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USER SATISFACTION SURVEY IMPLEMENTATION MANUAL

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CONTENTS

	page
ACRONYMS	ii
1.0 INTRODUCTION	1
1.1 Background to the Survey Manual	1
1.2 Mandate of the NBS and the OCGS	1
1.3 Objective of User Satisfaction Surveys	2
1.4 Rationale and Challenges of Statistics User Satisfaction Surveys	2
2.0 METHODOLOGY FOR USER SATISFACTION SURVEYS	4
2.1 Introduction	4
2.2 Preliminaries for the Survey	4
2.3 The User Questionnaire	4
2.4 Sample Design	5
2.5 Piloting the User Questionnaire and Methodology	5
2.6 Geographical Coverage	5
2.7 Timing of the Survey	6
2.8 Publicity for the Survey	6
2.9 Research Assistants	6
2.10 Administration of the User Questionnaire	7
2.11 Interviews with Key Informants	7
2.12 Data Capture, Analysis and Reporting	7
2.13 Calculating the Customer Satisfaction Index	7
Appendix 1: User Satisfaction Survey Questionnaire	11
Appendix 2: Organisations and Respondents Targeted for the 2011 User Satisfaction Survey	26
Appendix 3: Interview Guides	37
Appendix 4: Respondents' Assessment of the Quality of Official Statistics on the Five Quality Parameters, 2011	39

ACRONYMS

BOT	Bank of Tanzania
BRELA	Business Registrations and Licensing Agency
CEO	Chief Executive Officer
CSI	Customer Satisfaction Index
DFID	Department for International Development
EASTC	Eastern Africa Statistical Training Centre
ESRF	Economic and Social Research Foundation
FAO	Food and Agriculture Organisation
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
TIRDO	Tanzania Industrial Research & Development Organisation
TPRI	Tropical Pesticides Research Institute
TRIT	Tea Research Institute of Tanzania
TSMP	Tanzania Statistical Master Plan
UDSM	University of Dar es Salaam
WTO	World Trade Organisation

1.0 INTRODUCTION

1.1 Background to the Survey Manual

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 in early 2011 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 will 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. It is the aim of the NBS/OCGS to conduct similar surveys in future to monitor changes over time using comparable survey methodologies and analytical tools. This manual has been prepared in order to guide those future surveys.

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.

1.3 Objective of User Satisfaction Surveys

The first user satisfaction survey for the Tanzania National Statistical System was conducted during June-August 2011. The main objective of the survey was 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. The findings from this first survey set the baseline indicators for monitoring improvements under the TSMP. It is the intention of the NBS and OCGS to conduct future surveys in a comparable way in order to monitor changes over time.

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. 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 businesses, 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).

2.0 METHODOLOGY FOR USER SATISFACTION SURVEYS

2.1 Introduction

This chapter describes the methodology that was used during the first user satisfaction survey in 2011, and is intended to guide future surveys. Lessons learned from the 2011 survey have been incorporated so that they are taken account of in future surveys.

2.2 Preliminaries for the Survey

These include:

- (i) Commencement meetings between project/survey management team (comprising selected staff of the NBS/OCGS) and the survey team or researchers: The aim of these meetings will be to discuss and agree on the survey modalities, sample size, survey sites/locations, timeframe, and so forth.
- (ii) Review of key documents relevant to the survey: This will include current strategic plans, reports or documents on any on-going programmes that have a bearing on users needs, products and services.

2.3 The User Questionnaire

A user questionnaire was developed for the first survey, based on a standard template used by other statistics authorities elsewhere and provided by the NBS. The standard template was modified to ensure that it was appropriate for the NSS in Tanzania. The questionnaire, which is attached to this manual as Appendix1, has been modified slightly from the one that was used in the first survey, primarily to improve the clarity of the questions, based on the experience gained from 2011. For instance, whereas in the 2011 survey respondents were asked to tick all those responses that applied to them in Questions 2 and 3, this has been changed so that they “tick up to three that apply to (them) the most”. The change is necessitated by the observations from the 2011 where some respondents checked all the possible answers, without any indication of relative importance. The modification will require them to focus on their main sources/uses of the statistics in their responses.

