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CROATIAN BUREAU OF STATISTICS

Croatian Bureau of Statistics (CBS) – User Satisfaction Survey

Zagreb, May 2015.

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Introduction

In April 2015 Croatian Bureau of Statistics (CBS) conducted the user satisfaction survey for the second time. The aim of the research was to determine users' satisfaction with the quality of data and services, as well as their needs.

The survey was conducted on a sample of the CBS data users combining web questionnaire and telephone interviewing in the period from 13 to 26 April 2015.

The sample consisted of users that have requested statistical data in the period from the beginning of the 2013 to March 2015. The questionnaire was sent to e-mails of 2 765 users through the Survey Monkey. Links to the questionnaire were placed on the website of the CBS, as well as on CBS official Twitter and Facebook pages so that other interested users can participate in the survey.

The questionnaire was prepared in Croatian and English and contained 28 questions. In specific parts of the questionnaire, users were able to write their proposals and suggestions for improvements. The questionnaire covered the following topics: demographic characteristics of users, usage and quality of statistical data, satisfaction with CBS website, satisfaction with the employees and the quality of services, as well as questions about the CBS on social networks.

Questionnaire was completed by 952 users.

Summary

CBS's data users were mostly woman (61.7%). The majority of users (56.6%) belonged to the age group 30-49 years. 52.8% of users had university degree, 22.7% of users were researchers and the second largest group of users was from the field of economy (21.5%).

Out of the total number of surveyed users, 88.6% collected data through CBS's website, 55.9% of users collected data for research purposes, 36.4% for general information only, 24.7% of users used data each month and the most demanded data were from the field of population (46.4%), employment (40.2%) and tourism (30.8%).

Looking at the overall quality of the data (their timeliness, availability and comparability) users gave the highest score to the data in the field of population (average grade 3.70), followed by data from the field of tourism (average grade 3.69) and data in the fields of employment and prices (average grade 3.66).

The most widely used CBS product was the publication entitled Statistical information, which was used by 64.5% of users, while the databases were used by 41.4% of users.

65.7% of users thought that CBS's data is of high quality and 62% of users rated the comparability of CBS' data as good. Part of users (21.2%) believed that CBS' data did not meet their needs for statistics in the Republic of Croatia and 18.8% of users were not satisfied with the way they can acquire CBS data.

42.3% of respondents are visiting the CBS website several times a year while 23% of them visit it on a weekly basis. 76.6% of users find CBS' website via search engines.

The users were the least satisfied with the website design and they gave it an average rating of 2.95. They also thought that the site is not „user friendly“ and that the needed data is not easily found. Users gave the content of the website an average rate of 3.42.

52.8% of users were either satisfied or very satisfied with the offered databases, 35% were partially satisfied and 9.3% were dissatisfied or very dissatisfied. Dissatisfied users gave suggestions for improving the databases. Dissatisfaction was most evident when it comes to database performance, their findings and insufficiently long data series.

The interactive Calendar of statistical data issues was used by 18.6% of users and 49.7% of them thought that it contained all the information they needed.

Users contacted the CBS mostly via e-mail (74.8%), 14.2% via a telephone and 2.5% by personally coming to CBS.

Users rated the speed of getting information with 4.23 and the employee professionalism was rated with 4.41. Ease of getting in contact with employees was rated at 4.32 and the helpfulness of employees at 4.38.

The users were the most satisfied with the speed of receiving answers (56.8% of users). 48.1% of users were satisfied with the quality of response while 44.7% users find the communication with employees satisfying. Most users (40.9%) were dissatisfied with the insufficient number of databases, where some of them are insufficiently detailed. 30.4% of users were dissatisfied with the inability to download data in different formats. 24.6% of users thought that the accessibility of the website is not satisfactory and 20.9% were not satisfied with the format of publications.

The overall quality of CBS data and services was good as stated by 49.1% of users, 25.6% of them thought that the quality was adequate, and the 18.6% considered it excellent; 4.4% of users think that the overall quality of data and services was poor, 1.3% found it very bad, and 1% of users had no opinion about it.

8.1% of users followed CBS on social networks. Of that, 76.2% of users followed CBS via Facebook, 30.2% via Twitter and 27% via LinkedIn. 72% of users found the communication of state institutions through social networks useful.

Users also provided constructive suggestions for improving the website, the quality of data and services, and communication through social networks. This survey has collected valuable information and enabled a better insight into the needs of CBS' users. CBS will thoroughly analyse all comments and suggestions and try to include user wishes into our work. Comments were mainly related to the dissatisfaction with the website and its non-friendliness for users, poor organization of content, the non-functional search engine and so on. A variety of comments referred to the data in the Census of Population and their late disclosure, as well as the lack of data at the level of settlements. In general, user comments revealed their satisfaction with the fact that they were asked for opinion and that their suggestions will be considered.

The overall satisfaction index

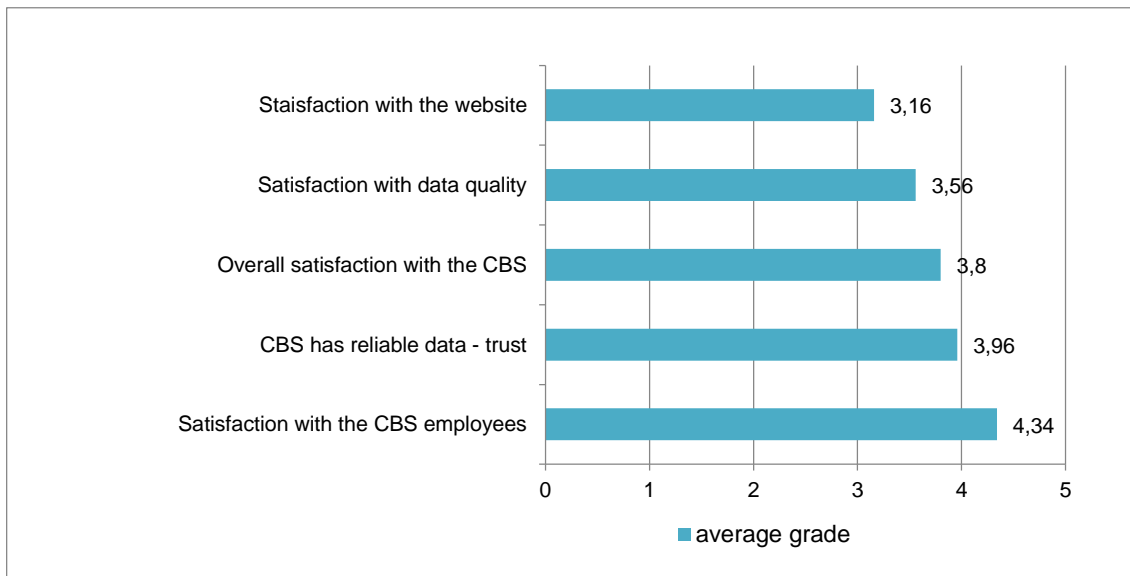
The starting point of creating a model for measuring users' satisfaction was the American Customer Satisfaction Index (ACSI). The advantage of the ACSI is that there exists also the adapted version of the model for measuring overall users' satisfaction in the public sector. For the center of the model, overall users' satisfaction is used. The following five criteria were taken as the variables that affect the overall satisfaction of CBS' users.

1. satisfaction with the employees (question 20) - average grade is 4.34
2. satisfaction with data (question 9) - the average grade is 3.56
3. satisfaction with the website (question 14) - the average grade is 3.16
4. satisfaction with the CBS in general (question 23) - the average grade is 3.8
5. trust – CBS has reliable data (the claim in question 11) - the average grade is 3.96.

Image 1: Model for measuring the overall satisfaction of the CBS users



Average grades of the variables used for measuring the overall satisfaction.



