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STATISTICS USER SATISFACTION SURVEY, 2011

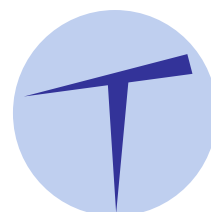
REPORT

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CONTENTS

	page
ACRONYMS	iii
1.0 INTRODUCTION	1
1.1 Background to the User Satisfaction Survey	1
1.2 The Mandate of the NBS and the OCGS	1
1.3 Objective of the User Satisfaction Survey	2
1.4 Rationale and Challenges of Statistics User Satisfaction Surveys	3
1.5 Limitations of the Survey	4
1.6 Structure of the Report	5
2.0 SURVEY METHODOLOGY	6
2.1 Introduction	6
2.2 Review of Documents	6
2.3 The User Questionnaire and Other Data Collection Tools	6
2.4 Sample Design	7
2.5 Research Assistants	7
2.6 Administration of the User Questionnaire	7
2.7 Interviews with Key Informants	10
2.8 Data Capture into SPSS	10
2.9 Calculating the Customer Satisfaction Index	10
3.0 FINDINGS FROM THE SURVEY	12
3.1 Introduction	12
3.2 Which Official Statistics Do They Use?	13
3.3 Quality of Statistics	17
3.3.1 <i>Accuracy of official statistics</i>	17
3.3.2 <i>Reliability of official statistics</i>	20
3.3.3 <i>Timeliness of release of statistics</i>	21
3.3.4 <i>Frequency of release of statistics</i>	23
3.3.5 <i>Accessibility of official statistics</i>	24
3.3.6 <i>Respondents' overall assessment of the quality of statistics</i>	26
3.4 Respondents' Assessment of the NBS and the OCGS	29
3.4.1 <i>Users' assessment of the NBS</i>	29
3.4.2 <i>The NBS website</i>	30
3.4.3 <i>Users' assessment of the OCGS</i>	31
3.4.4 <i>The OCGS website</i>	32
3.5 Customer Satisfaction Index 2011 for the NSS	32
3.6 Mechanisms for User-Producer Consultations	33
3.6.1 <i>Statistics Advisory Committees</i>	34
3.6.2 <i>World Statistics Day, 20 October</i>	35
4.0 CONCLUDING REMARKS AND RECOMMENDATIONS	36
4.1 Concluding Remarks	36
4.2 Recommendations	36

REFERENCES	37
APPENDICES	
1: Terms of Reference	38
2: User Satisfaction Survey Questionnaire, June 2011	42
3: Schedules of Target Institutions and Distribution of Questionnaires in the Three Survey Sites	59
4: Persons Interviewed	71

ACRONYMS

BOT	Bank of Tanzania
BRELA	Business Registrations and Licensing Agency
CEO	Chief Executive Officer
CSO	Civil Society Organisation
CSI	Customer Satisfaction Index
DFID	Department for International Development
DHS	Demographic and Health Survey
EASTC	Eastern Africa Statistical Training Centre
ESRF	Economic and Social Research Foundation
FAO	Food and Agriculture Organisation
FGM	Female Genital Mutilation
GDDS	General Data Dissemination System
IEC	Information, Education and Communication
IFM	Institute of Finance Management
IHI	Ifakara Health Institute
IMF	International Monetary Fund
LGA	Local Government Authority
MDA	Ministry, Department and Agency
MIS	Management Information System
MoHSW	Ministry of Health and Social Welfare
MUHAS	Muhimbili University of Health and Allied Sciences
NADA	National Archive Database
NBS	National Bureau of Statistics
NGO	Non-Governmental Organisation
NIMR	National Institute for Medical Research
NSS	National Statistical System
OCSG	Office of the Chief Government Statistician, Zanzibar
OECD	Organisation for Economic Cooperation and Development
PMO-RALG	Prime Minister's Office – Regional Administration & Local Government
RAS	Regional Administrative Secretary
REPOA	Research on Poverty Alleviation
TACAIDS	Tanzania Commission for AIDS
TAFORI	Tanzania Forestry Research Institute
TAWIRI	Tanzania Wildlife Research Institute
THMIS	Tanzania HIV and Malaria Indicator Survey
TIRDO	Tanzania Industrial Research & Development Organisation
TPRI	Tropical Pesticides Research Institute
TRIT	Tea Research Institute of Tanzania
TSMF	Tanzania Statistical Master Plan
UDSM	University of Dar es Salaam
WTO	World Trade Organisation

1.0 INTRODUCTION

1.1 Background to the User Satisfaction Survey

The National Bureau of Statistics (NBS) in Tanzania Mainland and the Office of the Chief Government Statistician (OCGS) in Zanzibar, in collaboration with other Ministries, Departments and Agencies (MDAs), are undertaking a five-year statistical reform programme with assistance from development partners such as the World Bank and the UK Department for International Development (DFID). The programme is being implemented under the Tanzania Statistical Master Plan (TSMP) which aims at developing the National Statistical System (NSS) through several initiatives, notably Institutional Reform, Human Resource and Capacity Development, Development of Statistical Infrastructure, Data Development and Dissemination as well as Physical Infrastructure and Equipment. The Tanzania Statistical Master Plan (TSMP) is being implemented over a period of five years, from 2009/10 to 2013/14.

The National Statistical System (NSS) is made up of data collectors and users comprising MDAs, research and training institutions, as well as the general public. Information is usually produced through censuses, surveys and routine data collection systems from households, establishments and institutions. The importance of statistics cannot be over-emphasised as it forms the basis for evidence-based policy formulation and decision-making as well as monitoring and evaluation of development efforts. For this reason, the demand for statistics calls for the strengthening of the NSS through implementation of the TSMP. The strategic outcome from implementation of the TSMP will be measured using a number of indicators, including (i) increased number of users reporting satisfaction with official statistics, (ii) reduction in the time lag between data collection and dissemination, and (iii) statistical outputs being released within the time limits and with frequencies that meet General Data Dissemination System (GDDS) requirements.

As part of the process of developing a National Statistical System which is responsive to user needs and which engages users more in the planning, governance and monitoring and evaluation of statistical services, the NBS and OCGS contracted an external consultant to conduct a user satisfaction survey to assess satisfaction and perceptions of key users of the statistical products and services of national statistical service providers. The results of the survey would be used as a baseline for monitoring and evaluation of performance improvements of the statistical system during the TSMP programme period. The survey started in June 2011 and was undertaken over a period of three months to August 2011.

1.2 The Mandate of the NBS and the OCGS

The National Bureau of Statistics (NBS), which was officially launched as an Executive Agency in March 1999, is administered under the Statistics Act No.1 of 2002. It is mandated under the Act to:

- collect, compile, analyse and disseminate statistics and related information on economic, social and cultural activities;
- establish statistical standards and ensure their use by all producers of official statistics;
- coordinate statistical activities in the country;

- maintain an inventory of all available official statistics in the country;
- assist users in obtaining international statistics;
- provide statistical services and professional assistance to official bodies and the public at large; and
- act as a contact point for international organisations and foreign institutions in need of statistics on matters relating to Tanzania.

In Zanzibar, the mandate for the collection and dissemination of statistical information is vested in the Office of the Chief Government Statistician (OCGS), established as an autonomous body by the Statistics Act No. 9 of 1999.

The two Acts provide for cooperation between the NBS and the OCGS, specifically in respect of the decennial census on population and housing.

The NBS publishes two broad categories of statistics:

- (a) core statistics such as
 - (i) Consumer Price Index which is published monthly (on the 15th of each month), quarterly and annually;
 - (ii) Producer Price Index, the latest having been published in 2006;
 - (iii) GDP and per capita GDP (latest in March 2011);
 - (iv) Census of industrial production;
 - (v) employment and earnings statistics;
 - (vi) environmental statistics; and
 - (vii) tourism statistics.

- (b) censuses and surveys, which, because of financial limitations, it usually can only undertake with support from development partners and other organisations. These include:
 - (i) Population and Housing Census, the last one having been undertaken in 2002 and preparations are under way for the next census in 2012;
 - (ii) Sample Census of Agriculture, the latest being for 2007/08;
 - (iii) Household Budget Survey, the latest being for 2007;
 - (iv) integrated labour force surveys;
 - (v) HIV/AIDS and Malaria Indicator Survey, the most recent being in 2010;
 - (vi) Demographic and Health Surveys, the latest being for 2010; and
 - (vii) Tourism International Visitors' Exit Surveys, the most recent being for 2008.

The OCGS also publishes similar statistics for Zanzibar. Its recent publications include the "*Zanzibar Statistical Abstract 2007*", the "*2008 Census of Industrial Production*" which was published in January 2011, and the "*Zanzibar Investment Report*" covering the period 2007 and 2008 which was published in December 2010.

Sector ministries and other public institutions also collect and publish data pertaining to their mandates. Examples include the Ministries of Education, Health and Finance.

1.3 Objective of the User Satisfaction Survey

The main objective of the consultancy was to design and carry out a user satisfaction survey to assess data needs, satisfaction with the current state of official national

statistics and perceptions of key users of the statistical products and services of national statistical service providers. A second objective was to advise on the establishment of a framework for user-producer consultations, including a mechanism for soliciting regular feedback on user satisfaction, dialogue with users and a mechanism for utilising user feedback for planning, implementation and monitoring and evaluation of improvements under the Tanzania Statistical Master Plan.

Users were classified into six categories of (i) public sector (MDAs and LGAs), (ii) media, (iii) researchers, (iv) general public, (v) business community and (vi) international organisations. The survey and interviews took into account customer satisfaction with the following dimensions of quality in mind: coverage, accuracy, reliability and timeliness. The full Terms of Reference for the survey are given in Appendix 1 of this report.

1.4 Rationale and Challenges of Statistics User Satisfaction Surveys

National statistical offices are increasingly striving to ensure that their products and services satisfy stated and implied user needs. User or customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company or organization meet or surpass customer needs and expectations. Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm or organisation, its products, or its services exceeds specified satisfaction goals. Within organizations, especially where they are in competition for clients, customer satisfaction ratings can have powerful effects. They drive management and employees to focus on fulfilling the customers' needs and expectations. When these ratings dip, they warn of problems that can affect the organisation's competitiveness and customer loyalty. Managing and maintaining customer satisfaction is therefore essential for forward-looking organisations. Such organisations are continually seeking feedback to improve customer satisfaction. They will regularly collect data which provides useful indicators of satisfaction levels among existing customers, their expectations, as well as problems with product or service quality.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert scale. The customer is asked to evaluate each statement in terms of his/her perception and expectation of performance of the organization providing the goods or services. For each statement or variable, the customer's level of satisfaction or expectation is generally measured on a five-point scale where the lowest figure indicates extreme dissatisfaction and the highest shows extreme satisfaction (e.g. where 1 = "Very dissatisfied" and 5 = "Very satisfied" or 1 = "Very poor" and 5 = "Very good").

A composite measure of satisfaction, or Customer Satisfaction Index, is obtained from either one overall performance score or from the average of two or more indicators. A customer satisfaction index is a snapshot of the organisation's performance at a point in time. People's views change continuously and the performance of the organisation in meeting customer satisfaction is also changing over time. Therefore, measuring satisfaction must be a continuous process. The questionnaire used in the survey needs to be consistent so that there is no dispute about answers differing because of changes to questions. The sample of each

survey must be large enough to provide a reliable base and the selection of the sample must mirror earlier surveys such that like is compared with like. Customer satisfaction indices obtained from several surveys over time give an indication of the trends in meeting customer satisfaction by the organization.

User satisfaction surveys are being carried out on an increasing scale by statistical institutions with a view to both gathering information on user expectations and gaining insight on how far they are meeting user needs. For instance, in the European Statistical System, national statistical offices as well as Eurostat have conducted a number of user satisfaction surveys in compliance with the “*European Statistics Code of Practice*” which was adopted in 2005 by the national statistical offices of the European Union. The common questionnaire used in the European Statistical System is in two main parts. The first part aims at identifying the users’ areas of interest, their use of statistics and the sources from which they obtain the data. The second part focuses on the users’ assessment of the statistics’ quality in terms of accuracy, timeliness, accessibility as well as an assessment of overall quality.

The target population for the user satisfaction surveys in the European Statistical System normally comprises known users from the academic and research community, banks and business, government agencies, national parliaments, the media, international organizations, as well as other relevant user groups specific to each country. In the early rounds of the surveys during the mid-2000s, the sample sizes varied greatly, from 61 to 8,530 respondents. Two main factors seem to explain the number of respondents: the decision by each respective statistics authority to either focus on known/key users or to address the questionnaire to a wider audience, and the size of the country.

A number of issues emerged from these early surveys, among them being: (i) the small number of respondents (sample size, response rate) and (ii) uncertainty about the representativeness of the sample. The first Eurostat user satisfaction survey conducted in June-July 2007 solicited 317 responses out a target population of 4,192, a 7.6% response rate. The questionnaire had been targeted at 3,800 registered users on the Eurostat website and 392 main users known to Eurostat who were sent the questionnaire by email, mostly in international organisations such as the World Bank, IMF, OECD, FAO, WTO and others. A second Eurostat survey in June-September 2009 received a total of 1,422 responses, but the target population was not stated in the survey report. The Statistical Office of the Republic of Slovenia has conducted two user satisfaction surveys during the past few years. The 2007 survey had a 28% response rate (1,907 responses out of 6,795 invited users) while the 2010 survey had a 23% response rate (2,680 responses out of 11,565 invited users).

1.5 Limitations of the Survey

There were two major limitations to the survey. The first was the geographical coverage. The limited budget available to the NBS/OCGS restricted the survey to only four locations, namely Dar es Salaam, Arusha, Morogoro and Zanzibar. Because of the limited budget, it was also not possible to conduct a pilot survey to test the validity of the data collection instruments ahead of the main survey.

The second issue concerns the low response from the target sample in Zanzibar. As explained later, concerted efforts were made to get the identified respondents to complete the user questionnaire, but to no avail. Only 33 people on the island bothered to complete and return the questionnaire out of a target population of 150. This has limited the level of analysis that can be done for Zanzibar separately from the Mainland data.

1.6 Structure of the Report

This user satisfaction survey report is presented in four chapters. Following this introductory first chapter, the survey methodology is presented in Chapter 2. This includes the descriptions of the data collection tools, sample design, administration of the user questionnaire, data capture and analysis. The findings from the survey are presented and discussed in Chapter 3, including the respondents' assessments of the quality of different types of official statistics, customer satisfaction and the Customer Satisfaction Index (CSI) for 2011, service delivery by the National Bureau of Statistics and the Office of the Chief Government Statistician in Zanzibar, the two organisations' websites, and proposed mechanisms for regular statistics producer-user consultations. Concluding remarks and recommendations for consideration by the NBS/OCGS are contained in Chapter 4.

2.0 SURVEY METHODOLOGY

2.1 Introduction

Work on the statistics user satisfaction survey started in early May 2011 with the preparation and submission of the survey inception report to the NBS. Following approval of the report and data collection tools, fieldwork and distribution of the questionnaire commenced on 20 June 2011. As mentioned earlier, there was no pilot phase because of budget constraints.

2.2 Review of Documents

The consultants were provided with several key documents for study in order to inform them on the context within which the survey was being undertaken. These comprised: (i) the *Tanzania Statistical Master Plan (TSMP)*, (ii) the *NBS Business Plan for 2010/11*, (iii) the *NBS Strategic Plan for 2010/11-2012/13*, and (iv) the *Statistics Act, No.1 of 2002*.

