

USER SATISFACTION SURVEY RESULTS, 2021

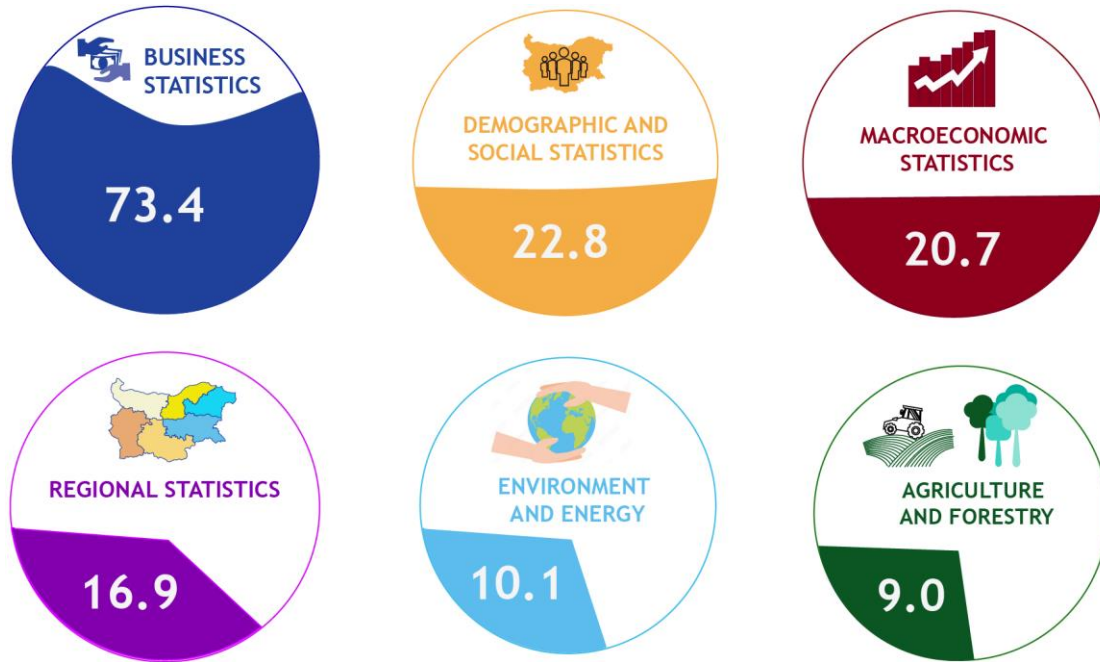
In 2021, Bulgaria and the world went through the second year of the COVID-19 pandemic. Its scale and manifestations have changed the dynamics of various spheres of life, such as the economy, healthcare, social development and demographic dimensions, and adversely affected millions of people. Making informed decisions in the unpredictable times of the pandemic has become an even more difficult and responsible task. This has led to an increase in the importance of official statistics. In order to meet the ever-growing needs of more comprehensive, timely and adequate statistical information, the National Statistical Institute (NSI), in addition to traditional (regular) ones, has developed new statistical information products and services reflecting the pandemic impact on various sectors of public life.

User satisfaction is assessed on a voluntary basis through an online questionnaire, which provides feedback on the reception of the different ways of presenting and providing the results of statistical research conducted by the NSI. The survey also helps to assess the quality of customer service both online and at the NSI's reception desks.

In the survey, users of statistical information are divided into five groups: private sector, public sector, research and educational institutions, the media, and others, and the 237 respondents indicated which of the major user groups they belonged to. The largest relative share is in the private sector (59.5%), which increased by 16 percentage points compared to 2020 (43.9%). In 2021, there was a decrease in requests from employees in the public sector (from 18.5% to 8.0%), as well as from representatives of scientific and educational institutions - 8 percentage points less than in 2020 (3.8%). A slight increase was registered in the media, going from 1.7% in 2020 to 2.1% in 2021.