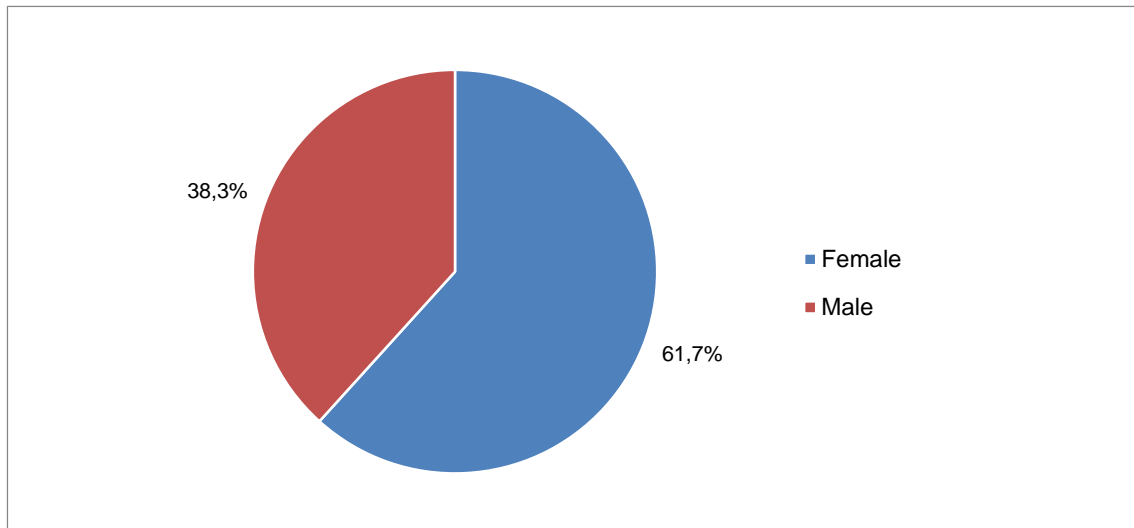
Total CBS average grade is 3.8 and the overall index of the users' satisfaction with the CBS is 75.28%.

QUESTIONNAIRE

1. DEMOGRAPHIC CHARACTERISTIC OF USERS

Gender

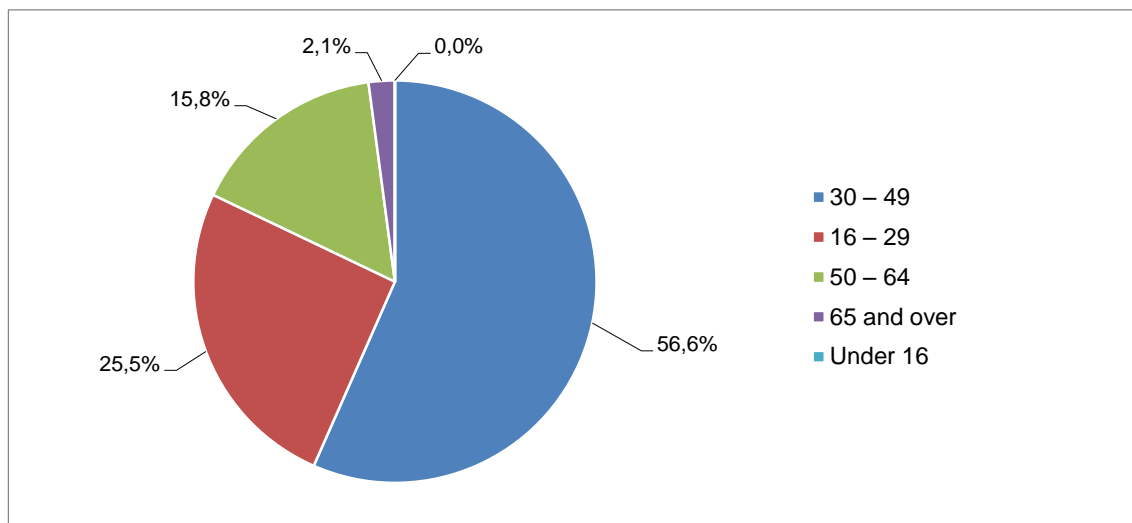
G-1. Users according to gender (n=952, in %)



The questionnaire was completed by 952 users, 61.7% were female and 38.3% were male.

Age

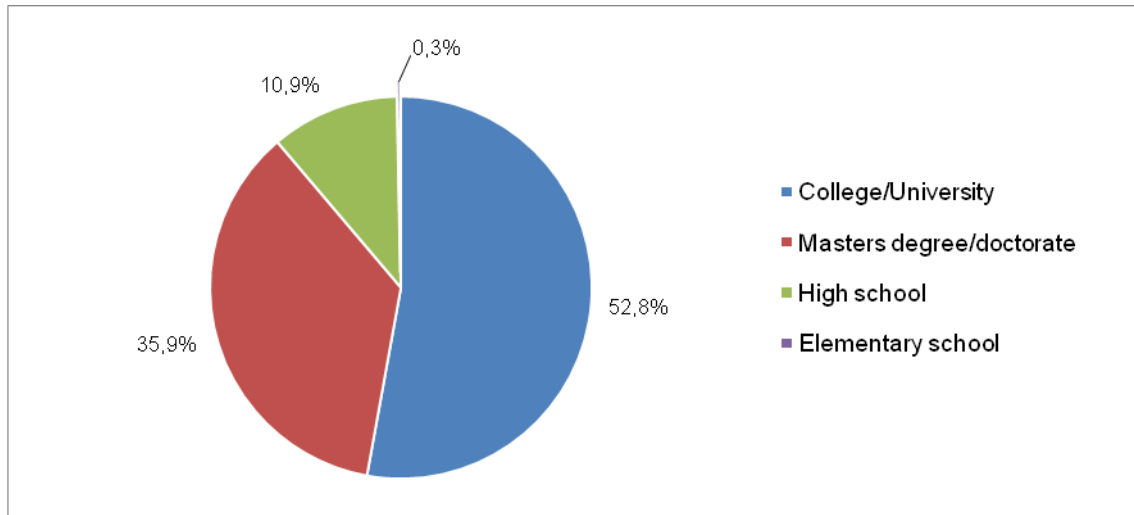
G-2. Users according to age (n=952, in %)



With regard to the age structure, the largest number of users, 56.6% of them, belonged to the age group from 30 to 49 years of age, 25.5% to the age group from 16 to 29 years, 15.8% to the age group from 50 to 64 years, and 2.1% of users were older than 65.

Education

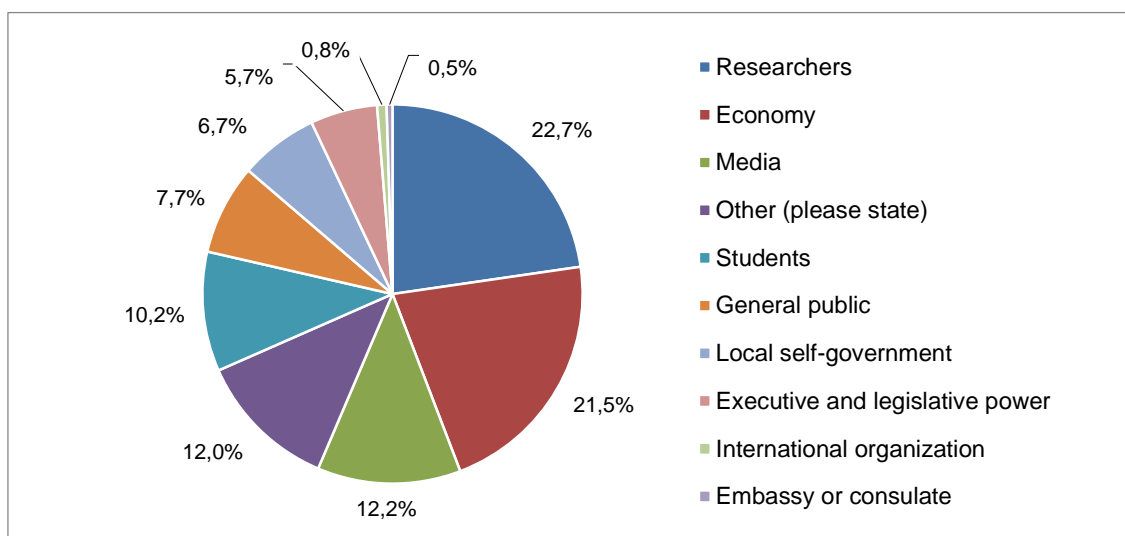
G-3. Users according to education (n=952, in %)



Among all respondents, 52.8% had completed college or university, 35.9% had a master's degree or a doctorate, 10.9% of users had completed high school, and 0.3% had completed elementary school.

