



Results of the

USER SATISFACTION

SURVEY

2024

June, 2025

USER SATISFACTION SURVEY OF THE CROATIAN BUREAU OF STATISTICS

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INTRODUCTION

From 18 October to 22 November 2024, the Croatian Bureau of Statistics (hereinafter: the CBS) carried out the User Satisfaction Survey. The aim of the survey was to find out the level of user satisfaction with the products and services of the Croatian Bureau of Statistics. 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 on the CBS's website (<https://dzs.gov.hr/>), while 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 the Facebook and Instagram social networks, a promotional advertising campaign was carried out, which lasted from 23 October to 22 November 2024, accompanied with the [news](#) about the campaign published on the CBS's website, providing the link to the questionnaire.

SUMMARY

A total of 471 respondents answered the questionnaire, of which 27 were foreigners.

The majority of users of the CBS's data are women (66.7%); furthermore, the largest number of users belong to the 30 – 49 age group (40.3%), have post-secondary or tertiary education (69.0%) and work in the economy (29.9%).

Similar as in the survey carried out in 2022, the most common frequency of data usage is several times a year (34.8% of users), while 24.6% of users use data on a weekly or daily basis.

A large number of respondents (67.5%) find statistics to be very easy or somewhat easy to understand, which suggests that the majority of users have a positive attitude in regards understanding statistics. The same percentage of respondents, as much as 74.5%, are somewhat or quite familiar with products of services of the CBS.

Respondents mostly use data for business and analytical purposes (36.9%), while somewhat more than 40% of users use data for personal and educational purposes.

Almost 70.0% of users completely or partially agree that they can easily find statistical data/information they need on the CBS's website, whereas two thirds consider that texts and notes on methodology pertaining to released data are comprehensible and clear.

The largest number of respondents (47.6%) get statistical data from the CBS's home page. Users that get statistical data via social networks (10.2%) mostly follow Facebook and Instagram.

A total of 2.1% of users get statistical data with help of CBS's employees, of which 80.0% agree that it is easy to contact these employees, while 90.0% of users are satisfied with information they got.

A large number of users (77.3%) do not use the Interactive Calendar of Statistical Data Issues on the CBS's website, but most of those who use it, 62.6% of them, are satisfied with its contents.

More than a half of users (60.3%) have high opinion of the overall quality of the CBS and find it to be excellent or very good. Based on the answers obtained from users, the average rating of the overall quality of the CBS is 3.58.

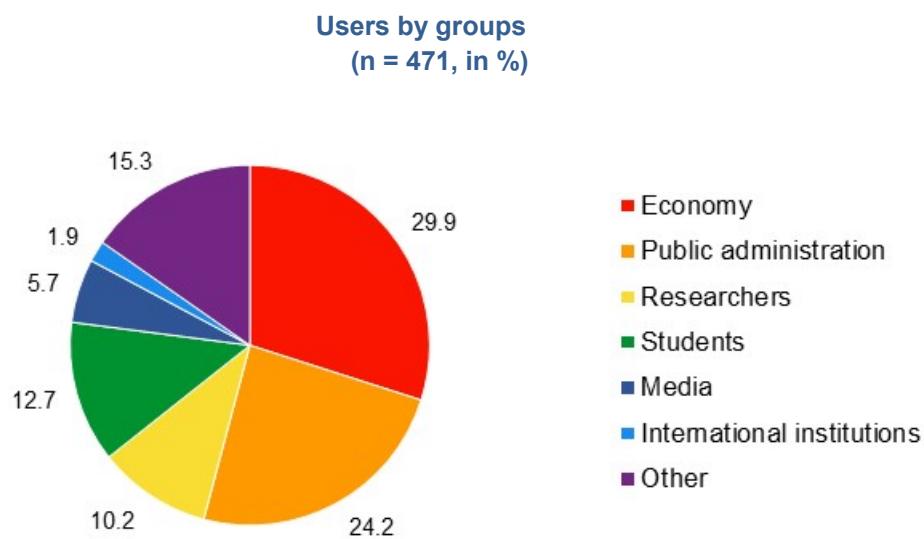
Users also gave constructive suggestions on how to improve the website and raise the quality of data and services.

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 as well as to raise the overall quality of the CBS to a higher level, which can be seen by comparing this survey to the User Satisfaction Survey conducted in 2022.

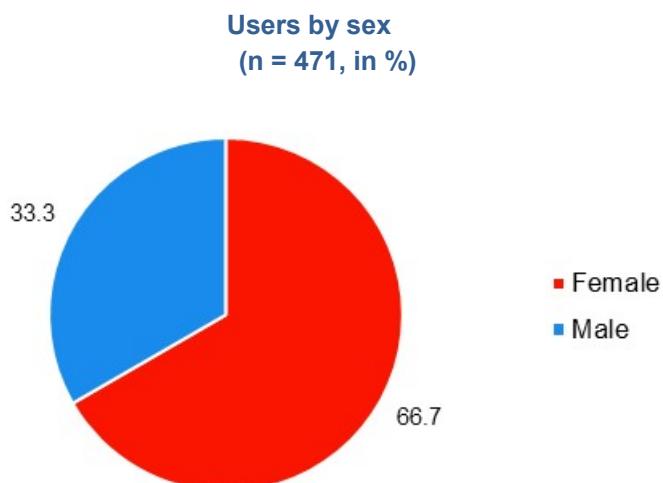
QUESTIONNAIRE

Sociodemographic data

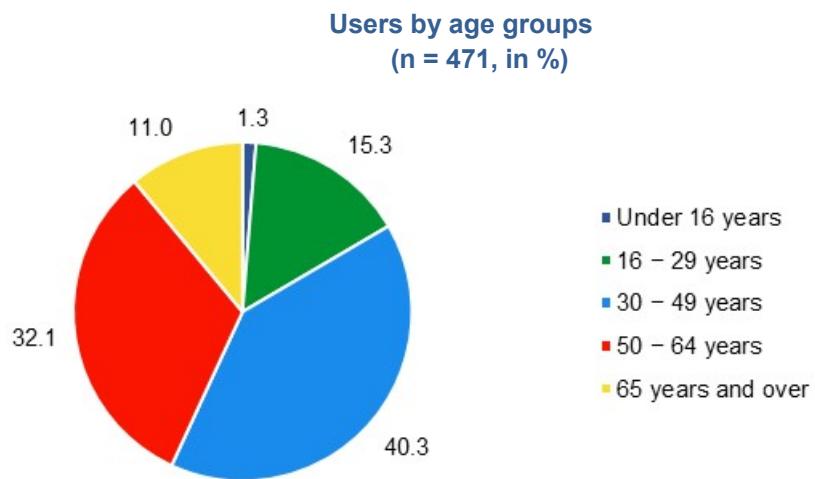
The groups of users to which the respondents mainly belong are the economy (29.9%), public administration (24.2%) and 'other' (15.3% – the public, citizens, pensioners). A total of 12.7% of users belong to the group of students, 10.2% are researchers, 5.7% belong to the media, whereas 1.9% of them are international institutions.



