BHAS

AGENCY FOR STATISTICS
OF BOSNIA AND HERZEGOVINA

RESULTS
OF THE USER SATISFACTION SURVEY, 2023.

Sarajevo, 2024

SADRŽAJ

About the Survey

Purpose and goal of the survey

The mission of the Agency for statistics of Bosnia and Herzegovina (Agency) 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 Agency 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 Agency 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 Agency, 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 18 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 18 questions and covered the following topics:

➢ Usage and quality of statistical data,
➢ Usage and satisfaction with Agency website,
➢ Satisfaction with the employees and the quality of Agency services,
➢ Quality assessment of statistical data and
➢ Demographic characteristics of users.
➢ User messages

Type of the Survey

The survey was conducted by web questionnaire. Banner was placed on the initial page of the Agency website. E-mail was sent to registered Agency users (313), with the invitation to take part in the survey.

Period of data collectiona

14. 11. – 22.12. 2023.

Methods, Respondents	We received answers from 61 users, and the users were segmented into the following main groups:

- ➢ Users from Public administration;
- ➢ Business entity;
- ➢ Science, reasearch and development;
- ➢ Media;
- ➢ Foreign users

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

Main findings – The results of the survey

- In the survey participated 62% female and 38% 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 (95%). On average user of statistical date 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 - 49% and the least from the science, reasearch and development - 3%.

- Most respondents visit the website and use the results of Agency occasionally - 44% or monthly - 18%, at the same time our website is visited daily 10% users.

- Most of the users used the data of the Agency for the purposes preparing strategies, policies and projections - 43% and bussiness analyses – 36% .

- Most of the respondents were interested in the statistical area of labour market - 56%. Field of social statistics was of least interest for users - 3%.

- Most respondents find the necessary data in statistical publications at the Agency's website www.bhas.gov.ba - 69%,

- Most respondents find the necessary data in statistical publications at the Agency's website - 70%. A great difficulties in accessing the Agency's data have 2% of users.

- When we asked about - was the information clearly presented, most respondents - 85% 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 - Agency mostly met their expectations - 80%, and 3% users stated that the Agency mostly or never does not meet their expectations and needs.

- The total average rating of data quality for all statistical areas is 3.81. Observing the users answers by statistical areas, it can be stated that users rated the labour market statistics (4.31 on a scale from 1 to 5) with the highest grade, while population statistics rated at the smallest grade 3.31.

- Overall user satisfaction quality of products and services of the Agency based on the quality components / dimensions (relevance, accuracy, availability, timeliness and comparability) was rated at an average of 4.05 (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 friendlines of the Agency's staff, is estimated at an average of 4.54 (on a scale from 1 to 5).

- Total Agency's average grade is 4.03 and the overall index of the users' satisfaction (five criteria) with the Agency's is 80.50%.
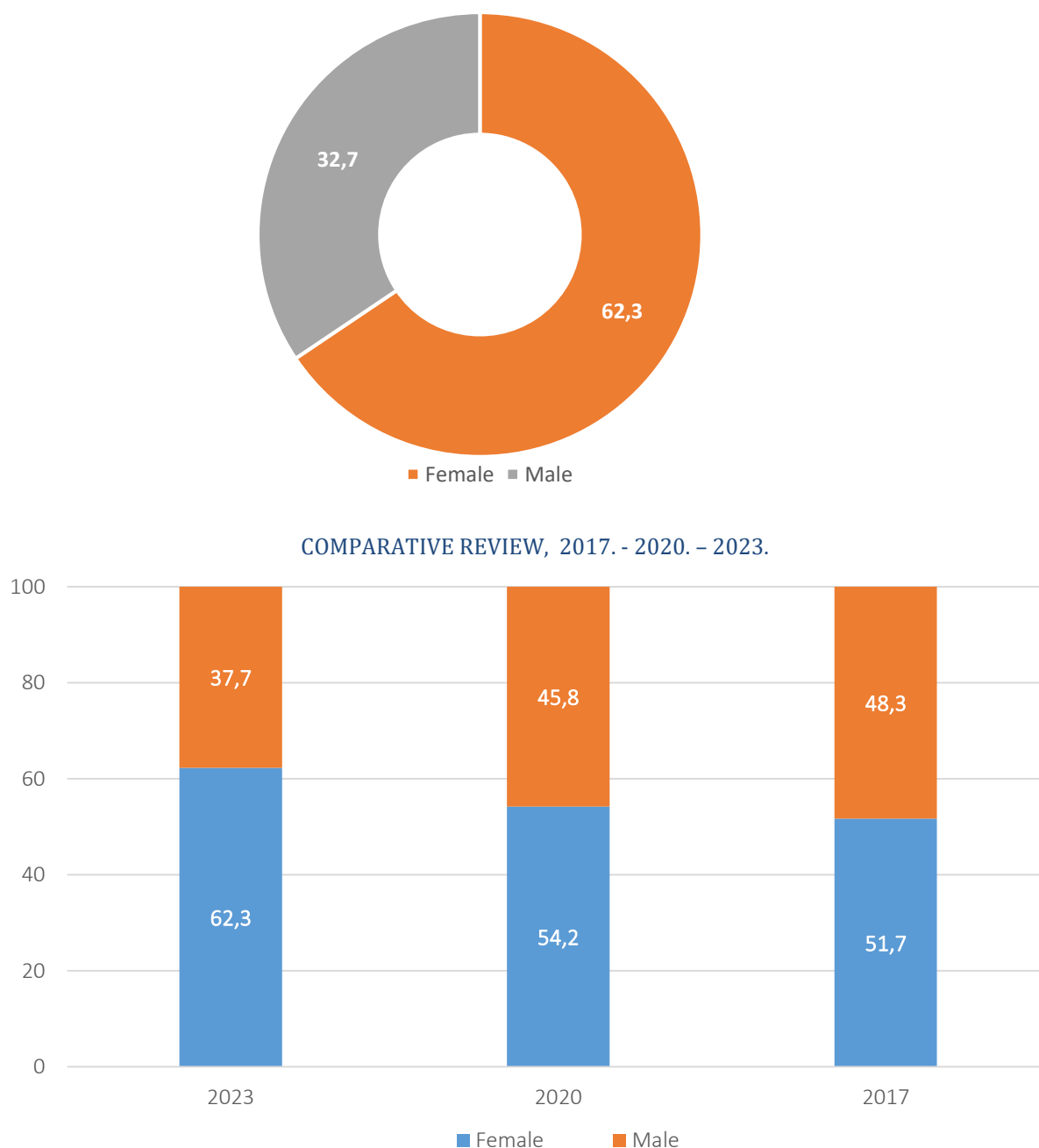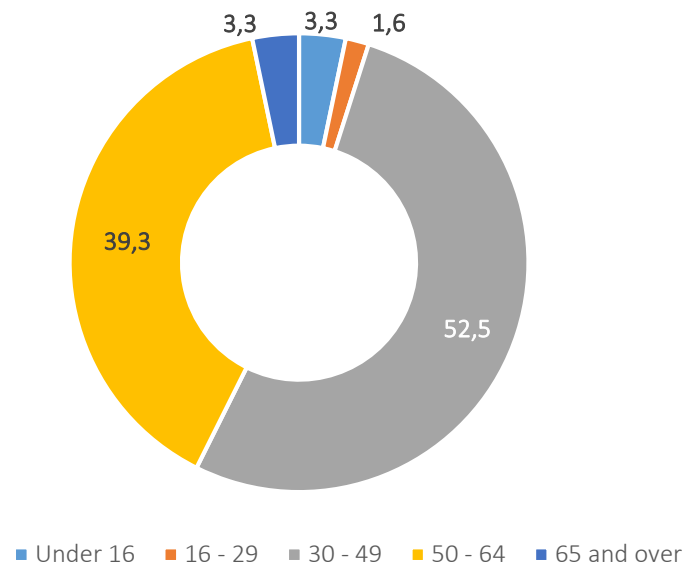
1. Demographic characteristic of users

At the beginning we present some basic demographic characteristic of the users, which show the structure of users of Agency's statistical data. The graphs below show a comparative overview of the socio-demographic characteristics of the respondents in the survey conducted in 2023, 2020 and 2017.

Figure 1.1: Users according to gender (n = 61; in %).

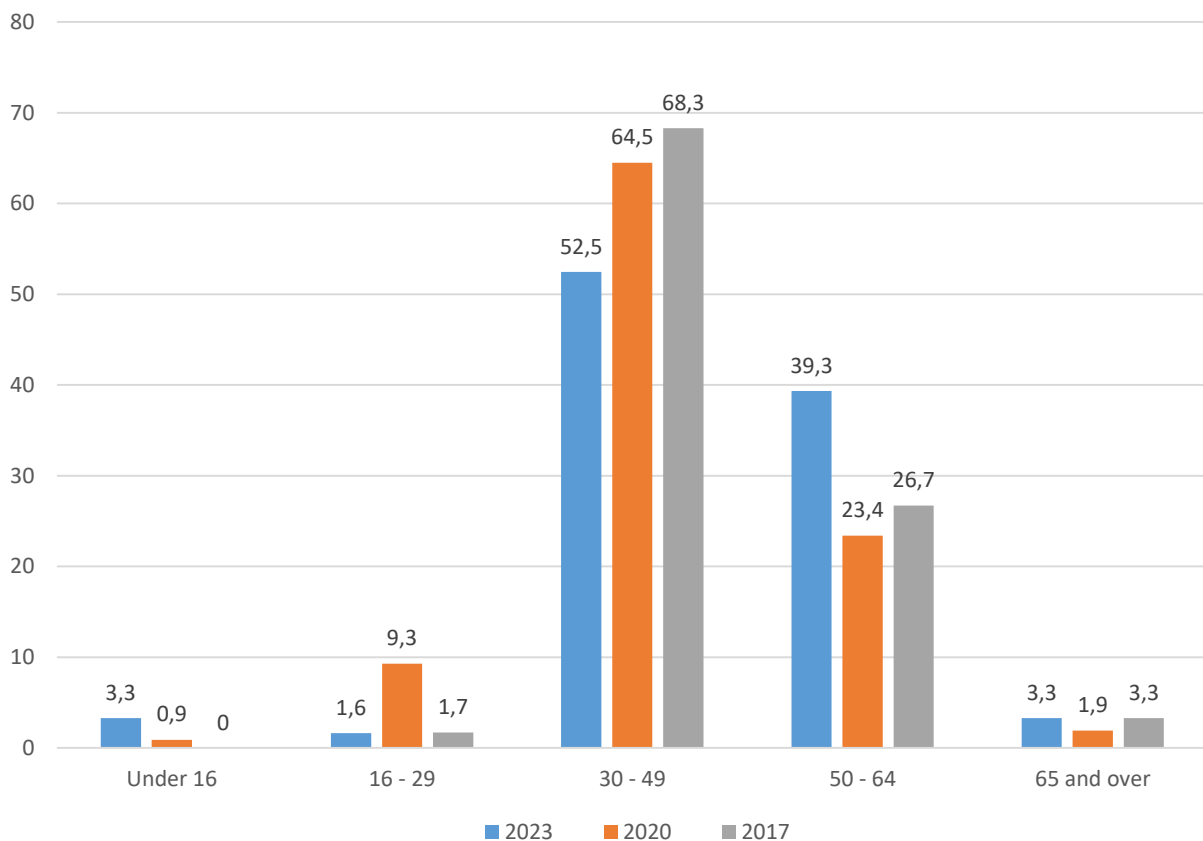COMPARATIVE REVIEW, 2017. - 2020. – 2023.