User groups

G-4. User groups (n=952, in%)



Out of the total number of surveyed users, 22.7% were researchers, 21.5% were from the field of economy and 12.2% were from the media. The group of users stated as 'other'

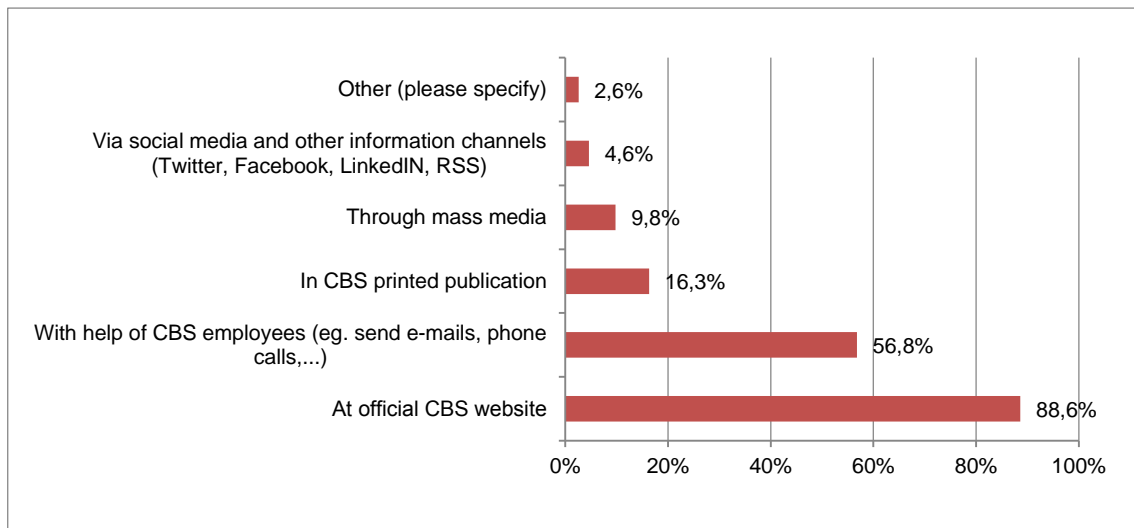
comprised 12% of the total number of users (including: court experts, development agencies, science foundations, civil society organizations, communication experts, high school students, religious communities, etc.), 10.2% of users were students, 6.7% were members of local government and 5.7% were members of the executive and legislative power. The general public comprised 7.7% of users, members of international organizations 0.8% and members of the diplomatic and consular missions 0.5% of users.

2. DATA USAGE/QUALITY

In this part of the questionnaire we wanted to get to know the habits of our users: the way data is collected, for what purpose, how often, what are the areas of greatest interest, and how they evaluate the quality of data.

Acquiring information

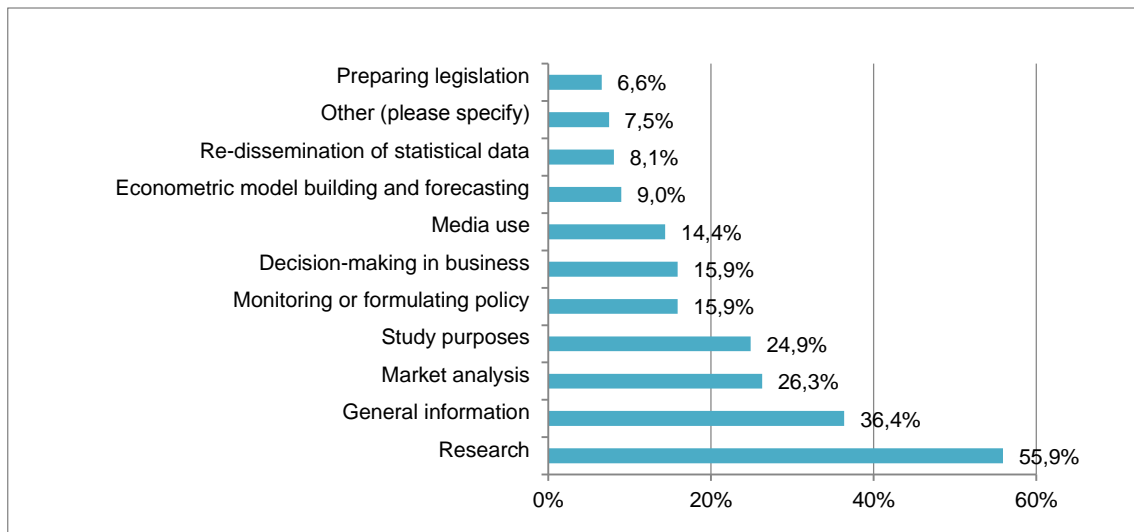
G-5. How do you usually acquire CBS statistical data? (n=799, in %, multiple answers possible)



88.6% of the surveyed users collected data on the website of the CBS, 56.8% collected data with the help of CBS' employees (via e-mail or telephone) and 16.3% from the CBS' printed publications. 9.8% of users gathered data from mass media, 4.6% through social networks, while 2.6% of them gathered data in other ways (through an intermediary, by personally coming to CBS, via Eurostat, etc.).

Purpose of data usage

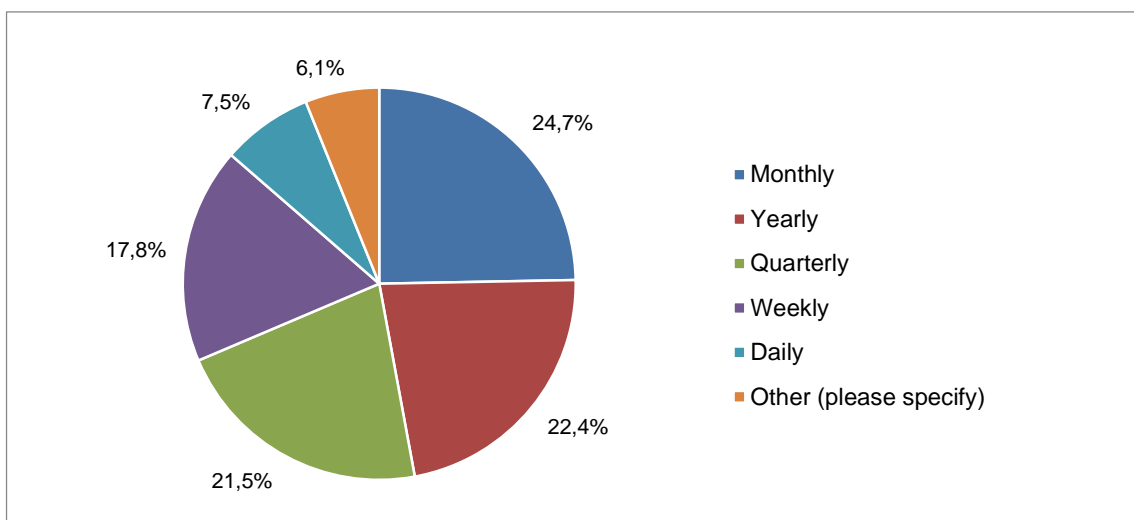
G-6. For what purposes do you use CBS statistical data? (n=799, in %, multiple answers possible)



Data are used for research purposes by 55.9% of users, 36.4% use them for obtaining general information, 26.3% users used it to analyse the market and 24.9% for educational needs. 15.9% of users used it for decision-making in business and monitoring and creating policies. 14.4% used the data for media purposes, 9% for the construction of econometric models and forecasting, 8.1% used the data for re-dissemination and 7.5% used it for other purposes (legal proceedings, expertise, personal research, development of their own computing solutions, invoicing, collection costs, calculating the increase in fuel prices in the last 35 years, for personal use, etc.). 6.6% of users used the data for preparation of legislation.

Frequency of usage

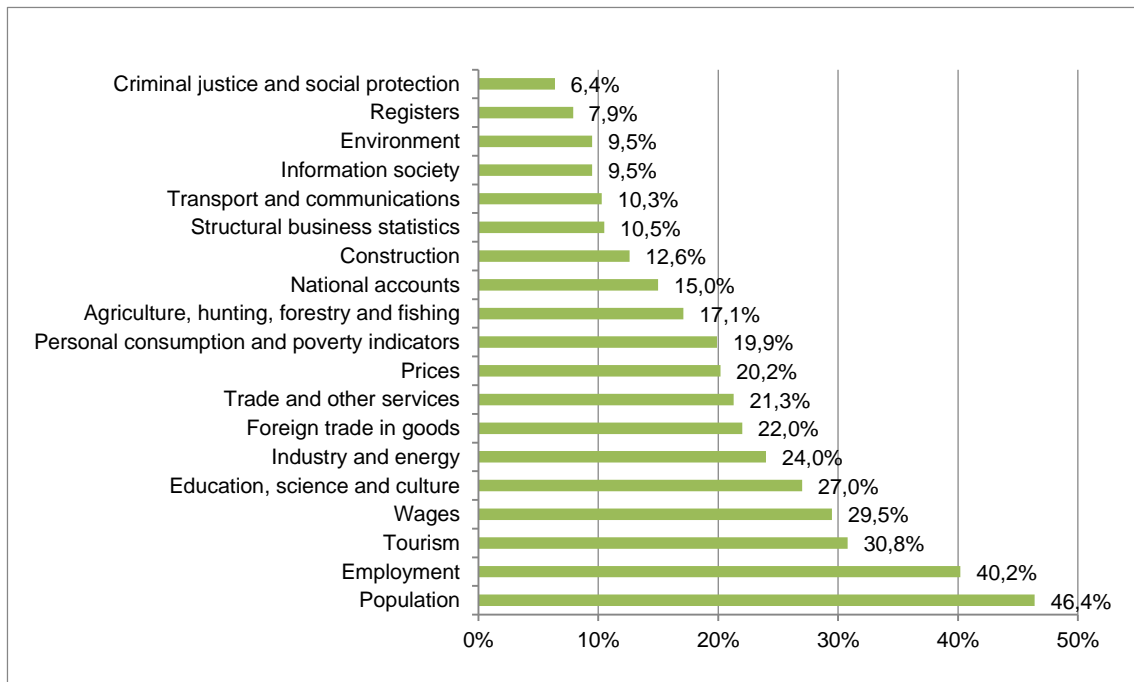
G-7. How often do you use CBS data? (n=799, in %)



