CUSTOMER SATISFACTION SURVEY

2023

STATISTICAL INSTITUTE OF BELIZE

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INTRODUCTION

The Statistical Institute of Belize (SIB) conducts an annual Customer Satisfaction Survey (CSS), with the aim of gathering valuable feedback from data users with respect to the services and products offered by the Institute. This survey plays a crucial role in enabling the SIB to understand how data and statistical products are accessed, utilized, and perceived by users across various sectors as well as to obtain direct feedback from clients as to the quality of customer service received. It also serves as a planning tool to continually enhance the products and services provided by the Institute, to ensure that they align with the evolving needs of data users. This report presents the findings of the 2023 Customer Satisfaction Survey, which was carried out in March.

METHODOLOGY

The CSS was carried out over a four-week period from March 13th - April 7th, 2023. The questionnaire was distributed to over 1,100 SIB subscribers, including the media and agencies within the national statistical system. Additionally, the questionnaire was made available on the SIB's Facebook page allowing accessibility to the general public. A total of 94 completed questionnaires were received, which is the most received since the first CSS was conducted in 2018.

The questionnaire was comprised of 21 questions, which captured basic demographic characteristics about the respondents, the frequency with which they accessed the Institute's statistics, the type of statistics used, their level of satisfaction with respect to the quality, timeliness, relevance, accuracy, usefulness, frequency and trustworthiness of the statistics, as well as their level of satisfaction with the service received from the SIB staff. The survey also assessed the Institute's website in terms of the frequency with which it is accessed, available content, and the ease of navigation. For the 2023 round of the survey, additional questions were included to capture information on the usage of the SIB's data portals, namely, the Belize National Statistical System (BNSS) data portal and the REDATAM data portal. The BNSS portal is the official source for indicators and metadata produced by agencies within the national statistical system while REDATAM is an interactive web application that allows the user to generate frequencies and cross tabulations of census variables. The CSS questionnaire also requested feedback about respondents' interests and preferences for additional or new data.

MAIN FINDINGS

### DEMOGRAPHIC CHARACTERISTICS

Of the 94 respondents, 40 percent were females and 60 percent were males (see Chart 1). About half or 47 respondents were aged 40 to 59 years. The remaining 50 percent of respondents were equally distributed between the 20-39 age group and the 60 and over group (see Chart 2).

Chart 1: Respondents by Sex
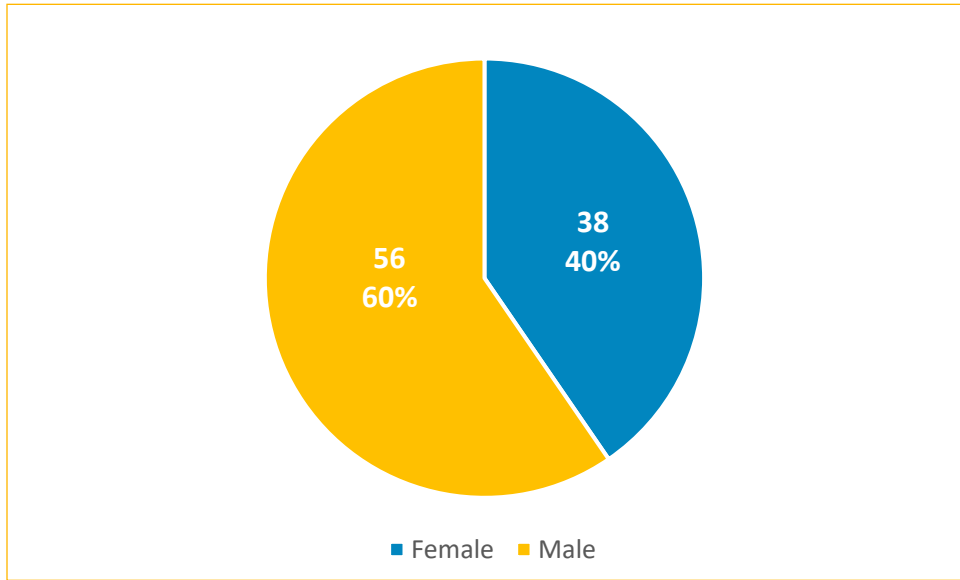
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

