INSTITUTO NACIONAL DE ESTADISTICA

INE User Satisfaction Survey

Year 2016

Quality Unit

National Statistics Institute

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Index

1. Introduction: outline and objectives

The 2016 User Satisfaction Survey (USS2016) collects the opinions of 272 qualified users who, on a voluntary basis, have collaborated in the research by expressing their opinions on quality and confidence in statistics, and by making suggestions for improving the statistical system.

The selected users represent the main institutions of experienced and qualified users in the statistical area: researchers and professors from university centres, public administration bodies, international experts, the media and other institutions.

This survey is a continuation of similar investigations carried out by the INE since 2007 on a triennial basis, in accordance with the institution's Quality Guidelines. These user surveys constitute one of the main instruments for evaluating the quality of the products and services provided by the INE.

Although, as indicated above, it has similar objectives to previous surveys and is designed within the framework of the 2011 European Statistics Code of Good Practice, a number of new developments have been incorporated into this edition, seeking to improve the consistency and timeliness of the results, but implying that it is less comparable with previous editions.

The changes made to the Survey are the result of proposals and agreements reached in the INE Quality Committee, a body in which all INE units are represented and which is ultimately responsible for validating the quality policy of the institution.

Specifically, and although these changes will be discussed in detail at a later stage, it is important to mention two of them: on the one hand, the changes relating to the scope, and on the other hand, to the content of the questionnaire. In the first case, it has been decided to include among the respondents a group that had only a marginal presence in previous surveys: that of international users of statistics.

But the main innovation with respect to the group under investigation is related to the media. As pointed out in previous surveys, the undeniable importance of this group of users contrasts with the low response rate traditionally obtained from them. Therefore, following the general international guidelines (Eurostat [2017-b]) we have chosen to give them a specific treatment that would allow a greater presence of their opinions in the survey.

With regard to content, some new elements have been introduced that aim to improve and expand the analytical potential of the survey. In particular, the inclusion of a supplementary question for weighting the dimensions of quality allows us to provide innovative information and makes it possible to calculate an overall index of user satisfaction with the INE production, based on direct information obtained from the users themselves, and not on the usual indirect procedures supported by hypotheses or models.

This report presents a summary of the main results obtained from the survey using mainly graphical analysis.

Although most of the analyses are related to all the users investigated, in the case of the media a specific treatment was given, so the results for this group are presented in a specific section (section 4).

2. General methodology

2.1 SURVEY SCOPE AND UNITS

The unit under study is the “qualified user” of the INE statistics. Qualified users are considered to be those that use statistics on a regular basis as an instrument for the performance of their professional and/or research activity. Given the ambiguity of the term “qualified user” and the impossibility of knowing the population universe, for the selection of the sample we have tried to minimize these uncertainties by combining different sources of information.

On the one hand, a directory of qualified users who had made information requests on a regular basis to the INE over a recent period has been used. On the other hand, members (tenured and alternate) of the “Collegiate bodies” of our statistical system (High Council on Statistics [HCS], Interministerial Statistics Commission, Interterritorial Statistics Committee) which constitute a representation of the main type of users and/or producers of statistics have also been included in the sample: Public administration agencies, prestigious universities and researchers, employers’ associations, unions, social agents.

A third block of expert users was provided by the INE’s own units. Within this block, it should be pointed out that the Press Office provided a directory of media representatives, a group which is essential for this kind of research.

Naturally, once a first directory was created, it was cleaned up and, where necessary, the initial sample was supplemented with new units selected by the Quality Unit.

As was indicated above, one of the fundamental changes in the survey has been the modification in the scope of users covered. In particular, for the incorporation of a group of “international users” of INE statistics.

This change is the result of suggestions made by different INE units and was approved by the Quality Committee in 2015. However, the mere approval of this change in the directory entails additional difficulties when it comes to putting it into practice. Indeed, if the difficulties in defining and delimiting the group of qualified users at a national level are already evident, in relation to what can be considered as international users (and included in the survey) the uncertainties are even greater.

The pragmatic solution to include this type of user has been based on selecting, with the help of the rest of INE units, the main international organisations and institutions that in recent periods had requested information from the INE. This initial relationship has been complemented by the inclusion of other international institutions that were not in the first group and were known to be users and which reprocess information from data provided by the countries (different United Nations agencies, OECD, the European Union statistical office). Thus an initial directory of 41 persons belonging to these international bodies was created.

This has resulted in a sample of qualified users of statistical information from the INE, shown in Table 1, distributed by user groups:

Table 1.

Sample of USS2016 users: distribution by user groups

Groups	Users	
	No.	%
Universities and researchers	146	32.2
Public Admin.	149	32.8
International	41	9.1
Media	51	11.3
Other	66	14.6
Total	453	100.0

It is clear that an attempt has been made to seek the best representation of the group of qualified users. However, as has already been pointed out, these surveys should always be interpreted with caution, since they are based on non-random samples that by definition do not allow results as robust as desirable.

An additional remark: for simplicity's sake, the group "Universities and researchers" will be abbreviated throughout the text as "University".

2.2 QUESTIONNAIRE: VARIABLES AND DEFINITIONS

2.2.1 Basic considerations in the design of the questionnaire

As well as the conceptual aims pursued, the design of the questionnaire has also taken into account the practical aspects inherent to any survey, such as achieving the highest possible response rate and the greatest completeness in the responses obtained. In this case, it should also be considered that the general survey uses exclusively an on-line channel for completion: it is a survey self-administered by the user, who decides when it is to be completed. This requires writing the questions in a clear way, probably to a greater extent than in other types of surveys, in order to reduce the burden on the respondent as much as possible, in terms of the time required to complete the survey.

The downside of the reduction in time is, of course, that the survey must be simplified and focused on specific aspects, giving up certain variables or details. It is the usual dilemma in surveys on how to balance completeness and accuracy on one hand, with simplicity and a reduced reporting burden, on the other.

A second feature is that the approach of questions in these kinds of assessment surveys is based on grading scales, through which respondents indicate their level of satisfaction with the characteristic or aspect they are being asked about. The most common scale is the so-called "Likert Scale", which usually has five response categories (from the category of highest compliance or "more satisfaction" to lowest compliance or "less satisfaction").

The only problem with this instrument is that there is a tendency for respondents to place themselves at the centre of the scale, either as a way of not engaging in the response or because of tiredness (AEVAL, 2006).

To avoid this problem, some basic indicators are normally used that summarise the level of satisfaction: either a simple percentage of positive responses (grouping the categories with a positive or very positive assessment); or a simple average of the responses.

A third aspect that is always controversial is the classification of statistical products to be used in the questionnaire. As in previous investigations, the classification used is the result of combining different criteria in order to obtain indicators by products, but without placing a significant burden on the respondent.

Finally, after studying different possibilities, it was decided to use an aggregate classification similar to the previous surveys. The statistical groups used in the USS2016 are shown in table 2. INE statistical groups differentiated in the USS2016 questionnaire

Table 2.

INE statistical groups differentiated in the USS2016 questionnaire

1. Population: Demographics and population (Census, Continuous Municipal Register, Vital Statistics)
2. Society: Education, Culture, Health, Justice.
3. Labour Market: Economically Active Population Survey, Labour Costs.
4. CPI: Consumer Price Indices.
5. Household socio-economic surveys: Household Budget Survey (HBS), Living Conditions Survey (LCS).
6. National and Regional Accounts
7. Industry
8. Services: Services, Trade and Transport Sector Indicators
9. Agriculture
10. Science and Technology R&D, ICT
11. Environment
12. Others (the respondent is asked to specify the type of statistics)

2.2.2 Content of the questionnaire

The content of the questionnaire (Table 3) covers four types of aspects:

First, questions that serve to characterize users: used statistics, purpose of use, and frequency of use.

A second block inquiries about specific quality indicators of statistics. In this regard, the quality criteria of the "statistical product" as defined in the Code of Practice have been followed and each criterion has been assigned one or more specific questions:

- Relevance. Relevance, as a quality dimension of statistics, has been raised in the question of the questionnaire as the "degree to which INE statistics satisfy users' needs". Naturally, the question asked in the survey is about the subjective perception that users have about this aspect. To complete this vision, the survey includes an open-ended question that closes the questionnaire, in which respondents are asked to indicate specific statistics (or variables or partial aspects thereof) that are not currently covered by the INE and that they consider should be implemented.

Table 3.
Structure of the USS2016 questionnaire by blocks of questions

	Code of Practice	Questionnaire
1. User features	Relevance, commitment to quality	- Group of statistics used. - Purpose
2. Quality of products	− Relevance − Accuracy − Timeliness − Coherence − Geographical comparability − Temporal comparability	- Specific questions for each principle by statistics
	− Relative weight of the dimension	It has been introduced to calculate the satisfaction rate
3. Dissemination	− Accessibility, clarity	- Assessment of the calendar. - Other aspects: means and products used; opinion on the website; on the information
4. Quality: general perception	A) General assessment of quality B) Confidence	Question about general quality + Question about degree of confidence
5. Open-ended questions		- Detail of other surveys used - Justification of answers to the global question of quality and confidence - Statistical requirements not covered by INE production

- Accuracy and reliability. There are usually rigorous procedures for assessing the degree of accuracy or reliability of a statistic, elements that are considered to be the core and central objective in terms of quality. In order to raise this issue in a user survey, a type of question is usually used that is quite simple in its wording, and easy for the respondent to understand, such as the one that has been handled here by asking the user “to what extent does he or she consider that INE statistics reflect reality?.

- Timeliness it attempts to measure the timeliness of a statistic, and is estimated by the lapse of time between the publication of the information and the period to which it refers. In the European Code, this dimension is linked to punctuality, which in surveys is indirectly approached from other questions, for example those related to the calendar of publications (see below for accessibility and clarity).

- Coherence and comparability. These dimensions attempt to assess one of the basic challenges of statistics, challenges that are even greater the more complex and complete the statistics are. When there are different statistical sources referring to the same field, it is a question of evaluating, for example, to what extent the different sources are compatible with each other and therefore susceptible of joint use; or, within the same statistical process, if the different data are consistent with each other, consistency that may have different approaches: between preliminary and final data, between annual and bimonthly or monthly data, etc. Proposals for assessing coherence, temporal comparability and geographical comparability are included separately in the Survey.

And this raises an additional possibility of evaluation, based on a new feature introduced in the survey. This is the inclusion of a question about the relative importance that each user attaches to different quality dimensions. That is, it allows weighing for all researchers

which dimension of quality is most important and this is used to calculate an overall index of user satisfaction with the statistics. Section 3.4 addresses this issue.

As in any research of this type, the “accessibility and clarity” of the statistical product, that is, everything that has to do with the way in which the statistical information reaches the user, has been the subject of a group of specific questions:

- On the one hand, the forms of access to information by users are investigated: news in the media, different products on the INE website (tables, press releases, micro-data).

- A second set in this block refers to the assessment of the website, the main means of access to INE information. The user is asked about certain features of the website: variety of subjects offered; ease of access to information; presentation of statistical tables.

- Thirdly, users are asked for their assessment on supplementary information or meta-data (definitions, classifications, methodological descriptions) provided for the interpretation of INE statistics. They are inquired about three specific characteristics of this information: ease of obtaining it, clarity in the exposition and level of detail of the supplementary information.

- Furthermore, an additional question asks for an assessment of the usefulness of the INE Statistics availability calendar. Having a prior publication calendar is not only a valuable information element for users, but it is also a further guarantee of the credibility and independence of statistical systems, due to the implicit commitment involved. In this respect, it may be recalled that the European Code of Practice itself considers that the existence of prior publication calendars is a guarantee of the principle of “impartiality and objectivity”.

The questionnaire closes with questions of a general nature, aimed to capture the overall perception of users about:

- The quality of INE production as a whole.

- The “degree of confidence” offered by the statistics. This question was first introduced in the 2013 survey following the recent practices and recommendations of the European Union.

In a final open-ended question, the respondent is asked to expressly specify the statistics that are not compiled by the INE and that he or she would like to see incorporated as new developments in future production.

In both cases, for the assessment of overall quality and the degree of confidence, users are allowed to justify their response with an additional comment if they wish. They are therefore questions with “open” response options, in which the user can freely express his comments and opinions.

Obviously, this happens by definition also in the case of the last question on the needs of users not currently covered by INE production. The importance of this question of “unmet needs” can be highlighted as a very useful element in the planning of future work of the INE and in the design of action plans and programmes.

2.3 OTHER CHARACTERISTICS: INFORMATION COLLECTION AND RESPONSE RATE

Information collection

The survey has been carried out exclusively through the on-line system, chosen for several basic reasons: first and foremost, to achieve high response rates by using a system that makes it as easy as possible for the respondent to complete the survey;

secondly, this type of survey facilitates the management and follow-up work of the survey, which can be carried out in continuous time; last but not least, there is the lowest cost of this type of survey in relation to any other form of collection.

The information was collected over a six-week period from December 2016 to January 2017. A reminder was made two weeks after the first submission.

Response rate

272 questionnaires were completed and the overall response rate was 60.0%, in line with the figures obtained in this type of surveys at the international level.

Table 4.
Response rate of the USS2016 by user type

User Groups	Initial Sample		Completed surveys		Response rate (%)
	nº (1)	%	nº(2)	%	(2)/(1)
University	146	32.2	90	33.1	61.6
Public Admin.	149	32.8	90	33.1	60.4
International	41	9.1	25	9.2	61.0
Press and Media	51	11.3	27	9.9	52.9
Others	66	14.6	40	14.7	60.6
Total	453	100.0	272	100.0	60.0

By type of user, the highest response rate corresponded to the University, with 61.6%. The remaining groups had a very similar response rate of about 60%, except for the media with a response rate of 52.9%. Although it is apparently a low response rate, it should be noted that reaching this value is exceptional in this type of users.

As a reference, it should be stressed that the rate achieved in the USS in 2013 by the media group was 26%, which means that the response rate has doubled in this last survey, thanks to the specific effort made with this group (see section 4 of the document).

