



# User survey ssb.no 2020

December 2020

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## **User survey ssb.no 2020**

December 2020

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## Preface

Statistics Norway has conducted several user surveys concerning our website ssb.no. The results from these user surveys have been published in the reports User survey 2004. Users' satisfaction with Statistics Norway's products and services and Statistics Norway's User survey 2007. Since 2012 nine identical website user surveys aimed at mapping users' satisfaction with ssb.no have been conducted on ssb.no, most recently in December 2020. The reports outlining the results from these surveys are available at <https://www.ssb.no/en/omssb/om-oss/vaar-virksomhet/planer-og-meldinger>.

This publication presents the main results of the most recent survey. The report was prepared by Isabell Bjerkelund Lorentzen, assisted by Frode Larsen.

Statistics Norway, 5 February 2021

Herborg Bryn

## Contents

<b>Preface .....</b>	<b>3</b>
<b>1. Abstract .....</b>	<b>5</b>
<b>2. About the survey .....</b>	<b>5</b>
<b>3. User patterns and background figures .....</b>	<b>5</b>
3.1. User groups .....	5
3.2. Frequency of visit .....	6
3.3. Age distribution .....	7
<b>4. Purpose of visit.....</b>	<b>7</b>
<b>5. Successful search? .....</b>	<b>8</b>
5.1. What identifies those users not finding what they are looking for?.....	8
5.2. What identifies those users who find what they are looking for.....	9
<b>6. Are users satisfied? .....</b>	<b>10</b>
6.1. Easy to understand? .....	10
6.2. Easy to navigate?.....	11
6.3. Relevance .....	11
6.4. Who are the least satisfied? .....	12
6.5. Are the most frequent users the most satisfied? .....	13
<b>7. Mobile phone access.....</b>	<b>14</b>
7.1. Which platform has the most satisfied users?.....	14
7.2. What is the purpose of visit of mobile phone users? .....	15
7.3. Which user groups use mobile phones to access ssb.no?.....	15
<b>8. Summary .....</b>	<b>16</b>

## 1. Abstract

Nine identical website user surveys have been conducted on ssb.no since 2012. These were conducted in 2012, 2014, 2015, January and December 2016, 2017, 2018, 2019 and most recently in December 2020. The aim has been to map users' satisfaction with ssb.no. The results from these surveys have remained stable. It appears therefore that Statistics Norway has managed to further develop the functionality and content of the website in line with users' ever-increasing expectations within online communication.

The results from the surveys show that ssb.no users are satisfied. This finding is stable and has not changed much in recent years. In 2020 88 per cent of respondents are satisfied with ssb.no. Previously this figure has hovered around 85 and 88 per cent of respondents. Eighty-four per cent reports that they found the information they were looking for. Previously, this has varied between 83 and 87 per cent.

Most users are looking for specific figures when they visit ssb.no; 59 per cent has this as their primary goal in December 2020. This has previously varied between 56 and 61 per cent.

## 2. About the survey

All the user surveys have been conducted as pop-up website surveys on ssb.no. All users had the opportunity to take part in the survey regardless of which page they were viewing. There was a delay before the survey was activated, but many respondents reported that they had not managed to find what they were looking for before the pop-up appeared, and that responding to the survey before they were finished may have affected their response.

The survey in December 2020 was conducted in the period November 16–December 18 and received a total of 12 887 responses.

The survey consisted of 11 main questions, some of which had follow-up questions. Users were able to enter text in one section of the survey in order to provide details of what they were looking for on this visit, and elsewhere they could provide suggestions on how ssb.no could be improved. We received 5 114 suggestions for improvements.

