



Study of Satisfaction with Community Centers

Report

February 2022
Tbilisi, Georgia

Empowering
the Change

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Prepared by ACT in partnership with the LEPL Public Service Hall of the Ministry of Justice of Georgia with assistance from the United Nations Development Programme (UNDP) and UK aid from the UK Government. The views expressed are those of the authors and do not necessarily reflect those of UNDP and UK aid from the UK Government.

Table of contents

Introduction

Table of contents	3
1. Introduction	4
2. Research methodology	4
2.1 Research goal and objectives.....	4
2.2 Research design	5
2.3 Sampling approach.....	6
2.4 Procedure of respondent sampling	7
2.5 Research instrument.....	8
2.6 Implementation of the study and reporting.....	9
3. Main findings	10
4. Detailed report of quantitative survey.....	12
4.1 Awareness of Community Centers and services	12
4.2 Experience of using services provided by Community Centers.....	14
4.3 Channels of disseminating information on Community Centers	16
4.4 Assessment of services provided by Community Center	20
4.5 Indices to assess consumer satisfaction	25
4.6 Additional services and their assessment.....	27
4.7 Demographic profile.....	32

1. Introduction

United Nations Development Programme (UNDP) through its project ‘Supporting Public Administration Reform in Georgia – Phase 2’ (PAR 2) funded by UK government supports LEPL Public Service Hall of Ministry of Justice of Georgia (MoJ) in measuring the satisfaction level of the citizens with the public services as part of the ongoing Public Administration Reform. In the framework of the ENPARD programme (European Neighbourhood Programme for Agriculture and Rural Development) the MoJ undertook commitment to provide access to essential public services via community centers in rural areas and while doing this, the main goal is to keep at least 80% of population highly satisfied or satisfied.

The given document presents a report of Study of Satisfaction with Community Centers which is prepared by ACT.

2. Research methodology

2.1 Research goal and objectives

Goal of the given study is to measure consumer satisfaction with the Community Centers that operate since December 31 of 2019. Namely, target community centers of the study were as follows:

1. Cherbalo – Ambrolauri municipality, operates since January 13, 2020;
2. Abasha – Abasha municipality, operates since February 28, 2020;
3. Khobi – Khobi municipality, operates since June 5, 2020;
4. Kharagauli – Kharagauli municipality, operates since June 12, 2020;
5. Chiatura – Chiatura municipality, operates since June 26, 2020;
6. Vani – Vani municipality, operates since July 10, 2020;
7. Chokhatauri – Chokhatauri municipality, operates since August 18, 2020;
8. Baghdati – Baghdati municipality, operates since August 27, 2020;
9. Dedoplistskaro – Dedoplistskaro municipality, operates since September 7, 2020
10. Aspindza – Aspindza municipality, operates since September 14, 2020
11. Ninotsminda – Ninotsminda municipality, operates since October 22, 2020
12. Khevi – Kharagauli municipality, operates since October 26, 2020;
13. Sighnaghi – Sighnaghi municipality, operates since September 18, 2021;
14. Chkhorotsku – Chkhorotsku municipality, operates since September 21, 2021.

The following objectives were identified in order to achieve the research goal:

- To identify awareness of the target Community Centers;
- To identify awareness on services of the target Community Centers;
- To identify channels of information on the target Community Centers;
- To define use of services provided by the target Community Centers;
- To identify assessment of using services provided by Community Centers and reasons behind satisfaction/dissatisfaction;

- Assessment of Community Centers with different parameters – location, personnel, environment, administration, etc.
- To identify awareness and use rates of hotline, online chat and online services of Ministry of Justice.

One of the goals of the study was to calculate 16.6.2 indicator of Sustainable Development Goals (SDGs) based on collected information which measures proportion of population satisfied with their last experience of public services over past 12 months.¹

2.2 Research design

The study applied face to face interviewing method of quantitative survey. In total, 2703 interviews were conducted. survey area included respective settlements of 14 target Community Centers. The study was conducted through in CAPI (computer assisted personal interviewing) system.

The study inquired 18+ residents who were selected randomly or purposefully.

The table #1 provides brief description of the research design:

Table #1

Research methodology	
<i>Method</i>	Quantitative survey
<i>Technique</i>	FTF interview
<i>Target group</i>	18+ residents of target settlements
<i>Number of conducted interviews</i>	2703 completed interviews
<i>Sampling method</i>	Two-stage cluster sampling with in advance stratification; Random and purposive sampling.
<i>Research area</i>	Relevant settlements of Chrebalo, Khobi, Abasha, Kharagauli, Chiatura, Vani, Chokhatauri, Baghdati, Dedoplistkaro, Aspindza, Ninotsminda, Sighnaghi, Chkhorotsku and Khevi Community Centers
<i>Duration of interview</i>	10-30 minutes

¹ Global indicator framework for sustainable development goals was developed by inter-agency and a group of experts in regard with SDG indicators and approved on N48 Session of UN Statistical Commission in March of 2017.

2.3 Sampling approach

On initial stage, in tight cooperation with the client, a set of settlements were defined that are served by 14 target Community Centers. We have identified those rural and urban settlements whose residents, as declared by Service Development Agency, use services of the target Community Centers. Locations for the study were selected on the basis of the said settlements.

Due to the fact that main portion of the study questionnaire refers to experience of receiving service in one of the 14 target Community Centers, in order to ensure the relevant experience, it was decided to allocate the planned 2700 interviews in two stages: random sampling (main sampling) and purposive sampling (additional sampling).

When applying random sampling, respondents were selected by means of random walk principle. This ensures generalization of main study topics on entire population. 2280 out of 2700 planned interviews should inquire randomly selected respondent. While 420 respondents selected through additional (purposive) sampling would ensure essential minimum of experience in using Community Centers for further analysis of results.

Distribution of interviews with randomly sampled respondents according to target centers was completed proportionally to population size in target settlements, while number of purposive interviews for all centers was 30 interviews. Respectively, random and purposive quotas for settlements were defined initially. In case the number of villages served by community center was big and proportionally distributed quota resulted in a few interviews in the settlement, on the first stage, PPS (probability proportional to size) sampling method was used for selection of settlements and on the second stage, the quota was distributed among them.

Table #2 provides real distribution of interviews according to Community Centers:

Table #2

Community Center	Number of residents in target settlements	Distribution of random sampling	Distribution of purposive sampling
Chrebalo	3114	110	30
Abasha	15475	200	30
Khobi	7139	140	30
Kharagauli	5980	130	32
Chiatura	22260	200	30
Vani	11326	151	29
Chokhatauri	10244	151	30
Baghdati	19023	200	30
Dedoplistskaro	15061	200	30
Aspindza	7077	140	30
Ninotsminda	19489	201	29
Sighnagni	8544	150	30

Community Center	Number of residents in target settlements	Distribution of random sampling	Distribution of purposive sampling
Chkhorotsku	11262	200	30
Khevi	4061	110	30
Total number	161055	2283 ²	420
Entire sampling			2703

With 95% reliability of research results, total margin error of the study is 2.5%, while margin error for separate Community Centers varies from 7.9% to 10%. Table 3 describes margin error rates for separate Community Centers (in consideration of design effect):

Table #3

Community Centre	Margin error
Chrebalo	10.0%
Abasha	7.9%
Khobi	9.1%
Kharagauli	9.3%
Chiatura	7.9%
Vani	8.9%
Chokhatauri	8.9%
Baghdati	7.9%
Dedoplistskaro	7.9%
Aspindza	9.1%
Ninotsminda	7.9%
Sighnaghi	8.9%
Chkhorotsku	7.9%
Khevi	10%
Total	2.5%

2.4 Procedure of respondent sampling

Random route sampling procedure (RRSP) was applied in scope of the random sample. The given procedure is a classic method of face-to-face interviewing in social studies. It is mostly used in places where no proper listing of residents is available for research purposes.

Census districts were used as Primary Sampling Units (PSU) and the households as Secondary Sampling Unit (SSU). Inhabitant of the household of 18 years and over was Final Sampling Unit (FSU).

The following three steps' RRSP was applied in the study:

² 2283 interviews were conducted instead of planned 2280 interviews with randomly selected respondents, thus, total sampling was 2703 instead of planned 2700.

- Defining the start point: for interviews conducted in villages, the village itself was preliminary sampling unit. For interviews conducted in cities, preliminary sampling unit was the specific address.
- Sampling of households: The first household to be interviewed was the starting point. The selection of the next household was carried out using the pre-determined step size - every 3rd-5th household on average.
- Sampling of respondents: only one household member was inquired per household. This respondent was selected by means of the last Birthday principle. The respondent was supposed to be an adult member permanently living in the household.

Within the scopes of **purposive sampling**, random sampling procedure described above was applied to sample the household, but the respondent in the household was selected purposively – those who used the service of target Community Center over the past 12 months. The last birthday principle was applied, but requirements were the same in terms of permanent living permanently in the household and being an adult.

2.5 Research instrument

The instrument utilized for this study was based on the instrument of the similar study³ conducted for Service Development Agency in 2019. On one side, the reasoning behind this was that research goals were practically the same, on the other side, it was due to the requirement of comparing results collected through this study with the results of 2019 study, as far as it is feasible.

The majority of topics covered by the questionnaire repeat the topics included in the study conducted in 2019. In addition to questions essential for processing SGD 16.6.2 indicators, questions regarding hotline, online chat and online services were added to the questionnaire. In addition, important modification made in the questionnaire is that the wording “in your settlement” was replaced with the specific Community Center.

Developed questionnaire was sent to the client for revision, based on received feedback and comments, it was updated, and a questionnaire was prepared for the pilot study. In total, 20 pilot interviews were conducted, identified contextual and logical errors were corrected and final questionnaire was submitted to the client for approval. Approved version of final questionnaire was applied during the fieldwork.

Average length of the questionnaire was 10-30 minutes.

3, „Quantitative and Qualitative Study to Define Awareness and Satisfaction with Community Centers”, 2019, ARC – Applied Research Company
Community Centers Satisfaction Survey
ACT / 2022

2.6 Implementation of the study and reporting

Research fieldwork was conducted from January 25 to February 6, 2022. Collected data were processed in statistical package for social sciences SPSS 23.0.

In order to make collected data representative and enable relevant integration of purposive data, obtained results were weighted by different parameters (number, gender, age, experience of using Community Centers in 18+ residents of target settlements). Data of Census 2014 were utilized for weighting.

As per request of the client, data were analyzed cumulatively, as well as in the perspective of Community Centers and gender of respondents (however, the latter one practically did not identify any differences).