The questionnaire is 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 official 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; 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 a statistics user survey in Tanzania is that the user population is not known from which a sample can be drawn. Consequently, sample designing has to rely on the researcher's prior knowledge of the market segments in order to develop a sampling frame. There are several categories of users of statistics. For the 2011 survey, users were classified into six categories:

- (i) public sector (MDAs and LGAs),
- (ii) media organisations,
- (iii) researchers in tertiary education and research institutions,
- (iv) the general public,
- (v) the business community and labour organisations, and
- (vi) foreign embassies, bilateral and international organisations.

In respect of MDAs and other public institutions, those selected for inclusion in the sample for the 2011 survey 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.

The different categories of organisations targeted for the 2011 survey under each of the six categories of possible statistics users are given in Appendix 2 of this manual.

2.5 Piloting the User Questionnaire and Methodology

As mentioned in section 2.3 above, the user questionnaire attached to this manual as Appendix 1 has already been modified in light of lessons learned from the first survey, especially in order to improve the clarity of the questions. It can therefore be inferred that the first survey was, in essence, a pilot survey to test the appropriateness of the questionnaire as a data collection tool. Furthermore, if it is to be pilot tested in future, every effort should be made to ensure comparability with previous surveys.

However, if it is decided to have a pilot survey, it could be focussed more on addressing issues pertaining to sample sizes among the various categories of respondents (i.e. in the MDAs, NGOs, business community, etc). Future surveys will need to progressively increase the representativeness of the samples of the different categories of respondents as well as the survey's geographical coverage. One of the recommendations of the first survey to NBS and OCGS was for the two offices to build databases of users of statistics from which future samples will be drawn.

2.6 Geographical Coverage

One limitation of the first survey was its geographical coverage. Because of the limited budget that was available, the survey was restricted to respondents (both individuals and institutions) in Dar es Salaam, Arusha, Morogoro and Zanzibar. However, there was no such geographical restriction on respondents that were canvassed by email. Obviously, the wider the geographical coverage, the more representative will be the sample. Future surveys should increasingly seek to progressively increase the geographical coverage as much as possible.

2.7 Timing of the Survey

Data collection and field interviews for the first survey in 2011 were conducted during one of the busiest times in the government's annual planning cycle, namely the parliamentary budget sessions in both Dodoma and Zanzibar. Many senior officials in the MDAs were either absent from their offices attending the parliamentary sessions or were too busy preparing their submissions to the national assembly.

It is important to ensure that future surveys are conducted when senior officials in the MDAs are not too busy and not likely to be absent from their offices

2.8 Publicity for the Survey

In order to improve the response rate in future surveys, it will be useful to organise publicity campaigns prior to their commencement. The campaign can use a number of approaches that raise awareness among users, such as

- advertisements in both the electronic and print media,
- press interviews addressed by the respective heads of the NBS and the OCGS to explaining the purpose of the surveys,
- brochures and leaflets distributed through the national and regional offices of both the NBS and the OCGS,
- information posted on the NBS and OCGS websites to inform visitors about the surveys and inviting them to participate by downloading and completing the user questionnaire.

2.9 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. The number of research assistants used in future will depend on the proposed geographical coverage and number of regions and districts included in the survey.

2.10 Administration of the User Questionnaire

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

- (i) An electronic version of the questionnaire was sent to users with known email addresses. Their addresses were drawn from (a) the National Archive Database (NADA) held by the NBS, (b) PMO-RALG in the case of LGA staff, and (c) visitors to the NBS library who had entered their email addresses in the registration book.
- (ii) Physical distribution and collection of the questionnaire to identified respondents in the selected institutions and organisations. This was done by the team of research assistants, of which three were assigned to work in Dar es Salaam and one each in Arusha, Morogoro and Zanzibar.
- (iii) 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.

Several important lessons were learned for future surveys.

- The response rate from the emailed questionnaires was very low. This was despite several reminders being sent to the addressees. Even with an enlarged user

database, it is likely that future surveys will continue to rely more on distribution of hard copies of the questionnaire than on electronic distribution.

