



Results of the

USER SATISFACTION

SURVEY

2025



July, 2026

USER SATISFACTION SURVEY OF THE CROATIAN BUREAU OF STATISTICS

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INTRODUCTION

From 27 November to 30 December 2025, the Croatian Bureau of Statistics (hereinafter: the CBS) carried out the User Satisfaction Survey. The aim of the survey was to determine the level of user satisfaction with the products and services of the CBS and to identify opportunities for improving the quality of operations.

The survey was conducted online, with the questionnaire made available via links on the CBS websites (<https://dzs.gov.hr/en> and <https://podaci.dzs.hr/en>). Users who gave their consent to participate in the User Satisfaction Survey were sent the link by e-mail.

The questionnaire consisted of 22 questions; it was prepared in the Microsoft Forms programme, in Croatian and English, and covered the following topics:

- sociodemographic characteristics of users
- use of statistical data and products/services of the CBS
- quality of statistical data
- dissemination of statistical data
- quality and trust in the CBS.

In order to promote the User Satisfaction Survey and to increase user response on social networks Facebook and Instagram, a promotional advertising campaign was carried out, and a [news article](#) containing a link to the questionnaire was published on the CBS website.

SUMMARY

In total, 194 users answered the questionnaire, of whom 12 were foreigners.

Similar to the survey conducted in 2024, the majority of CBS data users are women (57.1%). The largest share of users belongs to the 30 – 49 age group (45.9%), and most have post-secondary or tertiary education (81.4%). Compared with the survey conducted in 2024, in which the largest share of participants was employed in the economy (29.9%), this survey saw a higher turnout of users employed in public administration (28.9%).

Monthly data use was the most common frequency of use (24.7% of users).

Among the users surveyed, 70.1% find statistics very easy or somewhat easy to understand, whereas 7.7% of them reported having difficulties understanding statistical data. A total of 78.8% of users were familiar with the products and services of the CBS, and they mostly used the data for business and analytical purposes (50.5%).

Statistical Reports were the most widely used CBS product, with 87.6% of users using them, while Statistics in Line were used by 80.9%. Dashboard was used the least (47.9% of users), and the lowest average rating was given to the STS database (3.4). Users gave infographics and visualisations an average rating of 3.9, making them the most highly rated CBS products.

Users were most satisfied with the quality of tourism data, which received an average rating of 3.76. Data from that domain had the best average rating in the previously conducted survey as well, with a score of 3.66.

Almost three quarters of users (74.8%) partially or completely agreed with the statement that they could find the statistical data/information they need on the CBS website, whereas 62.4% of them obtained statistical data from the CBS homepage.

Among the users who accessed the data on the Data Dissemination and Collection Portal from the CBS homepage, 64.5% of them most often or always used the “Statistics” menu and selected the appropriate statistical domain. The embedded search engine for accessing data was never or rarely used by 43.8% of users, while 59.8% of users rated their overall experience with the websites as very good or excellent.

The CBS’s most frequently used social networks were Instagram and Facebook.

Digital publications of the CBS were used by 40.2% of users, mostly for business purposes, educational purposes, and out of curiosity. More than half of users (56.4%) looked at the table of contents in the publication and read only the chapters they were interested in, while 10.3% of users downloaded a dataset for a more detailed analysis. A total of 74.3% of users were satisfied with their overall experience with digital publications.

Most users (85.6%) had a high level of trust in the data published by the CBS. The same percentage of users greatly trusted or tended to trust the CBS to guarantee the confidentiality of submitted information and data security. Based on the responses received, the average rating of the overall quality of the CBS was 3.77, whereas in the previously conducted survey the average rating was 3.58.

Users also provided suggestions for improving and raising the quality of CBS data and services.

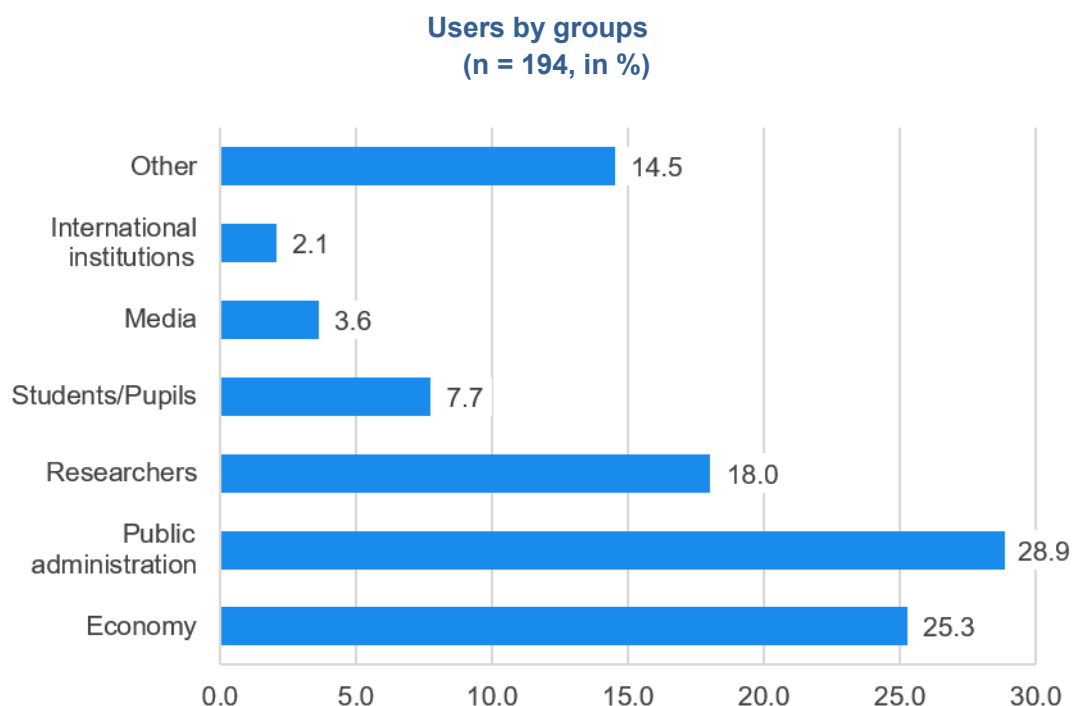
Users suggested further modernisation of the websites, easier downloading of data, a higher-quality search engine, the introduction of AI tools, better database organisation, more interactive visualisations, simpler interpretation of data and clearer notes on methodology tailored to the general public, as well as stronger communication with users and the academic community.

The CBS will continue to improve its products and services and adapt them to user needs based on the results of the survey.

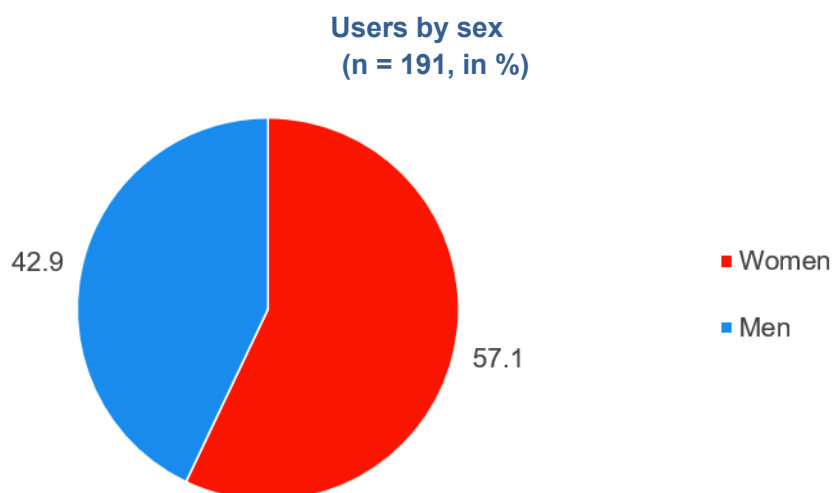
QUESTIONNAIRE*

Sociodemographic data

The largest share of users who participated in the survey comes from public administration (28.9%), followed by users from the economy (25.3%) and researchers (18%). A total of 14.5% of users belongs to the 'other' group (the public, citizens, pensioners), 7.7% are pupils and students, 3.6% belongs to the media, and 2.1% of users are from international institutions.