Chart 2: Respondents by Age Group
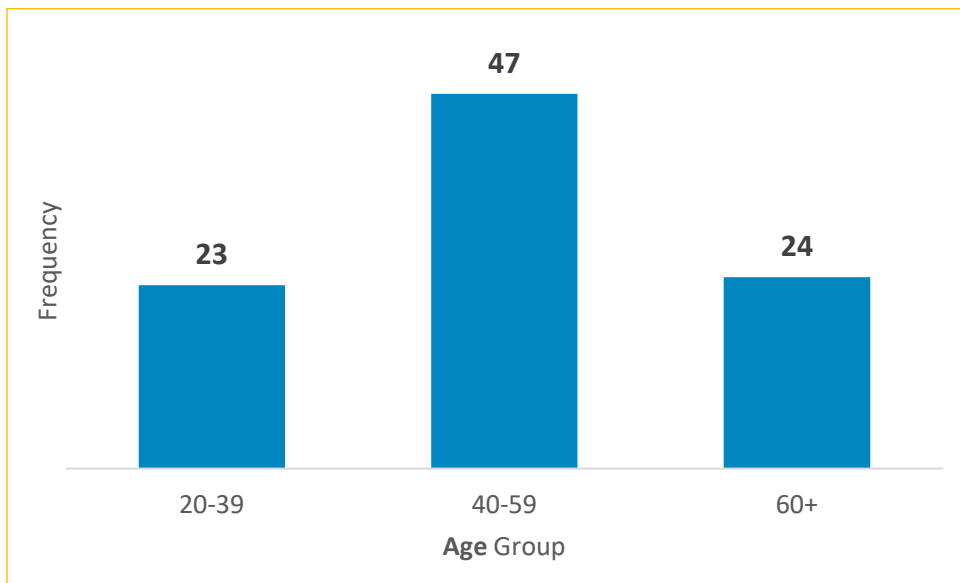
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

Most users who participated in this year's CSS were from the 'Business/Private Sector' (22 percent) and the 'General Public' (21 percent). 'Government/ quasi-government' accounted for 16 percent of the respondents, while 'International Agency' represented 10 percent. Collectively, these four user groups accounted for more than half (51 percent), or 49 respondents. In terms of frequency with which users utilize SIB's statistics, about 54 percent, or 51 respondents, reported that they use these statistics at least once per month. This trend was observed mainly among users in the 'Business/Private Sector', 'General Public' and 'International Agency' (see Table 1).

Table 1: Type of Data User by Frequency of Use

		How often do you use SIB's statistics or products?					
		At least once per week	Once per month	Rarely	Never	Total Count	Total Percent
To which user group do you belong?	Academic (Teacher or Student)	2	4	2	0	8	9%
	Business/Private Sector	4	13	4	0	21	22%
	General Public	2	8	10	1	21	22%
	Government/quasi-government	6	7	2	0	15	16%
	International Agency	2	7	0	0	9	10%
	Media	3	3	1	0	7	7%
	Non-government Organization	0	4	3	0	7	7%
	Researcher	1	5	0	0	6	6%
	Total Count	20	51	22	1	94	100%
	Total Percent	21%	54%	23%	1%	100%	

*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

USE OF SIB'S PRODUCTS

The results show that the top three reasons for accessing SIB's products were for 'Planning/Decision-making' (43 percent or 40 persons), 'Business/Market Research' (39 percent or 37 persons), and 'Report Writing' (35 percent or 33 persons) (see Chart 3).

Chart 3: Purpose of Use of SIB Products

*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

Among the statistical data provided by SIB, 'Gross Domestic Product' statistics were the most accessed, receiving 69 responses. This was followed closely by 'Population' statistics with 66 responses and 'Social Statistics and Living Conditions' with 64 responses. Other frequently accessed products included 'Brochures' (44 responses), 'Videos' (26 responses), and 'Posters' (24 responses) (see Chart 4).