Of the 61 users who responded to the questionnaire, 62.3% were female and 37.7% were male. Compared to surveys on user satisfaction conducted in 2020 and 2017, the response of female users in 2023 is significantly higher than the response of male.

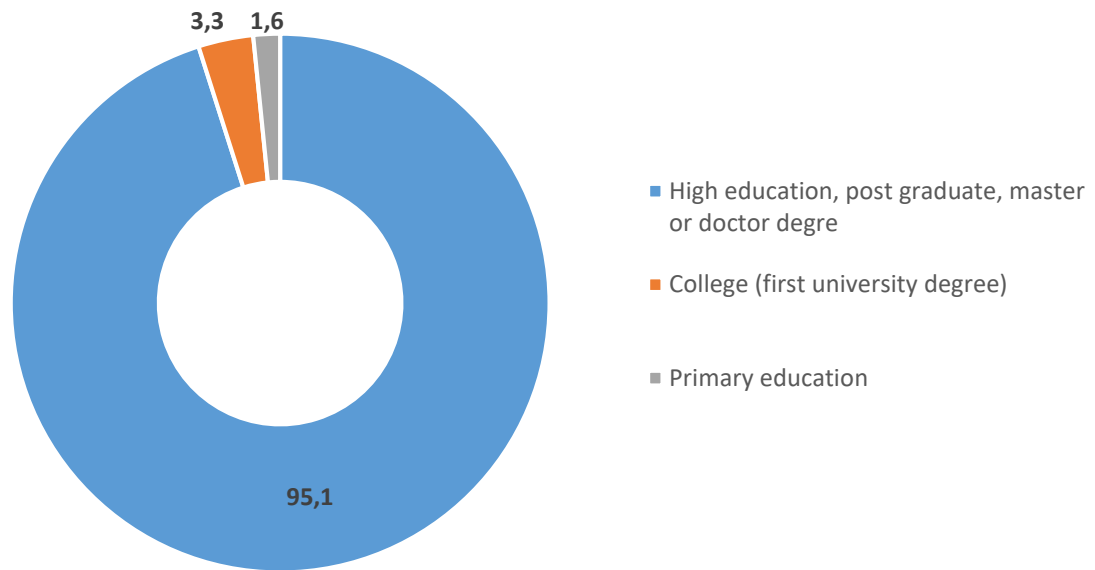**Figure 1.2:** Users according to age (n = 61; in %).
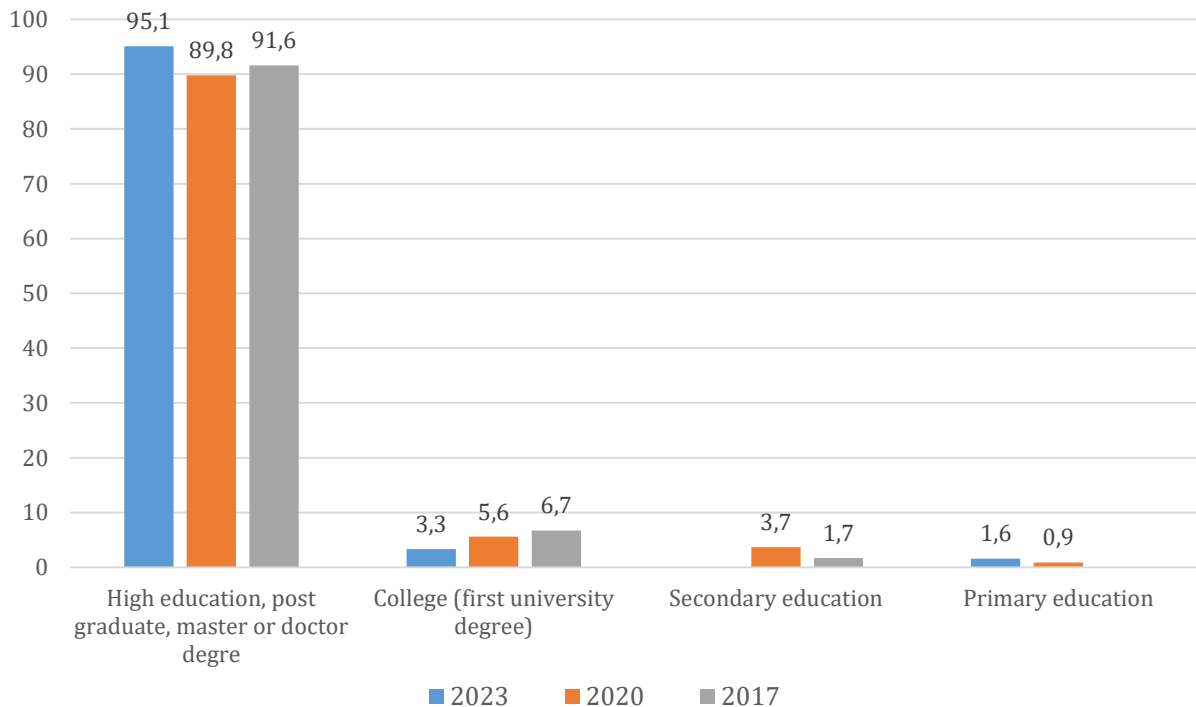

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

With regard to the age structure, the largest number of users, 52.5% of them, belonged to the age group from 30 to 49 years of age. Age group 50–64 years belongs 39.3% and only 1.6% age group 16-29 years. Compared to the survey conducted in 2017, in 2020 a significant increase in the structure of user in the age group 50-64 years.

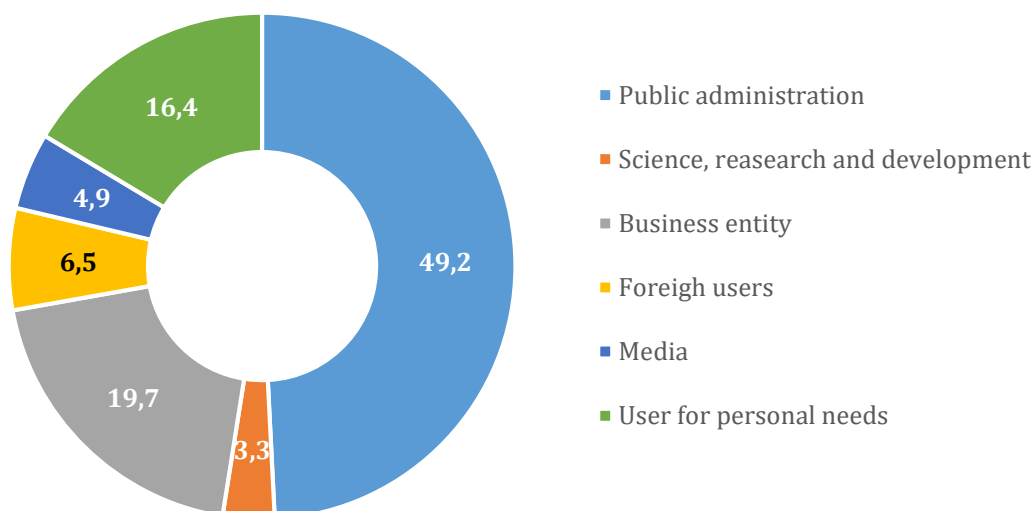**Figure 1.3:** Users according to education (n = 61; in %).
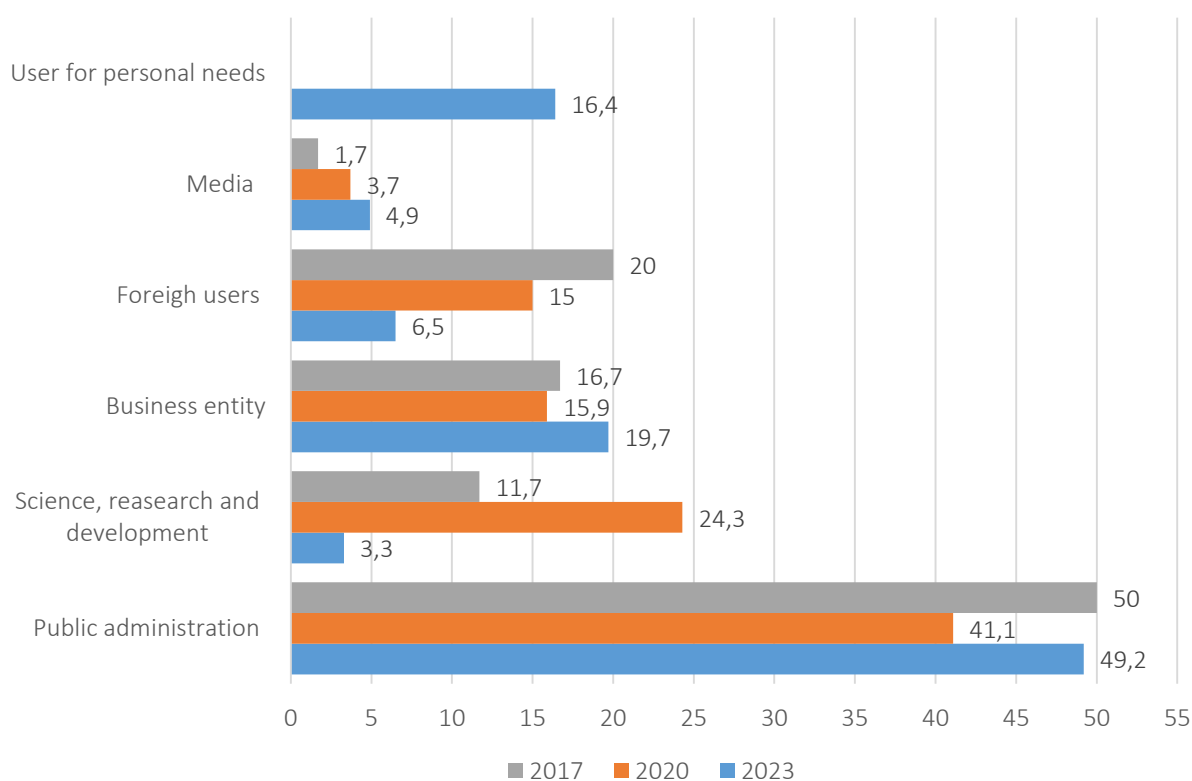