In compliance with the client's request, collected information was compared to the results of study "Quantitative and Qualitative Study to Define Awareness and Satisfaction with Community Centers" conducted in 2019. In order to avoid misinterpretation of data included in the study, the following needs to be taken into consideration:

- Studies conducted in 2022 and 2019 are different with their sampling approach and coverage area. At the same time, questions in 2019 referred to Community Centers in general, while in 2022 – only 14 target Community Centers.
- Thus, the report compares general tendencies and only cumulative results identified in 2019 and 2022.
- Comparison of cumulative results aims to compare generalities inquired in 2019 and 2022 that do not overlap – target Community Settlements of study conducted in 2022 were opened after December 31 of 2019 and did not exist when the study was conducted in 2019. So, even if theoretically the same settlement would end up in the sampling, they would not be able to assess Community Centers that are the target of this study conducted in 2022.
- A few changed results of awareness or consumption obtained in 2022 can be significantly related to methodological and factual differences between studies of 2019 and 2022 and may not necessarily point to objective worsening of the picture. It is also worth noting that centers opened after December 31 of 2019 fully had to operate during the Covid-19 pandemic, which may have affected their awareness, use of services, assessments, etc.

3. Main findings

- According to the study results, awareness of Community Centers is high as the vast majority of target residents (85%) reported on having heard about Community Centers in their settlement. This rate was 96% according to the study conducted in 2019. Difference can be leading from different approaches of the said two studies, as well as pre and post pandemic periods.
- The highest awareness among services provided by Community Centers was reported in case of passport and ID card service (94%), followed by land registration (90%) and birth certificate.
- Service of getting passport and ID card is Top of Mind service i.e. the service that consumers recall the first thing when asked about services provided by Community Center (56%). This index is identical to the index set in the study of 2019.
- The most widely spread source of information on Community Center and their services is friends and relatives for consumers of Community Centers (information on Community Center – 65%, information on services provided by Community Center – 59%). Practice of obtaining information from news programs (TV/radio) increased compared to the previous study conducted in 2019.
- According to results of study conducted in 2022, one fourth of respondents reported on having used services offered by Community Centers over the past year. This index was 36% for the previous study of 2019. In this case too, difference can be leading from different sampling approaches and pre and post pandemic periods.
- The most frequently used service out of all services provided by Community Services is taking passport and ID card (31%). It is also worth mentioning that satisfaction level with services obtained in Community Center is high and varies from 80% to 100%.
- 32% of visitors of Community Centers discovered services they had not been informed before visiting the center. Most frequently, the service consumers discovered after paying a visit to the Community Center is bank service (47%). On the other hand, most consumers reporting on finding out about land registration service (30%) during the study conducted in 2019.
- Respondents who used services provided by Community Center assessed them on 3.6 out of 4 points. As of 2019, this index was 3.8 points. It can be said that satisfaction level with services provided by Community Centers keeps high stability. It is also worth mentioning that 94% of consumers received service without delays.
- Main reason behind satisfaction with services of Community Center is quick service (70%) and high-quality service (60%). Main reason of satisfaction was geographical vicinity in 2019 named by 82% of respondents. This can be explained by specifications of the sampling and engagement of limited number of centers in the study of 2022 which may potentially increase distance to the said centers.
- As demonstrated by the study results, Community Centers are easily accessible (96%) for the vast majority of respondents and respectively, satisfaction with location of centers is high (96%).
- As demonstrated by the research results, visitors of Community Center are mostly (87%) consulted and instructed by personnel to get the desirable service. In addition, 51% of visitors paid for the service, the fee turned out to be acceptable (64%) or somewhat acceptable (31%) for the majority of them.
- When being assessed according to different parameters, Community Centers got positive

evaluations practically for all parameters – attentiveness of personnel, competence of staff members, environment, speed of service, etc. (96% and more). The only exception applies to the problem of lines – one third of visitors (51%) of Community Centers reported on this problem, even though these lines are not long and disorganized.

- According to Net Promoter Score (NPS) which groups consumers according to loyalty, 85% of consumers of Community Centers are loyal i.e., they recommend their friends and relatives to visit Community Center for the specific service. Compared to 2019, NPS index increased on the expense of lowering passive consumers (share of loyal consumers was 74% in 2019).
- Based on the study results, main reasons that keep consumers loyal are quick (66%) and high quality (57%) service, convenient location of the office (38%), benevolence of employees and comfortable environment (34%). Number of respondents who would not recommend their friends and relatives to apply to Community Center for the service is very small and does not exceed 2%.
- SDG 16.6.2 indicator shows that average rate of positive feedback for parameters such as physical availability, financial affordability, effectiveness of providing service, treating everyone equal and timeliness is 95.8%, while share of satisfied consumers with services is 96.6%. Both parameters point to extremely high evaluation.
- Respondents practically do not identify any additional services they would like to receive in Community Centers.
- As a result of the study, it was demonstrated that 76% of consumers of Community Centers do not have information that they have the opportunity of receiving information on agricultural projects in Community Center, while 85% of visitors are not informed that they can submit an application for contract service in Defense forces during conscription.
- The research also studied level of awareness, use rates and satisfaction with hotline, online chat and online service offered by Public Service Hall. Collected results demonstrated that:
 - 1) Every third respondent has heard of hotline of PSH, but only 6% of them have actually used this service which in figures is only 49 individuals.
 - 2) Every fourth respondent has heard of online assistance service available on website of Public Service Hall – online chat but only 8% of them reported on having used it (56 respondents).
 - 3) 4 out of 10 respondents know that they can obtain services of Community Center online, but only 4% of them have actually done this.
- Research results are practically identical in terms of gender perspective.

4. Detailed report of quantitative survey

4.1 Awareness of Community Centers and services

According to the study results, the majority (85%) of target residents have heard about Community Centers in their settlement.

The highest level of awareness in the perspective of service centers was reported in Ninotsminda (100%) while the lowest level was reported in Sighnaghi (44%). Awareness of all the remaining centers is 76% and higher. It is worth mentioning that Sighnaghi Community Center opened in September of 2021 and considering the New Year period, its assessment covers only a couple of months. This can somewhat affect relatively lower awareness of Sighnaghi Community Center.

No differences were identified in terms of awareness of Community Centers in gender perspective. The same can be said on every topic studied within the survey – no gender differences are reported in attitudes towards any of them.

Overall awareness rate was 96% according to the study conducted in 2019, however, when comparing results to the previous wave, we need to consider differences in sampling approach and impact of the pandemic on the results of the study conducted in 2022.

Chart 1. Have you heard about the Community Centre in your settlement?

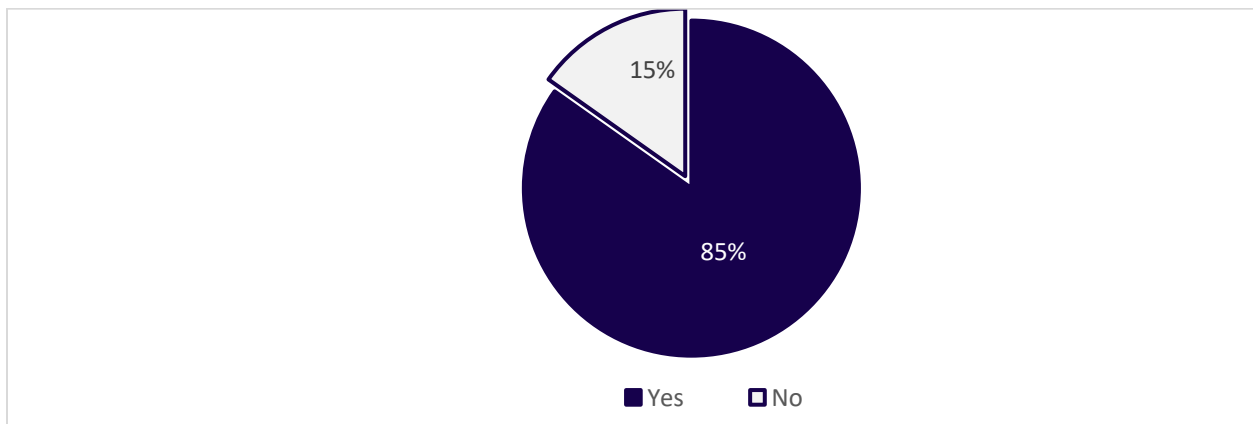


Table 4. Have you heard about the Community Center in your settlement?

List of Service Centers	Yes	No
Ninotsminda Community Center	100%	0%
Khevi Community Center	98%	2%
Chrebalo Community Center	95%	5%
Kharagauli Community Center	95%	5%
Aspindza Community Center	94%	6%
Khobi Community Center	92%	8%
Chokhatauri Community Center	88%	12%
Chiatura Community Center	87%	13%
Baghdati Community Center	85%	15%
Chkhorotsku Community Center	85%	15%
Abasha Community Center	82%	18%
Vani Community Center	78%	22%
Dedoplistskaro Community Center	76%	24%
Sighnaghi Community Center	44%	56%

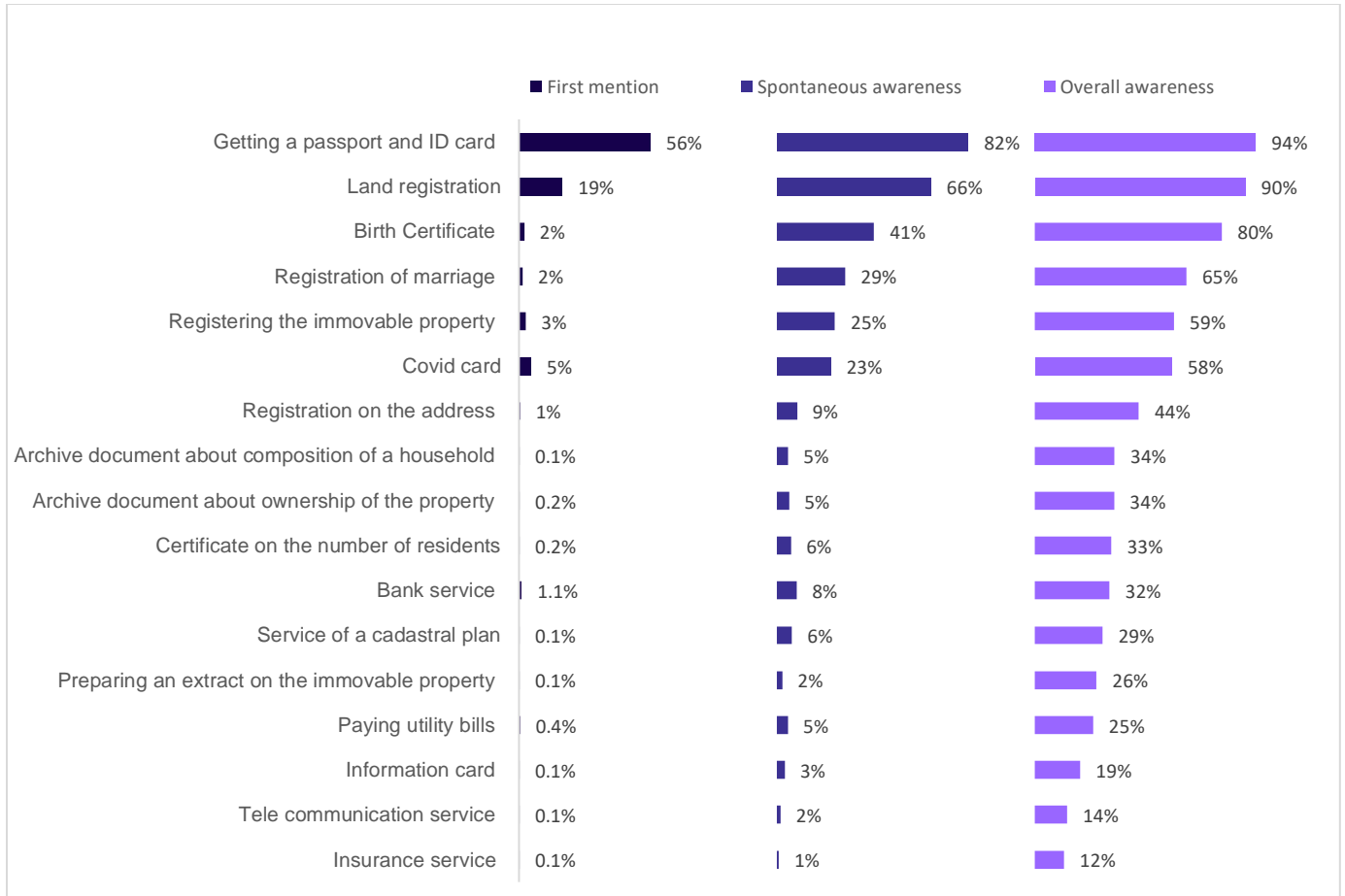
Spontaneous, with aid and overall awareness of services provided by Community Centers was measured with respondents who had heard of Community Centers (85%). Three types of questions were utilized to measure awareness:

1. Do you know what services are offered by Community Centers? ***Only the first response is used*** (so called Top of Mind)
2. What other services have you heard of? What else? What else? ***All other responses / services named after the first response that the respondent will be able to recall*** (so called spontaneous awareness)
3. Now I will read you a list of services that are provided by Community Center (name the Community Center....) and please tell me, have you heard about them? ***Interviewer asks about the services respondent could not recall (overall awareness)***

When studying awareness of services provided by Community Centers, it was demonstrated that respondents are most familiar with the following services: getting passport and ID card (94%), land registration (90%) and birth certificate (80%). Tendency is similar in case of Top of Mind – the service consumers recall first of all among services offered by Community Centers is getting passport and ID card (56%). As for spontaneous awareness, together with passport and ID card (82%) respondents named land registration (66%) most frequently.

If we compare obtained results to the results of the study conducted in 2019, the sequence of naming the most popular services has not changed and results are similar too. In addition, there are no important differences in terms of Community Centers.

Chart 2. Awareness of services provided by Community Centers



4.2 Experience of using services provided by Community Centers

As demonstrated by the study results, every fourth respondent reported on having used services offered by Community Center of the past year.

Results are quite different in terms of Community Centers. The highest use rates are reported in Ninotsminda (44%) and Aspindza (38%) Community Centers. The lowest use rates are reported in case of Sighnaghi Community Center (3%). Rates are also lower in Abasha (14%) and Khevi (14%). In addition to the aforementioned factors such as being opened just months ago and New Year period coinciding with it, it is also important to note that having Community Centers available in nearby villages of Sighnaghi creates alternative options for residents. As for comparison with the study conducted in 2019, use rate of service centers was 36% then, now the rate is 25%. Considering specifications of sampling and the fact that focus of the study conducted in 2022 was on 14 Community Centers, difference between the results seems quite logical.

Chart 3. Have you used the services you named in your settlement over the past 1 year?

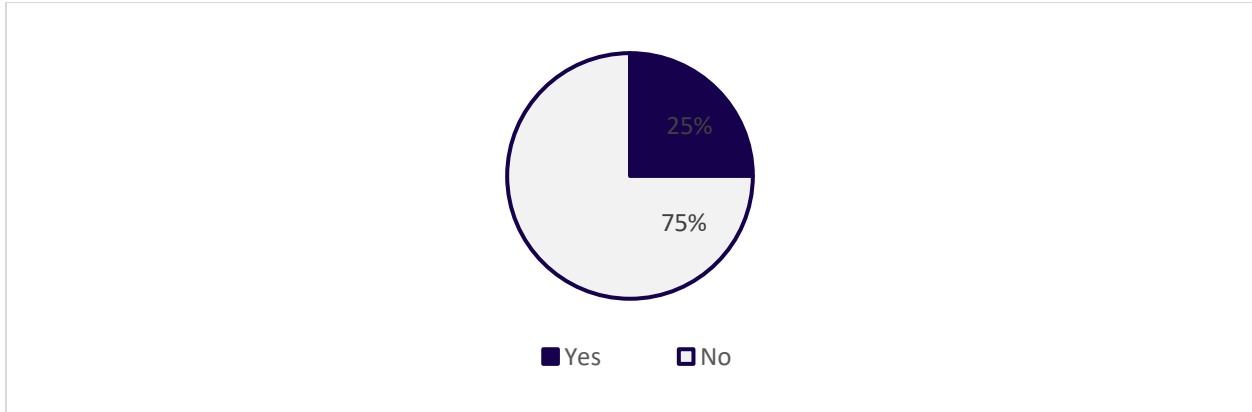


Table 5. Have you used the services you named in your settlement over the past 1 year?

Service Centers	Have used	Have not used
Ninotsminda Community Center	44%	56%
Aspindza Community Center	38%	62%
Chkhorotsku Community Center	35%	65%
Baghdati Community Center	29%	71%
Chokhatauri Community Center	29%	71%
Kharaguli Community Center	26%	74%
Chiatura Community Center	25%	76%
Dedoplistskaro Community Center	23%	77%
Chrebalo Community Center	21%	79%
Vani Community Center	20%	80%
Khobi Community Center	15%	85%
Khevi Community Center	14%	86%
Abasha Community Center	14%	86%
Sighnaghi Community Center	3%	98%

The most frequently used services provided by Community Centers include: taking a passport and ID card (31%), land registration (29%) and Covid Card (29%). Rate of using the remaining services used by the respondents over the past year is 10% and less.

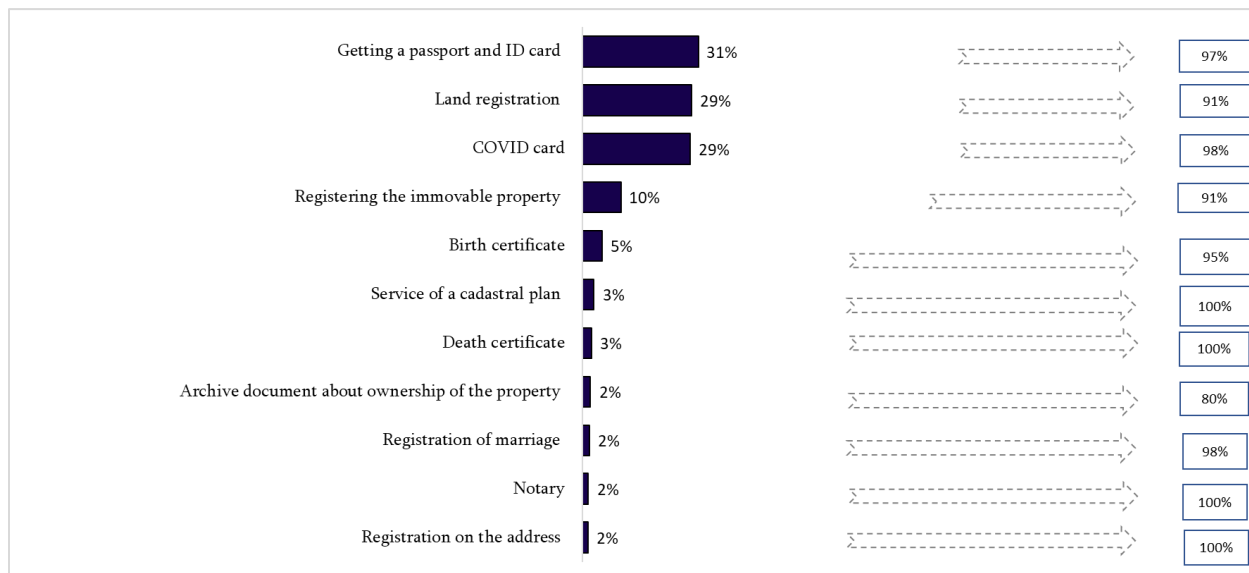
Results in the perspective of service centers are identical everywhere – the said three services are leading though in different sequence.

The majority of inquired respondents are satisfied with different services provided by Community Centers (91% and more). Satisfaction index is similar to the one reported in 2019.

Among those respondents who have not used services of Community Center (75%), the vast majority did not have a need to do so (95%). This index is similar in the perspective of Community Centers. Picture is different in case of Sighnaghi Community Center where 74% did not need the service while 24% reported on the center being difficult to access.

The majority of respondents (75%) who have not used services provided by Community Centers, if needed in future, plan to obtain services in their settlement or district center. The latter mostly refers to those Community Centers that are located in district center.

Chart 3. Which of the services you named have you used in your settlement over the past 1 year? How satisfied are you with obtained services?



4.3 Channels of disseminating information on Community Centers

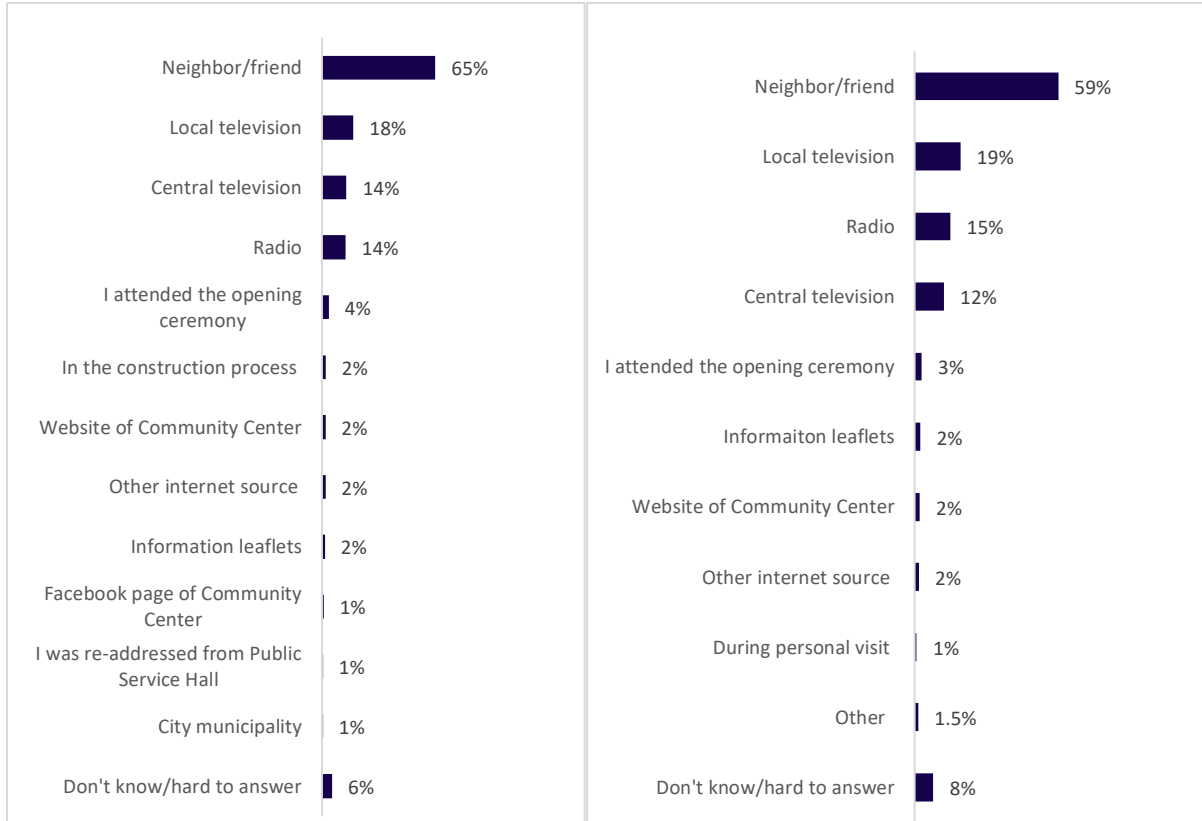
Based on the study results, it can be said that respondents mostly obtain information on Community Centers and their services through neighbors or/and relatives (on Community Centers – 65%; on services provided by Community Centers – 59%). Another source of information is local television (on Community Centers – 18%, on services provided by Community Centers -19%), central television (on Community Centers – 14%, on services provided by Community Centers -12%), radio (on Community Centers – 14%, on services provided by Community Centers -12%).

