

Version 13 (28-March)

CS & CSI SURVEYS FINAL RESULTS

Information and eGovernment Authority

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Agenda

- Objectives & Methodology
- Samples & Data Collection & Demographics
- Customer Satisfaction Executive Summary
- Customer Satisfaction Detail Results (optional)
- Customer Satisfaction Index (CSI) Results
- Demographics Investigations (CS Bus. vs Individ.)

Current Study -2018

What are we measuring in the current study?

Customer Satisfaction (CS)

- ▶ **Awareness** of **entity's eServices**, channels and overall awareness of e-services
- ▶ **Usage** of **entity's eServices**, channels and overall usage of eServices
- ▶ **Satisfaction** of channels and overall satisfaction of eServices.
- ▶ Identify the impact of the digital readiness.
- ▶ Embed eTransformation program indicators
- ▶ For two stakeholders:

Residential

Business

Customer Satisfaction Index (CSI)

- ▶ Bahrain Customer Satisfaction Index (**BHCSI**)
- ▶ Measure the **CSI** for **entity's eServices**.
- ▶ Measure customer satisfaction of the **entity's eServices**.
- ▶ impact of the Customer Satisfaction of the entity's eServices .
- ▶ Impact of the channel providing the eServices on the customer satisfaction of the entity's eServices.
- ▶ For three stakeholders:

Residential

Business

Government

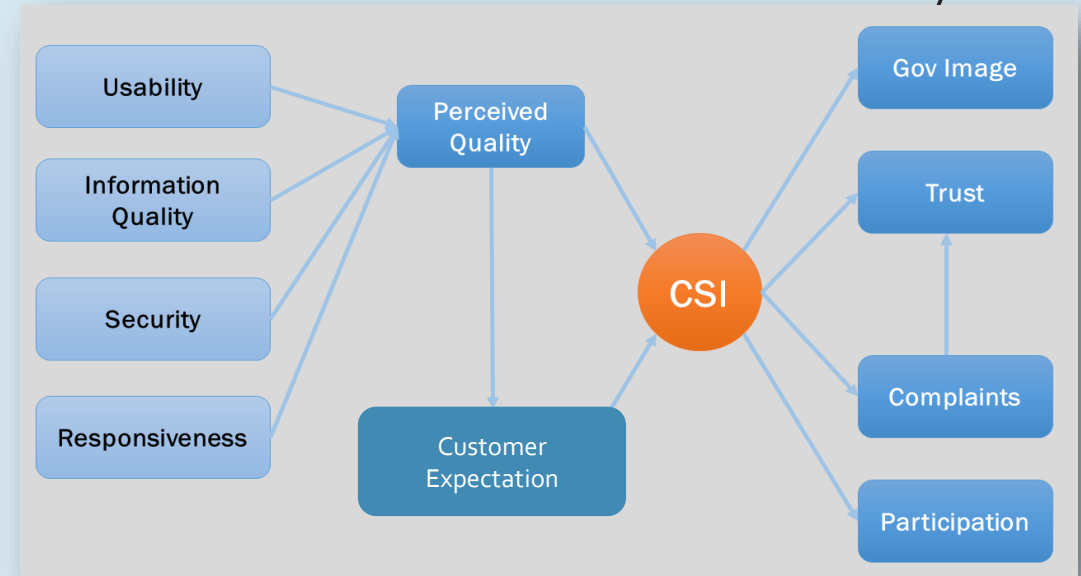
The measurement of the current study will be based on the **Entities** eServices instead of **eServices** categories

- Having measurement on **eServices categories** was not very helpful. As such if the CSI of the eServices categories is low then how can we improve them, which entity we should approach for improvement, etc.
- The new measurements will be more focused. It will help in identifying the strengths and weakness of the **entities' eServices** .
- The new measurements will enhance the competition among the entities for more innovative e-services
- The new measurements can be embedded in the e-Transformation index as one of the factors to measure the digital transformation maturity of entities.

Objectives CS/CSI : Methodology for measurement

- ▶ The Customer Satisfaction (CS) was measured descriptively by taking the average of the customers' perception on number of satisfaction items.
- ▶ The customer satisfaction will be used to provide an indicator to confirm the CSI results.
- ▶ The customer satisfaction can be also aligned with the awareness and usage in addition to the demographics of the customers.

- ▶ The Customer Satisfaction Index (CSI) measures the satisfaction of three stakeholders adopting the exploratory approach using BHCSI model.
- ▶ BHCSI model is an annual measurement model which is based on the American CSI model.
- ▶ BHCSI can be benchmarked internationally.



Sampling and Sample Size

Residents

Sampling Approach:

- Probabilistic simple random sampling followed by clustering based on governorates.

Sample size:

- An appropriate formula has been used, with the following parameters, to calculate the sample size:
 - Confidence level = 95%
 - Confidence interval = ± 2 .

Business

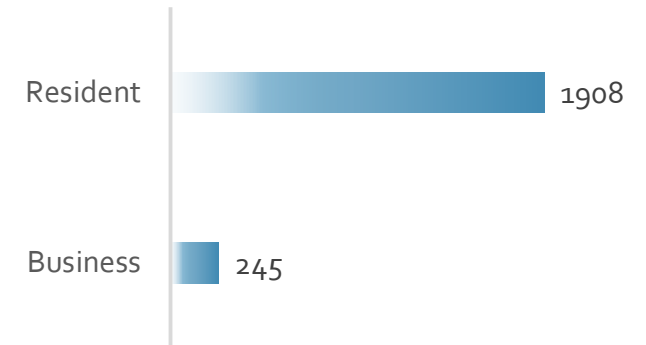
Sampling Approach:

- Proportional stratified sampling method followed by random sampling.

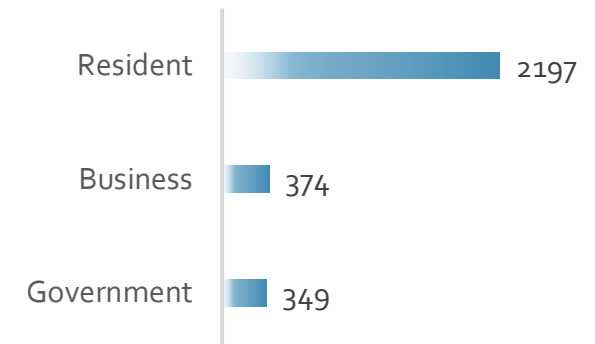
Sample size:

- An appropriate formula has been used, with the following parameters, to calculate the sample size:
 - Confidence level = 95%
 - Confidence interval = ± 5 .

CS SAMPLE SIZE



CSI SAMPLE SIZE



Government sample extracted from the residents data based on the occupation

Data Collection Method

Data collection for both CS & CSI was through:

- Face-to-face only
- Covering all Governorates



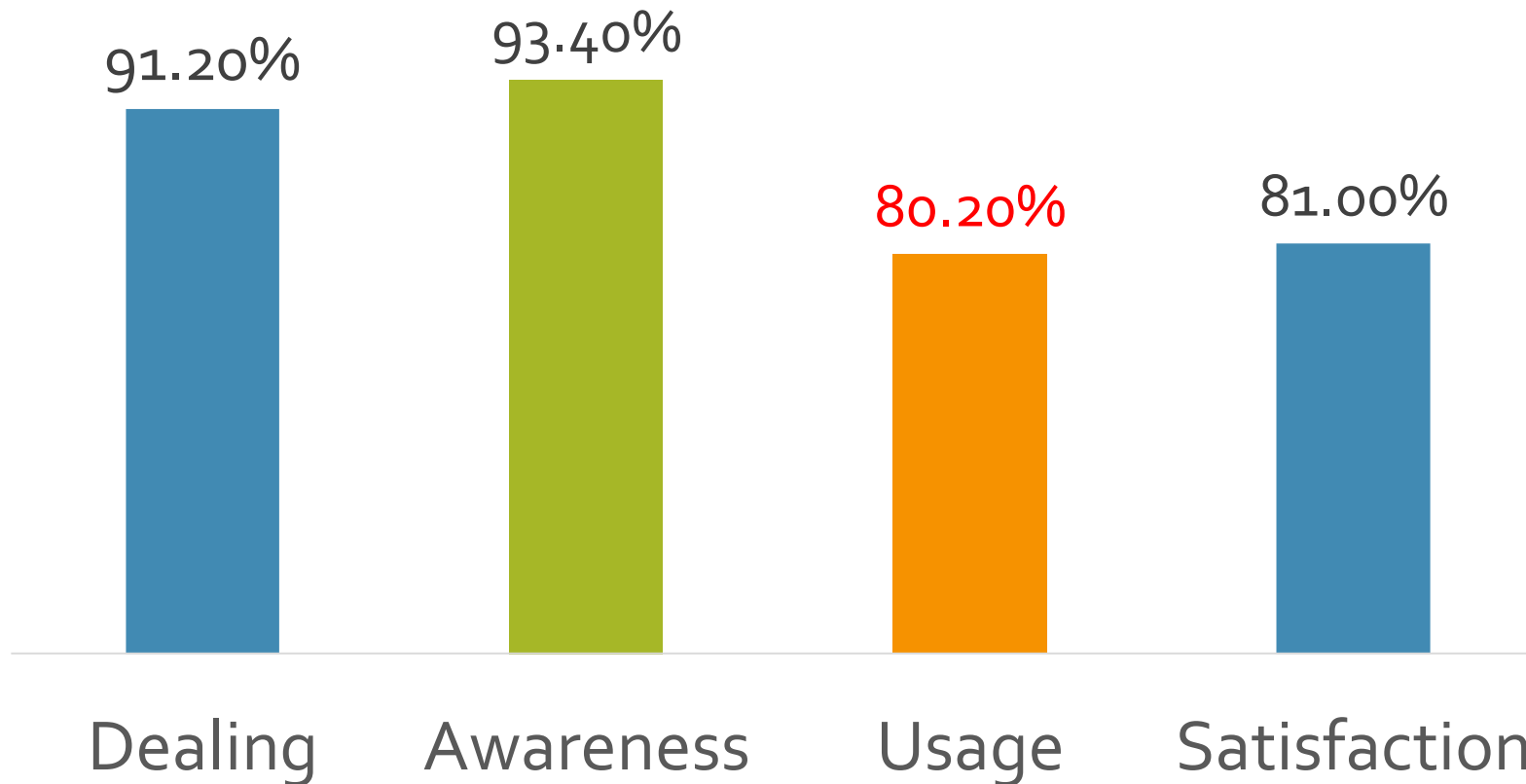
CS

Executive Summary

Summary – Overall Dealing, Awareness, Usage & Satisfaction

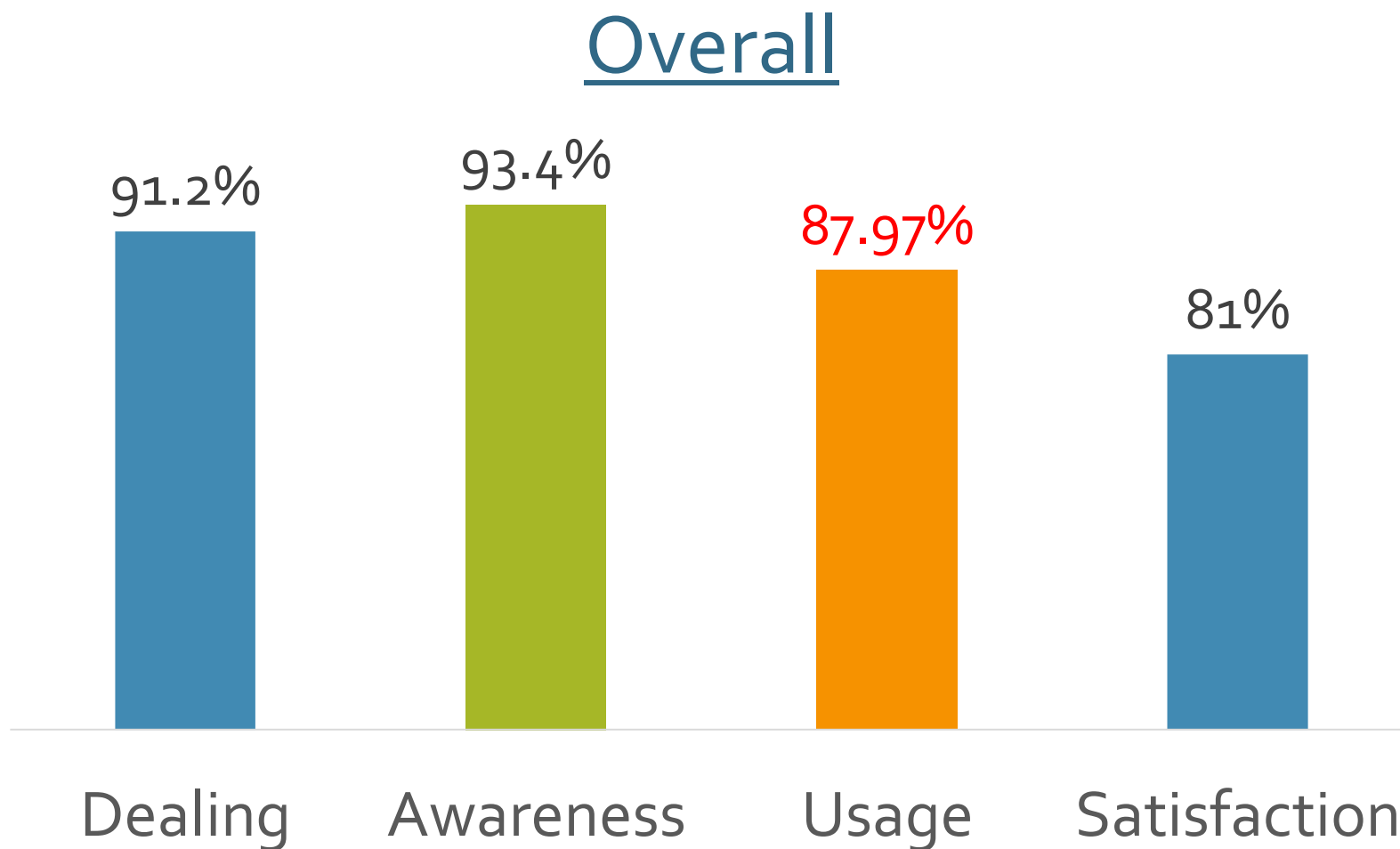
*Usage % From ALL Population

Overall



Summary – Overall Dealing, Awareness, Usage & Satisfaction

*Usage % From AWARE Population

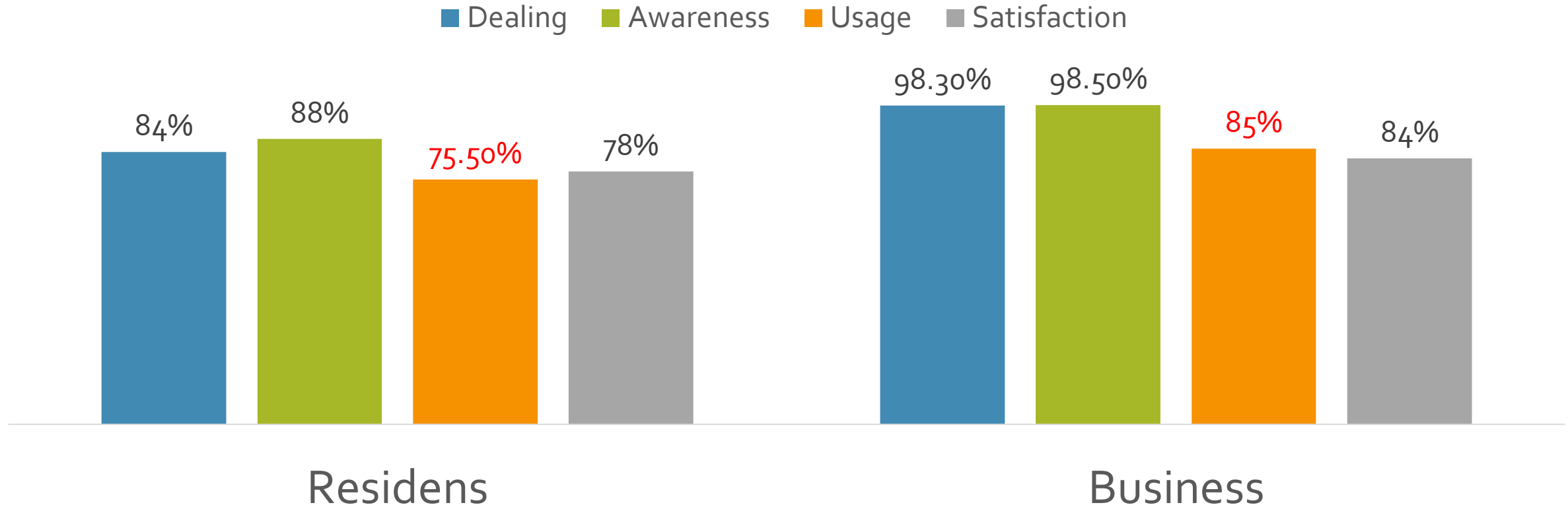


From Aware Population

Summary – Overall Dealing, Awareness, Usage & Satisfaction

*Usage % From ALL Population

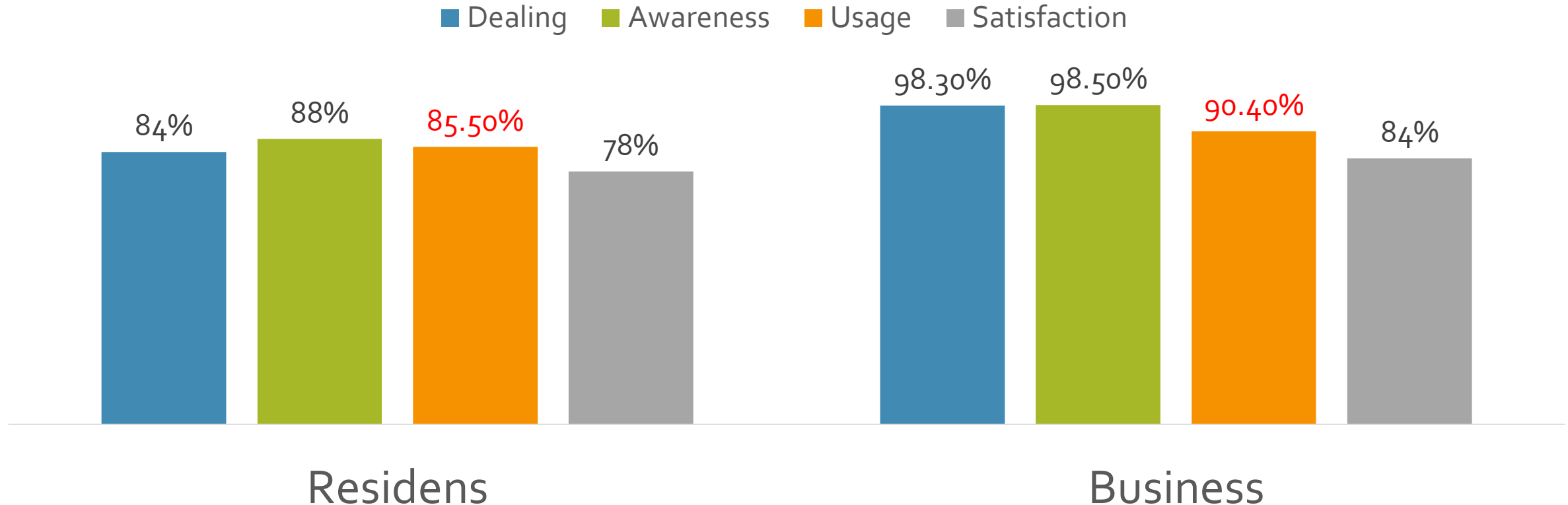
Residents V. Business
















































Summary – Overall Dealing, Awareness, Usage & Satisfaction

*Usage % From AWARE Population

Residents V. Business



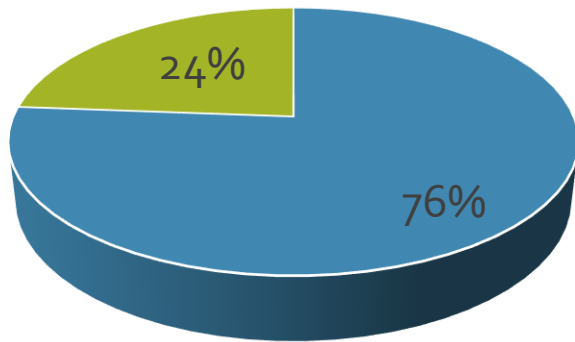
The measurement of Awareness , Usage and Satisfaction based on the entities eServices instead of eServices categories

	Awareness		Usage		Satisfaction	
Electricity and Water eServices		71%		60%		83%
Education eServices		30%		33%		82%
University of Bahrain eServices		30%		54%		83%
Traffic eServices		67%		68%		85%
Civil Services Bureau eServices		27%		38%		88%
Nationality, Passports and Residence Affairs eServices		58%		51%		86%
Social Insurance Organization eServices		15%		29%		87%
Health eServices		39%		42%		83%
Works, Municipalities Affairs and Urban Planning eServices		14%		24%		85%
Information and eGovernment Authority eServices		21%		34%		85%
Bahrain Polytechnic eServices		11%		34%		85%
Justice, Islamic Affairs and Awqaf eServices		14%		15%		79%
Labour and Social Development eServices		11%		24%		80%
Housing eServices		20%		24%		83%
Transportation and Telecommunications eServices		20%		35%		84%

1) National Portal (Awareness)

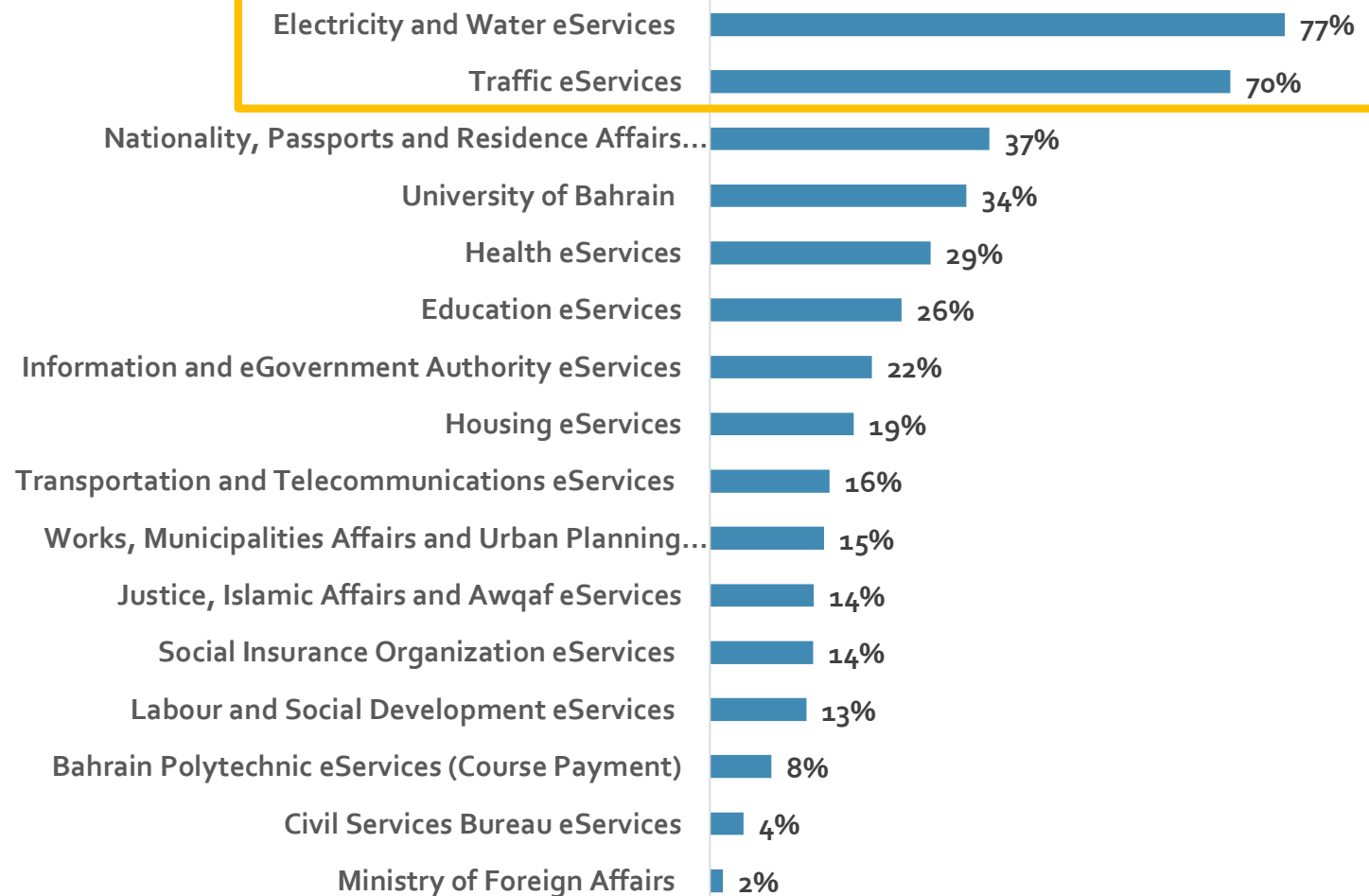
Are you aware of the
National Portal
(www.bahrain.bh)?

■ Aware ■ Not Aware



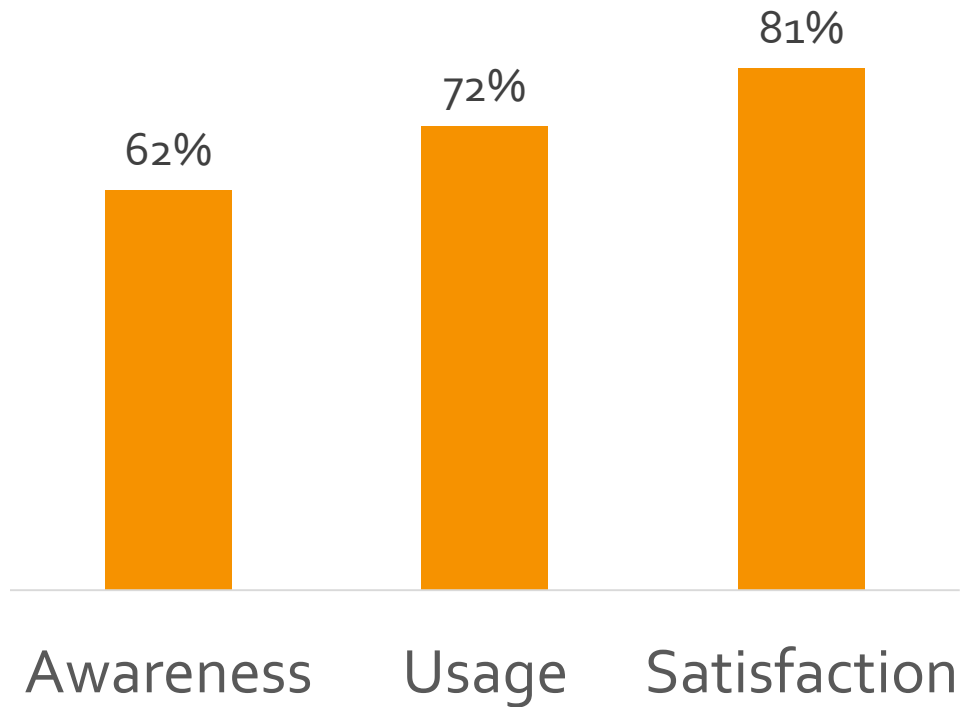
	Frequency	%
Aware	1454	76.21%
Not Aware	454	23.79%
Total	1908	100%

Which of the following eGovernment Online Services are you aware of in the National Portal (www.bahrain.bh)?

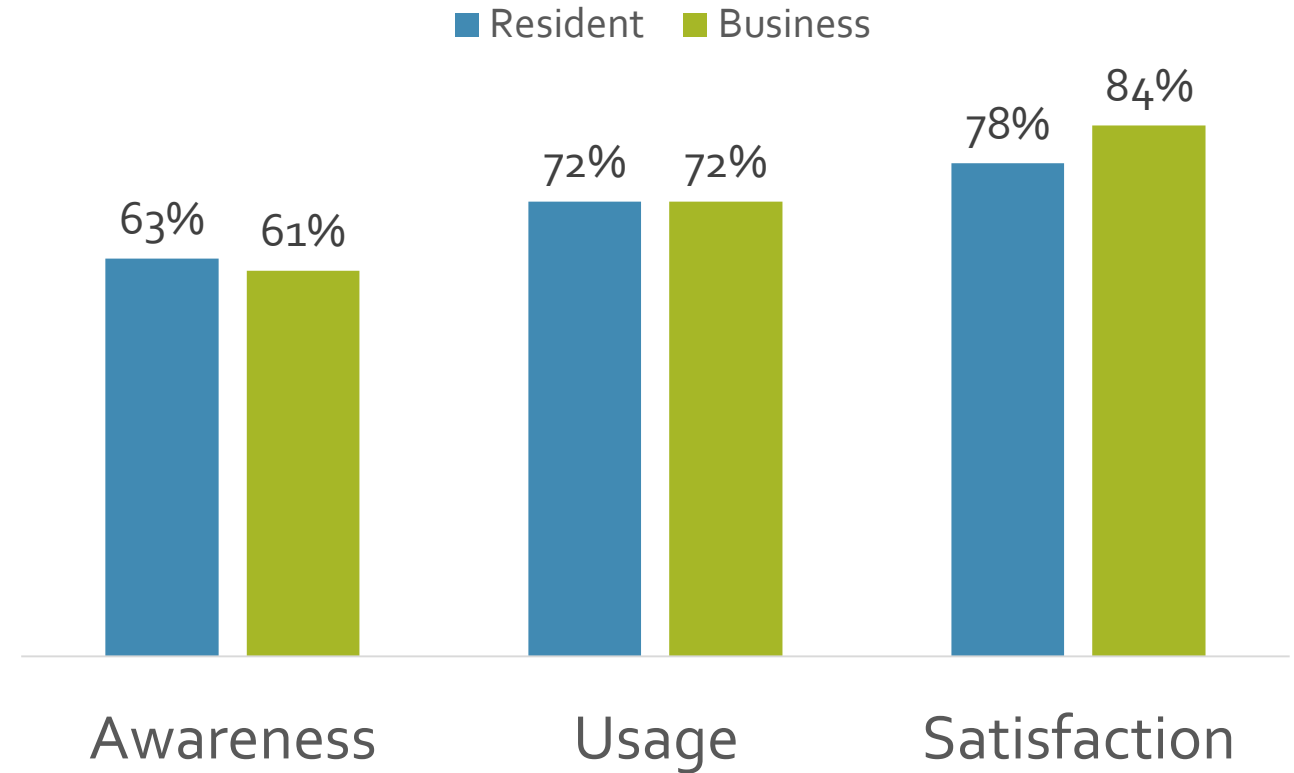


Summary – Overall Channels Awareness, Usage & Satisfaction

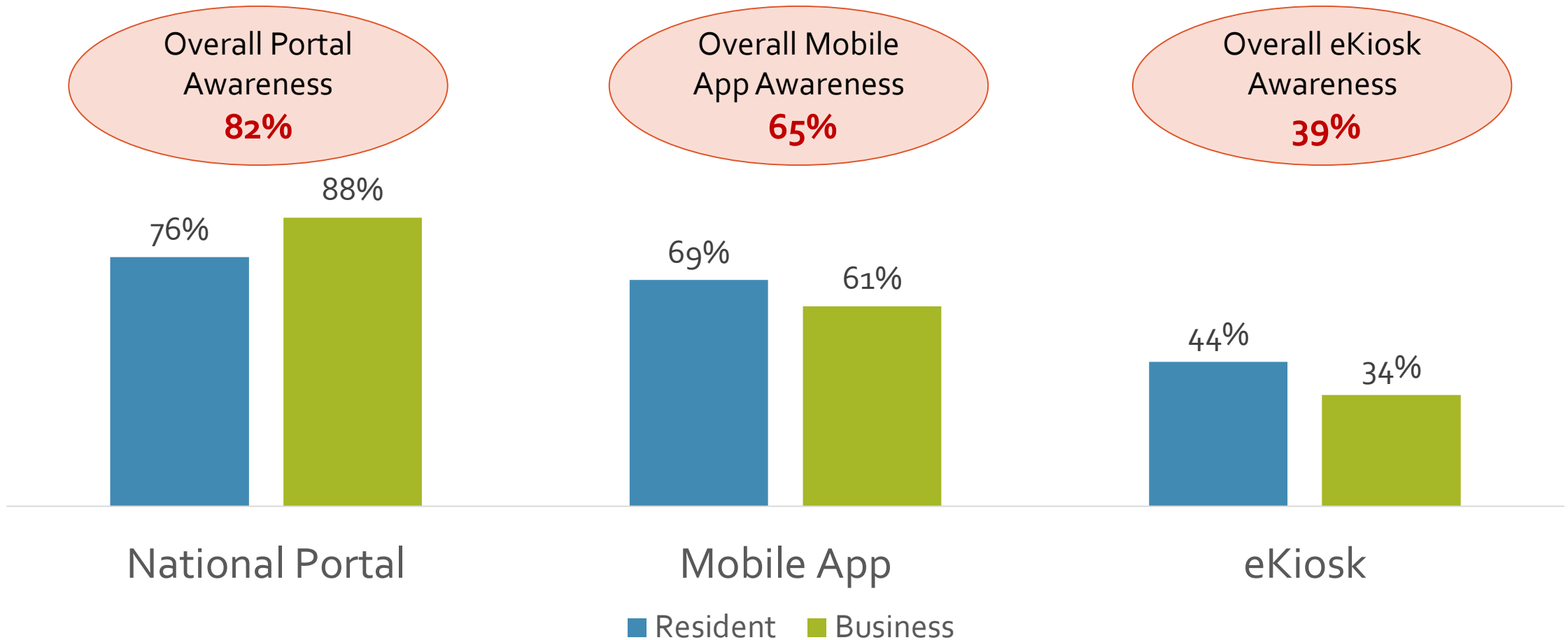
Overall Channels



Overall Channels Per Stakeholder

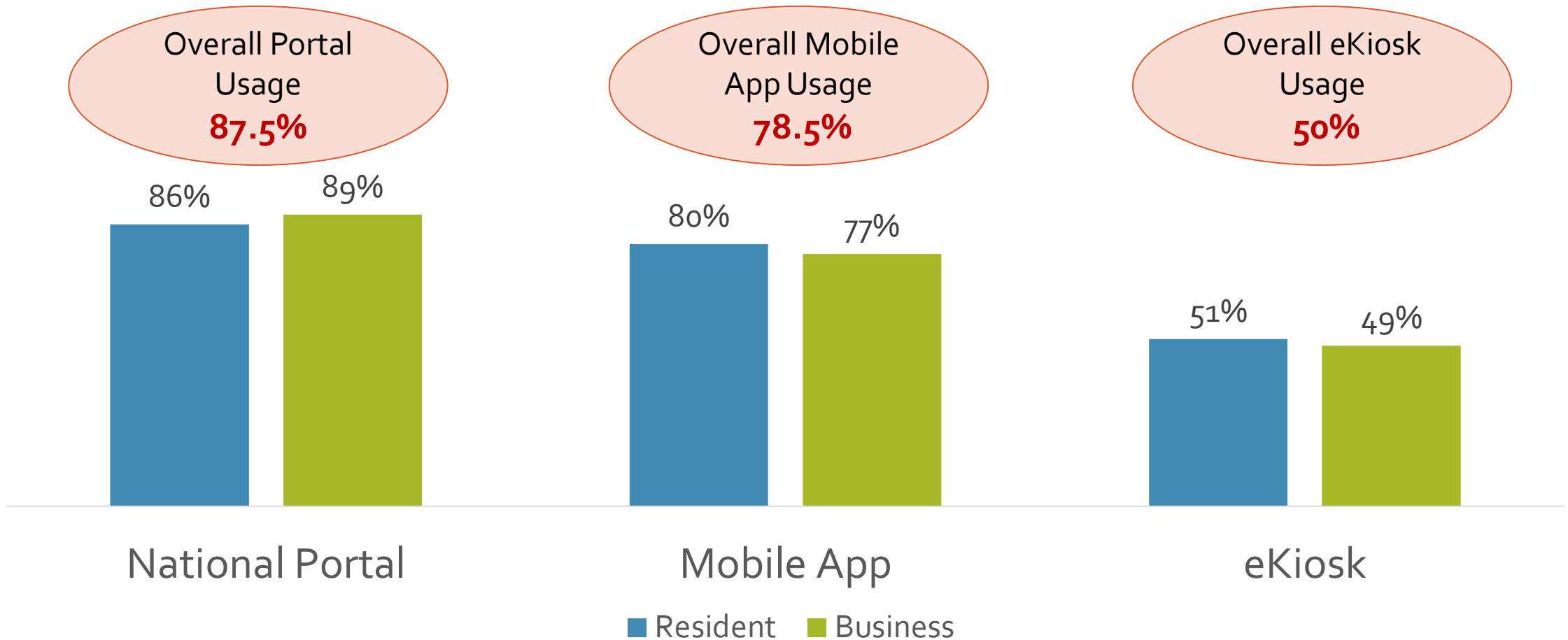


Summary – Channels Awareness



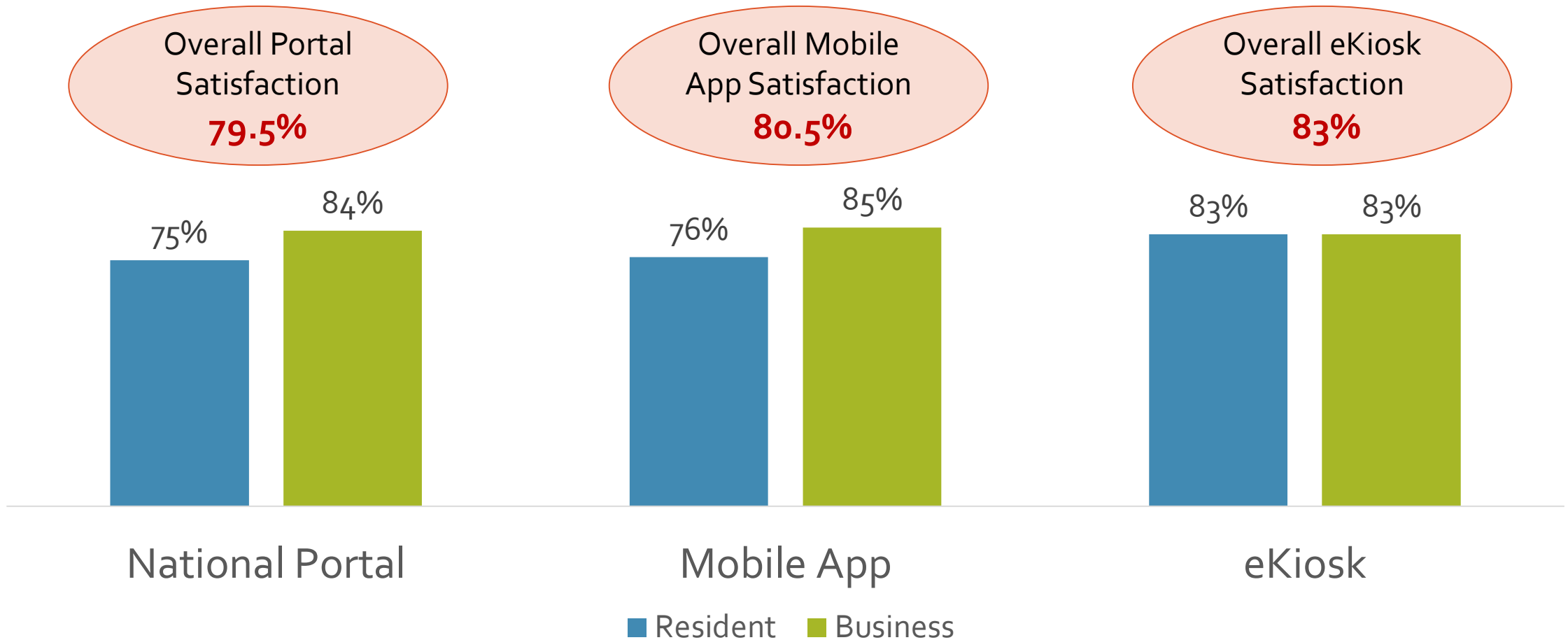
Summary – Channels Usage

CS Executive Summary



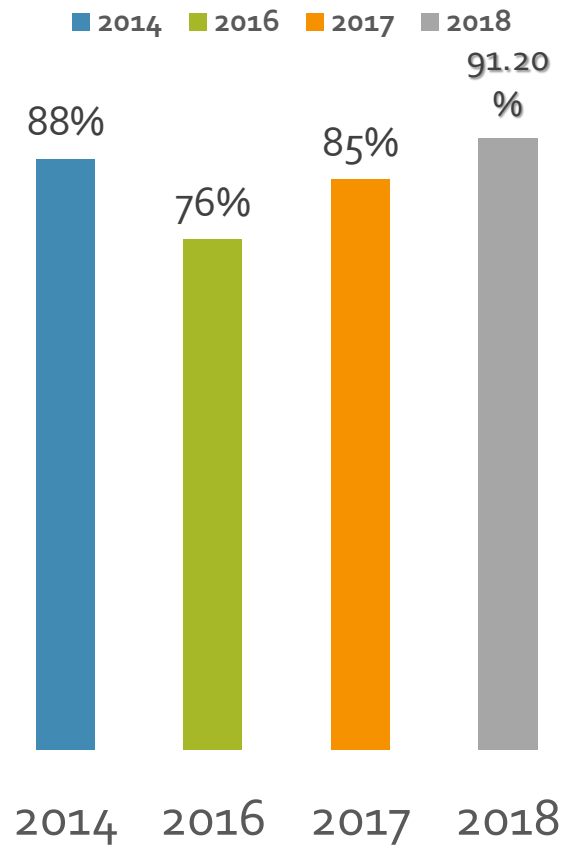
Summary – Channels Satisfaction

CS Executive Summary



Interaction

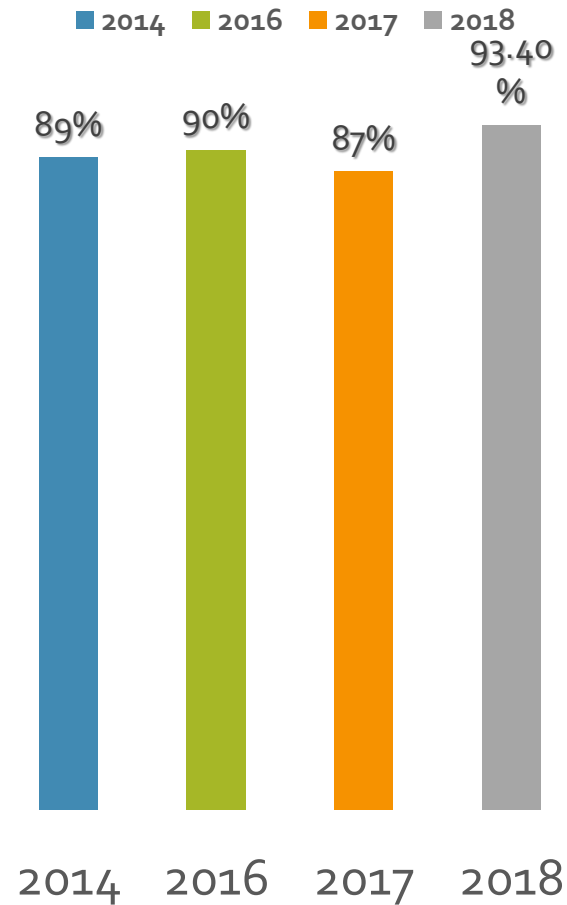
Overall Interaction with Government Entities



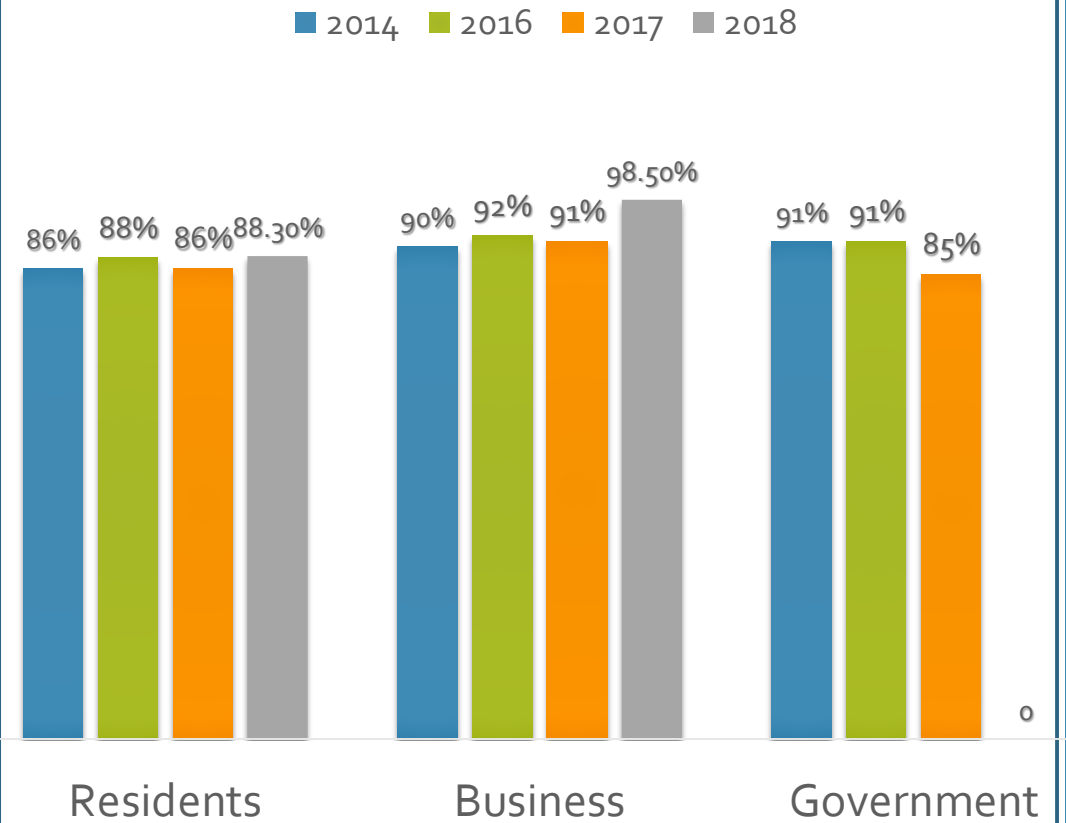
Awareness

CS Executive Summary

Overall Awareness of eServices



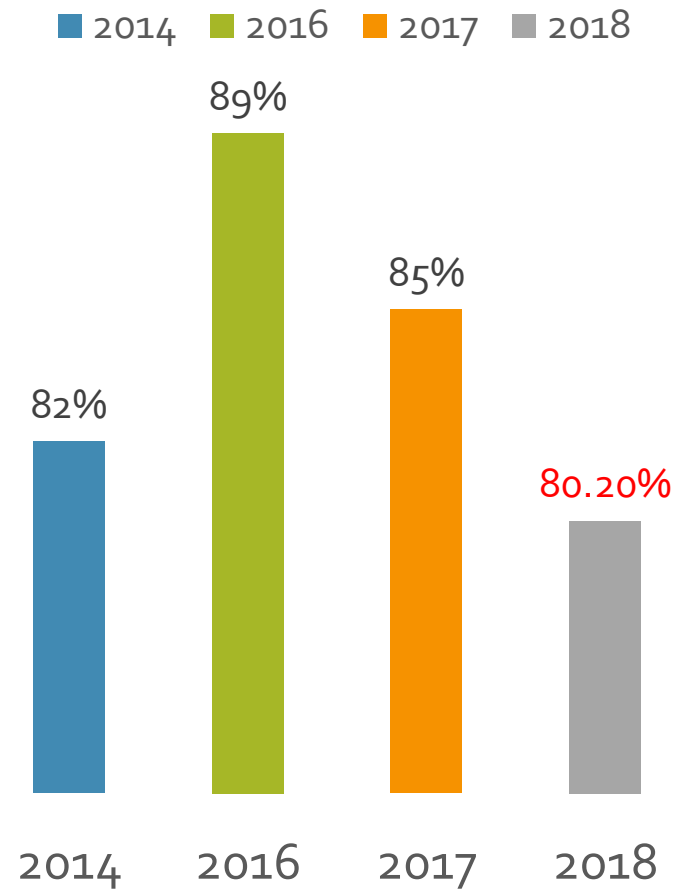
Overall Awareness Per Stakeholder of eServices



