

# RESULTS OF THE **USER SATISFACTION SURVEY 2022**



# USER SATISFACTION SURVEY OF THE CROATIAN BUREAU OF STATISTICS

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## INTRODUCTION

From 25 November to 23 December 2022, the Croatian Bureau of Statistics (hereinafter referred to as: the CBS) conducted the User Satisfaction Survey for the third time. The aim of the survey was to find out the level of user satisfaction with the products and services of the CBS. At the same time, users had the opportunity to express their needs and remarks, thus participating in improving the overall quality of the CBS.

The survey was conducted online, and the questionnaire could be accessed via the link published on the CBS website (<https://dzs.gov.hr/en>), while users who gave their consent to participate in the User Satisfaction Survey were sent a link by e-mail.

The questionnaire consisted of 17 questions, it was prepared in Microsoft Forms in Croatian and English, and covered the following topics:

- frequency, purpose and manner of using data
- satisfaction with employees/services
- use of the CBS products and satisfaction with them
- satisfaction with the CBS website
- CBS data quality
- sociodemographic characteristics of users.

In order to promote the User Satisfaction Survey and to increase user response, a promotional advertising campaign was carried out on social networks, which lasted from 2 to 16 December 2022. During the implementation of the Survey, two promotional visuals were set on the CBS profiles on Facebook and Instagram (notification and reminder about the implementation), and [news](#) about the implementation of the Survey was published on the CBS website.



## SUMMARY

A total of 192 respondents answered the questionnaire, of which 15 were foreigners.

The majority of users of the CBS data are women (52.6%), the largest number of users belong to the 30 – 49 age group (58.3%) and have post-secondary or tertiary education (78.1%), and work in the economy (20.8%).

The most common frequency of data usage is several times a year (40.1% of users), while 26.6% of users use data on a weekly or daily basis. Respondents mostly use data for business and analytical purposes (34.9%), while more than 30% of users use data for scientific research and educational purposes.

Data/information of the CBS are mostly accessed by users via the CBS website (79.2% of users), and 12.0% of users access these data/information via social networks.

A total of 5.2% of users find data with the help of the employees of the customer relations department and 70.0% of them are satisfied with the information they received and believe that CBS employees are keen to help them.

Out of the total number of respondents, 80.2% use data from First Releases and Statistical Reports, 41.7% use data from databases, and 40.1% use data from Statistics in Line. Social networks of the CBS are followed by a fifth of users (20.1%).

As regards satisfaction with the CBS website, almost half of the surveyed users (48.4%) think that the design of the website is attractive, 58.3% of them agree that the content is written in simple language, 38.5% of users think that navigation on the website is clear and intuitive, and 54.2% of them found the required statistical data/information on the website. Users rated the overall experience of the CBS website with an average score of 3.0.

According to the opinion of the largest number of users, 48.1% of them, the overall quality of the CBS is excellent or very good, 37.5% of users consider it good or satisfactory, while 14.1% consider it bad. Based on the answers obtained from users, the average rating of the overall quality of the CBS is 3.2.

Users also gave constructive suggestions on how to improve the website and raise the quality of data and services.

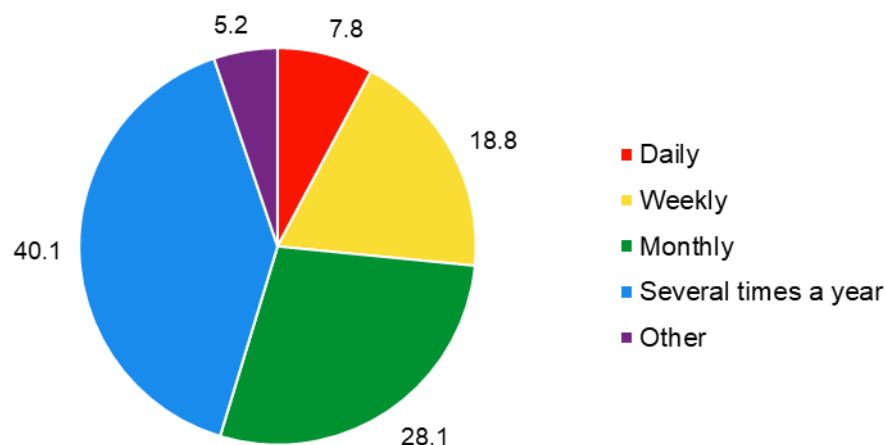
The Survey provided a better insight into the needs of our users, and we will take the received suggestions and comments into account in order to improve our products and services, and raise the overall quality of the CBS to a higher level.

