JODI Oil World Database User Survey

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Survey Background

❑ Since second JODI user survey (April 2009)

- JODI enjoys more attention and more support
- Expanding data users base
- Frequent submissions of questions and requests from data users to JODIinfo@ief.org

❑ Survey methodology

- Survey questionnaire covers 28 questions
- JODI data users were directed to the survey when they accessed the JODI Oil World Database (Both downloadable and online versions)
- Survey was conducted Between August 22nd to September 30th

❑ Survey objective

- To determine how JODI and the JODI World Database is perceived by users and/or potential users?

Survey Background

Structure of Survey Questionnaire

I. Fact Sheet (general information, 3 questions)
II. JODI (2 questions)
III. JODI database (3 questions)
IV. JODI data use (11 questions)
V. JODI data quality (5 questions)
VI. JODI database system (4 questions)

- ❑ Suggestions
- ❑ Conclusions

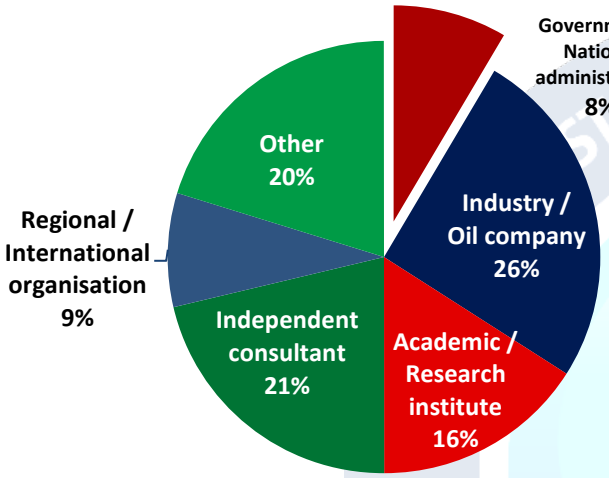
General Information 1/3

Collection Status

- Number of questionnaires received: 100
- Global coverage: 30 countries/economies

General Information 2/3

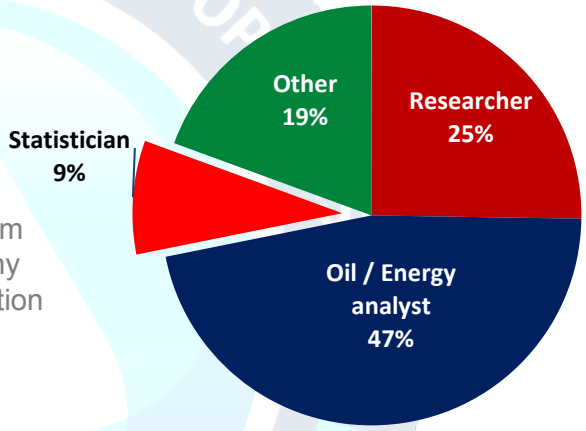
Q2: Which is your sector of activity?



OTHERS:
- IT
- Media/Journalism
- Trading company
- Financial institution

	Last Survey	This Survey	Change
Government / Administration	15%	8%	↓
Industry / Oil company	30%	26%	↓
Academic / Research institute	**15%**	**16%**	↑
Independent consultant	**16%**	**21%**	↑
Regional / Intl organization	**4%**	**9%**	↑
Other	**19%**	**20%**	↑

Q3: What is your occupation?



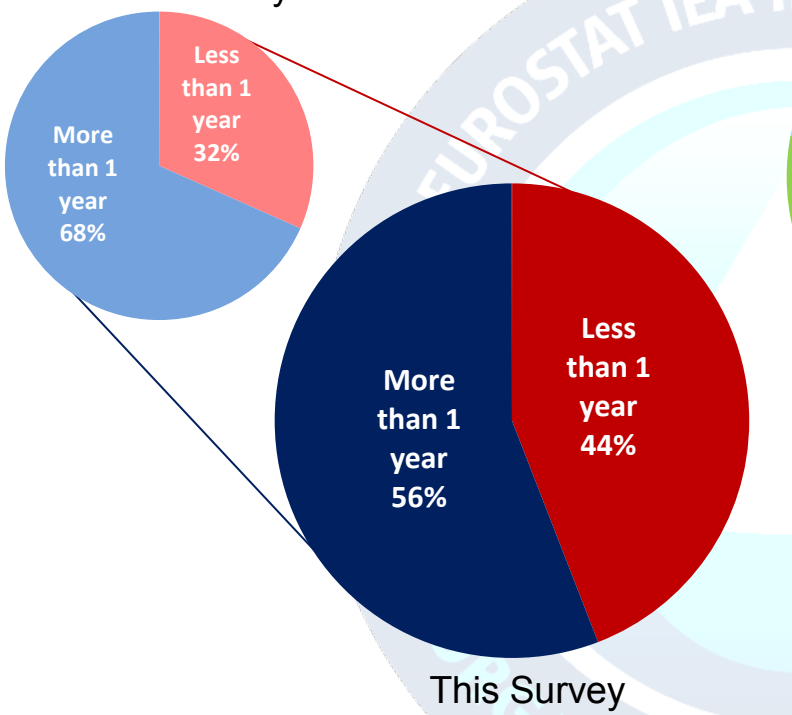
OTHERS :
- Economists
- Students
- Editors / Journalists
- Managers
- Individuals

