2012

STATISTICS ON:

THE SATISFACTION OF USERS OF OFFICIAL STATISTICS IN GHANA

MAIN REPORT

GHANA STATISTICAL SERVICE

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PREFACE AND ACKNOWLEDGEMENTS

The Ghana Statistical Service (GSS), as part of its mandate, has to collect, collate, analyze, and disseminate socio-economic data which focus on important issues in all sectors of the economy, and are relevant to the needs of data users. GSS is also responsible for assisting Ministries, Departments and Agencies (MDAs), Metropolitan, Municipal and District Assemblies (MMDAs) and other statistics producers within the National Statistical System (NSS) to address high priority data needs and to provide consistent, reliable, complete, and accurate information on identified indicators. It is also the responsibility of GSS to produce high quality data which are released on timely basis.

The increasing demand for statistics in recent times does not only emphasize the value of statistics in the country but also calls for the strengthening of the NSS. With assistance from development partners, GSS is undertaking a five-year statistical reform programme from 2009 to 2013. The reform programme is being implemented under the Ghana Statistics Development Plan (GSDP) which aims at revamping the NSS through a number of activities. These include Human Resource and Capacity Development, Data Development and Dissemination, Institutional Reform and Development of Statistical Infrastructure, among others.

As part of the process of developing a National Statistical System which is responsive to user needs and also engages users more frequently in the planning, governance, monitoring and evaluation of statistical services, the GSS conducted a User Satisfaction Survey in 2012 to assess the satisfaction andperceptions of users of statistical products and services of the NSS. The results of the survey would be used as a baseline for monitoring and evaluation of performance improvements of the NSS during the five-year reform period.The 2012 Ghana User Satisfaction Survey (GUSS) was generally carried out with a view to gathering information on users' expectations to identify areas for improvement. It is expected that user satisfaction surveys would be conducted more often in order to use the outcomes to satisfy the needs of our numerous clientele. We are gratified that this maiden survey found high levels of satisfaction with our publications, databases and services. At the same time, the results indicate areas which must be improved.

We would like to take this opportunity to acknowledge the financial contributions of the European Union (EU), UK's Department for International Development (DFID) and the World Bank. We wish to especially express our appreciation to Ms. Lynne Henderson of the World Bank for her enormous assistance from the planning stage to the analysis stage.

We are indebted to all those who in one way or the other, contributed to the production of this report. We particularly acknowledge the expertise of the GSS Team, whose insights guided this survey from the beginning through to the completion of this report. Our sincere thanks also go to the field personnel, individual respondents and all participatinginstitutions for the roles they played in the implementation of the survey.

DR. PHILOMENA NYARKO
ACTING GOVERNMENT STATISTICIAN

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LIST OF CONTRIBUTORS

Dr. Philomena Nyarko

Mr. Kofi Agyeman-Duah

Mr. BaahWadieh

Mr. Magnus Ebo Duncan

Mr. Sylvester Gyamfi

Mr. Anthony Amuzu

Mrs. Edith Mote

Mr. Pharin Anthony Amuzu

Mr. Johnson OwusuKagya

Mr. Peter TakyiPeprah

Mr. Godwin OdeiGyebi

Mr. Emmanuel Boateng

Mr. Edmund Ameyaw

Mr. Emmanuel A. Cobbinah

Mrs. AbenaAsamoabeaOsei-Akoto

Mrs. Angela Otchi

Ms. Hanna FrempongKonadu

Mr. Ben Gadzekpo

LIST OF ABBREVIATIONS

AfDB	African Development Bank
CPI	Consumer Price Index
CSPro	Census and Survey Processing System
GDP	Gross Domestic Product
GSDP	Ghana Statistics Development Plan
GSS	Ghana Statistical Service
GUSS	Ghana User Satisfaction Survey
IMF	International Monetary Fund
MDAs	Ministries, Department and Agencies
MLGERD	Ministry of Local Government, Environment and Rural Development
MMDAs	Metropolitan, Municipal and District Assemblies
MOC	Ministry of Communication
MOE	Ministry of Education
MOESW	Ministry of Employment and Social Welfare
MOFA	Ministry of Food and Agriculture
MOFEP	Ministry of Finance and Economic Planning
MOH	Ministry of Health
MOLFM	Ministry of Lands, Forestry and Mines
MOTI	Ministry of Trade and Industry
MOWAC	Ministry of Women's and Children's Affairs
NDPC	National Development Planning Commission
NSS	National Statistical System
SPSS	Statistical Package for the Social Sciences
SRF	Statistics for Results Facility
UN	United Nations
USS	User Satisfaction Survey
WB	World Bank

EXECUTIVE SUMMARY

This report presents the results of the maiden Ghana User Satisfaction Survey (GUSS). The fieldwork covered a period of ten working days (April 16-27, 2012). The survey used the list of persons and institutions that had requested for and used statistics or statistical products of the Service between 2007 and 2011.

The objectives of the survey were to assess data needs, and users' satisfaction level with the current state of official national statistics and perceptions of key users of the statistical products and services of the National Statistical System (NSS).

The GUSS covered users of statistics in the government sector, business community, education sector, media, international agencies, civil society organizations and individual researchers. A one-stage stratified sample design with proportional allocation to size was adopted in selecting the number of users for each sector.

In total, 610 users were involved in the survey with a response rate of 92.8 per cent. Among the respondents the most common statistics ever used were demographic (77.9%), and the least used were crime or judicial statistics (14.0%).

The findings revealed that Ghana Statistical Service is the main source of statistical information (39.2%) for users in the country. This is followed by Ministries, Departments and Agencies/Metropolitan, Municipal, and District Assemblies (26.3%) and International Organizations (12.5%). Official statistics aremainly used for planning purposes, research work or for informed decision making or policy formulation.

Apart from statistics on Business (22.1%), Crime/Judicial (20.7%), Labour (19.0%) and External Trade (15.8%) with which users were somewhat dissatisfied, generally higher proportions of users (more than 85%) consideredthe statistics produced as either useful or very useful.

Overall, users' satisfactionwith the Details, Relevance, Frequency of Publication and Style of Presentation of official statistics was encouraging. However, users were relatively less satisfied with the timeliness of releases of official statistics. While higher proportions of users said they were satisfied with the relevance (96.3%), style of presentation (85.4%), details (84.1%), and frequency of releases (71.7%) of statistics on national accounts, only 59.2 per centindicated that they were satisfied with the timeliness of the release.

Price (69.8%), demographic (64.5%) and health (62.3%) statisticswere reported to be the most easily accessible official statistics. Labour statistics (56.0%) were identified to be the most difficult product to access or obtain. Respondents were of the view that publications (68.8%) werethe statistical products with clear descriptions of the methodology used, followed by demographic (66.7%), health (65.9%) and education (64.8%) statistics.

According to most of the users (82.1%), statistics produced within the national statistical system are coherent. Only 17.9 per cent of users were of the view that statistics produced within the national statistical system are not coherent.

On a whole, 81.8% of the respondents had contacted GSS for data or statistical products or made enquiries about the outputs of the Services. Personal contact with GSS offices (i.e., the head-office, regional offices or district offices) has been the norm among users according to the findings. Contacting the GSS through the electronic media (telephone, e-mail or through the website or fax) is extremely low.

Majority of users (76.6%) required official statistics within one week, while 10.1 per cent required the information within two weeks and 9.4 per cent, within one month. Three out of five respondents (62.4%) indicated that GSS responded to their request within one week, while 10.1 per cent said their requestwas responded to within two weeks. Another 10.1 per cent indicated that their request was responded to within one month.

About 83 per cent of the respondents were satisfied with the packaging of their request from GSS while 16.9 per cent of them registered their dissatisfaction with the packaging. On the question of whether the packaging met their needs or not, more than half (54.2%) reported that GSS satisfied them fully and 38.9 per cent said their needs were partially met but 7 per cent said their needs were not met at all. For those whose needs were not met, the reasons assigned include their inability to get exactly what they wanted (52.6%), the inadequacy of thedetails given (45.8%) and outdated data (24.0%).

The Ghana Demographic and Health Survey (68.8%) is the most commonly used publication of GSS, followed by Census publications (67.5%) and the Ghana Living Standards Surveyreports (65.8%).

Users' level of satisfaction with GSS' publications was sought with respect to their relevance, accuracy, accessibility and style of presentation. More than 94 per cent of the respondents were satisfied with the relevance, accuracy and style of presentation. On the other hand, 13.6 per cent of respondents rated accessibility as either poor or very poor.

Less than half (46.2%) of users of official statistics have ever accessed the GSS' website. Of those who ever used GSS website, 68 per centwere of the view that the website is good in terms of accessibility but 7 per cent of users were disappointed or could not access the website. Sixty-five per cent of users viewed the website content as good while 19 per cent viewed it as not good, or of no use. Users were of the view that GSS website is not updated regularly and according to 15.8 per cent, the design of the user interface is not good.

Users declared that their preferred mode of disseminating official statistics are website (20.4%), printed publications (16.6%) and press releases (12.0%).

Nearly half (47%) of the users of official statistics had not been influenced in any way by media coverage on GSS and that their perceptions about GSS remain the same, compared with 17 per cent who claimed to have been influenced by media reportage.

CHAPTER 1:   INTRODUCTION

1.1   Background

National Statistical Offices (NSOs) are increasingly striving to ensure that their products and services satisfy stated and implied user needs. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company or organization meet or surpass customer needs and expectations. User Satisfaction Surveys (USSs) are conducted by statistical offices to assess the level of satisfaction of users with statistical products. These surveys seek to determine the number of users, and whether services rendered to them exceeds or falls below their expectations. The USSs attempt to find out users' views regarding packaging and style of presentation, content, details of analysis, timeliness and frequency of release of official statistics and statistical products. User Satisfaction Surveys try to assessusers reported experienceswith institutions that produce statistics, their products and whether they meet their satisfaction goals.

Ghana received funding under the Statistics for Results Facility (SRF) programme to implement the Ghana Statistics Development Plan (GSDP). The rollover of the GSDP is aimed at establishing the statistical base of the country through multi-sectoral effort led by the Ghana Statistical Service (GSS). In the preparation of this strategic plan, which is the first system-wide plan for statistics in the country, the following Ministries and Departments were consulted:

- Ministry of Communication (MOC);
- Ministry of Education (MOE);
- Ministry of Food and Agriculture (MOFA);
- Ministry of Health (MOH);
- Births and Death Registry under the Ministry of Local Government, Environment and Rural Development (MLGERD);
- Ministry of Lands, Forestry and Mines (MOLFM);
- Ministry of Employment and Social Welfare (MOESW);
- Ministry of Trade (MOTI);
- Ministry of Women's and Children's Affairs (MOWAC);
- Ministry of Finance and Economic Planning (MOFEP); and
- National Development Planning Commission (NDPC).

Unlike the situation in some countries where the National Statistical System (NSS) is defined by a legal framework and institutional arrangements for the collection, compilation, dissemination and use of official statistics, the NSS in Ghana is not explicitly mentioned as an institution in any

legislative document but only implied as a mandate of the GSS.PNDC Law 135 (Statistical Service Law, 1985)gives legal backing to GSS to coordinate and collaborate with MDAs and other organizations that produce official statistics. The GSS is to provide the coordinating mechanism within the NSS to ensure that data and resources can be shared between development sectors effectively and efficiently.

Basically, the NSS in Ghana embodies all MDAs responsible for gathering statistical data through nationwide surveys, administrative records andother sources of information.The GSS and the MDAs, either independently or collaboratively, have over the years been producing statistics and indicators in several broad areas. The MDAs produce statistical data mainly in the areas that are in line with their mandates; while the GSS, independently or in collaboration with the MDAs, produces statistical data in all the broad areas. The mandate of GSS also extends to the dissemination of other critical statistics as defined under the Statistical Service Law of 1985. The outcome of the coordination is thus to ensure effective working relationships among the constituent stakeholders, namely the producers and users of statistics. As part of GSS' vision to be the country's leader in the production of official statistics and to provide stakeholders with high quality statistical data, it is deemed necessary to spearhead the conduct of this important survey.

As has always been the case, GSS is committedto the collection, compilation, analysis and disseminationof quality statistical data consistent with internationally accepted methodology and standards and it is expected that relevant statistical data will be promptly made available to the broad spectrum of public and private stakeholders, for the purposes of good governance and informed decision-making on critical social and economic developments.. In addition, the GSS provides strategic leadership and coordination in the development and use of statistics within the NSS. This has necessitated the conduct of this survey which aims at assessing performance levels in the production ofofficial statistics.

Thisis the maiden user satisfaction survey of official statistics and statistical products that has been conducted in Ghana. It was conducted to:
- Examine the priority needs of users of official statistics - government, private, research and education sectors, media and civil society and their experiences and perceptions about official statistics.
- Examine how official statistics are valued and used in the information processes and policy, and decision-making.
- Set the baseline indicators for monitoring improvements under the GSDP.

The findings of this survey whichpresents the satisfaction levels of users of official statistics in the country would be shared with stakeholders of the NSS to guide them to strive hard to foster professionalism, integrity and accountability in producing relevant statistics in the country.

1.2 Objectives of the survey

The main objective of the survey was to assess data needs, satisfaction with the current state of official national statistics and perceptions of key users of the statistical products and services of the National Statistical System (NSS). It was also to gauge the extent to which official statistics satisfy the most urgent needs of the users, determine how easy or difficult it was to access official statistics and accompanying metadata.

The survey was also meant to measure users' perceptions about the:

- Release of official statistics, in line with available release calendar or within the stipulated timelines;
- Level of detail provided or the inclusion of the right amount of information needed;
- Ease of understanding official statistics;
- Usefulness of official statistics in meeting the needs of the users;
- Timeliness of official statistics; and
- Reliability of the official statistics.

The specific objectives of the GUSS were to:
- Measure the extent to which the supply and quality of official statistics satisfy the needs of users.
- Examine the strengths and weaknesses of official statistics and identify the areas that need improvement.
- Determine the relevance of statistical products from the NSS for informed decision-making by government and business communities, the education sector; and for informed discussions and debates by the media.
- Help GSS formulate actions for the NSS and increase quality of statistical products; help improve packaging of statistical products to be user friendly, and enhance the use of statistical information in the country.
- Make known the perception of users of statistics on the supply and quality of statistics in terms of reliability, credibility, timeliness and packaging.
- Monitor the use of statistics and examine the perceptions of users of statistics.
- Identify misconceptions and help to determine the corrective actions that need to be taken to improve the NSS.

1.3 Scope of the survey

The GUSS covered users of statistics and/or statistical products in the Government sector i.e. Metropolitan, Municipal and District Assemblies (MMDAs),Ministries, Departments and Agencies (MDAs), the business community, Education sector, Media, International Agencies, Civil Society Organizations and individual researchers. Each group was sufficiently represented in order to disaggregate the results by group and thereby assess the differences in responses. Within each of these groups, there were several types of institutions or organizations that constituted the broad sector as explained below:

- **Metropolitan, Municipal and District Assemblies(MMDAs)/Ministries, Department and Agencies (MDAs)**: includes government ministries; the legislative assembly of the country (parliamentarians) and associated entities, such as public agencies the central bank (Bank of Ghana), other government bodies and district assemblies.
- **Business community**: includes business organizations such as the chamber of commerce, industries and other business entities, association of employers, labour unions, banks and other financial corporations.
- **Education sector**: includes universities and other tertiary institutions, educational institutions at the intermediate levels, such as teacher training colleges, nursing training schools, etc.
- **Media:** includes the main media houses in the country such as newspaper, radio and television stations and other media publishing houses writing on economic, societal and political affairs.
- **International agencies:** includes development partners and other international bodies operating within Ghana and dealing with economic and social development issues, providing technical assistance, and donating or administering funds for development.
- **Civil society**: includes key non-governmental organizations, professional associations, religious institutions and political parties.
- **Individual researchers:**include individuals who collect data from the Ghana Statistical Service for research and other activities.

1.4 Limitations of the Survey

The survey was planned to be a face-to-face interview and, therefore, individuals who had used official statistics but relocated outside Ghana were left out as well as foreigners who access official statistics via the website or internet. The methodology also left out potential users of statistics or statistical products as the sample size targeted only those who had ever used official statistics or statistical products.

1.5 Definition of official statistics

Official statistics are statistics producedby designated government agencies in the course of their work (i.e. routine statistics) or collected specifically for statistical and planning purposes or to monitor progress in programme areas, forecasting as well as developmental programmes. The survey attempted to find out from users their views on the details or level of presentation, relevance, packaging and/or style of presentation of statistics or statistical products by agencies within the statistical system in the country.

1.5.1 Categorization of official statistics or statistical products

The following are some examples of the various statistics produced under the major categories. It is detailed enough but not necessarily exhaustive:

a. National Accounts
   i. Gross Domestic Product/Income
   ii. Per Capita Income
   iii.Economic Growth Rate

b. Price Statistics
   i.   Consumer Price Index
   ii. Producer Price Index
   iii.Inflation
   iv. Prime Building Cost Index

c. Public Finance Statistics
   i. National Budget (Income and Expenditure)
   ii. MMDAs' Expenditure Statistics

d. Monetary and Financial Statistics
   i.   Money Supply
   ii. Interest Rates
   iii.Exchange Rates Statistics
   iv. Internal Revenue Statistics
   v. External Reserve Statistics
   vi. Government Debt and Government Borrowing
   vii. Balance of Payments

e. Business Statistics
    i. Manufacturing Industrial Statistics
    ii. Internal Trade Statistics
    iii. Services Industry Statistics (Mining, quarrying, energy)
    iv. Roads and Transport Industry Statistics (vehicle registration statistics)
    v. Crude Oil Production Statistics
    vi. Production of Energy Statistics (Electricity and Gas)
    vii. Water Production Statistics
    viii. Mining and Quarrying Statistics
    ix. Tourism and Hospitality Statistics
    x. Local and Foreign Investment Statistics
    xi. Lending and Borrowing Statistics
    xii. Construction Statistics

f. Labour Statistics
    i. Employment Statistics
    ii. Child labour Statistics
    iii. Labour unrest
    iv. Labour Organizations
    v. Wages and Salaries

g. External trade statistics
    i. Imports
    ii. Exports

h. Demographic Statistics
    i. Population Estimate
    ii. Population Density
    iii. Fertility and Mortality Rates
    iv. Population Growth Rate
    v. Population Structure (Age Distribution)
    vi. Sex Ratio
    vii. Migration Trends
    viii. Marriage and Divorce Statistics
    ix. Births and Death Statistics
    x. Vital Statistics (Migration, birth and death, marriages and divorces)

i. Health Statistics
    i. Incidence of Diseases

ii. Disease Prevalence and Control Statistics

iii. Disease Fatality Statistics

iv. Human Resource

v. Patient Doctor Ratio

vi. Patient Nurse Ratio

vii. Health Facilities Statistics

viii. OPD Attendance Cases

ix. Dental Care Statistics

x. Maternal Health

xi. Antenatal Care

xii. Infant Nutrition / Immunization

xiii. Specialist Care Statistics (Cardio Vascular, Heart Surgery, Organ Transplant Services, Radiotherapy, Mental Health, Plastic Surgery, Eye Care)

xiv. In-patient Attendance Cases

j. Education Statistics

i. Enrolment in all Levels of Schooling

ii. Pupil/Teacher Ratio

iii. Educational Facilities

iv. Level of Education Completed

v. Literacy/Illiteracy Rate

vi. Dropout Rate

vii. Educational Curriculum Statistics

viii. Educational Assessment Statistics

k. Crime and Judicial Statistics

i. Crime Rate Statistics

ii. Prison Facilities

iii. Population at Prison

iv. Incidence of Crime

v. Crime Control

l. Environmental Statistics

i. Sanitation Statistics

ii. Environmental Pollution Statistics

iii. Weather Condition Statistics (Meteorological Records)

iv. Water Pollution

v. Forest/Land degradation/Depletion

- Small Scale Mining

- Tree felling/Lumbering
- Firewood/Charcoal burning
- Traditional Farming System(Shifting cultivation, Bush burning)
vi. Soil Erosion
vii. Soil Fertility
viii. Sea/Lagoon pollution
ix. Wetlands
x. Air pollution (Co, Co_2, etc.)

m. Agriculture and fishery statistics
    i. Production of major crops
    ii. Annual fish production
    iii.Cartography/Geographic Information Systems (GIS) data

CHAPTER 2: SURVEY METHODOLOGY, TRAINING AND FIELDWORK

2.1 Methodology

Various methods were considered with the aim of improving data quality of the 2012 GUSS.These included direct interviews, administration of questionnaires through the post, inviting respondents for a workshop and giving them the questionnaires to fill out after taking them through the concepts.