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

The largest group of users who participated in the research consists of users with higher education, master's studies, master's degree and doctorate, 95.1%, 3.3% higher education and 1.6% primary education.

Figure 1.4: User groups (n = 61; in %).

- Public administration
- Science, reasearch and development
- Business entity
- Foreigh users
- Media
- User for personal needs
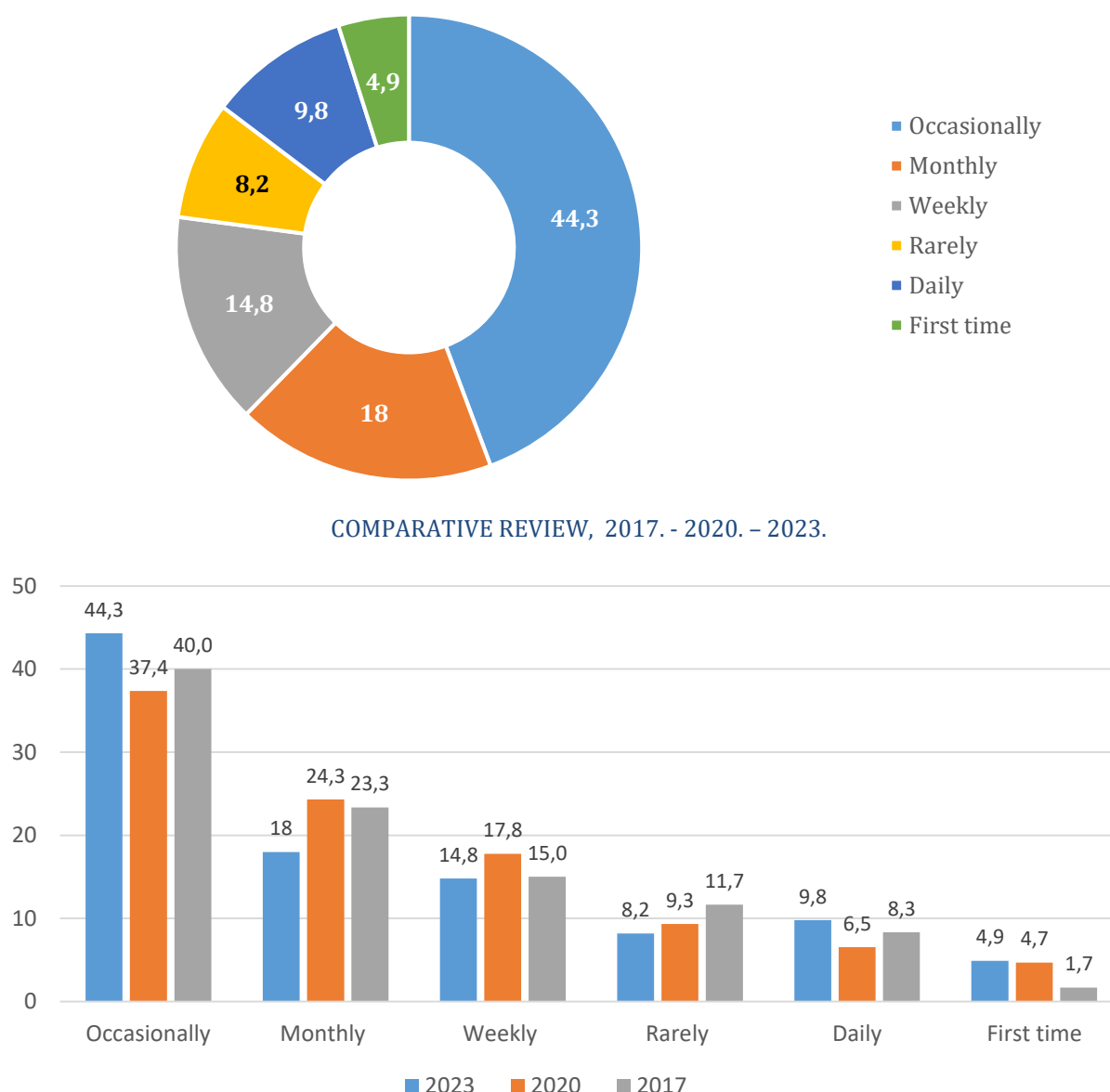
COMPARATIVE REVIEW, 2017. - 2020. – 2023.

If we look at the groups of users who participated in the research, the largest number is from the public sector/state administration 49.2%, business entities 19.7%. Compared to the previous research, the number of users from business entities has increased in the structure, while the share of foreign users and users from the field of science, research and development has decreased.

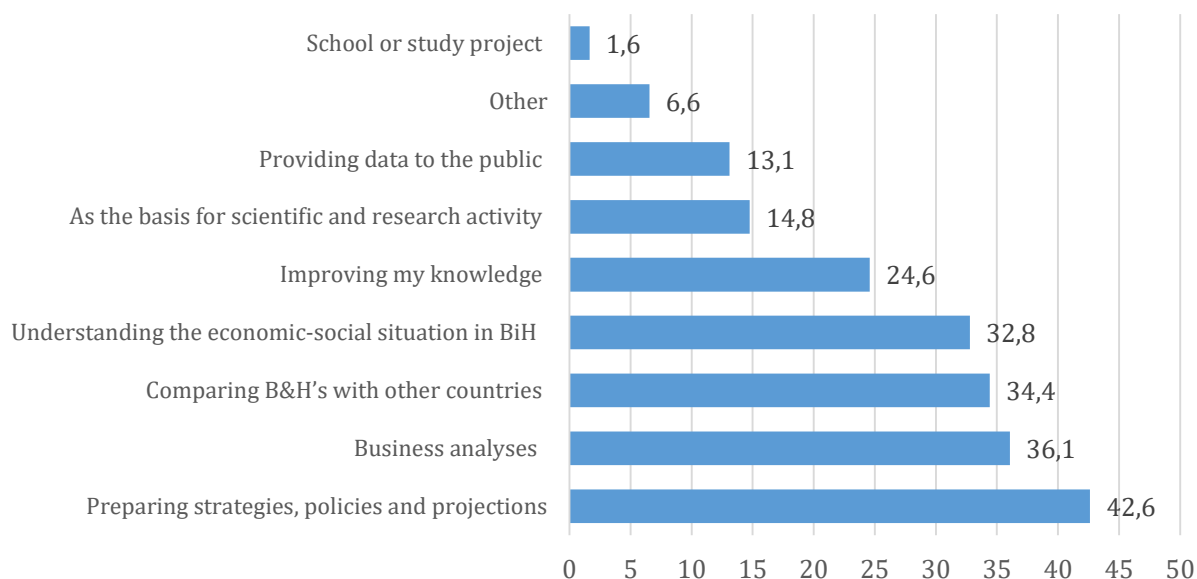## 2. Use of data - frequency and purpose/access to the website

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 below show a comparative overview of the socio-demographic characteristics of the respondents in the survey conducted in 2023, 2020 and 2017.

Figure 2.1: How often do you visit our website (n = 61; in %).
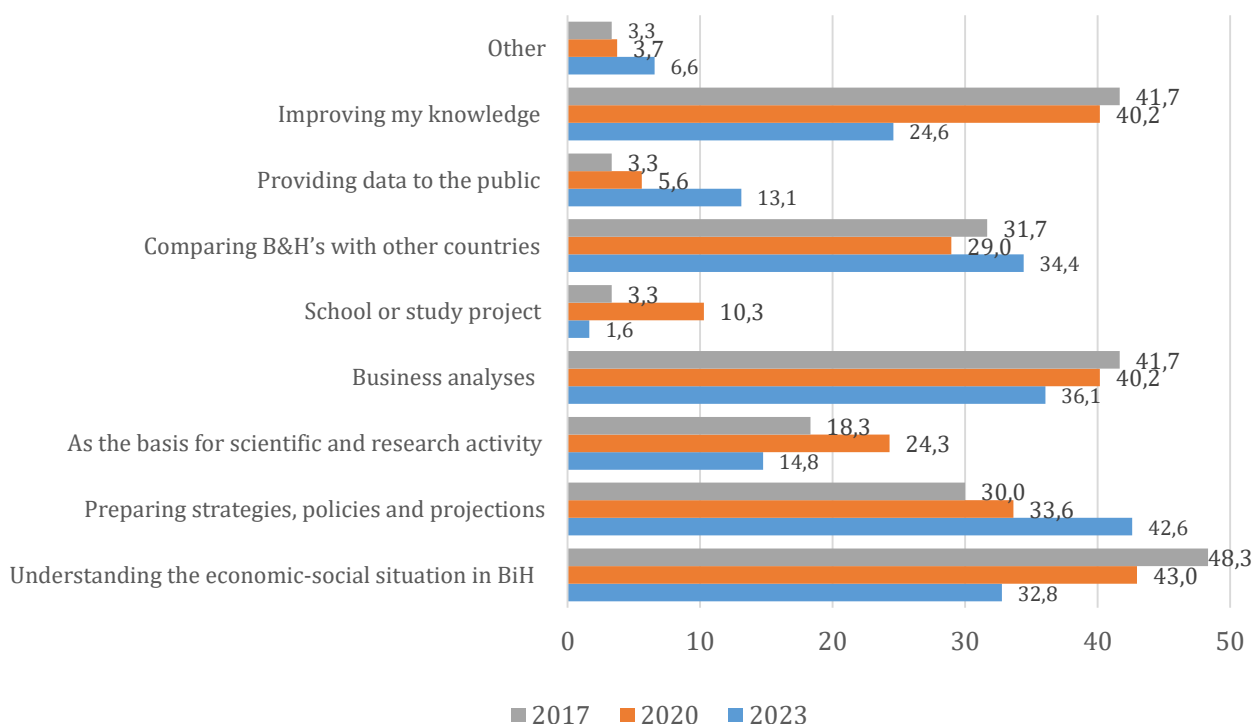

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

The largest percentage of users use the Agency's data occasionally, 44.3%; only 4.9% of users for the first time. Compared to surveys from 2020 and 2017, the number of users who use statistical data occasionally, daily and for the first time has increased.

