



RESULTS OF THE USER SATISFACTION SURVEY 2020

- Agency for statistics of Bosnia and Herzegovina -

Sarajevo, 2021.

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About the Survey

Purpose and goal of the survey

The mission of the Agency for statistics of Bosnia and Herzegovina (BHAS) is to systematically develop, produce and disseminate official statistics and to ensure and constantly improve the quality of the statistics of the Statistical System in Bosnia and Herzegovina. The BHAS pursues its mission by following in all areas the highest European and international standards of statistical practice, as well as by unswervingly observing the rules and responsibilities it is committed to. The purpose and goal of the User Satisfaction Survey of the BHAS is to obtain valuable data about the habits and needs of our users. With the survey a broad scope of users was provided with the possibility to share their views about our work and suggestions for further improvements.

Results of this survey will provide quality improvement of data and services offered by BHAS, in the segments with which users were least satisfied.

This kind of survey is an important element to fulfil the principles of the European Statistics Code of Practice, which is implemented in the European Statistical System.

Questionnaire

The questionnaire used for the survey was prepared in BH and English. The questionnaire consisted of 17 questions, in which one or multiple answers were allowed. In specific parts of the questionnaire, users were able to write their proposals and suggestions for possible future improvements.

The questionnaire contains 17 questions and covered the following topics:

- Usage and quality of statistical data,
- Usage and satisfaction with BHAS website,
- Satisfaction with the employees and the quality of BHAS services,
- Quality assessment of statistical data and
- Demographic characteristics of users.

Type of the Survey

The survey was conducted by web questionnaire. Banner was placed on the initial page of the BHAS website. E-mail was sent to registered BHAS users (242), with the invitation to take part in the survey.

***Period of data
collectiona***

07. 10. – 30.11. 2020.

***Methods,
Respondents***

Two methods were used in data collection: online, through a web questionnaire at the BHAS's website, and through e-mail addresses from our user database. The e-mail was sent to users (242), with the invitation to take part in the survey. (We received feedback from 107 users - response rate 44%). In order to have a more complete overview on the kind of users requesting information users are grouped in several basic categories:

- Users from Public administration;
- Business entity;
- Science, research and development;
- Media;
- Foreign users.

***Dissemination
of the results***

The results of the survey and the questionnaire are published in BH and English on BHAS website. Information about monitoring user satisfaction is accessible on: <http://www.bhas.gov.ba/>.

Main findings – The results of the survey

- In the survey participated 54% female and 46% male users.
- According to the occupation status of users most classified themselves as civil servant, and according to the education most classified respondents were highly educated (90%).
- On average user of statistical data of the BHAS were a woman's gender, being aged from 30 to 49 years, highly educated.
- Most of the respondents come from the public sector (41%) and the least from the media (4%).
- Most respondents visit the website and use the results of BHAS occasionally (37%) or monthly (24%), at the same time our website is visited daily 7% users.
- Most of the users used the data of the Agency for the purpose of better understanding of economic and social trends in Bosnia and Herzegovina (41%) and for the purposes preparing strategies, policies and projections (34%).
- Most of the respondents were interested in the statistical area of population statistics (56%) Field of Crime statistics and statistical business register was of least interest for users (8%).
- The majority of the respondents usually get statistical data by means of free electronic publications on www.bhas.gov.ba (76%), while the order print publications of the BHAS demand by only 6% of users.
- Most respondents find the necessary data in statistical publications at the BHAS's website (70%). A great difficulties in accessing the BHAS's data have 8% of users.
- When we asked about - was the information clearly presented, most respondents (82%) replied that statistical data and information are always or mostly clearly presented.
- When we asked to - what extent the BHAS met your expectations, most respondents answered that - BHAS mostly met their expectations (63%), and 12% users stated that the BHAS mostly or never does not meet their expectations and needs.
- Observing the users answers by statistical areas, it can be stated that users rated the education statistics (4.25 on a scale from 1 to 5) with the highest grade, while population

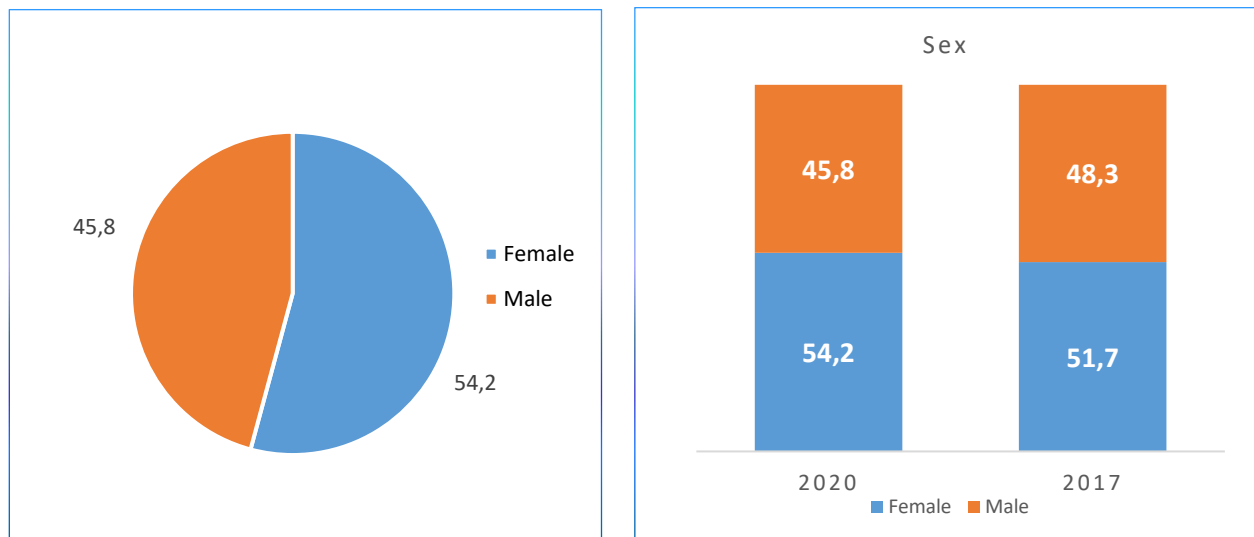
statistics rated at the smallest grade (3.25). The total average rating of data quality for all statistical areas is 3.80.

- Overall user satisfaction quality of products and services of the BHAS based on the quality components / dimensions (relevance, accuracy, availability, timeliness and comparability) was rated at an average of 3.99 (on a scale from 1 to 5).
- The total satisfaction of the user measured by the length of waiting time on the data (accessibility), competences and friendliness of the Agency's staff, is estimated at an average of 4.49 (on a scale from 1 to 5).
- Total BHAS's average grade is 3.96 and the overall index of the users' satisfaction with the BHAS's is 79.20%.

1. Demographic characteristic of users

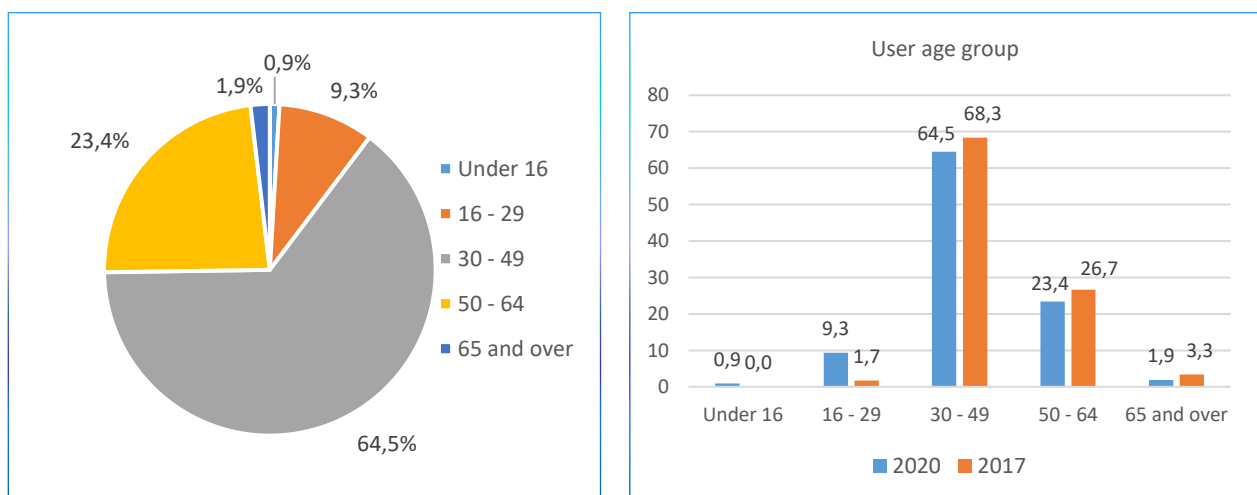
At the beginning we present some basic demographic characteristic of the users, which show the structure of users of BHAS's statistical data. The graphs on the right show a comparative overview of the socio-demographic characteristics of the respondents in the survey conducted in 2020 and 2017.