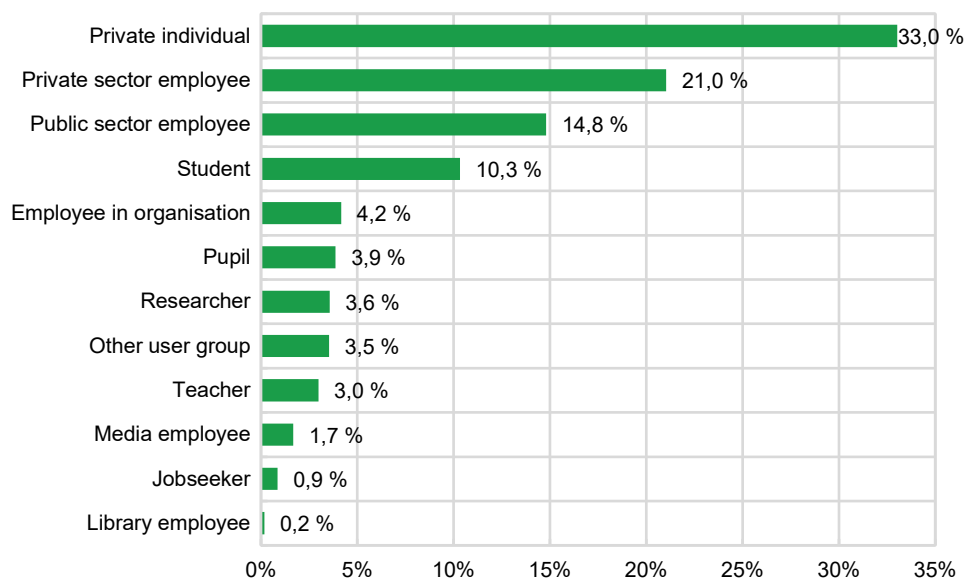
The users were asked what the main purpose of their visit was, which user group they belonged to and if they found what they were looking for, with the opportunity to give details of what information they were searching for. They were further asked how satisfied they were with the website and how often they used it, and for demographic data on gender and age.

## 3. User patterns and background figures

### 3.1. User groups

Private individuals make up the largest user group among respondents, constituting around 33 per cent of all respondents in December 2020. Previous figures have varied between 25 and 31 per cent. This is followed by private sector employees, public sector employees and students.

**Figure 3.1 Distribution by user group, December 2020**



Source: Statistics Norway.

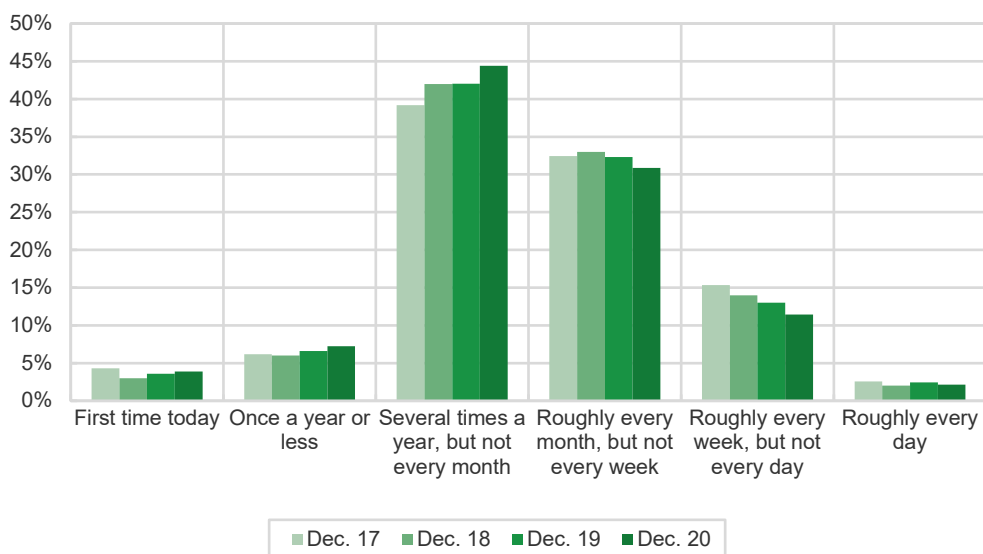
### 3.2. Frequency of visit

Forty-four per cent of the survey respondents in December 2020 used ssb.no at least once a month. This is slightly fewer than the previous year when 48 per cent reported using ssb.no monthly.

Only 2 per cent of the users report visiting ssb.no every day. 20 per cent of those daily users are public sector employees, a share that has gone down from 35 per cent in December 2017.

Eleven per cent visit ssb.no weekly but not every day. Among the weekly visitors, the public sector employees is the largest user group with a share of 21 per cent. The second largest user group was private individuals, at 20 per cent.