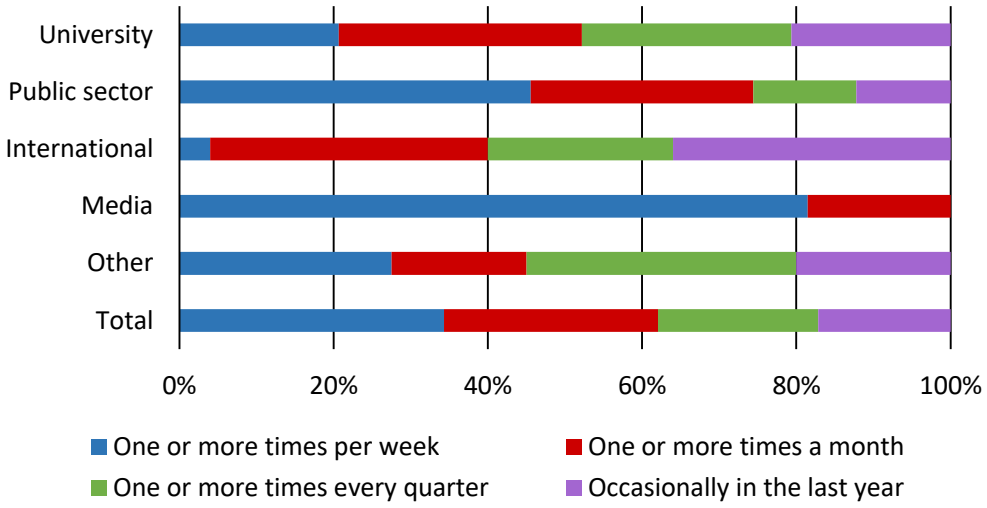
3. Analysis of the results

3.1 GENERAL CHARACTERISTICS OF THE USE OF STATISTICS

Frequency of use of statistics

The first aspect analysed below is the frequency of use of statistics. Chart 1 presents this characteristic, by user type.

Chart 1
Frequency of use of INE statistics by type of user



Among the surveyed users, 34.3% consult the statistics at least once a week, and 27.7%, at least once a month. By user groups, the highest frequency of use corresponded to the media[1] with weekly consultations in 81.5% of cases. In contrast, the least frequent use corresponded to the International group, for which only 4% of users consult the data at least once a week, followed by the University group with 20.7% of users. The International group also had the highest percentage of users reporting an annual frequency of consultation (36%).

[1] The specific survey for media reflects the "daily" use of statistics. See section 4

Table 5.

Number of statistics evaluated by each user type

	Statistics evaluated by category	Average statistics per user
University	283	3.1
Public Admin.	373	4.1
International	49	2.0
Media	123	4.6
Others	135	3.4
Total	963	3.5

With regard to the type of statistics consulted, table 5 shows the average of the types of statistics used by respondents. Users on average use 3.5 (groups of) statistics. Media use the largest number of statistics, with 4.6 statistics followed by public administrations with 4.1 statistics. At the other extreme we find the most specialized users, such as universities with 3.1 statistics and international users with 2 groups of statistics consulted.

Table 6 shows how responses are distributed according to the types of statistics assessed.

Table 6.
Distribution by statistics of responses obtained in the USS2016 and comparison with the distribution of the total number of accesses to the INE website.

	USS2016		
	No.	%	% INE web accesses
Population	153	15.9	28.4
Society	63	6.4	10.9
Labour Market	141	14.7	15.9
CPI.	96	10.0	8.9
Living Standards and	110	11.4	2.3
National accounts	106	11.0	7.0
Industry	67	7.0	3.9
Services	95	9.9	7.5
Agriculture	21	2.2	1.6
Science and Technology	72	7.5	2.3
Environment	26	2.7	0.7
Others (*)	13	1.3	10.6
Total	963	100.0	100.0

(*) The details of the responses collected as “Others” in the survey can be found in Annex 1.

The total number of responses obtained to evaluate the products is 963, since it should be taken into account that the same user can evaluate several groups of statistics.

The distribution of responses by type of statistic is quite unequal: four groups of statistics have been evaluated by a percentage of users ranging from 11% to 16%, while between 5 and 10% of users have given their opinion on five other groups. Obviously, in other cases where the number of responses is small, the survey results should be taken with due caution. This is particularly the case for environmental statistics (with only 26 responses), agricultural statistics (21 responses) and the group “Others” (13).

As a simple reference, the distribution of INE website accesses by type of statistics has been included in the right column of Table 6. This is just a simple reference because the groups are not directly comparable: in the USS, expert or qualified users are investigated; in turn, data from online users include all types of users, both qualified and unqualified. It should also be taken into account that a qualified user may have a lower frequency of access to the statistics, but make more intensive use of them.

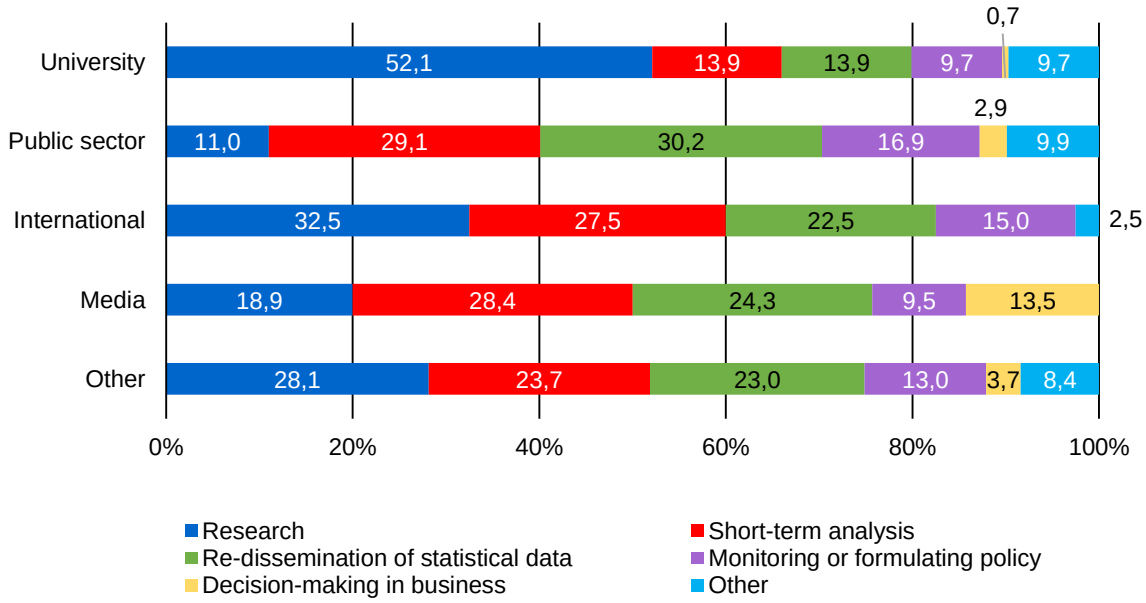
If one and the other distribution are compared, it can be seen that general online users concentrate most of their queries on demographic and labour market statistics. In the opposite sense, national accounts, "Living standards and conditions" and "Science and Technology" statistics, are more represented in the sample of qualified users.

Purpose of the use of statistics

Five main purposes have been distinguished in the use of INE statistics: Short-term analysis; Formulation, control and monitoring of policies; Research projects; Reprocessing and publication of information; Business decision making.

In addition, a free response option ("other purposes") was included to capture other possible uses, although the respondent was asked to specify such uses. The results are detailed in Annex 2 of this document.

Chart 2
Purpose of use of statistics: percentage of users reporting each type of use



For all the respondents, (chart 2) the main use was for research purposes, which was chosen by 28.1% of respondents, followed by analysis of the current situation with 23.7% and the reprocessing of information with 23.0%.

These patterns differ however by user groups: In the university group, the purpose "research projects" accounted for more than 50% of the responses; in the two groups linked to administrations (Public Administration and international organizations), the use for "control and monitoring of policy" purposes had its highest percentages; and in the group of other users the main use of statistics was "short-term analysis", with 28.4% of the responses. It can also be observed that "business decision making" only reached significant data in this group of "other users", given the presence of personnel belonging to the private sector (companies and business organizations) in this group.

As regards the analysis of other uses, most responses were concentrated on two groups of users: the Public Administration, where these “other uses” refer to the use of INE sources for contrasting with other sources of information, in most cases from their own sources; and in the University group, the vast majority (12 out of 19) of these “other purposes” corresponded to the use of statistics for teaching purposes.

3.2 ASSESSMENT OF THE QUALITY DIMENSIONS OF PRODUCTS

As the number of responses obtained varies from one dimension to another (and obviously also between different statistics), in the analysis that follows, and in order to have a more precise idea of the degree of representativeness of the responses, the number of valid responses obtained will be shown in the chart that accompanies each heading.

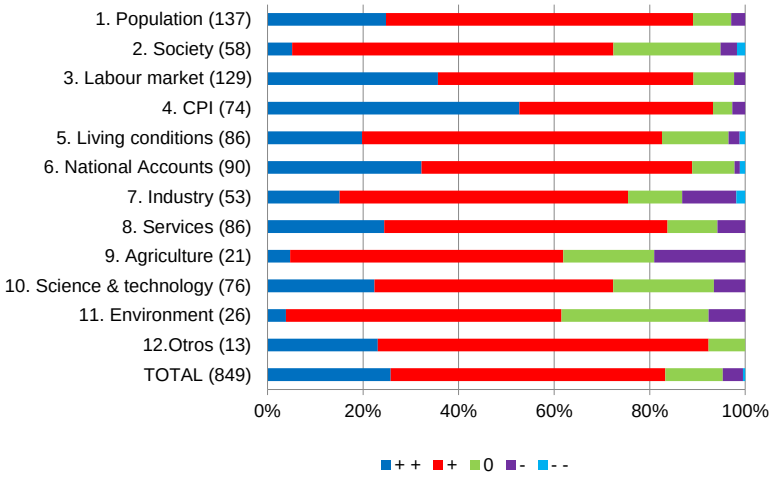
3.2.1 Relevance

The following specific question of the USS2016 is intended to capture relevance: “Indicate to what extent INE statistics meet your needs”.

Most users (chart 3) have a positive perception of the extent to which their needs are covered by INE statistics: 83.3% gave a very positive or positive assessment to this question, an assessment that is also general for the different groups of statistics, with seven groups with more than 80% positive responses, and that in the case of the CPI reaches 93.2%.

As a complement to this question, an open-ended question allowing the user to specify statistical needs not covered by current information is added to the questionnaire. This question is analysed in section 5 of this report.

Chart 3
Relevance assessment: degree to which statistics meet user needs



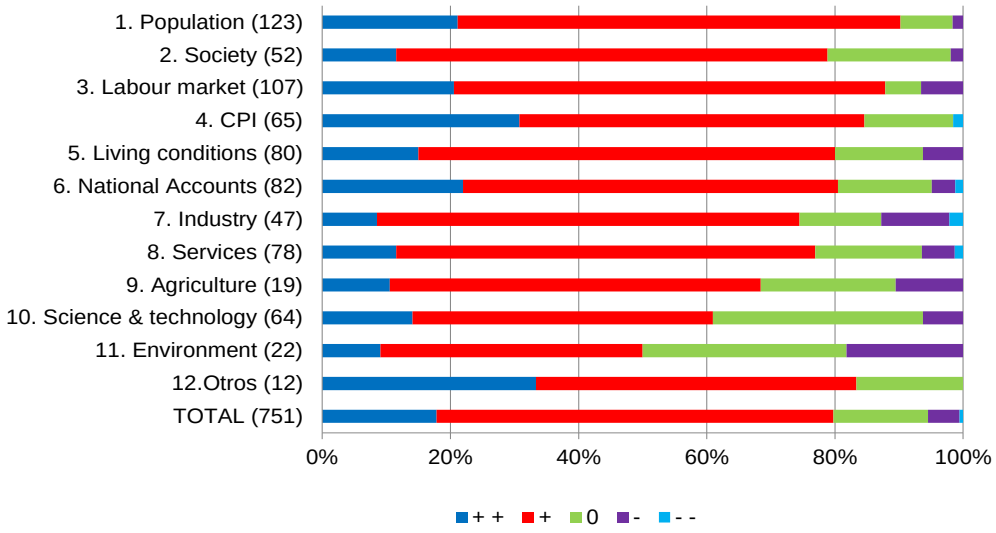
3.2.2 Accuracy

In order to obtain information on the accuracy of the statistics as perceived by users, the following question was included: “Indicate to what extent you consider that INE statistics reflect reality”.

Most assessments of this quality dimension were positive or very positive (chart 4), reaching 79.7% of the opinions. By groups of statistics, the following are above average: population statistics, with 90.2% of positive responses; labour market statistics, with

87.9% of positive responses; the CPI, with 84.6%; national accounts, with 80.5%; and LCS/HBS, with 80.0%.

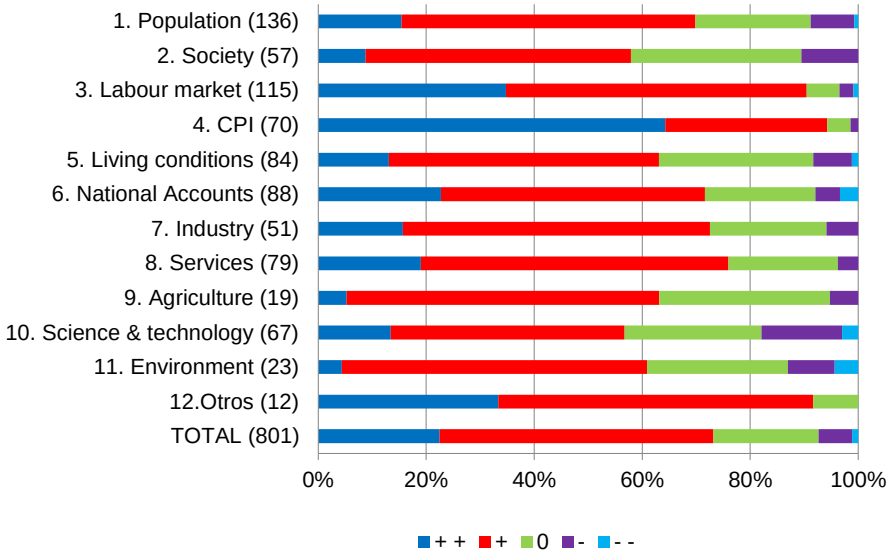
Chart 4
Assessment of accuracy: Degree to which INE statistics reflect reality



3.2.3 Timeliness

Question 6 ("Assess INE statistics according to the lapse of time between the publication of the information and the period to which the information refers") reflects users' perception of the "timeliness" of the information, or in simple terms, the extent to which the information is up-to-date.

Chart 5
Assessment of timeliness in INE statistics publications



When commenting on this dimension, a nuanced approach is required: for the sake of simplicity of the questionnaire, no distinction has been made between short-term and structural statistics, which refer to time periods of different duration (short-term ones are

shorter) which are published with different periodicity (more frequently in the short-term ones) and in which, therefore, the perception of "timeliness" is hardly comparable between these types of statistics.

