



# NISRA Customer Satisfaction Survey 2020

(A survey of NICS Staff)

*June 2020*



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## Key Points

- 95% of NICS staff are aware of NISRA
- 34% of NICS Staff indicated they have used NISRA statistics in the policy/decision making process in the last year
- 93% of NICS customers were satisfied with the overall service provided by NISRA in 2019

**95% of NICS respondents were aware of the services provided by NISRA**

Feedback on specific elements of services indicated that for NICS customers:

- 92% felt that NISRA staff are knowledgeable
- 89% felt that NISRA staff responded to their query promptly
- 92 % felt that NISRA staff were helpful
- 70% felt that it was easy to find/locate NISRA reports/data
- 84% felt that NISRA reports were easy to understand
- 92% felt that NISRA staff were courteous and treated customers with respect
- 78% felt that in their dealings with NISRA they were made to feel valued
- 96% of customers are likely to recommend NISRA products and/or services to colleagues

**93% of NICS customers were satisfied with the overall service provided by NISRA**

A breakdown of all results by Department and Grade Group is summarized in Appendix I.

# Introduction

## Background

The 2020 NISRA Customer Satisfaction Survey replaces the annual NISRA Customer Survey which had run for 12 years. The format and methodology for the survey has been changed in order to provide metrics for the annual NISRA business plan. The new survey gathers views on the level of awareness of NISRA amongst NICS colleagues and provides NISRA with feedback from NICS customers who have used our services. Unlike before, key customers were not identified by NISRA branches, but instead, all NICS staff at Grade 7 level and above were invited to take part in the survey. In order to reduce the burden across the NICS, staff at Deputy Principal and Staff Officer level were sampled and staff at Executive Officer level and below were not invited to participate. The survey excluded NISRA staff.

## Notes

The invite to take the survey was issued by email to 2,840 NICS staff and included a link to a Blaise questionnaire held on a secure NICS website. The sample of staff invited at DP and SO were selected randomly and stratified according to grade and department. Returned responses were non-identifiable making the survey completely anonymous. Nevertheless, outputs were checked to ensure that small cell sizes would not allow any individual to be identified through their response. The fieldwork was carried out over a three week period in February 2020. Survey results were weighted to take account of design and non-response errors.

## Response

A total of 374 respondents submitted a valid response, amounting to an overall response rate of 13%. This response rate was the same for each Grade Group (G7+, DP and SO). Responses from staff in departments varied from 8% to 18%. A breakdown of response by Department and Grade Group is given in Appendix II. If responses indicated that the respondent was not aware of NISRA nor had used NISRA services in the last year then they were not asked to complete the customer satisfaction questions.

## Contact

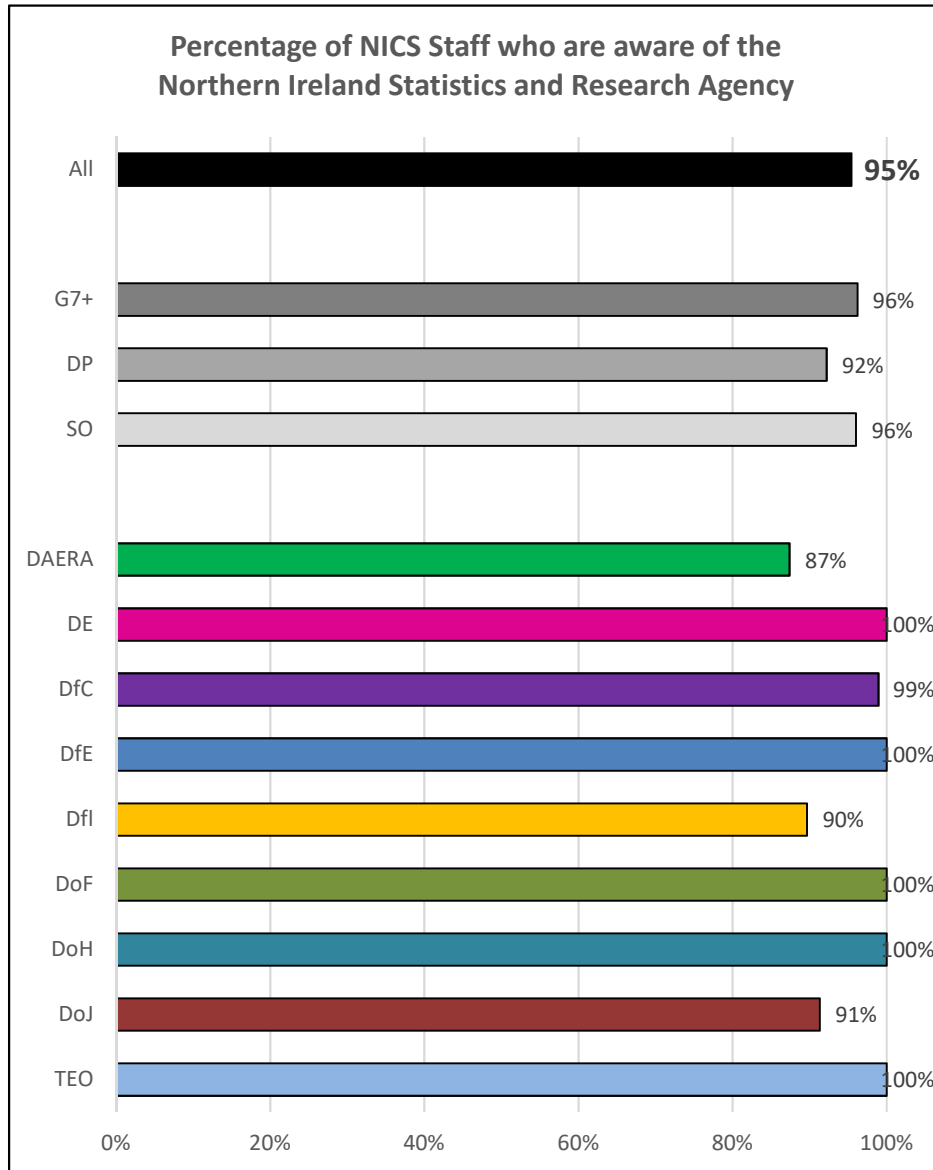
For further information, please contact:

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## Results - Level of Awareness of NISRA within NICS