24.7% of users used the data monthly, 21.5% quarterly and 22.4% annually. 17.8% use them weekly, 7.5% daily and 6.1% of users use it on a varying basis (occasionally, if necessary, rarely, once, on a case-by-case basis, once a year or less often, several times a year ...).

Data usage by statistical area

G-8. Which of the following statistical areas do you use most often? (n=799, in %, multiple answers possible)

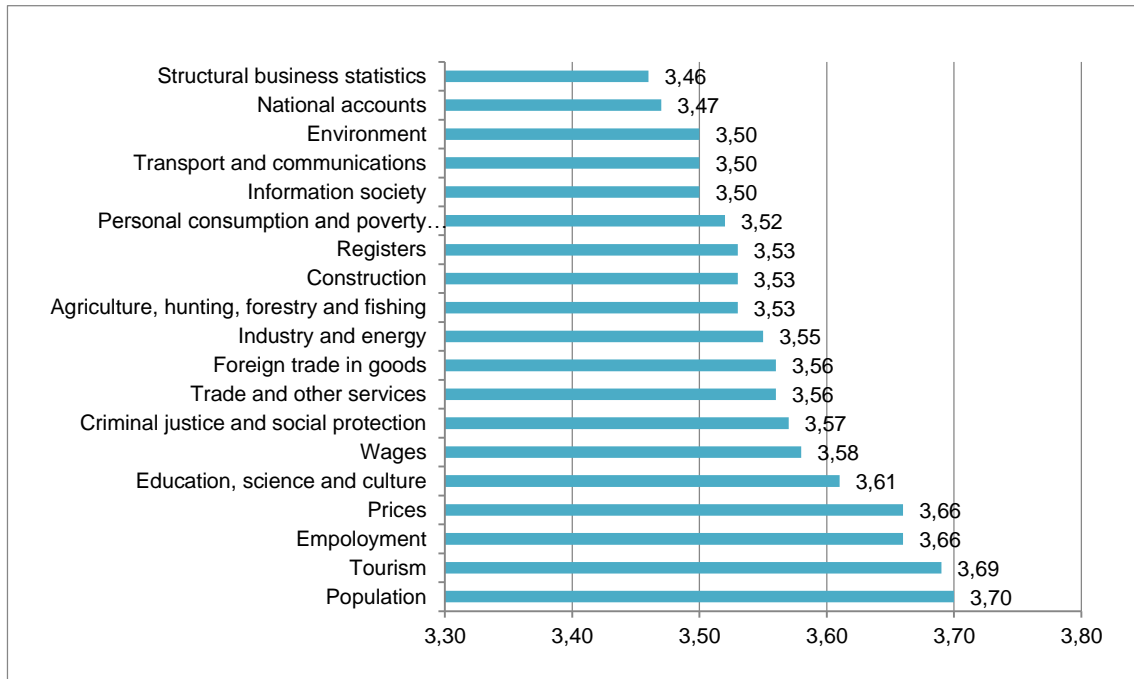


Users were able to choose more than one answer, that is, they could choose all areas from which they used data. On average each user selected 3.8 areas.

The most frequently used data were from the following areas: population (46.4%), employment (40.2%) and tourism (30.8%). The more frequently used data were from the following areas: wages (29.5%), education, science and culture (27%), industry and energy (24%) and foreign trade of goods (22.0%). The least used data were from the following areas: criminal justice and social protection (6.4%), registers (7.9%).

Data quality

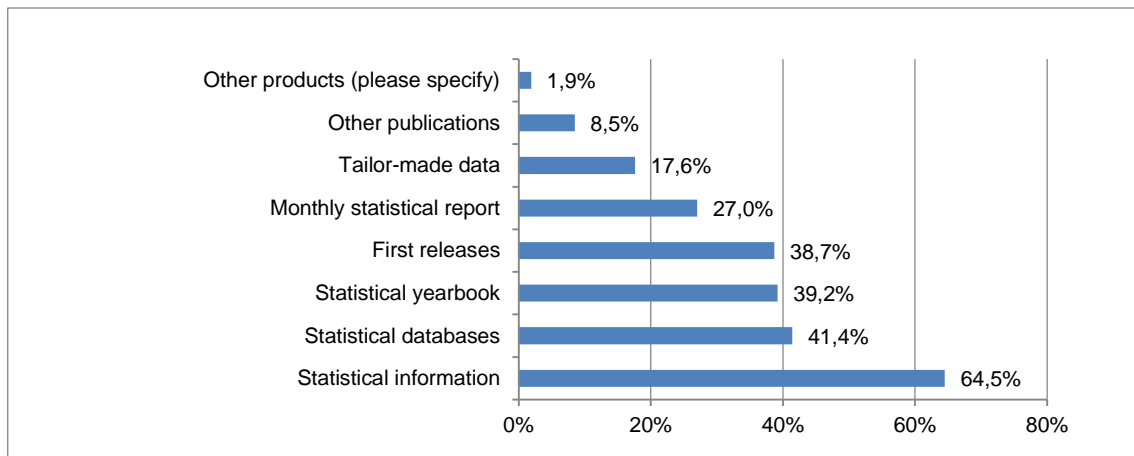
G-9. How do you rate the overall quality of CBS statistics for your purposes (timeliness, availability, comparability)? Please use scale from 1 to 5 (1=very poor, 2=poor, 3=adequate, 4=good, 5=very good). (n=799, average grade)



Looking at the overall quality of the data (their timeliness, availability and comparability), users evaluated data in the area of population as best with an average score of 3.70, followed by data from the area of tourism, with an average score of 3.69 and data from the area of employment and price with an average score of 3.66. The lowest average grades were given to data from structural business statistics (3.46), and from national accounts (3.47). The overall score of the data quality was 3.56.

Use of CBS products

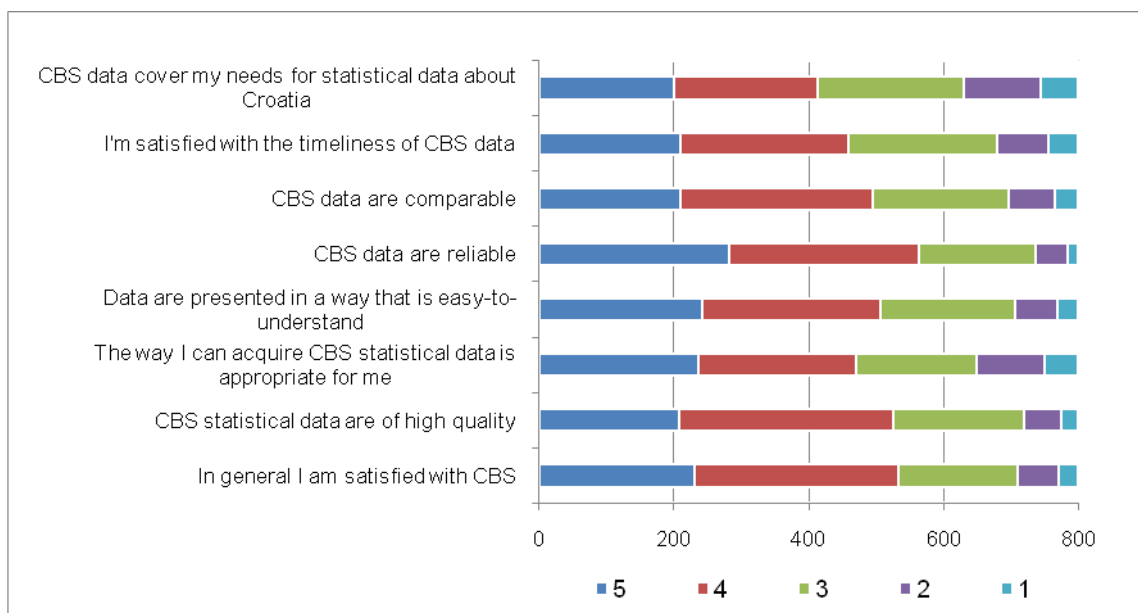
G-10. Which CBS products do you mainly use? (n=799, in %, multiple answers possible)



The publication entitled 'Statistical information' was used by 64.5% of users, databases by 41.4% of users, the Statistical yearbook by 39.2% of users and the First releases by 38.7% of users. Special data processing on demand was used by 17.6% of users. 1.9% of users used the censuses, classification of occupations, etc. available in the CBS' library.