## QUESTIONNAIRE

### Data usage – Frequency, purpose and manner

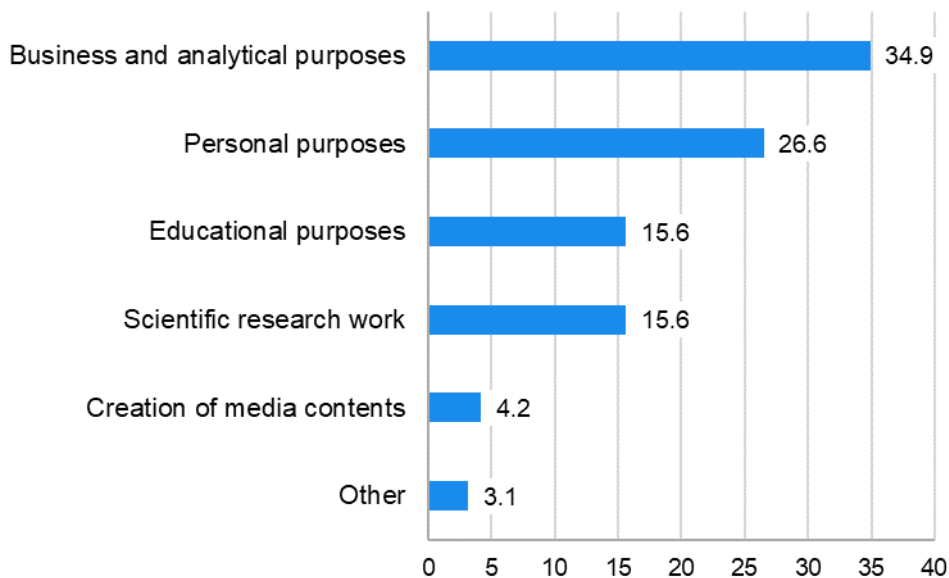
Respondents who participated in the survey mostly use the CBS data several times a year (40.1% of users). A total of 28.1% of users use the data on a monthly basis, 18.8% of them on a weekly basis and 8% of users on a daily basis, which means that almost 55% of users need the CBS data every month or more often. Five percent of users stated that they use the data in different frequency (sometimes, once a year) or they do not use them at all.

Frequency of using statistical data and/or information released by the CBS  
in the last 12 months  
(n = 192, in %)



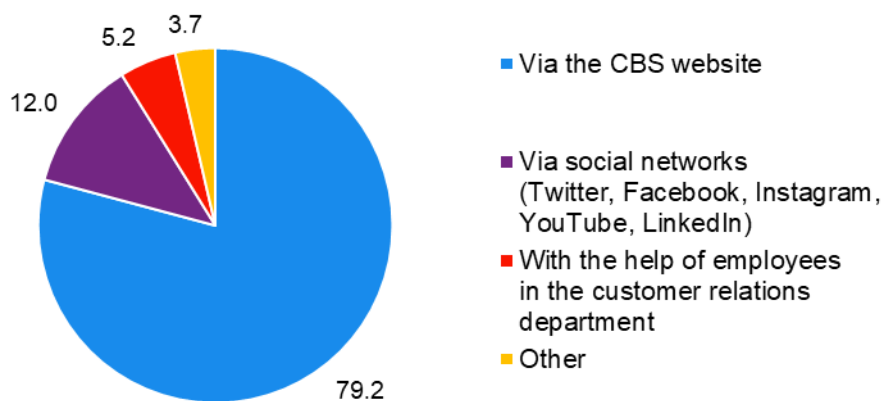
Users mostly use data/information for business and analytical purposes (34.9%), for scientific research work and educational purposes (31.2%) and for personal purposes (26.6%). For the creation of media contents, data/information are used by 4.2% of users, while 3.1% of them use data/information for other purposes.

**Purpose of using the CBS statistical data or information**  
(n = 192, in %)



Most users (79.2%) access data/information via the CBS website, 12.0% via social networks, and 5.2% with the help of employees in the customer relations department. Less than 4.0% of users stated that they accessed the data by searching keywords, using other search engines, etc.