The most widely spread source of information in terms of Community Centers is word of mouth. However, there are certain differences detected. For example, 68% of respondents in Ninotsminda obtained information via radio which is the highest rate among Community Centers. In addition, television as source of information on Community Centers was the most frequently named in Abasha (47%) and Khobi (48%) while this rate is 3%-4% in case of Vani and Aspindza.

Practice of obtaining information through means of information (television/radio) has increased compared to 2019 and number of those respondents who attended the opening of Community Centers and got familiar with the center and its services through this source has decreased.

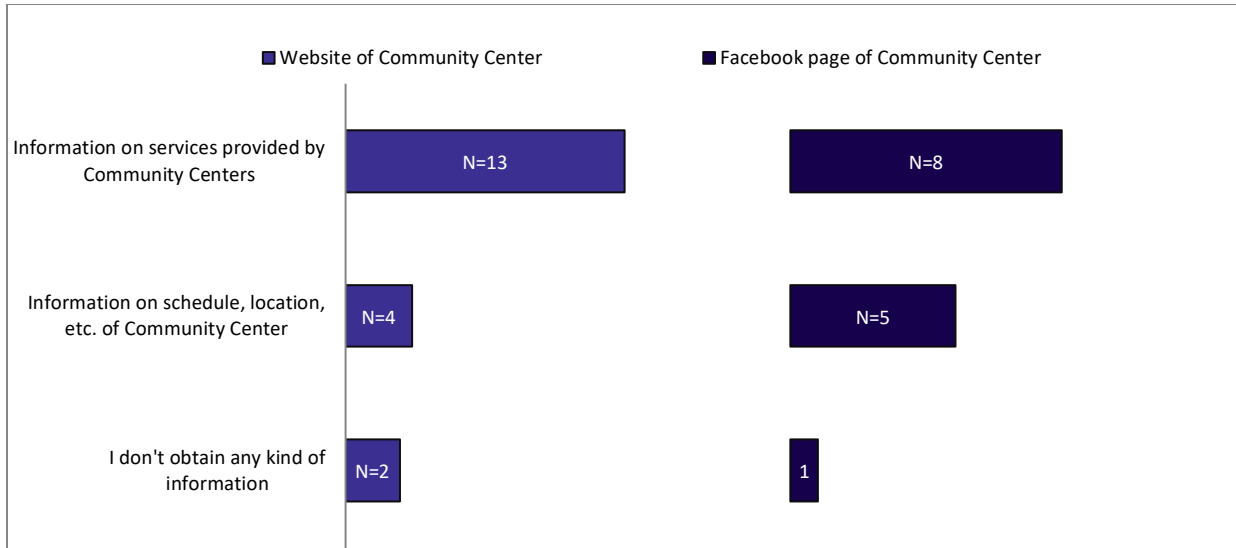
Chart 4. From which source did you find out about this Community Center?

Chart 5. From which source did you find out about this specific service you have obtained?



Only a small portion of respondents obtain information from social (Facebook) page and website of Community Center. Information respondents obtain through this channel mostly refers to services and schedule/location of Community Center.

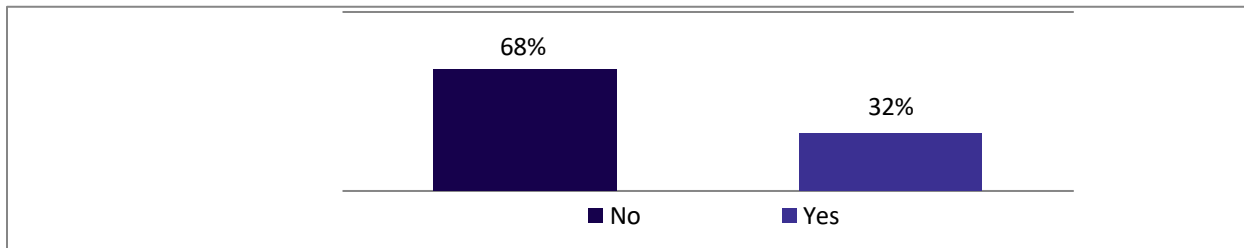
Chart 6. What kind of information do you retrieve from website of Community Center? Facebook page?



32% of respondents discovered services they were not familiar with before visiting the service center.

Results are drastically different in the perspective of service centers. Visitors of Chrebalo and Abasha Community Centers almost never reported on having discovered any services after visiting the center (Chrebalo – 2%, Abasha – 1%), however, for example, 96% of respondents inquired in Ninotsminda discovered new services during their visit to community center.

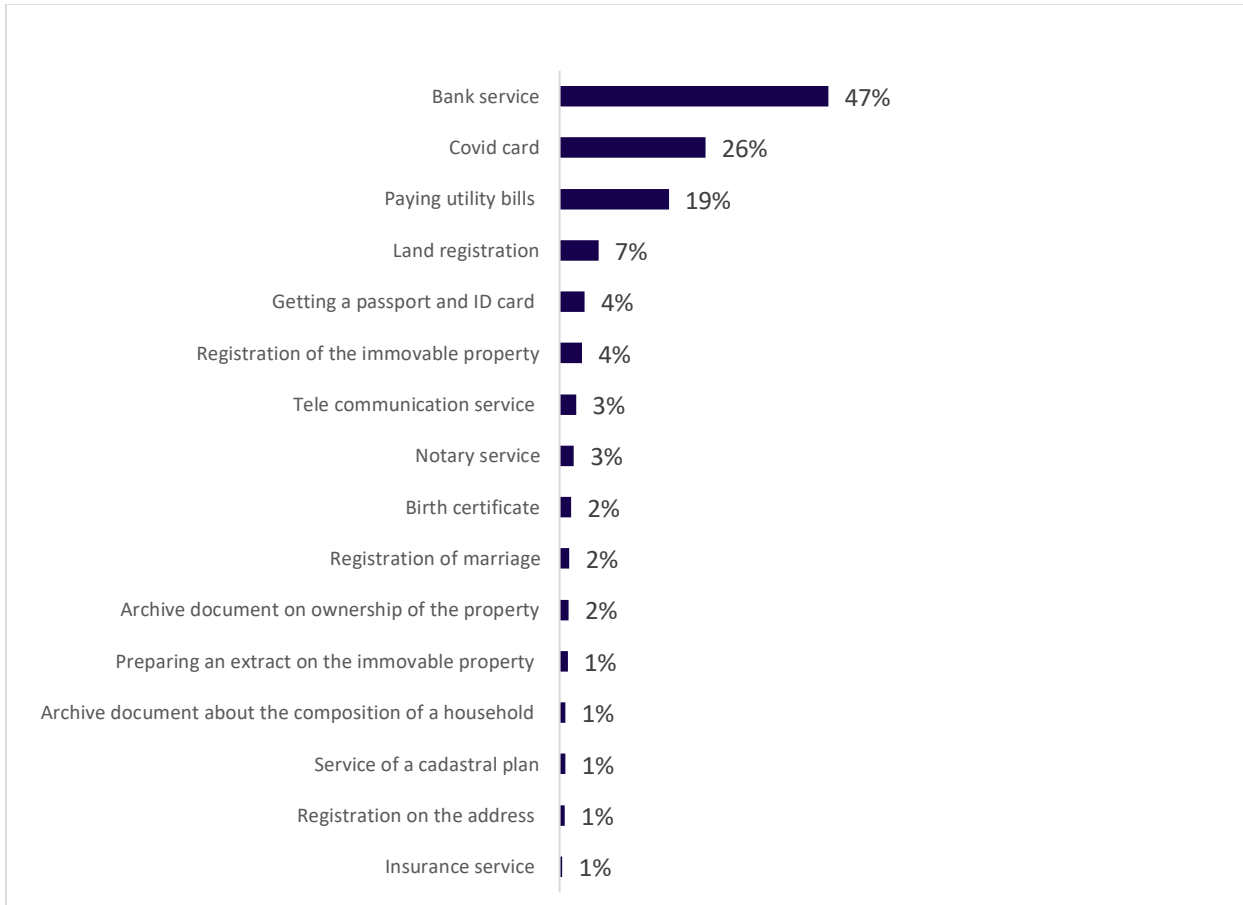
Chart 7. Is there any service/services provided by Community Centers which you discovered during your visit in the service center?



Speaking of services respondents discovered during their visit in Community Center, the most frequently named services are bank service (47%), Covid Card (26%) and paying utility bills (19%). These services were different in 2019 and included land registration (30%), registration of the immovable property (25%) and archive document on ownership of property (16%).

As for potential use of discovered services in future, the majority (90% and more) of respondents assume they will use these services in future.

Chart 8. Can you name the services you learned about after visiting the Community Center?