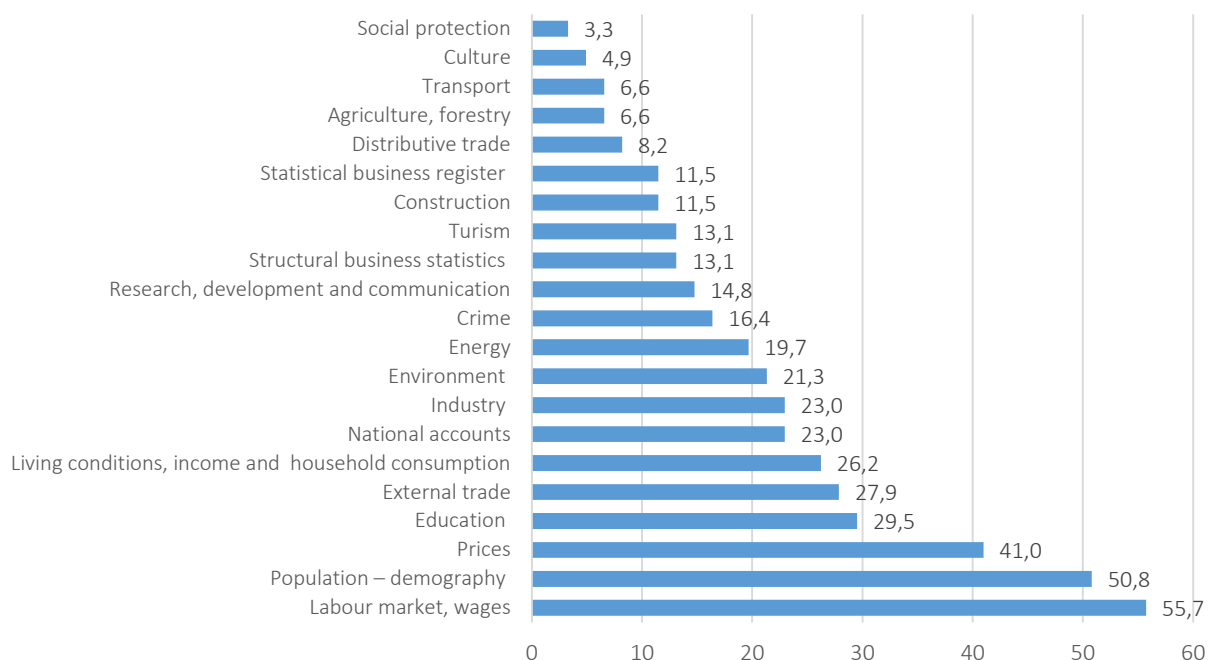**Figure 2.2:** For what purposes do you use statistical data? (n = 61; in %, multiple answers possible)

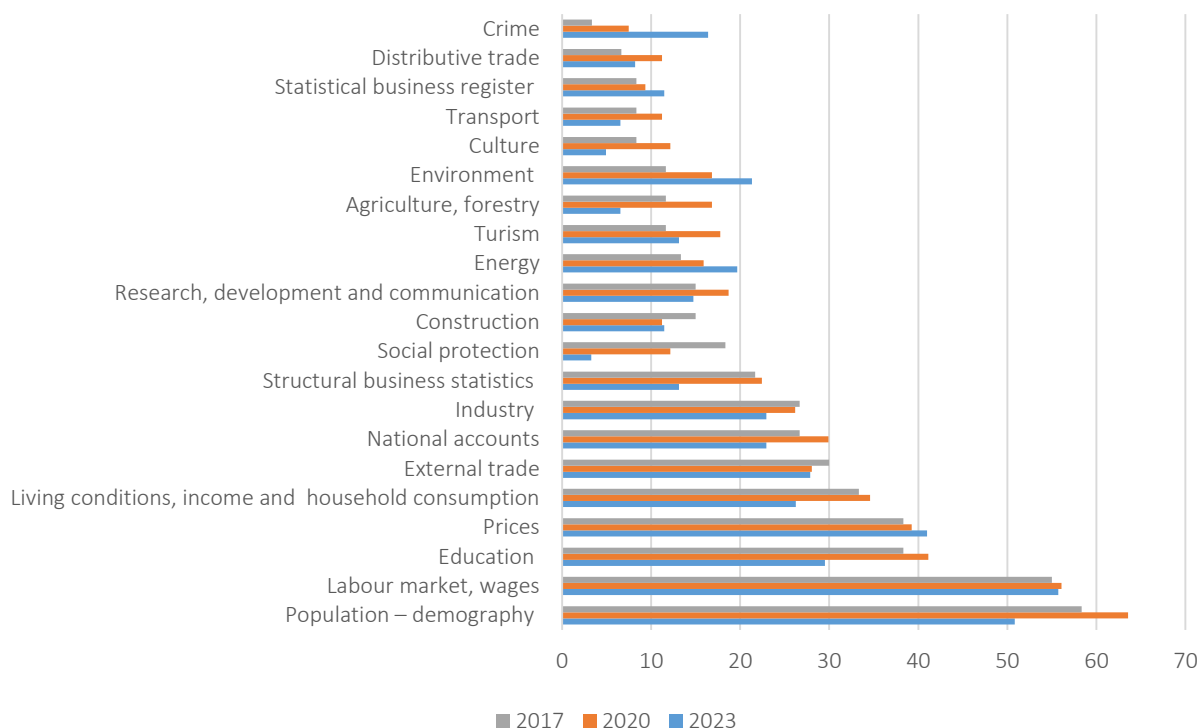COMPARATIVE REVIEW, 2017. - 2020. – 2023.

Among the respondents, the most numerous users are those who use the data to prepare strategies, policies or projections, 42.6% of them. A very small number of users use the data to create a study project, only 1.6%. Compared to the surveys from 2020 and 2017, a more noticeable change in the structure of the purpose of using statistical data is among users who declared that they use the data to mediate data to the public (increased use) and users who use the data to improve their knowledge (decreased use).

Figure 2.3: Which of the following statistical areas are you interested in the most? (n = 61; in %, multiple answers possible)
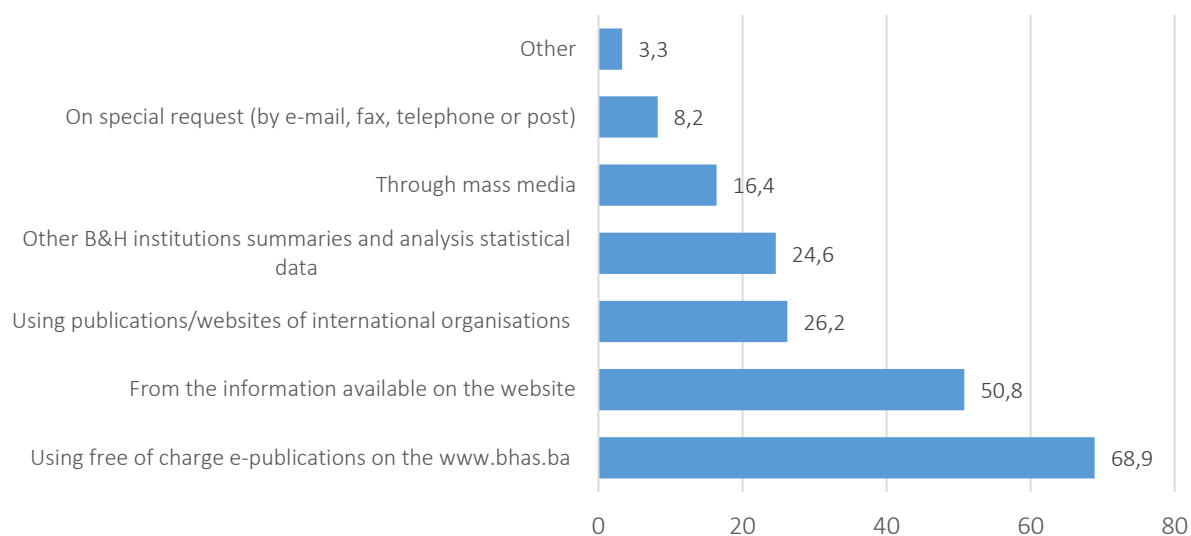

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

■ 2017   ■ 2020   ■ 2023

Users could select all the areas they use. On average, each user selected 4 areas. The largest occupation is from the field of labor market statistics 55.7% and the least from social protection statistics 3.3%. Compared to the results of the research from 2020 and 2017, there is increased interest in the areas of price statistics, criminality, the environment, energy, and less interest in statistics from the areas of traffic, social protection, and education.