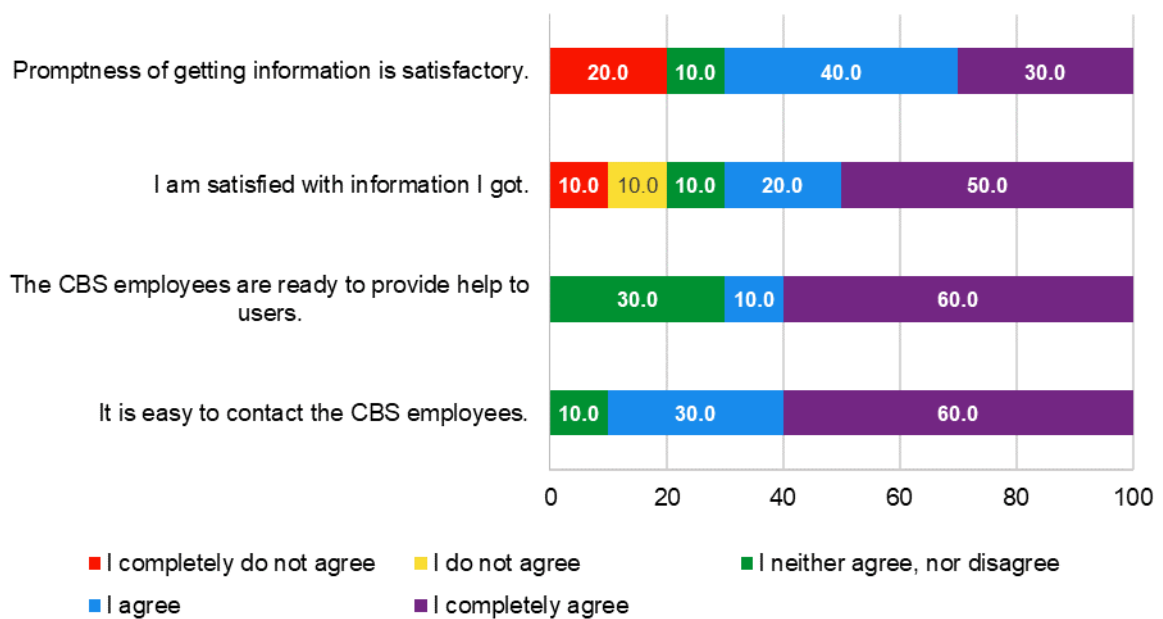
**Manner in which users most often accessed the CBS statistical data or information**  
(n = 192, in %)



### Satisfaction with employees/services

Of the total number of users who contacted the employees of the customer relations department, 70% of them agree (or completely agree) with the statement that the promptness of getting information is satisfactory. Furthermore, the same percentage of users are satisfied (or completely satisfied) with the information they received and agree (or completely agree) that the CBS employees are ready to provide help to users, while 90% of them agree (or completely agree) that it is easy to contact the CBS employees.

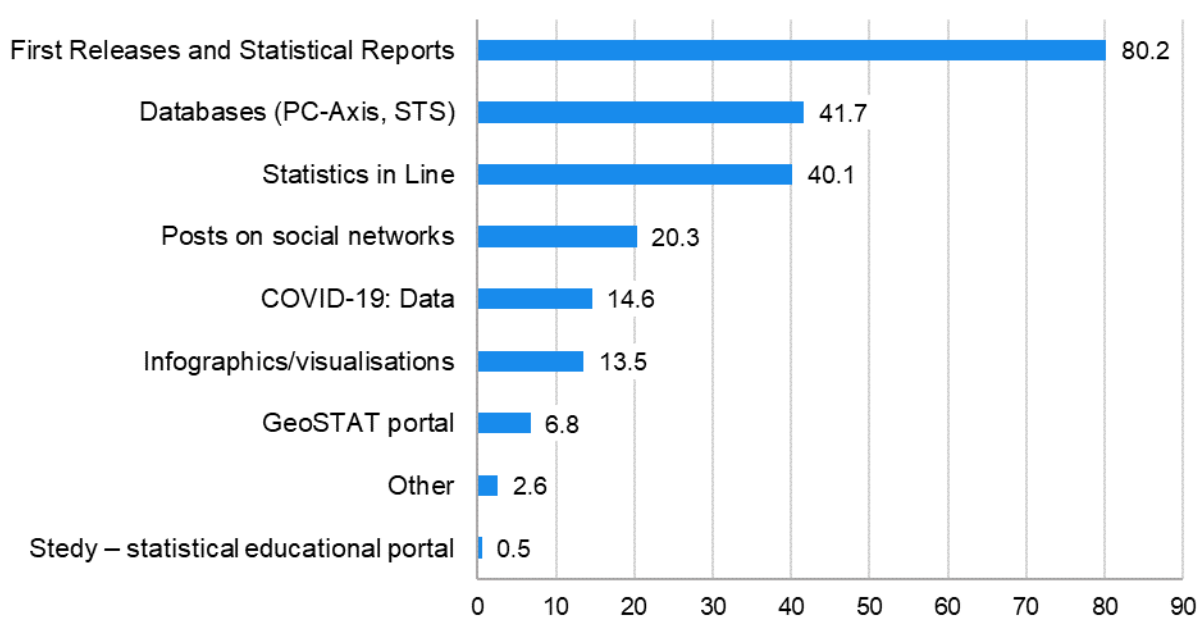
Satisfaction with the CBS employees/services  
(n = 10, in %)



