

**National Association for Rural Development “OIKOS”**

**Public opinion poll concerning the data  
user’s satisfaction with available  
statistical data for the National Bureau of  
Statistics**

**FINAL REPORT**

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## **1. BACKGROUND**

According to the Global Assessment of the official statistics system in the Republic of Moldova, conducted in 2006-2007, the National Bureau of Statistics (NBS) does its best to meet the users' information needs and to follow the international standards, priority being given to those EU requirements that also coincide with national priority needs. In many respects progress has been made. The National Statistical System is reasonably developed, adheres to the Fundamental Principles of Official Statistics and in many domains fully or nearly fully complies with EU requirements.

The project on Strengthening the National Statistical System, representing a joint initiative of the Government, UNDP, UNIFEM and UNFPA, is coordinated by the National Bureau of Statistics and aims at improving data collection, dissemination and use of statistical information with particular attention to national needs and overall conformity of official statistics with international standards analysis. The Project includes three components dealing with data production, data dissemination, and data use respectively.

Through its activities, the Project aims to support NBS in performing its basic role of coordination of the whole statistical system, ensuring standards to statistical production, and provide relevant, accurate, timely, comparable, coherent, and complete statistical data to be used by central and local public administration, NGOs, academia, enterprises, and other groups of national and international data users.

Availability of reliable and accurate statistical data contributes to the ensuring of an appropriate monitoring and evaluation of the national strategies and programs, as well as to increasing the credibility of national statistics, raising public understanding of statistical indicators and methodologies and building a consensual mentality within all types and groups of users.

One of the Project's intended result is universal access to statistical data through improvement of dissemination systems, practices and tools to meet users' requirements. This result can be achieved through carrying out the following activities: development of "easy-to-use" thematic materials for data dissemination; informing the users about the available materials. Measuring the level of users' satisfaction with available data has an important role in monitoring the development of the process which aims achieving these goals. The feedback from the data users would help the NSB and other producers of official statistics to assess the user satisfaction and to develop measures, having a favourable impact on the efficient use of statistical information, and contributing to the continuous development of the national statistical system.

In order to ascertain information on users of NBS' data and their evaluation on how statistical data and methodological information and publishing of information correspond to their needs a survey on the quality of statistical information and the satisfaction level of different user categories was carried out in the framework of the present assignment.

### **Objectives/Purpose of the project**

The overall assignment objective was to assess the actual and potential impact of the statistical information upon the society in order to use these results for the improvement of the dissemination policy, practices and tools of the NBS.

The objectives of the survey and the analysis based on it was as follows:

- to find out key data users' opinion regarding quality of the statistical information produced and disseminated by NBS and the soundness of the statistical methodologies and determine whether this information fits the needs of the data users;
- to carry out an analysis of the statistical data user evaluations, concerning selected statistical domains, describing the presently perceived strengths of the NBS and producing a set of recommendations for necessary improvements;
- to assess users' awareness levels, understanding and general attitude towards NBS, its image and reputation;
- to assess the efficiency of the dissemination channels of statistical data dissemination;
- to assess public opinion on changes in the quality of the services provided by NBS and the effectiveness of NBS efforts for providing statistical information to different user categories and to the public;
- to help in establishing a methodology and a set of indicators for future regular public opinion research on NBS activities and services.

## **2. METHODOLOGY**

The sociological research was done between June and November, 2008 and was implemented in four stages:

### **I. The elaboration of the test – questionnaire for the public opinion poll (June)**

According to international evaluation practices in the field and having the EUROSTAT elaborated questionnaire as a ground for evaluating through public opinion poll the quality of the data from the users point of view, the implementation team elaborated the initial version of the questionnaire.

The questionnaire included three types of questions:

- a) Questions regarding the image on the whole, the reliance on the NBS and on the data provided by NBS.
- b) Questions regarding the users satisfaction level with the data provided by NBS from the relevance, opportunity, compatibility, accessibility and data comparability point of view.
- c) Questions regarding the users satisfaction level with the NBS dissemination activity and dissemination improvement forms.

The test – questionnaire initial version was discussed in a workshop carried out with the persons in charge for the project from the NBS and UNDP. As a result of the workshop, the questionnaire was adjusted to the NBS specific needs.

## **II. Qualitative public opinion poll testing questionnaire research (July)**

During this stage series of group and depth interviews were carried out with the aim to test the questionnaire by different categories of statistic data users.

The tested questionnaire was improved by reformulating the questions that were not clear enough for the respondents, by introducing other relevant questions for users, but also irrelevant questions or those too complicated were excluded.

The questionnaire final version was approved by the persons in charge with the project from NBS.

## **III. Quantitative research (public opinion poll) August – October**

It was stated that there is no data of NBS permanent statistics data users and it was not done any identification and quantification research of users categories.

Lacking a certain institutional structure of statistical data users, the institutional classification of these and the elaboration of respondents lists was done on the basis of the catalogue of the institutions that apply to the official statistical issues provided by NBS.

The analysis of a data base of the NBS permanent subscribers and of the institutions that occasionally buy NBS issues, gave us the possibility to state that the majority of the statistical data users are the national public institutions and big enterprises, the urban users prevailing. Among the enterprises, banc, insurance and communication (*media*) institutions prevail.

In the public opinion poll list of participants were included all the governmental institutions and those of the local public administration that use permanently in their activity the NBS data.

The respondents list final completion method was based on the general managerial analysis of the institutions activity from different sectors, on their notoriety in the country, and on the role identification that could have the official statistical data in their activity.

Taking into considerations the mentioned, the respondents selection method for the public opinion poll represented the structure on the categories on the basis of the user's type of activity and in the frame of each category was extracted a sample by applying the random methodology (local public authorities) or the rational selection.

| <i>Initial NBS respondents data base</i>     | <i>number</i> | <i>%</i>    |
|--|---------------|-------------|
| Local Public Authorities                     | 31            | 8%          |
| Central Public Authorities                   | 90            | 23%         |
| External institutions                        | 23            | 6%          |
| Enterprises                                  | 106           | 28%         |
| Mass Media                                   | 37            | 10%         |
| NGO  | 54            | 14%         |
| Academic, consultancy, research institutions | 44            | 11%         |
| <b><i>Total</i></b>                          | <b>385</b>    | <b>100%</b> |

Due to the fact that in the questionnaire distribution process numerous completion refusals were registered, the distribution list was increased to 489 respondents in order to obtain a representative number of users. Among the main refusal reasons were invoked the lack of time, not being a NBS data user.

#### **IV. Results interpellation qualitative research (November)**

During this stage were done two group interview series having the aim to interpellate the public opinion poll results after the accumulated data initial processing. To the statistical data users were presented the public opinion poll results after that it was discussed the respondents option motivation on the groups of users and sectors of data usage, arguments were accumulated in favor of respondents options, implementation team's conclusions were checked.

#### **V. Results analysis (November)**

The main scope of the analysis process was to identify the public opinion poll respondents options legality based on category of users and domain of used data, the explanation of these on the results of the second group interviews series with the representatives of the institutions that use NBS data.

### **3. THE RESEARCH RESULTS SUMMARY**

#### **A. General attitude towards NBS, image and reputation**

- 35% of users trust the data provided by NBS, 16% are skeptic regarding NBS data from certain domain, 32.9% are skeptic NBS data in general;
- Only 5% of the respondents appreciated negatively the quality of the NBS data (concealed mark), the absolute majority of the respondents appreciating positively the data quality and 37% give the maximum appreciation;
- Especially the public sector have confidence in NBS data;
- The lack of confidence of the representatives of the private sector is caused by lack of knowledge of the methodologies of working in public sector in general and in the statistical domain particularly;
- The users have maximum confidence for the social data domain (conditions and life level, labor force and unemployment) and economic (commerce, investments);
- The lack of trust for the NBS data is also conditioned by the fact that NBS is perceived by the public opinion in the context of citizen's lack of trust to the state and its general socio economic performances;
- The lack of trust for the NBS data is conditioned by the lack of explanatory analytical reports presentation to the issued statistical data, fact that makes the user to pay attention to the interpellations from the associative sector (mass media, NGOs, more seldom private consultancy institutions) that are very often tendentious;
- The essential factor that contributes to strengthening the users credibility for the NBS data represents the NBS performances related to maintaining the institution web site

#### **B. NBS data users characteristics, data domains more frequently used, scope of usage and access methods**

##### **User profile**

- Statistical data users provided by NBS is especially from public sector
- Users from private sector use more seldom the NBS data because of having more freedom in use in the decision process the statistical data from non official sources (consultancy services, mass media, NGO researches financed from abroad) if comparing with users from public sector
- NBS data is useful more frequently by users from public sector among those the front places have the medical institutions employed and LPA

- The largest statistical data users group is constituted by decision makers at the medium level, their percentage being of 44 and at the high level of 26% from the total of the active respondents (those that use in their professional activity NBS data)

### **Scopes and data domains**

- Data domains the most frequent used are the demographic, conditions and life level, prices, finance
- The main scopes to use the statistical data provided by NBS constitute the general informing for medium and long term decision makers

### **Access methods**

- The main source to obtain the necessary statistical data provided by NBS is represented by NBS printed issues, then the institution web site
- The users favorite source from where they prefer to get the statistical data provided by NBS is the NBS web site for the majority of them, except the users from LPA that prefer first the data from NBS printed issues
- Though they would prefer to get the information from the NBS web site, the users utilize first printed issues because these ones offer more detailed indicators and the web site provides more generalized indicators
- According to users point of view, lack of information is perceived first as lack of detailed statistical indicators based on user's activity specific domain and the details at the level of region, district, locality, etc. in NBS issues and especially on the institution official web site
- The majority of the respondents consider that the lack of certain statistical data on the NBS web site represents the main cause of the access restraints to the NBS statistical data

### **C. Statistical data quality and methodological information provided by NBS**

There were not identified significant discrepancies regarding the way of appreciating the NBS quality on 5 dimensions – relevance, accessibility, opportunity, clarity, data comparability based on data domain or user category, private or public.

#### **Importance of NBS provided data**

- Data provided by NBS are perceivable as too generalized, often not being applicable in researches and planning, especially in social and microeconomic sectors
- Indicators too generalized character, according to users opinions, is due to national standards harmonization to the international ones, fact that is not always beneficial.
- NBS data too generalized character is perceived in the context that NBS does not offer in its issues local. District, regional indicators what damages the NBS data applicability at these levels

- The NBS certain non veracity data is explained by the users by lack of responsibility or institutions bad willing that elaborate and present inexact primary statistical reports in order to diminish the indicators with the fiscal evasion scope (private sector) or to improve public institutions performance indicators. According to users, this situation could be avoided by NBS by using the methodology of calculation of more information sources.

### **NBS provided data clarity**

- 1 The majority of users do not have difficulties in understanding NBS provided data, but consider that the methodological explanations for the respective data are very important
- 2 The users are satisfied with the methodological explanations of the NBS statistical indicators
- 3 The users are satisfied with the forms of statistical data presentation provided by NBS, but require a special attention from the part of the NBS towards analytical reports presentation that make clear the statistical provided data.
- 4 To facilitate the NBS data applicability, the users request the data to be issued on the web site of the NBS in other format as PDF and HTML, and especially Excel and Word.

