

GHANA
USER SATISFACTION SURVEY

INTERVIEWER'S MANUAL

GHANA STATISTICAL SERVICE

APRIL, 2012

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CHAPTER 1: INTRODUCTION

1.1 Background

National statistical offices 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. The User Satisfaction Survey (USS) conducted by statistical offices is designed to assess satisfaction of users of statistical products. User satisfaction is defined as the number of users, or percentage of total users of statistics, whose' reported experience with institutions, their products, or their services exceed specified satisfaction goals.

The National Statistical System (NSS) being one of the models which have received funding under the Statistics for Results Facility (SRF) programme requires an evaluation of the impact on quality and use of official statistics for informed policies and decision-making in Ghana. To be able to assess progress in this respect, the study will look at priority needs of users in the various levels of society and ensure that these priority needs of users are met be it the government, the private sector, research and education sector, media or civil society. The findings from this first survey would set the baseline indicators for monitoring improvements under the Ghana Statistics Development Plan (GSDP). It is the intention of the Ghana Statistical Service (GSS) to conduct future surveys in a comparable way in order to monitor changes over time preferably in every five years. Considering its importance, it will also give an idea about the extent to which official statistics is valued and used in the information processes and policy; and decision-making.

1.2 Purpose of the survey

The purpose of this survey is to measure the extent to which the supply and quality of official statistics satisfy the needs of users. This survey will be used as a tool to examine strengths and weaknesses of GSS in terms of service delivery and identify the areas which are most in need of improvement.

The findings of the survey will in the long run be used to determine how relevant statistical products from GSS are relied upon and trusted for informed decision-making by government and business communities, by the education sector; and for informed discussions and debates by the media. Results of this survey will inform GSS to formulate actions 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.

The survey will also make known the perception of users of statistics on the supply and quality of statistics in terms of reliability, credibility, timeliness and packaging. It is important to note that the GUSS would not only be useful for monitoring the use of statistics but also for examining the perceptions of users of statistics. It is therefore expected that the findings will invariably identify gaps and help to determine the corrective actions that need to be taken to improve the NSS.

The survey will provide information on the extent to which metadata is attached to official statistics. Metadata is a description of statistical information about the elements of a set of data. In other words, it is data describing data. The essence of having metadata is to ensure that data meet high standards of **transparency and completeness**. Specifically, the metadata looks at:

- the data source,
- the statistical techniques for estimation.
- data collection method

- timelines
- periodicity/frequency
- consistency
- representativeness
- disaggregation
- confidentiality, data security and data accessibility

1.3 Objectives of the survey

The main objective of the survey is 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 GSS. It is also to gauge the extent to which official statistics satisfy the most urgent needs of the users; determine how easy or difficult it is to access official statistics and their metadata.

The Specific objectives of the survey are to find out:

- if GSS provides products as scheduled or within the stipulated timelines;
- whether the products are useful or products meet the needs of the users;
- whether the level of details or the products include the right amount of information needed;
- whether the products are easy to read and understand;
- whether the products are produced periodically; and
- whether the data produced is reliable.

1.4 Scope of the survey

This survey covers users of statistics and/or statistical products and includes the Government – MMDAs, Business community, Education sector, Media, International agencies, and Civil society and individual researchers.

Within each of these groups there are several types of institutions or organizations that constitute 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) and 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:** These are individuals who collect data from the Ghana Statistical Service for research and other activities.

1.5 The Questionnaire

A questionnaire has been developed based on a standard template used by other statistics authorities elsewhere. The standard template has been modified to ensure that it is appropriate for Ghana.

The questionnaire is in four sections:

- Section A asks 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 asks the respondents their 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 asks the respondents about the quality of service delivery by the GSS including the frequency with which they seek their products and services, methods that they use when seeking those products and services and their views on the official websites.
- Section D seeks information on the respondents, including the organizations for which they work, age, sex, education and contact information.

CHAPTER 2: RESPONSIBILITIES, DUTIES AND CONDUCT OF THE INTERVIEWER ON THE FIELD

2.1 The role of field officers

Obtaining good quality data from respondents is crucial to the success of any survey. The quality of data collected depends largely on the field officer. You must clearly understand the concepts and be familiar with your duties and be ready to perform them well. This manual helps you to achieve this objective.

2.2 Field officers' responsibilities

It is your responsibility to clearly understand and follow instructions on the questionnaire and in this manual. It is necessary that each field officer understands the survey procedures. Instructions must be thoroughly learned and correctly carried out.

2.3 Role of interviewers

During interview, you will deal with different kinds of people with different background, behaviour and characteristics. This manual and training are expected to adequately prepare you to meet the challenges ahead. But you have to learn correctly the concepts and procedures and conduct yourself well in the field.

As interviewers, you play a central role in research work as the ultimate outcome of the exercise depends on how you conduct the interviews. Success, therefore, depends on the quality of the interviewers' work. It is, therefore, important for the interviewer to understand the questions in the questionnaire and be consistent in the way he/she puts the questions to the respondent.

