b>100,0</b>

### *Anexa 2. Types of users*

User type	Absolute data	Percentage, %
Light user	136	36,9
Intermediate user	123	33,3
Advanced user	110	29,8
<b>Total</b>	<b>369</b>	<b>100,0</b>

### *Anexa 3. Users by age group*

Age group	Absolute data	Percentage, %
Under-16 years old	1	0,3
16-29 years old	45	12,2
30-49 years old	237	64,2
50-64 years old	74	20,1
65 + years old	12	3,3
<b>Total</b>	<b>369</b>	<b>100,0</b>

### *Anexa 4. Users by degree level*

Degree level	Absolute data	Percentage, %
Secondary general education	1	0,3
Incomplete secondary general education	1	0,3
Secondary vocational education	3	0,8
Postsecondary vocational education	5	1,4
Higher (including cycle I)	158	42,8

Degree level	Absolute data	Percentage, %
Master's degree (including cycle II and integrated higher education, residency)	161	43,6
Doctorate, postdoctorate	40	10,8
<b>Total</b>	<b>369</b>	<b>100,0</b>

#### *Anexa 5. Users by gender and age groups*

	Under-16 years old	16-29 years old	30-49 years old	50-64 years old	65 + years old	Total
<i>Absolute data</i>						
Male	-	19	78	12	8	117
Female	1	26	159	62	4	252
<i>Percentage, %</i>						
Male	-	16,2	66,7	10,3	6,8	100,0
Female	0,4	10,3	63,1	24,6	1,6	100,0

#### *Anexa 6. Users by statistical domains used*

Statistical area	Absolute data	Percentage, %
Population and demographic processes	184	49,9
Earnings statistics	153	41,5
Living standard of the population	137	37,1
Labor force	136	36,9
Prices	115	31,2
Finance	102	27,6
External trade	94	25,5
Regional statistics	78	21,1
Entrepreneurship	80	21,7
Social protection of the population	74	20,1
Education and science	76	20,6
Agriculture	76	20,6
Justice and crime	70	19,0
Health care	72	19,5
Domestic trade and services	69	18,7
Industry	64	17,3
Construction	62	16,8
Transport	56	15,2
Environment	52	14,1
Dwelling and public utilities	54	14,6
Tourism	49	13,3
Gender statistics	49	13,3
National accounts	50	13,6
Investment in assets	47	12,7
Use of time	30	8,1
Information technology. Post and telecommunications	33	8,9
Culture and sport	26	7,0
Energy statistics	28	7,6
Other	15	4,1

Anexa 7. Users by statistical domains used and user type

Absolute data	Light user	Intermediate user	Advanced user	Total
<i>Absolute data</i>				
Environment	25	10	17	52
Population and demographic processes	54	52	78	184
Culture and sport	13	5	8	26
Labour force	39	41	56	136
Education and science	25	22	29	76
Justice and crime	38	20	12	70
Dwelling and public utilities	11	16	27	54
Living standard of the population	38	37	62	137
Health care	24	21	27	72
Social protection of the population	22	19	33	74
Earnings statistics	44	52	57	153
Use of time	8	6	16	30
Agriculture	13	21	42	76
Entrepreneurship	14	30	36	80
External trade	17	28	49	94
Domestic trade and services	12	31	26	69
Construction	15	19	28	62
National accounts	4	10	36	50
Energy statistics	3	4	21	28
Finance	27	39	36	102
Industry	5	19	40	64
Investment in assets	3	14	30	47
Prices	33	37	45	115
Information technology. Post and telecommunications	9	8	16	33
Transport	11	17	28	56
Tourism	13	13	23	49
Gender statistics	7	17	25	49
Regional statistics	11	29	38	78
Other	5	2	8	15
<i>Percentage, %</i>				
Environment	15,5	8,1	18,4	14,1
Population and demographic processes	70,9	42,3	39,7	49,9
Culture and sport	7,3	4,1	9,6	7,0
Labour force	50,9	33,3	28,7	36,9
Education and science	26,4	17,9	18,4	20,6
Justice and crime	10,9	16,3	27,9	19,0
Dwelling and public utilities	24,5	13,0	8,1	14,6
Living standard of the population	56,4	30,1	27,9	37,1
Health care	24,5	17,1	17,6	19,5
Social protection of the population	30,0	15,4	16,2	20,1
Earnings statistics	51,8	42,3	32,4	41,5
Use of time	14,5	4,9	5,9	8,1
Agriculture	38,2	17,1	9,6	20,6
Entrepreneurship	32,7	24,4	10,3	21,7