Satisfaction with the CBS data

G-11. Please evaluate how much you agree or disagree with following statements about CBS in general? Please use a scale from 1 to 5, where 1 means „strongly disagree“ and 5 means „strongly agree“. (n=799, the statements could be rated from 1 to 5)



66.8% of users were generally satisfied with the CBS, 65.7% of users considered CBS's data to be of high quality and 18.8% of users were not satisfied with the accessibility of the CBS's

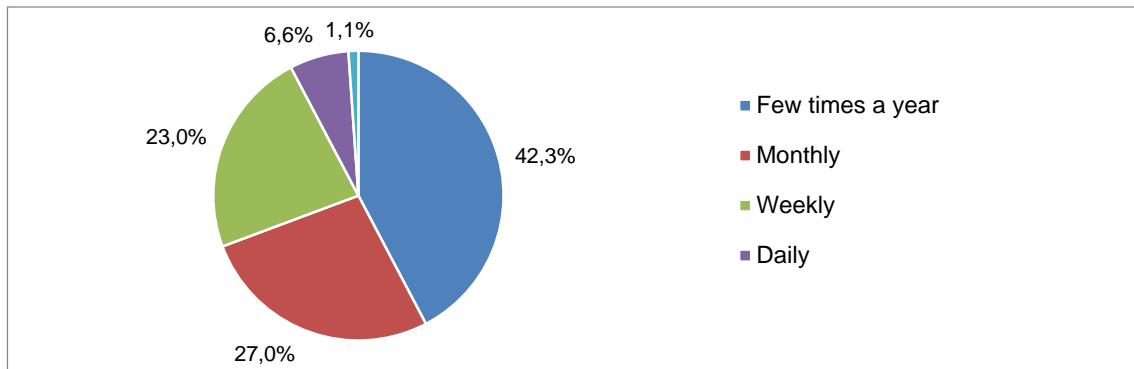
data. 63.3% of users thought that data are presented in an understandable way, while 70.5% of users believed that CBS' data is reliable. Comparability of data was evaluated as good by 62% of users and 57.4% of users were satisfied with the frequency of their publication. 21.2% of users considered that CBS's data did not meet their needs for data in the Republic of Croatia.

3. CBS WEBSITE

The CBS website is the most important dissemination channel. Therefore, in this part of the questionnaire the users gave information on their use of the website, satisfaction with the content, technical features on the page, databases and presented their suggestions for improvements.

Frequency of visiting the CBS website

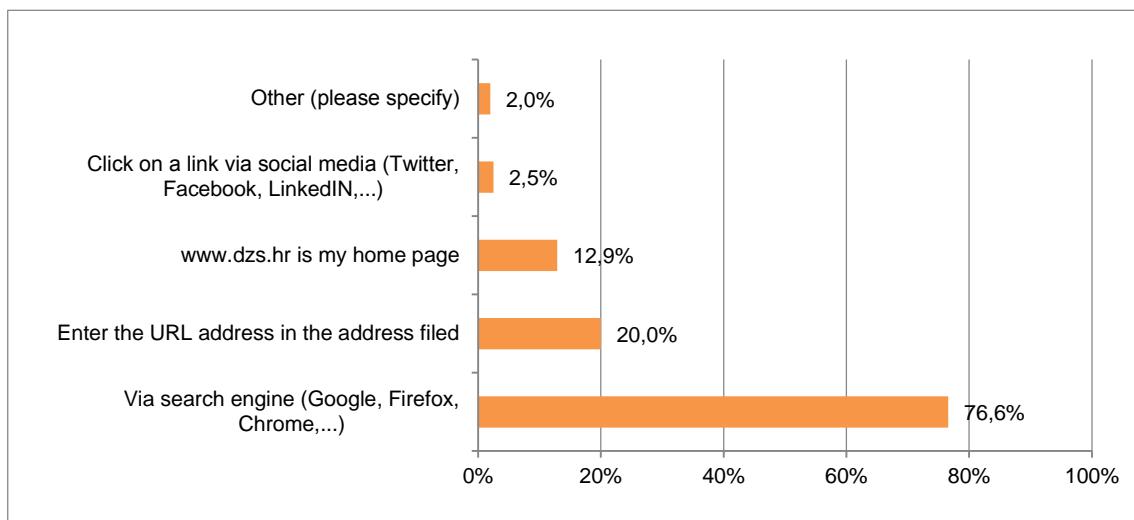
G-12. How often do you visit CBS website? (n=797, in %)



42.3% of the surveyed users visit CBS' website a few times a year, 27% use it monthly, 23% weekly, 6.6% daily, while 1.1% of users have never visited the website.

The type of access to the CBS website

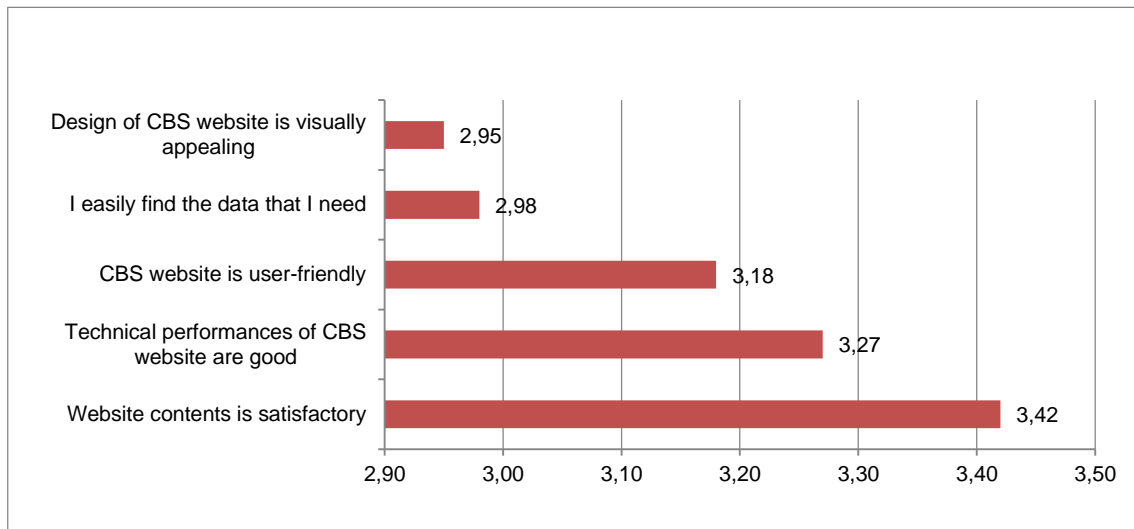
G-13. How do you access CBS website? (n=785, in %, multiple answers possible)



76.6% of users found CBS website through Internet search engines (Google, Firefox, etc.), 20% entered the URL directly into the address field and 12% of users have CBS as their home page. 2.5% of the respondents got access through social networks and 2% of users has the page in Favorites or access it with the help of employees.

