



**Agency for statistics of Bosnia and Herzegovina (BHAS) -**

**User Satisfaction Survey, 2017**

**Sarajevo, August 2017.**



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## About the Survey

**Purpose and goal of the survey** The purpose and goal of the User Satisfaction Survey of the Agency of statistics of Bosnia and Herzegovina (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 was prepared in BH and English. In specific parts of the questionnaire, users were able to write their proposals and suggestions for 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 services
- Quality assessment of statistical data and
- Demographic characteristics of users.

Questionnaire in this survey differs from the previously used questionnaire (2012 and 2014), so that data comparisons are not possible.

**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 (118), with the invitation to take part in the survey. Reminder was sent to all users in the middle of the survey.

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**The survey**

**period** 29. 05. – 12. 06. 2017.

**Respondents** The invitation for the survey was sent to the 118 users on the basis of different records: (complete questionnaire was filled by 60 respondent – 51 %), and users are grouped into the following 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 BHAS website. Information about monitoring user satisfaction is accessible on: <http://www.bhas.gov.ba/>..... .

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### **Main findings – The results of the survey**

- In the survey participated 51.7% female and 48.3% male users. According to the occupation status of users most classified themselves as civil servant and manager, and according to the education most classified respondents were highly educated (98.3%). On average user of statistical data of the Agency were a woman's gender, being aged from 30 to 49 years, highly educated.
- Most respondents come from the public sector (50.0%) and the least from the media (1.7%).
- Most respondents visit the website and use the results of Agency occasionally (40.0%) or weekly (23.3%), at the same time our website is visited daily 8.3% users.
- The majority of respondents used Agency data to better understand the economic and social developments in Bosnia and Herzegovina (48.3%), and for the purposes of business analysis and improvement of personal knowledge (41.7%).
- Most respondents were interested in the statistical area of population statistics (58.3%) and employment and wages statistics (50.0%), then education and prices statistics (38.3%). Field of Crime statistics (3.3%) was of least interest for users.
- The majority of respondents usually get statistical data by means of free electronic publications on [www.bhas.gov.ba](http://www.bhas.gov.ba) (71.7%), while the order print publications of the Agency demand by only 6.7% of users.
- When asked about how to access and find relevant information and data, most respondents (81.4%) replied that the data and information are generally easy to find on the Agency website. Only 16.4% users stated that they had certain difficulties in accessing the Agency's data.
- When asked about - was the information clearly presented, most respondents (77.6%) replied that statistical data and information are always or mostly clearly presented.
- When asked to - what extent the Agency met your expectations, most respondents answered that - Agency mostly met their expectations (69.4%), and only 3.4% users stated that the Agency mostly does not meet their expectations and needs.

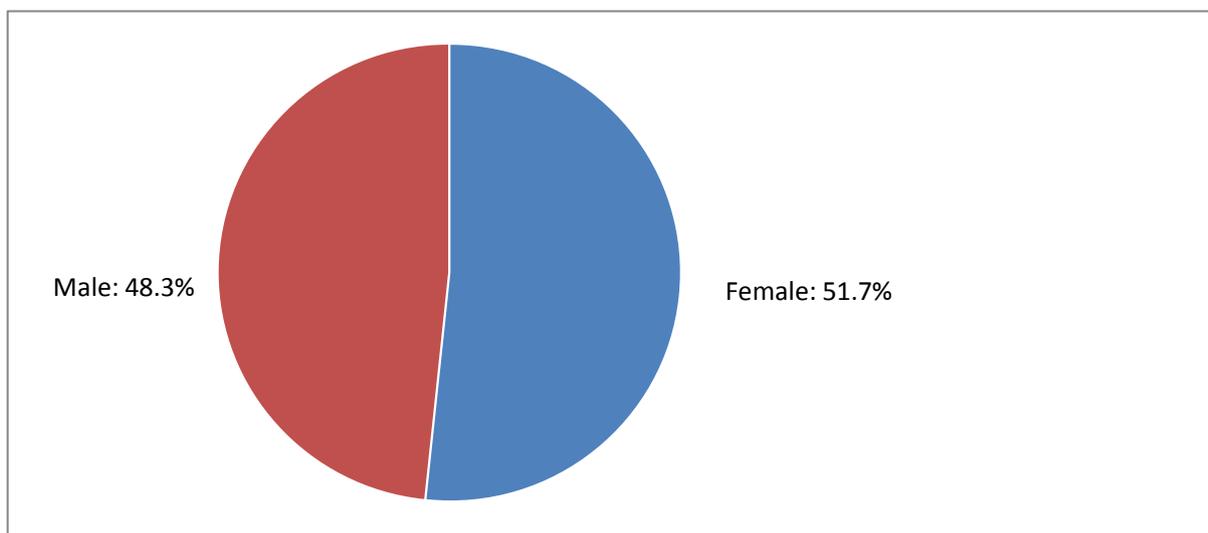
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- Observing the users' answers by statistical areas, it can be stated that users rated the education statistics (4.23 on a scale from 1 to 5) with the highest grade, while population statistics rated at the smallest grade (3.39).
  - Overall user satisfaction 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 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 4.52 (on a scale from 1 to 5).
  - Total Agency's average grade is 4.02 and the overall index of the users' satisfaction with the Agency's is 80.48%.

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## 1. Demographic characteristic of users

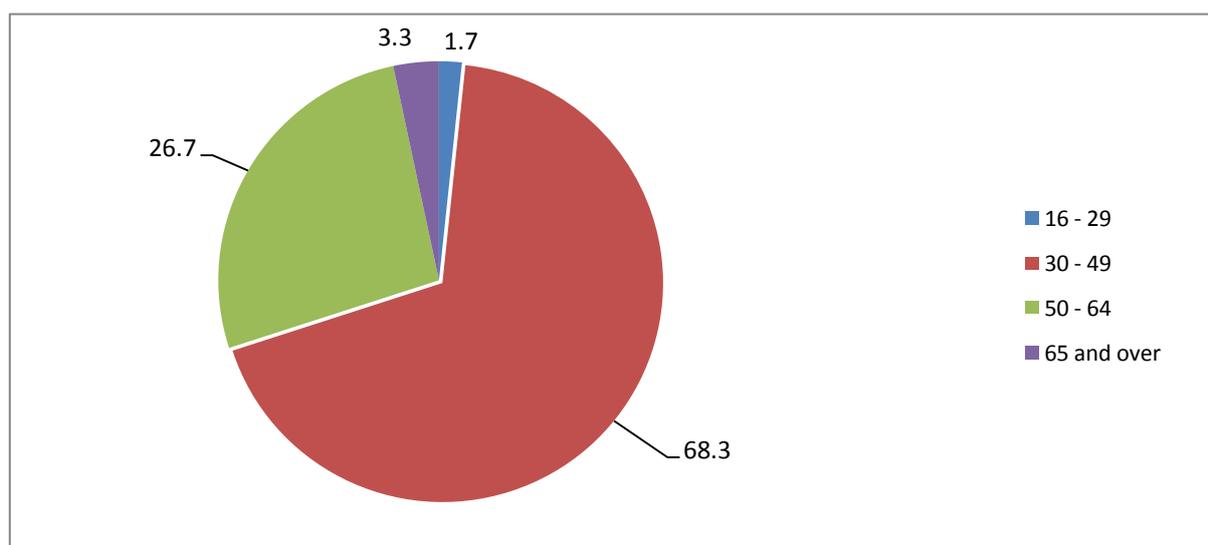
At the beginning we present some basic demographic characteristic of the users, which show the structure of users of BHAS's statistical data.