- Some of the addressees were uncomfortable with having their email addresses known to a wide audience. It is therefore recommended to use the “Bcc” check-box when sending out the questionnaire to bulk addresses.
- The design of the electronic version of the questionnaire should be such that it is easy to complete, especially the “tick” boxes. The questionnaire was subsequently modified to make it more user-friendly.
- Senior officials in both public institutions and the NGOs are busy people and have little time to complete questionnaires. Several visits to their offices are required to get them to cooperate, and even then, many still fail to complete the questionnaire.
- Visitors to the NBS library will take the questionnaire and promise to complete it later and then return it. But many never do.
- In order to enhance confidentiality, a sealed box should be provided for respondents to drop the completed questionnaires in the library.

2.11 Interviews with Key Informants

Public organisations do not deliberately set out to provide poor or unsatisfactory service to their customers. Often, unsatisfactory or inadequate service reported by clients arises from the fact that the organisations have not been provided with the necessary resources to enable them to fulfil their mandates. It is therefore useful to conduct interviews with management and other key informants in the NBS/OCGS and in a selection of MDAs producing official statistics in order to get some insights into how they operate, the types of statistics that they produce, the problems that they experience and their perceptions of customer needs and experiences. The interviewees in the selected MDAs will be primarily the Heads of MIS Units or similar staff whose responsibilities include data collection, analysis and dissemination. The interviews should be conducted with the aid of interview guides. Samples of interview guides used for the 2011 survey are included as Appendix 3 in this manual.

2.12 Data Capture, Analysis and Reporting

The fieldwork will generate both qualitative and quantitative data. Qualitative data will come from (i) the interviews with key informants and responses to open-ended questions in the user questionnaire. Quantitative data will be derived from the returned questionnaires. The responses to the open-ended questions will need to be coded first. Thereafter, all the responses in the questionnaires will be captured into SPSS for subsequent data analysis, and preparation of the draft report.

The draft report is submitted to the NBS/OCGS for comments. Upon receipt of those comments, a revised report is prepared and submitted for approval.

2.13 Calculating the Customer Satisfaction Index

The NBS/OCGS want to use the concept of the Customer Satisfaction Index (CSI) to monitor changes in customers’ perceptions of the quality of their products and services over time. 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 following paragraphs describe how the CSI for 2011 was computed from the results of the survey. The CSI for 2011, in the form of an average figure of 71%, becomes the baseline from which future changes will be measured.

The five quality criteria assessed in the survey are accuracy, reliability, timeliness of release, frequency of publication and accessibility. Question 19 in the questionnaire asks the respondents to rate the importance that they attach to each of the five quality indicators 1 = “least important” and 5 = “most important”. The numbers of respondents giving a rating to the five quality parameters are computed and the scores aggregated (Table 1). An average score is calculated for each quality parameter, and this represents the weighting that users attach to it in relation to other quality indicators. In the 2011 survey, 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.

Table 1: Weightings for quality indicators

Quality indicator	Least important ←————→ Most 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

Meanwhile, the average score for each of the five quality indicators is also computed, based on the users’ assessment of the current quality of the statistics as shown in the five tables in Appendix 4A-E. For instance, the average score for accuracy from the 2011 survey was 3.67 out of a possible maximum score of 5 points. The average score for reliability was 3.69.

The average weightings that users give to the five quality parameters are 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. For 2011, the Customer Satisfaction Index was 71% (3.55 out of a maximum possible score of 5) (Table 2).

Table 2: 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 = 71%

Notes:

A = average weighting assigned by respondents to each of the five quality parameters (from Table 1 above).

B = average scores assigned by respondents on the current quality of official statistics (from Tables 5-9 in the 2011 user satisfaction survey report, reproduced in Appendix 4 of this manual).

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%

Appendix 1: User Satisfaction Survey Questionnaire



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 **(name of firm)** on:

Office tel.:

Email:

Physical address:

Postal address:

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 up to three main 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) (1)	BOT (publications, website, press releases) (2)	MDAs (publications, website, press releases) (please specify the MDA) (3)	Publications, website, press releases of international organisations (e.g. IMF, WB, UN) (4)	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 up to three that apply to you the most)

Types of statistics you use	Your main use(s) of official statistics						
	For planning & policy formulation (1)	To inform decision making (2)	Modelling and forecasting (3)	Research (4)	Monitoring performance (5)	Evaluation (6)	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 to 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 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					

17. 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					

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

19. Please rank the following five attributes in the order of importance that you attach to them when using official statistics, from 1 = “least important” to 5 = “most important” to you. (e.g. If you consider timeliness as the most important, rank it 5, the next in importance is ranked 4, and so forth)

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

20. 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.