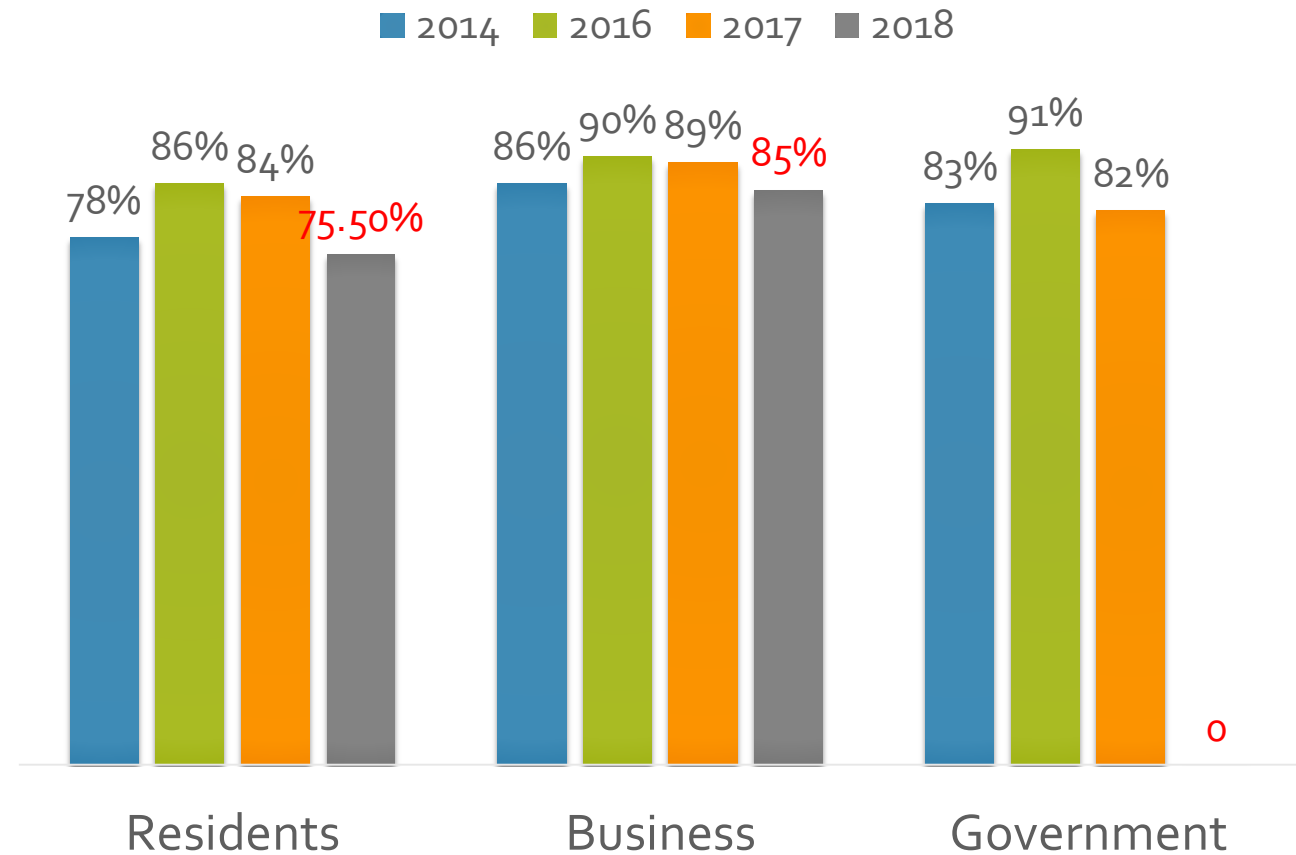
Usage

*Usage % From ALL Population

Overall Usage of eServices



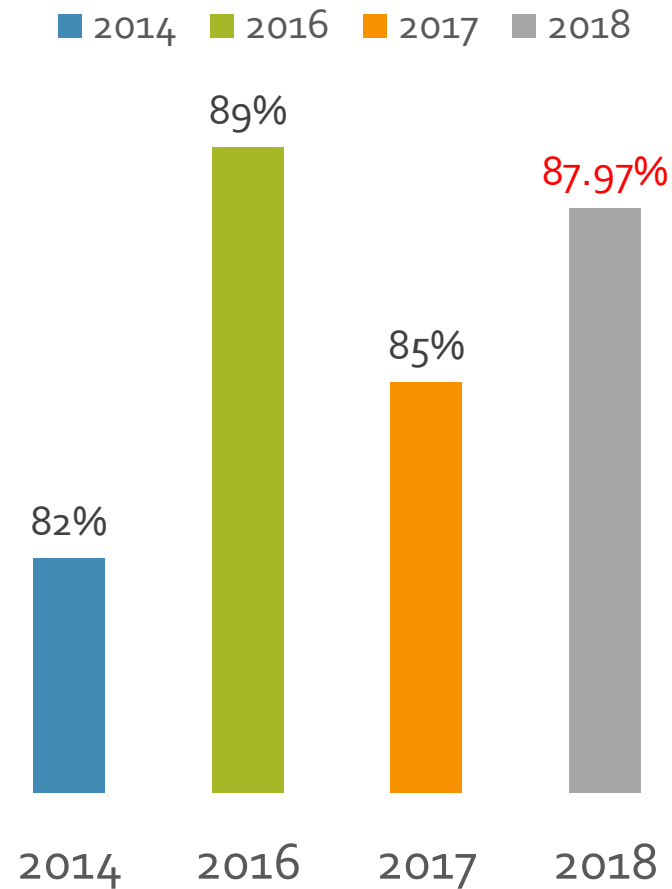
Overall Usage Per Stakeholder of eServices



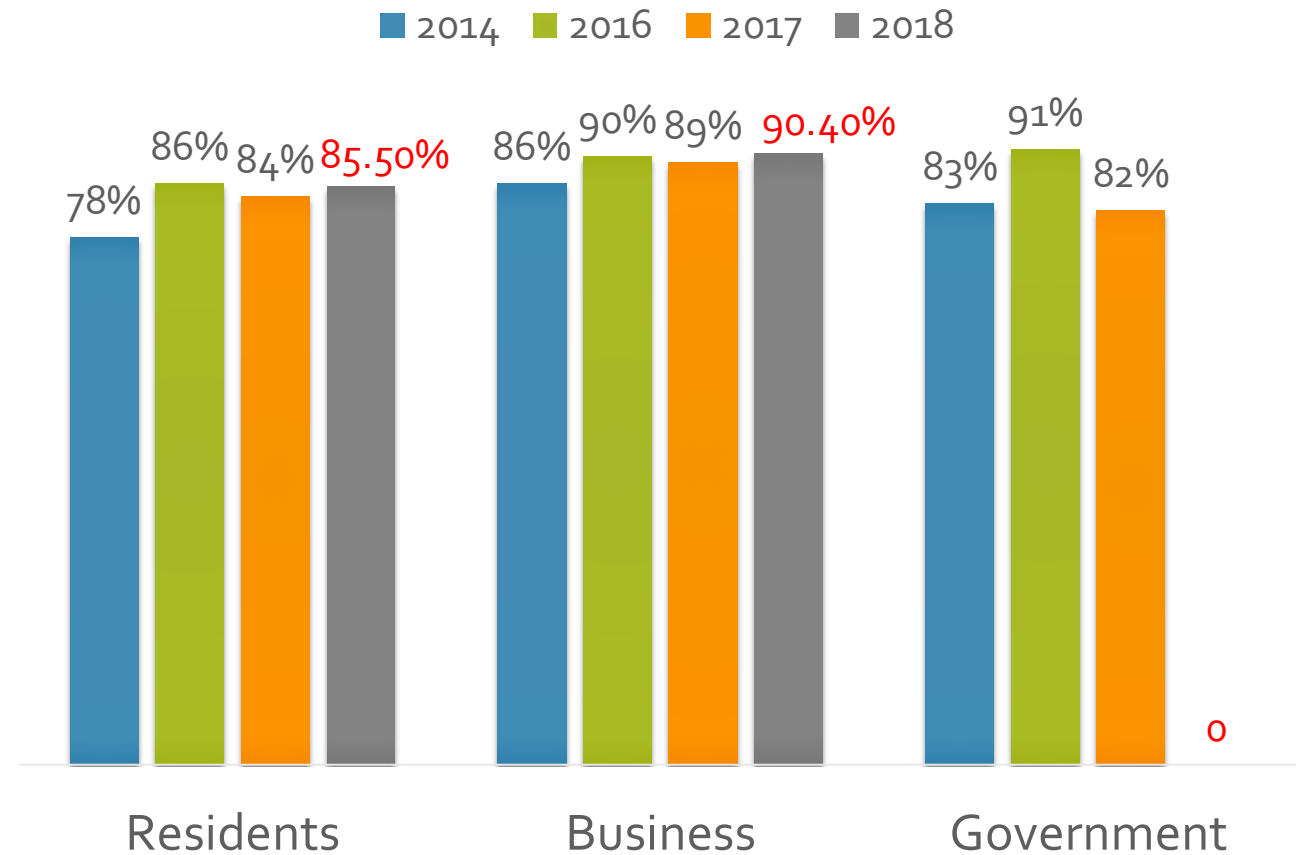
Usage

*Usage % From AWARE Population

Overall Usage of eServices

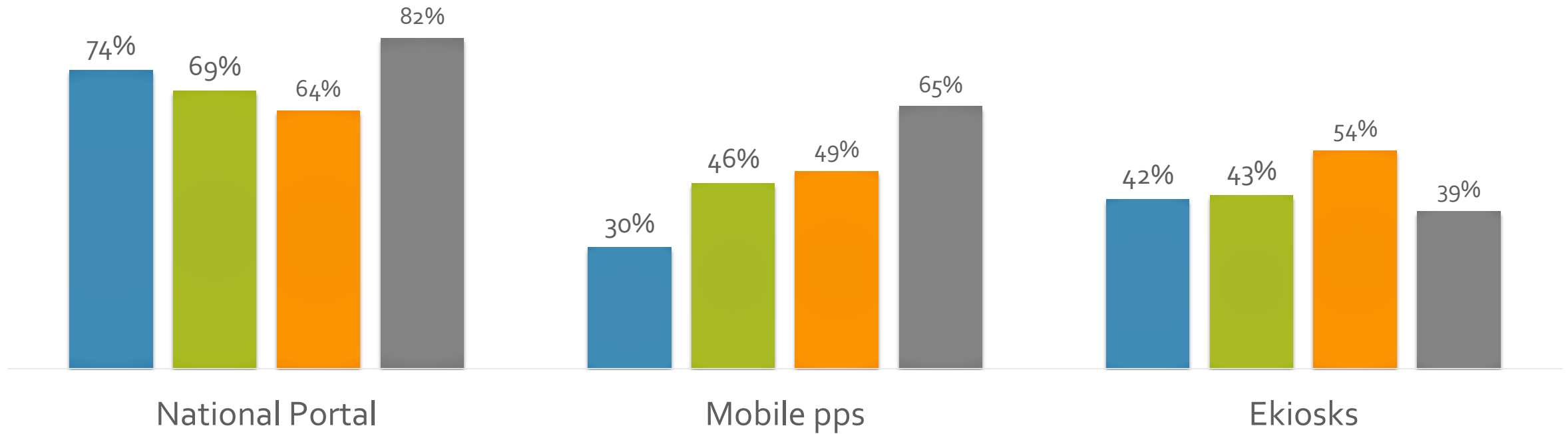


Overall Usage Per Stakeholder of eServices



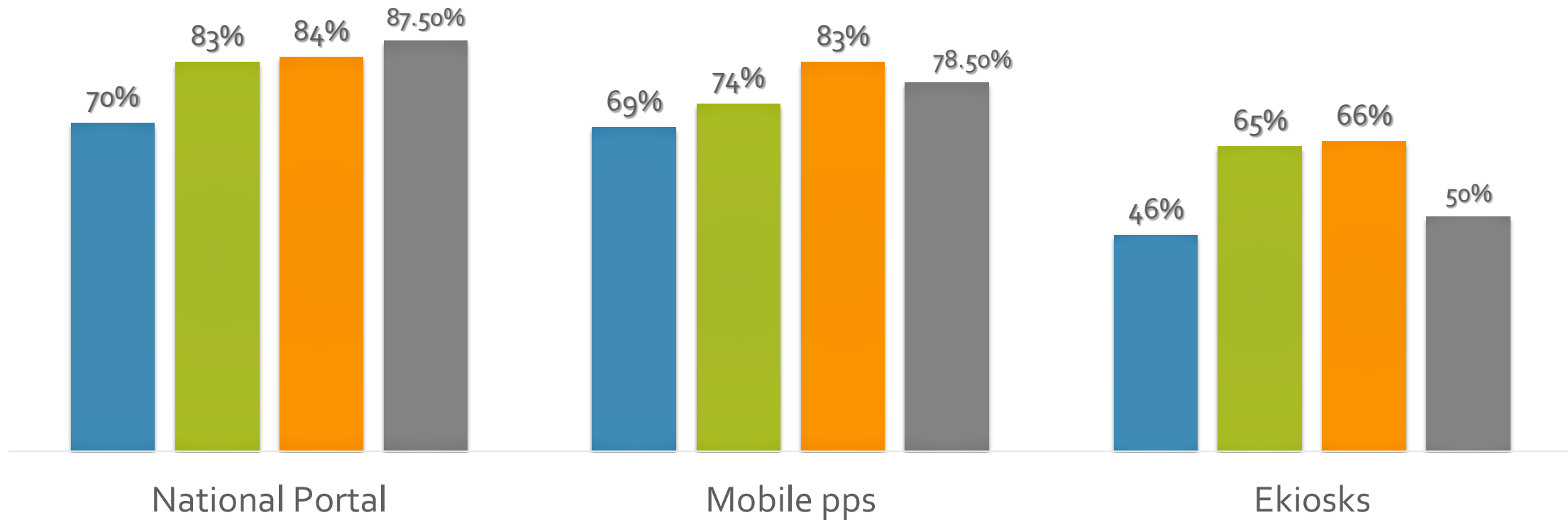
Overall Awareness of e-Government Channels

■ 2014 ■ 2016 ■ 2017 ■ 2018



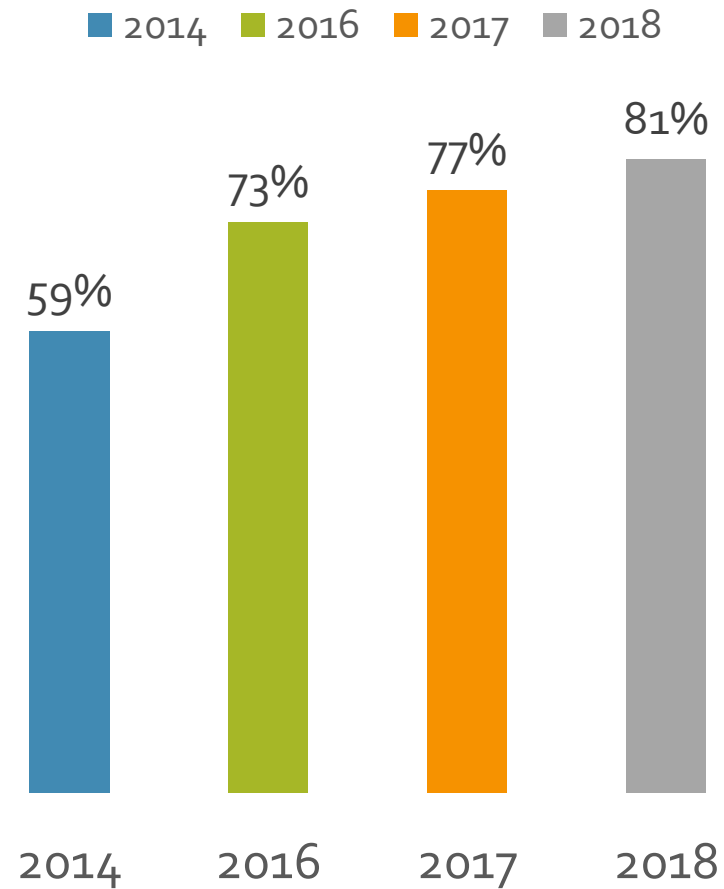
Overall Usage of e-Government Channels

■ 2014 ■ 2016 ■ 2017 ■ 2018

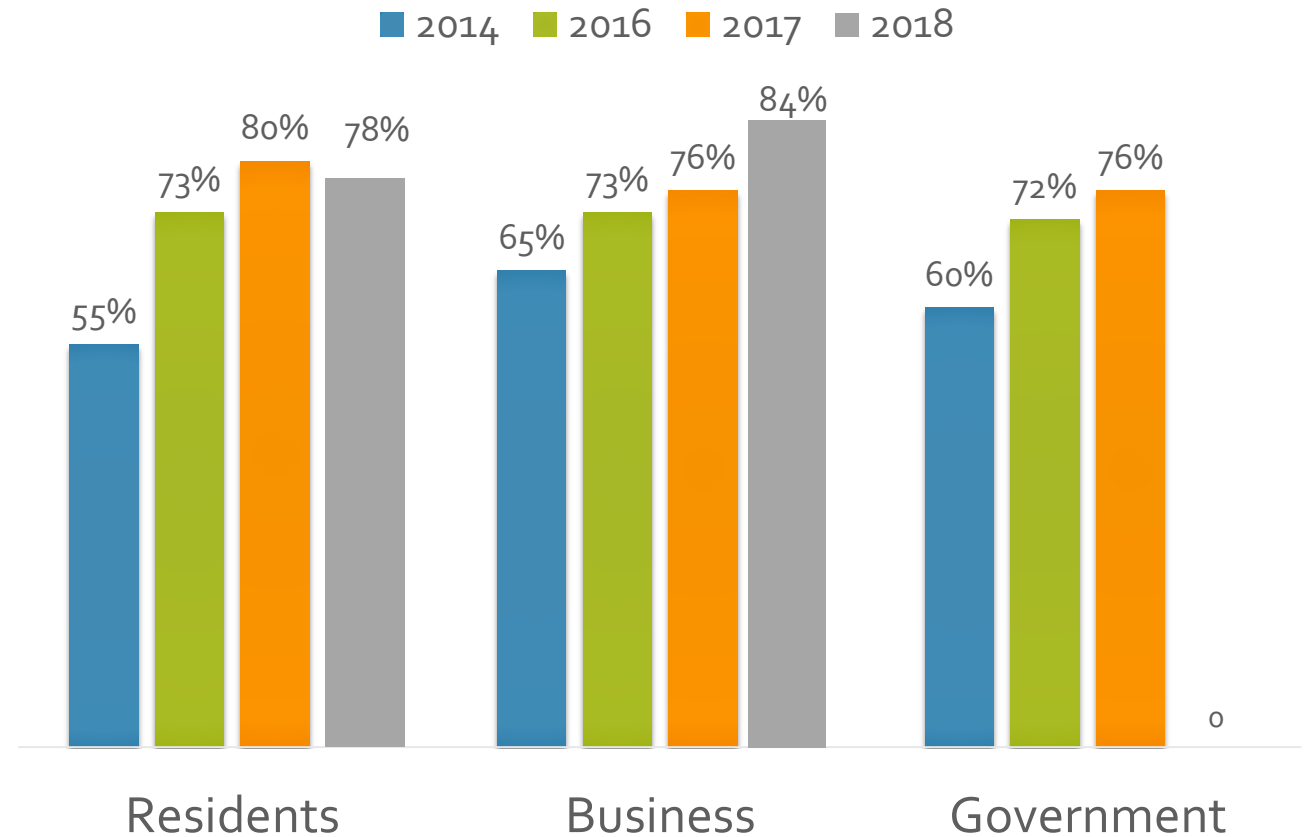


Channels Satisfaction

Overall Channel Satisfaction

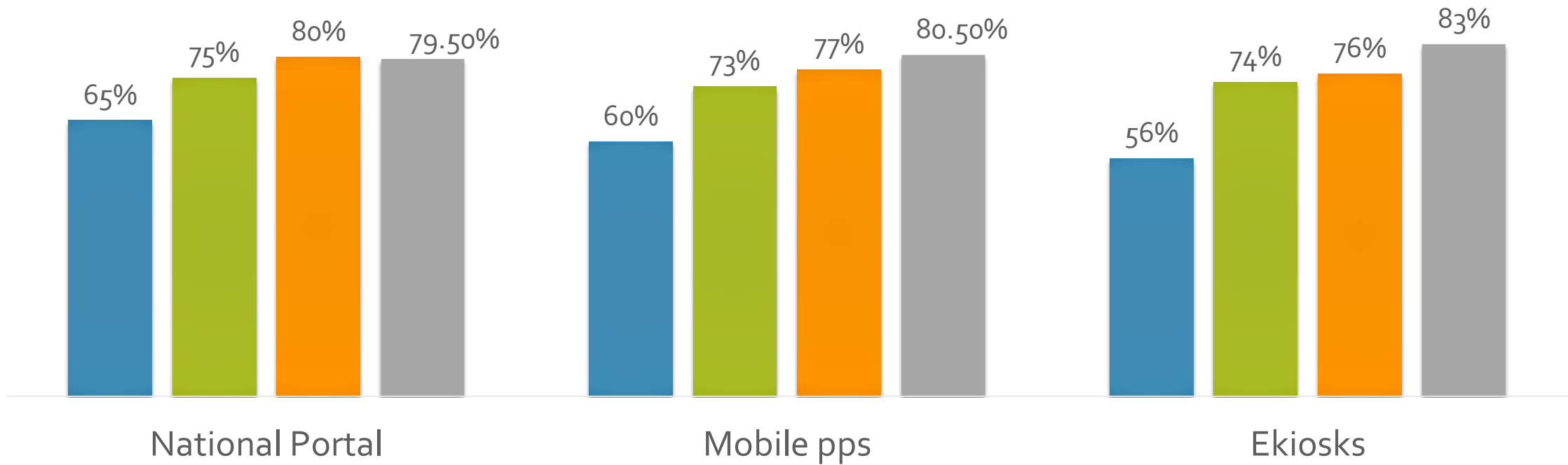


Overall Channels Satisfaction Per Stakeholder



Overall Channels Satisfaction

■ 2014 ■ 2016 ■ 2017 ■ 2018



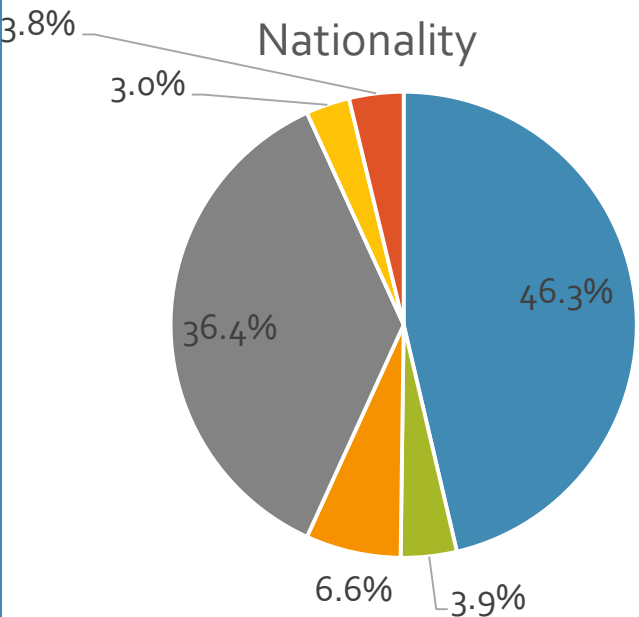
CUSTOMER SATISFACTION

CS

CS INDIVIDUALS

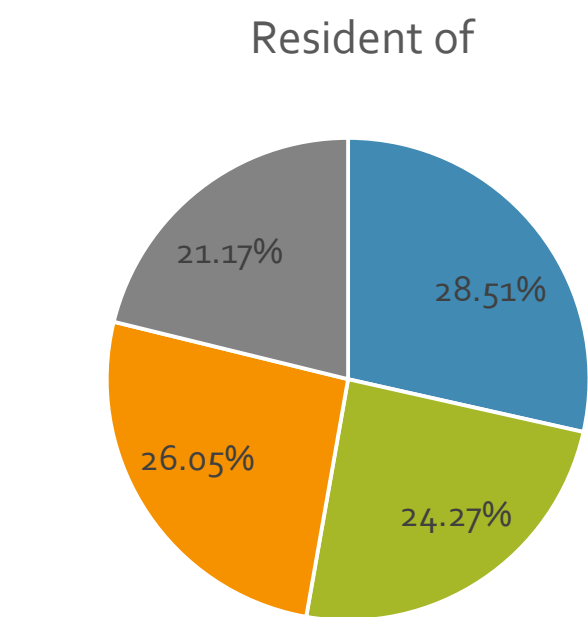
Detail Analysis

Demographic



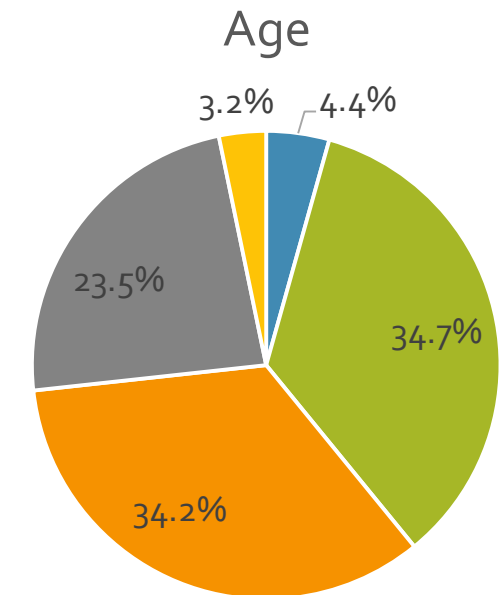
- Bahraini
- Other GCC
- Other Arab
- Asian
- Western
- Other

Nationality	Frequency	%
Bahraini	884	46.3%
Other GCC Nationality	74	3.9%
Other Arab Nationality	126	6.6%
Asian	694	36.4%
Western	58	3.0%
Other Nationality, specify:	72	3.8%
Total	1908	100%



- Capital
- Northern
- Southern
- Muharraq

Resident of	Frequency	%
Capital Governorate	544	28.51%
Northern Governorate	463	24.27%
Southern Governorate	497	26.05%
Muharraq Governorate	404	21.17%
Total	1908	100%



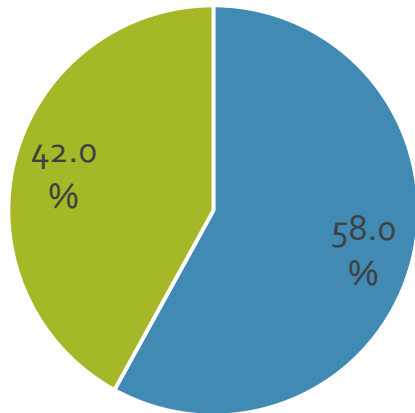
- Below 18
- 18 - 25
- 26 - 35
- 36 - 55
- Above 55

Age	Frequency	%
Below 18	83	4.4%
18 - 25	663	34.7%
26 - 35	652	34.2%
36 - 55	448	23.5%
Above 55	62	3.2%
Total	1908	100%

Demographic

CS individuals

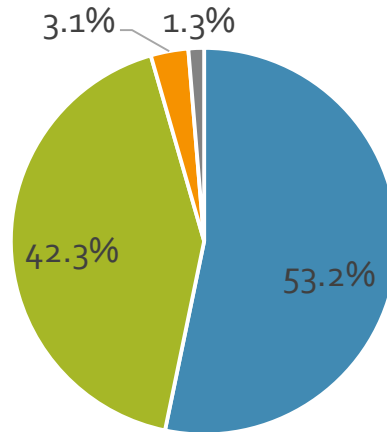
Gender



■ Male ■ Female

Gender	Frequency	%
Male	1107	58.0%
Female	801	42.0%
Total	1908	100.0%

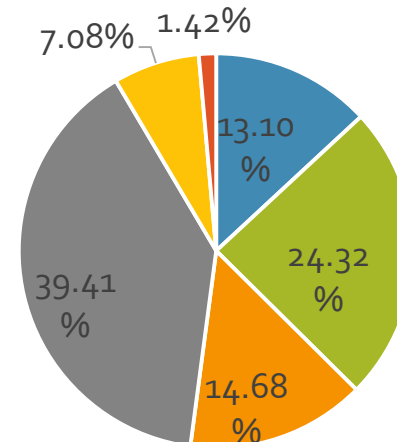
Marital Status



■ Married ■ Single
■ Divorced ■ Widowed

Marital Status	Frequency	%
Married	1016	53.2%
Single	807	42.3%
Divorced	60	3.1%
Widowed	25	1.3%
Total	1908	100%

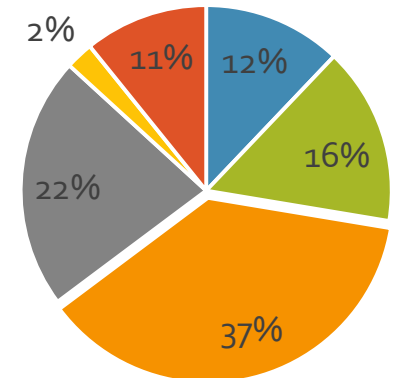
Educational Level



■ Intermediate or less
■ Secondary Degree
■ Diploma
■ Bachelor Degree
■ Master Degree
■ PhD or higher

Educational Level	Frequency	%
Intermediate or less	250	13.10%
Secondary Degree	464	24.32%
Diploma	280	14.68%
Bachelor Degree	752	39.41%
Master Degree	135	7.08%
PhD or higher	27	1.42%
Total	1908	100%

Occupation



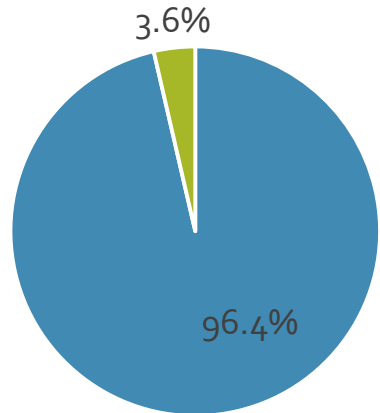
■ Self employed
■ Employed (Government Sector)
■ Employed (Private Sector)
■ Student
■ Retired
■ Unemployed

Occupation	Frequency	%
Self employed	231	12%
Employed (Government Sector)	296	16%
Employed (Private Sector)	709	37%
Student	420	22%
Retired	46	2%
Unemployed	206	11%
Total	1908	100%

Digital Readiness

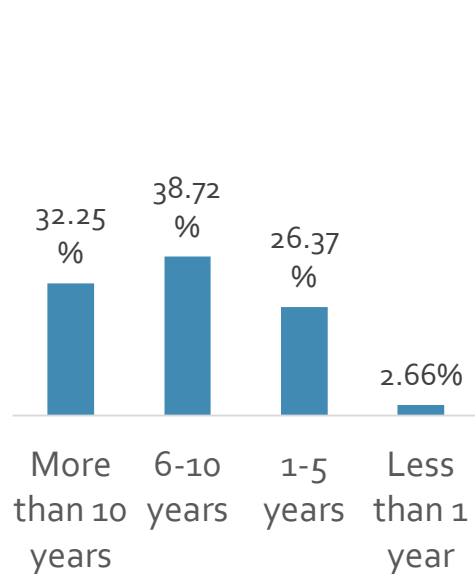
CS individuals

Do you have Smart devices?



■ Yes ■ No

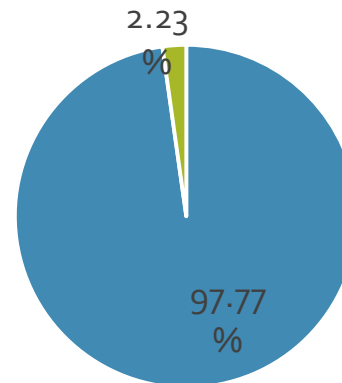
Since when you use Smart device?



Since when you use Smart device?

Frequency	%
More than 10 years	593 32.25%
6-10 years	712 38.72%
1-5 years	485 26.37%
Less than 1 year	49 2.66%
Total	1839 100.00%

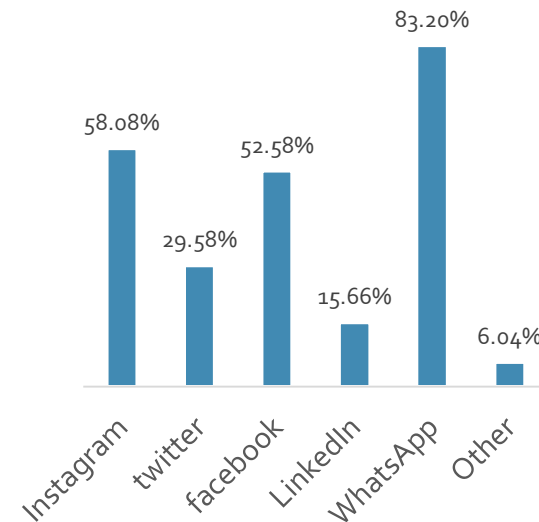
Do you have social media account



■ Yes ■ No

Frequency	%
Yes	1798 97.77%
No	41 2.23%
Total	1908 100%

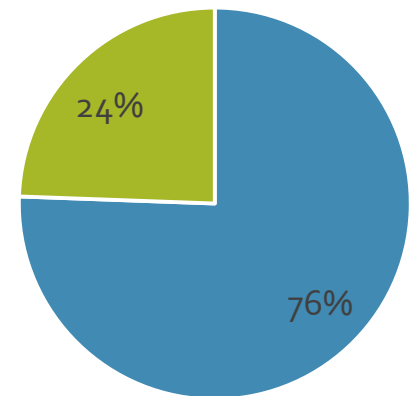
Which one are you most active on



Which one are you most active on

Frequency	%
Instagram	1068 58.08%
twitter	544 29.58%
facebook	967 52.58%
LinkedIn	288 15.66%
WhatsApp	1530 83.20%
Other	111 6.04%

Do you use the online services such as Online Banking ,Online Shopping, Ordering Food Online ...?



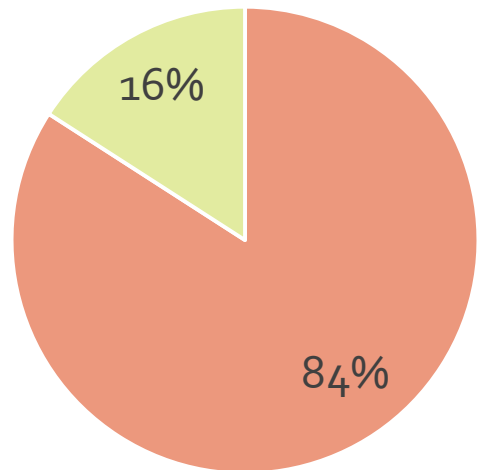
Frequency	%
Yes	1442 75.58%
No	466 24.42%
Total	1908 100%

- **96% have smart device for more then 6 years.**
- **97% have social media mostly on (WhatsApp, Instagram and Facebook)**
- **75% are using online services such as Online Banking ,Online Shopping , Ordering Food Online, Cinema Online Booking, Telecommunication eservices.**

Overall Dealing and Overall Awareness

Overall Dealing with Government Entities

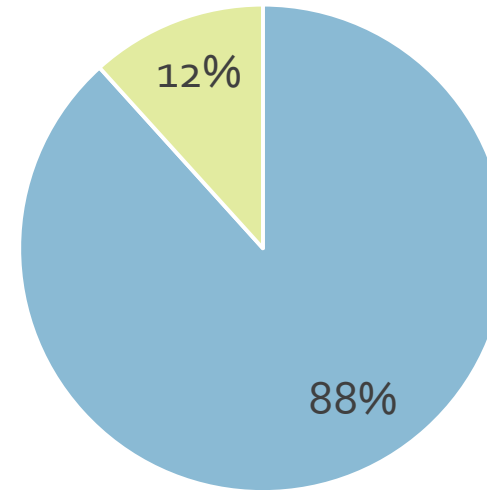
■ Dealing ■ Not Dealing



	Frequency	%
Yes	1605	96.4%
No	303	3.6%
Total	1908	100%

Overall Awareness

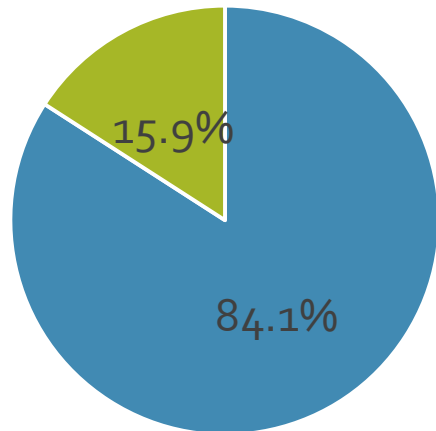
■ Aware ■ Not Aware



	Frequency	%
Yes	1685	88%
No	223	12%
Total	1908	100%

Overall dealing with Government Entities

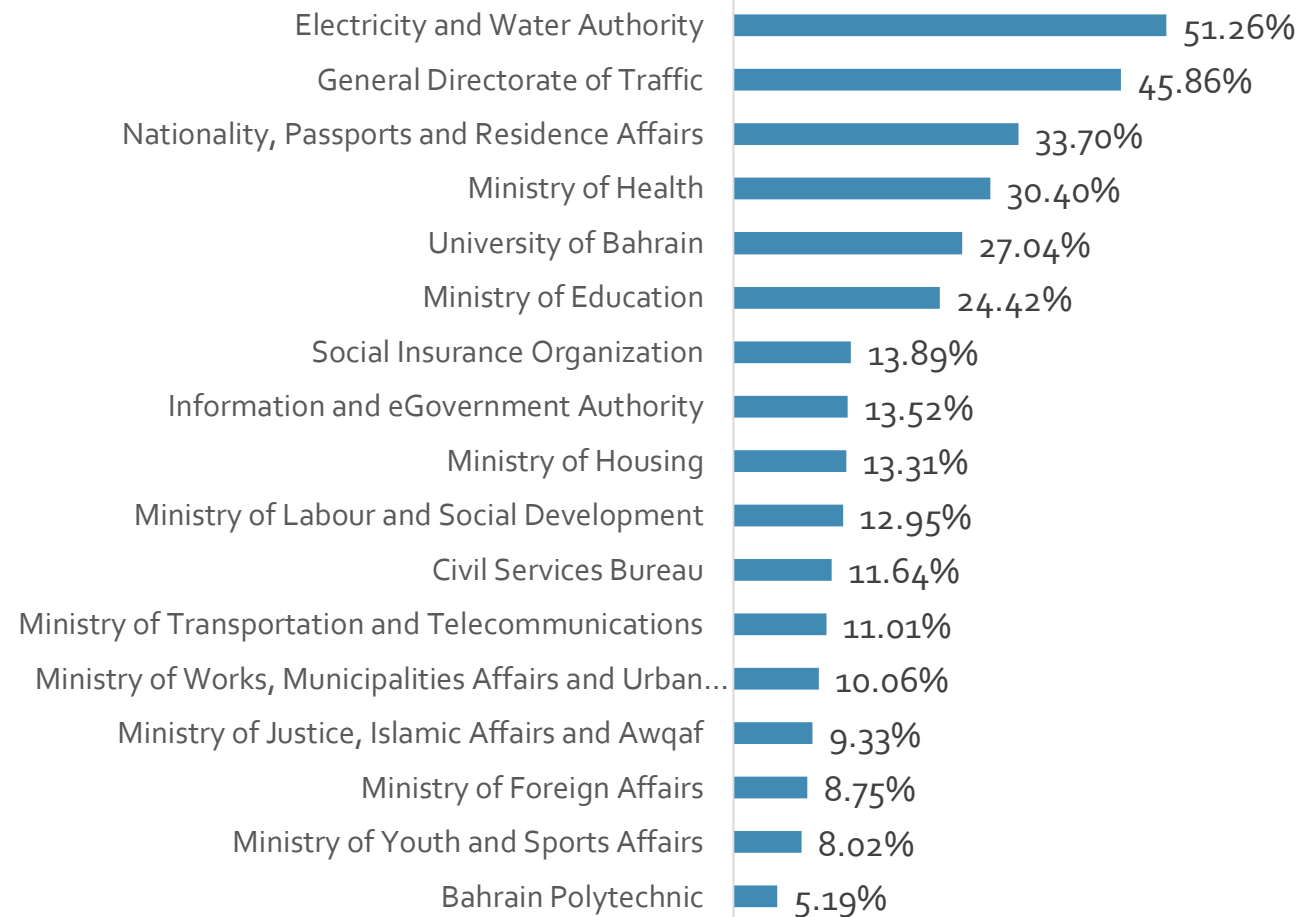
Overall Dealing with Government Entities



■ Dealing ■ Not Dealing

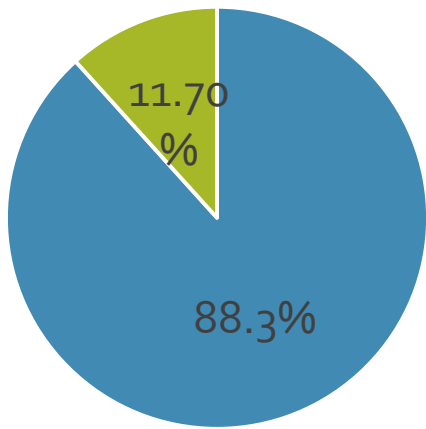
	Frequency	%
Dealing	1605	84.1%
Not Dealing	303	15.9%
Total	1908	100%

Which of the following government entities (Sectors/Ministries) you are dealing with:(You can select more than one)



Awareness of Online Services provided by the eGovernment

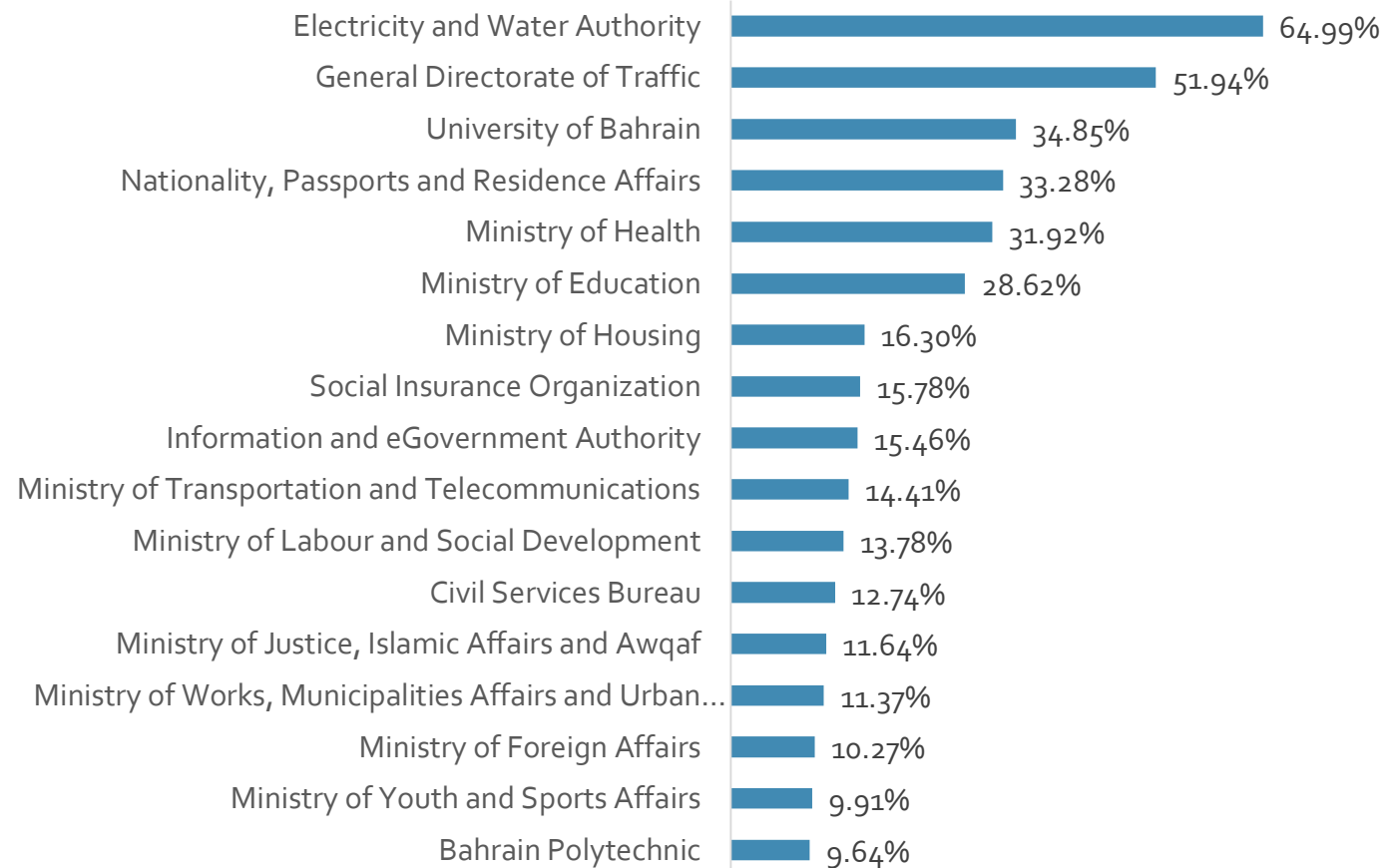
Overall Awareness



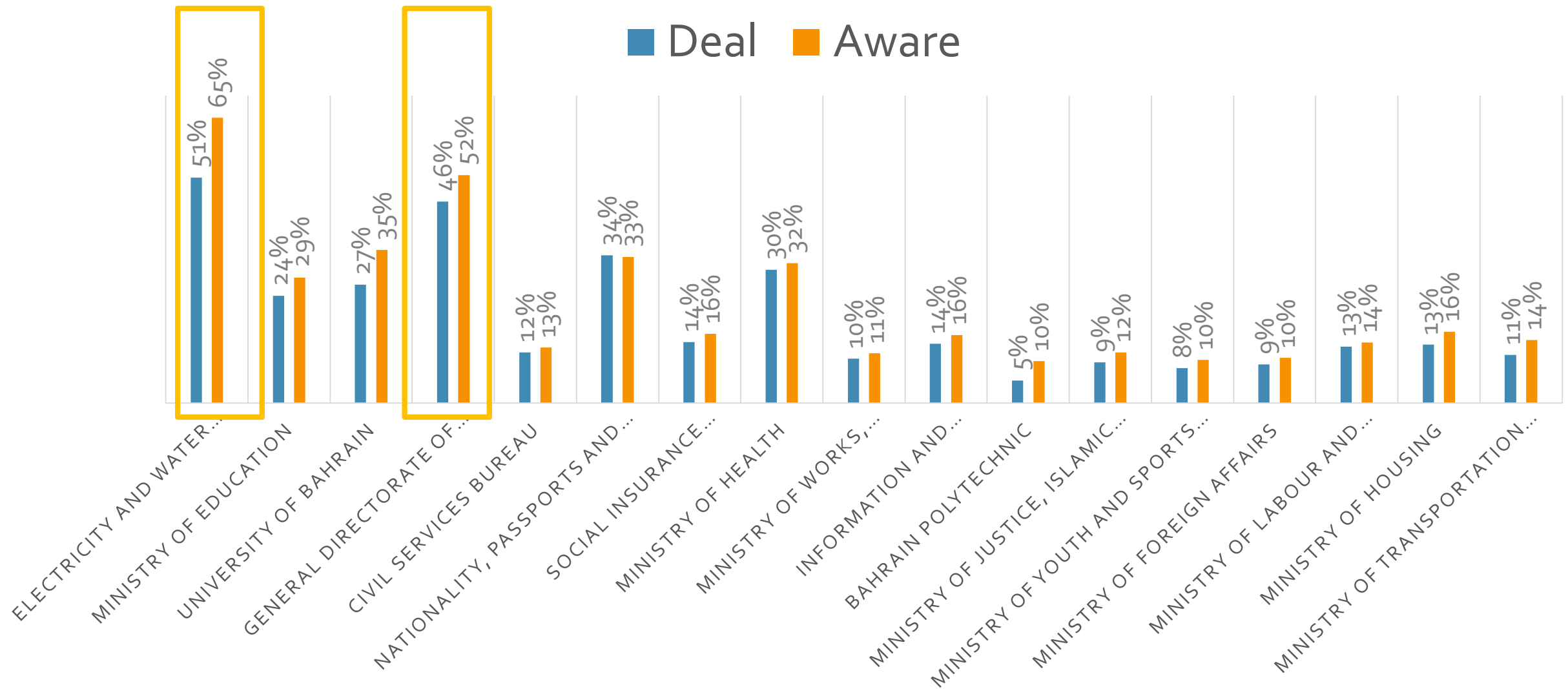
■ Aware ■ Not Aware

	Frequency	%
Aware	1685	88.3%
Not Aware	223	11.70%
Total	1908	100%

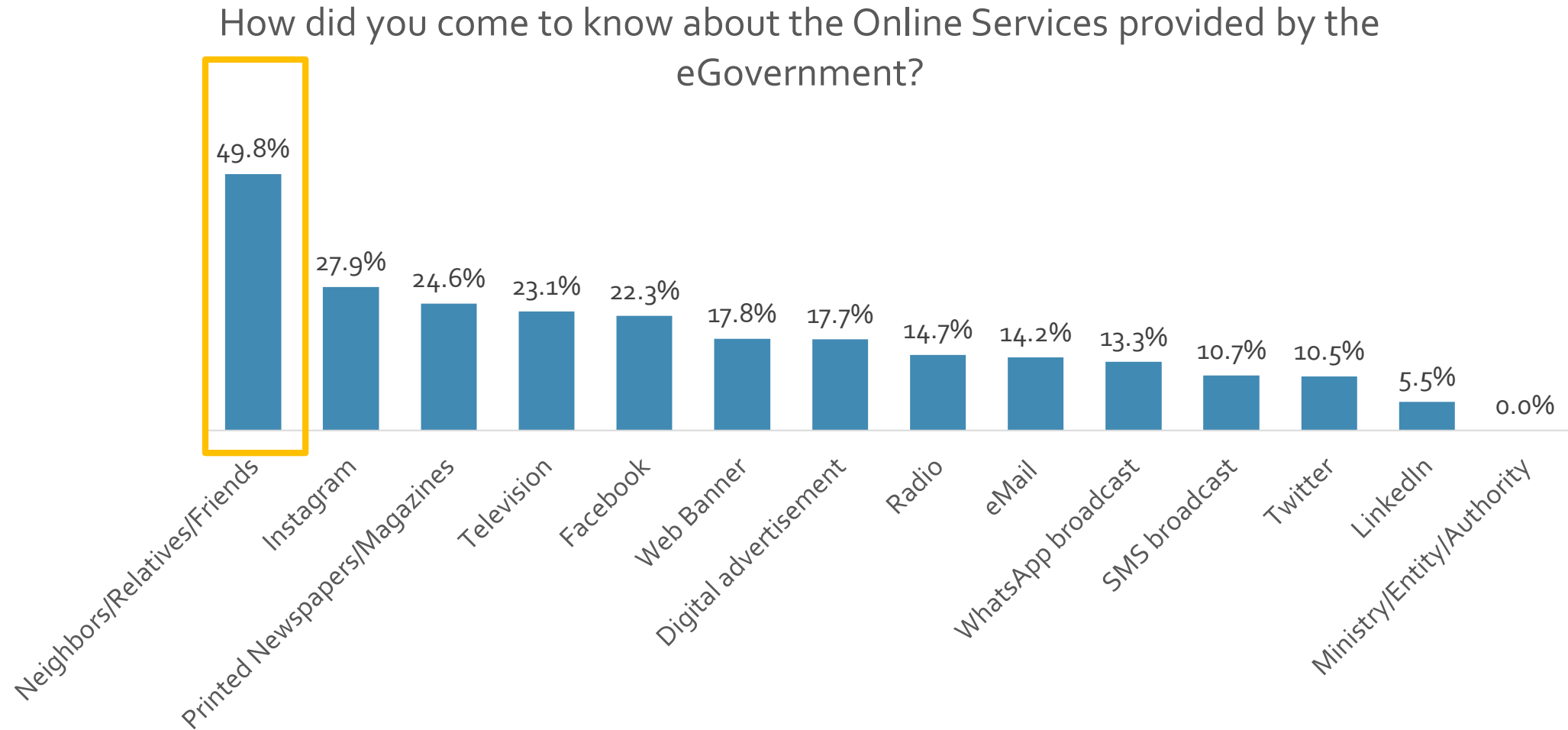
Which of the following government entities (Sectors/Ministries) you are aware about their eServices which are provided via eGovernment channels