Satisfaction with the CBS website

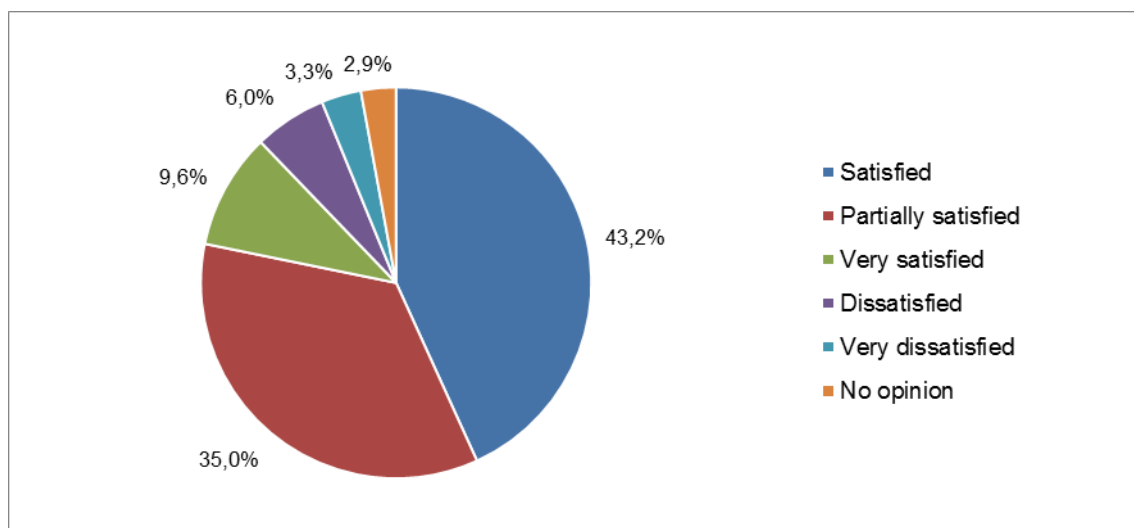
G-14. Please evaluate how much you agree or disagree with following statements about CBS website? Please use a scale from 1 to 5, where 1 means „strongly disagree“ and 5 means „strongly agree“. (n=785, average grade)



Users gave the websites design the lowest grade (2.95) and the claim that users can easily find the information they needed achieved an average grade of 2.98. The accessibility of website to users was given a score of 3.18, technical characteristics of the site 3.27 and the content of the site 3.42.

Databases

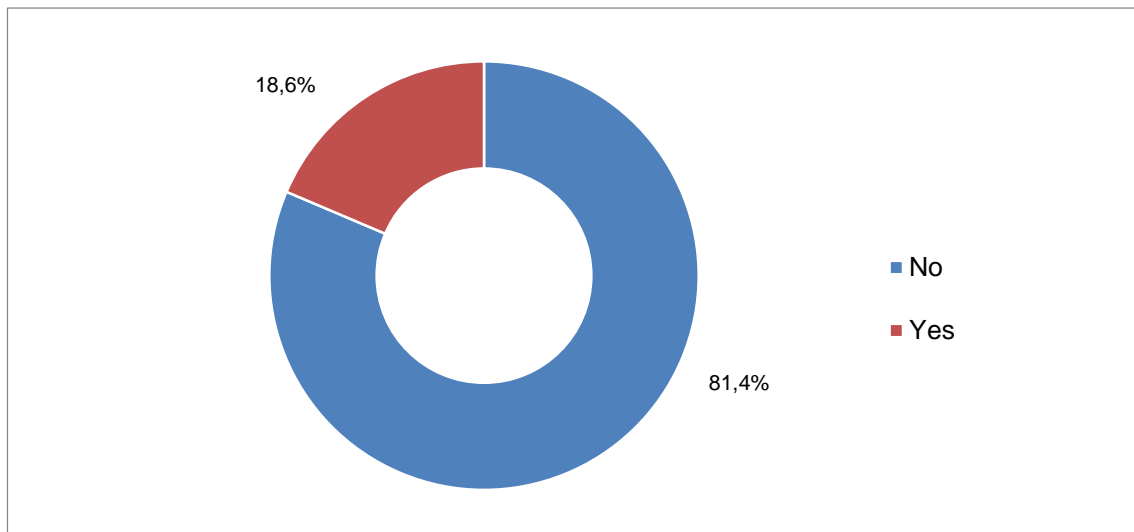
G-15. How satisfied are you with the available databases on CBS website? (n=785, in %)



9.6% of users were very satisfied with the available databases, 43.2% of users were satisfied, 35% were partially satisfied, 6% of users were dissatisfied, 3.3% very dissatisfied and 2.9% had no opinion. The users were generally unhappy with the performance of the database. They stated that data from databases were not user friendly, that there were not data by counties or lower level and that searching takes a long time. They also thought that there was a lack of data availability.

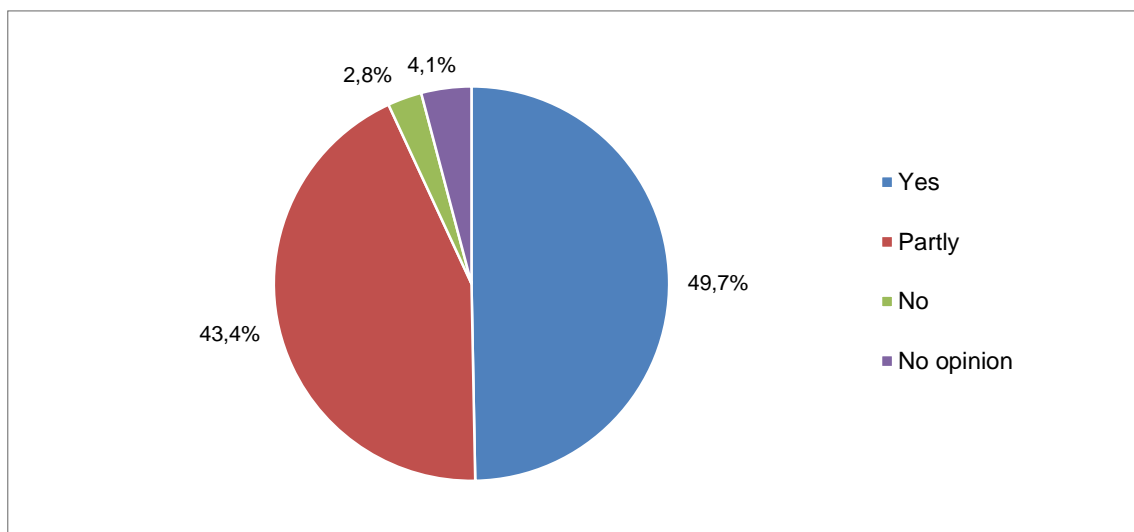
Interactive Calendar of statistical data issues

G-16. Do you use interactive Calendar of statistical data issues available on CBS website? (n=785, in %)



Only 18.6% of users used the interactive Calendar of statistical data issues while 81.4% of surveyed users did not use it at all.

G-17. Does interactive Calendar of statistical data issues contain all relevant information for your needs? (n=145, in %)



49.7% of users stated that the interactive Calendar contained all the information they needed, 43.4% of them thought that it only contained some of the information they needed, 2.8% thought that it did not contain the information they needed and 4.1% users had no opinion.

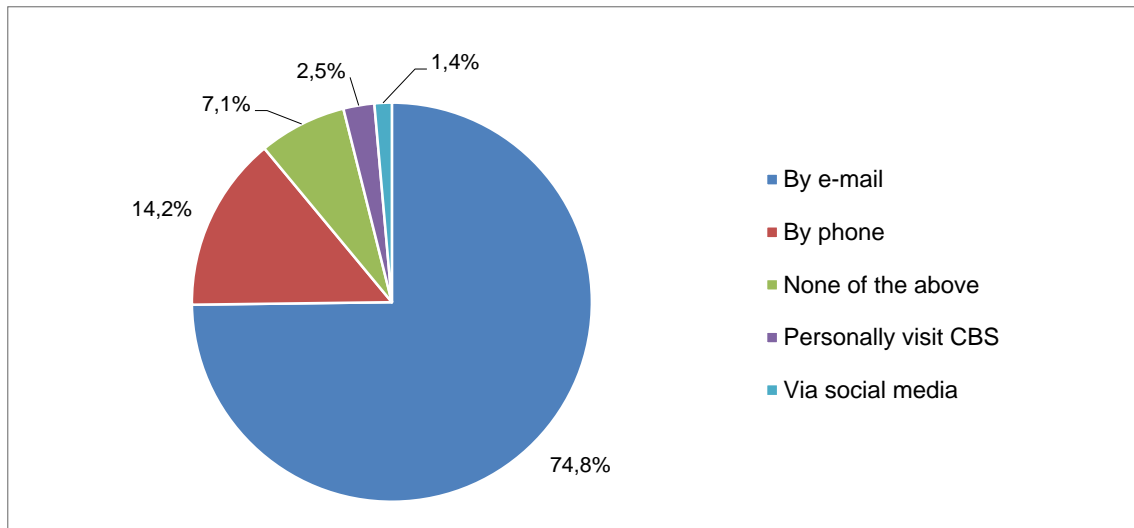
**Q.18 Do you have any suggestions for improvements on CBS website?
(n=347)**

The CBS website users were asked to suggest the changes and improvements of website. This question was answered by 347 users, or 36.4%. The suggestions users made were mainly related to the website design. Users stated that the site should be more transparent, more accessible and more modern, also search engine should be improved and the instructions for website usage should be made. Some of the users considered that the website content should be reorganized, that the data should be published more promptly, data access should be simplified and that active links to data sources should be given.