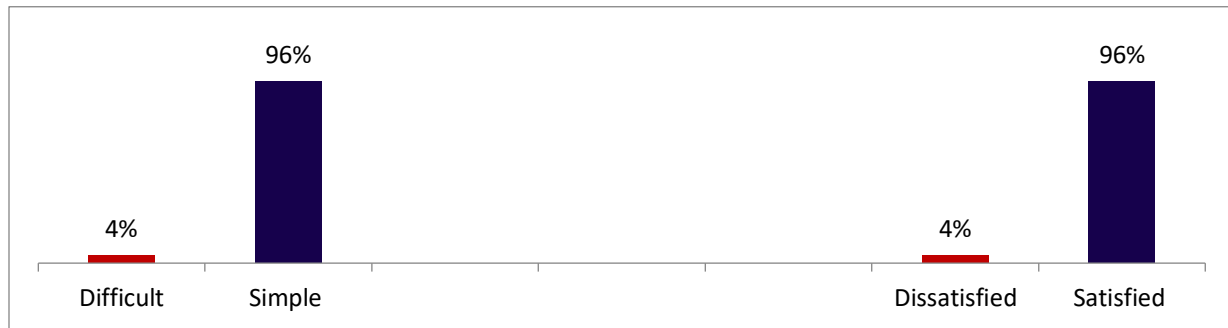
The majority of Community Centers chooses their settlement/district center as a location to obtain service. The majority of target service centers are located in district centers, thus, respondent's choice of obtaining services in district center should not be understood as alternative place for receiving service.

4.4 Assessment of services provided by Community Center

As demonstrated by the study results, for the majority of respondents, community centers are easily accessible (96%) and respectively, they are highly satisfied with the location of service centers (96%).

Only 41 respondents responded that accessing the community center “is more difficult than easy”, main reasons behind this included absence of public transportation, long distance to the service center and poor condition of roads. In terms of community centers, Kharagauli (12%) and Dedoplistskaro (9%) community centers are worth mentioning, where visitors assessed accessing to the service center are relatively harder (but number of such respondents is insignificant). Dissatisfaction level is slightly higher in these centers (Kharagauli 10%, Dedoplistskaro 14%). In addition, dissatisfaction with the location of service center is relatively higher in case of Khevi service center (14%), but number of respondents is minimal in this case too.

Chart 9. How easy was it for you to get to the Community Center? How satisfied are you with its location?



It is worth mentioning that 94% of respondents obtained the service without delays. The reasons for delay mostly included being re-directed (N=22), incompetence of employees (N=13) and technical/software problems (N=7). Overall, a small portion (3% - N=40) of respondents could not obtain the desirable service, reasons included absence of documents to be submitted (10) and being still in the process of revision (N=9).

As a result of analyzing results in the perspective of Community Centers, it turns out that obtaining service without delays has equally high percentage share everywhere. The only exception applies to Khobi Community Center, where the rate is relatively lower – 86%, however, in this case too, main reason of delay was re-addressing and the service being in the process of revision (number of respondents with such experience is minimal in this case too).

Chart 10. Did you obtain the desirable service without delays?

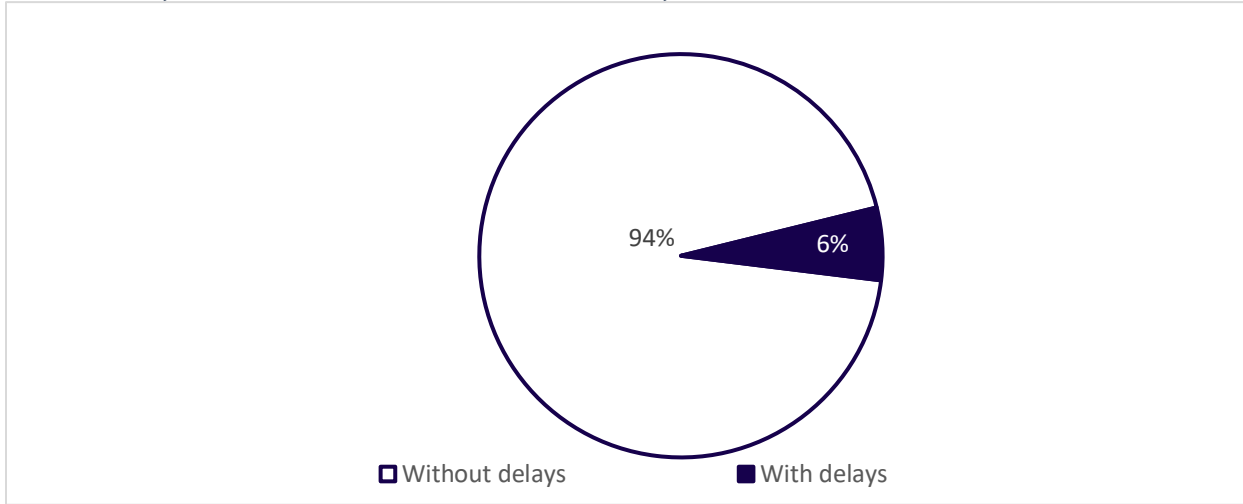
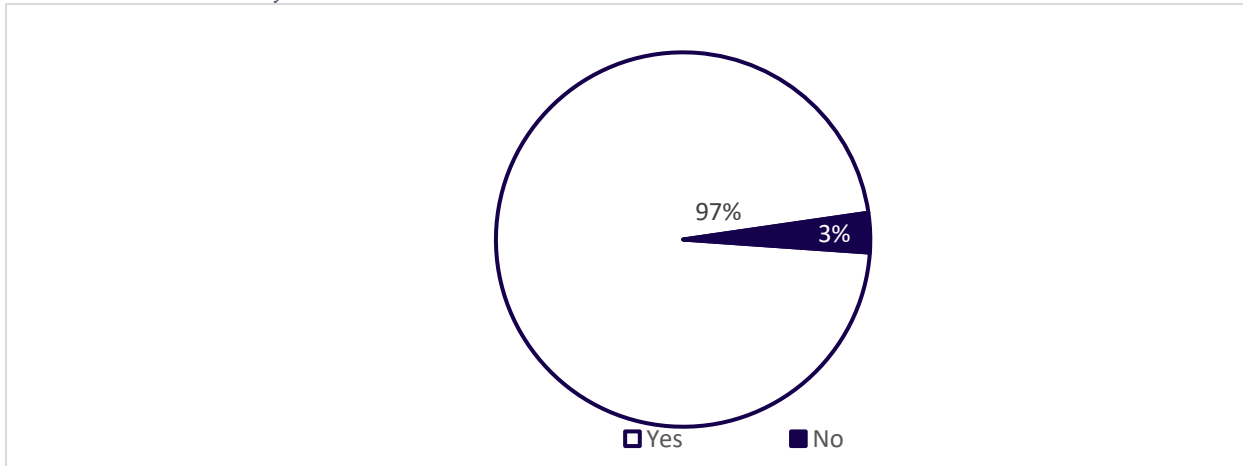


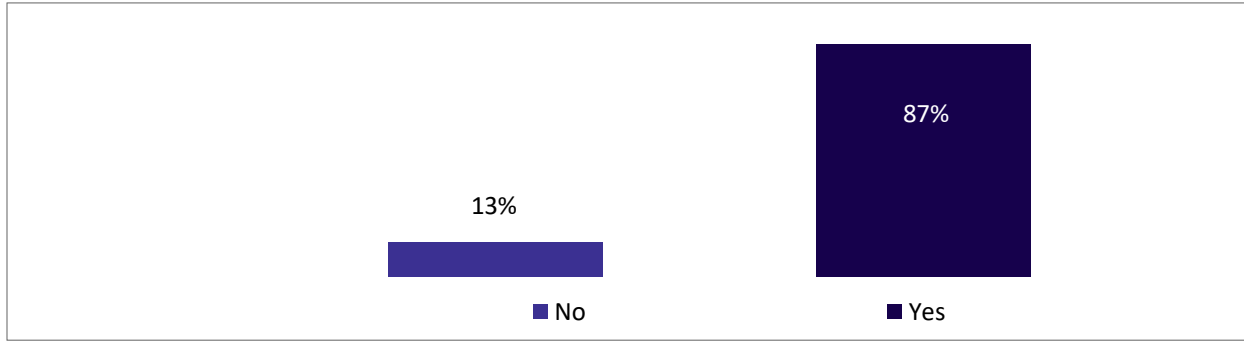
Chart 11. Overall, were you able to obtain the desirable service?



According to the study results, it turns out that visitors of Community Centers are mostly (87%) consulted and instructed by the respective personnel to obtain the desirable service.

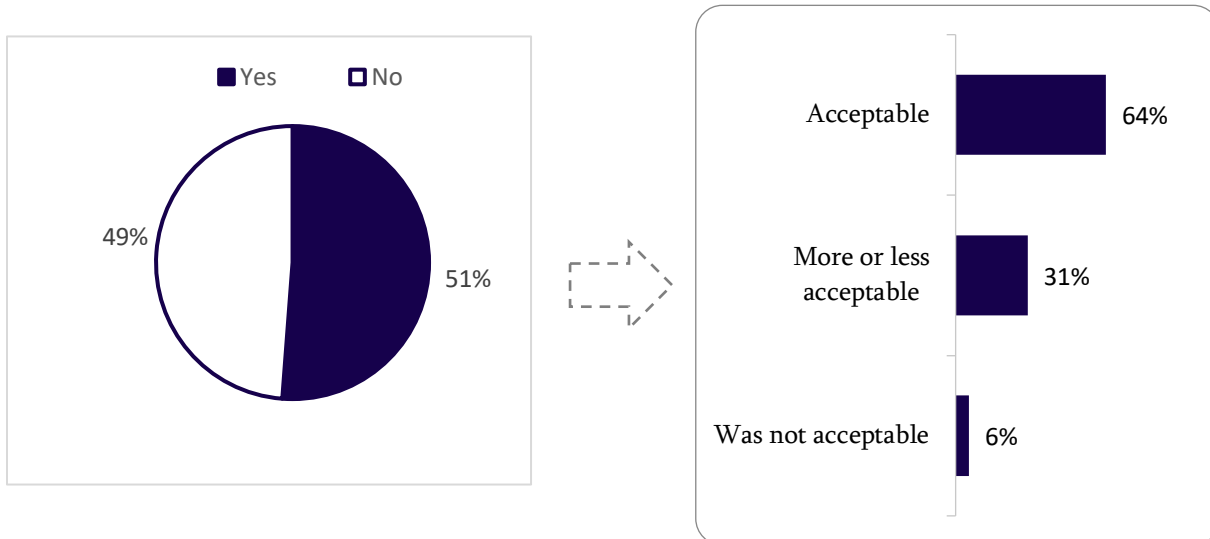
Looking in the perspective of Community Centers, Chkhorotsku service center is relatively different, where only 49% of visitors were consulted and instructed when entering the center. This index is 71% and more in other centers, while it even exceeds 90% in 9 centers.

Chart 12. When you first entered the Community Center, did the employee instruct you in regard with the topic you were interested in?



51% of visitors of Community Centers paid for the service and the fee was acceptable (64%) or somewhat acceptable (31%) for the majority of them.

Chart 13. Was the service you required paid? Was the fee you paid for the service acceptable?



One of the goals of studying Community Centers was to identify reasons for dissatisfaction and satisfaction of visitors. Those visitors who assessed their satisfaction 4-point ascendant scale, are overall satisfied with the service provided by Community Center. Average point of overall satisfaction is 3.6 points, 97% of respondents assess the service positively. Rates are similar to the study conducted in 2019 and shows stably high satisfaction (average satisfaction point was 3.8 in 2022, share of satisfied visitors – 96%).