Additional documents in the form of statistical and survey reports were obtained during the course of the field data collection from other MDAs such as the Ministry of Education and Vocational Training (Tanzania Mainland), the Zanzibar Ministry of Health and Social Welfare, and the OCGS. The documents were useful in giving insights into the types and range of official statistics collected by various government institutions other than the two national statistics offices (NBS and OCGS).

2.3 The User Questionnaire and Other Data Collection Tools

A user questionnaire was developed and submitted for comments by the NBS and key development partners that have been supporting the TSMP. The questionnaire was developed from a standard template used by other statistical authorities, but then suitably adapted for Tanzanian conditions.

The questionnaire, which is attached to this report as Appendix 2, was in four sections:

- Section A asks about the respondents' use of official statistics – which statistics they use regularly, the main sources from which they obtain those statistics, what they normally use them for, and if there are other types of statistics that they would like to use but are not available.
- Section B asks the respondents about their views on the quality of official statistics in terms of accuracy, reliability, timeliness of release, frequency of release and accessibility; and asks for their overall assessment of the quality of, and level of satisfaction with, official statistics in the country.
- Section C asks the respondents about the quality of service delivery by the two national statistical authorities in the country, the NBS and the OCGS, including the frequency with which they seek their products and services, methods that they use when seeking those products and services, their views on the official websites of the two organizations, as well as proposals for information exchange and consultation with the NBS/OCGS.
- Section D seeks information on the respondents, including the organizations for which they work, age, sex, education and usual country of residence.

2.4 Sample Design

One of the major methodological challenges for this survey was that there was no known statistics user population from which a sample could be drawn. Consequently, the consultants had to rely on their prior knowledge of the various market segments in order to develop a sampling frame. Another issue concerned the geographical coverage of the survey. Because of the limited budget available, it was agreed that the survey would be restricted to respondents (both individuals and institutions) in Dar es Salaam, Arusha, Morogoro and Zanzibar. However, there were no such geographical restrictions on respondents that were to be canvassed by email.

In respect of MDAs and other public institutions, those selected for inclusion in the sample were the ones which the consultants believed were likely to be major producers and users of statistics, such as the Ministries of Finance, Health, Education, Industry and Trade in both Tanzania Mainland and Zanzibar. Selected public institutions and executive agencies included BRELA, TACAIDS, Zanzibar AIDS Commission, Tanzania Tourism Board, and the Zanzibar Tourism Commission. Letters of introduction were written to the Permanent Secretaries/CEOs of these institutions giving them advance warning of the survey and requesting their support.

Other categories of respondents as specified in the Terms of Reference were also identified in each of the four survey locations, namely media organizations, research institutions, international organizations and NGOs/CSOs. The lists of institutions identified by category and geographical area are given in Appendix 3 of this report.

2.5 Research Assistants

Six Research Assistants were recruited to assist with the distribution and collection of the user questionnaire. Three of the Research Assistants were assigned to work in Dar es Salaam, and one each in Zanzibar, Arusha and Morogoro.

2.6 Administration of the User Questionnaire

Two approaches were used to distribute the questionnaire both to known users of statistics as well as potential or likely users.

Firstly, an electronic copy of the questionnaire was sent to 245 addressees by email, comprising:

- (i) All the 214 people registered on the National Archive Database (NADA) held by the NBS,
- (ii) 14 visitors to the NBS library during the period April-June 2011 who had entered their email addresses in the attendance register,
- (iii) 7 senior officers of the National Assembly in Dodoma, and
- (iv) 10 Regional Administrative Secretaries (RAS) and District Executive Directors (DED) with known email addresses. The email addresses were obtained through the PMO-RALG.

Secondly, the six research assistants were assigned to distribute the questionnaire to officials in selected institutions in Dar es Salaam, Zanzibar (Unguja), Arusha and Morogoro. The institutions comprised:

- 24 MDAs in Dar es Salaam (15) and Zanzibar (9),
- 11 LGAs in Dar es Salaam (Ilala, Kinondoni and Temeke Municipal Councils), Zanzibar (Municipal Council and West Unguja District Council), Arusha and Morogoro (both Municipal and District Councils in each case), and offices of the Regional Administrative Secretariats (RAS) for Arusha and Morogoro Regions
- 15 public institutions and executive agencies in Dar es Salaam (10) and Zanzibar (5),
- selected university departments and research institutions in Dar es Salaam (i.e. UDSM, EASTC, MUHAS, IFM, ESRF, REPOA, NIMR, TRIT, TIRDO, IHI), Zanzibar (Zanzibar University, State University of Zanzibar and Zanzibar Institute of Financial Management), Arusha (Makumira University College, University of Arusha, TPRI and TAWIRI) and Morogoro (Mzumbe University, Sokoine University and TAFORI)
- selected NGOs in all four centres (Dar es Salaam, Arusha, Morogoro and Zanzibar),
- labour associations,
- media organisations,
- financial institutions,
- business associations, and
- international organisations.

In addition, members of the public coming to use the NBS library in Dar es Salaam and to the NBS Regional Offices in Arusha and Morogoro were invited to complete the questionnaire.

In each of the selected MDAs, five officials that were likely to use statistics during the course of their duties were each given the questionnaire to complete and return to the research assistants. The five were

- (i) Director for Policy and Planning,
- (ii) Director for Administration and Human Resource Management,
- (iii) Head of the MIS Unit,
- (iv) Head of the IEC Unit, plus
- (v) any one other official.

In each of the Municipalities and District Councils, each of the following five senior officials was to be approached to complete the questionnaire: the Municipal Director or District Executive Director, plus the Heads of the Planning, Education, Health and Administration Departments.

In the executive agencies and research institutions, the questionnaire was to be completed by two or three respondents, preferably the head of the organisation plus one or two other persons that were likely to use statistics on a regular basis during the course of their duties. In the labour and business associations, financial institutions, media organisations, international organisations, and NGOs, the questionnaire was directed at the heads of those organisations or other relevant senior officials such as economists or statisticians.

In the universities, the questionnaire was directed at selected departments whose academic staff were likely to use statistics on a regular basis during the course of their teaching and research activities. Examples include Departments of Economics, Business Studies, Population Studies, Statistics, Accounting, Finance, Epidemiology, Banking, Tax Management, Educational Planning and so forth. Two questionnaires were to be distributed in each department, one to be completed by the head of the department and the second by any other member of the academic staff.

In total, 735 questionnaires were distributed to the above categories of respondents in Dar es Salaam, Zanzibar (Unguja), Arusha and Morogoro. The research assistants would leave the questionnaire with the identified respondent, and make an appointment to come back later to collect it. The distribution and collection of the questionnaires was conducted over several weeks, starting on Monday 20 June 2011 on the Mainland and on Wednesday 29 June 2011 in Zanzibar. The distribution and collection of the questionnaires was supposed to last three weeks. But, because of the slow response, it had to be extended to the end of July 2011.

A total of 334 valid questionnaires were returned, 32 by email and 302 from direct distribution and collection in the four survey sites. The number of valid questionnaires returned raises issues about the response rate. The schedules that were prepared prior to the fieldwork anticipated a target population of 980 respondents, 245 from those sent by email and the remainder by mean of direct contact with the identified respondents. The response rate was therefore 34%.

However, it would appear that the anticipated target population was too optimistic in some instances. For instance, it had been hoped to get up to 100 responses from visitors to the NBS library in Dar es Salaam and another 100 from its regional offices in Arusha and Morogoro. In the end, the number of questionnaires received from the NBS library was less than 10. Many of the library users would collect the questionnaire, but were unwilling to complete it there and then and drop it in the box that was provided for that purpose. Instead, they promised to complete it later and bring it back, but never did.

The response rate from the business community and NGOs was less than expected. Many of the heads of the targeted organisations were either unavailable most of the time, or said they were too busy to complete the questionnaire. As far as public institutions are concerned, the survey coincided with the annual parliamentary budget sessions in both Dodoma and Zanzibar and many of the officials in the MDAs were either away attending the parliamentary sessions or said they were too busy with their organisations' budget meetings. In all cases, the target respondents were visited several times in the hope of getting them to complete and return the questionnaire.

Likewise, those to whom the questionnaire was distributed by email were sent up to three reminders as well, but only 32 responses were received. It had been hoped that the 214 addressees from the National Archive Database, presumably being committed users of statistics, would be more than ready to express their views by supporting the survey. But this was not to happen. Similarly, the seven senior parliamentary officials to whom the questionnaire was sent electronically all failed to

respond, presumably because of the national budget sessions in parliament. These are all important lessons for future user satisfaction surveys.

The target of 980 respondents was only a guesstimate. No one has any idea about the number of statistics users in the country. However, as was mentioned earlier with respect to the experience of other statistics authorities that have conducted similar user satisfaction surveys (see section 1.4), a response rate of 34% places Tanzania at the upper end in comparison.

2.7 Interviews with Key Informants

Interviews were also conducted with key informants in Dar es Salaam and Zanzibar (Appendix 4). The interviewees were senior management in both NBS and OCGS as well as in selected MDAs. On the Mainland, besides the senior management in NBS, interviews were conducted with economists in the Bank of Tanzania and with the Heads of MIS in the Ministry of Education and Vocational Training and the Ministry of Health and Social Welfare. In Zanzibar, besides the senior officials in the OCGS, interviews were also held with senior management in the President's Office, the Ministry of Health and the Ministry of Finance, Economics and Development Planning.

The interviews were conducted with the aid of interview guides. Information sought during interviews with management of the NBS/OCGS included the types of statistics produced by the various directorates/departments, quality of the statistics, the frequency of publication, methods of data collection, major users of those statistics, dissemination methods, current mechanisms for consultations with users and other stakeholders, their views on the organisation's website, and problems faced by each organisation in discharging its mandate. During the interviews with staff in the MDAs, the information sought included the types of statistics produced by those organisations, frequency of data collection and publication, collaboration (if any) with the NBS/OCGS, quality of the statistics, dissemination of the statistics, as well as suggestions for greater consultations with users and other stakeholders.

2.8 Data Capture into SPSS

The returned questionnaires were checked for completeness, and open-ended responses coded. Thereafter, the data was captured into SPSS and cleaned for errors. It was noted in a few instances that some respondents had filled in only a few pages and then returned the questionnaire with the rest of the questions unanswered. There were also a few instances of apparent collusion between respondents from the same organisation, whereby one person had completed the questionnaire and then passed it on to their colleagues to photocopy and return as separate questionnaires. In both cases, such questionnaires were treated as invalid.

2.9 Calculating the Customer Satisfaction Index

One of the expected outputs from the survey was the computation of a Customer Satisfaction Index (CSI) for the NSS in 2011 which will become the baseline for the measurement of performance improvements in the future. There is no single definition of what comprises a customer satisfaction index. Simply put, CSI is an

average of all the attributes that are believed to contribute to customer satisfaction. Some market researchers use only the rating given to overall performance. Others use an average of two or three that will have been identified as key measurements – e.g. overall performance and the intention to re-buy (an indication of customer loyalty). Yet others may bring together a wider basket of indicators to derive the CSI. Since different attributes can contribute differently to overall customer satisfaction, the individual attributes are often weighted to reflect this. At the end, customer satisfaction is reduced to a single number, known as a Customer Satisfaction Index. The methodology used in calculating the CSI is given in section 3.5 of this report as well as in the survey methodology manual that has been prepared to guide the implementation of future user satisfaction surveys by the NBS and OCGS.

3.0 FINDINGS FROM THE SURVEY

3.1 Introduction

The findings from the survey are presented in this chapter. As mentioned earlier, there were a total of 334 valid responses to the user questionnaire. These are shown by employment sector in Table 1 below and provide an initial indicator of the distribution of users of statistics by sector or economic activity. One-quarter of the respondents came from tertiary education and research institutions, central government ministries accounted for 19%, LGAs (i.e. RAS, district and municipal councils) accounted for 15%, NGOs 10% and executive agencies/parastatals 7% of the respondents.

Table 1: Distribution of respondents by employment sector

Employment sector	No. of respondents	%
Higher education and research institutions	82	24.9
Central government ministries	63	19.2
NGOs	36	10.0
Private individuals/independent consultants	33	10.0
Parastatals/executive agencies	24	7.3
Regional secretariats/regional commissioners	23	7.0
Municipal and town councils	15	4.6
District councils	11	3.3
Financial institutions/banks/insurance	8	2.4
International organizations (e.g. UN, IMF, WB)	8	2.4
Students	7	2.1
Private companies/business enterprises	6	1.8
Business associations/employer organisations	4	1.2
Foreign embassies/bilateral organizations (e.g. DFID, USAID)	4	1.2
Labour unions	2	0.6
Media organisations	2	0.6
Cooperatives	1	0.3
Sub-total	329	100.0
Not specified	5	
TOTAL	334	

A large majority (284 or 85%) of the respondents were residents in Tanzania Mainland, followed by Zanzibar (33 or 9.9%). The remainder were foreigners from the USA, UK, Canada, Italy, Belgium and Australia. Foreign-based users were primarily respondents to the questionnaire that had been distributed by email and comprised either academic researchers or postgraduate students. Embassies, bilateral and multilateral organisations included the leading development partners in the country.

Some 72% of the respondents were males and 28% were females. Almost half (49%) of the respondents were in the 36-55 age group, 44% were under 35 years of age and the remaining 7% were over 55 years old. Their educational qualifications are shown in Table 2 below. A large majority (83%) of the respondents had a first university degree or higher qualification. This suggests that the main users of official statistics are well educated persons in most instances. The small proportion that said they only had secondary school education were mostly private individuals or students, while a few were employed in the LGAs or NGOs.

Table 2: Educational qualifications of the respondents

Highest level attained	No. of respondents	%
Lower secondary/up to Form 4	6	1.8
Upper secondary/up to Form 6	19	5.8
Vocational/technical certificate/diploma	34	10.4
University (Bachelor's) degree or equivalent	121	37.1
Postgraduate degree (Masters, PhD) or equivalent	146	44.8
Sub-total	326	100.0
Not stated	8	
TOTAL	334	

3.2 Which Official Statistics Do They Use?

The first part of the questionnaire sought to establish the types of statistics that respondents used on a regular basis. The broad group of social statistics (population, education, health, incomes and employment) were the most commonly used by between one-third and two-fifths of the respondents (Table 3). This was followed by economic statistics (GDP, CPI) which were reported by some 30% of the respondents.

It was also useful to analyse which sectors used which types of statistics. The 63 employees in central government ministries reported that they mostly used the following statistics:

- employment statistics (cited by 49% of the respondents in this group);
- national accounts statistics (cited by 48% of the respondents);
- income and poverty statistics (44%);
- demographic statistics (44%);
- education statistics (43%);
- public finance statistics (35%);
- social statistics (health, HIV/AIDS, malaria etc) (35%);
- price statistics (33%);
- monetary and financial statistics (32%); and
- agriculture and food security statistics (30%).

Smaller proportions of civil servants in government ministries reported that they used other types of statistics. This would depend to a large extent on the ministries in which they were employed and their specific responsibilities.