## Use of CBS “products”

Users most often use First Releases and Statistical Reports (80.2%), databases are used by 41.7% of users, while 40.1% of them use Excel tables from Statistics in Line. Slightly more than 20% of users follow the CBS social networks.

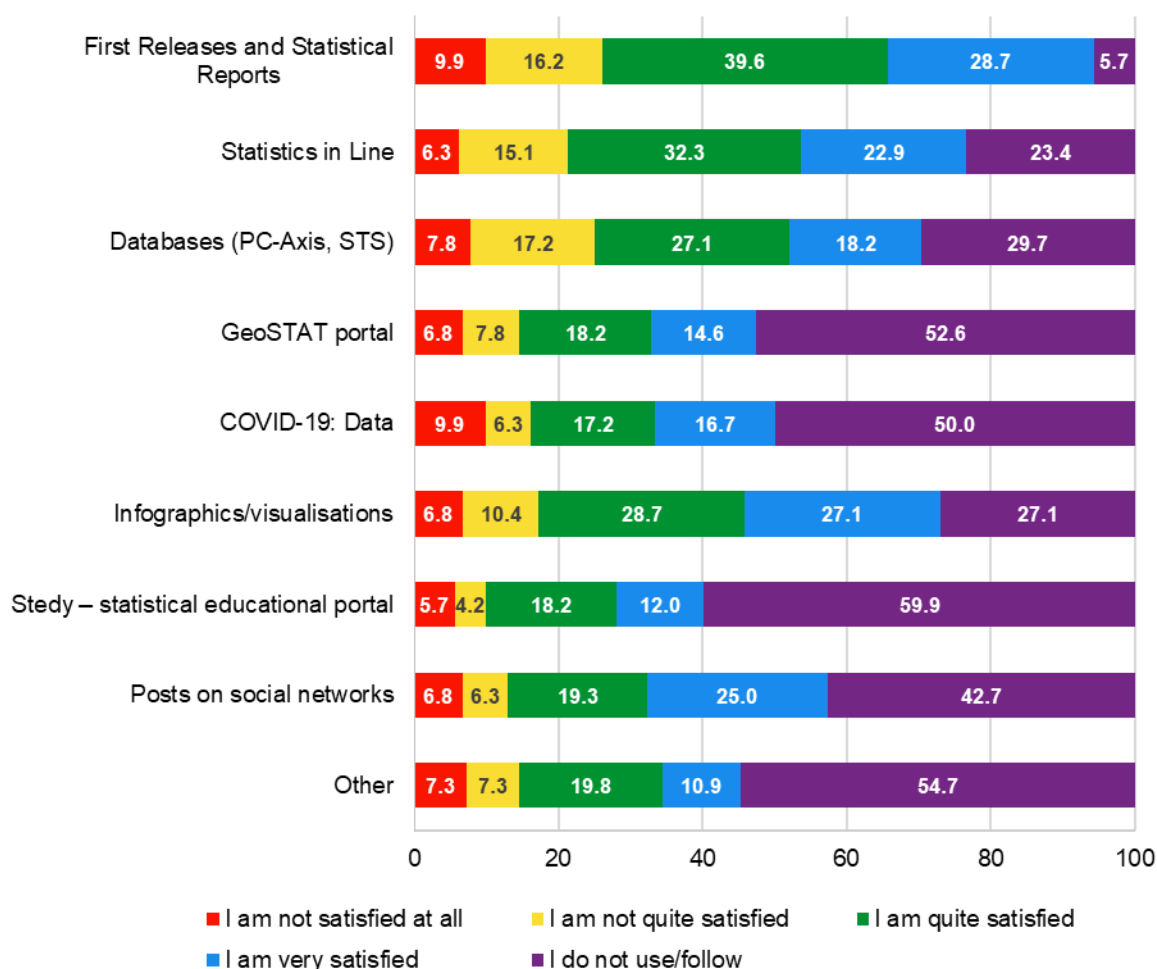
Use of CBS “products” (users could choose a maximum of three answers)  
(n = 192, in %)



