

KINGDOM OF BAHRAIN  
Information & eGovernment  
Authority

# Customer Satisfaction Survey 2021

March 2022

## Objectives

Overall Customer  
**Satisfaction** on  
eGovernment National  
Portal Bahrain.**bh**



Design



Ease of Use



Content



Reachability

## Timeline

26 Jan. 2022



Launch of  
Survey

15 March 2022



End of  
Survey

## Data Collection Channels



Direct Email  
Invitation (30K+)



WhatsApp  
Invitation (*twice*)



iGA Social Media  
(*once a week*)



Online Banner  
on Bahrain.bh



Pop-out invitation  
on Bahrain.bh

## Sample Size



Target  
**4,200**  
(+10%)



Achieved  
**5,837**  
(+52%)

## Gender

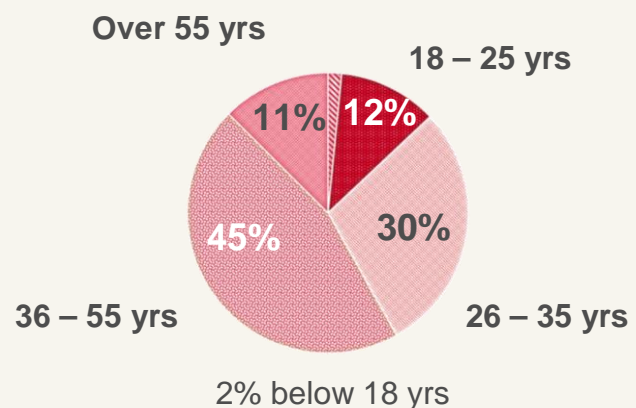


**74%**  
4,342



**26%**  
1,495

## Age Group



## Nationality



**Bahraini**  
**67%**  
3895



**Non-Bahraini**  
**33%**  
1942

Asian	49%
Arab	33%
African	10%
GCC	6%
Western	2%

## Occupation



Private Sector Employee  
**36%**



Gov Employee  
**27%**



Unemployed  
**21%**



Business Owner  
**10%**



University  
**4%**

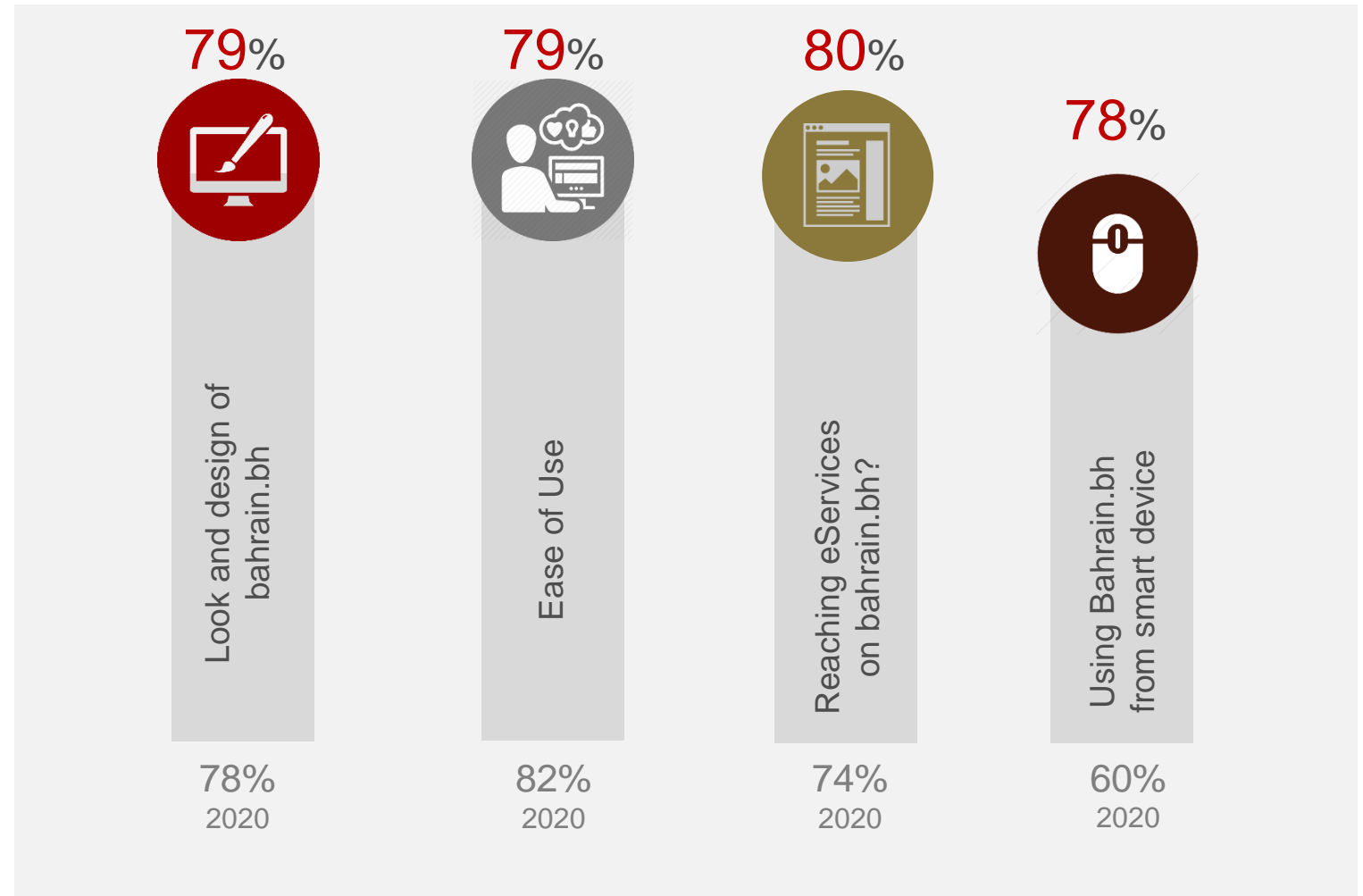


School  
**2%**

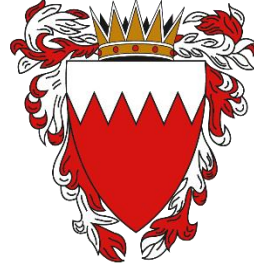
## Overall Satisfaction Results in 2020 **80%**



Survey of 2021 is only on portal due to COVID-19



**Satisfaction Components**



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**“Advancing Bahrain to New Heights”**

**Thank You**