

RESULTS FROM THE CONSUMER SATISFACTION SURVEY IN 2023

The dissemination of unbiased, up-to-date and accurate statistical information is a priority in the National Statistical Institute (NSI) activities.

In carrying out its activity, NSI strictly adheres to the Code of European Statistical Practice principles and guarantees objectivity in the production and dissemination of statistical information. For this purpose, NSI and the other national statistical offices of the European Statistical System conduct regular surveys to provide information on user satisfaction with the scope, quality, availability and accessibility of the provided statistical products and services.

The survey of the satisfaction of users of statistical products and services has been conducted in Bulgaria every year since 2009. Since 2013 it has been entirely online - on the NSI website. The main objectives of the survey research are:

- To establish the degree of satisfaction on the part of the users from the country and of individual user groups;
- To compare the forms and methods of access to the up-to-date statistical products and services provided by NSI with real consumer demand.

The research is aimed at the following user groups: state, executive and judicial authorities, commercial companies, non-governmental organizations, information media, representatives of the scientific community and the educational sector, and citizens from the country and abroad.

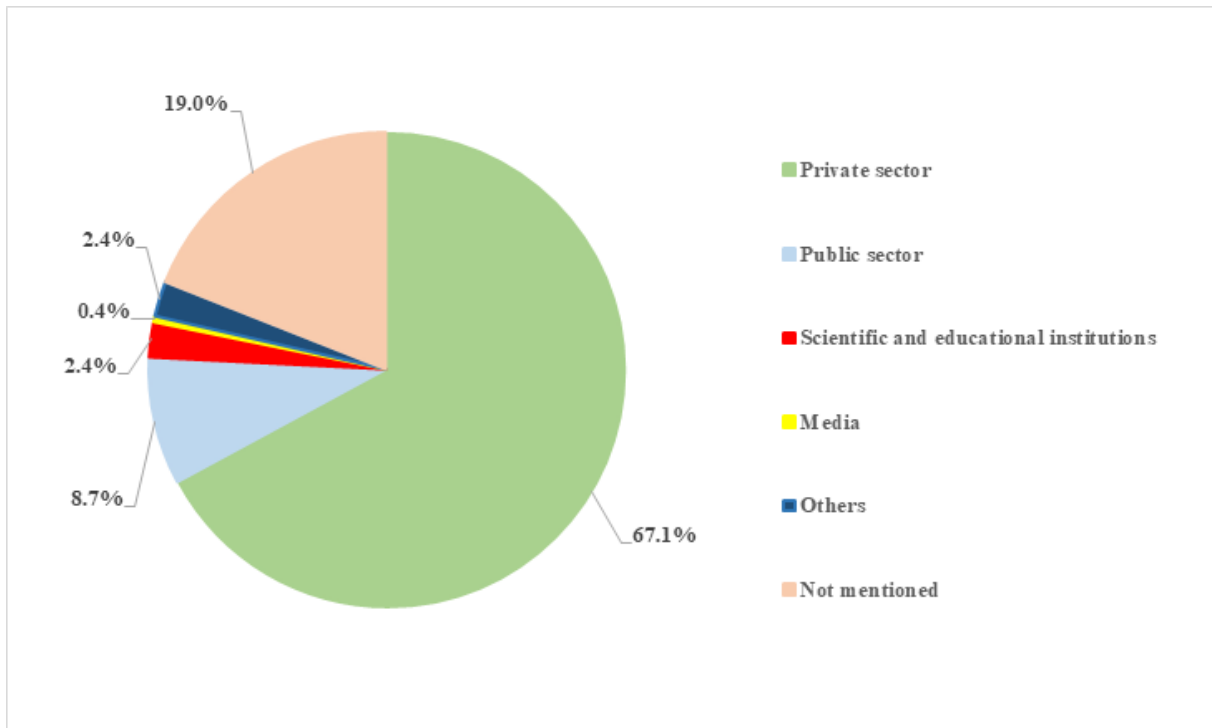
The survey method is based on an online questionnaire containing 12 closed-type questions, with the possibility of sharing opinions and recommendations. The survey is anonymous and no personal data is collected.