Figure 1.1: Users according to gender (n = 107; u %).



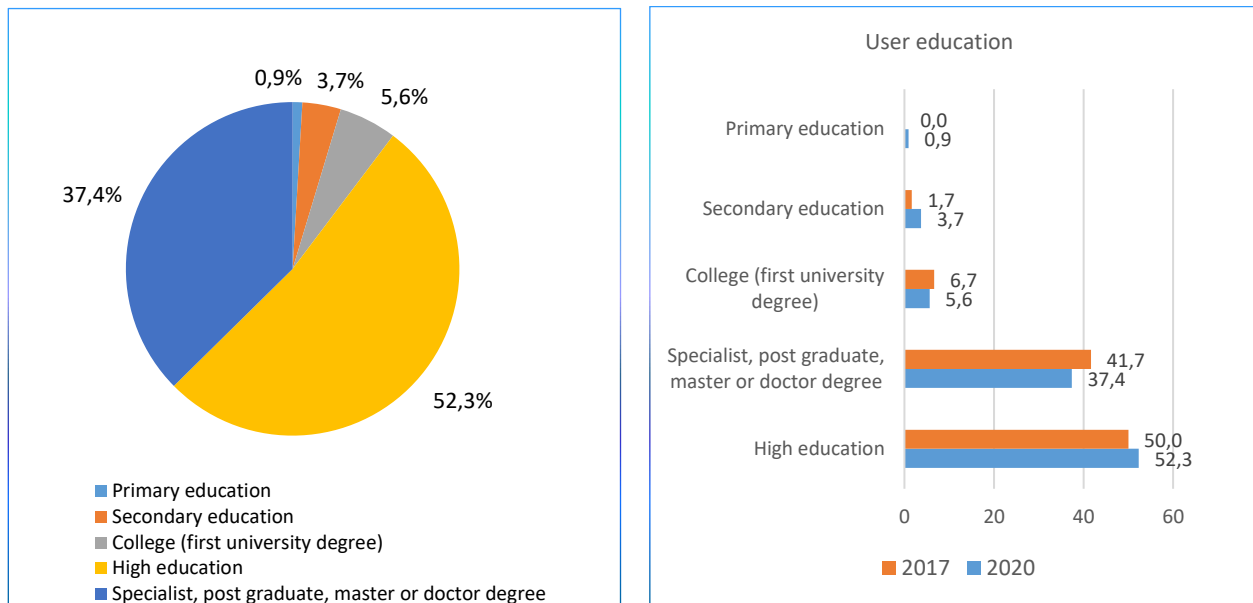
In the survey in 2020, 54 % of the users were female and 46% were male. The response of women in relation to men is significantly higher compared to the research conducted in 2017.

Figure 1.2: Users according to age (n = 107; u %).



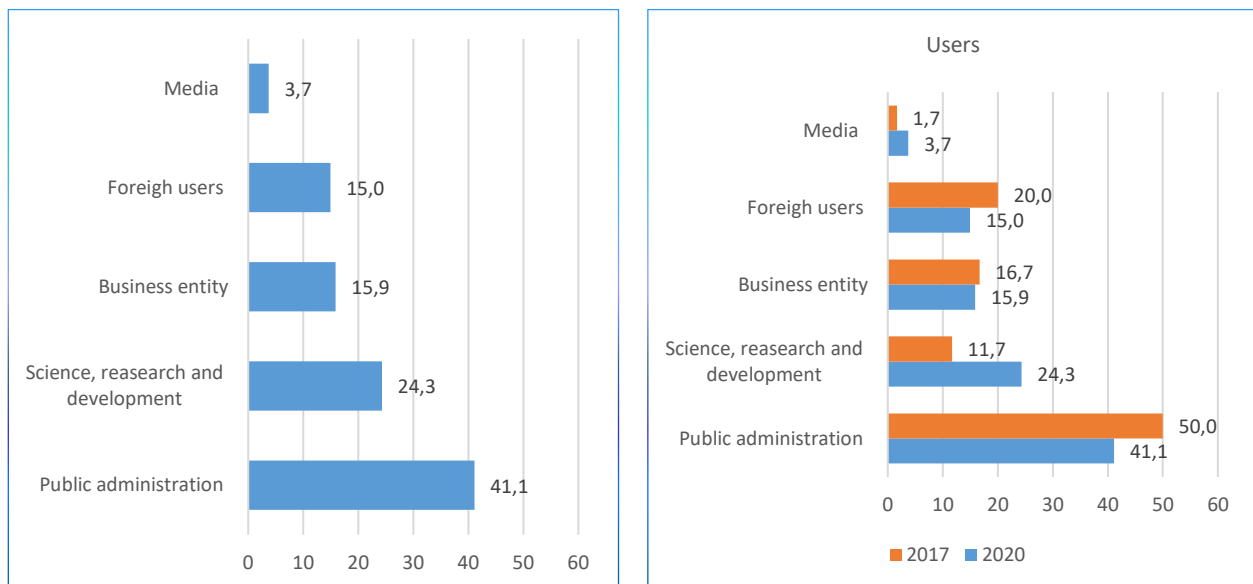
With regard to the age structure, the largest number of users, 64.5% of them, belonged to the age group from 30 to 49 years of age. Compared to the survey conducted in 2017, in 2020 a significant increase in the structure of user in the age group 16-29 years.

Figure 1.3: Users according to education (n = 107; u %).



The largest group of users still refers to participants with higher and high school completed (52.3%). Persons with completed master studies and doctors degrees presented more than a third (37.4%). A similar structure of users according to education was in the previous research.

Figure 1.4: User groups (n = 107; u %).

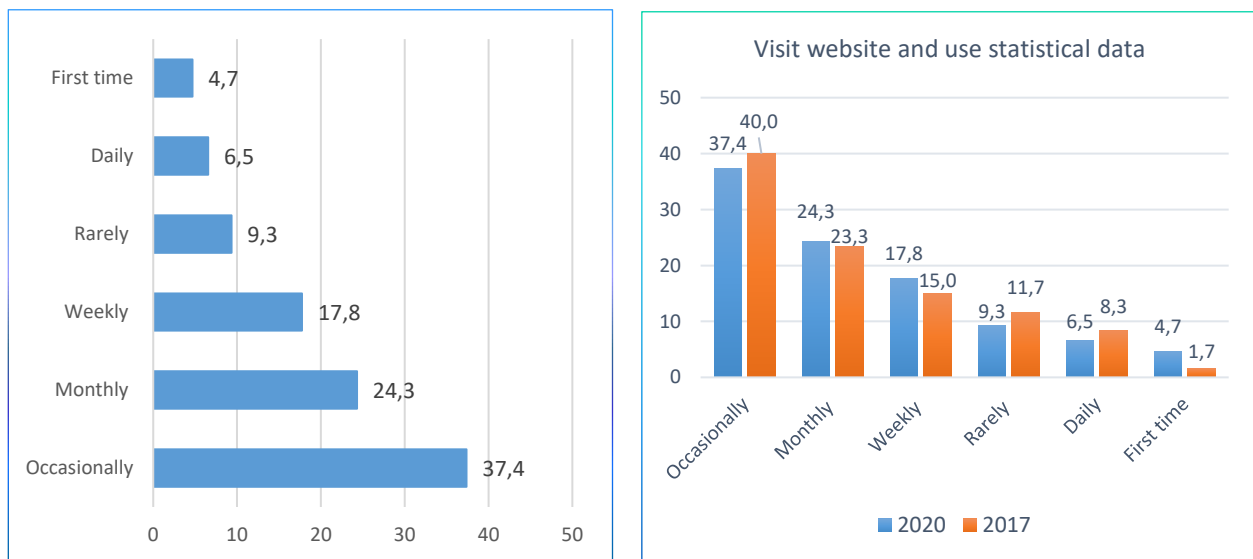


If we look at the groups of users who participated in the survey, the largest number are from the public sector / public administration (41,1%); foreign users (15,0%). Compared to the previous survey, the number of foreign and media users has increased in the structure, and the number of users from the public sector and science, research and development has decreased.