Figure 2.4: How do you usually acquire statistical data and information (n = 61; in %, multiple answers possible)
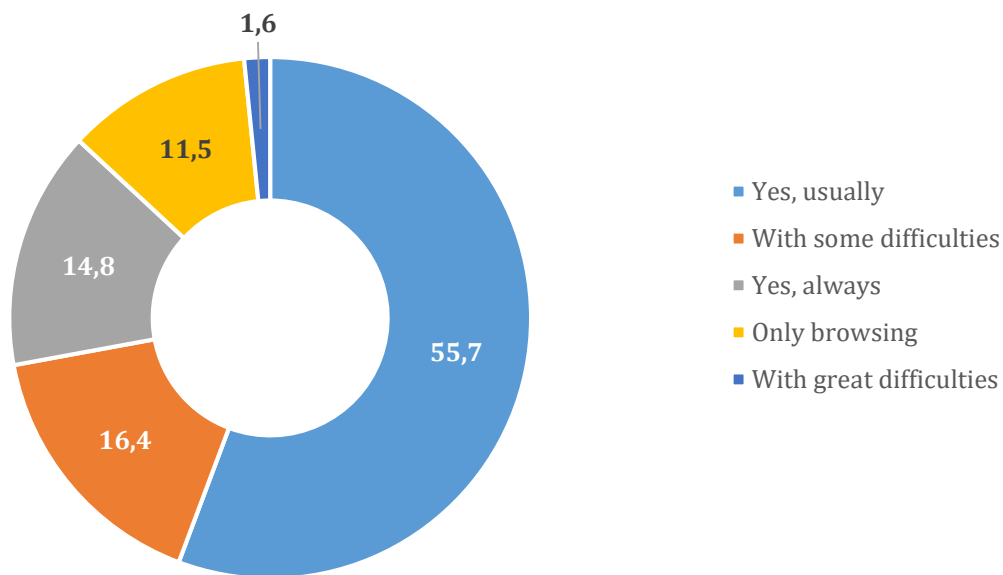

Other — 3,3
On special request (by e-mail, fax, telephone or post) — 8,2
Through mass media — 16,4
Other B&H institutions summaries and analysis statistical data — 24,6
Using publications/websites of international organisations — 26,2
From the information available on the website — 50,8
Using free of charge e-publications on the www.bhas.ba — 68,9

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

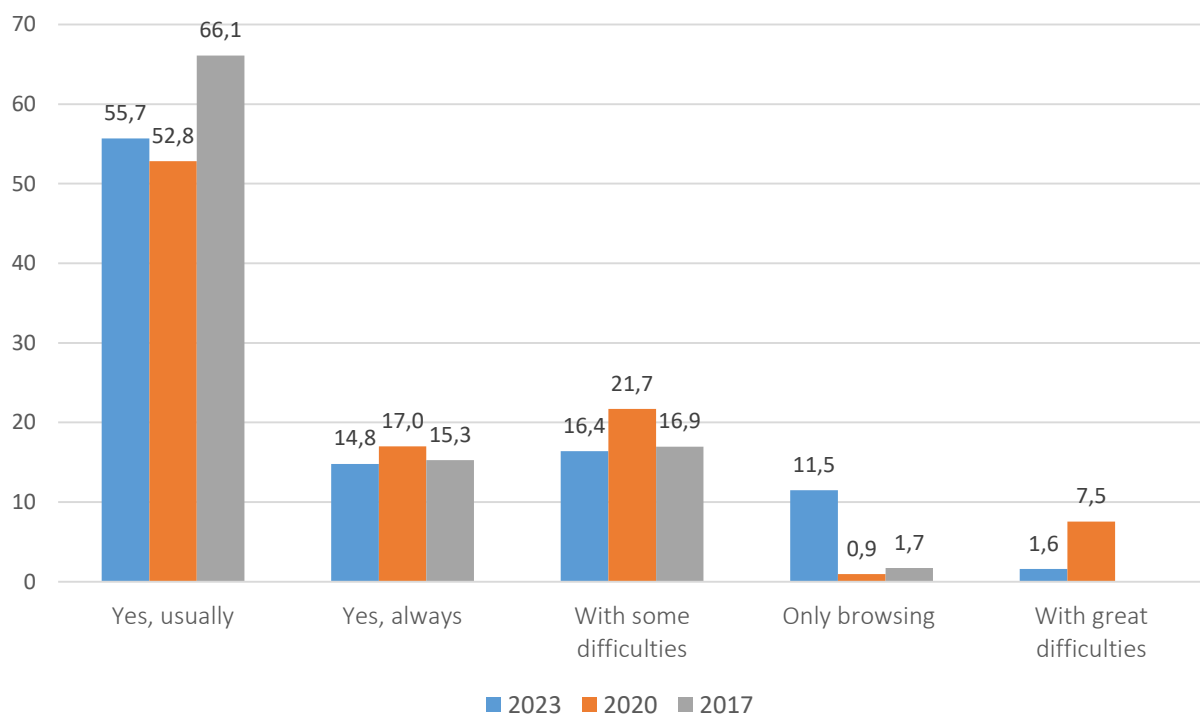| Category	2017	2020	2023
Other		4,7	3,3
Subscribing to printed publications of the Agency	6,7	5,6	
Through mass media	15,0	21,5	16,4
Other B&H institutions summaries and analysis statistical data	18,3	20,6	24,6
Using publications/websites of international organisations	30,0	33,6	26,2
On special request (by e-mail, fax, telephone or post)	31,7	27,1	8,2
From the information available on the website	38,3	38,3	50,8
Using free of charge e-publications on the www.bhas.ba	71,7	75,7	68,9

■ 2017   ■ 2020   ■ 2023

The majority of users obtain statistical data and information using free electronic publications on the Agency's website, 68.9% of them. Users did not order printed publications at all. Compared to the results of the previous research, there are no significant changes in the user's affinities, that is, users are still mostly informed by using free electronic publications on the Agency's website and from general information that is also available on our website.

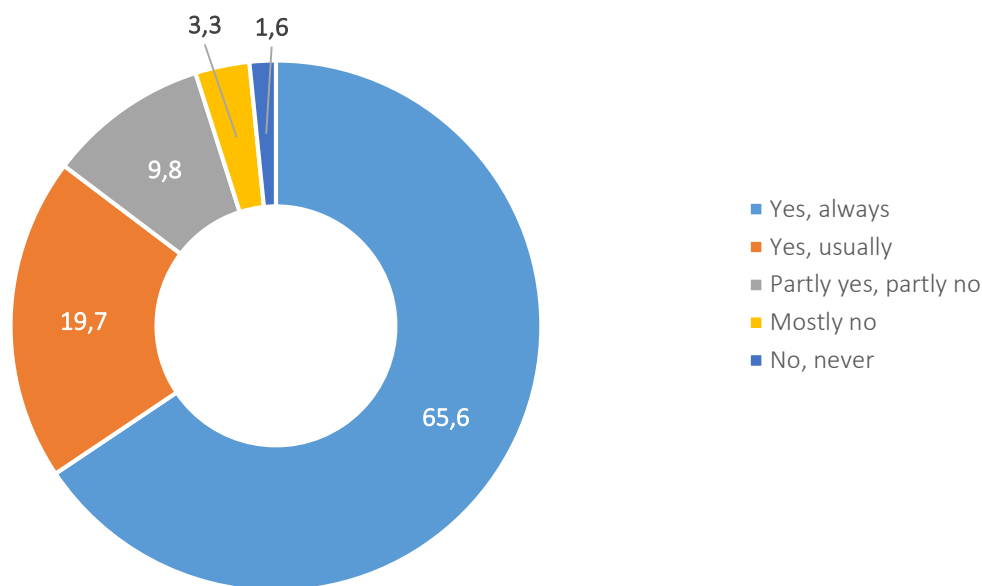**Figure 2.5:** Was the data and information easy to find on the website? (n = 61; in %)

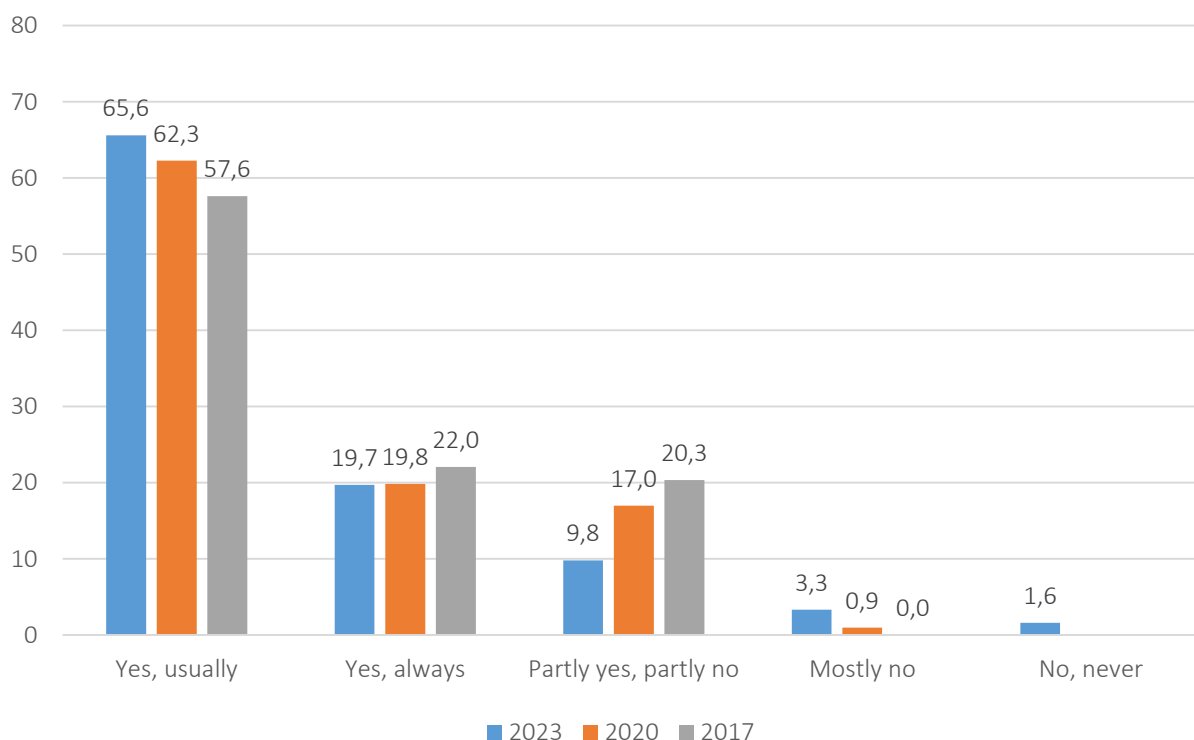COMPARATIVE REVIEW, 2017. - 2020. – 2023.