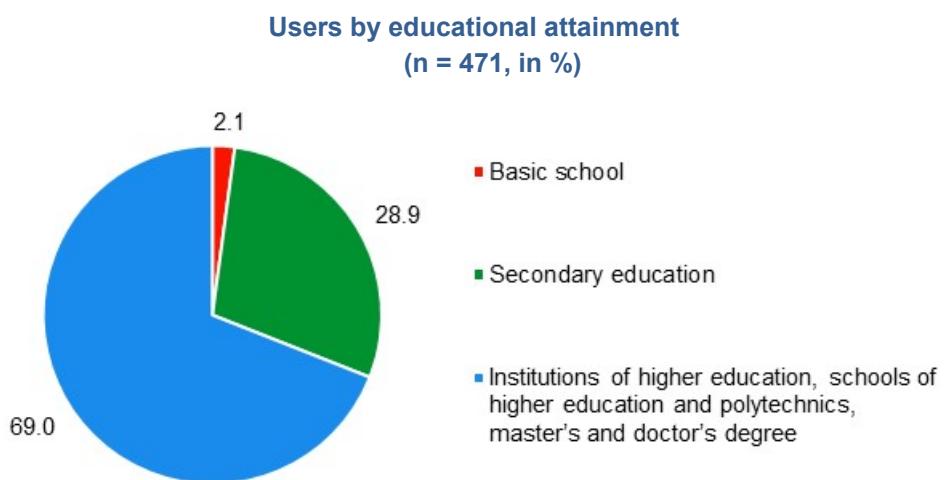
Out of 471 users who responded to the questionnaire, 66.7% are women and 33.3% are men.



Regarding the age structure, most users, 40.3% of them, belong to the 30 – 49 age group, 32.1% of users belong to the 50 – 64 age group, 15.3% of them belong to the 16 – 29 age group, and 11.0% of users are 65 and over. 1.3% of users are persons under 16 years.

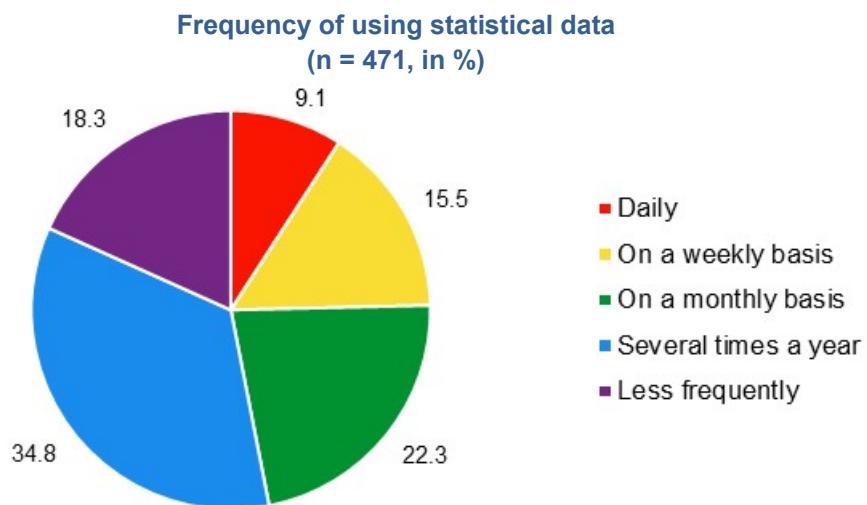


Out of the total number of users who responded to the questionnaire, 69.0% have post-secondary or tertiary education, 28.9% have secondary education, and 2.1% primary education.