Absolute data	Light user	Intermediate user	Advanced user	Total
External trade	44,5	22,8	12,5	25,5
Domestic trade and services	23,6	25,2	8,8	18,7
Construction	25,5	15,4	11,0	16,8
National accounts	32,7	8,1	2,9	13,6
Energy statistics	19,1	3,3	2,2	7,6
Finance	32,7	31,7	19,9	27,6
Industry	36,4	15,4	3,7	17,3
Investment in assets	27,3	11,4	2,2	12,7
Prices	40,9	30,1	24,3	31,2
Information technology. Post and telecommunications	14,5	6,5	6,6	8,9
Transport	25,5	13,8	8,1	15,2
Tourism	20,9	10,6	9,6	13,3
Gender statistics	22,7	13,8	5,1	13,3
Regional statistics	34,5	23,6	8,1	21,1
Other	7,3	1,6	3,7	4,1

### Anexa 8. Users by purpose of use

Purpose of use	Absolute data	Percentage, %
Curiosity, personal information	140	37,9
Analysis or scientific research	138	37,4
Policy monitoring	106	28,7
Long-term and short-term decision making	106	28,7
Development of normative and legislative acts	73	19,8
Regional / local comparisons	70	19,0
Preparation of courses, theses, bachelor's theses	42	11,4
Training or teaching	41	11,1
Marketing analysis	35	9,5
Preparation of media materials	33	8,9
Other	29	7,9

### Anexa 9. Users by purpose of use and type of user

	Advanced user	Intermediate user	Light user	Total
<i>Absolute data</i>				
Policy monitoring	48	30	28	106
Development of normative and legislative acts	25	27	21	73
Long-term and short-term decision making	41	37	28	106
Analysis or scientific research	77	41	20	138
Preparation of media materials	17	11	5	33
Regional / local comparisons	31	20	19	70
Marketing analysis	8	21	6	35
Preparation of courses, theses, bachelor's theses	17	13	12	42
Training or teaching	11	17	13	41
Curiosity, personal information	30	38	72	140



	Advanced user	Intermediate user	Light user	Total
Other	8	11	10	29
<i>Percentage, %</i>				
Policy monitoring	43,6	24,4	20,6	28,7
Development of normative and legislative acts	22,7	22,0	15,4	19,8
Long-term and short-term decision making	37,3	30,1	20,6	28,7
Analysis or scientific research	70,0	33,3	14,7	37,4
Preparation of media materials	15,5	8,9	3,7	8,9
Regional / local comparisons	28,2	16,3	14,0	19,0
Marketing analysis	7,3	17,1	4,4	9,5
Preparation of courses, theses, bachelor's theses	15,5	10,6	8,8	11,4
Training or teaching	10,0	13,8	9,6	11,1
Curiosity, personal information	27,3	30,9	52,9	37,9
Other	7,3	8,9	7,4	7,9

*Anexa 10. Users by products and services used*

Products and services	Absolute data	Percentage, %
Official website	292	79,1
Statistical databank	192	52,0
Statistical publications	166	45,0
Press releases	118	32,0
Infographics	72	19,5
Request of statistical data	67	18,2
Social media	68	18,4
Census platform 2014	57	15,4
Interactive applications	34	9,2
Gender Pulse Platform	17	4,6
Greenline	6	1,6