### **NBS provided data accessibility and opportunity**

- 1 Due to NBS web site, the provided data are perceived as accessible;
- 2 For a significant category of users from the public sector, especially for those from LPA, the basis for the official statistical data applicability in the decision making process constitute only the documentation with the NBS printed published works or the NBS official statements. The web site of the NBS is not perceived yet as official information and this is damaging the relevance and the opportunity to use NBS data.
- 3 The procedure of placing interpellations is appreciated as being less bureaucratic then in other state institutions, but it is desirable to enhance the answers reaction, even of the negative ones.
- 4 The users are not satisfied with the generalized form of the statistical data exposed on the NBS web site and they are in the position to wait for the printed published works, this fact being qualified by the users as accessibility restraints to the official data.
- 5 The users are not satisfied with the fact that they need to wait for the statistical annual that appears a year later than necessary
- 6 The majority of the users request the implementation of a subscription system to the NBS data that could be provided rapidly by e-mail.
- 7 The introduction or late actualization of the strategies, programs, medium and long term plans elaborated by the public institutions performance statistical indicators affect the quality of the monitoring process of their implementation.

### **The comparability of the NBS provided data**

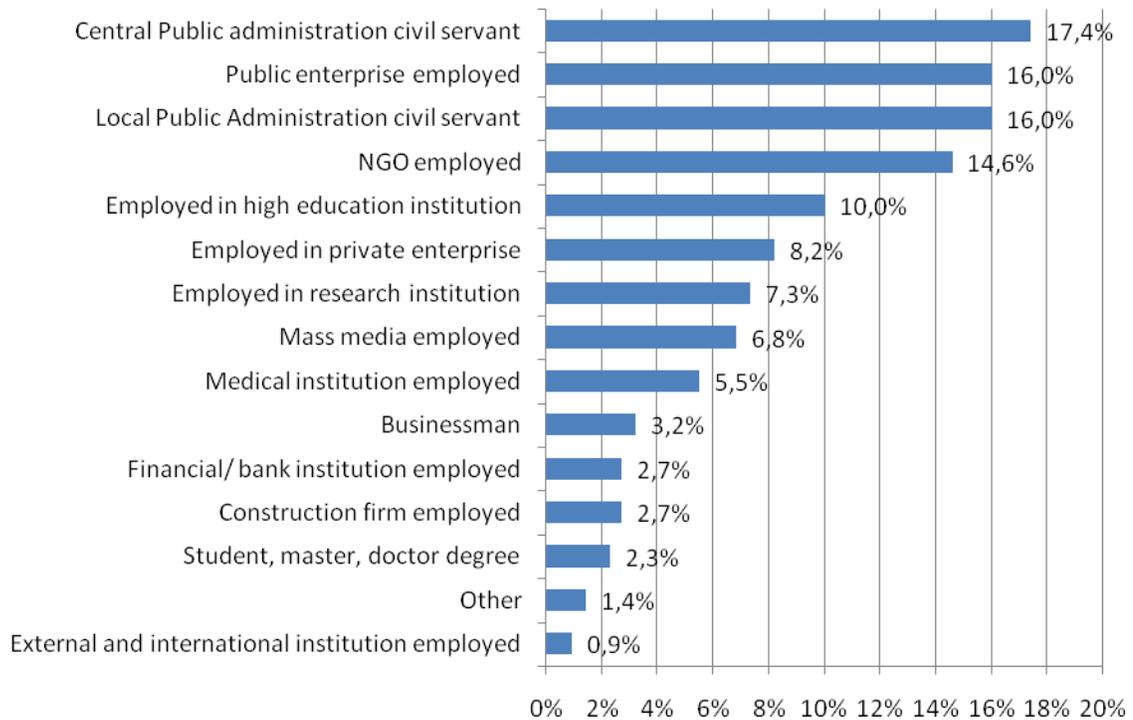
- 1 The majority of users appreciate the statistical data provided by NBS as being partially comparable.
- 2 The majority of interviewed users consider that the comparability of the NBS provided data is being improved and this fact is due to the harmonization of the national statistics, legislation, methodologies of activity of public and private institutions with international standards.
- 3 The interviewed users consider that reaching the international standards statistical data comparability, the NBS offer too generalized statistical indicators that sometimes can not be used in specific activities.

## 4. NBS PROVIDED STATISTICAL DATA USERS PROFILE

### 4.1 Users segments

After studying the questionnaire, it was stated that the largest segments of NBS provided data users is constituted of local and central public institutions employed, constituting all of them 34% of the respondents.

#### The institutional distribution of the questioned users



### 4.2 The experience in using NBS provided data

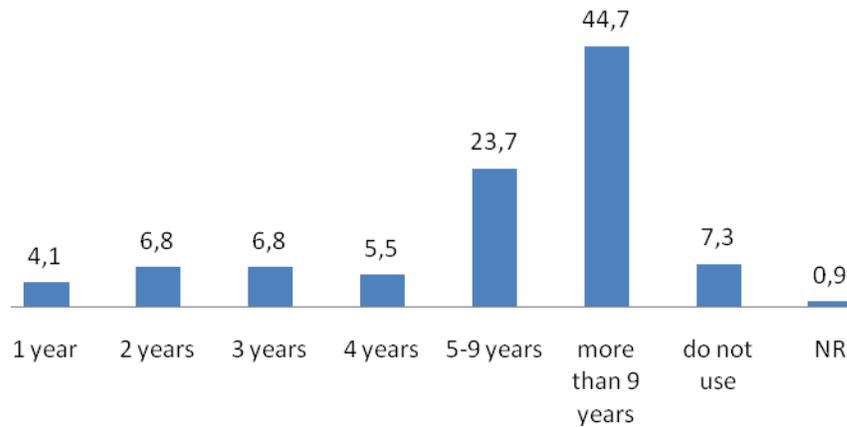
The majority of the respondents accumulated the necessary experience for assessing the statistical data quality, 4,7% of the users using statistical data more than 10 years, 23,7% between 5 and 9 years.

The most experienced users are from the medical and educational systems.

### 4.3 The users decisional level

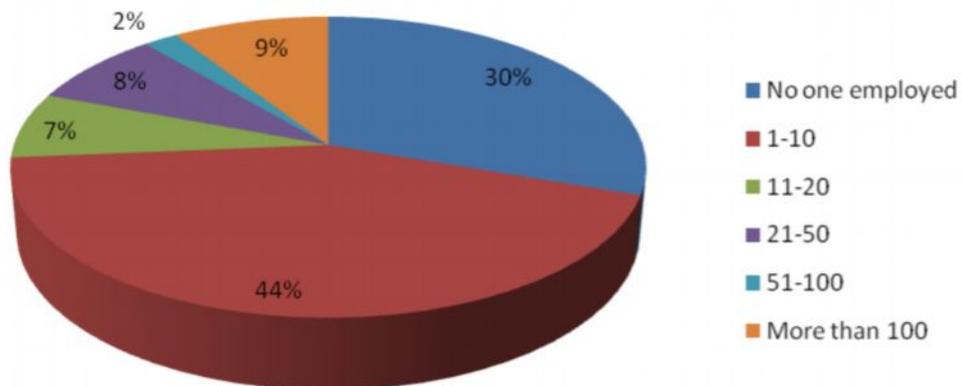
Only 30 percents of the respondents that completed the questionnaire do not have at their orders any employed. **We can state that the largest group of statistical data users is constituted from decision makers** with 44%. Decision making group at the high level constitutes 26% of the users.

**How many years have you been using the NBS provided statistical data?**



At the highest decision making level the NBS provided data is used in the medical institutions (the cumulated percentage, decision makers with more than 10 employed) – 74%, public enterprise – 54% and the private ones – 33%, mass media – 45%.

**How many employed do you have at your order?**

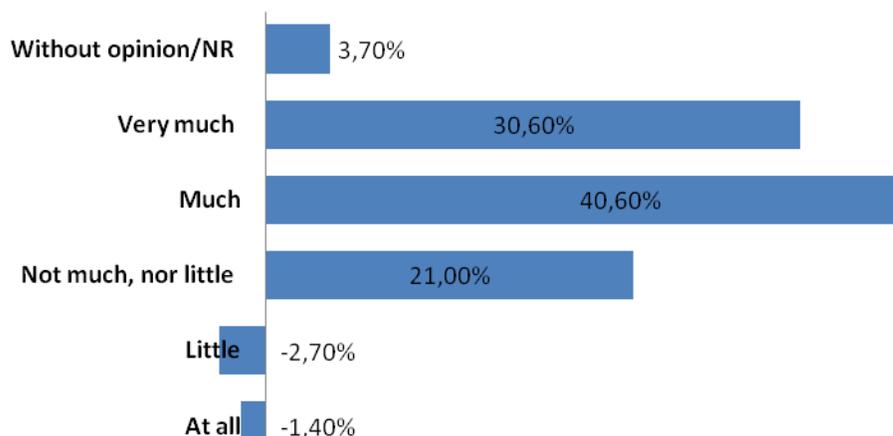


**4.4 The interest level regarding the NBS provided statistical data**

70% of the statistical data users appreciated that they are interested or very interested in NBS provided data, what practically corresponds to the accumulated percentage regarding the importance of NBS provided statistical data in institutions activity and over 80% of the users appreciate them as being important or very important.

**This fact allows us to state that institutions activity policy, activity methodologies influence the most the interest of the employed regarding the NBS provided data.**

### How much are you interested in the NBS statistical data?



The most interested are the civil servants from central or public administration (a cumulated percentage as *much* and *very much* – 85%) and research institutions workers (a cumulated percentage 87%).

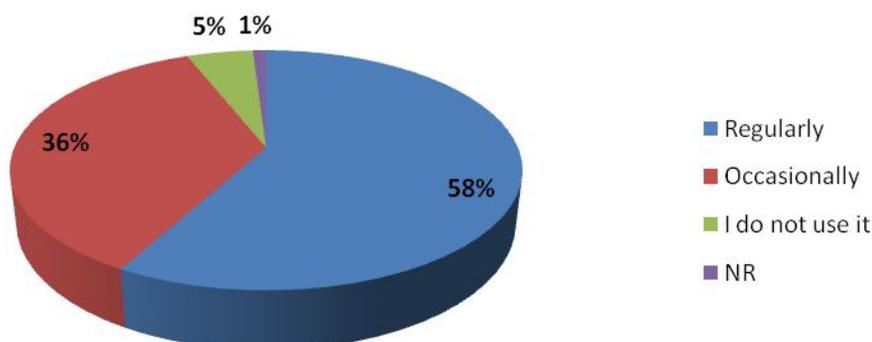
The less interested in NBS statistical data, but with a percentage of not significant lack of interest are the employed of private and public enterprises (a cumulated percentage of *at all* and *little* – over 7%) and mass media employed (14%).

The most numerous segment that manifest a medium or neuter interest in the NBS provided data of about 60% is composed from two groups of users: businessmen and financial/bank institutions. This point is explained by the fact that the **groups use except NBS provided data, data of their own institutions, and especially bank people use Moldova National Bank data.**

#### 4.5. The frequency of using the NBS provided statistical data

According to the results of the public opinion poll, 58% of the users utilize *regularly* in their activity the NBS provided data and over 36% use it *occasionally*.