The most numerous users are those who mostly and/or always find the requested data and information on the Agency's website, 70.5% of them, 18% of users find statistical data with certain and great difficulties. Compared to the previous research, it is noticeable that the number of users who only view the content and data of the website has increased.

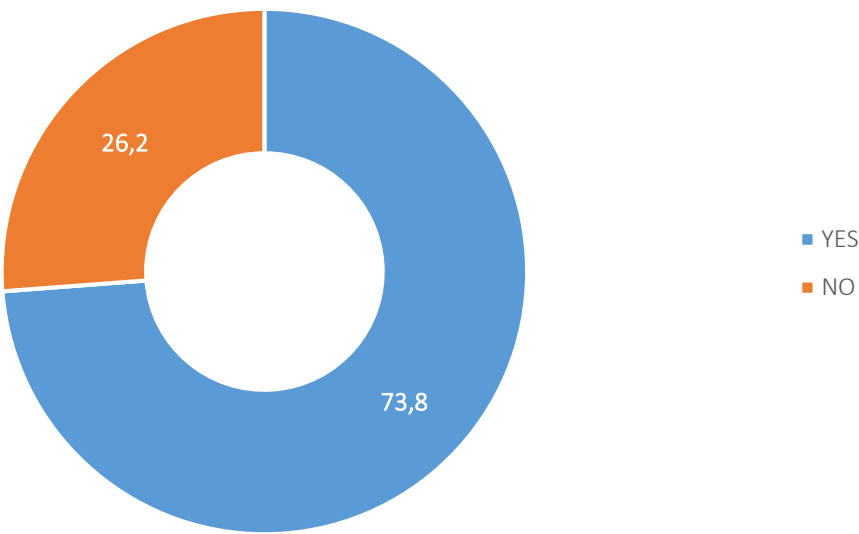**Figure 2.6:** Information clearly presented? (n = 61; in %)
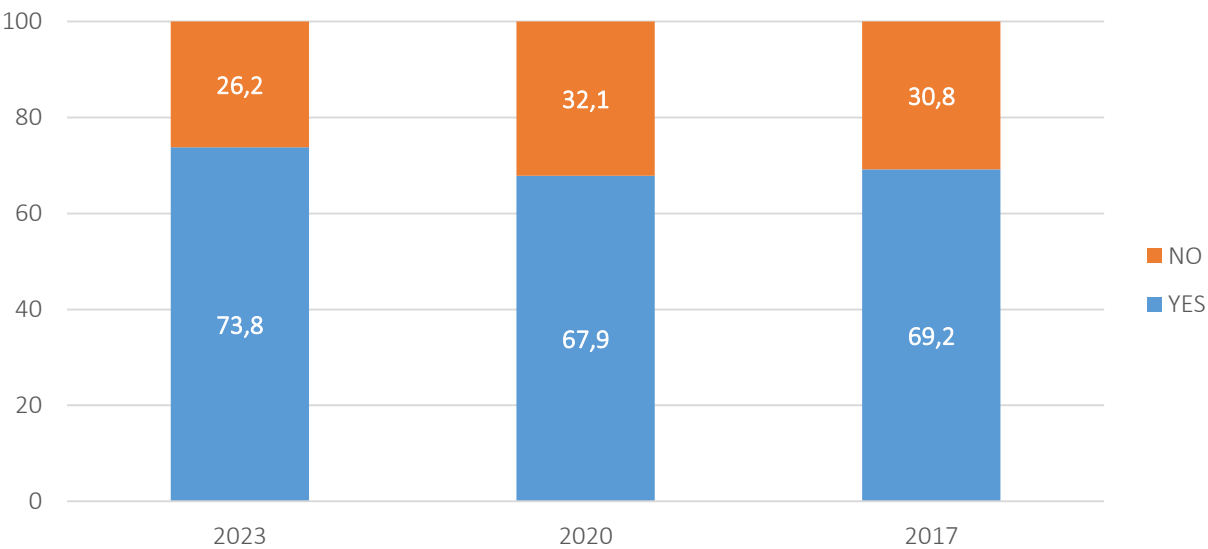

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

More than four fifths of users, 85.3% of them, declared that statistical data were mostly or always clearly presented. The biggest deviation compared to the research conducted in 2020 and 2017 relates to the perception of users who believe that they generally do not understand the presented data easily.

Figure 2.7: Are Agency's official statistics released on the dates announced?? (n=42; in %)

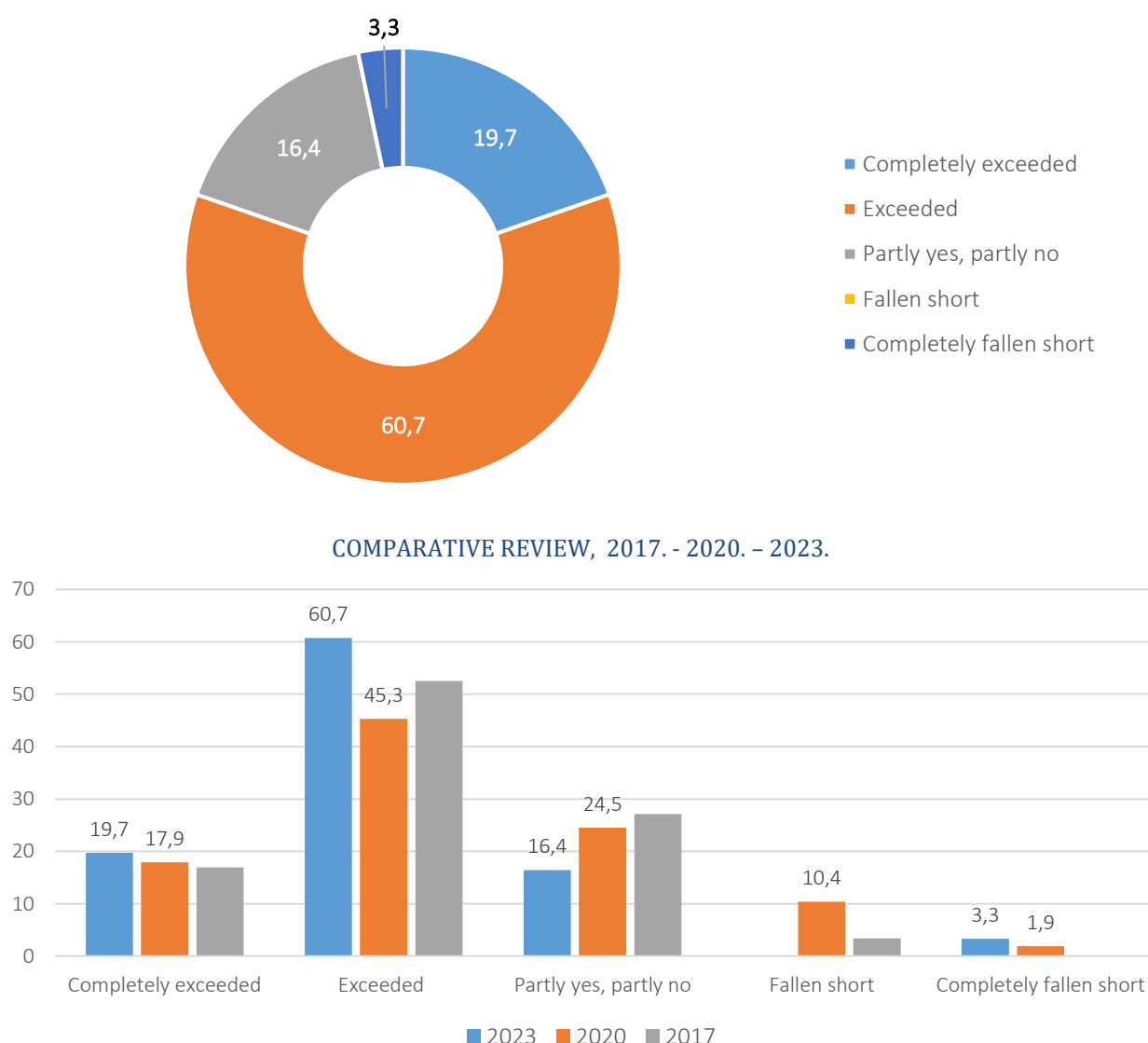COMPARATIVE REVIEW, 2017. - 2020. – 2023.

In 2023 (compared to 2020 and 2017), the number of users who believe that the Agency adheres to the specified dates of publication in the Release calendar has increased.

3. User satisfaction with the Agency's products and services

This set of questions refers to the fulfillment of user expectations, satisfaction with the quality of data for statistical areas, satisfaction with the attitude of employees towards users, and satisfaction with the quality of statistical data according to quality components. Some of the graphs below show a comparative overview of respondents' answers in surveys conducted in 2023, 2020 and 2017.