As regards First Releases and Statistical Reports, the products most often used by users, 68.3% of them are quite or very satisfied with these publications, while 9.9% of users are not satisfied at all with these publications. A total of 55.2% of users are quite or very satisfied with Statistics in Line, and 45.3% of users are quite or very satisfied with databases. At the same time, almost 30% of users do not use databases, while a quarter of users are not quite satisfied or not satisfied at all with them. A total of 32.8% of users are quite or very satisfied with GeoSTAT portal, while more than half of them do not use it at all. As regards infographics/visualisations, 55.8% of users are quite or very satisfied with them.



Satisfaction with the CBS “product(s)”  
(n = 192, in %)



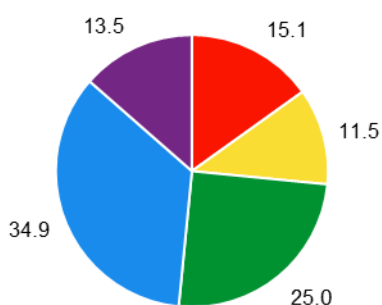
Comments and suggestions related to the CBS “products” were given by 69 users. The comments mostly referred to dissatisfaction with databases, explaining that they contain too little data, and finding and downloading them, according to users’ opinion, is not easy. A part of the users expressed dissatisfaction with First Releases (impractical to use, the content is not adapted to the general public) and, in general, with difficulties in finding data on the CBS website. Some of the suggestions for improvement referred to the publishing of more graphic data presentations and cartographic contents, more up-to-date data publishing and publishing of a larger number of data at lower territorial levels.

## CBS website

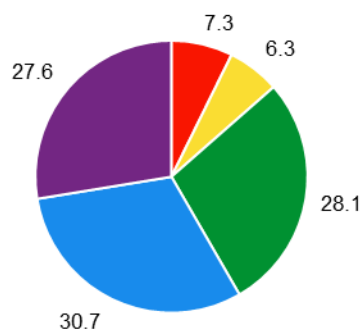
Almost 50% of users agree or completely agree that the design of the website is attractive and 58.3% of them agree that the content is written in a simple language. On the other hand, 32.8% of users think that it is not easy to find statistical data/information on the website and that navigation through the website is not clear and intuitive. A total of 38.5% of users can use the interactive Calendar of Statistical Data Issues with ease, 41.7% of users are satisfied with the organisation of statistical domains on the Statistics menu, and 46.9% of users agree or completely agree that key indicators with related graphs cover all key statistical domains.

**User satisfaction with the website**  
(n = 192, in %)

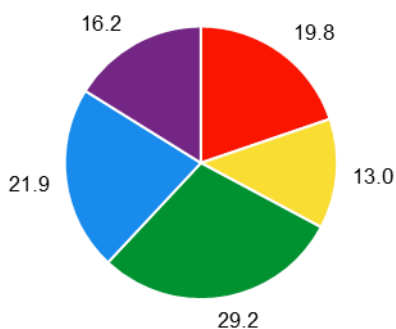
The website design is attractive.



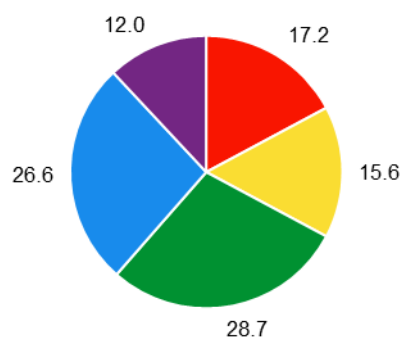
Content is written in plain language.



I can easily find statistical data/information.

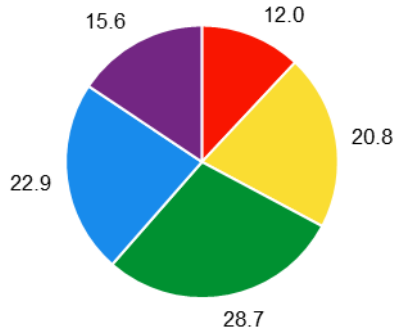


Navigation of web pages is clear and intuitive.