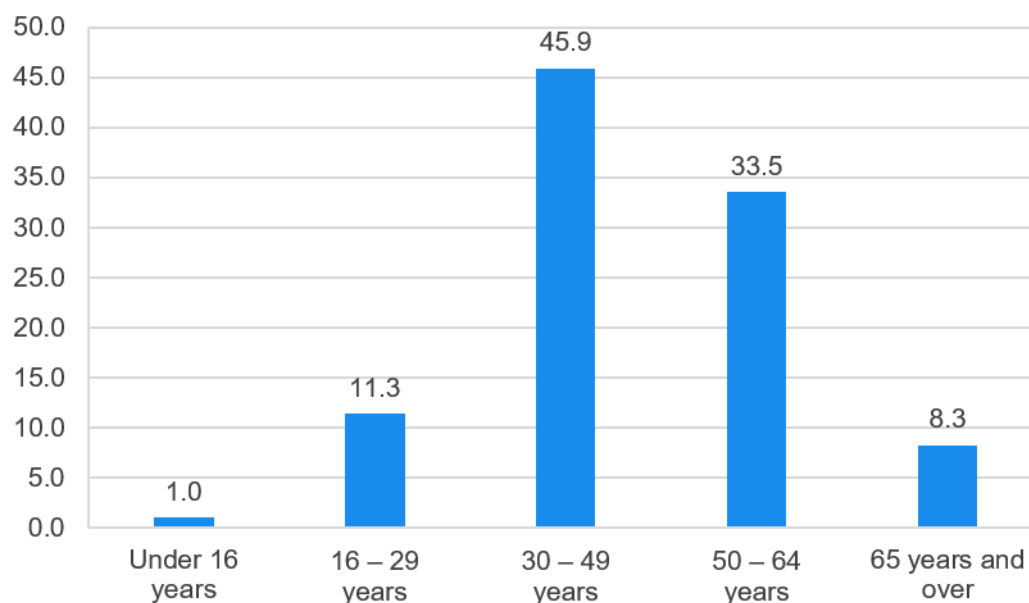
Of the 191 users who responded to the question regarding sex, 57.1% are women and 42.9% men.



* Deviation of sums may occur in certain graphs due to the rounding of the survey results.

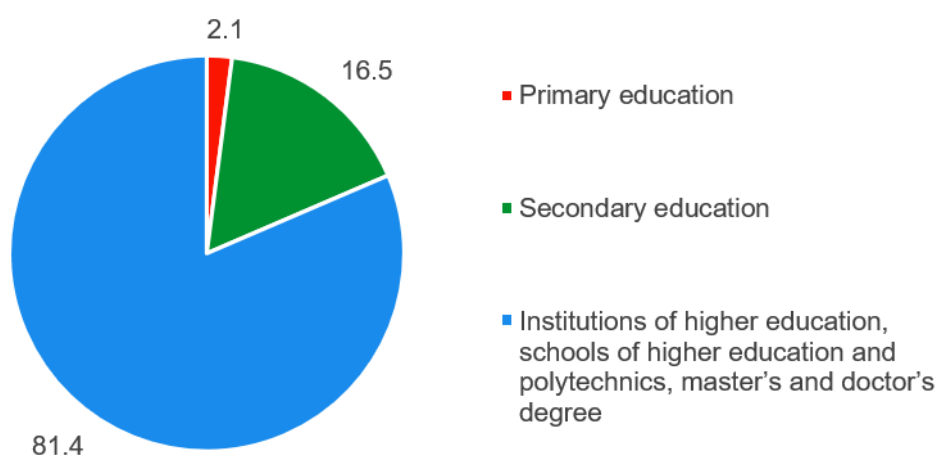
Regarding the age structure, most users, 45.9% of them, belong to the 30 – 49 age group, 33.5% of users belong to the 50 – 64 age group, 11.3% of them belong to the 16 – 29 age group, and 8.3% of users are aged 65 and over. A total of 1.0% of users are under 16 years of age.

Users by age groups
(n = 194, in %)



Out of the total number of users who responded to the questionnaire, 81.4% have post-secondary or tertiary education, 16.5% have secondary education, and 2.1% primary education.

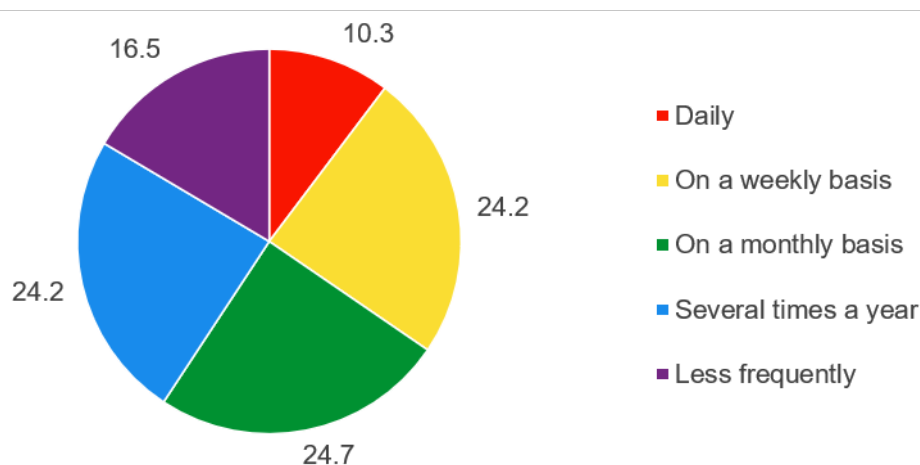
Users by educational attainment
(n = 194, in %)



Use of statistical data and products/services of the CBS

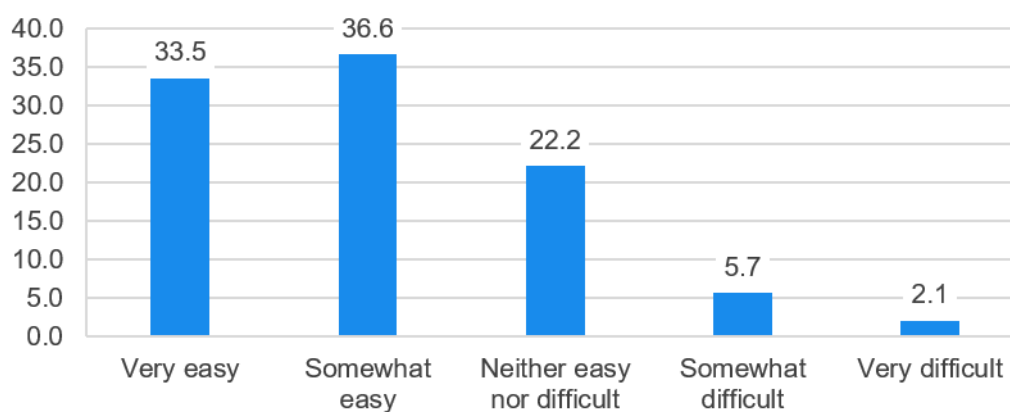
Users who participated in the survey mostly use CBS data on a monthly basis, 24.7% of them. A total of 24.2% of users use the data on a weekly basis, while the same percentage use the data several times a year. The statistical data of the CBS are used less frequently by 16.5% of users, while 10.3% of users use them daily. The results show that more than 50% of users use CBS data at least once a month.

Frequency of using the CBS statistical data
(n = 194, in %)



Most users, 70.1% of them, find that statistics are very easy or somewhat easy to understand, whereas 7.7% of them consider statistics somewhat difficult or very difficult to understand. The responses indicate that a small proportion of users have difficulty understanding statistics or statistical data.

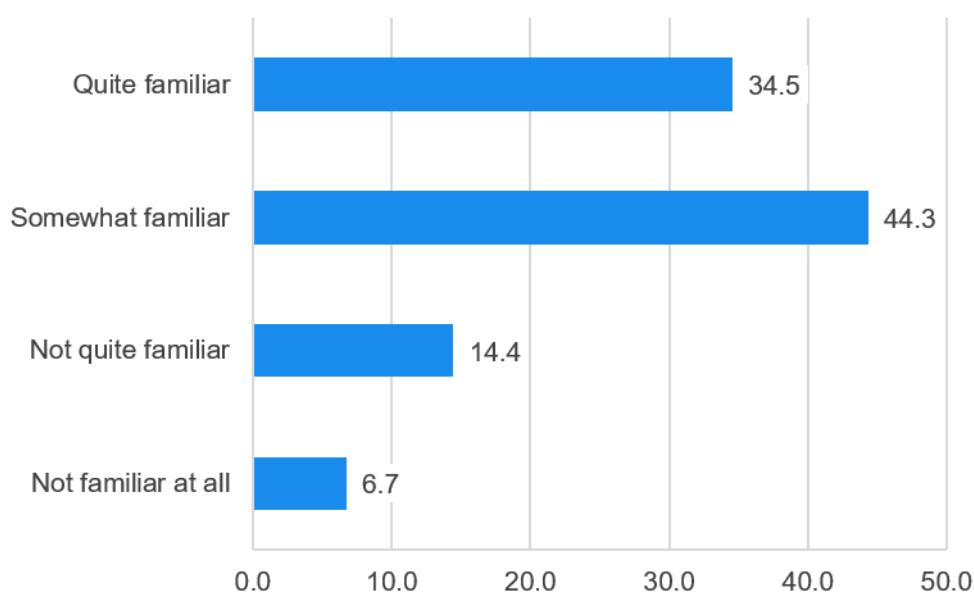
Understanding statistics/statistical data
(n = 194, in %)



Users most often cite simpler interpretation of data, more comprehensible notes on methodology and clearer explanations of statistical concepts and indicators, adapted to the general public, as opportunities for better understanding statistics and easier use of statistical data. Among the suggestions, the need for a greater number of interactive tools, visualisations, graphs, and infographics to make data clearer and easier to understand, as well as educational activities such as webinars, workshops, video tutorials, and guides for beginners are also highlighted. Users also cite a need for easier downloading of data, instructions on using the databases, clearer time series, a better search engine, more frequent data updates, and stronger communication and popularisation of official statistics among the general public.