2. Evaluation of Agency website

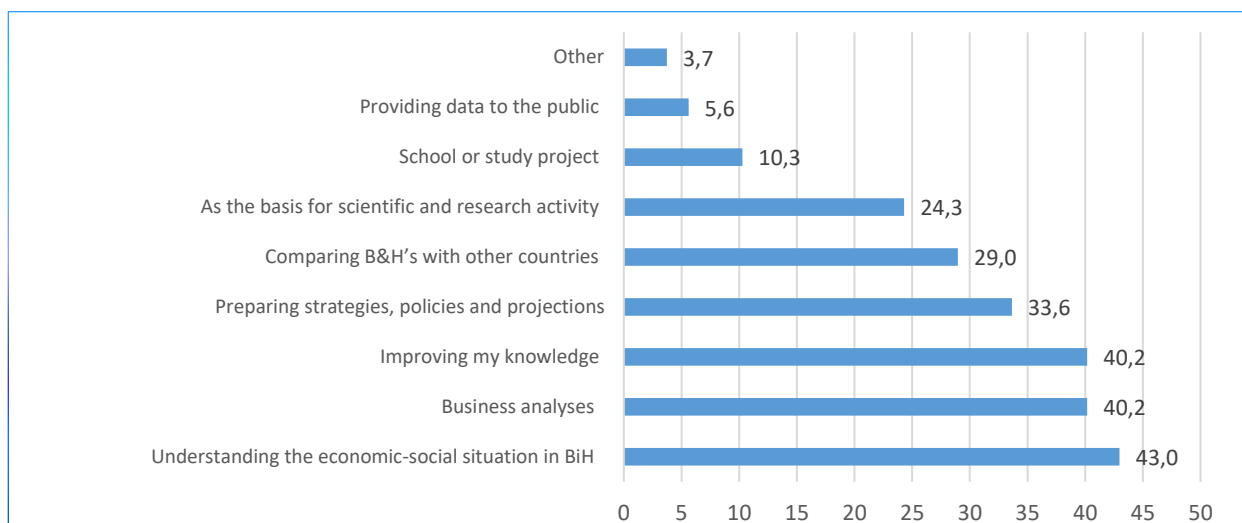
We wanted to interview only the active users, which is why we have asked them in the opening question in the survey how often they visit our website and use statistical data and information. This set of questions is related to the opinions of users on the access to statistical data and user-friendly presentation and dissemination. The graphs on the right show a comparative overview of the socio-demographic characteristics of the respondents in the survey conducted in 2020 and 2017.

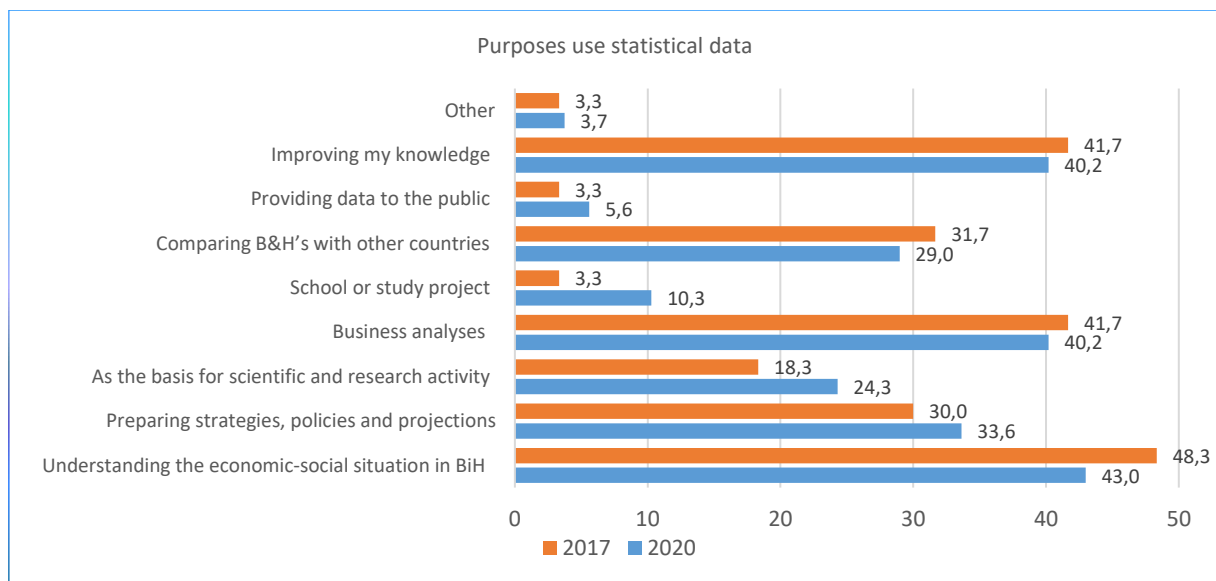
Figure 2.1: How often do you visit our website or use statistical data and information? (n = 107; u %).



The highest percentage of users use the Agency's data occasionally 37.4%; for the first time only 4.7% of users. Compared to the 2017 survey, the number of users using statistics for the first time has increased.

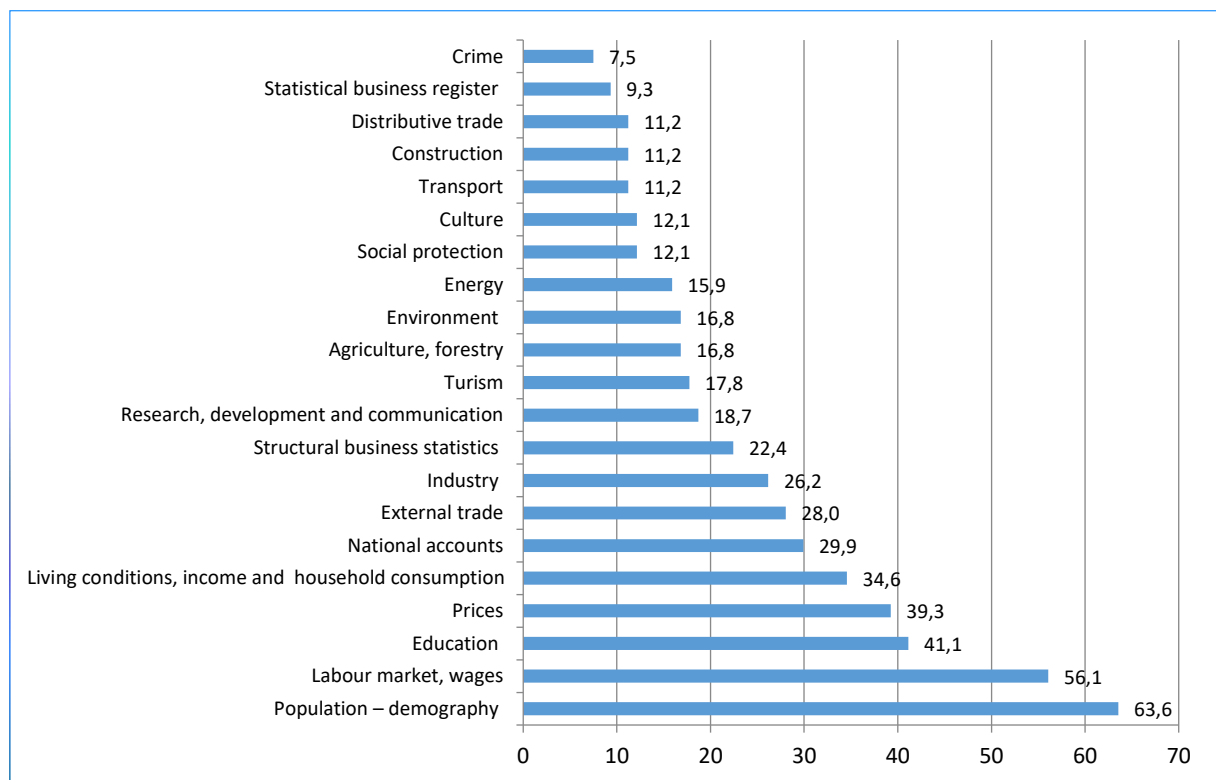
Figure 2.2: For what PURPOSES do you use statistical data? (n = 107; u %, multiple answers possible)