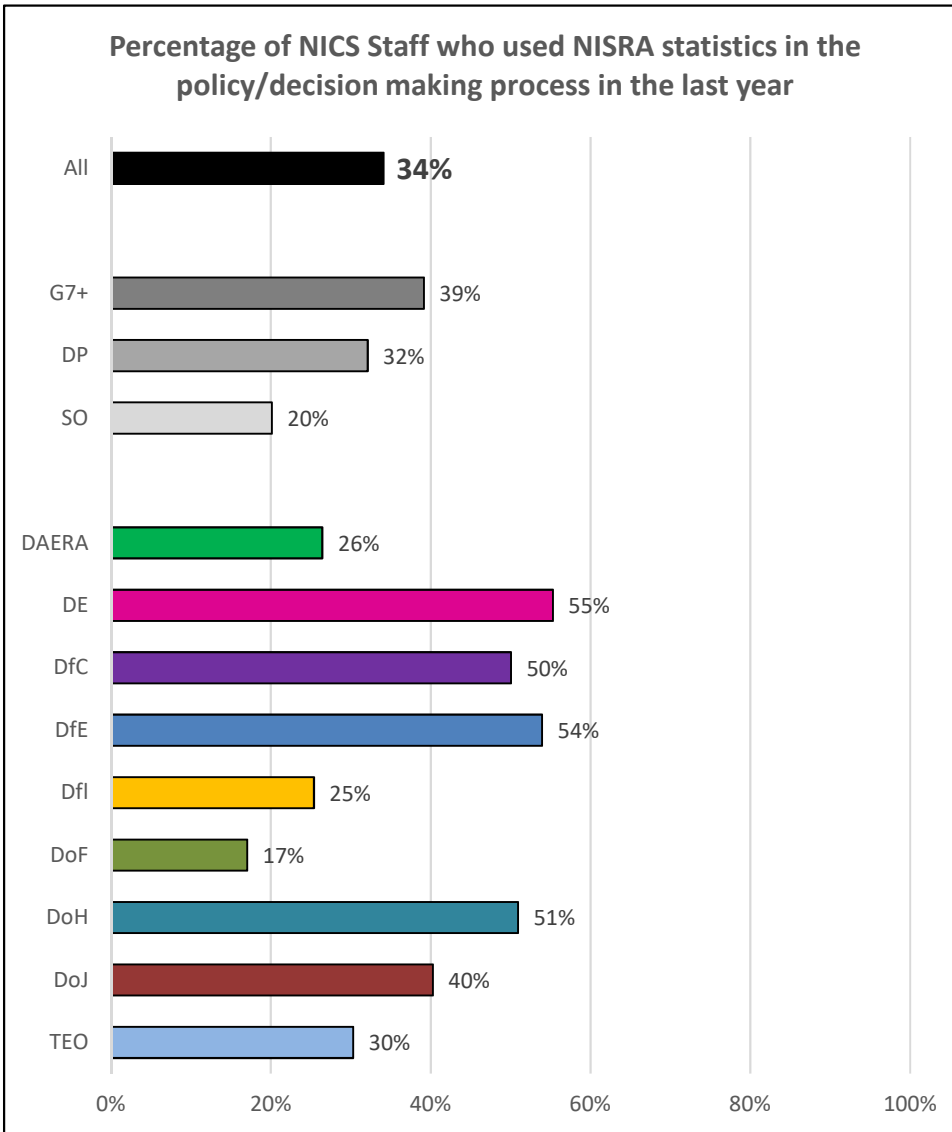
All Northern Ireland Civil Service staff who received the survey invite were asked if they were aware of Northern Ireland Statistics and Research Agency.

The overall level of awareness of NISRA amongst Northern Ireland Civil Service staff was 95%.

The level of awareness of NISRA was similar across grade groups with 96% of the Grade7+ and SO groups reporting awareness whilst fewer DPs (92%) reported that they were aware of NISRA.

Staff in most departments were all (100%) aware of NISRA. However, the level of awareness for staff in DAERA, DfI, DoJ and DfC was lower at 87%, 90%, 91% and 99% respectively.

## Results - Use of NISRA Statistics in the Policy/Decision Making Process



All NICS staff who indicated that they were aware of the Northern Ireland Statistics and Research Agency were asked if they had used NISRA statistics in the policy/decision making process in the last year. Overall 34% of NICS staff indicated that they had used NISRA statistics.

Reported use of NISRA statistics varied across grades with the higher level of use amongst the Grade7+ group (39%) and the lowest for the SO group (20%). For the DP grade group 32% reported that they had used NISRA statistics.

Use of NISRA statistics varied greatly across departments. At the lower end of the spectrum 17% of staff in DoF reported that they had used NISRA statistics in the last year. The highest reported level of use was in DE (55%) and DfE (54%).