Chart 4: Type of Statistic Accessed
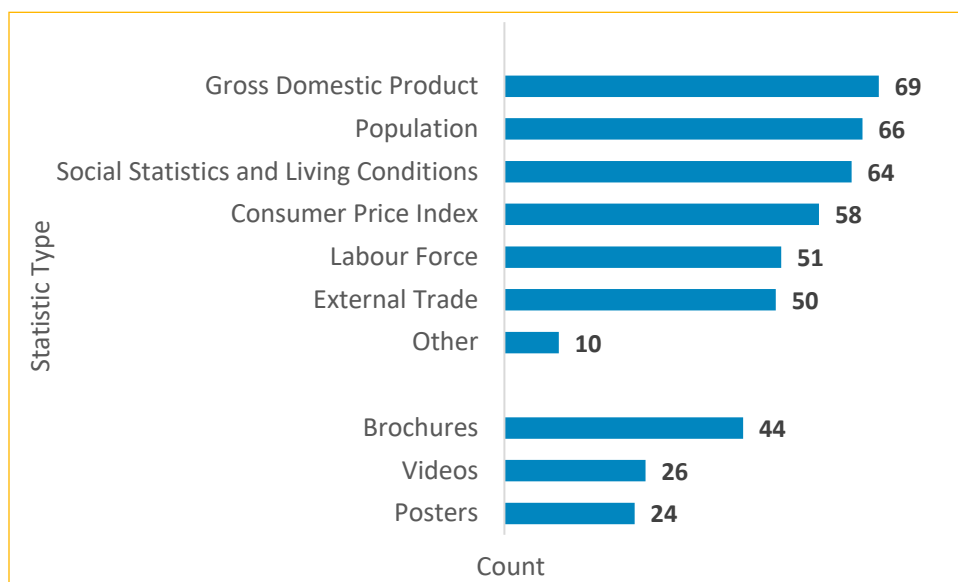
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

SATISFACTION WITH SIB'S PRODUCTS AND SERVICES

Respondents were asked to rate their level of satisfaction with SIB's statistics in seven areas: 'Quality', 'Timeliness', 'Relevance', 'Accuracy', 'Usefulness', 'Frequency' and 'Trustworthiness'. Over 80 percent of the respondents rated each category as 'Satisfactory' or higher. The highest rating was for 'Quality', with 94 percent of respondents giving a score of 'Satisfactory' or higher. This was closely followed by 'Usefulness' and 'Relevance', for which 91 percent and 88 percent of users gave a rating of 'Satisfactory' or better respectively. In terms of 'Trustworthiness' and 'Timeliness' 83 percent of respondents gave a score of 'Satisfactory' or above. (see Chart 5).

**Chart 5: Rating of SIB's Statistics**
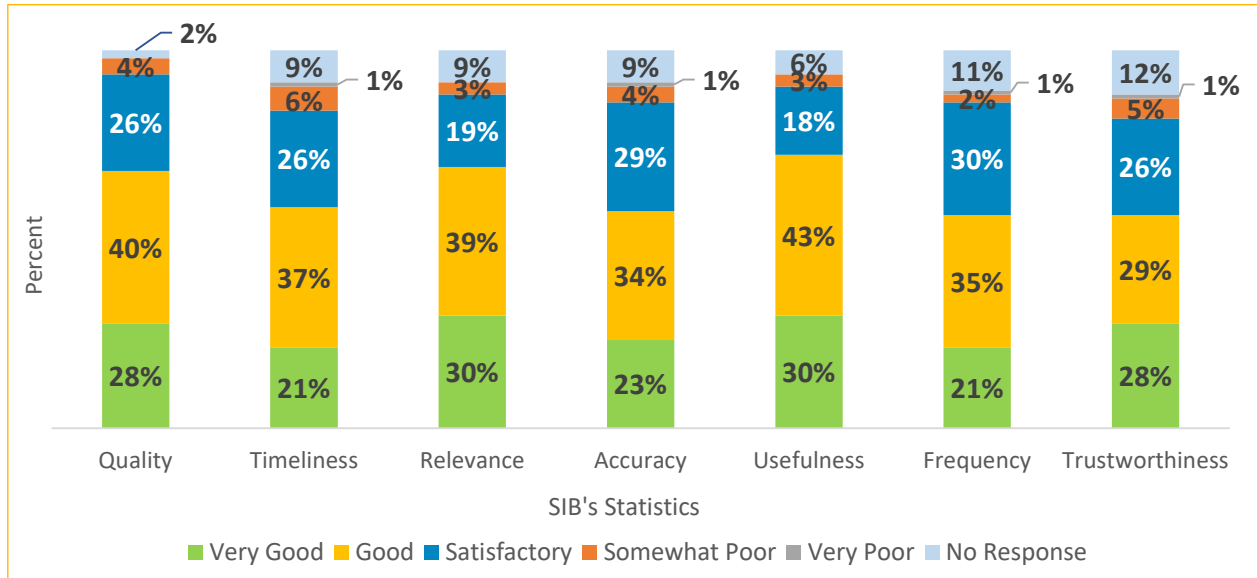
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