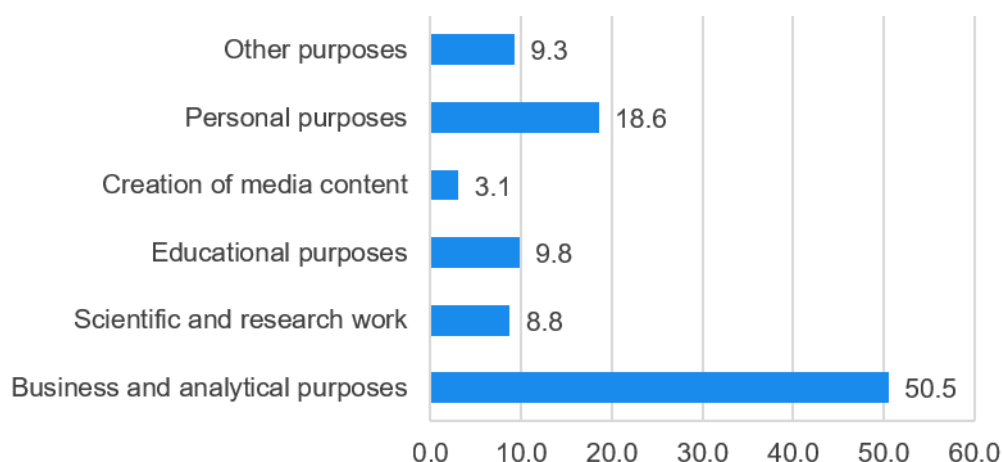
Almost 79% of users are somewhat or quite familiar with the CBS products or services, while 6.7% of users are not familiar with them at all.

Familiarity with the CBS products or services
(n = 194, in %)



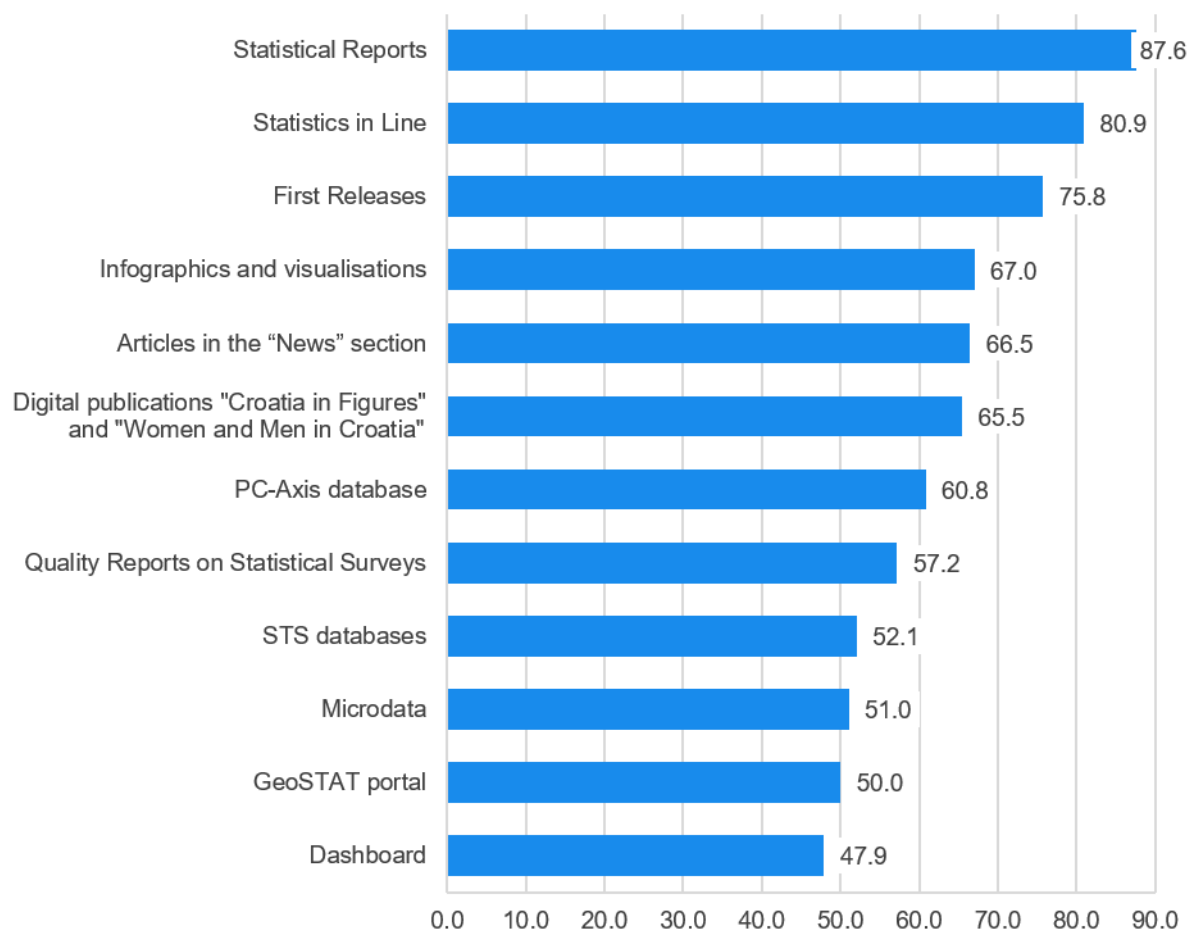
Users mostly use the CBS statistical data for business and analytical purposes (50.5%), while 18.6% of them use the data for personal purposes. The data are used for educational purposes by 9.8% of users, while 8.8% of them use the data for scientific and research work. Other purposes are mentioned by 9.3% of users, while 3.1% of users use the data for creating media content.

Purpose of using the CBS statistical data or information
(n = 194, in %)

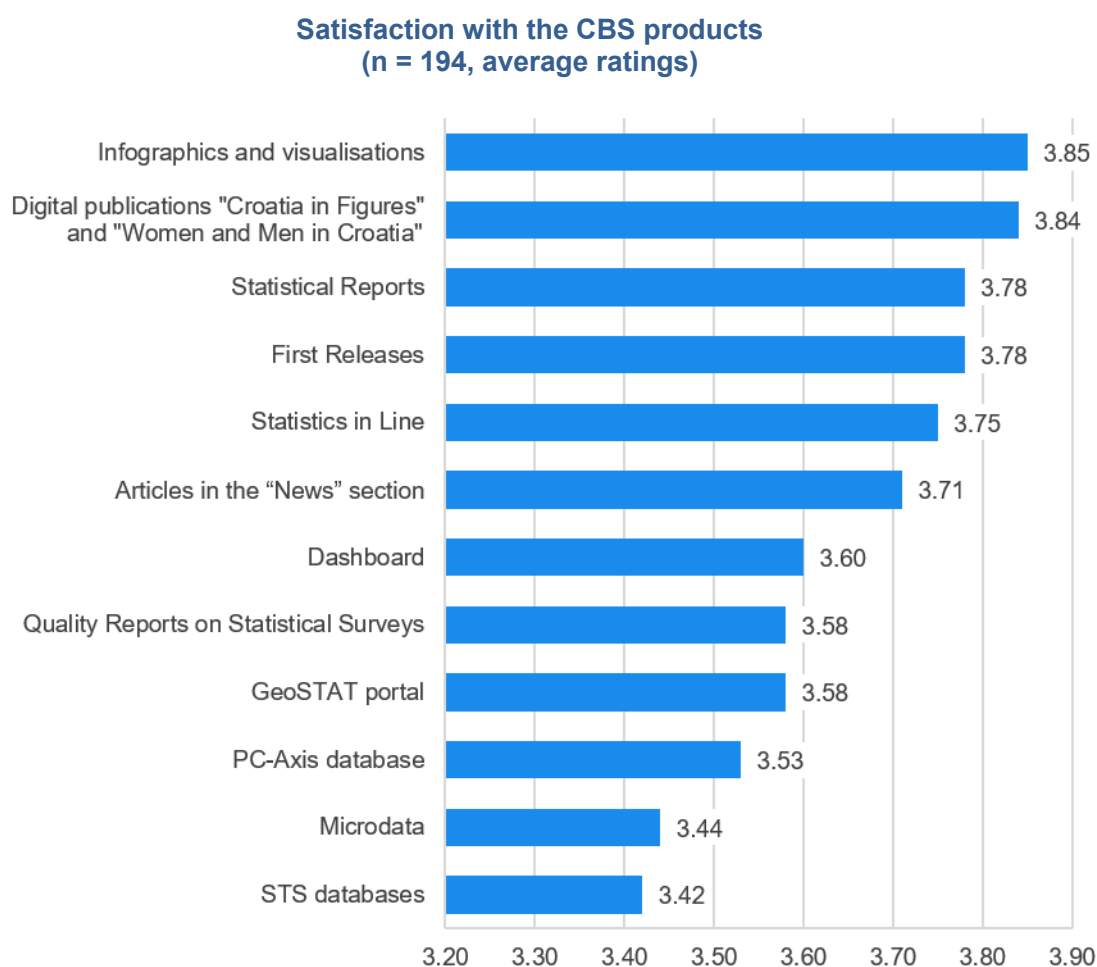


Users most often use Statistical Reports (87.6%), Statistics in Line (80.9%) and First Releases (75.8%). Infographics and visualisations are used by 67.0% of users, whereas the Dashboard is the least-used product, with 47.9% of users reporting its use.