**Figure 1.1:** Users according to gender (n = 60; u %)



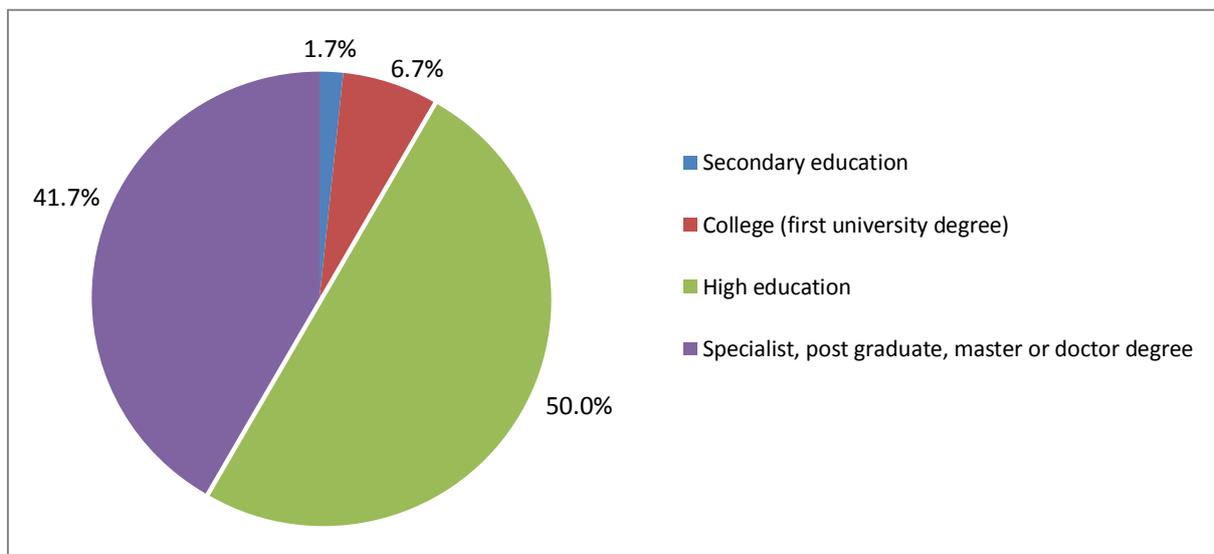
In the survey 51.7% of the users were female and 48.3% were male. When observing the gender structure of users, greater percentage refers to women, as was the case in the previous survey.

**Figure 1.2:** Users according to age (n = 60; u %)



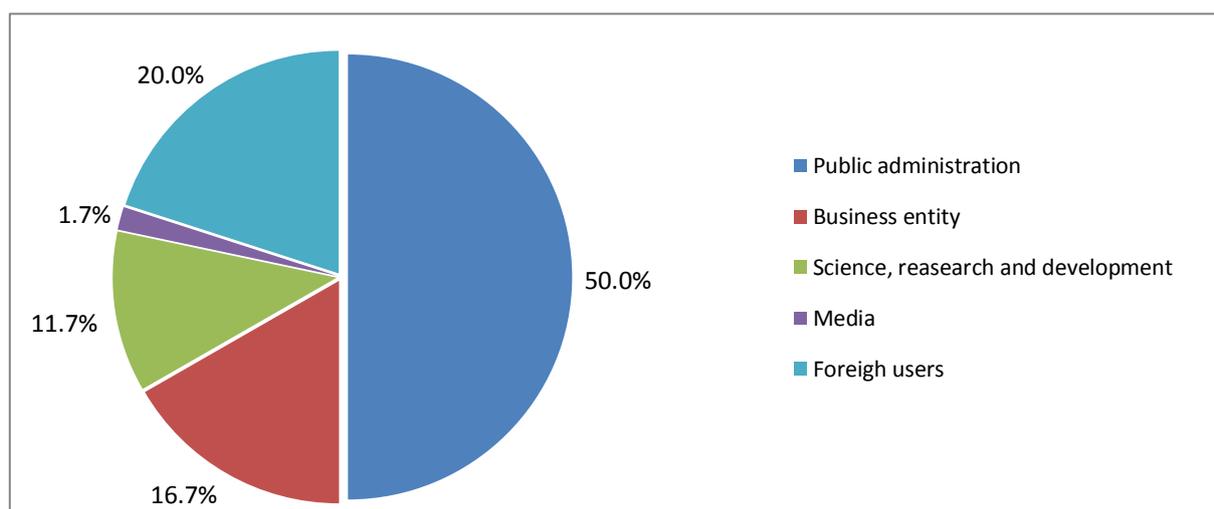
With regard to the age structure, the largest number of users, 68.3% of them, belonged to the age group from 30 to 49 years of age, only 1.7% to the age group from 16 to 29 years, and 3.3% of users were older than 65.

**Figure 1.3:** Users according to education (n = 60; u %)



Educational structure of the survey's participants has not much changed when compared with the previous survey. The largest group of users still refers to participants with higher and high school completed (56.7%). Persons with completed master studies and doctors degrees presented more than a third (41.7%). Therefore, respondents with tertiary education completed presented 98.3% of the respondents, while 1.7% related to users with completed secondary school. The survey was not accessed by any user with a lower education than secondary education.