*Anexa 11. Users by products and services used and user type*

Absolute data	Advanced user	Intermediate user	Light user	Total
<i>Absolute data</i>				
Official website	92	102	98	292
Statistical databank	93	62	37	192
Statistical publications	74	57	35	166
Press releases	57	29	32	118
Infographics	31	27	14	72
Interactive applications (IPC calculator, Life Expectancy Calculator, financial statements visualization, etc.)	15	12	7	34
Gender Pulse Platform	10	5	2	17
Population and Housing Census 2014 Platform	34	16	7	57
Request of statistical data	23	28	16	67
Social media (Facebook, Twitter, Youtube)	9	18	41	68

Absolute data	Advanced user	Intermediate user	Light user	Total
Greenline	1	3	2	6
<i>Percentage, %</i>				
Official website	83,6	82,9	72,1	79,1
Statistical databank	84,5	50,4	27,2	52,0
Statistical publications	67,3	46,3	25,7	45,0
Press releases	51,8	23,6	23,5	32,0
Infographics	28,2	22,0	10,3	19,5
Interactive applications	13,6	9,8	5,1	9,2
Gender Pulse Platform	9,1	4,1	1,5	4,6
Census platform 2014	30,9	13,0	5,1	15,4
Request of statistical data	20,9	22,8	11,8	18,2
Social media	8,2	14,6	30,1	18,4
Greenline	0,9	2,4	1,5	1,6

*Anexa 12. Users by frequency of use of products and services*

Absolute data	Very often (several times a week)	Often (more than once a month)	Sometimes (at least once a month)	Rarely (several times a year)	Very rarely (once every few years)	Total
<i>Absolute data</i>						
Official website	46	100	83	53	10	292
Statistical databank	28	76	50	34	4	192
Statistical publications	15	64	54	28	5	166
Press releases	18	55	34	8	3	118
Infographics	2	24	29	17	-	72
Interactive applications	4	6	16	8	-	34
Gender Pulse Platform	1	5	4	7	-	17
Census platform 2014	3	14	16	21	3	57
Request of statistical data	3	14	24	21	5	67
Social media	22	23	15	3	5	68
Greenline	-	1	1	3	1	6
<i>Percentage, %</i>						
Official website	15,8	34,2	28,4	18,2	3,4	100,0
Statistical databank	14,6	39,6	26,0	17,7	2,1	100,0
Statistical publications	9,0	38,6	32,5	16,9	3,0	100,0
Press releases	15,3	46,6	28,8	6,8	2,5	100,0
Infographics	2,8	33,3	40,3	23,6	-	100,0
Interactive applications	11,8	17,6	47,1	23,5	-	100,0
Gender Pulse Platform	5,9	29,4	23,5	41,2	-	100,0
Census platform 2014	5,3	24,6	28,1	36,8	5,3	100,0
Request of statistical data	4,5	20,9	35,8	31,3	7,5	100,0
Social media	32,4	33,8	22,1	4,4	7,4	100,0
Greenline	-	16,7	16,7	50,0	16,7	100,0

Anexa 13. Users by degree of satisfaction with the products and services used

	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
<i>Absolute data</i>						
Official website	42	158	72	8	12	292
Statistical databank	34	99	53	5	1	192
Statistical publications	25	88	41	7	5	166
Press releases	20	63	26	5	4	118
Infographics	12	41	14	4	1	72
Interactive applications	8	13	9	3	1	34
Gender Pulse Platform	4	9	4	-	-	17
Census platform 2014	9	29	16	2	1	57
Request of statistical data	9	45	10	1	2	67
Social media	6	40	18	1	3	68
Greenline	1	2	2	1	-	6
<i>Percentage, %</i>						
Official website	14,4	54,1	24,7	2,7	4,1	100,0
Statistical databank	17,7	51,6	27,6	2,6	0,5	100,0
Statistical publications	15,1	53,0	24,7	4,2	3,0	100,0
Press releases	16,9	53,4	22,0	4,2	3,4	100,0
Infographics	16,7	56,9	19,4	5,6	1,4	100,0
Interactive applications	23,5	38,2	26,5	8,8	2,9	100,0
Gender Pulse Platform	23,5	52,9	23,5	-	-	100,0
Census platform 2014	15,8	50,9	28,1	3,5	1,8	100,0
Request of statistical data	13,4	67,2	14,9	1,5	3,0	100,0
Social media	8,8	58,8	26,5	1,5	4,4	100,0
Greenline	16,7	33,3	33,3	16,7	-	100,0