**Figure 3.2 Frequency of visit**

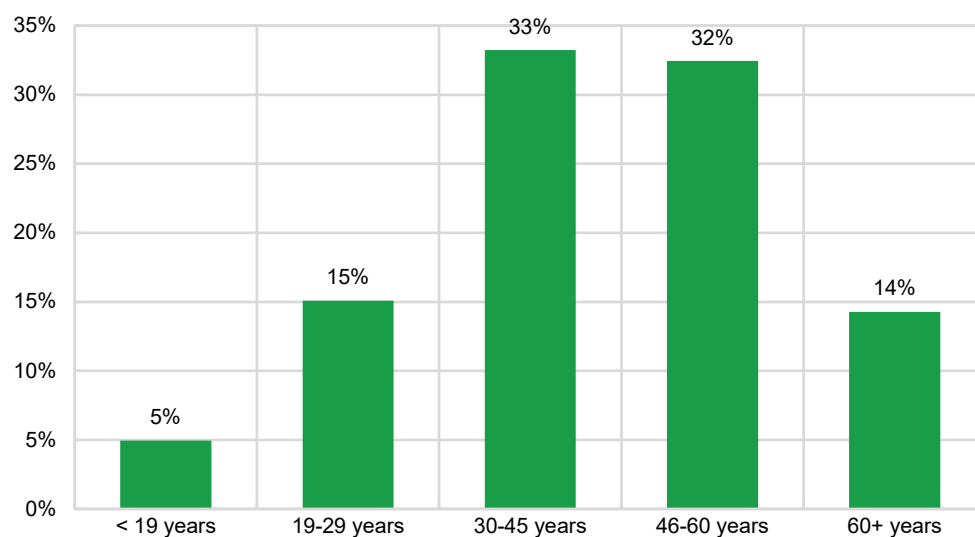


Source: Statistics Norway.

### 3.3. Age distribution

The age distribution among users is comparable to that in previous surveys. About a third are aged between 30 and 45 years, another third are aged between 46 and 60, with the remaining age groups making up the final third.

**Figure 3.3** Age distribution, December 2020

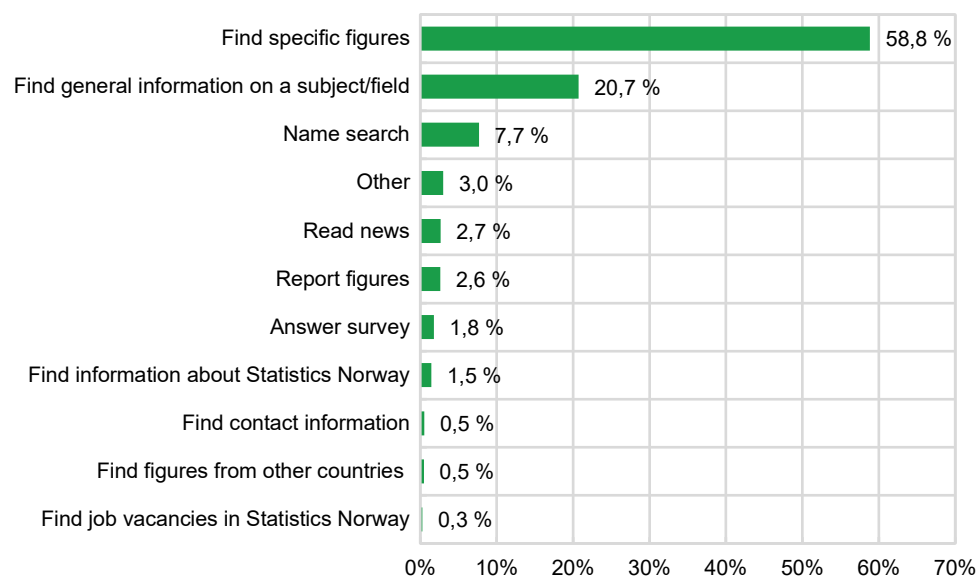


Source: Statistics Norway.

## 4. Purpose of visit

Close to 60 per cent of users are looking for specific figures, according to their reported purpose of visit. 21 per cent wanted general information on a subject/field. These shares of respondents are about the same as in earlier surveys. As in previous years, undertaking a name search was the third most common reason for visiting ssb.no. Eight per cent of respondents comes to do a name search.

**Figure 4.1** Purpose of visit, December 2020



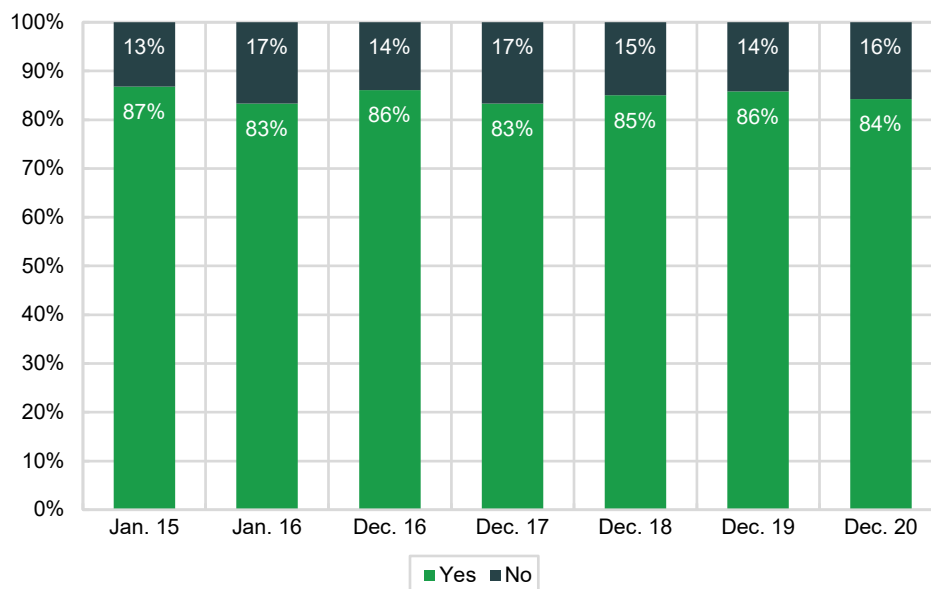
Source: Statistics Norway.