Dealing with Government Entities Vs. Awareness

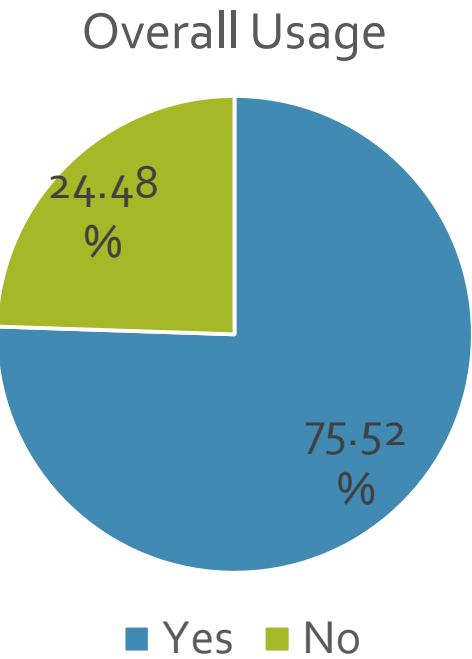


Media help in enhancing the Awareness on the eServices



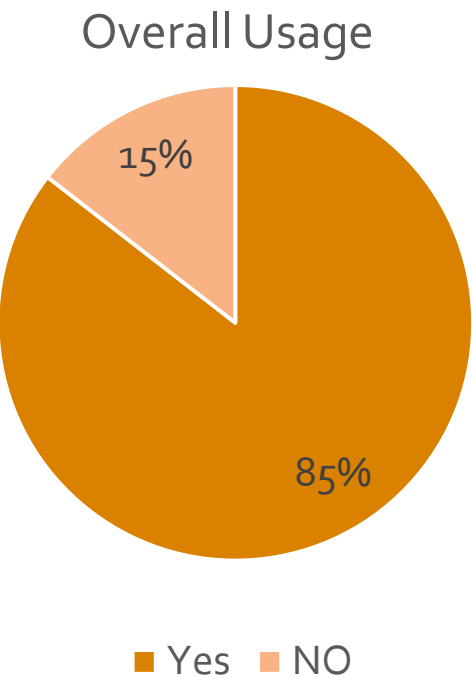
Usage and Transaction Experience

*Usage % From ALL Population



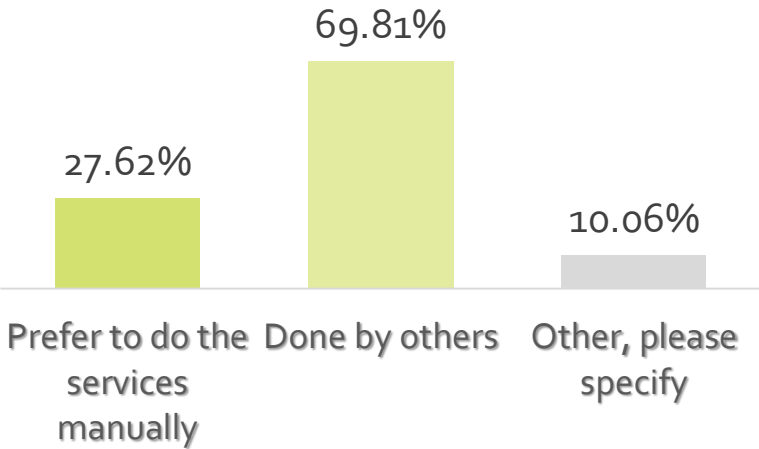
	Frequency	%
Use	1441	75.52%
Not Use	467	24.48%
Total	1908	100%

*Usage % From ALL Aware



	Frequency	%
Use	1441	75.52%
Not Use	244	24.48%
Total	1685	100%

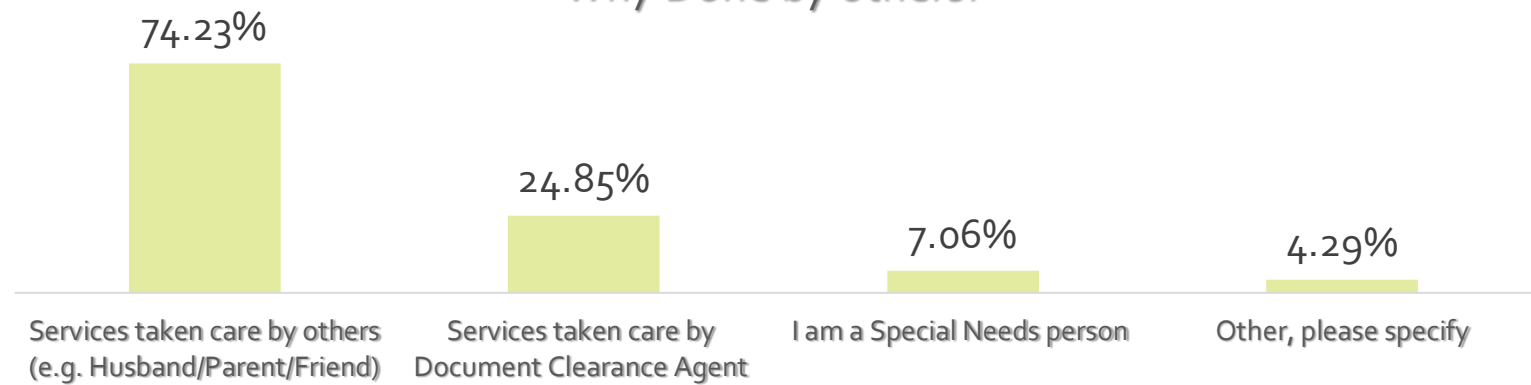
What are the reasons for not using the Online Services provided by the eGovernment?



What are the reasons for not using the Online Services provided by the eGovernment (You can select more than one)		
	Frequency	%
Prefer to do the services manually	129	27.62%
Done by others	326	69.81%
Other, please specify	47	10.06%

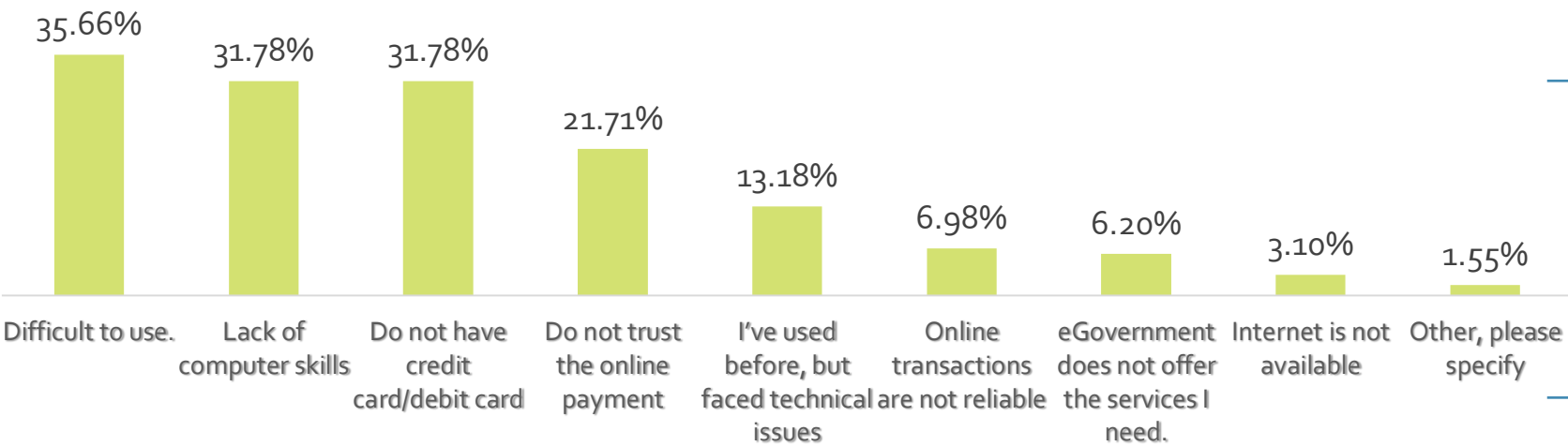
Usage and Transaction Experience

Why Done by others?



Why Done by others?	N	%
Services taken care by others (e.g. Husband/Parent/Friend)	242	74.23%
Services taken care by Document Clearance Agent	81	24.85%
I am a Special Needs person	23	7.06%
Other, please specify	14	4.29%

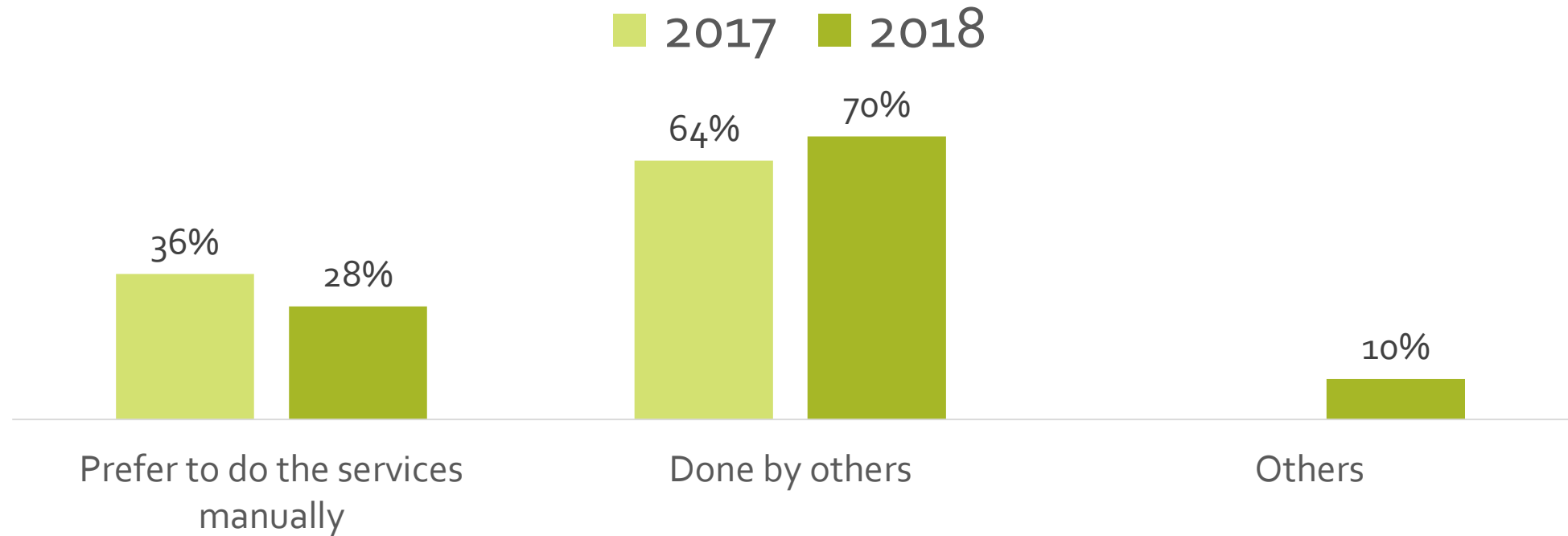
Why you prefer eGovernment services manually?



Why you prefer eGovernment services manually?	N	%
Difficult to use.	46	35.66%
Lack of computer skills	41	31.78%
Do not have credit card/debit card	41	31.78%
Do not trust the online payment	28	21.71%
I've used before, but faced technical issues	17	13.18%
Online transactions are not reliable	9	6.98%
eGovernment does not offer the services I need.	8	6.20%
Internet is not available	4	3.10%
Other, please specify	2	1.55%

Usage and Transaction Experience

Reasons for not using the online services



Channels

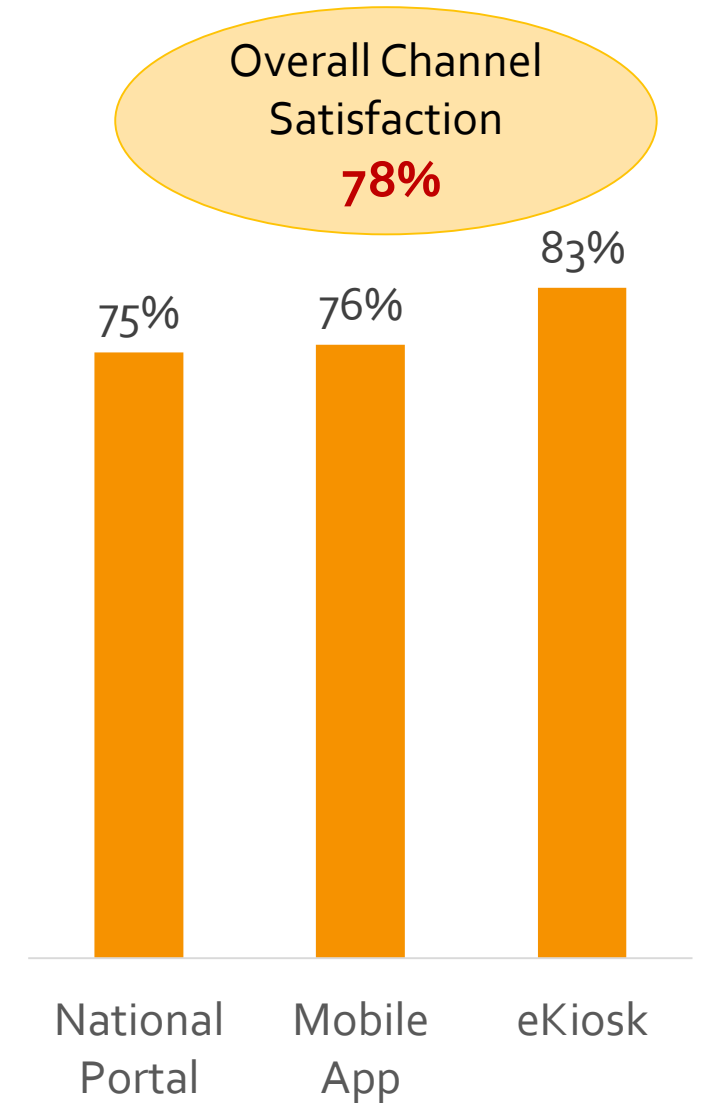
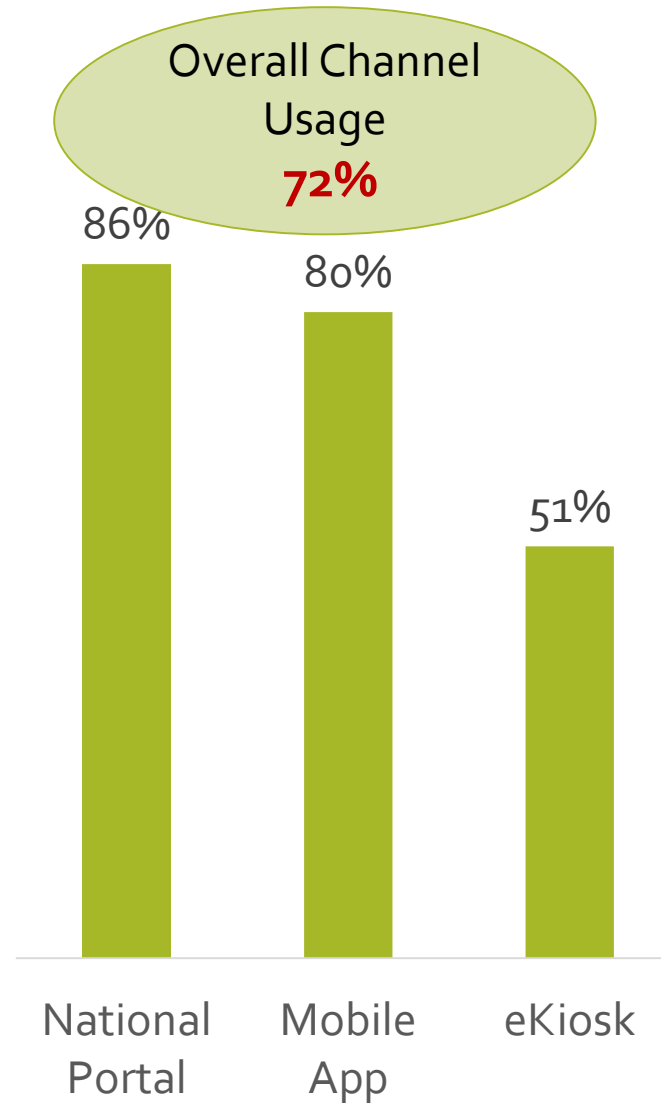
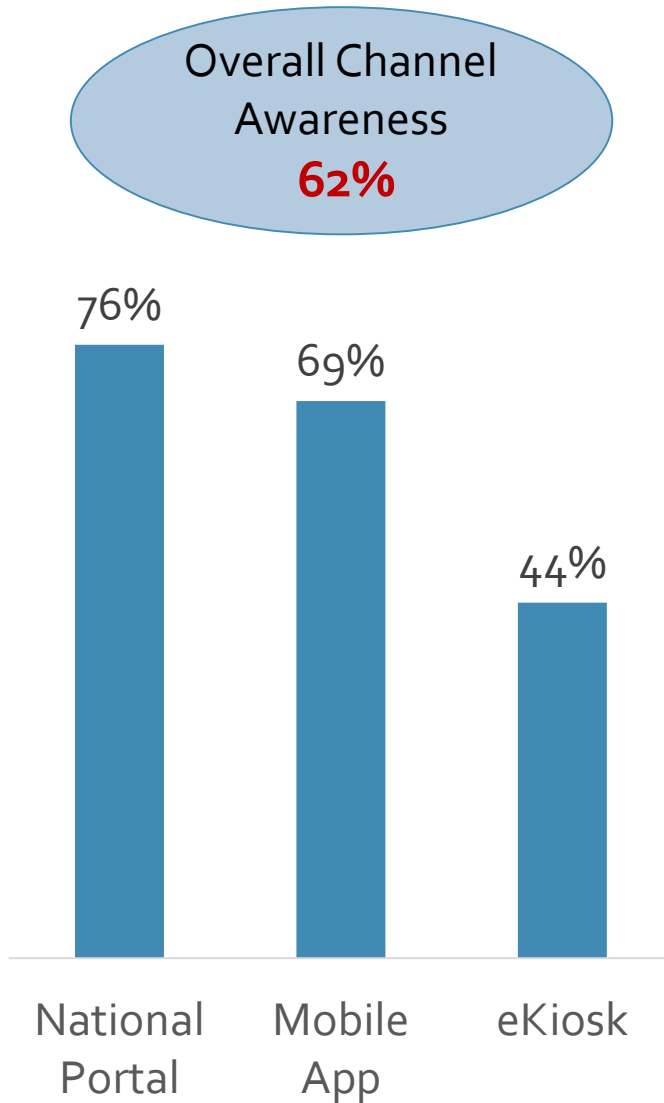
- 1) National Portal
- 2) Mobile Apps
- 3) eKiosk
- 4) Tawasul Suggestions & Complaints system as communication channel

What are we measuring?

- Awareness per channel
- Usage per channel
- Satisfaction per channel

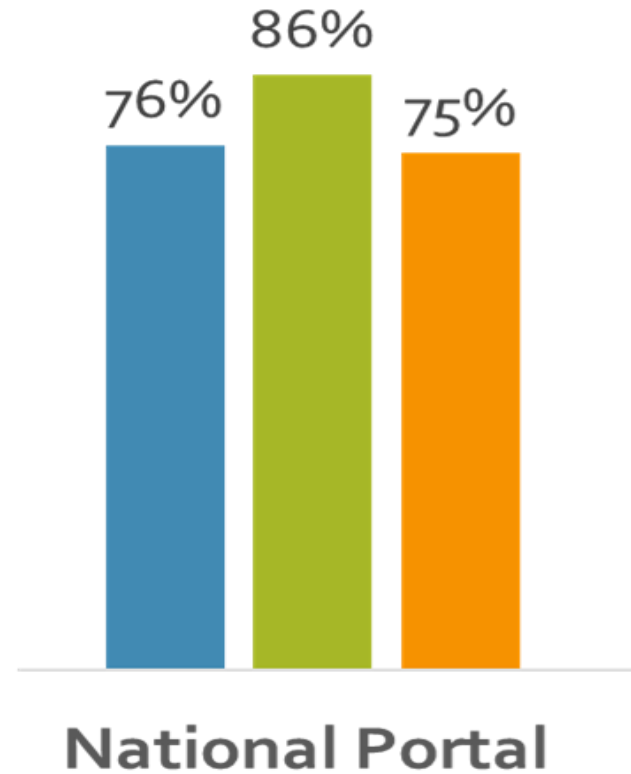
Channels Summary

CS individuals



1) National Portal

CS individuals

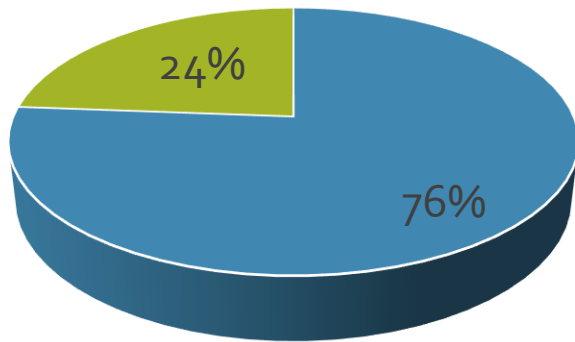


■ Awareness ■ Usage ■ Satisfaction

1) National Portal (Awareness)

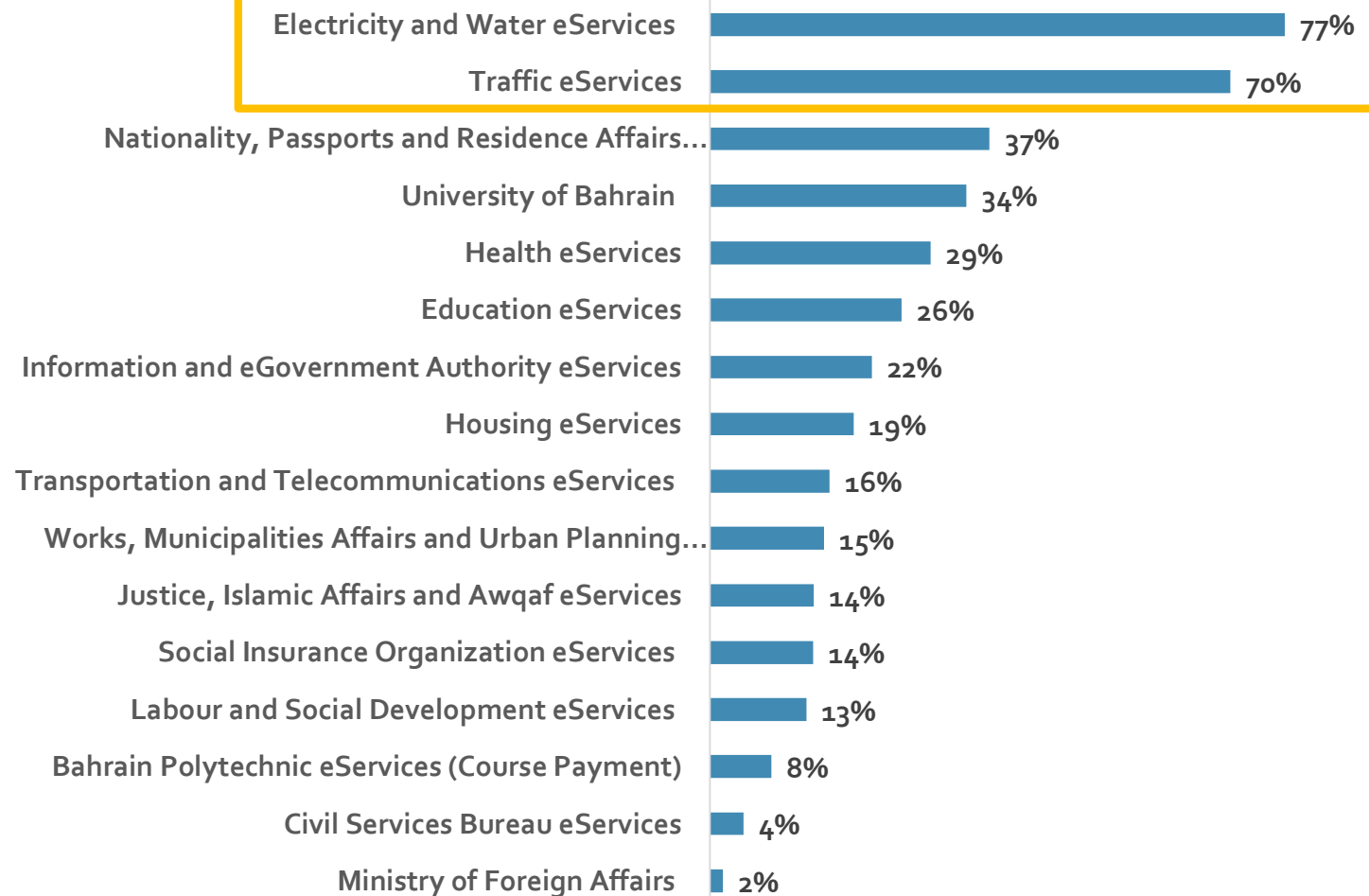
Are you aware of the
National Portal
(www.bahrain.bh)?

■ Aware ■ Not Aware



	Frequency	%
Aware	1454	76.21%
Not Aware	454	23.79%
Total	1908	100%

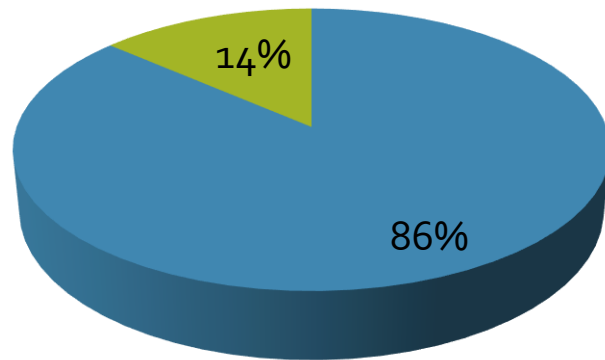
Which of the following eGovernment Online Services are you aware of in the National Portal (www.bahrain.bh)?



1) National Portal (Usage)

Have you used the National Portal (www.bahrain.bh)?

■ Use ■ Not Use



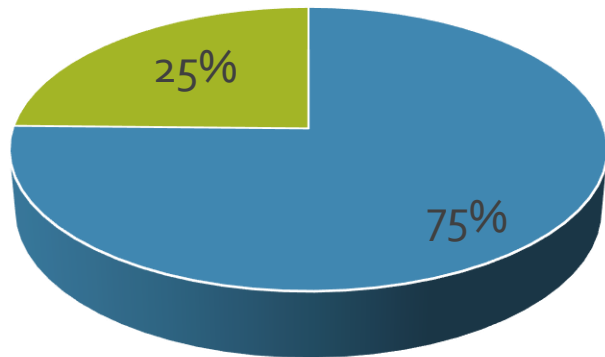
	Frequency	%
Use	1256	86.38%
Not Use	198	13.62%
Total	1454	100%

Which of the following eGovernment Online Services do you use via the National Portal (www.bahrain.bh)?	Usage from Portal Awareness	Usage from each eservice Awareness
Nationality, Passports and Residence Affairs eServices	65%	65%
Electricity and Water eServices	52%	68%
Traffic Services	49%	71%
Civil Services Bureau eServices	46%	46%
University of Bahrain eServices	22%	63%
Health eServices	18%	61%
Information and eGovernment Authority eServices	15%	68%
Education eServices	12%	48%
Housing eServices	11%	56%
Transportation and Telecommunications eServices	9%	59%
Works, Municipalities Affairs and Urban Planning eServices	9%	57%
Justice, Islamic Affairs and Awqaf eServices	6%	43%
Labour and Social Development eServices	6%	44%
Social Insurance Organization eServices	5%	38%
Bahrain Polytechnic eServices	3%	31%
Ministry of Foreign Affairs	1%	32%

1) National Portal (Satisfaction)

Overall Satisfaction Of Portal

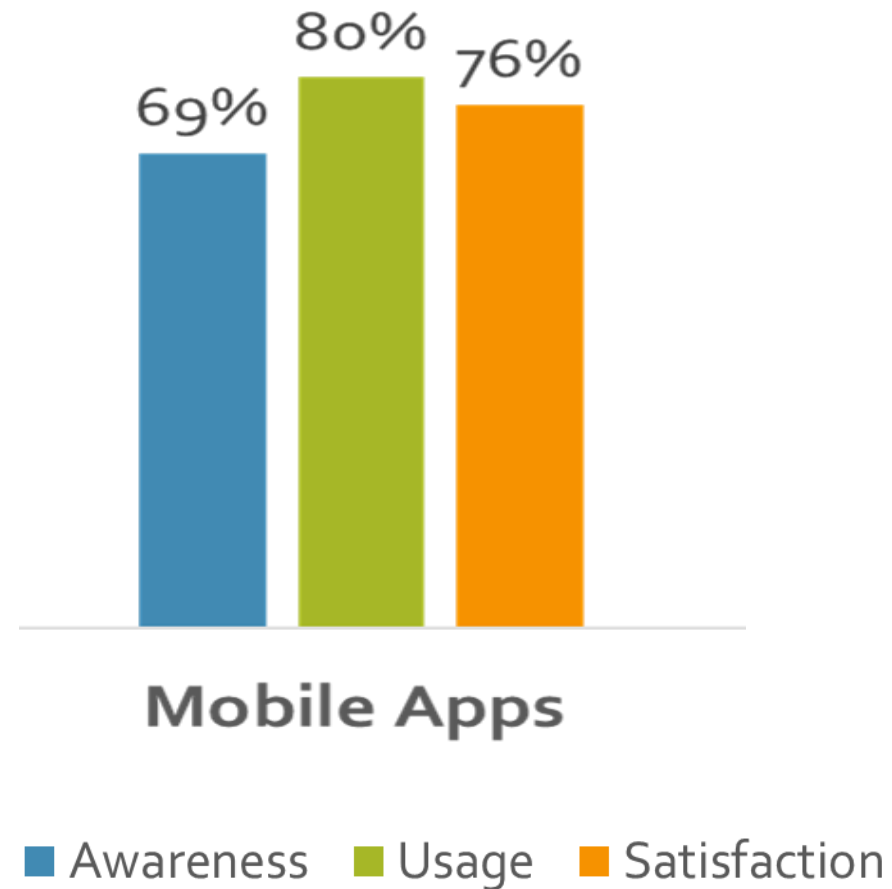
■ Satisfied ■ Not Satisfied



Please rate your satisfaction level of the National Portal	%
Visual appealing – In terms of design, look and Feel	75%
Protection of customers' personal data	77%
Reliability – complete the service through this channel without errors	76%
Functioning all the time	73%
Accessibility – Easy to reach	77%
User friendly – simple steps to follow	74%
Instructions on how to use the eServices	73%
Range of Services offered	75%
Time taken to complete the eServices	75%
Information Accuracy	76%
The way Information Organized in the channel	74%
Up-to-date Information	76%
Instructions of how to raise complaints	71%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	78%
Meeting customers' overall expectation	80%
Average 75%	

2) Mobile Apps

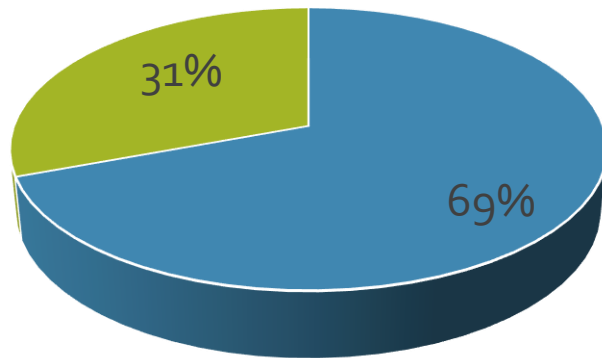
CS individuals



2) Mobile Apps (Awareness)

Are you aware of the Mobile Apps channel provided by eGovernment?

■ Aware ■ Not Aware



	Frequency	%
Aware	1323	69%
Not Aware	585	31%
Total	1908	100%

Which of the following eGovernment Mobile Apps are you aware of? (You can select more than one)

Electricity and Water Services 65%

Student Exam Results 32%

Postal Services 22%

Government Directory 22%

Ministry of Housing 22%

Tawasul 21%

eShabab 20%

Islamiyat 19%

Sehathi 15%

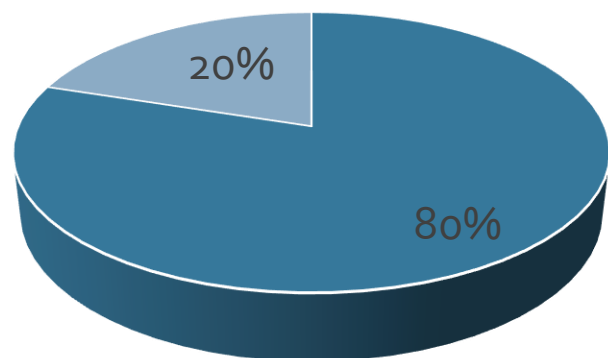
GovEmployee 6%

Wejhaty 3%

2) Mobile Apps (Usage)

Have you used the Mobile Apps provided by eGovernment?

■ Use ■ Not Use



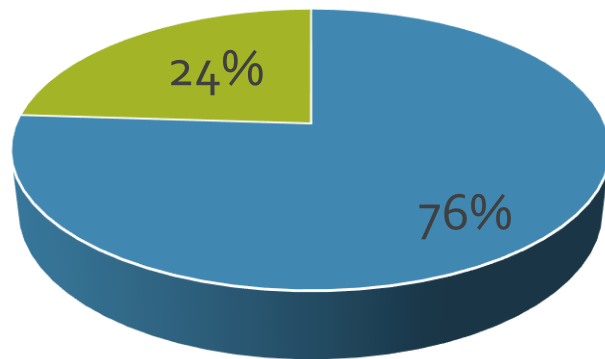
	Frequency	%
Use	1058	79.97%
Not Use	265	20.03%
Total	1323	100%

Which of the following eGovernment Mobile Apps do you use?	Usage from Mobile Apps Awareness	Usage from each eservice Awareness
GovEmployee	65%	65%
eTraffic	51%	72%
Electricity and Water Services	43%	66%
Student Exam Results	20%	62%
Ministry of Housing	13%	61%
Postal Services	13%	59%
Tawasul	13%	62%
eShabab	11%	57%
Government Directory	10%	44%
Islamiyat	7%	36%
Sehathi	7%	44%
Wejhaty	1%	41%

2) Mobile Apps (Satisfaction)

Overall Satisfaction Of Mobile Apps

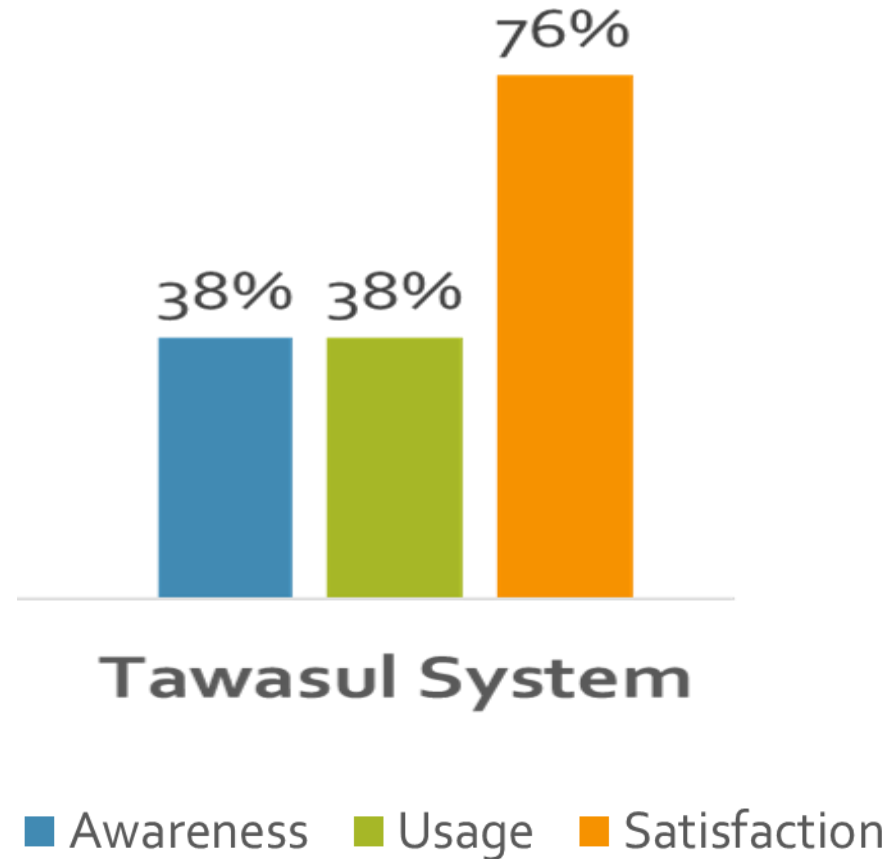
■ Satisfied ■ Not Satisfied



Please rate your satisfaction level of the Mobile App	%
Visual appealing – In terms of design, look and Feel	75%
Protection of customers' personal data	75%
Reliability – complete the service through this channel without errors	77%
Functioning all the time	73%
Accessibility – Easy to reach	77%
User friendly – simple steps to follow	77%
Instructions on how to use the eServices	76%
Range of Services offered	76%
Time taken to complete the eServices	74%
Information Accuracy	77%
The way Information Organized in the channel	75%
Up-to-date Information	77%
Instructions of how to raise complaints	71%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	78%
Meeting customers' overall expectation	78%
User interface responsiveness (Touch Screen is responsive)	81%
Average 76%	

Tawasul Suggestions & Complaints system as **Communication** Channel

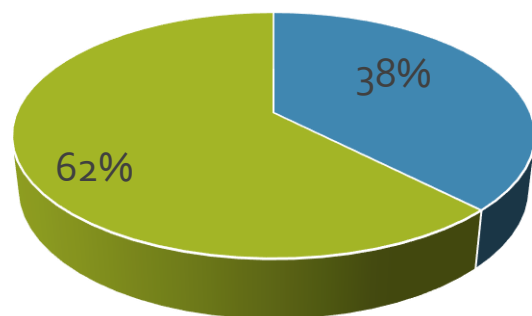
CS individuals



Tawasul (Awareness and Usage)

Are you aware of Tawasul Suggestions & Complaints system provided by eGovernment?

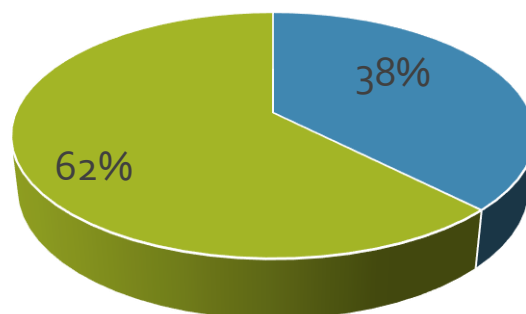
■ Aware ■ Not Aware



	Frequency	%
Aware	718	38%
Not Aware	1190	62%
Total	1908	100%

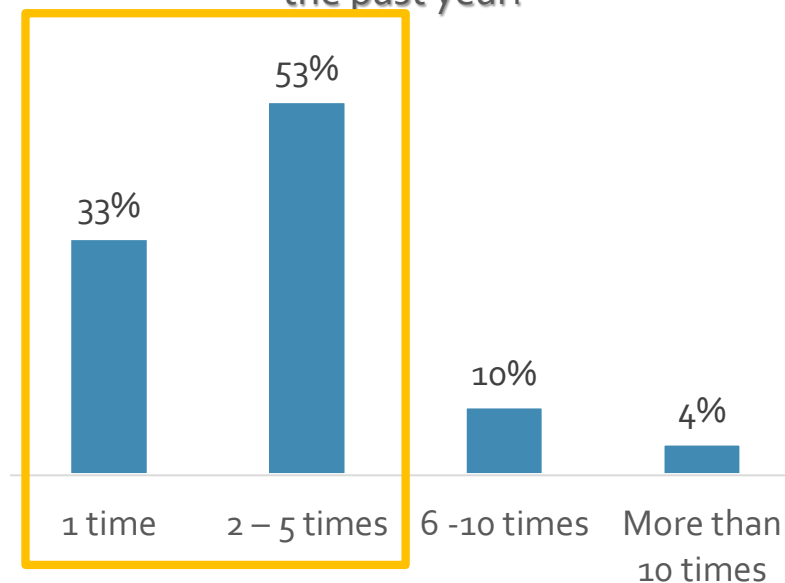
Have you used Tawasul Suggestions & Complaints system provided by eGovernment?

■ Use ■ Not Use



	Frequency	%
Use	270	38%
Not Use	448	62%
Total	718	100%

How frequent have you used Tawasul Suggestions & Complaints system for the past year?