Table 3: Number of respondents reporting use of different types of statistics

Type of statistics	No. of users	% of respondents (N = 334)
Demographic statistics (population)	144	43.1
Education statistics	139	41.6
Social statistics (health, HIV/AIDS, malaria, TB, EPI)	130	38.9
Income and poverty statistics	123	36.8
Employment statistics	106	31.7
National accounts (GDP)	105	31.4
Price statistics (CPI, producer price index)	90	26.9
Agriculture and food security statistics	90	26.9
Social statistics (housing, water, sanitation)	81	24.3
Monetary and financial statistics	76	22.8
Environment statistics	74	22.2
Business statistics (industry, trade, services)	70	21.0
Public finance statistics	68	20.4
Livestock statistics	61	18.3
Tourism statistics	59	17.7
Water resources statistics	45	13.5
Balance of payments	44	13.2
External trade statistics	44	13.2
Business statistics (transport, energy)	43	12.9
Forestry and wildlife statistics	40	12.0
Business statistics (mining)	34	10.2
Fisheries statistics	32	9.6

The 82 respondents in tertiary education and research institutions reported that they mainly used the following statistics:

- demographic statistics (used by 48% of the respondents in this group);
- education statistics (44% of the respondents);
- social statistics on health (38%);
- income and poverty statistics (37%);
- national accounts statistics (28%);
- employment statistics (26%);
- price statistics (26%); and
- social statistics (housing, water and sanitation) (26% of the respondents).

Other, more specialised types of statistics (e.g. fisheries, livestock, external trade, balance of payments statistics) were used by smaller proportions of researchers and academics.

The 36 respondents from non-governmental organisations tended to use mostly social statistics and, to a somewhat lesser extent, economic statistics as well. The main types of statistics used by respondents from NGOs were:

- statistics on health, HIV/AIDS, malaria and so forth (cited by 61% of the respondents);
- demographic statistics (47%);
- education statistics (47%);
- environment statistics (42%);
- income and poverty statistics (42%);
- housing, water and sanitation statistics (33%);
- agriculture and food security statistics (31%); and
- livestock statistics (22%).

Statistics on prices, national accounts, public finances and balance of payments were used by only a very small proportion of the NGOs.

Staff in the LGAs reported that they commonly used the following:

- education statistics (cited by 51% of the respondents in the group);
- statistics on health, HIV/AIDS, malaria, TB and so forth (43%);
- agriculture and food security statistics (39%);
- employment statistics (39%);
- demographic statistics (39%);
- environment statistics (37%);
- income and poverty statistics (33%);
- social statistics on housing, water and sanitation (31%);

Financial (CPI, GDP) and economic (industry, mining, transport or tourism) statistics were used by about one-quarter of the respondents or less in the LGAs.

Among foreign embassies, bilateral and international organisations, the most commonly used statistics were:

- demographic statistics, cited by 92% of the respondents in this group;
- income and poverty statistics (67%);
- national accounts statistics (67%);
- price statistics (58%);
- social statistics on housing, water and sanitation (58%);
- health statistics including HIV/AIDS, malaria, TB and EPI (50%);
- agriculture and food security statistics (42%);
- education statistics (33%);
- employment statistics (33%);
- business statistics pertaining to industry, trade and services (33%); and
- public finance statistics (33%).

The respondents were then asked to indicate all the sources that they usually used in order to obtain official statistics. Table 4 shows that, for most types of statistics, the national statistics offices (NBS or OCGS) were the main sources. For instance, 73% of the 105 respondents that use national accounts statistics said they would usually seek the NBS/OCGS publications, website or press releases; 42% said they would also seek

them through the Bank of Tanzania's publications or website. BOT was reported as the source by a majority of users of financial and economic statistics (i.e. public finance, monetary, balance of payments and external trade statistics). The NBS/OCGS were cited as sources by a majority of users of statistics on population and housing, business (industry, trade, transport), employment, incomes and other economic statistics. However, users also seek information from both the MDAs and other public institutions (including LGAs and executive agencies) responsible for their production as well as from the publications and websites of international organisations such as the World Bank and the UN. Other sources mentioned were research institutions such as REPOA and ESRF.

Table 4: Sources used to obtain official statistics

Types of statistics you use	Main source(s) for statistics used by respondents					No. of users of each type of statistics
	NBS/OCGS (publications, website, press releases)	BOT (publications, website, press releases)	MDAs (publications, website, press releases) (please specify the MDA)	Publications, website, press releases of international organisations (e.g. IMF, WB, UN)	Other sources (please specify)	
National accounts	73.3	42.8	10.5	32.4	1.9	105
Price statistics	64.4	40.0	7.8	17.8	13.3	90
Public finance statistics	38.2	57.4	23.5	29.4	1.5	68
Monetary and financial statistics	27.6	73.7	13.2	28.9	1.3	76
Balance of payments	34.1	72.7	11.4	18.2	0.0	44
Business statistics (industry, trade, services)	68.6	30.0	25.7	27.1	2.8	70
Business statistics (mining)	64.7	20.6	23.5	11.8	8.8	34
Business statistics (transport, energy)	69.8	18.6	16.3	27.9	2.3	43
Employment statistics	59.4	7.5	28.3	24.5	0.0	106
External trade statistics	43.2	52.3	27.3	20.5	2.3	44
Income and poverty statistics	69.9	13.8	12.2	35.8	2.4	123
Demographic statistics (population)	81.2	5.5	13.9	22.2	1.4	144
Education statistics	59.0	5.7	34.5	33.8	3.6	139
Social statistics (health, HIV/AIDS, malaria, TB, EPI)	60.0	1.5	33.8	41.5	11.5	130
Social statistics (housing, water & sanitation)	65.4	0.0	25.9	32.1	2.5	81
Environment statistics	52.7	6.7	29.7	33.8	5.4	74
Agriculture and food security statistics	63.3	10.0	36.7	26.7	2.2	90
Livestock statistics	62.3	6.6	36.1	21.3	0.0	61
Fisheries and wildlife statistics	68.7	9.4	46.8	28.1	3.1	32
Water resources statistics	57.8	4.4	42.2	33.3	2.2	45
Forestry statistics	42.5	2.5	47.5	22.5	2.5	40
Tourism statistics	59.3	16.9	35.6	25.4	3.4	59

The respondents were then asked if there were any gaps in terms of statistics that they would like to use but which were not available. One-fifth of the respondents said there were some statistics which they could not get. The statistics reported as unavailable were quite varied and included the following (although the numbers reporting were quite small in each instance):

- trade flows,
- health facility-based data such as number of beds, personnel, number treated,

- regional prices for items in the consumption basket for computing the CPI and regional inflation statistics,
- various employment statistics, e.g. employment in the informal sector and in small-scale mining, number unemployed graduates, public sector employment, labour productivity,
- statistics on cooperatives, microfinance,
- LGA-related data such as financial transfers, expenditures,
- household incomes and expenditures disaggregated by districts and wards,
- child abuse, gender based violence, FGM, status of women in the country including their education and incomes, and
- district level statistics on agricultural production, livestock and industrial activity.

3.3 Quality of Official Statistics

The questionnaire then asked the respondents to assess the quality of official statistics that they used in terms of accuracy, reliability, timeliness of release (i.e. the length of time between data collection and publication), frequency of release (i.e. the time interval between the release of one set of data and the next set), accessibility, as well as provision of underlying or explanatory information on the statistics. The respondents were asked to rate each of the statistics that they regularly used on a 5-point scale, with 1 being the least desirable and 5 the most desirable on each quality attribute. The ratings given for each type of statistics were then used to calculate (i) the proportions of users assessing them similarly and (ii) the average scores for the quality of each type of statistics. Taking national accounts statistics as an example, from the ratings, it was found that 77% of the respondents assessed them as accurate or very accurate while 5% rated them as inaccurate or very inaccurate (see Table 5 below). At the same time, computation of the individual scores awarded for national accounts yielded an average score of 3.48 for accuracy out of a possible maximum score of 5.

3.3.1 Accuracy of official statistics

Accuracy was defined as the degree to which the statistics correctly estimate or describe the characteristics they were designed to measure. The following were rated as the most accurate statistics by those respondents that used them on a regular basis (Table 5) (refer to Table 3 for the number of users of each type of statistics):

- education statistics, which were rated as either accurate or very accurate by 79% of the 139 respondent users;
- public finance statistics (78% of the 68 users);
- national accounts statistics (77%)
- external trade statistics (74%);
- balance of payments statistics (72%);
- forestry and wildlife statistics (72%);
- business statistics on industry, trade and services (72%)
- price statistics (71%);
- environment statistics (71%);
- tourism statistics (70%); and
- demographic statistics (70%).

Those considered poor in terms of accuracy, with a substantial number of users rating them as either inaccurate or very inaccurate, were as follows:

- agriculture and food security statistics, rated as inaccurate by 11% of their users;
- mining statistics, said to be inaccurate by 12% of their users;
- water resources statistics (13%);
- livestock statistics (15%); and
- fisheries statistics, rated as inaccurate by 17% of their users.

In four of the five cases above, a further 25-33% of the respondents were undecided about the accuracy of those statistics.

Table 5: Respondents' assessment of the accuracy of official statistics

Types of statistics you use	% of users of each type of statistics)					Total
	Very inaccurate (1)	Inaccurate (2)	Undecided or not sure (3)	Accurate (4)	Very accurate (5)	
National accounts	1.0	4.0	18.0	70.0	7.0	100.0
Price statistics	0.0	3.5	25.6	65.1	5.8	100.0
Public finance statistics	0.0	4.4	17.6	72.1	5.9	100.0
Monetary and financial statistics	1.4	5.6	23.6	61.1	8.3	100.0
Balance of payments	0.0	0.0	27.5	57.5	15.0	100.0
Business statistics (industry, trade, services)	0.0	1.6	26.6	62.5	9.4	100.0
Business statistics (mining)	0.0	12.5	31.3	50.0	6.3	100.0
Business statistics (transport, energy)	0.0	0.0	30.6	61.1	8.3	100.0
Employment statistics	0.0	10.8	21.5	63.4	4.3	100.0
External trade statistics	2.6	2.6	21.1	65.8	7.9	100.0
Income and poverty statistics	0.9	8.1	30.6	51.4	9.0	100.0
Demographic statistics (population)	0.8	9.1	20.5	60.6	9.1	100.0
Education statistics	1.5	7.5	12.0	70.7	8.3	100.0
Social statistics (health, HIV/AIDS, malaria, TB)	0.0	4.1	24.8	66.1	5.0	100.0
Social statistics (housing, water & sanitation)	1.5	7.4	23.5	63.2	4.4	100.0
Environment statistics	1.4	4.3	23.2	62.3	8.7	100.0
Agriculture and food security statistics	2.3	9.2	25.3	56.3	6.9	100.0
Livestock statistics	5.1	10.2	16.9	61.0	6.8	100.0
Fisheries statistics	3.3	13.3	33.3	43.3	6.7	100.0
Water resources statistics	2.6	10.3	28.2	53.8	5.1	100.0
Forestry and wildlife statistics	0.0	5.6	22.2	66.7	5.6	100.0
Tourism statistics	1.9	3.7	24.1	63.0	7.4	100.0
Average score for accuracy for all statistics						3.67

The overall average score for accuracy was 3.67¹ out of a possible maximum score of 5, placing it slightly below “accurate” (or 4).

Asked what action, if any, they took to rectify problems of inaccuracy in the statistics, over four-fifths (82%) of the respondents indicated that they would not take any action, but would use the data as it was. The actions that the small minority (18%) of respondents said they would take in the event of data inaccuracies were:

- to reconcile the statistics with data from other sources;
- to verify the data with the organisation responsible for their production;
- using the data as they got it, but with a cautionary note for the readers; or
- to conduct their own research and data collection to verify the official statistics.

¹ For the methodology for computing the average score, see accompanying User Satisfaction Survey Implementation Manual.

A number of respondents also pointed that the level of accuracy varied between routine data and survey data. Survey data was viewed as more accurate than routine data. Questions were also raised about the institutional and human resource capacities of various government institutions for collecting routine data, especially at district and ward levels. The following statements are indicative of the concerns raised by some users regarding the accuracy of the statistics:

“I feel that some of the routine data in water is very inaccurate (over-estimating coverage), routine health data is very inaccurate (patchy) whereas the survey data in these areas is often good”.

“Routine data on agriculture and health is very unreliable – I use survey data instead”.

“For livestock data the sample (national) used normally reflect increasing trend without considering livestock movement in and out of the national herd. For instance, deaths and births are not considered. Moreover, the livestock data are released many years after survey and censuses which make its use difficult. Livestock sample census data are disputed by professionals and other data users because they don't match with the type of production systems; because of interview method used people tend to cheat in fear of tax or attitude of not exposing their wealth. Note that, it is a long time since 1984 when/since the last livestock census on complete enumeration”.

“DHS, THMIS are accurate but the routine data from MoHSW are not correct”.

“Data from routine systems like education – the coverage is always a problem”.

“There is an urgent need to start developing systems to produce basic administrative data to inform planning, budgeting and monitoring at least at **district** level. Now we rely on scanty surveys with too small samples to tell anything about (the) situation at districts, which are the budgeting units! After decades of poverty reduction we have no clue who the poor are, where they live, why they are poor and how/whether the various poverty reduction attempts have achieved anything”.

Factors contributing to data inaccuracies were identified during interviews with officials in the MDAs and in the NBS/OCGS. These include:

- Some MDAs do not have their own employees in the districts and regions who are answerable directly to central ministries for the performance of their duties. They rely on LGA employees for data collection, as a result of which this activity is not always given the attention and time that it requires.
- There is considerable unwillingness, especially on the part of private businesses and other private institutions such as schools and health facilities, to cooperate and give full and accurate information such as employment numbers, salaries and wages, bed occupancy and tourist visitor numbers. The reluctance was thought to be related in part to issues of tax avoidance.
- There was also concern about the lack of capacity on the part of line ministries to collect data, especially from small scale producers and traders. Thus only partial data is captured from large scale operators, be they in manufacturing, agriculture or mining. Likewise, agricultural production and marketing statistics focus primarily on the six traditional export crops – sisal, tobacco, coffee, tea, cotton and cashew nuts.

3.3.2 Reliability of official statistics

Reliability was broadly defined as the credibility or level of trust that users have in the process of producing the statistics. The respondents' assessments of the reliability of various types of official statistics are shown in Table 6.

The following were rated as the most reliable statistics by those respondents that used them (refer to Table 3 for the number of users of each type of statistics):

- national accounts statistics, rated as reliable or very reliable by 80% of the 105 respondent users;
- monetary and financial statistics, also rated as reliable or very reliable by 80% of the 76 users;
- public finance statistics (79% of their users);
- education statistics (79%);
- price statistics (77%);
- business statistics (industry, trade and services) (75%);
- demographic statistics (74%);
- environment statistics (73%);
- livestock statistics (73%); and
- health statistics (HIV/AIDS, malaria, TB, EPI) (72%).