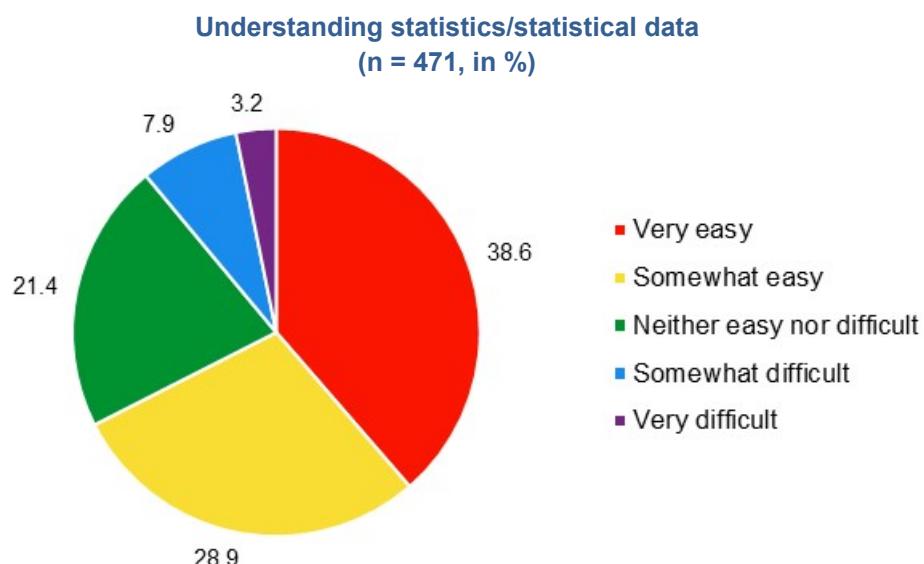


Use of statistical data and products/services of the CBS

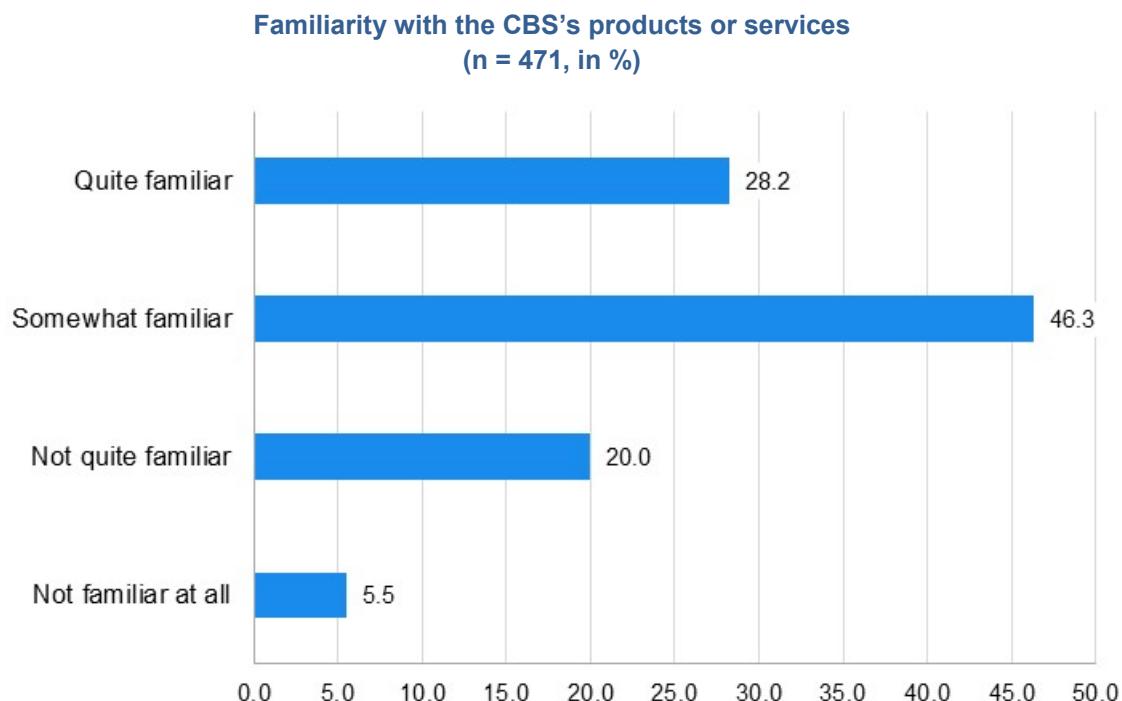
Respondents who participated in the survey mostly use CBS's data several times a year (34.8% of users). A total of 22.3% of users use the data on a monthly basis, 15.5% of them on a weekly basis and 9.1% of users on a daily basis, which means that almost 47.0% of users need the CBS's data every month or more often. Less frequent use of the CBS's data is recorded for 18.0% of users.



More than two thirds of respondents (67.5%) find that statistics is very easy or somewhat easy to understand, whereas 11.1% of them consider that it is somewhat difficult or very difficult to understand. It can be concluded that most respondents have a positive attitude as regards understanding statistics, whereas a fewer part of them face difficulties understanding it.

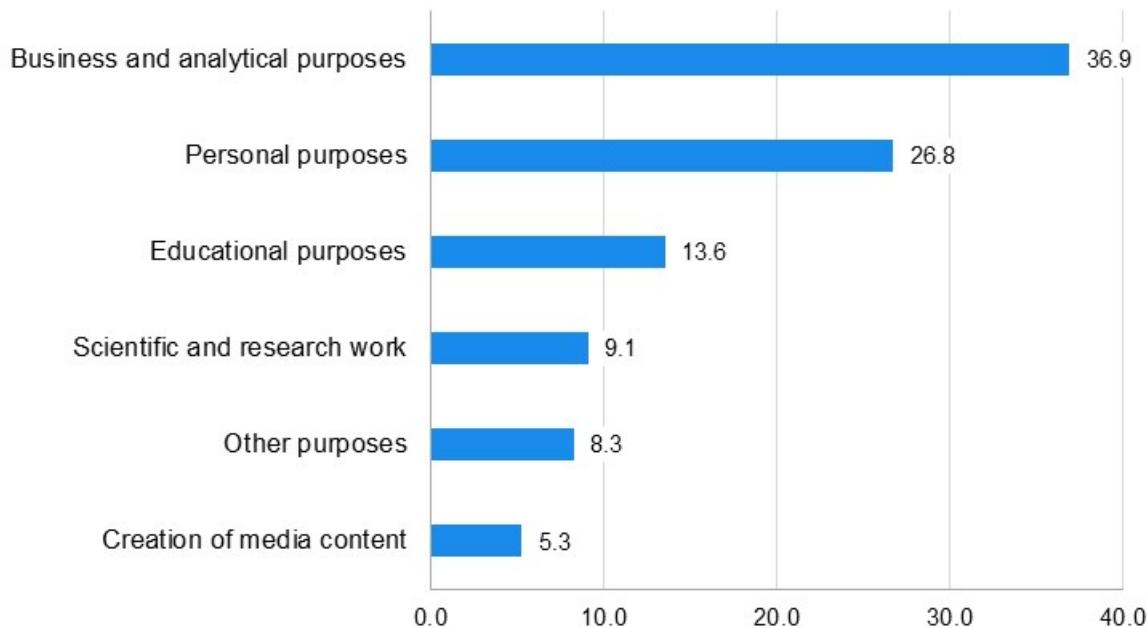


Almost 75.0% of respondents are somewhat or quite familiar with the CBS's products or services, 20.0% of them are not quite familiar, while 5.5% of respondents are not familiar with the CBS's products or services at all.