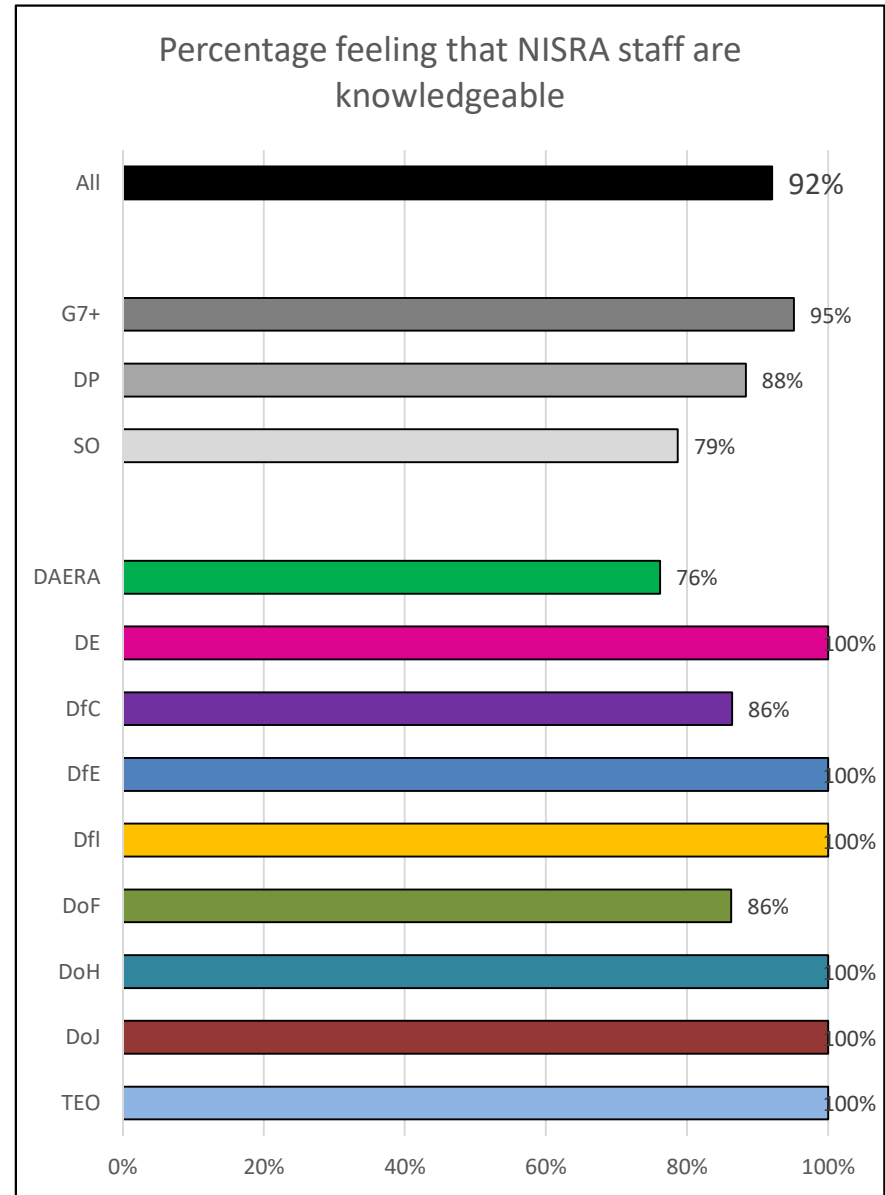
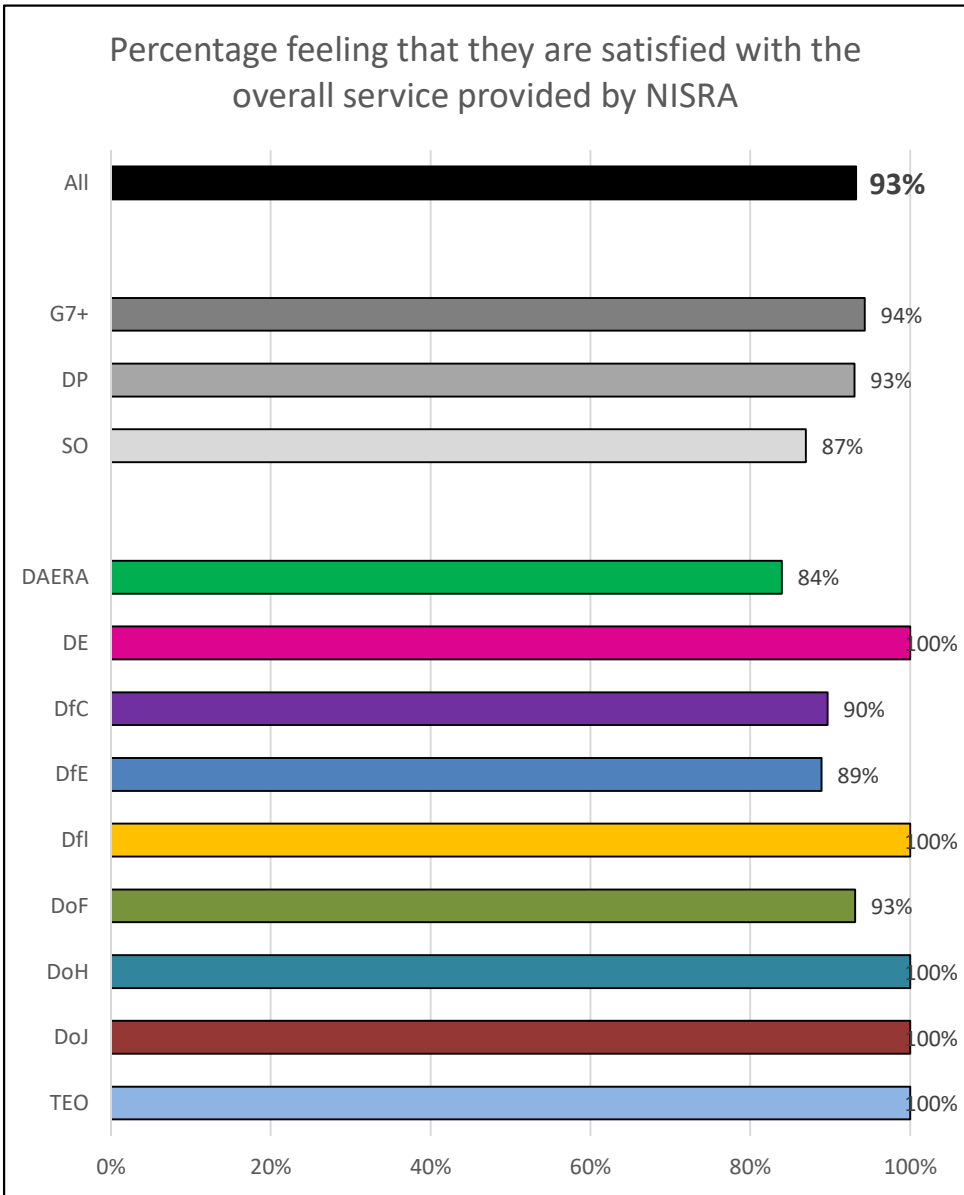
## Results - Customer Satisfaction

The overall results from the customer satisfaction element of the 2020 survey are detailed below and overleaf. This is a new survey so comparisons with previous years are not possible. Responses are weighted to take account of the survey design and for non-response. Appendix III provides a comparison of weighted and unweighted results.