	Last Survey	This Survey	Change
Researcher	**19%**	**25%**	↑
Oil / Energy analyst	55%	47%	↓
Statistician	13%	9%	↓
Other	**13%**	**19%**	↑

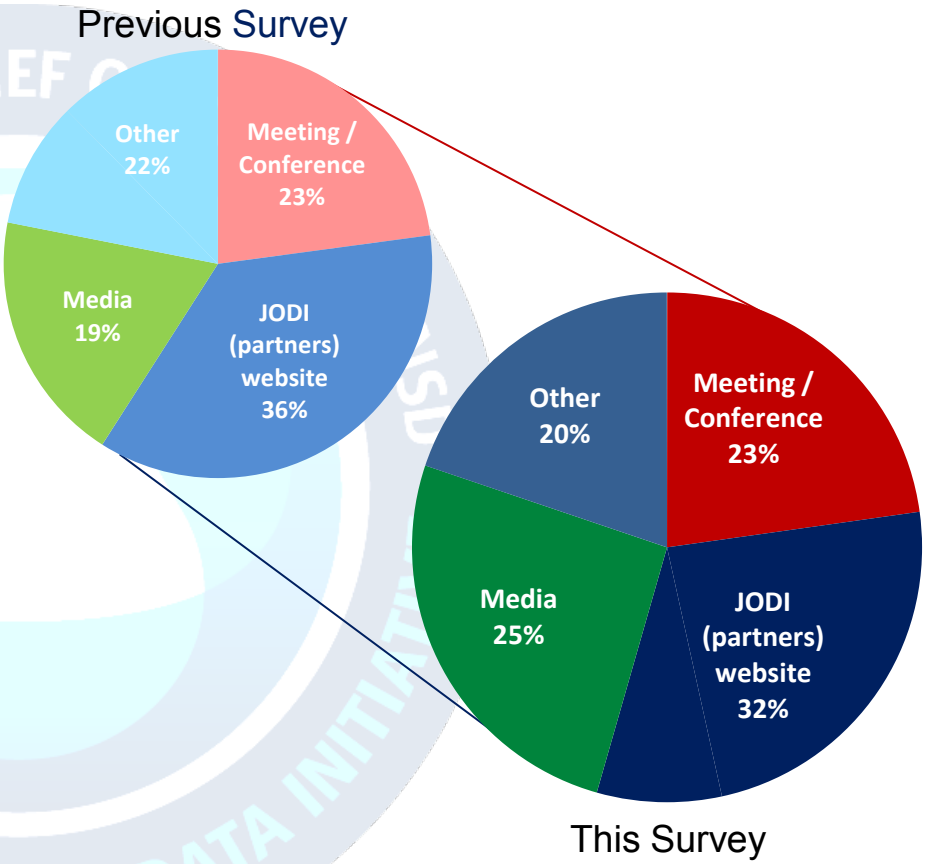
→ High share of users from oil industry, research institutions, and consultants. The majority are analysts and researchers.

General Information 3/3

Q4: How long have you been aware of JODI?



Q5: Where did you hear about JODI?

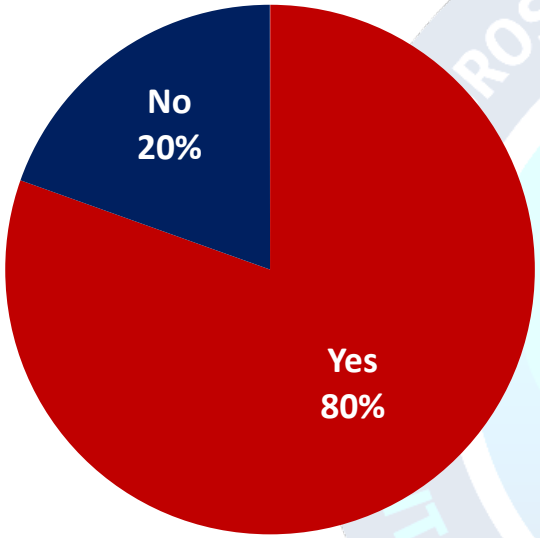


➡ **Compared to the last survey, there are more new users. Media is a key now driving force for improving JODI's visibility.**