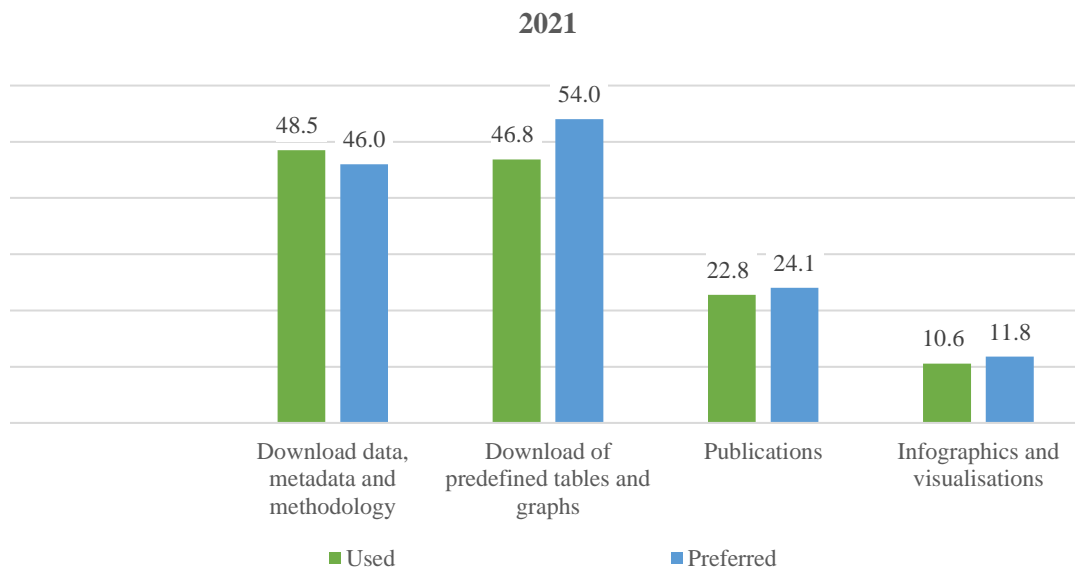
In 2021, the trend from previous years continues, and *the most sought-after* is the information in the field of business statistics, followed by demographic and social statistics, and in third place - macroeconomic statistics (Figure 1).

Figure 1. Distribution of the requested information by statistical themes in 2021 (%)¹



In 2021, again, the most used and preferred ways of providing statistical information are ‘download data, metadata and methodology’, ‘download predefined tables and graphs’ and ‘publications’ (Figure 2).

Figure 2. Used and preferred channels of providing statistical information in 2021 (%)¹



¹ Users have specified more than one answer

Compared to the previous year, there was an increase of 1.1 percentage points of users who use statistics ‘daily’, and in 2021 they are already 4.8% of all respondents. The users with the highest share are those who used the information produced by the NSI ‘at least once a year’ (47.1%), followed by those who indicated ‘at least once a month’ (37.5%) and ‘at least once a week’ (10.6%).

In 2021, most users found the necessary statistical information ‘from data published on the NSI’s website’ (50.2%) and ‘from the NSI information systems’ (42.6%), whereas the lowest percentage of respondents were those who consulted by phone (11.0%) (Figure 3).

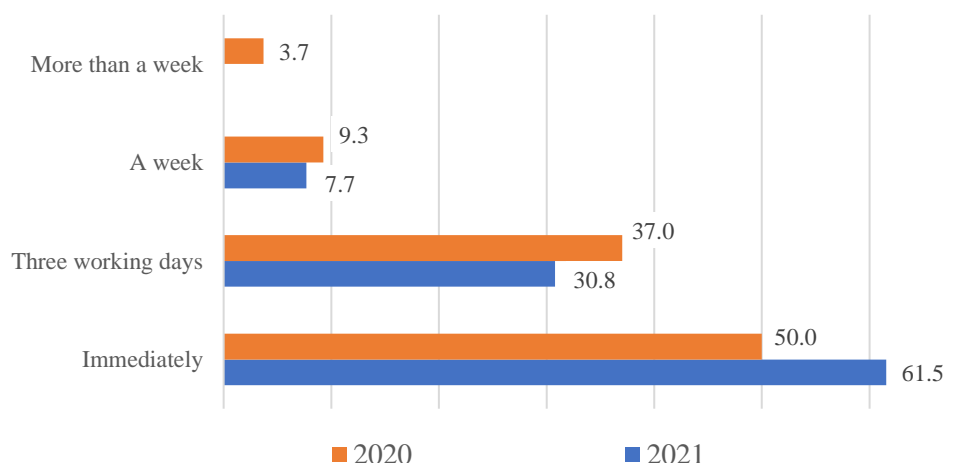
Figure 3. Ways to find statistical information by type in 2021 (%)¹



14% of the respondents in need of assistance requested help at the NSI’s reception desks - both at the Central Office and the RSO/SRD.

In 2021, almost all respondents received the requested information, and there were no requests that were completed in ‘more than a week’. Compared to 2020, the largest increase (by 11.5 percentage points) was observed in the ‘immediately’ completed requests (Figure 4).

Figure 4. Time for completion of requests for statistical information in 2020 and 2021 (%)



The distribution of the respondents according to the means of providing statistical information in 2021 (Table 1) shows that once again the share of users searching for current data on the NSI’s

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website or in the ‘Infostat’ IS is the highest, followed by those who indicated the NSI’s ‘publications’ as the main source from which they found the information they needed.