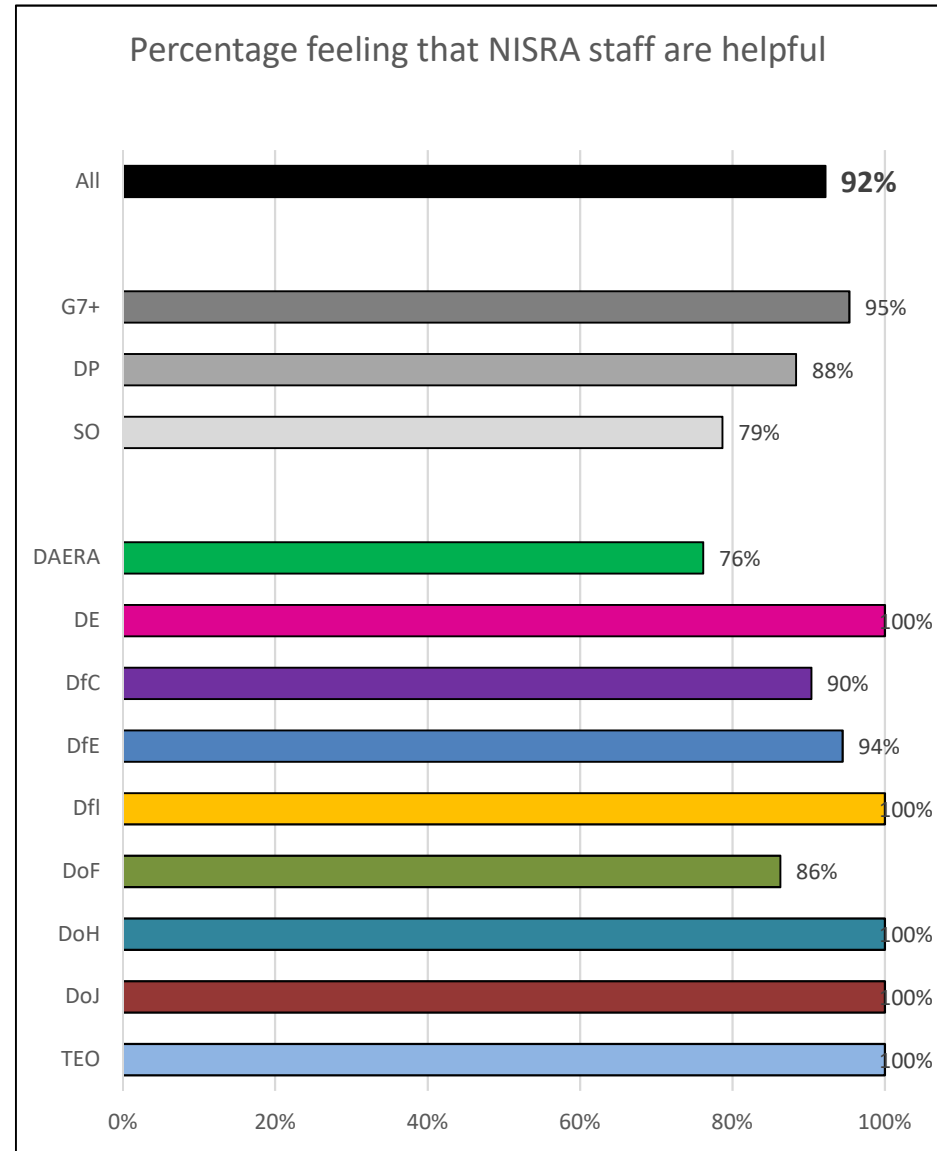
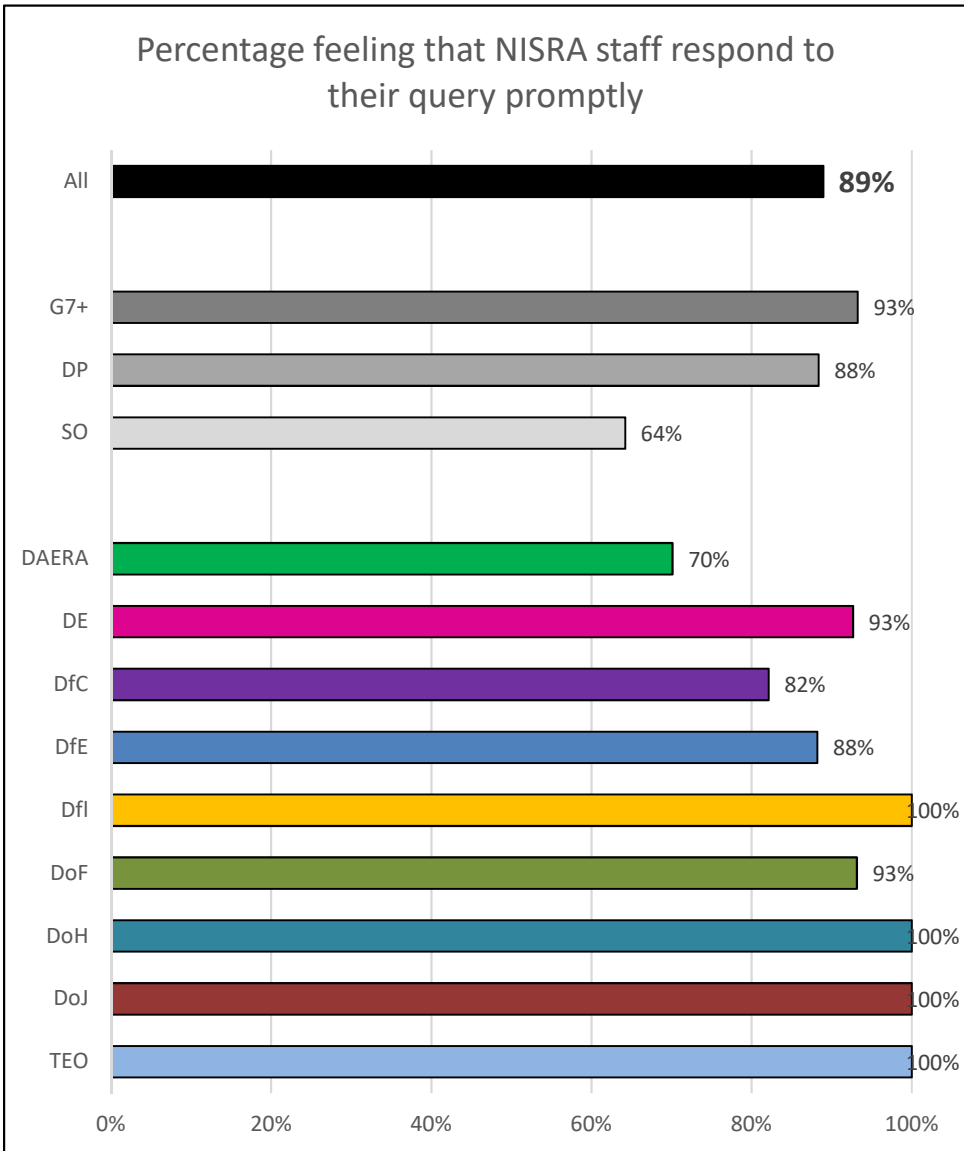
The majority of NICS customers were satisfied with the overall service provided by NISRA (93%) and various aspects of that service. The higher results indicated that 92% of customers felt that NISRA staff were knowledgeable, helpful and courteous and treated them with respect. The lowest result indicated that 70% felt that it was easy to find/locate NISRA reports/data.

	Very Satisfied	Satisfied	Neither	Dissatisfied	Very Dissatisfied	% Satisfied/Very Satisfied (Combined)			
						All	Grade 7+	DP	SO
Overall, how satisfied are you with the service provided by NISRA?						93%	94%	93%	87%
<b>How satisfied were you with the following aspects of your contact with NISRA?</b>									
NISRA staff are knowledgeable						92%	95%	88%	79%
NISRA staff respond to my query promptly						89%	93%	88%	64%
NISRA staff are helpful						92%	95%	88%	79%
It is easy to find/locate NISRA reports/data						70%	72%	65%	67%
NISRA reports are easy to understand						84%	88%	81%	63%
NISRA staff are courteous and treat customers with respect						92%	94%	88%	82%
In my dealings with NISRA I am made to feel valued						78%	82%	84%	44%