### How frequent do you use NBS statistical data?



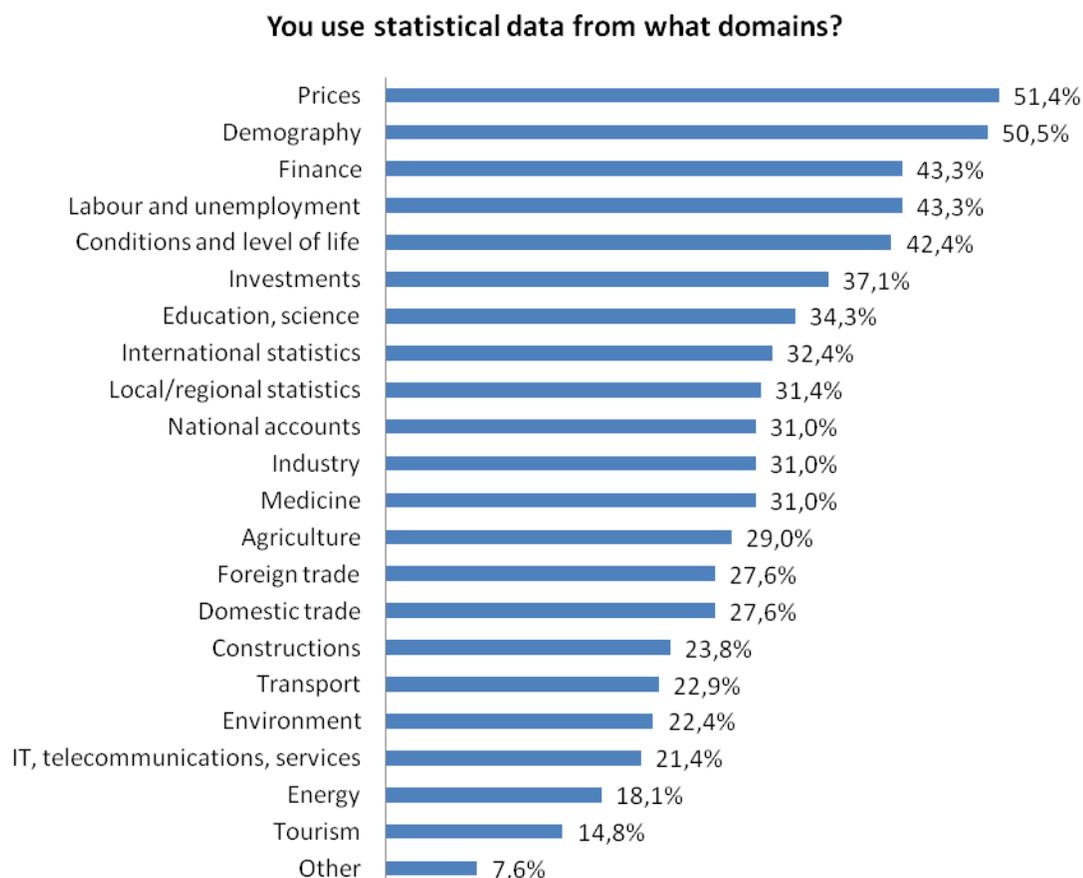
The highest frequency in using official statistical data was identified at the high institutions employed, 92% of the respondents from this category mentioning that they use NBS provided statistical data regularly, local civil servant (78%), central rank (55%), from medical institutions – 72% and from research – 62%.

As in the case of level of interest for NBS provided statistical data, the largest segments of users that apply only occasionally to NBS provided data are constituted by private/public enterprises and workers from financial/bank sectors with 80%.

The frequency of using data on the domains (see attachment 1, question 11) has to be compared with NBS issues graphics in order to actualize the politics of spreading statistical data.

#### 4.6 Domains of use and aims

The most frequently used NBS statistical data is from the domains *prices*, *demography* and *finance* with 51,4%, 50,5% and 43,3% respectively. The most less used data is from the domains *informational technology* – 21,4%, *energy* – 18,1% and *tourism* – 14%.



- The employed in the financial or bank institutions are especially interested in the domains *national accounts* and *finance* – 80%
- NGO employed – *labour and unemployment* – 76%, *conditions and level of life* – 58,8%

- Mass Media - *conditions and level of life* – 82%, *demography* – 73%
- Research institutions – the percentage is divided in an uniform way according to function profile
- The employed of the high education institutions – *prices* – 75%, *education and science* – 67%

The main scopes of using NBS provided data constitute in informing in order to make the analysis with 59% and decision making on short and long term – 54,6%.

In the framework of the group interviews , the representatives of the CPA and LPA and of the research institutions mentioned the importance of the official statistical data for elaborating and implementing the policies and strategies on long and short term.

However, according to participants statements, though the majority of programs, plans, strategies in the implementation process presuppose certain monitoring indicators of the performances, and very often these are not presented in the NBS issues. This situation is explained by the CPA representatives by **the absence of a system of coordination among the ministries and NBS for renewing the statistical indicators stipulated in the strategies and long and short term policies.**

The employed from the business sector, especially from private sector use statistical data in elaborating the business plans and market research. With all these, in the framework of the group interviews , these complained on too generalized statistical indicators that can not be applied totally in the process of market research, so in planning. In these conditions the enterprises are obliged to allocate significant resources for market researches in the specific domains of their activity. A part of the interviewed of this domain consider that **the statistical reports present forms that the enterprises present to NBS do not have a satisfactory level of detailed indicators, and sometimes it is very difficult to adjust to the specific of the company activity, fact due to which further suffered even themselves because it is impossible for them to make an analysis of the branch production segments where they activate.**

#### 4.7. NBS provided data required presentation forms

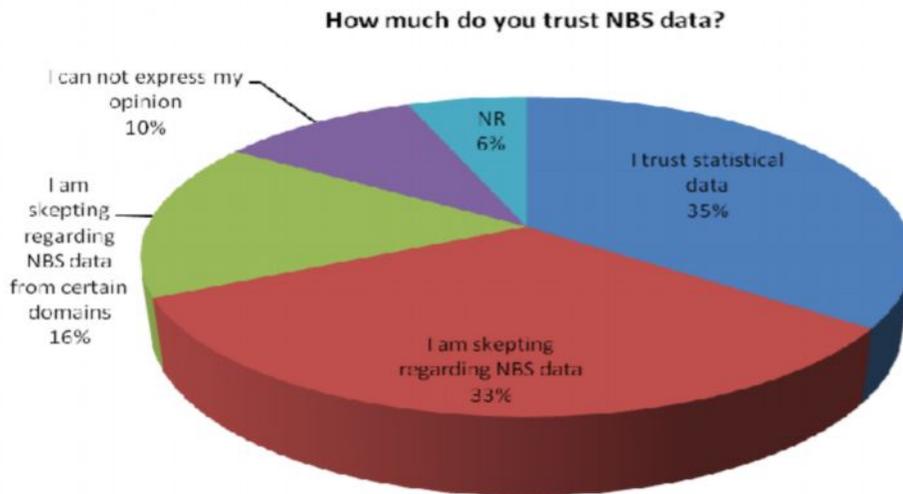
The majority of the respondents of the public opinion poll were satisfied with the form and time of reaction of the issues of the web site of NBS (all table types, diagrams, etc.).

During group interviews a great part of the interviewed persons, especially those employed in business area and research institutions, were very satisfied with the fact that all the data is presented only in HTML format and PDF, considering that for making easier the process of working the data by the NBS users it should be presented also in other formats, too, and especially in Excel and texts in Word.

## 5. CONFIDENCE IN NBS AND NBS PROVIDED STATISATICAL DATA

### 5.1. The level of confidence in NBS

Even if the majority of the respondents appreciated NBS provided data as being at least satisfactory, only 34,7% of the users state that they trust NBS statistical data, 32,9% being skeptic regarding the data, 15% - skeptic towards the data from certain domains.



The domains the most often mentioned in the framework of the public opinion poll, but also in FG, which quality presupposes skepticism are, according to users, data from the social domain: *conditions and level of life, labour and unemployment, population demography* and economic: *domestic trade/ foreign trade and investments* (see annex 1, question 29)

The correlation between the level of trust for the statistical data of NBS and the respondents users data domains show us the same situation, the most skeptic users being those that use data from the domains already mentioned.

It is important to mention the fact that for informing on the data from *conditions and level of life, prices, IT domains*, a part of the users between 5 and 6% prefer to apply to Mass Media and not to NBS.

Among the users main motivations , accumulated in the group interviews that affect the credibility of NBS and its data, are the following:

1. NBS does not use enough indicators in these domains in order to describe completely the current situation.
2. Sometimes, but not regularly, NBS could be influenced by various political factors in order to improve the indicators
3. NBS does not confront the data from these domains with the data issued by the internal,

international independent institutions – NGO, mass media, etc.

The users the most skeptic are with the NBS provided data are from private sector and the associative, business men and private enterprises collaborators, students, etc.

In the framework of group interviews this situation was explained by the users in the following manner:

- employed people in the private sector consider:

1. The users from the private sector do not know the methodologies of indicators elaboration and calculation
2. The users from the private sector regard NBS as a state institution, which performances do not correspond, and NBS is appreciated in the state performance general context
3. The users from the private sector have the freedom, if to compare with those from the public sector, to use in the decision making process not official data sources that very often are in contradiction with the official ones, fact that create the skepticism.

- The majority of the interviewed in the framework of the FG sessions respondents from the private sector agreed on the mentioned argument, but also mentioning the following:

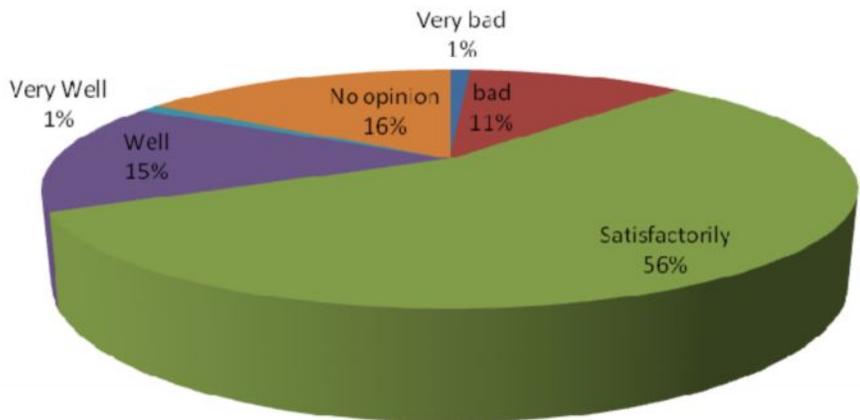
4. Very often NBS provided data from the social domain is not useful, as it is without necessary explanations coming from the decisional factors from the mentioned domains, fact that allows a free interpretation
5. Many indicators from the social domain are presented at the general level without containing necessary details for users, fact that arouse indignation among the NGO and also allows a too vast interpretation.

**With all mentioned, the absolute majority of the respondents from the group interviews consider that the NBS statistical data is the most credible at the moment in the RM.**

## **5.2. How the data provided by NBS reflects the social economic evolution from the society**

Only 12% of the respondents consider that NBS provided data reflects badly the situation (11%) or reflects very bad the social economic evolution (1%).