General parameters of the survey

Parameter	Value
Type of study	Sample
Type of sample	Non-representative, 'according to respondents' type
Research unit	User of statistical information
Running period	September 1 - December 31, 2023
Number of units surveyed	252 respondents
Survey method	Online survey card (Annex 1)

In 2023, 252 users of statistical products and services expressed their opinion. The largest share for the consecutive year is the group of users from the private sector (67.1%), which has grown by 6 percentage points compared to 2022 (61.5%). In 2023, we have an increase of almost 50% (from 4.5 to 8.7%) in requests from those working in the public sector. Opposite is the trend among representatives of the scientific and educational institutions, they report a drastic decrease of 8 percentage points compared to 2022 (2.4%); there is also a decrease in the use of statistical information by the media - 0.4% in 2023 (Fig. 1).

Fig. 1. Distribution by user groups in 2023



When asked ‘Do you use social networks?’ - 61.9% of the respondents answered positively, and 38.1% indicated the answer ‘NO’.

The trend from previous years continues - the most sought-after information is for research in the field of business statistics. The need for data from demographic and social statistics was stated by only 15% of the users who participated in the survey. Information from the field of regional statistics was sought and requested by only 9.5% of users (Fig. 2).

Fig. 2. Distribution of the searched information by statistical areas in 2022 and 2023 (%)¹



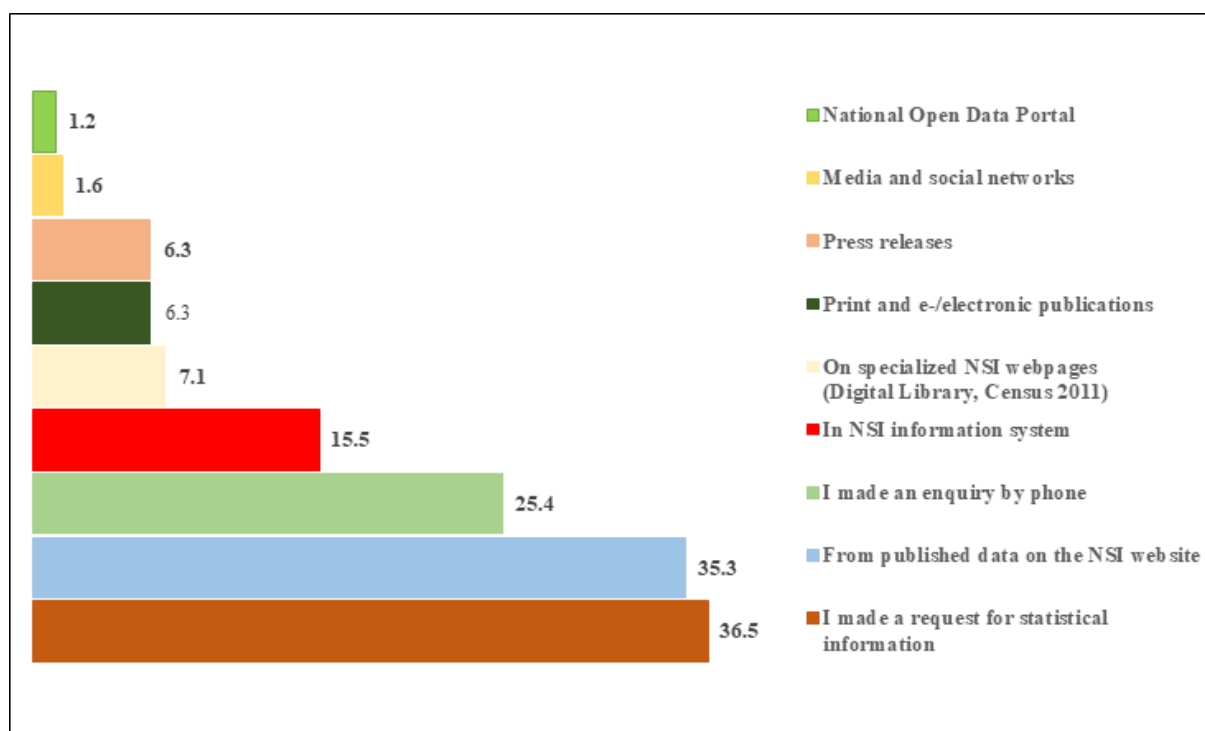
For a consecutive year, the most used ways of presenting statistical information are ‘downloading data, metadata, methodology and quality reports’ - 36.1% of surveyed users preferred it, followed by ‘downloading ready-made tables and graph’ - 34.9%, and ‘publications’ - 26.2%.