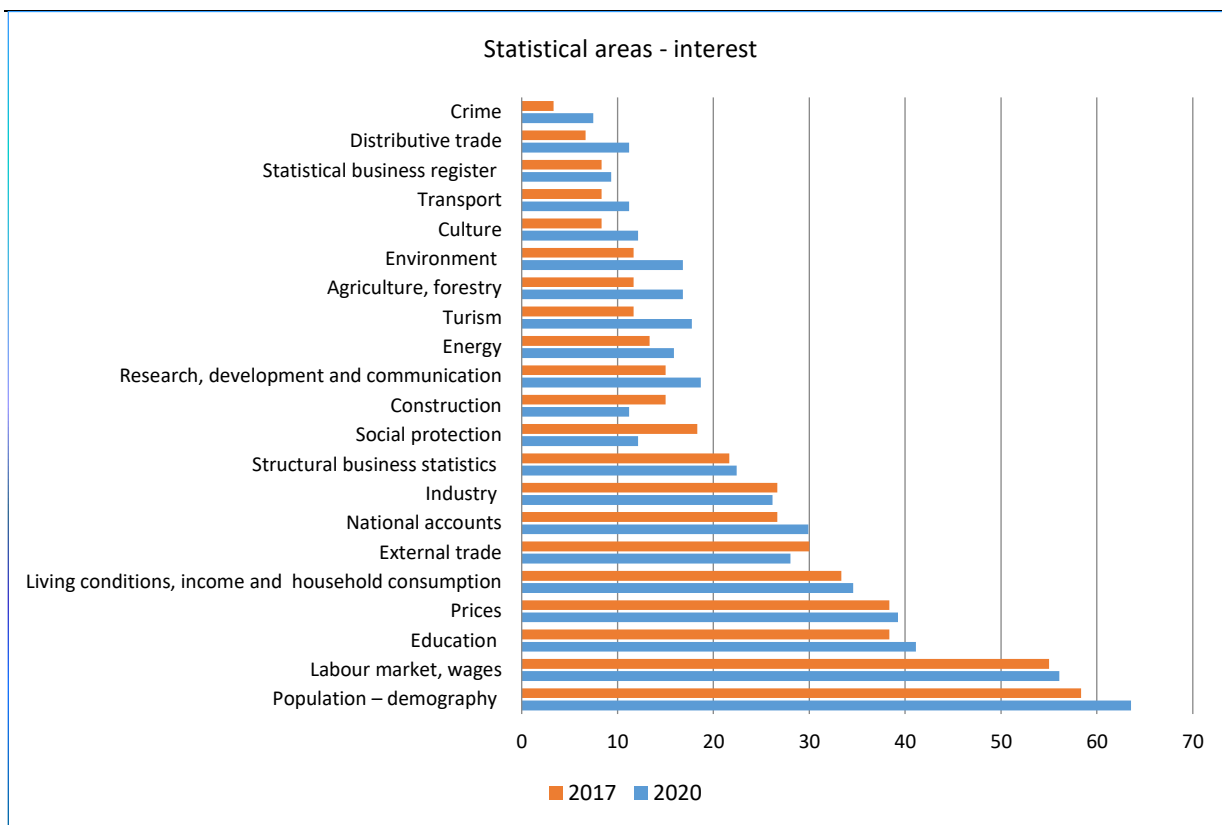




The most frequent answer was that BHAS data is used for better understanding of economic social and environmental situation in BiH (43.0%). Very few users use the data to providing to the public (through the media), only 5.6%. Compared with previous research, the only major change in the structure of the purpose of statistical data was recorded by users who stated that data is most commonly used to study.

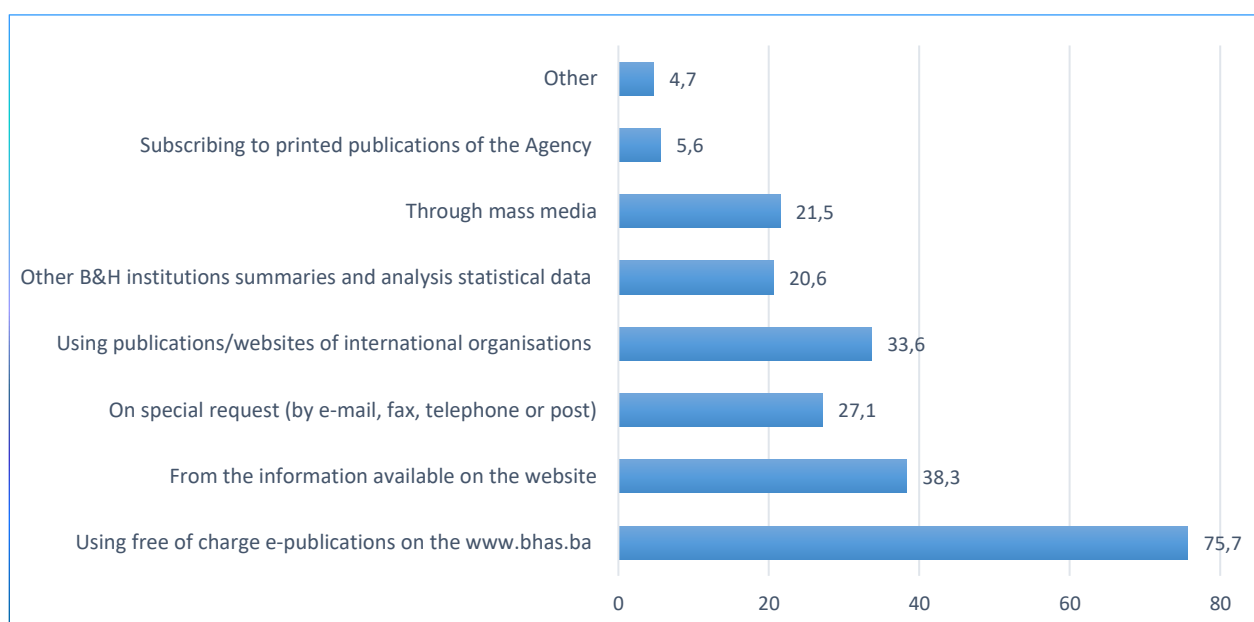
Figure 2.3: Which of the following STATISTICAL AREAS are you interested in the most? (n=107; u %, multiple answers possible)

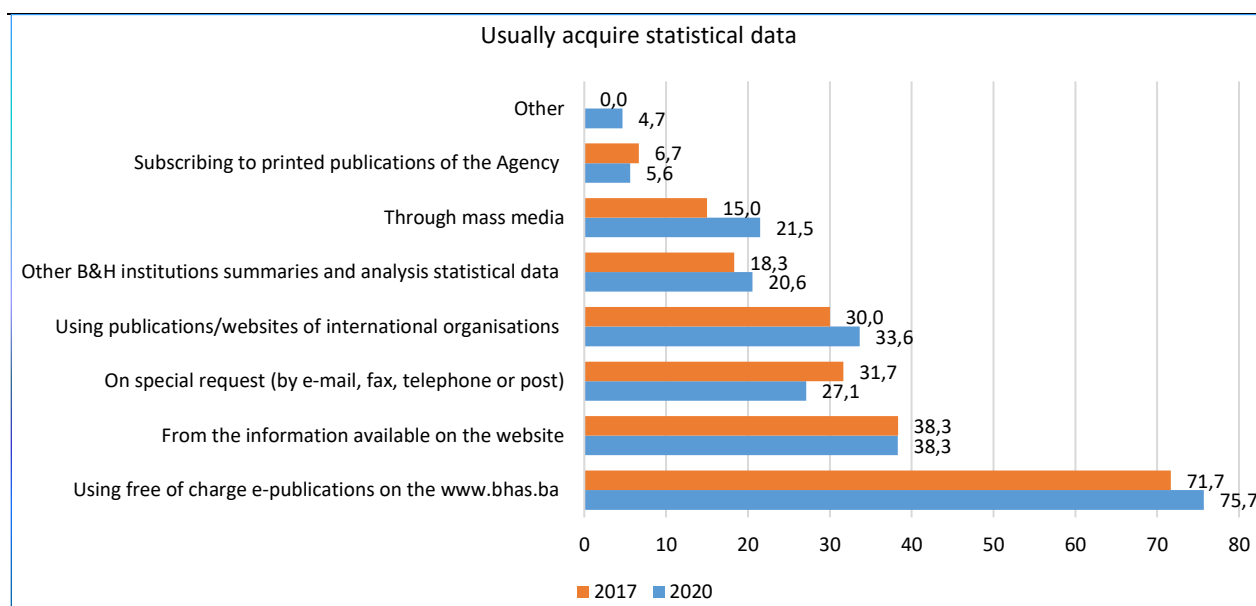




Users were able to choose more than one answer, that is, they could choose all areas from which they used data. On average each user selected 5 areas. The most frequently used data are from the area of population statistics (63.6%), The least used data are from the area crime statistics (7.5%). Compared to previous survey in view of a graph is best illustrated in statistical areas there has been a rise or fall of interest.