ADDRESSING DATA REQUESTS

The results showed that less than half, or 40 respondents, had directly interacted with SIB staff to request data. The survey included rating categories such as 'Staff courtesy', 'Competence', 'Promptness', 'Suitability of data format', and 'Ease of contacting office'. Encouragingly, more than 80 percent of respondents gave each of these areas, scores of 'Satisfactory' or above. Notably, 87 percent of the respondents rated 'Promptness' as 'Satisfactory' or above, although 13 percent considered it 'Somewhat Poor'. Additionally, a significant 95 percent of the respondents rated the staff's competence as 'Satisfactory' or better, with only 5 percent perceiving it as 'Somewhat Poor' (see Chart 6).

Chart 6: Staff Rating
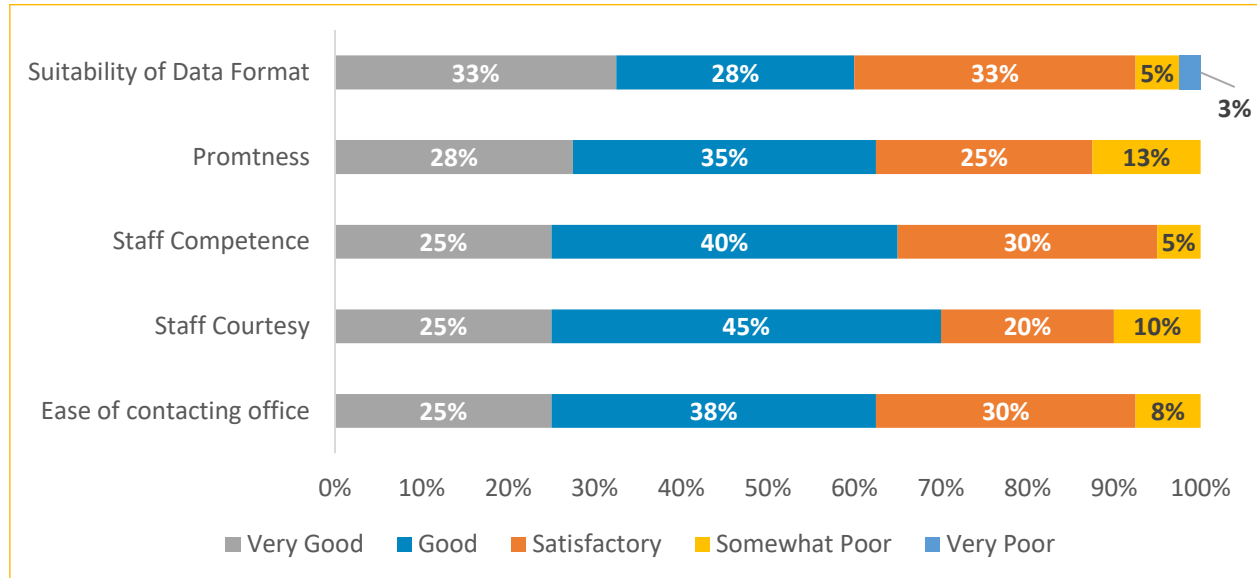
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

DATA DISSEMINATION PLATFORMS

The survey also captured information on the functionality and effectiveness of the Institute's three primary online data dissemination platforms: the website, BNSS portal, and REDATAM. Among the respondents, 64 percent reported using the website at least once per month, while 28 percent stated they rarely used it, and 8 percent had never used it. Various aspects of the website were assessed, including speed, availability of new and historical data, ease of navigation and data downloading, user-friendliness, and respondents' experience in requesting additional information.

With respect to the website's content, 91 percent of respondents rated it as 'Satisfactory' or higher. 'User friendliness' and 'Ease of navigation' also received positive ratings, with 90 percent of respondents rating them as 'Satisfactory' or higher. On the other hand, 'Historical data' and 'Requesting data via the website' received the lowest ratings, with 14 percent and 16 percent of respondents rating them as 'Somewhat Poor', respectively (see Chart 7).