Considering the characteristics of the respondents which include:
- busy schedules of managers/directors who are likely to answer the questions; and
- the scattered nature of individual users throughout the country with reference to the number of regions and districts,

Coupled with limited funds available for the survey, the following strategies were considered during the pre-test to reduce cost and increase response rate:

(i) The selected individual users and the media were invited to centreswhere respondents were taken through the concepts, purpose and objectives of the survey; after which copies of the questionnaire were distributed and questions administered to the respondents with the assistance of trained interviewers.

(ii) Selected respondents in institutions/organizations (MDAs, Civil society, Business sector, Education sector, International agency) were interviewed face-to-face by trained interviewers in their various offices.

Feedback from the pre-test showed thatrespondents weregoing to be as objective as possible when they were visited than being invited to a centre, fed and promised money for transport. It was also realized that face-to-face interviews would be cost effective. The survey, therefore, adopted "option 2" (face-to-face interview) for all categories of respondents. Individual respondents were interviewed at agreed locations/offices upon prior notification and booking of appointments.

Heads of research units of selected organizations or institutions or similar staff, whose responsibilities included the use of official statistics or statistical products, were interviewed on behalf of their organizations or institutions.

2.2 Sampling frame

The sampling frame of the GUSS was prepared by compiling the names of organizations and individuals who had ever used official statistics or statistical products from all the producers of official statistics from January 2007 to December 2011 across the 10 regions of Ghana. The sampling frame was revised during the pre-test and individuals/organizations with the following defects were removed in order to have a realistic and reliable up-to-date frame for the sampling.

- Individuals/institutions whose address and location could not be identified;
- Individuals who had relocated outside Ghana
- Organizations/institutions that had winded up/ closed down or ceased to operate in Ghana;
- All other individuals/organizations not operating or living in Ghana.

The revised list, therefore, included all users of official statistics produced by Ghana Statistical Service and other producers of official statistics across the country.
These include:
1. Ministries, Department and Agencies (MDAs) and Metropolitan, Municipal and District Assemblies (MMDAs)
2. Financial Institutions
3. International Organizations
4. Media Houses
5. Educational/Research Institutions
6. Other Private Enterprises
7. Civil Society and
8. Individual researchers

2.3 Design of the survey

According to the master sampling frame, there were 934 local users of statistics. Assuming a Z-value of 1.96 and absolute precision of 10per cent and expected rate of satisfaction of 50 per cent, the sample size was calculated as follows:

$$n = \frac{NZ^2p(1-p)}{d^2(N-1) + Z^2p(1-p)}$$

$$where$$
$$N: Total\ number\ of\ users$$
$$Z: z\ value$$
$$d: absolute\ precision$$
$$p: expected\ proportion\ of\ users\ at\ the\ nationl\ level$$

z =1.96
N = 934
p = 0.5
d = 0.1
n = 87.17

The computation of the sample size (n) indicates that each sector required at least 87 institutions/individuals representing about 10 per cent of the sample size required nationally to be able to have enough data for detailed analysis for each sector. In determining the total sample size of the survey, it was ensured that each sector had enough representation of statistical users to allow detailed analysis per sector. This was done by multiplying the number (n) to be selected per domain by the seven domains, giving a total of 610 users for the survey.

2.4 Selection of the sample size per sector

A one-stage stratified sample design with proportional allocation to size was adopted in selecting the number of users for each sector. The selection of institutions/individuals was accomplished by carrying out sampling operations independently within each domain/sector. The selection procedure of each domain involved the following steps:

- Institutions/individuals in each sector were arranged in alphabetical order.
- Users in each sector were selected systematically using the systematic sampling method.

Selection of the ith sampled organization within domain h can be expressed as follows;
$S_{hi} = R_h + [I_h \times (I-1)]$ for I = 1, 2, 3, 4, ...,n_h

$$where$$

$$S_{hi} = selection\ of\ the\ i^{th} sample\ institutions\ or\ individuals\ in\ domain\ (sector)h$$
$$R_h = random\ start\ for\ sector\ h$$
$$I_h = sampling\ inteval\ for\ sector\ h$$

Table 2.1: Proportional distribution of users by sector

Sector	Number of Institutions/ individuals	Allocation
MDAs/MMDAs	399	261
Business Community	80	52
Education Sector	20	13
Media	75	49
International Agencies	57	37
Civil Society	81	53
Individual researcher	222	145
Total	**934**	**610**

2.5   The GUSS Questionnaire

A GUSS questionnaire was developed based on a standard template used by other statistical authorities elsewhere. The standard template wascustomized to ensure that it was appropriate for Ghana. The questionnaire was in four sections:

- Section A asked about the respondents' use of official statistics – which statistics they use regularly, the main sources from which they obtain those statistics, what they normally use them for, how long and how often they have been using official statistics.

- Section B looked at the respondents' views on the quality of official statistics in terms of relevance and accuracy, reliability, timeliness of release, frequency of release and accessibility; their overall assessment of the quality of, and level of satisfaction with, official statistics in the country.

- Section C asked the respondents about the quality of service delivery by the GSS, including the frequency with which they seek the products and services, methods that they use when seeking those products and services, and their views on the official website.

- Section D gathered information on the respondents, including the organizations for which they worked, their ages, sex, education and contact information.

Alongside the development of the questionnaire, an Enumerators' Manual was developed, which contained concepts, definitions, responsibility of field officers, interviews and supervisory procedures.

2.6   Pre-test of the instruments

The GUSS questionnaire was pre-tested over a period of three days. Prior to the pre-testing of the questionnaire, a two-day training workshop was organized in March, 2012 to help field personnel understand the concepts and be familiar with the questions for the pre-test.Known experienced field data collection officers were purposively selected for the pre-test. The pre-test gave insights into the flow of the questions, average time required to administer each questionnaire, and helped the GUSS team to fine-tune the questionnaire and the draft manual that had been prepared. The pre-test also gave a fair idea about the response rate.

A day'sreview workshop was held with the field personnel to discuss the outcome of the pre-test. During the workshop, challenges encountered were shared, recommendations were noted and the instruments were reviewed and finalised.

2.7   Organisation of the field work

2.7.1   Recruitment of field officers

Fortyeight (48) personnel were recruited and trained for the field work.At the end of the training, forty seven (47) wereselected for the field work and oneperson put on standby.

2.7.2   Main Training

A residential training programme was organized for 48 personnelfrom 11th-14th April, 2012. The officers were trained on the GUSS instruments within three days by six facilitators.Training was carried out using training manual, power point presentations and group discussions. All concepts wereexplained and all ambiguity was clarified during the training. In determining participants understanding of the course content and their ability to do quality work, class assessment was conducted. Thirty-six (36) interviewers and 11 supervisors were finally selected for the fieldwork, with each team comprising of a supervisor and a number of interviewers depending on the number of institutions/individuals in the region.

The eleven (11) teams constituted for data collection were formed according to the breakdown shown in Table 2.2.

Table 2:2: Regional distribution of teams

S/N	Region	No. of Teams
1	Western	1
2	Central	1
3	Greater Accra	3
4	Volta/Eastern	1
5	Ashanti	2
6	BrongAhafo	1
7	Northern	1
8	Upper East/ Upper West	1

2.7.3   Period of field work and Interviewer workload

Ten week days were used for field data collection from 16th to 27th April 2012. Few respondents who, because of their tight schedules could not be met within the interview period were, however, visited during the third week for the interview.Interviewers were responsible for the administration of questionnaires to the institutions/individuals. Each of the 11 teams had an average of 43 respondents to interview and the average workload per person was 15 respondents.

The general responsibilitiesfor the interviewers were as follows:
- o Locating the selected institutions/individuals in the sample that was assigned to them, and administering the questionnaires.
- o Identifying and interviewing all the eligible respondents in the selected institutions assigned to them.
- o Checking completed interviews to be sure that all questions have been asked.
- o Making call-backs to interview respondents who could not be interviewed during the first visit.
- o Ensuring that the information given was consistent and reliable by keeping the respondent focused on the questions.
- o Preparing debriefing notes in their notebooks for the field supervisor on the problems encountered.

2.8   Supervision and quality control

Observation and supervision during the field work were necessary to ensurethat the field all procedures were strictly followed. Supervisors played an important role in ensuring that good quality data wascollected. Among other things, supervisors were tasked to:
- Review each questionnaire to be sure it was complete and internally consistent;
- Help interviewers to solve any problem theymight encounter in identifying the selected institutions or individuals;
- Help interviewers to understand the concepts used, and also help to elicit information from difficult respondents.

In addition to the supervisors' role, there were two other levels of monitoring in this survey. The first was carried out by the six trainers whose duty it was to clarify concepts and definitions where needed, visit teams on the field to observe interviews, do spot-checks, and edit samples of completed questionnaires. The second monitoring group was made up of three Management staff who were responsible for overseeing and ensuring that field workers were executing their assigned duties.

2.9   Challenges

The following were some of the challenges faced:
- Difficulties in getting the selected respondents to respond to the questionnaires were identified to be the major challenge to the survey. Most of the users were heads of institutions/departments with busy schedules, including frequent travelling that made it difficult for the field officers to get them to complete the questionnaires.

- Some of the respondents had to discontinue interview mid-way because they complained that the questionnaire was bulky and, therefore,it was time consuming to complete them. They continued responding only after persistent visits.
- Some of the selected respondents had changed their places of residence across regionsand, therefore, locating such respondents was difficult and time-consuming. In view of this, some of the interviewers had to work across regions.
- Some of the contact numbers that had been provided for the respondents were not getting through. This is because some of the respondents had changed their contact numbers over time.

2.10   Publicity for the survey

Respondents were earlier on informed about the survey bytelephone. This was done when the project Secretariat tried to confirm with all selected institutions/individuals about their existence, location and whether they had ever collected statistics/data from the GSS and other producers. In addition to this, letters of introduction were distributed to the MDAs, businesses, international agencies and others whohad been selected for the survey to solicit their support and cooperation. Identity cards were also provided to the field staff with the title of the survey on them.

2.11   Data processing, analysis and reporting

Data Capture was done by manual data entry. This was carried out a week after the fieldwork. The CSPro version 4.0Software was used for the data capturewhile SPSS was used for the data analysis. There were two office editors who were responsible for checking and preparing questionnaires for data entry as they arrived from the field. In all, there weretwelve data processing personnel made up of a data processing supervisor,an assistant supervisor andten Data Entry Operators (DEOs).

CHAPTER 3:   FINDINGS

3.1   Response rate

Table 3.1 shows response rates for the 2012 Ghana User satisfaction Survey (GUSS) for all users and by sector. A total of 610 institutions/individuals were selected in the sample, of which 566 completed the interview, yielding a response rate of 92.8 per cent. The difference between the selected sample and completed interviews occurred mainly because some of the selected institutions (5.2%) refused to complete the questionnaire. In some cases, the officer required to answer the questions had travelled out of the country and some interviews also ended midway. A few individual respondents could not be traced. The business community recorded the least response rate (71.2%) while MDAs and the Media recorded response rates of 96.6 per cent and 95.9 per cent respectively.

Table 3.1: Results of Interview

All users	Results	Per cent
Total	**610**	**100.0**
Completed	566	92.8
Partially completed	4	0.7
Officer to complete is not available	1	0.2
Could not be traced	4	0.7
Refused	32	5.2
Other	3	0.5
Sector Results		
MDAs	261	100.0
Completed	252	96.6
Business Community	52	
Completed	37	71.2
Education	13	
Completed	10	76.9
Media	49	
Completed	47	95.9
International Agencies	37	
Completed	35	94.6
Civil Society	53	
Completed	49	92.5
Individual researcher	145	
Completed	136	93.8

3.2   Background of respondents

Table 3.2 shows the distribution of respondents bysector of employment. About 45 per cent of the respondents work with the central government ministries or local government, 11.1per cent work with private firms, 9.0per cent work in research or educational institutions and 8.3per cent work with the media. International organizations accounted for almost 6 per cent of respondents, NGOs made up about 7 per cent, while public financial institutions constituted only 1.4 per cent of the respondents. Individuals who could not identify themselves currently with any economic activity constituted 9.2 per cent.

Table 3.2: Distribution of respondents by sector

Sector working	Number of respondents	Per cent
MMDAs/MDAs	252	44.5
Public financial institution	8	1.4
Research/ Educational institution	51	9.0
Non-Governmental Organization	38	6.7
International Organization	33	5.8
Press and other media	47	8.3
Religious organization	6	1.1
Private Individuals	54	9.6
Business persons	14	2.5
Private firms	63	11.1
Total	**566**	**100.0**

Table 3.3 shows the distribution respondents by educational attainment. Data users with Bachelor's degree constituted48.2 per cent and those with Masters or higher degree formed 41.5 per cent of the interviewed sample. Those who had only secondary school education or below constituted less than one per cent while 8.7 per cent had post-secondary or higher national diploma.

Table 3.3: Educational attainment of respondents

Educational attainment	Number of respondents	Per cent
JHS/ Middle school level	1	0.2
SHS/ 'O' Level / 'A' Level	3	0.5
Vocational/Technical/ commercial	1	0.2
Post-secondary/HND/Diploma	49	8.7
University (Bachelor's) degree or equivalent	273	48.2
Post graduate (Masters, PhD) or equivalent	235	41.5
Other	4	0.7
Total	**566**	**100.0**

3.3   Use of official statistics or statistical products and their sources

The survey sought to find out from respondents the type of official statistics they had ever used or are currently using. Respondents were allowed to indicate all the types of official statistics they have ever used or are using.

Out of the total number of 566 respondents,only1.8 per cent had never used official statistics or statistical products (Table 3.4). Among the respondents who had used any type of official statistics, the most common statistics or products ever used were demographic (77.9%), publications (63.4%), education (53.9%) and health (50%) statistics. Other statistical products used by respondents were Pricestatisticsor CPI (39.9%),National Accounts(38.5%), Agriculture and fishery statistics (37.1%), Labour statistics (35.7%), Environment statistics (32.9%), Business statistics (28.6%) and Public Finance statistics (26.1%).

Table 3.4:   Use of official statistics or statistical products

Type of official statistics	Number ofresponses	Distribution by type of statistics	Per cent of respondent N=566
National Account (GDP)	218	6.7	38.5
Prices (CPI)	226	7.0	39.9
Public Finance Statistics	148	4.5	26.1
Monetary and financial statistics	154	4.7	27.2
Business statistics	162	5.0	28.6
Labour statistics	202	6.2	35.7
External trade	118	3.6	20.8
Demographic statistics	441	13.7	77.9
Health statistics	283	8.8	50.0
Education statistics	305	9.5	53.9
Crime/Judicial statistics	79	2.4	14.0
Environment statistics	186	5.8	32.9
Agriculture and fishery statistics	210	6.5	37.1
Publication	359	11.2	63.4
Cartographic/GIS data	132	4.1	23.3
Other	8	0.3	1.4
None/never used	10	0.3	1.8

The source of information is very important as it assures verification and credibility of the information used. Official Statistics are produced and disseminated by designated government agencies. Other organizations which are not official producers of Official Statistics do

disseminate these statistics through their reports. It is with this understanding that the survey sought to identify the common sources of Official Statistics.

The results show that in general, Ghana Statistical Service is the main source of statistical information (39.2%). This is followed by Ministries, Departments and Agencies/Metropolitan, Municipal, and District Assemblies (26.3%) and International Organizations (12.5%). In terms of specific products, Bank of Ghana is the main source of Monitory Statistics,External Trade Statistics and Public Finance.On the other hand, MMDAs/MDAs serve as the common sources of Agriculture and Fisheries statistics, Environmental Statistics, Crime/Judicial Statistics, Educational Statistics and Health Statistics.

Table 3.5:   Sources[1]of official statistics or statistical products

Types of statistics	GSS	BOG	MMDAs/ MDAs	Educational institutions	Private Sector summaries / analysis	International Organisations (eg. IMF, WB,AfDB etc.)	Total
National Accounts	35.7	26.1	11.6	4.5	4.5	17.6	100
Prices	53.3	15.1	10.2	3.3	5.9	12.2	100
Public Finance	20.9	30.0	30.0	1.8	3.6	13.6	100
Monetary and financial	15.2	48.8	13.4	3.7	4.6	14.3	100
Business	27.0	21.2	16.6	1.2	17.0	17.0	100
Labour	40.1	2.2	30.5	5.6	7.1	14.5	100
External trade	25.3	27.5	19.2	2.7	7.7	17.6	100
Demographic	69.3	0.9	13.7	4.3	2.0	9.9	100
Health	31.6	0.8	48.3	5.2	2.9	11.2	100
Education	24.0	0.7	33.9	29.7	3.5	8.3	100
Crime/ Judicial	15.6	1.1	54.4	7.8	8.9	12.2	100
Environment	20.0	1.2	52.8	6.0	4.4	15.6	100
Agric and fishery	24.6	1.4	54.3	4.3	4.3	11.1	100
Publication	69.9	3.2	10.6	4.1	1.9	10.2	100
Cartographic	43.5	1.9	29.2	12.4	3.1	9.9	100
Other	33.3	0.0	11.1	11.1	22.2	22.2	100
Total	39.2	10.3	26.3	7.0	4.8	12.5	100

Table 3.6 shows that respondents mainly use statistics or statistical products forplanning purposes (23.9%), research work (19.9%)and informed decision-making or policy formulation (18.8%). About 14 per centuse official statistics for monitoring performance, 11.5 per cent for evaluation of work or output and 8.9 per centuse it for modelling and forecasting.