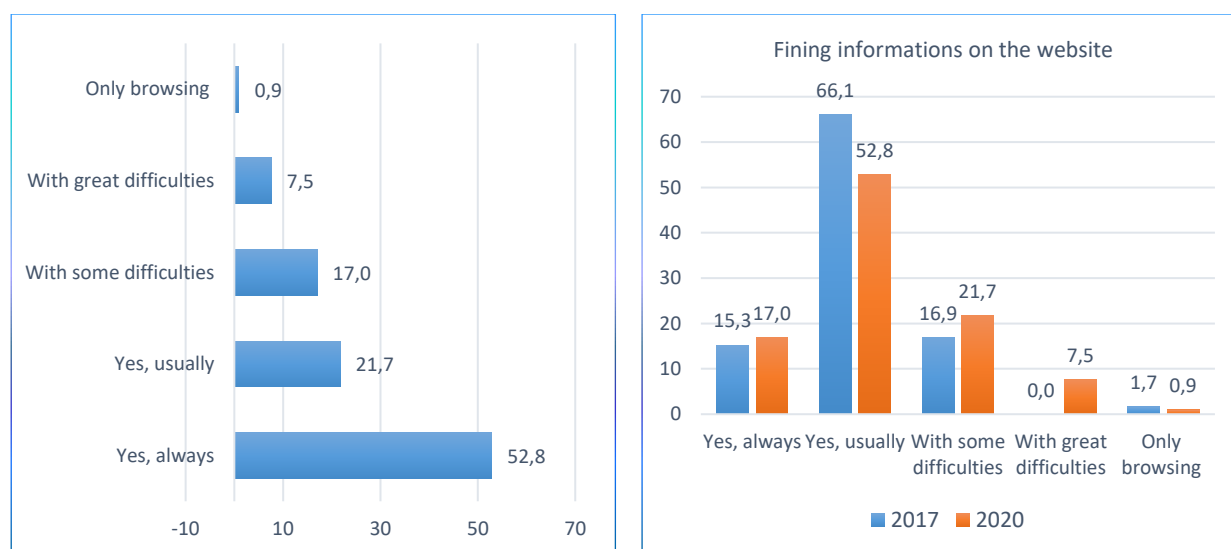
Figure 2.4: How do you usually ACQUIRE statistical data and information? (n = 107; u %, multiple answers possible)





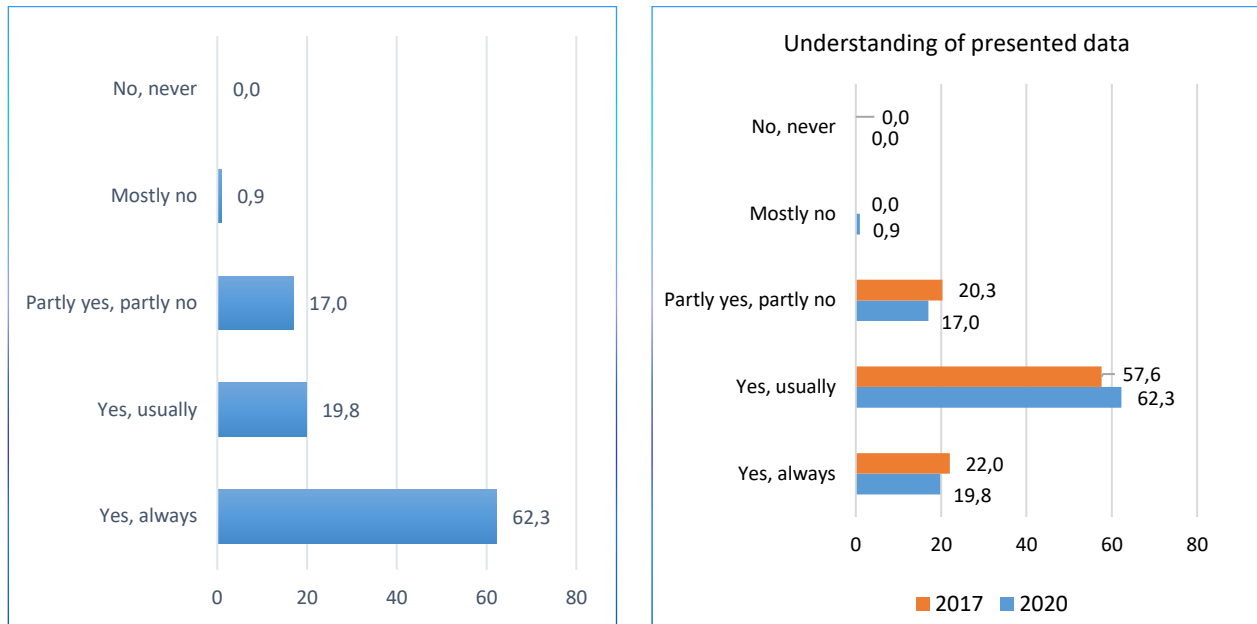
Most respondents typically receive statistical data and information by means of free electronic publications on BHAS's website (75.7%). Users rarest ordering printed publications (5.6%). Compared with the results of the previous research, there are no significant changes in the affinities of the users, that is, the majority of users are still informed through the use of free electronic publications on the BHAS's web site and from general information that are also available on our website.

Figure 2.5: (Was the data and information easy to find on the website of the BHAS? (n=106; u %)



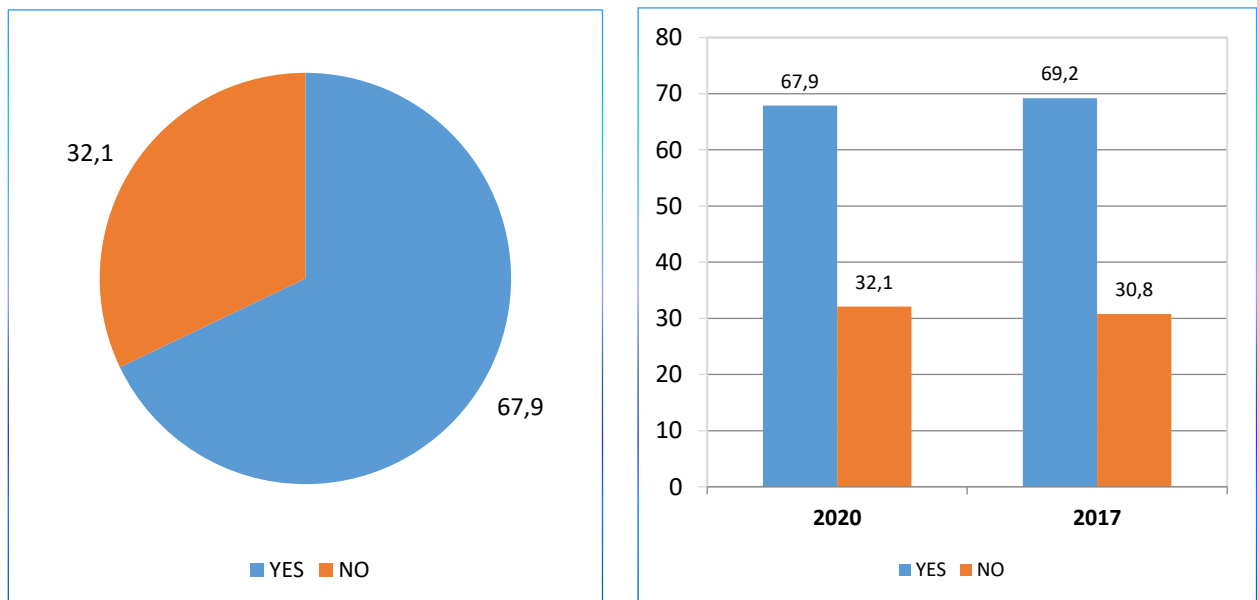
The most numerous respondents said that data and information on BHAS's website are usually or always easy to find (69.8%); a significant number of respondents with some and great difficulties find statistical data and information (29.2%). Compared to the previous survey, a significant number (7.5%) of respondents stated that they find the required data with great difficulty.

Figure 2.6: Information clearly presented? (n = 106; u %)



Four - fifths of respondents (82.1%) stated that the statistical data and information are usually or always clearly presented. There are no significant discrepancies compared to the 2017 survey.