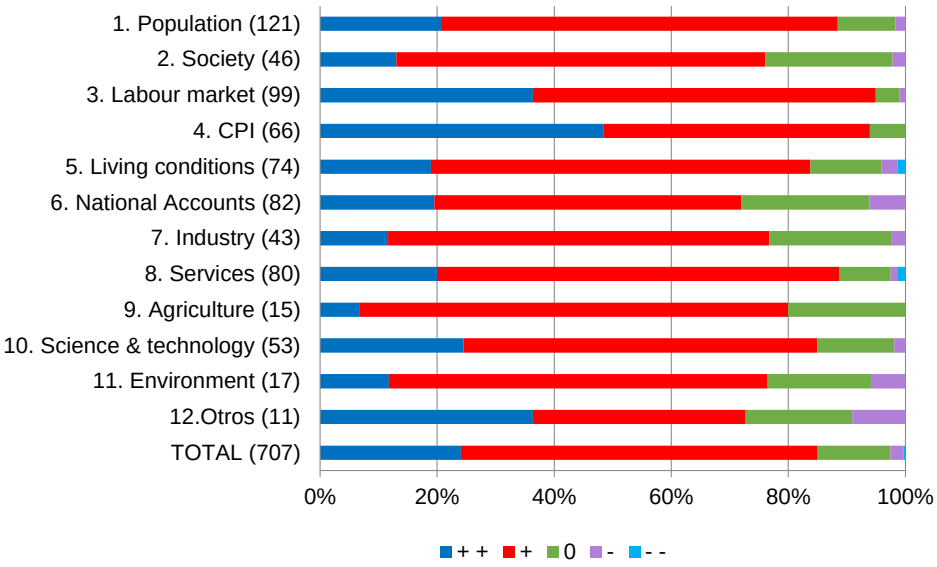
The percentage of positive or very positive responses in this question (chart 5) reached 73.2% of respondents, with the CPI being above average, with 94.3% of positive or very positive responses, labour statistics with 90.4% and statistics not classified in other categories ("others") with 91.7%.

3.2.4 Coherence

This dimension is assessed as positive or very positive by 85% of users (chart 6), a general positive perception of most statistics and where the most notable were labour market statistics (94.9%), CPI (93.9%), statistics on services (88.8%) and population statistics (88.4%).

Chart 6

Assessment of the degree of coherence of INE statistics

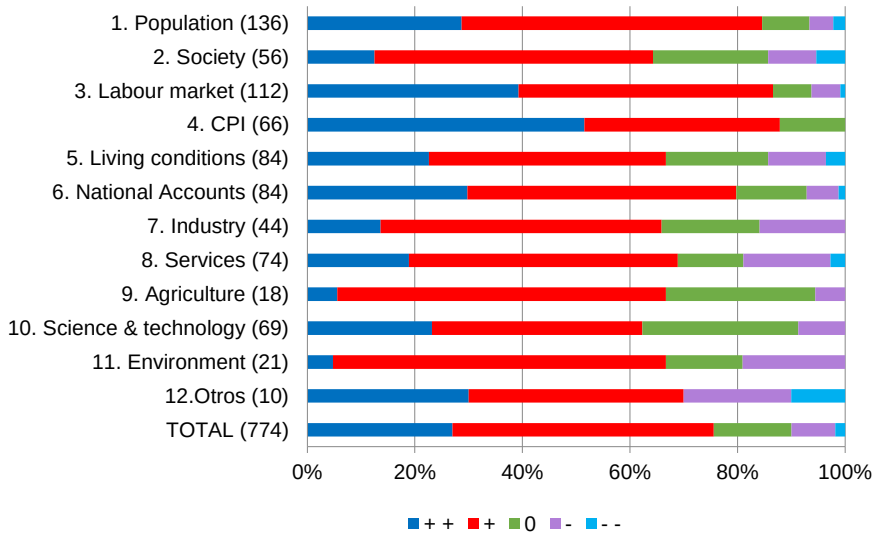


However, it should be noted that this dimension of quality is the one with the lowest response rate. This shows the greater difficulty of understanding that some of the quality aspects investigated in the questionnaire pose, even for more qualified users.

3.2.5 Geographical comparability

This dimension reached a positive response rate of 75.6% (chart 7). Above this average were the CPI (87.9%), labour market statistics (86.6%), population statistics (84.6%) and national accounting (79.8%).

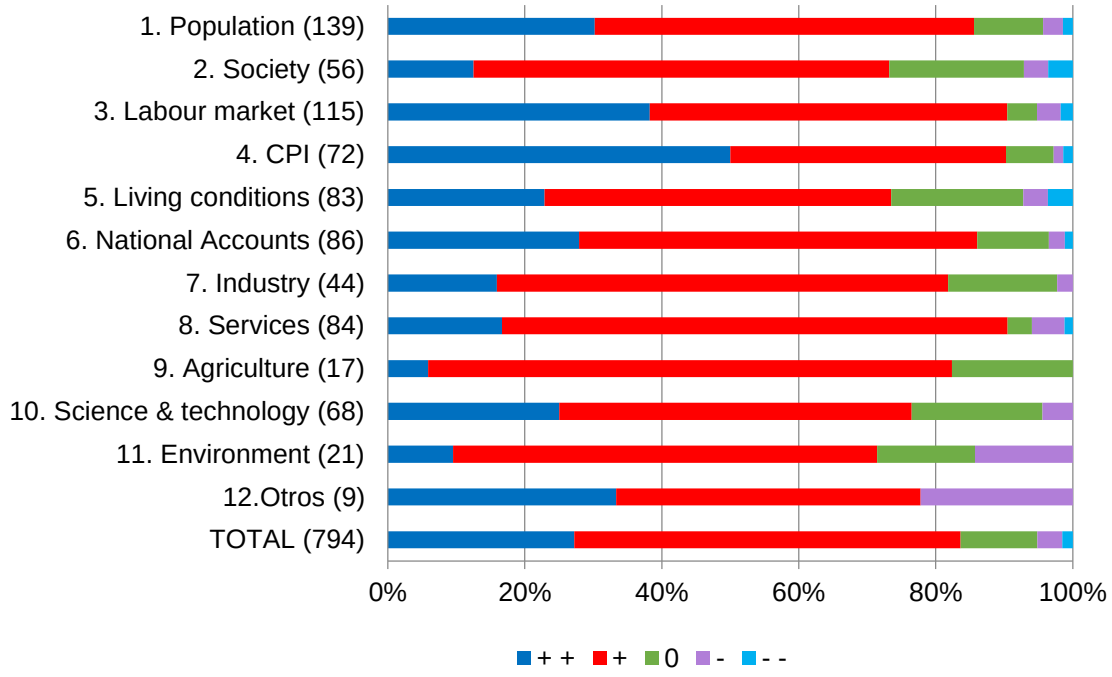
Chart 7
Assessment of the degree of geographical comparability of INE statistics



3.2.6 Temporal Comparability

Positive or very positive responses accounted for 83.4% of the total (chart 8). Five groups of operations were above this average: services with 90.5%, labour market with 90.4%, CPI with 90.3%, national accounting with 86% and population with 85.6%.

Chart 8
Assessment of the degree of temporal comparability of INE statistics

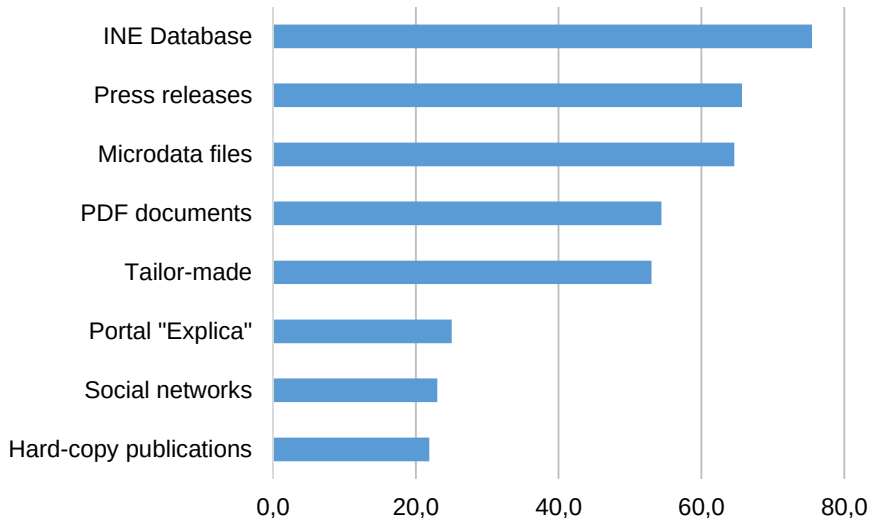


3.3 ASSESSMENT OF ACCESSIBILITY/CLARITY AND OTHER ASPECTS OF DISSEMINATION OF INE PRODUCTION

3.3.1 Means of access to INE information

The website constitutes the main means of access to INE information (chart 9). Among the possibilities offered by the website, the use of statistical tables stands out as a means used by 75.5% of the respondents.

Chart 9
Percentage of users according to the means of access to INE information



The other forms of access through the website were also relevant: 65.7% use press releases published online; 64.6% use micro-data files also from the website; and 54.4% use online PDF documents.

It may also be noted that paper publications have an increasingly marginal role to play in all forms of statistics dissemination, as for example, according to the survey, they are used by only 21.9% of users.

Alongside this predominance of access to information via the network, it may be stressed that the development of communication technologies has undoubtedly led to a greater diversification in the forms of access to INE data (Table 7).

Table 7.
Percentage of the number of forms of access to INE information by type of user

	No. of means of access used									Average forms of access
	1	2	3	4	5	6	7	8	Total	
University	5.6	12.4	12.4	18.0	21.3	5.6	2.2	22.5	100.0	4.8
Public Admin.	4.5	11.2	31.5	21.3	11.2	5.6	2.2	12.5	100.0	4.1
International	4.2	16.7	41.7	29.2	8.3				100.0	3.2
Others	5.1	12.8	15.4	25.6	10.3	5.1		25.7	100.0	4.7
Total	5.0	12.4	22.8	21.6	14.5	5.0	1.7	17.0	100.0	4.4

On average, users use more than four forms of access, and if the distribution is observed, almost half of the respondents use 3 or 4 forms of access to INE information, while only

5% reported using a single form of access to information. By user groups, it is observed that the international group uses fewer forms of access, only 3.2 on average, while University is the group that uses the most means of access, with 4.8 forms of access on average.

3.3.2 Knowledge and assessment of the dissemination calendar

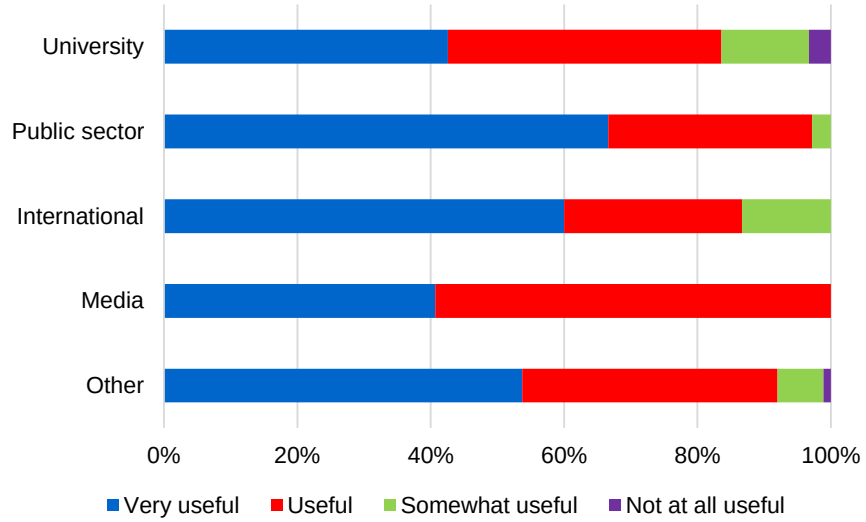
A relevant aspect of INE quality policy is the existence of the dissemination calendar for statistics. A first consideration is to know to what extent the dissemination calendar for INE statistics is known by users, information that can be seen in Table 8. It should be noted that the media are not included in this question; the reason is that, in the previous USS, all those belonging to this group knew it and made use of it. However, they are included when it comes to assessing the calendar (see section 4 of this document).

Table 8.
Percentage of users in the USS2016 who are aware of the existence of the calendar

User Groups	%
University	75.3
Public Admin.	87.8
International	75.0
Others	73.0
Total	79.5

The vast majority (79.5%) of users are aware of the existence of the calendar. Among the groups, the one with the highest level of awareness is the Public Administration (87.8%). In turn, for users who do not need to make such frequent use of statistics, aspects such as the calendar are less known (and relevant): thus, awareness reaches 75.3% of university users, or 75.0% for international users, groups in which a significant part of respondents did not express an opinion on this aspect (12.0% for university users and 20.0% for international users).

Chart 10
Assessment of the publications calendar



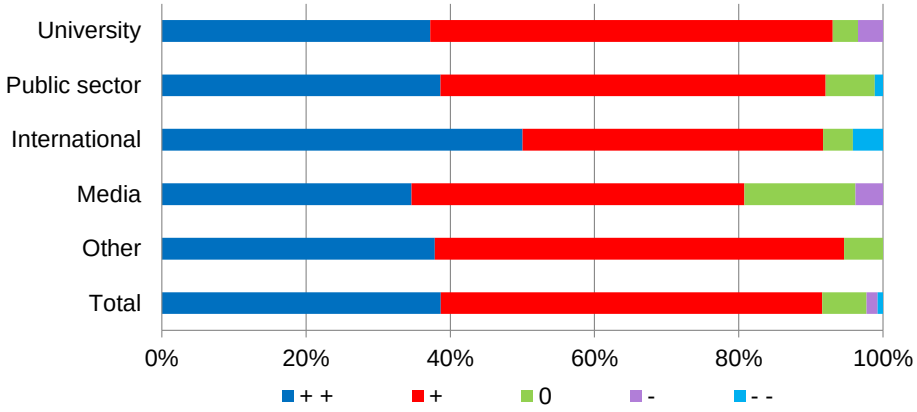
Satisfaction with this dissemination tool is very high: 53.7% of those who expressed their opinion consider it “very useful” and 38.3% consider it “useful”. This shows a positive assessment that reaches its highest levels among the “other users”, in which all responses were positive.

3.3.3 Assessment of the website

The assessment given by users to the INE website was positive or very positive in the three aspects considered in the survey, the first of which (variety of subjects offered) was the best rated, with 91.6% of favourable or very favourable opinions. Presentation of tables reached 80.7% of positive opinions, and ease of access, 75%.

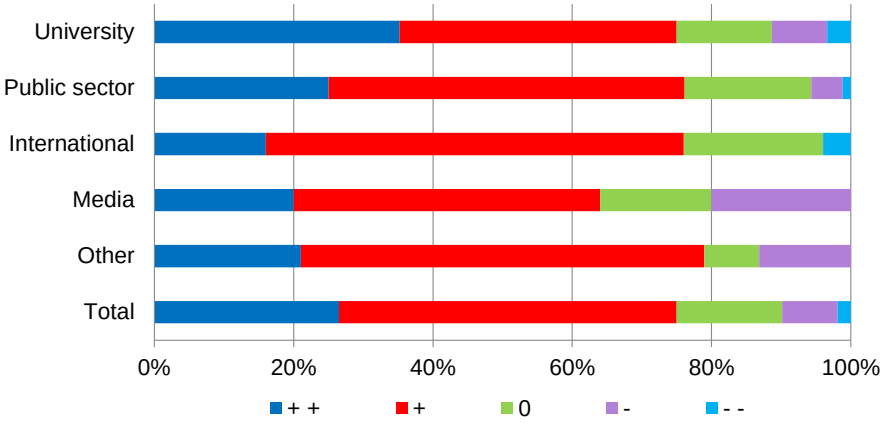
The users of the "Others" group (which includes private companies, federations, social agents...) were the group that gave greater weight to variety (chart 11), with 94.6% of positive or very positive responses. However, this type of assessment was general in other groups, with the exception of the media group, for which the percentage, although high, stood at 80.8%.