1. Most popular statistical products and services by type in 2021¹

| | Per cent |
|----------------------------------|-------------|
| | 2021 |
| Current statistics from the site | 61,1 |
| “Infostat“ IS | 37,4 |
| Publications | 23,2 |
| Census 2011 | 18,2 |
| "Foreign trade" IS | 14,8 |
| “Statistical classifications“ IS | 14,3 |
| NRIP ² | 14,3 |
| Metadata and methodology | 13,3 |
| Press releases | 10,3 |
| Infographics | 8,9 |

The results of the survey also show how users perceive the different ways of presenting statistical information. Their assessment of the five most used statistical products and services is shown according to four criteria: accessibility, timeliness, accuracy and clarity (Figure 5).

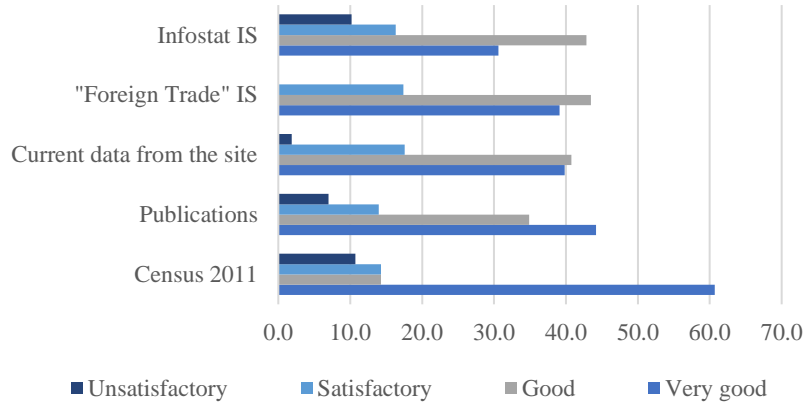
Figure 5. User rating of the five most used statistical products and services in 2021 by criteria (%)



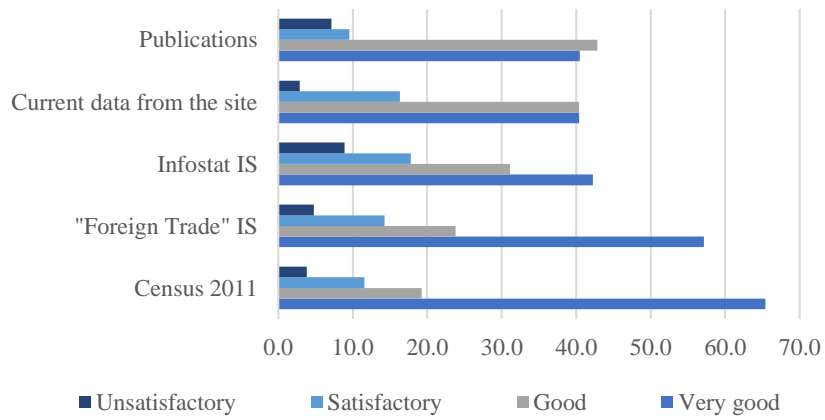
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² National register of populated places.

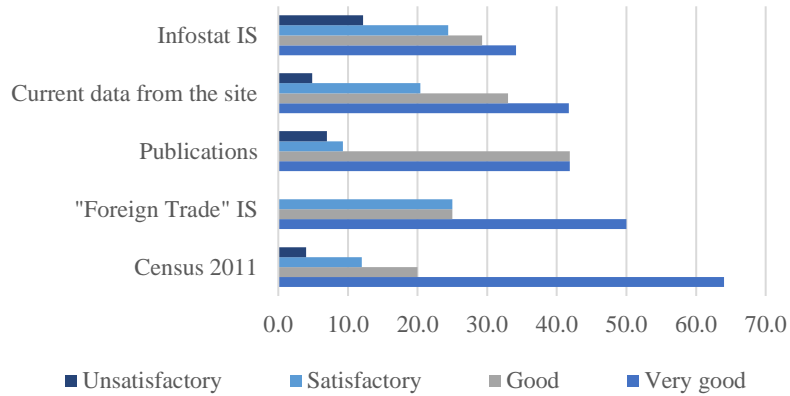
Timeliness



Accuracy



Clarity



For another consecutive year, users' confidence in the statistical products and services offered by the NSI in 2021 remains high (88.7%).

At the same time, the respondents made the following recommendations:

To update the individual classifications and monitored indicators;

If possible, to publish more information on the site in the sections 'Construction' and 'International Trade';

To publish press releases on data revisions (e.g., there is no press release on the revision of GDP data from 1995 to date), as well as explanatory notes containing the major changes and reasons for the revisions.

In a large number of questionnaires, users express their satisfaction with the professional attitude they received at the reception desks of the NSI, both in the Central Office and in the regional offices (RSO/SRD).