Table 6: Respondents' assessment of the reliability of official statistics

Types of statistics you use	% of users of each type of statistics					
	Very unreliable (1)	Unreliable (2)	Undecided or not sure (3)	Reliable (4)	Very reliable (5)	Total
National accounts	0.0	5.8	14.4	71.2	8.7	100.0
Price statistics	0.0	3.5	20.0	67.1	9.4	100.0
Public finance statistics	0.0	3.0	18.2	68.2	10.6	100.0
Monetary and financial statistics	0.0	5.5	15.1	69.9	9.6	100.0
Balance of payments	0.0	7.1	23.8	54.8	14.3	100.0
Business statistics (industry, trade, services)	0.0	3.1	21.5	69.2	6.2	100.0
Business statistics (mining)	0.0	6.5	32.3	54.8	6.5	100.0
Business statistics (transport, energy)	0.0	13.5	21.6	59.5	5.4	100.0
Employment statistics	0.0	11.2	30.6	54.1	4.1	100.0
External trade statistics	0.0	12.8	23.1	53.8	10.3	100.0
Income and poverty statistics	0.0	8.7	30.4	55.7	5.2	100.0
Demographic statistics (population)	0.0	8.8	16.9	69.1	5.1	100.0
Education statistics	0.0	8.5	12.3	71.5	7.7	100.0
Social statistics (health, HIV/AIDS, malaria, TB)	0.0	4.8	23.4	65.3	6.5	100.0
Social statistics (housing, water & sanitation)	1.5	8.8	25.0	60.3	4.4	100.0
Environment statistics	1.4	5.6	19.7	63.4	9.9	100.0
Agriculture and food security statistics	3.4	6.9	25.3	57.5	6.9	100.0
Livestock statistics	1.7	10.2	15.3	69.5	3.4	100.0
Fisheries statistics	3.0	12.1	27.3	48.5	9.1	100.0
Water resources statistics	2.6	10.5	23.7	57.9	5.3	100.0
Forestry and wildlife statistics	2.7	10.8	18.9	54.1	13.5	100.0
Tourism statistics	0.0	5.6	29.6	59.3	5.6	100.0
Average score for reliability for all statistics						3.69

It is worth noting that most financial statistics had high ratings for reliability from their users, with balance of payments statistics rated lowest at 69% of their users. Among the social and economic statistics, education and demographic statistics received the

highest ratings, with 79% and 74% respectively of their users considering them as reliable or very reliable.

The least reliable statistics, according to their users, were:

- employment statistics, rated as either unreliable or very unreliable by 11% of their 106 users, with a further 31% saying they were unsure of their reliability as well;
- fisheries statistics, rated as unreliable or very unreliable by 15% of their 32 users while a further 27% were unsure.

Thus, over two-fifths of users of these two sets of statistics were either sceptical or unsure about their reliability. But respondents felt there was little they could do about the reliability or otherwise of the statistics as reflected in the following statement from one respondent:

“The user is not in any way to validate the authenticity of data obtained from a credible source like NBS. If there is any error from the data, then these errors cannot be easily screened out by the users. A rule of thumb is to believe the source from which the data came”.

The overall average score for reliability of the official statistics was 3.69 out of a possible maximum score of 5.

Asked what they did when faced with data of unreliable quality, the following were the corrective actions mentioned:

- reconcile the statistics with data from other sources;
- use the official statistics as they were, but with a cautionary note for the reader;
- refer the issue to the organisation responsible for collection of the data for verification; or
- conduct their own research in order to validate, and reconcile with, the official statistics.

3.3.3 Timeliness of release of statistics

Timeliness was defined to refer to the length of time taken between collecting the data and releasing it for use, be it as publications, press releases or on the producer's website. The respondents were asked to rate their levels of satisfaction with the timeliness of release of the statistics. Unlike other aspects of quality such as accuracy and reliability, most of the statistics under review scored poorly in terms of timeliness of release. Out of the 22 types of statistics, in only four instances did a large majority (70% or more) of users say they were satisfied with the timeliness of their release (Table 7). The respondents were most satisfied with the timeliness of release of the following:

- public finance statistics, for which 82% of their 68 users said they were either satisfied or very satisfied;
- education statistics (76%);
- monetary and financial statistics (73%); and
- price statistics (72%).

The above list is not surprising. CPI figures are compiled monthly, and are usually published by the 15th of each month. GDP figures are being published quarterly. Since 1985, the Ministry of Education and Vocational Training has produced the statistical

booklet “*Basic Education Statistics in Tanzania*” (BEST) through an annual census of education institutions in the country. The booklet for 2010 was already out by September 2010.

Table 7: Respondents’ levels of satisfaction with the timeliness of the release of official statistics

Types of statistics you use	% of users of each type of statistics					Total
	Very unsatisfied (1)	Unsatisfied (2)	Undecided or not sure (3)	Satisfied (4)	Very satisfied (5)	
National accounts	1.0	21.2	12.5	57.7	7.7	100.0
Price statistics	1.1	11.2	15.7	59.6	12.4	100.0
Public finance statistics	1.5	10.8	6.2	72.3	9.2	100.0
Monetary and financial statistics	0.0	14.1	12.7	60.6	12.7	100.0
Balance of payments	0.0	12.8	23.1	51.3	12.8	100.0
Business statistics (industry, trade, services)	3.2	19.0	9.5	60.3	7.9	100.0
Business statistics (mining)	0.0	20.6	29.4	44.1	5.9	100.0
Business statistics (transport, energy)	2.3	14.0	16.3	62.8	4.7	100.0
Employment statistics	3.3	21.7	23.9	47.8	3.3	100.0
External trade statistics	2.6	12.8	25.6	51.3	7.7	100.0
Income and poverty statistics	2.6	15.5	23.3	56.9	1.7	100.0
Demographic statistics (population)	1.5	22.3	19.2	51.5	5.4	100.0
Education statistics	0.8	14.2	9.4	66.9	8.7	100.0
Social statistics (health, HIV/AIDS, malaria, TB)	1.6	12.3	21.3	62.3	2.5	100.0
Social statistics (housing, water & sanitation)	1.4	14.1	23.9	54.9	5.6	100.0
Environment statistics	1.5	23.9	22.4	49.3	3.0	100.0
Agriculture and food security statistics	1.1	21.8	17.2	56.3	3.4	100.0
Livestock statistics	5.2	20.7	12.1	58.6	3.4	100.0
Fisheries statistics	3.0	21.2	15.2	54.5	6.1	100.0
Water resources statistics	2.5	12.5	30.0	52.5	2.5	100.0
Forestry and wildlife statistics	0.0	30.6	16.7	50.0	2.8	100.0
Tourism statistics	5.6	22.2	13.0	51.9	7.4	100.0
Average score for timeliness of release for all statistics						3.48

On the other hand, users of the following statistics reported the least levels of satisfaction with their timeliness of release:

- mining statistics, for which 21% of the 34 users said they were dissatisfied, with another 29% unsure;
- agriculture and food security statistics (23% of the 90 users either dissatisfied or very dissatisfied);
- demographic statistics (24%);
- fisheries statistics (24%);
- employment statistics (25%);
- environment statistics (25%);
- livestock statistics (26%);
- tourism statistics (28%); and
- forestry and wildlife statistics (31% of users).

Publication of most other statistics and surveys can be quite lengthy, the most common explanation being financial constraints. For example, the preliminary report of the 2007/2008 “*National Sample Census of Agriculture*” was only released in March 2011. The report of the “*2008 International Visitors’ Exit Survey*” was published in June 2010.

In Zanzibar, the 2008 “*Census of Industrial Production*” was published in January 2011 and the “*Report on Private Investments in Zanzibar*” for the period 2007 and 2008 was only published in December 2010.

The overall average score for timeliness of the release of the statistics was 3.48 out of a possible 5 points.

3.3.4 Frequency of release of statistics

Frequency of release of official statistics was defined as the time interval between the release of one set of data and the next set. For instance, the national population census is conducted after every ten years while price statistics (CPI) are produced monthly and GDP figures on a quarterly basis. Table 8 shows the respondents’ levels of satisfaction with the frequency of release of various official statistics.

The highest levels of satisfaction with frequency of release were reported in respect of:

- public finance statistics, for which 78% of users said they were either satisfied or very satisfied;
- monetary and financial statistics ((75% of users);
- price statistics (75%); and
- balance of payment statistics (70%).

Table 8: Respondents’ levels of satisfaction with the frequency of release of official statistics

Types of statistics you use	% of users of each type of statistics					Total
	Very unsatisfied (1)	Unsatisfied (2)	Undecided or not sure (3)	Satisfied (4)	Very satisfied (5)	
National accounts	1.0	19.4	11.7	57.3	10.7	100.0
Price statistics	1.1	13.8	10.3	60.9	13.8	100.0
Public finance statistics	1.6	12.5	7.8	68.8	9.4	100.0
Monetary and financial statistics	1.4	11.6	11.6	62.3	13.0	100.0
Balance of payments	0.0	7.5	22.5	52.5	17.5	100.0
Business statistics (industry, trade, services)	1.6	18.8	17.2	53.1	9.4	100.0
Business statistics (mining)	3.2	19.4	25.8	48.4	3.2	100.0
Business statistics (transport, energy)	7.9	13.2	15.8	60.5	2.6	100.0
Employment statistics	5.2	24.0	16.7	51.0	3.1	100.0
External trade statistics	2.5	12.5	2.5	50.0	10.0	100.0
Income and poverty statistics	3.6	25.0	17.0	50.9	3.6	100.0
Demographic statistics (population)	4.4	28.9	11.1	48.1	7.4	100.0
Education statistics	1.6	18.6	11.6	61.2	7.0	100.0
Social statistics (health, HIV/AIDS, malaria, TB)	2.5	18.2	12.4	61.2	5.8	100.0
Social statistics (housing, water & sanitation)	1.4	18.3	19.7	54.9	5.6	100.0
Environment statistics	4.6	26.2	10.8	50.8	7.7	100.0
Agriculture and food security statistics	2.4	30.6	11.8	51.8	3.5	100.0
Livestock statistics	8.8	19.3	14.0	54.4	3.5	100.0
Fisheries statistics	9.4	15.6	15.6	53.1	6.3	100.0
Water resources statistics	7.7	12.8	15.4	61.5	2.6	100.0
Forestry and wildlife statistics	8.3	27.8	11.1	50.0	2.8	100.0
Tourism statistics	5.6	22.2	9.3	53.7	9.3	100.0
Average score for frequency of release of official statistics						3.44

On the other hand, users of the following data were dissatisfied with the frequency with which those statistics were released:

- mining statistics, for which 23% of users said they were either dissatisfied or very dissatisfied;
- fisheries statistics, for which 25% of users were dissatisfied;
- livestock statistics (28%);
- tourism statistics (28%);
- employment statistics (29%);
- income statistics (29%);
- environment statistics (31%);
- agriculture and food security statistics (33%);
- demographic statistics (33%); and
- forestry and wildlife statistics (36%).

Lengthy intervals between releases were said to impact on the accuracy and reliability of the data that they were compelled to use.

(The) “livestock data are released many years after survey and censuses which make its use difficult. ... Note that, it is a long time since 1984 when/since the last livestock census on complete enumeration”.

The respondents were then asked what actions they took when they were not satisfied with the frequency with which the data were released. Actions taken included:

- collecting their own data in order to fill the void;
- reconciling with data from other sources such as international organisations (IMF, UN or the World Bank);
- extrapolating from previously published data;
- requesting clarification and additional information from the organisation responsible for producing the data, although the response was not always forthcoming; or
- using data from other research organisations such as REPOA or ESRF.

However, other users were apparently resigned to the situation, saying there was little that they could do about the poor frequency of data release as it was the responsibility of the government. Said one respondent:

“There is little I could do in this case because if you complain you will be told that there are no funds to carry out regular statistics collection”.

The overall average score for the frequency of release of official statistics was 3.44 out of a possible maximum score of 5.

3.3.5 Accessibility of official statistics

The respondents were asked how difficult it was for them to access official statistics, be they in hard copy or through official websites. Their assessment of the different types of statistics is summarised in Table 9 below.

When compared with other measures of quality discussed above, access to statistics appears to be a major issue of concern to a majority of users. Whereas the respondents rated the statistics which they used relatively highly on other indicators, there was no single set of data for which more than 70% of the respondents said was relatively easy to access. Even financial statistics (national accounts, price statistics

etc) which scored highly on other indicators fared lowly in terms of their accessibility for users. In comparison with other quality criteria discussed above, the overall average score for accessibility was also the lowest, at 3.36 out of a possible maximum score of 5 points.

Table 9: Respondents' assessment of the accessibility of official statistics

Types of statistics you use	% of users of each type of statistics					
	Very difficult (1)	Difficult (2)	Undecided or not sure (3)	Easy (4)	Very easy (5)	Total
National accounts	2.0	22.5	9.8	57.8	7.8	100.0
Price statistics	4.4	17.8	11.1	53.3	13.3	100.0
Public finance statistics	3.0	22.7	10.6	53.0	10.6	100.0
Monetary and financial statistics	4.2	18.3	8.5	54.9	14.1	100.0
Balance of payments	2.4	26.2	16.7	42.9	11.9	100.0
Business statistics (industry, trade, services)	4.6	24.6	16.9	41.5	12.3	100.0
Business statistics (mining)	6.3	34.4	25.0	25.0	9.4	100.0
Business statistics (transport, energy)	5.0	32.5	25.0	30.0	7.5	100.0
Employment statistics	3.2	30.1	12.9	48.4	5.4	100.0
External trade statistics	7.7	23.1	15.4	46.2	7.7	100.0
Income and poverty statistics	6.3	25.0	15.2	43.8	9.8	100.0
Demographic statistics (population)	3.7	20.9	8.2	55.2	11.9	100.0
Education statistics	4.4	17.8	8.9	57.0	11.9	100.0
Social statistics (health, HIV/AIDS, malaria, TB)	4.0	19.4	11.3	54.0	11.3	100.0
Social statistics (housing, water & sanitation)	2.7	16.4	19.2	47.9	13.7	100.0
Environment statistics	5.7	32.9	14.3	40.0	7.1	100.0
Agriculture and food security statistics	3.5	36.5	8.2	43.5	8.2	100.0
Livestock statistics	5.5	25.5	10.9	50.9	7.3	100.0
Fisheries statistics	9.1	24.2	15.2	45.5	6.1	100.0
Water resources statistics	7.3	29.3	17.1	39.0	7.3	100.0
Forestry and wildlife statistics	5.4	32.4	16.2	45.9	0.0	100.0
Tourism statistics	3.7	24.1	14.8	44.4	13.0	100.0
Average score for accessibility for all statistics						3.36

In fact, in several instances, over one-third of the users reported that it was either difficult or very difficult to access the statistics which they needed to use. Those reported to be most difficult to access were:

- employment statistics, for which 33% of their users said were difficult or very difficult to access;
- fisheries statistics, reported as difficult or very difficult to access by 33% of their users;
- water resources statistics, reported by 37% of users;
- transport and energy statistics (38%);
- forestry and wildlife statistics (38%);
- environment statistics (39% of users);
- agriculture and food security statistics (40%); and
- mining statistics (41%).

Clearly, improving access to official statistics should be an issue of concern to the organisations responsible for their production and dissemination. Comments made in the returned questionnaires also showed some of the difficulties faced by users trying to access the data:

“Officers are not ready sometimes to give data/information on different matters when requested to do so”.

“Bureau of Statistics/OCGS should look for media which is accessible to all. Website is good but for TZ it is not possible for everyone to get access. (They should) establish information centres and distribute to the public libraries free of charge”

The following suggestions were made by the respondents in order to improve access to official statistics for users:

- ensure timely publication in both hard copy and on the internet by reducing the time lag between collection and release of the data;
- increase the content on the NBS/OCGS websites and provide links to other producers such as MDAs;
- ensure regular updates on the websites because much of the data currently available was out of date;
- improve dissemination of hard copies through public libraries, MDAs, LGA offices and similar institutions, especially as many citizens still lack access to the internet;
- reduce the amount of bureaucracy and review the administrative procedures in processing requests for data; and
- undertake awareness raising among the public as many still do not understand the importance of statistics or the types of data that is available. As one respondent commented:

“I personally don’t know even the location of the (NBS) office in Dar es Salaam – what I know is that they are responsible for the census”

3.3.6 Respondents’ overall assessment of the quality of statistics

Finally, the respondents were asked to give an overall assessment of the quality of the various official statistics that they used. Table 10 shows that only education statistics were rated as good or very good by at least 70% of their users. The following six sets of statistics were rated as good to very good quality by between 61-70% of their users:

- demographic statistics (66% of users);
- public finance statistics (66% of users);
- national accounts statistics (65% of users);
- social statistics on health, HIV/AIDS, malaria, TB, EPI (64%);
- price statistics (63% of users); and
- monetary and financial statistics (62%).