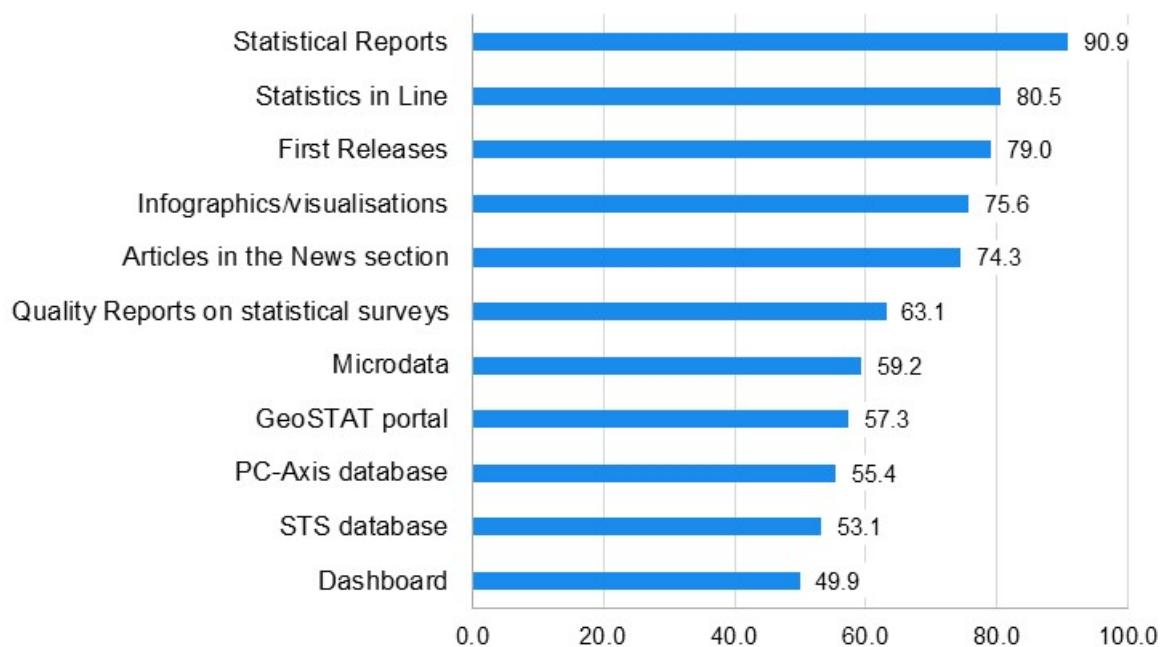
Users mostly use statistical data for business and analytical purposes (36.9%), for personal purposes (26.8%) and for scientific research work and educational purposes (22.7%). Statistical data are used for other purposes by 8.3% of users, while 4.2% of users use them for the creation of media contents.

Purpose of using the CBS's statistical data or information
(n = 471, in %)

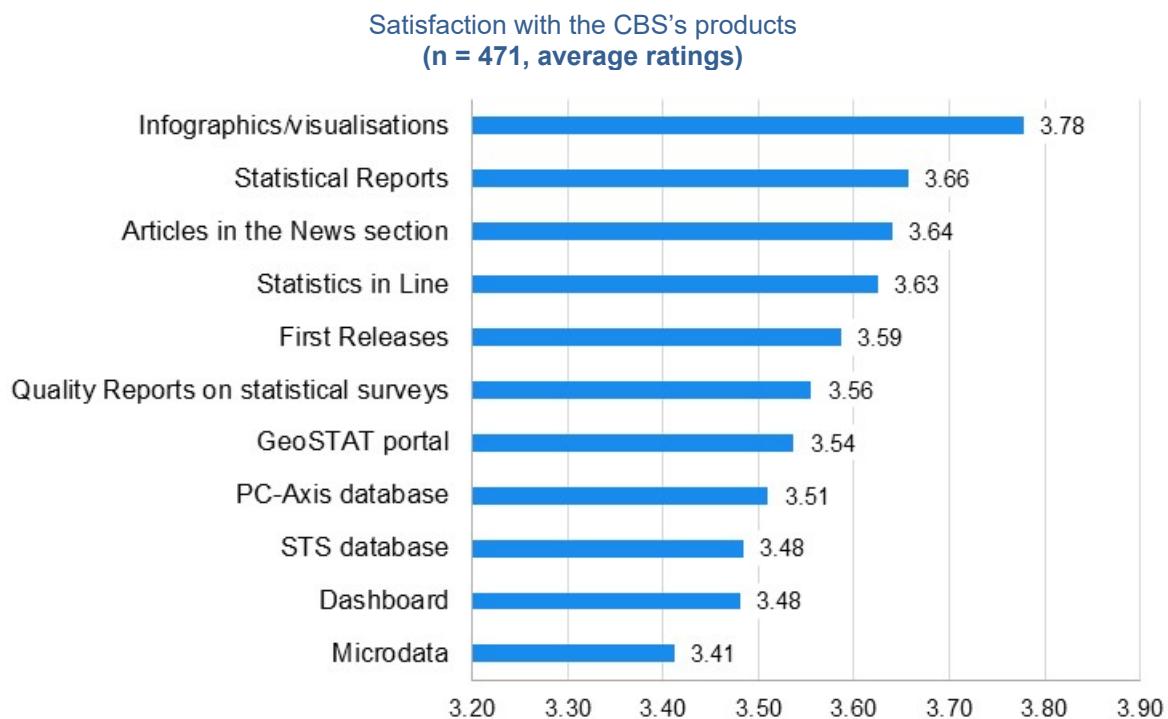


Users most often use Statistical Reports (90.9%), Statistics in Line (80.5%) and First Releases (79.0%). Infographics and visualisations are used by 75.6% of users and articles in the News section by 74.3% of them.

Use of the CBS's products
(n = 471, in %)