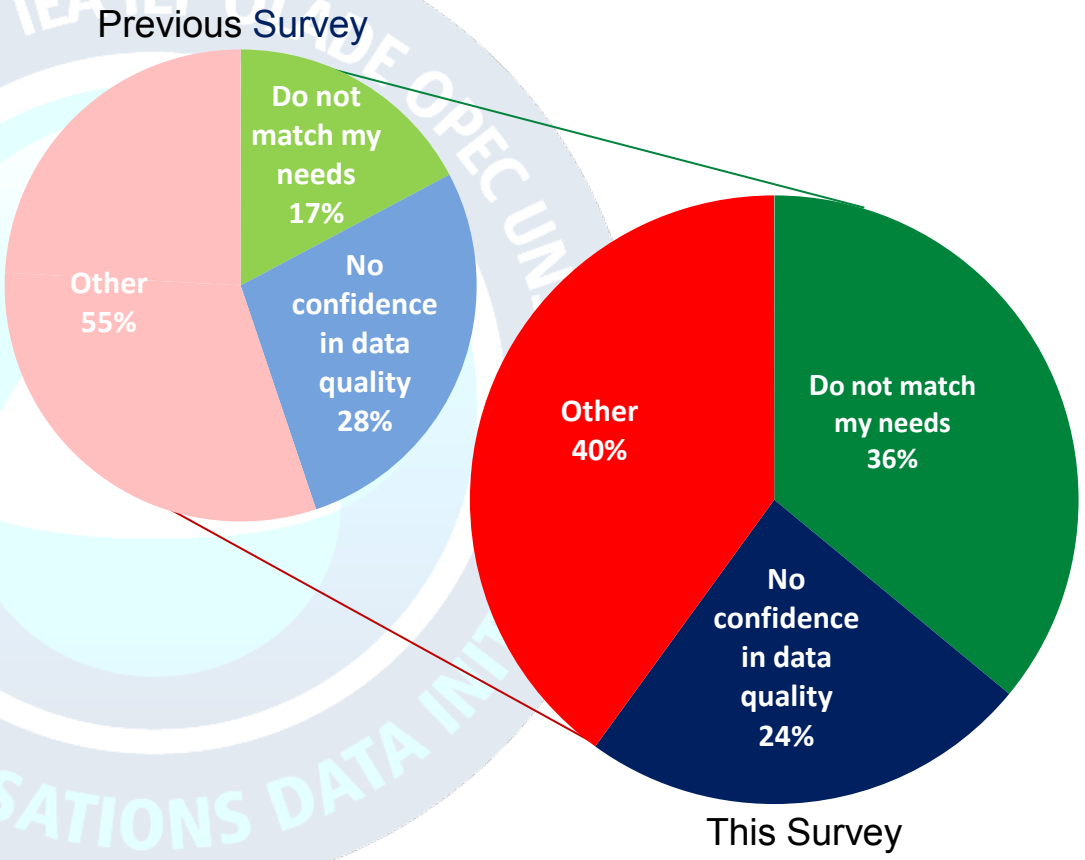
The JODI World Database 1/2

Q6: Do you use the JODI World Database?

(Result similar to previous survey)



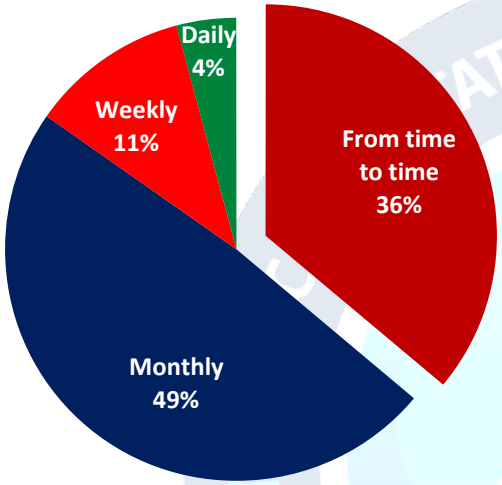
Q17: If no, please specify why?
(out of 25 responses)



→ **For those who don't use JODI, main reason is perceived to mismatch of their needs. Confidence level seems improving.**

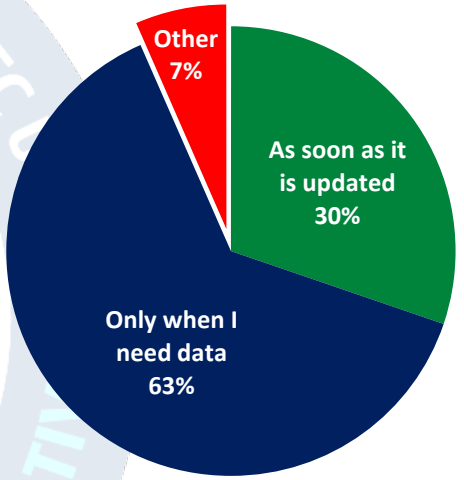
The JODI World Database 2/2

Q7: If yes, how often do you access the JODI World Database?



	Last Survey	This Survey	Change
From time to time	46%	36%	↓
Monthly	**44%**	**49%**	↑
Weekly	**9%**	**11%**	↑
Daily	**1%**	**4%**	↑

Q8: When do you access the JODI World Database?