Main reasons of satisfaction include quick service (70%), high quality service (60%), geographical vicinity (43%) and comfortable environment (34%). In 2019, main reason of satisfaction was geographical vicinity which was named by 82% of respondents. Difference can be somewhat attributed to sampling specifications and engagement of limited numbers of centers in the study conducted in 2022.

Share of respondents who are satisfied with the service provided by Community Centers varies from 85% to 100%. Relatively “lower” evaluations are reported by visitors of Khobi (85%) and Dedoplistskaro (89%) community centers, while 95% and more are satisfied with the remaining community centers. Unlike other community centers, only 14% of visitors of Khobi community center identified quick service as reason of satisfaction. Main reason of satisfaction for them is geographical vicinity and comfortable environment.

Overall, only 28 respondents were dissatisfied with the service obtained in Community Center, the reasons included poor quality of service (N=13), incompetence of employees (N=7) and lines (N=7).

Chart 14. Overall satisfaction with Community Center

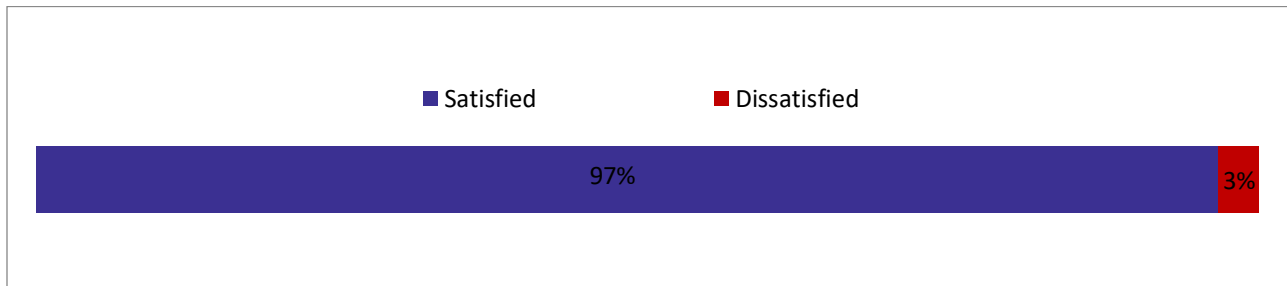
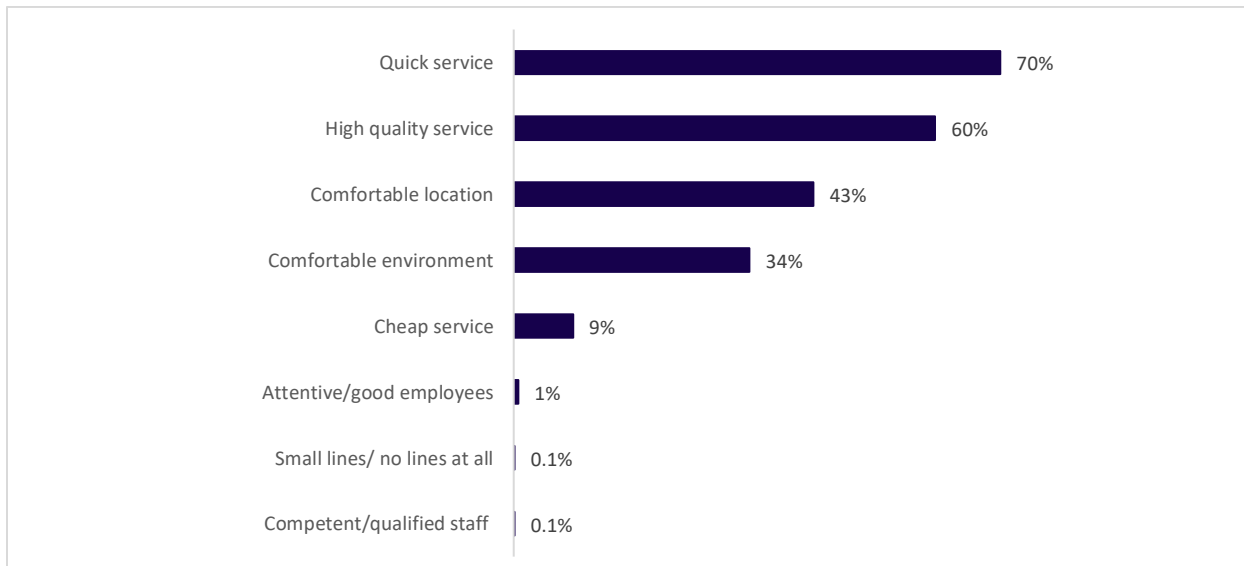
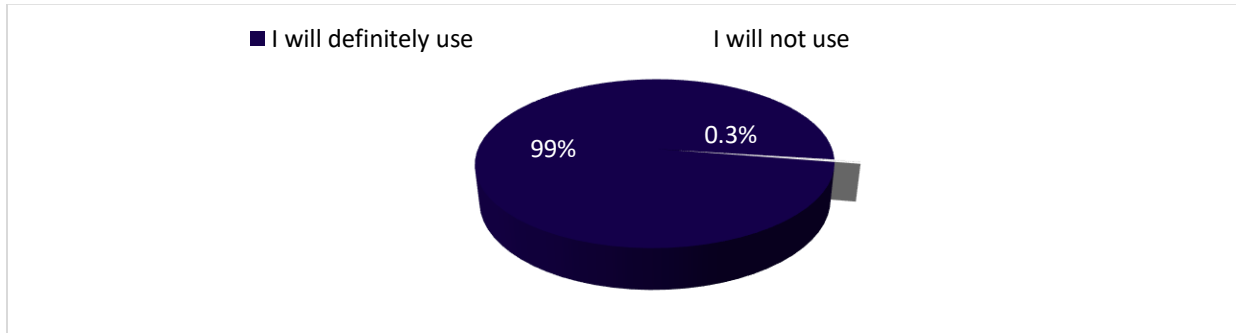


Chart 15. What is the reason of your satisfaction?



Similar to high rate of satisfaction, likelihood of applying to the Community Center if needed in future is also high. 99% of inquired respondents confirm that they will definitely use the service of the Community Center in future.

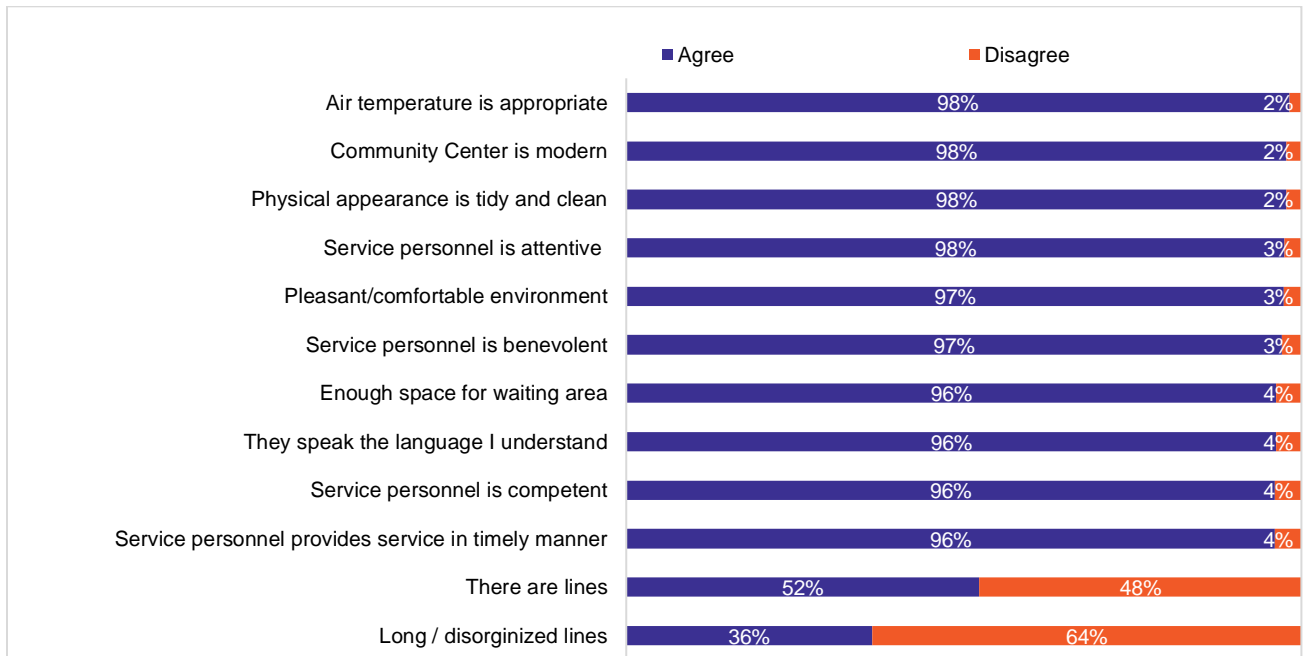
Chart 16. How likely is it for you to use the service of the Community Center?



Respondents were asked to assess the quality of service provided by Community Centers according to different parameters (competence of employees, benevolence of personnel, speed of service, environment, etc.). Mostly, more than 96% of respondents (“fully agree” and “mostly agree”) highly assess the provided service. Half of the respondents reported that there are lines, but not long and disorganized ones. In the perspective of service centers, relatively lower satisfaction is reported in case of Khobi Community Center.

Service assessment provided in 2022 repeat the results of the study conducted in 2019.

Chart 17. Assessment of the service provided by Community Centers according to different parameters

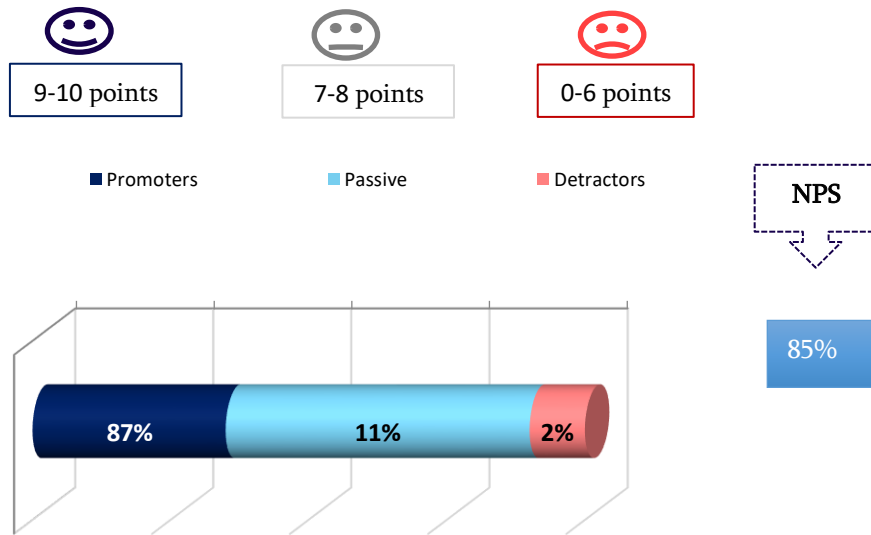


4.5 Indices to assess consumer satisfaction

NPS index

Within the scopes of satisfaction study of Community Centers, we have estimated consumer Net Promoter Score (NPS) which enables us to group consumers in 3 main segments – promoters, passive consumers and detractors. NPS is calculated through 10-point scale to assess probability of recommending Community Centers to acquaintances. As it turns out, share of detractors (2%) is very small – detractors are dissatisfied consumers who pose a real threat to development / growth of the service as they negatively speak about the service with others; share of passive consumers – segment that is generally satisfied but sensitive towards the offers of alternative service providers – is also smaller in research respondents (11%). The majority of visitors make up the segment of promoters (87%), respectively, NPS index of community centers is 85% (subtract the detractors from the promoters), which means that consumers of Community Centers are loyal, regularly use the service and recommend specific services to others. NPS index has increased compared to the previous wave on the expense of reducing the share of passive consumers (NPS index was 74% in 2019).