Use of the CBS products
(n = 194, in %)



The overall average rating of the CBS products by users is 3.66. Infographics and visualisations received the highest average rating (3.85), while digital publications “Croatia in Figures” and “Women and Men in Croatia” received a very similar rating (3.84). Statistical Reports and First Releases had an average rating of 3.78, while the lowest average ratings were given to microdata (3.44) and STS databases (3.42).

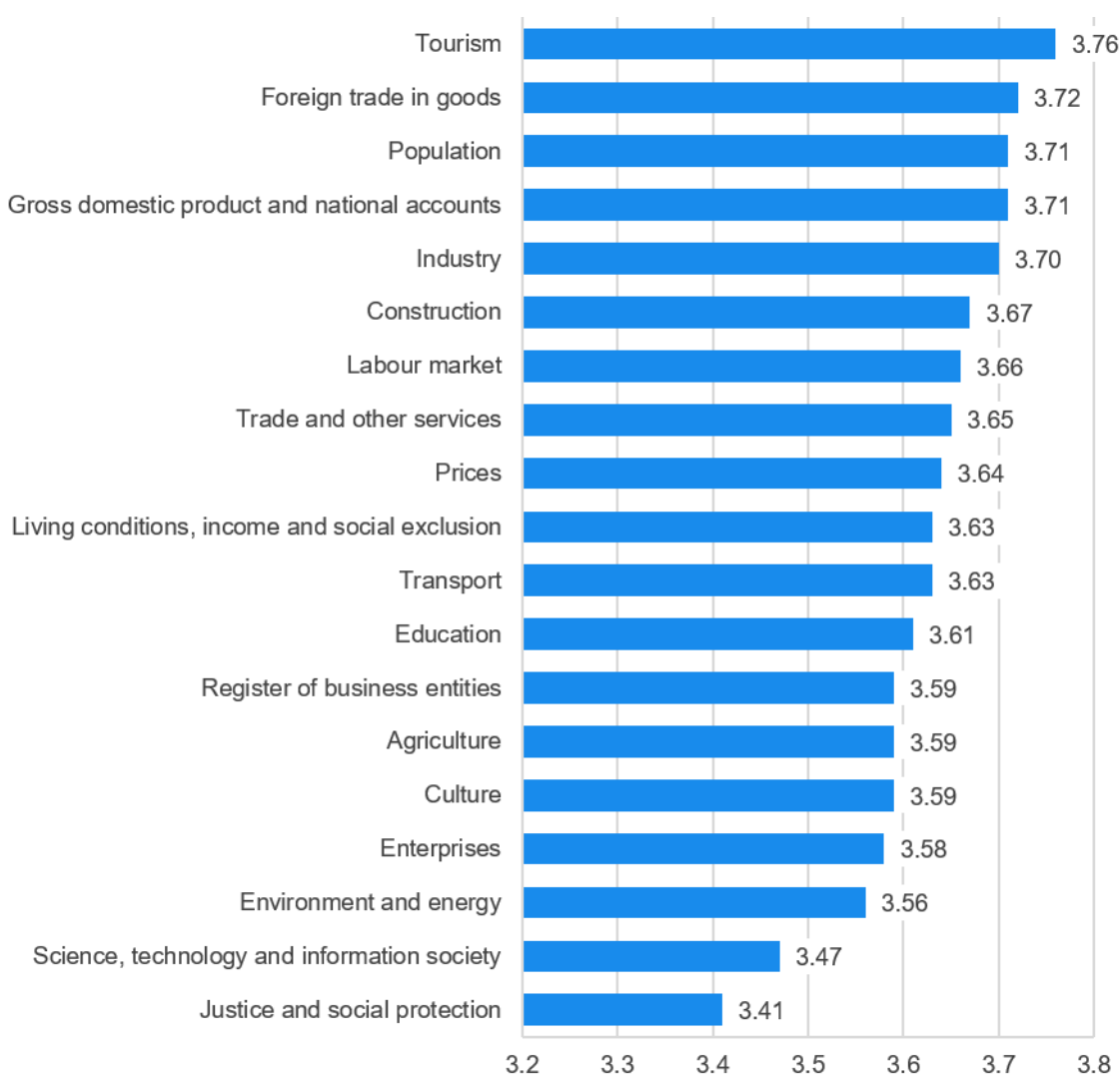


Users who assessed certain products as being of poor or very poor quality most frequently cite a lack of long time series, particularly in the PC-Axis and STS databases. These databases are described as complex to use and difficult to search, prompting a proposal to establish a unified database. The limited availability of microdata and data at lower territorial levels, which makes it difficult for users to conduct more detailed analyses, is also highlighted. Suggested improvements include greater data clarity, easier database usage, clearer Excel tables, and more efficient automated downloading of data. The need for older data to be available in digital format and for AI tools to be used to facilitate faster and easier information retrieval is also emphasised.

Quality of statistical data

Concerning the overall quality of CBS data (in terms of relevance, timeliness, accessibility and comparability) across statistical domains, users rated tourism data the highest, with an average rating of 3.76. Foreign trade in goods data followed, with an average rating of 3.72, followed by population data and gross domestic product and national accounts data, both of which received an average rating of 3.71. The lowest average ratings were given to science, technology and information society data, with a score of 3.47, and justice and social protection data, with a score of 3.41. The overall average rating for data quality is 3.63, compared with 3.48 in the survey conducted in 2024.

**Quality (relevance, timeliness, accessibility, comparability) of the CBS data
by statistical domains
(n = 194, average ratings)**

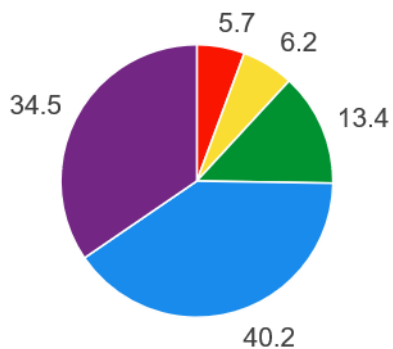


Users who rated certain statistical domains poorly most frequently cite limited data availability. They note that, for some domains, basic data are primarily available, while more detailed data at lower territorial levels are missing. Some users feel that certain data are published with a significant time lag relative to the reference period, rendering them less current by the time of publication. Comments also touch upon methodological challenges in specific statistical domains and significant data revisions.

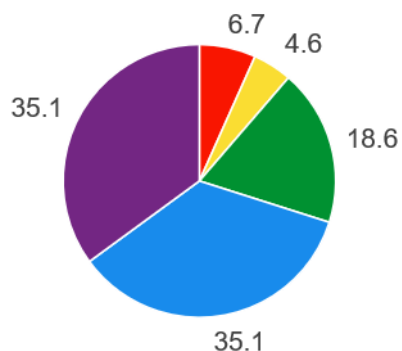
Most users (74.8%) agree or strongly agree that they can find the necessary statistical data or information on the CBS website. A total of 70.1% of them know which CBS product contains the required statistical data or information, and 68.6% consider the texts and notes on methodology pertaining to released data comprehensible and clear. A total of 69.1% of users agree that statistical data or information are released frequently enough, 61.3% believe they can easily find the metadata they need, while 58.8% of users agree or strongly agree that the breakdowns of data are given in adequate detail.

Satisfaction with the CBS statistical data/information
(n = 194, in %)

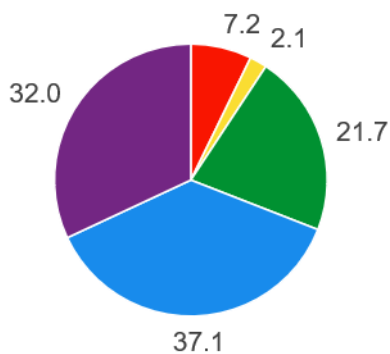
I can easily find statistical data/information I need on the CBS website.



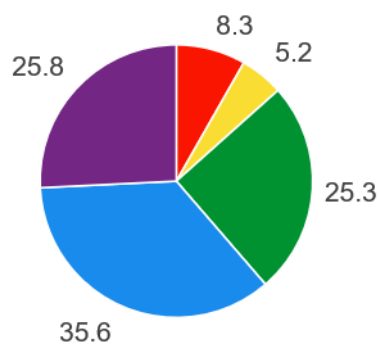
I know which CBS statistical product contains data/information I need.



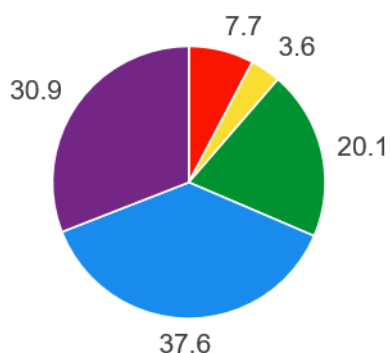
Statistical data/information are released frequently enough.