At the other end, several sets of statistics were rated as good or very good by less than half of their users and these were:

- balance of payments, which were rated as good by only 49% of their users;
- external trade statistics (46%);
- environment statistics (46%);
- transport and energy statistics (46%);
- fisheries statistics (41%);
- mining statistics (39%);
- water resources (36%); and
- forestry and wildlife statistics (34%).

Table 10: Respondents' overall assessment of the quality of statistics in Tanzania

Types of statistics you use	% of users of each type of statistics					Total
	Very poor (1)	Poor (2)	Undecided or not sure (3)	Good (4)	Very good (5)	
National accounts	1.9	15.1	17.0	60.4	5.7	100.0
Price statistics	1.1	20.9	15.4	60.4	2.2	100.0
Public finance statistics	3.0	10.4	20.9	58.2	7.5	100.0
Monetary and financial statistics	1.4	18.9	17.6	54.1	8.1	100.0
Balance of payments	2.2	15.6	33.3	44.4	4.4	100.0
Business statistics (industry, trade, services)	2.8	22.5	21.1	52.1	1.4	100.0
Business statistics (mining)	8.3	22.2	30.6	38.9	0.0	100.0
Business statistics (transport, energy)	6.8	25.0	22.7	45.5	0.0	100.0
Employment statistics	2.1	24.2	17.9	52.6	3.2	100.0
External trade statistics	2.4	14.6	36.6	41.5	4.9	100.0
Income and poverty statistics	3.4	17.8	18.6	57.6	2.5	100.0
Demographic statistics (population)	3.6	15.3	14.6	59.9	6.6	100.0
Education statistics	3.7	15.6	8.9	66.7	5.2	100.0
Social statistics (health, HIV/AIDS, malaria, TB)	3.1	14.8	18.0	60.9	3.1	100.0
Social statistics (housing, water & sanitation)	2.6	21.8	21.8	51.3	2.6	100.0
Environment statistics	7.2	24.6	21.7	46.4	0.0	100.0
Agriculture and food security statistics	2.3	31.0	11.5	52.9	2.3	100.0
Livestock statistics	3.4	30.5	11.9	52.5	1.7	100.0
Fisheries statistics	10.8	32.4	16.2	37.8	2.7	100.0
Water resources statistics	4.3	25.5	34.0	34.0	2.1	100.0
Forestry and wildlife statistics	7.3	31.7	26.8	31.7	2.4	100.0
Tourism statistics	3.5	19.3	24.6	47.4	5.3	100.0

When the five quality attributes are compared against each other, the reliability of statistics was rated highest of all, with an average score of 3.69 out of a possible maximum score of 5 (Table 11). This was followed by accuracy with an average score of 3.67. The lowest average score of 3.36 was for accessibility.

Table 11: Average scores for the five dimensions of the current quality of statistics (out of a maximum possible score of 5 each)

Quality dimension	Average score
Reliability	3.69
Accuracy	3.67
Timeliness of release	3.48
Frequency of release	3.44
Accessibility	3.36

When asked to rate their degree of satisfaction with official statistics on a 5-point scale, with 1 = "very dissatisfied" and 5 = "very satisfied", a little over two-fifths (42.5%) of the respondents rated their satisfaction level in the centre of the scale at 3. A further 36% rated their degree of satisfaction at 4 while 6% said they were very satisfied (Table 12).

At the other extreme, 12% gave a rating of 2 and 4% said they were very dissatisfied with official statistics.

Table 12: Levels of satisfaction with official statistics, by sector/user group (% of respondents per user group)*

User group	Very dissatisfied ←————→ Very satisfied					Total	Average score
	1	2	3	4	5		
All respondents	3.6	11.8	42.5	36.3	5.9	100.0	3.29
Higher education & research institutions	1.4	10.0	48.6	35.7	4.3	100.0	3.32
Central government ministries	0.0	11.3	45.2	38.7	4.8	100.0	3.37
NGOs	0.0	14.7	47.1	35.3	2.9	100.0	3.27
Private individuals/independent consultants	6.7	6.7	20.0	50.0	16.7	100.0	3.64
Executive agencies/parastatals	4.5	4.5	63.6	27.3	0.0	100.0	3.14
Regional secretariats	9.5	9.5	42.9	23.8	14.3	100.0	3.24
District & municipal councils	8.3	8.3	45.8	33.3	4.2	100.0	3.17
International & bilateral organisations and embassies	8.3	33.3	25.0	33.3	0.0	100.0	2.84

* other user groups have not been shown because their numbers are too small (less than 10 in each case)

The ratings for satisfaction levels were then disaggregated by main user groups. By and large, a similar distribution pattern emerged in most cases, with the majority of respondents saying they were moderately satisfied with official statistics. Private individuals had the highest average satisfaction score of 3.64 while respondents in international and bilateral organisations and embassies had the lowest, at 2.84.

These findings suggest that much work remains to be done in order to improve the quality of official statistics in the country and increase the level of user satisfaction. The respondents were asked for suggestions on how quality could be improved. The main suggestions given were:

- producers of statistics should ensure timely publication in both hard copy and uploading them on the official websites;
- while survey data was generally of good quality, there was need to improve routine data collection;
- there was need to strengthen systems for data collection at district and ward levels to inform development planning, budgeting and monitoring;
- statistics authorities should conduct more regular sample surveys in order to reduce the time lag between complete censuses which, in any case, are likely to be more expensive; periodic surveys would also enable regular updating of the statistics;
- statistical reports should provide more analysis by experts in the particular field, background information and descriptions of data collection methods; this would go some way towards allaying fears that some statistics (e.g. inflation data) were “doctored” because the government was trying to hide reality from the public;
- there was need for consistency in published data – statistics published in one year were allegedly different from those of previous years (i.e. historical data being revised); different sources sometimes published different statistics for the same phenomenon.

3.4 Respondents' Assessment of the NBS and the OCGS

The previous sections of this report covered all official statistical products by various government institutions, including the National Bureau of Statistics and the Office of the Chief Government Statistician in Zanzibar. The third part of the questionnaire sought the views of the respondents specifically on the NBS and the OCGS, including frequency of contact, mechanisms for interaction with them and their websites. Unfortunately, the number of valid questionnaires returned from Zanzibar was only 33, making it difficult for detailed analysis of their responses on all the questions.

One aspect that emerged from the survey was that few respondents in Zanzibar had contact with the National Bureau of Statistics; conversely, very few respondents on the Mainland had contact with the OCGS. Thus, of the 33 Zanzibar-based respondents, only two said they interacted with the NBS for the purpose of obtaining statistics. Likewise, only 10 of the other 301 respondents on the Mainland and abroad interacted with the OCGS in order to obtain statistics. Most of those users that interacted with either the NBS or OCGS reported that they did so approximately 2-5 times per year (Table 13). The interaction took several forms: visiting their offices, telephoning their requests and enquires, sending a letter or fax or emailing. In the case of the NBS, other users also accessed its products and services through any one of its regional offices. Likewise, OCGS has an office in Pemba while the head office is in Zanzibar.

Table 13: Number of respondents reporting interaction with either the NBS or the OCGS during the past 12 months

Frequency of interaction	No. of respondents	
	Interaction with NBS	Interaction with OCGS
Only once	45	6
2-5 times	100	22
6-10 times	24	7
Over 10 times	43	8
Total	212	43

It is also important to note that not all respondents interacted with either the NBS or the OCGS, either directly or through the respective organisations' websites. Other users of statistics obtain data from other government institutions or from international organisations such as the IMF, the World Bank and the UN system. Thus, 84% of the respondents reported that they interacted with the NBS during the previous 12 months in order to obtain statistical data; the remaining 16% said they had no interaction with the organisation.

3.4.1 Users' assessment of the NBS

The respondents were asked for their assessment of the quality of services provided by the NBS, rating it on a 5-point scale from 1 = "Very poor" to 5 = "Very good". Almost three-quarters (73%) rated the NBS's standard of service delivery as good or very good

(Table 14). On the other hand, only 11% rated it as either poor or very poor. The remaining 16% were undecided or unsure about the quality of its services.

Table 14: Respondents’ assessment of the quality of service by NBS and OCGS

Quality of service	% of respondents	
	NBS	OCGS
Very poor	1.1	0.9
Poor	10.0	6.4
Undecided/not sure	15.7	33.9
Good	66.5	50.5
Very good	6.8	8.3
Total	100.0	100.0

Suggestions for improving the quality of services by the NBS made by the respondents were as follows:

- timely publication of statistics by reducing the gap between data collection and dissemination;
- engage users and other stakeholders in order to receive comments and feedback on the organisation’s products, services and planned activities;
- undertake regular updates of statistics, including those on the website;
- engage in public awareness on the importance of statistics and raise the visibility of the NBS among the general public so that they may be more forthcoming with information during surveys;
- NBS should be more customer focused, responding to customer needs and queries more promptly than is the case at the present; this includes making the raw data available to users that request for it;
- improve the dissemination of its products throughout the regions and districts by, for instance, distributing its publications in public libraries, university libraries, and in all its regional offices;
- enlarge the NBS library with seating for more users since it is currently too small and crowded;
- statistics should be presented in disaggregated form to show regional and district variations;
- strengthen the capacity for data collection at district and ward levels in order to enhance data quality and routine data collection;
- conduct sample surveys more regularly rather than wait for having to wait for ten years or more for nation-wide censuses which are expensive; and
- all national statistics should appear on the NBS website.

3.4.2 The NBS website

The questionnaire also asked the respondents whether they had visited the NBS website during the previous 12 months. If they did, it went on to solicit their views on its content, presentation, and usability. Three-quarters (74%) of the respondents said they had visited the website during the previous 12 months (Table 15). Two-thirds of those that had visited the website said they had found it visually appealing and easy to use

and access information. However, the respondents were dissatisfied with the quality of the content on the website and the lack of regularly updated information. Thus, less than half (47%) agreed that it contained up to date information and only two-fifths felt they could usually find the information they were looking for on the website.

Table 15: Respondents’ assessment of the NBS website

	Strongly disagree	Disagree	Undecided or not sure	Agree	Strongly agree	Total
Website is visually appealing	0.5	12.3	13.8	67.0	6.4	100
Website is easy to use and to access information	2.0	13.7	11.8	65.2	7.4	100
Website contains up to date information	4.9	26.5	22.1	41.7	4.9	100
You can usually find the information you want on the website	5.6	31.8	22.7	33.3	6.6	100

The website was not accessible during part of the field data collection for this survey, apparently being upgraded, and this was the subject of complaints by some of the respondents. Efforts to access it were sometimes met with warnings that the site was “hazardous”.

Comments from the respondents on the website included the following:

- the website is not user friendly, its structure is confusing, making it difficult to navigate and locate information that one needs;
- the website is too slow most of the time;
- some of the data is out of date - NBS should update the data regularly;
- the NBS website should be the depository for all official statistics; alternatively, it should have links to other official websites;
- there is need to increase the range of information held on the website; some of the NBS’s own publications are not shown;

3.4.3 Users’ assessment of the OCGS

A total of 109 assessed the quality of services provided by the OCGS. Some 59% of them rated the quality of service as good to very good (see Table 14 above). However, one-third of those respondents were uncommitted about the quality of service provided, with a further 7% rating it as poor or very poor.

Their suggestions for improving the quality of services provided by the OCGS were very similar to those made for the NBS, such as:

- timely publication of statistics by reducing the time lag between data collection and dissemination;
- awareness creation among the public on the importance of statistics and raising the visibility of the OCGS and marketing its services; and
- regular updating of published statistics.

3.4.4 The OCGS website

The OCGS website was not as popular as that of the NBS on all four criteria for which the respondents were asked to assess. Only 45% of the respondents that had accessed it during the previous 12 months felt that it was visually appealing and a little over half (52%) thought it was easy to use and to access information (Table 16). Less than one-third thought the website contained up to date information and only 26% agreed that one could usually find the information that one wanted. Comments made about it were very similar to those for the NBS website, including the failure to update information regularly, difficulties with locating information, and insufficient links to other sites that also hold official statistics. Clearly, from the users' perspective, there is need to improve the OCGS website particularly in terms of content.

Table 16: Respondents' assessment of the OCGS website

	Strongly disagree	Disagree	Undecided or not sure	Agree	Strongly agree	Total
Website is visually appealing	4.2	7.4	43.2	44.2	1.1	100
Website is easy to use and to access information	2.1	6.3	39.6	49.0	3.1	100
Website contains up to date information	6.1	11.1	52.5	28.3	2.0	100
You can usually find the information you want on the website	5.5	19.8	48.4	24.2	2.2	100

3.5 Customer Satisfaction Index 2011 for the NSS

Finally, the survey also sought to find out what indicators of quality were considered more important by users. The five quality criteria assessed in the survey were accuracy, reliability, timeliness of release, frequency of publication and accessibility. The numbers of respondents giving a rating for the five quality parameters were computed and the scores aggregated (Table 17). An average score was then calculated for each quality parameter, and this represents the weighting that users attach to it in relation to other quality indicators. The highest weighting was attached to accuracy, with a score of 3.53, followed by reliability of the statistics with a score of 3.23 out of a possible maximum of 5. The least importance was attached to frequency of publication with a score of 2.45 out of 5.

The average weightings that users give to the five quality parameters were then used together with the actual scores obtained from the respondents' assessment of the current quality of official statistics to derive a Customer Satisfaction Index. The result was a CSI of 71% for the NSS in 2011 (Table 18).

Table 17: Weightings for quality indicators

Quality indicator	Least important ←————→ Very important					Aggregate score	No. of respondents	Weighting
	No. of respondents per rating							
	1	2	3	4	5			
Accuracy	17	10	11	13	39	317	90	3.53
Reliability	8	18	21	32	11	290	90	3.23
Timeliness	13	27	20	17	13	260	90	2.89
Frequency	33	18	15	14	10	220	90	2.45
Accessibility	19	17	23	14	17	263	90	2.93

Table 18: Calculation of the Customer Satisfaction Index (adapted from Bhawe, 2002)

Quality parameter (P)	Weighting (A)	Score (B)	Weighting (average of 1) (C)	Weighting (D = B * C)
Accuracy	3.53	3.67	1.17	4.30
Reliability	3.23	3.69	1.08	3.99
Timeliness	2.89	3.48	0.96	3.34
Frequency	2.45	3.44	0.82	2.82
Accessibility	2.93	3.36	0.98	3.30
	Average = 3.01			Average = CSI = 3.55

Notes:

A = average weighting assigned by respondents to each of the five quality parameters (from Table 17).

B = average scores assigned by respondents on the current quality of official statistics (from Tables 5-9).