Chart 11
Assessment of the website: a) Variety of subjects offered



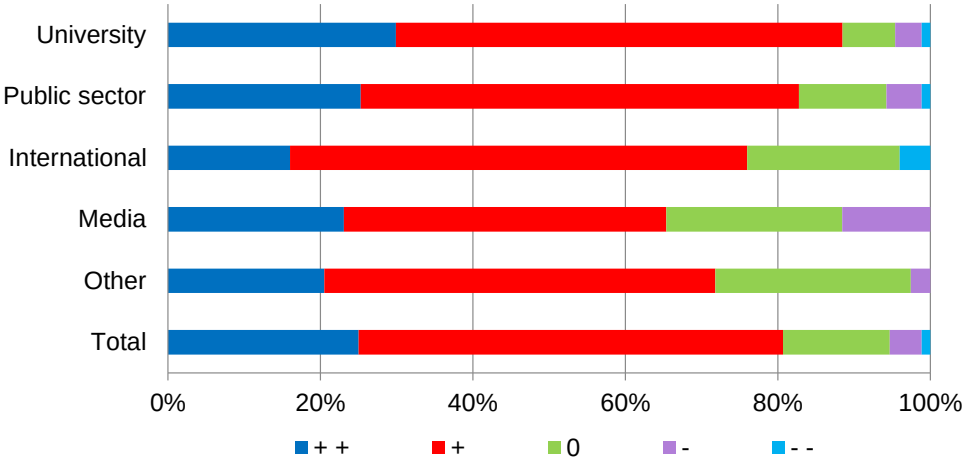
The positive assessment on ease of access (chart 12) shows values higher than the average for public administration users (76.1% of positive or very positive responses), international users (76%), and university (75%).

Chart 12
Assessment of the website: b) Ease of access to information



As for the presentation of the statistical tables (chart 13), above-average ratings were given by University and Public Administration users, with 88.5% and 82.8%, respectively.

Chart 13
Assessment of the website: c) Presentation of statistical tables



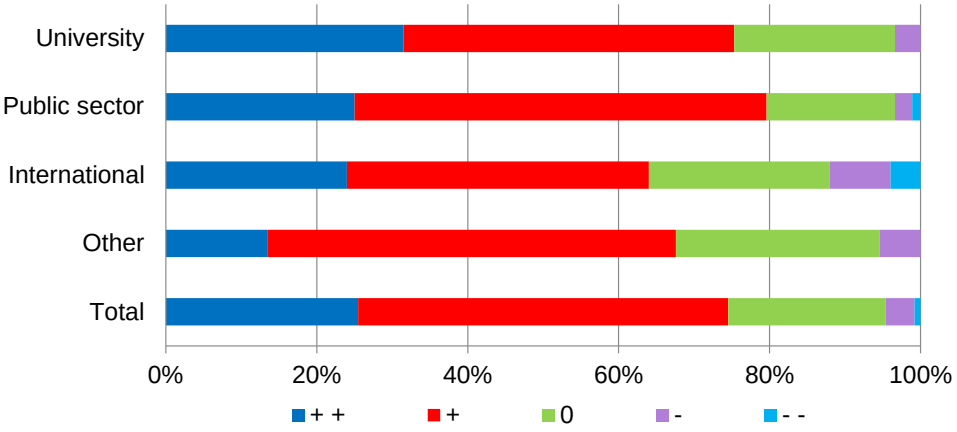
3.3.4 Assessment of supplementary information

The supplementary information or “meta-data” (definitions, classifications, methodological descriptions…) provided for the interpretation of INE statistics is researched in the survey by asking users about three characteristics: Ease of collection, clarity in the exposition and level of detail.

More than 70% of the respondents gave positive or very positive ratings for all three indicators. However, in relative terms, it was an aspect with less favourable assessments than other parameters of INE dissemination policy.

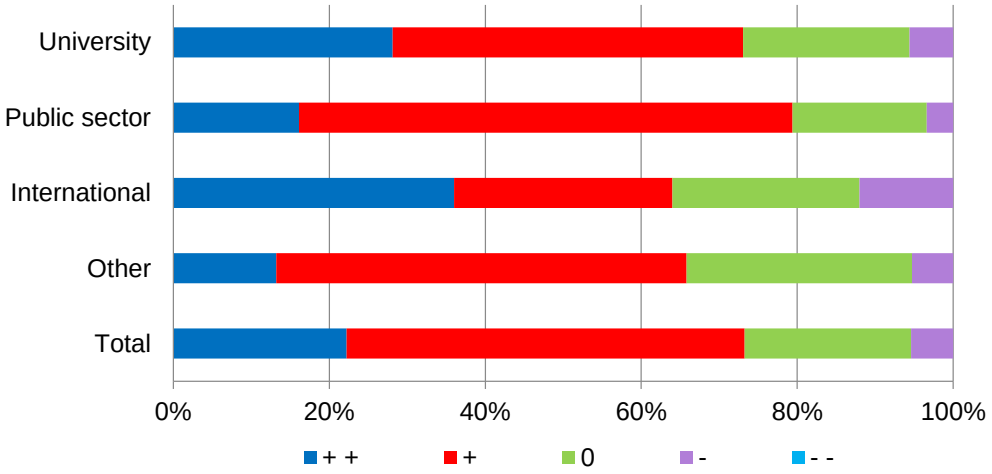
Among the three, the most positively rated was ease of access to information (chart 14), with 74.5% of positive or very positive responses, a percentage that increases for the Public Administration group to 79.5%, and for the University group to 75.3%.

Chart 14
Assessment of supplementary information: a) Ease of access



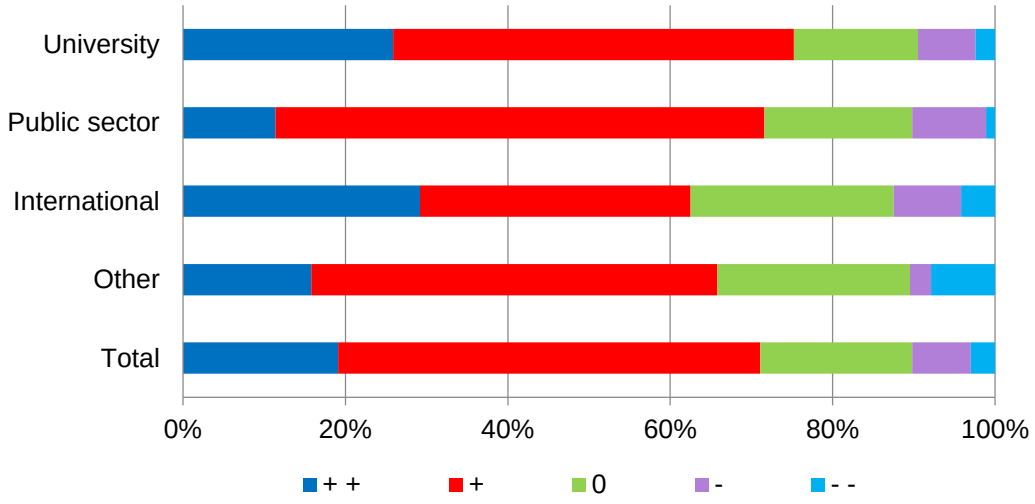
The clarity in the exposition (chart 15) was assessed as positive or very positive by 73.2% of users, highlighting once again the positive ratings of Public Administration (79.3% gave positive or very positive ratings) and those of University (with 73% of positive or very positive ratings).

Chart 15
Assessment of supplementary information: b) Clarity in the exposition



71.4% of users are satisfied or very satisfied with the level of detail of supplementary information (chart 16). Those who showed the highest level of satisfaction with this characteristic were again the groups of University (76.1%) and Public Administration (71.6%).

Chart 16
Assessment of supplementary information: c) Level of detail



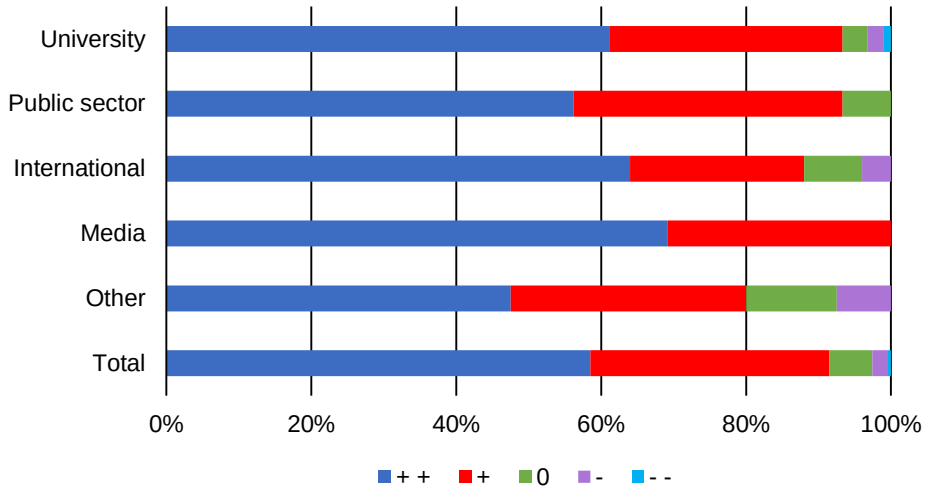
3.4 OVERALL ASSESSMENT OF INE PRODUCTION

The questionnaire includes two general evaluation questions on INE activity: An overall assessment of production (which complements the partial assessments made by the user in the previous questions); and the degree of confidence in INE statistics.

3.4.1 Overall quality

This question is intended to summarise the general level of user satisfaction with the overall quality of INE statistics. 91.5% of users (chart 17) rated the overall quality of INE production as good or very good. There is only one answer out of the total number of answers with a very negative assessment.

Chart 17
Overall assessment of the quality of INE statistics



By user groups, the best ratings corresponded to the media group, for which 100% of the responses were “positive or very positive”. It was followed by University and Public Administration, both with the same percentage of positive or very positive responses (93.3%), although those of the University group gave a higher percentage of very positive responses (61.1%, as compared to 56.2% of the Public Administration group).

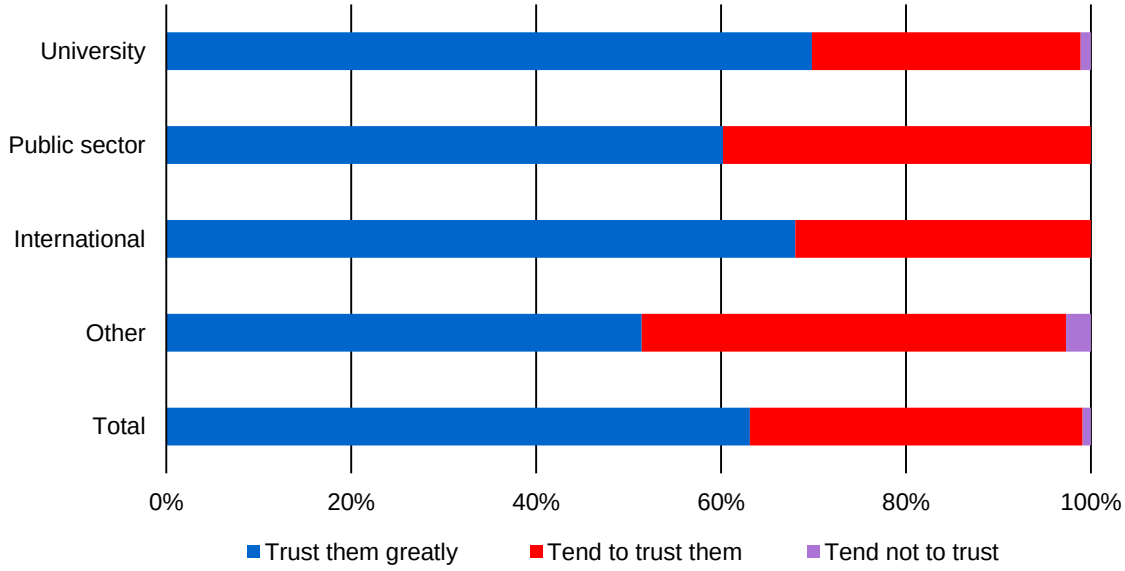
The user group with the least positive quality assessment was the "Other users" group (with 80% positive or very positive responses).

In the survey, it is possible for the user to complete his or her answer “indicating if he or she wishes any reason that justifies it”. The answers to this supplementary question are included in Annex 3.

3.4.2 Degree of confidence

The results of this question were very positive (chart 18): none of the respondents giving an assessment used the lowest score (“don’t trust”) and only two respondents (0.8% of the total) indicated that they “tend not to trust”. Expressed in positive terms, the percentage of opinions expressing confidence in INE statistics reached 99.2% of the sample.

Chart 18
Degree of confidence in the statistics compiled by the INE



Although this high level of confidence in official statistics is very widespread among users, looking for some differentiating feature among them, it can be indicated that the international and Public Administration users who have responded to the survey, are those who have a higher level of confidence: none used the option “I tend not to trust”, and the great majority indicated that they “fully trust”. They were followed by those belonging to the University group, with 98.8% of respondents who “tend to trust” or “fully trust” the statistics. Moreover, it was in this group where the percentage of those who “fully trust” the statistics (69.8%) was highest.

In the survey, it is possible for the user to complete his or her answer “indicating if he or she wishes any reason that justifies it”. The answers to this supplementary question are included in Annex 4.

3.5 APPROXIMATION TO A GLOBAL SATISFACTION INDEX

3.5.1 Weightings of quality dimensions

In the questionnaire, a question has been added that aims to obtain an order or ranking of the importance of the six quality dimensions for each user. The results of this question for all the respondents are shown in Table 9 and Chart 19, which is a diagram of the so-called “radar”: it allows a visual comparison of the differences in values of different variables.

It can be seen that the dimension that most concerns users is accuracy (with a weight of 26%), followed by relevance, (with 22%). At the other extreme is geographical comparability, which is the lowest rated quality dimension.

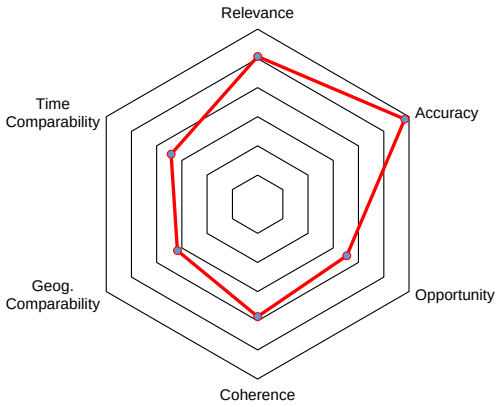
Table 9.