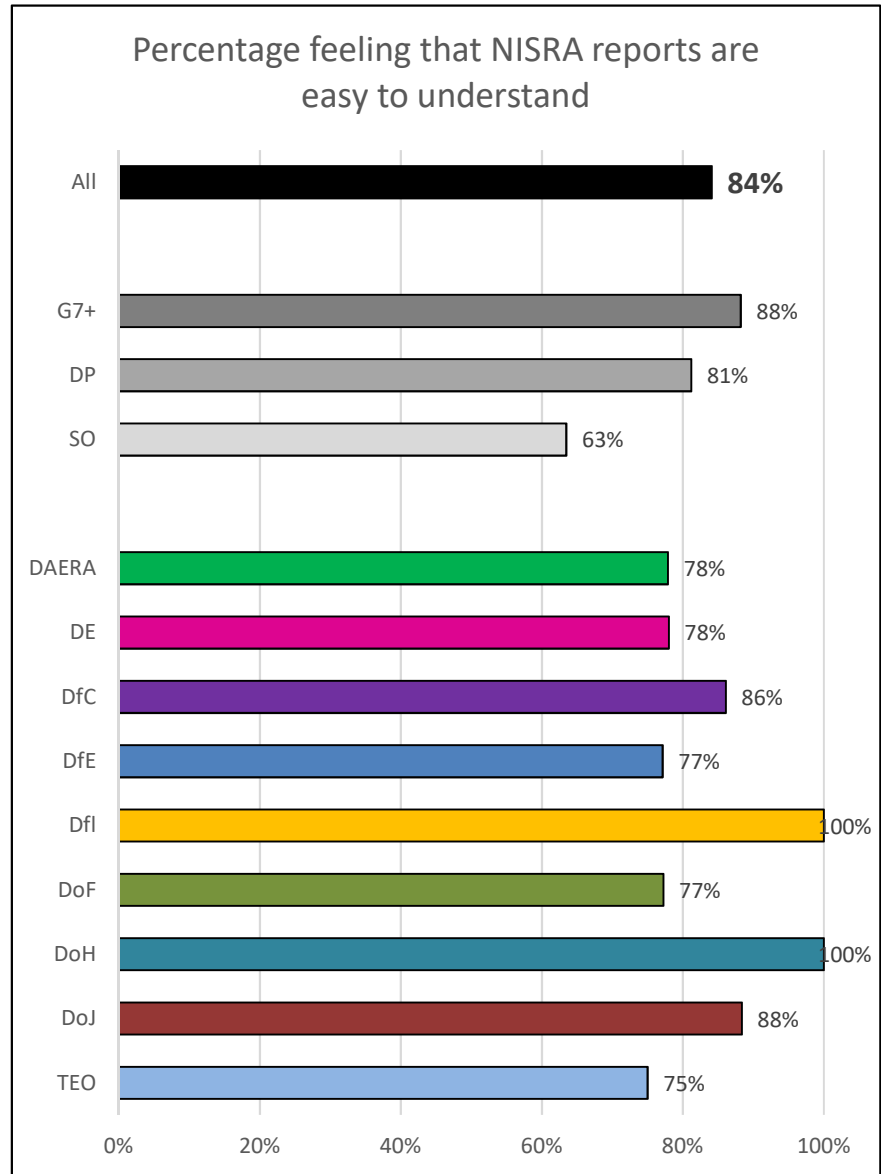
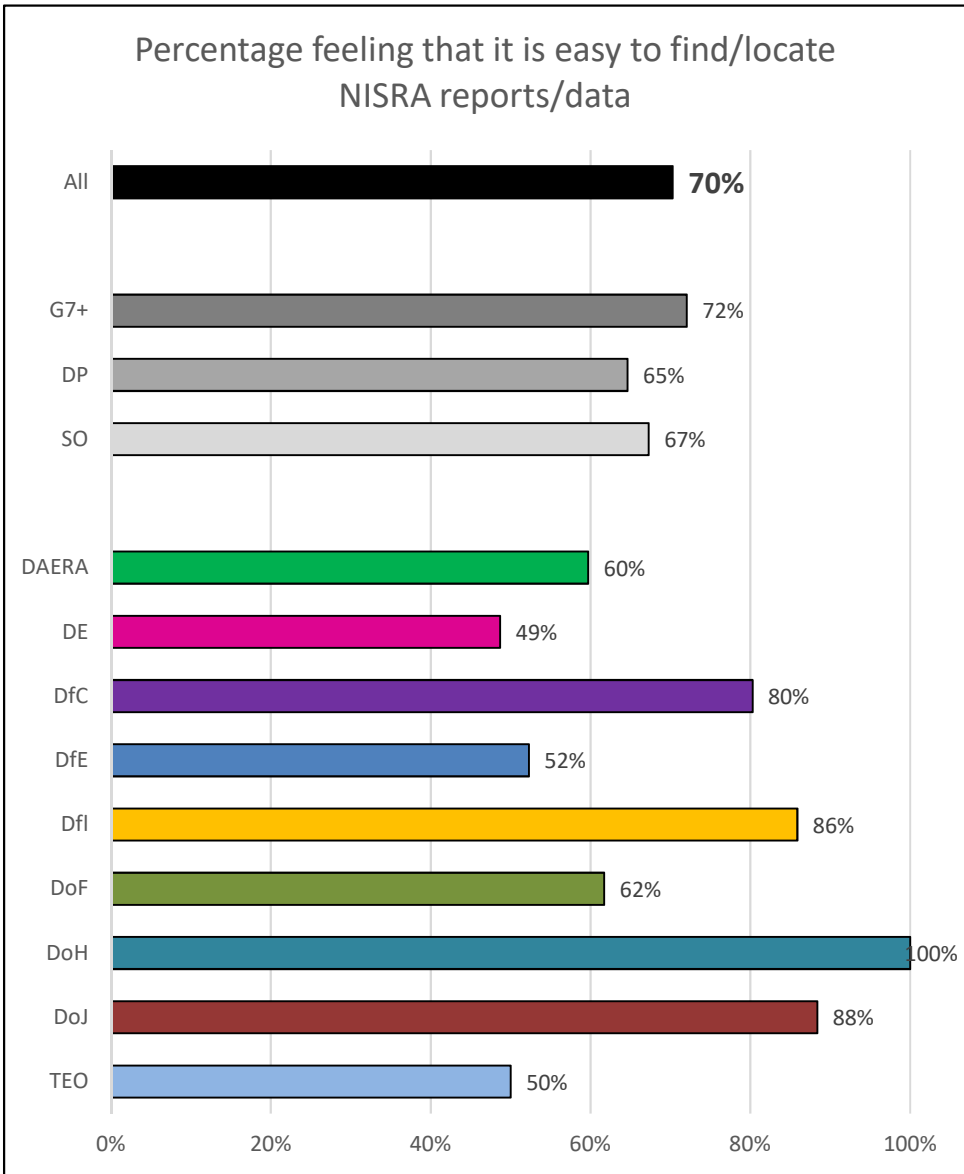
## Results - Customer Satisfaction (Continued)