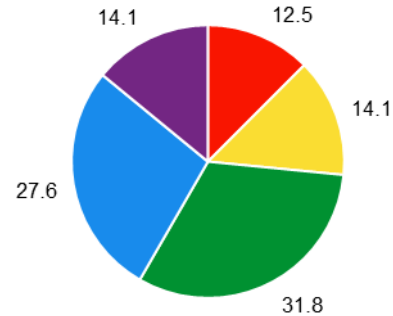


■ I completely do not agree   
 ■ I do not agree   
 ■ I neither agree, nor disagree   
 ■ I agree   
 ■ I completely agree

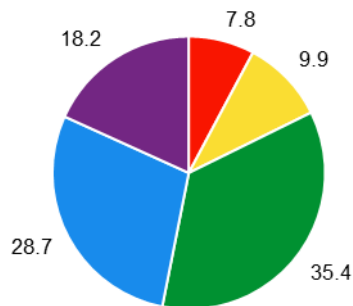
I can use the interactive Calendar of Statistical Data Issues with ease.



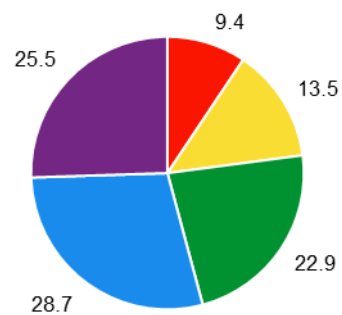
Statistical domains on the menu "Statistics" are laid out well and intuitively organised.



Key indicators with related graphs cover all key statistical domains.



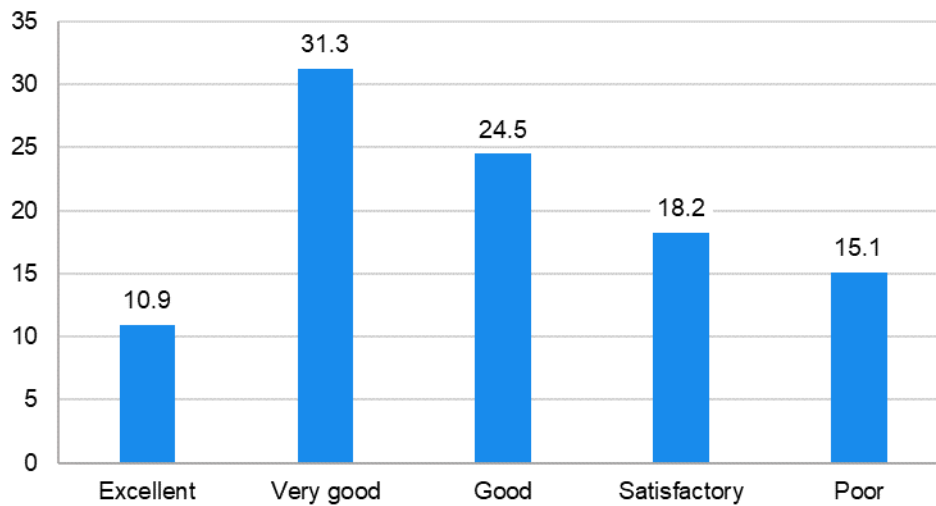
I found statistical data/information I was looking for on the website.



■ I completely do not agree   
 ■ I do not agree   
 ■ I neither agree, nor disagree   
 ■ I agree   
 ■ I completely agree

Regarding the overall experience of the CBS website, 42.2% of users stated that their overall experience was very good or excellent, while 15.1% stated it was bad. Users rated the overall experience of the CBS website with an average score of 3.0.

Users' overall experience of the CBS website  
(n = 192, in %)



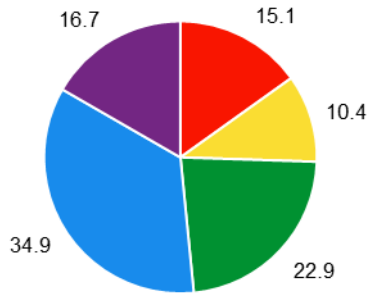
A total of 79 users gave suggestions for improving the website. Most of the suggestions referred to simplifying the website, a different organisation of data, a more transparent Calendar of Statistical Data Issues and a simpler content search.

### Data quality

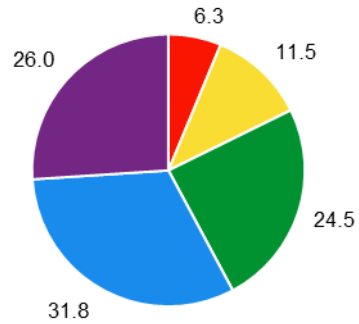
Slightly more than 65% of users agree or completely agree with the statement that the CBS statistical data are reliable, and 63.6% of them would recommend the CBS as a source of information to other persons. The statistical data produced by the CBS meet the data needs of more than half of users (52.1%), and 57.8% of them believe that they are presented in a comprehensible way. However, 21.5% of users are not satisfied with the periodicity of releasing the statistical data, and 25.5% of them are not satisfied with the manner of accessing the statistical data.