Weightings assigned to each quality dimension in the USS2016

Dimensions	α_i
Relevance	0.22
Accuracy	0.26
Timeliness	0.13
Coherence	0.15
Geographical Comp.	0.11
Temporal Comp.	0.13

Chart 19

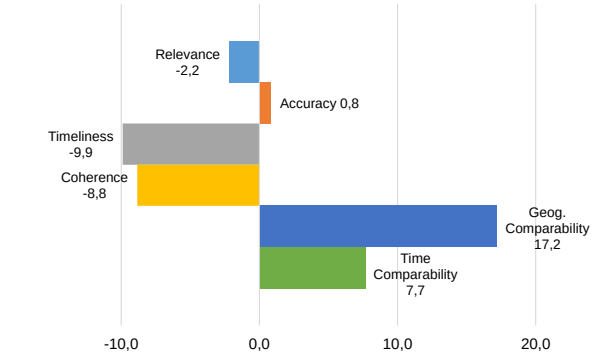
Graphic representation of the data in Table 9



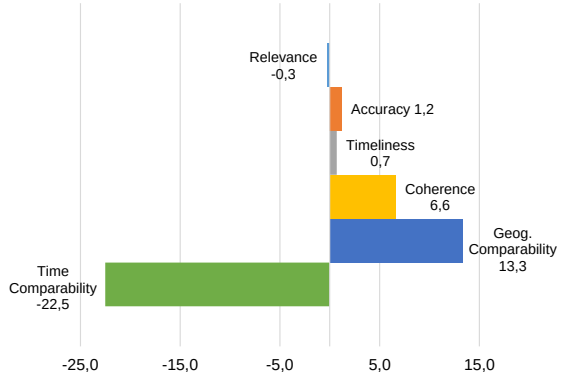
Graph 20 shows, for each user group, the percentage differences between the weighting structure of each group and the structure for the whole. In cases where the user group in question gives more importance than the average, the bar corresponding to the dimension appears on the right-hand side of the graph; in the opposite case, it appears on the left-hand side.

Chart 20

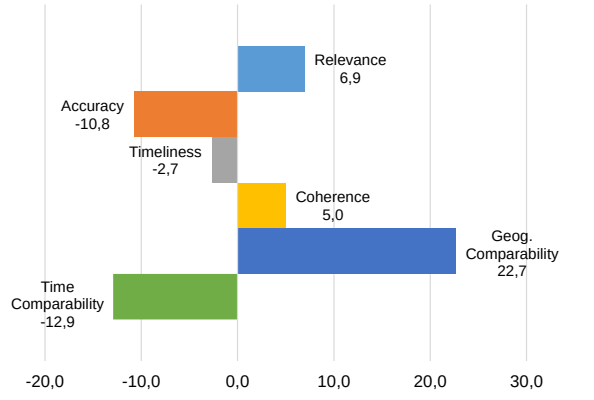
Relative importance of each quality dimension per user group: differences in % compared to the overall average



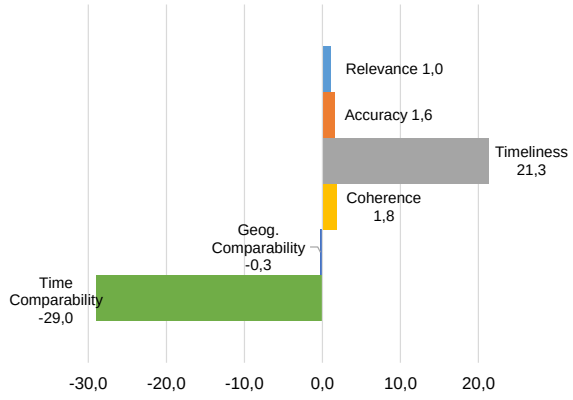
University



Public Administration



International



Others

The results obtained in this very basic analysis seem to confirm the consistency of the opinions collected in the survey, since they offer results within the “expected” a priori: In the University group, the geographical and temporal comparability of statistics is more valued than the average. The priority use of statistics for research purposes in this group seems to justify the need to have possibilities for comparison.

Also due to the more scientific nature of this group, a slightly higher than average importance is given to accuracy as an indication of quality.

On the other hand, timeliness, coherence and relevance have less significance for this group of University users.

In the Public Administration group, it should be noted that practically the only dimension to which they attach less importance than the average is temporal comparability. Perhaps because in this group the prime consideration is the use of statistics for comparison with other sources and the reprocessing of information. In that case, coherence and geographical comparability are the elements that these users value and search for to a greater extent than the whole.

In contrast, for international users, the distinguishing feature, clearly justified by the orientation of their work, is the importance they attach to the geographical comparability of statistics. In fact, this is confirmed by the suggestions of this group on aspects that INE should address in the future (Chapter 6). To a lesser extent, they also weigh relevance (the variables provided) and coherence.

Finally, in the group “Other users”, it may be highlighted that the distinguishing feature in positive terms with respect to the average is the attention they give to timeliness in statistics (the speed with which data are available). It should be remembered that those included in this group are representatives of private companies, business associations or institutions who most frequently use a quick short-term analysis, and therefore require immediate information.

3.5.2 Approximation to a Satisfaction Index

The above weightings, in addition to reporting on the relative importance given to each quality dimension, allow for an approximation to a “global satisfaction index”.

To this end the following are combined:

- On the one hand, the weights analysed above.

- On the other hand, the partial indicators of satisfaction with each mentioned quality dimension (relevance, precision, timeliness, coherence, temporal comparability and geographical comparability).

The aggregate indicator or overall satisfaction index is therefore obtained by means of the following formula:

$I_i = \alpha_1 I_i^1 + \alpha_2 I_i^2 + \ldots + \alpha_6 I_i^6$

For each statistical area i

Where

- α_j are the weights assigned to each dimension of quality “j” (j= 1 to 6)

- I_i^j are the partial indices, for each group of statistics "i" and each dimension of quality "j". These are average ratings (assigning a value of 1 to the least favourable and 5 to the most favourable).

The results obtained for each group of statistics are shown in Table 10.

Table 10.

Approximation to an overall satisfaction index for each product category

Group of statistics	Index
1. Population	4.04
2. Society	3.74
3. Labour Market	4.18
4. CPI	4.36
5. LCS, HBS	3.86
6. National accounting	4.00
7. Industry	3.78
8. Services	3.91
9. Agriculture	3.68
10. Science and Technology	3.81
11. Environment	3.57
12. Others	4.04

Firstly, it should be noted that all statistics are valued at an index of at least 3.5 out of 5. Secondly, with regard to the comparison between fields, the results obviously only reinforce those obtained in the partial indicators of each quality dimension, since, as previously analysed (section 3.2), there is a high level of agreement regarding the arrangement of the different statistical products in the different quality dimensions studied.

The most valued statistics were the CPI, with a rating of 4.36 out of 5, followed by Labour Market statistics, with 4.18, demographics and those included in the "others" section, both with 4.04 and national accounting, with 4.00.

In any case, the always approximate nature of these indices must be stressed, since they ultimately depend on the decisions made by the developers for their construction. Although the index developed here does not escape this limitation, it can be considered that at least it moderates it, by introducing the assessments of the respondents themselves into the calculation.

Irrespective of the values obtained, the index incorporated in this survey constitutes a contribution and a first step in this line that can be deepened in other similar investigations.

3.6 COMPARISON WITH PREVIOUS INE SURVEYS

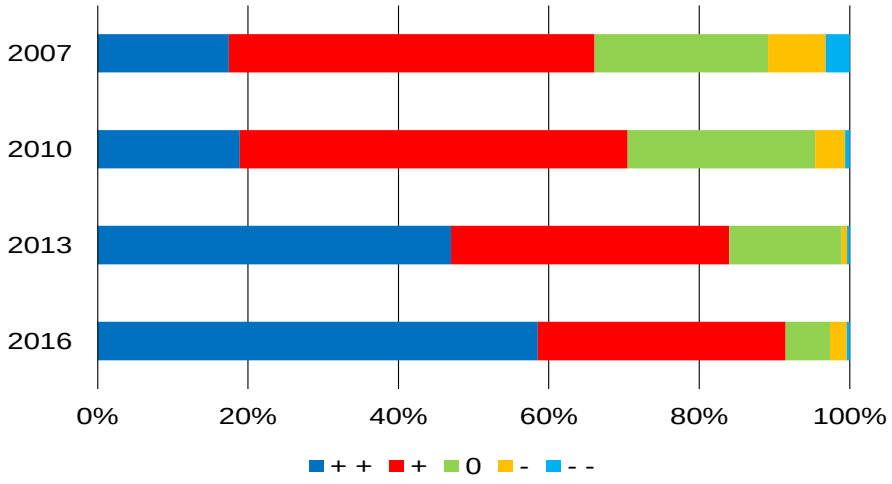
The existence of other previous INE surveys makes it possible, in theory, to study the evolution of quality indicators over time. However, as has been pointed out in the introduction to this document, the changes introduced in this 2016 survey significantly limit comparability.

A first difficulty in making the comparisons is that the target population has changed (as discussed in section 2) by including international users within the group of respondents. On the other hand, the specific treatment of the media group has a negative influence on comparability, since the number of questions and variables in the survey has been reduced in order to facilitate the response of this group.

For this reason, the comparison to be made in this document is limited exclusively to the overall indicators of the Survey, such as the general level of quality and the degree of confidence in INE statistics.

At an aggregate level (chart 21), the evolution of users' opinions on the quality of INE products and services has been increasing in each of the surveys carried out. The number of positive or very positive responses went from 66.1% in 2007 to 70.5% in 2010, 84% in 2013 and 91.5% in 2016.

Chart 21
Evolution of user opinions on the quality of INE statistics (2007-2016). Distribution (%) of responses by degree of satisfaction



In addition, the percentage of those who give the maximum rating to the general quality has increased throughout the period, and especially between 2010 and 2016, achieving in the last survey that the majority of respondents give a "very positive" assessment (accounting for 58.5% of total responses).

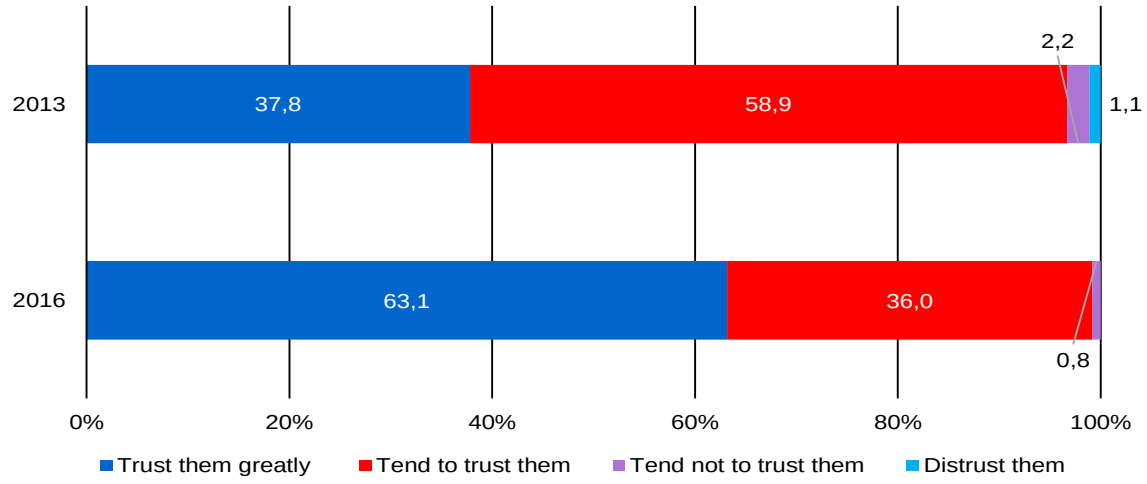
The weight of those in the central value has also been reduced over the period (in 2016 only 16 respondents chose it, 5.9% of those answering this question).

The second comparative analysis that can be made is related to the overall levels of confidence in the statistics, although only the comparison between the last two surveys is feasible, since it was a novelty introduced in the 2013 survey.

Here again, as chart 22 shows, the evolution has been very positive, even more so than in the case of global quality: in addition to the fact that between 2013 and 2016 "very negative" assessments disappear (the "Do not trust"), the percentage of those who state that they "fully trust" almost doubles, going from 37.8% in 2013 to 63.1% in 2016.

Chart 22

Evolution of confidence in INE statistics expressed by respondents in the 2013 and 2016 user surveys. Distribution (%) of responses by degree of confidence



Therefore, although the comparison should be limited to these two variables for the reasons explained above (and in the case of the latter only the last two surveys can be compared), it is clear that there is a continuous improvement in the perception of users about the work of the INE. Insofar as there is stability in the methodology of future editions of the survey, these analyses may be complemented by those of the specific quality dimensions. This would give a more global view of the evolution of all the parameters that make up the quality of statistical activity.

4. Specific results of the survey adapted to the media

4.1 OBJECTIVES AND GENERAL CHARACTERISTICS

The media constitute a group of qualified users of official statistics that has considerable importance and obvious peculiarities in terms of the needs and uses of statistical information.

On the one hand, their importance derives from the essential role they have been playing as intermediaries between statistical offices and society. On the other hand, its activity requires certain characteristics in terms of statistical information, which makes the timeliness and speed in the availability of information more important than any other consideration.

Despite this significant role among statistical users, there is the paradox that previous surveys did not obtain very high response rates.

Combining all these aspects (their statistical needs and low response rate) is a multiple challenge that is difficult to address. This is a generalised challenge at the international level: for example, in Eurostat, given the low response rate obtained from the media in the regular general surveys, it was decided two years ago to design a specific survey for this group (Eurostat [2017-b]).

This same approach has been adopted by the INE in this new User Satisfaction Survey.

To deal with this group, a procedure has been established with the invaluable help of the INE Press Office, which consists in three types of actions:

- On the one hand, try to improve the directory of this group.

- On the other hand, simplifying the questionnaire in order to facilitate the response. This has been addressed, both by reducing the number of questions and by adapting some of them to the views of these users.

- Finally, the on-line survey has been complemented with the completion of a paper questionnaire. To this end we took advantage of a favourable circumstance: the launch of the survey in the field coincided in time (November 2016) with the holding of a seminar organized by the Statistical School of Public Administration and aimed especially at the media.

At the seminar, participants were asked to collaborate in completing the survey.

The result of these initiatives can be described as very positive, since the objective pursued in terms of representativeness of this group in the survey has been achieved: out of a total sample of 51 users, 27 completed surveys were collected, representing a rate of 52.9%. The comparison of these figures with those of the previous 2013 survey is sufficiently illustrative: in the 2013 survey, the initial sample was 50 users, but the surveys finally completed were only 13, with a response rate of 26%, which is exactly half that of the 2016 survey.