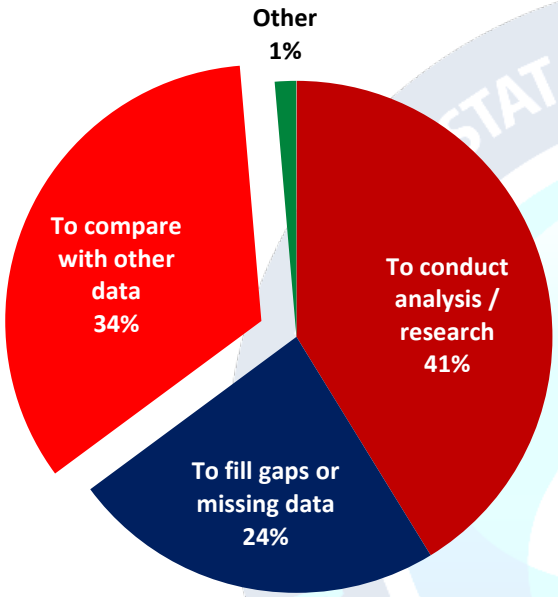


	Last Survey	This Survey	Change
As soon as it is updated	**29%**	**30%**	↑
Only when I need data	66%	63%	↓
Other	5%	7%	

➡ **Now visitors to JODI are regular data users. An important proportion of users value the database's timeliness.**

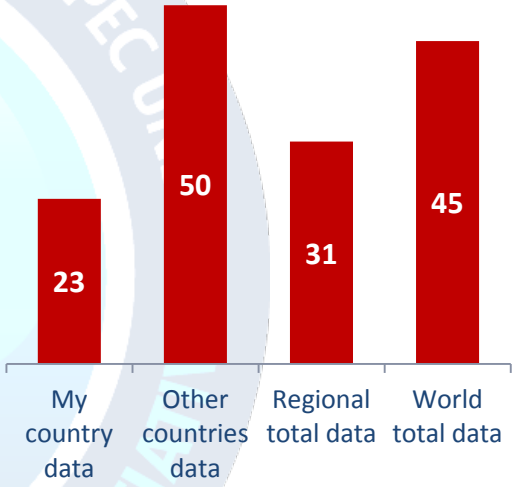
Use of JODI Data 1/4

Q9: What use do you make of JODI data?



	Last Survey	This Survey	Change
To conduct analysis / research	43%	41%	↓
To fill gaps or missing data	24%	24%	
To compare with other data	32%	34%	↑
Other	1%	1%	

Q10: Geographically, which data do you consult? (multi-responses allowed)

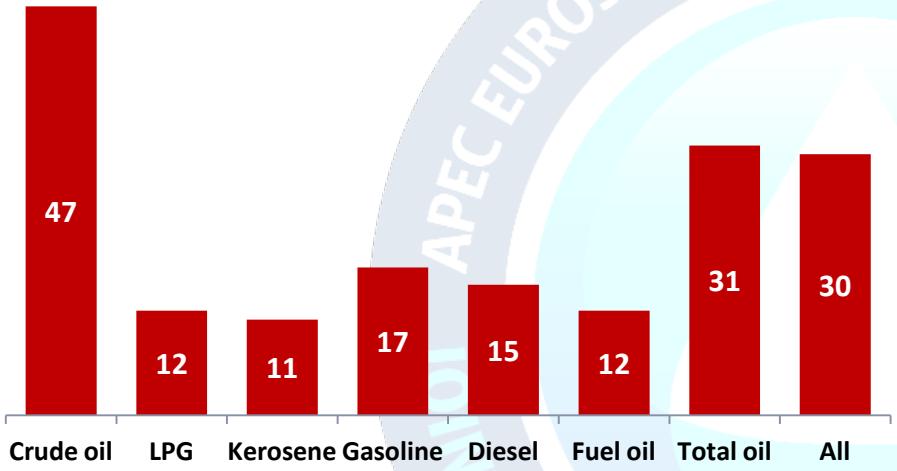


	Last Survey	This Survey	Change
My country data	20	23	↑
Other countries data	31	50	↑
Regional total data	18	31	↑
World total data (Top30)	29	45	↑
Other	2	0	↓

→ JODI is compared with other data sources. Users focus more on data from other countries and have less interest in their domestic data

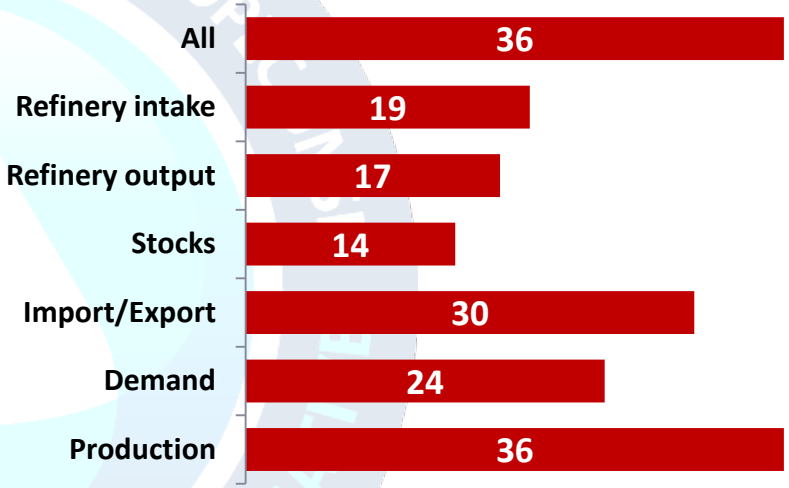
Use of JODI Data 2/4

Q11: What products do you consult?
(multi-responses allowed)