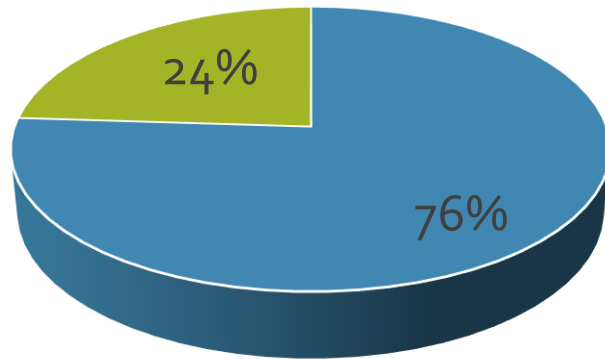
	Frequency	%
1 time	90	33%
2 – 5 times	142	53%
6 -10 times	26	10%
>10 times	12	4%
Total	718	100%

Tawasul (Satisfaction)

CS individuals

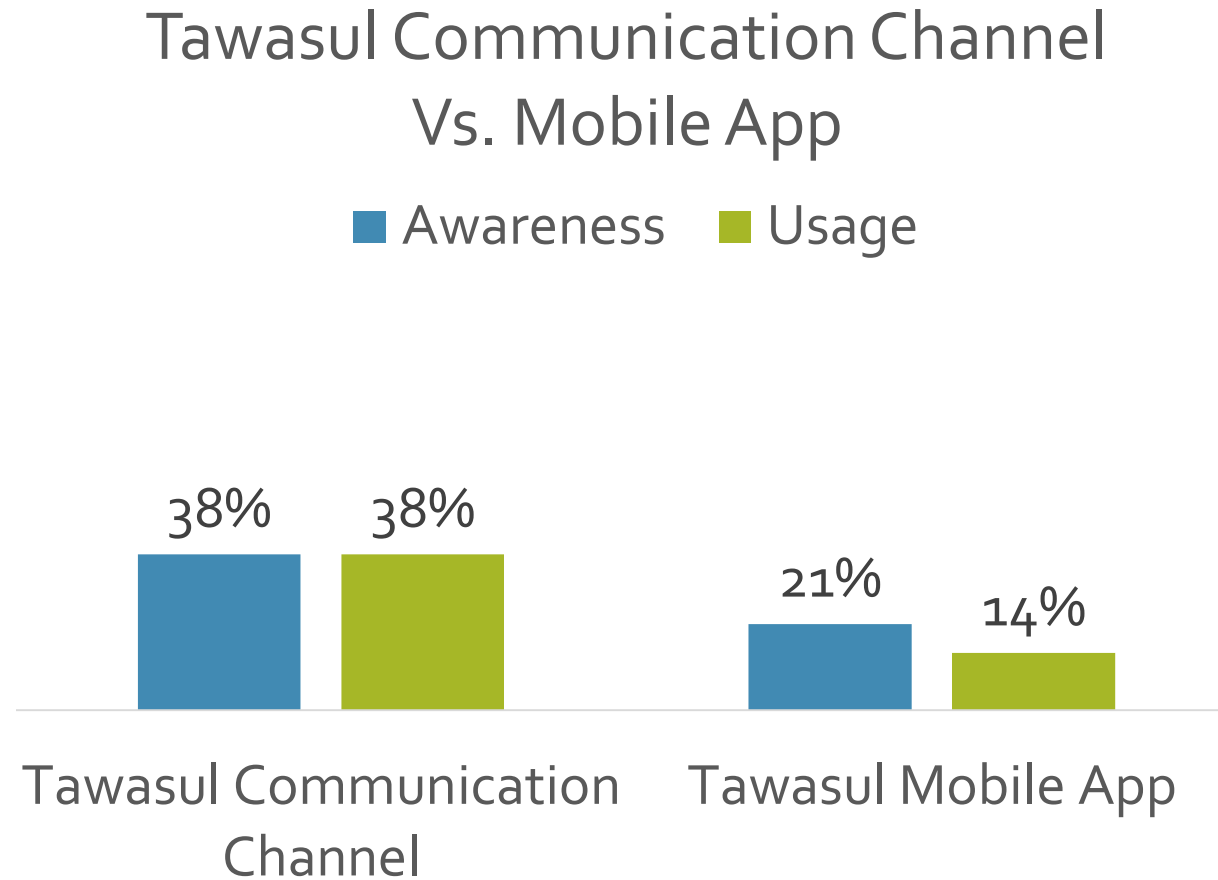
Tawasul Suggestions & Complaints system (Satisfaction)

■ Satisfied ■ Not Satisfied



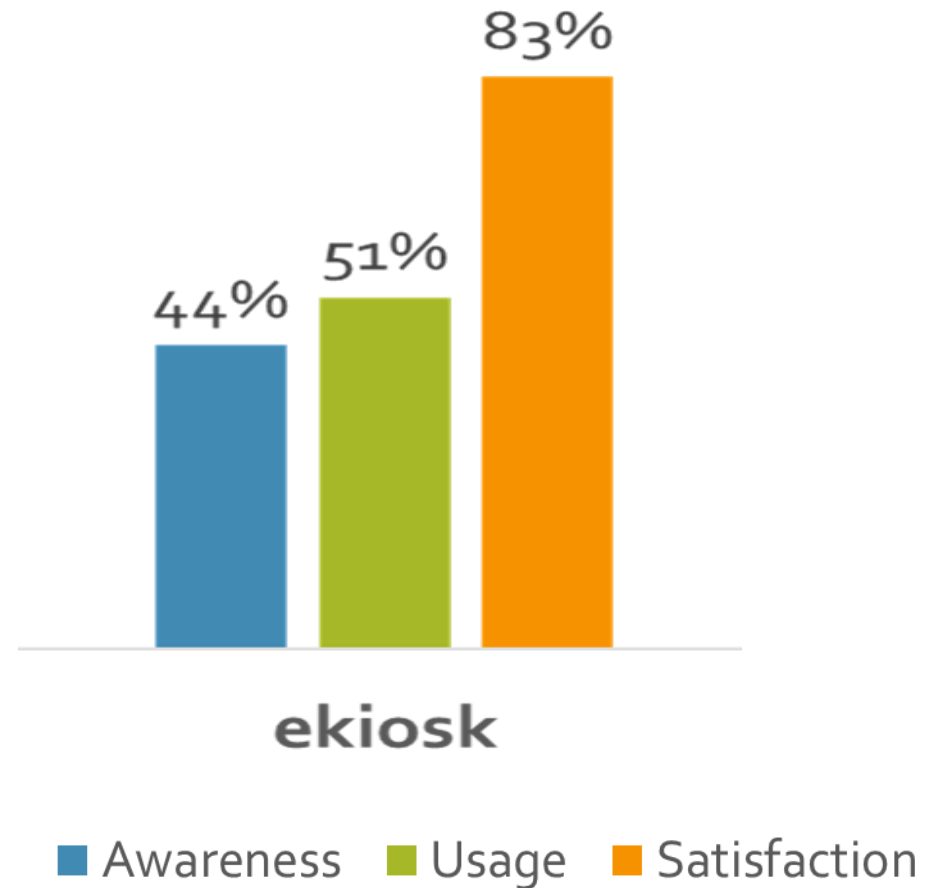
Please rate your satisfaction level of the Tawasul Suggestions & Complaints system	%
Visual appealing – In terms of design, look and Feel	73%
Protection of customers' personal data	75%
Reliability – complete the service through this channel without errors	79%
Functioning all the time	72%
Accessibility – Easy to reach	75%
User friendly – simple steps to follow	76%
Instructions on how to use the eServices	75%
Range of Services offered	76%
Time taken to complete the eServices	77%
Information Accuracy	76%
The way Information Organized in the channel	76%
Up-to-date Information	78%
Instructions of how to raise complaints	76%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	80%
Meeting customers' overall expectation	81%
Average 76%	

Tawasul Communication Channel Vs. Mobile App



3) eGovernment eKiosk

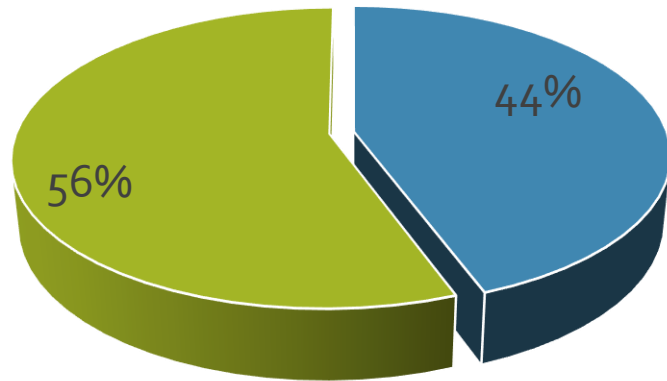
CS individuals



3) eGovernment eKiosk (Awareness)

eGovernment eKiosk
(Awareness)

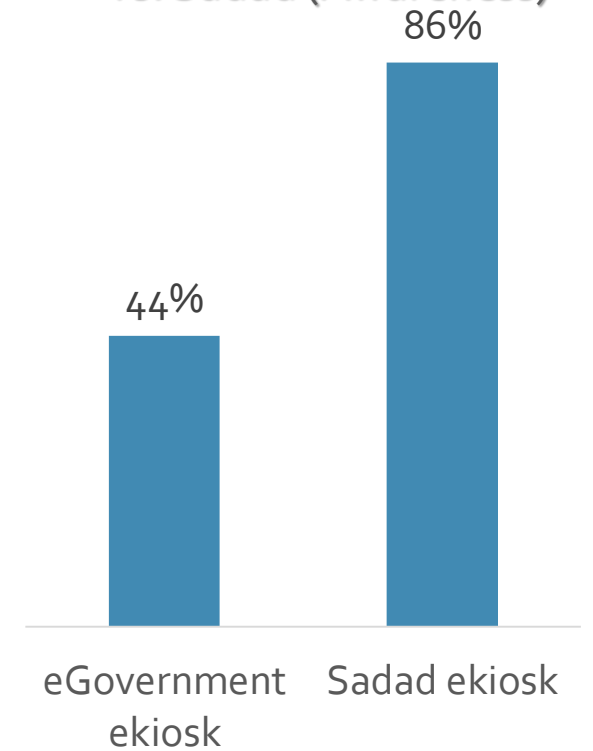
■ Aware ■ Not Aware



	Frequency	%
Aware	844	44%
Not Aware	1064	56%
Total	1908	100%

eGovernment ekiosk Awareness	Sadad Awareness	
	Aware	Not Aware
Aware	90.9%	9.1%
Not Aware	81.6%	18.4%

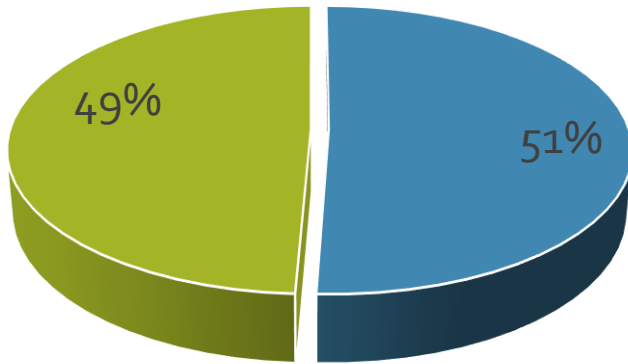
eGovernment eKiosk
Vs. Sadad (Awareness)



3) eGovernment ekiosk (Usage)

eGovernment eKiosk
(Usage)

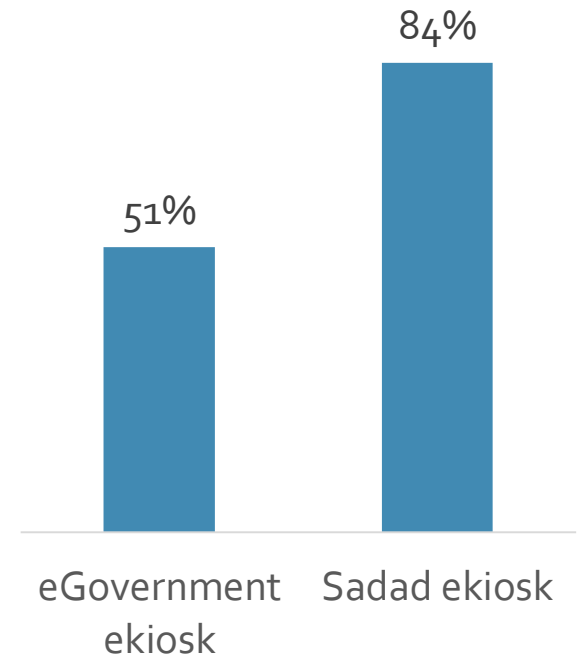
■ Use ■ Not Use



	Frequency	%
Use	428	51%
Not Use	416	49%
Total	844	100%

eGovernment ekiosk Usage	Sadad Usage	
	Use	Not Use
Use	79.2%	20.8%
Not Use	69.5%	30.5%

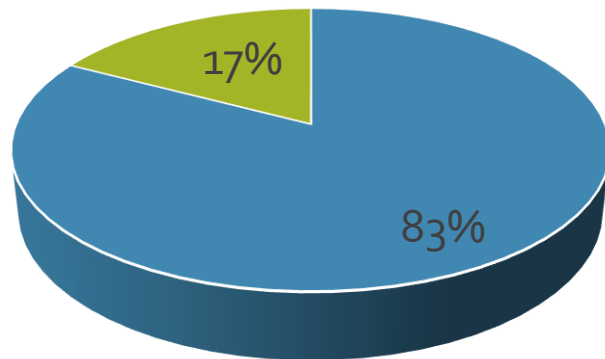
eGovernment eKiosk Vs.
Sadad
(Usage)



3) eGovernment ekiosk (Satisfaction)

eGovernment ekiosk (Satisfaction)

■ Satisfied ■ Not Satisfied



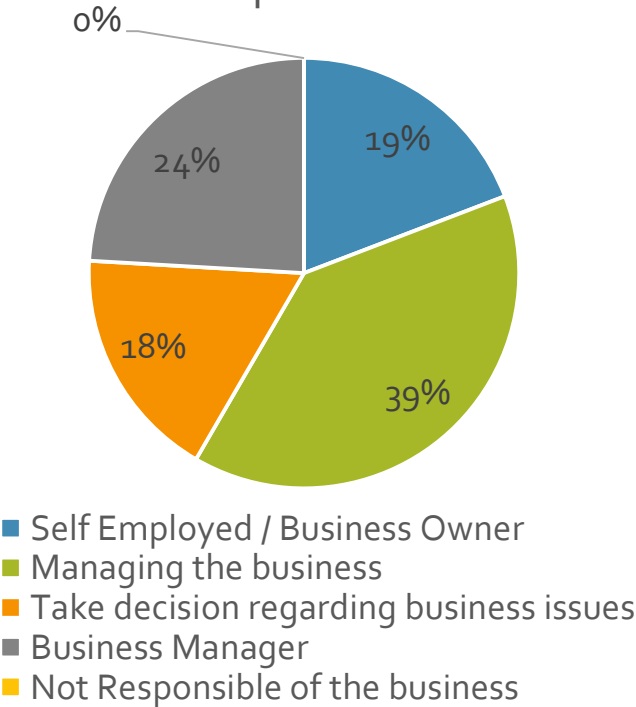
Please rate your satisfaction level of the eGovernment ekiosk	%
Visual appealing – In terms of design, look and Feel	86%
Protection of customers' personal data	83%
Reliability – complete the service through this channel without errors	82%
Functioning all the time	77%
Accessibility – Easy to reach	83%
User friendly – simple steps to follow	82%
Instructions on how to use the eServices	83%
Range of Services offered	81%
Time taken to complete the eServices	85%
Information Accuracy	82%
The way Information Organized in the channel	82%
Up-to-date Information	84%
Instructions of how to raise complaints	81%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	85%
Meeting customers' overall expectation	84%
User interface responsiveness (Touch Screen is responsive)	86%
Average 83%	

CS BUSINESS

Detail Analysis

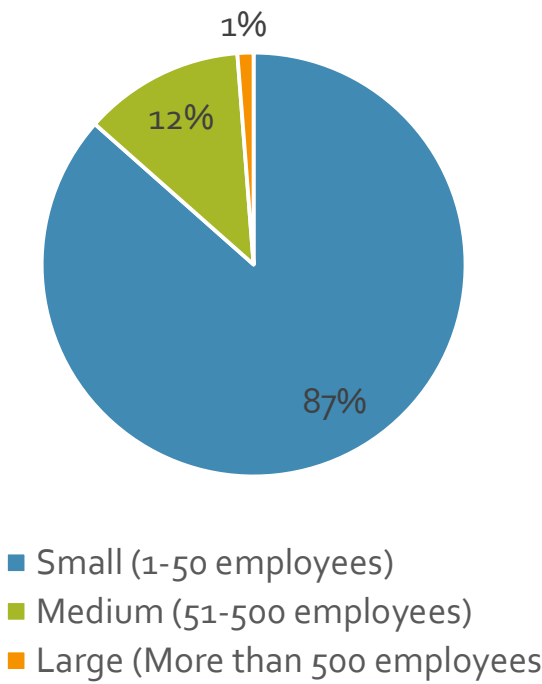
Demographic

Occupation



Occupation	percentage(%)	Count(N)
Self Employed / Business Owner	19%	47
Managing the business	39%	96
Take decision regarding business issues	18%	43
Business Manager	24%	59
Not Responsible of the business	0%	0
Total	100%	245

Business Size

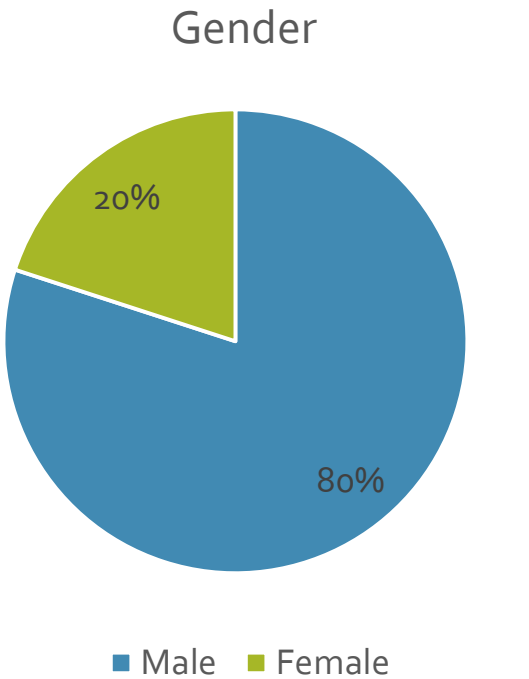
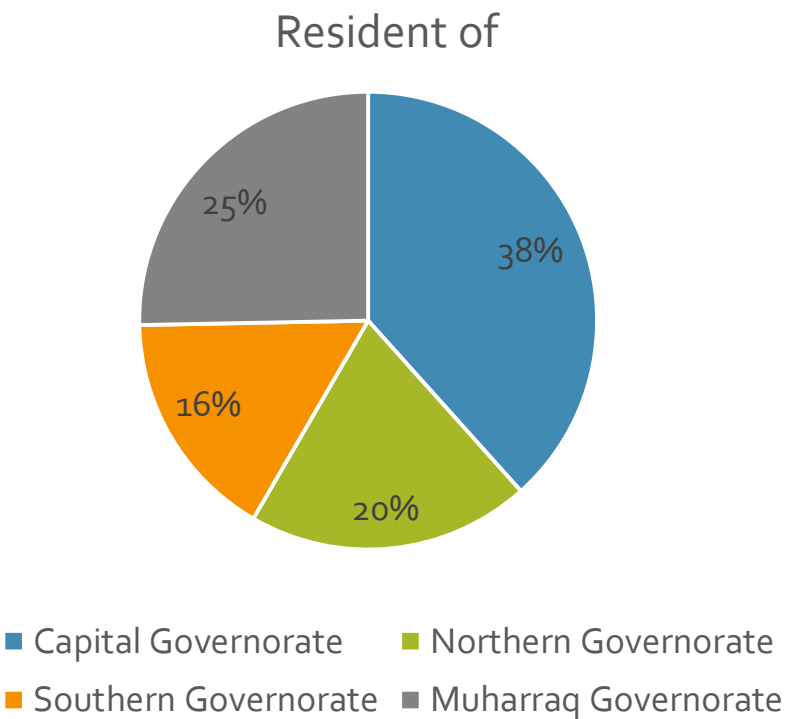
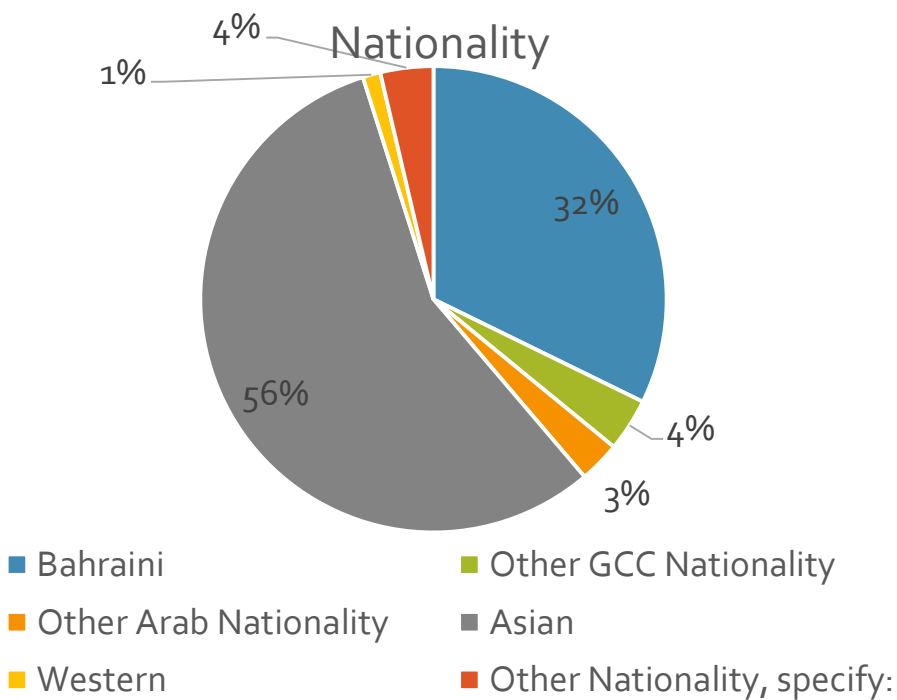


Business Size	percentage(%)	Count(N)
Small (1-50 employees)	87%	212
Medium (51-500 employees)	12%	30
Large (More than 500 employees)	1%	3
Total	100%	245

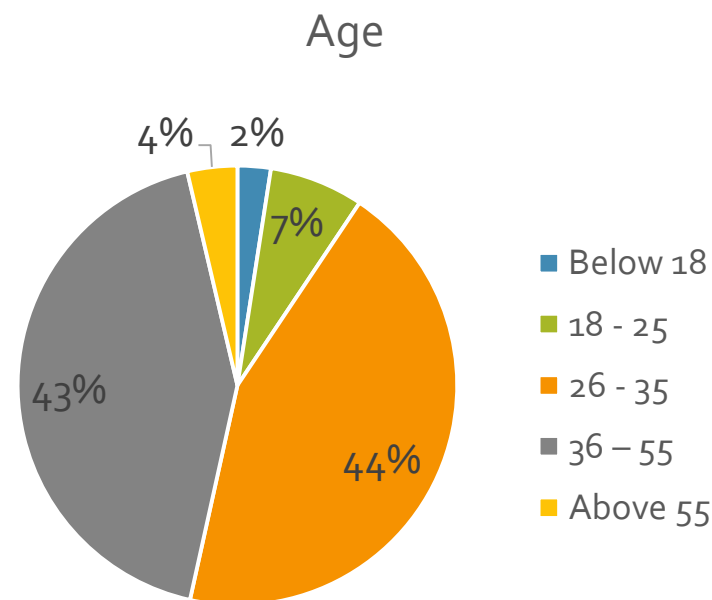
Sector

Sector	(%)	N
Banking & Finance	4%	9
Information and Technology	2%	6
Telecommunication	1%	3
Construction	7%	17
Real estate	3%	8
Wholesale and retail trade	28%	68
Education	2%	5
Hotels, restaurants	9%	23
Food industry	9%	21
Tourism & travel	2%	5
Health and social work	5%	12
Manufacturing	2%	6
Transport and logistics	2%	6
Electricity, Oil & Gas and petrochemical	0%	1
Other, please specify	22%	55
Total	100%	245

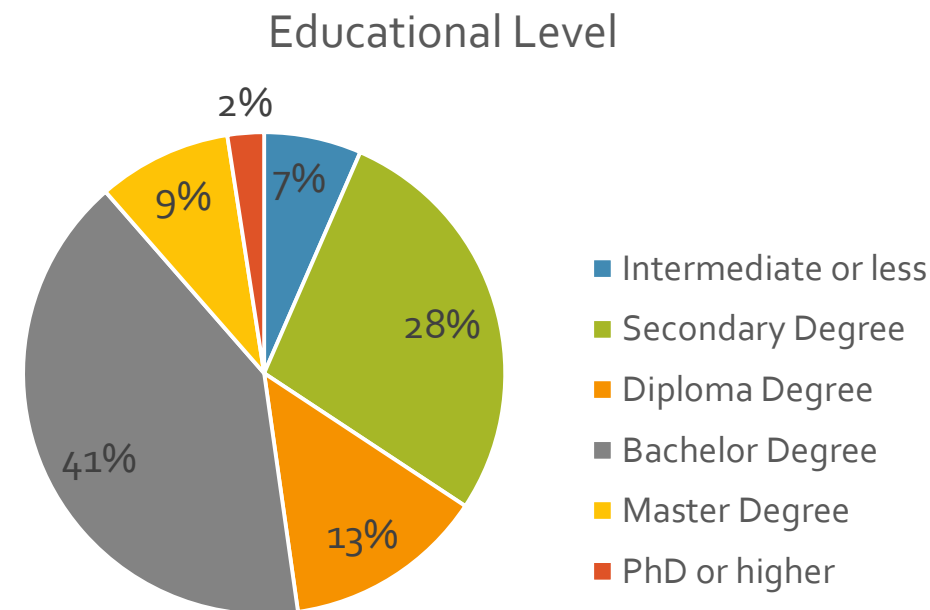
Demographic



Demographic



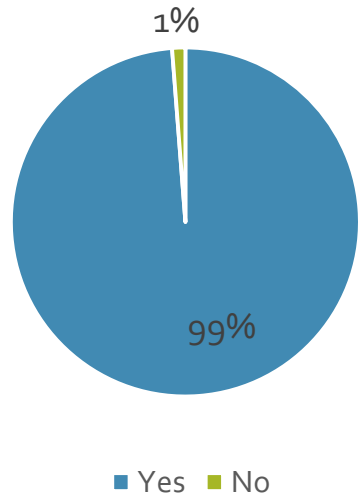
Age	percentage(%)	Count(N)
Below 18	2%	6
18 - 25	7%	17
26 - 35	44%	108
36 - 55	43%	105
Above 55	4%	9
Total	100%	245



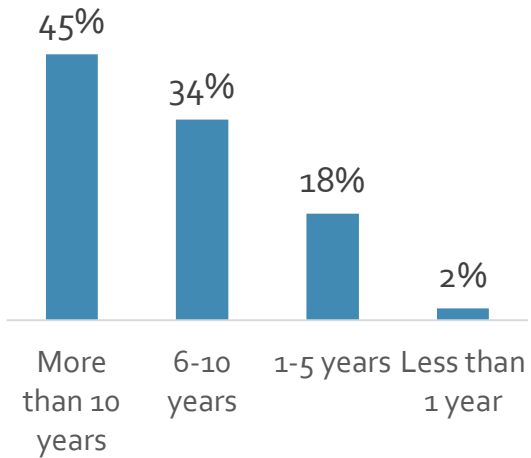
Educational Level	percentage(%)	Count(N)
Intermediate or less	7%	16
Secondary Degree	28%	68
Diploma Degree	13%	33
Bachelor Degree	41%	100
Master Degree	9%	22
PhD or higher	2%	6
Total	100%	245

Digital Readiness

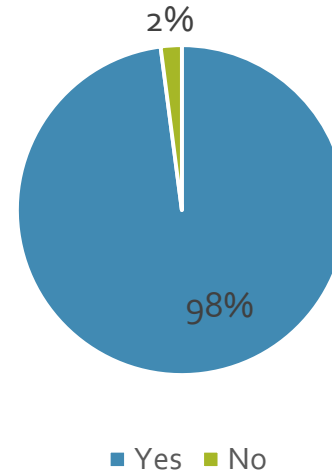
Do you have Smart devices?



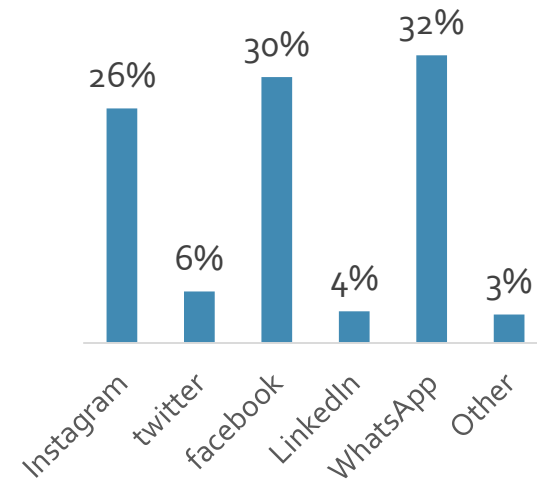
Since when you use smartphone/Smart device?



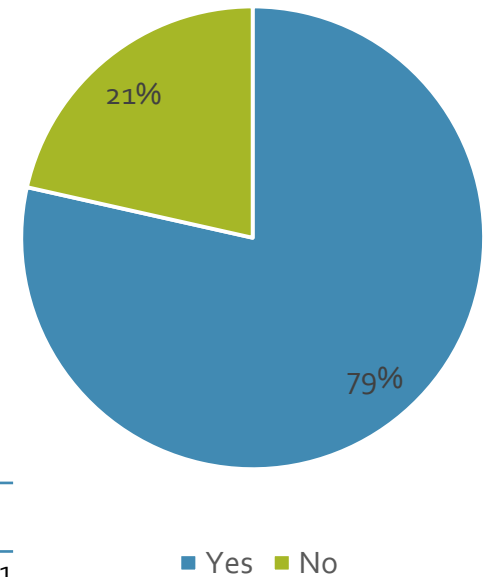
Do you have social media account?



Which one are you most active on?



Do you use the online services such as Online Banking ,Online Shopping , Ordering Food Online...?



Answer	(%)	Count(N)
Yes	99%	242
No	1%	3
Total	100%	245

Since when you use smartphone/Smart device?	(%)	Count (N)
More than 10 years	45%	110
6-10 years	34%	83
1-5 years	18%	44
Less than 1 year	2%	5

Do you have social media account	(%)	Count (N)
Yes	98%	237
No	2%	5
Total	100%	242

Which one are you most active on	(%)	Count (N)
Instagram	26%	141
twitter	6%	31
facebook	30%	160
LinkedIn	4%	19
WhatsApp	32%	173
Other	3%	17
Total	100%	541

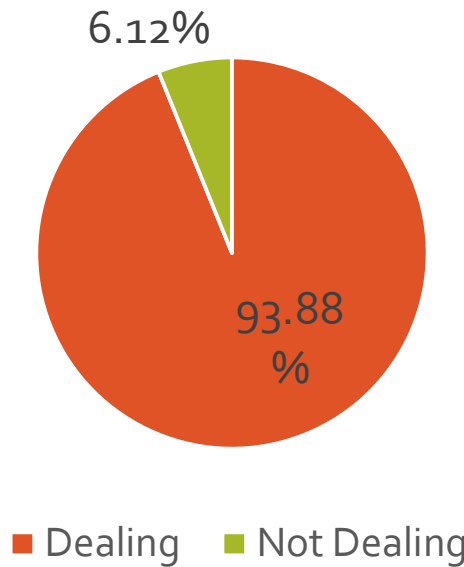
Do you use the online services	(%)	Count (N)
Yes	79%	190
No	21%	52

Digital Readiness

- 79% have Smart Device for more then 6 years.
- 88% have Social Media mostly on (WhatsApp, Instagram and Facebook)
- 79% are using online services such as Online Banking ,Online Shopping , Ordering Food Online, Cinema Online Booking, Telecommunication eservices.

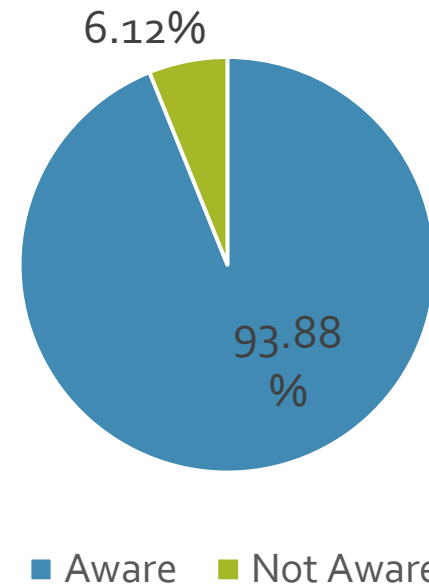
Overall Dealing and Overall Awareness

Overall Dealing with Government Entities



	Frequency	%
Dealing	230	93.88%
Not Dealing	15	6.12%
Total	245	100%

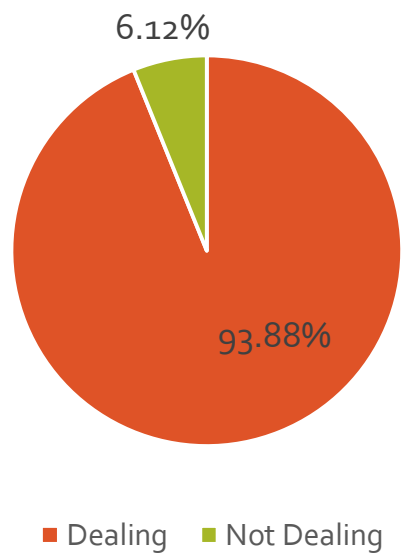
Overall Awareness



	Frequency	%
Aware	230	93.88%
Not Aware	15	6.12%
Total	245	93.88%

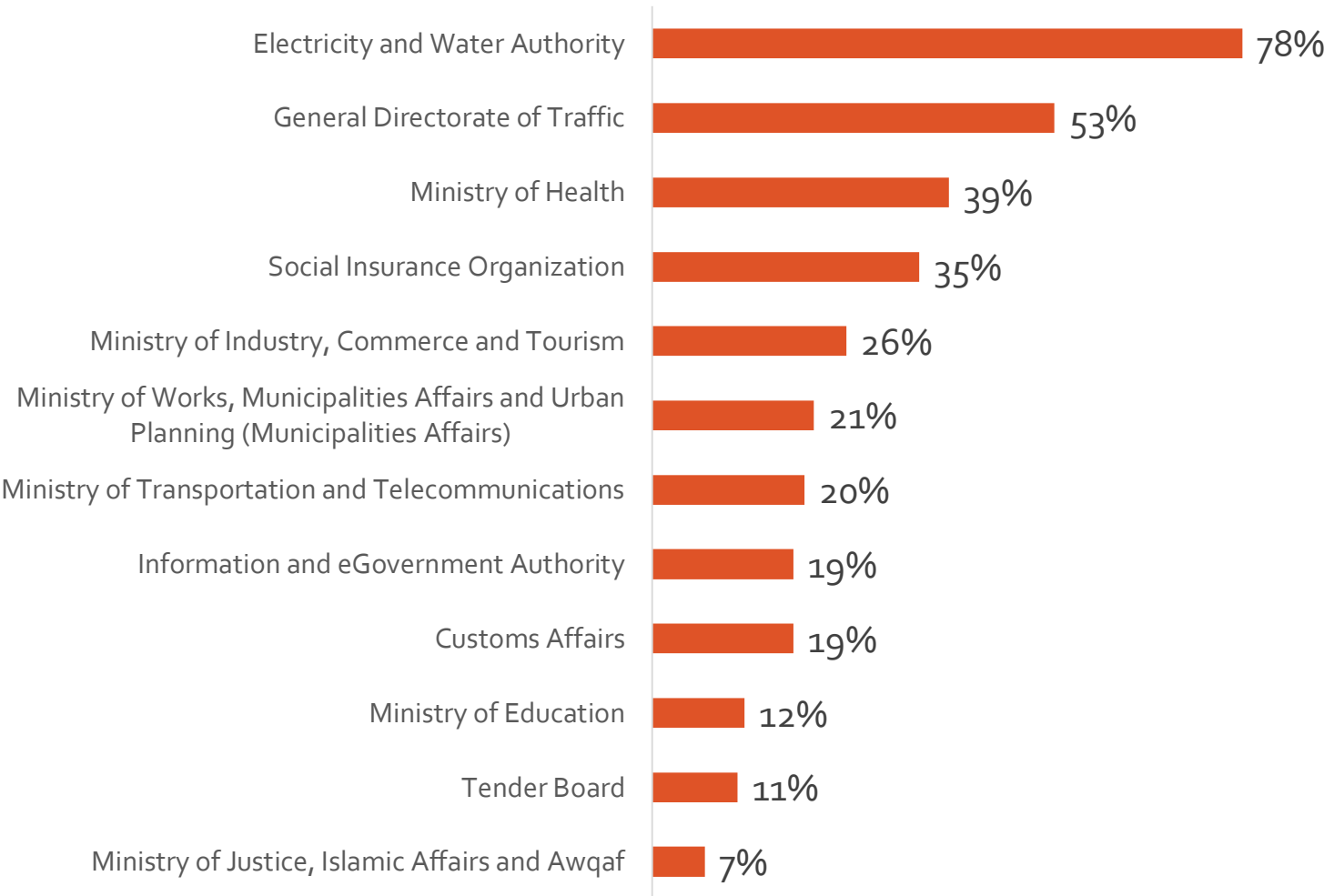
Overall dealing with Government Entities

Overall Dealing with Government Entities



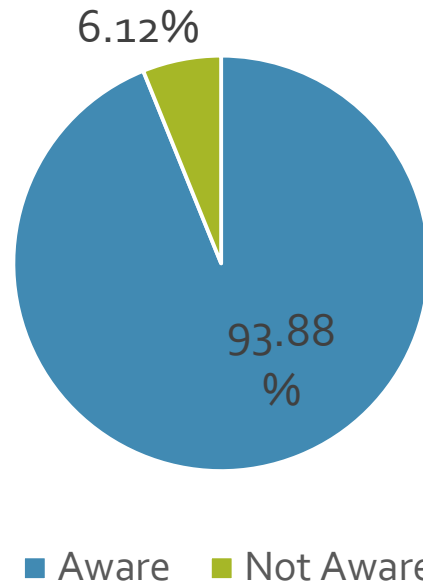
	Frequency	%
Dealing	230	93.88%
Not Dealing	15	6.12%
Total	245	100%

Which of the following government entities (Sectors/Ministries) you are dealing with



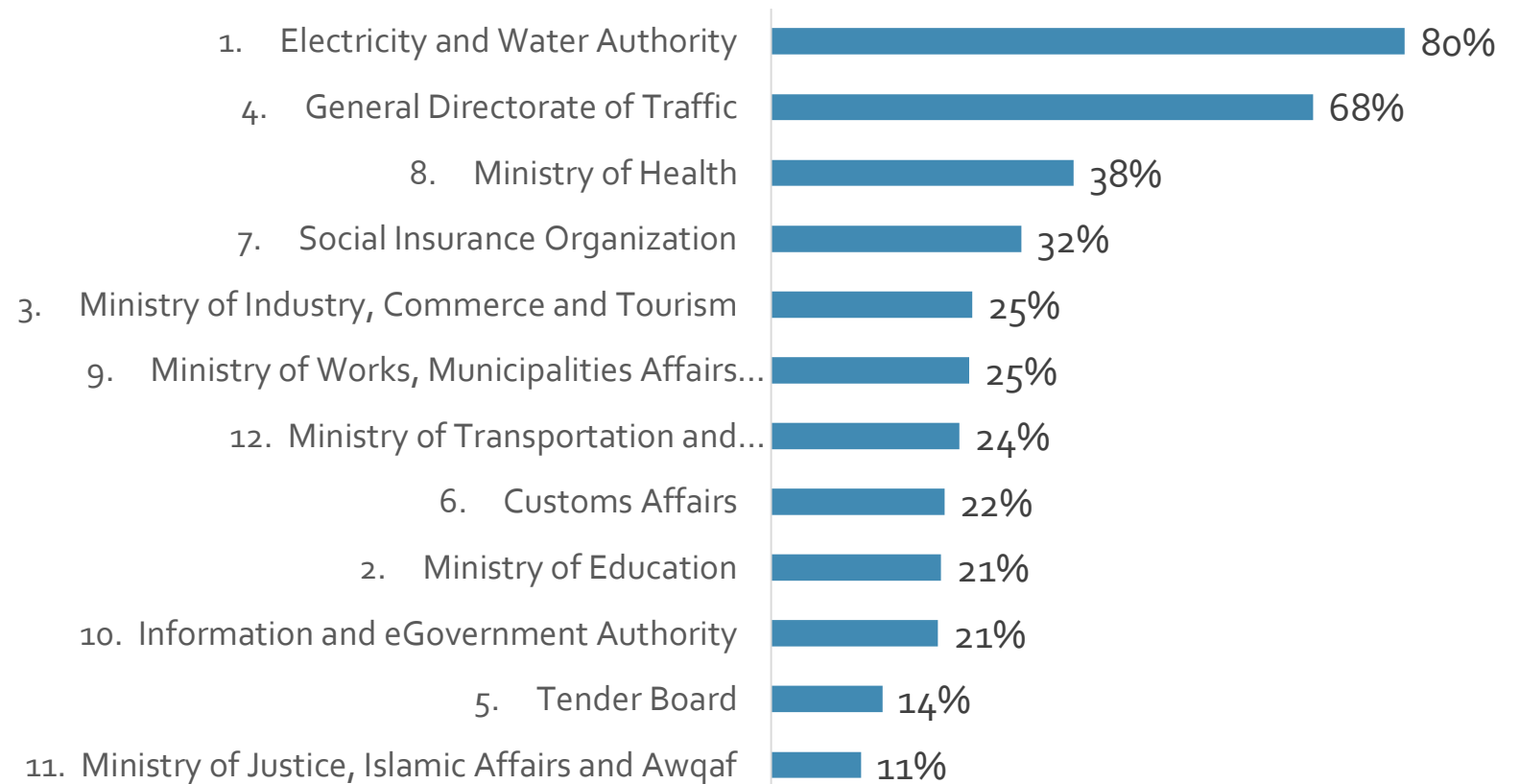
Awareness of Online Services provided by the eGovernment

Overall Awareness

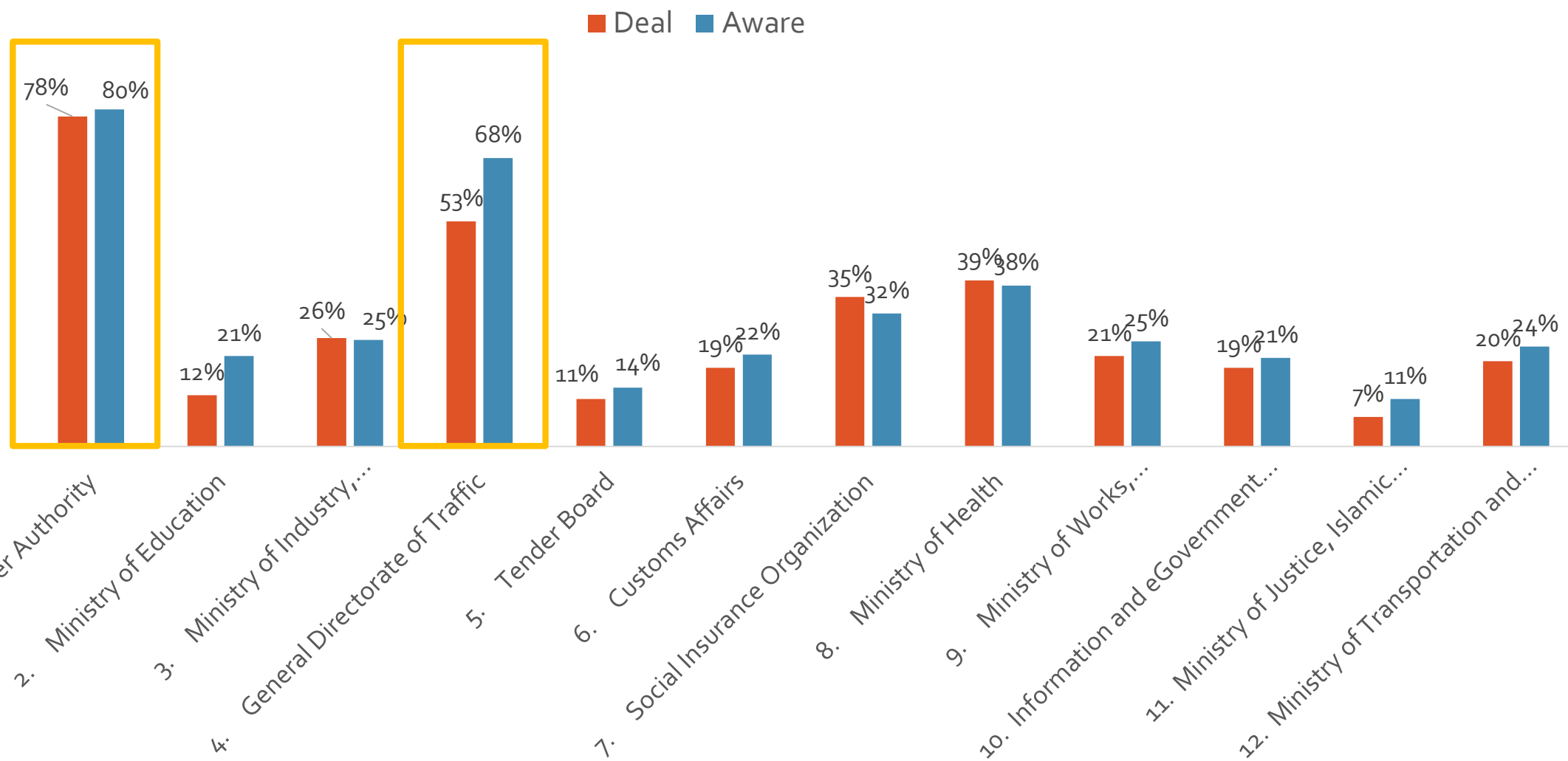


	Frequency	%
Aware	230	93.88%
Not Aware	15	6.12%
Total	245	93.88%

Which of the following government entities (Sectors/Ministries) you are aware about their eServices, Which are provided via eGovernment channels? (You can select more than one)

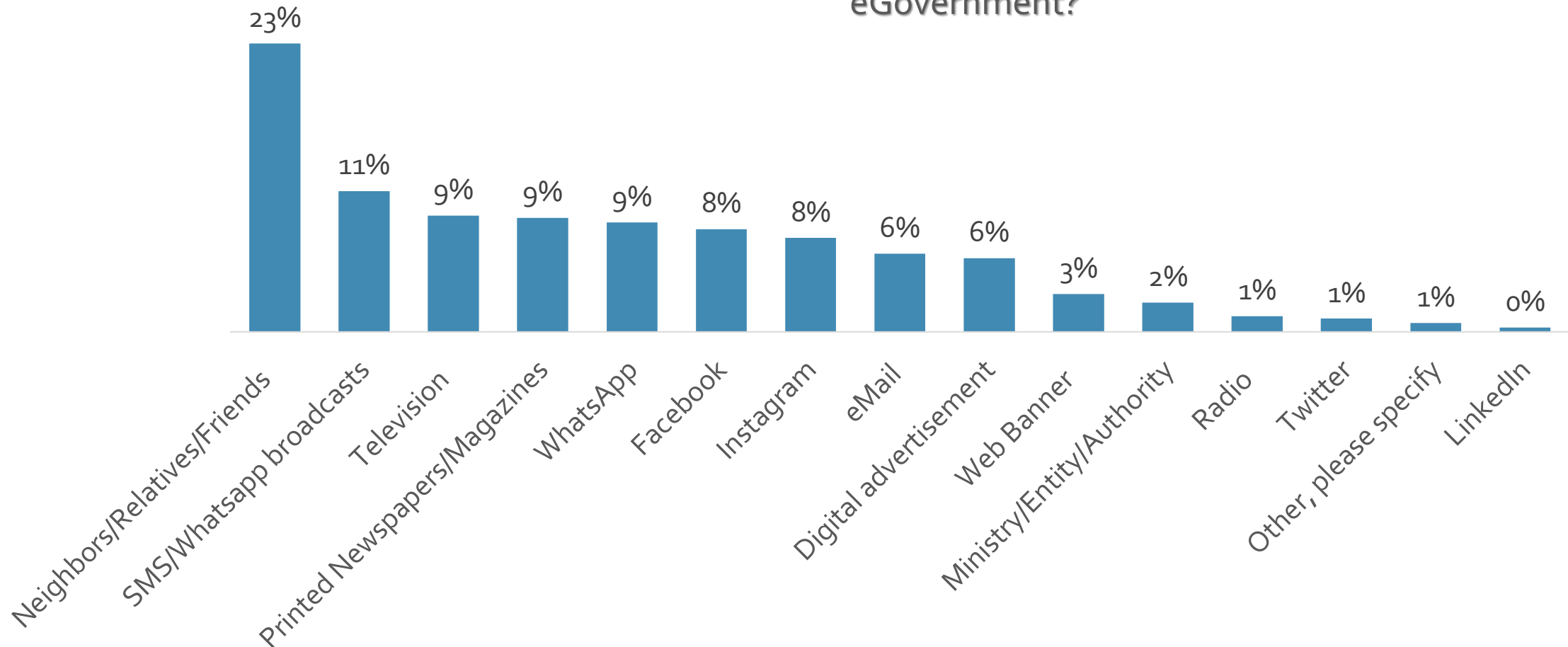


Dealing with Government Entities Vs. Awareness



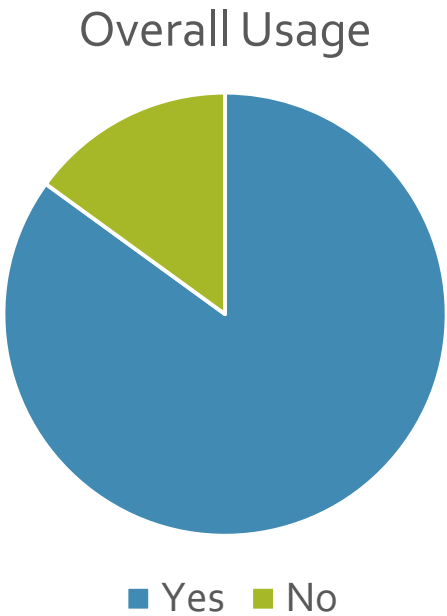
Media help in enhancing the Awareness on the eServices

How did you come to know about the Online Services provided by the eGovernment?