Chart 7: Website Characteristics
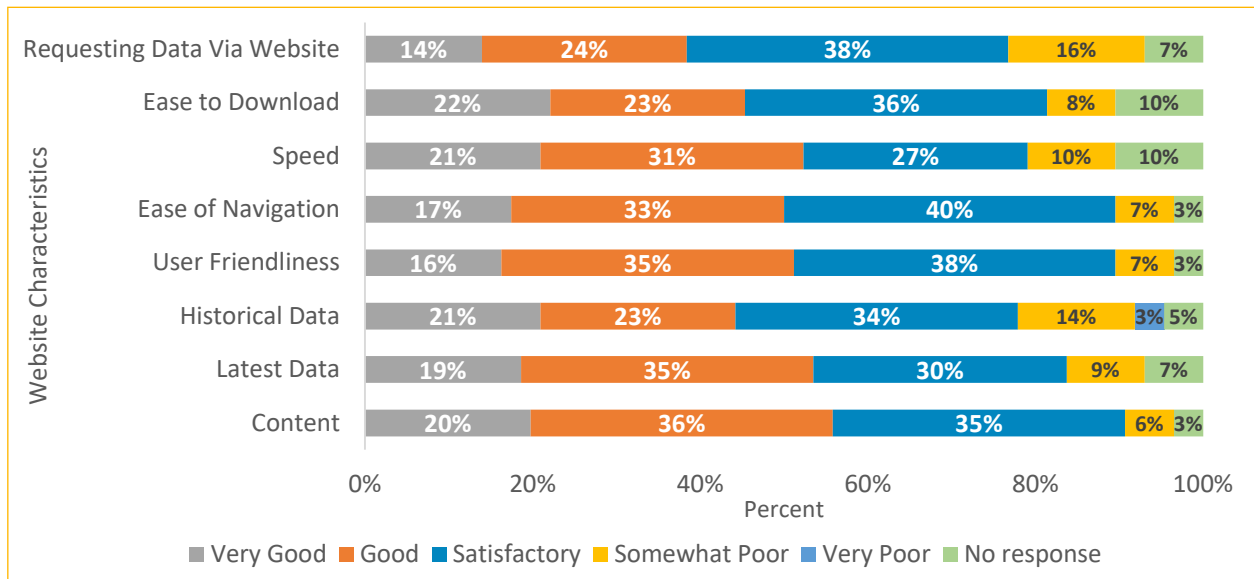
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

In addition to the website, the Institute offers the Belize National Statistical System (BNSS) Portal, where users can access a diverse range of data tables and indicators produced by SIB and other external data producers such as the Ministries of Health and Wellness, Education, and Agriculture, among others. The results showed that only 28 percent or 26 of the respondents had ever used the BNSS portal. Among those who had not utilized it, the most common reasons were a lack of awareness about the portal (43 percent) and not needing to access it (28 percent). Similarly, the REDATAM platform, which allows users to create customized data tables from the past three censuses (1980, 1991, and 2010), was accessed by only ten individuals (11 percent). A significant percentage of users, 51 percent, were unaware of this platform, and an additional 19 percent did not need to not use it (see Chart 8).

Chart 8: Whether or Not REDATAM and BNSS Portal Had Been Accessed and Reason for Not Accessing
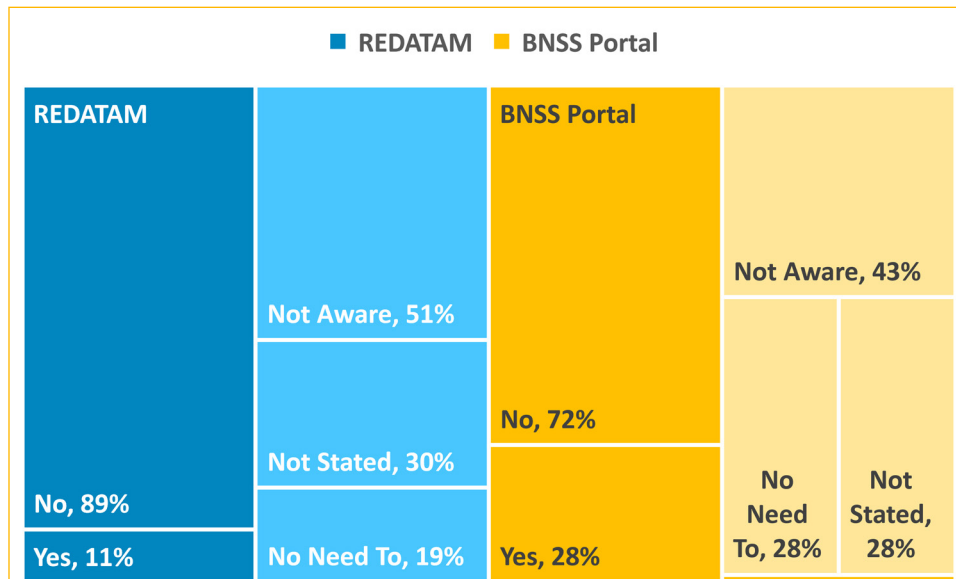
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