**Figure 1.4:** User groups (n = 60; u %)

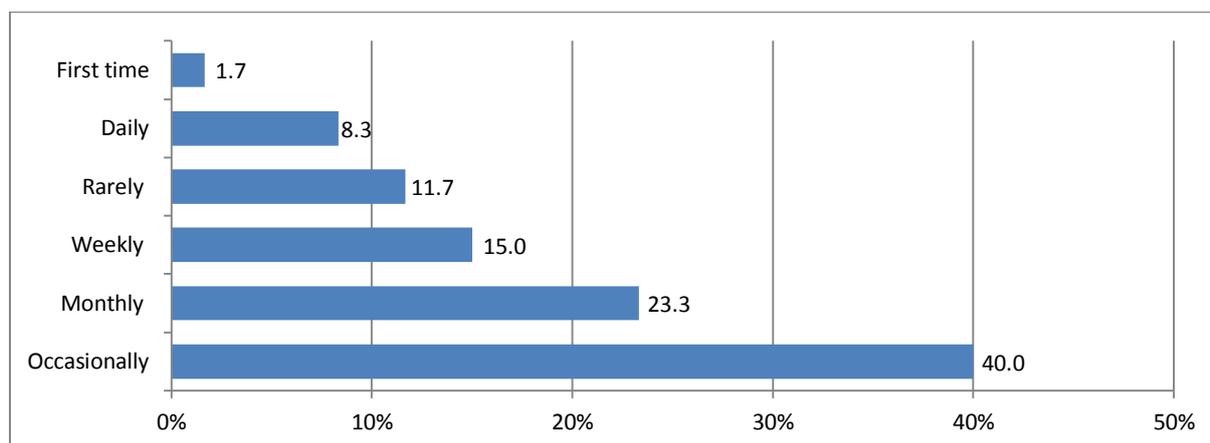


Out of the total number of surveyed users, 50.7% were public administration, 20.0% were foreign users, while only 1.7% belongs to the group „Media“. The almost identical structure of the user was in the previous research.

## 2. Evaluation of BHAS' website

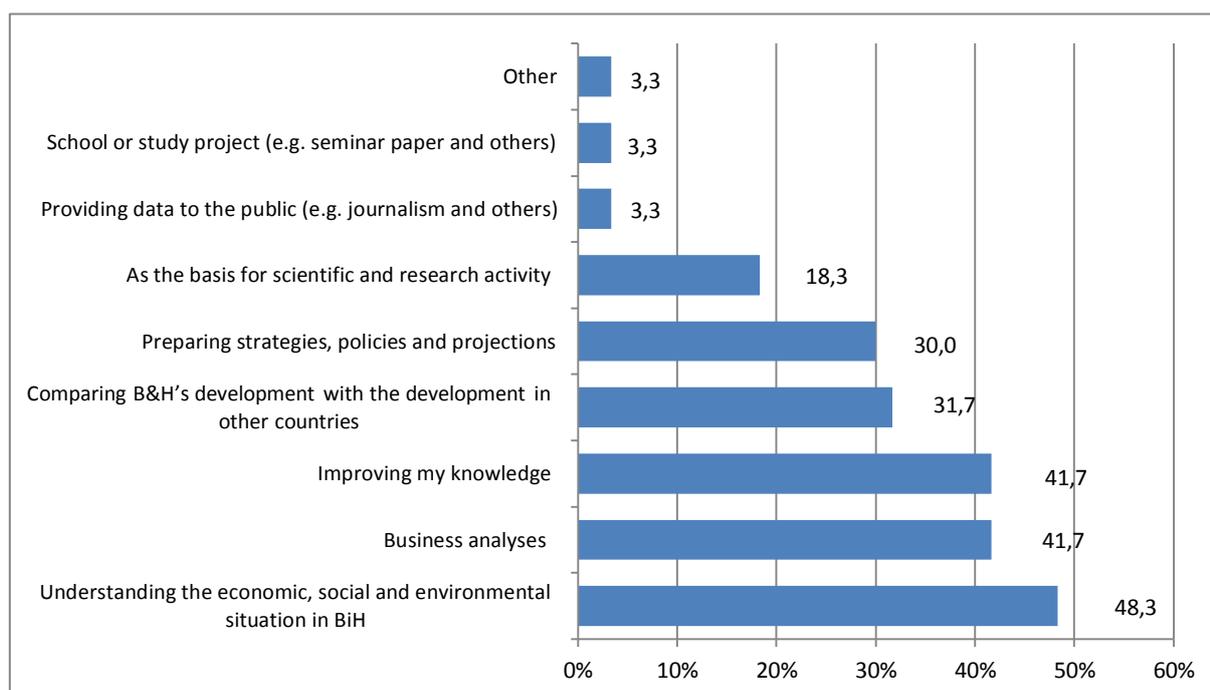
We wanted to interview only the active users, which is why we have asked them in the opening question in the survey how often they visit our website and use statistical data and information. This set of questions is related to the opinions of users on the access to statistical data and user-friendly presentation and dissemination.

**Figure 2.1:** How OFTEN do you visit our website or use our statistical data and information? (n = 60; u %)



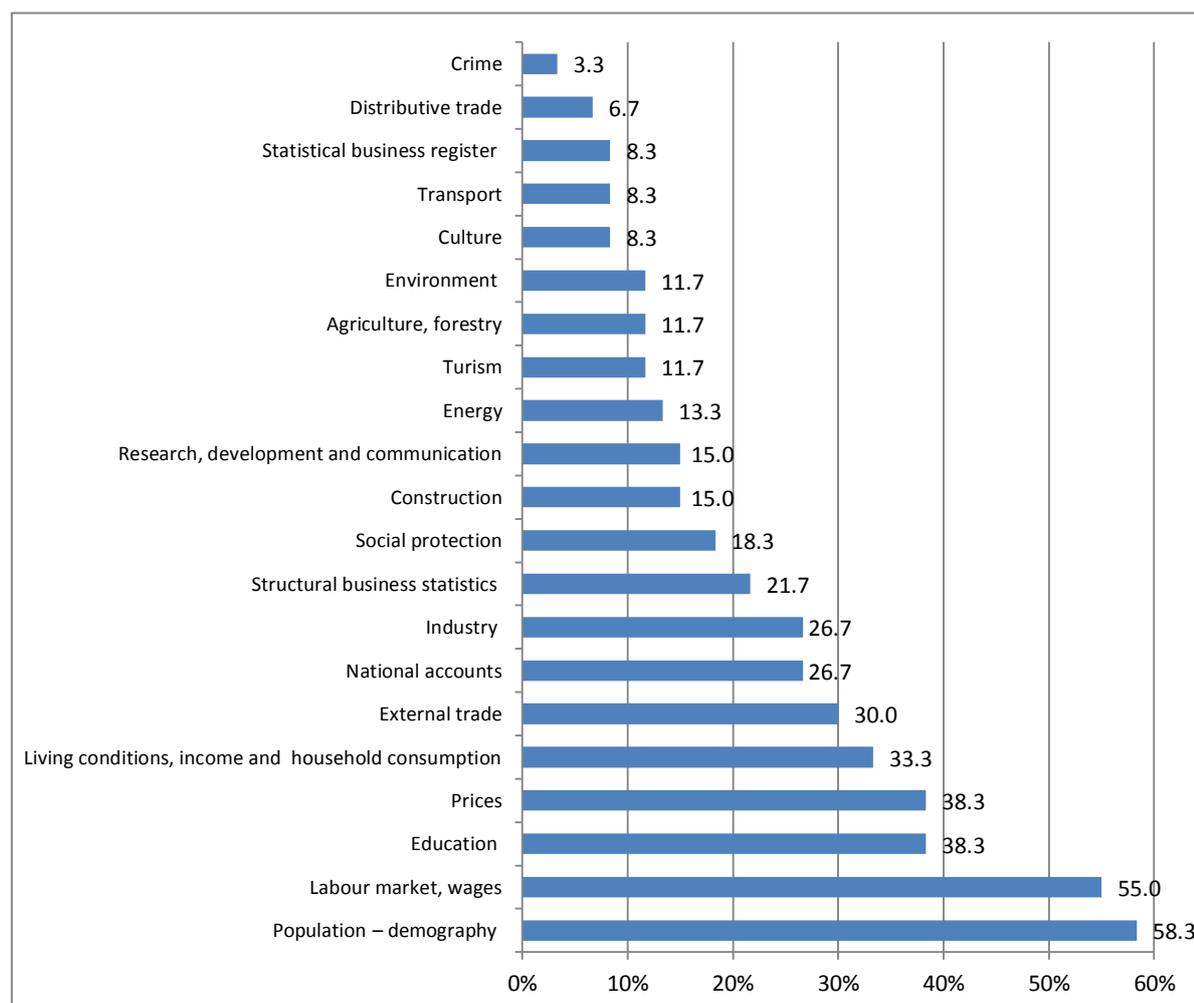
BHAS data is - *occasionally* used by the more than a third of respondents (40.0%), *every day* 8.3% and first time only 1.7% of respondents. Only by civil servants our site is visited every day. Compared to the previous survey, the *daily use of data* was reduced by 6.7 percentage points, while *weekly, monthly and occasional* data usage remained at the same level.