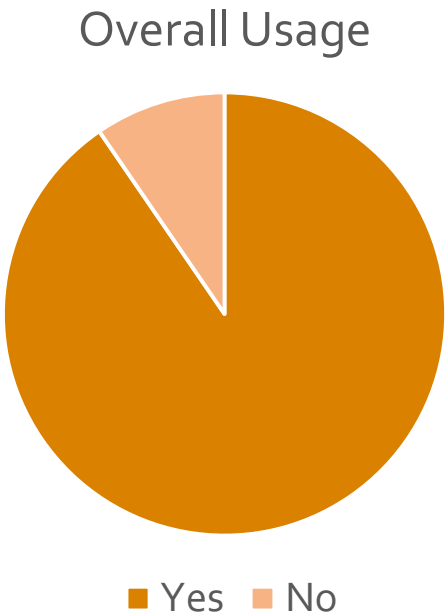
Usage and Transaction Experience

*Usage % From ALL Population

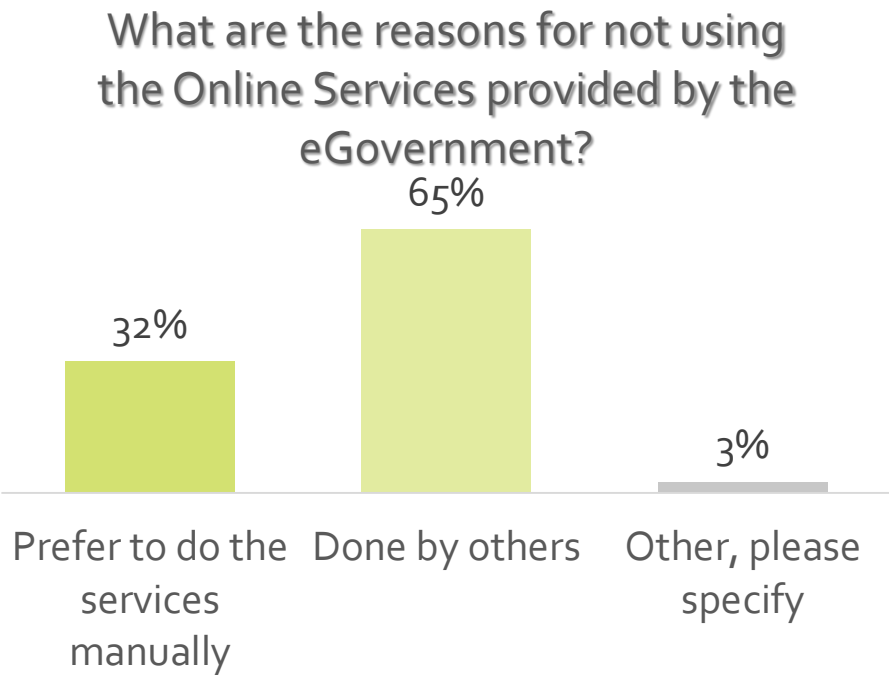


	percentage(%)	Count(N)
Use	85%	208
Not Use	15%	37
Total	100%	245

*Usage % From ALL Aware



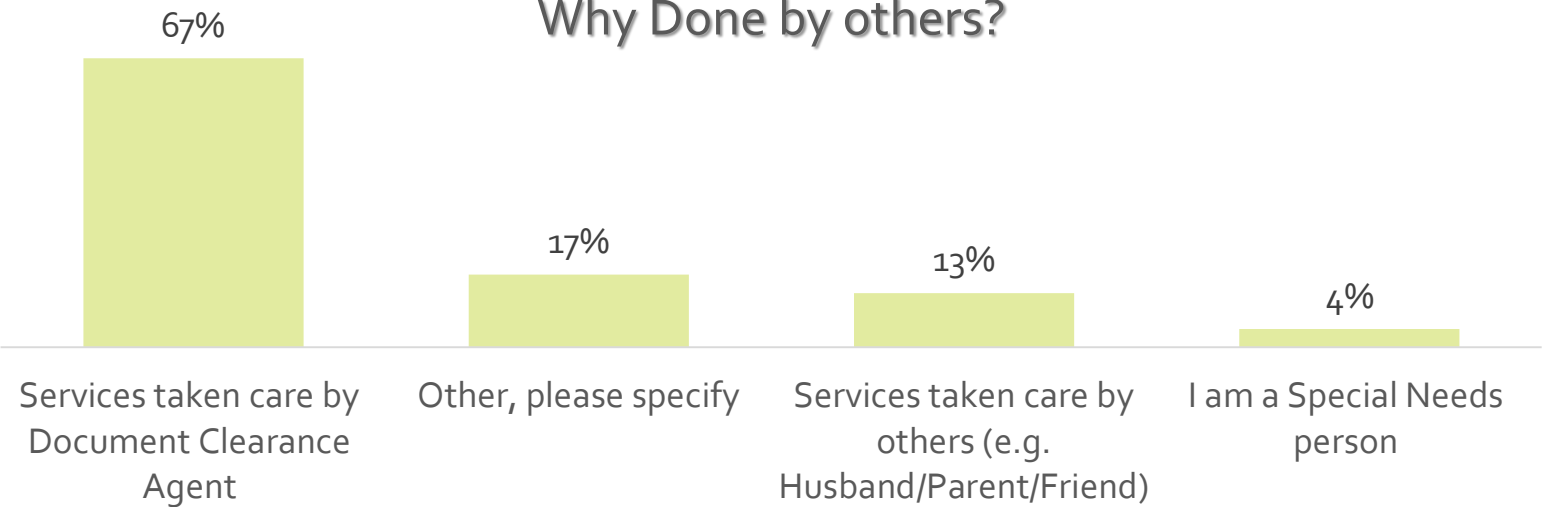
	percentage(%)	Count(N)
Use	90.4%	208
Not Use	9.6%	22
Total	100%	230



What are the reasons for not using the Online Services provided by the eGovernment(You can select more than one)		
	percentage(%)	Count(N)
Prefer to do the services manually	32%	12
Done by others	65%	24
Other, please specify	3%	1

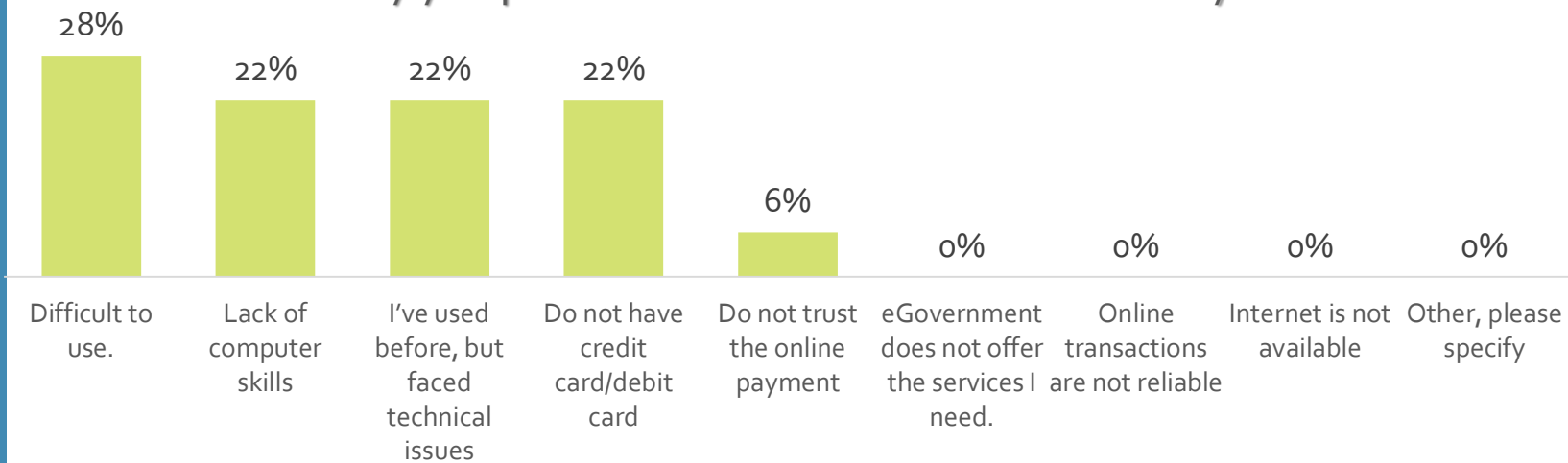
Usage and Transaction Experience

Why Done by others?



Why Done by others?	%	N
Services taken care by Document Clearance Agent	67%	16
Other, please specify	17%	4
Services taken care by others (e.g. Husband/Parent/Friend)	13%	3
I am a Special needs	4%	

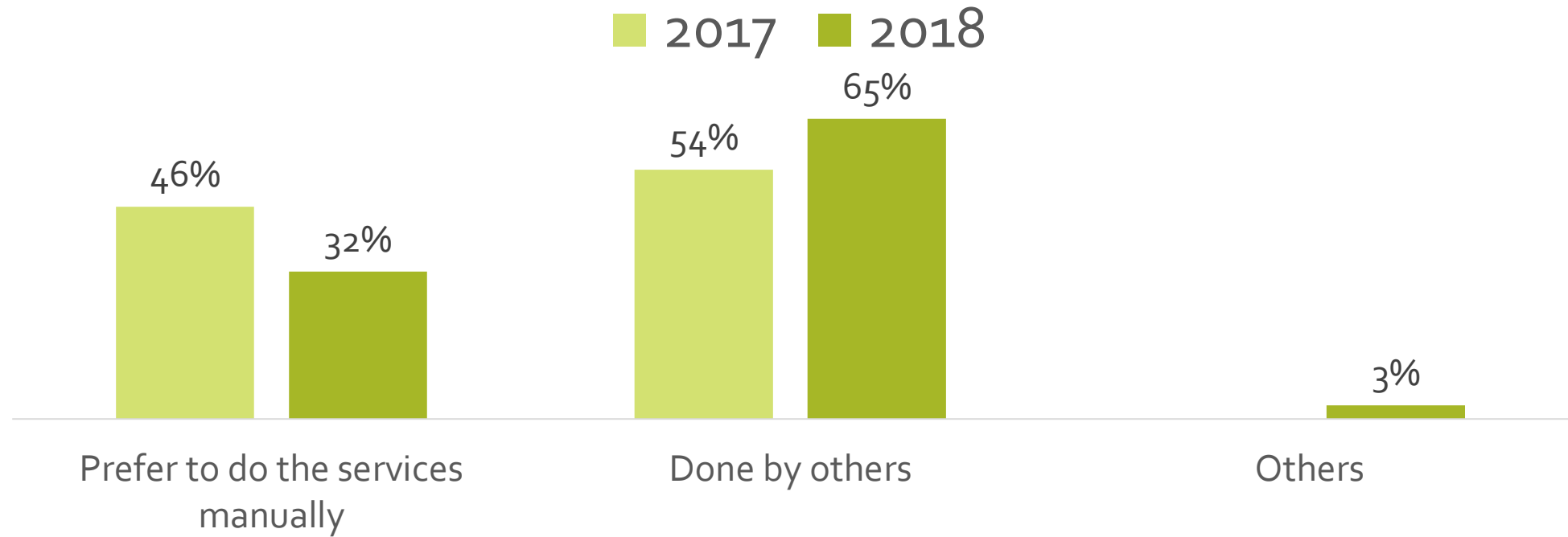
Why you prefer eGovernment services manually?



Why you prefer eGovernment services manually?	%	N
eGovernment does not offer the services I need.	0%	0
Lack of computer skills	22%	4
I've used before, but faced technical issues	22%	4
Difficult to use.	28%	5
Do not have credit card/debit card	22%	4
Do not trust the online payment	6%	1
Online transactions are not reliable	0%	0
Internet is not available	0%	0
Other, please specify	0%	0

Usage and Transaction Experience

Reasons for not using the online services



Channels

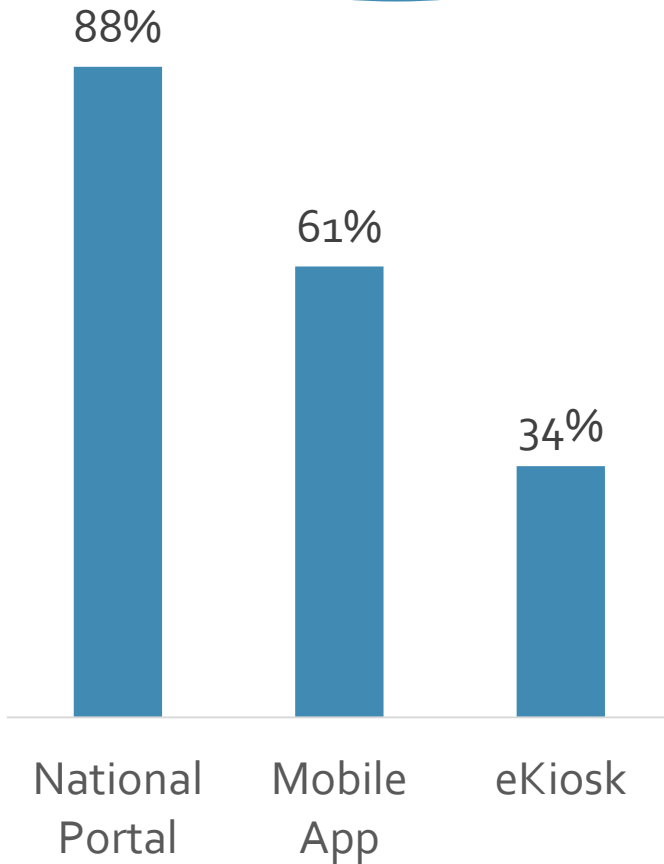
- 1) National Portal
- 2) Mobile Apps
- 3) eKiosk
- 4) Tawasul Suggestions & Complaints system

What are we measuring?

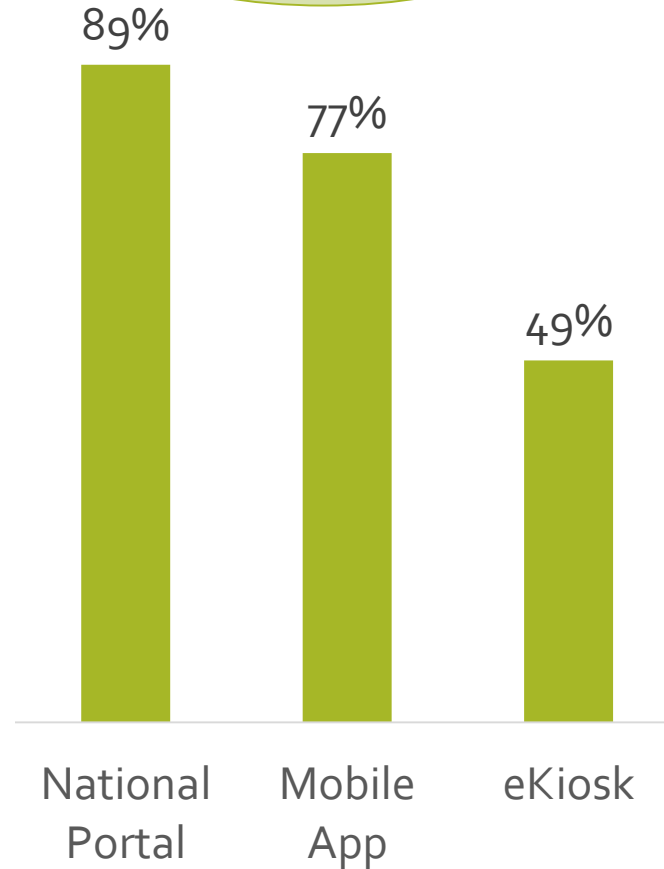
- Awareness per channel
- Usage per channel
- Satisfaction per channel

eGovernment Channels Summary

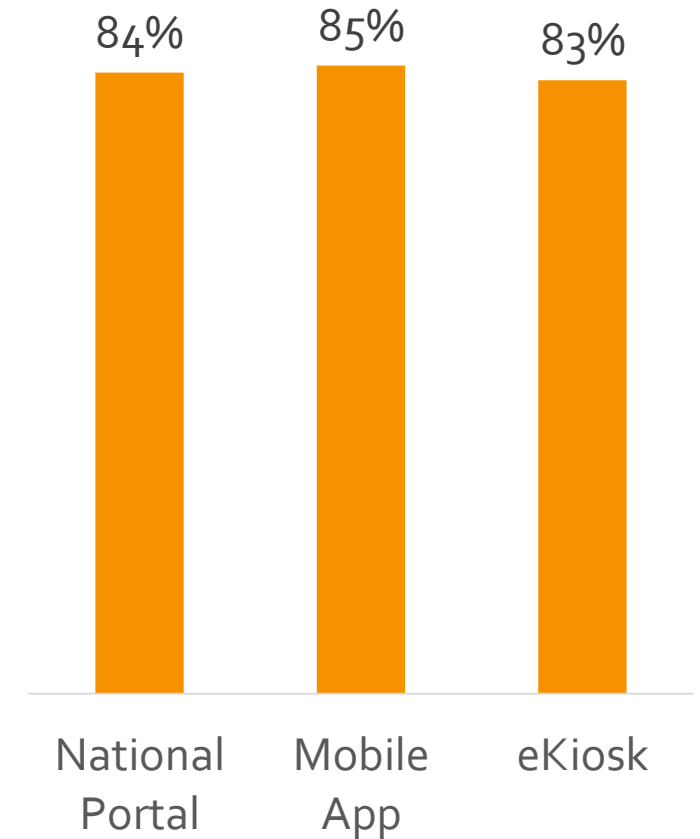
Overall Channel
Awareness
61%



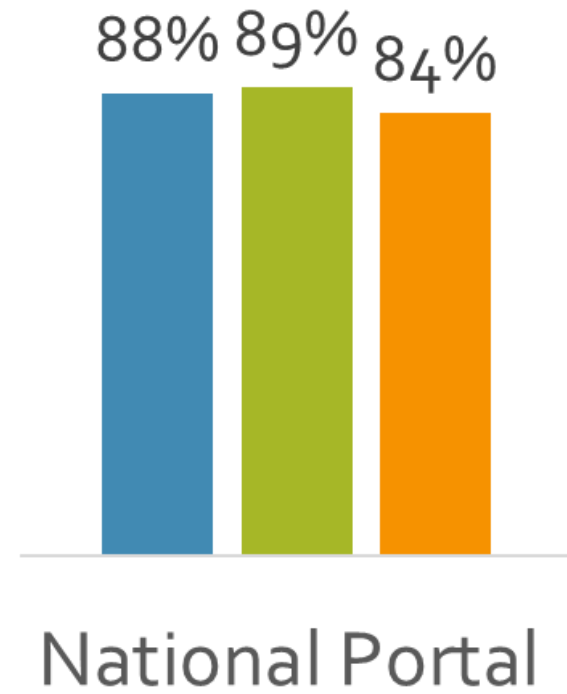
Overall Channel
Usage
72%



Overall Channel
Satisfaction
84%



1) National Portal

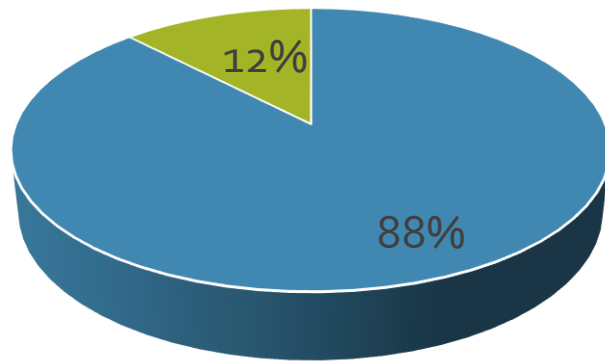


■ Awareness ■ Usage ■ Satisfaction

1) National Portal (Awareness)

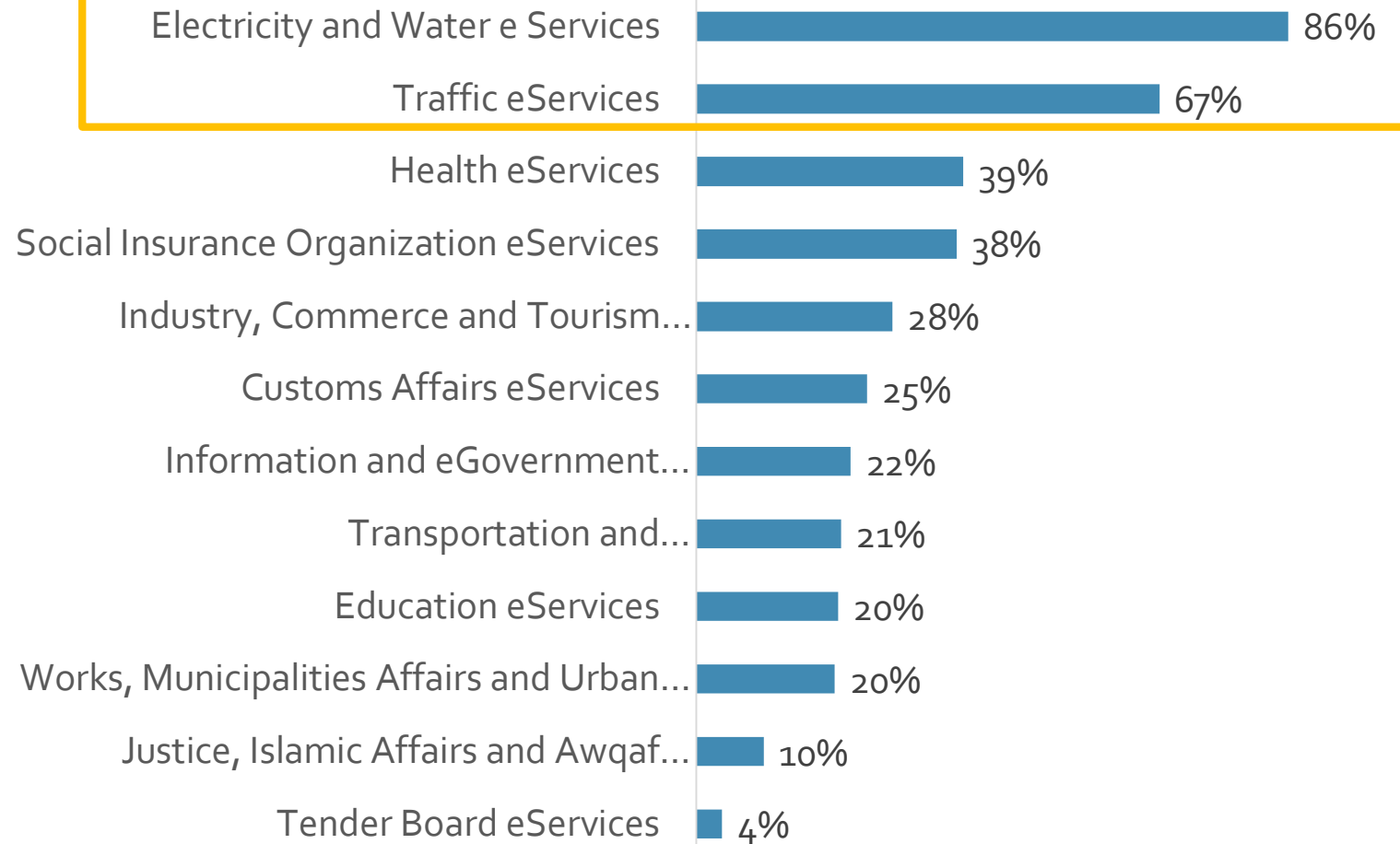
National Portal
(Awareness)

■ Aware ■ Not Aware



	Frequency	%
Aware	215	88%
Not Aware	30	12%
Total	245	100%

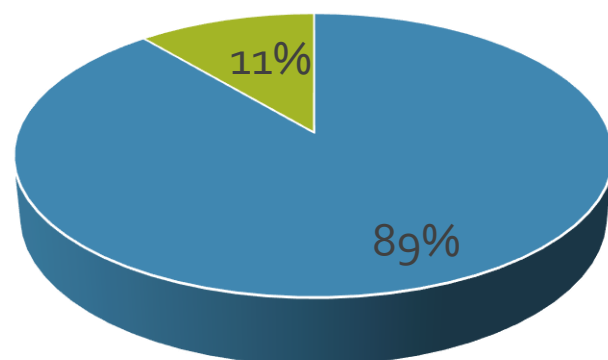
Which of the following eGovernment Online Services are you aware of in the National Portal (www.bahrain.bh)?



1) National Portal (Usage)

National Portal (Usage)

■ Use ■ Not Use



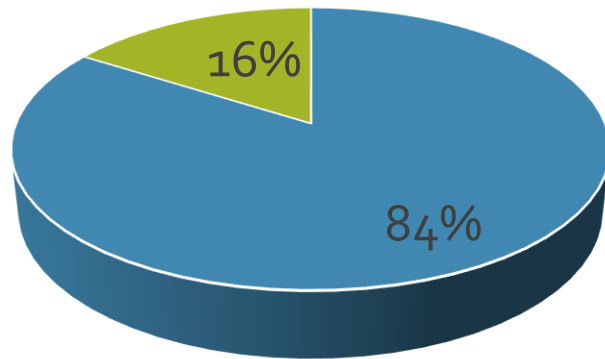
	Frequency	%
Use	191	89%
Not Use	24	11%
Total	215	100%

Use Which of the following eGovernment Online Services do you use via the National Portal (www.bahrain.bh)?	Usage from Portal Awareness	Usage from each eservice Awareness
Electricity and Water e Services	72%	84%
Traffic eServices	56%	83%
Social Insurance Organization eServices	31%	83%
Health eServices	27%	71%
Industry, Commerce and Tourism eServices	21%	75%
Customs Affairs eServices	18%	72%
Transportation and Telecommunications eServices	16%	76%
Information and eGovernment Authority eServices	14%	65%
Works, Municipalities Affairs and Urban Planning eServices	14%	70%
Education eServices	7%	36%
Justice, Islamic Affairs and Awqaf eServices	6%	62%
Tender Board eServices	1%	38%

1) National Portal (Satisfaction)

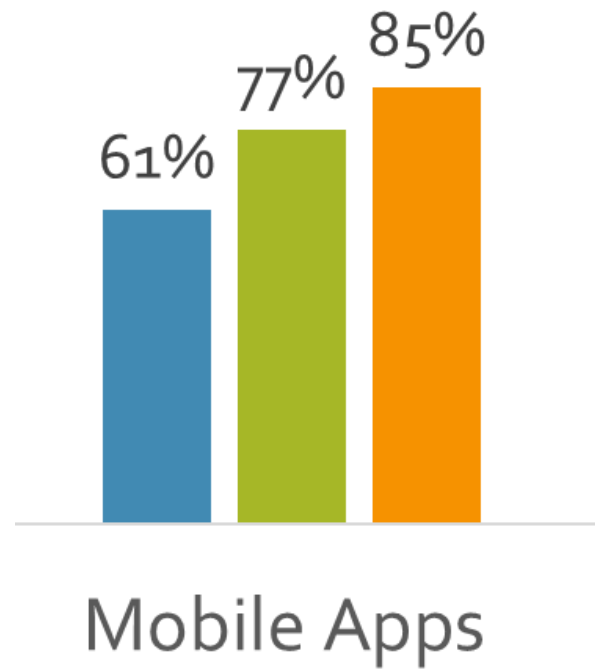
Overall Satisfaction Of Portal

■ Satisfied ■ Not Satisfied



Please rate your satisfaction level of the National Portal	%
Visual appealing – In terms of design, look and Feel	79%
Protection of customers' personal data	86%
Reliability – complete the service through this channel without errors	84%
Functioning all the time	83%
Accessibility – Easy to reach	79%
User friendly – simple steps to follow	87%
Instructions on how to use the eServices	86%
Range of Services offered	82%
Time taken to complete the eServices	89%
Information Accuracy	87%
The way Information Organized in the channel	83%
Up-to-date Information	78%
Instructions of how to raise complaints	79%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	85%
Meeting customers' overall expectation	88%
Average 84%	

2) Mobile Apps

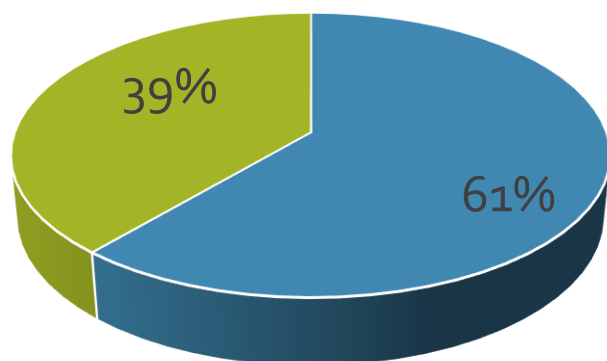


■ Awareness ■ Usage ■ Satisfaction

2) Mobile Apps (Awareness)

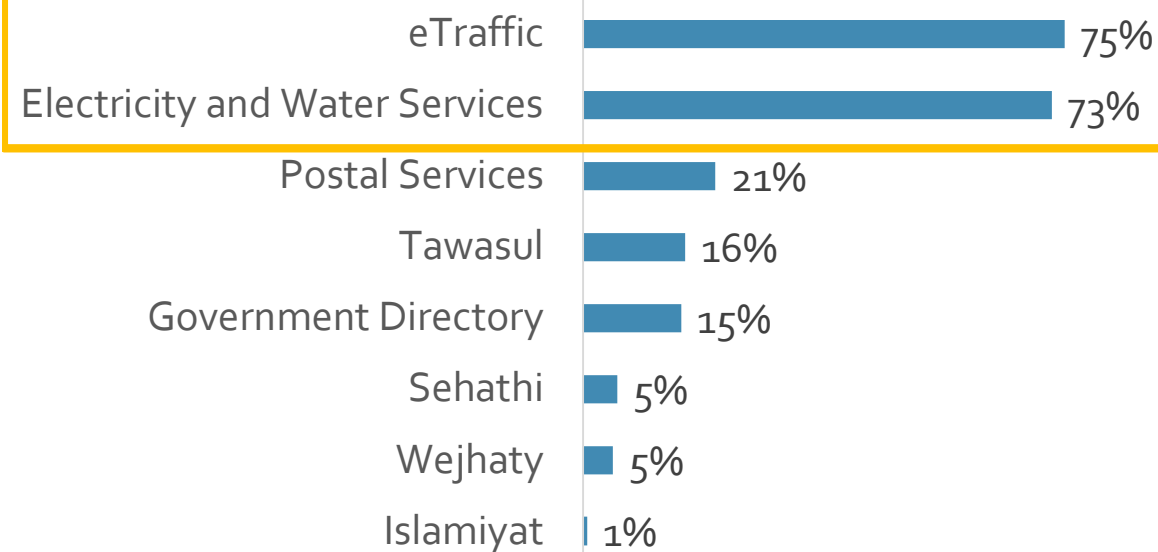
Mobile Apps (Awareness)

■ Aware ■ Not Aware



	Frequency	%
Aware	150	61%
Not Aware	95	39%
Total	245	100%

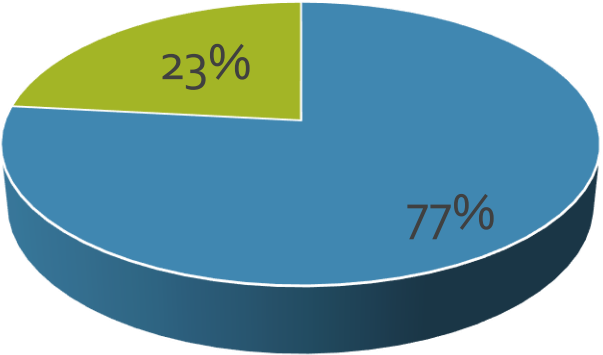
Which of the following eGovernment Online Services are you aware/use of Mobile App



2)Mobile Apps (Usage)

Mobile Apps (Usage)

■ Use ■ Not Use



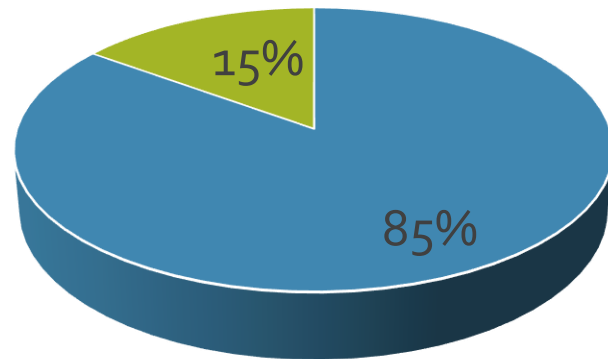
	Frequency	%
Use	115	77%
Not Use	35	23%
Total	150	100%

Which of the following eGovernment Mobile Apps do you use?	Usage from Mobile Apps Awareness		Usage from each eservice Awareness	
Electricity and Water Services	<div></div>	53%	<div></div>	73%
eTraffic	<div></div>	53%	<div></div>	71%
Postal Services	<div></div>	12%	<div></div>	58%
Government Directory	<div></div>	7%	<div></div>	43%
Tawasul	<div></div>	5%	<div></div>	33%
Wejhaty	<div></div>	3%	<div></div>	71%
Sehathi	<div></div>	2%	<div></div>	38%
Islamiyat	<div></div>	1%	<div></div>	100%

2) Mobile Apps (Satisfaction)

Mobile Apps (Satisfaction)

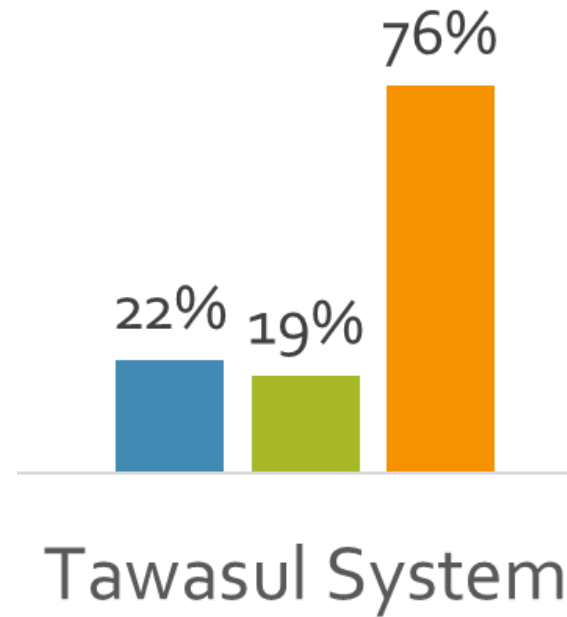
■ Satisfied ■ Not Satisfied



Please rate your satisfaction level of the Mobile App	%
Visual appealing – In terms of design, look and Feel	82%
Protection of customers' personal data	84%
Reliability – complete the service through this channel without errors	90%
Functioning all the time	84%
Accessibility – Easy to reach	87%
User friendly – simple steps to follow	86%
Instructions on how to use the eServices	84%
Range of Services offered	80%
Time taken to complete the eServices	85%
Information Accuracy	83%
The way Information Organized in the channel	87%
Up-to-date Information	84%
Instructions of how to raise complaints	86%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	85%
Meeting customers' overall expectation	87%
User interface responsiveness (Touch Screen is responsive)	89%
Average 85%	

Tawasul Suggestions & Complaints system as **Communication** Channel

CS Business

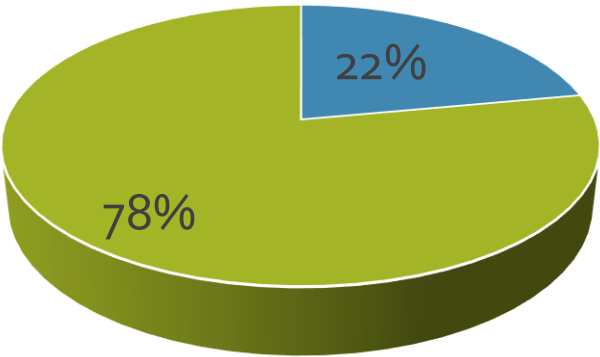


■ Awareness ■ Usage ■ Satisfaction

Tawasul (Awareness and Usage)

Tawasul System
(Awareness)

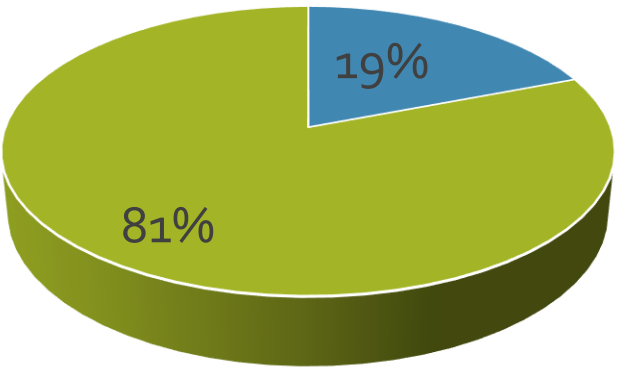
■ Aware ■ Not Aware



	Frequency	%
Aware	54	22%
Not Aware	191	78%
Total	245	100%

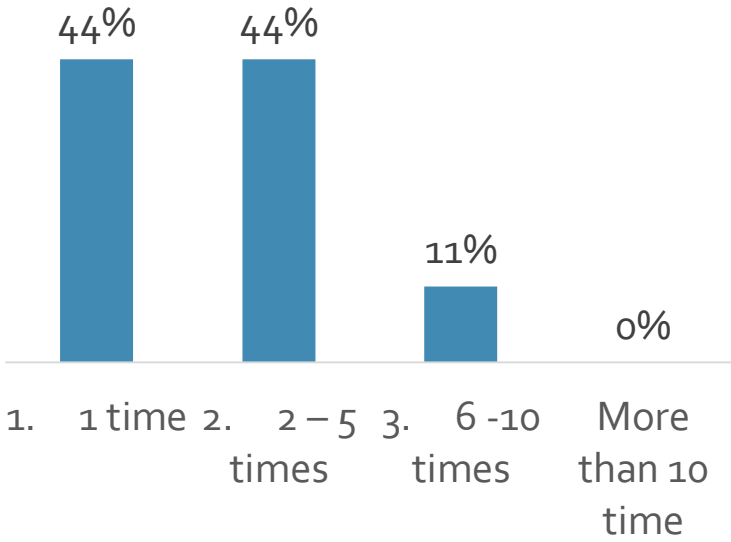
Tawasul System (Usage)

■ Use ■ Not Use



	Frequency	%
Use	9	19%
Not Use	38	81%
Total	47	100%

How frequent have you used Tawasul
Suggestions & Complaints system for
the past year?

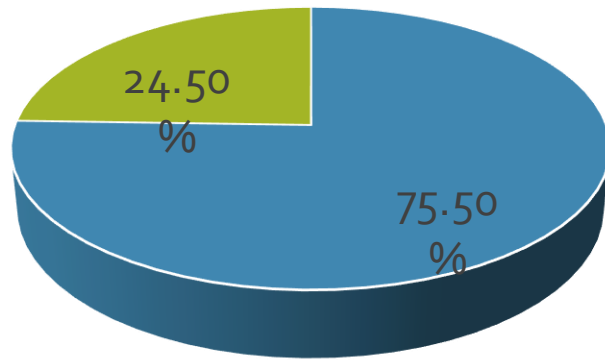


	Frequency	%
1 time	4	44%
2 – 5 times	4	44%
6 -10 times	1	11%
>10 times	0	0%
Total	4	44%

Tawasul (Satisfaction)

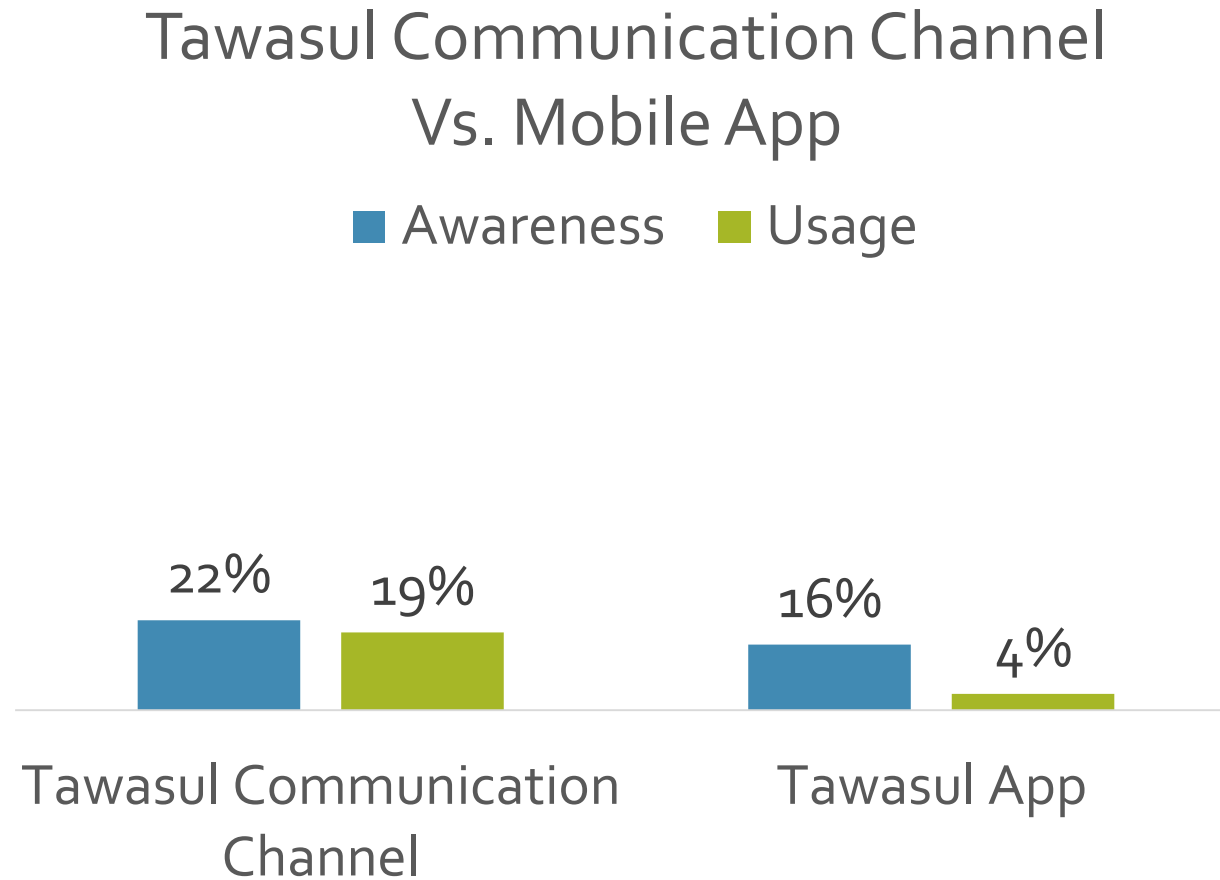
Tawasul System
(Satisfaction)

■ Satisfied ■ Not Satisfied

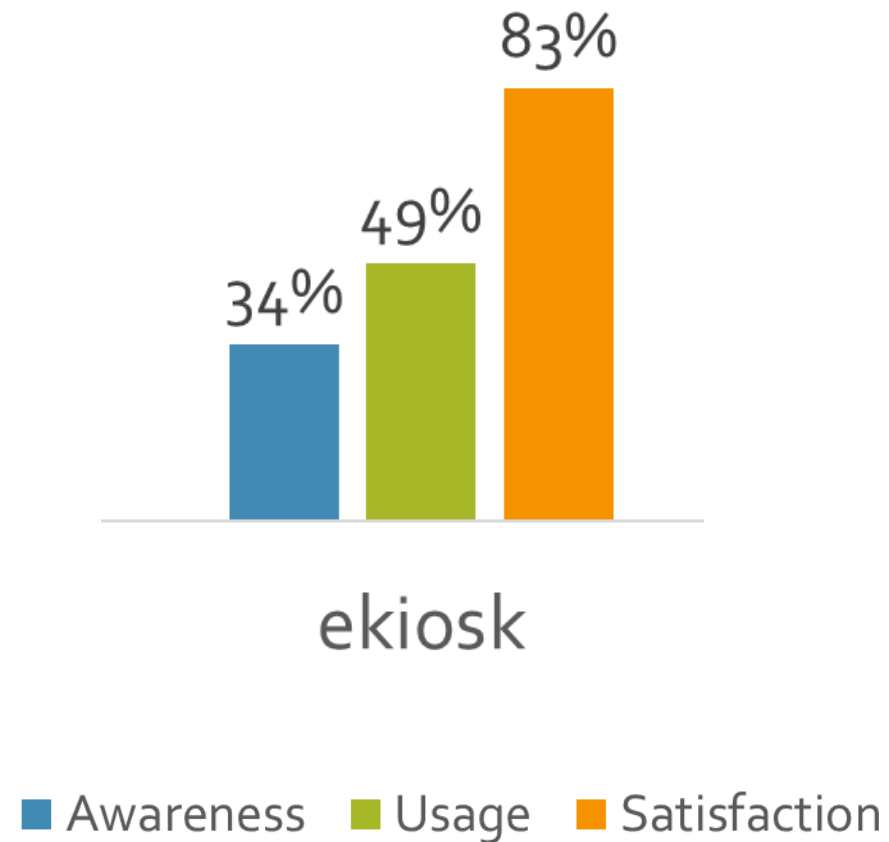


Please rate your satisfaction level of the Tawasul Suggestions & Complaints system	%
Visual appealing – In terms of design, look and Feel	78%
Protection of customers' personal data	78%
Reliability – complete the service through this channel without errors	56%
Functioning all the time	67%
Accessibility – Easy to reach	78%
User friendly – simple steps to follow	56%
Instructions on how to use the eServices	78%
Range of Services offered	78%
Time taken to complete the eServices	89%
Information Accuracy	78%
The way Information Organized in the channel	89%
Up-to-date Information	56%
Instructions of how to raise complaints	78%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	89%
Meeting customers' overall expectation	89%
Average 76%	

Tawasul Communication Channel Vs. Mobile App



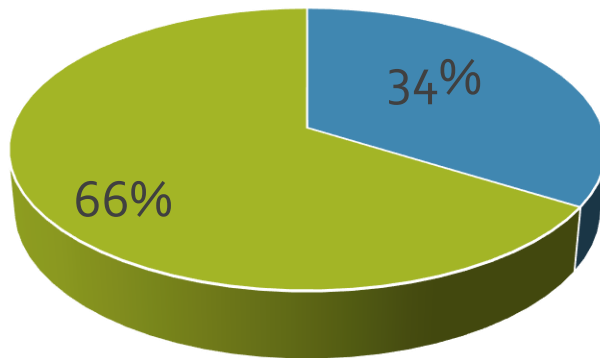
3) eGovernment ekiosk



3) eGovernment ekiosk (Awareness and Usage)

eKiosk (Awareness)