In case a response is not clear, the interviewer should explain further. In general, the responsibilities of the interviewer will include:

- Locating the selected INSTITUTION in the sample that is assigned to them, and administering the questionnaires.
- Identifying all the eligible respondents
- Interviewing all the eligible respondents in the selected institution assigned to them.
- Checking completed interviews to be sure that all questions were asked
- Making call-backs to interview respondents who could not be interviewed during their first or second visit due to various reasons.
- Ensuring that the information given is correct by keeping the respondent focused to the questions.
- Preparing debriefing notes in your notebook for the field supervisor on the problems encountered.

2.4 Things you must not do

- a) Do not record any fictitious information on your questionnaires. You will be found out and be charged with fraud. In some cases respondents themselves will tell you "to provide the answers for them". You should patiently explain that this survey regulation does not allow you to provide information for respondents and you would be charged with fraud if you do that.

- b) Do not permit any unauthorised person to accompany you on your visits. If, in an exceptional case, you have to depend on someone to locate a selected INSTITUTION, do not allow him or her to sit in the interview;
- c) Never discuss politics or religion, or must you allow yourself to be involved in any controversial arguments while engaged in an interview.
- d) Do not argue with your respondents;
- e) Do not disclose to anyone, except to survey officials, any of the information you receive in the course of your duties as an interviewer.
- f) Do not permit any unauthorised person, not even a member of your family, to see the completed questionnaires
- g) Do not delegate your work as an interviewer to another person
- h) Do not combine your field work with any canvassing for **personal gain, your church, political party or any other organisation.**

2.5 Supervision

Observation and supervision during the field work are necessary for good results. Your Supervisor plays an important role in your work and in ensuring the quality of the data you collect. Among other things, your Supervisor will:

- (i) Review each questionnaire to be sure it is complete and internally consistent;
- (ii) Help you to solve any problem you might have with finding the listed enterprises;
- (iii) Help you with understanding the concepts in the questionnaire, or with difficult respondents.

CHAPTER 3: FIELD PROCEDURES

3.1 Introduction to field procedures

As mentioned earlier, the success of the survey depends on how well the fieldwork is conducted. This will be possible if each field officer understands and follows correct procedures. These procedures are outlined in this chapter.

3.1.1 Your assignment and time for interviewing

You are required to complete your assignment within 10 days. Do plan your work well to be able to complete it within the given period.

3.1.2 Confidentiality

The Statistical Service Law (PNDC Law 135) which empowers the researchers to conduct surveys in Ghana also forbids the researcher or her representative from disclosing information on any particular individual. As a field officer, you are the researcher's representative. You are required to sign strict agreements on the confidentiality of the data. Therefore, you are expected to handle all documents carefully, and conduct your work in a manner that will ensure confidentiality. Remember that legal action could be taken against you for releasing any information on the survey. In particular:

(a) *Reference to other respondents*

Do not refer to answers obtained from other respondents during an interview. Do not let one respondent see the completed questionnaire of another respondent.

(b) *Keeping survey data from members of family and friends*

Do not discuss details of the survey data with members of your family or your friends. You must not permit any unauthorized person, even a member of your family, to see a completed questionnaire. You must not solicit for, or accept assistance from non-survey personnel in your field duties.

(c) *Press release*

You are not permitted to give information to the press. Reporters have been known to engage survey personnel in conversation to obtain information. This information is then published without authority. You should be on guard against any such event.

(d) *Refusals and uncooperative respondents*

If a respondent tells you he is busy and does not want to be disturbed, ask when you should call back. If after introducing the survey to a respondent and he/she does not want to be interviewed, impress upon him/her that the information is confidential. If he/she still refuses report to your Supervisor. Do not force, threaten or compel your respondent to give information.

3.2 General interviewing problems

Listed below are some problems you may come across:

3.2.1 Person to give information is busy or not available

Most of your respondents from institutions would be directors or senior personnel who are most often busy. Politely book an appointment if your respondent is busy. Try your possible best to honour your appointment. If it is impossible to honour the appointment, you **MUST** call to cancel the appointment or reschedule it. You must never be late on your appointment.

3.2.2 The dress you put on matters

You must dress officially i.e. you must ensure that all the buttons on your dress are fixed, you must tuck in and fix your belt. Do not do anything to frighten the people whose co-operation you are seeking. It is important therefore, not to dress like a policeman, a soldier, fire or prison officer, customs or immigration officer, a scout or use paraphernalia of any political party. Put on a simple, but clean dress.

3.2.3 Patience and tact are needed

Remember that you must be very patient, however, provocative a respondent may be. This is very necessary in order to obtain the co-operation of all kinds of people. You must not, under any circumstance, lose your temper because this can disrupt the entire operation and make it difficult for you to proceed further. You must always be courteous and friendly.

3.2.4 Other problems

You may come across other problems for which you may not find specific answers in this manual. The general principle is that you inform your Supervisor about these problems as quickly as possible.

3.3 Field checks

Your Supervisor will go through every completed questionnaire with you. Some of the respondents will be selected at random and re-interviewed. You should, therefore, conduct all your interviews properly. When you complete your work, you should contact your Supervisor who will review your work.