A notable finding was that approximately half of the respondents were not aware of the Institute's Advance Release Calendar, which provides important dates for monthly press releases, quarterly press conferences, and other publications. The survey also examined the communication mediums through which data users receive or access information from the Institute. The most common means of accessing statistical data or products were 'Internet Surfing' and 'Social media', with 60 percent and 53 percent of respondents utilizing these platforms, respectively. In contrast, the least used channels were 'Newspaper' and 'Radio', with only 33 percent and 41 percent of respondents accessing the Institute's information through these mediums. Additionally, other means of information access included 'Television' (50 percent) and 'Word of Mouth' (46 percent) (See Chart 9).

Chart 9: Means of Accessing SIB Data and Awareness of SIB Calendar
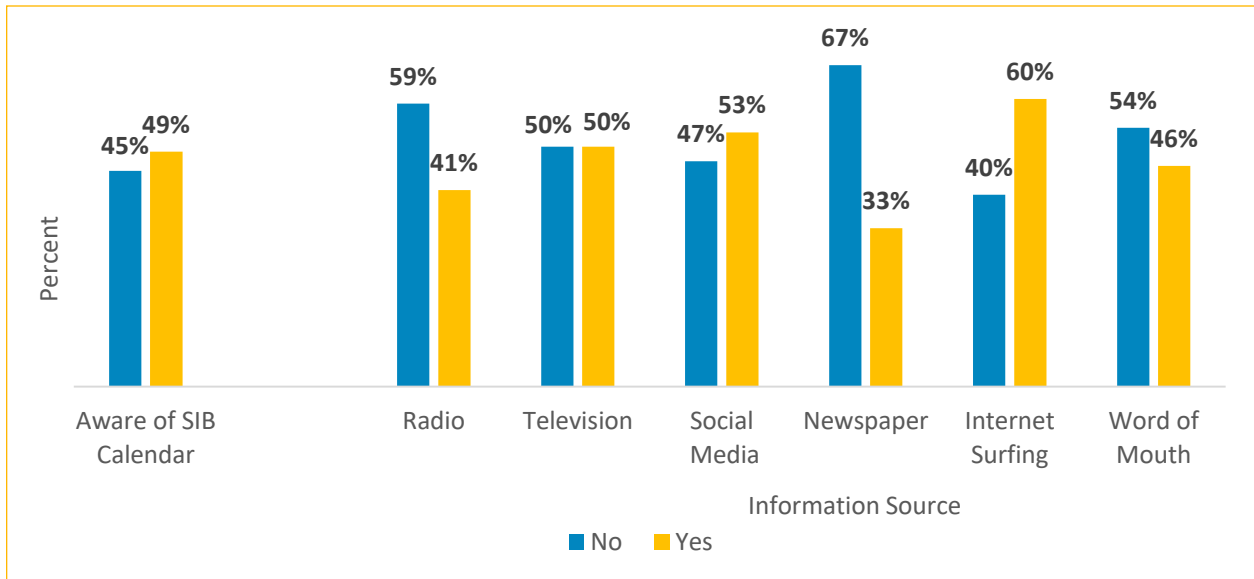
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

The survey also sought to gain insights on additional SIB related content that was being viewed or accessed by data users. 'News items on statistical releases or press conferences' was most prominent, with 69 respondents viewing news articles related to SIB's latest statistics publications. Second was 'Upcoming survey announcements', with 62 respondents or 66 percent viewing advertisements advising the general public of dates and purpose of upcoming surveys. 'Job vacancies' and 'Talk show appearances' were viewed by 26 and 27 respondents, respectively (see Chart 10).