Statistics and statistical productsthat are mainly used for planning purposes include education, publications, cartographic products, demographic andpopulation estimates,environment, agriculture, labour, business and health. In addition, statisticson national accounts or prices and

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[1] This could be from official press releases, publications or websites of the institution.

public finance are relied upon by users.Statistics such as National Account, Monetary and financial and External Trade Statistics are commonly used for research purposes.

Table 3.6:   Purpose for which users request statistics or statistical products

Type of statistics	Inform decision making/ policy formula-tion	planning purposes	Modelling and forecasting	Research	Monitoring performance	Evalua-tion	Other use	Total
National Accounts (GDP)	20.2	20.6	7.8	24.1	14.2	10.1	3.1	100
Prices (CPI & PPI)	20.2	21.9	9.7	19.8	14.3	10.1	4.0	100
Public Finance	20.2	20.5	9.0	18.6	14.2	12.8	4.6	100
Monetary and financial	20.1	18.6	9.1	23.5	13.4	10.1	5.2	100
Business	18.6	24.1	9.5	17.6	15.9	11.4	3.0	100
Labour	18.1	24.8	8.3	19.4	13.7	12.4	3.3	100
External trade	19.4	16.0	10.5	26.2	13.1	10.5	4.2	100
Demographic	18.6	24.8	10.0	22.2	12.1	9.8	2.5	100
Health	18.1	24.9	8.5	16.5	16.2	13.5	2.2	100
Education	17.7	26.1	7.6	17.0	16.8	12.6	2.1	100
Crime/ Judicial	20.1	22.3	7.6	15.2	16.8	14.7	3.3	100
Environment	17.7	25.4	9.8	15.4	15.8	13.5	2.3	100
Agric and fishery	17.7	25.2	9.7	16.9	16.0	12.5	1.9	100
Publication	19.7	26.2	7.6	24.0	9.9	9.6	3.0	100
Cartography & GIS data	17.5	26.3	10.1	20.5	12.5	10.4	2.7	100
Other	12.5	18.8	6.3	37.5	6.3	6.3	12.5	100
Total	18.8	23.9	8.9	19.9	14.1	11.5	2.9	100

This section presents information on whether availability of statistics met the needs of respondentsTable 3.7 shows that 21 per cent of the respondents said they always found the information they needed. Nearly two-thirds (64.8%) of the respondents also affirmed that they usually obtainedthe information needed. Approximately five per cent of the respondents reported that they almost never had the information they were looking for.

On the part of first time users, eight per cent reported that they found the statistics or information they needed while about one per cent reported that they did not find the statistics or information they needed.

Table 3.7:   Distribution of respondents by availability of statistics they looked for

Response	Number of respondents	Per cent
Always	119	21.2
Usually	363	64.8
Almost never	25	4.5
Did not need anything specific	2	0.4
First time experience (found statistics/information)	45	8.0
First time experience (didn't find the statistics/information)	6	1.1
Total	**560**	**100.0**

Users were asked how long they had been using official statistics or statistical products. This was to ascertain how important they valuedstatistics or how relevant they found the statistics made available to them. Almost 45 per centsaid they had used official statistics for more than 10 years, and 22.8per cent had used it formore than five years but less than 10 years. About four per cent reported that they had used official statistics for less than a year (Table 3.8).

Table 3.8: Duration of use of official statistics or statistical products

| Duration	Number of respondents	Per cent
Less than 1 year	19	3.7
Between 1 and 4 years	147	28.9
Between 5 and 9 years	116	22.8
10 years +	227	44.6

In terms of frequency of use, about 15 per centof the respondents use statistics daily in their work, 12.4per cent use it on a monthly basis while 20.1per cent use it on a quarterly basis. There were other users who do not use statistics regularly or routinely but use it once a while or as and when needed(Table 3.9).

Table 3.9: Distribution of respondents by frequency of use of official statistics

Frequency	Number of respondents	Per cent
Daily	81	14.6
Weekly	45	8.1
Fortnightly	10	1.8
Monthly	69	12.4
Quarterly	112	20.1
Bi-annual	15	2.7
Annual	47	8.5
Once a while	131	23.6
Once	46	8.3

This section presents information on other official statistics which is currently not being produced but are of relevance to respondents. Almost 49per cent expressed interest in getting other datawhile the remaining 51 per centindicated that they were satisfied with the statistics they got for theirintended purpose (Figure 3.1).

Figure 3.1: Distribution of users according to their views on whether statistics currentlynot being produced are of relevance
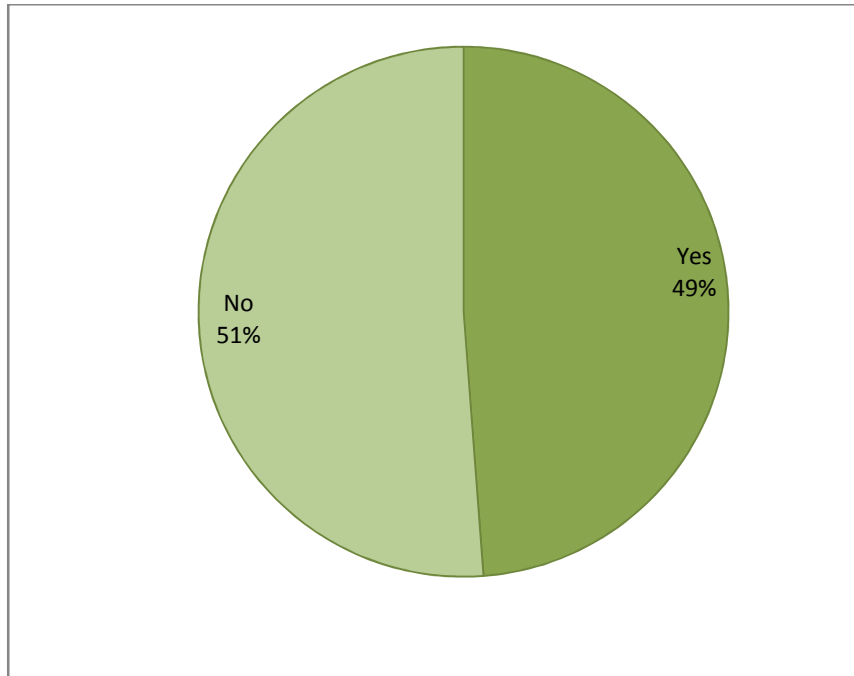
3.4 Quality of Official Statistics

The f quality of official statistics is a determinant of itsvalue and usefulness to the user. The quality of official statistics refers to the reliability of the statistics and not necessarily the accuracy of the information provided. The survey examinedthe types of quality information that users of official statistics expect from the producers of official statistics. Five proxy variables were used to measure the quality of official statistics namely;

1. Usefulness of official statistics to the user;
2. Timeliness of official statistics;
3. Relevance of official statistics;
4. The way in which the official statistics is presented/packaged; and
5. Sufficiency in the details provided.

Table 3.10 presents information on the usefulness of official statistics to respondents. Generally, in terms of usefulness, users appreciate statistics they have access to..On average, only 1.1per cent of users said the official statistics they ever used or are using are not very useful, meaning it did not serve any purpose to them. One in every ten users said it was somewhat useful. In other

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words, they made some use of the statistical products or services even though it did not serve the main purpose for which they obtained the information.

Apart from some level of dissatisfaction expressed by users for Crime/Judicial statistics (20%) andstatistics related to Businesses (19.6%), External Trade (15.0%) andLabour(15.0%),users mentioned that all other types of official statisticsrequested for wereeither useful or very useful forthe purposes for which they were obtained. It is important to note that users of demographic statistics, Publications, Agriculture and fisheries, Health, and Education statistics rated these products above 90 per cent as eitheruseful orvery useful. On the other hand, Business (77.9%) and Crime/Judicial related statistics (79.2%) were rated as the least useful to users.

Table 3.10: Usefulness of each official statistics used

Types of official statistics used	Not very useful	Somewhat useful	Useful	Very useful	Total	Number
			Percentage			
National Accounts	0.9	9.5	51.4	38.2	100.0	220
Prices	0.9	9.6	54.4	35.1	100.0	228
Public Finance	2.1	9.6	56.2	32.2	100.0	146
Monetary and Financial	1.9	9.6	54.5	34.0	100.0	156
Business	2.5	19.6	47.2	30.7	100.0	163
Labour	4.0	15.0	54.5	26.5	100.0	200
External Trade	0.8	15.0	50.8	33.3	100.0	120
Demographic	1.4	5.5	43.9	49.2	100.0	437
Health	0.7	7.4	44.0	47.9	100.0	284
Education	0.7	8.9	43.6	46.9	100.0	303
Crime/ Judicial	0.0	20.7	45.1	34.1	100.0	82
Environment	0.5	11.9	47.0	40.5	100.0	185
Agric and fishery	0.5	7.4	49.1	43.1	100.0	216
Publication	0.0	7.1	51.6	41.2	100.0	364
Cartographic	1.5	9.1	53.0	36.4	100.0	132
Other	0.0	0.0	45.5	54.5	100.0	11
Mean	1.1	10.4	49.5	39.0	100.0	

Table 3.11 provides information on the degree to which the statistics obtained is self-explanatory and contains all the necessary details that the respondent needs. Overall, users' satisfaction with official statistics with respect to details, timeliness, relevance, frequency and style of presentation is encouraging. In their view,it is necessary to improve upon the timeliness of releasing all other types of statistics, with the exception of economic statistics whose release calendar is strictly followed.

Publications (90.9%) of GSS were rated as the highest statistical products with adequate details, while labour statistics (62.4%) was the least rated in terms of the level of detail. In rating the

timeliness of official statistics (i.e. the dates for which official statisticsare collected and releasedfor use), price statistics (75.2%) was rated as the highest according to users, followed by publication (70.4%).In terms of the relevance of the different types of official statistics,a higher proportion of respondents rated publications (97.2 %) as the highest, while Labourstatistics (86.2%) was rated the lowest. When asked to assess their satisfaction with the frequency of publication of official statistics or the regularity of producing particular types of official statistics, a high proportion ofthe respondents reported that they were most satisfied with the frequency of producing Publications (81.7%) and Price statistics (81.1%) but less satisfied with Labourstatistics (56.7%). Users were generally satisfied with the style of presentation or packaging of statistical products. However, satisfaction with the style of presentation of Labourstatistics (77.0%) was the lowest.

Table 3.11: Overall satisfaction with Official Statistics

Types of Official Statistics Used	Details	Timeliness	Relevance	Frequency	Style of Presentation
National Accounts	84.1	59.2	96.3	71.7	85.4
Prices	84.1	75.2	94.6	81.1	88.3
Public Finance	80.7	66.9	93.1	74.0	82.2
Monetary and financial	84.2	66.4	96.6	75.3	82.9
Business	70.1	60.1	92.4	71.5	82.3
Labour	62.4	45.1	86.2	56.7	77.0
External trade	76.9	57.3	93.1	70.7	85.3
Demographic	83.9	58.0	94.3	70.5	88.7
Health	83.2	62.7	96.8	74.2	90.3
Education	82.6	66.7	96.0	77.3	89.6
Crime/ Judicial	75.3	58.4	96.1	70.1	80.5
Environment	76.5	59.0	92.1	68.4	78.5
Agric and fishery	82.4	62.2	96.2	71.8	85.6
Publication	90.9	70.4	97.2	81.7	94.4
Cartographic	77.3	66.4	93.0	68.0	85.0
Other	90.0	50.0	100.0	60.0	100.0

Figure 3.2 shows that more than 50 per cent of the respondents were of the opinion that adequate information were provided on 15 out of the 16 statistical products listed in the survey,. It is only Labour statistics for which majority of respondents felt that adequate information was not provided.

Figure 3.2: Respondents' agreement on provision of adequate information
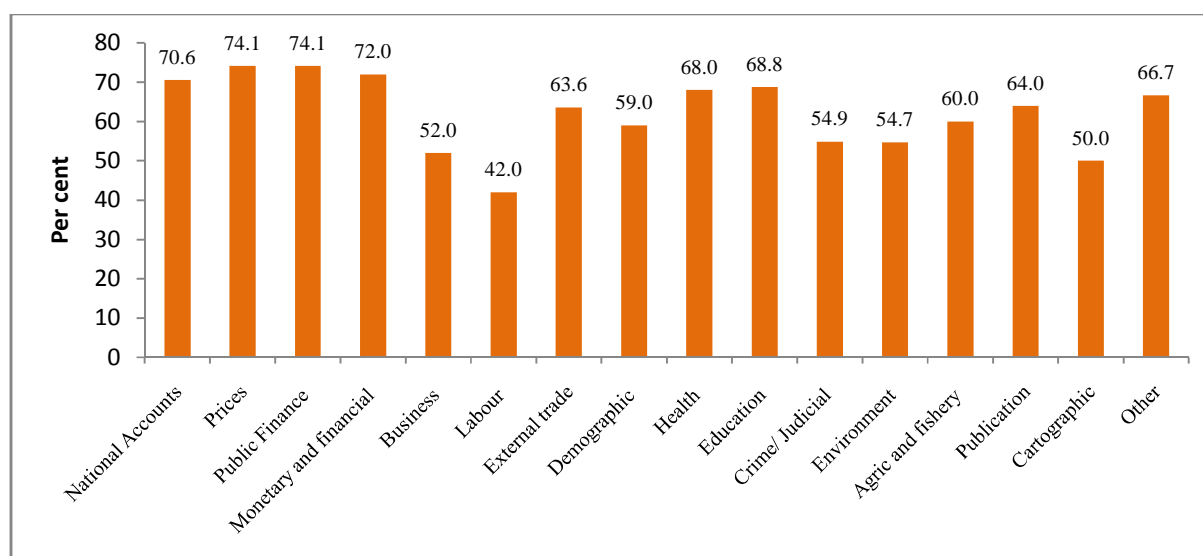

Table 3.12 presents an assessment of the accessibility of official statistics or products. There was no single set of product for which more than 80 per cent of the respondents said it was easy or very easy to access even though usage was very high. The statistical products which a higher proportion of respondents (69.8%)reportedas being easily accessible were price statisticsfollowed by Publications (67.8%),Demographic statistics (64.5%) and National Accounts statistics (62.5%). Labour statistics was reported by as high as 41.7 per cent of the respondents to be difficult or very difficult to access.

Table 3.12: Respondents' assessment of the accessibility of Official Statistics/Products

Types of Official Statistics Used	Difficult	Somewhat difficult	Easy	Very Easy	Total
National Accounts	11.9	25.6	50.2	12.3	100.0
Prices	8.6	21.6	56.3	13.5	100.0
Public Finance	12.2	32.0	45.6	10.2	100.0
Monetary and financial	11.0	29.2	52.6	7.1	100.0
Business	13.8	36.2	43.8	6.2	100.0
Labour	21.0	35.0	40.0	4.0	100.0
External trade	12.1	36.2	44.8	6.9	100.0
Demographic	8.7	26.8	51.9	12.6	100.0
Health	10.6	27.1	50.0	12.3	100.0
Education	10.6	28.1	51.3	9.9	100.0
Crime/ Judicial	17.5	30.0	50.0	2.5	100.0
Environment	14.7	32.6	46.7	6.0	100.0
Agric and fishery	8.5	30.2	51.9	9.4	100.0
Publication	6.8	25.4	60.1	7.7	100.0
Cartographic	14.2	44.1	36.2	5.5	100.0
Other	8.3	16.7	50.0	25.0	100.0

Table 3.13 presents information on access to metadata[2].On average, about 10 per cent of users reported that they had difficulty in accessing the metadata of the official statistics they use. In addition, 18.3 per cent reported that they accessed the metadata with some difficulty.However, 46.3 per cent of users said it was either easy or very easy to access the metadata on the official statistics or statistical products that they use.

Specifically, more than half of users reported that the metadata on Publications (56.3%), Education (54.4%), Demographic (52.0%) and Health (51.0%) statistics were either easy or very easy to access. On the other hand,the metadata on Public Finance (38.2%), National Accounts (32.6%), Labour (31.8%), Environment (31.7%) and Cartographic (30.3%) statistics were the most difficult or somewhat difficult to access.

Table 3.13: Respondents' level of access to metadata on Official Statistics / Products

Types of Official Statistics Used	Degree of Access to Metadata				Do Not Access This Information	Total
	Difficult	Somewhat Difficult	Easy	Very Easy		
National Accounts	13.5	19.1	35.3	7.0	25.1	100.0
Prices	6.8	17.2	41.2	7.2	27.6	100.0
Public Finance	11.1	27.1	36.1	5.6	20.1	100.0
Monetary and financial	9.2	20.4	36.8	8.6	25.0	100.0
Business	8.3	23.7	37.2	7.1	23.7	100.0
Labour	11.9	19.9	38.3	2.0	27.9	100.0
External trade	10.7	16.5	37.2	6.6	28.9	100.0
Demographic	9.0	13.6	41.2	10.8	25.3	100.0
Health	9.6	15.7	42.1	8.9	23.6	100.0
Education	6.1	15.2	47.3	7.1	24.3	100.0
Crime/ Judicial	7.6	16.5	48.1	1.3	26.6	100.0
Environment	9.8	21.9	39.3	5.5	23.5	100.0
Agric and fishery	6.6	16.5	43.4	6.6	26.9	100.0
Publication	5.0	13.0	47.4	8.9	25.8	100.0
Cartographic	10.9	19.4	38.0	6.2	25.6	100.0
Other	16.7	16.7	25.0	8.3	33.3	100.0
Mean	9.6	18.3	39.6	6.7	25.8	100.0

The survey sought to know whether respondents made use of the official description of sources and methods used in compiling the official statistics. Figure 3.3 shows that the users of Publications (68.8%) madethe most reference to the descriptions attached to the statistics they had used/ever used, followed by users of Demographic Statistics (66.7%), Health Statistics

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[2]Metadata is the information provided on data in relation to data sources, explanatory notes, methodological descriptions, and references concerning concepts, classifications, and statistical practice.

(65.9%) and Education Statistics (64.8%). Slightly more than a quarter of respondents (26.7%) made references to the use of Other Official Statistics.