Anexa 14. Users by degree of satisfaction with products and services used and type of user-advanced user

	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
<i>Absolute data</i>						
Official website	22	49	19	1	1	92
Statistical databank	20	50	22	1	-	93
Statistical publications	16	35	20	3	-	74
Press releases	11	33	12	-	1	57
Infographics	7	17	6	1	-	31
Interactive applications	6	3	6	-	-	15
Gender Pulse Platform	2	7	1	-	-	10

	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
Census platform 2014	6	18	9	-	1	34
Request of statistical data	3	16	4	-	-	23
Social media	1	8	-	-	-	9
Greenline	1	-	-	-	-	1
<i>Percentage, %</i>						
Official website	23,9	53,3	20,7	1,1	1,1	100,0
Statistical databank	21,5	53,8	23,7	1,1	-	100,0
Statistical publications	21,6	47,3	27,0	4,1	-	100,0
Press releases	19,3	57,9	21,1	0,0	1,8	100,0
Infographics	22,6	54,8	19,4	3,2	-	100,0
Interactive applications	40,0	20,0	40,0	-	-	100,0
Gender Pulse Platform	20,0	70,0	10,0	-	-	100,0
Census platform 2014	17,6	52,9	26,5	-	2,9	100,0
Request of statistical data	13,0	69,6	17,4	-	-	100,0
Social media	11,1	88,9	-	-	-	100,0
Greenline	100,0	-	-	-	-	100,0

*Anexa 15. Users by degree of satisfaction with the products and services used and type of user-intermediate user*

Absolute data	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
<i>Absolute data</i>						
Official website	10	63	24	3	2	102
Statistical databank	10	32	15	4	1	62
Statistical publications	6	37	10	2	2	57
Press releases	5	15	6	3	-	29
Infographics	4	16	4	2	1	27
Interactive applications	1	5	2	3	1	12
Gender Pulse Platform	1	1	3	-	-	5
Census platform 2014	2	7	5	2	-	16
Request of statistical data	2	21	5	-	-	28
Social media	1	12	4	1	-	18
Greenline	-	1	1	1	-	3

Absolute data	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
<i>Percentage, %</i>						
Official website	9,8	61,8	23,5	2,9	2,0	100,0
Statistical databank	16,1	51,6	24,2	6,5	1,6	100,0
Statistical publications	10,5	64,9	17,5	3,5	3,5	100,0
Press releases	17,2	51,7	20,7	10,3	0,0	100,0
Infographics	14,8	59,3	14,8	7,4	3,7	100,0
Interactive applications	8,3	41,7	16,7	25,0	8,3	100,0
Gender Pulse Platform	20,0	20,0	60,0	-	-	100,0
Census platform 2014	12,5	43,8	31,3	12,5	-	100,0
Request of statistical data	7,1	75,0	17,9	-	-	100,0
Social media	5,6	66,7	22,2	5,6	-	100,0
Greenline	-	33,3	33,3	33,3	-	100,0

Anexa 16. Users by degree of satisfaction with the products and services used and type of user-Light user

Absolute data	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
<i>Absolute data</i>						
Official website	10	46	29	4	9	98
Statistical databank	4	17	16	-	-	37
Statistical publications	3	16	11	2	3	35
Press releases	4	15	8	2	3	32
Infographics	1	8	4	1	-	14
Interactive applications	1	5	1	-	-	7
Gender Pulse Platform	1	1	-	-	-	2
Census platform 2014	1	4	2	-	-	7
Request of statistical data	4	8	1	1	2	16
Social media	4	20	14	-	3	41
Greenline		1	1			2
<i>Percentage, %</i>						
Official website	10,2	46,9	29,6	4,1	9,2	100,0
Statistical databank	10,8	45,9	43,2	-	-	100,0
Statistical publications	8,6	45,7	31,4	5,7	8,6	100,0