**Figure 2.2:** For what PURPOSES do you use statistical data of Agency for statistics of B&H? (n = 60; u %, multiple answers possible)



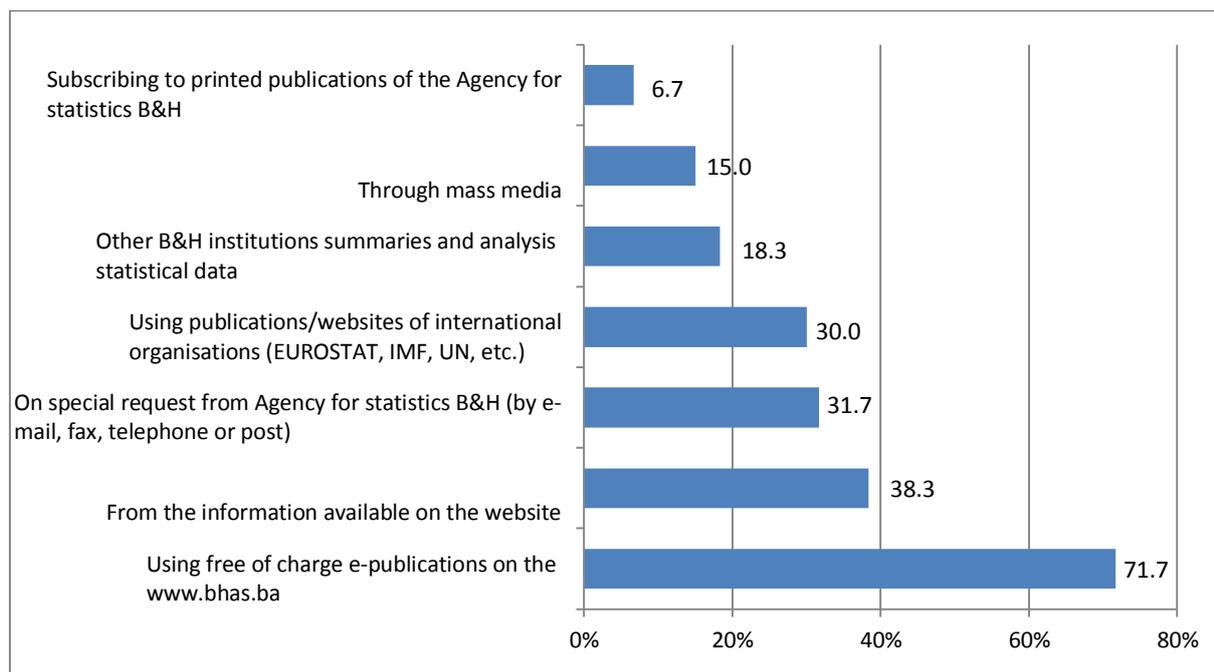
The most frequent answer was that BHAS data is used *for better understanding of economic social and environmental situation in BiH* (48.3%), 41,7% of the users statistical data used to *improve their knowledge/personal information and to create business analysis*. Compared with previous research, the 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 *improve their knowledge* (15 p.p. increase).

**Figure 2.3:** Which of the following STATISTICAL AREAS are you interested in the most? (n=60; u %, multiple answers possible)



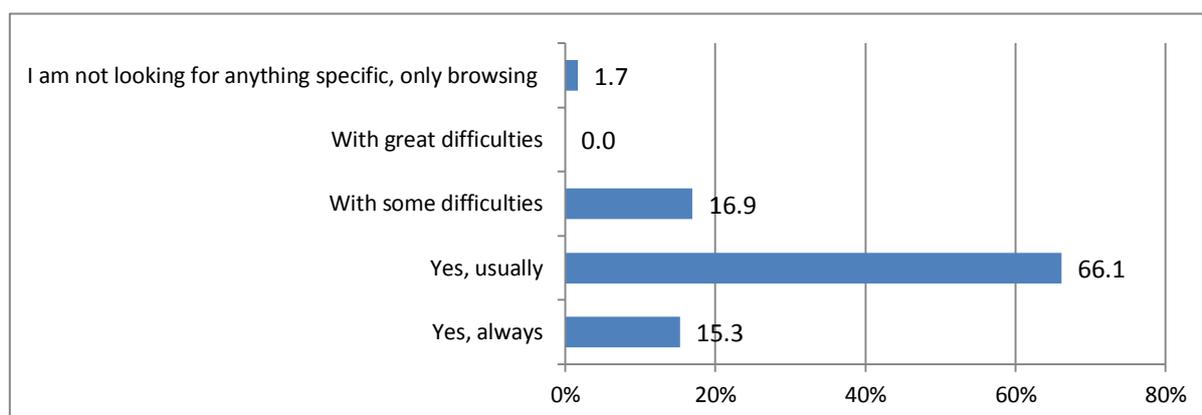
Users were able to choose more than one answer, that is, they could choose all areas from which they used data. On average each user selected 4.6 areas. The most frequently used data are from the area of population statistics (58.3%), labour market and wages statistics (40.2%) education statistics and price statistics (everyone by 38.3%). The least used data are from the area distributive trade statistics (6.7%) and crime statistics (3.3%). Compared with the results of the previous survey, the largest change was recorded when using statistical data from the population statistics area (expected, publication of results of the population census in BiH). Users' interests for other statistical domains are almost identical to those reported in the previous survey.