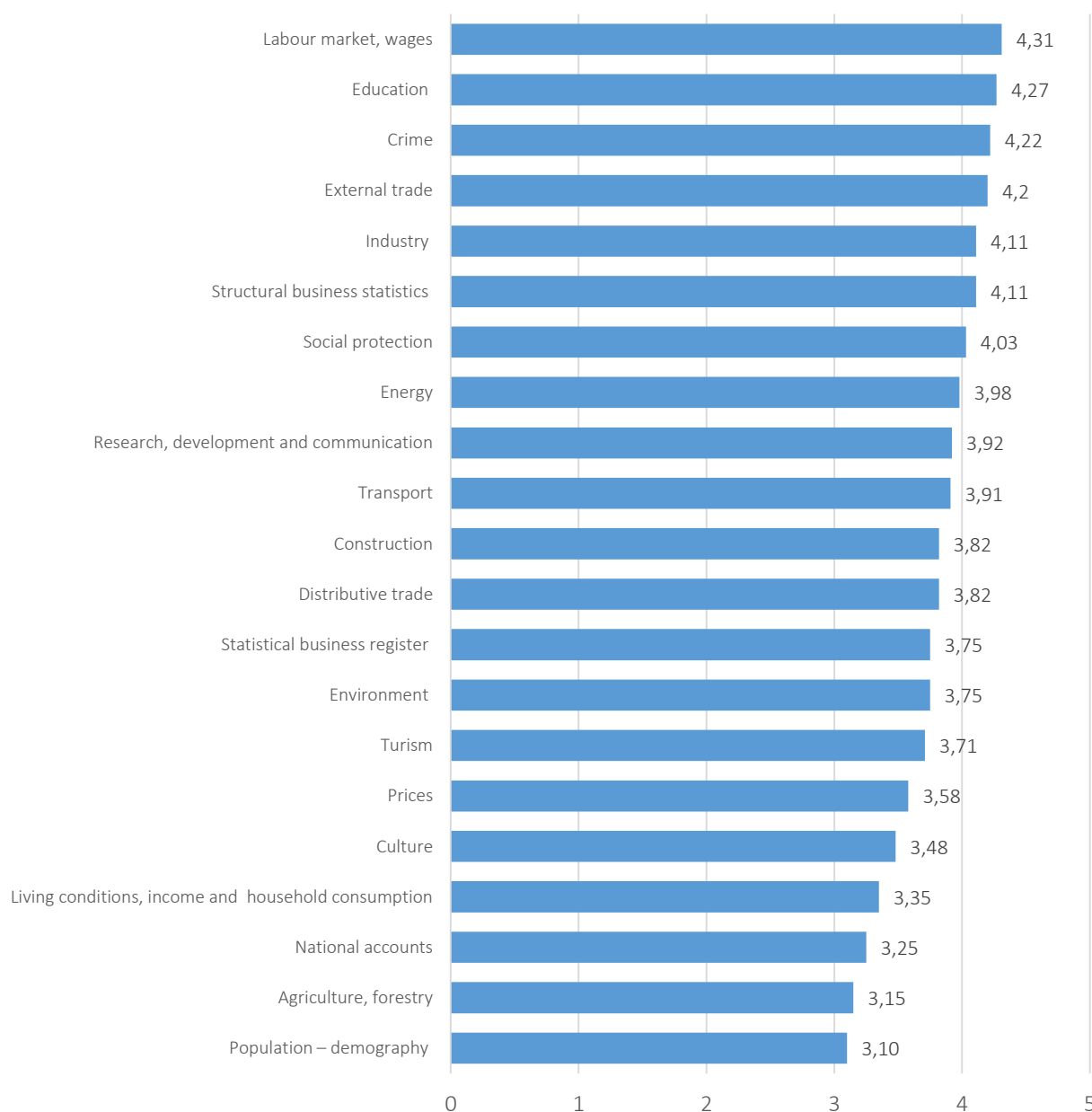### 3.1 User satisfaction - meet the needs and expectations of users

Figure 3.1: To what extent did the Agency with its products and services meet your needs and expectations? (n = 61; in %)

Legend:
- Completely exceeded
- Exceeded
- Partly yes, partly no
- Fallen short
- Completely fallen short

COMPARATIVE REVIEW, 2017. - 2020. – 2023.

(2023, 2020, 2017)

The largest number of users, 80.4% of them, believe that the Agency mostly or entirely meets their needs, while 1.6% of users believe that the Agency does not meet their needs at all. The average satisfaction rating of Agency users with our products and services is 3.93 (at scale from 1 to 5), which is a higher average rating compared to the ratings given by users in 2020 - 3.65 and 2017 - 3.85.

3.2 User satisfaction to overall quality of statistical data for statistical area you use
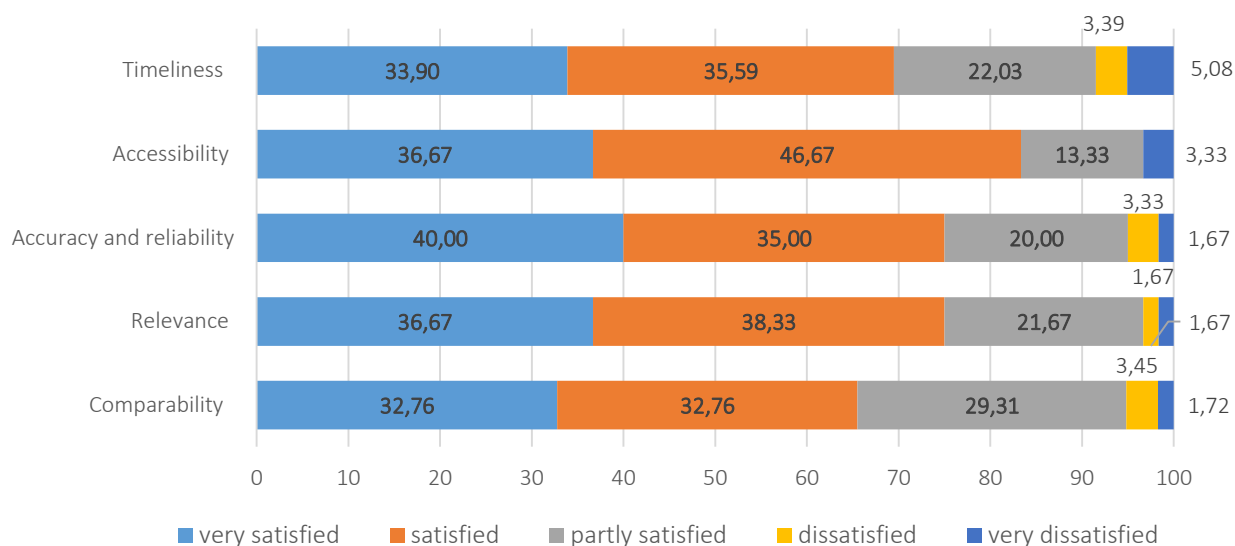
Figure 3.2: How do you rate the overall quality of statistical data for concrete statistical area you use? Check as many statistical areas as you want, where: 1 = very dissatisfied; 2 = dissatisfied; 3 = partly satisfied; 4 = satisfied; 5 = very satisfied?)? (n = 42; average score on a scale of 1 to 5)
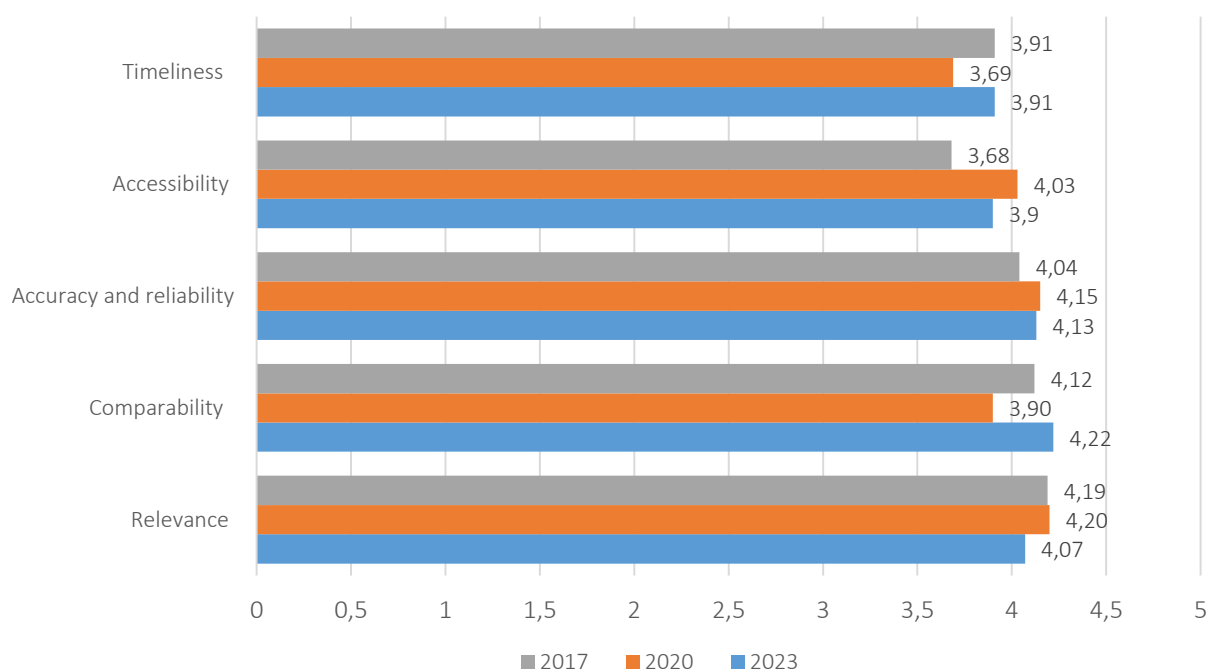

Observing the quality of statistical data for individual statistical areas, users are most satisfied with the quality of statistical data from the area of labor market statistics. Users gave the lowest average score to the quality of population and agriculture statistics. The overall average rating of data quality for all statistical areas is 3.81. The overall average grade in 2023 is at the same level as from the research conducted in 2020 and 2017.