4.2 BRIEF METHODOLOGICAL NOTE

4.2.1 Scope and units of the survey

As table 11 shows, several types of media are represented in the survey: written press, on-line, radio, television, news agencies. Most of them (21 of the 27) subscribed to only one type of media, mainly those belonging to the “written press” (8 respondents) online media (6) and news agencies (4) as reflected in the table. In six cases, it was declared to be working in more than one media type; 5 declared to work simultaneously in written press and online media; and one of the respondents in three media, adding to the two above modalities that of news agencies.

Table 11.

Means of communication in which respondents work: number in each media type

Type of media:	Nº in each media type
Written press	8
Online	6
Written press + online	5
Written press + online + News Ag.	1
News agencies	4
Radio	1
Television	1
Other	1
Total	27

In any case, this assignment is merely approximate, because some of the respondents belong to communication groups that have various types of media, given the evident tendency towards corporate concentration in this sector.

4.2.2 Questionnaire

As it has been pointed out, a mixed method for administering the questionnaire was used to carry out the survey: the paper questionnaire, which was distributed among those attending the aforementioned specific course; and the online questionnaire accessible through the same platform used for the general part of the USS.

The questionnaire has some variations:

a) It is a simplified questionnaire compared to the general one, with a total of 11 questions, in which a clear wording prevails in order to reduce the burden on the respondent as much as possible, in terms of the time required to complete the survey.

   The main simplification affects:

   - Quality dimensions, which are limited to three: relevance, geographical comparability and temporal comparability.
   - The assessment of these dimensions is asked in general terms; that is, it is not broken down by type of products as in the survey to other users.

- The question of relative weighting of the dimensions has been waived.

b) On the other hand, in the accessibility part, although some common aspects of the general USS have been maintained (website assessment) the questionnaire has been adapted to the most interesting characteristics and aspects when evaluating this media group. Specifically, it focuses on:

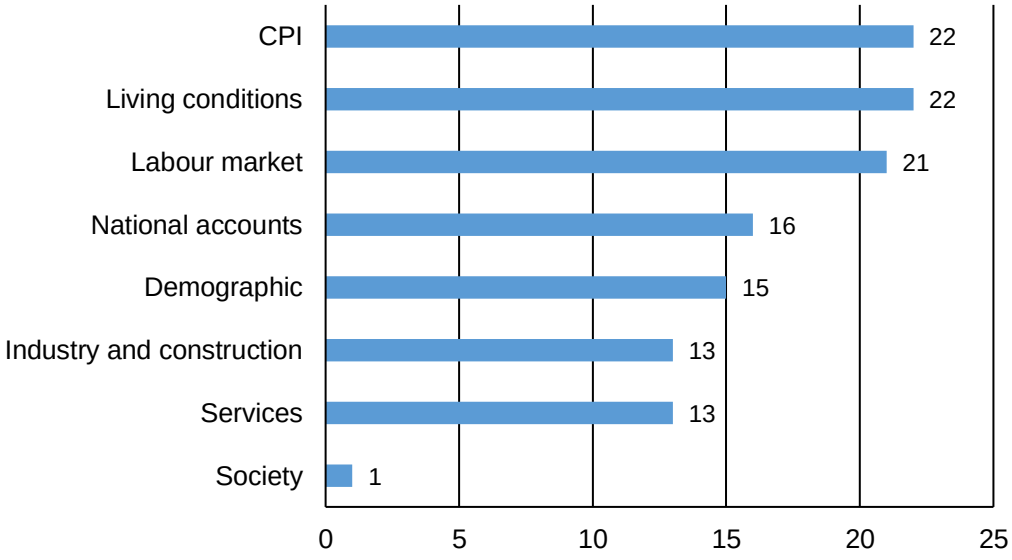
   - The role of press releases, the main form of media access to statistics.
   - And the assessment they give to the attention received by the Press Office of the INE.

4.3 ANALYSIS OF THE RESULTS

4.3.1 General characteristics of users and use of statistics

With regard to the type of statistics consulted by the media (chart 23), CPI statistics and statistics on the socio-economic conditions of households (LCS/HBS) stand in first place, with 22 of the 27 respondents (82% of the total) reporting being users, followed by labour market statistics, consulted by a large majority of respondents (21 respondents, 78% of the total).

Chart 23
Groups of statistics used by the media



This is followed by National Accounting (16 respondents, 59% of the total), population (15 respondents, 56%). Next are industry and services statistics (both with 13 responses, 48%).

Forms of access to information

The questionnaire asks about the modalities of access to information used by the media and also requests respondents to sort the modalities by level of use. The detail initially proposed included the following forms:

- Detailed results in INEBase

- Press section on the INE website

- Newsletters and digital magazines

- Dissemination Portal “Explica”

-I NE website search engine

- Press releases

- Information provided by the INE Press Office

- Twitter

- Calendar

- RSS news service

- YouTube (INEDifusion Channel)

- Other products: (indicate which ones)

Although it is not strictly a form of access, the calendar has been included in the question because it reflects a general idea of the use of statistics.

It should be noted that the respondents finally only selected the first nine options from the above list.

Table 12 first summarises the number of modalities used. It should be noted that respondents use more than one statistical product.

Table 12.

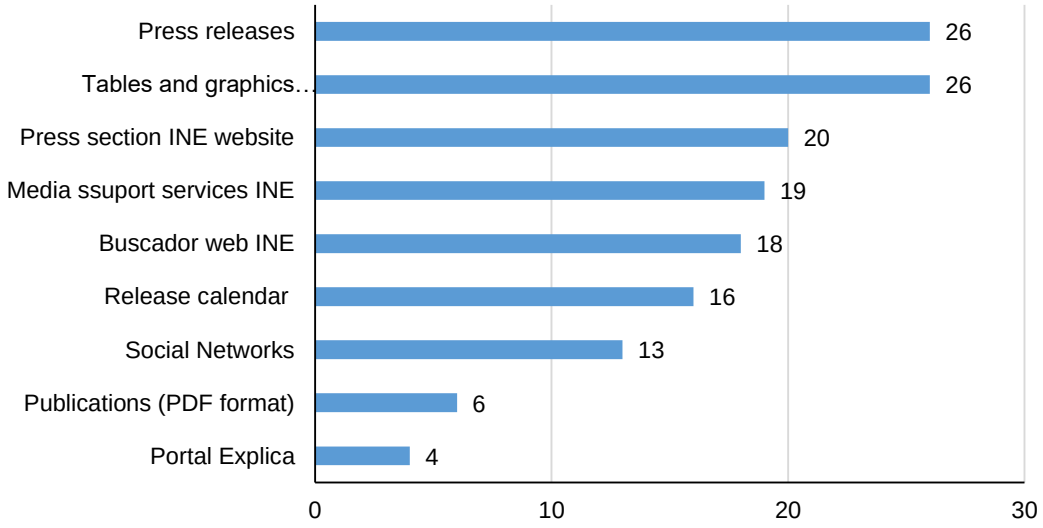
No. of forms of access used by media users

No. of forms used	No. of users
9	1
7	7
6	5
5	6
4	6
3	2

Thus, the 27 respondents are users, on average, of more than 4 sources from the 9 defined forms of access. In addition, the vast majority use several of these sources: 19 out of 27 respondents reported using 5 or more forms of access and seven of them reported using 7 forms of access.

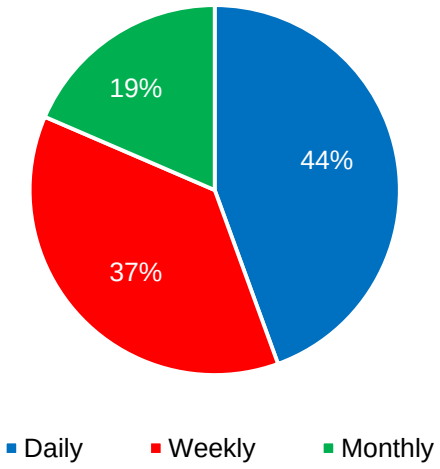
Chart 24 shows that the fundamental form of access is the press releases and the tables and graphs from the database (usually these tables can be accessed through a link sent to them at the same time as the press releases). Virtually all respondents (26 out of 27) reported using these two means of access.

Chart 24
Forms of access to INE information used by the media



The following means of access is specific information linked to the media: the press section of the INE website (20 of 27 respondents) followed by information provided directly by the INE press office (19 respondents).

Chart 25
Frequency of statistical information consultation



With regard to the frequency of use, as can be seen in chart 25, the media are undoubtedly the users who make the most frequent use of INE information.

In fact, 44% of respondents stated that they consult the information on a daily basis and another 37% said that they consult it at least once a week; in other words, the vast majority (81%) of those interviewed make almost continuous use of the information.

Only 19% escape this trend, as this group declares to consult the information on a monthly basis.

4.3.2 Assessment of the quality dimensions and overall evaluation of statistics produced by the INE.

Assessment of quality dimensions

One of the main objectives of this type of survey is to assess the quality of statistics and the quality of its dimensions. With the above-mentioned objective of simplifying the questionnaire and facilitating the response rate in the case of the survey adapted to the media, it was decided to reduce the dimensions of the survey to only three:

- Relevance, or degree of satisfaction of needs ("Do INE statistics satisfy your needs?").

- Geographical comparability ("Do statistics allow comparisons at a geographical level? [Autonomous Communities or provinces...]").

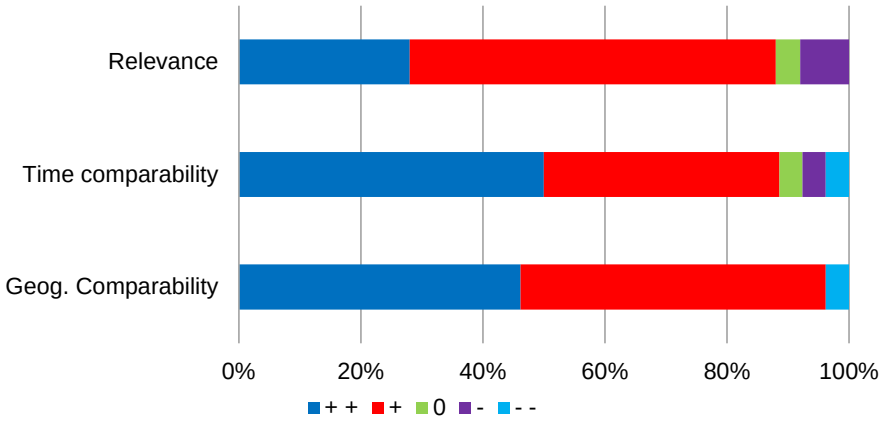
- Temporal comparability ("Do statistics allow comparisons over time?").

Evidently, these three dimensions are significant for this group. Of those excluded, coherence and accuracy have been removed from the questionnaire because they correspond more closely to concerns and views of other type of users.

And it has been decided to exclude what is undoubtedly (and as any consultation confirms) the absolute priority for the media: timeliness. The reason for this is precisely that conclusion which makes its inclusion in the questionnaire unnecessary.

The results of the three dimensions finally included in the questionnaire (chart 26) indicated that the best assessed dimension by the media was geographical comparability, in which the percentage of positive or very positive responses reached 96.2%. The other two dimensions had a similar overall percentage of favourable responses: 88.6% for temporal comparability and 88% for relevance.

Chart 26
Assessment of INE statistics

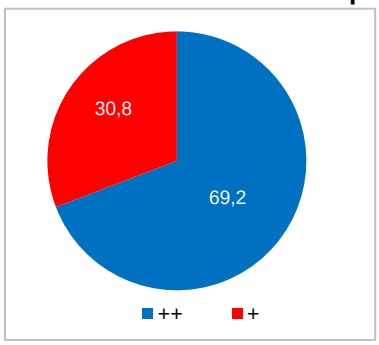


However, it should be noted that the percentage of "very positive" ratings was higher for temporal comparability than for relevance; in the first case it represented half of the respondents and in the second, 28%.

With regard to the overall assessment of quality, although the results of this user group have already been represented in an earlier graph (chart 17), they are briefly presented here in order to provide all the data for this group as a whole.

As can be seen in chart 27, one hundred percent of the responses rated the quality of INE statistics in a very positive way (69.2%) or positive (30.8%).

Chart 27
Assessment of the overall quality of statistics

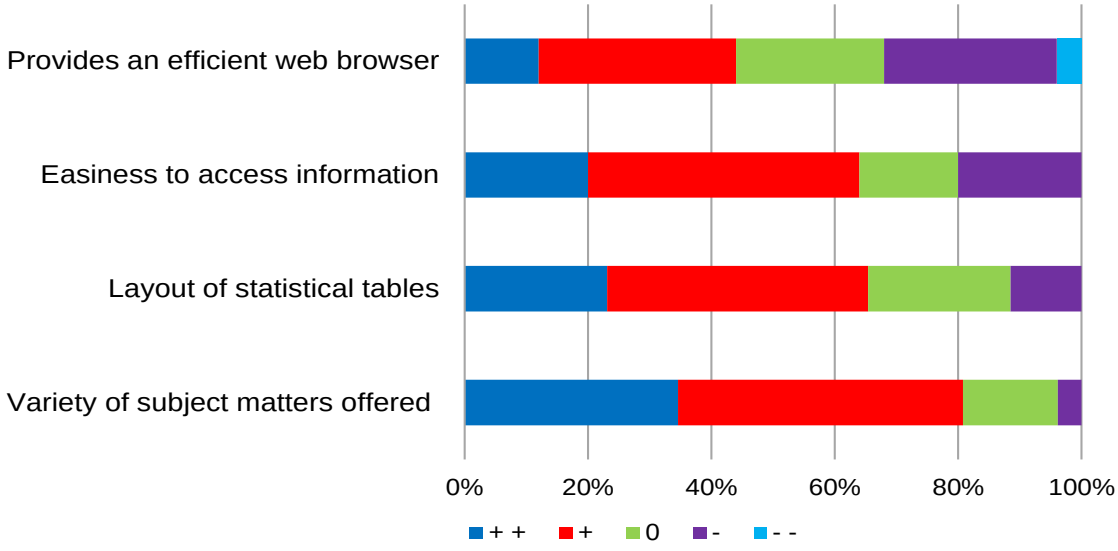


4.3.3 Assessment of accessibility/general clarity and other aspects of dissemination of INE production

Assessment of the website

The questionnaire includes a question on assessing the ease of access to the contents of the INE website. The degree of satisfaction is very high with respect to the "variety of subjects offered", with positive or very positive responses from most respondents (80.8% of the total). The "presentation of statistical tables" is also assessed with notable percentages, with 65.4% of positive or very positive responses, and the "ease of access" with 64.0%.