	Last Survey	This Survey
Crude oil	43	47
LPG	15	12
Kerosene	19	11
Gasoline	2	17
Diesel	22	15
Fuel oil	18	12
Total oil	25	31
All	43	30

Q12: What flows do you consult?
(multi-responses allowed)

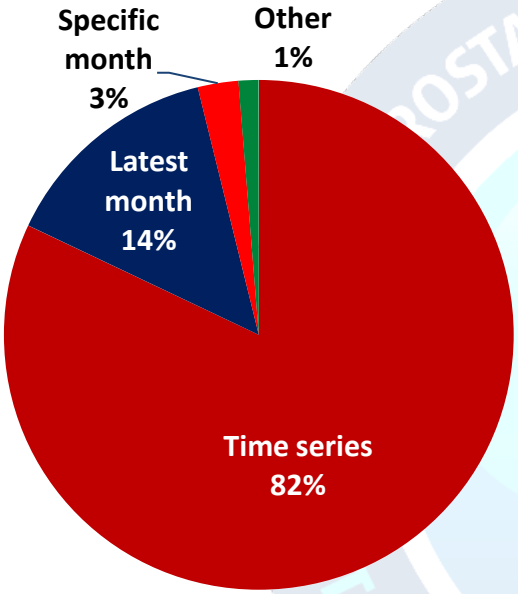


	Last Survey	This Survey
All	46	36
Refinery intake	14	19
Refinery output	17	17
Stocks	21	14
Import/Export	25	30
Demand	28	24
Crude oil production	34	36

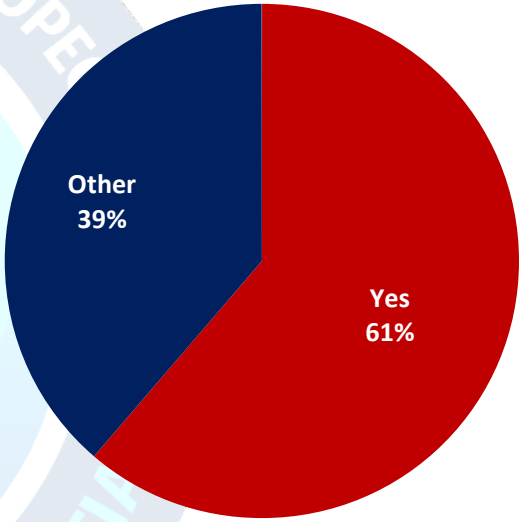
Use of JODI Data 3/4

Q13: How do you view the data?

(Result similar to previous survey)



Q16: If you have been using the JODI World Database for some time, **have you noticed any changes?**

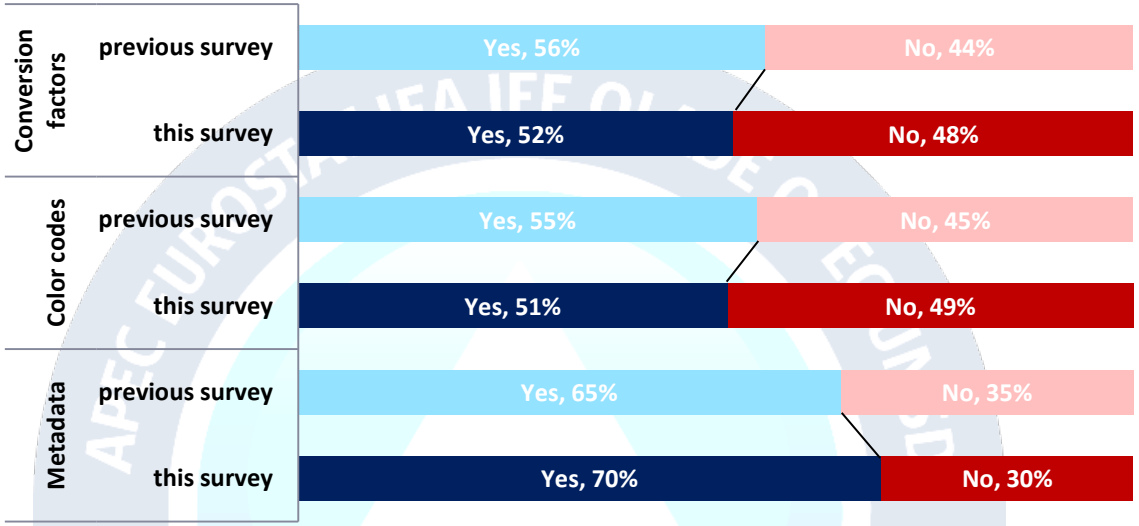


Some of the changes mentioned by JODI users:

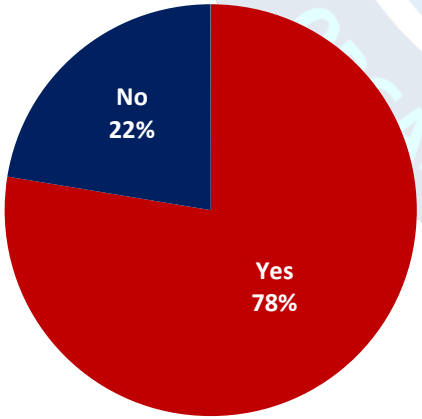
- ❑ **Data quality has improved in some countries but has deteriorated in others**
- ❑ **Data accessibility has improved**
- ❑ **Timeliness and quality of data are improved**

Use of JODI Data 4/4

Q 14: Do you check the following extra features?