CHAPTER 4: HOW TO HANDLE INTERVIEWS

4.1 Introduction

The interviewer and the respondents are strangers to each other and therefore one of the main tasks of the interviewer is to establish rapport with the respondent. The respondent's first impression of you will influence his/her willingness to participate in the survey. Make sure that your appearance is neat and you also appear friendly as you introduce yourself.

On meeting the respondent, the first thing you do is to introduce yourself, stating your name, the organization you are working for, the objectives of the survey, and what you want the respondent to do for you. The interviewer is advised to avoid long discussions on issues which are not related to the survey and which may consume a lot of time.

After building rapport with the respondent, ask questions slowly and clearly to ensure the respondent understands what he/she is being asked. After you have asked a question, pause and give the respondent time to think. If the respondent feels hurried or is not allowed to form his/her opinion, he/she may respond with "I don't know" or give an inaccurate answer.

Specifically, the following guidelines will guide you on how to handle interviews:

- Ensure that you understand the exact purpose of the survey and each question. This will help you to know if the responses you are receiving are adequate.
- Ask the questions exactly as they are written. Even small changes in wording can alter the meaning of a question.
- Ask the questions in the same order as they are given on the questionnaires. Do not change the sequence of the questions.
- Ask all the questions, even if the respondent answers two questions at once. You can explain that you must ask each question individually, or say "Just so that I am sure..." or "Just to refresh my memory..." and then ask the question.
- Help your respondents feel comfortable, but make sure you do not suggest answers to your questions.
- Do not leave a question unanswered unless you have been instructed to skip it. Questions left blank are difficult to deal with later. In the office, it may look as though you forgot to ask the question. For some questions, the code 'Don't know' will already be provided, and after you are sure that the respondent is unable to provide you with an answer, you will be able to tick this response. In exceptional cases where this may not be possible, indicate this on the questionnaire with a note.
- Record answers immediately the respondent gives you the responses. Never rely on writing answers in a notebook for transfer to the questionnaire later.
- Check the whole questionnaire before you leave the selected INSTITUTION to be sure it is completed correctly.

- Thank the respondent for his/her cooperation and for giving you time to interview him/her. Leave the way open to future interviews. Avoid over-staying with the respondent even if he/she is very friendly and welcoming.

4.2 General points

Make a good first impression

The first impression a respondent has of you is formed through your appearance. The way you dress may affect the success or otherwise of your interview. Dress neatly and simply.

When first approaching the respondent, you must do your best to make him/her feel at ease. With a few well-chosen words, you can put the respondent in the right frame of mind for the interview. Open the interview with a smile and greetings and then proceed with your introduction as specified on your questionnaire.

Gain rapport with the respondent

Try not to arrive at a respondent's location at an inconvenient time of day, such as times the respondent is very busy. Try to arrive when the respondent will not be too busy to answer questions. Always try to book an appointment.

Introduce yourself by name and show your identification. Explain the survey and why you want to interview the respondent, exactly as your introduction tells you to. Be prepared to explain what is meant by confidentiality and to convince respondents to participate if they are reluctant.

If the respondent refuses to be interviewed, note the reasons on the questionnaire, if possible. Remain calm and polite at all times.

Always have a positive approach

Never adopt an apologetic manner, and do not use words such as "Are you too busy?" Such questions will obviously invite refusal before you start. Rather, tell the respondent, "I would like to ask you few questions".

Stress confidentiality of information collected

Always stress confidentiality of the information you obtain from the respondent. Explain to the respondent that the information you collect will remain confidential and that no individual's names will be used for any purpose, and that all information will be grouped together and depersonalized when writing the report. Never mention other interviews or read the questionnaire with other interviewers or supervisor in front of a respondent or any other person. This will automatically erode the confidence the respondent has in you.

Probe for adequate responses

The interviewer should phrase the question as it is in the questionnaire. If the interviewer realizes that an answer is not consistent with other responses, he/she should seek clarification through asking indirect questions or some additional questions so as to obtain a complete answer to the original question. This process is called probing. Questions, while probing, should be worded so that they are neutral and do not lead the respondent to answer in a particular direction. Ensure that the meaning of the original question is not changed.

Pause and wait if the respondent is trying to remember difficult items. Ask the respondent to clarify his/her answer if necessary. You may have misunderstood the response.

Check for consistency between the answers a respondent gives. Treat the questionnaires as tools that you are using to converse with the respondent. Try to understand and remember the responses, and if there is an inconsistency, ask the questions again.

Answering questions from respondent

The respondent may ask you some questions about the survey or how he/she was selected to be interviewed or how the survey is going to help him/her, before agreeing to be interviewed. Be direct and pleasant when you answer. The respondent may also be concerned about the length of the interview. Please be frank to tell him/her how long you are likely to take to administer the questionnaire.

Interview the respondent alone

The presence of a third person during the interview can prevent you from getting frank and honest answers from the respondent. It is, therefore, very important that the interviews are conducted privately and that all the questions are answered by the respondent only. If other people are present, explain to the respondent that some of the questions are private and request to talk to him/her while alone.