Chart 18. NPS index



As for the reason why consumers are willing to recommend Community Centers to others – as it turns out, primary reasons include quick service (66%), high quality service (58%), comfortable location of the center (38%) and comfortable environment (34%).

Chart 18. Why would you recommend others to apply to Community Center?



SDG 16.6.2 indicator – share of visitors who are satisfied with services

SDG 16.6.2 indicator studies the level of satisfaction with public services (in this case, Service Development Agency) among residents who have used services over the past 12 months. Indicator is calculated based on the following estimations:

- Mean value of positive answers in regard with attributes of public service (mean value of positive answers based on assessment of 5 attributes);
- Share of respondents who are generally satisfied with public services.

In order to calculate the first abovementioned index, 5 questions were incorporated in the questionnaire that measured obtained service: physical availability, financial affordability, effectiveness of providing service, equal treatment to everyone and effectiveness in time. In order to estimate mean value of positive responses:

- Firstly, we have calculated share of those respondents who responded “strongly agree” or “agree” to all five questions;
- Afterwards, we have calculated mean value of the share for all five cases (in compliance with positive responses).

As for the second index, it shows the share of respondents who are generally satisfied with the service of Community Centers (“satisfied” or “very satisfied”).

It is also worth mentioning that both indicators were calculated based on the following principle:

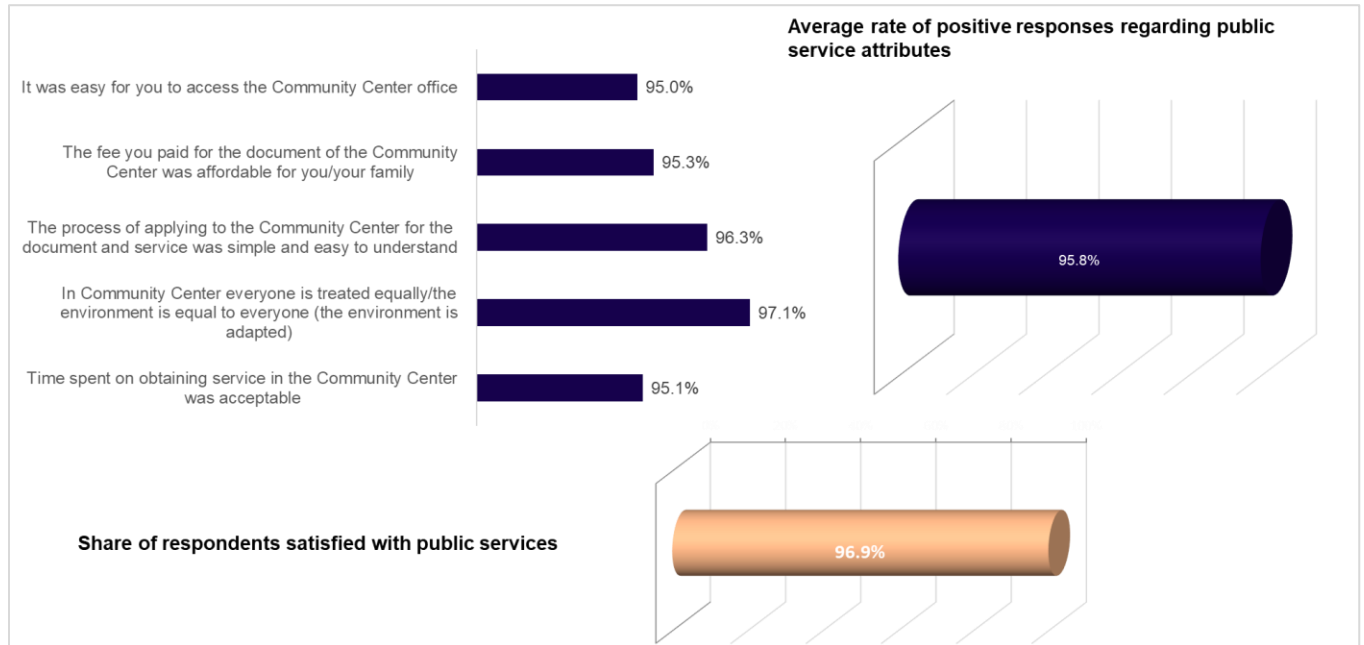
- The relevant questions were asked to those respondents only who had experience of using at least one service provided by one of 14 target centers over the past 12 months.

- Share of positive responses was calculated only from those answers that express clearly determined position – “strongly agree”, “agree”, “disagree”, “strongly disagree” / “very satisfied”, “satisfied”, “dissatisfied”, “completely dissatisfied”. The calculation did not include answers of those respondents who found it difficult to give an answer or refused to answer.

As demonstrated by the study, share of respondents with positive assessments according to all five attributes - physical availability, financial affordability, effectiveness of providing service, equal treatment to everyone and effectiveness in time – exceeds 95%, mean value of these positive assessments is 95.8% which is extremely high index among those, who used the services provided by Community Center over the past 12 months.

The study also demonstrated extremely high level of overall satisfaction with obtained service – 96.7% of those respondents who used the service and who expressed their active position towards the topic are satisfied.

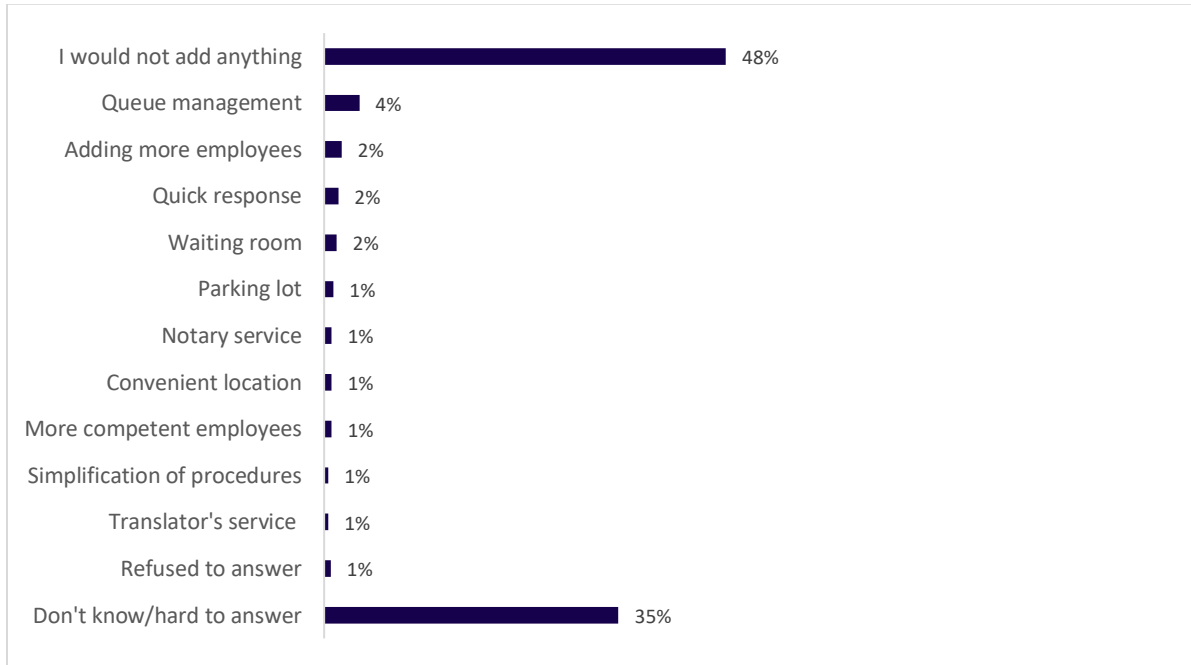
Chart 18. ISDG 16.6.2 indicator



4.6 Additional services and their assessment

Half of respondents (48%) believe that there is nothing to be added or improved in Community Centers, small portion of them recommended to organize lines (4%), make the service quicker (2%) and to arrange a waiting area for visitors (2%). As for the additional services, more than half of them would not add any service, among those who would add some services, their recommendations are minor and too fragmented which makes it difficult to make a distinct conclusion – especially in the perspective of service centers. However, Vani Community Center is worth mentioning where 11% of respondents would like the center to add Notary Service.

Chart 19. Please tell me, what would you like to add/improve in the Community Center?

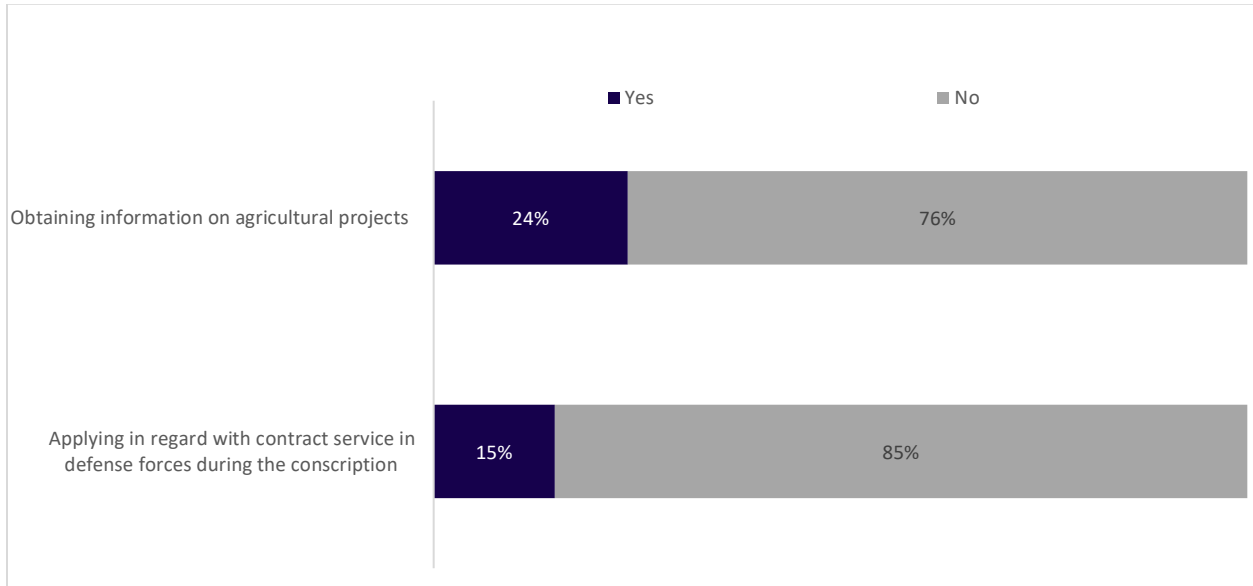


One of the goals of the survey was to study awareness on additional services available at the Community Centers. It turns out, that 3 out of 4 respondents are informed that they can obtain information on agricultural projects (76%) from the Community Center, while 85% of respondents are not aware that they can apply in regard with contract service in defence forces during the conscription.