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 = 59; in %)
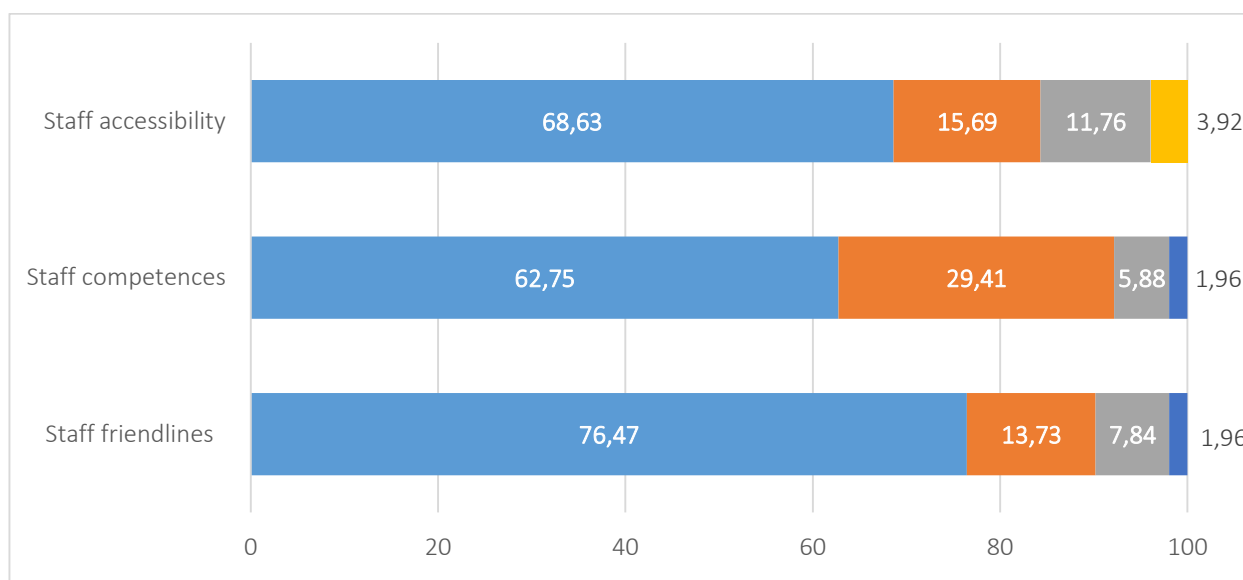

COMPARATIVE REVIEW, 2017. - 2020. – 2023. (average rating on a scale from 1 to 5)
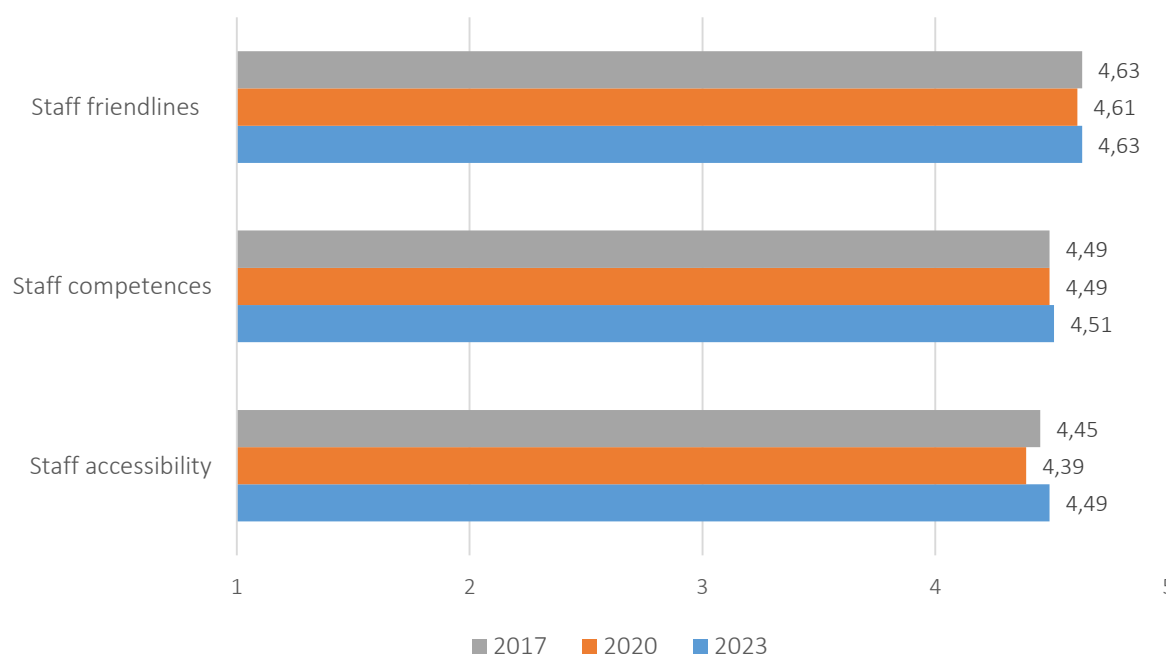

Observing the evaluation of the quality of the Agency's products and services according to the quality components in 2023, it is noticeable that the users assigned the highest average rating to the component accuracy - 4.13, and the lowest quality component availability - 3.90. The average score for 2023 for all five quality components is 4.05.

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 = 51; in %)

COMPARATIVE REVIEW, 2017. - 2020. – 2023. (average rating on a scale from 1 to 5)

Almost 70% of users answered that they are very satisfied with the attitude of the Agency's employees when it comes to competence, courtesy and availability. Overall employee satisfaction (taking into account all three components) of the Agency was assessed with an average score of 4.54 - which is a slight increase compared to 2020 and 2017.
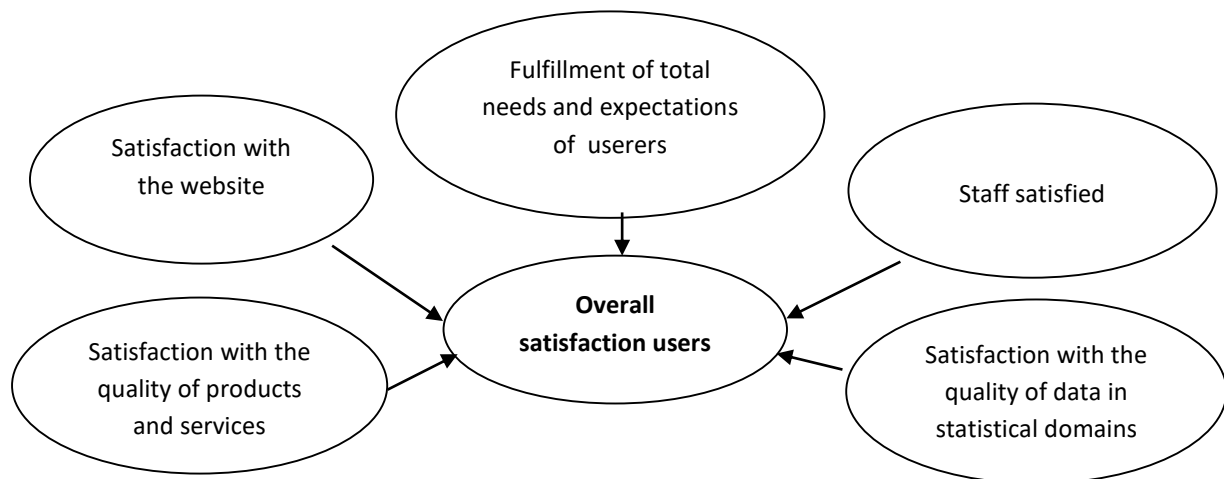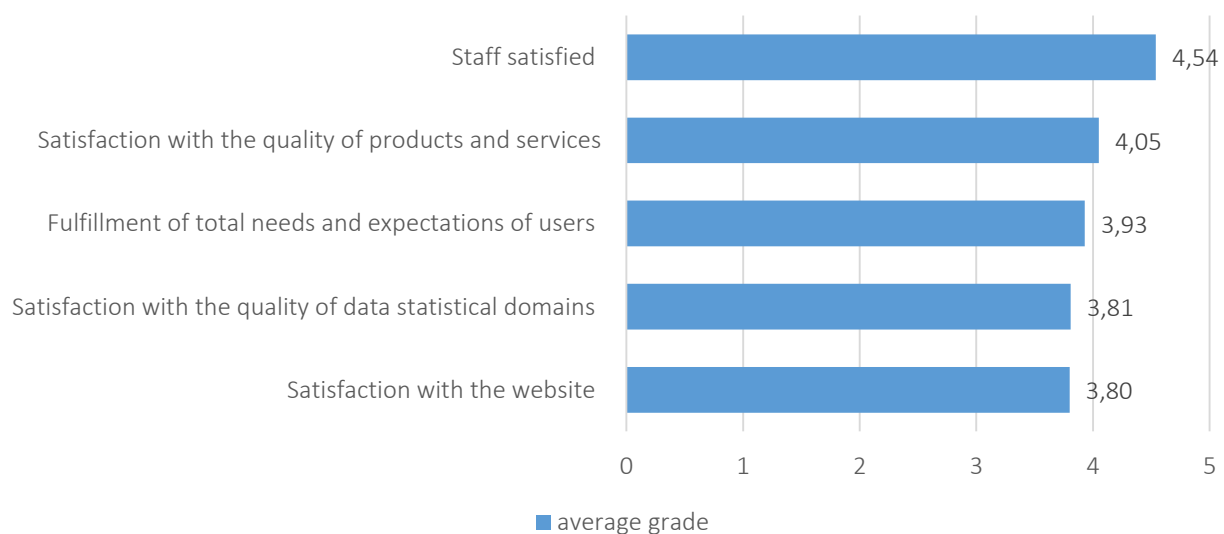
4. User satisfaction indeks

As the center of the model, we took the overall satisfaction of users, and as variables that have an impact on overall satisfaction with the Agency, we took the following criteria:

1. Satisfaction with the website (Q5. and Q6.) - the average grade is 3,80
2. Fulfillment of total needs and expectations of users – the average grade is 3,93 (Q7)
3. Satisfaction with the quality of products and services– the average grade is 4,05 (Q8)
4. Satisfaction with the quality of data statistical domains – the average grade is 3,81 (Q9)
5. Staff satisfied – the average grade is 4,54 (Q10)

Image 1: Model for measuring the overall satisfaction of the Agency's users

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

The overall average rating of the Agency is 4.03, or 80.5% expressed as a total user satisfaction index.

5. User messages

At the end of the questionnaire, users were given the opportunity to suggest with their comments in which areas and in what way the Agency could contribute to improving the quality of its products and services.

Some of the messages, comments, suggestions, criticisms and praises of users were:

– Significantly improve population statistics through adequate estimates of the current number of inhabitants in the country. It is more than obvious that the current population shown is grossly overestimated.

– Colleagues who submit data to call the landline.

– To the meetings of Eurostat and related organizations, send executors who do those jobs, not advisers and deputy directors. If the directors and deputies are already going to present working materials and convey information to persons working in that domain statistical area.

– Publish more data in tabular form.

– Published time series are very useful and save time.

– Make data more comprehensive and up-to-date.

– More statistical analyses.

– Your website helps me a lot. All the best.