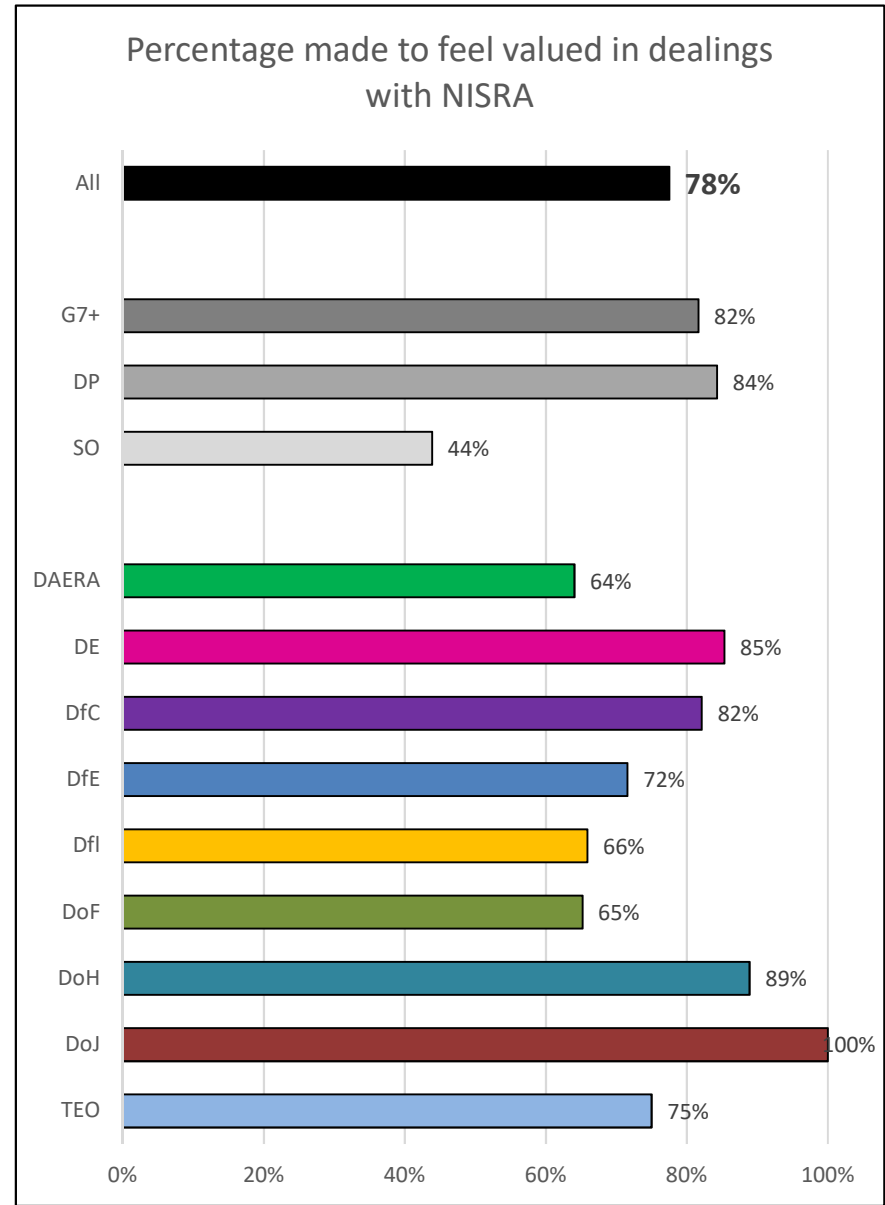
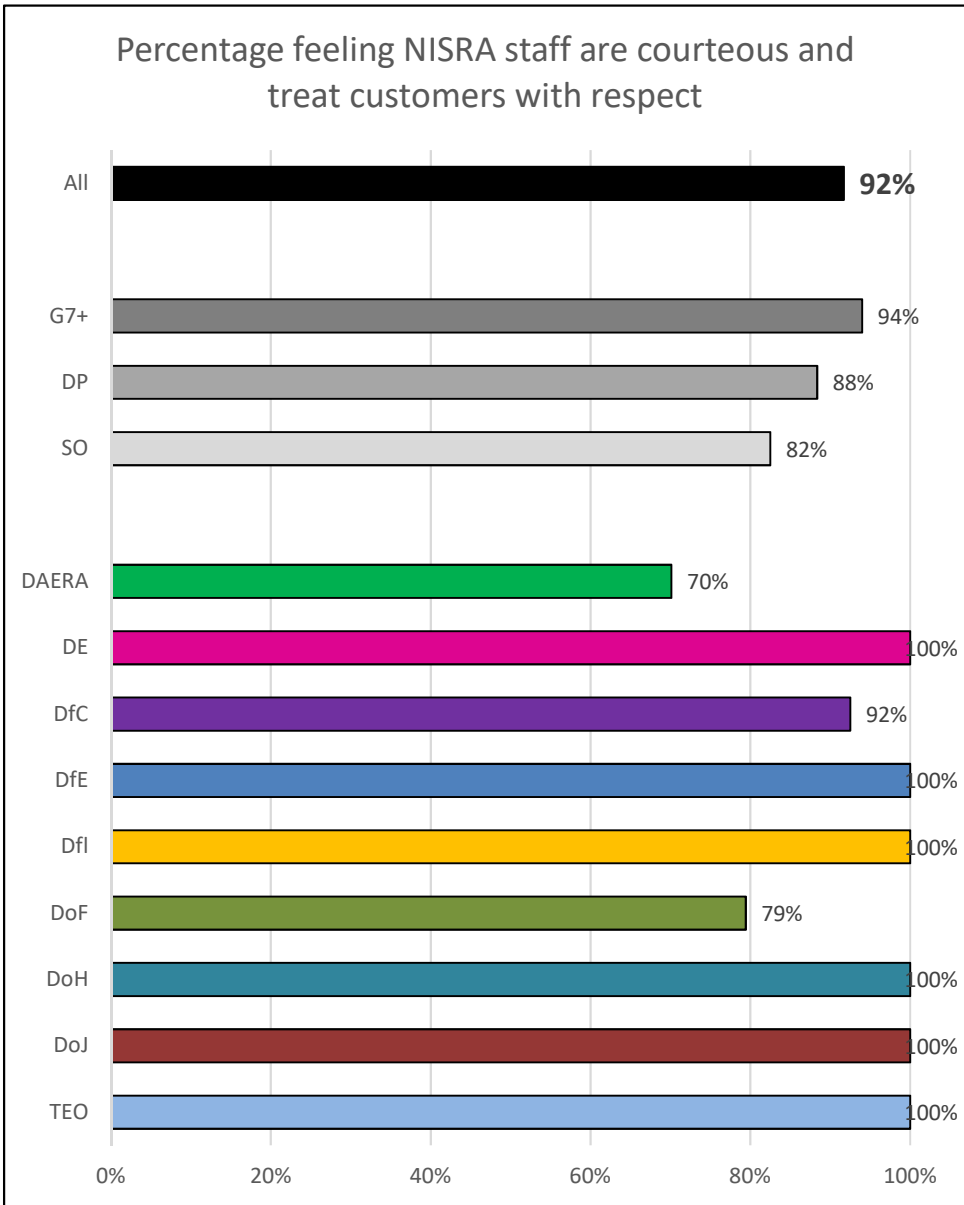
## Results - Customer Satisfaction (Continued)



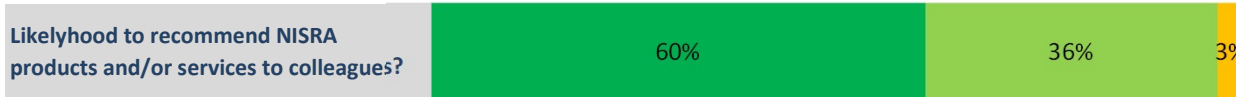
## Results - Customer Satisfaction (Continued)



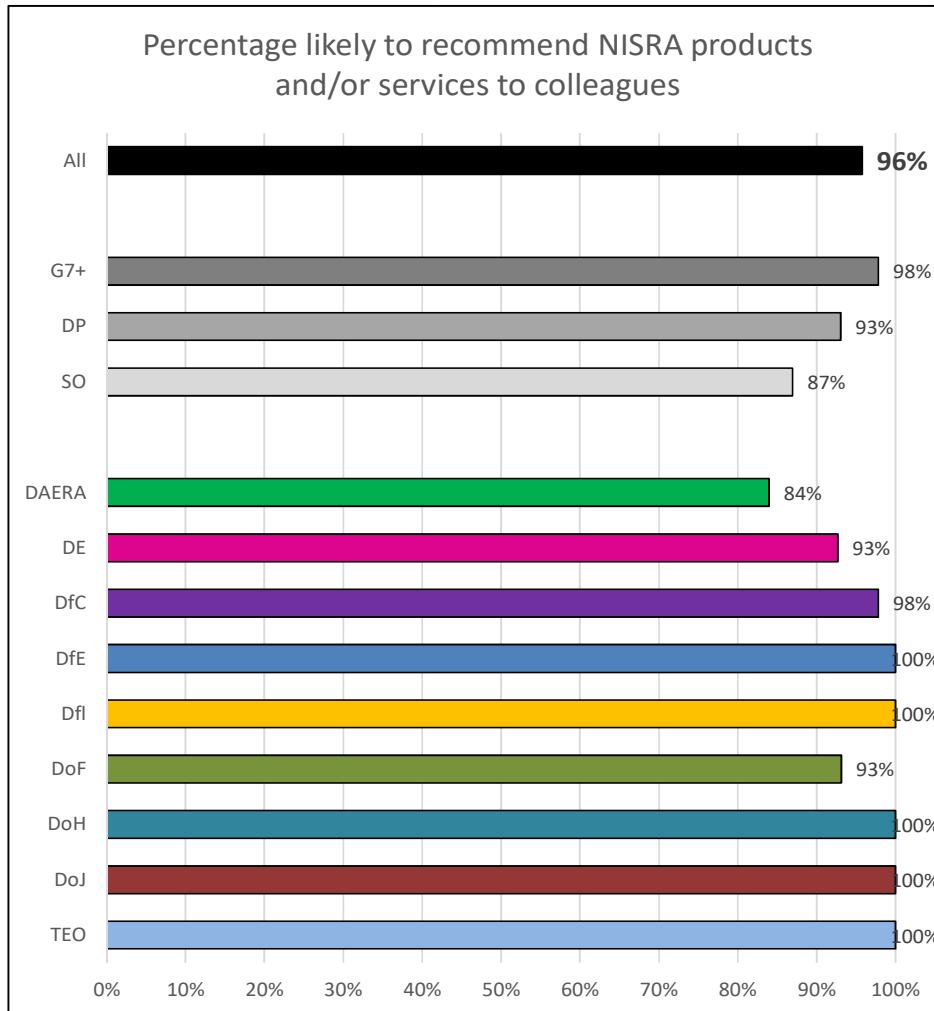
## Results - Customer Satisfaction (Continued)