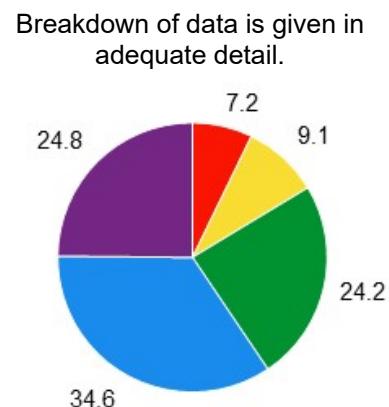
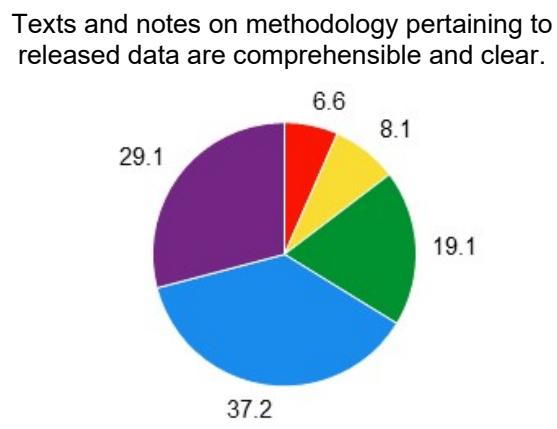
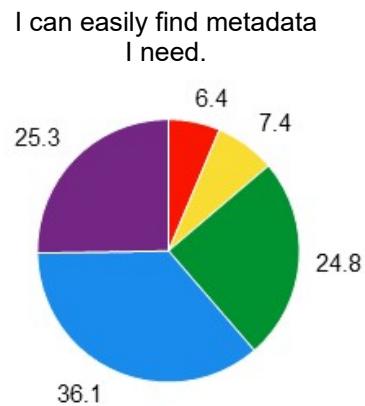
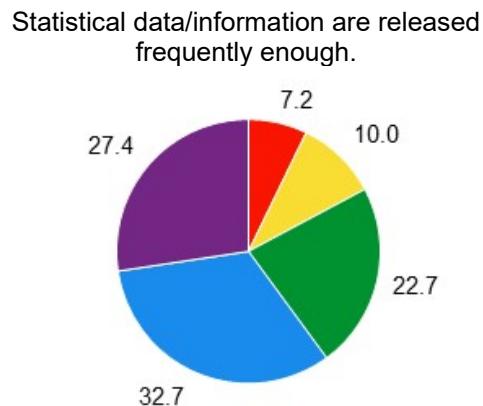
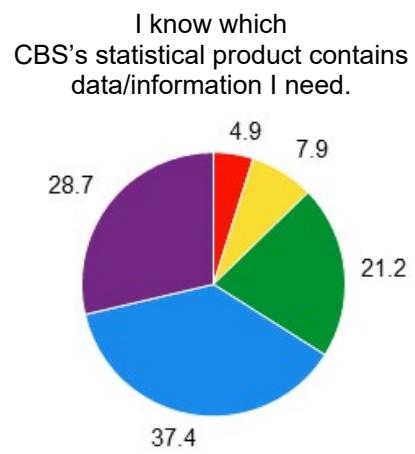
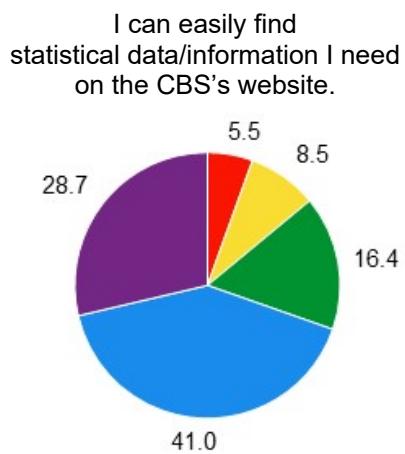
Infographics and visualisations are reviewed the best, with an average ratings of 3.78, followed by Statistical Reports, with an average rating of 3.66, and articles in the News section, with an average rating of 3.64. The lowest average ratings go to microdata (3.41), followed by Dashboard and STS database (3.48). The total average rating of the CBS's products is 3.58.



One fifth of users provided their comments related to the CBS's products as well as suggestions for their improvement. Users are mostly dissatisfied with a bad design of the CBS's website, difficulties they face when browsing databases and lack of detailed data. Some suggestions are related to reorganisation of the website for easier access to the data, improved browsing functionalities, availability of more detailed data and more frequent publishing periodicity of certain data.

Two thirds (66.9%) of users partially or completely agree that they can easily find statistical data/information they need on the CBS's website, know which statistical product contains data/information they need (66.0%) and consider that texts and notes on methodology pertaining to released data are comprehensible and clear (66.2%). A total of 60.1% of users state that statistical data/information are released frequently enough, 61.4% of them hold that they can easily find metadata they need, whereas 59.5% of users agree that the breakdown of data is given in adequate detail.

**Satisfaction with the CBS's statistical data/information
(n = 471, in %)**

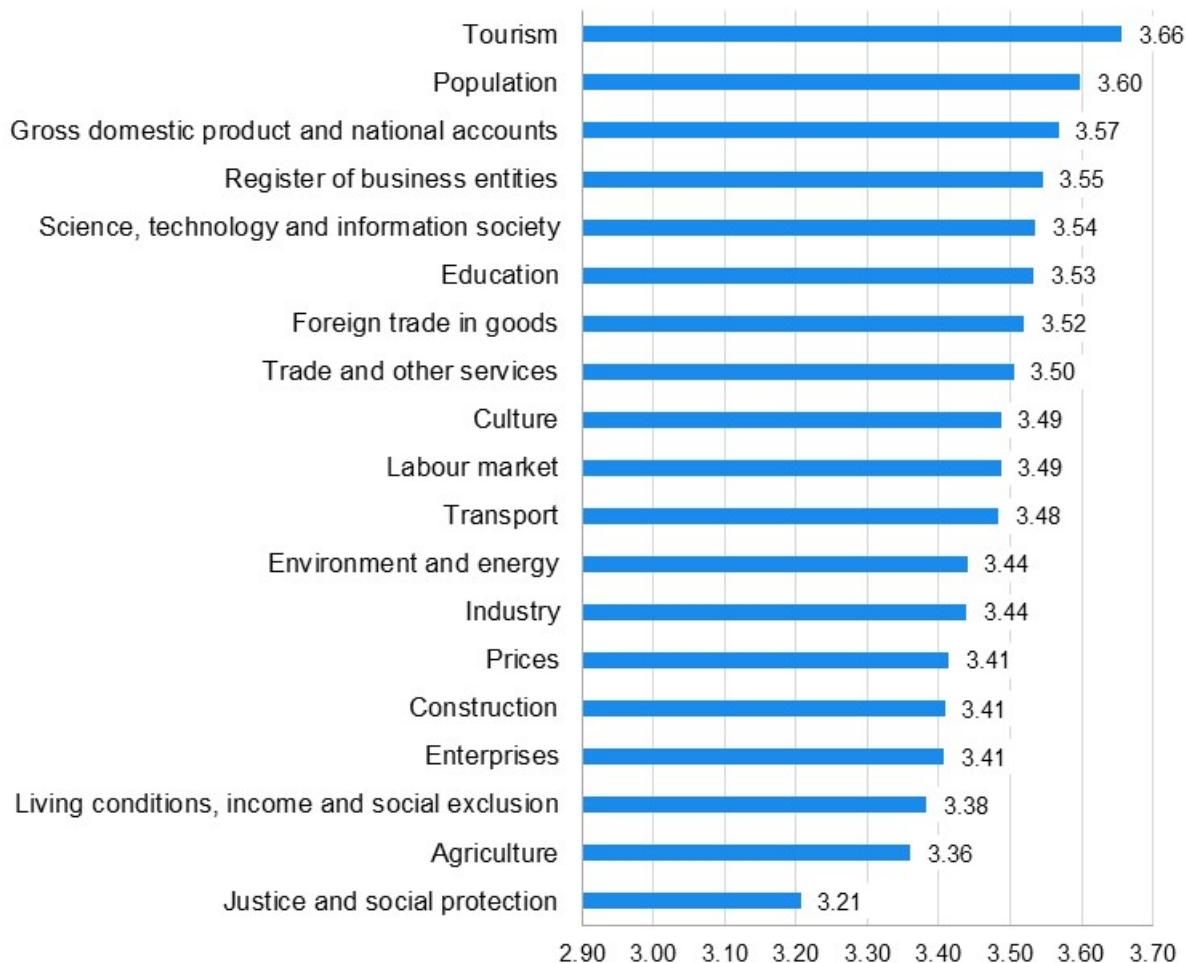


- I completely disagree
- I partially disagree
- I neither agree nor disagree
- I partially agree
- I completely agree

