



The United Republic of Tanzania

STATISTICS USER SATISFACTION SURVEY, 2011

REPORT



National Bureau of Statistics

Ministry of Finance
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1.0 Introduction

This report summarises the methodology and findings of the 2011 Users Satisfaction Survey Carried out by the National Bureau of Statistics (NBS) and the Office of the Chief Government Statistician (OCGS), Zanzibar. The survey was carried out between June 2011 and August 2011. It was funded by the Government of Tanzania and development partners through Tanzania Statistical Master Plan (TSMP) basket funding. Technical assistance was provided by a consultant from Techtop Consultancy Tanzania Ltd.

1.1 Objective of the Survey

The major objective was to assess the level of satisfaction with the current state of official statistics. Also to find out the type of statistics that are needed, their source and how they are used. Finally, to establish a framework for use-producer dialogue that can facilitate the strengthening of the National Statistical System (NSS).

1.2 Coverage

The survey covered five areas consisting of three regions on the Mainland (Dar es Salaam, Arusha, Morogoro); Zanzibar (Unguja) and elsewhere. All areas were covered through sample selected purposively from different user groups. But the user groups were mainly public institutions (ministries, department and agencies); international organisations; businesses, researchers; media and members of the general public.

2.0 Survey Methodology

2.1 The Questionnaire

The preparation of data collection tools especially the questionnaire started in May 2011. The questionnaire was developed from a standard template used by other statistical offices. However it was used after being suitably adapted to Tanzania conditions and tested. It aimed at collecting information on the type of statistics need, their source and intended use; the users views regarding the quality of statistics in terms of accuracy, reliability, timeliness, frequency of release and accessibility; the quality of services provided by the national statistical offices; and particulars of respondents in terms of age, sex, education, occupation and place of residence.

2.2 Sample Design

One of the methodological challenges of the survey was the absence of lists of users of statistics from which a sample could be drawn. Consequently the sample used was purposefully drawn on the basis of available information. Due to budget considerations the selection was confined to a few areas. Eventually a total of 980 users of statistics were selected and questionnaire sent. Of the total questionnaires, 245 were sent by e-mail while the rest were distributed physically using 6 research assistants.

2.3 Quality of Official Statistics

In the questionnaire the respondents were requested to assess the quality of official statistics they were using in terms of accuracy, reliability, timeliness, frequency of release and accessibility. The following were the meaning of these quality attributes:

- Accuracy was the degree to which the statistics correctly estimated or described the characteristics they were designed to measure or describe.
- Reliability is the credibility or level of trust that users have in process of producing the statistics.
- Timeliness is the length of time taken between data collection and data release for use.
- Frequency of release is the time interval between the release of one set of data and the next set.
- Accessibility is the ease the user has in obtaining statistics.

3.0 Findings from the Survey

3.1 The Respondents

There were 334 valid responses to the User Satisfaction Survey for the year 2011. The respondents were distributed as follows: government (40.7 percent), higher education (26.6 percent), business (16.2 percent), international organisations (3.6 percent) and others (12.9 percent). The following were educational attainment of those completing the questionnaires: first degree or above (81.9 percent), vocational training/technical certificate/diploma (10.4 percent), upper secondary (5.8 percent) and lower secondary (1.9 percent). Their age distribution was as follows: below 35 years (44 percent), 35 to 55 years (49 percent) and above 55 years (7 percent).

3.2 The Need for Statistics

The survey showed that there was a great need for various type of statistics. The most needed statistics were demographic statistics which were needed by 43 percent of the surveyed users. They were followed by education statistics (42 percent), health statistics (39 percent), income and poverty statistics (37 percent), employment statistics (32 percent), and national accounts (31 percent). But even the least needed fisheries statistics, were sought by 10 percent of the surveyed users.

3.3 Customer Satisfaction Index, 2011

For every quality attribute and type of statistics the respondents were asked to assign the number from 1 to 5 where 1 represented the worst situation for the attribute and 5 indicated the most desirable situations.

For each of the 22 different types of statistics, five criteria of quality were investigated during the survey. These criteria were accuracy, reliability, timeliness, frequency of release and accessibility. It was found, for instance, that national accounts statistics were good or very good in the following aspects of quality by the following percentages of users: reliability (80 percent), accuracy (77 percent), frequency of release (68 percent), accessibility (66 percent) and timeliness (65 percent).

Also for each criterion the average score was computed. These average scores were as follows: accuracy (3.67), reliability (3.69), timeliness (3.48), frequency of release (3.44) and accessibility (3.36). In order to pool these scores into one score for quality a weighting scheme had to be determined. This was done by asking each user in a group to rank the criteria by importance from the most important to the least important. The most important criterion was given 5 points, the second (4 point), the third (3 points), the fourth (2 points) and the fifth (1 points). The total points assigned to each criterion were its weight in the process of combining them into a single score. The following were the total points assigned: accuracy (317), reliability (290), timeliness (260), frequency of release (220) and accessibility (263). The weights when applied to the average scores above they give a combined score of 3.55 which translates into 71 percent since 5 the maximum score is equivalent to 100 percent. So according to the survey, the Customer Satisfaction Index was 71 percent in 2011.