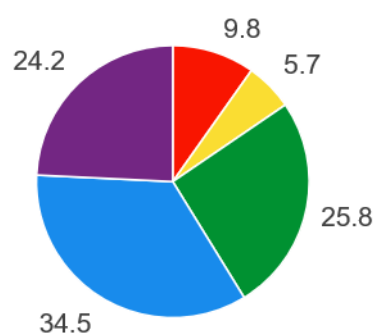
I can easily find metadata I need.



Texts and notes on methodology pertaining to released data are comprehensible and clear.



Breakdown of data is given in adequate detail.



■ I completely disagree

■ I partially disagree

■ I neither agree nor disagree

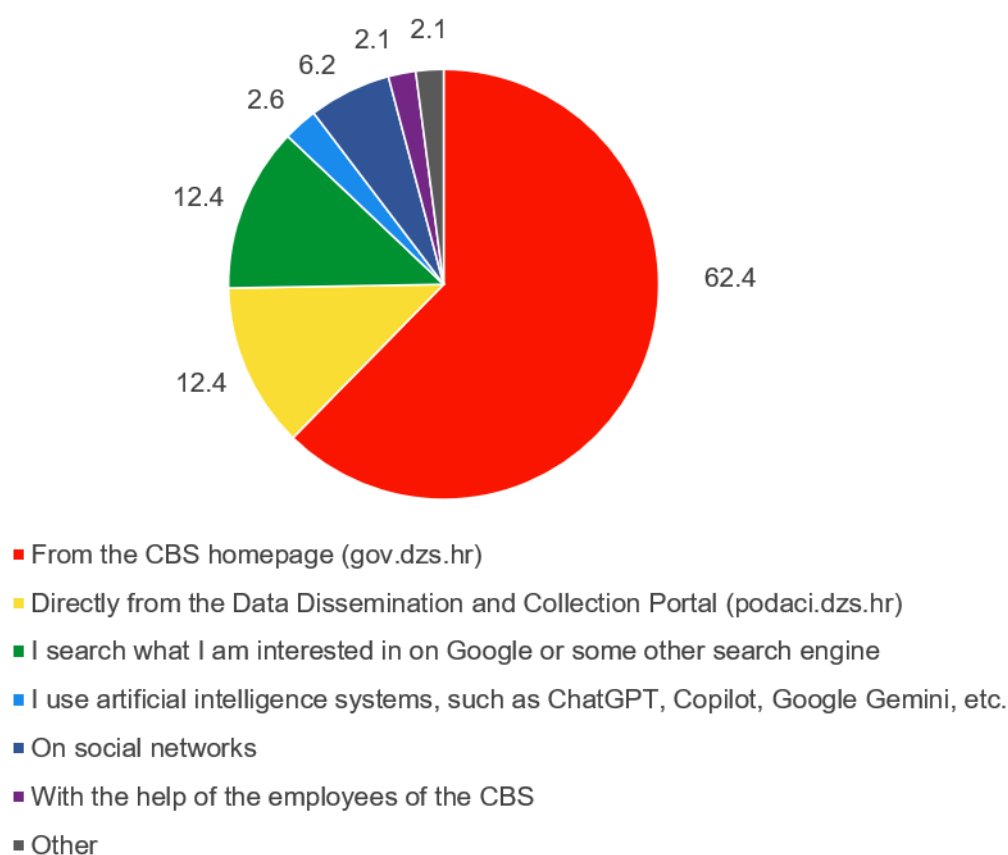
■ I partially agree

■ I completely agree

Dissemination of statistical data

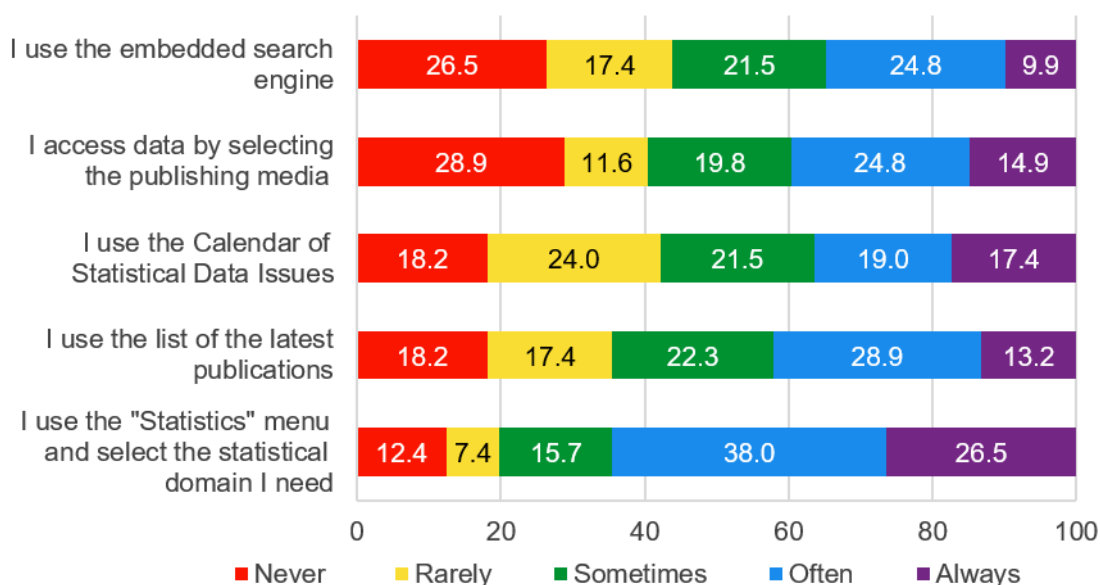
More than half of users (62.4%) get statistical data from the CBS homepage. A total of 12.4% of users obtain data directly from the Data Dissemination and Collection Portal, while the same share searches for topics of interest on Google or another search engine. Social networks are used for obtaining data by 6.2% of users, while 2.1% of them get data with the help of the CBS employees.

Way in which users most often get the CBS statistical data
(n = 121, in %)



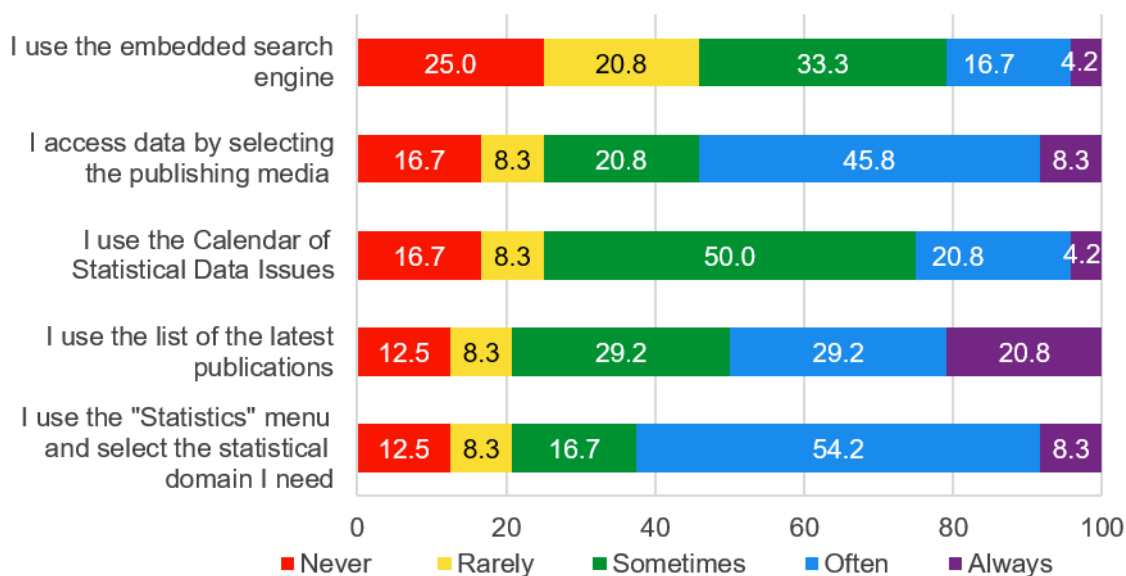
Users accessing statistical data from the CBS homepage most frequently use the "Statistics" menu on the Data Dissemination and Collection Portal to select the relevant statistical domain (64.5% of users do this often or always). The list of the latest publications is used often or always by 42.2% of users, while 39.7% of them access data by selecting the publishing media. The embedded search engine is never or rarely used for accessing data by 43.8% of users, and the Calendar of Statistical Data Issues by 41.3% of them.