**Figure 2.4:** How do you usually ACQUIRE statistical data and information? (n = 60; u %, multiple answers possible )



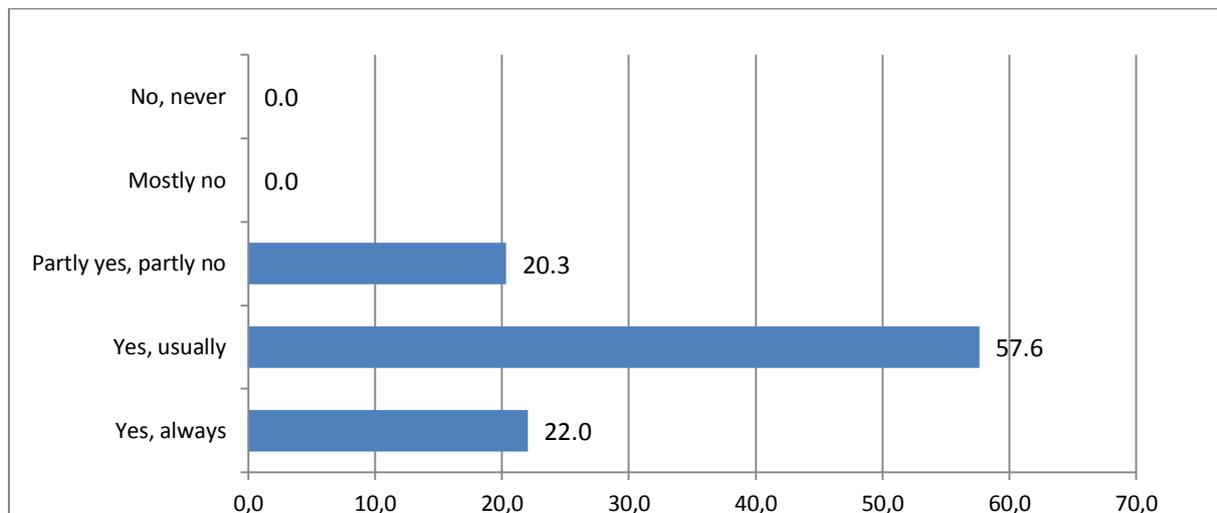
Most respondents typically receive statistical data and information by means of free *electronic publications on BHAS website (71.7%)*, then *by using other general information available on BHAS website (38.3%)*. Users rarest ordering *printed publications*. Compared with the results of the previous 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 Agency'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 Agency? (n=59; u %)



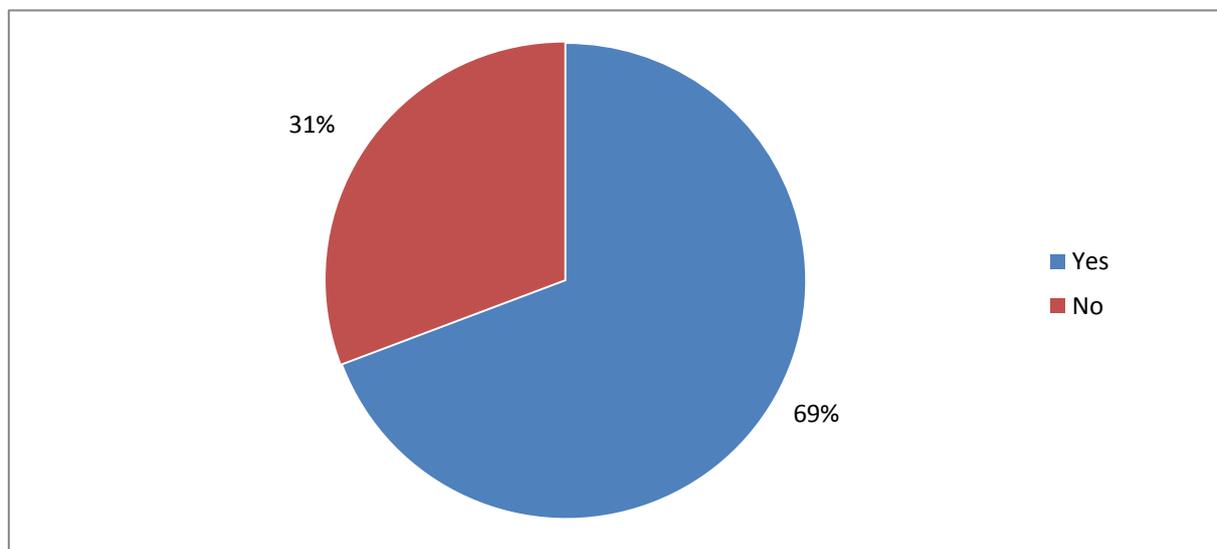
The most numerous respondents (more than four fifths of users, an increase of 15 p.p. compared to previous research results) said that data and information on BHAS website *are usually or always easy to find, with some difficulties only 16.9% users*.

**Figure 2.6:** Was the information clearly presented? (n = 59; u %)



Four - fifths of respondents (79.6%) stated that the statistical data and information are *usually* or *always* clearly presented. That the statistical data and information always or usually clearly presented considered 86.2% of the users coming from the public sector /government administration, and 60.0% of users who come from businesses entity.