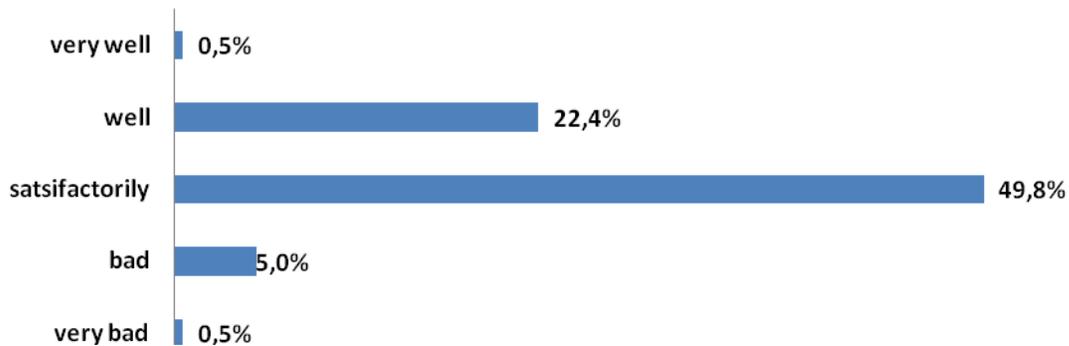
**How the NBS provided data reflects the social economic evolution in the society?**



According to the FG interviewed opinion, the main causes that affects the quality of reflecting the situation in the country are the following:

1. The veracity of the data is affected by the methodology of indicators calculation that does not presuppose more rough statistical informational sources.
2. NBS data veracity is affected in the stage of statistical reports preparation when the economic agents avoid fiscal payments by diminishing the production indicators and the public institutions improve artificially the performance indicators.
3. The veracity of the data is affected by the interference of the political factor in NBS activity, especially for improving the data in the social domain

**How do you appreciate the NBS provided statistical data coherence from different domains?**



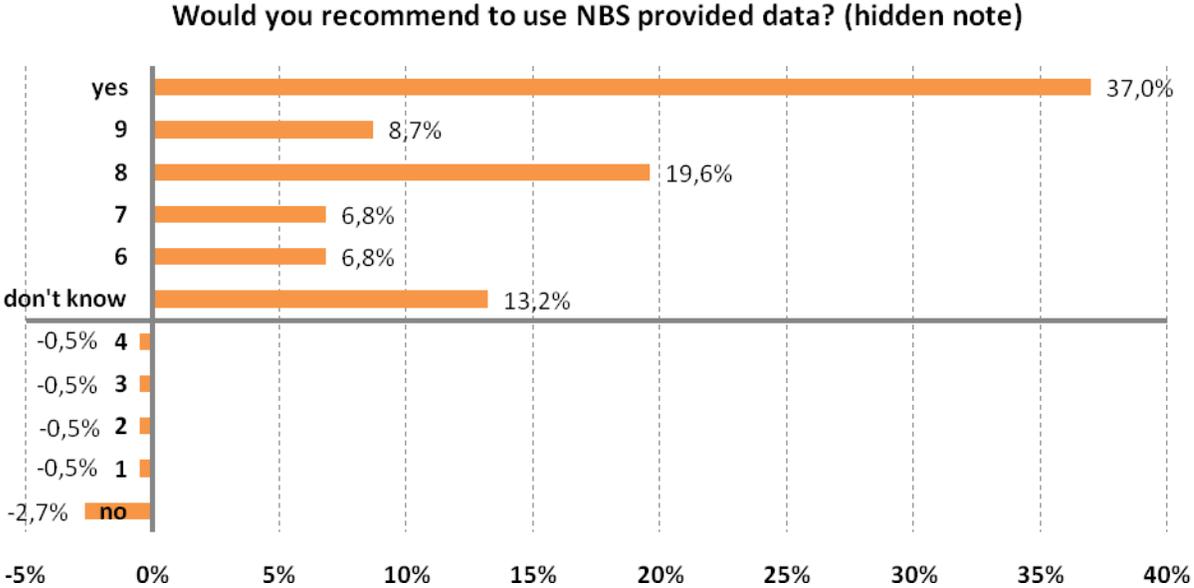
Though public opinion poll data show that only 5% of the users qualify the data coherence between different domains as being bad, in the framework of group interviews more participants, especially from the business area, suggested the idea that if NBS methodology would foresee more informational sources for the same indicators, the data coherence among different domains would be improved, so NBS data could gain more confidence. Important to note that the largest users segment that during the public opinion poll appreciated that the data from different domains are not correlated are those that come from private business area (14%).

*“If, for example, NBS would compare the data from Customs Department regarding the equipment imported with the officially registered by the economic agents to the firm balance, would observe a significant discrepancy.”*

*“There is a great difference between the data regarding the amount of certain imported products, for example coffee, and the trade amount of the same product on the national market”*

**5.3. The hidden appreciation NBS provided data quality note**

In order to avoid NBS performances association with those of the other state institutions, in the questionnaire was introduced the request to appreciate the desire of the users to recommend or not NBS provided data of other users on scale from 1 to 10. Choosing the option, the user, actually, appreciates with a mark the NBS data quality (hidden note), thus avoiding the lack of trust in the public institutions and state, in general.



As it is seen in the diagram, 37% of the respondents appreciated with a high mark their conviction to recommend to other users BNS provided data, a comparable percentage with the maximum level of confidence for NBS – 35%. The institutional structure of the respondents that were marked with 10 corresponds to the institutional structure of the respondents that trust totally NBS provided data, high marks giving the public sector users (CPA, LPA). The lowest marks are given by the economic – financial sector and NGOs (see Annex 2, Table 7).

According to the diagram, only 6% of the users appreciated with a negative mark the NBS provided data, the majority coming from the part of the users that use data from energy sector, prices, constructions, investments and tourism.

Remark: It is important to mention that a respondent from those that appreciated with *no*, the question regarding recommendation of the NBS provided data to the other, explained his attitude in the following manner: *“why to give to my competitors or to my friends the data that I successfully use in my activity, thus creating by myself competitors or strengthening the existing ones?”* This is, actually, a high appreciation done by NBS data after all their essential components – relevance, coherence, etc.

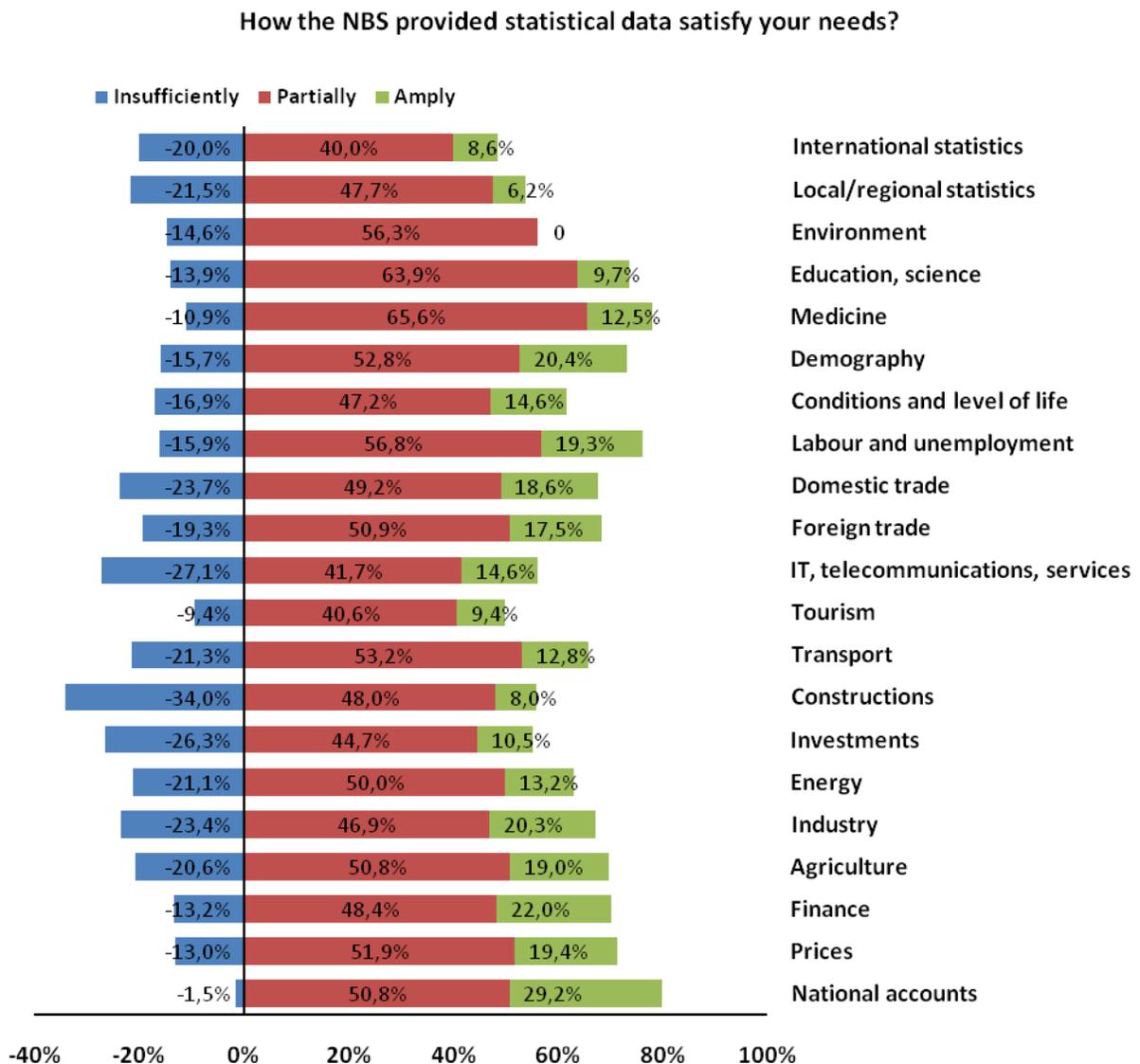
## 6. NBS PROVIDED DATA QUALITY APPRECIATION

### 6.1. RELEVANCE: users informational needs coverage

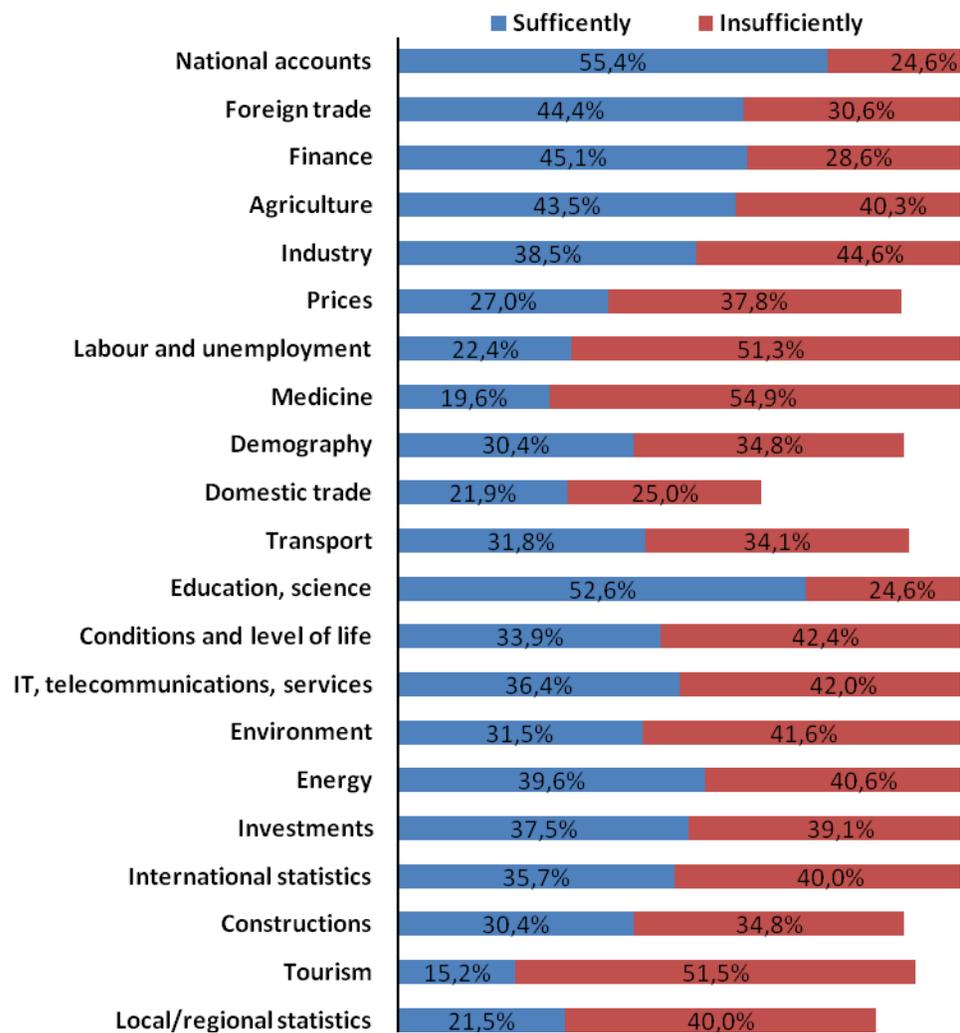
Only over 18,1% of the respondents appreciated that the NBS provided data does not satisfy the informational needs, 50,4% satisfy partially and only 15,2% totally satisfy.