Q15: Do you find them useful?



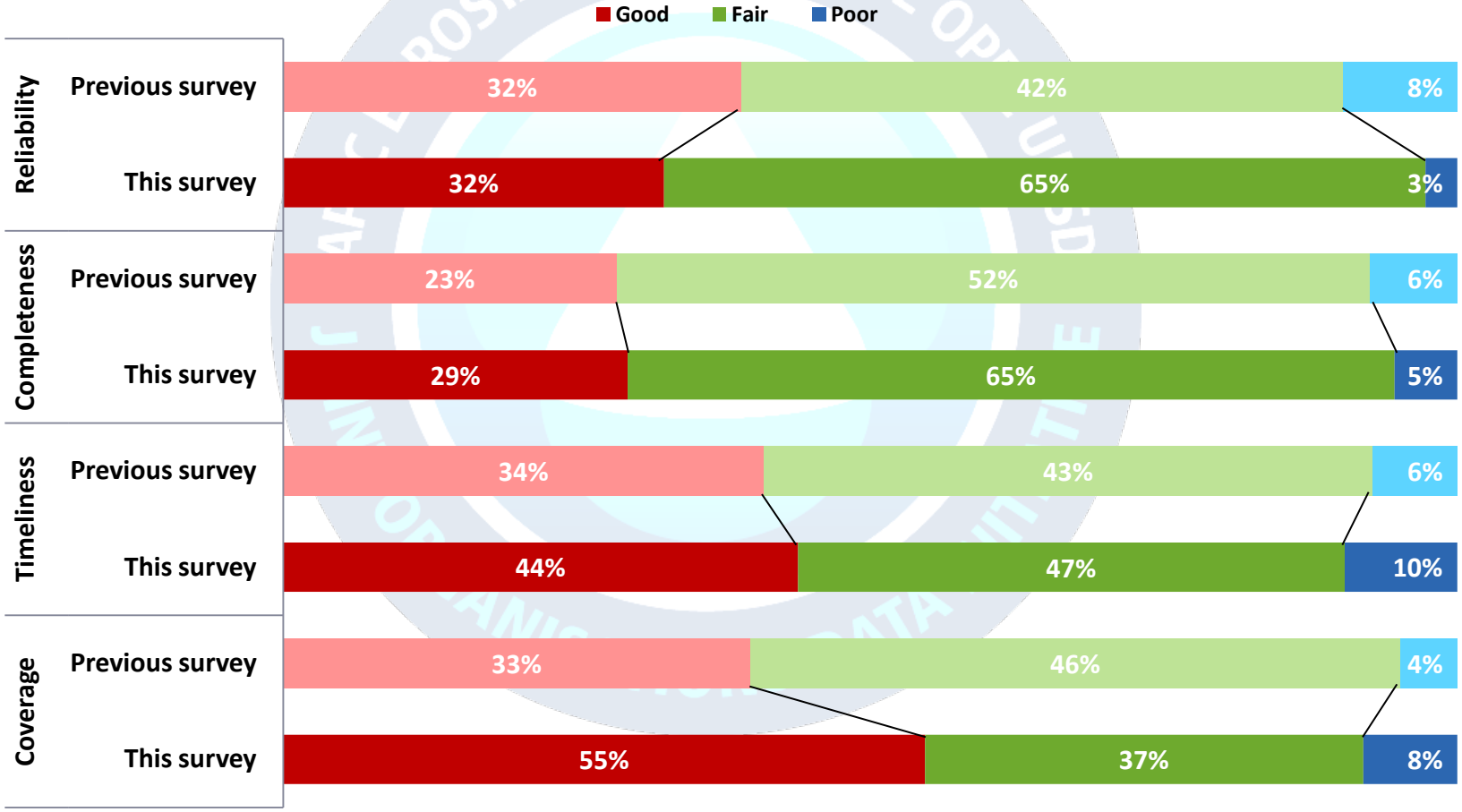
Why not useful?