Figure 3.3: Respondents making reference to descriptions of sources and methods used for compiling official statistics
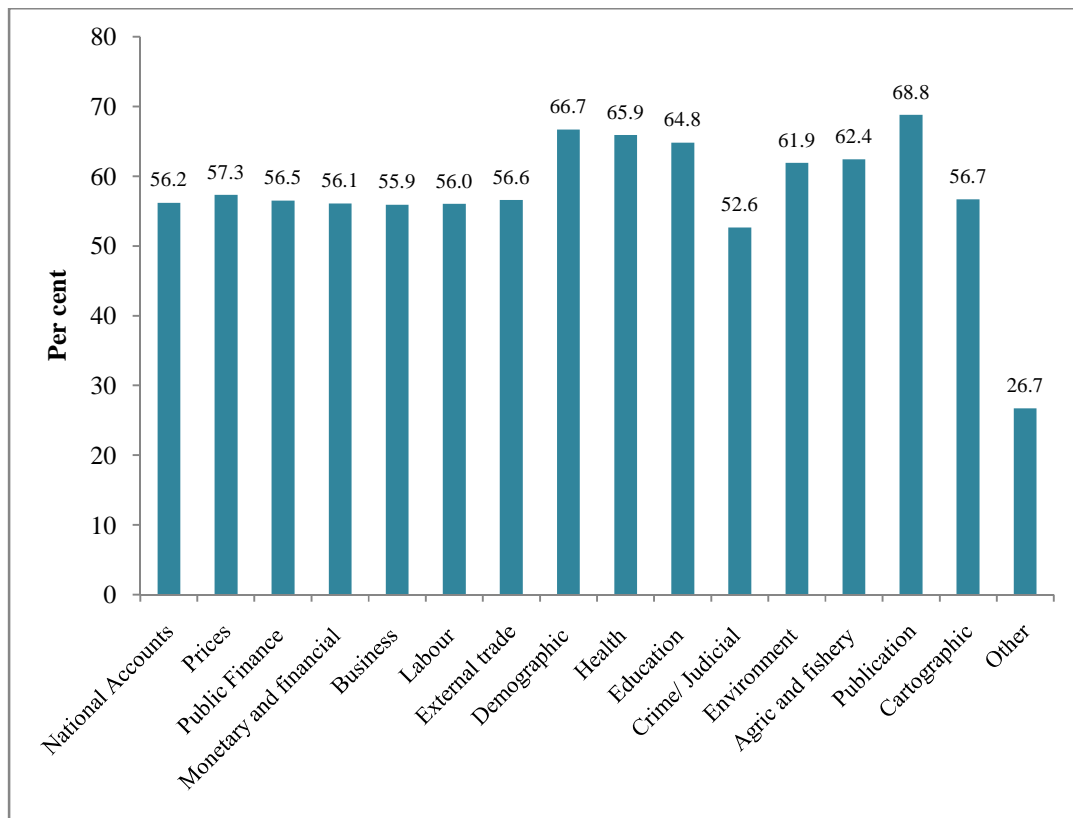
Respondents who made reference to descriptions of sources and methods used in statistical products were also asked whether the information provided on the methodology were useful and detailed enough to interpret the data. Table 3.14 indicates that a higher proportion of users of Crime/Judicial Statistics (42.0%) reported that the information provided on methodology was either not useful or fairly useful, followed by users of Public Finance Statistics (26.9%) and Monetary and Financial Statistics (26.9%). On average, 2.9 per cent of respondents reported that the descriptions of sources and methods were completely not useful.

Table 3.14: Respondents' assessment of information on methodology of statistical productsand the level of detail

Types of Official Statistics Used	Not useful	Fairly useful	Useful	Very useful	Total	Number
National Accounts	3.0	21.8	64.7	10.5	100.0	133
Prices	3.7	22.0	62.5	11.8	100.0	136
Public Finance	6.5	20.4	61.3	11.8	100.0	93
Monetary and financial	3.2	23.7	65.6	7.5	100.0	93
Business	2.0	23.5	60.2	14.3	100.0	98
Labour	5.0	21.4	67.8	5.8	100.0	121
External trade	2.7	18.9	63.5	14.9	100.0	74
Demographic	1.4	14.0	62.0	22.6	100.0	279
Health	1.7	17.8	61.5	19.0	100.0	179
Education	2.0	17.8	62.9	17.3	100.0	197
Crime/ Judicial	4.0	38.0	50.0	8.0	100.0	50
Environment	3.3	18.7	64.2	13.8	100.0	123
Agric and fishery	5.2	11.9	64.2	18.7	100.0	134
Publication	1.3	12.1	68.1	18.5	100.0	238
Cartographic	1.2	23.5	59.3	16.0	100.0	81
Other	0.0	0.0	50.0	50.0	100.0	6
Means	2.9	19.1	61.7	16.3	100.0	

3.4.1 Dissemination of Official Statistics / Products

Publicly disseminated calendar refers to pre-announced dates for the release or publication of official statistics by the producer. The announcement could be a press release, public announcement, or publication on the producer's website or any other form of communication. According to Figure 3.4, a greater proportion of the respondentsindicated that they werenot aware of any disseminated calendar that announces the dates on which the official statistics they use are released. Knowledge of dissemination calendar dates was highest for Demographic Statistics (16.3%) followed by Prices (15.5%) and Publications (14.7%). Respondents were least knowledgeable about the release dates for Cartographic information (2.0%).

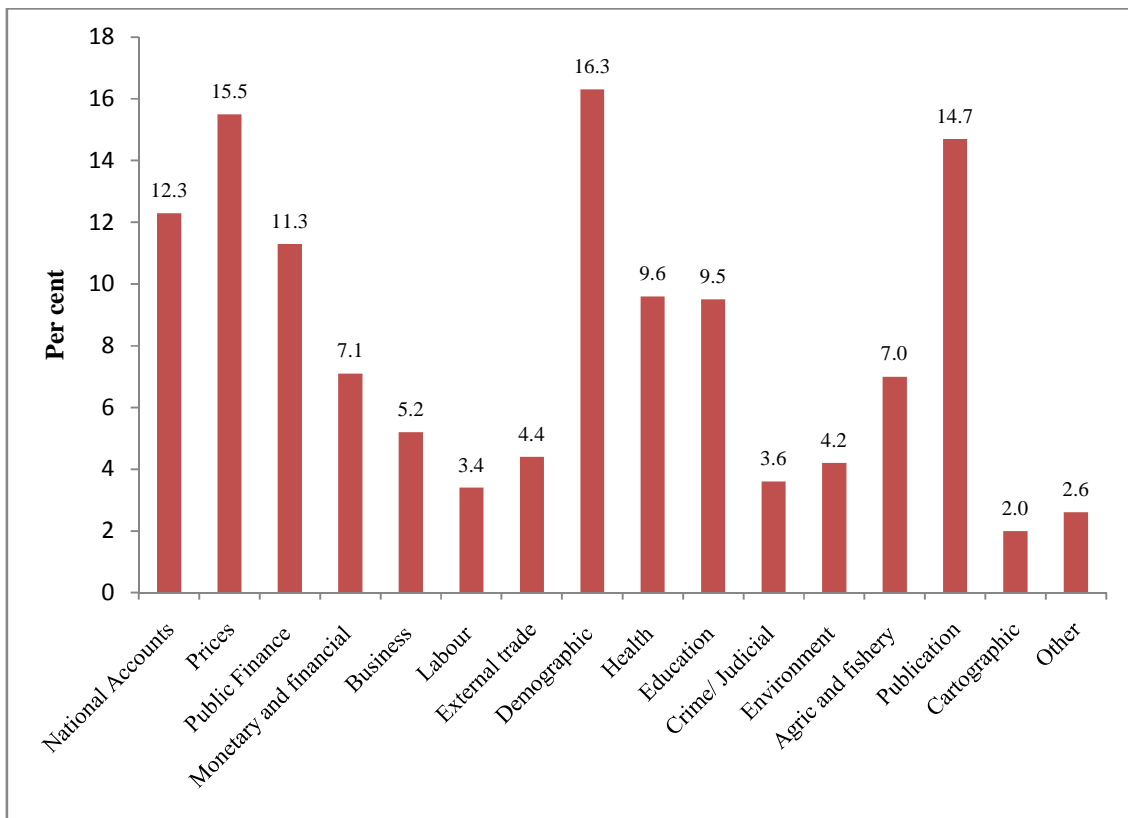**Figure 3.4: Respondents' knowledge of dissemination calendar**

Table 3.15 presents respondents' knowledge about the release of official statistics by producers on scheduled dates and times according to the disseminated calendar.A high proportion (65.9%) of the respondentswho were aware of a dissemination calendar said Price Statistics are released on the dates announced followed by Public Finance Statistics (58.5%), National Accounts (54%) and Education Statistics (52.5%). As high as 57.3% of the respondents were of the opinion that Demographic Statistics are not released on the advertised dates. As high as 61.3 per cent of the respondents did not know whether or not Labour Statistics are released on the scheduled dates.

Table 3.15: Respondents' knowledge about whether the releasing of official statistics/ products is based on dissemination calendar

Types of Official Statistics Used	Percentage				
	Yes	No	Do not know	Total	Number
National Accounts	54.8	21.9	23.3	100.0	73
Prices	65.9	13.6	20.5	100.0	88
Public Finance	58.5	20.0	21.5	100.0	65
Monetary and financial	43.2	18.2	38.6	100.0	44
Business	30.3	24.2	45.5	100.0	33
Labour	16.1	22.6	61.3	100.0	31
External trade	22.9	28.6	48.6	100.0	35
Demographic	26.2	57.3	16.5	100.0	103
Health	43.8	29.7	26.6	100.0	64
Education	52.5	22.0	25.5	100.0	59
Crime/ Judicial	30.4	21.7	47.8	100.0	23
Environment	22.6	25.8	51.6	100.0	31
Agric and fishery	35.4	25.0	39.6	100.0	48
Publication	35.8	44.2	20.0	100.0	95
Cartographic	33.3	16.7	50.0	100.0	18
Other	0.0	20.0	80.0	100.0	5

The nature and type of presentations used for disseminating statistics depend on the target audience. The Ghana User Satisfaction Survey sought information from users regarding their ability to understand and interpret statistics in the form presented. This information is expected to help producers of official statistics design their final products to meet the expectations of their users.The responses to this question indicate that majority (71.7%) of users easily or very easily understood the statistics in the way they were presented. Only 6.3 per cent of users did not understand the statisticsat all because of the way the information were presented while another 22 per cent had a fair idea but could not interpret the statistics fully (Table 3.16).

When the results are considered according to the various categories of official statistics, respondents appear to find presentations of Publications (83.4%), Education statistics (83.3%), Agriculture statistics (79.3%) and Demographic statistics (79.2%) easy or very easy to understand and interpret. However, respondents reported that presentations relating to Public Finance Statistics (41.7%), Monetary and Financial Statistics (40.1%), External Trade Statistics (39%) and Labour Statistics (35.6%) were either not easy or fairly easy to understand.

Table 3.16: Respondents' understanding of the presentations of Official Statistics

Types of Official Statistics Used	Per cent					
	Not Easy	Fairly Easy	Easy	Very Easy	Total	Number
National Accounts	7.3	27.1	52.3	13.3	100.0	218
Prices	5.4	25.3	55.1	14.2	100.0	225
Public Finance	15.3	26.4	50.0	8.3	100.0	144
Monetary and financial	11.3	28.9	52.6	7.2	100.0	152
Business	7.0	25.5	57.3	10.2	100.0	157
Labour	9.5	26.2	56.4	7.9	100.0	202
External trade	9.2	29.7	49.2	11.9	100.0	118
Demographic	3.6	17.2	60.2	19.0	100.0	437
Health	2.5	20.3	61.2	16.0	100.0	281
Education	3.4	13.3	65.0	18.3	100.0	300
Crime/ Judicial	8.6	18.5	66.7	6.2	100.0	81
Environment	4.8	20.8	60.7	13.7	100.0	183
Agric and fishery	2.9	17.8	63.8	15.5	100.0	213
Publication	1.3	15.3	65.3	18.1	100.0	360
Cartographic	9.5	29.1	51.2	10.2	100.0	127
Other	0.0	11.1	66.7	22.2	100.0	582
Mean	**6.3**	**22.0**	**58.4**	**13.3**	**100.0**	**??**

Figure 3.5shows respondents' assessment ofthe coherence and harmonization of the official statistics they used. The data suggest that a higher proportion of the respondents believe that the official statistics they use are fairly coherent (45.8%) while about one third of users think that the statistics they use are coherent (33.4%).Only a smaller proportion of 2.9 per cent of the respondents indicated that the products they use are very coherent. Almost one out of five (17.9%) respondents mentioned that the products they use are not coherent.

Figure 3.5: Respondents' opinion on data coherence/ harmonization
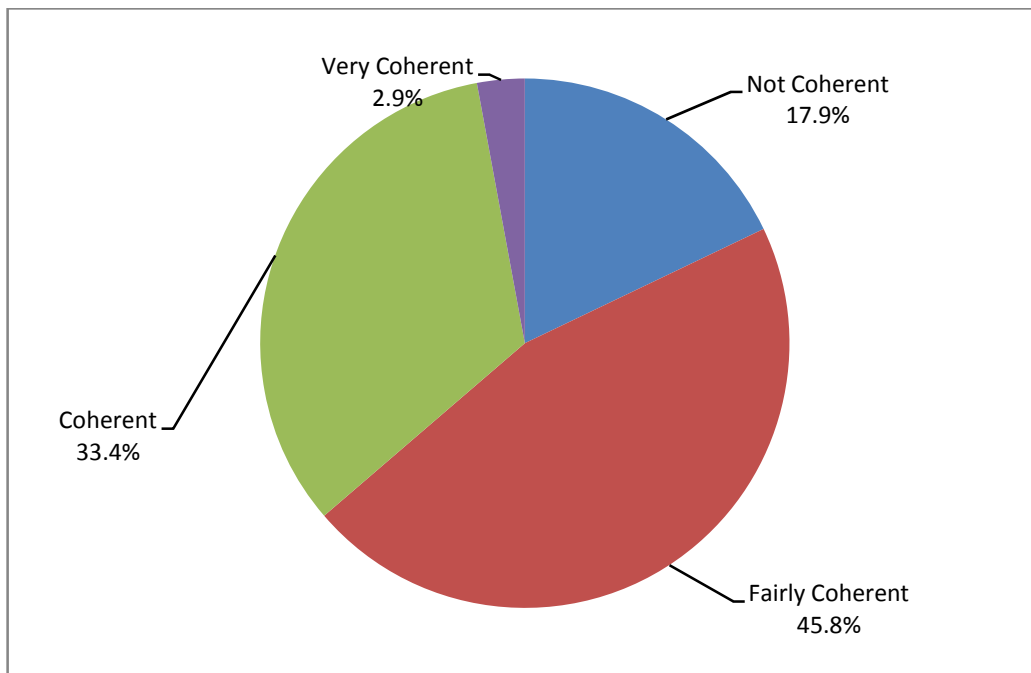
Table 3.17 provides information on the overall assessment of the quality of the official statistics that respondents use or have ever used. Quality is used here to strictly reflect the opinion of the respondents in terms of how reliable they find the official statistics they use."Very poor"means the respondent has no confidence in the official statistics that he/she uses. "Poor"means the respondent has very little confidence in the official statistics that he/she uses. In other words, the respondent has the opinion that even though the data could be used, they must be used with great care as they can be misleading. "High"means that even though the respondent has some reservations about the quality of the official statistics, he/she believes it can be reliable while "Very high" means in the opinion of the respondent the official statistics is very reliable and can be trusted fully for planning and in decision making.

On average, 2.4 per cent of users had no confidence at all in the official statistics that they use/have ever used and another 16 per cent were of the opinion that even though the official statistics they use lack the necessary quality,they can still be used with care. However, 73.6 per cent of the respondents rated the quality of the official statistics they use as high, meaning that they are reliable.

On specific statistical products,91.0 per cent ofrespondents rated Publications as either being of high quality or very high quality, followed by National Accounts (86.8%), Monetary and Financial Statistics (86.3%) and Prices (85.8%). On the other hand, 36.0 per cent of respondents

rated Labour statistics as of poor or very poor quality. This is followed by Environment (26.3%) and Crime/Judicial (25.4%).

Table 3.17: Respondents' opinion on overall quality of Official Statistics/Products

Types of Official Statistics Used	Per cent					
	Very Poor	Poor	High	Very High	Total	Number
National Accounts	1.2	12.0	78.9	7.9	100.0	242
Prices	1.6	12.6	76.5	9.3	100.0	247
Public Finance	2.4	19.5	71.6	6.5	100.0	169
Monetary and financial	0.6	13.1	80.0	6.3	100.0	175
Business	3.1	19.4	73.7	3.8	100.0	186
Labour	8.0	28.0	60.0	4.0	100.0	225
External trade	2.7	19.3	72.0	6.0	100.0	150
Demographic	1.1	14.8	71.8	12.3	100.0	440
Health	2.0	16.2	70.1	11.7	100.0	291
Education	1.0	15.0	74.4	9.6	100.0	312
Crime/ Judicial	2.7	22.8	68.4	6.1	100.0	114
Environment	4.4	21.8	68.8	5.0	100.0	202
Agric and fishery	3.0	15.2	75.3	6.5	100.0	231
Publication	0.6	8.4	82.9	8.1	100.0	381
Cartographic	4.6	17.5	72.7	5.2	100.0	154
Other	0.0	0.0	80.0	20.0	100.0	10
Mean	2.4	16.0	73.6	8.0		

3.4.2   Respondents' Level of Satisfaction

Opinions on users'levels of satisfaction of official statistics weresought with respect to the delivery processes of the statistical products. These views are expected to assist producers of official statistics to re-strategize to meet the expectation of users. The results are shown in Table 3.18.

On average, only 2.0 per centof users were dissatisfied with any of the processes involved in obtaining official statistics. More than 80per cent of users were either satisfied or very satisfied with all the procedures in obtaining official statistics (Table 3.18). On specific processes, an overwhelming majority of users (93.2%) were either satisfied or very satisfied with the 'usefulness of the productsused or services utilized. About 90 per cent of respondents were of the view that the products are easy to read and understand. Also, while 84.6 per cent of the respondents were satisfied with the cost of products,84.6 per cent were satisfied with the duration between the time the information was requested for andthe time it was made available. However,

35.7 per cent of the users of the official statistics were either very dissatisfied or dissatisfied with the processes involved in accessing official statistics, and also with the level of detail presented (24.7%).