Handling hesitant respondents

There may be situations where the respondent simply says, "I don't know", or gives an irrelevant answer or acts in a manner suggesting that he/she is bored or contradicts earlier answers. In all these cases, try your best to make him/her get interested in the question. Spend a few moments talking about things unrelated to the interview (e.g. her town or village, the weather, her daily activities, etc).

4.3 The Questionnaire and Eligible Respondents

In each sampled institution you visit, you should interview the eligible respondent who must be the director or his/her representative or the research officer. All sections of the Questionnaire will be administered to this person.

For the purposes of this survey, an eligible respondent is defined as someone who uses or has ever used any official statistical information. There should only be one respondent to the Questionnaire. Your supervisor will give you a list or tell you how to find the selected INSTITUTION to visit. You must visit all these INSTITUTIONS.

A standard coding and formatting system has been used throughout the questionnaires. These conventions can be summarized as follows, as covered in your training:

Character formatting:

CAPS	- identification of sections
<i>Italics</i>	- instructions to the interviewer
Lower case letters	- response codes
<i>(italics enclosed in parentheses)</i>	- words to be replaced by the interviewer, as appropriate

Question styles:

- Letters are used to indicate response categories in questions where multiple responses can be accepted and coded. Numbers are used to indicate response categories in questions where only one response will be coded. These constitute the majority of questions.
- Skip instructions are provided against options and indicate the question that the interviewer should go to.
- There are occurrences when a word is either in bold characters or underlined. These are intended to emphasize a point, or make sure that you do not forget what the question is intended to capture. “Other” response codes are almost always followed by (*specify*), which indicate that once the “other” option is circled, you are expected to write the exact answer.

4.4 Filling the questionnaire

The front page of the questionnaires has been designed for identifying the INSTITUTION in the region (Selected Area - SA). In the inside pages of the questionnaires, there are Sections covering various topics.

Short lines, boxes and numeric/alphanumeric codes are provided for recording responses. In some instances, you will write the response on either a line or set of lines.

Where boxes are provided, neatly write the responses in the boxes.

For numeric and alphanumeric responses, the appropriate code or codes should be circled. In some cases an answer is expected on a line or set of lines before circling the right response.

You must use **BLUE PEN ONLY** in completing the questionnaires. Where you need to write, do so **LEGIBLY**. Your writing should be in **BLOCK LETTERS**.

4.5 Correcting wrong entries

Do **NOT** throw away a questionnaire and use a fresh one because you have made a mistake. Follow the instructions below to make the necessary corrections. **DO NOT ERASE** using materials such as tippex, blade or any other sharp object whenever you make a mistake in recording. When you make a mistake in a box, carefully rule **two horizontal parallel lines** through it and neatly write or tick the correct response beside the box.

4.6 What to do with untidy questionnaires

In the event that you have to cancel many items on a questionnaire such that it looks untidy and will be difficult to read, copy the information onto a new questionnaire. This will have to be done very carefully as such transfers of data can lead to the introduction of more errors. Cancel the untidy questionnaire and write the word **CANCELLED** across it. However, you should keep cancellation of questionnaires to the barest minimum.

You should not throw away any cancelled questionnaire. You should attach the cancelled questionnaire to the ‘new’ questionnaire and submit both together with the other completed questionnaires to your Supervisor. Note that you will be required to account for all documents given to you.

CHAPTER 5: HOW TO FILL IN THE QUESTIONNAIRE

5.1 Introduction

The purpose of the Questionnaire is to provide information on the level of satisfaction of individuals/institutions that use official statistics. You will use it to collect important information on a number of indicators. It is divided into 4 sections:

5.2 Section A: Use of Official Statistics of Ghana

This section would provide general information on the use of official statistics in the entire NSS. These include the type of official statistics, the source of the statistics and what they were used for.

Official statistics are the data collected by designated government agencies in the course of their work (i.e. routine statistics) or collected specifically for statistical purposes.

Q1. Have you ever used any of the following official statistics or products?

You are requested to understand the various statistics that are produced under the major categories that are listed in the questionnaire. For instance, you have to explain with examples, what is meant by official statistics under national accounts and help the respondent choose as many as he/she has ever used. Mention each of the listed categories with the necessary examples to remind the respondent if he/she had ever used such statistics.

The following are some examples of each of the various statistics produced under the major categories:

- a. National Accounts
 - i. Gross Domestic Product/Income
 - ii. Per Capital 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
 - o 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, CO₂, etc)
 - m. Agriculture and fishery statistics
 - i. Production of major crops
 - ii. Annual fish production
 - n. Publication(specify)
 - o. Cartography/Geographic Information Systems (GIS) data
 - p. Other (specify)
 - y. None/never used

Q2. Thinking about the purpose for which you use/used official Statistics or statistical products, do you usually find the information you are looking for?

The purpose of this question is to find out whether the users of official statistics get what they want. You are to choose only one of the following 6 categories provided.