User satisfaction with statistical data  
(n = 192, in %)

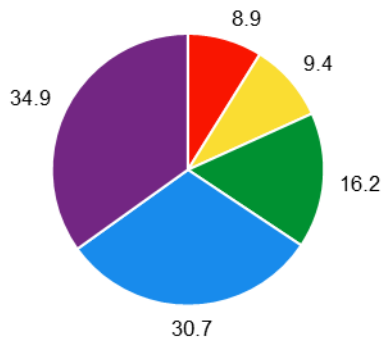
I am satisfied with the manner of accessing the CBS statistical data/information.



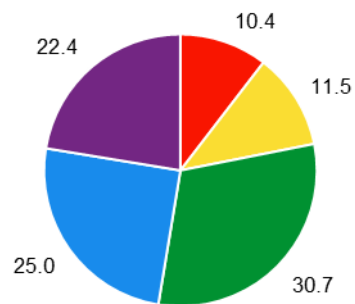
The CBS statistical data are presented in a comprehensible way.



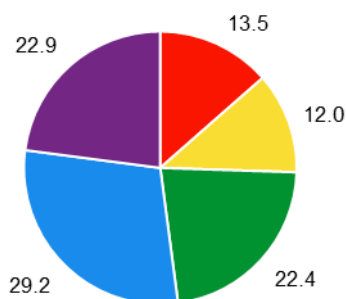
The CBS data are reliable.



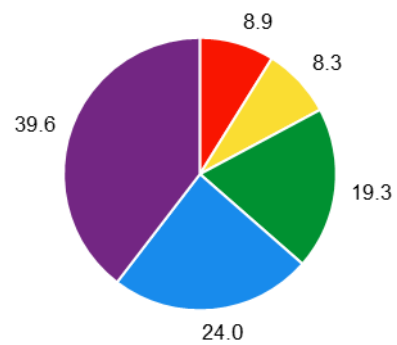
I am satisfied with the periodicity of releasing the CBS statistical data.



The CBS data satisfy my needs for statistical data.



I would recommend the CBS as a source of statistical data to other persons.

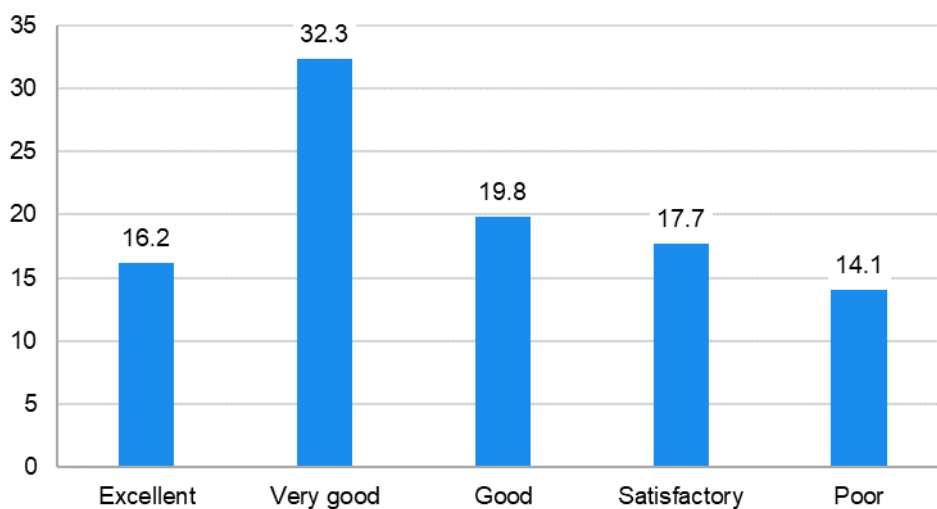


■ I completely do not agree    ■ I do not agree    ■ I neither agree, nor disagree    ■ I agree    ■ I completely agree



Almost 50% of users believe that the overall quality of the CBS is very good or excellent, 19.8% of them rate the overall quality of the CBS as good, 17.7% of users think that the overall quality of the CBS is satisfactory, while 14.1 % of them think that it is not satisfactory. Users rated the overall quality of the CBS with an average score of 3.2.