Compared to 2022, a significant increase was registered in the relative share of users who ‘at least once a year’ use statistics, as in 2023 they reached 75% of all respondents. Followed by the users who ‘at least once a month’ (19.2%) benefited from the information produced by NSI.

The relative share of users who requested the provision of statistical information is the largest (36.5%), and 35.3% found the data they needed published on the NSI website. The percentage of respondents who received the information they needed from the national open data portal was the lowest (1.2%) (Fig. 3).

¹ Users have indicated more than one answer.

Fig. 3. Ways to find statistical information by type in 2023 (%)¹



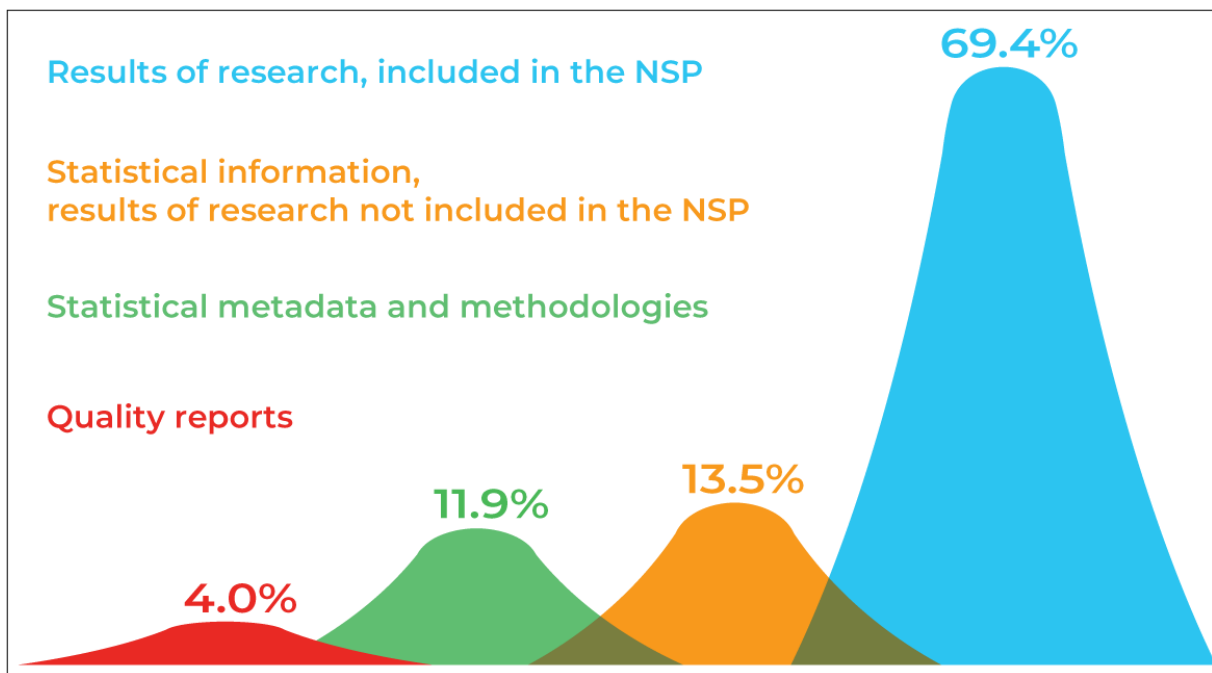
67.4% of the respondents needed assistance from NSI experts in the Head Office, as well as in RSO/RSS. Only 12% of all users, who completed the survey, said that they had to additionally process the presented statistics.