1. **Always:** Choose this category if the type of respondent's request is always available
2. **Usually:** When he/she often time could get what he/she wants
3. **Almost never:** Only on few occasions that he could get what he/she wants
4. **Did Not Need anything Specifics:** Type of request is general and commonly available
5. **First Time Experience:** Found statistics / Information
6. **First Time Experience:** Did not find statistics / Information

Q3. Thinking about the purpose for which you use/used official Statistics or statistical products, are there any other data that you would like to have available?

This question seeks to find out whether the user would want the producer of the statistics to make available other statistics which is currently not being produced. This information would help the producer of official statistics to produce the type of official statistics and in the format that the users want.

Q4. Please give brief details of such data below

If the answer to Q3 is 'yes', ask the respondent to describe in detail, the type and format of the information the respondent would want to be produced and the frequency at which he/she wants it produced. When you have understood what the respondent wants, give a brief detail of such information required in the space provided.

Q5. For each official statistics or statistical products you mentioned in question 1, indicate the source(s) you obtain(ed) the statistics from.

Refer to Q 1 and circle alphabets of all the types of official statistics that the respondent has ever used. For all types that he/she has ever used, find out the source from which he/she obtained the information. Some people obtained the same information from different sources. For instance someone could obtain educational statistics from Ghana Statistical Service and go for the same information from the Ghana Education Service. This could be because the educational information from GSS may have some details that the information from GES does not have and vice versa but the user wants all the details and therefore went for the information from both sources.

Someone also could obtain two or more different types of educational statistics, such as Literacy Rate in Ghana by Regions and the Proportion of JSS pupils that had aggregate 10 from each JSS school in the Greater Accra Region, from different sources, such that one could be obtained from GSS and the other from GES.

In this instance you would tick the two sources from which the respondent has obtained the educational information. Thus for row (i) Education Statistics, you tick the columns labelled GSS and MMDAs/MDAs. In general, for each major category indicated in Q1, you must tick as many sources as obtained from the various statistics under that major category.

Q6. For each of the official statistics or products you mentioned in question 1, indicate what you use(d) them for.

Responses to this question would give us information on the uses of official statistics in Ghana by the general public. How to record responses to this question is similar to that of Q5. For each category circled, tick as many uses that the respondent has ever used.

Q7. How often do you use official statistics or statistical products?

The objective of this question is to find out the frequency of the use of official statistics by an individual or institution. Ask the question as it is and choose the category that corresponds to that answer. Note that if option “9” (i.e. once) Go to question 9.

1. **Daily:** This means he/she uses official statistics, every day
2. **Weekly:** This is 2 or 3 times every week. If 4 or more times a week, code daily
3. **Fortnightly:** This is 2 or 3 times in every two weeks. If 4 or more times every two weeks code weekly
4. **Monthly:** This refers to 1 to 5 times every month
5. **Quarterly:** This means once in every three months
6. **Bi-annual:** this means twice in a year
7. **Annual:** This means once in a year
8. **Once a while:** Those who use official statistics ‘once a while’ are those who use them once and would wait until another need arises.
9. **Once:** Note that “once” refers to the one time users of official statistics

Q8. How long have you been using official statistics or products?

This question refers to the length of time the individual/institution has been using official statistics or products. Choose only one of the categories that correspond to the response given to you.

1. **Less than 1 year:** this means any response which is not up to twelve months
2. **Between 1 and 4 years:** This refers any time from one year to four years
3. **Between 5 and 9 years:** This refers to any time from five years to nine years
4. **10 years +:** This means a period of ten years and over

5.3 Section B: Quality of Official Statistics in Ghana

This section seeks to find out the types of quality information that users expect from producers of official statistics. Quality of official statistics in the opinion of the users refers to **the reliability of the official statistics** and not necessarily the accuracy of the information provided.

In this section, five proxy variables were used to measure the quality of official statistics;

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
 5. Sufficiency in detail
-
1. Dissemination and Publication schedules of official statistics
 - a. Availability of yearly calendar of dissemination and publication of official statistics
 - b. Satisfaction in the implementation of dissemination plans
 - c. Access to official statistics
 2. The effect of the lack or late or no relevance of official statistics on the user
 - a. Reference to sources of official statistics
 - b. Reference to methodology used in the production of official statistics
 - c. Coherence of official statistics

Q9. How useful do/did you consider each of the official statistics or statistical products you use/used?

The user is expected to measure the usefulness of the official statistics that he/she uses in terms of how it was able to achieve the purpose for which he/she obtained the data.

If any user uses one particular statistics for more than one purpose, let him/her consider the main purpose. The main purpose is the one the respondent considers as such and it is usually the main reason or the overall goal for which the request for the official statistics was made.

Four categorical scale measures are provided as follows:

- Not very useful
- Somewhat useful
- Useful
- Very useful

For each of the official statistics that the respondent uses or has ever used, indicate whether in the respondents view it was not very useful, somewhat useful, useful or very useful in achieving the purpose for which it was obtained.

Q10. For each of the official statistics you used, overall, were you satisfied with regard to details, timeliness, relevance, frequency and style of presentation?

This question seeks to measure the satisfactory level of official statistics that the respondent uses or has ever used in terms of the Details, Timeliness, Relevance, Frequency and the style of presentation. It is made up of five sub- questions 10(i), 10(ii), 10(iii), 10(iv) and 10(v). For each of the sub-questions choose either “Yes” or “No.