Absolute data	Very satisfied	Satisfied	Somehow satisfied	Not satisfied at all	No opinion	Total
Press releases	12,5	46,9	25,0	6,3	9,4	100,0
Infographics	7,1	57,1	28,6	7,1	-	100,0
Interactive applications	14,3	71,4	14,3	-	-	100,0
Gender Pulse Platform	50,0	50,0	-	-	-	100,0
Census platform 2014	14,3	57,1	28,6	-	-	100,0
Request of statistical data	25,0	50,0	6,3	6,3	12,5	100,0
Social media	9,8	48,8	34,1	-	7,3	100,0
Greenline	-	50,0	50,0	-	-	100,0

*Anexa 17. Users by level of trust in statistical data disseminated through NBS products and services*

Trust level	Absolute data	Percentage, %
Trust them greatly	92	24,9
Tend to trust them	209	56,6
Tend not to trust them	42	11,4
Distrust them greatly	10	2,7
No opinion	16	4,3

*Anexa 18. Users by level of trust in statistical data disseminated through NBS products and services and user type*

Absolute data	Trust them greatly	Tend to trust them	Tend not to trust them	Distrust them greatly	No opinion	Total
<i>Absolute data</i>						
Advanced user	42	60	5	3	-	110
Intermediate user	32	75	11	2	3	123
Light user	18	74	26	5	13	136
<i>Percent, % (versus total)</i>						
Advanced user	38,2	54,5	4,5	2,7	-	29,8
Intermediate user	26,0	61,0	8,9	1,6	2,4	33,3
Light user	13,2	54,4	19,1	3,7	9,6	36,9
<i>Percent, % (structure)</i>						
Advanced user	38,2	54,5	4,5	2,7	-	100,0

<b>Intermediate user</b>	26,0	61,0	8,9	1,6	2,4	100,0
<b>Light user</b>	13,2	54,4	19,1	3,7	9,6	100,0

*Anexa 19. Users by survey access source*

	<b>Absolute data</b>	<b>Percentage, %</b>
<b>NBS website</b>	178	48,2
<b>Email from NBS</b>	116	31,4
<b>Recommendation of a friend/colleague</b>	32	8,7
<b>Other</b>	16	4,3
<b>Social media (Facebook, Twitter)</b>	12	3,3
<b>Recommendation of NBS employee</b>	8	2,2
<b>Recommendation of manager</b>	7	1,9

*Anexa 20. Users by survey access source and user type*

	<b>Light user</b>	<b>Intermediate user</b>	<b>Advanced user</b>	<b>Total</b>
<i>Absolute data</i>				
<b>NBS website</b>	50	71	57	178
<b>Email from NBS</b>	44	33	39	116
<b>Recommendation of a friend/colleague</b>	9	6	17	32
<b>Social media (Facebook, Twitter)</b>	2	6	4	12
<b>Recommendation of NBS employee</b>	3	1	4	8
<b>Recommendation of manager</b>	-	-	7	7
<b>Other</b>	2	6	8	16
<b>NBS website</b>	50	71	57	178
<i>Percentage, %</i>				
<b>NBS website</b>	45,5	57,7	41,9	48,2
<b>Email from NBS</b>	40,0	26,8	28,7	31,4
<b>Recommendation of a friend/colleague</b>	8,2	4,9	12,5	8,7
<b>Social media (Facebook, Twitter)</b>	1,8	4,9	2,9	3,3
<b>Recommendation of NBS employee</b>	2,7	0,8	2,9	2,2
<b>Recommendation of manager</b>	0,0	0,0	5,1	1,9
<b>Other</b>	1,8	4,9	5,9	4,3

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