As per Community Centers, the highest awareness on agricultural projects is reported in Aspindza (51%) and Khevi (42%), while the lowest awareness is demonstrated in Sighnaghi (3%), Ninotsminda (10%) and Vani 13%).

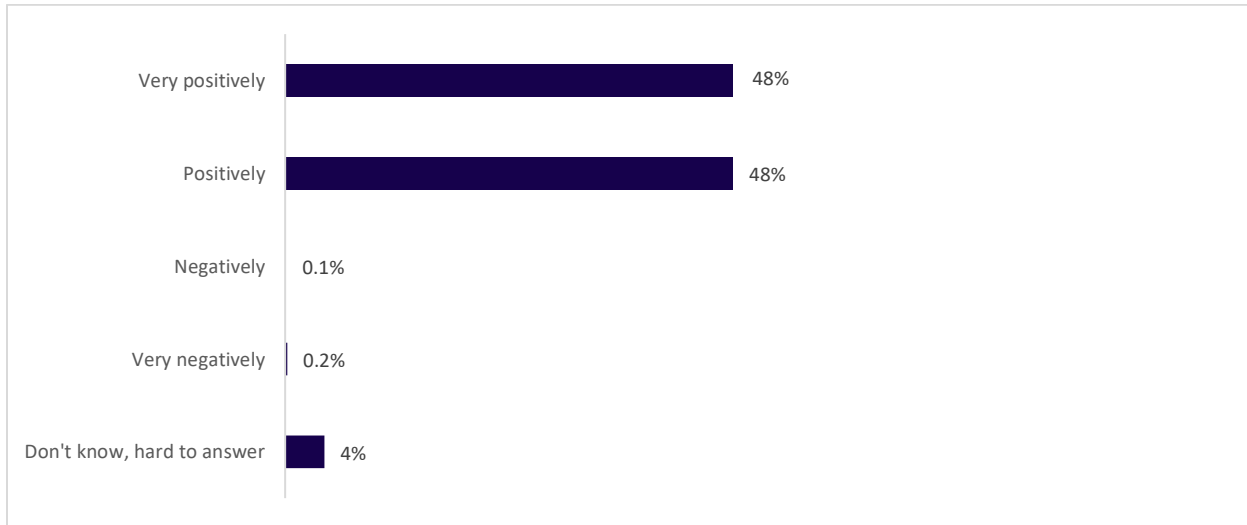
As for applying in regard with contract service in defence forces during the conscription, this service is almost completely unfamiliar in Ninotsminda (0%) and Sighnaghi (1%), while the highest awareness was recorded in Aspindza (46%).

Chart 20. Do you know that you can obtain these services in the Community Center?



In general, it is worth mentioning that the vast majority (96%) of inquired respondents (and not consumers specifically) positively assess presence of the Community Center in their settlement (share of very positive and positive assessments is equal – 48% in both cases).

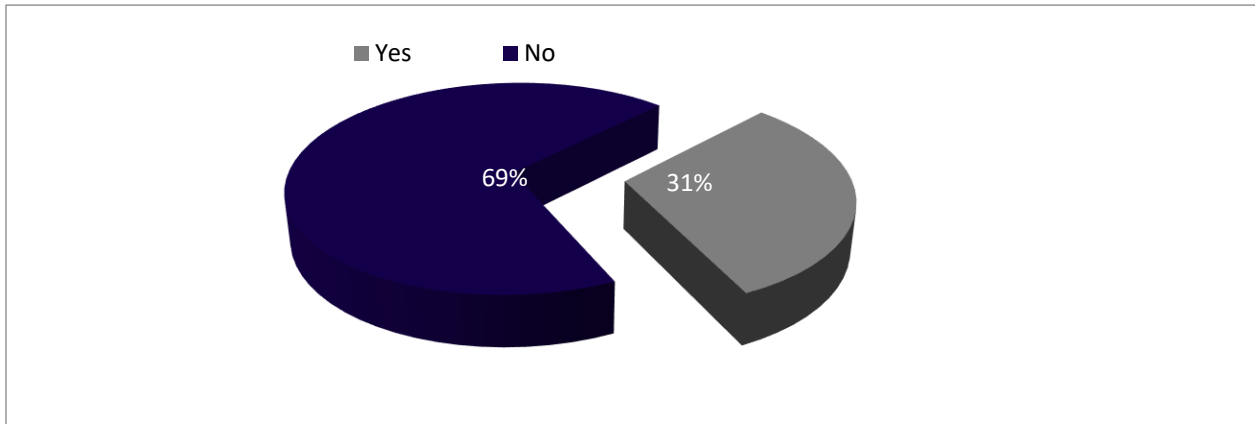
Chart 21. In general, how would you assess the presence of the Community Center in your settlement?



Within the scopes of the survey, we have also studied awareness, use and satisfaction with hotline of Public Service Hall. As obtained results clarify, 31% of respondents have heard of PSH hotline, but only 6% of them have actually used it (N=49). Main reasons to call hotline are to obtain information on services and to find out the reason for belated response. The vast majority – 94% (N=45) of respondents who reported on having used the hotline are satisfied (57%, N=30) or very satisfied (37%, N=15) with this service.

In the perspective of Community Centers, it can be seen that awareness on the call center is the highest in Chrebalo (41%) while awareness of hotline in the consumers of Community Centers varies from 19% to 38%.

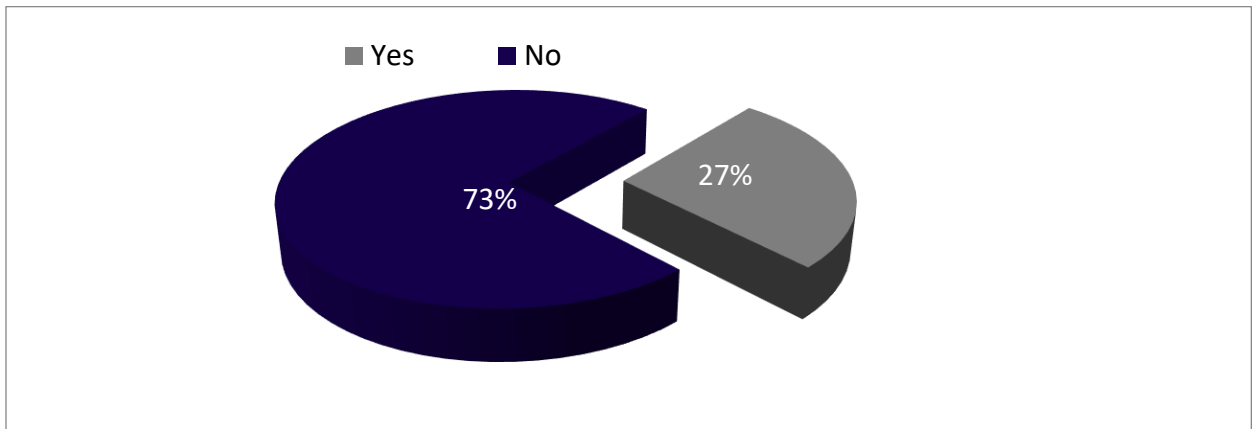
Chart 22. Have you heard of Public Service Hall hotline number?



27% of respondents have heard of online assistance service - online chat available on the website of Public Service Hall, 8% of them (N=56) have even used it to book a visit (N=22), for registration (N=8) and for taking ID card (N=7). The vast majority of respondents who used this service – 95% (N=55) are satisfied or very satisfied with this service.

Situation is different per community centers. The highest awareness on online assistance service-online chat was reported in Khobi (49%), the lowest in Ninotsminda (1%). Index varies from 12% to 38% in other community centers.

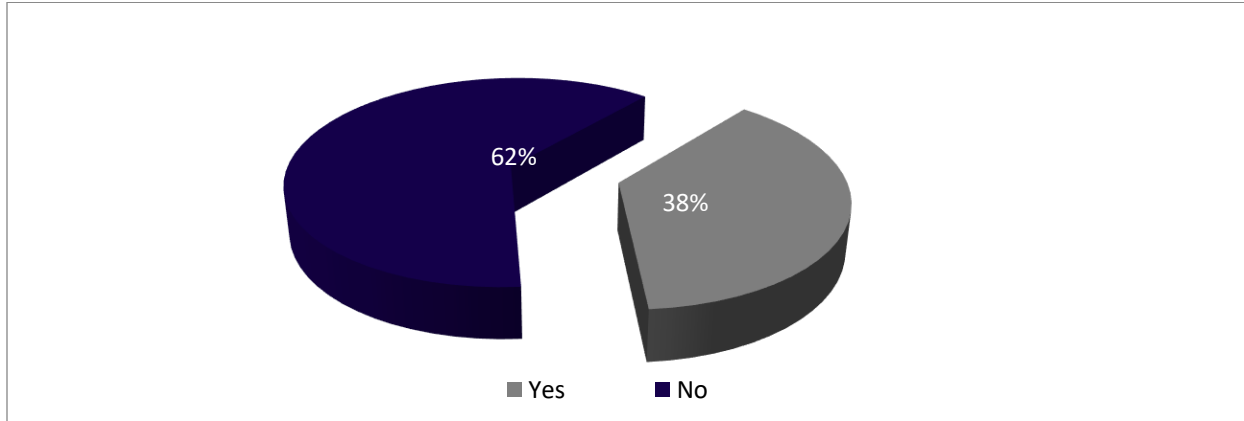
Chart 22. Have you heard of online assistance service available on Public Service Hall website?



38% of consumers are aware that they can obtain services of Community Center online. However, only 4% (N=42) have actually done it and main reason was booking (18). All the respondents who received the service online were satisfied (57% - N=20) or very satisfied (43% - N=22)

Analyzing data in the perspective of Community Centers demonstrated that awareness on online service is almost non-existent in Ninotsminda (1%), while the highest level of awareness was reported in Khobi (55%) and Baghdati.

Chart 23. Have you heard that you can obtain services of Community Center online?



4.7 Demographic profile

Demographics of consumers of Community Centers look as follows:

- 54% of consumers are woman, 46% - man.
- All age categories above 18 use Community Centers.
- The majority of respondents (68%) are married and have secondary education (45%).
- According to employment status, 21% of respondents are unemployed, 27%- pensioner, 21% - hired employees.

Chart 24. Demographic distribution