## Results - Customer Satisfaction (Continued)



% Satisfied/Very Satisfied (Combined)			
All	Grade 7+	DP	SO
96%	98%	93%	87%



Almost all NICS customers (96%) said they were likely to recommend NISRA products and/or services to colleagues.

The recommendation level dropped with grade from 98% for Grade 7+ to 93% for Deputy Principals and 87% for Staff Officers.

The level of recommendation of NISRA varied across departments with all staff (100%) in five departments (DfE, DfI, DoH, DoJ and TEO) saying that they were very likely or likely to recommend NISRA. The recommendation level was lower from staff in DAERA, DE, DoF and DfC where 84%, 93%, 93% and 98% respectively reported they were very likely or likely to recommend NISRA.

## Appendix I - Summary of Metrics

Indicator	Department										Grade Group		
	All	DAERA	DE	DfC	DfE	DfI	DoF	DoH	DoJ	TEO	Grade7+	DP	SO
% NICS staff - Awareness of NISRA	95%	87%	100%	99%	100%	90%	100%	100%	91%	100%	96%	92%	96%
% NICS Customers indicating they have used NISRA statistics in the policy/decision making process	34%	26%	55%	50%	54%	25%	17%	51%	40%	30%	39%	32%	20%
% Overall Customer Satisfaction	93%	84%	100%	90%	89%	100%	93%	100%	100%	100%	94%	93%	87%

% Satisfied/Very Satisfied ratings:													
Indicator	Department										Grade Group		
	All	DAERA	DE	DfC	DfE	DfI	DoF	DoH	DoJ	TEO	Grade7+	DP	SO
NISRA staff are knowledgeable	92%	76%	100%	86%	100%	100%	86%	100%	100%	100%	95%	88%	79%
NISRA staff respond to my query promptly	89%	70%	93%	82%	88%	100%	93%	100%	100%	100%	93%	88%	64%
NISRA staff are helpful	92%	76%	100%	90%	94%	100%	86%	100%	100%	100%	95%	88%	79%
It is easy to find/locate NISRA reports/data	70%	60%	49%	80%	52%	86%	62%	100%	88%	50%	72%	65%	67%
NISRA reports are easy to understand	84%	78%	78%	86%	77%	100%	77%	100%	88%	75%	88%	81%	63%
NISRA staff are courteous and treat customers with respect	92%	70%	100%	92%	100%	100%	79%	100%	100%	100%	94%	88%	82%
In my dealings with NISRA I am made to feel valued	78%	64%	85%	82%	72%	66%	65%	89%	100%	75%	82%	84%	44%
Likelihood to recommend NISRA products and/or services to colleagues	96%	84%	93%	98%	100%	100%	93%	100%	100%	100%	98%	93%	87%

## Appendix II - Respondent Profile

Grade Group	Responses
Grade7 +	234
DP	67
SO	73
All	374

Department	Responses
DAERA	74
DE	29
DfC	65
DfE	36
DfI	28
DoF	93
DoH	16
DoJ	21
TEO	12
All	374



## Appendix III - All Responses Weighted and Unweighted

Weighted and unweighted results from the 2020 NISRA Customer Satisfaction Survey are detailed below. Responses were weighted for design and non-response errors.

Are you aware of the Northern Ireland Statistics and Research Agency (NISRA)?	Weighted	Unweighted
Yes (%)	95%	96%
No (%)	5%	4%
<b>Number of responses</b>	<b>398</b>	<b>374</b>

In the last year (2019) have you used NISRA statistics in the policy/decision making process?	Weighted	Unweighted
Yes (%)	34%	35%
No (%)	66%	65%
<b>Number of responses</b>	<b>378</b>	<b>358</b>

Overall, how satisfied or dissatisfied are you with the service provided by NISRA?	Weighted	Unweighted
Very Satisfied (%)	56%	52%
Satisfied (%)	37%	41%
Neither Satisfied nor Dissatisfied (%)	6%	6%
Dissatisfied (%)	1%	1%
Very Dissatisfied (%)	0%	0%
<b>Number of responses</b>	<b>120</b>	<b>117</b>

## Appendix III - All Responses Weighted and Unweighted (Continued)

How satisfied or dissatisfied are you that NISRA staff are knowledgeable?	Weighted	Unweighted
Very Satisfied (%)	56%	53%
Satisfied (%)	37%	40%
Neither Satisfied nor Dissatisfied (%)	8%	8%
Dissatisfied (%)	0%	0%
Very Dissatisfied (%)	0%	0%
<b><i>Number of responses</i></b>	<b>121</b>	<b>118</b>

How satisfied or dissatisfied are you that NISRA staff respond to your query promptly?	Weighted	Unweighted
Very Satisfied (%)	50%	47%
Satisfied (%)	39%	42%
Neither Satisfied nor Dissatisfied (%)	11%	12%
Dissatisfied (%)	0%	0%
Very Dissatisfied (%)	0%	0%
<b><i>Number of responses</i></b>	<b>121</b>	<b>118</b>

## Appendix III - All Responses Weighted and Unweighted (Continued)

How satisfied or dissatisfied are you that NISRA staff are helpful?	Weighted	Unweighted
Very Satisfied (%)	58%	54%
Satisfied (%)	34%	38%
Neither Satisfied nor Dissatisfied (%)	7%	7%
Dissatisfied (%)	1%	1%
Very Dissatisfied (%)	0%	0%
<b><i>Number of responses</i></b>	<b>121</b>	<b>118</b>

How satisfied or dissatisfied are you that It is easy to find/locate NISRA reports/data?	Weighted	Unweighted
Very Satisfied (%)	34%	30%
Satisfied (%)	36%	38%
Neither Satisfied nor Dissatisfied (%)	22%	24%
Dissatisfied (%)	8%	8%
Very Dissatisfied (%)	0%	0%
<b><i>Number of responses</i></b>	<b>122</b>	<b>119</b>