Way of accessing data on the Data Dissemination and Collection Portal
(users who access data from the CBS homepage)
(n = 121, in %)



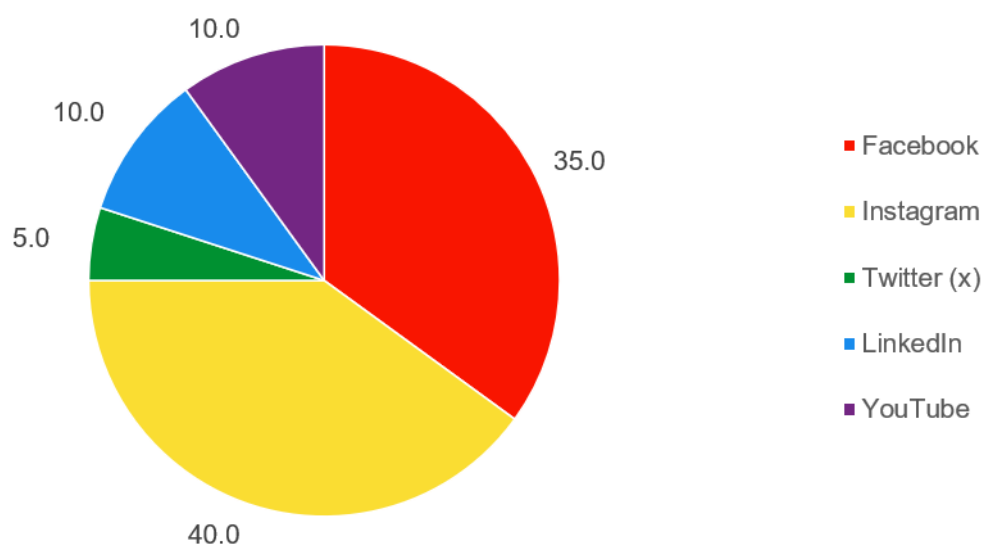
Users accessing the Data Dissemination and Collection Portal directly get to data most often via the "Statistics" menu by selecting the appropriate statistical domain (a method chosen often or always by 62.5% of users). A total of 54.2% of users access data by selecting the publishing media, while 50% of users sometimes use the Calendar of Statistical Data Issues. The embedded search engine is either never used or is rarely used for accessing data by 45.8% of users.

Way of accessing data on the Data Dissemination and Collection Portal
(users who directly access the Portal)
(n = 24, in %)



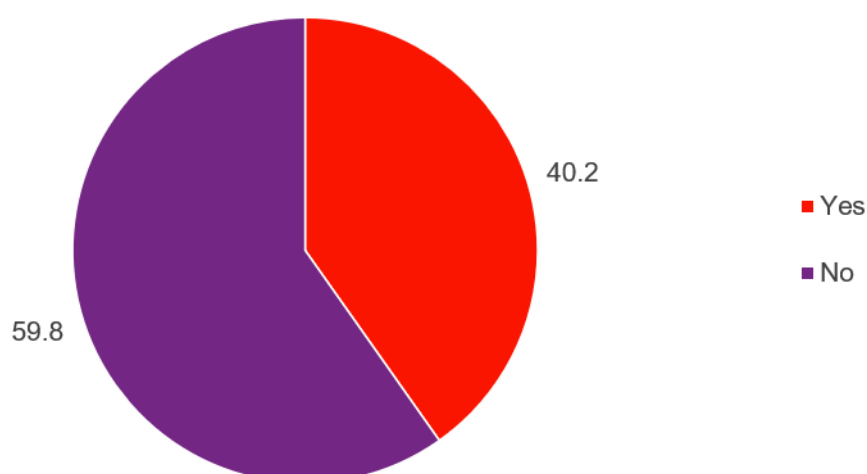
Users who access CBS statistical data via social networks most frequently follow the CBS on Instagram (40%) and Facebook (35%). A smaller share of users follows the CBS on YouTube and LinkedIn (10% each), while 5% of users use X.

Following CBS on social networks
(n = 20, in %)

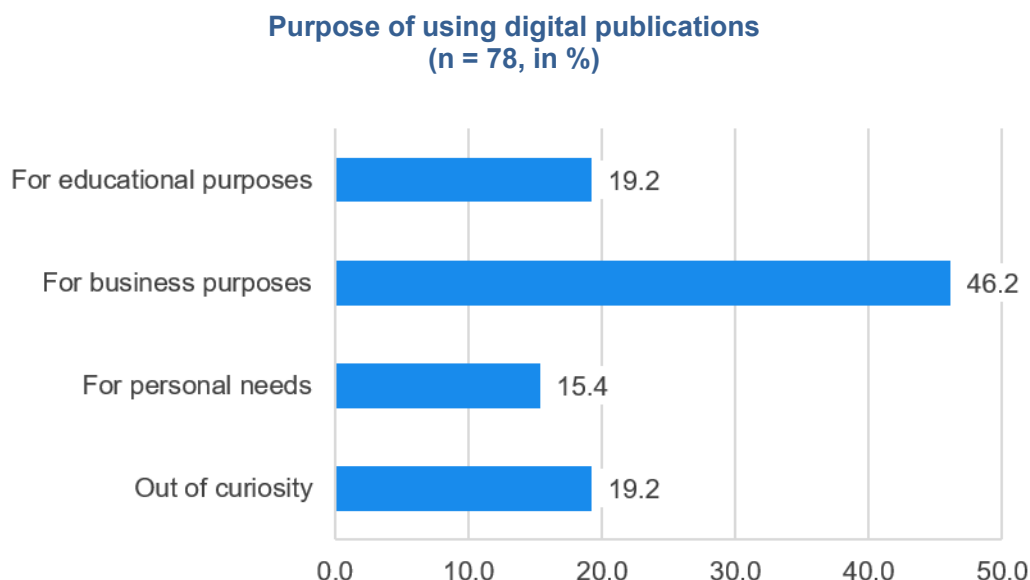


The CBS digital publications [Croatia in Figures](#) and [Women and Men in Croatia](#) are used by 40.2% of users.

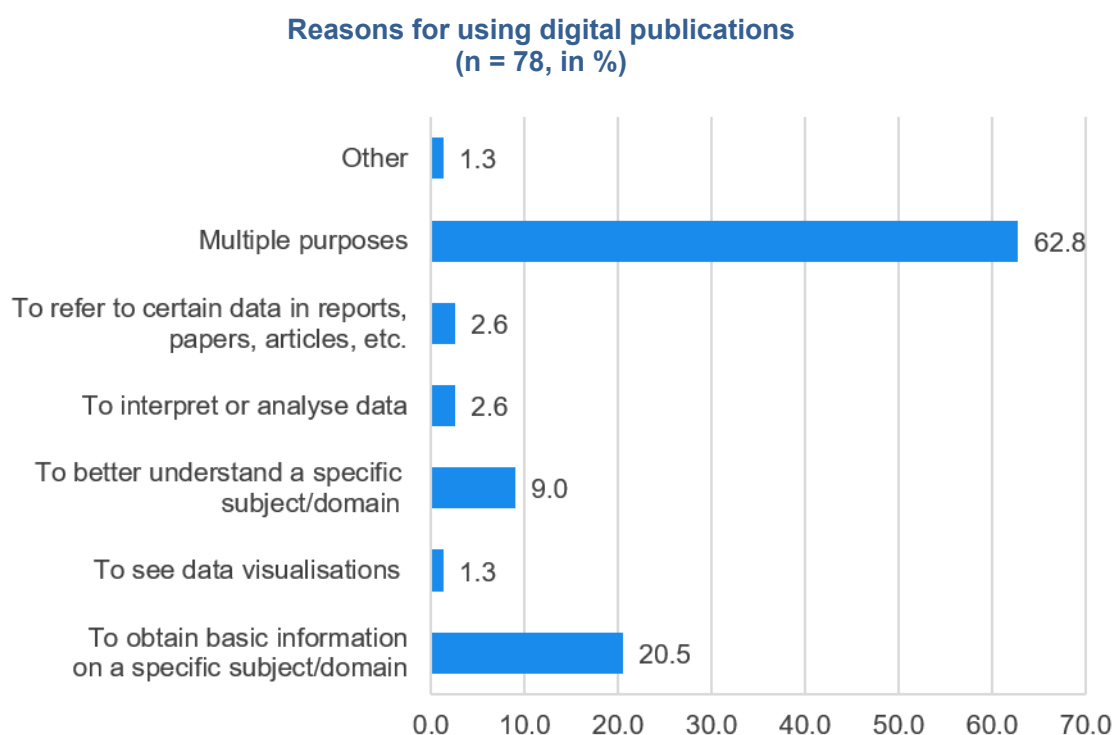
Using the CBS digital publications
(n = 194, in %)