**Figure 2.7:** In your experience, are Agency's official statistics released on the dates announced? (n = 26; u %)



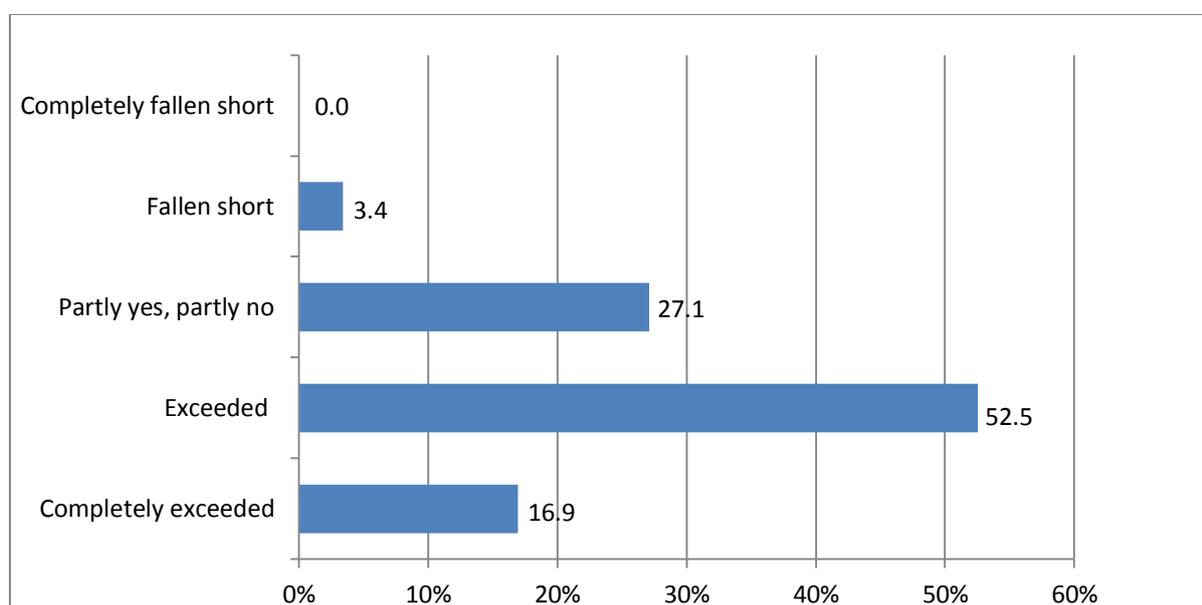
Only 44.1% of users used the Calendar of statistical data issues while 69.2% of them considers that the Agency respects the deadlines stated in the Calendar.

### 3. Evaluation of the quality statistical data and cooperation with BHAS

Users were offered a set of questions to evaluate the quality of BHAS 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 of BHAS products and services.

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

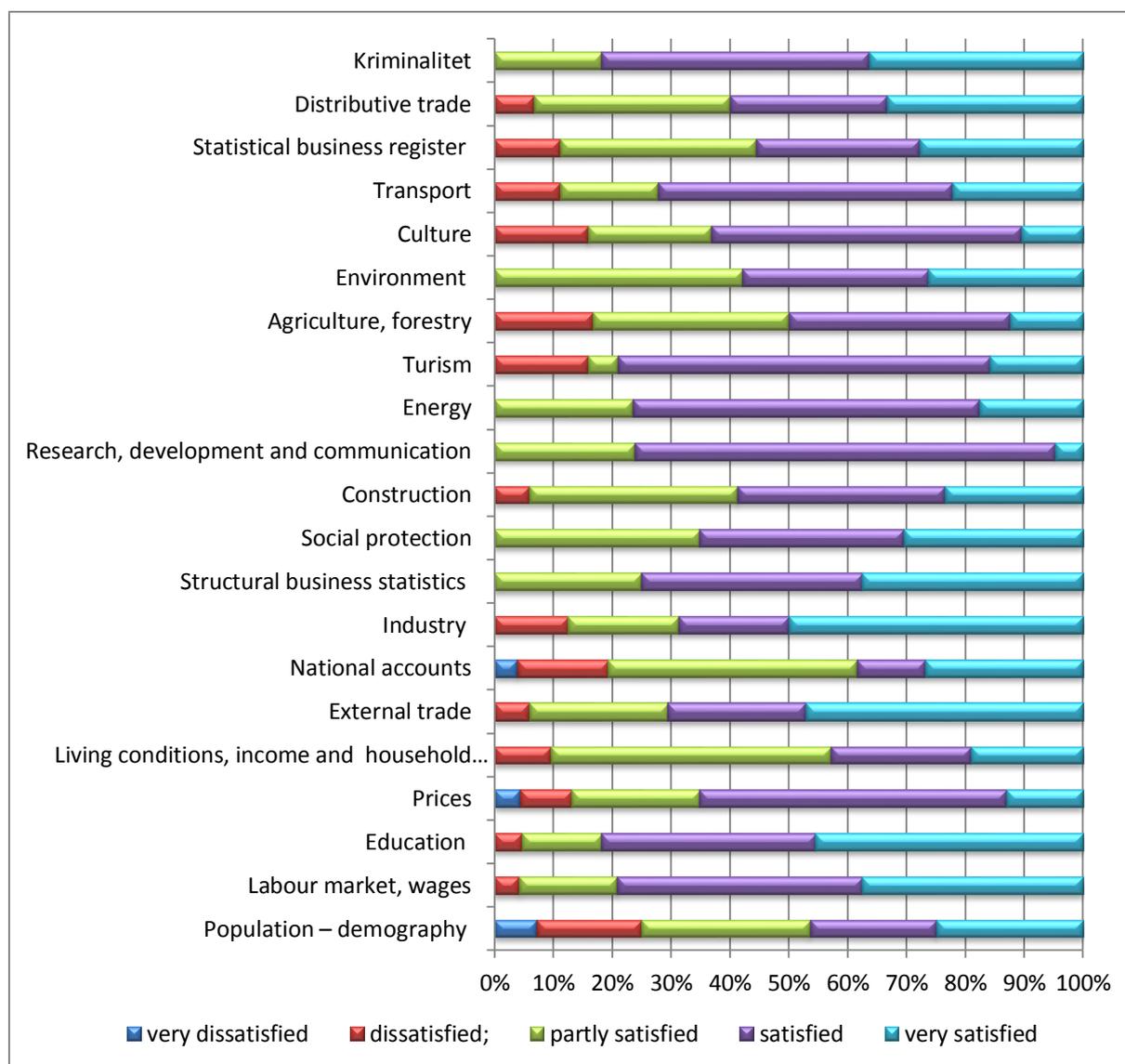
**Figure 3.1:** Considering your EXPECTATIONS, to what extent has the Agency for statistics of B&H exceeded or fallen short of your expectations? (n = 59; u %)



69.4% of users stated that the BHAS with its products and services meets their needs and expectations, and only 3,4% of users said BHAS falls short of their expectations and needs. The average user satisfaction rating for our products and services is 3.83 (scale of 1 to 5).