4. SATISFACTION WITH THE CBS EMPLOYEES/SERVICES

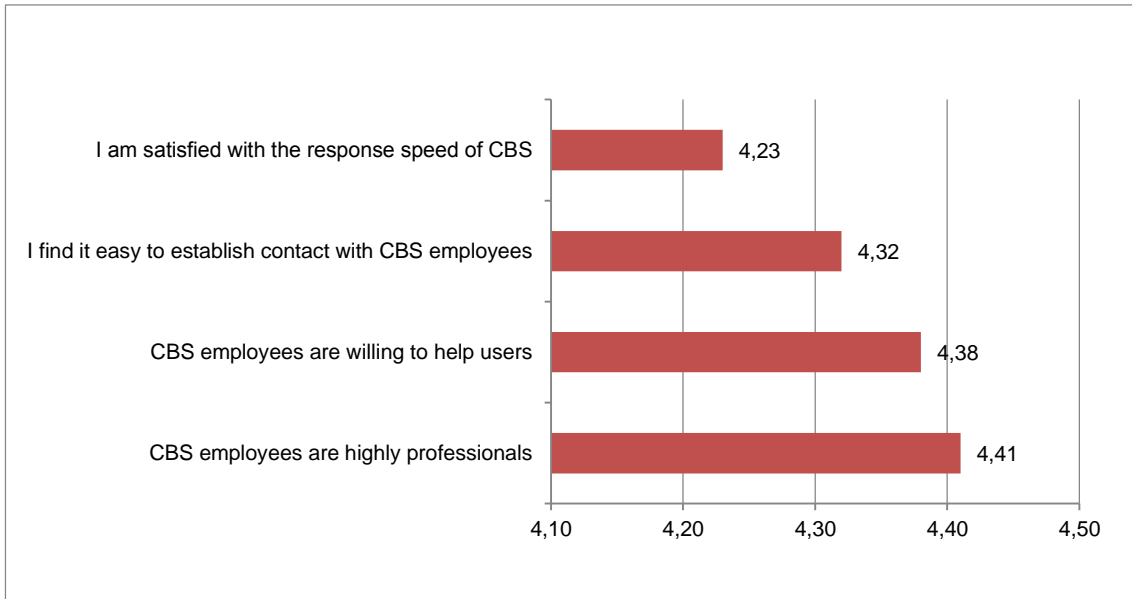
In this part of the questionnaire, the users who contacted CBS employees were asked to rate their satisfaction with the employees and the service they provided.

G-19. How do you usually contact CBS? (n=791, in %)



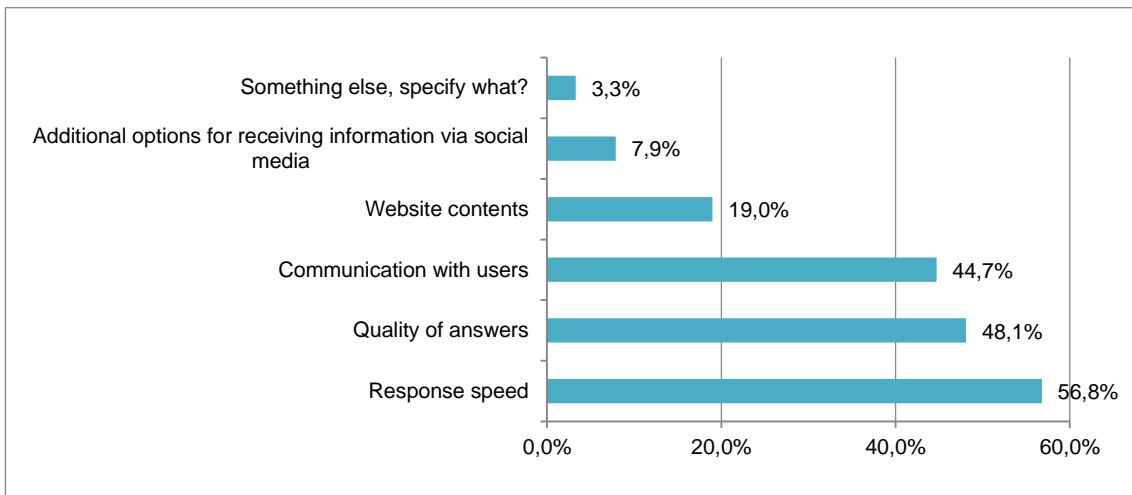
Out of the 791 users that responded to this question, 74.8% of them sent their inquiries by e-mail, 14.2% by phone call, 2.5% personally came to the CBS, 1.4% contacted CBS through social networks and 7.1% had not contacted the CBS in any of these ways.

G-20. Please think about your contact with CBS employees and evaluate how much you agree or disagree with following statements. Please use a scale from 1 to 5, where 1 means „strongly disagree“ and 5 means „strongly agree“. (n=725, average grade)



Out of the 725 users that were in contact with the CBS' employees, 84.7% of them agreed with the statement that CBS' employees were ready to help customers, 87.4% agreed that the employees were professional, 82.6% thought it was easy to establish contact with CBS' employees and 80.6% agreed that the response speed of the employees was satisfactory. The total average grade for CBS' employees was 4.34.

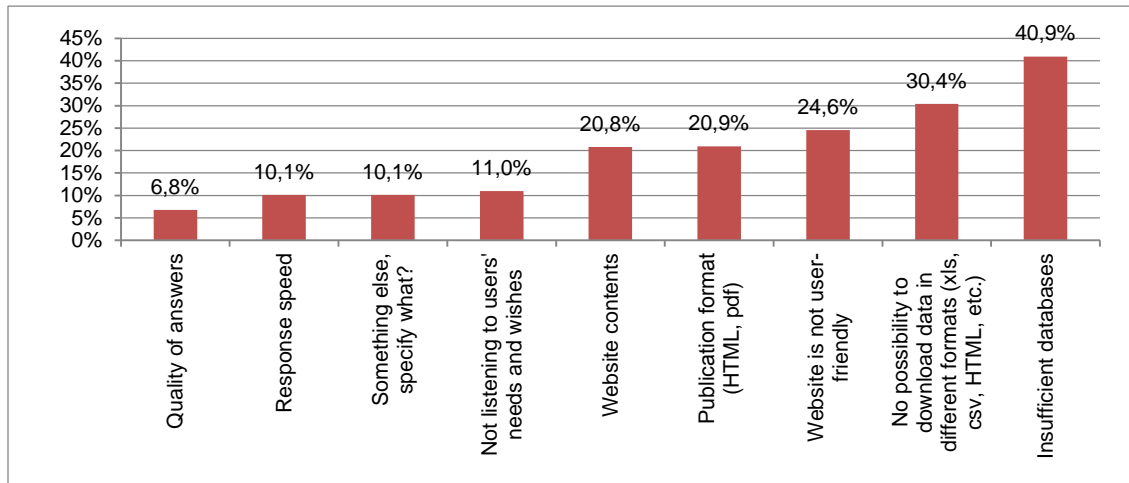
G-21. What are you generally most satisfied with at CBS? (n=780, in %, multiple answers possible)



Users were the most satisfied with the response speed – 56.8%, 48.1% were satisfied with the quality of the responses, 44.7% of users were satisfied with the employees communication with customers, 19% were satisfied with the content of the website, 7.9% were satisfied with the possibility of obtaining data over social networks and 3.3% of users