In 2023, there is an increase of almost 20 percentage points in the ‘immediately’ request accomplishment (91.9%). Only 4.7% of requests were fulfilled ‘within three working days’.

The detailed distribution of the used statistical information products offered by NSI does not clearly show which are the most preferred by the respondents. From the analysis of the results presented in Fig. 4, it can be seen that the highest share of users who use ‘the results of research included in the NSP’ - 69.4%, in the next place with 13.5% is ‘statistical information resulting from survey not included in the NSP’.

¹ Users have indicated more than one answer.

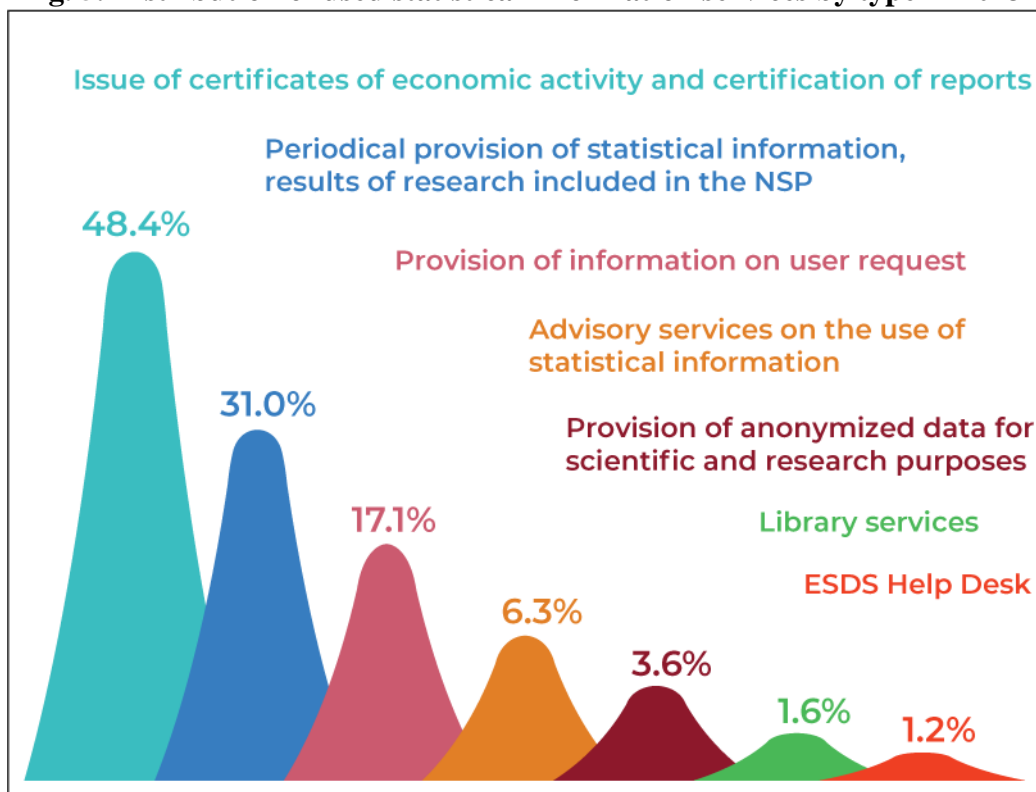
Fig. 4. Distribution of used statistical information products by type in 2023¹



Analyzing the results for the used and preferred statistical services, it is clear that 48.4% of users had the need to be issued with a certificate for an economic activity code or to have a report certified. From Figure 5. it can be seen that 31.0% of those who completed the survey were periodically provided with statistical information and results of the studies included in the NSP.