Figure 2.7: Are BHAS's official statistics released on the dates announced? (n = 56; u %)



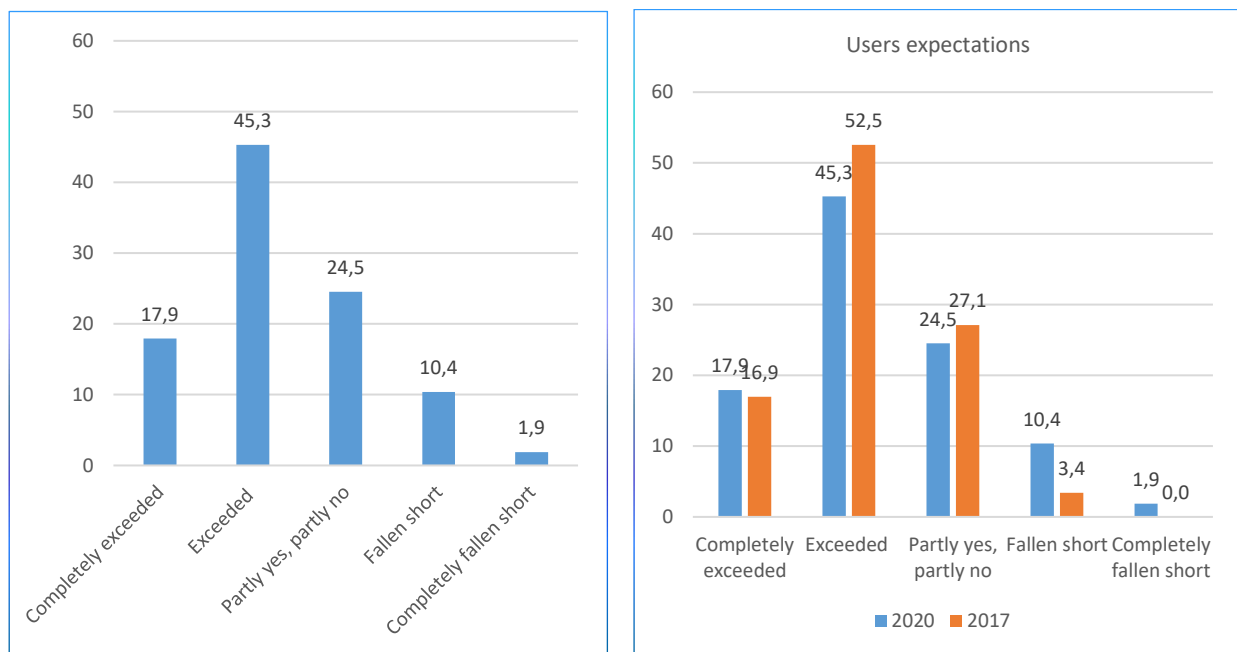
Of the users who use the the Calendar of statistical data issues, 67.9% believe that the BHAS respects and adheres to the dates specified in the Calendar.

3. Evaluation of the quality statistical data

Users were offered a set of questions to evaluate the quality of BHAS's statistical data by means of the five dimensions of quality: relevance, reliability, timeliness, availability and comparability. Also, satisfaction of users by the employees' behaviour towards users, and their satisfaction with overall quality products and services. The graphs on the right show a comparative overview of the socio-demographic characteristics of the respondents in the survey conducted in 2020 and 2017.

3.1 User satisfaction - meet the needs and expectations of users

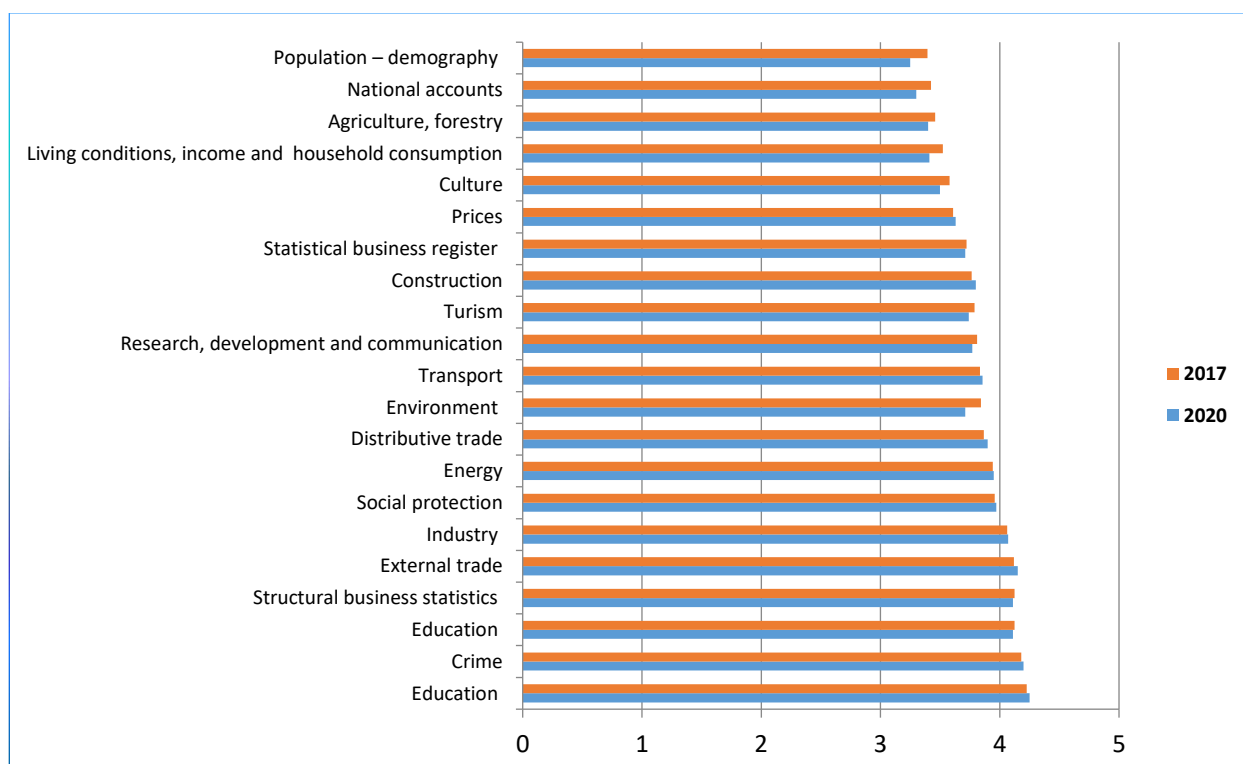
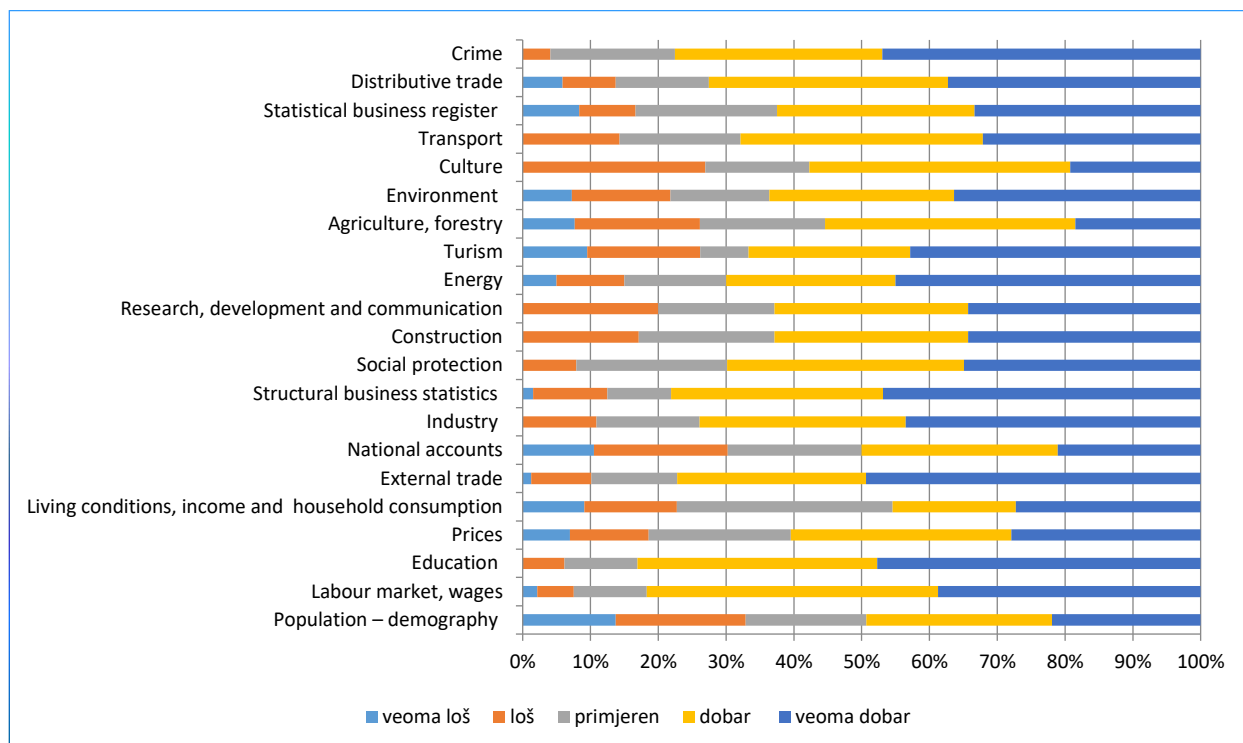
Figure 3.1: Considering your EXPECTATIONS, to what extent has the BHAS for statistics of B&H exceeded or fallen short of your expectations? (n = 106; u %)



Most of users (63.22%) stated that the BHAS with its products and services meets their needs and expectations, and 12.3% of users said BHAS falls short or completely of their expectations and needs. The average user satisfaction rating for our products and services is 3,65 (scale of 1 to 5), which is a lower average rating compared to the rating given by users in 2017 (3.83).