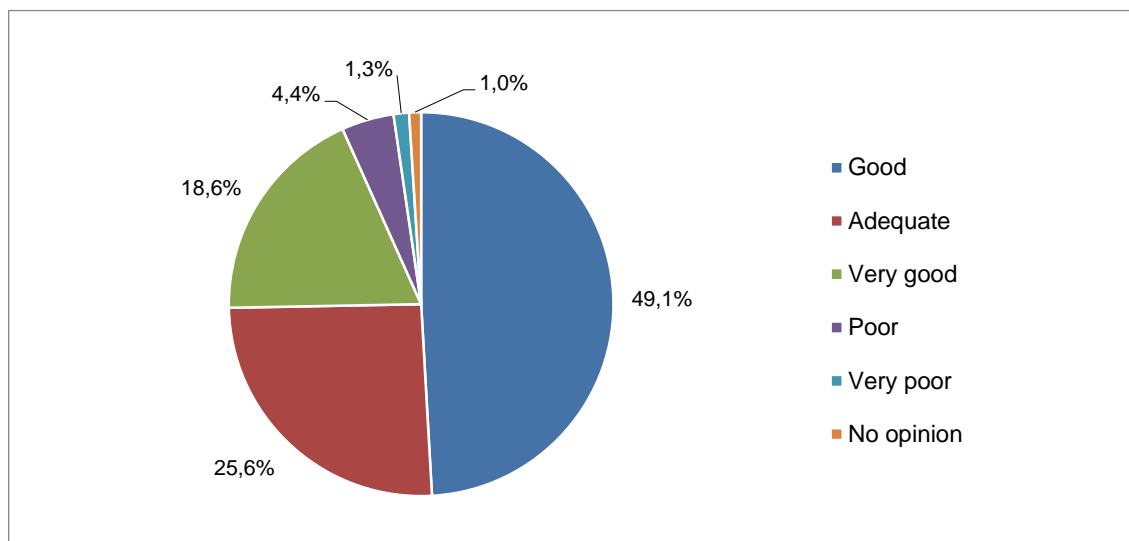
stated their reasons for satisfaction: reliableness of data sources; employees helpfulness; hard work of employees that are at service even though, due to the volume of work, it is sometimes hard to get in contact with them; employees of CBS are very friendly and willing to help with everything within their power, but they cannot solve problems of the quality and availability of statistical data themselves; nothing.

G-22. What are you most dissatisfied with at CBS? (n=780, in %, multiple answers possible)



Most users – 40.9% of them - were dissatisfied with an insufficient number of databases, some of them are insufficiently detailed, 30.4% were dissatisfied with the inability to download data in different formats, 24.6% of users thought that accessibility of websites is not satisfactory, 20.9% were not satisfied with the format of the publications and 10.1% of users were not satisfied with the response speed or something other than the answers offered above, for example, charging for services, the fact that data were not available due to confidentiality, long waits for the results of the Census, lack of content in English.

G-23. How would you rate the overall quality of data and services of CBS? (n=780, in %)



The overall quality of the data and services of the CBS was rated as good by 49.1% of users, 25.6% found it was adequate, 18.6% found it excellent, 4.4% found it poor, 1.3% found it very bad and 1% had no opinion about it.

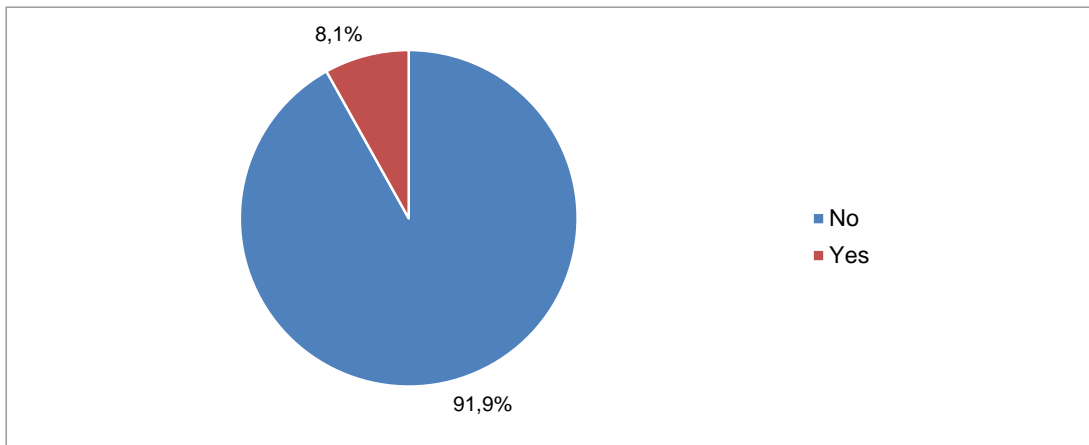
Q.24 Do you have any suggestions on how CBS could improve the quality of services? (n=221)

This question was answered by 221 users and their proposals were related to increasing accuracy, easier and faster data obtaining, introducing a better organized website, publication of data at levels lower than county and digitizing older material.

5. SOCIAL NETWORKS

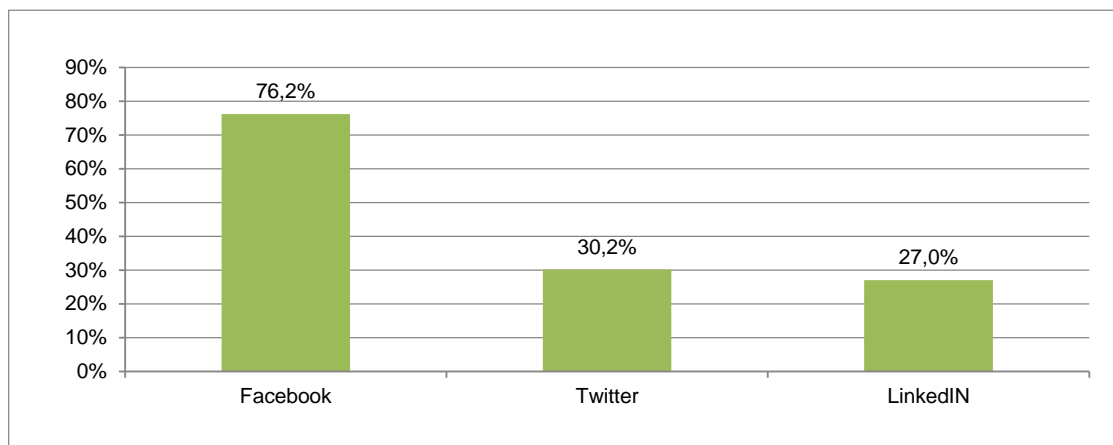
Given the growing role of social networks, we wanted to know the opinion of our users about the role of social networks in the dissemination of statistical data.

G-25. Do you follow CBS on social media? (n=779, in %)



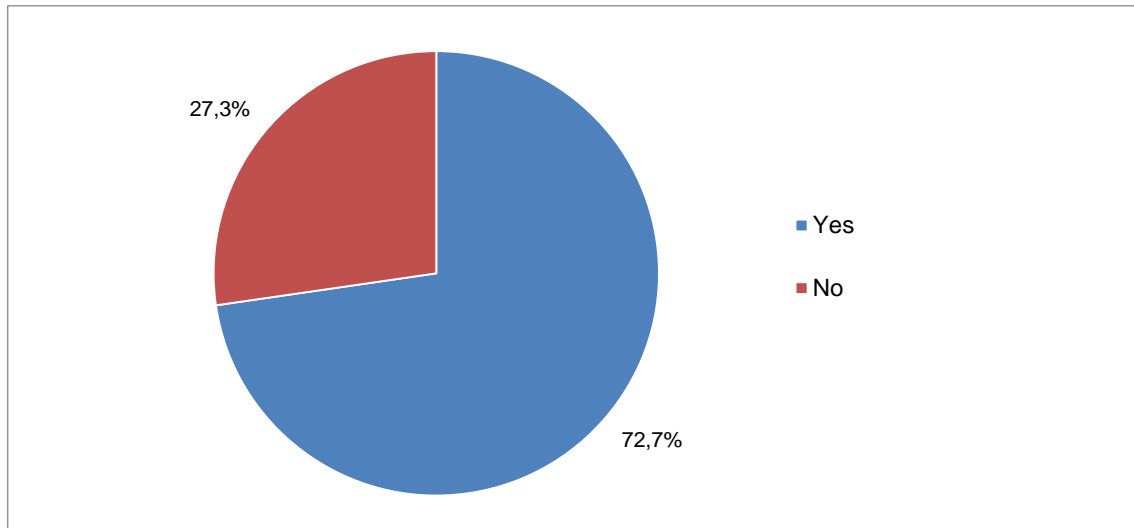
Out of 779 users who responded this question, 8.1% of them follow the CBS on social networks.

G-26. Which CBS social media do you use? (n=63, in %)



76.2% of users follow the CBS on Facebook, 30.2% on Twitter and 27% on LinkedIn.

G-27. Do you think that communication of state institutions via social media is useful?
(n=751, in %)



72% of users found communication of state institutions via social media useful while 27.3% of users did not share the same opinion.

Q.28 Do you have suggestions for communication improvements via social media?
(n=166)

Suggestions for improving communication through social networks were the following: getting to know the users better, giving greater importance to visual components such as data graphs and presentations of statistics in order to popularize the CBS, strengthening marketing and introducing notifications for publications and other more important data.