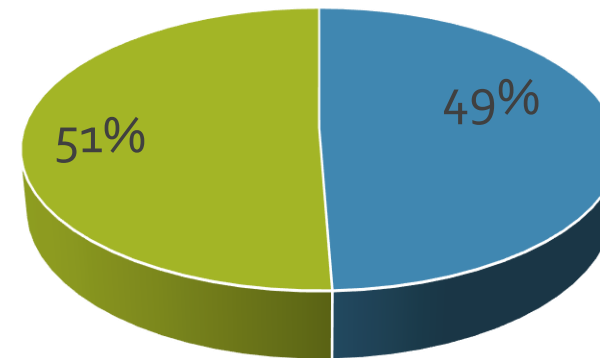
■ Aware ■ Not Aware



	Frequency	%
Aware	83	34%
Not Aware	162	66%
Total	245	100%

eKiosk (Usage)

■ Use ■ Not Use

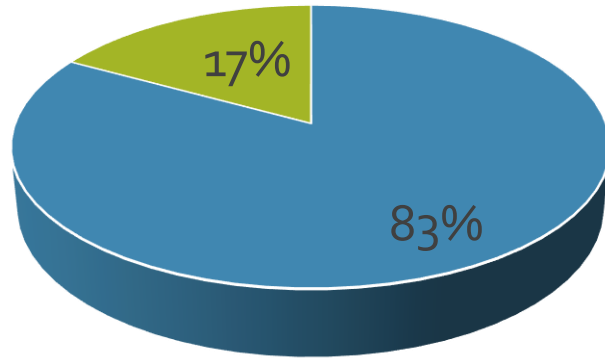


	Frequency	%
Use	41	49%
Not Use	42	51%
Total	83	100%

3) eGovernment ekiosk (Satisfaction)

eKiosk (Satisfaction)

■ Satisfied ■ Not Satisfied



Please rate your satisfaction level of the eGovernment ekiosk	%
Visual appealing – In terms of design, look and Feel	90%
Protection of customers' personal data	93%
Reliability – complete the service through this channel without errors	85%
Functioning all the time	78%
Accessibility – Easy to reach	68%
User friendly – simple steps to follow	85%
Instructions on how to use the eServices	81%
Range of Services offered	76%
Time taken to complete the eServices	85%
Information Accuracy	83%
The way Information Organized in the channel	88%
Up-to-date Information	71%
Instructions of how to raise complaints	78%
Readability (Font Size, Font Style, Word Spacing, Line Spacing)	93%
Meeting customers' overall expectation	85%
User interface responsiveness (Touch Screen is responsive)	90%
Average 83%	

END OF CS RESULTS

CUSTOMER SATISFACTION INDEX

CSI

Customer Satisfaction index

CSI - Per Stakeholder

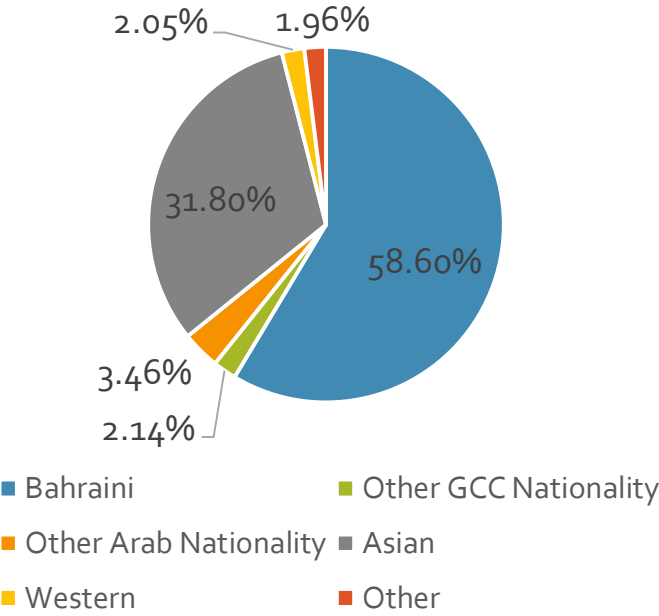
- 1) Individuals
- 2) Business
- 3) Government

CSI - Per Entity - eServices

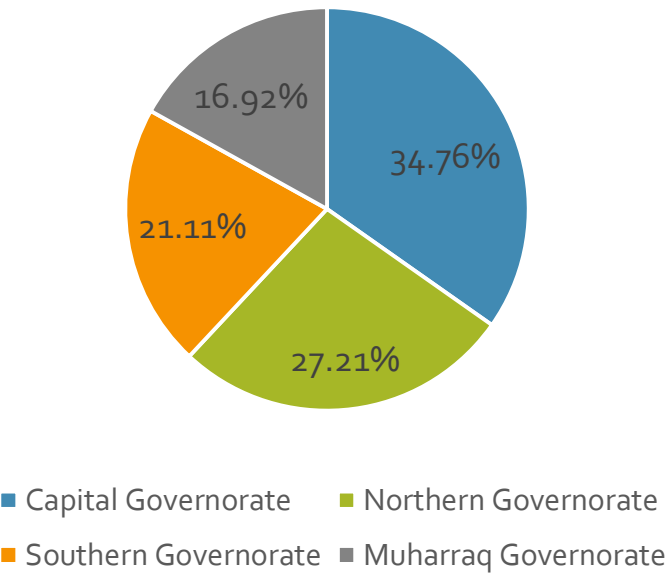
1. Electricity and Water eServices
2. Education eServices
3. University of Bahrain eServices
4. Traffic eServices
5. Civil Services Bureau eServices
6. Nationality, Passports and Residence Affairs eServices
7. Social Insurance Organization eServices
8. Health eServices
9. Works, Municipalities Affairs and Urban Planning eServices
10. Information and eGovernment Authority eServices
11. Bahrain Polytechnic eServices
12. Justice, Islamic Affairs and Awqaf eServices
13. Labour and Social Development eServices
14. Housing eServices
15. Transportation and Telecommunications eServices
16. Foreign Affairs eServices
17. Customs Affairs eServices
18. Ministry of Industry, Commerce and Tourism eServices

Demographic

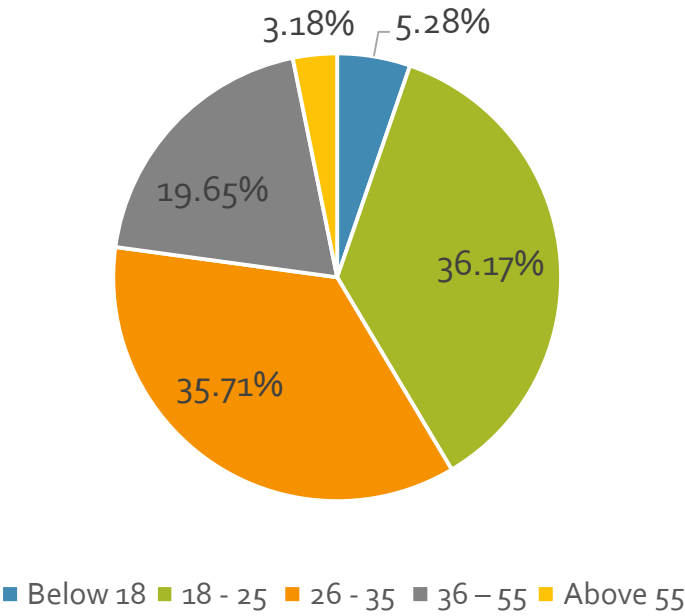
Nationality



Resident of



Age



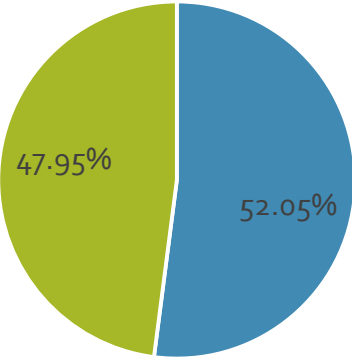
Nationality	Frequency	%
Bahraini	1288	58.60%
Other GCC Nationality	47	2.14%
Other Arab Nationality	76	3.46%
Asian	699	31.80%
Western	45	2.05%
Other Nationality, specify:	43	1.96%
Total	2198	100%

Resident of	Frequency	%
Capital Governorate	544	28.51%
Northern Governorate	463	24.27%
Southern Governorate	497	26.05%
Muharraq Governorate	404	21.17%
Total	2198	100%

Age	Frequency	%
Below 18	116	5.28%
18 - 25	795	36.17%
26 - 35	785	35.71%
36 - 55	432	19.65%
Above 55	70	3.18%
Total	2198	100%

Demographic

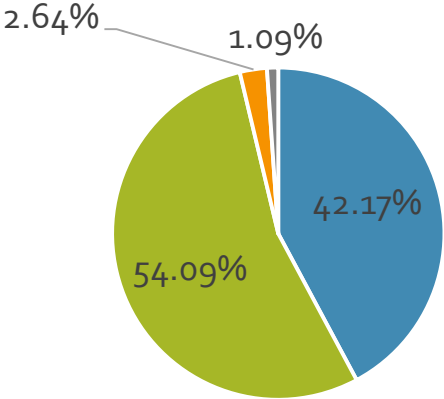
Gender



Male Female

Gender	Frequency	%
Male	1144	52.05%
Female	1054	47.95%
Total	2198	100.0%

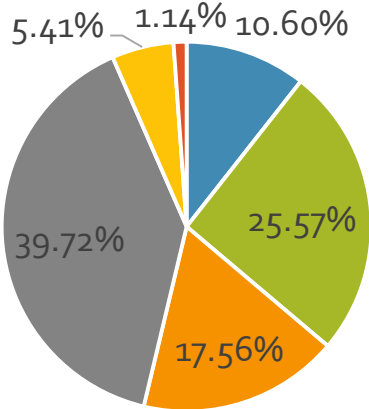
Marital Status



Single Married

Marital Status	Frequency	%
Married	927	42.17%
Single	1189	54.09%
Divorced	58	2.64%
Widowed	24	1.09%
Total	2198	100%

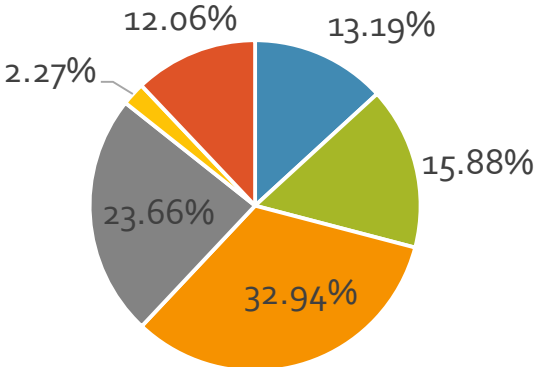
Educational Level



Intermediate or less
Secondary Certificate
Diploma
Bachelor Degree
Master Degree
PhD or higher Degree

Educational Level	Frequency	%
Intermediate or less	233	10.60%
Secondary Degree	562	25.57%
Diploma	386	17.56%
Bachelor Degree	873	39.72%
Master Degree	119	5.41%
PhD or higher	25	1.14%
Total	2198	100%

Occupation

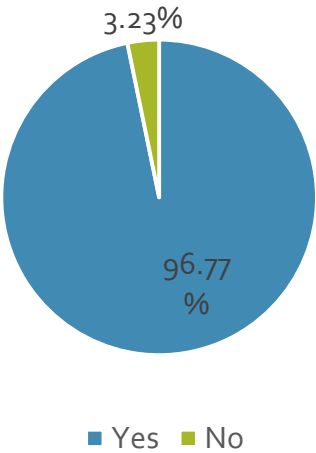


Self employed
Employed (Government Sector)
Employed (Private Sector)
Student
Retired
Unemployed

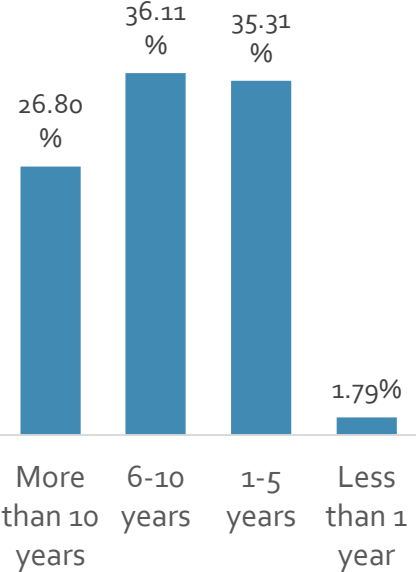
Occupation	Frequency	%
Self employed	290	13.19%
Employed (Government Sector)	349	15.88%
Employed (Private Sector)	724	32.94%
Student	520	23.66%
Retired	50	2.27%
Unemployed	265	12.06%
	2198	100%

Digital Readiness

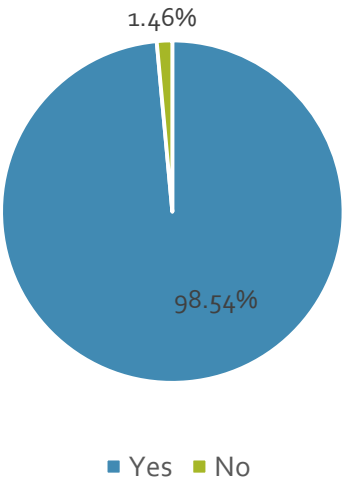
Do You have Smart devices?



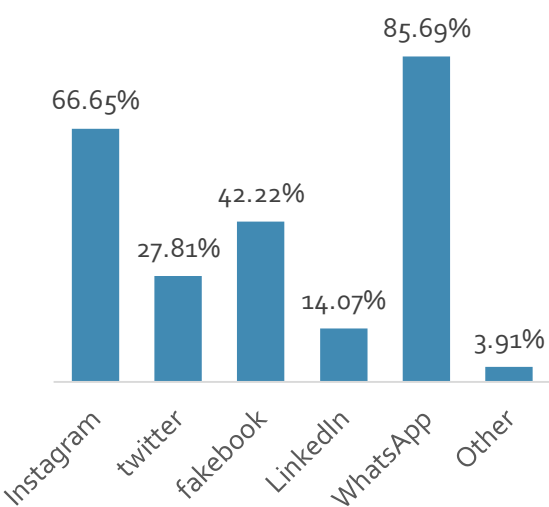
Since When you use Smart device?



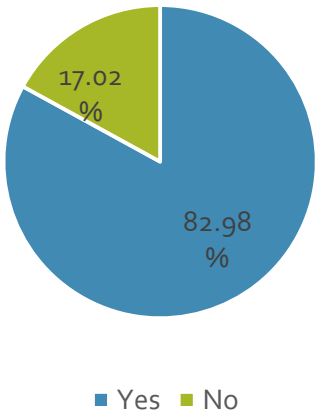
Do you have social media account?



Which one are you most active on?



Do you use the online?



	Frequency	%
Yes	2127	96.77%
No	71	3.23%
Total	2198	100.0%

Since when you use Smart device?	Frequency	%
More than 10 years	570	26.80%
6-10 years	768	36.11%
1-5 years	751	35.31%
Less than 1 year	38	1.79%
Total	2127	100.00%

	Frequency	%
Yes	2096	98.54%
No	31	1.46%
Total	2127	100%

Which one are you most active on	Frequency	%
Instagram	1397	66.65%
twitter	583	27.81%
facebook	885	42.22%
LinkedIn	295	14.07%
WhatsApp	1796	85.69%
Other	82	3.91%

	Frequency	%
Yes	1765	82.98%
No	362	17.02%
Total	2127	100

Customer Satisfaction Index (CSI) Per Stakeholder

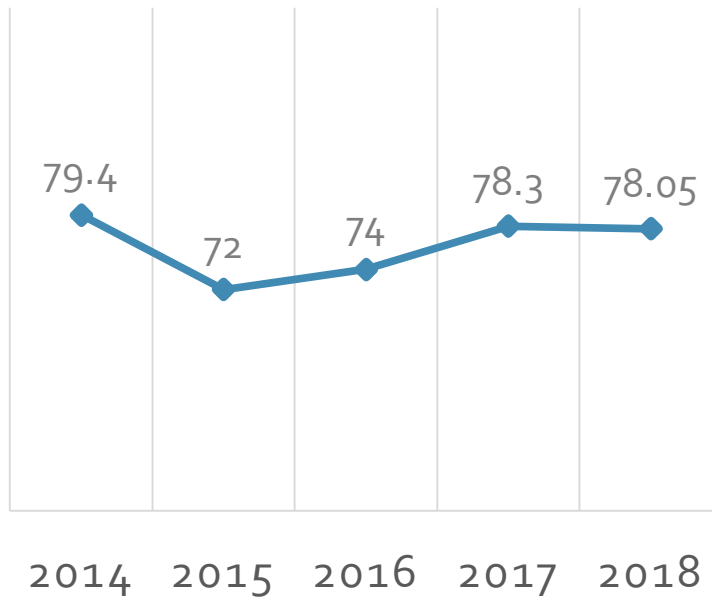
Customer Satisfaction Index (CSI)

	2014	2015	2016	2017	2018
CSI – Resident	79	73	74	74.1	78.05
CSI – Business	80	68	79	71.7	78.22
CSI - Government	71.5	80	74	80.8	84.9
BHCSI	79.4	72	74	73.8	78.1

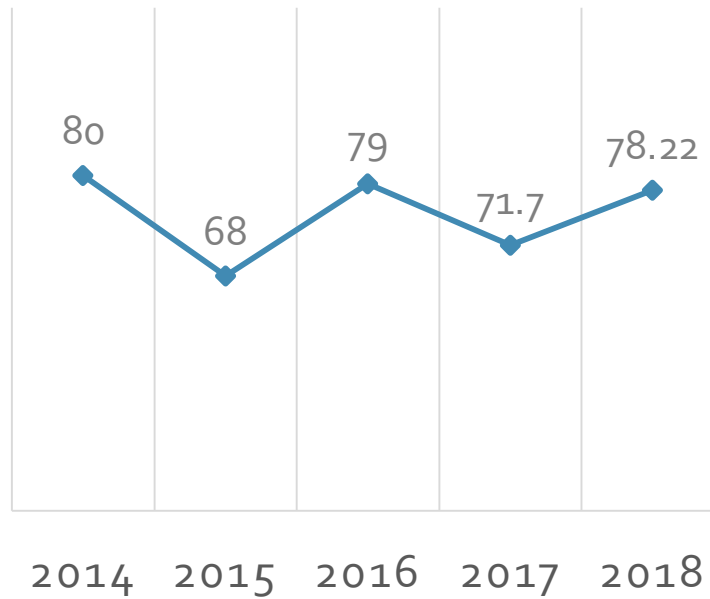
Customer Satisfaction Index (CSI) Per Stakeholder

Customer Satisfaction Index (CSI)

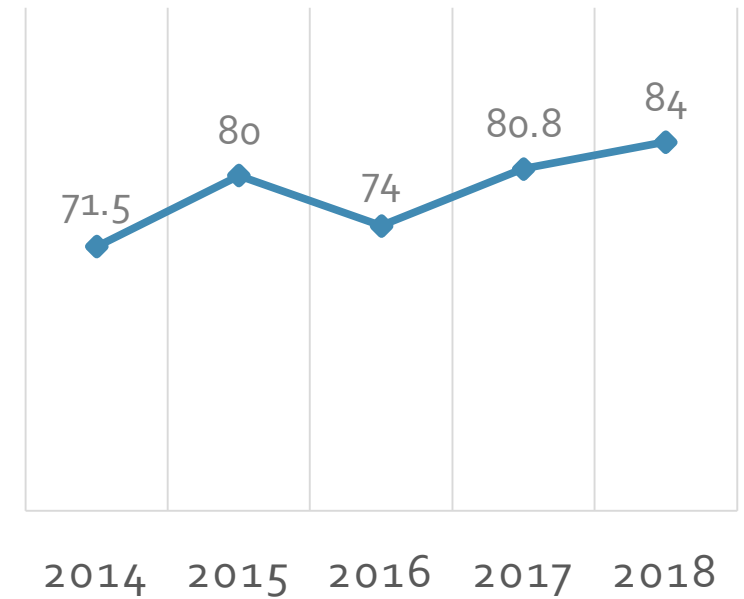
CSI - RESIDENT



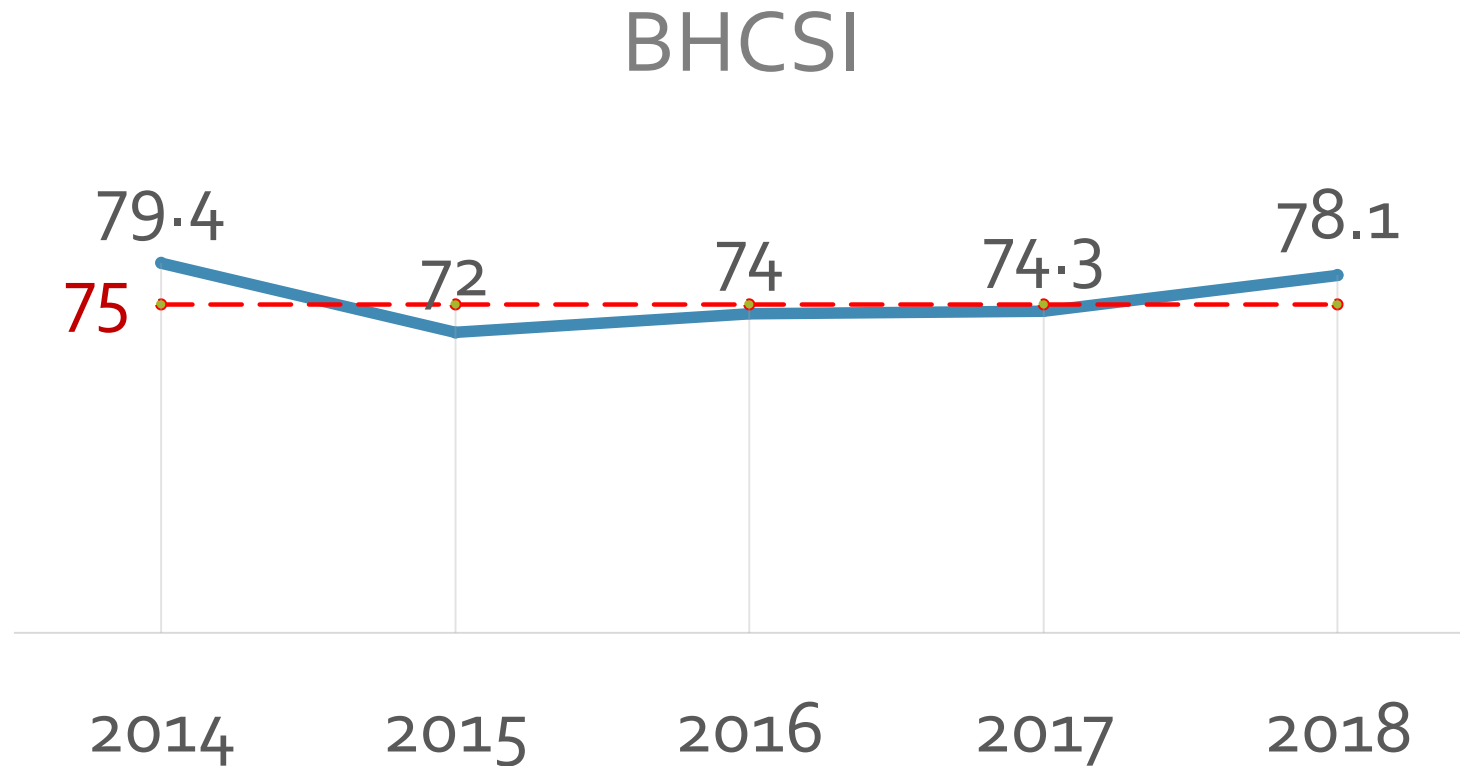
CSI - BUSINESS



CSI - GOVERNMENT

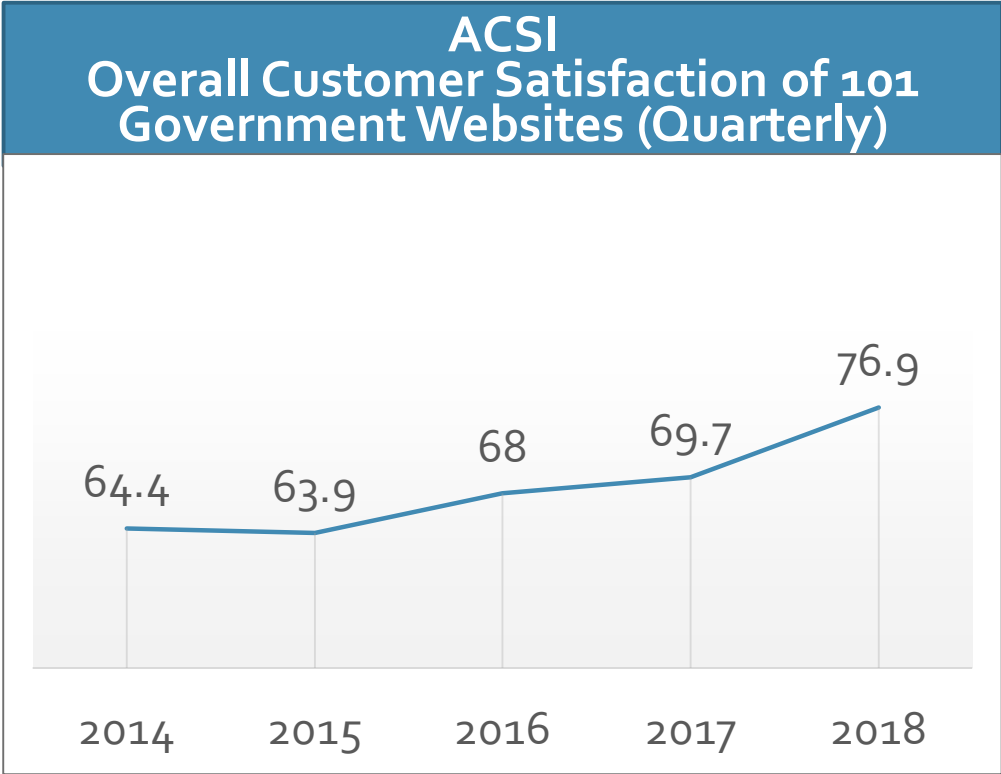
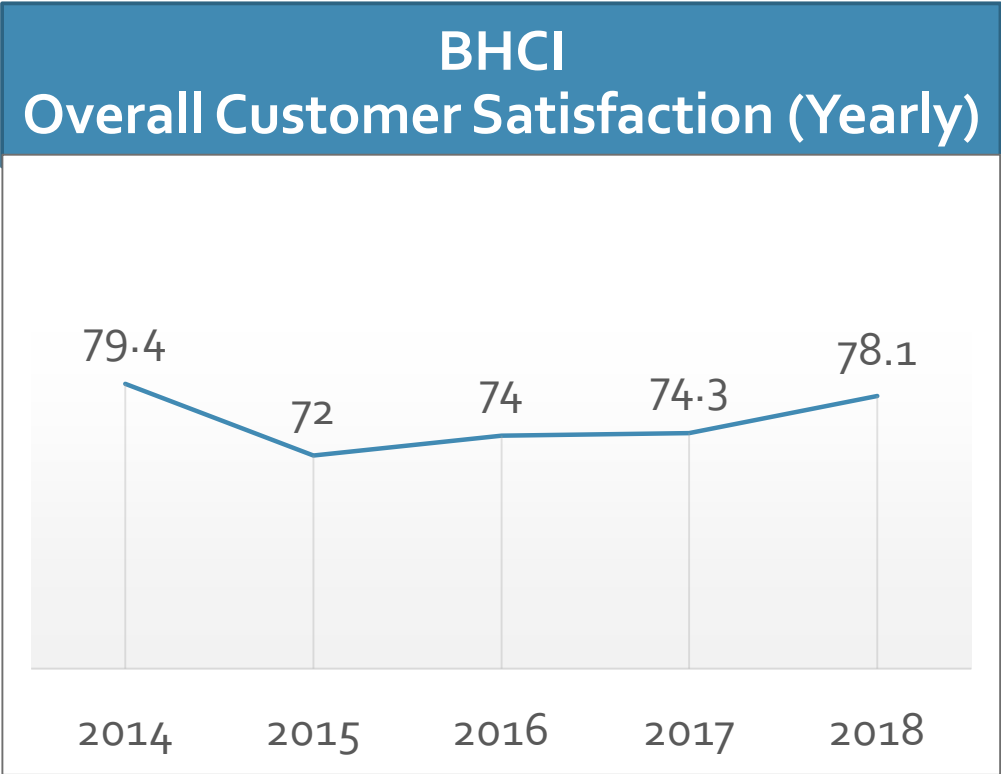


Bahrain Customer Satisfaction Index (BHCSI)



	2014	2015	2016	2017	2018
CSI – Resident	79	73	74	74.1	78.05
CSI – Business	80	68	79	71.7	78.22
CSI - Government	71.5	80	74	80.8	84.9
BHCSI	79.4	72	74	73.8	78.1

Benchmarking with American Customer Satisfaction Index (ACSI)



British CSI	2014	2015	2016	2017	2018
	76.7	76	77	78	

Average
77%

CSI (Index) Per Entity eServices

Entity	CSI (Index)
Civil Services Bureau eServices	84.9
Transportation and Telecommunications eServices	83.15
Bahrain Polytechnic eServices	82.34
Nationality, Passports and Residence Affairs eServices	82.15
Social Insurance Organization eServices	81.7
Traffic eServices	80.9
Works, Municipalities Affairs and Urban Planning eServices	80.5
Ministry of Industry, Commerce and Tourism eServices	80.06
Information and eGovernment Authority eServices	79.88
Electricity and Water eServices	79.15
Education eServices	78.74
Housing eServices	78.32
University of Bahrain eServices	78.02
Health eServices	77.74
Customs Affairs eServices	77.05
Labour and Social Development eServices	75.31

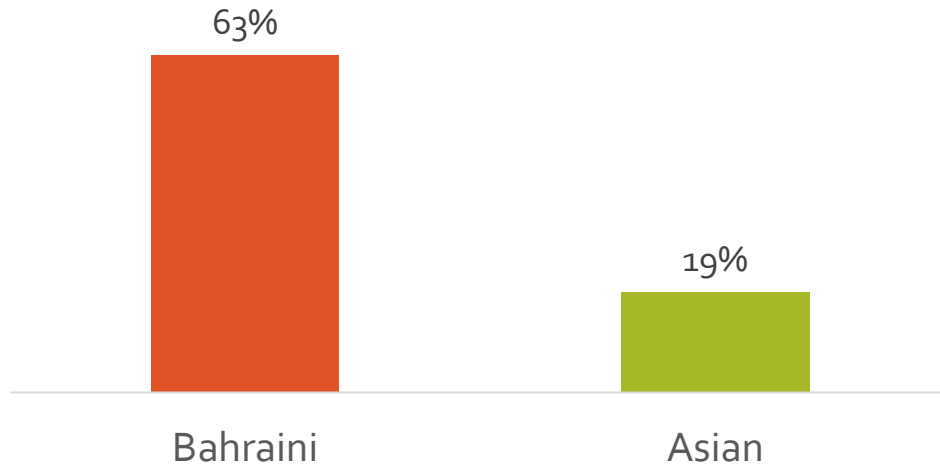
DEMOGRAPHIC INVESTIGATION

CS Individuals & Business

Tawasul – Demographic (Nationality)

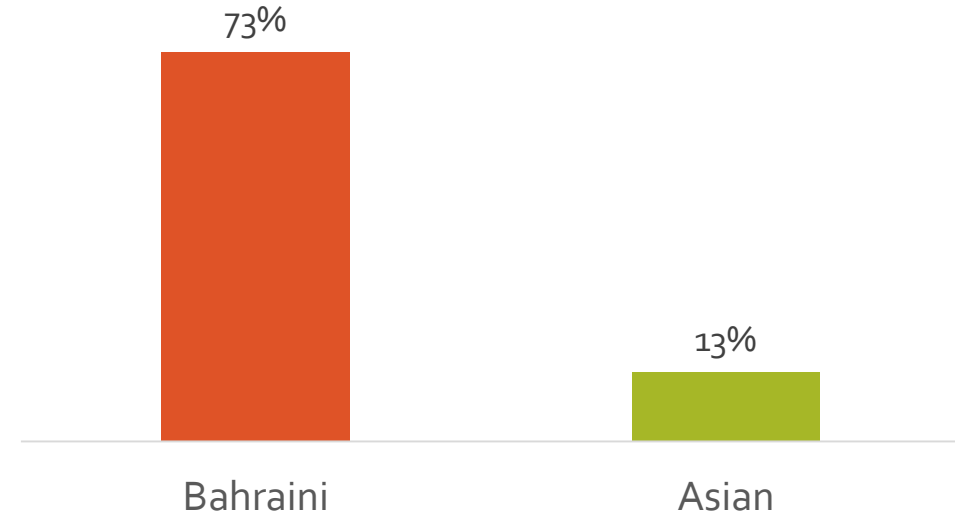
Tawasul Awareness
Demographic (Nationality)

■ Bahraini ■ Asian



Tawasul Usage
Demographic (Nationality)

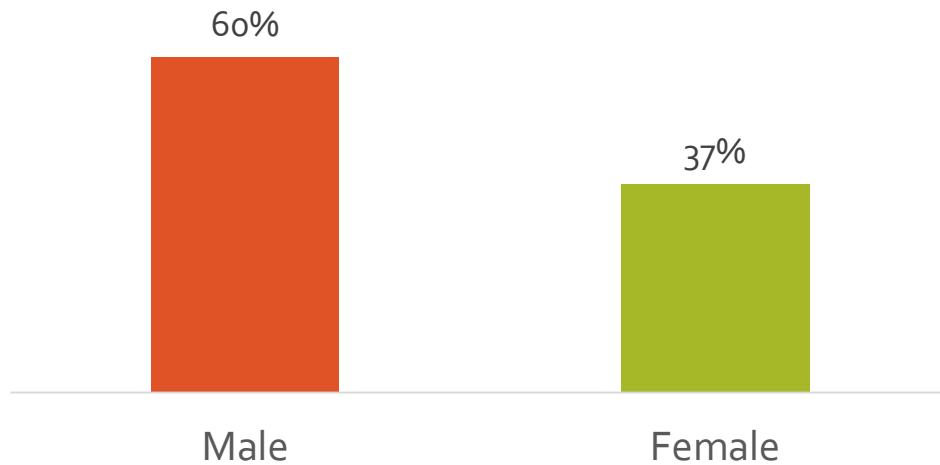
■ Bahraini ■ Asian



Tawasul – Demographic (Gender)

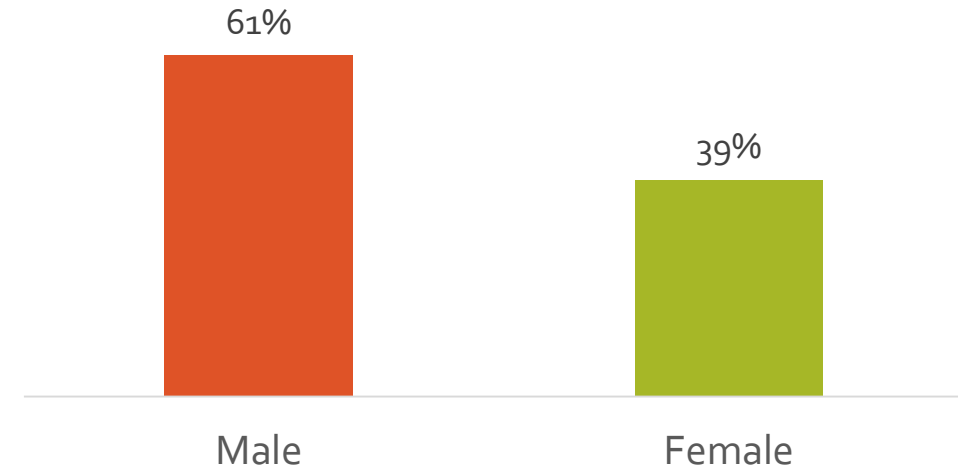
Tawasul Awareness
Demographic (Gender)

Male Female



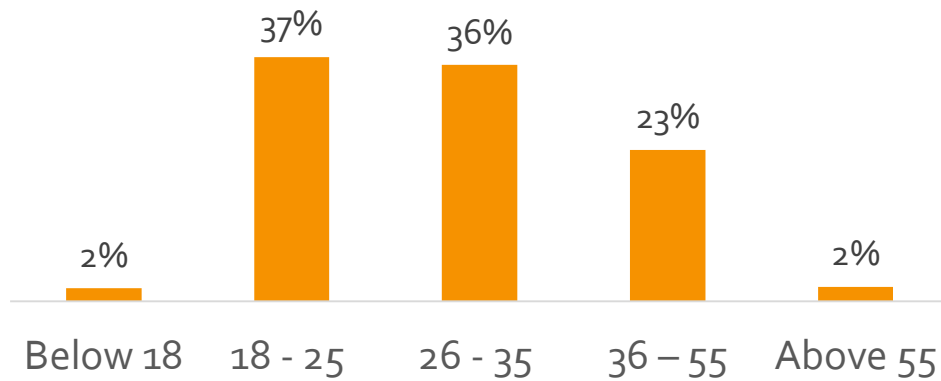
Tawasul Usage
Demographic (Gender)

Male Female

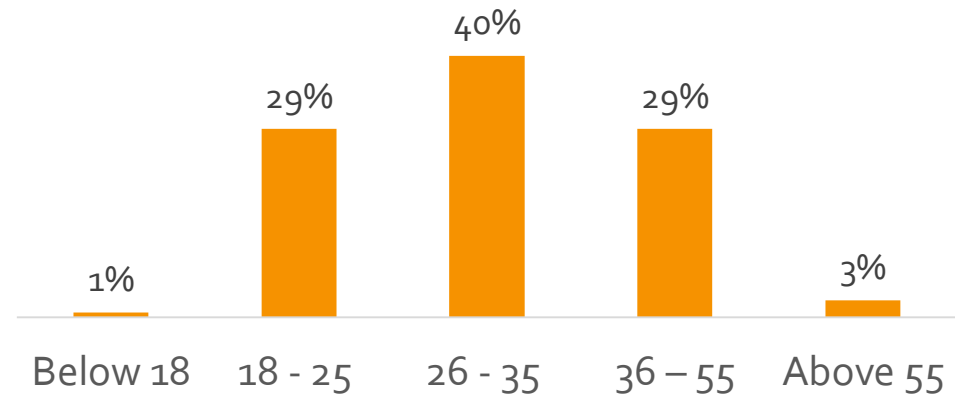


Tawasul – Demographic (Age)

Tawasul Awareness
Demographic (Age)

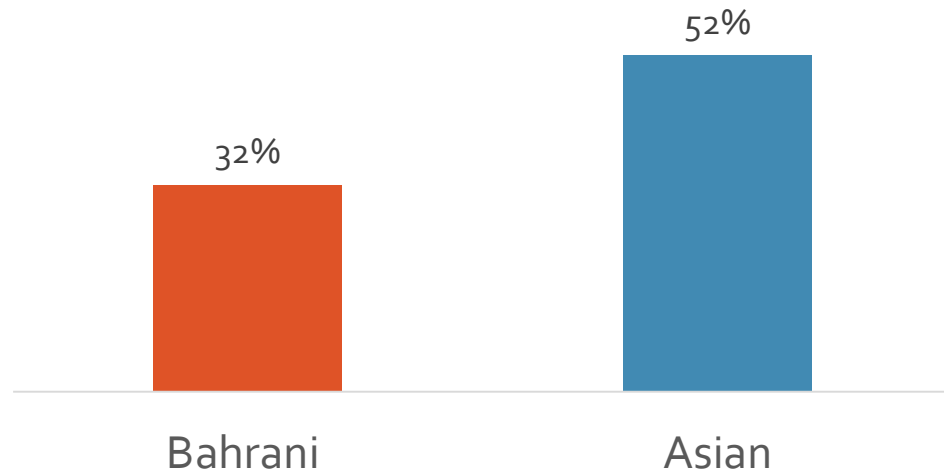


Tawasul Usage Demographic
(Age)

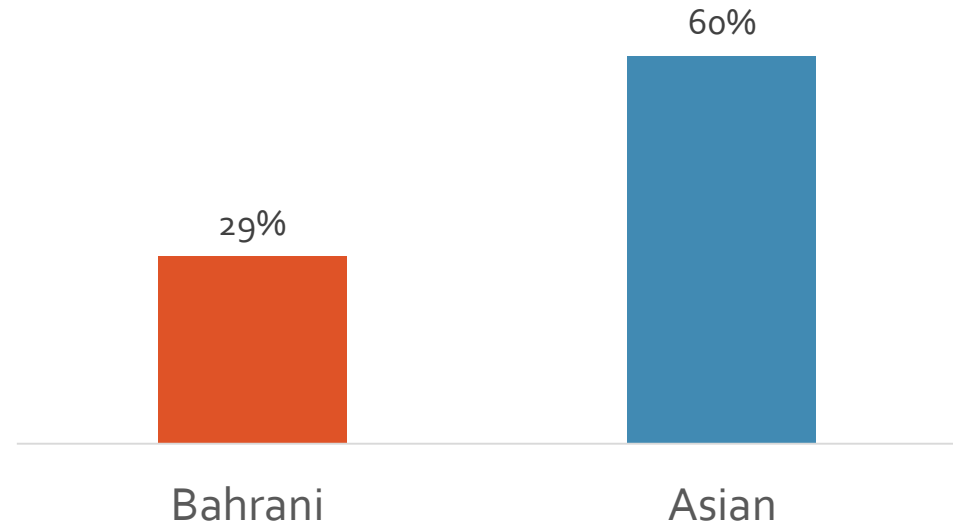


Reasons for not using eServices – Demographic (Nationality)

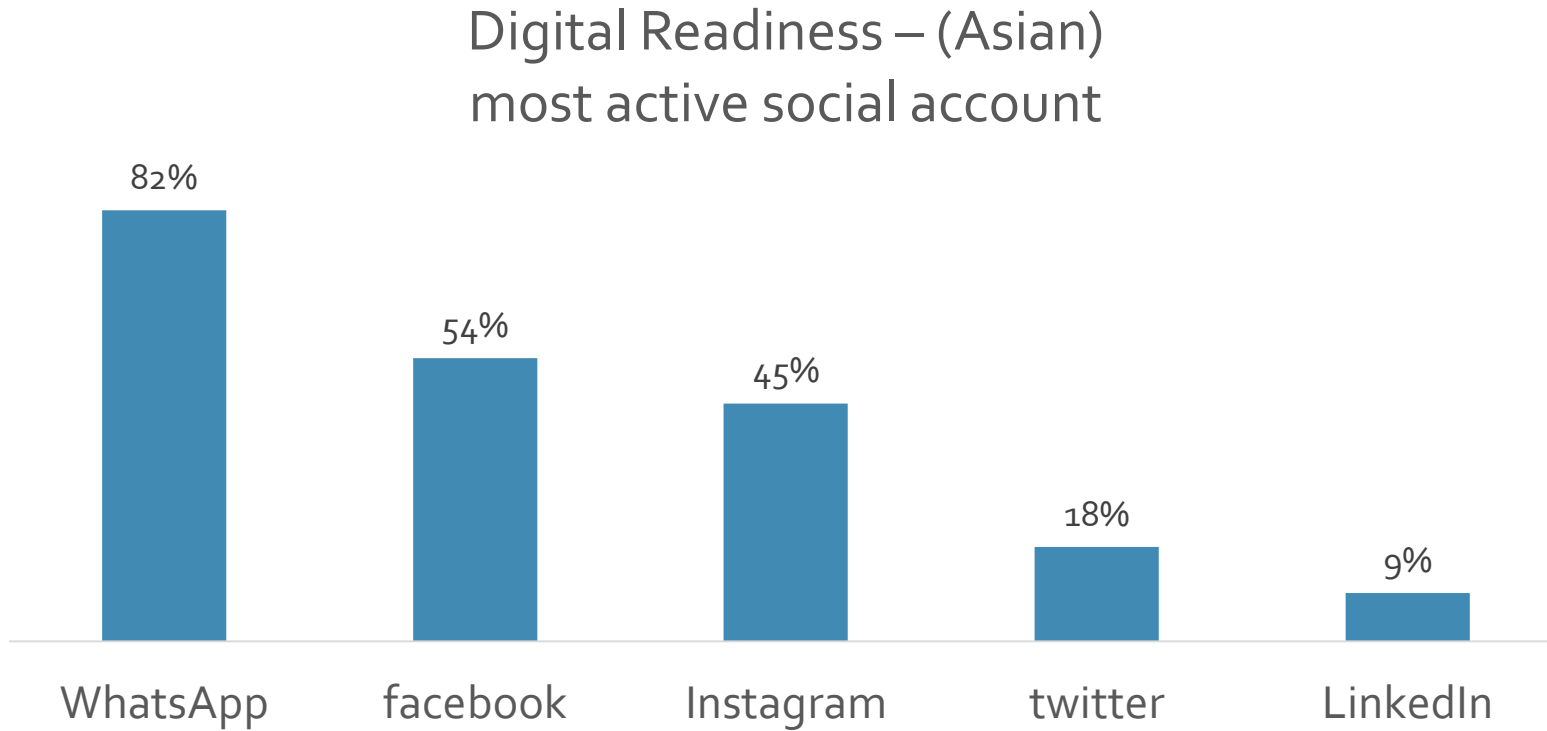
Prefer Manual
(Bahraini Vs. Asian)



Done by Others
(Bahraini Vs. Asian)



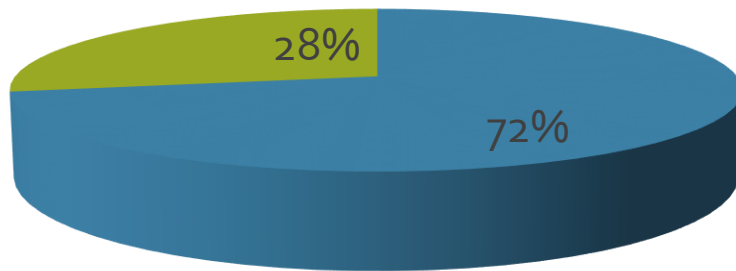
Digital Readiness – (Asian)