The most unsatisfied with available data are the users that data from the domain of construction, energy, IT.

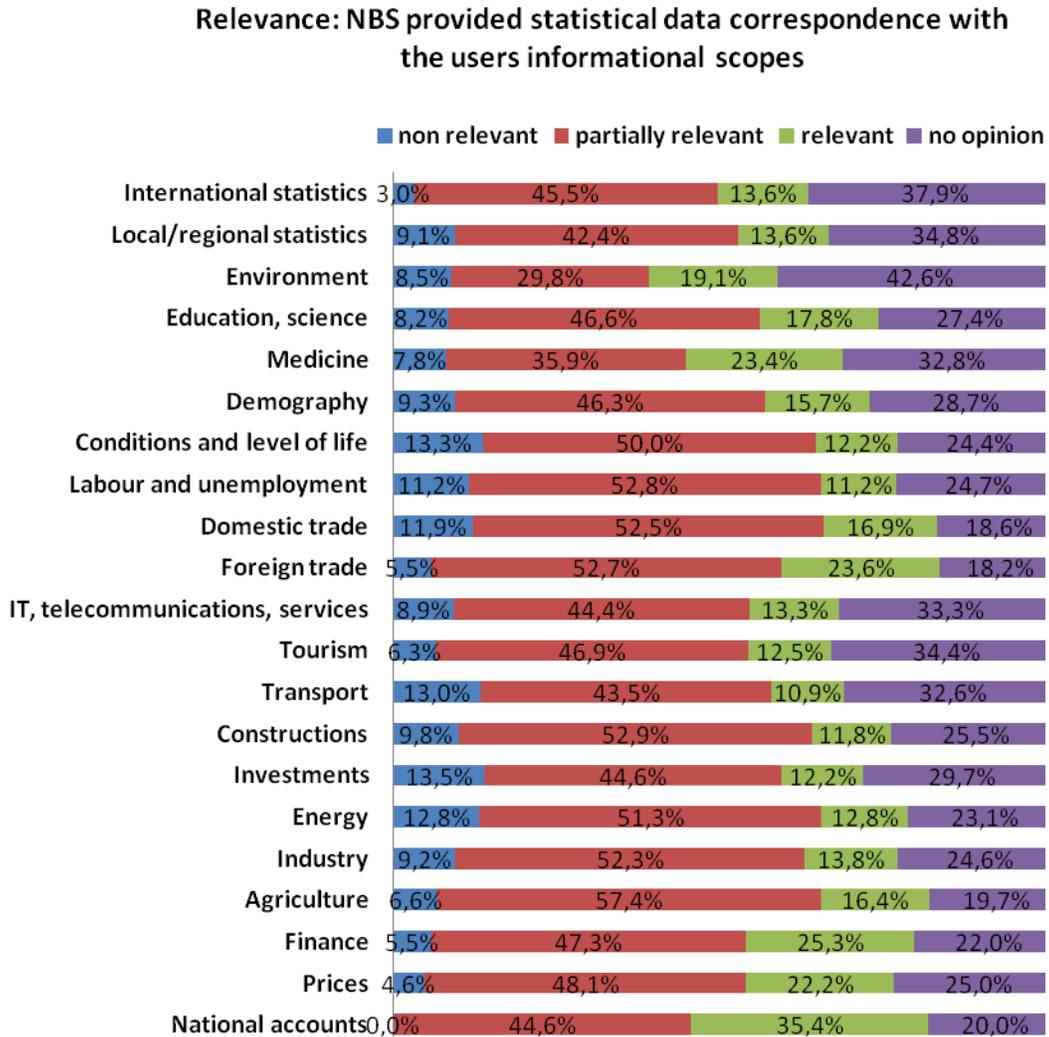
51,6% of the users consider that NBS should introduce other statistical indicators, too, and 36% consider that time series presentation should be expanded. (indicators, domains, see Annex 1, 33.1)



## How do you appreciate the amount of statistical information available on the domains?



### 6.1.1 Relevance on the domain



### 6.1.2 Factors that affect the relevance of the NBS provided data

The main arguments of the respondents regarding the causes that affect the relevance of the statistical available data, accumulated at the FG meeting, available practically for all the domains, are the following:

- 1. NBS provides global data, too generalized, though useful for us, we do not have the possibility to apply according to specific of our activity:**

Man, 25-30 years, principal specialist in a planning section: *“The data is all right, but I need more detailed data, for example on the postal services types, not only global figures”*

Woman, 20-25 years, NGO employed: *“NBS issues illnesses incidence, but I need ,more detailed data as illnesses incidence among the retired.”*

Woman, 50-60years, member of a design institute: *“For example, water and sewage goes as an indicator, but making reference to our country and especially in the rural area, there is water, but there is no sewage. These indicators need to be separated ”*

## **2. NBS does provide statistical data at the local level**

Man, 25-30 years, consultant in rural area: *“Because the data come at the national level, we are in the situation to address additionally to the department of territorial statistics in order to obtain it, or we themselves go to the mayoralties to collect it”*

## **3. Because of the calculation methodology of certain indicators that do not presuppose data collection and confrontation from different sources, some data is not veridical:**

Man, 40-50 years, Ministry of Culture and Tourism collaborator: *“NBS counts the tourists that come in the country after the tourism agents reports, according to this, in the country came only 7 thousand tourists, but we know that only at the wine holiday came over 50 thousand. Why the data from the hotels is not collected? Or from the customs department... or is it necessary to redefine the “tourist” term? Because of this we suffer.”*

Woman, 20-30 years, NGO for children, supported by a woman of 50-60 years, design institute collaborator: *“according to NBS data, in Chisinau the kinder gardens should be busy at a level of 70-80% from its capacity because they take into consideration only the demographic official data, so how many were born. They do not take into consideration the fact that there is internal migration and the fact that many institutions were liquidated, may they do not have this data.”*

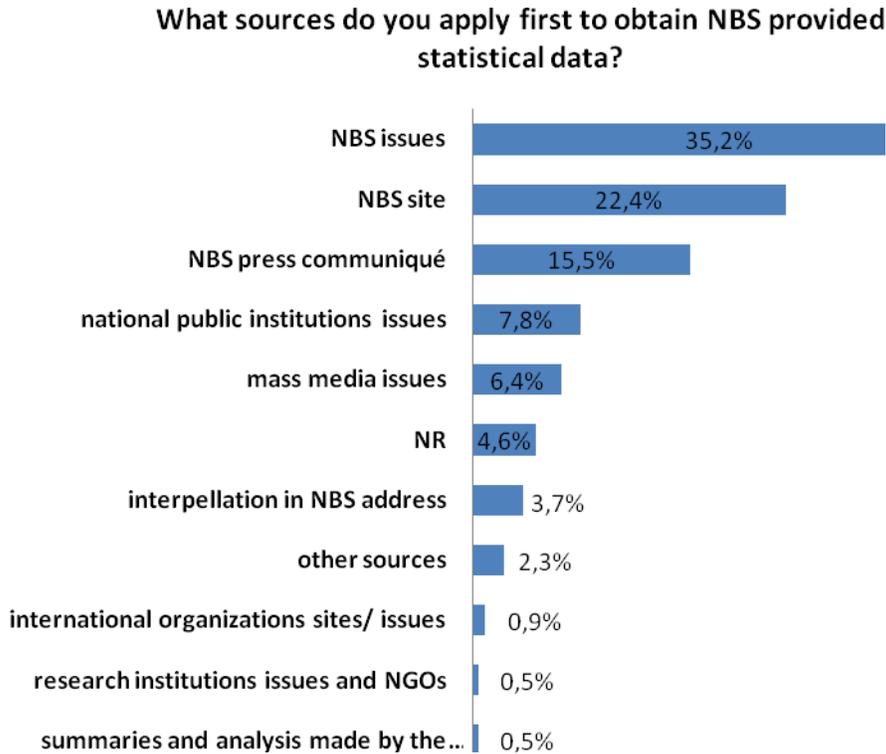
The results of the public opinion poll confirms this statement. Thus, among the main causes, with unimportant deviation in some domains that affect the NBS data relevance, (see annex depending on the domains – annex 1, question 30), there are: (1) indicators veracity – 27%, (2) indicators insufficiency – over 23% and (3) indicators reference period – 16%.

- 1. The majority of the respondents from the group interviews consider that NBS dispose of a methodology capable to cover their informational needs as indicators with high detailed level, but also as reference period. These can not be totally used because of not sufficient sources of processing the NBS rough available data. As confirmation serves the fact that more respondents got the necessary indicators with the detailed form after some interpellations in NBS address, though it was necessary to wait for the answer.**
- 2. A great part of the interviewed at the FG sessions, from public sector as well as from private, consider that the use by NBS on a large scale of too generalized indicators constitute the results of the harmonization process of national statistics with the international norms that would suppose more global indicators, fact that is in the users detriment that need more detailed data.**

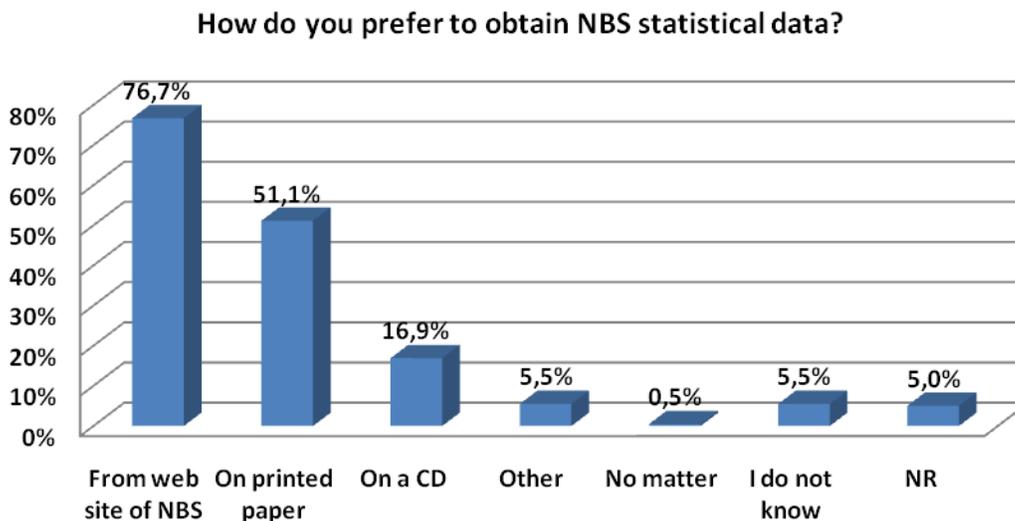
## 6.2. ACCESSIBILITY AND OPPORTUNITY

### 6.2.1. Access methods

The most part of the respondents apply first to NBS printed issues to obtain necessary statistical data (see the below diagram)



However, the majority of the respondents would prefer to obtain NBS provided data through the NBS official web site (76,7%) and only after that NBS issues (51,1%).