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

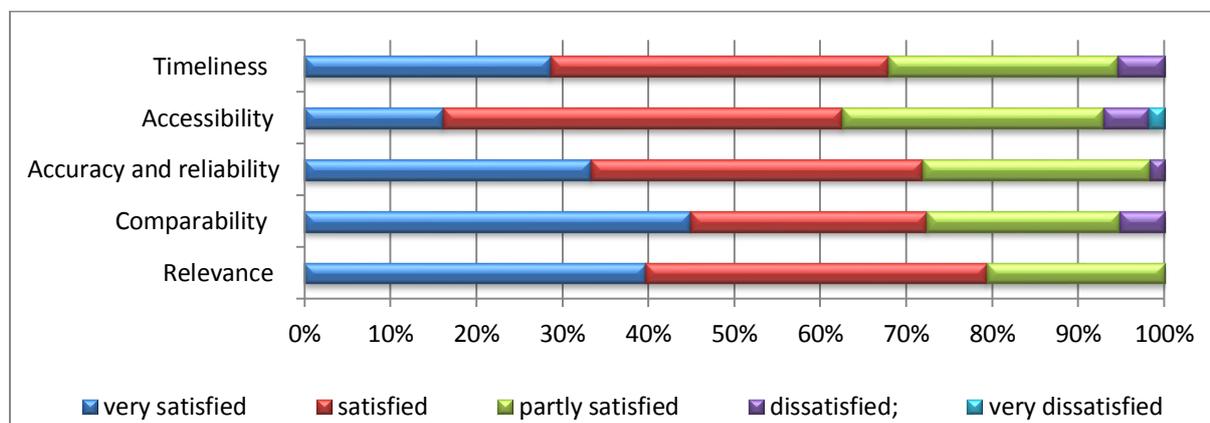
**Figure 3.2:** How do you rate the OVERALL quality of statistical data for concrete statistical area you use? Check as many statistical areas as you want, where: 1 = very dissatisfied; 2 = dissatisfied; 3 = partly satisfied; 4 = satisfied; 5 = very satisfied. (n = 58; u %)



Looking at the overall quality of the data for statistical domains (their timeliness, accessibility, accuracy, relevance and comparability), users evaluated data in the area of education statistics as best with an average score of 4.23 (scala 1 - 5), followed by data from the area of crime statistics, with an average score of 4.18 and data from the area of employment statistics and structural business statistics with an average score of 4.13. The lowest average grades were given to data from population statistics (3.39), from national accounts statistics (3.42), and agriculture statistics (3.46). The overall average score of the data quality for all statistical domains was 3.80.

### 4.3 Satisfaction with the quality of products and services

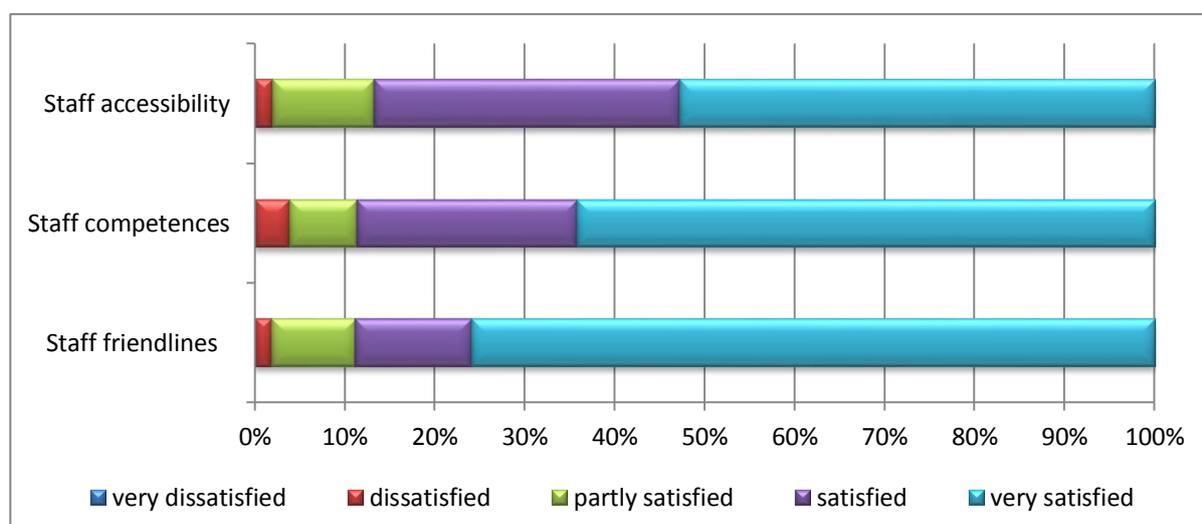
**Figure 3.3:** How satisfied are you with the OVERALL quality of statistical products and services that Agency produce? Please use a scale from 1 to 5 for each quality component, where: 1 = very dissatisfied; 2 = dissatisfied; 3 = partly satisfied; 4 = satisfied; 5 = very satisfied. (n = 57; u %)



Looking at the quality of products and services according to quality components, the highest score was given to the quality dimension relevance (4.19), and the worst to accessibility (3.68). The comparability of the data was evaluated with an average grade of 4.12, an accuracy of 4.04 and a timeliness of 3.91. The average score for all five quality dimensions is 3.99 (increase of 4.8 percentage points compared to the results of the previous survey - 2014)

### 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 = 53; u %)



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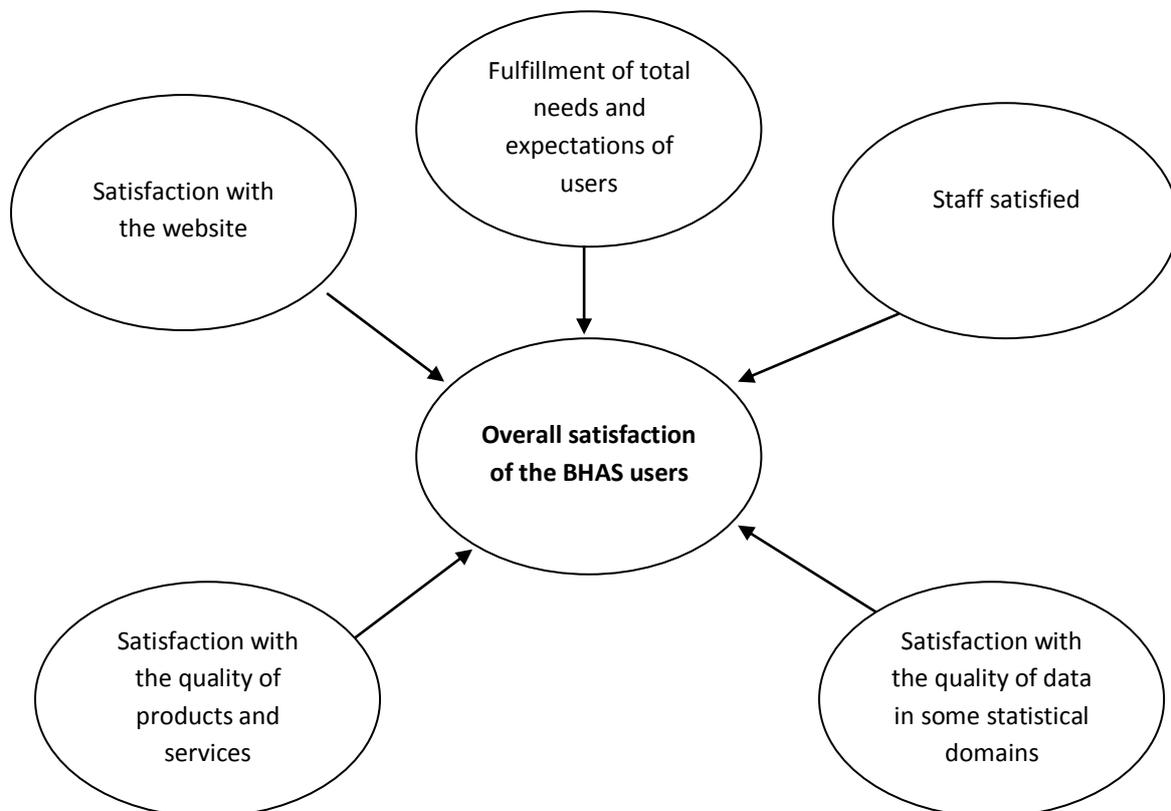
Almost two - thirds of users (64.3% on average) stated that they are *very satisfied* with the BHAS employees' competence, friendliness and accessibility in responding to requests. If we use the same evaluation scale of 1-5, BHAS employees received a very good average score of 4.52 (increase of 10.6 percentage points compared to the results of the previous survey - 2014).