CS for Age < 18 – Overall Awareness & Usage

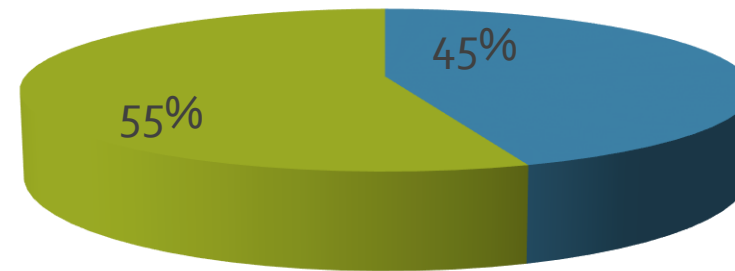
Age < 18 – Overall Awareness

■ Aware ■ Not Aware



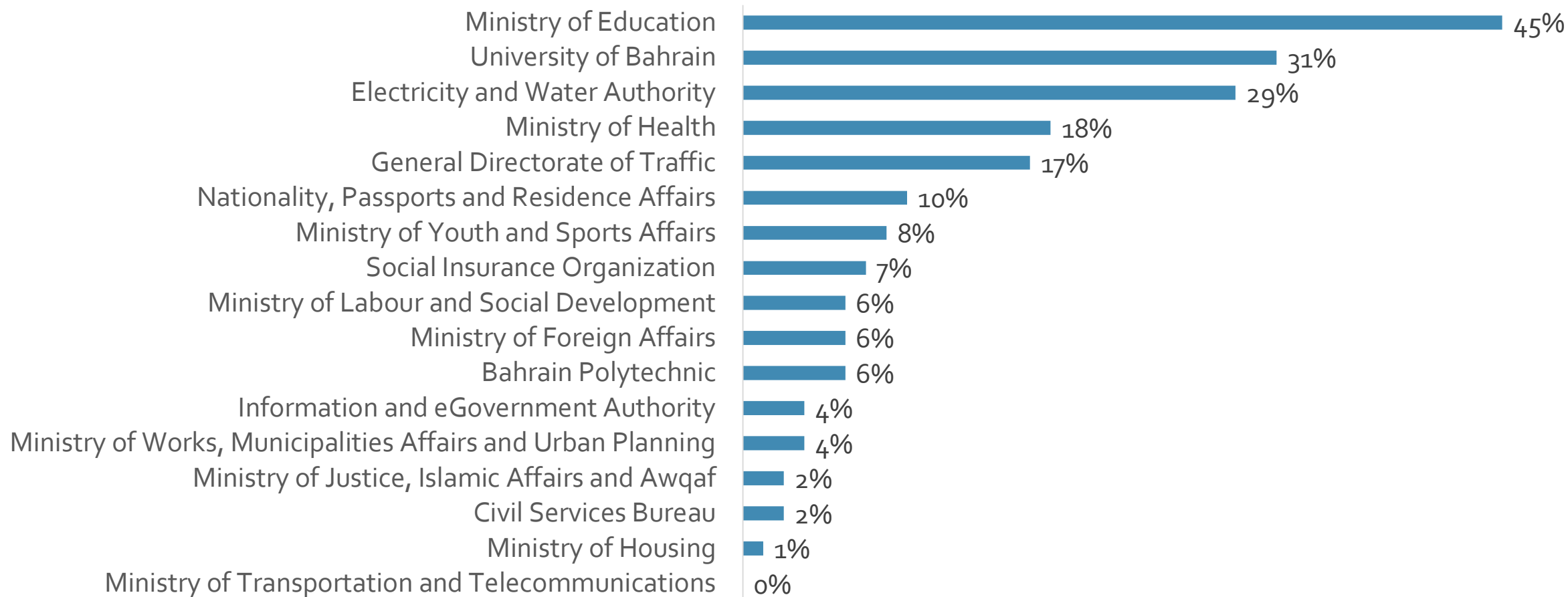
Age < 18 – Overall Usage

■ Use ■ Not Use

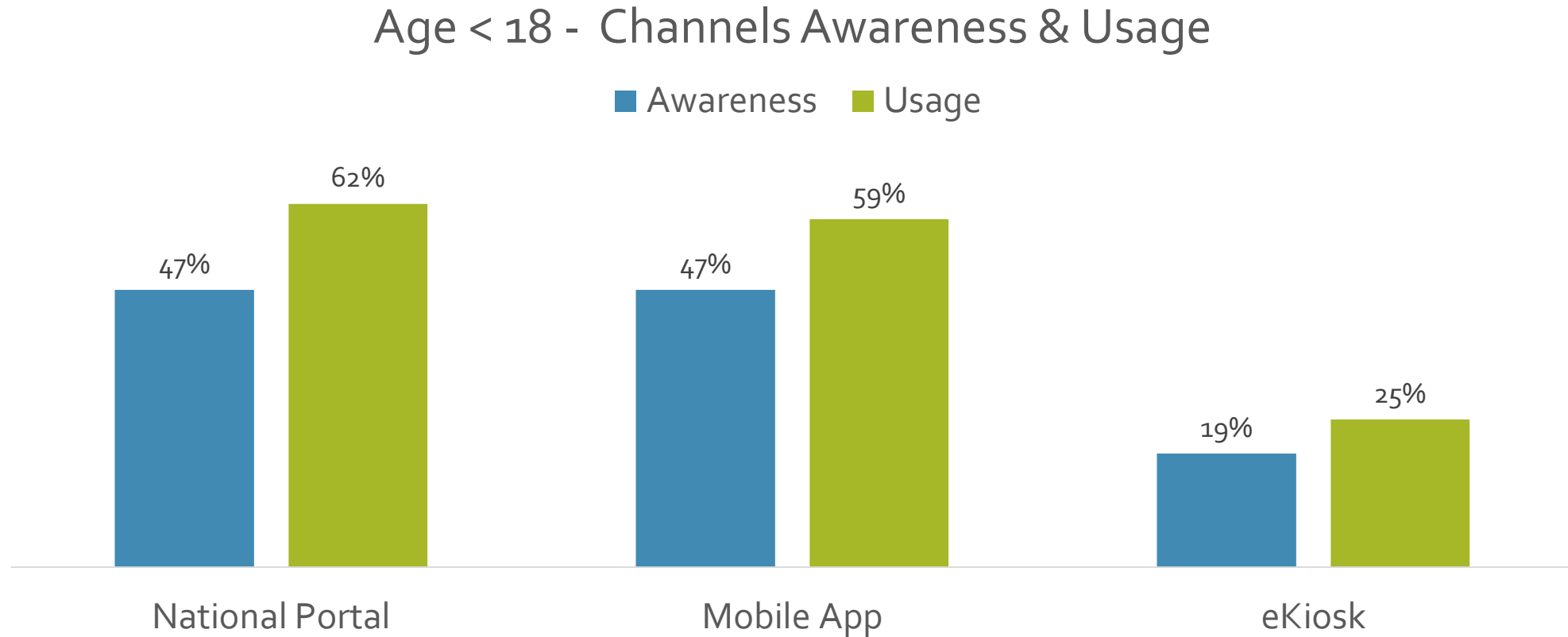


CS for Age < 18 - Awareness of Online Services provided by the eGovernment

CS for Age < 18 - Awareness of Online Services provided by the eGovernment

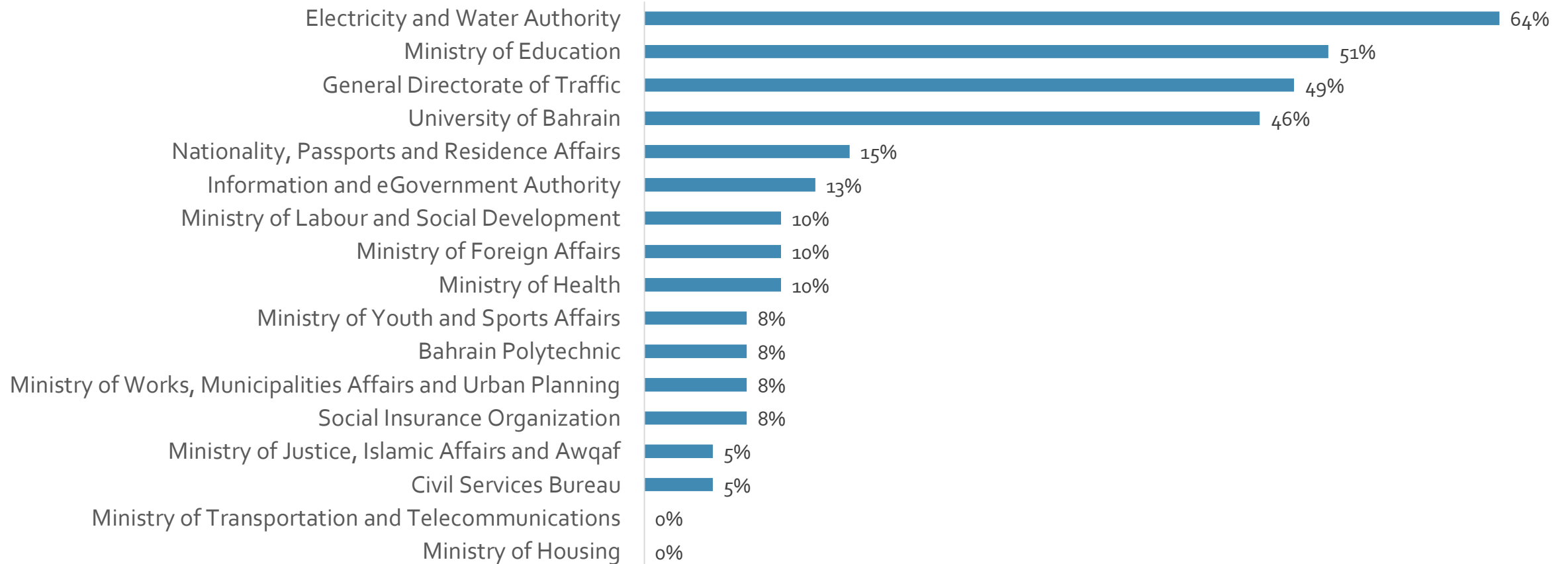


CS for Age < 18 - Channels Awareness & Usage



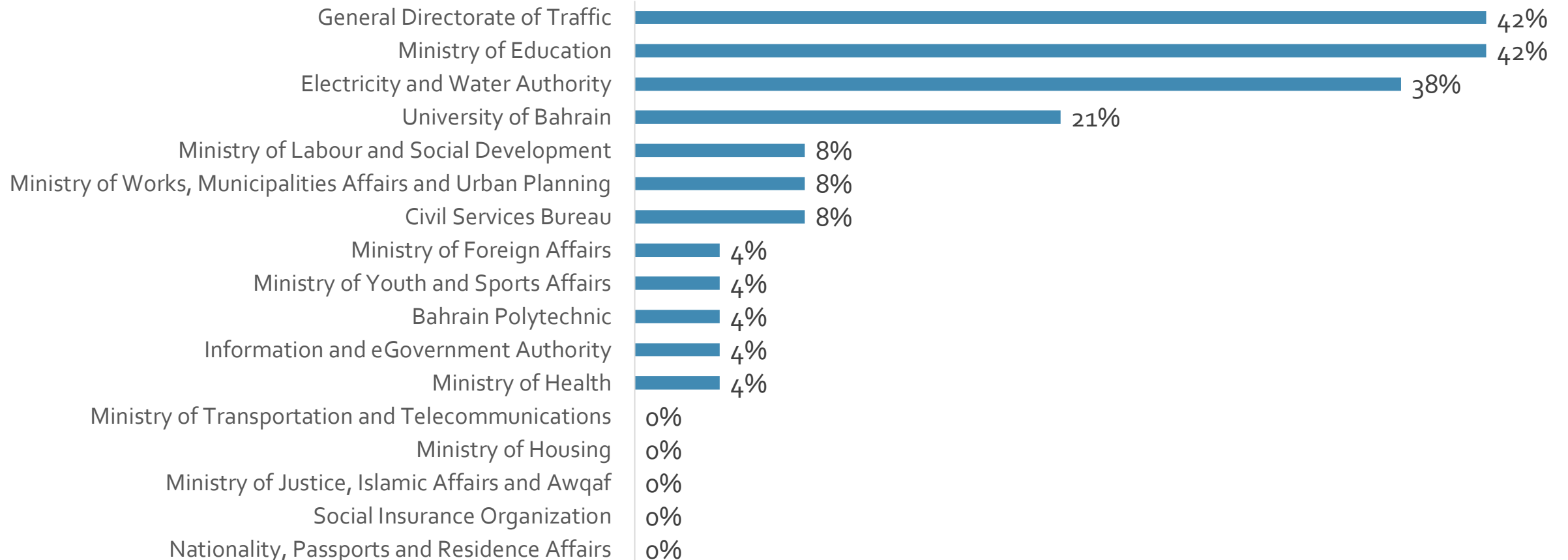
CS for Age < 18 – National Portal Awareness

Which of the following eGovernment Online Services are you aware of in the National Portal?
(Age < 18)



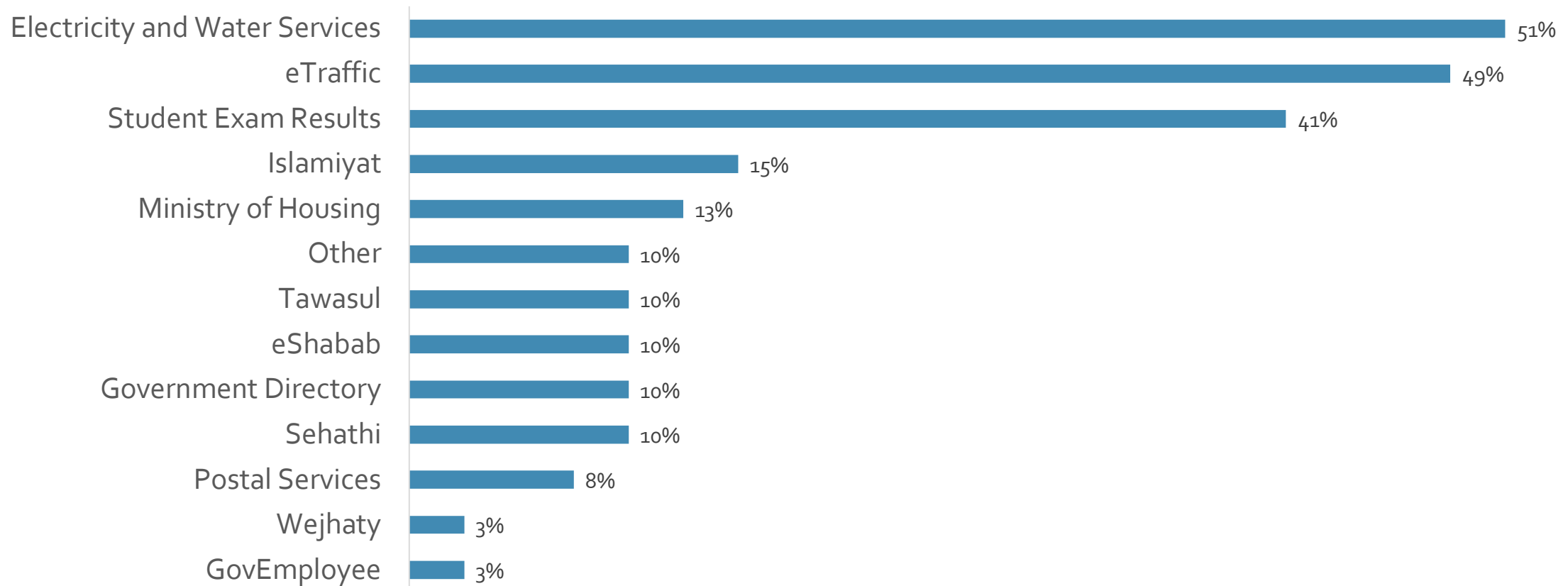
CS for Age < 18 - National Portal Usage

Which of the following eGovernment Online Services do you use via the National Portal?
(Age < 18)



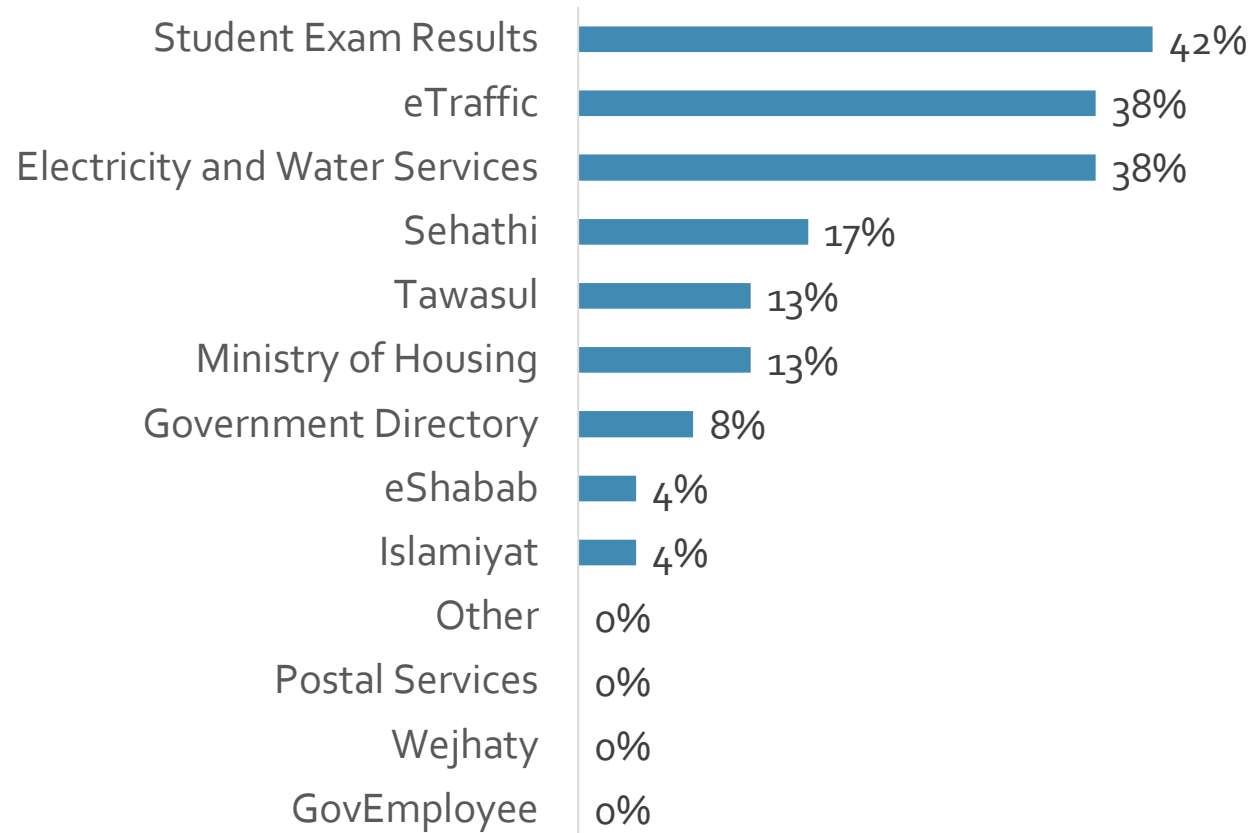
CS for Age < 18 – Mobile Apps Awareness

Which of the following eGovernment Mobile Apps are you aware of?
(Age < 18)



CS for Age < 18 – Mobile Apps Awareness

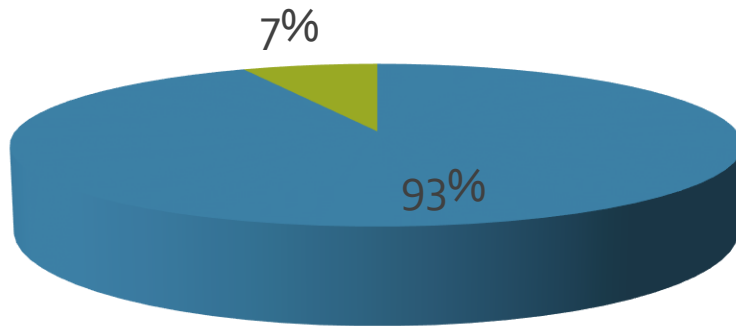
Which of the following eGovernment Mobile Apps do you use?
(Age < 18)



CS for Bahraini – Overall Awareness & Usage

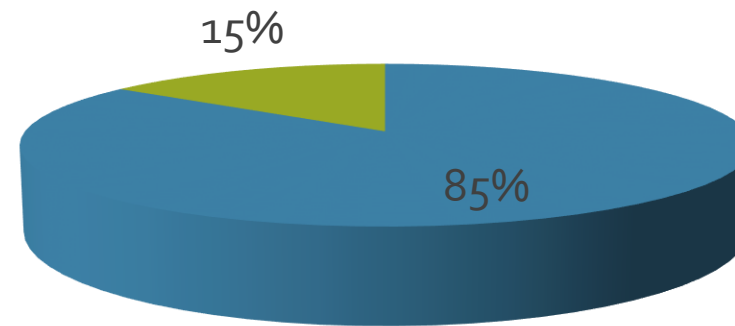
Bahraini– Overall Awareness

■ Aware ■ Not Aware

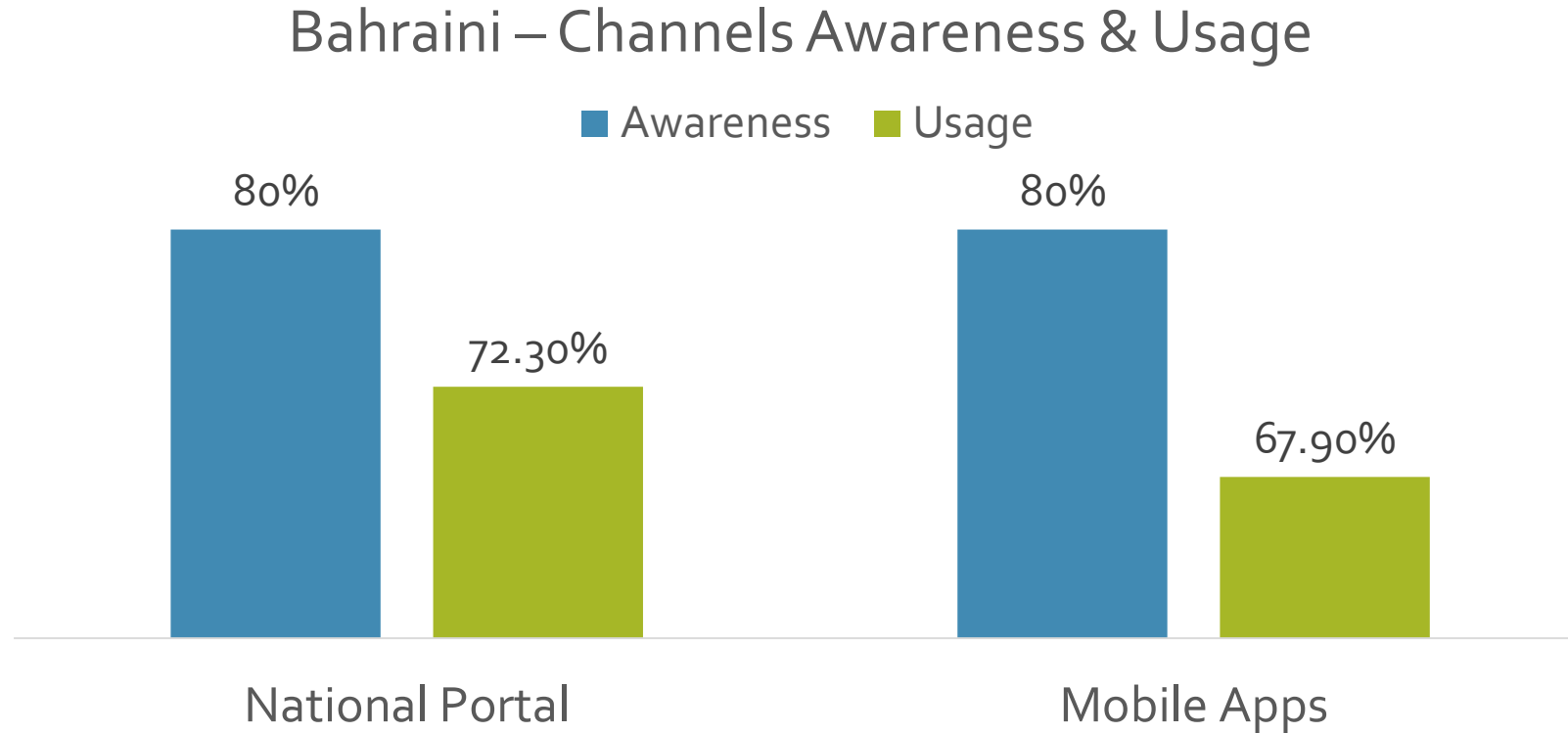


Bahraini– Overall Usage

■ Use ■ Not Use



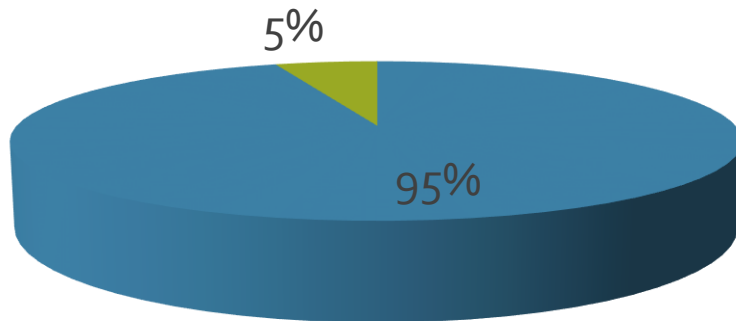
CS for Bahraini – Channels Awareness & Usage



CS for Public Sector – Overall Awareness & Usage

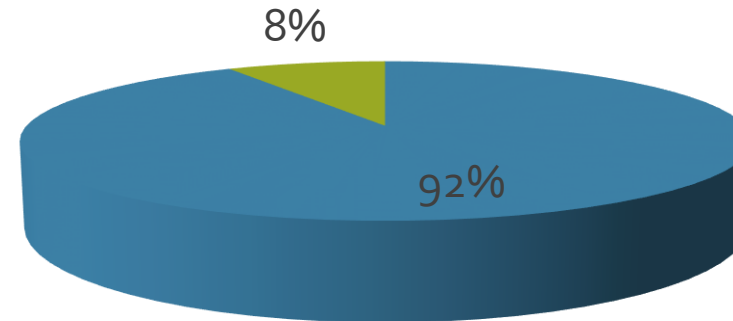
Public Sector – Overall Awareness

■ Aware ■ Not Aware

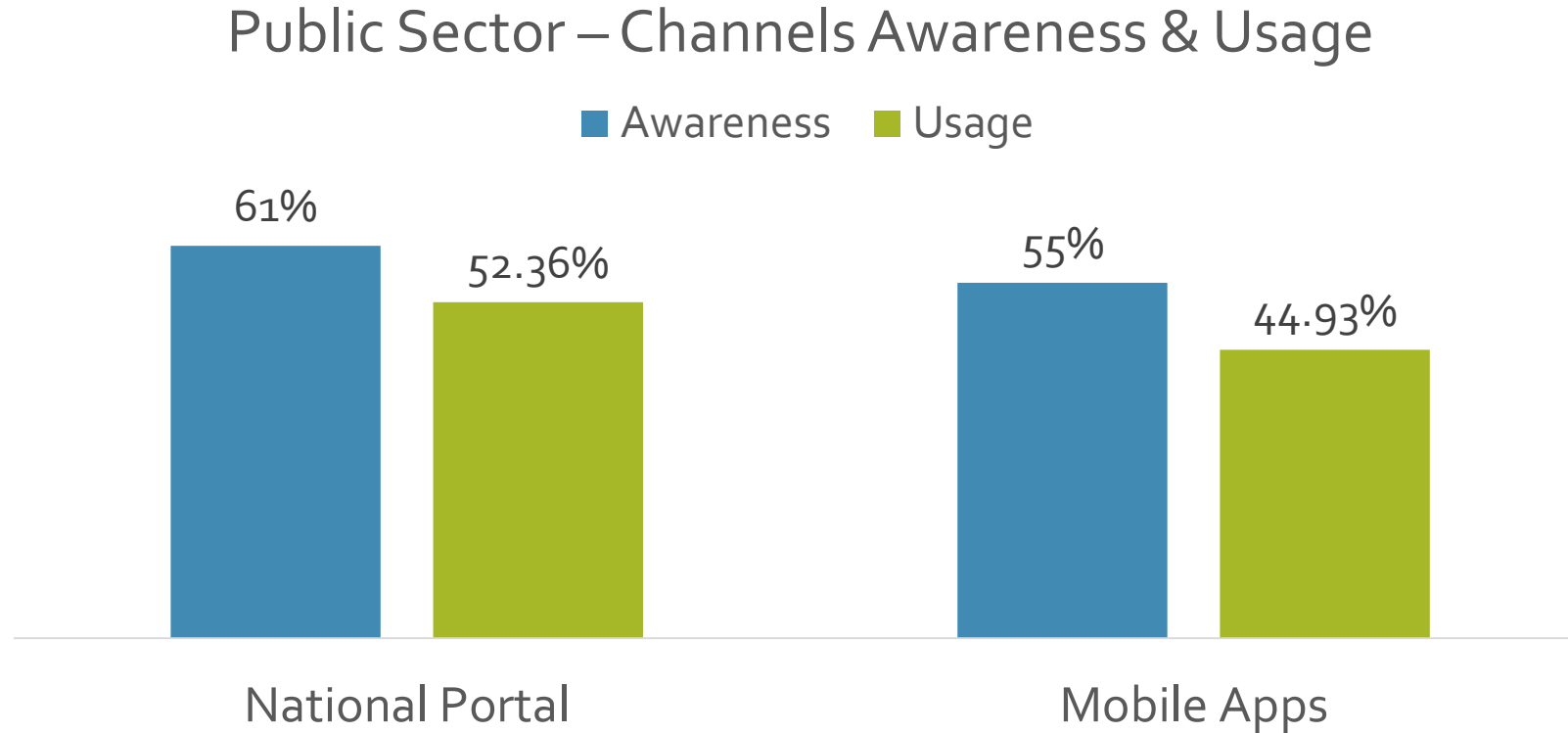


Public Sector Overall Usage

■ Use ■ Not Use



CS for Public Sector– Channels Awareness & Usage

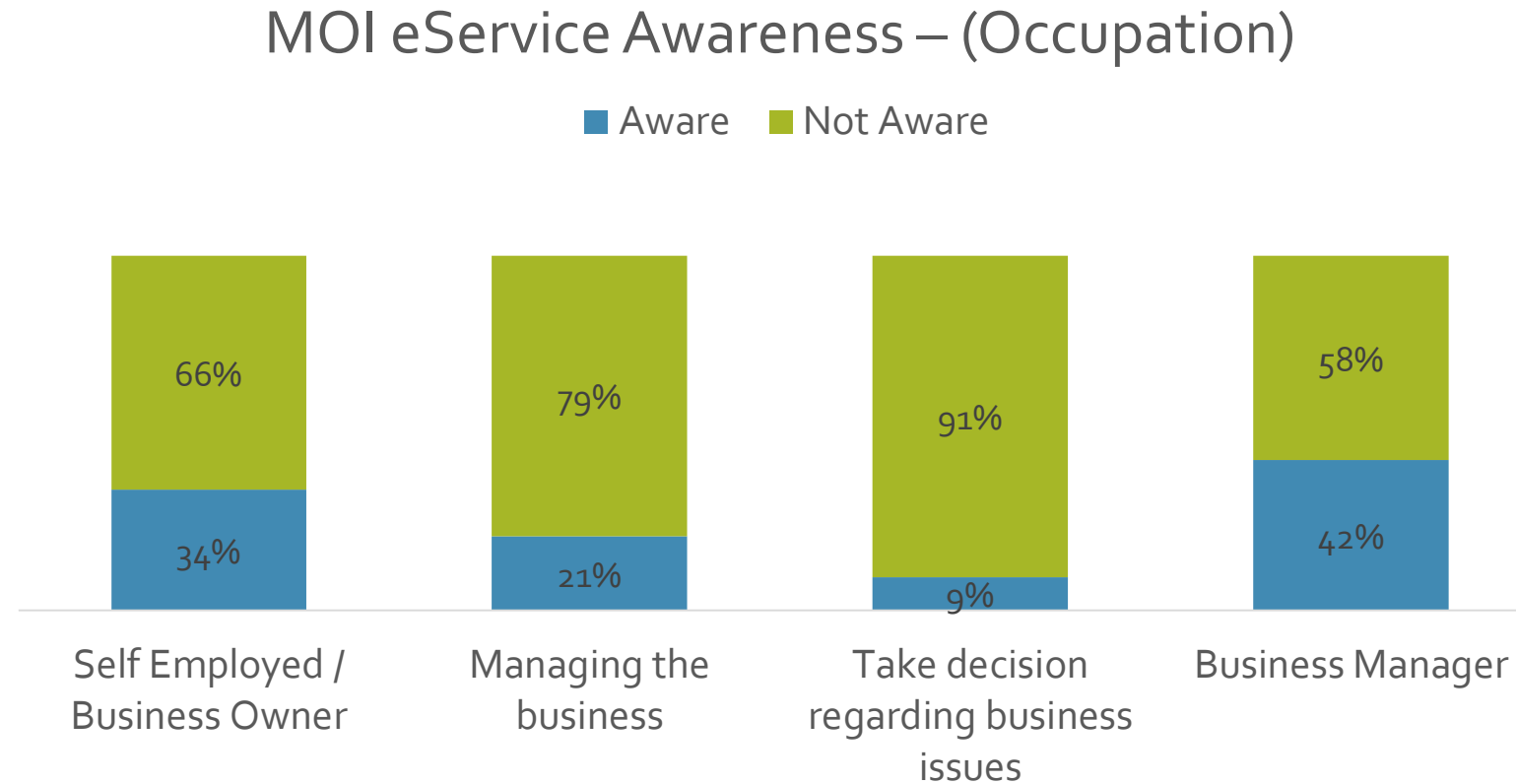


Awareness and Usage Cross Tab

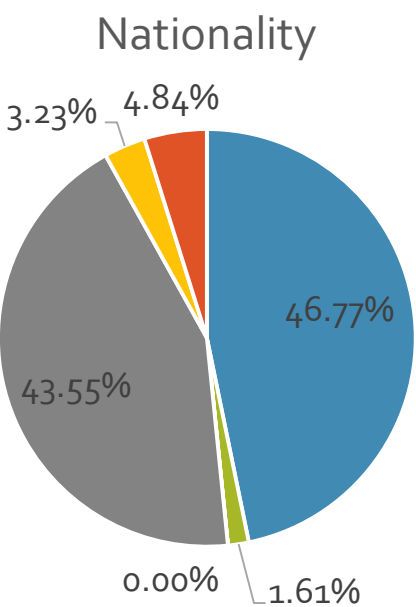
Awareness	Usage		Total
	Use	Not Use	
Aware	1407	278	1685
Not Aware	34	189	223
Total	1441	467	1908

Awareness	Usage		Total
	Use	Not Use	
Aware	84%	16%	100%
Not Aware	15%	85%	100%

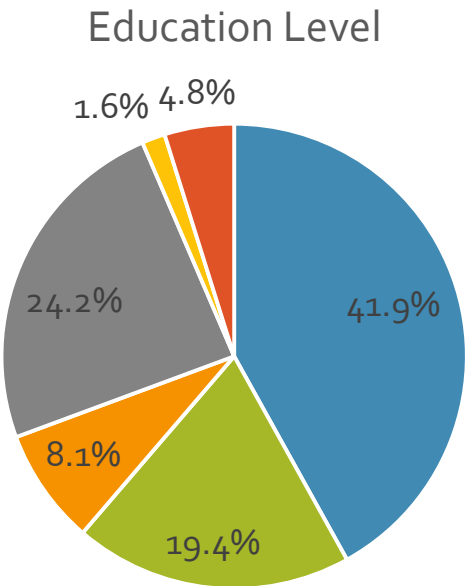
CS Business - MOI eService Awareness – (Occupation)



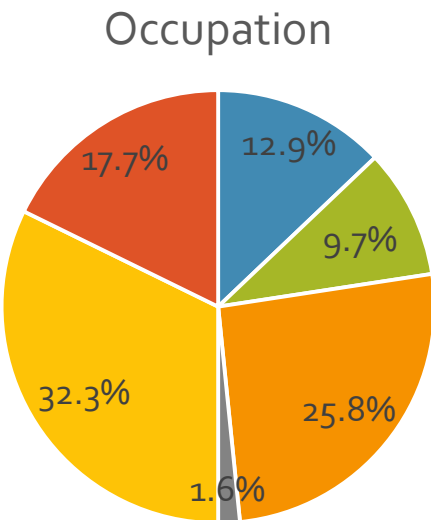
Age > 55 - Demographic



- Bahraini
- Other Arab Nationality
- Western
- Other GCC Nationality
- Asian
- other nationality



- Intermediate or less
- Diploma
- Master Degree
- Secondary Degree
- Bachelor Degree
- PhD or higher



- Self employed
- Employed (Private Sector)
- Retired
- Employed (Government Sector)
- Student
- Unemployed

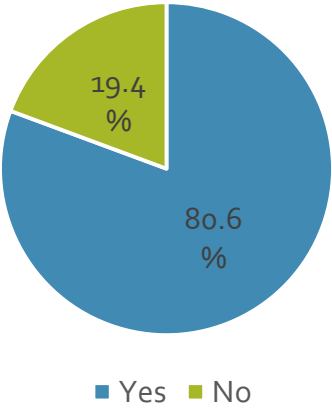
Nationality	Frequency	%
Bahraini	29	46.8%
Other GCC Nationality	1	1.6%
Other Arab Nationality	0	0.0%
Asian	27	43.5%
Western	2	3.2%
Other Nationality, specify:	3	4.8%
Total	62	100%

Educational Level	Frequency	%
Intermediate or less	26	41.9%
Secondary Degree	12	19.4%
Diploma	5	8.1%
Bachelor Degree	15	24.2%
Master Degree	1	1.6%
PhD or higher	3	4.8%
Total	62	100%

Occupation	Frequency	%
Self employed	8	12.9%
Employed (Government Sector)	6	9.7%
Employed (Private Sector)	16	25.8%
Student	1	1.6%
Retired	20	32.3%
Unemployed	11	17.7%
	62	100%

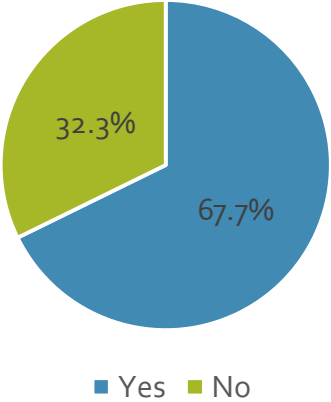
Age > 55 - Digital Readiness

Do you have Smart devices (Smart phone, Tablet and so on)?



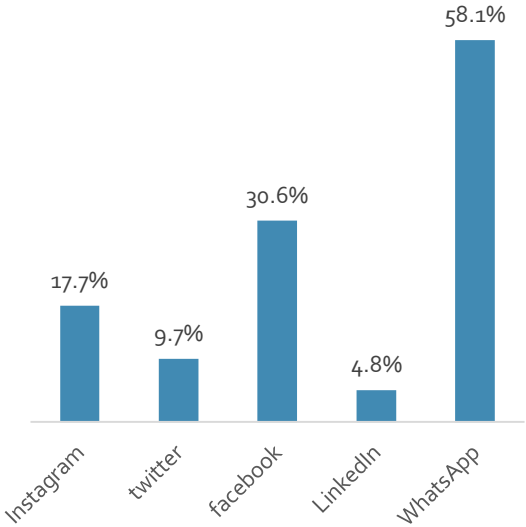
	%	Frequency
Yes	80.6%	50
No	19.4%	12
Total	100%	62

Do you have social media account such as (Instagram, twitter, fakebook, LinkedIn, WhatsApp and so on)



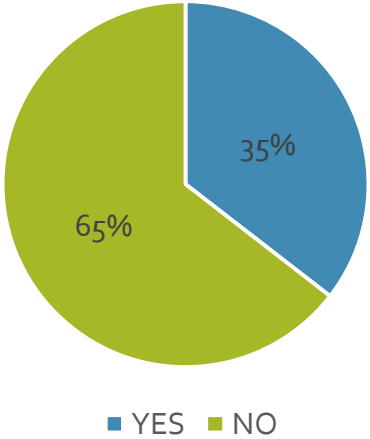
	%	Frequency
Yes	67.7%	42
No	32.3%	20
Total	100%	62

Which one are you most active on



Which one are you most active on	%	Frequency
Instagram	17.7%	11
twitter	9.7%	6
facebook	30.6%	19
LinkedIn	4.8%	3
WhatsApp	58.1%	36
Other	17.7%	11

USING ONLINE SERVICES

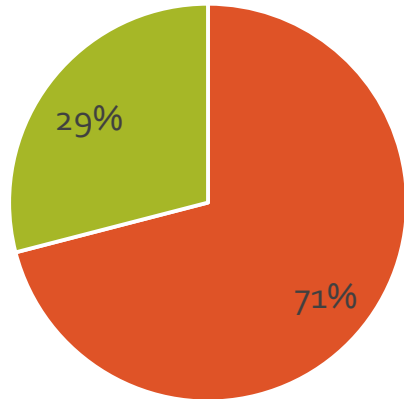


	Frequency	%
Yes	22	35%
No	40	65%
Total	62	100%

Age > 55 - Overall Dealing and Overall Awareness

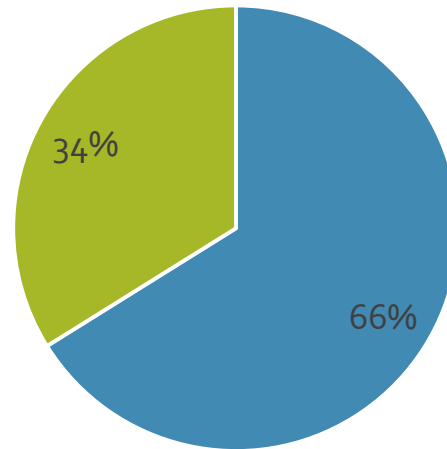
Overall Dealing with
Government Entities

■ Dealing ■ Not Dealing



Overall awareness

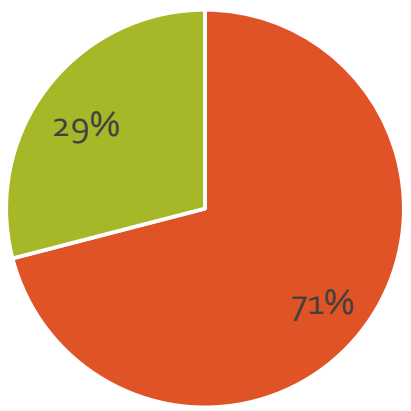
■ Aware ■ Not Aware



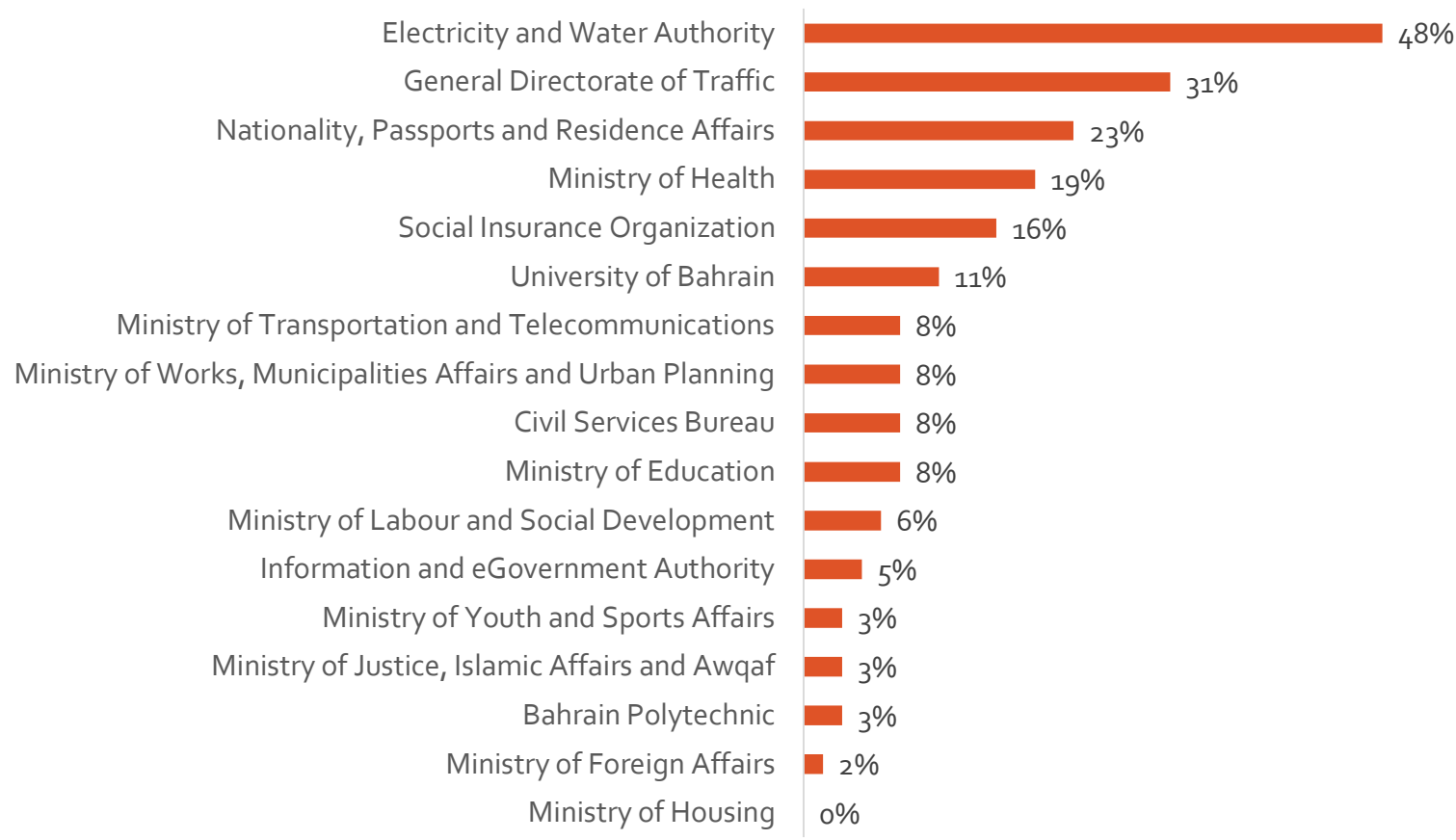
Age > 55 - Overall dealing with Government Entities

Overall Dealing with Government Entities

■ Dealing ■ Not Dealing



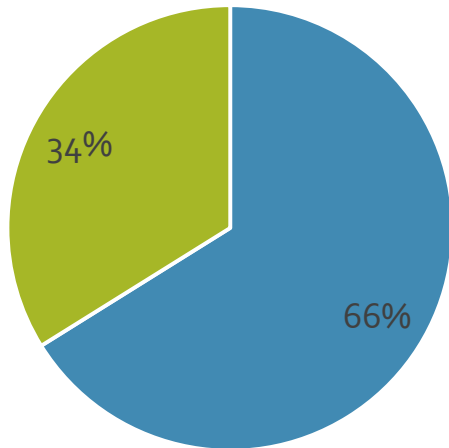
Which of the following government entities (Sectors/Ministries) you are dealing with:(You can select more than one)



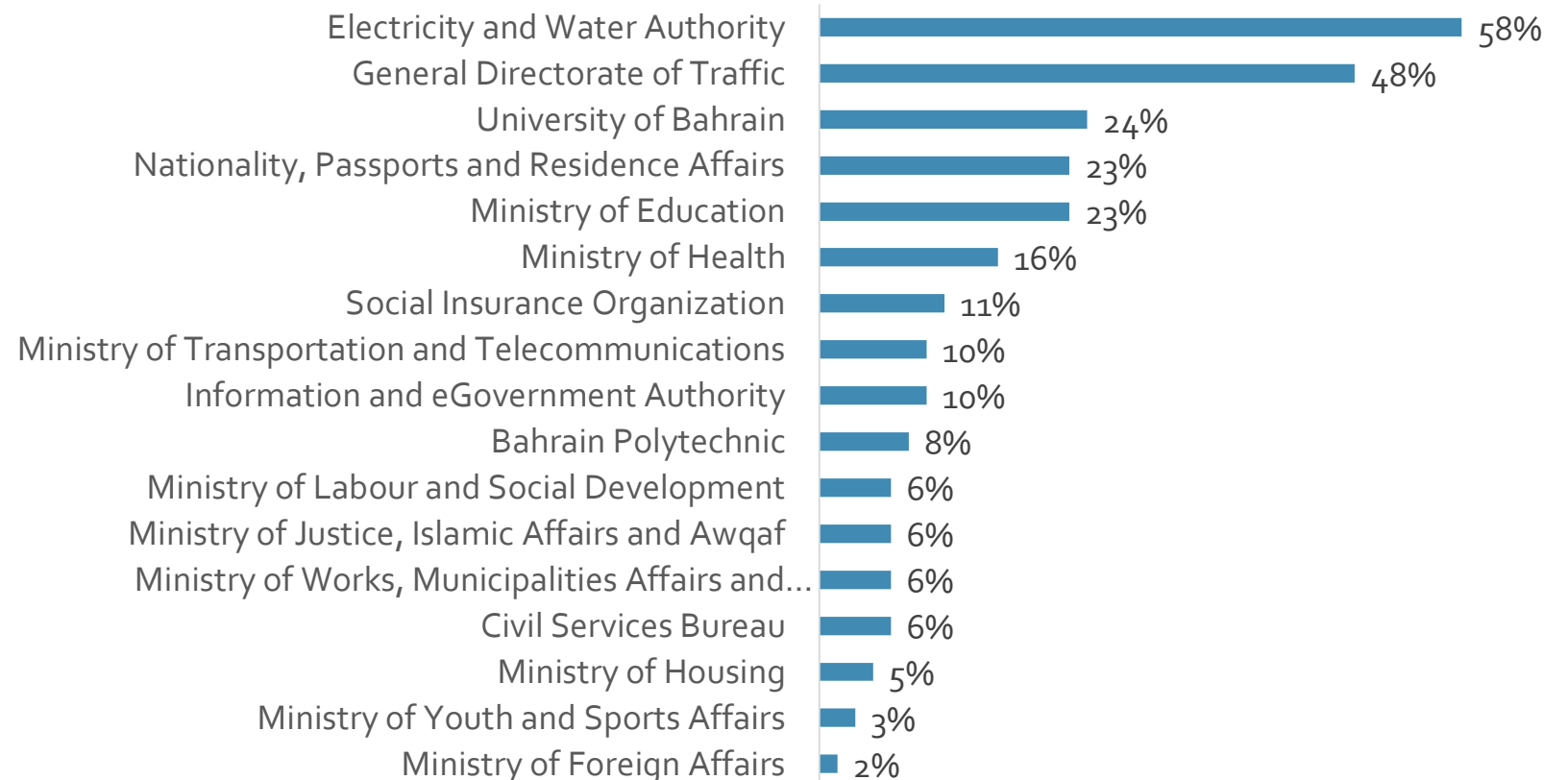
Awareness of Online Services provided by the eGovernment