10(i) Details: The level to which the statistics obtained is self explanatory. For example, does the GDP statistics that the respondent uses, contain all the necessary details that the respondent needs? If he/she wants the information by Urban/ Rural does he/she have it so or is GDP at the national level sufficient for the purpose for which he/she obtained the official statistics?

10(ii) Timeliness: This refers to the dates for which official statistics is published by the producers. Thus with regard to timeliness the question wants to know if the respondent is satisfied with the dates and times that the official statistics that he/she uses is published or disseminated.

10(iii) Relevant: This refers to the extent to which the official statistics that the respondent uses is applicable or related to the reason for the use of official statistics. In other words, is the publications early enough to enable the respondent use them at the time they needed them most.

10(iv) Frequency: This refers to how often the official statistics is published. It is the regularity of the production of a particular official statistics. How satisfied is the respondent to the current frequency of the production of the official statistics that he/she uses

10(v) Style of Presentation: This refers to how the official statistical product is packaged for users.

Q11. Why were you not satisfied with the service(s)?

This question is for all those who are not satisfied with any of the sub-questions in question Q10. That is, for any of the response code 2, let the respondent state or specify which of the statistics he/she was not satisfied with. For instance, “not enough details were provided...National Accounts, Health Statistics, etc”.

Q12. In your opinion, is enough information provided on any revisions/ updates to the official statistics or statistical products that you use?

This question wants to know from the respondent whether he/she is made aware of any updates to the official statistics that he/she uses. In other words, is the user informed or made aware either through the mails, newspapers, advertisements, announcements, etc whenever the official statistics that he/she uses is updated by the producer?

Q13. For each of the official statistics or statistical products that you use, how easy or difficult is it for you to obtain/access them? How easy or difficult it is to obtain official statistics is ranked into 4 categories.

- **Difficult:** The official statistics even though has been published, is not readily available for the user. For instance the official statistics is published in a book and only few copies were printed and sold out. The user wants a copy but could not get one. Remember this is an opinion question.
- **Somewhat difficult:** This means that the respondent went through some challenges before he/she could obtain the official statistics that he/she uses.
- **Easy:** This means the respondent did not have any challenge in obtaining the official statistics that he/she uses.
- **Very Easy:** This refers to situation where measures have been put in place to fast track the respondent’s access to the official statistics that he/she uses.

Q14. For each of the official statistics or statistical products you use, how easy or difficult is it for you to access the metadata of these statistics (sources, explanatory notes, methodological descriptions, and references concerning concepts, classifications, and statistical practice)?

Producers of official statistics are expected to state or publish the names of their organizations to the data they produce. They are also required to describe the methodology they use in producing the statistics. They must also provide a brief explanation to the concepts and classifications.

Q14 therefore seeks to find out whether it is difficult for the respondent who wants these metadata to get them or otherwise.

Difficult: The official statistics even though has been published; it was difficult to access the metadata of these statistics.

Somewhat difficult: This means that the respondent went through some challenges before he/she could access the metadata of the official statistics that he/she uses.

Easy: This means the respondent did not have any challenge in accessing the metadata of the official statistics that he/she uses.

Very Easy: This refers to situation where measures have been put in place to fast track the respondent’s access to the metadata of the official statistics that he/she uses.

Do not access this information: This response would be ticked if the respondent indicates that he/she does not access metadata for the statistics that he/she uses.

Note that: In both questions 13 and 14;

- If options “1” or “2” (difficult or somewhat difficult) is chosen, then the next question to ask is question 15.
 - If an option “3” or “4” (easy or very easy) is chosen, skip to question 16.
- If option “x” (do not access this information) is chosen, skip to question 18.

Q15. In your opinion, what makes it difficult/ somewhat difficult for you to obtain/ access the official statistics or access the metadata of these statistics (sources, explanatory notes, methodological descriptions, and references concerning concepts, classifications, and statistical practices)?

In the opinion of the respondent, it is difficult or somewhat difficult to either obtain or access official statistics and metadata of these statistics. This question seeks to know why it was difficult to obtain the official statistics/ Metadata information.

Q16. Do you refer to or make use of the official descriptions of the sources and methods used in compiling the official statistics?

This question seeks to find out how useful official description is to the user. Does the respondent make use of the official description of sources and methods used in compiling the official statistics?

Note that if the option “No = 2” is chosen for a particular type of statistics, you will skip that corresponding type of statistics in question 16 and ask question 17.

Q17. For each of the official statistics you use, is the information on the methodology sufficiently clear and at an adequate level of detail to be useful to you?

The methodological information on official statistics is important in interpreting the data. This question seeks to know whether in the respondents view, the information provided on the methodology is sufficiently clear and detailed enough to the respondent.

Not useful: Means the information provided by the producer on methodology is meaningless to the respondent. He/she does not make any use of it.

Fairly useful: This means the respondent does not fully understand all the information provided on the methodology of the official data but somehow believe it is adequate for the data to be trusted.