3.2 User satisfaction to overall quality of statistical data for statistical area you use

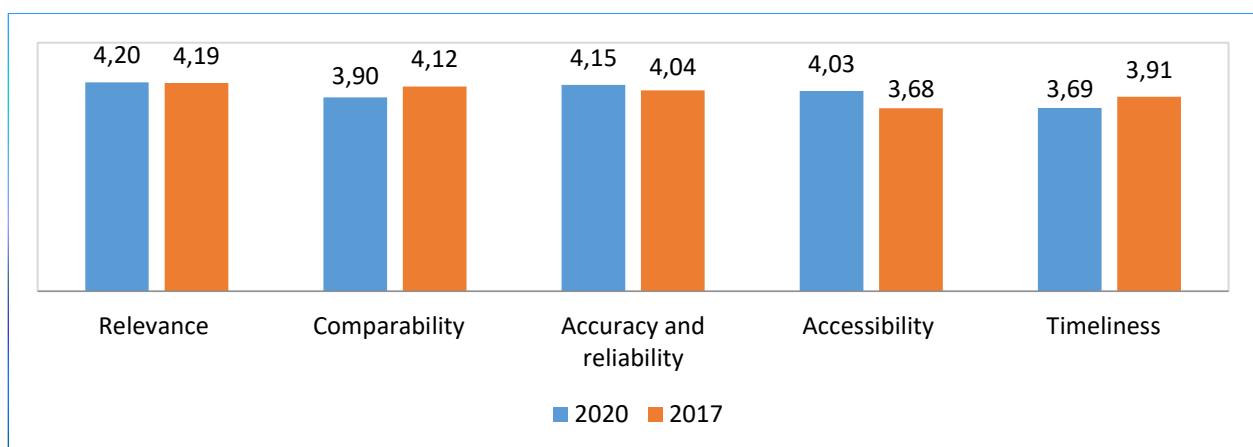
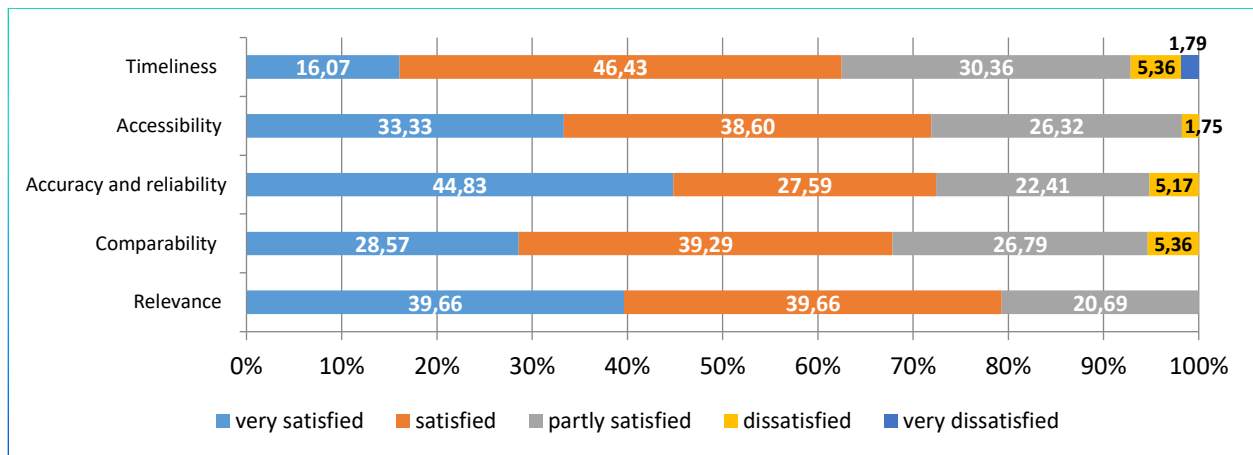
Figure 3.2: How do you rate the OVERALL quality of statistical data for concrete statistical area you use? Check as many statistical areas as you want, where: 1 = very dissatisfied; 2 = dissatisfied; 3 = partly satisfied; 4 = satisfied; 5 = very satisfied? (n =106; u %)



Looking at the overall quality of the data for statistical domains, users evaluated data in the area of education statistics as best with an average score of 4.25. The lowest average grades were given to data from population statistics (3.25), from national accounts statistics (3.30) and agriculture statistics (3.40). The overall average score of the data quality for all statistical domains was 3.80. Compared to the previous research, the respondents gave lower marks for the quality of statistical data for statistics on population, national accounts and agriculture, and more for statistics on prices, transport, foreign trade and education.

3.3 Satisfaction with the quality of products and services

Figure 3.3: How satisfied are you with the OVERALL quality of statistical products and services that Agency produce? Please use a scale from 1 to 5 for each quality component, where: 1 = very dissatisfied; 2 = dissatisfied; 3 = partly satisfied; 4 = satisfied; 5 = very satisfied. (n = 106; u %)