## Appendix III - All Responses Weighted and Unweighted (Continued)

<b>How satisfied or dissatisfied are you that NISRA reports are easy to understand?</b>	<b>Weighted</b>	<b>Unweighted</b>
Very Satisfied (%)	39%	34%
Satisfied (%)	46%	49%
Neither Satisfied nor Dissatisfied (%)	12%	13%
Dissatisfied (%)	4%	4%
Very Dissatisfied (%)	0%	0%
<b><i>Number of responses</i></b>	<b>122</b>	<b>119</b>

<b>How satisfied or dissatisfied are you that NISRA staff are courteous and treat customers with respect?</b>	<b>Weighted</b>	<b>Unweighted</b>
Very Satisfied (%)	60%	57%
Satisfied (%)	32%	36%
Neither Satisfied nor Dissatisfied (%)	7%	7%
Dissatisfied (%)	1%	1%
Very Dissatisfied (%)	0%	0%
<b><i>Number of responses</i></b>	<b>121</b>	<b>118</b>

## Appendix III - All Responses Weighted and Unweighted (Continued)

How satisfied or dissatisfied are you that in your dealings with NISRA you are made to feel valued?	Weighted	Unweighted
Very Satisfied (%)	51%	47%
Satisfied (%)	27%	31%
Neither Satisfied nor Dissatisfied (%)	22%	22%
Dissatisfied (%)	1%	1%
Very Dissatisfied (%)	0%	0%
<b>Number of responses</b>	<b>121</b>	<b>118</b>

How likely or unlikely is it that are you would recommend NISRA products and/or services to colleagues?	Weighted	Unweighted
Very Likely (%)	60%	57%
Likely (%)	36%	38%
Neither Satisfied nor Dissatisfied (%)	3%	3%
Unlikely (%)	1%	1%
Very Unlikely (%)	0%	0%
<b>Number of responses</b>	<b>120</b>	<b>117</b>

## Appendix IV - Glossary of Terms and Technical Notes

### Department and Grade Group

The 2020 NISRA Customer Satisfaction Survey was conducted across the nine NICS Ministerial Departments. All staff working in these organisations at the Grade7 or above grades were invited to take part in the survey. In addition a sample of staff at Deputy Principal or analogous and Staff Officer and analogous grades were also invited to take part. In order to manage the survey and to protect confidentiality, the NICS grades were banded into three groups (G7+, DP and SO). The G7+ band covered all grades from Grade7 and above. The DP band covered all Deputy Principal and analogous grades and the SO band covered all Staff Officer and analogous grades.

### % Satisfied/Very Satisfied

This is the proportion of respondents that selected either 'Very Satisfied' or 'Satisfied' for a question.

### Rounding

Percentages are presented as whole numbers for ease of reading. Rounding is performed at the last stage of calculation. Values from 0.00 to 0.49 are rounded down and values from 0.50 to 0.99 are rounded up. If you perform calculations using rounded figures, these may differ slightly from our calculations. For example, if you add together the % Very Satisfied, % Satisfied, % Neither Satisfied nor Dissatisfied, % Dissatisfied and the % Very Dissatisfied, you may not get 100%.

### Weighting

It is known from previous NISRA customer satisfaction surveys that interaction with NISRA tends to be from the more senior grades within the NICS. Interaction with more junior grades (AA to EO1) tends to be less. The level of interaction between NISRA and middle ranking NICS grades is harder to judge. Ideally all staff in the NICS would have been invited to respond but in order to reduce the burden on NICS it was agreed that all staff at G7 and above would be invited and staff at DP and SO grades would be sampled.

The profile of staff at different grades across departments in the NICS varies considerably. All staff at G7 and above were included no matter what department they worked in. As a result they all had an equal chance of selection. However staff at SO and DP level were sampled. Based on feedback from other such surveys a 20% to 25% response rate was expected. A total of 553 DPs were invited to take part. These were chosen at random and spread across departments in proportion to the DP population in departments. Likewise 567 SOs were invited to take part again chosen at random and spread across departments in proportion to the SO population in departments. There were 30 DP and 7 SO bounce-backs due to incorrect e-mail addresses making the population invited 523 and 560. In an effort to keep survey non-response as low as possible, reminders were sent to all invitees in the second and third week after launch.

## Appendix IV - Glossary of Terms and Technical Notes (Continued)

### Weighting (continued)

The survey was a census of all NICS staff at Grade7+ and a sample of NICS staff at DP and SO level. As a result, sample weights had to be applied to compensate for non-coverage and non-response. Sampling weights are needed to correct for imperfections in the sample that might lead to bias and other differences between the achieved sample (those invited to participate in the NISRA Customer Satisfaction Survey who responded) and the reference population (the NICS). Such imperfections include the selection of units with unequal probabilities, non-coverage of the population, and non-response. For our survey all staff at G7 and above were included but in order to reduce the burden on the NICS only a selection of staff at SO and DP level were included. The purposes of the weighting used in the survey are to:

- a. adjust the weighted sample distribution for key variables of interest (Department and Grade) to make it conform to the known NICS population distribution. To compensate for unequal probabilities of selection between the G7 and above Group and the DP and SO Groups (Design Weight).
- b. compensate for non-response (Non-Response Weight).

The calculated weights were applied to the responses received in the SPSS programing and weighted results were subsequently generated.

## Appendix V - Data Quality

### Relevance

The 2020 NISRA Customer Satisfaction Survey replaces the annual NISRA Customer Survey which had run in various formats for 12 years. The format and methodology for the 2020 year's survey has been changed in order to provide metrics for the annual NISRA Business Plan. A review of the methodology indicated that the mechanism allowing NISRA branches to compile their own customer lists and to identify key customers required change and that the inclusion of NISRA staff as customers was not appropriate. Although customer satisfaction is no longer a ministerial target, it has been included in the survey given the newly defined customer base and methodology.

### Accuracy

The figures represent the survey responses received during the 3 week period, 3rd February 2020 to 21st February 2020. Blaise Survey Software was used to produce the survey, with invitees asked to complete the survey online. Paper questionnaires were not made available.

Of the invites 2,840 valid invites issued, 553 recipients opened the survey but only 374 respondents elected to complete the opening questions (Department & Grade Group). Questions were routed and only respondents who responded that they were aware of NISRA were asked if they had used NISRA Services/Products in the last year. Only those respondents who had confirmed that they had used NISRA were asked the Customer Satisfaction questions. Staff in Tourism Statistics and Staff Surveys Branch (TSSSB) carried out validation checks on the survey responses. This was mainly carried out in SPSS software. For those who completed the survey, a small text file (cookie) was saved on a respondent's computer, which saved their position in the survey and prevented them completing multiple copies of the questionnaire.

### Timeliness and Punctuality

The report relates to current awareness of NISRA and use of NISRA Services/Products during the 2019/20 year. Analysis for this report commenced shortly after, with headline figures provided in May 2020 and the full report 'NISRA Customer Satisfaction Survey 2020' completed in June 2020.

### Coherence and Comparability

As this is the first year that the survey has been undertaken using this methodology and format, comparisons with previous years are not available.