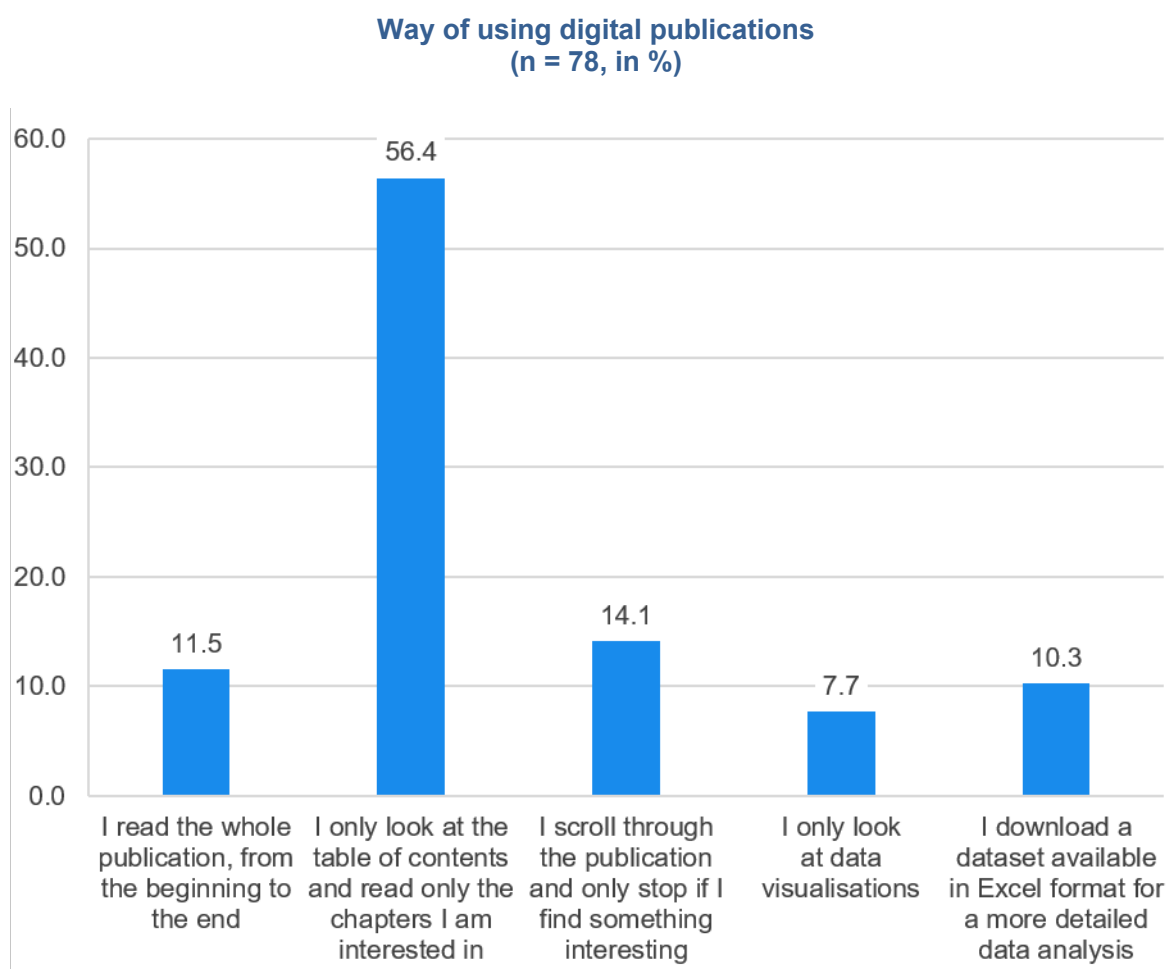
Users most frequently use digital publications for business purposes (46.2%), educational purposes and out of curiosity (19.2% each).



Regarding the reasons for use, digital publications are most frequently used for multiple purposes, that is, for a variety of reasons (62.8%). A total of 20.5% of users utilise them to obtain basic information on a specific subject or domain, while 9.0% use them to gain a better understanding of a subject or domain.

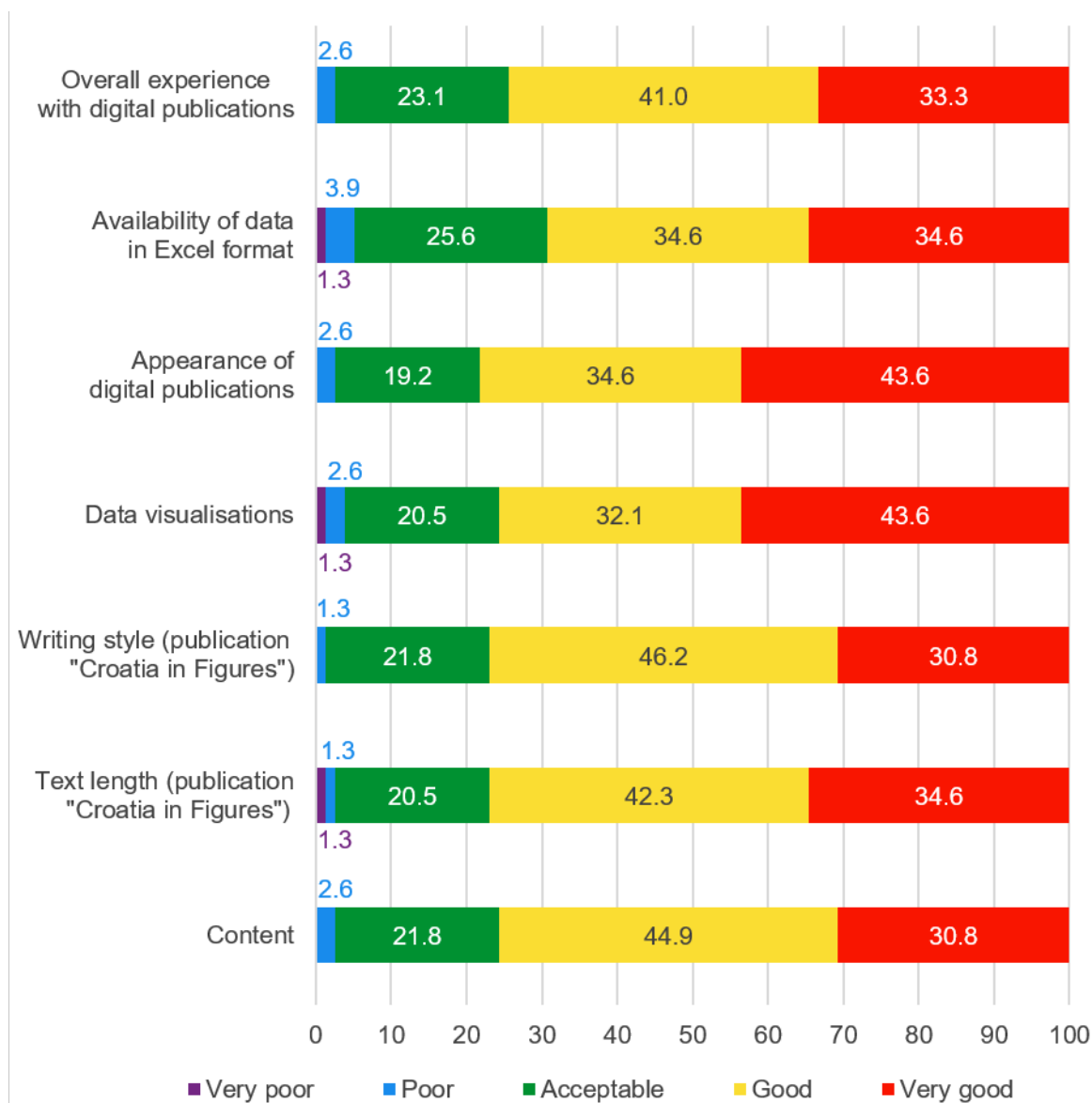


Users most frequently engage with digital publications by browsing the table of contents and then reading only the chapters that interest them. More than half of users (56.4%) use digital publications in this way. A total of 14.1% of users scroll through the publications, stopping only at content that interests them, while 10.3% of users download the dataset for a more detailed analysis.



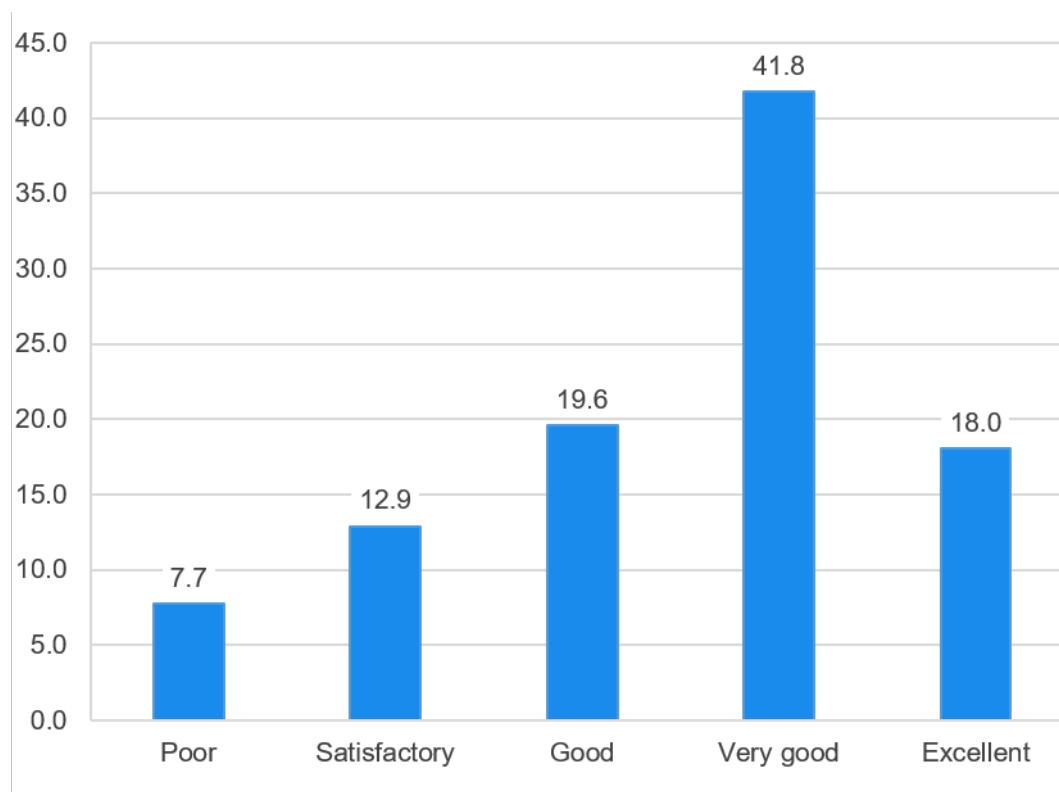
The overall experience with digital publications was rated as good or very good by 74.3% of users. Data availability in Excel format was rated as good or very good by 69.2% of users. The appearance of the digital publications was rated as good or very good by 78.2% of users, and 75.6% of users were satisfied with the data visualisations and the content of the publications.