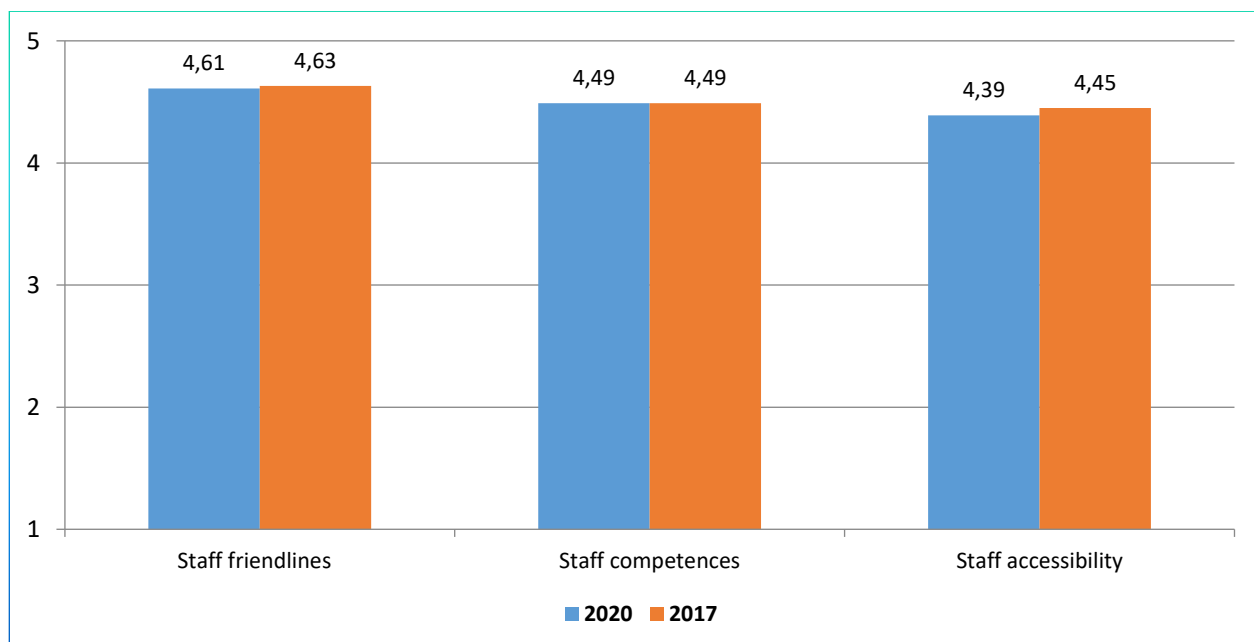
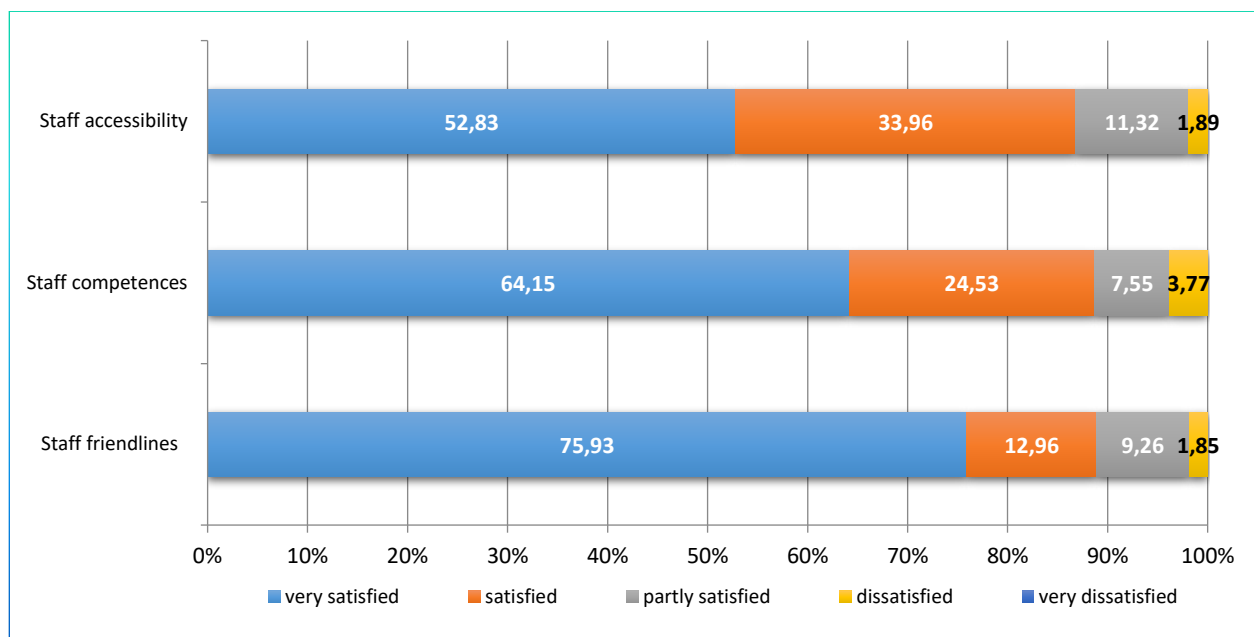


Looking at the quality of products and services according to quality components, the highest score was given to the quality dimension - relevance (4,20), and the worst to Timeliness (3,69). The average score for all five quality dimensions is 3,99 - which is at the same level as in the previous survey (2017). Compared to the 2017 survey, in the 2020 survey, users gave the

components timeliness and comparability lower - and the availability, accuracy and relevance of the higher score.

3.4 Staff satisfaction

Figure 3.4: If you had a contact with the staff of the Agency, how do you rate? Please use a scale from 1 to 5 for each quality component, where: 1 = very dissatisfied; 2 = dissatisfied; 3 = partly satisfied; 4 = satisfied; 5 = very satisfied. (n = 106; u %)



Almost two - thirds of users (64.3% on average) stated that they are *very satisfied* with the BHAS employees' competence, friendlines and accessibility in responding to requests. Agency employees received average score of 4.50 (slight drop compared to the results of the previous

survey (4.52). The highest average rating was given by the users to the Staff friendliness segment of the Agency's employees (4.61).

4. Total user satisfaction index

For variables that have an impact on total satisfaction of BHAS we took following Criteria:

1. Satisfaction with the website (Q5. and Q6.) - the average grade is 3.88
2. Fulfillment of total needs and expectations of users – the average grade is 3.65
3. Satisfaction with the quality of products and services– the average grade is 3.99
4. Satisfaction with the quality of data statistical domains – the average grade is 3.80
5. Staff satisfied – the average grade is 4.49

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

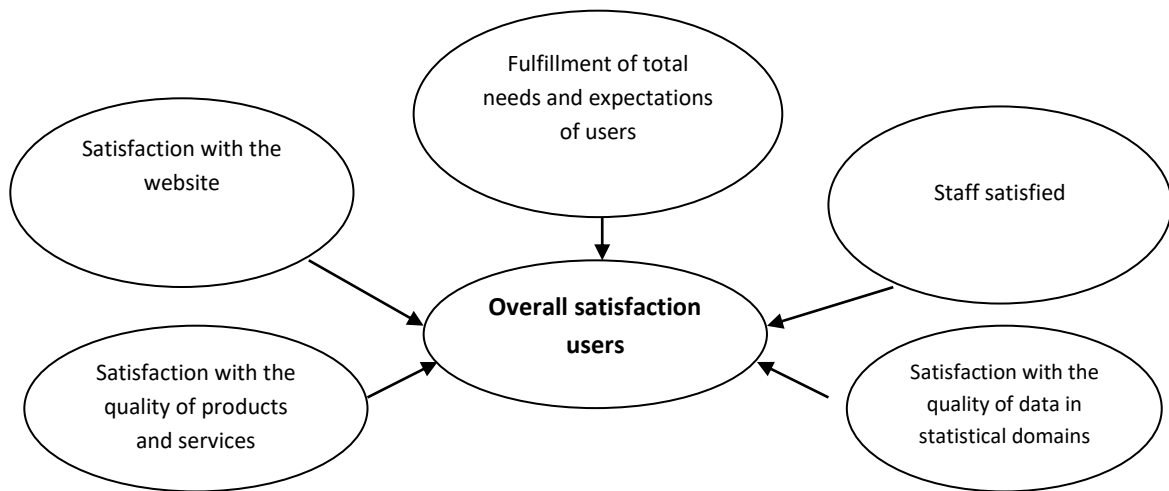
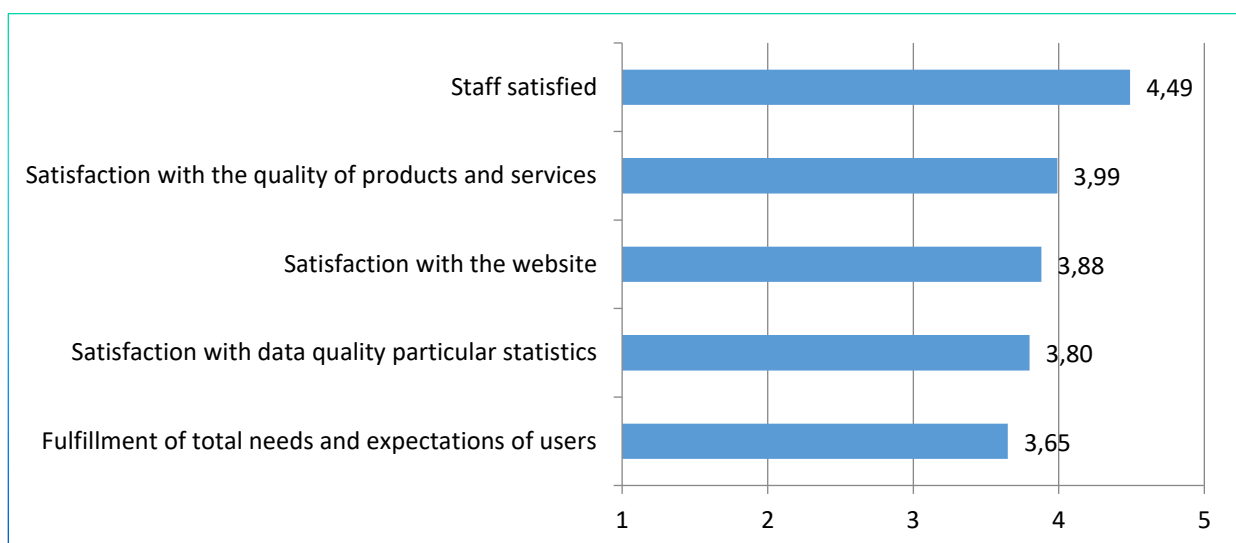


Figure 4.1: Average grades of the variables used for measuring the overall satisfaction.



Total average grade is 3.96 (2020- 4.02) and the overall index of the users' satisfaction with the BHAS is 79.20% (2020 - 80.48%). Compared to 2017, there was a slight decline in the user satisfaction index from 80.48 to 79.20.