21. 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 /___/

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

YES /___/ NO /___/

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

24. 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		

25. When contacting the NBS or the OCGS, which of the following methods do you usually use? (Please tick up to three methods that you use the most)

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)		

26. 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 / ___ /

27. 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 / ___ /

28. 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					

29. 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					

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

NBS: _____

OCGS: _____

31. 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 /___/

32. If YES to Question 31, 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) /___/

33. 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 /___/

34. If YES to Question 33, what kind of forum for such consultations would you like to see established?

35. 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					

36. 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

37. 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) /___/

38. Sex

Male /___/ Female /___/

39. 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 ... /___/

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

Up to 25 years	
26 – 35	
36 – 45	
46 – 55	
56 – 65	
Over 65	
Age unknown	

41. Your location:

Region (if resident in Tanzania) _____

Town (if resident in Tanzania) _____

District (if resident in Tanzania) _____

Usual country of residence _____

THANK YOU FOR YOUR ASSISTANCE IN COMPLETING THIS QUESTIONNAIRE

Appendix 2: Organisations and Respondents Targeted for the 2011 User Satisfaction Survey

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. TWaweza
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 3: Interview Guides

Interview Guide for Use with Staff of NBS/OCGS

1. Briefly explain the main duties, products and services of the department.
2. Types of statistics produced by your department?
 - (i) How does the department collect the data/statistics?
 - (ii) Frequency with which the different types of statistics are produced and published for use by the public?
 - (iii) For each type, when was the last publication done?
3. Who are the major users of the statistics produced by the department?
4. What is your assessment of the quality of statistics produced by the NBS or OCGS in terms of:
 - (i) accuracy,
 - (ii) reliability,
 - (iii) timeliness on their release,
 - (iv) frequency of their publication,
 - (v) accessibility to users.
5. Are there any other types of statistics that you would like to produce but which you are not able to do so at present? If so, why?
6. What are the main problems that the department experiences that hinder the production of its statistics?
8. What is your assessment of the NBS/OCGS's website?
9. What is your assessment of the NBS/OCGS in terms of
 - (a) human resources/skilled and qualified personnel
 - (b) computer facilities/hardware
 - (c) software for statistical analysis and other tasks
 - (d) funds
10. How does the department assess whether the statistics it is producing meets with the needs and expectations of users?
11. Do you think the current mechanisms for consultations with your users are adequate or not?
12. If you think the current mechanisms need strengthening or to be changed, how would you like them to be improved?

United Republic of Tanzania

Interview Guide for Key Stakeholders

Section A: In-House Statistics

1. What types of statistics are generated by your organisation, including frequency of production?
2. Who are the major users of those statistics?
3. How are the statistics produced by your organisation disseminated to users?
4. Does your organisation collaborate in any way with the National Bureau of Statistics or the OCGS in the production and dissemination of those statistics?

Section B: Use of NBS/OCGS Statistics

5. Which of the statistics that are produced by the NBS or OCGS do you or any other people in your organisation use?
6. What do you use those statistics for?
7. What is your assessment of the quality of statistics produced by the NBS or OCGS in terms of:
 - (vi) accuracy,
 - (vii) reliability,
 - (viii) timeliness on their release,
 - (ix) frequency of their publication,
 - (x) accessibility to users.
8. Are there any other types of statistics that you would like to use but which are not being produced by the NBS/OCGS?
9. What is your assessment of the NBS/OCGS's
 - (i) statistical publications?
 - (ii) website?
10. How do you think the NBS and OCGS can more effectively publicise and disseminate their products and services to users?
11. Do you think there is a need for the NBS and OCGS to establish a proper forum for regular consultations with users of their products and services? What kind of forum should that take?
12. Overall, what is your assessment of the quality of official statistics in the country today?
13. What suggestions do you have for improving the quality of official statistics in the country?