Useful: This is when the respondent understands all the information on the methodology and it is useful to the purpose to which the respondent puts the official statistics.

Very Useful: This refers to the situation where the respondent finds the metadata very useful.

Q18. For the following official statistics or statistical products, do you know whether there is a publicly disseminated calendar that announces in advance the dates on which different official statistics are published?

Publicly disseminated calendar refers to pre announced dates of publication of the 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 through which the user is made known of the dates and times that the official statistics would be published or disseminated.

Q19. 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?

This question seeks to know whether the statistics the respondent uses, are published on schedule at the announced dates and times. Answer for each of the official statistics that the respondent uses or has ever used.

Q20. What effect does the lack of official statistics or statistical products have on your organisation's activities?

This question seeks to know how the lack of official statistics affects the user's performance. Choose the category that best describes the opinion of the user.

Q21. In your opinion, are official statistics or statistical products presented in an easy-to-understand way?

The question refers to the mode of presentation of the official statistics the respondent uses or has ever used. The question seeks to find out whether the respondent easily understands the way the data is presented.

Not Easy: This means very difficult to understand. The respondent may need a specialist to interpret the data before he/she could use it.

Fairly Easy: The respondent may have a fair idea about the findings of the data and the way it was presented

Easy: This refers to the presentation that the respondent can easily understand. He/she does not need any expert to help interpret the information as presented.

Very Easy: The respondent has no difficulty at all in the mode of presentation of the official statistics. He/she is knowledgeable and familiar with this type of presentation.

Q22. In your opinion, how coherent/harmonised/uniformed are official statistics? That is, the degree to which consistent definitions, methods and standards are used across government agencies in the production and presentation of statistics

This is on the consistency of the methodology and concepts used in the production of official statistic. In the opinion of the respondent, how consistent are the methods and concepts over the years.

Not Coherent: Means different concepts and methods are often used by the producers in producing similar or same kind of official statistics over the years.

Fairly Coherent: Means there are sometimes some small differences in the concepts and methods used over the years in the production of official statistics.

Coherent: Means there are sometimes some small differences in the concepts and methods used but these could be ignored.

Very Coherent: The methods and concepts are always the same any time that particular official statistic is produced.

Q23. In your opinion, how would you rate the overall quality of official statistics or statistical products in Ghana?

This question seeks the opinion of the respondents on the quality of the official statistics that he/she uses. The quality here is strictly the opinion of the respondent. Whatever method he/she uses to measure the quality of official statistics that he/she uses is not important. What is important is the opinion of the respondent in terms of the quality of official statistics he/she uses.

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 uses. He/she has the opinion that the data even though could be used, must be used with great care as it can be misleading.

High: Means the respondent even though has some reservation about the quality of the official statistics, believes it can be reliable.

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.

Q24. Overall, taking into account all the official statistics or statistical products you use/ have ever used, how satisfied are you with the following?

This is the total satisfactory level of the respondent on the uses of official statistics.

- a. **Process of accessing official statistics:** This refers to the procedure or the bureaucracy the respondent had to go through before accessing official statistics.
- b. **Cost:** This refers to the price of the product / official statistics
- c. **Duration between time requested and time it was made available:** This is the time lag between the time the data was requested and the time it is made available.
- d. **Level of details of information needed:** This refers to the level of classification of the official statistics
- e. **Product easy to read and understand:** The refers to the content presentation of the official statistics
- f. **Quality of analysis/ interpretation:** This refers to how reliable the information is.
- g. **Usefulness of products used/ services utilized:** This refers to the use of the official statistic by the respondent
- h. **First time use experience:** This refers to the very first time experience the respondent/ user had in terms of satisfaction. In other words, this is to find out from the user whether he/she was satisfied or not the first time he/she accessed the statistical product(s).
- i. **Services after data acquisition:** This refers to the satisfaction of services of user after he/she has acquired and used the official statistics.

Q25. Please provide any additional comments on official statistics or statistical products in Ghana, including areas where things could be improved. (Specify the Dataset(s) to which your comments refer)

This question is asking the respondent to provide any additional comments on official statistics produced in Ghana, stating particular areas where he/she thinks need an improvement.

5.4 Section C: Ghana Statistical Service

Questions 26, 27 and 28. Seek to find out whether the respondent or his/her organisation has ever contacted the Ghana Statistical Service for data, the means he/she used to contact the Service and the number of times he/she has ever contacted the Service. In Q26 if the response is option “2” No or “3” Do not remember, skip to Q35. In Q28, if option “1” (None) skip to Q30.

Q29. If you contacted GSS once or more in the last 12 months, please indicate the reason for contacting the Service.

For all those who contacted the GSS for more than once in the last 12 months, ask for the reason for their contact. Record as many as apply.

Qs 30 and 31. Question 30 seeks to find out the time it takes to complete the process of requesting for official statistics in the Ghana Statistical Service while question 31 looks at the time lag between the time the request was made and the time the services were provided.

Within one week: This means 7 days or less including Saturdays and Sundays.

Within two week: This means from 8 to 14 days including Saturdays and Sundays.

Within one month: This means from 15 to 31 days including Saturdays and Sundays.