The fact that the majority of the users obtain necessary data from printed issues (35,2% compared with 22,4% for the NBS site) and, in the same time, the majority of users would prefer to use the official web site (76,7%), was explained that during FG interviews, due to the fact that on the web site the statistical data is quickly spread, but it is too generalized, the printed issues offer more detailed indicators, closer to the specific of the users activity.

The most frequently it becomes more difficult to find official statistical data for the users from the research institutions – 18%, LPA – 18%, NGO – 15%, mass media – 13% (percent from the total interviewed per users categories).

According to qualitative research results, we consider that the causes that affect the access to the NBS provided data are different for each category of users. Thus, **if for LPA the main cause would be the fact that they do not dispose of technical means for consulting the web page of NBS** (only 57% prefer to use in comparing with the other categories of users , where the percentage is at minimum of 80%), **research institutions and NGOs perceive the lack in NBS data sources, of some more detailed statistical indicators, as limitation of the official data access.**

Mass media should face the news flux by quick placement of the commentaries from different sources to the prepared news. Taking into consideration that for the users from the domain the main source of the statistical data constitutes the press communiqué of NBS (see annex), we consider that **it could be that the NBS low promptness in presenting press communiqué to constitute the main cause in reducing the access to information from the point of view of the mass media representatives.**

Depending on the users segment it was stated that the users from the public domain, especially the employed in the LPA and CPA, prefer more than the other users to use NBS provided statistical data appeared in the bureau printed issues. Mass media employed also emphasize first the NBS press communiqué than web site of NBS. This fact was discussed in the group interviews, where it was stated the following:

1. A great part of the public sector employed consider that only printed official statistical data provide them the grounding and the certainty that they can use in the activity and in the decision making process.
2. A great part of the public sector employed, especially in LPA, does not dispose of the necessary technologies for consulting the NBS site or does not dispose of necessary knowledge for NBS web site use.

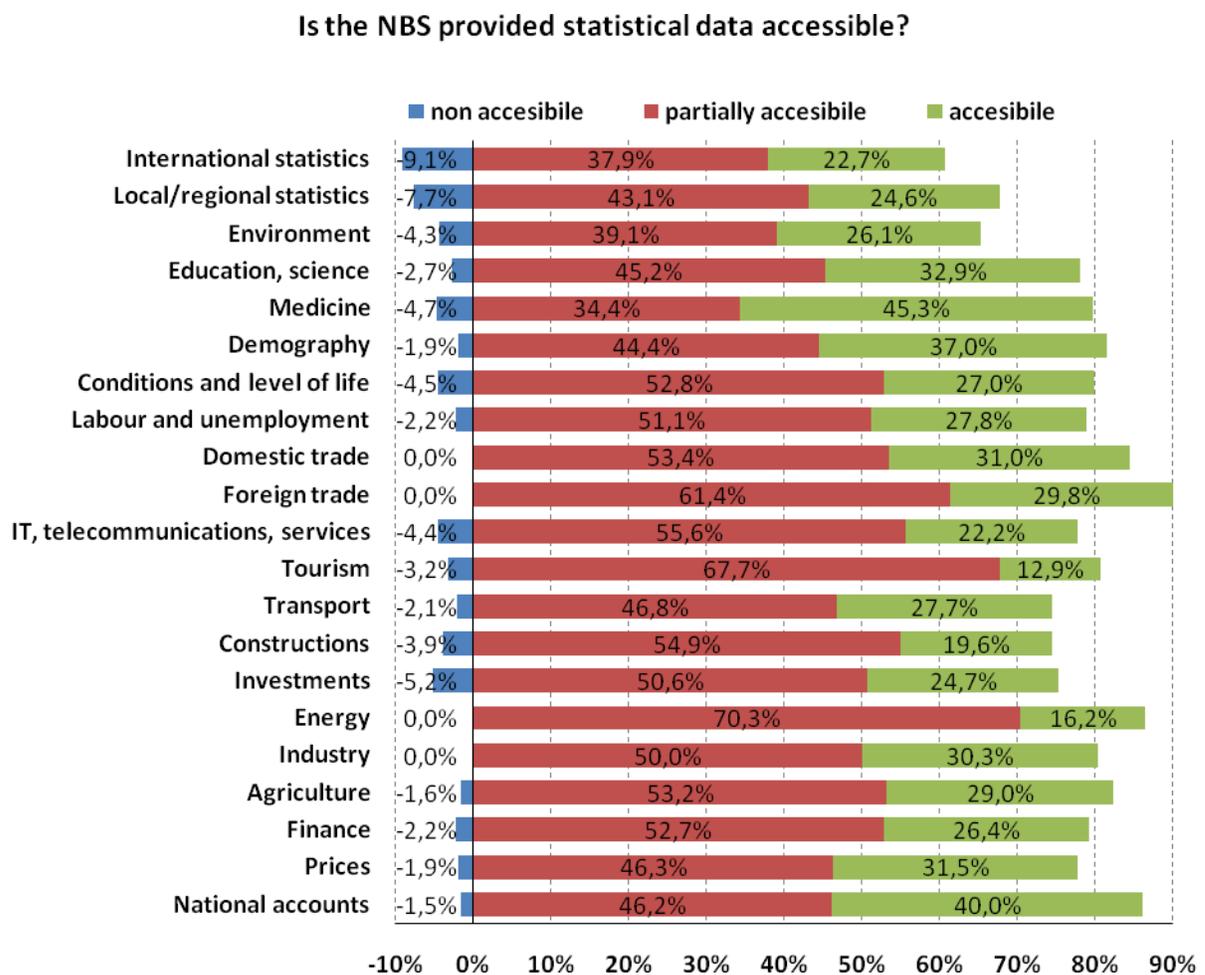
**Thus, though a part of the statistical data is issued promptly on the web site of the NBS, these are not used in a reasonable time in the decision making process by a significant part of users from the public sector, being expected their confirmation by printed issues. Thus, the opportunity of using this data and the relevance is affected in the decision making process.**

56% of the users consider that NBS should improve the process of spreading the statistical information, among the most frequently counted in the framework of public opinion poll being press conferences, increasing of the issuing frequency of the printed issues and those from the official site (32%), introduction of the subscription at sending the statistical data by e-mail.

### 6.2.2 Accessibility on data domains

It is important to mention that the user appreciates the accessibility of the data not only for the data spreading channels efficiency, but also for the effective availability. Thus, if the respondent says that the data is not accessible, this could mean that actually it does not exist, the spreading channels being efficient.

In this context, we have to mention that the below diagram could be interpreted as appreciation for the availability of the data on the domains.

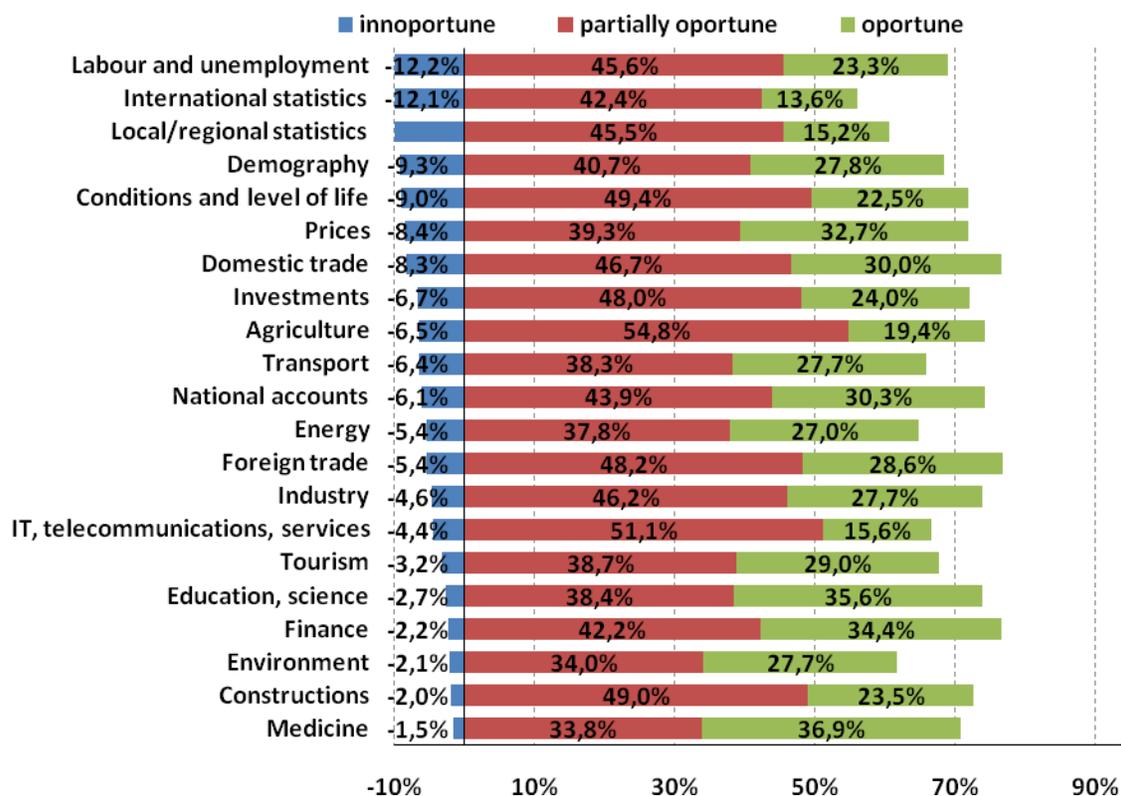


### 6.2.3. Opportunity on data domains

The majority of the respondents consider that the NBS provided statistical data from the point of view of the spreading moment is partially convenient with little deviations depending on the data

domains. The FG interviewed users appreciate that due to the NBS web site, the NBS data quality increased sensibly from the point of view of opportunity of spreading data.

### How do you appreciate NBS provided statistical data spreading opportunity?

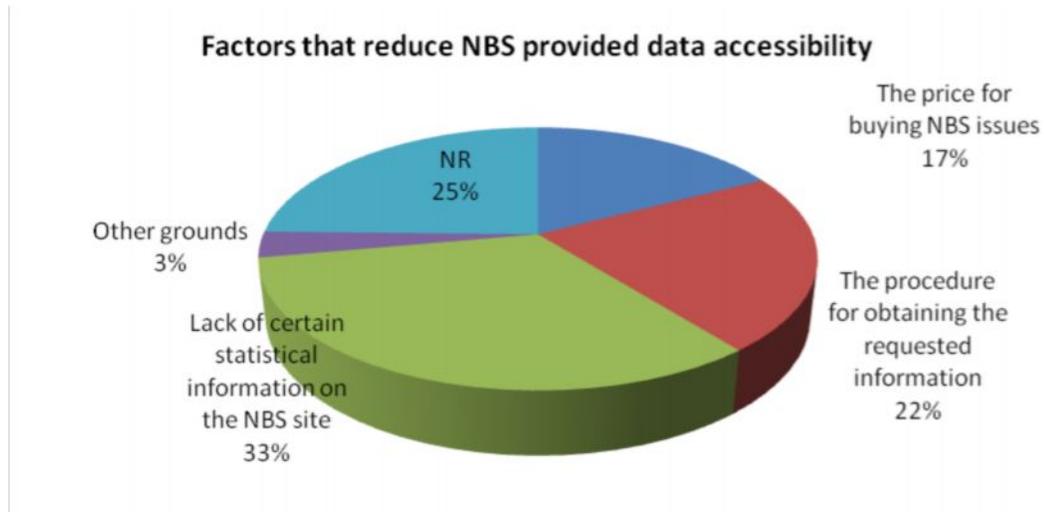


#### 6.2.4. Factors that affect data accessibility and opportunity

The users consider that the main factor that affects data accessibility constitutes the lack of certain information from the NBS web site – 33%, issues prices – 25% and the procedure of addressing the interpellation towards NBS – 22%.