Table 3.18: Respondents' level of satisfaction of official statistics/products

Aspect	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Total	Number
			Per cent			
Processes in accessing official statistics	4.0	31.8	58.5	5.7	100.0	557
Cost of the products	2.8	12.6	63.6	21.0	100.0	547
Duration between time requested and time it was made available	2.8	12.6	63.6	21.0	100.0	547
Level of details of information needed	1.5	23.3	67.6	7.6	100.0	553
Products easy to read and understand	0.2	9.3	77.1	13.4	100.0	558
Quality of analysis and interpretation	0.7	15.3	73.8	10.2	100.0	550
Usefulness of product used or services utilized	0.3	6.5	79.0	14.2	100.0	556
First time use experience	2.4	19.7	70.5	7.4	100.0	552
Services after data acquisition	3.7	17.9	72.4	6.0	100.0	504
Mean	2.0	16.6	69.6	11.8		

3.5 Respondents' Assessment of the Services Provided by the Ghana Statistical Service

The previous sections of this report covered statistical services and products by the various institutions within the National Statistical System (NSS), including the Ghana Statistical Service (GSS). The survey also sought the views of the respondents specifically on GSS, regarding issues related to the frequency of contact, mechanisms for interaction, and satisfaction with services, among others. This section analyses respondents' views about GSS.

Respondents were asked if they had ever contacted the Ghana Statistical Service (GSS) for data or with a query. From Table 3.19, more than four-fifth (81.8%) had ever contacted GSS. Only one-fifth (17.5%) had never contactedGSS and 0.7 per cent could not remember if they had ever contacted GSS or not.

Table 3.19: Evercontacted GSS for data or query

Contact	Per cent
Yes	81.6
No	17.7
Don't remember	0.7
Total	**100.0**

Those who had contacted GSS for data or with a query were further asked about the number of times they had done so in the last 12 months. Table 3.20 shows that more than one-third (36.1%) of the respondents had not contacted GSS in the last 12 months for official statistics or statistical product. It is worth noting that 46.1 per cent had contacted GSS more than once in the last 12 months for official statistics or statistical product.

Table 3.20: Number of times respondents contacted Ghana Statistical service

Times	Per cent
None	36.1
Once	17.7
Between 2 - 5 times	29.9
More than 5 times	16.2
Total	**566**

The respondents who had contacted the Ghana Statistical Service (GSS) were asked to indicate the method by which they had contacted the office.It can be observed from Figure 3.6that31.3 per cent of those who had ever contacted the GSS did so through personal contact with a regional statistical office or a district statistical office. Contacting GSS by means of fax was the least method by which users of statistics made contact with the GSS (0.2 %).

Figure 3.6: Methods used in contacting GSS
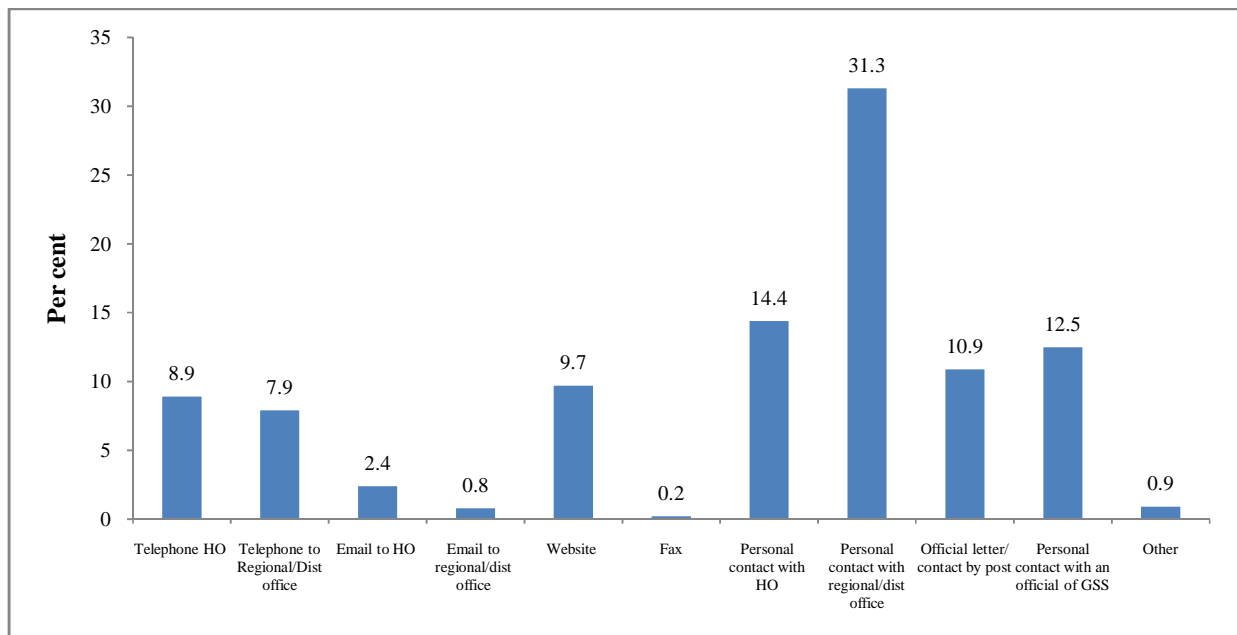
Figure 3.7 shows that almost 50 per cent of the respondents who had contacted Ghana Statistical Service more than once in the past 12 months did so because they were requesting for data. The resultsfurther show that seeking clarification (16.7%)on data received was the second reason why GSS was contacted. Other reasonsincluded the need to 'follow up on press release/publication' (10.5%) and 'discuss data requirement' (9.4%) for specific research topics.

Figure 3.7: Reasons for contacting GSS
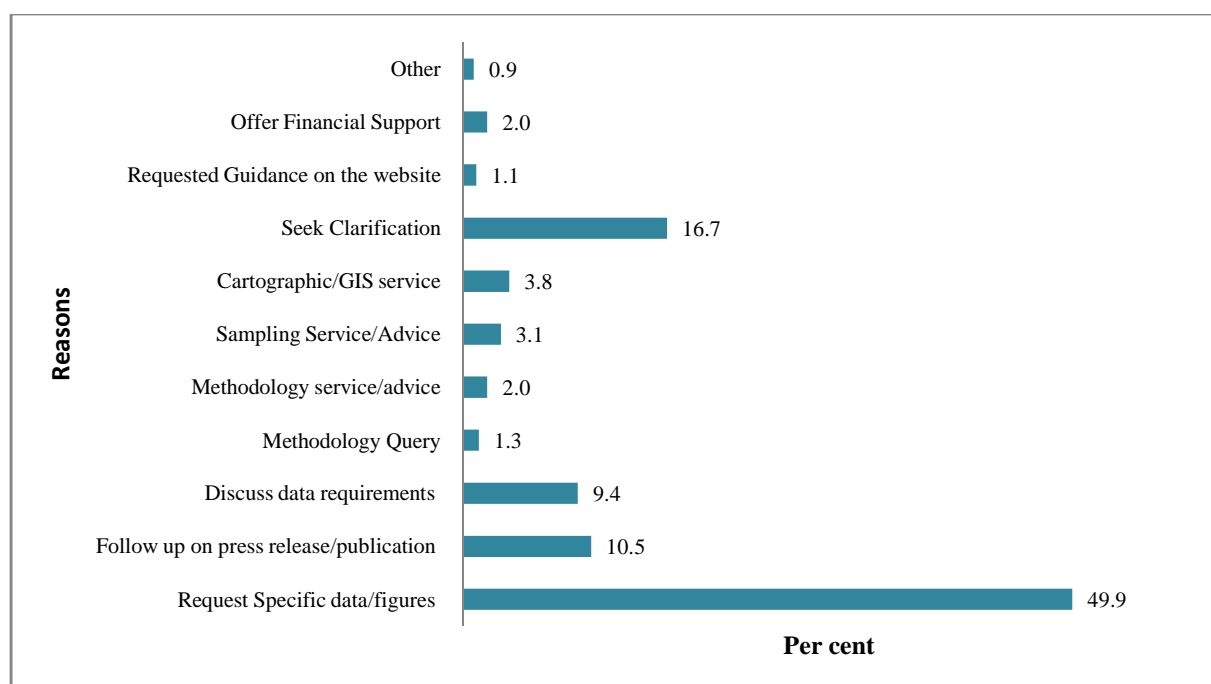
Respondents were also asked to evaluate the GSS regarding treatment, relevance of data provided in response to their request, and swiftness of the response to their requests.Information was first sought from the respondents regarding the recent contact with GSS and/or how quickly they required the information. They were also asked how long it took GSS to respond to the request.

The results show that 76.6 per cent of respondents required official statistics within a week while 10.1 per cent required the information within two weeks. Just about 13 per centof users required the official statistics in a month or more. With respect to the timing of the response, 62.4 per cent of respondents said their requests were responded to within a week and 10.1 per cent had theirs responded to within two weeks. It is important to note that the request for 11.4 per cent of responds were not responded to at all while 16.3per cent had their requests responded to in a month or more.

Table 3.21: How quickly the user required the information and how long it took GSS to respond

Time	How quickly information was required		How long GSS took to respond to request	
	Number	**Per cent**	**Number**	**Per cent**
Within one week	357	76.6	290	62.4
Within two weeks	47	10.1	47	10.1
Within one month	44	9.4	47	10.1
More than one month	18	3.9	29	6.2
No response	0	0.0	52	11.4
Total	**466**	**100.0**	**466**	**100.0**

The survey sought the perspective of respondents on how GSS had packaged the data requested. Figure 3.8 shows that 83.1 per cent of the respondents were satisfied with the packaging style while 16.9 per cent of the respondents registered their dissatisfaction with the nature of packaging.

Figure 3.8: Satisfactionwith packaging of data requested
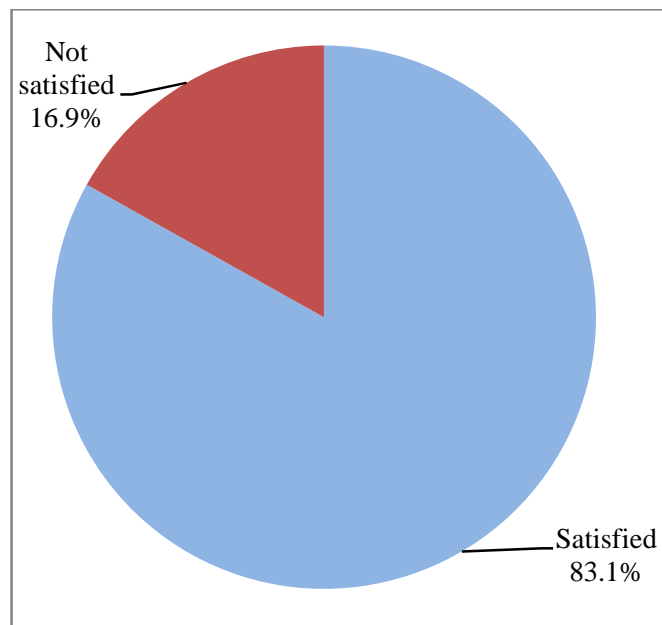
The views of respondents were also sought on whether their requestsor needs were met. While more than half (54.2%) reported that GSS had satisfied them fully, 38.9 per cent said their needs were partially met. About 7 per cent indicated that their needs were not met at all by GSS (Figure 3.9).

Figure 3.9: Request/ need met
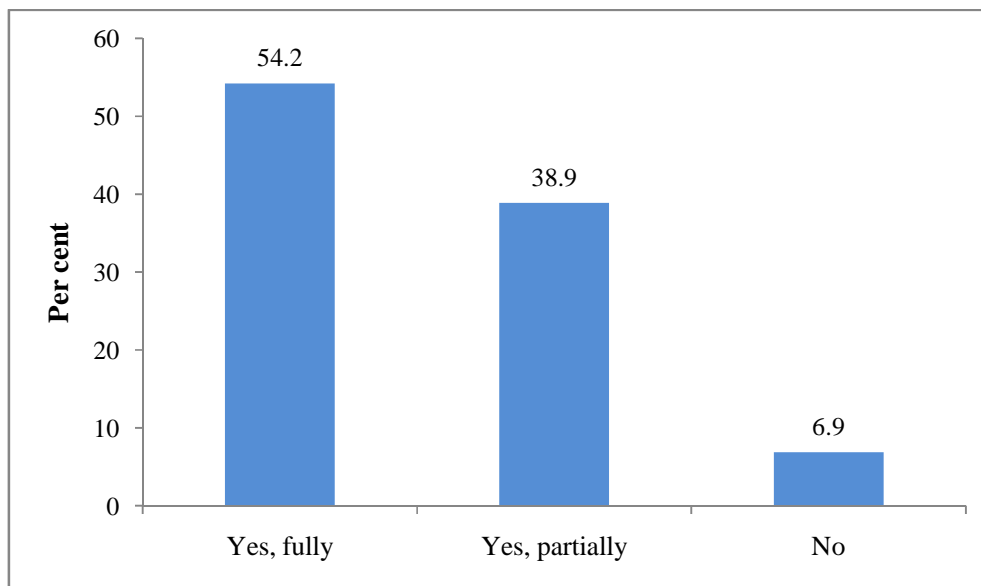
As shown in Figure 3.10, users assigned various reasons to whytheir needs were not met. The most common reason was their inability to get exactly what they wanted (52.6%), followed by inadequate details (45.8%) in the information received and outdated data (24.0%). The proportion of respondents who complained about waiting longer than usual to have their data requestmet was (18.2%) and those who said gaps in data made available to them was the reason for their dissatisfaction was 16.1per cent.

Figure 3.10: Reasons why needs were not met

38
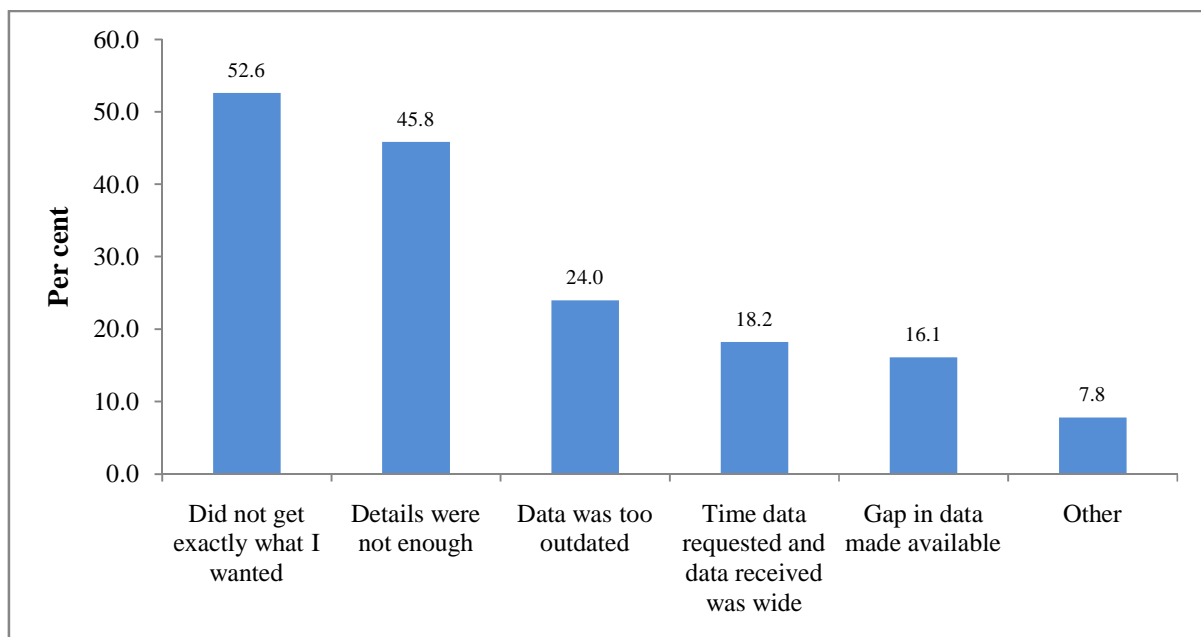
Respondents were also asked if they ever use any GSS publications in the past three years. As shown in Figure 3.11, more than four-fifths (83%) of all respondents had ever used at least one of GSS's publicationswithin the period.

Figure 3.11: Ever used GSS publication
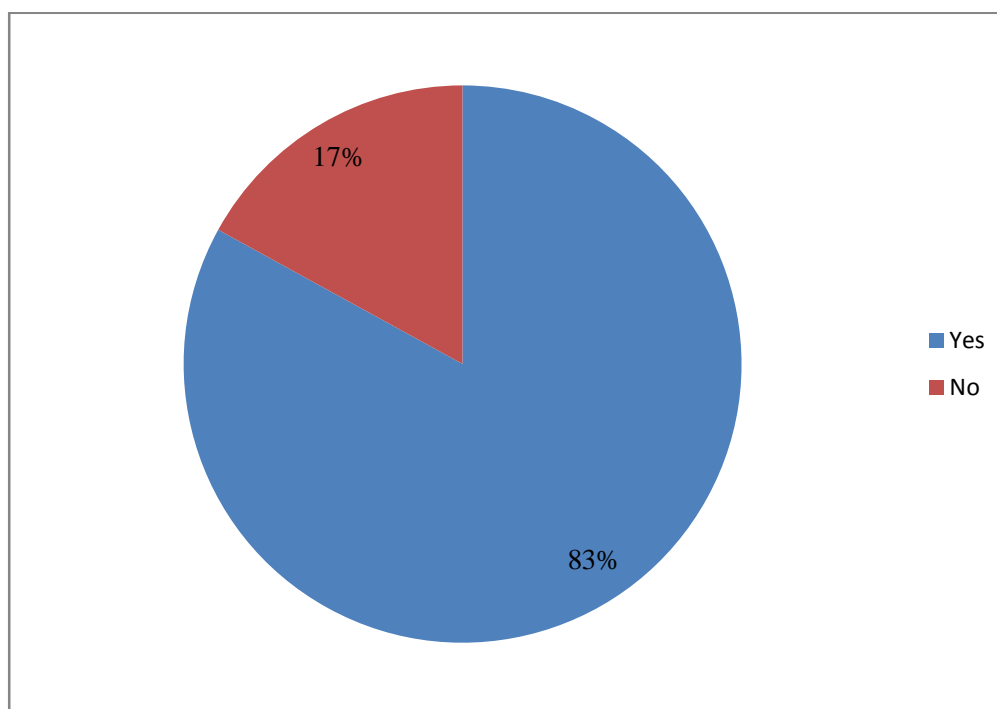
Table 3.22 indicates that the Ghana Demographic and Health Survey (68.8%), Census (67.5%) and Ghana Living Standards Survey (65.8%) reports were the most used publications in the past three years.The least ever used product of GSS in the past three years is the Crime Victimization Survey report (4.7%).