More than one month: This means more than 31 days including Saturdays and Sundays.

Q32. In the most recent contact you had with the GSS, were you satisfied with the way the data requested was packaged? Package here means the structural format on which the information was presented. For example the information is a print out on a loose paper, or a brochure or a booklet.

Q33. In the most recent contact you had with the GSS, was your request/need met? This refers to whether the request made was met and if not the reason it was not met. If the respondent request was met fully thus option “1” Go To Q35.

Q34. In the most recent contact you had with the GSS, why was your request/needs met partially or not at all met? The questions seeks to find out from respondent who responded “Yes, partially” and “No” in Q33 to find out why he’s/she’s request were either not met or partially met.

Q 35. Have ever used any GSS publication? This is to find out if the respondent has ever used any of the GSS publication below.

Q36. Which of the following GSS’s publications/products have you ever used? This question seeks to find out which the above publications from the GSS has the respondent ever used.

Publications of GSS:

- i. Ghana Living Standards Survey (GLSS)
- ii. Pattern and Trends of Poverty (derived from GLSS)
- iii. Core Welfare Indicators Questionnaire (CWIQ) Survey

- iv. Ghana Demographic and Health Survey (GDHS)
- v. Multiple Indicator Cluster Survey (MICS)
- vi. Ghana Child Labour Survey
- vii. Transport Indicators Database Survey
- viii. Economic Survey report
- ix. Ghana In Figures
 - x. Statistical Compendium- Women and Men in Ghana
 - xi. Quarterly Digest
- xii. Crime Victimization Survey (CVS)
- xiii. Job Tracking
- xiv. National Industrial Census
- xv. Situation Analysis/Service Provision Assessment of Reproductive and Child Health Service Delivery
- xvi. Maternal Mortality Survey
- xvii. Public Expenditure Tracking Survey (PETS)
- xviii. Population and Housing Census
- xix. Migration Trends in Ghana
- xx. Key Socio-economic Indicators (GhanaInfo)

Q37: 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, accuracy and reliability, accessibility as well as style of presentation. Use the scale of 5 to 1 provided below where:

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

This question seeks to measure the level of quality of GSS publications that the respondent uses or has ever used in terms of the relevance, accuracy and reliability, accessibility and style of presentation. For each of the sub-questions rate each according to the scale provided.

37(i) Relevance: This refers to the extent to which the publication that the respondent uses is applicable or related to the reason for the use of it. In other words, is the publications early enough to enable the respondent use them at the time they needed them most.

37(ii) Accuracy and reliability: This refers to the degree of which the indicator/publication can be trusted or depended on.

37(iii) Accessibility: This refers to the ease with which information could be obtained and used.

37(iv) Style of Presentation: This refers to how the publication is packaged for users.

Q38: If any of the publications/product is rated 4 or 5 with regard to the indicators in Q37 specify reason(s) why?

This question wants the respondent to indicate the reason(s) some of the publications are poor (2) and very poor (1). The respondent is required to indicate all publications that are applicable.

Q 39: Have you ever accessed the GSS website?

This question seeks to find out if the respondent has ever accessed the official website of the GSS (www.statsghana.gov.gh). It should be noted that this can be an individual or at a corporate level (accessing on behalf of an institution). You should note that respondents who answers “No” (Option “2”) should GO TO Q42).

Q 40: What are your views on the GSS website?

This question should be posed to a respondent who answered “Yes” to Q39 to find out their impression on the GSS website in terms of accessibility, the content, updates and the design/interfacing.

Q41: Given the opportunity, which aspects of the GSS’s website would you like modified?

This question seeks to find out the opinion of respondent on which aspect of the GSS website needs to be modified.

Q42: What is your preferred mode of publicising statistical products and services?

This question seeks to find out the respondent’s preferred mode of publicising statistical products and services. Note that multiple choices are accepted here.

Q43: Has the media coverage of the GSS in the past influenced your perception about the Ghana Statistical Service?

This question wants to know if the perception of the respondent about the GSS has been influenced (positively or negatively) by media coverage in the past. Choose the appropriate response given by the respondent.

Qs 44 and 45: Q44 seeks to find out the respondents’ views about ways GSS can improve the services it renders to users of official statistics. Note that those who will respond “No” should go to Q45. On the other hand, those who respond “Yes” should answer Q45 to state the kind of improvement they expect from the GSS in their service delivery.

5.5 Section D: Respondent’s Information

Question 46: This question is asking the respondent(s) to indicate the institution in which they work by selecting any of the institutions listed below.

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)

Question 47: Institution Code (This will be provided to you before fieldwork starts).

Question 47a: Provide the code of the region in which interviewing is being conducted.

Question 48: The question is urging respondents to state their positions/ranks in their organisations.

Question 49 and 50: Q49 seeks to find the sex of the respondent and Q50 also wants to know the respondent's highest educational level. Choose the appropriate response from the respondent.

Question 51: This question seeks to obtain the contact numbers and the E-mails addresses of respondents. Note that this information would not be analysed but would be used for further clarification by GSS on any of the responses provided by respondents.