Generally speaking NBS web site was positively appreciated and the interviewers consider it useful in the activity, mentioning as example for other institutions.

**During the interviews , though the users seemed to be satisfied with the promptness of the issues from the web site of the NBS, in the same time they are not satisfied with the fact that on the web site of the bureau there are issued only generalized data from their domains of interest, thus being necessary to wait for the printed issues in order to obtain more detailed data, and this fact affects the data opportunity, so the relevance in the decision making process.**



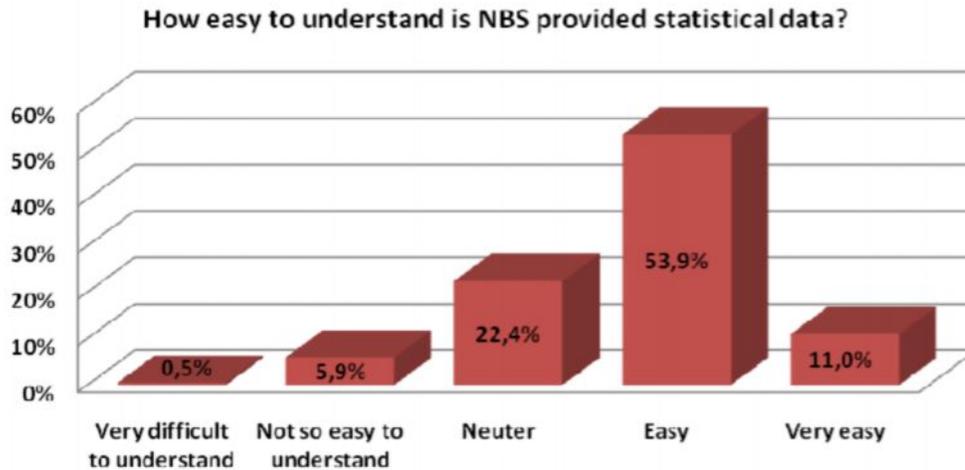
31% of the users consider that NBS should review its process of working the interpellations. During the group interviews it was registered the fact that the unsatisfaction towards the process of interpellations working is argued not by the procedure itself, but by the fact that **after addressing the interpellations the requested level of the detailed indicators is not obtained, or the interpellation is rejected, the most often later, being motivated by the lack of the required indicator.**

**In these conditions the users require the issue of the indicators catalogue that could be required by NBS, the level of detailed indicators or, if it already exists, the users need to be efficiently informed.**

**Among the most often mentioned interpellations efficiency methods, the most required is addressing interpellations by e-mail.**

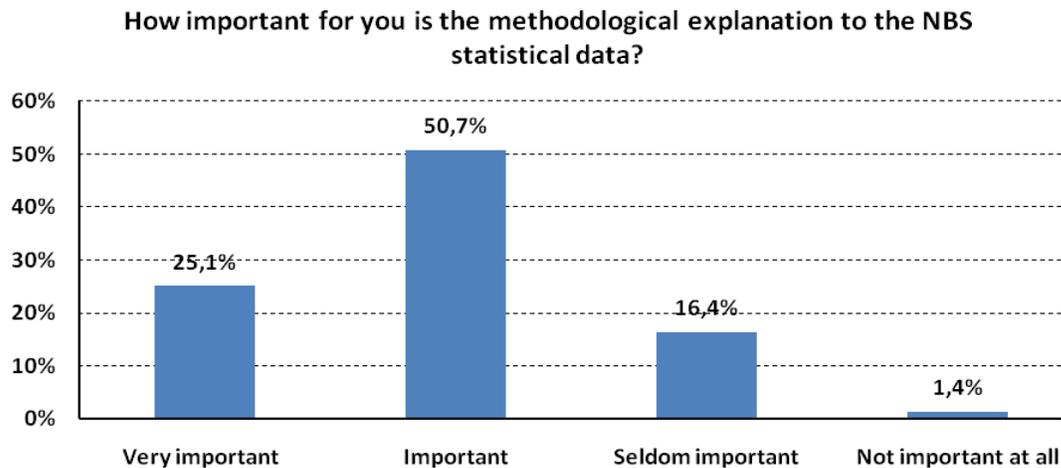
### 6.3. DATA CLARITY

The majority of the respondents in the public opinion poll appreciated NBS statistical data as easy to understand (53,9%) and very easy to understand (11,0%).

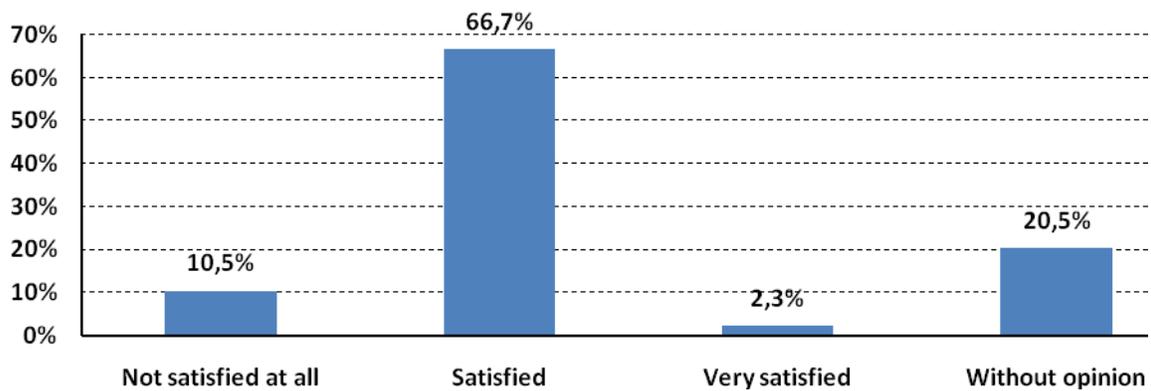


The absolute majority of the users mentioned that the person that use systematically NBS provided statistical data does not have difficulties in understanding indicators, especially if the majority are accompanied by methodological explanations. 50,7% of the respondents consider that NBS provided data should contain methodological explanations (see annex 1, question 33.3 and after the associated questions).

Though in an insignificant measure, the NGOs employed and those from private enterprises, over 15%, have the most often problems in understanding data. This fact is confirmed by the importance of the methodological explanations, especially for the NGOs users 37% appreciating it as very important.



### Are you satisfied with the methodological explanations to the NBS statistical data?

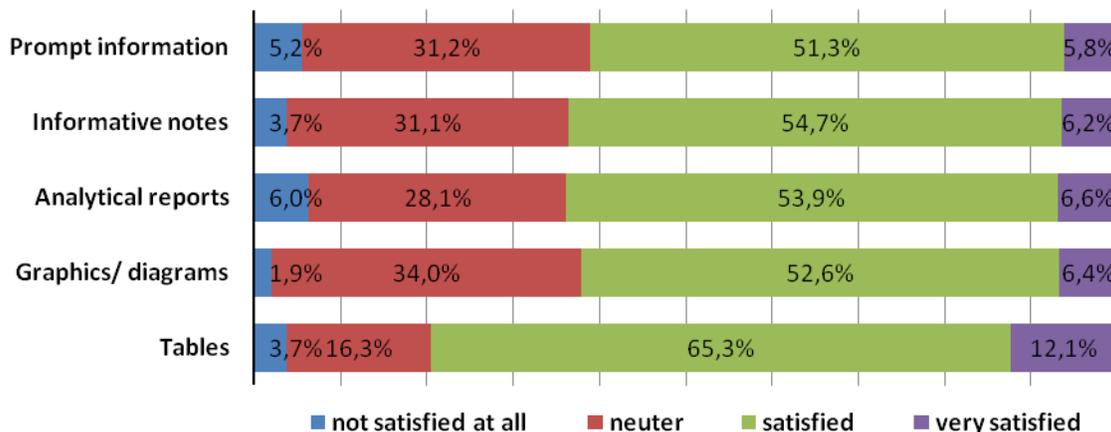


As important are the methodological explanations for the users from the research institutions (50%) and high education institutions (32%).

There were not identified significant differences regarding the methodological explanations importance depending on the data domains from 14 – 18%, but the most unsatisfied with the methodological explanations are the users that use data in the economic domain (see annex 2, Table 24).

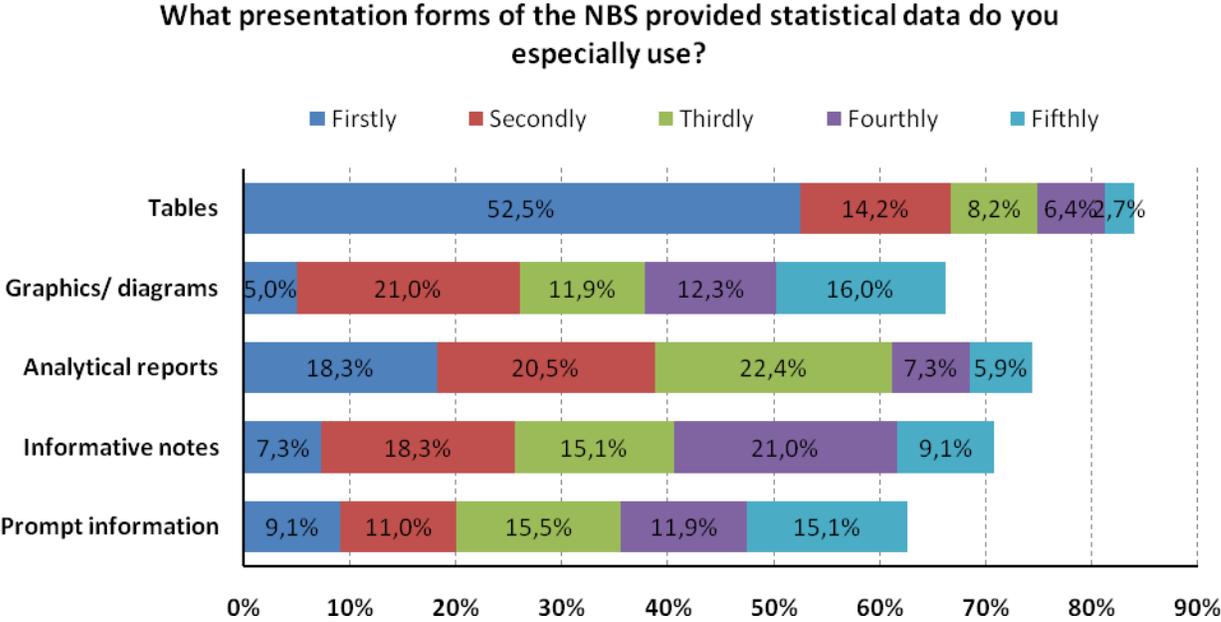
We consider that the graphic presentation of the NBS provided data in a graphic contributes to an easier understanding of the data and the majority of the respondents being satisfied or very satisfied with the presentation forms.