- ❑ Not enough detail
- ❑ Some conversion factors are clearly wrong
- ❑ I just need the number and use it with caution

Quality of JODI Data 1/1

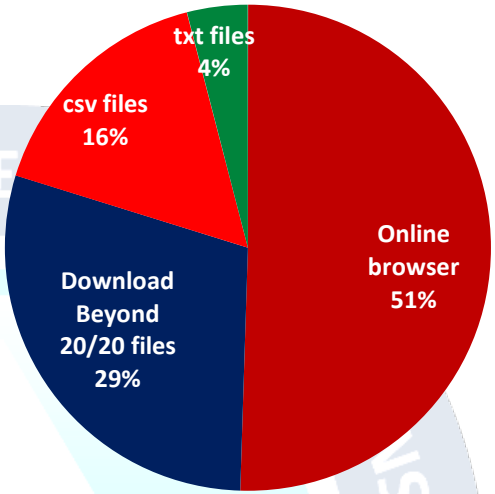
Q20-23: How do you assess JODI data coverage, timeliness, completeness and reliability?

General Assessment of JODI Data Quality

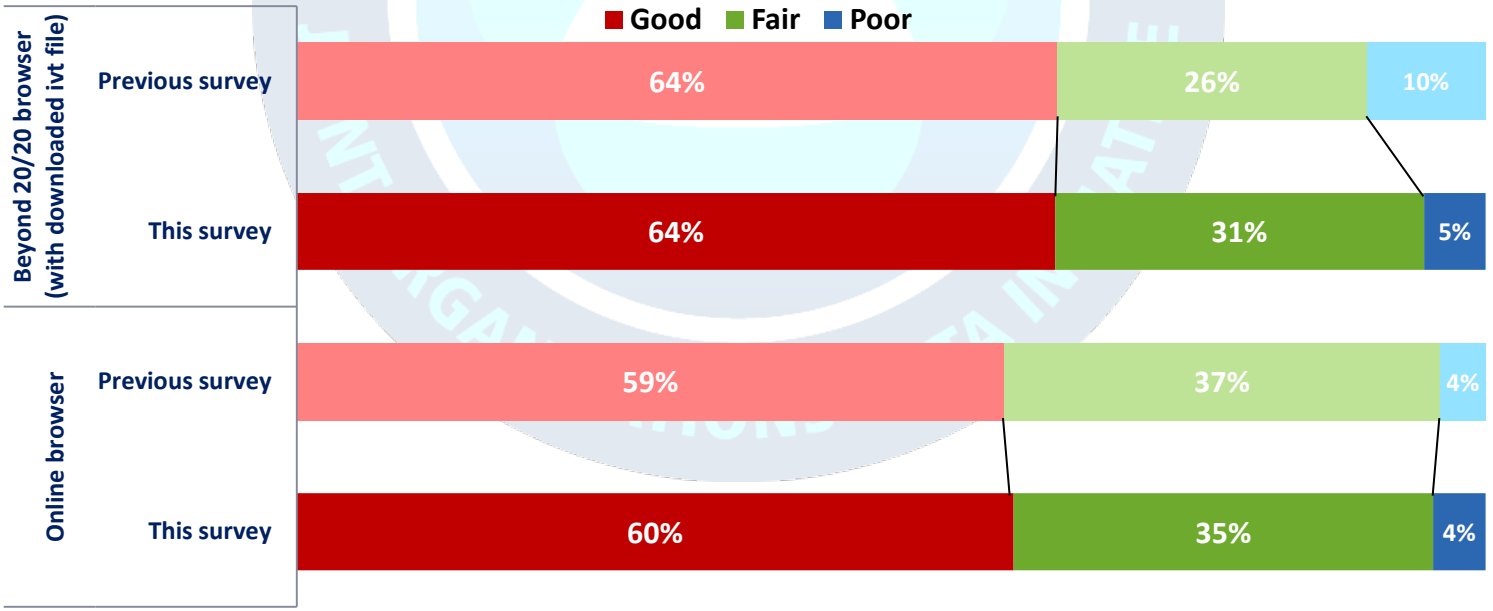


System Aspects 1/2

Q25: How do you access the JODI World database?

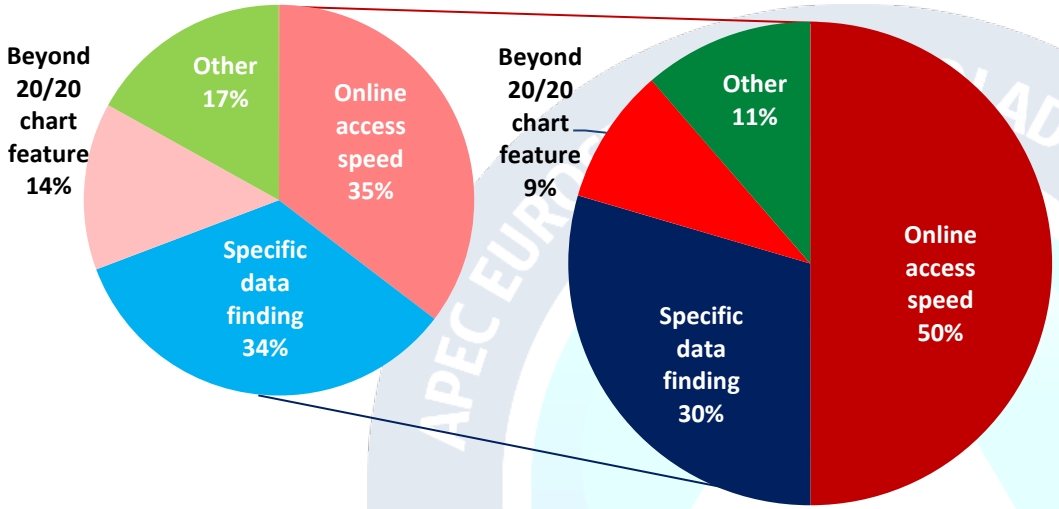


Q26: How do you evaluate the database system?