Chart 28
Assessment of the website

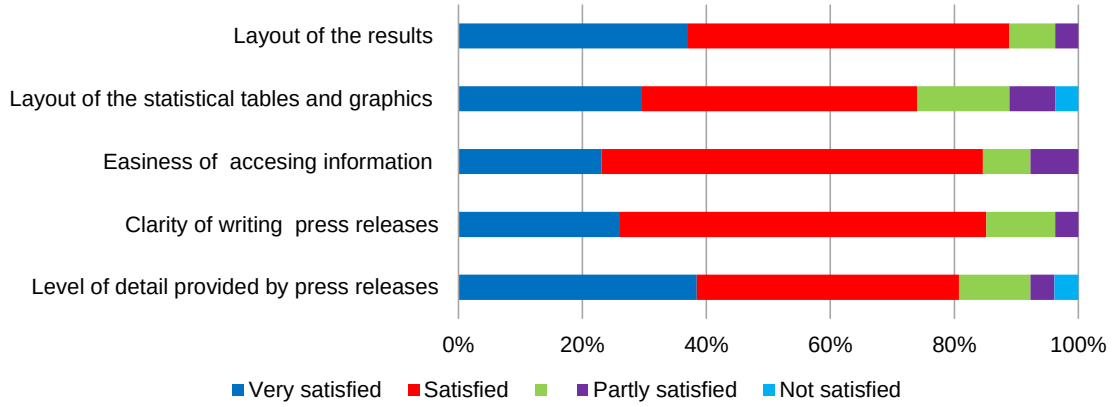


The other aspect of the website ("does it have an effective search engine?") did not reach, however, those ratings: in this case, the percentage of positive or very positive responses stood at 44% of respondents.

Assessment of press releases

As it is a survey aimed at media users, it has mainly focused on the assessment of those products most frequently used, such as press releases. Chart 29 shows the respondents' answers to the aspects to be assessed in the press releases: presentation of the results; presentation of tables and graphs; ease of access; clarity in the exposition; quantity and detail of the data provided.

Chart 29
Assessment of press releases

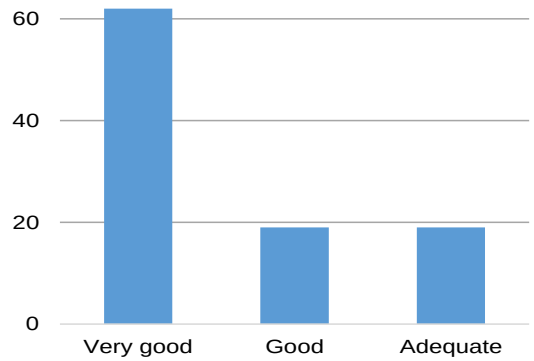


Interviewees rated the presentation of results very positively in the press releases: 20 of the 27 respondents (88.9%) are "very satisfied" or "satisfied" with that characteristic; clarity of exposition (85%) and accessibility (82%) were also highly rated.

Within a generally positive assessment, the aspects with the lowest percentages of positive responses were the "quantity and detail of the data provided" and the "presentation of tables and graphs".

An additional question in the questionnaire asks the interviewee for an assessment of the attention received by the Press Office. This office provides personalized attention to the media through different channels: telephone, e-mail, etc. As shown in chart 30, the majority of respondents rated the attention received by the INE Press Office as very positive: 62% said that the attention was "very good" and 19% described it as "good"

Chart 30
Assessment of the attention received by the Press Office of the INE



5. Identification of unmet statistical needs

This section summarises the answers obtained in the open-ended question ("What statistics would you be interested in but are not currently available among those produced by the INE?"). This information is complementary to the question in the questionnaire on "relevance" and completeness of the statistics (see section 3 of this document).

The details of the responses can be found in annex 5 to this document. This section will highlight some of the fundamental features of them.

Of the 272 respondents to the survey, 117 completed this question, which represents a 43% response rate. In addition, the 117 responses have resulted in 133 suggestions for possible new research (as some users indicated more than one proposal). These are very significant response rates that, in addition to their usefulness for the institution, reveal a level of interest and involvement of users when participating in the survey, which deserves to be highlighted.

By type of users, (table 13a), the groups that made the most suggestions were the University and the Public Administrations, which accounted for more than half (66.7%) of the total suggestions.

Table 13.

Distribution of responses on needs not covered by the INE, by user profile and type of request

a) Distribution (%) by user profile	
University	37.6
Public Administration	29.1
International	12.0
Media	6.8
Others	14.5
TOTAL	100.0

b) Distribution by type of request	
Territorial breakdown (Spain)	34
Sectoral breakdown	19
Time breakdown	13
Micro-data	11
International data	6
New statistics and/or variables	42
Methods and others	8
TOTAL	133

By type of suggestions (table 13b), as is usual in this type of consultation, the ones that requested the greatest disaggregation were predominant: new statistics and/or variables suggested by users, which accounted for 33% of requests (with novel topics such as Big data, sharing economy, etc.); greater geographical disaggregation (by Autonomous Community, province, municipality) with 27% of suggestions; greater disaggregation of variables (14.9% of suggestions) and in the availability of time series (10%).

There were also suggestions for greater access to micro-data from the INE (indicated by a total of eleven respondents).

A significant point to note is that due to the incorporation of international users in this USS, 6 requests have been received regarding the availability on the INE website of more international information (referring to other countries).

Table 14.
Distribution of responses on needs not covered by the INE, by groups of statistics

Distribution by statistics	No.	%
1. Population	16	14.7
2. Society	15	13.8
3. Labour Market	10	9.2
4. CPI	3	2.8
5. LCS, HBS	4	3.7
6. National accounts	14	12.8
7. Industry	3	2.8
8. Services	8	7.3
9. Agriculture	1	0.9
10. Science and Technology	9	8.3
11. Environment	6	5.5
12. Tourism	10	9.2
14. Real estate sector	4	3.7
16. Other statistics	6	5.5
Total by groups	109	100.0
Not broken down	24	
TOTAL	133	

By groups of statistics (table 14) it is worth noting the number of requests concerning population statistics and social statistics, closely followed by those related to aspects of the National Accounting. As can be seen in the attached table, it has been used a different classification (and somewhat more disaggregated) to the one used in the survey: the reason was to highlight some statistical fields indicated in the responses and which are included within the aggregated categories used in the survey. For example, the 10 suggestions regarding tourism stand out. Considering that this category is included in the rest of the survey within the aggregate “Services”, which is broken down here, adding both in the table it can be said that this tertiary sector is the one that concentrates the greatest number of suggestions.

It should be noted that in some cases information is requested outside the scope of the activities of the INE. This reveals that even among these skilled users, there is still work to be done in terms of properly communicating to society and institutions what the roles and activities of public statistical offices should be.

In any case, all these suggestions collected in the questionnaire constitute one of the reasons for the existence of user surveys, due to their usefulness for the future activity of the INE: once they are cleaned up in cases of errors and confusions (e.g. in cases where statistics are requested which are already being carried out by the INE - or by other bodies of the National Statistical System - and in those cases mentioned of functions which are outside the competence of the INE) and once their feasibility has been analysed by the corresponding units, they can constitute an input in the programming of future activities of the institution and in the preparation of statistical plans.

6. Final remarks

According to the 2016 survey, the general results on user satisfaction with INE production are very positive and, when compared with previous research, they reveal a continuous improvement in the general perception and confidence of society regarding Official Statistics.

However, the main utility of these surveys is to help detect those aspects where improvement actions are needed, as well as to identify statistical needs not covered by the system and which can be addressed within future plans. In this sense, the specific results obtained in the survey make it possible to identify reform or improvement priorities expressed by users.

In addition to these actions to be undertaken in specific dimensions or operations, the survey reveals that the objectives and mission of the INE must continue to be disseminated. Therefore, it seems appropriate to promote communication plans with users to facilitate the correct interpretation of the information and the management/use of the INE website, the main dissemination channel for our products and services.

Finally, it seems appropriate to mention one aspect that can serve as an additional reflection on the role and characteristics of future surveys.

The 2016 survey is not unrelated to the increasing difficulties faced by direct procedures for obtaining information through surveys: the fatigue of respondents, which has an impact on response rates. Hence, the effort made in this 2016 survey, both for the attention given to specific groups, such as the media (in which, as has been seen, the response rate has doubled with respect to the previous survey), and for a general effort in relation to completion reminders.

Ultimately, the need to evolve towards new ways of measuring user satisfaction is evident. This is one of the objectives and raison d'être of the DIGICOM project from the ESS Vision 2020 of the European Union1 (a project in which the INE. through the Sub-Directorate General of Statistical Dissemination, actively cooperates). This project aims to explore new methods to complement conventional satisfaction surveys of statistics users.

[1] Acronym for the project "Digital communication, User analytics and Innovative products". The aim of the project is to create new and innovative products, tools and dissemination services for statistics in the European Statistical System, which will improve the system's ability to respond quickly to user needs.

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ANNEXES

Annex 1. Answers to the question on the type of INE statistics used and which were not included in the group of statistics specified in the questionnaire

(Answer provided to the question in the questionnaire)(*)

	Response
Other statistics	Quality and code of good practices, classifications and standards, and Ayudacod
	Street map
	Economy
	Economy, Business
	Companies
	Specific disability statistics
	Historical
	Methodological reports
	Real estate market, mortgage market
	All statistics with geo-referenced data
	Housing prices, bankruptcy proceedings, Construction
	Historical Series, Yearbooks

(*) There are only 12 out of the 13 answers to this question, as in one case there is a generic answer ("All statistics").

Annex 2. Answers to the question "Why do you use information from INE statistics?" included as "other purposes"

	Responses
Other purposes	Universes update
	Macroeconomic analysis
	Applications in the subjects I teach
	Classes
	Personal knowledge
	Knowledge of statistical production processes
	Teaching
	Teaching
	Teaching
	Teaching
	University teaching
	University teaching
	University teaching
	Exercises with university students
	Elaboration of teaching material
	Inter-census household estimates
	Data consistency studies
	Studies for clients
	Management of the vote abroad
	Research applied to social sciences
	Teaching materials
	Nominal samples
	Data collection
	Application to the General State Administration
	For the statistical operation "Spanish National Atlas". Summary statistics consisting of the cartographic representation of statistical data (in this case)
	Methodological references
	Hotel ratings, consultancy studies, feasibility reports. Etc.

Annex 3. Supplementary answers to the open-ended question on the quality of statistical production.

(" Please indicate, if you wish, any reasons that justify your previous answer")

Type of user	Response
1. Universities and researchers	It is one of the statistical institutes that offers the most accessible, interactive and visible information.
	It is difficult to set up databases that cover the long term and are consistent, due to changes in the official classifications of industries or occupations. This is the case, for example, with the population census data. The INE should provide official conversion tables for these circumstances.
	I would appreciate if all INE statistics were disaggregated by sex and other variables of inequality, such as people's ethnic origin.
	I would like to receive better support for research.
	Despite the effort made in recent years to make available to society the micro-data of the INE, I believe it is necessary to extend the offer of these data to the public/researchers/users. They would be extremely valuable and the exploitation seems easy for the INE; a lot of value can be added to the information if the public/society were allowed to use a larger amount of data more openly.
	It is very good in terms of quantity and variety. But it is also very good compared to the statistics provided by other European statistical offices.
	Often when conducting research I would like to be able to access certain variables that are not available or in greater detail/disaggregation to better measure what interests me. However, I understand that many times it is not a problem of the INE as such and that it relates, for example, to surveys whose design is not established by the INE.
	Reliable, periodic.
	For my professional activity, INE statistics are the raw material. Without them I would not be able to carry out the studies and analyses I do. The effort to improve the information, update it and minimize delays in its publication deserves not only my respect but my admiration.
	Great information is provided concerning a large number of different fields, in a reliable way.
	A worrying tendency to suspend surveys and traditional socio-demographic series, to the detriment of economic data. The suspension of censuses in the future is a very high risk for quality, because it prevents the control and verification of anomalous data of the census due to over-estimation (highs without lows when they arise, for example).
	The information is very varied and a great effort has been made to improve its quality and representativeness.
	In general, this is highly aggregated information, already available in other more disaggregated sectoral databases or in micro-data from surveys and very unfriendly when it comes to working with the information.
	Good in general, but not enough when asking specific questions by email.

Annex 3 (Continued)

Type of user	Response
1. Public Administration	The INE is an essential reference for those of us who work in public statistics. Regardless of whether there may be subjects that are more or less focused on the objectives of our work, in general terms, the statistics of the INE convey an assurance of quality.
	They should be timelier and less out-of-date for up to two years. Include the possibility of providing advance indicators.
	Useful for our information needs.
	We would like to receive more statistics on India as a tourist market. Specifically, on the following: 1. Number of overnight stays 2. Arrivals by region broken down into cities, for example, in Andalucía: Seville, Córdoba, Granada, etc. 3. Expenditure per person, average daily expenditure and total expenditure. 4. Hotel or non-hotel accommodation (if possible mention the alternative accommodation they choose).
	I do not rate statistics with higher ratings because in my opinion they have lost quality in recent years (e.g., revisions of the National Accounting higher in t-4 than in t, which is not consistent with the reasoning that revisions are due to the availability of new data).
	It is one of the best websites for statistical information and easily accessible.
	I think they are important and of high statistical quality.
	Good quality in general at the level of Spain, but not at the Autonomous Community level. It should combine greater use of administrative and tax records and statistical techniques to reduce this problem.
	Fantastic service and excellent attention, keep it up. Thank you very much!
	I think that the professionalism of the Spanish statistical system in general is quite high when compared to other countries in the region. Except in the future Population and Housing Censuses where I believe that a lot of information will be lost, due to the system itself and a certain arrogance of managers who do not seem to need help from other institutions.
	The quality is very good, but it is very difficult for me to access the data I want, that is, to locate the specific information I need.
2. International	Compared to other EU countries, the quantity and quality of INE statistics is more than acceptable.
	Information, methodologies, materials and dissemination forms of the INE are very valuable references to consider in the different processes of statistical production and in the access to it by the users of our institution.

Annex 3 (Continued)

Type of user	Response
2. International (Continued)	Access to the data is not always easy and the press releases published help a lot. There is a need for greater agility between the knowledge of the data and its publication. Statistical summaries are also highly recommended. As a general assessment they have a good service, closer to very good than to normal.
	It is still necessary to include Poland as an issuing tourist market in order to obtain data on the number of travellers and the number of overnight stays per country of residence.
	Lack of linked time series covering a long period of time. Micro-data: there is no explanation of how to use them.
	With the IET we had the most qualified information of the Brazilian tourist who travels to Spain, such as destination Autonomous Communities, reasons for the trip, tourists according to overnight stays, tourists according to age, etc.
3. Others	There are a large number of variables that allow to apply statistics to many sectors and to carry out countless studies.
	There are data shortages in areas such as justice, health, social services.
	With reference to the first industrial sector of the country, the food and beverage industry, in many statistics these two codes (NACE 10 and 11) are together with tobacco (NACE 12) making it impossible for us to process data.
	The statistics of the INE allow us to monitor how society is evolving in its multiple aspects, they are the reference. Furthermore, this reputation is based on the quality and rigour of the methodologies applied, as well as on the training of its personnel (I somewhat know the house inside...).
	In statistics on hotel occupancy and hotel profitability, there are times when the data are not consistent (I understand that this is because of the lack of information in some months of the year due to seasonality). In national accounting and unemployment statistics I felt a more detailed regional breakdown is needed.
	Further exploitation of the data is missing, at least at Autonomous Community level. Some statistics should be, at most, biannual.
	Apart from a few exceptions, I consider that the average quality of INE statistics is good.