Table 3.22: Ever used GSS publications in last three years

Statistical Product	Number (N=468)	Per cent
Ghana Living Standards Survey (GLSS)	308	65.8
Pattern and Trends of Poverty(derived from GLSS)	138	29.5
Core Welfare Indicators Questionnaire (CWIQ) Survey	93	19.9
Ghana Demographic and Health Survey (GDHS)	322	68.8
Multiple Indicator Cluster Survey (MICS)	65	13.9
Ghana Child Labour Survey	100	21.4
Transport Indicators Database Survey	32	6.8
Economic Survey Report	133	28.4
Ghana In Figures	78	16.7
Statistical Compendium(Women and Men in Ghana)	39	8.3

Quarterly Digest	62	13.2
Crime Victimization Survey (CVS)	22	4.7
Public Expenditure Tracking Survey	53	11.3
Situational Analysis/Service provision Assessment on Reproductive and Child Health		
Service delivery	74	15.8
Key Socio-Economic Indicators(from GhanaInfo)	145	31.0
Maternal Mortality Report	96	20.5
GDP Newsletter	76	16.2
CPI Newsletter	89	19.0
PPI Newsletter	48	10.3
GDP Bulletin	73	15.6
CPI Bulletin	62	13.2
PPI Bulletin	45	9.6
Census Reports (PHC, NIC)	316	67.5

Users' level of satisfaction with GSS's publications was sought with respect to relevance, accuracy, accessibility and style of presentation. On average,93.9 per centof users viewed GSS publications as good, very good or excellentin terms of their relevance, accuracy accessibility and style of presentation(Table 3.23). Only6.1 per cent of users viewed them as either poor or very poor. Almost all the respondents (98.4%) viewed GSS products as relevant. This is followed by Accuracy (96.0%) and Style of presentation (94.7%).

Table 3.23: Satisfaction with GSS's publications

Area	Very poor	Poor	Good	Very good	Excellent	Total
Relevance	0.2	1.4	43.3	41.0	14.1	100.0
Accuracy	0.2	3.8	54.3	34.8	6.9	100.0
Accessibility	1.5	12.1	51.6	27.6	7.2	100.0
Style of presentation	0.8	4.5	53.6	33.7	7.4	100.0
Mean	0.7	5.4	50.7	34.3	8.9	

Among the reasons which respondents assigned for their dissatisfactionwith the services and products of GSS were delays in coming out with reports (32.6%) and lack of detail in the reports (22.8%).Other reasons mentioned include unsuitable style of presentation (16.1%) and the necessity to make use of assumptions or proxies because what was required by users was not found (Figure 3.12).

Figure 3.12: Why not satisfied
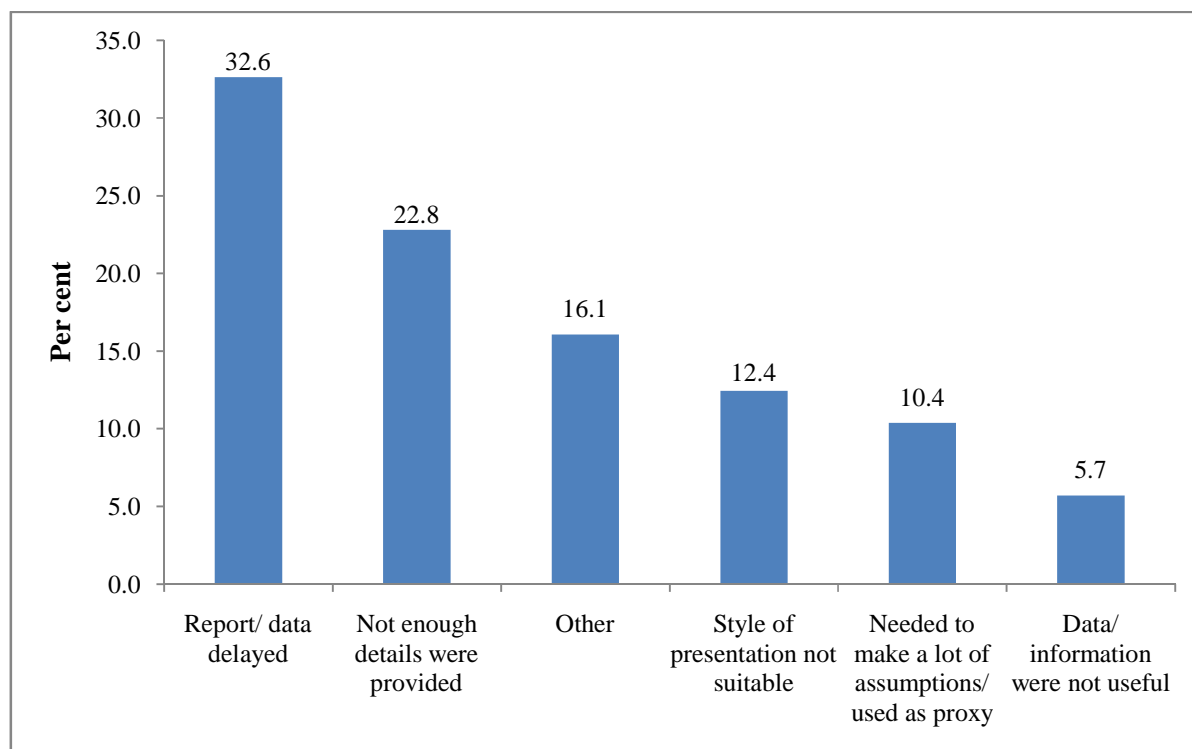
3.6   Accessibility and Usefulness of Ghana Statistical Service's Website

Websites have become an integral part of modern communication, information sharing, awareness creation and publicity. Websites also create a platform for international marketing and has thus become very important in the corporate world.The User Satisfaction Survey, therefore,examined users' knowledge about the existence of the GSS website, their views or comments on accessibility and their use of the website. The results show that less than half (46.2%) of users of official statistics have ever accessed the GSS website (Table 3.24).This indicates that people are either unaware of the existence of the website or do not know that they could access some official statistics orstatistical publications from the GSS website.

Table 3.24: Per cent distribution of persons who had ever used the website of GSS

Response	Percentage	Total count
Yes	46.2	263
No	53.8	306
Total	**100.0**	**569**

Accessibility of GSS's website

Of those who had ever used the GSS website, 68per centwere of the view that the website is good in terms of accessibility (Figure 3.13). These respondents indicated that even though they sometimes encountered some difficulty, they could access the services provided by GSS on the website. Again, one in every four users who had ever visited the website had no difficulty at all accessing the services they wanted. Only 7 per cent of users who had ever visited the website were completely disappointed or could not access the website.

Figure 3.13: Views of users of official statistics on GSS website
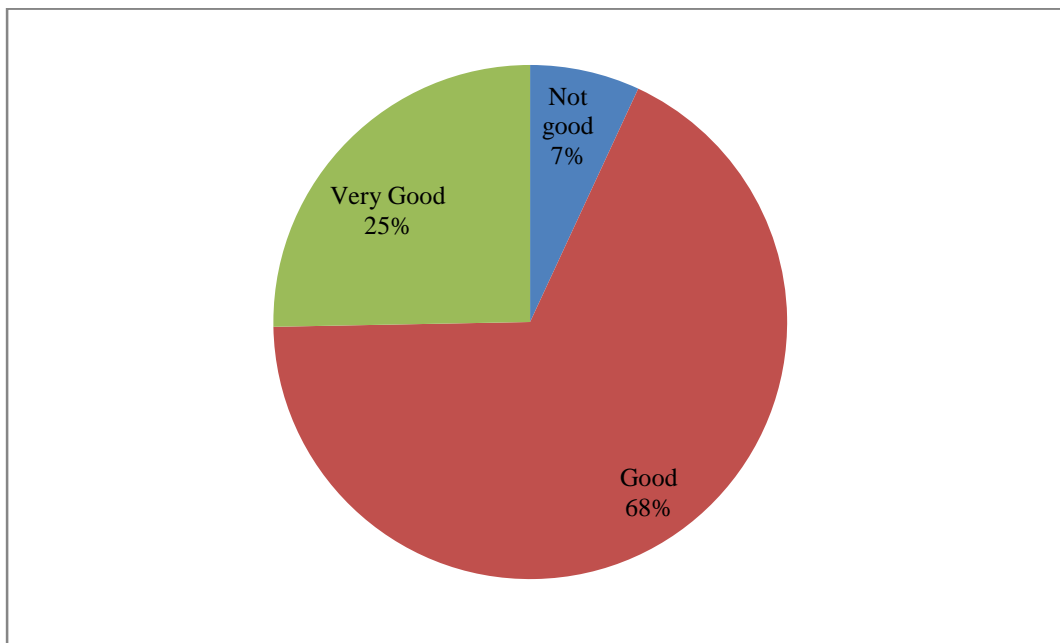
Content of the GSS's website

The GSS website is expected to contain official statistics and key statistical indicators on all sectors of the economy. The survey elicitedthe views of those who had ever visited the website on the content of the website. The results show that 65 per centof users viewed the website content as good while one in four (25%) rated it as very good. The content of the website is considered good when one can make use of the services provided onthe website in spite of some challenges they might face while accessingthe services.. On the other hand, about one-fifth (19%) were of the view that the website content is not good as the information provided was of no use to them (Figure 3.14).

Figure 3.14:Views of users on the content of the GSS website
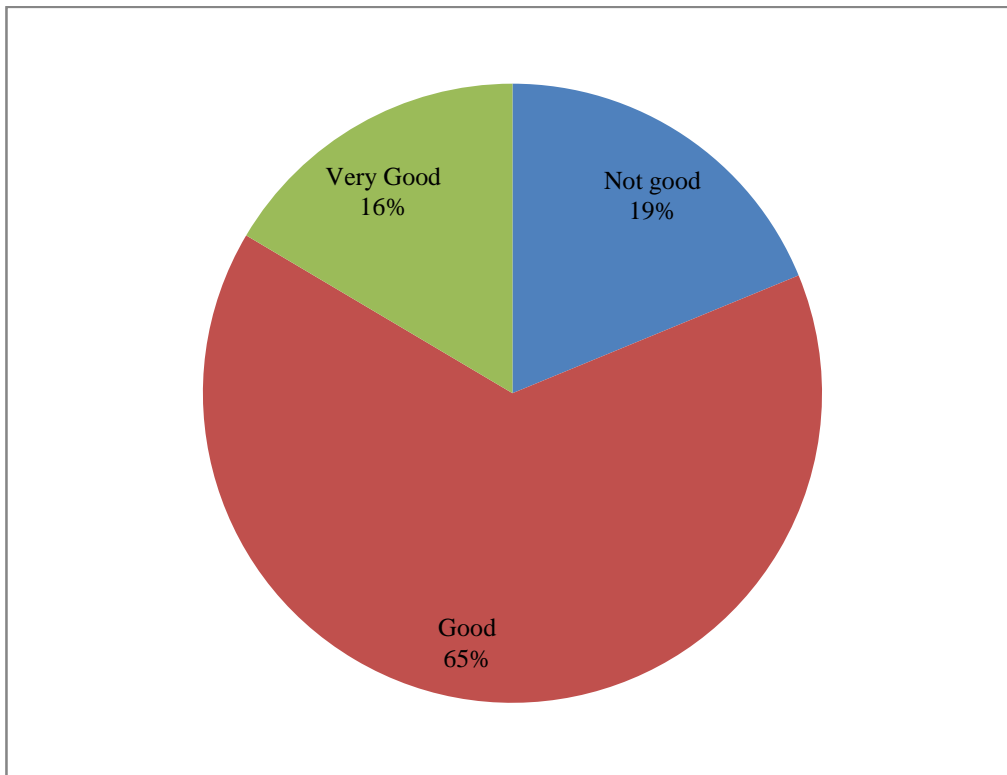
Updating the GSS's website

Regular updates of the GSS website are important as the purpose for creating the websiteis to share information. Failure toupdate the website makes it absolutely irrelevant to users and defeats the purpose for which itwas created. The survey sought the opinion of users on whether the frequency of update of the GSS website met their expectations. The analysis shows that even though the GSS website could be easily accessed and the contents are generally satisfactory, updating the website remain poor in the view of users who visit the site.

Figure 3.15 shows that more than half (53%) of users of official statistics who ever visited the GSS website indicated thatupdating of the website was not good. Updating of the website is considered not good when more current information published by GSS cannot be found on the website.

Figure 3.15: Views of users on updates of the GSS website
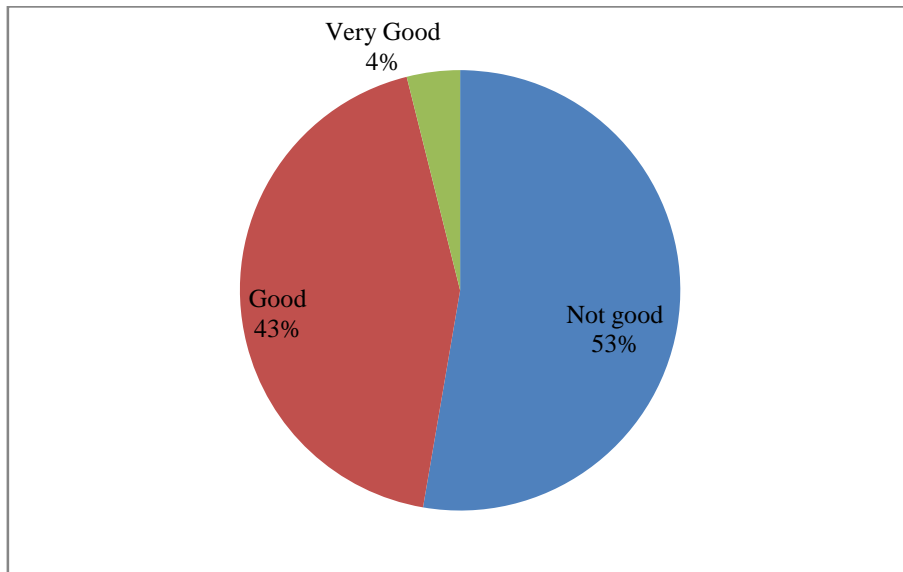
Design of the User Interface of the GSS's website

In terms of the design of the user interface of the website, 15.8 per centof the users were of the view that it is not good. However, 73.4 per cent of users who ever visited the website view it as good. Eleven per cent,on the other hand,view the site as very good meaning they did not have any challenge at all when accessing the services on the website (Figure 3.16). The purpose of the user interface design of the website is to make it user friendly and attractive enough to encourage frequentvisits by users. The design is also intended to facilitate the search and identification of services provided on the website.

Figure 3.16: Views of users on the design of the website'suser interface
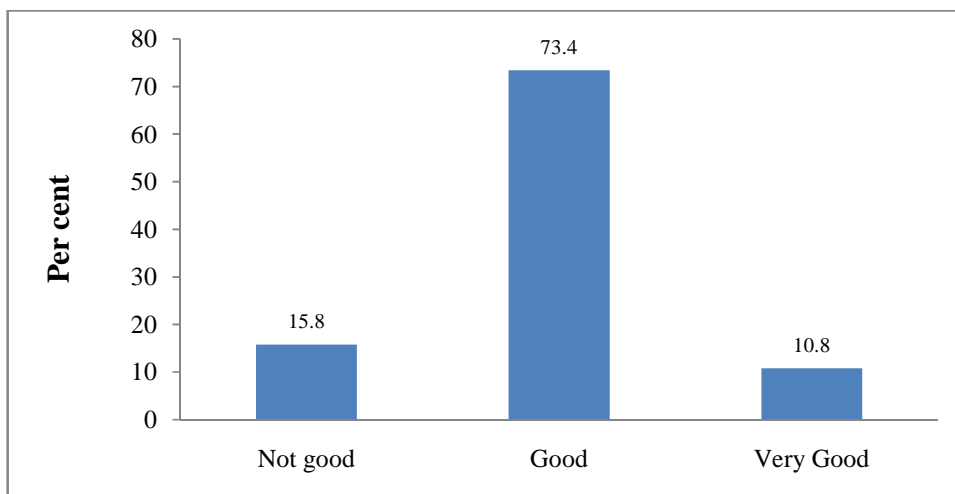
3.7 Preferred mode of publicizing official statistics and statistical products and services

There are various channels of disseminating official statistics. The effectiveness of a given dissemination strategy depends on factorssuch as the level of innovation associated with the product or service, the target audience, and thecommunication channel. Creating the proper fit begins with understanding the effectivenessof each dissemination medium. Creating the proper fit also includes recognizing that noone channel is always sufficient (Reardon & Rogers, 1988). Sometimes theinterplay among the varied channels generates awareness and interest simultaneously or sequentially.

In order to understand these factors, the survey elicited views of users on the preferred mode of publicizingor disseminating official statistics. Figure 3.17shows that one in every five preferred the use of the website for disseminating official statistics. The next preferred medium users would wish GSS to disseminate statistical results is through printed publication.

Theresults also suggest that the use of factsheets/brochures, press releases, dissemination workshops, and media interaction are generally accepted as complementary modes for disseminating official statistics. The least preferred channels for publicizing official statistics are the use of CDs and social media.

Figure 3.17:Distribution of users bypreferred mode of publicizing official statistics
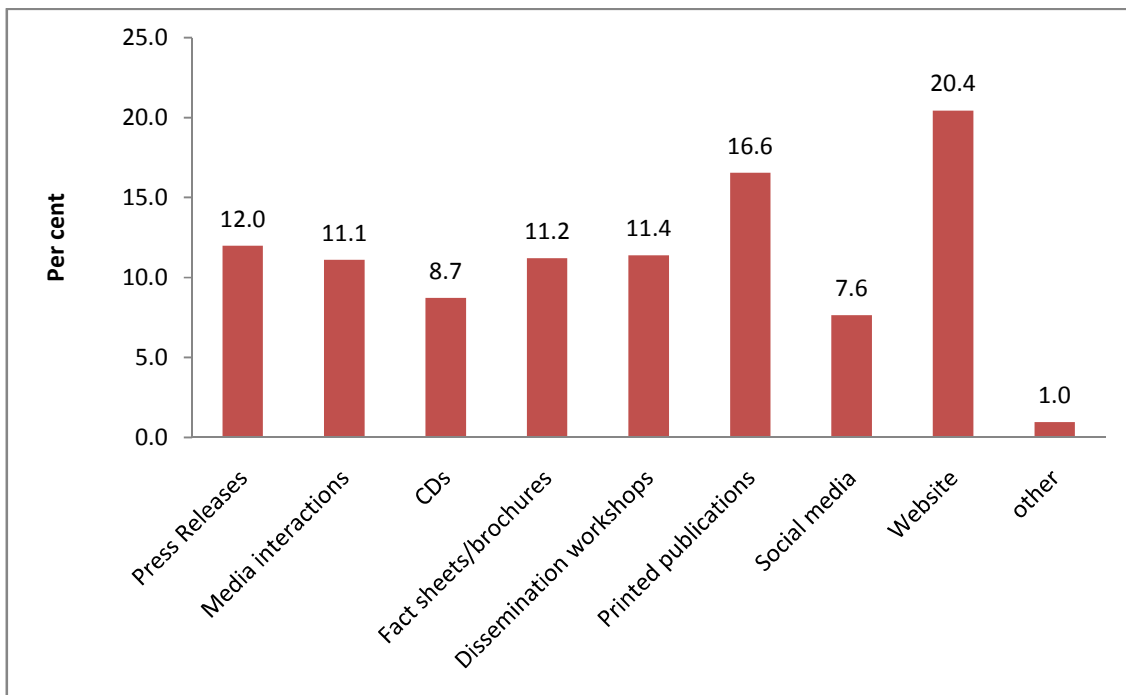
3.8   Influence of Media coverage or reportage on GSS

The mass media serves as the main source of information flow in Ghana and is, therefore, an important channel for changing people's attitudes and behavior..Having positive media influence could build trust between users and producers of official statistics. The GSS, in recent times, has engaged the media more frequently and regularly to create a media friendly environment. The objective is to use the media to inform, educate, create awareness, and to sell its services and products to the general population. The ultimate purpose is to improve people's attitudes and behaviourstowards making informed decisions with statistics.