Background information on the respondent:

- (i) Name:
- (ii) Organisation:
- (iii) Job title:
- (iv) Gender:

Appendix 4: Respondents' Assessment of the Quality of Official Statistics on the Five Quality Parameters, 2011

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

Types of statistics you use	No. of users of each type of statistics					No. of respondents
	Very inaccurate (1)	Inaccurate (2)	Undecided or not sure (3)	Accurate (4)	Very accurate (5)	
National accounts	1	4	18	70	7	100
Price statistics	0	3	22	56	5	86
Public finance statistics	0	3	12	49	4	68
Monetary and financial statistics	1	4	17	44	6	72
Balance of payments	0	0	11	23	6	40
Business statistics (industry, trade, services)	0	1	17	40	6	64
Business statistics (mining)	0	4	10	16	2	32
Business statistics (transport, energy)	0	0	11	22	3	36
Employment statistics	0	10	20	59	4	93
External trade statistics	1	1	8	25	3	38
Income and poverty statistics	1	9	34	57	10	111
Demographic statistics (population)	1	12	27	80	12	132
Education statistics	2	10	16	94	11	133
Social statistics (health, HIV/AIDS, malaria, TB)	0	5	30	80	6	121
Social statistics (housing, water & sanitation)	1	5	16	43	3	68
Environment statistics	1	3	16	43	6	69
Agriculture and food security statistics	2	8	22	49	6	87
Livestock statistics	3	6	10	36	4	59
Fisheries statistics	1	4	10	13	2	30
Water resources statistics	1	4	11	21	2	39
Forestry and wildlife statistics	0	2	8	24	2	36
Tourism statistics	1	2	13	34	4	54
Aggregates	17	100	359	978	114	1,568
Average score for accuracy for all statistics						3.67*

*Obtained as follows: $(17 \times 1) + (100 \times 2) + (359 \times 3) + (978 \times 4) + (114 \times 5) \div 1568$

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

Types of statistics you use	No. of users of each type of statistics					No. of respondents
	Very unreliable (1)	Unreliable (2)	Undecided or not sure (3)	Reliable (4)	Very reliable (5)	
National accounts	0	6	15	74	9	104
Price statistics	0	3	17	57	8	85
Public finance statistics	0	2	12	45	7	66
Monetary and financial statistics	0	4	11	51	7	73
Balance of payments	0	3	10	23	6	42
Business statistics (industry, trade, services)	0	2	14	45	4	65
Business statistics (mining)	0	2	10	17	2	31
Business statistics (transport, energy)	0	5	8	22	2	37
Employment statistics	0	11	30	53	4	98
External trade statistics	0	5	9	21	4	39
Income and poverty statistics	0	10	35	64	6	115
Demographic statistics (population)	0	12	23	94	7	136
Education statistics	0	11	16	93	10	130
Social statistics (health, HIV/AIDS, malaria, TB)	0	6	29	81	8	124
Social statistics (housing, water & sanitation)	1	6	17	41	3	68
Environment statistics	1	4	14	45	7	71
Agriculture and food security statistics	3	6	22	50	6	87
Livestock statistics	1	6	9	41	2	59
Fisheries statistics	1	4	9	16	3	33
Water resources statistics	1	4	9	22	2	38
Forestry and wildlife statistics	1	4	7	20	5	37
Tourism statistics	0	3	16	32	3	54
Aggregates	9	119	342	1,007	115	1,592
Average score for reliability for all statistics						3.69*

*Obtained as follows: $(9 \times 1) + (119 \times 2) + (342 \times 3) + (1,007 \times 4) + (115 \times 5) \div 1,592$

Table C: Respondents' levels of satisfaction with the timeliness of the release of official statistics

Types of statistics you use	No. of users of each type of statistics					No. of respondents
	Very unsatisfied (1)	Unsatisfied (2)	Undecided or not sure (3)	Satisfied (4)	Very satisfied (5)	
National accounts	1	22	13	60	8	104
Price statistics	1	10	14	53	11	89
Public finance statistics	1	7	4	47	6	65
Monetary and financial statistics	0	10	9	43	9	71
Balance of payments	0	5	9	20	5	39
Business statistics (industry, trade, services)	2	12	6	38	5	63
Business statistics (mining)	0	7	10	15	2	34
Business statistics (transport, energy)	1	6	7	27	2	43
Employment statistics	3	20	22	44	3	92
External trade statistics	1	5	10	20	3	39
Income and poverty statistics	3	18	27	66	2	116
Demographic statistics (population)	2	29	25	67	7	130
Education statistics	1	18	12	85	11	127
Social statistics (health, HIV/AIDS, malaria, TB)	2	15	26	76	3	122
Social statistics (housing, water & sanitation)	1	10	17	39	4	71
Environment statistics	1	16	15	33	2	67
Agriculture and food security statistics	1	19	15	49	3	87
Livestock statistics	3	12	7	34	2	58
Fisheries statistics	1	7	5	18	2	33
Water resources statistics	1	5	12	21	1	40
Forestry and wildlife statistics	0	11	6	18	1	36
Tourism statistics	3	12	7	28	4	54
Aggregates	29	276	278	901	96	1,580
Average score for all statistics on timeliness of release						3.48*