System Aspects 2/2

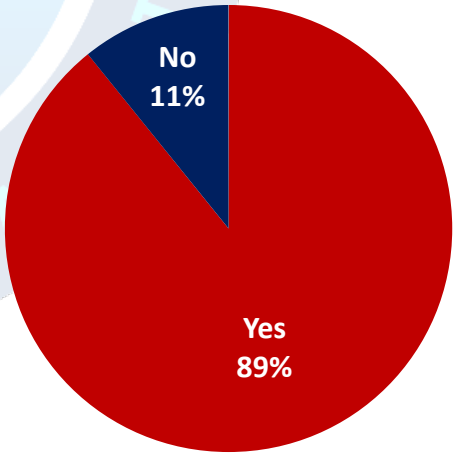
Q27: What difficulties do you face when accessing JODI data?



Difficulties:

- ❑ No B20/20 browser for Mac OS
- ❑ data manipulation
- ❑ size restriction on data download (with online database)

Q28: Are the instructions clear enough to access the system?



Suggestions 1/5

Which areas need improvement?

- **Crude oil:** more details including NGL and condensate
- **Oil products:** Naphtha data set is first priority Data in some emerging countries.
- **Stock data:** Provide both closing level and stock change
- **Geographical coverage:** more countries need to be added
- **Timeliness vs accuracy:** revisions should be made
- **Metadata:** definition of what is included/excluded in data

What are the main priority areas for improvement?

1. Data coverage
2. Timeliness
3. Data quality
4. Visualization of data updates

Suggestions 2/5

Suggestions for improvement to data coverage

- Increase efforts to track missing data
- Provide complete flows (stock data)
- Provide historical data
- Provide more coverage of countries in Central & South Asia
- Recognise expectation of that there is an additional datapoints to be covered by the Extended JODI Oil Questionnaire

Expanding Data Coverage

- ❑ Country coverage: more involvement from DCs
- ❑ Oil flows: refinery runs, crude grades, etc.
- ❑ Product coverage: NGL, condensate, naphtha, etc
- ❑ Gas data: pipeline gas, LNG
- ❑ Capacity data: global capacity or spare capacity

Suggestions 3/5

Suggestions on data timeliness

- Timeliness is critical for market analysis and decision making. Most users are anxious to recieve more timely data.
- There is actually no M-1 data but M-1 + 18 days at the earliest. More effort should be made in non-OECD countries.

  - At country level, to encourage participating countries to cooperate and improve the timeliness of their submissions.
  - With regard to dissemination: timely data posting can be achieved by more frequent data updates (as soon as they are submitted by participating countries/JODI partner organisations).

Suggestions 4/5

Suggestions on data quality

Most users have noticed some quality problems in the database, i.e., some data are still missing, with some inconsistencies and obvious errors. There are many comments on this issue:

- **Gap between JODI data and data from national administration**
- **All missing data should be updated**
- **All errors should be adjusted, corrected, revised or even audited**
- **Notification in case of revisions**
- **Systematic data check and obvious errors need to be corrected**
- **Cross check data against other sources**
- **Indication of data origins**
- **Endorsement for data quality assessment by 3rd parties**

Suggestions 5/5

Suggestions on JODI website

The main concern is to visualise data updates.

Respondents suggested to:

- Need for regular revision on coverage of color codes
- Notify users about changes or improvements made (revision)
- Follow up on #NA values
- Improvement required in provision of more comprehensive/ standardised country notes

Conclusion 1/2

- User base grows as the Initiative receives more media coverage
- 80% of respondents use the JODI World Database and nearly 2/3 of them check the database regularly (at least on monthly basis).
- Majority of respondents are oil/energy analysts. They use JODI data to conduct analysis/research, as a comparator to other data sources and to fill data availability gaps when they find JODI data sound.
- JODI data users tend to look at all the data, as time series
- 80% find the metadata/colour code/conversion factor features useful
- Majority use the on-line system rather than the B20/20 Browser while they look for smooth data access to online database
- 2/3 of users have witnessed positive changes in the database since their initial use of JODI data.

Conclusion 2/2

- More than half of respondents assess JODI data quality as "fair" in terms of timeliness, completeness, coverage and reliability
- Despite the existing problems of missing data and obvious errors, expectation for the JODI database remains high as a unique data source for non-OECD economies/countries
- Improved data quality is the focus of the survey responses and data checking before submission is strongly recommended
- Finally, a more user-friendly website would be a plus; and more frequent communication with users is recommended.

Thank you

For more information at

www.jodidata.org