The survey, therefore, sought to know whether media reportage on the services and products of GSS over the year has had any influence on the users' perception of GSS and if it did, the nature of the influence -was it negative or positive?

Figure 3.18 shows that about half of users of official statistics had not been influenced in any way by media coverage on GSS. In other words, about half of the users reported that their perceptions about GSS remained the same despite recent media hype on the institution. This calls for more media interaction, refocusing on the importance and quality of official statistics and how it affects decision making in general.

Another important observation from the analysis is that the perception of 17 per cent of users of official statistics was negatively affected by media reportage. GSS would need to reclaim its image in the minds of people whose perceptions have been negatively affected by the media reportage (Figure 3.18).

Figure 3.18:Distribution of users regardingmedia influence on theirperception of GSS
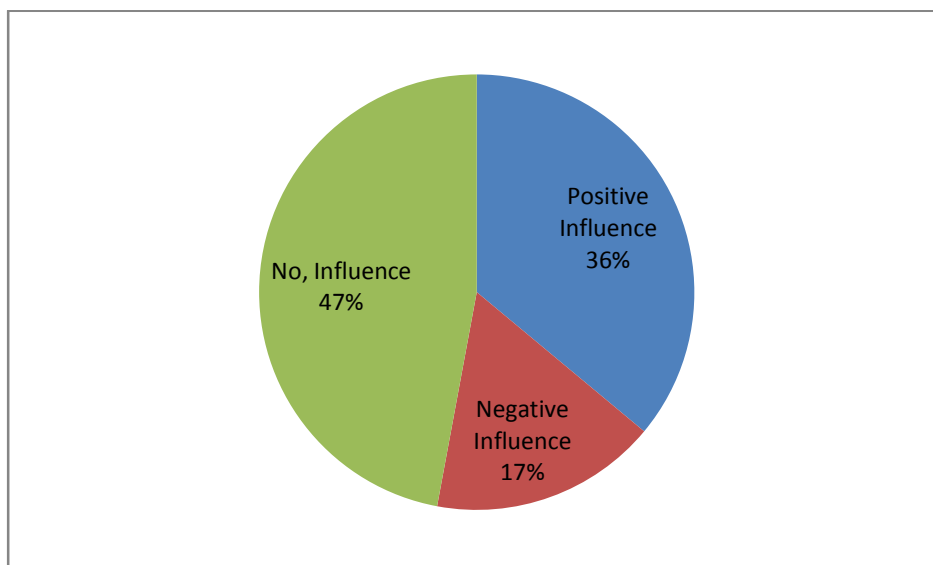
CHAPTER 4:   CONCLUSIONSAND RECOMMENDATIONS

4.1   Conclusions

In general, the GUSS has achieved its objectives. It has succeeded in evaluating the entire statistical system by examining the needs and expectations of the users of official statistics. It is expected that the outcome of the survey would guide producers of official statistics to improve upon the data quality in the country and also meet the statistical needs of users.

The following conclusions weredrawn based on the objectives of the Ghana User Satisfaction Survey:

- A number of statistics produced by the Ghana Statistical Service and other institutions within the National Statistical System are being utilized by a wide range of users for different purposes.
- Generally, respondents' satisfaction with the services provided by the producers of official statistics is high. However, satisfaction varied depending on the type of official statistics andand the purpose for which the statistics were requireddemanded for.
- Users were highly satisfied with the:
    - ✓ Details given for most of the statistics
    - ✓ Relevance of the data
    - ✓ Frequency of publication
    - ✓ Style of presentation
- Areas where users are not very happy with and need improvement include:
    - ✓ Timeliness of release of statistics
    - ✓ Ease of understanding of some of the statistics produced.
    - ✓ Accessibility of reports and statistics.
- Ahigh proportion of users were unaware of release dates of the products of official statistical producers.
- Among the statistics produced, labour statistics were identified as the most difficult to access.

4.2   Recommendations

The following recommendationsare proposed for consideration by the GSS and other producers of official statistics.

- GSS, as the main leader in the production of official statistics, should conduct training for officials responsible for the collection of statistics in the various MDAs/MMDAs, after assessing their training needs.
- Producers of official statistics should strive to improve their efficiency by improving the accuracy, timeliness and frequency of release of official statistics..
- Producers of official statistics need to improve on the dissemination strategy of statistics in order to facilitate their accessibility to users.
- Producers of official statistics should increase their efforts in data collection in order to fill data gaps to enhance users' satisfaction.
- Producers of official statistics shouldstrive to make a lot more statistics available on their official websites and,if necessary, provide links to the websites of other producers of official statistics.
- Future user satisfaction surveys should include those who obtain statistical information mainly through the internet (websites) in order to expandthe sampling frame in future user satisfaction surveys. This means that producers of official statistics need to create a database of their users, including their names and contact details such as their telephone numbers,postal and email addresses. The GSS websiteshould also be modified so that users can register electronically. This will make it easy for GSS to trace them for inclusion in future surveys.
- Efforts should be made to come out with a calendar of release dates of statistical products and to adhere strictly tothepublicized release dates.
- There must be increased awareness through education and statistical literacy programmesfor users to appreciate what is happening within the NSS.
- GSS should strengthen and coordinate the NSS to ensure standardization and harmonization of the concepts and definitionsused inthe production of official statistics.
- There is the need to improve statistical and ICT infrastructures within the NSS to facilitate quality, timeliness and dissemination of statistical products.
- Users of official statistics have to be engaged in continuous dialogue throughout the production process by the producers to maximize mutual gains.
- Statistics on labour should be critically looked at within the larger statistical system.
- Producers of official statistics should ensure that they frequently get feed-back from users in order to understand their needs and requirements. Thus, USS should be conducted yearly to serve as a review process for the NSS.
- The information thus obtainedwill guide data producers to generatestatistics that are relevant and useful in terms of timeliness, accuracy and adequacy of content, and well packedtosatisfy the needs of users..

APPENDICES

Appendix A: Questionnaire

GHANA STATISTICAL SERVICE

User Satisfaction Survey

Introduction

The Ghana Statistical Service (GSS) became a semi-autonomous Public Service Institution in 1985, with the enactment of PNDC law 135, to provide a wide range of statistical products and services for policy decision making, and monitoring and evaluation of national development programmes as well as international initiatives. The effective performance of this role is determined by the relevance, quality and reliability of the data produced by GSS. Users will be satisfied if they find official statistics reliable and useful for their purposes. This will in turn generate further interest in more statistical products and services. A means of finding out whether stakeholders are satisfied with the statistical products and services offered by GSS is to conduct a User Satisfaction Survey. The Survey will assess users/stakeholders' perceptions and opinions about GSS products and services. Results from the survey will inform strategies for determining the relevance and improving on the quality, reliability and acceptability of statistical products and services in general.

Confidentiality

The GSS wishes to assure you that the information provided will remain confidential to GSS and will not be disclosed, published or disseminated in a manner that will violate the GSS law of confidentiality.

How to complete the questionnaire

The Questionnaire has four sections:
Section A asks general questions about your use of official statistics.
Section B asks questions about the quality of official statistics.
Section C asks questions about the Ghana Statistical Service.
Section D asks some questions about you.

Please complete all questions that are relevant to you in these sections. Note that you can give more than one answer to some questions.

Interview Results:

1. Completed	4. Could not be traced
2. Partially completed	5. Refused
3. Officer to complete is not available	6. Other (specify) _____

INTERVIEWER'S NAME:..   DATE:...............................
SUPERVISOR'S NAME:...   DATE:...............................

SECTION A: USE OF OFFICIAL STATISTICS OF GHANA [1]

1. Have you ever used any of the following official statistics or statistical products?

(PLEASE TICK ALL THAT APPLY)

a	National accounts (GDP)	☐
b	Price statistics (CPI, PPI, Inflation) (Monthly)	☐
c	Public finance statistics	☐
d	Monetary and financial statistics (BOP, money supply & interest rate)	☐
e	Business statistics (Industry, Trade, Services, Transport, and Energy)	☐
f	Labour statistics (Employment, Unemployment, Income)	☐
g	External trade statistics (Imports, Exports)	☐
h	Demographic statistics (Population estimates)	☐
i	Health statistics	☐
j	Education statistics (Literacy, Enrolment)	☐
k	Crime/Judicial statistics	☐
l	Environment statistics	☐
m	Agriculture and fishery statistics	☐
n	Cartographic/ Geographic Information Systems (GIS) data	☐
o	Other *(specify)* _____	☐
y	None/ never used (>>> **GO TO SECTION C**)	☐

2. Thinking about the purposes for which you use/used official statistics or statistical products, do you usually find the information you are looking for?

1. Always.. ☐
2. Usually.. ☐
3. Almost never.. ☐
4. Did not need anything specific…... ☐
5. First time experience (found the statistics/ information)….……... ☐
6. First time experience (didn't find the statistics/ information)…. ☐

3. Thinking about the purposes for which you use/used official statistics or statistical products, are there any other data that you would like to have available?

1. Yes... ☐

2. No.. ☐ ☐ **GO TO Q5**

4. Please give brief details of such data below:

_____

[1] Official statistics are those that are published by designated Government Agencies.

5. For each official statistics or statistical products you mentioned in Question 1, indicate the source(s) you obtain(ed) the statistics from. (PLEASE TICK ALL SOURCES THAT APPLY)

	GSS (Official press releases/ publication/ website)	Bank of Ghana (Official press releases/publication /website)	MMDAs/MDAs (Official press releases/ publication/ website)	Educational institutions (Official press releases/ publication/ website) *(SPECIFY INSTITUTION)*	Private sector summaries/ analysis	Publications/websites of international organizations (e.g. IMF, WB, UN, AfDB)	Other sources *PLEASE SPECIFY*
a. National Accounts (GDP)							
b. Price Statistics							
c. Public Finance Statistics							
d. Monetary and financial statistics e.g. Balance of Payments							
e. Business Statistics							
f. Labour Statistics							
g. External trade statistics							
h. Demographic statistics							
i. Health statistics							
j. Education statistics							
k. Crime/Judicial statistics							
l. Environment statistics							
m. Agriculture and fishing statistics							
n. Cartographic/GIS data							
o. Other (Specify)							

6. For each official statistics or statistical products you mentioned in Question 1, indicate what you use(d) them for.
(PLEASE TICK ALL PURPOSES THAT APPLY. IF 'OTHER', PLEASE GIVE BRIEF DETAILS)

Type of official statistics	To inform decision making/policy formulation	Planning purposes	Modeling and forecasting	Research	Monitoring performance	Evaluation	Other (please specify)
a. National Accounts (GDP)	☐	☐	☐	☐	☐	☐	☐
b. Price Statistics	☐	☐	☐	☐	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐	☐	☐	☐	☐
d. Monetary and financial statistics e.g. Balance of Payments	☐	☐	☐	☐	☐	☐	☐
e. Business Statistics	☐	☐	☐	☐	☐	☐	☐
f. Labour Statistics	☐	☐	☐	☐	☐	☐	☐
g. External trade statistics	☐	☐	☐	☐	☐	☐	☐
h. Demographic statistics	☐	☐	☐	☐	☐	☐	☐
i. Health statistics	☐	☐	☐	☐	☐	☐	☐
j. Education statistics	☐	☐	☐	☐	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐	☐	☐	☐	☐
l. Environment statistics	☐	☐	☐	☐	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐	☐	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐	☐	☐	☐	☐
o. Other (Specify)	☐	☐	☐	☐	☐	☐	☐

7. How often do you use official statistics or statistical products?

1. Daily…... ☐
2. Weekly…….. ☐
3. Fortnightly……... ☐
4. Monthly.. ☐
5. Quarterly.. ☐
6. Bi-annual……... ☐
7. Annual.. ☐
8. Once a while……..................................... ☐☐
9. Once ……..................................... ☐☐   **>>> GO TO Q9**

8. How long have you been using official statistics or statistical products?

1. Less than 1 year….. ☐
2. Between 1 and 4 years……................................. ☐
3. Between 5 and 9 years…..................................... ☐
4. 10 years+ ……... ☐

SECTION B: QUALITY OF OFFICIAL STATISTICS IN GHANA

9. How useful do/did you consider each of the official statistics or statistical products you use/used?

   IF YOU USED THE STATISTICS FOR MORE THAN ONE PURPOSE, PLEASE PROVIDE THE RESPONSE FOR THE MAIN PURPOSE FOR WHICH YOU USED IT.

   (1 = Not very useful ; 4 Very useful)

REFERS TO RESPONSES IN Q1 AND TICK THE APPROPRIATE RESPONSES FOR THE CORRESPONDING ITEMS IN Q9.

Type of Statistics	Not very Useful	Somewhat Useful	Useful	Very Useful
	1	**2**	**3**	**4**
a. National Accounts (GDP)				
b. Price Statistics				
c. Public Finance Statistics				
d. Monetary and financial statistics e.g. Balance of Payments				
e. Business Statistics				
f. Labour Statistics				
g. External trade statistics				
h. Demographic statistics				
i. Health statistics				
j. Education statistics				
k. Crime/Judicial statistics				
l. Environment statistics				
m. Agriculture and fishing statistics				
n. Cartographic/GIS data				
o. Other (Specify)				

10. For each of the official statistics you used, overall, were you satisfied with regard to details, timeliness, relevance, frequency and style of presentation?

Type of Statistics	Details	Timeliness	Relevance	Frequency	Style of Presentation
	Yes=1; No=2	Yes=1; No=2	Yes=1; No=2	Yes=1; No=2	Yes=1; No=2
a. National Accounts (GDP)					
b. Price Statistics					
c. Public Finance Statistics					
d. Monetary and financial statistics e.g. Balance of Payments					
e. Business Statistics					
f. Labour Statistics					
g. External trade statistics					
h. Demographic statistics					
i. Health statistics					
j. Education statistics					
k. Crime/Judicial statistics					
l. Environment statistics					
m. Agriculture and fishing statistics					
n. Cartographic/GIS data					
o. Other (Specify)					

IF YES TO ALL, GO TO Q12 OTHERWISE ASK Q11

11. Why were you not satisfied with the service(s)? *PLEASE TICK ALL THAT APPLY*

☐ (Specify)

1. Not enough details were provided……............................   ………………….

☐ (Specify)

2. Data was outdated………………….................................   ………………….

☐ (Specify)

3. Data/information were not useful………...........................   ………………….

☐ (Specify)

4. Needed to make a lot of assumptions/used as proxy………......   ………………….

☐ (Specify)

5. Style of presentation not suitable......................................   ………………….

☐ (Specify)

6. Other (specify)…...   ………………….

12. In your opinion, is enough information provided on any revisions/updates to the official statistics or statistical products that you use?

Type of Statistics	Yes	No	Not Applicable
	1	**2**	**X**
a. National Accounts (GDP)	☐	☐	☐
b. Price Statistics	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐
e. Business Statistics	☐	☐	☐
f. Labour Statistics	☐	☐	☐
g. External trade statistics	☐	☐	☐
h. Demographic statistics	☐	☐	☐
i. Health statistics	☐	☐	☐
j. Education statistics	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐
l. Environment statistics	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐
o. Other (Specify)	☐	☐	☐

13. For each of the official statistics or statistical products that you use, how easy or difficult is it for you to obtain/access them?   (1 = Difficult;   4 = Very Easy)

Type of Statistics	Difficult	Somewhat difficult	Easy	Very Easy
	1	**2**	**3**	**4**
a. National Accounts (GDP)	☐	☐	☐	☐
b. Price Statistics	☐	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐	☐
e. Business Statistics	☐	☐	☐	☐
f. Labour Statistics	☐	☐	☐	☐
g. External trade statistics	☐	☐	☐	☐
h. Demographic statistics	☐	☐	☐	☐
i. Health statistics	☐	☐	☐	☐
j. Education statistics	☐	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐	☐
l. Environment statistics	☐	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐	☐
o. Other (Specify)	☐	☐	☐	☐

14. For each of the official statistics or statistical products that you use, how easy or difficult is it for you to access the metadata of these statistics (sources, explanatory notes, methodological description, and references concerning concepts, classifications, and statistical practice)?
(1 = Difficult;   4 = Very Easy)

Type of Statistics	Difficult	Somewhat Difficult	Easy	Very Easy	Do not access this information
	1	2	3	4	X
a. National Accounts (GDP)	☐	☐	☐	☐	☐
b. Price Statistics	☐	☐	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐	☐	☐
e. Business Statistics	☐	☐	☐	☐	☐
f. Labour Statistics	☐	☐	☐	☐	☐
g. External trade statistics	☐	☐	☐	☐	☐
h. Demographic statistics	☐	☐	☐	☐	☐
i. Health statistics	☐	☐	☐	☐	☐
j. Education statistics	☐	☐	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐	☐	☐
l. Environment statistics	☐	☐	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐	☐	☐
o. Other (Specify)	☐	☐	☐	☐	☐

IN BOTH QUESTION 13 AND QUESTION 14:
- *IF OPTIONS 1 OR 2, ANSWER QUESTION 15*
- *IF OPTIONS 3 OR 4, GO TO QUESTION 16*
- *IF OPTION X, GO TO QUESTION 18*

15. In your opinion, what makes it difficult for you to either obtain/access the official statistics or access the metadata of these statistics (sources, explanatory notes, methodological descriptions, and references concerning concepts, classifications, and statistical practice)?