¹ Users have indicated more than one answer.

Fig. 5. Distribution of used statistical information services by type in 2023¹



To the question in the survey - ‘Do you trust the products offered by NSI?’ more than 96% expressed a positive attitude.

Some of the recommendations made by users of statistical information services and products are:

- In the ‘Business statistics’ category of Eurostat, there is detailed information on NACE.BG - economic sectors, classes and divisions, which should also be available from NSI;
- To restore access to the IS ‘Foreign Trade’;
- It is useful to publish data on imports and exports (consumer and industrial goods) by economic sectors according to the NACE.BG;
- To restore access to the paid data in IS ‘Infostat’ with an electronic signature;
- Attempts may be made to collect sales data electronically and in the physical space, depending on where the customer placed the order.

In a large number of survey cards, users express their satisfaction with the correct service at the NSI Head Office and RSO/DSS reception offices.

The results of all the studies carried out since 2009 have been published on the NSI website in the section ‘Products and Services’, sub-section ‘User satisfaction’:

[Questionnaire for survey of user satisfaction with the offered statistical data products and services/National Statistical Institute \(nsi.bg\)](#)

¹ Users have indicated more than one answer.

Questionnaire for survey of user satisfaction with the offered statistical data products and services

Dear users,

We present a new questionnaire for research of satisfaction with the statistical products and services provided by NSI. Participation in the research gives you with a real opportunity to tell us what is the most important for you in terms of statistical data, their accessibility, reliability, timeliness and quality. Your opinion and recommendations are important to us and will help us better understand why you are using statistical information and how you evaluate it.

The survey results will be published on the NSI's website in a summarized form. The confidentiality of your answers is preserved.

Thank you for completing the questionnaire, for your responsiveness and cooperation.

Contacts:

Phone: (+359 2) 9857 111

e-mail: info@nsi.bg

Please indicate which user group you belong to.

Do you use social networks?

- No
 Yes

* Please clarify

How often do you use NSI data?

- At least once a year
 At least once a month
 At least once a week
 Daily

Did you need assistance in searching for statistical information?

- Yes
 No

Please indicate with whom did you contacted?

Timeliness of the feedback?

- Immediately
- Within three working days
- A week
- More than a week
- I did not receive

How do you evaluate communication?

- I received the necessary information
- I did not get the information I needed

* Please clarify

In which field is the information you are looking for? (You can select more than one answer.)

- Business Statistics
- Demographic and Social Statistics
- Macroeconomic Statistics
- Regional Statistics and Indicators for Monitoring
- Environment and Energy
- Agriculture and Forestry

Which statistical products have you used?

- results of the surveys included in the NSP
- statistical information, results of the surveys not included in the NSP
- statistical metadata and methodologies
- quality reports

Which statistical services have you used?

- periodic provision of statistical information, results of the surveys included in the NSP
- providing information on user requests
- providing anonymized data for scientific and research purposes
- consulting services on the use of statistical information
- ESDS Help Desk
- issuance of certificates of economic activity and certification of reports
- library services

Where did you find the necessary information? (You can select more than one answer.)

- From published data on the NSI's website
- In NSI's information systems (Infostat, Foreign Trade, National Register of Populated Places, Statistical Classifications)
- On dedicated NSI web pages (Digital Library, Census 2011)
- I made a request to provide statistical information
- I made an inquiry over the phone
- Printed and electronic publications
- Press releases
- National Open Data Portal
- Media and social networks

* Please specify

Which way of providing statistical information do you use most often (You can select more than one answer.)

- Download data, metadata, methodology and quality reports
- Using of predefined tables and graphics
- URL or screenshots
- Publications
- Infographics and visualizations
- Others

* Please specify

Was further processing of the statistics provided necessary? How?

- No
- Yes

* Please clarify

Do you trust the products offered by the NSI?

- Yes
- I rather trust
- I cannot decide
- I rather do not trust
- No

Proposals for improvement of the information products and services provided by the NSI:

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[Sending answers](#)