#### 4. Total user satisfaction index

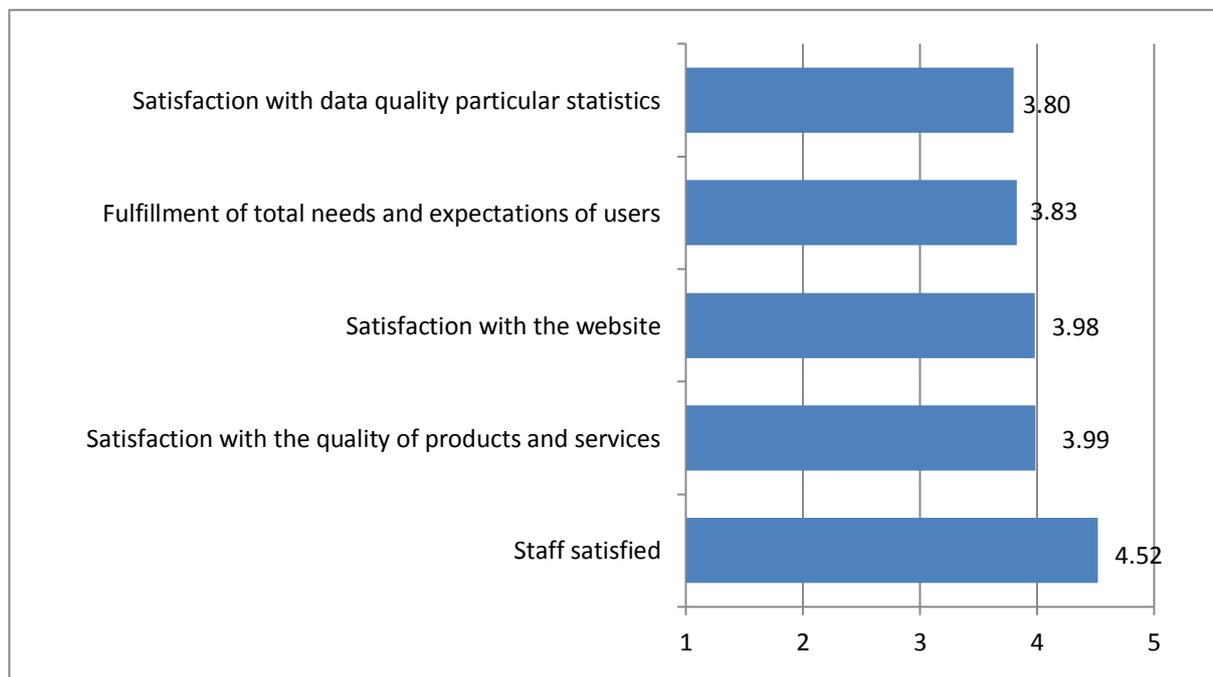
For variables that have an impact on total satisfaction of Agency we took following Criteria:

1. Satisfaction with the website (Q5. and Q6.) - the average grade is 3.98
2. Fulfillment of total needs and expectations of users (Q7.) – the average grade is 3.83
3. Satisfaction with the quality of products and services– the average grade is 3.99
4. Satisfaction with the quality of data in some statistical domains (Q9.) – the average grade is 3.80
5. Staff satisfied (Q10.) – the average grade is 4.52

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



**Figure 5.1:** Average grades of the variables used for measuring the overall satisfaction.



Total BHAS average grade is 4.02 and the overall index of the users' satisfaction with the BHAS is 80.48%.

On the basis of the presented individual sets of questions, we calculated the average grades for certain data sets. These grades are presented in the table below.

**Tabela 1:** Comparison of averages regarding the characteristics of respondents?

	Satisfaction with the website	Fulfillment of total needs and expectations of users	Satisfaction with the quality of products and services	Staff satisfied
Average	3.98	3.83	3.99	4.52
n	59	59	57	53
<b>GENDER</b>				
Male	3.95	3.86	4.05	4.46
Female	4.00	3.81	3.95	4.54
<b>AGE</b>				
16 - 29	3.00	3.00	2.80	...
30 - 49	4.04	3.85	3.80	4.18
50 - 64	3.88	3.81	4.05	3.98
Above 65	4.00	4.00	4.00	4.50
<b>TYPE OF USER</b>				
Public sector	4.12	3.90	4.10	4.51
Business entities	3.55	3.70	4.05	4.47
Research and education sector	4.07	4.00	3.94	3.87
Media	4.00	4.00	3.40	4.33
Foreign users	3.92	3.67	3.78	4.78

The users are the least satisfied with the Fulfillment of total needs and expectations of users (3.83). On the other hand, they are completely satisfied with cooperation with employees (4.52).

In addition to the average score, we were also interested in whether these averages differ in respect to some basic demographic variables. We compared them with respect to sex, age and types of users.

It turned out that sex has not a certain impact on customer satisfaction, so both, women and men show the same satisfaction (4.08 average rating). In the previous survey female users reported greater satisfaction (3.84 on average), than male users (3.64).

Users aged 50 and above expressed greater satisfaction (4.08) than users up to 50 years of age (3.52).

User in the field of public sector and foreign users were the most satisfied (4.15 i 4.05), while user from media are the least satisfied out of all the main user groups (3.93).