**Rating of the overall quality of the CBS**  
(n = 192, in %)

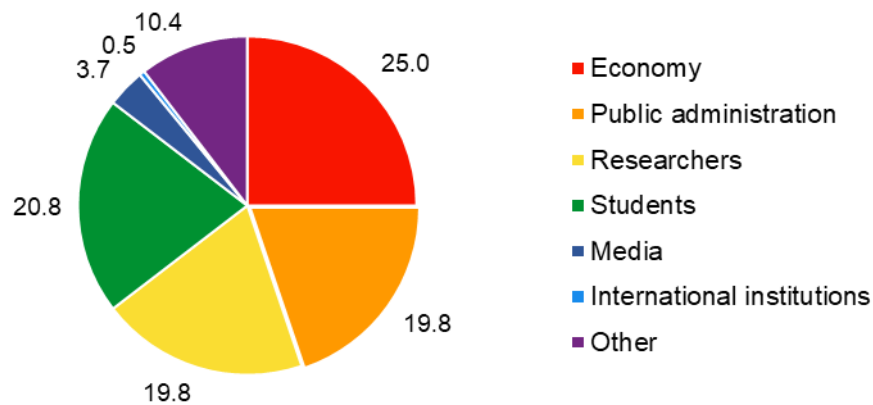


Suggestions for improving the quality of the CBS were given by 63 users. The suggestions mainly referred to increasing timeliness, that is, shortening the deadlines for data publishing and publishing as many machine-readable data as possible and data at lower territorial levels (cities, municipalities, settlements, city districts). In addition, users suggest the creation of modern material with statistical data for educational institutions, more geospatial data on the website, simpler access to data and more functional databases.

## SOCIODEMOGRAPHIC DATA

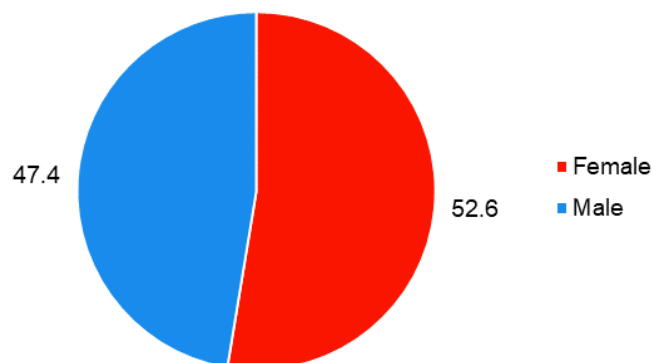
The groups of users to which the respondents mainly belong are the economy (25.0%), students (20.8%), and researchers and public administration (19.8% each). A total of 10.4% of users belong to the group “other” (the public, citizens, associations, pensioners), 3.7% of users belong to the media, while 0.5% of them belong to international institutions.

Users by groups  
(n = 192, in %)

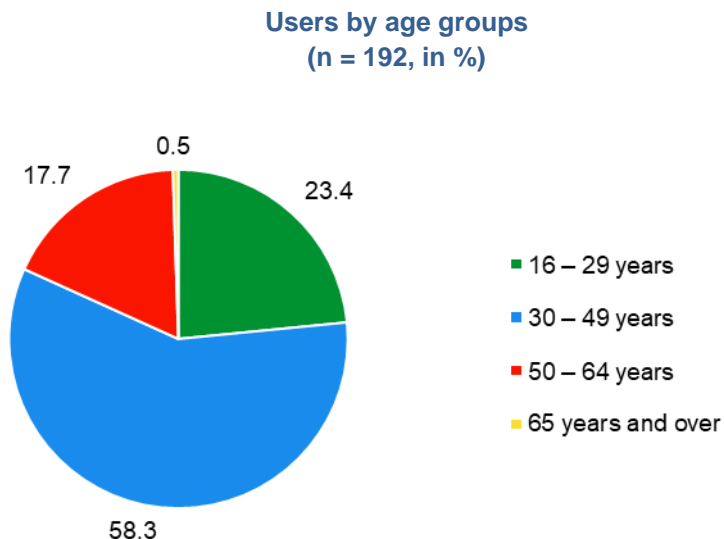


Of the 192 users who responded to the questionnaire, 52.6% were women and 47.4% were men.

Users by sex  
(n = 192, in %)



Regarding the age structure, most users, 58.3% of them, belong to the 30 – 49 age group, 23.4% of users belong to the 16 – 29 age group, 17.7% of them belong to the 50 – 64 age group, and 0.5% of users are 65 and over.



Of the total number of users who responded to the questionnaire, 78.1% have post-secondary or tertiary education, 21.4% have secondary education, and 0.5% primary education.