Overall awarness

■ Aware ■ Not Aware

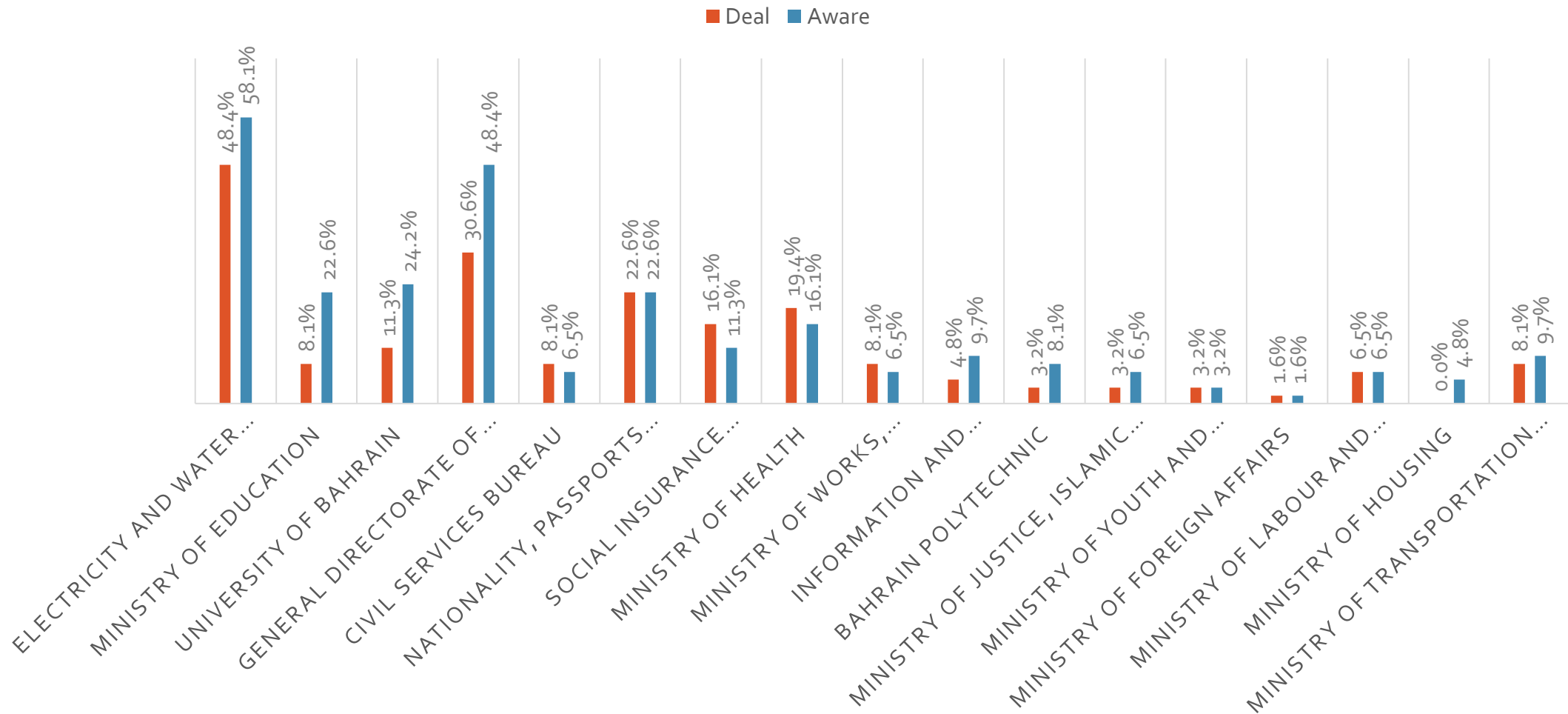


Which of the following government entities (Sectors/Ministries) you are aware about their eServices which are provided via eGovernment channels



Dealing with Government Entities Vs. Awareness

DEALING WITH GOVERNMENT ENTITIES VS. AWARENESS

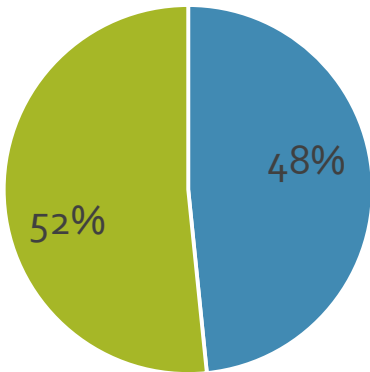


Age > 55 - Usage and Transaction Experience

*Usage % From ALL Population

Overall Usage

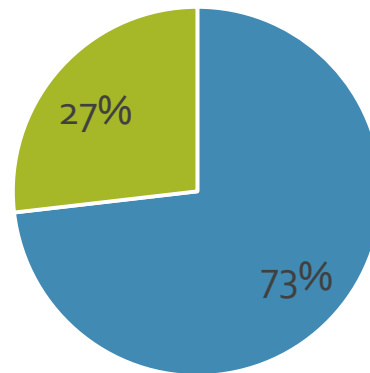
■ Use ■ Not Use



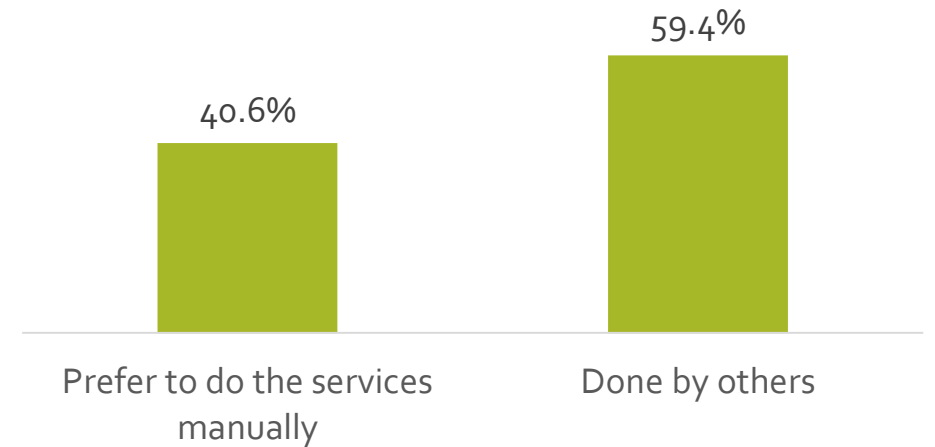
*Usage % From ALL Aware

Overall Usage

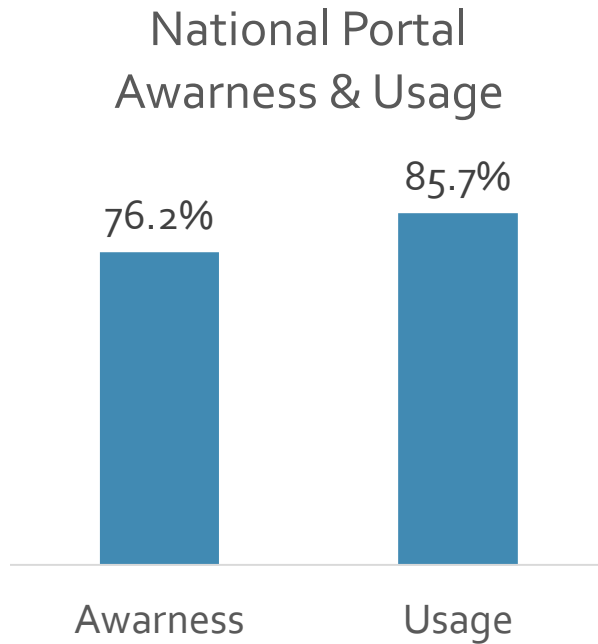
■ Use ■ Not Use



What are the reasons for not using the Online Services provided by the eGovernment(You can select more than one)



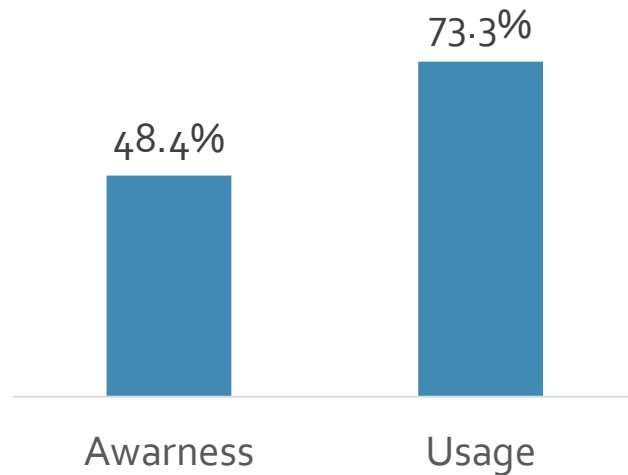
Age > 55 – National Portal



	AWARENESS	USAGE
1. Electricity and Water eServices	48%	80%
2. Education eServices	10%	50%
3. University of Bahrain	21%	69%
4. Traffic eServicesV	39%	71%
5. Civil Services Bureau eServices	3%	50%
6. Nationality, Passports and Residence Affairs eServices(eVisa Services	18%	55%
7. Social Insurance Organization eServices	2%	0%
8. Health eServices	13%	63%
9. Works, Municipalities Affairs and Urban Planning eServices	5%	33%
10. Information and eGovernment Authority eServices	5%	67%
11. Bahrain Polytechnic eServices (Course Payment)	3%	50%
12. Justice, Islamic Affairs and Awqaf eServices	2%	0%
13. Labour and Social Development eServices	2%	0%
14. Housing eServices	2%	100%
15. Transportation and Telecommunications eServices	5%	67%
16. Ministry of Foreign Affairs	5%	67%

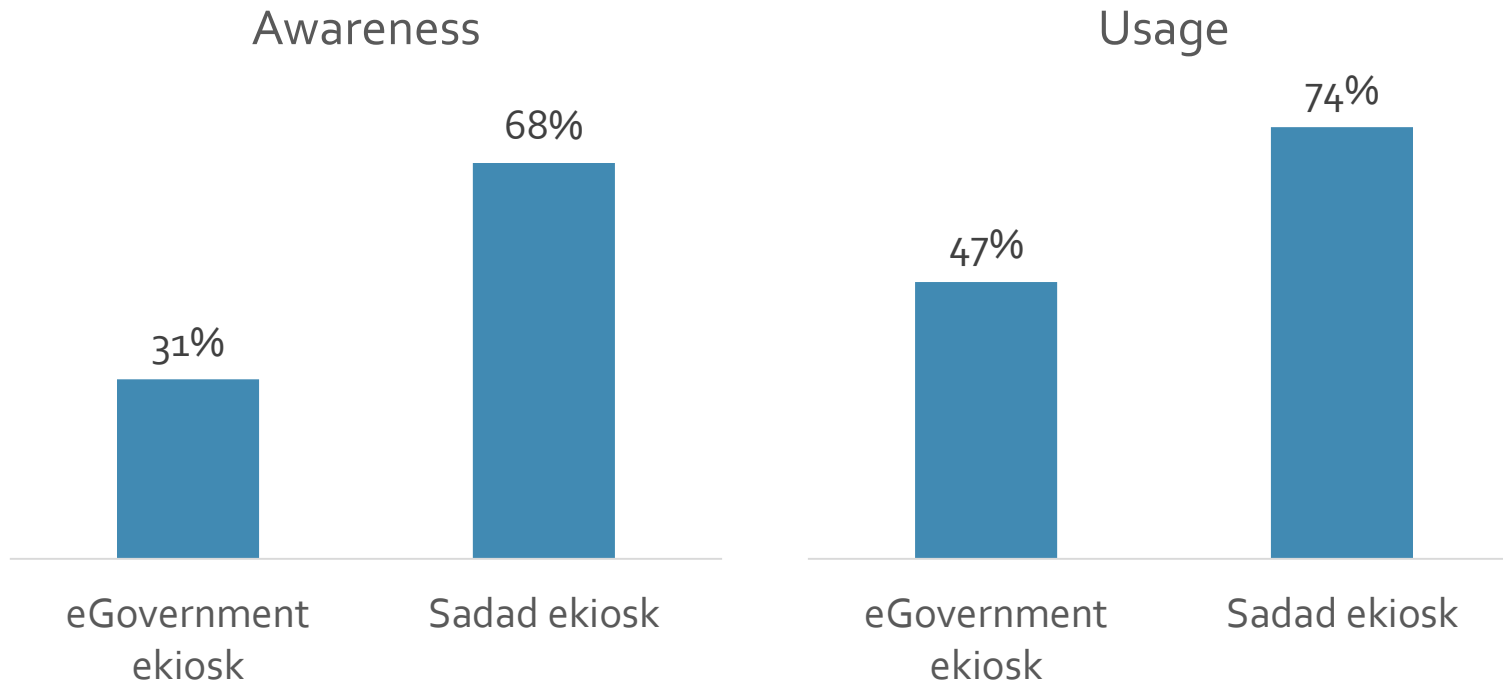
Age > 55 – Mobile App

Mobile App Awareness & Usage



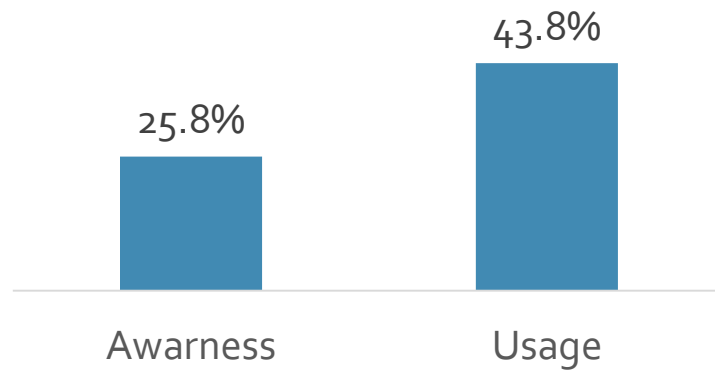
	AWARENESS	USAGE
1. Electricity and Water Services	29%	83%
2. Student Exam Results	11%	14%
3. eTraffic	34%	67%
4. GovEmployee	40%	0%
5. Sehathi	2%	0%
6. Government Directory	6%	50%
7. Islamiyat	3%	100%
8. eShabab	3%	0%
9. Wejhaty	0%	0%
10. Ministry of Housing	0%	0%
11. Postal Services	0%	0%
12. Tawasul	6%	75%

Age > 55 – eGovernment eKiosk



Age > 55 – Tawasasul

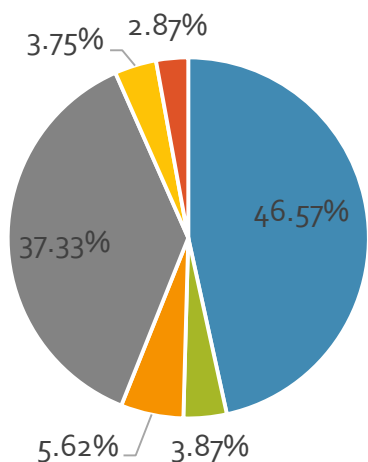
Twasul Awarness & Usage



Women - Demographic

CS individuals

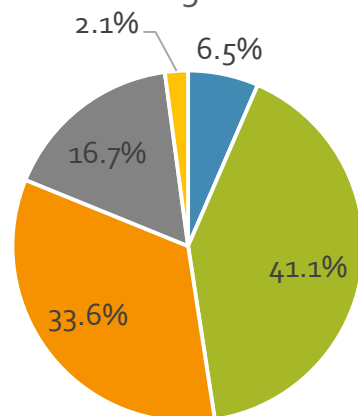
Nationality



■ Bahraini ■ Other GCC Nationality
■ Other Arab Nationality ■ Asian
■ Western ■ other nationality

Nationality	%	Frequency
Bahraini	46.57%	373
Other GCC Nationality	3.87%	31
Other Arab Nationality	5.62%	45
Asian	37.33%	299
Western	3.75%	30
Other Nationality, specify:	2.87%	23
Total	100%	801

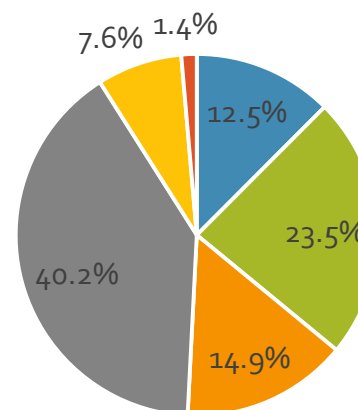
Age



■ Below 18 ■ 18 - 25 ■ 26 - 35
■ 36 - 55 ■ Above 55

Age	%	Frequency
Below 18	6.5%	52
18 - 25	41.1%	329
26 - 35	33.6%	269
36 - 55	16.7%	134
Above 55	2.1%	17
Total	100%	801

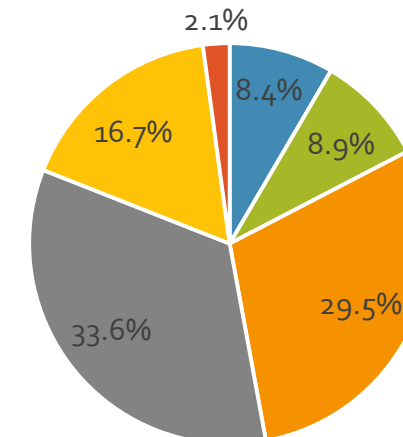
Education Level



■ Intermediate or less ■ Secondary Degree
■ Diploma ■ Bachelor Degree
■ Master Degree ■ PhD or higher

Educational Level	%	Frequency
Intermediate or less	12.5%	100
Secondary Degree	23.5%	188
Diploma	14.9%	119
Bachelor Degree	40.2%	322
Master Degree	7.6%	61
PhD or higher	1.4%	11
Total	100%	801

Occupation



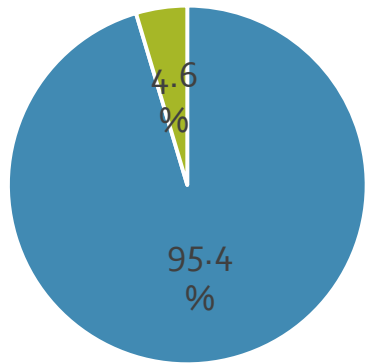
■ Self employed ■ Employed Government
■ Employed Private ■ Student
■ Retired ■ Unemployed

Occupation	%	frequency
Self employed	8.4%	67
Employed (Government Sector)	8.9%	71
Employed (Private Sector)	29.5%	236
Student	33.6%	269
Retired	16.7%	134
Unemployed	2.1%	17

Women - Digital Readiness

CS individuals

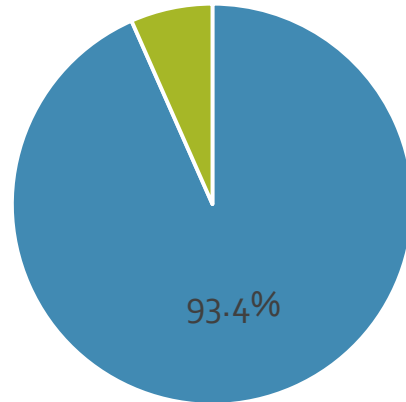
Do you have Smart devices?



■ Yes ■ No

	%	Frequency
Yes	95.4%	764
No	4.6%	37
Total	100.0%	801

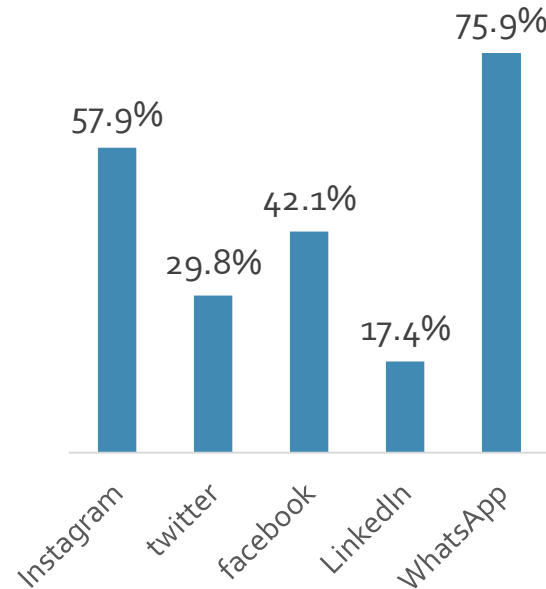
Do you have social media account



■ Yes ■ No

	%	Frequency
Yes	93.4%	748
No	6.6%	53
Total	100.0%	801

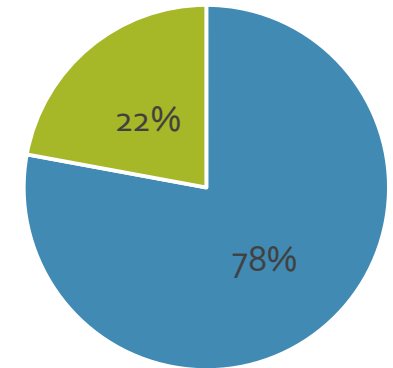
Which one are you most active on



Which one are you most active on

	%	Frequency
Instagram	57.9%	464
twitter	29.8%	239
facebook	42.1%	337
LinkedIn	17.4%	139
WhatsApp	75.9%	608
Other	57.9%	464

USING ONLINE SERVICES

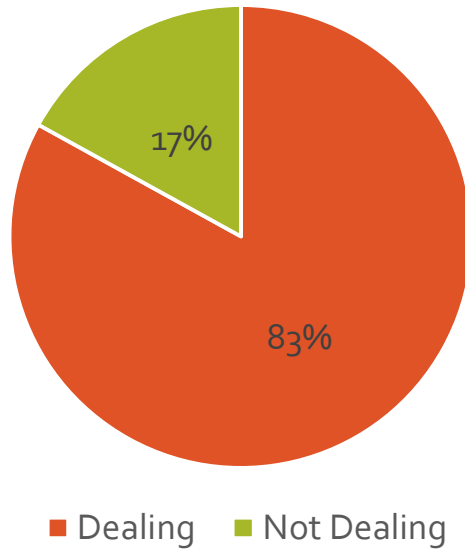


■ YES ■ NO

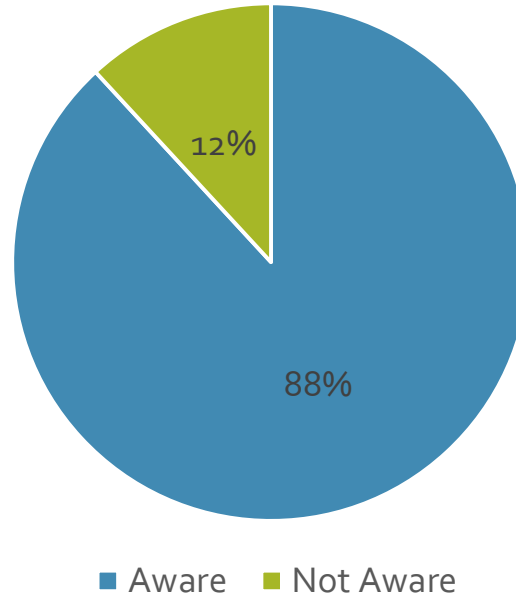
	Frequency	%
Yes	624	78%
No	177	22%
Total	801	100%

Women - Overall Dealing and Overall Awareness

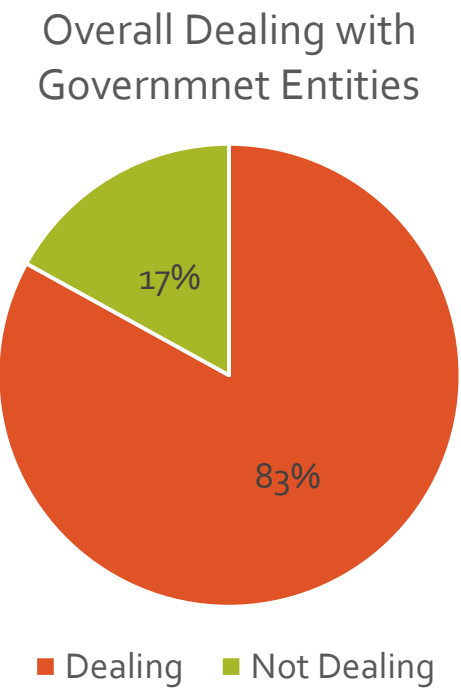
Overall Dealing with
Government Entities



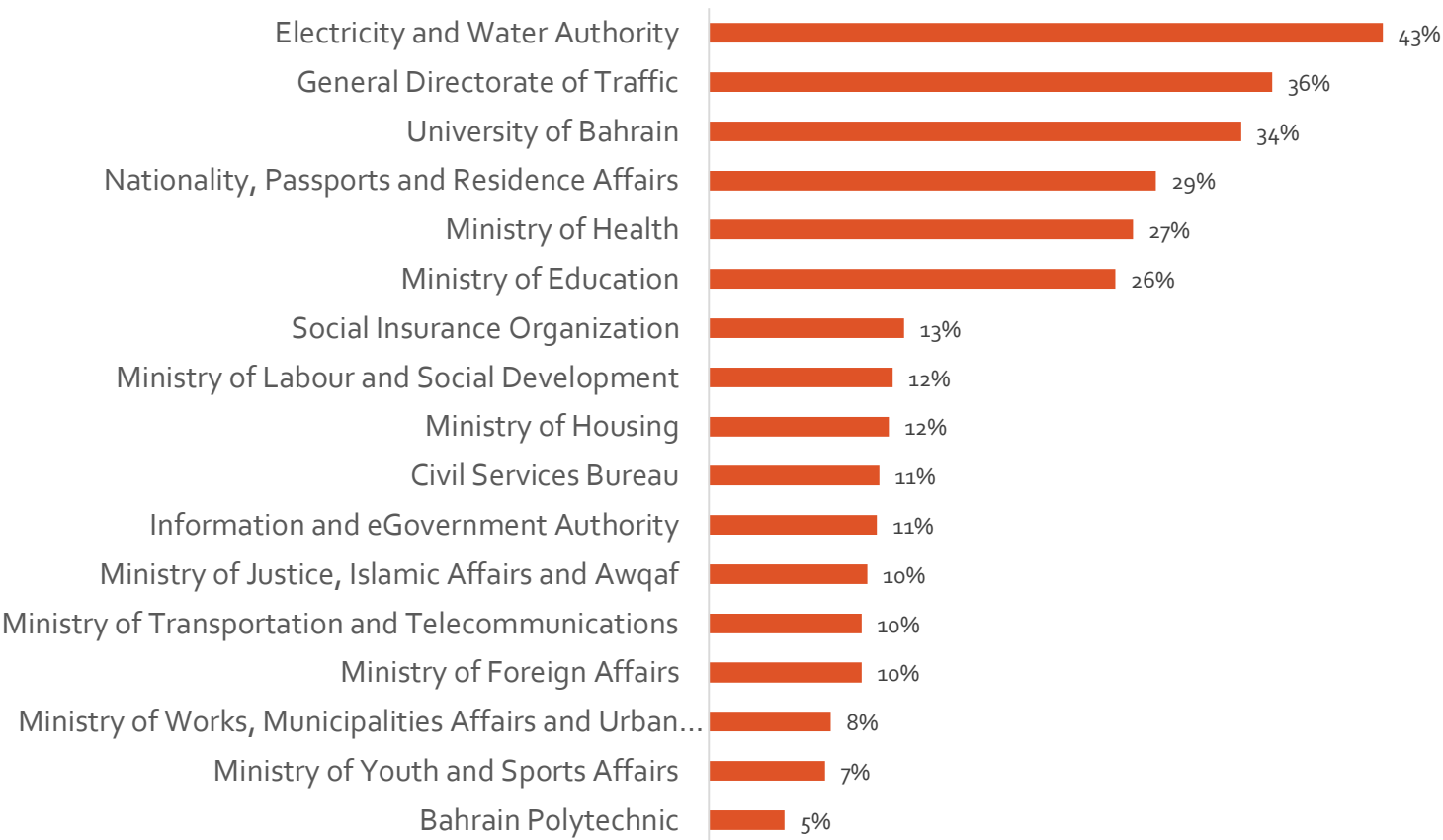
Overall awareness



Women - Overall dealing with Government Entities



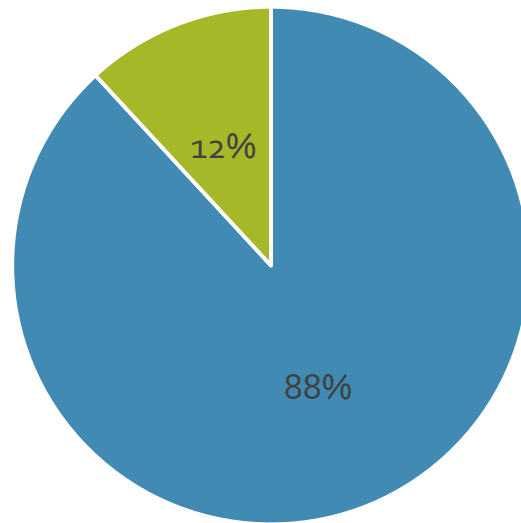
Which of the following government entities (Sectors/Ministries) you are dealing with:(You can select more than one)



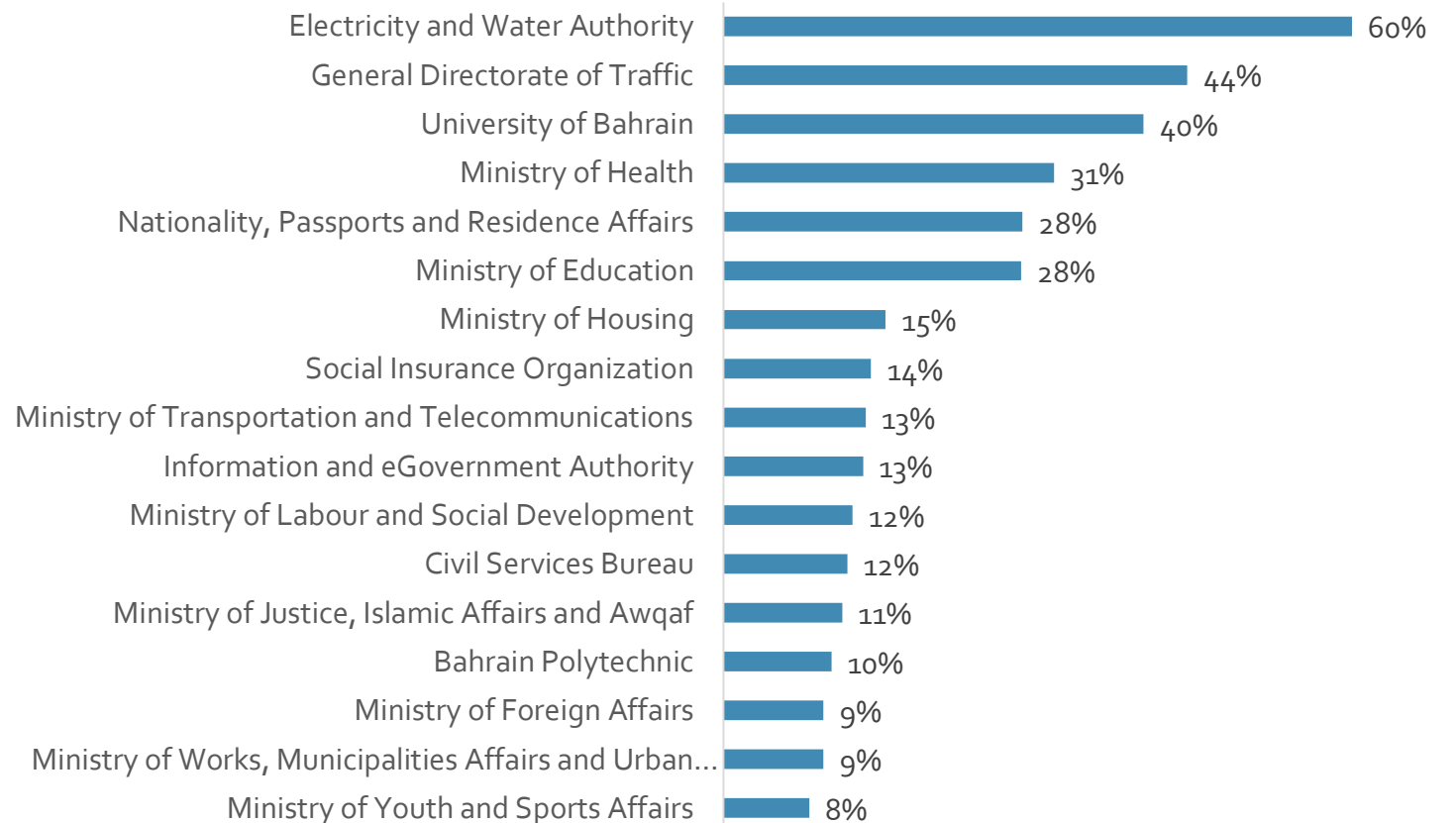
Awareness of Online Services provided by the eGovernment

Which of the following government entities (Sectors/Ministries) you are aware about their eServices which are provided via eGovernment channels

Overall awarness

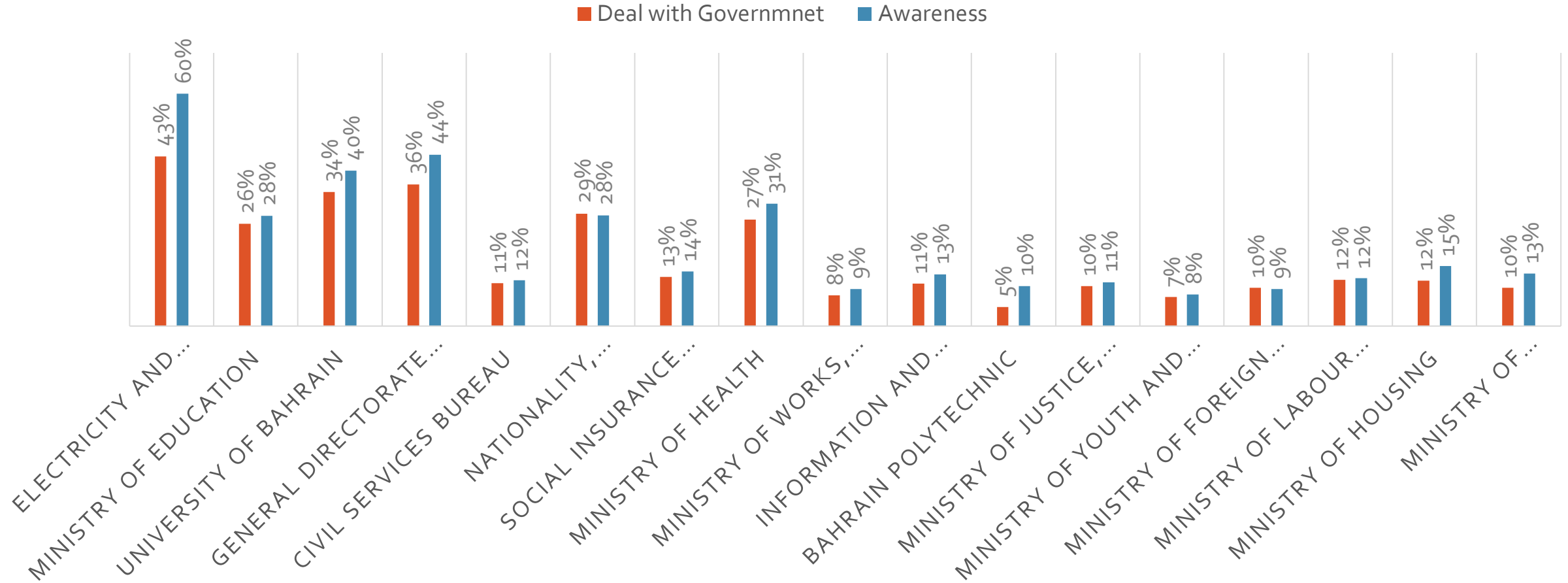


■ Aware ■ Not Aware



Dealing with Government Entities Vs. Awareness

DEALING WITH GOVERNMENT ENTITIES VS. AWARENESS

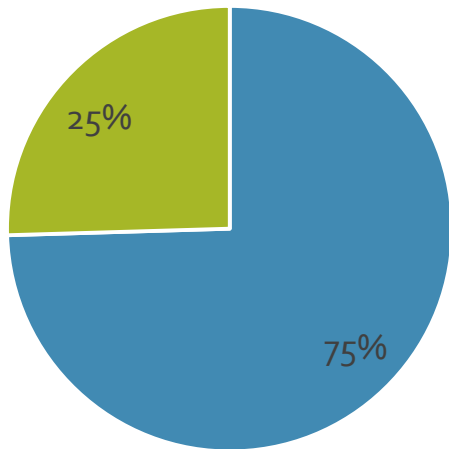


Women - Usage and Transaction Experience

*Usage % From ALL Population

Overall Usage

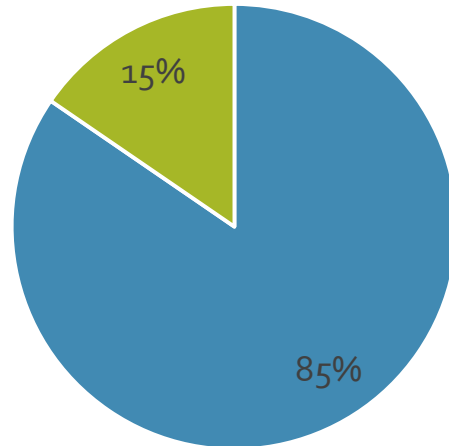
■ Use ■ Not Use



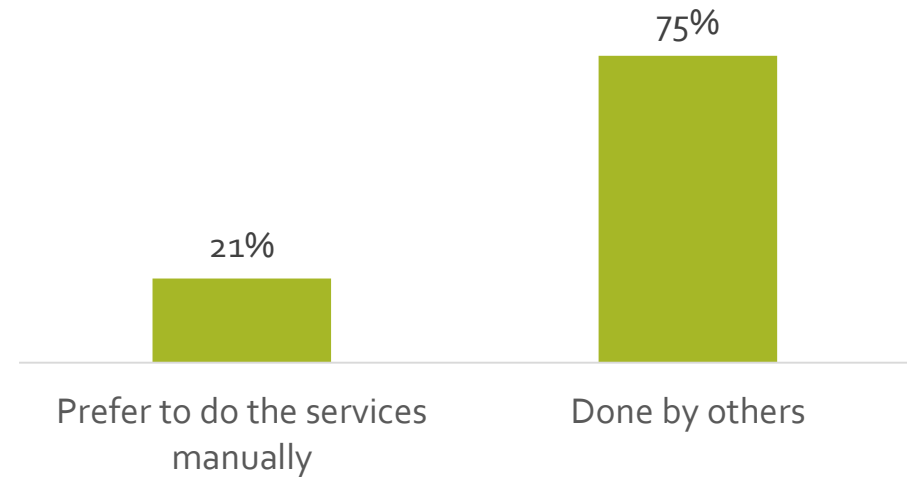
*Usage % From ALL Aware

Overall Usage

■ Use ■ Not Use

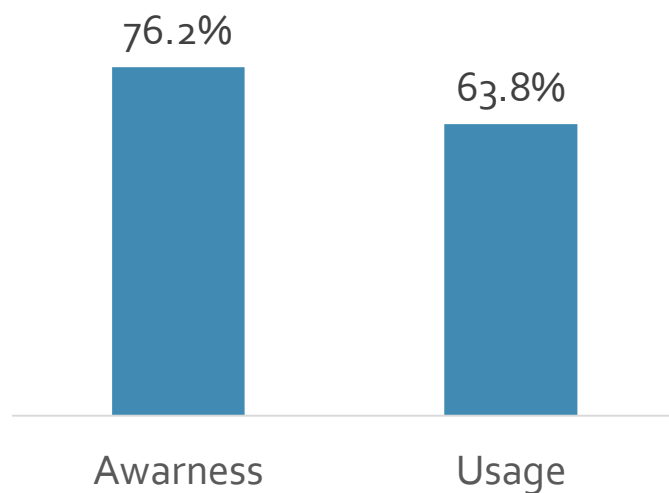


What are the reasons for not using the Online Services provided by the eGovernment(You can select more than one)



Women – National Portal

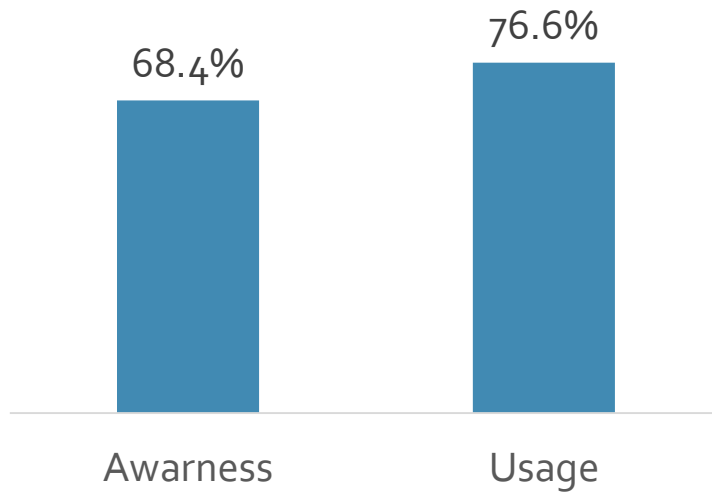
National Portal Awareness
& Usage



	Awareness	Usage
1. Electricity and Water eServices	54%	59%
2. Education eServices	20%	44%
3. University of Bahrain	30%	68%
4. Traffic eServicesV	47%	60%
5. Civil Services Bureau eServices	2%	29%
6. Nationality, Passports and Residence Affairs eServices(eVisa Services)	25%	63%
7. Social Insurance Organization eServices	10%	36%
8. Health eServices	21%	53%
9. Works, Municipalities Affairs and Urban Planning eServices	10%	57%
10. Information and eGovernment Authority eServices	15%	64%
11. Bahrain Polytechnic eServices (Course Payment)	6%	34%
12. Justice, Islamic Affairs and Awqaf eServices	11%	41%
13. Labour and Social Development eServices	7%	37%
14. Housing eServices	14%	45%
15. Transportation and Telecommunications eServices	11%	47%
16. Ministry of Foreign Affairs	1%	33%

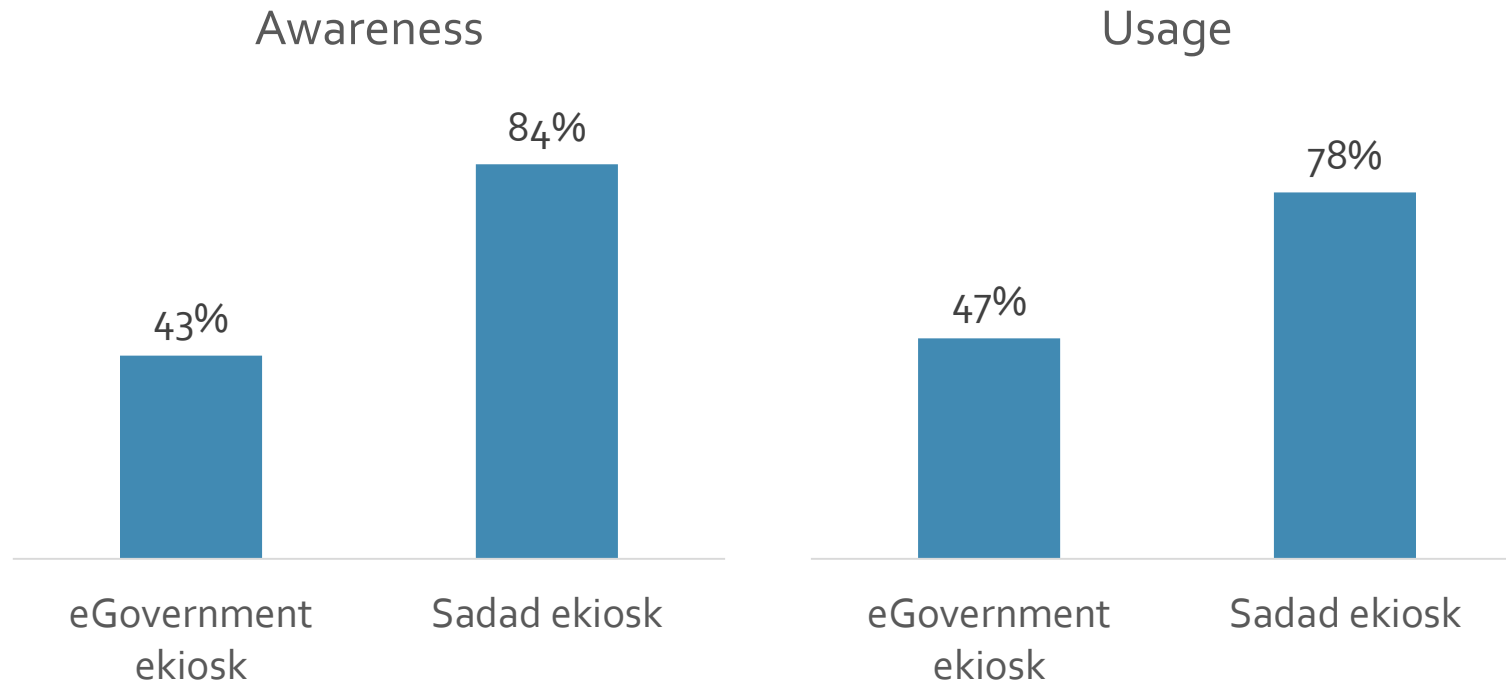
Women – Mobile App

Mobile App Awareness & Usage



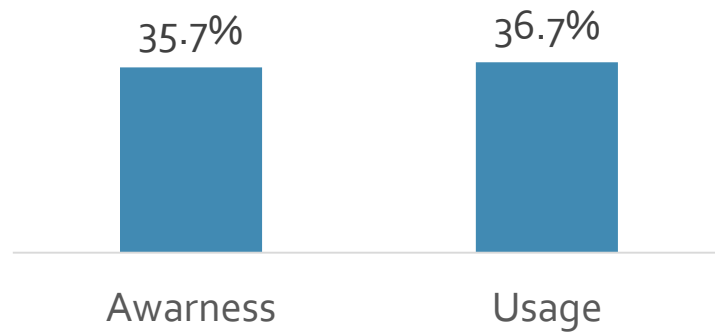
	Awareness	Usage
1. Electricity and Water Services	41%	57%
2. Student Exam Results	25%	37%
3. eTraffic	44%	67%
4. GovEmployee	3%	4%
5. Sehathi	10%	9%
6. Government Directory	13%	12%
7. Islamiyat	14%	11%
8. eShabab	15%	20%
9. Wejhaty	1%	2%
10. Ministry of Housing	14%	18%
11. Postal Services	13%	18%
12. Tawasul	13%	21%

Women – eGovernment eKiosk



Women – Tawasasul

Twasul Awarness & Usage



END OF CS/CSI RESULTS

Q & A