Quality of statistical data

Concerning the overall quality of the CBS's data (their relevance, timeliness, accessibility and comparability) by statistical domains, the best reviewed by users are data in the domain of tourism, with an average rating of 3.66, then data in the domain of population, with an average rating of 3.60, and data in the domain of gross domestic product and national accounts, with an average rating of 3.57. The lowest average ratings go to data in the domain of justice and social protection, 3.46, and in the domain of agriculture, 3.36. The total average rating of the CBS's data quality is 3.48.

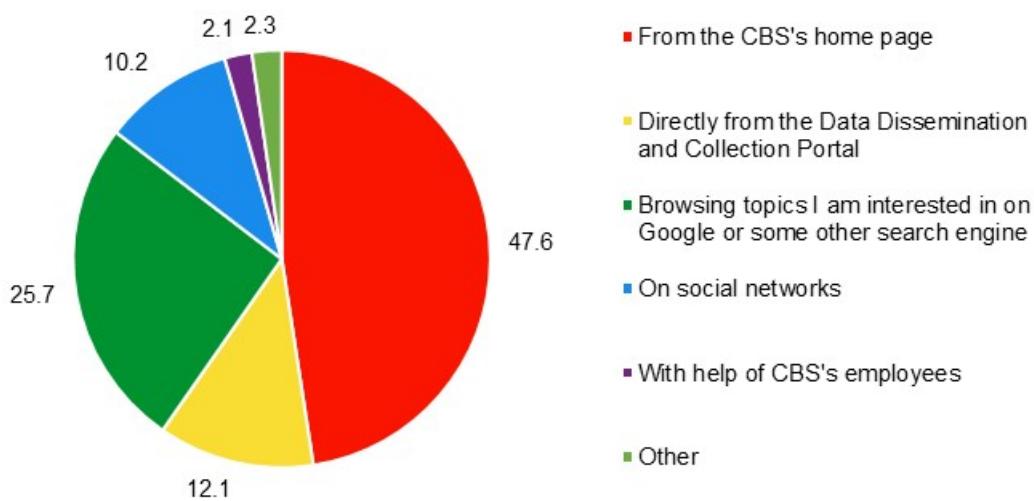
Quality (relevance, timeliness, accessibility, comparability) of the CBS's data by statistical domains
(n = 471, average ratings)



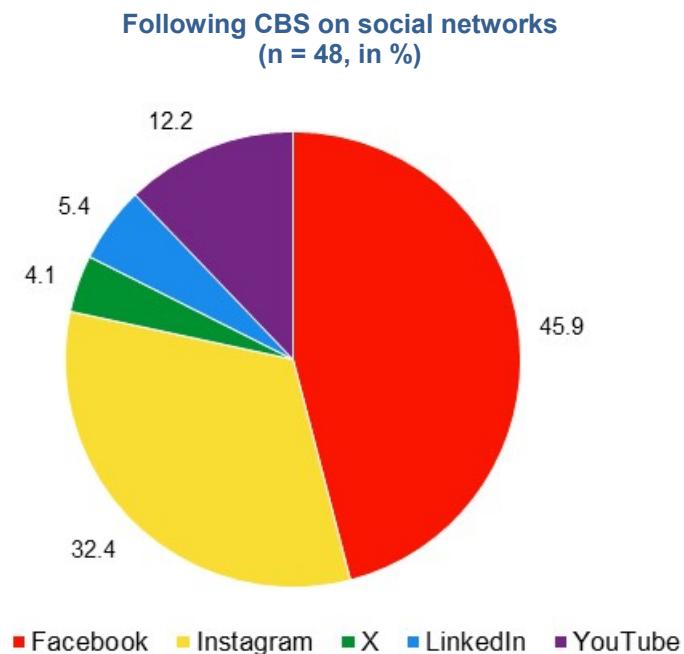
Dissemination of statistical data

Almost a half of users (47.6%) get statistical data from the CBS's home page, 25.7% of them browse topics they are interested in on Google or some other search engine, while 12.1% of them get data directly from the Data Dissemination and Collection Portal. Furthermore, 10.2% of users get data on social networks and 2.1% with help of the CBS's employees.

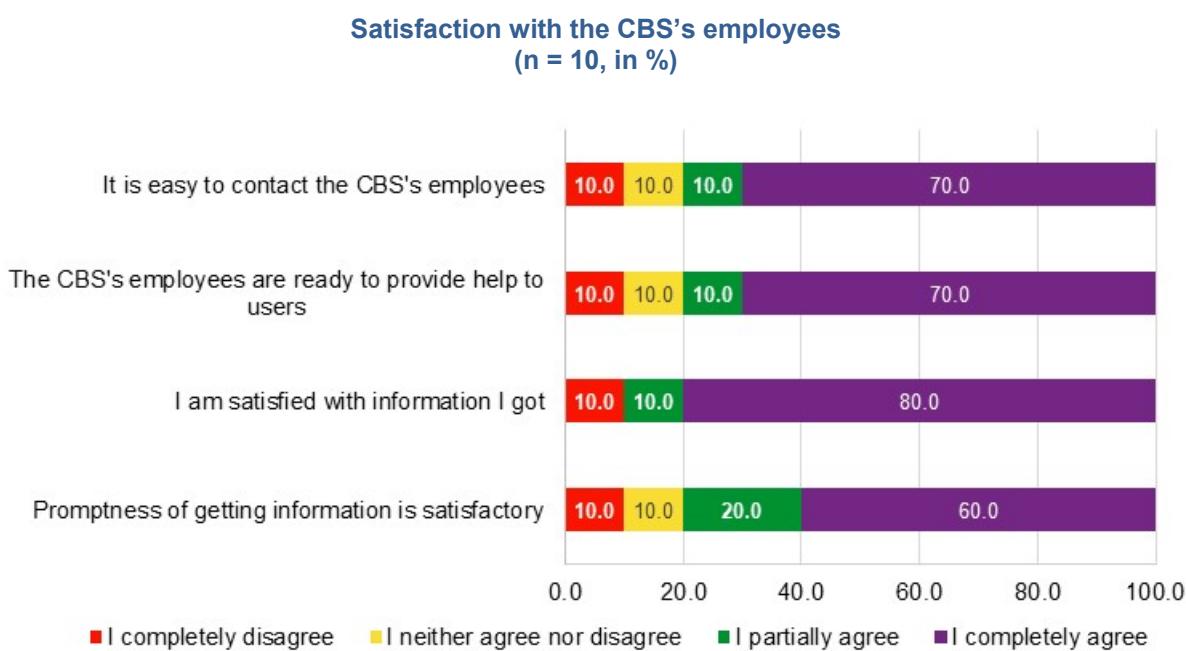
Way in which users most often get the CBS's statistical data
(n = 471, in %)