Rating the elements of digital publications
(n = 78, in %)



The overall experience with the CBS website was rated as excellent or very good by 59.8% of users, while 7.7% rated the experience as poor.

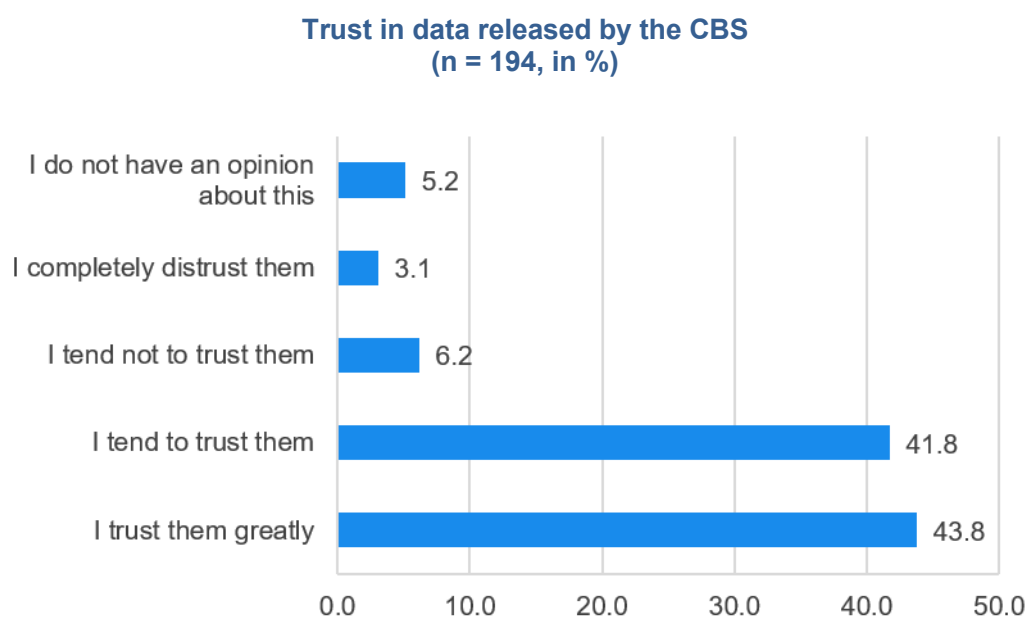
Overall experience with the CBS website
(n = 194, in %)



Users most frequently mention simpler navigation, a clearer homepage, and a more modern design as ways to improve the CBS website. They also highlight the need for a higher-quality search engine with filtering capabilities and advanced search options, easier downloading of data in various formats, and access to older and more detailed data series. Other suggestions include more interactive visualisations and graphic representations, clearer notes on methodology, better organisation of news, and a more accessible, user-friendly website.

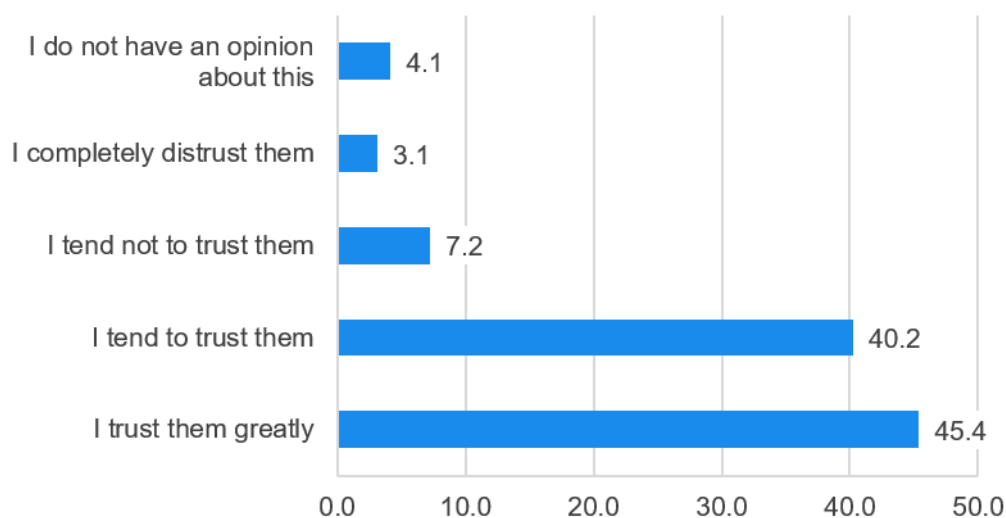
Quality and trust in the CBS

Most users (85.6%) have a positive attitude towards data released by the CBS, and they either tend to trust them or trust them greatly.



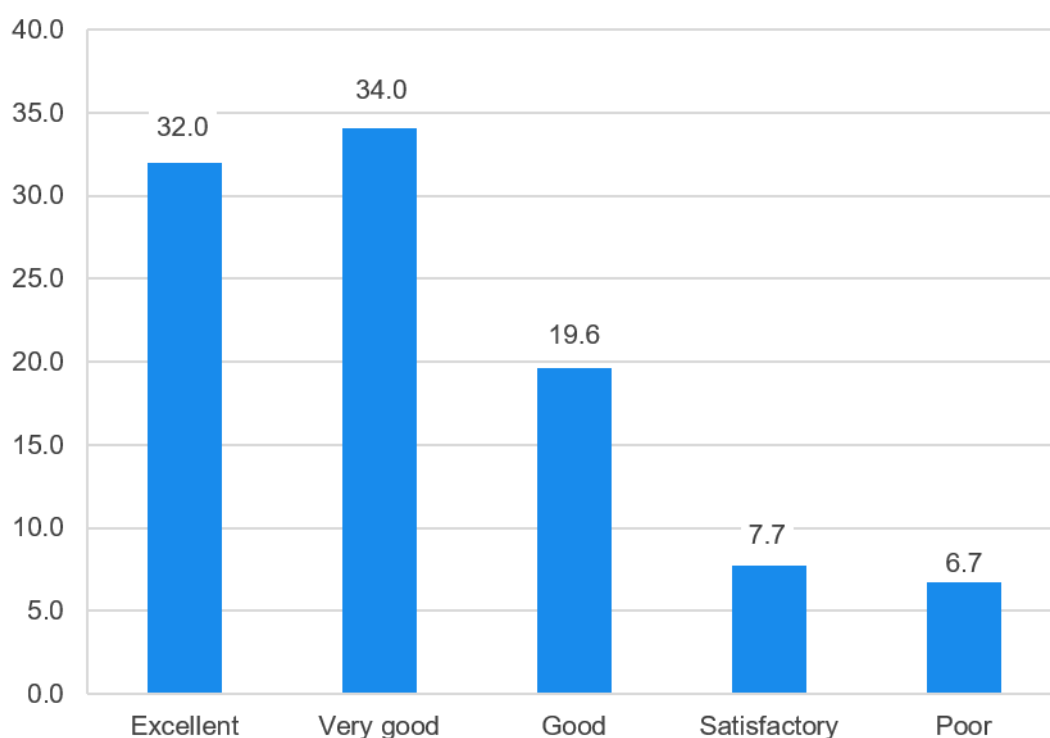
The same share of users (85.6%) has a high level of trust in the CBS, i.e. they greatly trust or tend to trust that the CBS guarantees confidentiality of submitted information and data security.

Trust that the CBS guarantees confidentiality of submitted information and data security (n = 194, in %)



Two-thirds of users (66.0%) believe that the overall quality of the CBS is very good or excellent, 19.6% of them rate the overall quality of the CBS as good, 7.7% of users think that the overall quality of the CBS is satisfactory, whereas 6.7 % of them think that it is not satisfactory. Users rated the overall quality of the CBS with an average score of 3.77.

Rating of the overall quality of the CBS
(n = 194, in %)



Suggestions for improving the quality of the CBS were given by 41 users. Modernisation of the website and databases, as well as simpler and automated downloading of data, were cited as ways of further improving the quality of the CBS. Notable proposals include using more interactive visualisations and graphic representations across all territorial levels, making historical data available in digital format, and implementing digital tools, including an AI chatbot. Users also emphasise the importance of timely data publication, strengthening cooperation with the academic community, better organisation of news and website content, more robust social media communication, and reducing the burden on reporting units.