Chart 10: SIB Related Content Being Accessed
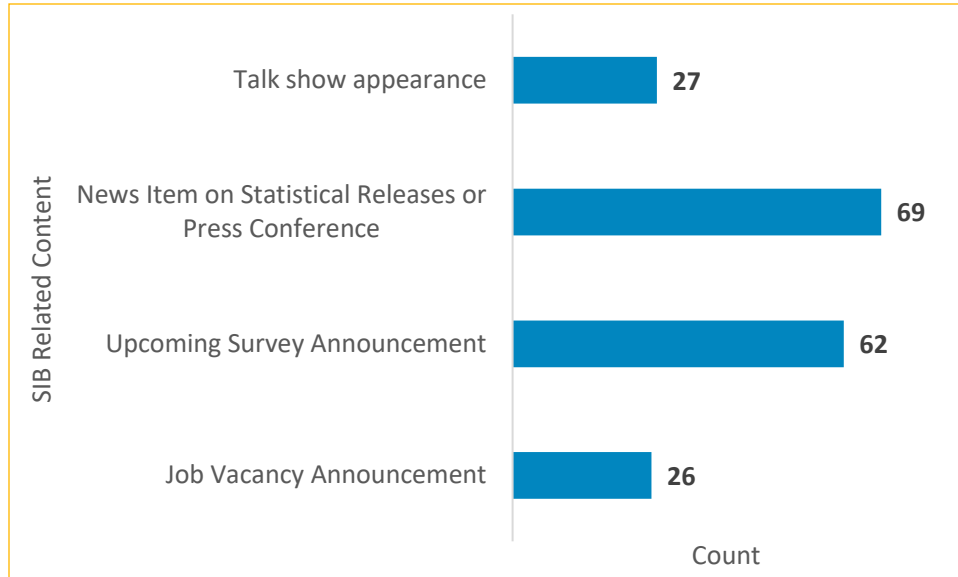
*Source: Statistical Institute of Belize, Customer Satisfaction Survey 2023

Supplementary to obtaining feedback on what the Institute is currently producing, the survey collected information on additional data needs. This encompasses new data that SIB does not currently produce, as well as increased frequency or further disaggregation of statistics that are being produced. Most notable were additional statistics on 'Population at the City/Town/Village level', 'Cost of living', 'Tax collection' and '2022 Census results.'

CONCLUSION

In summary, of the 94 responses received, 38 were females, and 56 were males. The majority of respondents, comprising 75 percent, were below the age of 59. The largest user groups were from the 'Business/Private sector' and the 'General Public', each representing 22 percent. It was also noted that 75 percent of users accessed the Institute's products at least once a month. The top three reasons for accessing SIB's statistical data and products were for 'Planning/decision making', 'Business/market research' and 'Report Writing'.

'Gross Domestic Product', 'Population' and 'Social and Living Conditions' statistics were the most accessed with 69, 66 and 64 responses, respectively. The majority of users rated the Institute's statistics in terms of quality, timeliness, relevance, accuracy, usefulness, frequency, and trustworthiness, as 'Satisfactory' or better. Similarly, the service received from the SIB staff also received 'Satisfactory' or above ratings from most users as it relates to 'Courtesy', 'Competence', and 'Promptness'. The Institute's website was also rated positively in relation to its 'Content', 'Ease of navigation', and 'User-friendliness'.

The use of the BNSS portal and REDATAM fell short of expectations, with only 28 percent and 11 percent of respondents accessing these platforms, respectively. Furthermore, more than half of the respondents were not aware of the annual 'Advance Release Calendar'.

In terms of the mediums through which information is accessed, the 'Internet' and 'Social Media' emerged as the most popular channels, with 60 percent and 53 percent of users utilizing them, respectively. However, a significant portion of data users still relied on 'Television' and 'Word of Mouth' as sources of information.

Overall, these findings provided valuable insights about the demographics, user preferences, and satisfaction levels of data users. The report highlights areas of success and areas that require further attention in order to continuously enhance the products and services of the SIB.