Social networks from which users get statistical data most frequently are Facebook (45.9%) and Instagram (32.4%), while YouTube (12.2%), LinkedIn (5.4%) and X (4.1%) are less frequently followed.

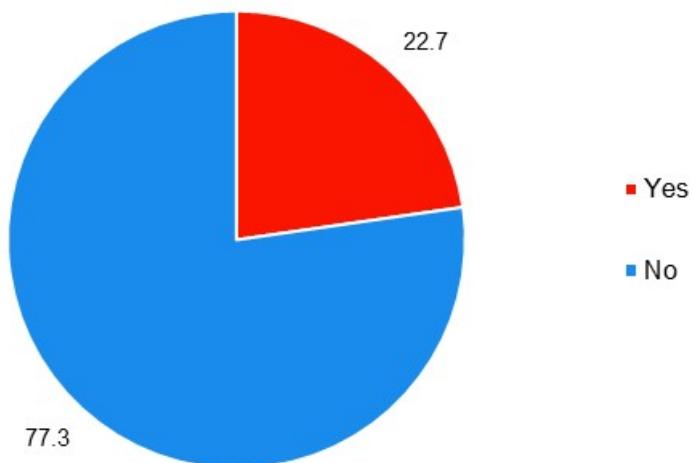


Most of users who get the statistical data with help of the CBS's employees claim they have a positive experience. Thus, 80.0% of them agree that it is easy to contact the CBS's employees and that the CBS's employees are ready to provide help to users. The same percentage relate to users who are satisfied with promptness of getting information, while 90.0% are satisfied with information they got.



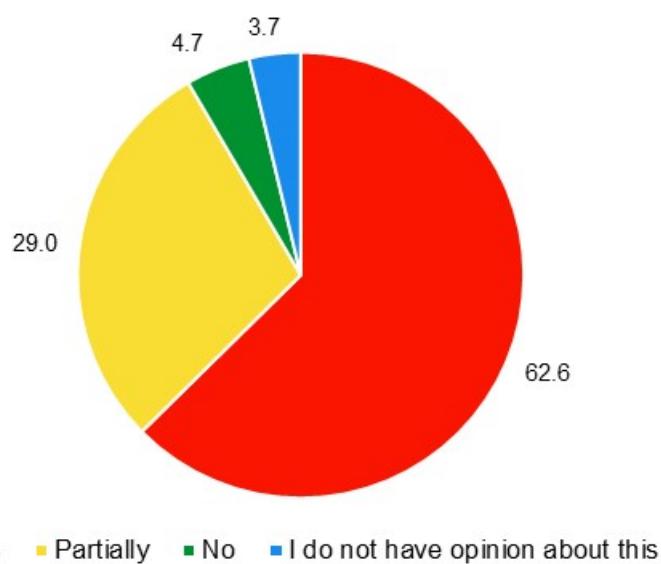
Somewhat more than three quarters of users (77.3%) do not use the Interactive Calendar of Statistical Data Issues on the CBS's website.

Use of the interactive Calendar of Statistical Data Issues on the CBS's website
(n = 471, in %)



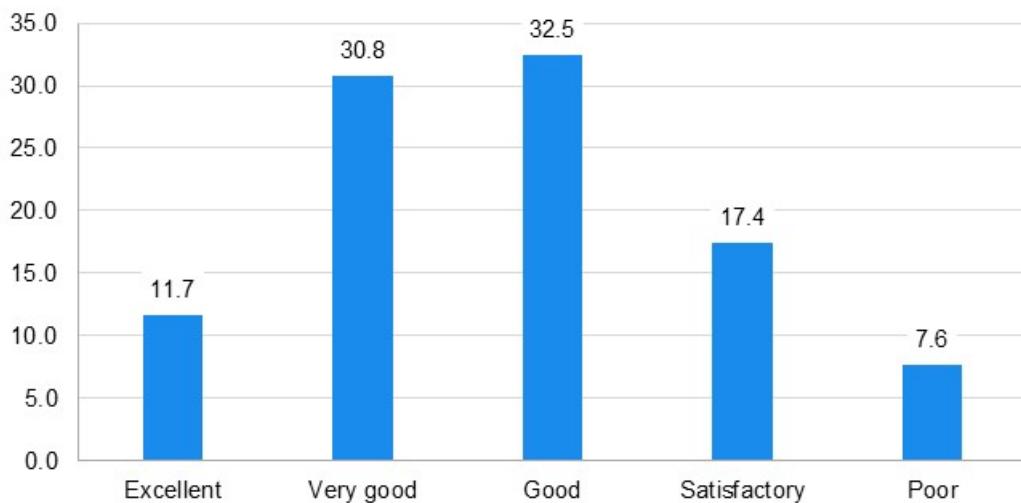
Out of the total number of users who use the interactive Calendar of Statistical Data Issues, 62.6% are satisfied with its contents.

Satisfaction with the interactive Calendar of Statistical Data Issues on the CBS's website
(n = 107, in %)



The highest percentage of users review the browsability of the CBS's website as good (32.5%) or very good (30.8%), whereas 7.6% reviewed them as poor. An average rating of the browsability of the CBS's website is 3.21.