### How satisfied are you with the presentation form of the NBS provided statistical data?



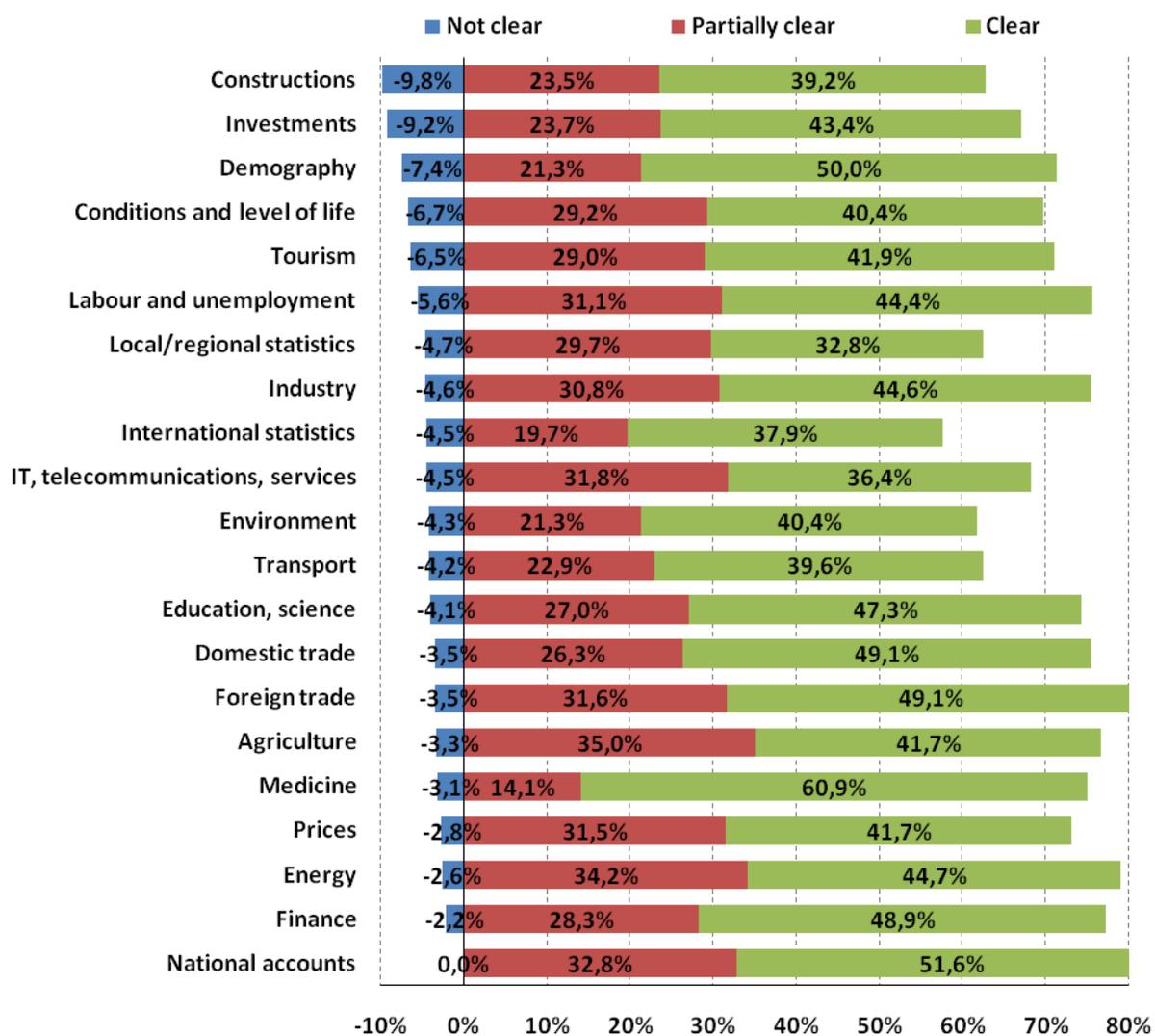
In the group interviews framework, the respondents mentioned that for indicators clarity **NBS should give more importance to the analytical reports to the provided data**, fact that was stated by the public opinion poll, where the analytical reports received the second option as a favourable

presentation form for the statistical data (18%), but 49% from the respondents consider that the data always should be accompanied by the analytical reports.



From the point of view of the interviewed persons at the FG sessions, the analytical reports should have an explanatory character regarding the evolution of the statistical indicators. At the group interview moderator affirmation that, actually, the data interpretation should be the public institutions prerogative that the data refer and not of the NBS, a part of the interviewed specified that the process should be the NBS prerogative, too as it is an institution that accumulates data from all the domains.

### How easy to understand is NBS provided statistical data?

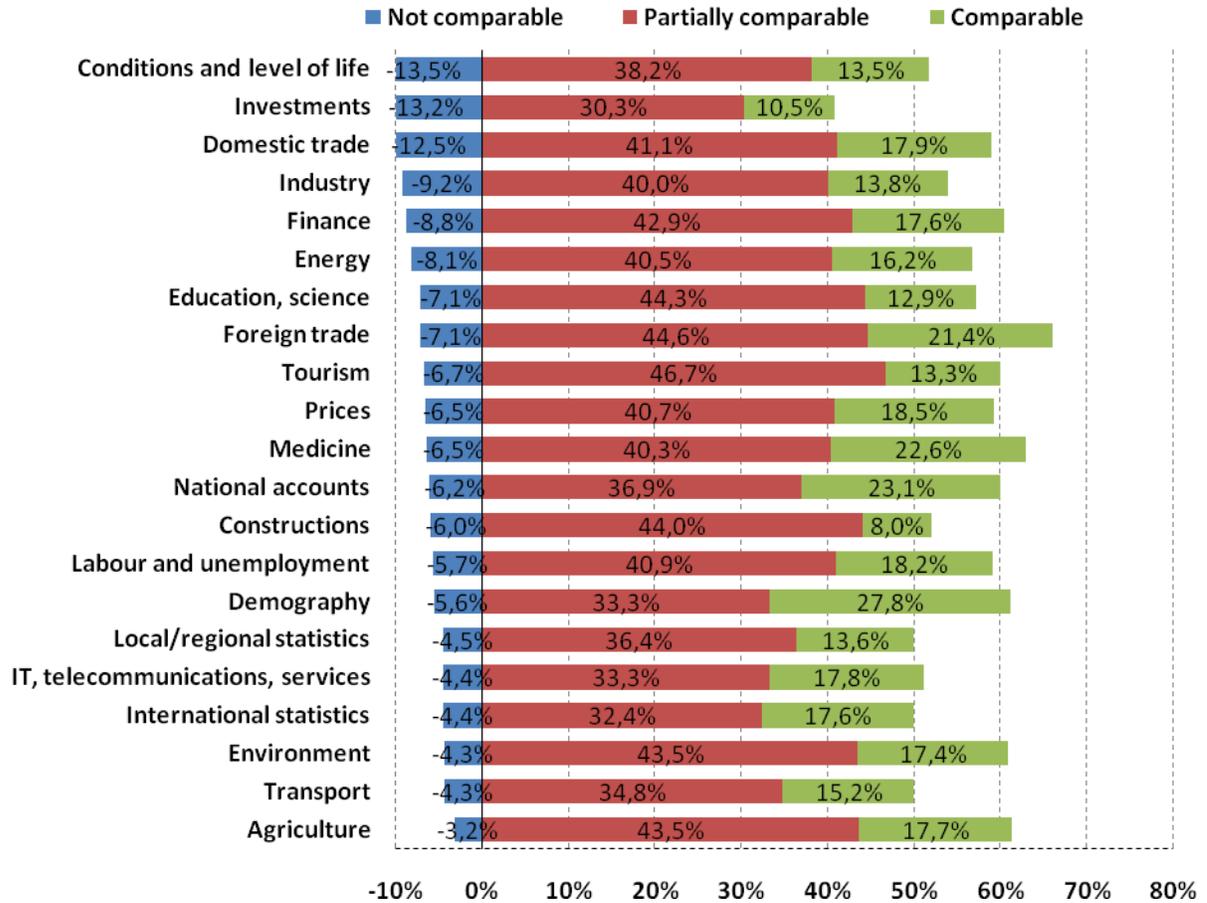


Over 50% of the respondents, with unimportant deviations depending on the group of users, consider that it is necessary to implement a training program regarding the domains and the way of using national statistical data, more often being requested by the LPA – 57%, mass media – 60% and students, masters, candidates for a doctor degree – 60%.

## 6.4. DATA COMPARABILITY

The majority of the respondents in the public opinion poll appreciated the NBS indicators as partially comparable at the international level, but with positive tendencies due to the harmonization process of the national legislation with the international norms (from the GF sessions).

How comparable is the data provided by NBS at the international level?



As we already mentioned, a significant part of the interviewed consider that once the NBS international comparability is reached, it was abandoned the presentation of the detailed statistical indicators, NBS providing too generalized data for being applied especially in private sector from any domain.

## **7. CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

Generally speaking, the NBS has a positive image to the users. The appreciation of the confidence towards the NBS provided data to the private sector users is being formed first in the general context of the public institutions and state performances appreciation. The appreciation of the confidence from the part of the users from public sector is more objective.

The essential factor that contributed to the creation of a NBS positive image is the institution web site popularity and the issues efficiency on it.

According to the public opinion poll results where the users indicated that they would prefer to get the necessary statistical data first from the web site and also according to group interviews observations, the conclusion is that the institution web site is the main factor for appreciating the quality of the statistical data provided by the NBS from the point of view of the users.

Thus, the majority of users first perceive the quality and the utility of data provided by NBS according to the way of being exposed, issued the NBS data on the institution official web site and only then according to the printed issues.

During the group interviews it was stated that any analysis on the statistical data quality done by the users begins by appreciating the institution web site issued data quality. Thus, any positive effect on the statistical data quality will not be perceived by the user at the real value if it is not reflected on the web site.

It means that any NBS data quality improvement will not increase the users confidence if this data is not accessible first on the web site and then, if the improvements are easily perceived by the users.

The situation as described is applicable in case there is a certain kind of difference between the printed issues and the electronic ones, many interviewed mentioning that indicated that on the official site the indicators are too generalized and do not provide local statistics.

From the users point of view, the main reasons that affect the NBS provided data negative quality are: 1) the lack of statistical data indicators detailed on the basis of the sector in NBS issues, 2) the lack of statistical data on data sectors on the basis of region, district, locality in NBS issues.

### **RECOMMENDATIONS**

- 1) NBS should revise its technical, methodological, informational possibilities in order to provide a superior level of detailing the statistical indicators on domains and reference zones (region, district, localities) and to provide their availability on the institution web site;
- 2) NBS should analyse institutional opportunities to spread information about the NBS official web site, especially within LPA from rural zones;

- 3) NBS should analyse the opportunity to publish a vade-mecum of statistical data of NBS, including data methodological explanations and showing all the ways and sources to its access;
- 4) NBS will inform the users about the entire available spectrum of statistical indicators which include statistical data domains for an exhaustive information of users, who, may be, do not know about the existence of the required indicators;
- 5) NBS image unjustified suffers from users expectance regarding clearing analytical explanations of the data issued by NBS, which, actually, is an improper function of NBS, and must be related to the competent institutions in the domain to which issued statistical data refers, an action which requires users and respective institutions notification.
- 6) In order to raise the opportunity to use the data, NBS, should analyse its methodological and technical opportunities and possibilities to adjust the publications spreading curriculum from each data domain, to the frequency of statistical data use per mentioned domains in the survey.