C = weighting based on average of 1 = individual parameter weighting / average weighting (e.g. 3.53 / 3.01 = 1.17)

D = weighted score = score * average weighting = B * C

CSI = 3.55 out of a maximum score of 5 = 71%

3.6 Mechanisms for User-Producer Consultations

Progressive institutions want to view themselves as “learning” organisations that invite feedback from their customers and use it to improve their products and services. They also endeavour to keep in touch with their customers, advising and informing them on new developments. It was in this context that the questionnaire asked the respondents whether, and how, they would like to keep in contact with the NBS/OCGS. An overwhelming majority (97%) said they would like to receive regular information on new products and services such as statistical updates and publications. They were then asked their preferred channels through which the NBS/OCGS could disseminate information on new products and services. The most preferred channel by far was the posting of new products on the NBS/OCGS websites, which was cited by 77% of those that said they wanted to be kept updated. Sending information on new products and services to individual customers by email was the preferred communication channel for 50% of the respondents, followed by press releases (24%) and distribution of such products through public libraries (22%) and calling for dissemination meetings and workshops attended by customers (17%). The results again highlight the importance of ensuring that the websites are updated regularly both to inform and to keep in touch with customers.

Over four-fifths (86%) said there was need for the NBS/OCGS to establish a proper forum for regular consultations with their customers and users of statistics. However, divergent views were given as to the form or structure of such a forum. The proposals included:

- organising regular meetings and workshops with main users, especially when launching new products;
- launching an on-line discussion forum;
- establishing technical fora or thematic committees involving users;
- running discussion panels on radio and television on statistics with provision for receiving feedback from users;
- participating in exhibitions such as Saba Saba, Nane Nane;
- conducting periodic user surveys such as the current one; and
- organising public events in recognition of an annual statistics day.

3.6.1 Statistics Advisory Committees

From the suggestions made through the questionnaires and during interviews with key informants, it emerged that a viable mechanism for consultations with users would be in the form of Statistics Advisory Committees to assist the NBS/OCGS in providing quality, timely and relevant statistics. The main functions of the committees would be to provide expert advice on statistics matters to the NBS and the OCGS including (i) methodological issues in implementing surveys, (ii) exchanging knowledge about sources and classifications, (iii) planned activities, (iv) user data needs and priorities. The committees would meet regularly, or at least quarterly, and their recommendations would be submitted to senior at management of the NBS/OCGS for consideration and action.

There are two main options regarding the number and format of the proposed advisory committees:

- (1) To have a separate committee for each field of statistics – e.g.
 - (a) agriculture, livestock and forestry,
 - (b) construction,
 - (c) industry,
 - (d) finance and banking,
 - (e) national accounts,
 - (f) external trade,
 - (g) labour,
 - (h) housing,
 - (i) population,
 - (j) health, etc
- (2) To have committees which are broadly aligned to the current organisational structure of the statistics institutions.
Thus, the NBS would have two committees:
 - (a) An advisory committee for the Directorate of Population Census and Social Statistics
 - (b) An advisory committee for the Directorates of Economic Statistics and Statistical Operations

Similarly, the OCGS would have two committees:

- (a) An advisory committee for the Department of Economic Statistics

- (b) An advisory committee for the Departments of Social and Demographic Statistics and of Statistical Services.

It is likely that problems would arise in finding adequate expert representation if there were a large number of advisory committees covering all fields of statistics. For that reason, the second option above will be preferable, with committees that are aligned to the current organisational structure of the two organisations.

Members for each advisory committee will be drawn from relevant organisations in the public and private sectors and from civil society organisations and will be people with a strong background in statistics either by training and/or from their work situations.

- (1) The Economics Advisory Committee would comprise of representatives from
- NBS/OCGS (head of department or directorate and one other staff),
 - three representatives from relevant ministries (e.g. Finance, Trade, Industry, etc),
 - three representatives from the private business sector,
 - three representatives from civil society organisations,
 - three representatives from tertiary education and research institutions.
- (2) The Population Census and Social Statistics/Social and Demographic Statistics Advisory Committee would comprise of representatives from
- NBS/OCGS (head of department/directorate and one other staff)
 - three representatives from relevant ministries (e.g. Education, Health, Labour, etc)
 - three representatives from civil society organisations
 - three representatives from tertiary education and research institutions.

External members of the advisory committees would be appointed by their respective organisations at the request and invitation of the Director-General of the NBS or the Chief Government Statistician in Zanzibar.

3.6.2 World Statistics Day, 20 October

The UN recently declared October 20 as World Statistics Day and the day was first celebrated in 2010. This provides an opportunity for both the NBS and the OCGS to raise public awareness about their products and services by organising an annual Tanzania Statistics Week culminating on October 20. The Statistics Week would focus on activities that enhance public awareness about the importance of statistics in development planning, research and other national programmes as well as inviting public and user feedback. Activities to celebrate the Week would include exhibitions, appearances and panel discussions on radio and television, articles and advertisements in national newspapers (both Swahili and English language newspapers). October 20, 2011 also provides a good opportunity for the NBS/OCGS to market the forthcoming population census scheduled for 2012.

4.0 CONCLUDING REMARKS AND RECOMMENDATIONS

4.1 Concluding Remarks

The survey has shown that a wide range of statistics are being used in Tanzania. It has also shown that the quality, and therefore levels of user satisfaction, are variable – quality and customer satisfaction are high in some areas and low in others. Analysis of the data produced a Customer Satisfaction Index of 71% for 2011. The overall conclusion is that there is still a lot of room for improvement in the quality of statistics and user satisfaction.

4.2 Recommendations

The following recommendations are presented for consideration by the National Bureau of Statistics and the Office of the Chief Government Statistician, Zanzibar:

- (1) Enhancing the quality of official statistics in all respects (accuracy, timeliness of release, and frequency of release);
- (2) In conjunction with other government agencies, undertake a capacity development needs assessment for all levels, from central ministries to district and ward levels, after which conduct training for officials responsible for statistics collection;
- (3) Conducting more sample surveys in order to fill the gaps between national censuses and thereby facilitating updates;
- (4) Improving the dissemination of statistics throughout the country in order to facilitate their accessibility to users;
- (5) Ensuring that all available statistics are uploaded onto the official websites and that links are provided to websites of other producers of official statistics;
- (6) Expedite the establishment of Statistics Advisory Committees as proposed in this report so that they provide a mechanism for regular consultations with users and other stakeholders;
- (7) Ensure that NBS/OCGS recognise and celebrate the World Statistics Day with events that contribute to increased public awareness of the importance of statistics;
- (8) Create a larger database of statistics users with names and contact details (postal and email addresses, telephone numbers, etc). The NBS/OCGS websites can also be modified so that users can register their names and contact details electronically. For their part, the NBS and OCGS will use the database to disseminate information on updates and new products, and generally to keep in touch with their regular customers. The database will also be used as a sampling frame in future user satisfaction surveys.
- (9) Future user satisfaction surveys should be preceded by publicity campaigns through the electronic media (radio and television), the print media and on the internet (NBS/OCGS websites) in order to enhance prospects for a higher response rate from statistics users.

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Appendix 1: Terms of Reference

Terms of Reference for Short Term Consultant for Conducting User Satisfaction Survey and Advising on the Establishment of Platform for Regular User-Producer Consultation for the National Bureau of Statistics and the Office of the Chief Government Statistician Zanzibar

1. Background Information

The National Bureau of Statistics (NBS) is an Executive Agency established under the Executive Agencies Act No.30, 1997. The Agency is operating under the Ministry of Finance and Economic Affairs. The NBS is mandated by the Statistics Act No. 1, 2002 to produce official statistics and it plays a pivotal leadership and coordination role in the overall statistical production in the country.

The National Bureau of Statistics (NBS) and the Office of the Chief Government Statistician Zanzibar (OCGS) in collaboration with other Ministries, Departments and Agencies (MDAs) is undertaking a five year statistical reform program with the assistance and funding from the Government of Tanzania and development partners such as the World Bank and the UK Department for International Development (DFID). The program is implemented under the Tanzania Statistical Master Plan (TSMP), which aims at developing the National Statistical System (NSS) through the following initiatives: Institutional Reform; Human Resource and Capacity Development; Development of Statistical Infrastructure; Data Development and Dissemination as well as Physical Infrastructure and Equipment.

In order to achieve the objective of developing a National Statistical System which is more responsive to user needs and which engages users more in the planning, governance and monitoring and evaluation of statistical services, NBS and OCGS is seeking a consultant to carry out a user satisfaction survey to assess satisfaction and perceptions of key users to the statistical products and services of national statistical service providers. The results of the survey will be used as a baseline for monitoring and evaluating performance improvements of the statistical system during the program period.

2. Objective

The main objective of the consultancy is to design and carry out a user satisfaction survey to assess data needs, satisfaction with the current state of official national statistics and perception of key users of the statistical products and services of national statistical service providers. A second objective is to receive and advise on the establishment of a framework for user–producer consultations, including a mechanism for soliciting regular feedback on user satisfaction, dialogue with users and a mechanism for utilising user feedback for planning, implementation and monitoring and evaluation purposes. This should be in line with setting baseline indicators for monitoring improvements under the Tanzania Statistical Master Plan (TSMP) by assessing satisfaction of key users with services and products provided by the National Statistical System in the United Republic of Tanzania in the year 2010/11.

3. Scope of Work

The consultant will design and conduct a customer satisfaction survey, using a standardised questionnaire, directed to customers/users of products/services. This should be combined with qualitative interviews with key users (important stakeholders).

Users should be classified into categories of: public sector, media, research sector, general public, business community and international organisations.

The survey and the interviews should take into account customer satisfaction with the following dimensions of quality: Coverage, Accuracy, Reliability and Timeliness.

A methodology for calculating an overall user satisfaction score from the survey should be developed. It should be possible to break down these scores into:

- (a) satisfaction with statistics from NBS, OCGS and other official statistics;
- (b) satisfaction by category of user;
- (c) satisfaction of the website, on key publications and of other services;
- (d) satisfaction of different statistical products (e.g. national accounts, CPI, population data, etc); and
- (e) satisfaction by the different quality dimensions.

The survey questionnaire should also give scope for users to add comments and suggestions and the final report should analyse these comments, and the results of the interviews, as well as the numerical scores.

The methodology should be clear, and be repeatable so that the exercise can be repeated in the future in a comparable way and monitor changes over time.

The consultant will be given guidance and a standard template of a user satisfaction survey questionnaire. The consultant and NBS & OCGS should apply these guidelines where appropriate and adapt the standard questionnaire to ensure that it is appropriate for the NSS in Tanzania.

4. Duties and Responsibilities of the Client

- (a) To supervise the consultant but the quality of the work shall remain the entire responsibility of the consultant;
- (b) To provide all relevant information on the assignment including standard format for designing questionnaires;
- (c) Reviewing consultant work and provide comments for improvements if required;
- (d) To appoint counterpart staff for the assignment;
- (e) To appoint Technical Committees and ensure that they participate fully to the assignment;
- (f) Offer office space and other relevant support to the consultant for smooth running of the survey.

5. Duties and Responsibilities of the Consultant

- (a) The design of the survey and finalise the questionnaire;
- (b) The identification of the user groups and selection of the sample;

- (c) The actual surveying involving the announcement of the survey, training, sending out of the questionnaires, and data collection including follow-up of late responses;
- (d) Data analysis and report writing;
- (e) To disseminate the results within NSS;
- (f) Prepare methodological report that will allow similar surveys in future for comparison purposes;
- (g) Advise on establishing a mechanism for user-producer engagement and on soliciting regular user feedback. Advise on the use of the results of the survey for planning, implementation and monitoring and evaluation purposes.

6. Expected Outputs and Time Frame

In collaboration with the counterpart and TSMP Coordinating Team, the consultant will work within the following set deadlines:

- (a) Inception Report indicating proposed methodology and draft questionnaire and work plan that will be presented for discussion with NBS senior management and Development Partners. This should include:
 - (i) Work plan;
 - (ii) Plan for selection of respondents;
 - (iii) Sample size for quantitative survey and qualitative interviews;
 - (iv) Draft questionnaire and data collection methodology;
 - (v) Methodology for calculation of satisfaction indices; and
 - (vi) Outline structure of interviews.
- (b) Survey conducted, from the 6 groups mentioned above, in both Tanzania Mainland and Zanzibar;
- (c) Baseline analytical report, on the satisfaction of users of official statistics in Tanzania for 2010/11;
- (d) Record of final questionnaire, survey methodology, and of the users questioned.

7. Required Qualifications

The expected consultant must possess the following qualifications:

- (a) The lead consultant shall have a minimum academic qualification of MSc Statistics/Economics/Project Planning and/or Development Economics with experience of not less than 5 years in statistics field including organising and conducting social/economic surveys, focus group discussions, data analysis and dissemination.
- (b) Other consultants must have at least a first degree in Statistics/Economics, with experience of not less than 3 years in statistical issues.
- (c) Understanding of Results Based Management (RBM) and reporting for statistical tasks will be an added advantage.
- (d) Fluency in spoke and written Kiswahili and English.

8. Management

The consultants will work with the TSMP Coordination Team to design the questionnaire. They will consult with managers from the different departments of NBS and OCGS to identify producers and services, as well as to identify customers to survey.

9. Duration

The duration of the consultancy is four months from the date of signing the contract.

Appendix 2: User Satisfaction Survey Questionnaire, June 2011



The United Republic of Tanzania

USER SATISFACTION SURVEY, JUNE 2011



National Bureau of Statistics
Ministry of Finance and Economic Affairs
Dar es Salaam



Office of the Chief Government Statistician
Ministry of Finance and Economic Affairs
Zanzibar

User Satisfaction Survey, 2011 – Questionnaire

The National Bureau of Statistics (NBS) and the Zanzibar Office of the Chief Government Statistician (OCGS) are conducting a survey to assess satisfaction levels and perceptions of key users of their statistical products and services. The results of the survey will be used as a baseline for monitoring and evaluation of performance improvements of their statistical products and services over the next few years as the two institutions implement the Tanzania Statistical Master Plan (TSMP) with the assistance of development partners such as the World Bank and the UK Department for International Development (DFID).

The survey is being implemented in the form of a questionnaire directed at users and key stakeholders of their statistical products and services. You are kindly requested to support the survey by completing the accompanying questionnaire and returning it to the researchers whose contact details are given below.

The questionnaire consists of four sections:

- Section A asks questions about your use of official statistics;
- Section B asks questions about the quality of official statistics;
- Section C asks questions about the NBS and the OCGS;
- Section D asks questions about you and/or your organisation.

Please complete all the questions in those sections that are relevant to you. Please note that you can give more than one answer to some questions.