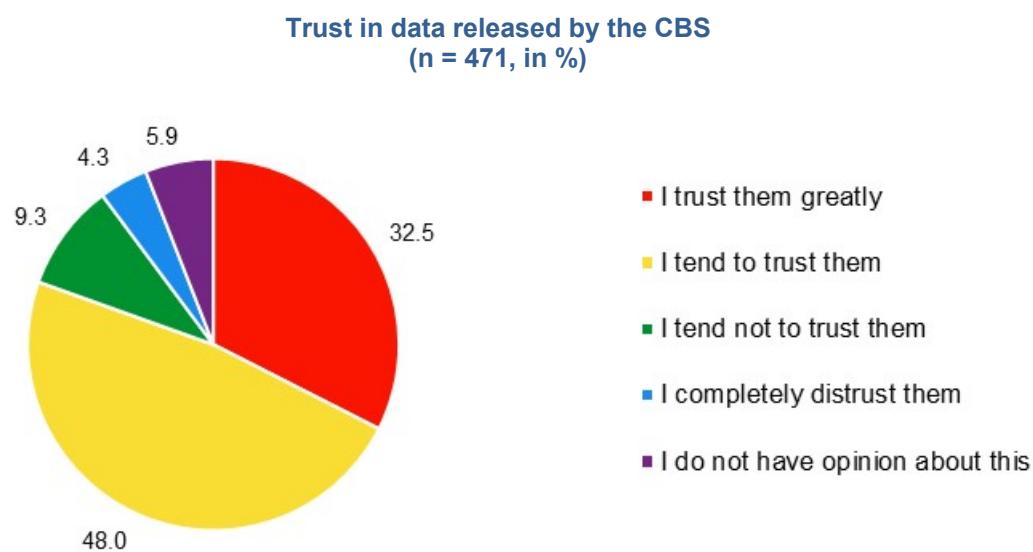
**Rating of the browsability of the CBS's website
(n = 471, in %)**



A total of 120 users provided their suggestions for improving the website. Most of the suggestions referred to easier browsing of the contents by key terms and improving the layout of the website. Other suggestions included more frequent data release, presentation of data categories in more detail and usage of plainer language when writing statistical texts.

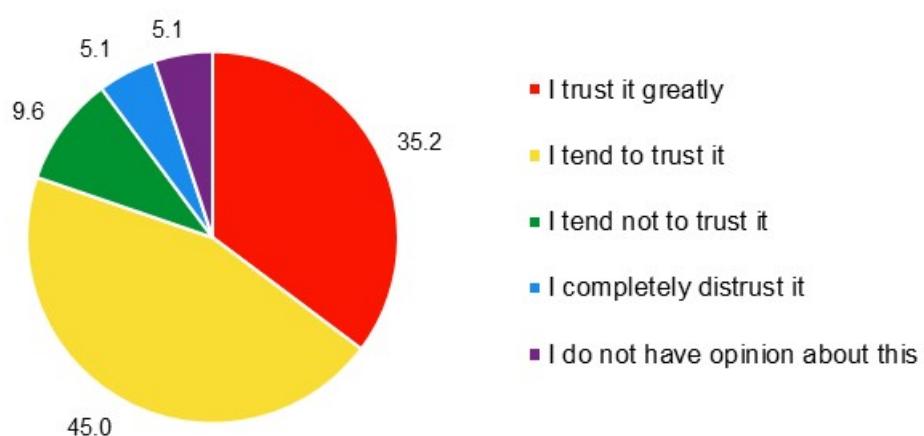
Quality and trust in the CBS

Slightly more than 80% of users have a positive attitude towards data released by the CBS, so they either tend to trust them or trust them greatly.



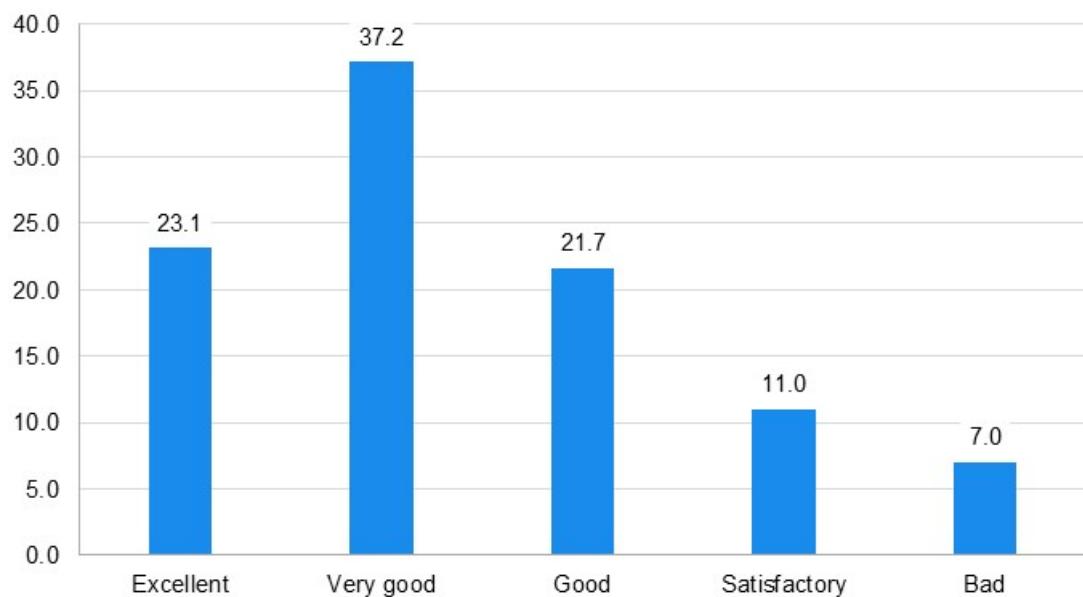
Almost the same percentage of respondents (80.2%) have a great deal of trust in the CBS, i.e., they greatly trust that the CBS guarantees confidentiality of submitted information and data security.

Trust that the CBS guarantees confidentiality of submitted information and data security
(n = 471, in %)



More than a half of users (60.3%) believe that the overall quality of the CBS is very good or excellent, 21.7% of them rate the overall quality of the CBS as good, 11.0% of users think that the overall quality of the CBS is satisfactory, whereas 7.0 % of them think that it is not satisfactory. Users rated the overall quality of the CBS with an average score of 3.58.

Rating of the overall quality of the CBS
(n = 471, in %)



Suggestions for improving the quality of the CBS were given by 102 users. The suggestions mainly referred to the improvement of the website browsability, prompter data processing, better data accessibility (more data sets, longer data series), clearer interpretation of results and easier data finding.