*Obtained as follows: $(29 \times 1) + (276 \times 2) + (278 \times 3) + (901 \times 4) + (96 \times 5) \div 1,580$

Table D: Respondents' levels of satisfaction with the frequency of release of official statistics

Types of statistics you use	No. of users of each type of statistics					No. of respondents
	Very unsatisfied (1)	Unsatisfied (2)	Undecided or not sure (3)	Satisfied (4)	Very satisfied (5)	
National accounts	1	20	12	59	11	103
Price statistics	1	12	9	53	12	87
Public finance statistics	1	8	5	44	6	64
Monetary and financial statistics	1	8	8	43	9	69
Balance of payments	0	3	9	21	7	40
Business statistics (industry, trade, services)	1	12	11	34	6	64
Business statistics (mining)	1	6	8	15	1	31
Business statistics (transport, energy)	3	5	6	23	1	38
Employment statistics	5	23	16	49	3	96
External trade statistics	1	5	10	20	4	40
Income and poverty statistics	4	28	19	57	4	112
Demographic statistics (population)	6	39	15	65	10	135
Education statistics	2	24	15	79	9	129
Social statistics (health, HIV/AIDS, malaria, TB)	3	22	15	74	7	121
Social statistics (housing, water & sanitation)	1	13	14	39	4	71
Environment statistics	3	17	7	33	5	65
Agriculture and food security statistics	2	26	10	44	3	85
Livestock statistics	5	11	8	31	2	57
Fisheries statistics	3	5	5	17	2	32
Water resources statistics	3	5	6	24	1	39
Forestry and wildlife statistics	3	10	4	18	1	36
Tourism statistics	3	12	5	29	5	54
Aggregates	53	314	217	871	113	1,568
Average score for all statistics on frequency of release						3.44*

*Obtained as follows: $(53 \times 1) + (314 \times 2) + (217 \times 3) + (871 \times 4) + (113 \times 5) \div 1,568$

Table E: Respondents' assessment of the relative easiness/difficulty of accessing official statistics

Types of statistics you use	No. of users of each type of statistics					No. of respondents
	Very difficult (1)	Difficult (2)	Undecided or not sure (3)	Easy (4)	Very easy (5)	
National accounts	2	23	10	59	8	102
Price statistics	4	16	10	48	12	90
Public finance statistics	2	15	7	35	7	66
Monetary and financial statistics	3	13	6	39	10	71
Balance of payments	1	11	7	18	5	42
Business statistics (industry, trade, services)	3	16	11	27	8	65
Business statistics (mining)	2	11	8	8	3	32
Business statistics (transport, energy)	2	13	10	12	3	40
Employment statistics	3	28	12	45	5	93
External trade statistics	3	9	6	18	3	39
Income and poverty statistics	7	28	17	49	11	112
Demographic statistics (population)	5	28	11	74	16	134
Education statistics	6	24	12	77	16	135
Social statistics (health, HIV/AIDS, malaria, TB)	5	24	14	67	14	124
Social statistics (housing, water & sanitation)	2	12	14	35	10	73
Environment statistics	4	23	10	28	5	70
Agriculture and food security statistics	3	31	7	37	7	85
Livestock statistics	3	14	6	28	4	55
Fisheries statistics	3	8	5	15	2	33
Water resources statistics	3	12	7	16	3	41
Forestry and wildlife statistics	2	12	6	17	0	37
Tourism statistics	2	13	8	24	7	54
Aggregates	70	384	204	776	159	1,593
Average score for all statistics on accessibility						3.36*

*Obtained as follows: $(70 \times 1) + (384 \times 2) + (204 \times 3) + (776 \times 4) + (159 \times 5) \div 1,593$