If you have any queries, you can contact the researchers at Techttop Consult (T) Ltd on:
Office tel.: 022 212 1645/6
Email: techttopz@raha.com
P.O. Box 5797, Dar es Salaam

Section A: Use of Official Statistics

(Official statistics are those statistics published by the Government)

1. Which official statistics do you use regularly? (Please tick all that apply)

- a. National accounts (GDP) / /
- b. Price statistics (CPI, producer price index) / /
- c. Public finance statistics / /
- d. Monetary and financial statistics / /
- e. Balance of payments / /
- f. Business statistics (industry, trade, services) / /
- g. Business statistics (mining) / /
- h. Business statistics (transport, energy) / /
- i. Employment statistics / /
- j. External trade statistics / /
- k. Income and poverty statistics / /
- l. Demographic statistics (population) / /
- m. Education statistics / /
- n. Social statistics (health, HIV/AIDS, malaria, TB, EPI) / /
- o. Social statistics (housing, water and sanitation) / /
- p. Environment statistics / /
- q. Agriculture and food security statistics / /
- r. Livestock statistics / /
- s. Fisheries statistics / /
- t. Water resources statistics / /
- u. Forestry and wildlife statistics / /
- v. Tourism statistics / /
- w. Other (please specify below) / /

2. For each official statistics you said you use in Question 1 above, what are your source(s) for getting those statistics? (Please tick all the sources that you use)

Types of statistics you use	Your main source(s) for those statistics that you use				
	NBS or OCGS (publications, website, press releases)	BOT (publications, website, press releases)	MDAs (publications, website, press releases) (please specify the MDA)	Publications, website, press releases of international organisations (e.g. IMF, WB, UN)	Other sources (please specify)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB, EPI)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

3. For each of the official statistics which you said you use in Question 1, what do you mainly use it for?
(Please tick all that apply to you)

Types of statistics you use	Your main use(s) of official statistics						
	For planning & policy formulation	To inform decision making	Modelling and forecasting	Research	Monitoring performance	Evaluation	Other uses (please specify)
National accounts							
Price statistics							
Public finance statistics							
Monetary and financial statistics							
Balance of payments							
Business statistics (industry, trade, services)							
Business statistics (mining)							
Business statistics (transport, energy)							
Employment statistics							
External trade statistics							
Income and poverty statistics							
Demographic statistics (population)							
Education statistics							
Social statistics (health, HIV/AIDS, malaria, TB, EPI)							
Social statistics (housing, water & sanitation)							
Environment statistics							
Agriculture and food security statistics							
Livestock statistics							
Fisheries statistics							
Water resources statistics							
Forestry and wildlife statistics							
Tourism statistics							

4. Are there any other types of official statistics that you would like to use but are not available?
YES /___/ NO /___/

If YES, please briefly explain below

Section B: Quality of Official Statistics

5. For each of the official statistics that you use, overall, how accurate do you consider them to be? (In this instance, “accurate” refers to the degree to which the data correctly estimate or describe the characteristics or quantities it was designed to measure)

Types of statistics you use	Accuracy of official statistics				
	Very inaccurate (1)	Inaccurate (2)	Undecided or not sure (3)	Accurate (4)	Very accurate (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

6. If you find official statistics either “Very inaccurate” or “Inaccurate”, what do you do to rectify the problem?

7. For each of the official statistics that you use, how reliable or credible do you consider them to be?
(Reliable or credible means the level of trust you have in the process of producing those statistics)

Types of statistics you use	Reliability of official statistics				
	Very unreliable (1)	Unreliable (2)	Undecided or not sure (3)	Reliable (4)	Very reliable (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

8. If you find official statistics either “Very unreliable” or “Unreliable”, what do you do to rectify the problem?

9. For each of the official statistics that you use, how satisfied are you with the timeliness of their release to the public? (Timeliness refers to the length of time between collecting the information and releasing it – on the website, as publications or press releases)

Types of statistics you use	Timeliness of release of official statistics				
	Very unsatisfied (1)	Unsatisfied (2)	Undecided or not sure (3)	Satisfied (4)	Very satisfied (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

10. For each of the official statistics that you use, are you satisfied with the frequency of their release? (This refers to the time interval between the release of one set of data and the next set)

Types of statistics you use	Frequency of release of official statistics				
	Very unsatisfied (1)	Unsatisfied (2)	Undecided or not sure (3)	Satisfied (4)	Very satisfied (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

11. If you are either "Very unsatisfied" or "Unsatisfied" with the frequency of release of official statistics, what do you usually do rectify the problem?

12. For each of the official statistics that you use, is there a publicly disseminated calendar that announces in advance the dates on which the different official statistics will be published?

Types of statistics you use	YES (1)	NO (2)	Don't know (3)
National accounts			
Price statistics			
Public finance statistics			
Monetary and financial statistics			
Balance of payments			
Business statistics (industry, trade, services)			
Business statistics (mining)			
Business statistics (transport, energy)			
Employment statistics			
External trade statistics			
Income and poverty statistics			
Demographic statistics (population)			
Education statistics			
Social statistics (health, HIV/AIDS, malaria, TB)			
Social statistics (housing, water & sanitation)			
Environment statistics			
Agriculture and food security statistics			
Livestock statistics			
Fisheries statistics			
Water resources statistics			
Forestry and wildlife statistics			
Tourism statistics			

13. In your experience, are official statistics released on the dates they said they would be (i.e. on the previously announced dates)?

Types of statistics you use	YES (1)	NO (2)	Don't know (3)
National accounts			
Price statistics			
Public finance statistics			
Monetary and financial statistics			
Balance of payments			
Business statistics (industry, trade, services)			
Business statistics (mining)			
Business statistics (transport, energy)			
Employment statistics			
External trade statistics			
Income and poverty statistics			
Demographic statistics (population)			
Education statistics			
Social statistics (health, HIV/AIDS, malaria, TB)			
Social statistics (housing, water & sanitation)			
Environment statistics			
Agriculture and food security statistics			
Livestock statistics			
Fisheries statistics			
Water resources statistics			
Forestry and wildlife statistics			
Tourism statistics			

14. How easy or difficult is it for you to get hold of official statistics?

Types of statistics you use	Ease or difficult of accessing official statistics				
	Very difficult (1)	Difficult (2)	Undecided or not sure (3)	Easy (4)	Very easy (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

15. What suggestions do you have in order to improve access to official statistics for users?

16. For each of the official statistics that you use, how do you usually access the information?

Types of statistics you use	Accessing official statistics			
	Official publications (1)	Official websites (2)	Press releases (3)	Other sources (Please specify) (4)
National accounts				
Price statistics				
Public finance statistics				
Monetary and financial statistics				
Balance of payments				
Business statistics (industry, trade, services)				
Business statistics (mining)				
Business statistics (transport, energy)				
Employment statistics				
External trade statistics				
Income and poverty statistics				
Demographic statistics (population)				
Education statistics				
Social statistics (health, HIV/AIDS, malaria, TB)				
Social statistics (housing, water & sanitation)				
Environment statistics				
Agriculture and food security statistics				
Livestock statistics				
Fisheries statistics				
Water resources statistics				
Forestry and wildlife statistics				
Tourism statistics				

17. For each of the official statistics that you use, how easy or difficult is it for you to access the underlying information about these statistics (e.g. their sources, explanatory notes, methodological descriptions, references concerning concepts, classifications, etc)?

Types of statistics you use	Ease or difficult of accessing underlying information				
	Very difficult (1)	Difficult (2)	Undecided or not sure (3)	Easy (4)	Very easy (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

18. Overall, how do you rate the quality of official statistics in Tanzania?

Types of statistics you use	Overall quality of official statistics				
	Very poor (1)	Poor (2)	Undecided or not sure (3)	Good (4)	Very good (5)
National accounts					
Price statistics					
Public finance statistics					
Monetary and financial statistics					
Balance of payments					
Business statistics (industry, trade, services)					
Business statistics (mining)					
Business statistics (transport, energy)					
Employment statistics					
External trade statistics					
Income and poverty statistics					
Demographic statistics (population)					
Education statistics					
Social statistics (health, HIV/AIDS, malaria, TB)					
Social statistics (housing, water & sanitation)					
Environment statistics					
Agriculture and food security statistics					
Livestock statistics					
Fisheries statistics					
Water resources statistics					
Forestry and wildlife statistics					
Tourism statistics					

19. What suggestions or comments do you have on the quality of official statistics in the country, including areas for improvement?

20. Please rank the following five attributes according to the importance that you attach to them when using official statistics, where 1 = "least important" and 5 = "very important" to you.

	Your ranking
Accuracy	
Reliability	
Timeliness of their release	
Frequency of publication	
Easy accessibility	

21. On a 5-point scale where 1 = "least satisfied" and 5 = "very satisfied", please rate your level of satisfaction with official statistics in Tanzania today. (Please tick in the appropriate box to indicate your satisfaction level)

Least satisfied		←————→			Very satisfied	
1	2	3	4	5		

Section C: National Bureau of Statistics/OCGS

This section asks questions about the National Bureau of Statistics (NBS) and the Office of the Chief Government Statistician (OCGS) in Zanzibar, whichever you interact with.

22. Which of the two offices do you usually interact with in order to obtain official statistics?

National Bureau of Statistics YES /___/ NO /___/
 OCGS (Zanzibar) YES /___/ NO /___/

23. Besides these two, is there another office from which you usually obtain official statistics that you use?

YES /___/ NO /___/

24. If YES, from which other office do you usually obtain official statistics that you use?

25. During the past 12 months, how many times have you contacted either the NBS or the OCGS in order to obtain or enquire about official statistics?

Frequency of contact	NBS	OCGS
None		
Only once		
2 – 5 times		
6 – 10 times		
More than 10 times		

26. When contacting the NBS or the OCGS, which of the following methods do you usually use?
(Please tick all the methods that you use)

Mode of contact	NBS	OCGS
Telephone to Head Office		
Telephone to Regional Office		
Email to Head Office		
Email to Regional Office		
Visit their website		
Send a fax		
Visit the Head Office		
Visit the Regional Office		
Letter/by post		
Other (please specify)		

27. During your last, or most recent, contact with either the NBS or the OCGS, how long did it take for you to get a response to your enquiry or request?

On the same day /___/

Within 2 days /___/

Within one week /___/

Within one month /___/

More than a month /___/

Never got a response /___/

28. During the past 12 months, have you accessed the website of either the NBS or the OCGS?

National Bureau of Statistics YES /___/ NO /___/

OCGS (Zanzibar) YES /___/ NO /___/

29. Please evaluate the NBS website on each of the following items.

	Strongly disagree (1)	Disagree (2)	Undecided or not sure (3)	Agree (4)	Strongly agree (5)
Website is visually appealing					
Website is easy to use and to access information					
Website contains up to date information					
You can usually find the information you want					

30. Please evaluate the OCGS website on each of the following items.

	Strongly disagree (1)	Disagree (2)	Undecided or not sure (3)	Agree (4)	Strongly agree (5)
Website is visually appealing					
Website is easy to use and to access information					
Website contains up to date information					
You can usually find the information you want					

31. Do you have any other comments on the websites? Please enter your comments below.

NBS: _____

OCGS: _____

32. Would you like to receive regular information on new products and services such as statistical updates and publications from the NBS and the OCGS? YES /___/ NO /___/

33. If YES to Question 32, how would you like to receive such information? (Please tick your TWO MOST PREFERRED means of information dissemination)

- On their websites /___/
- Through email to me /___/
- Through press releases to the media /___/
- In meetings/workshops with customers ... /___/
- Other (please specify) /___/

34. Do you think there is a need for the NBS and OCGS to establish a proper forum for regular consultations with their customers and users of statistics? YES /___/ NO /___/

35. If YES to Question 34, what kind of forum for such consultations would you like to see established?

36. Overall, how do you assess the quality of services provided by the NBS and the OCGS?

Quality of services provided is	Very poor (1)	Poor (2)	Undecided or not sure (3)	Good (4)	Very good (5)
NBS					
OCGS					

37. What suggestions would you make for improving the quality of services provided by either the NBS or the OCGS?

NBS: _____

OCGS: _____

Section D: Respondent Information

38. Please indicate what type of organisation you work in.

- National government - ministries / /
- Regional secretariat / /
- Local government - district councils / /
- Local government – municipality and town councils / /
- Legislature / /
- Judiciary / /
- Parastatal organisation/executive agency / /
- Chamber of commerce/industry, business/employers association / /
- Labour union/association / /
- Financial institution (e.g. bank, insurance company) / /
- Private company/business enterprise / /
- Research or educational institution / /
- Cooperative / /
- Non-governmental organisation / /
- Foreign embassy/bilateral organisation (e.g. DFID, USAID) / /
- International organisation (e.g. UN, IMF, WB) / /
- Media organisation / /
- Private individual / /
- Student / /
- Other (please specify) / /

39. Gender

Male / / Female / /

40. Your highest educational qualifications.

- No formal education / /
- Primary school/Up to Standard 7 / /
- Lower secondary school/up to Form 4 / /
- Upper secondary school/up to Form 6 / /
- Vocational/technical certificate or diploma / /
- University (Bachelor's) degree or equivalent / /
- Postgraduate degree (Masters, PhD) or equivalent ... / /

41. Your age (please tick in the appropriate box)

Up to 25 years	<input type="checkbox"/>
26 – 35	<input type="checkbox"/>
36 – 45	<input type="checkbox"/>
46 – 55	<input type="checkbox"/>
56 – 65	<input type="checkbox"/>
Over 65	<input type="checkbox"/>
Age unknown	<input type="checkbox"/>

42. Your location:

Region _____

Town _____

District _____

Usual country of residence _____

THANK YOU FOR YOUR ASSISTANCE IN COMPLETING THIS QUESTIONNAIRE

Appendix 3: Schedules of Target Institutions and Distribution of Questionnaires in the Three Survey Sites

DAR ES SALAAM – DISTRIBUTION OF QUESTIONNAIRES

Selected MDAs

(75)

Distribute and collect at least five (5) questionnaires from each of the following MDAs. In each MDA, the questionnaire is to be filled in by the following officials:

- (i) Director for Policy and Planning,
- (ii) Director for Administration and Human Resource Management,
- (iii) Head of MIS Unit, and
- (iv) Head of IEC Unit within your Ministry, and
- (v) any other person(s) that regularly use official statistics during the course of their duties

The selected MDAs are:

1. Ministry of Health and Social Welfare
2. Ministry of Education and Vocational Training
3. Ministry of Energy and Minerals
4. Ministry of Finance and Economic Affairs
5. Ministry of Natural Resources and Tourism
6. Ministry of Water and Irrigation
7. Ministry of Community Development, Gender and Children
8. Ministry of Transport
9. Ministry of Livestock Development & Fisheries
10. Ministry of Lands, Housing and Human Settlements Development
11. Ministry of Industry, Trade & Marketing
12. Ministry of Agriculture, Food Security and Cooperatives
13. Ministry of Labour, Employment & Youth Development
14. Ministry of Home Affairs
15. Ministry of Information, Culture & Sports

Other Public Institutions

(20)

Distribute and collect two questionnaires from each institution, one questionnaire to be completed by the head and the other by a senior officer

1. Tanzania Food and Drugs Authority (TFDA)
2. Business Registration and Licensing Authority (BRELA)
3. Tanzania Commission for AIDS (TACAIDS)
4. Tanzania Electrical, Mechanical and Electronics Services Agency (TEMESA)
5. Tanzania Investment Centre
6. Tanzania Tourism Board
7. Engineers Registration Board
8. Tanzania Education Authority
9. National Development Corporation
10. National Council for Technical Education (NACTE)

Temeke, Ilala and Kinondoni Municipal Councils (15)

In each municipal council, distribute and collect questionnaires from each of the following officials

1. Municipal Director
2. Head of Planning Department
3. Head of Education Department
4. Head of Health Department
5. Head of Administration & Human Resource Development

University of Dar es Salaam (28)

Distribute two questionnaires per department, one to the HOD and the second to any other academic member of staff in the following departments:

1. College of Arts & Social Sciences:
 - (a) Department of Economics
 - (b) Department of Geography
 - (c) Department of Statistics
2. School of Journalism and Mass Communication
3. UDSM Business School:
 - (a) Department of Accounting
 - (b) Department of Finance
 - (c) Department of General Management
4. UDSM Gender Centre
5. Institute of Resource Assessment (IRA)
6. Institute of Development Studies (IDS)
7. Economic Research Bureau
8. Bureau of Educational Research and Evaluation
9. Research and Education for Democracy in Tanzania (REDET)
10. UDSM College of Education: Department of Educational Planning & Admin

Eastern Africa Statistical Training Centre (3)

Distribute and collect questionnaires from the Head of the Centre PLUs any two (2) other academic staff

MUHAS (4)

Distribute two questionnaires per department, one to the HOD and the second to any other academic member of staff in the following departments:

1. Department of Epidemiology and Biostatistics
2. Department of Community Health

Institute of Finance Management (12)

Distribute two questionnaires per department, one to the HOD and the second to any other academic member of staff in the following departments:

1. Department of Tax Management
2. Department of Insurance
3. Department of Accounting and Finance
4. Department of Social Protection
5. Department of Economics
6. Department of Banking and Finance

Other Research Institutes (18)

Distribute three (3) questionnaires, one to the head of the institution (Executive Director) PLUS any two senior researchers per institute

1. Economic and Social Research Foundation (ESRF)
2. Research on Poverty Alleviation (REPOA)
3. National Institute for Medical Research (NIMR)
4. Tea Research Institute of Tanzania (TRIT)
5. Tanzania Industrial Research & Development Organisation (TIRDO)
6. Ifakara Health Institute (IHI)

Media Organisations (10)

Distribute and collect one questionnaire to the editor or other senior manager in each of the following media organisations:

1. Africa Media Group
2. Business Times Ltd
3. Free Media Ltd
4. IPP Media Ltd
5. Mwananchi Communications Ltd
6. Nation Media Group Ltd
7. New Bahari (2006) Ltd
8. Tanzania Standard (Newspapers) Ltd
9. Uhuru Publications Ltd
10. Tanzania Broadcasting Corporation

NGOs (30)

There are many NGOs based within Dar es Salaam. Distribute and collect questionnaires from at least 30 heads of NGOs such as:

1. HAKIELIMU
2. Tanzania Education Network/Mtandao wa Elimu Tanzania (TEN/MET)
3. Tanzania Gender Networking Programme (TGNP)
4. WaterAid
5. MS-ActionAid
6. FEMA
7. TWAVEZA
8. Save the Children
9. Care International
10. Catholic Relief Services (CRS)
11. Concern Worldwide
12. Family Health International
13. GTZ
14. Helpage International
15. Norwegian People's Aid
16. Plan Tanzania
17. PSI
18. SNV Netherlands Development Organisation
19. Tanzania Youth Alliance (TAYOA)
20. TATEDO
21. UMATI

22. Tujijenge Tanzania
23. World Vision
24. Shirika la Kwaendeleza Walemavu Tanzania (SHIKUWATA)
25. Women Advocates Against Poverty
26. Fungamano La Wajasiriamali Tanzania (FWT)
27. Effort for Development Association (EDEA)
28. Tanzania Association of Non Government Organisations (TANGO)
29. Womens Legal Aid Centre
30. African Medical and Research Foundation (AMREF)
31. Tanzania Women Lawyers Association (TAWLA)
32. HAKIARDHI
33. Mtandao wa Vikundi vya Wakulima Tanzania (MVIWATA)

Business Associations

(10)

Distribute and collect questionnaires from the heads or CEOs of business associations:

1. Tanzania National Business Council
2. TCCIA
3. CTI
4. Association of Tanzania Employers
5. Chamber of Mines
6. Tanzania Private Sector Foundation
7. Hotel Association of Tanzania
8. Tanzania Professional Hunters Association
9. Tanzania Tour Guides Association
10. Tanzania Bus Operators Association

Labour Associations

(5)

Distribute and collect questionnaires from the heads of labour associations

1. Trade Unions Congress of Tanzania (TUCTA)
2. Tanzania Teachers Union
3. Tanzania Union of Industrial & Commercial Workers (TUICO)
4. Tanzania Union of Government & Health Employees (TUGHE)
5. TALGWU

NBS Library – General Public

(100)

Distribute and collect at least five (10) questionnaires every day from members of the public that come to use the services of the NBS the library (10 x 10 = 100 questionnaires)

International Organisations

(10)

Distribute and collect one questionnaire from a representative of each of the following international organisations (e.g. economic advisor, statistician, etc)

1. USAID
2. CIDA (Canada)
3. EU
4. FAO

5. SIDA (Sweden)
6. WFP
7. UNDP
8. UNESCO
9. UNICEF
10. WHO

Banks

(10)

Distribute and collect one questionnaire from a senior representative of each bank (e.g. chief economist or such other official) at the bank's head office

1. Bank of Tanzania
2. Accessbank Tanzania Ltd
3. Akiba Commercial Bank Ltd
4. Bank of Baroda (T) Ltd
5. Commercial Bank of Africa Ltd
6. Diamond Trust Bank
7. Habib African Bank Tanzania Ltd
8. NMB
9. ANK Tanzania Ltd
10. Tanzania Postal Bank

ARUSHA - DISTRIBUTION OF QUESTIONNAIRES

Makumira University College (6)

Distribute and collect questionnaires from HOD and two (2) other staff from the following departments

1. Department of Geography (3)
2. Department of Education (3)

University of Arusha (6)

Distribute and collect questionnaires from the Head of School and two (2) other academic staff from the following:

1. School of Business
2. School of Education

Tanzania Pesticide Research Institute (4)

Distribute and collect questionnaire from the Director-General PLUS any three (3) of the directors/heads of sections

Tanzania Wildlife Research Institute (TAWIRI) (4)

Distribute and collect questionnaire from the Director-General PLUS any three (3) of the directors/heads of sections

NBS Regional Office, Arusha – General Public (50)

Distribute and collect at least five (5) questionnaires every day from members of the public that come to use the services of the NBS, e.g. the library (5 x 10 = 50 questionnaires)

NGOs Based in Arusha (15)

There are many NGOs based within the Arusha Municipality. Distribute and collect questionnaires from at least 10 heads of NGOs within the Arusha Municipality, e.g.

1. Arusha NGO Network (ANGONET)
2. Women's Development for Science & Technology Association

Labour Associations (3)

One questionnaire to be distributed to the heads (e.g. Secretary General) of labour associations based in Arusha. At least three (3) labour associations to be surveyed in Arusha such as:

1. Tanzania Union of Industrial & Commercial Workers (TUICO)
2. TUCTA
3. TUGHE
4. TALGWU
5. Tanzania Plantation & Agricultural Workers Union (TPAWU)

Arusha Municipality (5)

Distribute and collect questionnaires from each of the following officials:

1. Municipal Director
2. Head of Health Department
3. Head of Education Department
4. Head of Planning Department
5. Head of Administration & Human Resource Development

Arusha District Council (5)

Distribute and collect questionnaires from each of the following officials:

1. District Executive Officer (DED)
2. Head of Planning Department
3. Head of Education Department
4. Head of Health Department
5. Head of Administration & Human Resource Development

Regional Administrative Secretariat, Arusha (3)

Distribute and collect questionnaires from each of the following officials

1. Regional Administrative Secretary (RAS)
2. Any two (2) Assistant RAS

Business Associations (5)

Distribute and collect questionnaires from the heads of at least five (5) business associations based in Arusha such as the regional offices of

1. TCCIA,
2. CTI
3. TABOA,
4. Tanganyika Coffee Growers Association,
5. Tanganyika Farmers Association,
6. Tanzania Association of Foresters
7. Tanzania Association of Tour Operators

MOROGORO – DISTRIBUTION OF QUESTIONNAIRES

Mzumbe University (28)

Distribute two questionnaires per department, one to the HOD and one to any other academic member of staff

1. Department of Economics (2)
2. Centre for Population Studies (2)
3. Department of Education (2)
4. Department of Business Studies (2)
5. Department of Accountancy & Finance (2)
6. Department of Quantitative Methods (2)
7. Department of Information and Communication Technology (2)
8. Department of Production and Operations Management (2)
9. Department of Public Service & Human Resources Management (2)
10. Department of Local Government Management (2)
11. Department of Health Services & Management (2)
12. Centre for Rural Development (2)
13. Centre for Gender Development (2)
14. Centre for Environment, Poverty & Sustainable Development (2)

Sokoine University of Agriculture (16)

Distribute two questionnaires per department, one to the HOD and one to any other academic member of staff

1. Department of Crop Science (2)
2. Department of Animal Science (2)
3. Department of Agricultural Education & Extension (2)
4. Agricultural Economics & Agribusiness (2)
5. Department of Veterinary Medicine & Public Health (2)
6. Department of Forest Economics (2)
7. Department of Wildlife Management (2)
8. Department of Social Sciences (2)

Tanzania Forestry Research Institute (TAFORI) (4)

Distribute and collect questionnaire to the Director-General PLUS any three (3) of the directors/heads of sections

NBS Regional Office, Morogoro- General Public (50)

Distribute and collect at least five (5) questionnaires every day to members of the public that come to use the services of the NBS, e.g. the library (5 x 10 = 50 questionnaires)

NGOs Based in Morogoro (10)

There are many NGOs based in Morogoro Municipality. Distribute and collect at least 10 questionnaires to the heads of NGOs in Morogoro Municipality. Examples include KEPA Tanzania, Faraja Trust Fund, etc

Labour Associations**(3)**

One questionnaire to be distributed to the heads (e.g. Secretary General) of labour associations based in Morogoro. At least three (3) labour associations to be surveyed such as:

1. Tanzania Union of Industrial & Commercial Workers (TUICO)
2. TUCTA
3. TUGHE

Morogoro Municipality**(5)**

Distribute and collect questionnaires to each of the following officials:

1. Municipal Director
2. Head of Health Department
3. Head of Education Department
4. Head of Planning Department
5. Head of Administration & Human Resource Development

Morogoro District Council**(5)**

Distribute and collect questionnaires to each of the following officials:

1. District Executive Officer (DED)
2. Head of Planning Department
3. Head of Education Department
4. Head of Health Department
5. Head of Administration & Human Resource Development

Regional Administrative Secretariat, Morogoro**(3)**

Distribute and collect questionnaires to each of the following officials

1. Regional Administrative Secretary (RAS)
2. Any two (2) Assistant RAS

Business Associations**(5)**

Distribute and collect questionnaires from the regional heads of at least five (5) business associations based in Morogoro, e.g. regional offices of TCCIA, CTI TABOA etc

ZANZIBAR – DISTRIBUTION OF QUESTIONNAIRES

Selected MDAs

(45)

Distribute and collect at least five (5) questionnaires from each of the following MDAs. In each MDA, the questionnaire is to be filled in by the following officials:

- (vi) Director for Policy and Planning,
- (vii) Director for Administration and Human Resource Management,
- (viii) Head of MIS Unit, and
- (ix) Head of IEC Unit within your Ministry, and
- (x) any other person(s) that regularly use official statistics during the course of their duties

The selected MDAs are:

1. Ministry of Health
2. Ministry of Finance, Economics and Development Planning
3. Ministry of Lands, Housing and Energy
4. Ministry of Trade, Industry and Marketing
5. Ministry of Agriculture and Natural Resources
6. Ministry of Labour, Economic Empowerment and Cooperatives
7. Ministry of Information, Culture, Tourism and Sports
8. Ministry of Education
9. Ministry of Good Governance and Public Service

Other Public Institutions

(10)

Distribute and collect two questionnaires from each institution, one questionnaire to be completed by the head of the institution and the second one by a senior official

1. Zanzibar AIDS Commission (ZAC)
2. Zanzibar Tourism Commission
3. Zanzibar State Trading Corporation
4. Zanzibar Investment Promotion Agency
5. People's Bank of Zanzibar Ltd

Zanzibar Municipal Council (Wilaya ya Mjini Unguja)

(5)

Distribute and collect questionnaires from at the following officials

1. Municipal Director
2. Head of Planning Department
3. Head of Education Department
4. Head of Health Department
5. Head of Administration & Human Resource Development

West Unguja District Council (Wilaya ya Magharibi)

(5)

Distribute and collect questionnaires from at the following officials

1. District Executive Officer (DED)
2. Head of Planning Department
3. Head of Education Department
4. Head of Health Department
5. Head of Administration & Human Resource Development

Zanzibar University (6)

Distribute and two questionnaires per faculty or department, one to the head of department and a second to an academic staff member

1. Department of Economics
2. Department of Public Administration
3. Institute of Continuing Education

State University of Zanzibar (6)

Distribute and two questionnaires per faculty or department, one to the head of department and a second to an academic staff member

1. Department of Education
2. Department of Arts
3. Institute of Continuing Education

Zanzibar Institute of Financial Administration (6)

Distribute and two questionnaires per faculty or department, one to the head of department and a second to an academic staff member

1. Department of Economics
2. Department of Finance and Accounting
3. Department of General Studies, Research & Consultancy

Media Organisations (3)

Distribute and collect one questionnaire from the editor or other senior official in media organisations based on the isles, minimum number of three questionnaires. Includes print and electronic media

NGOs (10)

Distribute and collect one questionnaire from at least 10 heads of NGOs such as

1. Zanzibar NGO Cluster

Business Associations (5)

Distribute and collect one questionnaire from the heads of at least five (5) business associations such as the

1. Zanzibar Employers Association
2. Zanzibar Tourism Investors Association
3. Zanzibar Association of Tour Operators
4. Zanzibar National Chamber of Commerce, Industry and Agriculture

Labour Associations (5)

Distribute and collect questionnaires from at least five (5) heads of labour organisations such as

1. Zanzibar Teachers Union
2. Zanzibar Public Service Union

OCGS Library

(50)

Distribute and collect at least five (5) questionnaires per day from members of the public that come to use the services of the OCGS or library (5 x 10 days = 50)

Appendix 4: Persons Interviewed

Organisation	Name	Jog title
Tanzania Mainland		
National Bureau of Statistics	Dr. Albina A. Chuwa	Director-General
	Ms. R.H. Maro	Head, Directorate of Statistical Operations
	Mr. Morris Oyuke	Head, Directorate of Economic Statistics
	Mr. S.P. Mahembe	Head, Directorate of Finance, Administration & Marketing
	Mr. Irenius Ruyobya	Head, Department of Labour & Price Statistics
Bank of Tanzania	Mr. Leonard A. Temba	Principal Economist, Directorate of Economic Research & Policy
	Ms. Gloria E. Mbiha	Economist, Directorate of Economic Research & Policy
Ministry of Education & Vocational Training	Mr. Makuru Petro	Head, EMIS
Ministry of Health & Social Welfare	Mr. Claud J. Kumalija	Head, HMIS
Zanzibar		
OCGS	Mr. Mohammed H. Rajab	Chief Government Statistician
	Mr. Mbwana Mbwana	Head, Statistical Services Section
	Mr. Abdul R. Abeid	Acting Head, Economic Statistics Section
	Ms. Khadija K. Hamad	Acting Head, Demographic & Social Statistics Section
	Mr. Abdulmajid J. Ramadhan	Head, Vital Statistics Unit
	Mr. Mohammed S. Gharib	Statistician, GIS Unit
President's Office	Mr. Amour H. Bakari	Director for Policy, Planning & Research
Ministry of Finance, Economics & Development Planning	Mr. Khatib M. Khatib	Commissioner for Budget
Ministry of Health	Mr. Abdul-latif Kh. Haji	Director for Policy, Planning & Research