1. Cost too high…………….....................

☐ (Specify)
……………………………..☐

2. Did not know where to get information....

☐ (Specify)
……………………………..☐

3. Did not know information exist...............

☐ (Specify)
……………………………..☐

4. Other (specify)……………….............

☐ (Specify)
……………………………..☐

16. Do you refer to or make use of the official descriptions of the sources and methodsused in compiling the official statistics? (IF NO TO ALL, GO TO Q18)

Type of Statistics	Yes = 1 No=2
a. National Accounts (GDP)	☐
b. Price Statistics	☐
c. Public Finance Statistics	☐
d. Monetary and financial statistics e.g. BOP	☐
e. Business Statistics	☐
f. Labour Statistics	☐
g. External trade statistics	☐
h. Demographic statistics	☐
i. Health statistics	☐
j. Education statistics	☐
k. Crime/Judicial statistics	☐
l. Environment statistics	☐
m. Agriculture and fishing statistics	☐
n. Cartographic/GIS data	☐
o. Other (Specify)	☐

17. For each of the official statistics you use, is the information on methodology sufficiently clear and at an adequate level of detail to be useful to you? (1=Not useful; 4= Very Useful)

Type of Statistics	Not Useful 1	Fairly useful 2	Useful 3	Very Useful 4
a. National Accounts (GDP)	☐	☐	☐	☐
b. Price Statistics	☐	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐	☐
e. Business Statistics	☐	☐	☐	☐
f. Labour Statistics	☐	☐	☐	☐
g. External trade statistics	☐	☐	☐	☐
h. Demographic statistics	☐	☐	☐	☐
i. Health statistics	☐	☐	☐	☐
j. Education statistics	☐	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐	☐
l. Environment statistics	☐	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐	☐
o. Other (Specify)	☐	☐	☐	☐

18. For each of the following official statistics or statistical products, do you know whether there is publicly disseminated calendar that announces in advance the dates on which differentofficial statistics are published? (IF NO, GO TO Q20)

Type of Statistics	Yes=1 No=2
a. National Accounts (GDP)	☐
b. Price Statistics	☐
c. Public Finance Statistics	☐
d. Monetary and financial statistics e.g. BOP	☐
e. Business Statistics	☐
f. Labour Statistics	☐
g. External trade statistics	☐
h. Demographic statistics	☐
i. Health statistics	☐
j. Education statistics	☐
k. Crime/Judicial statistics	☐
l. Environment statistics	☐
m. Agriculture and fishing statistics	☐
n. Cartographic/GIS data	☐
o. Other (Specify)	☐

19. For all the disseminated calendar that you know, in practice are the official statistics or statistical products released on the dates announced for the release?

Type of Statistics	Yes	No	Do not know
	1	**2**	**X**
a. National Accounts (GDP)	☐	☐	☐
b. Price Statistics	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐
e. Business Statistics	☐	☐	☐
f. Labour Statistics	☐	☐	☐
g. External trade statistics	☐	☐	☐
h. Demographic statistics	☐	☐	☐
i. Health statistics	☐	☐	☐
j. Education statistics	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐
l. Environment statistics	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐
o. Other (Specify)	☐	☐	☐

20. What effect does the lack of official statistics or statistical products have on your organization's activities? (*PLEASE TICK ALL THAT APPLY*)

  a. No effect...………................... ☐
  b. Delayed work plan...……….................... ☐
  c. Inaccurate budgeting……………….... ☐
  d. Cannot determine production levels......... ☐
  e. Use of poor estimates……….............. ☐
  f. Use of unofficial sources………............ ☐
  g. Other (specify)………………........... ☐

21. In your opinion, are the official statistics or statistical products that you used/ever used presented in an easy- to-understand way? (1=Not easy; 4= Very easy)

Type of Statistics	Not Easy	Fairly easy	Easy	Very Easy
	1	2	3	4
a. National Accounts (GDP)	☐	☐	☐	☐
b. Price Statistics	☐	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐	☐
e. Business Statistics	☐	☐	☐	☐
f. Labour Statistics	☐	☐	☐	☐
g. External trade statistics	☐	☐	☐	☐
h. Demographic statistics	☐	☐	☐	☐
i. Health statistics	☐	☐	☐	☐
j. Education statistics	☐	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐	☐
l. Environment statistics	☐	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐	☐
o. Other (Specify)	☐	☐	☐	☐

22. In your opinion, how coherent/harmonized are official statistics in Ghana? That is, the degree to which consistent definitions, methods and standards are used across government agencies in the production and presentation of statistics (1= not coherent;4 = very coherent)

Not Coherent	Fairly coherent	Coherent	Very Coherent
1	2	3	4
☐	☐	☐	☐

23. In your opinion, how would you rate the overall quality of official statistics or statistical products in Ghana? (1= very poor quality; 4 = very high quality)

Type of Statistics	Very Poor 1	Poor 2	High 3	Very High 4
a. National Accounts (GDP)	☐	☐	☐	☐
b. Price Statistics	☐	☐	☐	☐
c. Public Finance Statistics	☐	☐	☐	☐
d. Monetary and financial statistics e.g. BOP	☐	☐	☐	☐
e. Business Statistics	☐	☐	☐	☐
f. Labour Statistics	☐	☐	☐	☐
g. External trade statistics	☐	☐	☐	☐
h. Demographic statistics	☐	☐	☐	☐
i. Health statistics	☐	☐	☐	☐
j. Education statistics	☐	☐	☐	☐
k. Crime/Judicial statistics	☐	☐	☐	☐
l. Environment statistics	☐	☐	☐	☐
m. Agriculture and fishing statistics	☐	☐	☐	☐
n. Cartographic/GIS data	☐	☐	☐	☐
o. Other (Specify)	☐	☐	☐	☐

24. Overall, taking into account all the official statistics or statistical products you use/have ever used, how satisfied are you with the following?

	Very Unsatisfied 1	Unsatisfied 2	Satisfied 3	Very Satisfied 4
a. Processes in accessing official statistics	☐	☐	☐	☐
b. Cost of the product	☐	☐	☐	☐
c. Duration between time requested and time it was made available	☐	☐	☐	☐
d. Level of details of information needed	☐	☐	☐	☐
e. Product easy to read and understand	☐	☐	☐	☐
f. Quality of analysis/interpretation	☐	☐	☐	☐
g. Usefulness of product used/ Services utilized	☐	☐	☐	☐
h. First time use experience	☐	☐	☐	☐
i. Services after data acquisition	☐	☐	☐	☐

25. Please provide any additional comments on official statistics or statistical products in Ghana, including areas where things could be improved.

(PLEASE SPECIFY THE DATASET(S) TO WHICH YOUR COMMENTS REFER)

_____

_____

_____

SECTION C: GHANA STATISTICAL SERVICE

THIS SECTION ASKS QUESTIONS SPECIFICALLY ABOUT THE GHANA STATISTICAL SERVICE (GSS)

26. Have you ever tried to contact GSS for data or with a query?

       1. Yes..……...................................☐
       2. No…………….............................☐   **>>> GO TO Q35**
       3. Do not remember...............................☐   **>>> GO TO Q35**

27. Which of the following methods did you use in contacting the Ghana Statistical Service?
 (*PLEASE TICK ALL THAT APPLY*)

a. Telephone to Head Office……..   ☐
b. Telephone to Regional/District Office…...…….......................   ☐
c. Email to Head Office……...………..   ☐
d. Email to Regional/District Office…..   ☐
e. Website……………..………………..   ☐
f. Fax…………….....……...   ☐
g. Personal contact with Head Office…..   ☐
h. Personal contact with Regional/District Office…….......................   ☐
i. Official letter/Contact by post...………..................................   ☐
j. Personal Contact with an official of GSS………………………………   ☐
l. Other (specify)……..…………..   ☐

28. How many times have you contacted GSS in the last 12 months for official statistics or statistical products? (*PLEASE TICK ONE RESPONSE ONLY*)

        1. None…... ☐   **>>> GO TO Q30**

        2. Once………..…………..................................... ☐

        3. 2 - 5 times….…….................................... ☐

        4. More than 5 times…..................................... ☐

29. If you contacted GSS once or more in the last 12 months, please indicate the reason for contacting the Service. (PLEASE TICK ALL THAT APPLY)

    a. Request specific data/figures…………….. ☐

    b. Follow up on press release/publication……...…….…………................... ☐

    c. Discuss data requirements, e.g. possibility of carrying out a survey………... ☐

    d. Methodology query……………..…... ☐

    e. Methodology service/advice……………..….. ☐

    f. Sampling service/advice……………..…... ☐

    g. Cartographic/GIS service…………....…... ☐

    h. Seek clarification…………....…........….. ☐

    i. Requested guidance on the website…………..…....................................... ☐

    j. Offer financial support, e.g. sponsor data collection, data analysis…….......... ☐

    k. Other (specify)…………....…..…………….. ☐

30. In the most recent contact you had with the GSS, how quickly did you require the information?

        1. Within one week…....................................... ☐

        2. Within two weeks….….................................... ☐

        3. Within one month…....................................... ☐

        4. More than one month…….............................. ☐

31. In the most recent contact you had with the GSS, how long did it take the Service to respond to your query/request?

        1. Within one week.. ☐

        2. Within two weeks..…….................................... ☐

        3. Within one month……................................... ☐

        4. More than one month.................................... ☐

        5. No response.. ☐   **>>> GO TO Q35**

32. In the most recent contact you had with the GSS, were you satisfied with the way the data requested was packaged?

        1. Yes................................☐

        2. No.....…...........................☐

33. In the most recent contact you had with the GSS, was your request/need met?

         1. Yes, fully...................................... ☐   **>>> GO TO Q35**
         2. Yes, partially…........................... ☐
         3. No…………..................... ☐

34. In the most recent contact you had with the Ghana Statistical Service, why was your request/ needs met partially or not at all met? (PLEASE TICK ALL THAT APPLY)

  a. Time data requested and data received was wide…........................ ☐
  b. Gap in data made available to me…..………...………................... ☐
  c. Data was too outdated…….....………………………………….. ☐
  d. Did not get exactly what I wanted……...………............................ ☐
  e. Details were not enough….….………….….......................... ☐
  f. Other (specify)…..………..………………….............................. ☐

35. Have you ever used any GSS publication?

         1. Yes.................................☐
         2. No.....…......................☐   **>>> GO TO Q39**

36. Which of the following GSS's publications/products have you ever used?

Publication	
a. Ghana Living Standards Survey (GLSS)	☐
b. Pattern and Trends of Poverty (derived from GLSS)	☐
c. Core Welfare Indicators Questionnaire (CWIQ) Survey	☐
d. Ghana Demographic and Health Survey (GDHS)	☐
e. Multiple Indicator Cluster Survey (MICS)	☐
f. Ghana Child Labour Survey	☐
g. Transport Indicators Database Survey	☐
h. Economic Survey Report	☐
i. Ghana In Figures	☐
j. Statistical Compendium (Women and Men in Ghana)	☐
k. Quarterly Digest	☐
l.Crime Victimization Survey (CVS)	☐
m. Public Expenditure Tracking Survey	☐
n. Situational Analysis/ Service Provision Assessment on Reproductive and Child Health Service Delivery	☐
o. Key Socio-Economic Indicators (GhanaInfo)	☐
p. Other (Specify)	☐
q. Other (Specify)	☐

37. For each of the publications you used, overall, please rate each of them in terms of your personal or organizational needs, with reference to relevance, accuracyandreliability, accessibility as well as style of presentation. Use the scale provided below.

Rate	Description
5=Excellent	This indicates that the product or service has far exceeded all expectations in this area.
4=Very Good	This indicates that the product or service has exceeded expectations in this area.
3=Good	This indicates that the product or service has met expectations in this area.
2=Poor	This indicates that the product or service has not adequately met expectations in this area.
1=Very Poor	This indicates that the product or service has not met fundamental requirements in this area.

Publication/product	Relevance	Accuracy & reliability	accessibility	Style of Presentation
a. Ghana Living Standards Survey (GLSS) (Every five years)			☐	☐
b. Pattern and Trends of Poverty (derived from GLSS) (Every five years)			☐	☐
c. Core Welfare Indicators Questionnaire (CWIQ) Survey			☐	☐
d. Ghana Demographic and Health Survey (GDHS) (Every five years)			☐	☐
e. Multiple Indicator Cluster Survey (MICS)			☐	☐
f. Ghana Child Labour Survey			☐	☐
g. Transport Indicators Database Survey			☐	☐
h. Economic Survey Report			☐	☐
i. Ghana in Figures			☐	☐
j. Statistical Compendium (Women and Men in Ghana)			☐	☐
k. Quarterly Digest			☐	☐
m.Crime Victimization Survey (CVS)			☐	☐
n. Public Expenditure Tracking Survey			☐	☐
o. Situational Analysis/ Service Provision Assessment on Reproductive and Child Health Service Delivery			☐	☐
p. Key Socio-Economic Indicators (GhanaInfo)			☐	☐
q. Other (Specify)			☐	☐
r. Other (Specify)			☐	☐

38. If any of the publications/product is rated 4 or 5 with regard to the indicators in Q37 specify reason(s) why?
PLEASE TICK ALL THAT APPLY AND SPECIFY WHICH PUBLICATION

   a. Not enough details were provided……….............................   ☐ (Specify) ………
b. Report/Data delayed…….……………..................................   ☐ (Specify) ………
c. Data/information were not useful………...........................   ☐ (Specify) ………
   d. Needed to make a lot of assumptions/used as proxy……......   ☐ (Specify) ………
   e. Style of presentation not suitable......................................   ☐ (Specify) ………
   f. Other (specify)…...   ☐ (Specify) ………

PLEASE INDICATE ANY ADDITIONAL COMMENTS YOU HAVE. INDICATE WHICH PUBLICATIONS YOUR COMMENTS REFER TO.

_____

_____

39. Have you ever accessed the GSS website?

        1. Yes.................................☐
        2. No.....…...........................☐   **>>> GO TO Q42**

40. What are your views on the GSS website?

	Not Good 1	Good 2	Very Good 3
A. Accessibility			
B. Content			
C. Updates			
D. Design/User interfacing			

41. Given the opportunity, which aspects of the GSS's website would you like modified?

_____

_____

42. What is your preferred mode of publicising statistical products and services?
PLEASE TICK ALL THAT APPLY)

    a. Through press releases……….…………….................................... ☐
    b. Media interactions……….…………….….……..………................ ☐
    c. CDs……….………….………………….………………………… ☐
    d. Fact sheets/brochures……....……………….............................. ☐
    e. Dissemination workshops……….….…………….......................... ☐
    f. Printed publications……….…………….. ☐
    g. Social media (twitter/facebook, etc)……….….......................... ☐
    h. Website……….………….….………………………….……........ ☐
    i. Other (specify)……….……………….….…............................ ☐

43. Has the media coverage of GSS in the past influenced your perception about theGhana Statistical Service?

1. Yes, in a positive way……….….……………….................................... ☐
2. Yes, in a negative way……….….………….….……….......................... ☐
3. No, can't recall seeing/hearing anything on the Ghana Statistical Service…….…….. ☐
4. No, my perceptions have not been influenced by the media……….......................... ☐
5. Not applicable……….………….….…………….................................. ☐

44. Overall, do you think there are ways in which the GSS could improvethe service it provides to users of their products?
        1. Yes.................................☐
                              >>> GO TO Q46 (SECTION
        2. No.....…..........................☐   **D)**

45. Please give a brief description of the kind of improvement you expect to see.

_____

_____

_____

_____

SECTION D: RESPONDENT'S INFORMATION

46.   Please indicate what type of organization/institution you work in.

01.   MMDAs/MDAs…….……..………..   ☐
02.   Local Government…..……….…………............................   ☐
03.   Parliament…….....………………………………………..   ☐
04.   Political organization…….…………………….....................   ☐
05.   Labour union……....…………….…………............................   ☐
06.   Public financial institution…….......……………...................   ☐
07.   Research/Educational institution……….......…………............   ☐
08.   Public Library…...…..………………………….….............   ☐
09.   Non-governmental organization…......…….......................   ☐
10.   International organization…...…………………………………   ☐
11.   Press and other media ……...…………….............................   ☐
12.   Religious Organization……....…………………....................   ☐
13.   Individual…….…………….………………….....................   ☐
14.   Business person………..……………………….....................   ☐
15.   Private firm/organization…...………..……………….............   ☐
16.   Other (specify)……...……………….................................   ☐

47a REGION CODE   ☐☐

47.   INSTITUTION/ INDIVIDUAL CODE   ☐☐☐☐

48.   Please state your position or rank.

_____

_____

49.   Are you a male or female?

1. Male..   ☐
2. Female....…................................   ☐

50. What is your highest level of education?

01. Primary or lower school level…..……………….......................... ☐
02. JHS/ Middle school level…..…………………………..………........ ☐
03. SHS/ O' Level/ 'A' Level……...…………….......................... ☐
04. Vocational/ Technical/ College/ Commercial……........................ ☐
05. Post-secondary…………..……………….......................... ☐
06. HND/ Diploma...………...…………….......................... ☐
07. 1st Degree/ Bachelor's/Post graduate Diploma……..……………… ☐
08. Master's degree (MA/ Mphil)……....…………......................... ☐
09. Doctorate degree (PhD)……....…………….......................... ☐
10. Other (specify)…..…………………..….……………….............. ☐

THE GSS WOULD NOT USE Q51 IN THE ANALYSIS OF DATA BUT MAY CONTACT YOU AGAIN FOR FURTHER CLARIFICATIONS.

51. Kindly provide us with your

a.   Contact number(s): _____

b.   Email Address: _____

THANK YOU FOR YOUR ASSISTANCE IN COMPLETING THIS QUESTIONNAIRE

Appendix B: List of Field Personnel

Supervisors:

AlhajiEnumSalifu	Emmanuel Boateng	Seth Amoah
BoakyeAsiamah	Isaac Frank Arhin	UmuheraBraimah
DzanieKwaku S.N.	Jacob Oswald Andoh	Victoria Sottie
Emmanuel Baidoo	SalifuAmadu	

Interviewers:

AfuaSerwaaAdusei	Eugene Adu-Antwi	Michael Agyekum
AkuaOtempong	Faiza Adams	Mildred Osei
Alex Ntim	Gilbert Yinbil	Pearl Dua
Alhassan Michael Mabruk	Gladys AtaaDabison	PhyliciaSaforo
Anthony Eshun	Isaac AntwiAdjei	PobiAsumaneng
Attakora Yaw Boateng	Isaac Kwame Yeboah	Priscilla Opoku
BenedictaOfosua	Jacob Hagan Mensah	Reuben MawuliAfetsi
Bridget SenaBorbor	JamaldinSulemana	Seth Opoku
Caroline Anipah	Jolene ManteyAmoo	Vivian Nkansah
Eleanor Takyi	Koffie Julius DorteySitsofe	William Eyimah
Elizabeth Agbenyagah	Kwame GyeduAcheampong	Yaw Osei
EsiBentumBotchwey	Linda EmmanuelaDumevi	