Annex 4. Supplementary answers to the question on confidence in INE statistics.

("Please indicate, if you wish, any reasons that justify your previous answer")
(Answer provided to the question in the questionnaire)

Type of user	Responses
1. Universities and researchers	Diligence in publication and resources offered.
	I don't suspect any interest in manipulating the data.
	Without a doubt, the sample sizes with which the INE operates provide any statistician with a high degree of confidence. Large, well-designed samples (and explained, although more detail could be given).
	Data relating to advanced ages contain serious errors and there is little flexibility for researchers to obtain adequate data for verification and correction. Likewise, the services of the INE, whose staff has been decreasing in the last decade, do not have the means to correct and offer them to researchers and planners, at a level of quality which provides total confidence. This is very serious for ages over 80.
	I note a growing concern among INE staff to improve the quality of the products offered and to update the use of the most innovative and reliable statistical techniques.
	Survey-based studies are conducted by statisticians, not sociologists.
2. Public Administration	From the moment they certify the information produced, it is a sign that it is reliable. In addition, if there is any doubt, the organization responds in all possible ways.
	Again, I think I've lost confidence in the statistics in recent years.
	There is always a margin for error and interpretation but I think it is the most reliable source at national level in general.
	Some public statements prior to the official presentation and publication of the data and other small details affect the image of autonomy of the INE in its work.
	I need to trust, but the lack of consistency of some information undermines that trust.
	I believe that the INE is made up of highly qualified and competent professionals.
3. International	The quality of its information can be corroborated by the breadth of the explanations and methodological documents, which make the technical rigour of the INE completely trustworthy.
4. Others	As I said, they are the only valid reference to know how Spanish society evolves.
	There are some inconsistent data.

Annex 5. Answer to the question: "What statistics would you be interested in but are not currently available among the statistics produced by the INE?"

(Answer provided to the question in the questionnaire)

Type of user	Response
1. Universities and researchers	I download much of the data from the Eurostat website because I need international comparisons. Greater facilities when you want to access micro-data (e.g. R&D data): agreements involve going to the INE to run the programs and the data or programs are not stored for a long enough period of time–for review in magazines. The English INE, for example, keeps recorded for researchers the data and programmes used in agreements.
	History of births and deaths of less than one year for the period 1920 to 1950.
	There is a shortage of statistics with more territorial detail. With the preparation of the 2011 census by sampling, much territorial information has been lost, which unfortunately is not covered by the Continuous Register. On the other hand, I think it would be useful to have more comprehensive information in the middle of census periods.
	Social studies of labour insertion of graduates by degree at a higher level of disaggregation than that offered by the LFS.
	More than other topics, I would be interested in accessing more micro-data that do not appear on the website on R&D topics (for example, some questions from the technological innovation survey).
	Population statistics from the EU countries (especially, for my research, from the population of Romania and Bulgaria). It would be important to include clearer data on their geographic mobility both in Spain and abroad. Thank you very much.
	Annual household data broken down by socio-economic characteristics, income level, geography or household statistics based on reference persons such as housewife or main breadwinner.
	For users that lack of hyper-expert professionals, it would be desirable an explicit support to access INE' database: mode of access and request, etc...An implementation guide for this activity.
	Statistics on the business environment; on prices/tariffs for goods and services (Producer Price Index); on environment and energy. In particular, in addition to more topics to cover, more detail and micro-data available to the public. If the INE is obtaining reliable information, although diverse, from open data environments or sources (even if private), it would be interesting to know it.
	What I would really like is for micro-data to be made available more quickly.
	Prices of ICT-H goods, packages and services in order to specify demands for services and service packages.
	I try to adapt to the information already available. But I would like to have disaggregated population for the higher ages and the development of a mortality table following a cohort to extinction.
	More complete results, together with the corresponding micro-data, in the field of university work placement. In general, more micro-data available from the different statistics offered.
	In order to understand the labour market it is essential to have a longitudinal employer-employee database. The current one is only cross-sectional. In general, business statistics collecting information on wages and non-wage costs should have this longitudinal character (and be exploited in published statistics)

Annex 5 (Continued)

Type of user	Response
1. Universities and researchers (continued)	Information adapted to sustainable development objectives.
	More regional information.
	I miss a more in-depth study of the mobility patterns of the Spanish population.
	A more detailed municipal breakdown of data from the data ware of the 1991, 2001 and 2011 censuses. At present, this tool does not allow us to obtain as simple a statistic as the population by sex, large age groups and level of study (large groups) at the municipal level in some of the censuses (similar problem occurs with the employment relationship).
	Statistics from the Attorney General's Office on crimes; statistics on foundations (non-profit entities other than associations).
	Statistics on immigrants (situation of immigrants intercepted, in the CIEs, asylum applications refused, granted, etc.).
	Evolution of housing rental price, with territorial breakdown.
	Flows of emergence and disappearance of households.
	Disability surveys, Health Survey and population data disaggregated and corrected for people over 80 years of age, as well as deaths at advanced ages. It would be advisable to carry out previous studies and meetings with a diversity of experts in specific topics, and according to the data and surveys to be launched to ensure that the variables are (phrase incomplete).
	Educational level of the population by age group, Autonomous Community, labour situation. University statistics relating degrees, university where it was obtained and labour market
	Statistics at the provincial level.
	What is really needed is access to micro-databases, conveniently anonymised, as it was a few years ago. It is hard to understand that statistics as complete as those of the INE cannot be used to carry out research work. It is an under-utilisation of public resources that is totally inexplicable.
	We often need some additional variables of the micro-data for a research project and, for custom-made requests, I think that the INE does not provide access to the additional data requested. Similarly, when access to additional data is obtained, the INE imposes a cost that is very high for researchers (especially from public universities, which have had their budgets cut for research projects).
	Big Data
	Exploitation of data at municipal or infra-municipal level in areas with a small population.
	It would be interesting if all INE statistics were disaggregated by sex, and also by ethnic origin. I would also be interested to have updated data on the use of time for men and women, which are currently out of date. Thank you very much.
	I would like to count on more structural statistics, in particular the most recent SIOT and SUT, and more sectoral detail in the economic accounts, especially in regional accounts. Although it is difficult to achieve the breakdown provided for in the national accounts, a somewhat higher breakdown would be desirable, at least for GVA and Employment.

Annex 5 (Continued)

Type of user	Response
1. Universities and researchers (continued)	Greater detail of regional disaggregation in basic statistics.
	Prices by product type and Autonomous Community. Transport infrastructure data at Autonomous Community level. Wage data at Autonomous Community level.
	Commuting statistics. The business directory should be more geographically disaggregated.
	I would be interested in much more detail about the use of ICT in companies and households and the so-called ICT Skills, especially in the former, but I understand that it is not only a matter for the INE, but probably it follows European and OECD guidelines on ICT indicators.
	Within the census, socio-economic variables have been seriously reduced. In addition, it would be useful to have provincial information from the Living Conditions Survey.
	Wider international comparison.
	About wealth.
	Real matching between consumption, social security and income tax returns data from the Ministry of Finance.
	Municipal statistics.
	1. Provincial Price Statistics (with base year, for calculating price indices, not just variations). 2. Statistics on monitoring and results of public policies (Education, Health, Social Assistance).
2. Public Administration	Estimation of holiday tourism occupancy (Airbnb, and other websites) which is becoming increasingly important in the tourist market.
	Time use survey updated.
	Statistics of subjective perception.
	I am especially interested in more variables with panel data in the main surveys.
	Gross domestic savings as a percentage of GDP. Budget balance as a percentage of GDP, Government debt as a percentage of GDP.
	It would be extremely useful for the INE to provide linked National Accounts series beyond 1995, at least of the main aggregates, and the LFS, at least of unemployment rate, beyond 2002.
	Socio-economic inequality, although some aspects can be found in the survey of living conditions.
	More effort in expanding samples and new methods to provide information by islands.
	Non-regulated tourist accommodation.
	Summary statistical operation referring to youth, in those dimensions and variables which provide us with a global vision of the situation and evolution of the young people's conditions: employment, labour insertion, education, living conditions and health.
	Collaborative tourism.
	Statistics on foreign trade in services disaggregated by country and product, including tourism and non-tourist services in the same statistics. Statistics on services exporting companies.
	Linked to the labour market from the point of view of the employment demand and its relation with training.
	- Tourists by Autonomous Community and country of residence. - Expenditure by Autonomous Community and country of residence. - Occupancy rate by islands. - Tourists and expenditure by islands.

Annex 5 (Continued)

Type of user	Response
2. Public Administration (continued)	Interregional Trade Statistics. Statistics on the use of social networks (typologies). Biodiversity indicator.
	I am very interested in the breakdown of population by population entity, grouped by: 1. Municipality. 2. Province. 3. Autonomous Community.
	Purchasing Power Parity by Autonomous Community.
	Statistics compiled by other bodies such as IGAE or Bank of Spain (Budgetary execution, Financial Accounts).
	R&D satellite account.
	The Population and Housing Census as a census, not as a survey. In general, a higher level of territorial disaggregation in all surveys (for example, preferably municipal rather than provincial data and provincial rather than Autonomous Communities).
	I believe that most of the areas of our interest are covered by INE statistics, although we would like to have more territorial detail and more frequently.
	Statistics from the Attorney General's Office.
	Energy consumption broken down by industry and services in physical units.
	Innovation data in the public sector.
	Statistics on regulatory development in Spain and Europe.
	Statistics on Foreign Trade in Services by Autonomous Community.
	I use the ad-hoc website; for now I have found what I need. I can't find any comparison with the EU in some surveys and then I turn to Eurostat. Maybe you can add a link in the same survey to facilitate it.
	Rather than additional statistics, I would like the level of disaggregation (especially territorial) of some INE operations to be greater than that strictly determined by European regulations. In any case, one statistic that my Administration would like to see available is the quarterly regional accounts.
	Greater breakdown of energy consumption by industrial uses.
	Those of a fiscal nature, coming from the Tax Agency.
	I would like the INE to offer a simpler and more prepared LCS micro-database (now the 4 existing micro-data surveys need to be unified). I also see a need for a greater level of detail in the crossings that the INE offers on the LCS for those users who cannot access the micro-data due to the difficulties involved in preparing the micro-data file, described above.
	A breakdown for Galicia of the Residents Tourism Survey (ETR), starting from FRONTUR and EGATUR.
	We would be interested in more detail at Autonomous Community level, in general.
	Including in the household budget survey the share of expenditure made by electronic commerce. Satellite account of the ICT sector.
	Retrospective socio-demographic surveys.
	Territorial breakdown of all statistics.
	Business Confidence Indicators. I would like information to be published by branch of activity with a greater breakdown than at present (only 5 branches of activity).

Annex 5 (Continued)

Type of user	Response
3. International	It would be desirable to have longitudinal surveys (longer panels) of families.
	I would be interested if the Tourist Movement on Borders Survey (FRONTUR) were more detailed for the Brazilian market.
	Tables of Origin and Destination, Tables of Input-Output with greater frequency and more recent. Information on stock and consumption of fixed capital by type of asset and branch.
	National accounting tables such as NIPA tables for the United States. Regional accounting series with some degree of detail such as, for example, different types of consumer goods, for a period since before 2000.
	Comparative analysis of income, consumption and wealth.
	Poland as an issuing tourist market: number of travellers and overnight stays carried out by travellers from this country.
	I would be interested to have more health information in vital records. For example, more detail on maternal and new-born health information in birth statistics. I would also be interested in having access to micro-data with statistics on voluntary termination of pregnancy.
	Distinguish between foreigners registered in the different municipalities and those who have residence authorisation or nationality.
	Statistics of associative activities and services not included in the services survey and further detail of non-market services.
	Excessive deficit procedure tables. Updated list of units that make up the General Government (GG). Questionnaire of public companies classified outside the GG. Data on contingent liabilities.
	As international users, we are very interested in the methodology of the different statistical products, since with it we can have a reference for our own statistics.
	The secondary source of consultation in this situation is the Bank of Spain.
	A further breakdown and improvement of the coverage for investment of non-financial corporations in intangible assets. Improve statistics related to business innovation.
	Structural production of data from the Tourism Satellite Account; linking these to environmental accounts data.
4. Media	Much more information about the housing rental market: offers, prices, etc.
	More statistics at the municipal level.
	We would like to receive in each press release the results of the last few years to see the global evolution.
	Learn more about the underground economy.
	More education statistics, more life satisfaction measures, more health statistics, such as caloric consumption.
	I would like to have data on housing rentals, rents, occupancy rate, potential demand, among other variables.
	I am very interested in the statistics on leasing of real estate.
	Approach to underground economy. An in-depth study.

Annex 5 (Continued)

Type of user	Response
5. Other	Four-digit breakdown of the NACE.
	Purchasing power per census section.
	Rather than needing new statistics, it would be highly desirable to have a higher level of disaggregation of data.
	According to my interests, everything is covered. I could say some statistics, but these would be specific statistics that I understand are beyond the scope of the activities of the INE.
	More data about justice and health.
	Employment by NACE 09 to 3 digits for Spain, Autonomous Community, provinces, and if possible, for large municipalities. Regional accounts by provinces in real terms. Economically active population by level of education for provinces and large cities (LFS).
	The breakdown of the Business register data by company size and, in general, the breakdown by company size of all statistics (micro, small, medium and large).
	GDP at city level, Unemployment Rate at city level, etc.
	With reference to the first industrial sector of the country, the food and beverage industry, in many statistics these two codes (NACE 10 and 11) are together with tobacco (NACE 12) making it impossible for us to process data. Thank you.
	A regular update of the Immigrant Survey.
	More comprehensive statistics on natural capital, flows and stocks. Both in physical terms and in economic valuation for its introduction into national accounting and to develop the economic evaluation of natural ecosystem services in Spain (UN SEEA).
	We will be interested in a greater disaggregation in the statistics by economic activity (even under NACE sub-groups)
	More economic information (SMEs, economic activity, etc.) at minimum disaggregated levels (census sections, census districts).
	Further expand the statistics on the tourism sector.
	Number of enterprises (and other business variables) on foreign direct investment and trade in services. Business register: classification of companies according to European parameters (SMEs: less than 250 employees, etc.).
	Ministries' databases in order to standardize criteria. Example: registered unemployment, social security affiliates, good statistics on Collective Agreements. In addition, it would be of interest to make a homogeneous wage statistics, given the variety of statistics available and the very different results obtained (Labour Price Index, Quarterly labour Cost Survey, and (national accounts') Compensation per Employee).
	Last Agricultural Census.