## 5. Successful search?

In December 2020, 84 per cent of users found what they were looking for, down from 86 per cent in 2019. This share has varied between 83 and 87 per cent in previous surveys.

**Figure 5.1** Do users find what they are looking for?



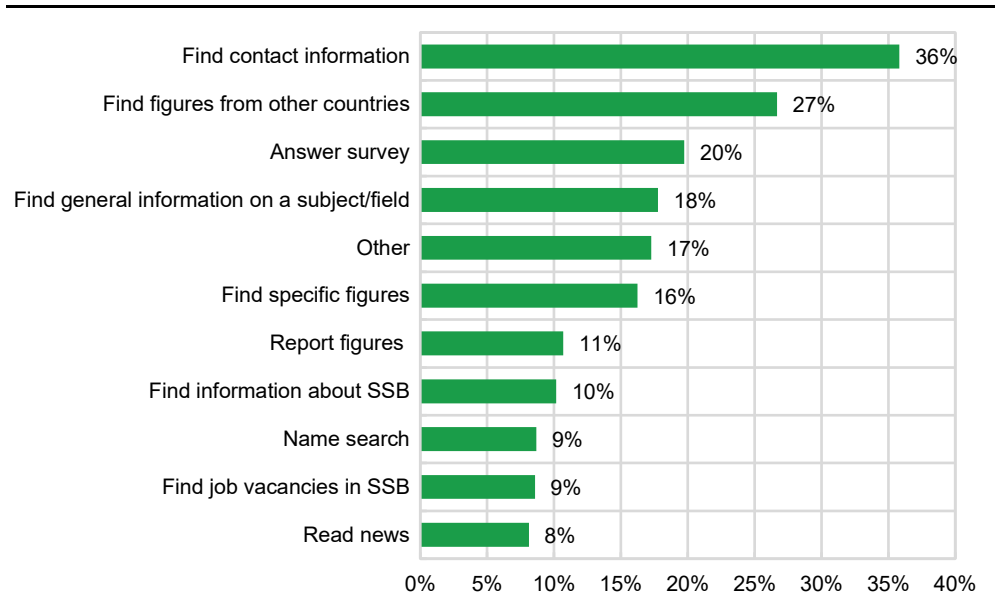
Source: Statistics Norway.

### 5.1. What identifies those users not finding what they are looking for?

Researchers, library employees and “other users” are the user groups that to the least extent report finding what they are looking for on the website. 23-24 per cent of users in these groups report can’t find what they are looking for.

Of those 60 per cent of users looking to ‘find specific figures’, 16 per cent did not find the information they were looking for, the same as for the website in total. The second largest group are those looking for ‘general information about a subject/field’ with 21 per cent of the respondents. Of these, 18 per cent did not find what they were looking for, close to the average of 16 per cent.

With 36 per cent failing, it is those users looking for contact information that to the least extent are successful in achieving their purpose of visit. However, this group only constitutes 0,5 per cent of all the survey respondents. Those looking for figures from other countries is another group struggling to find what they are looking for, not surprisingly perhaps, given that such figures are not available on the website.

**Figure 5.2 Share who did not find what they were looking for by purpose of visit, December 2020**

Source: Statistics Norway.

There are several reasons why users can't find what they are looking for. Statistics Norway's Information Centre responded to 8 900 inquiries (by telephone and e-mail) in 2020. A closer look at the enquiries shows that users often have complex questions. Several different statistics are often needed to provide an answer, making it difficult for users to find what they are looking for if they are not familiar with Statistics Norway's statistics. This may help to explain why some users do not find the desired information on the website.

## 5.2. What identifies those users who find what they are looking for

Many of the respondents had successful visits to the website. Employees in the private sector and pupils are the two groups that to the greatest degree find the information they are searching for. In both groups, 89 per cent were successful. The high percentage of employees in the private sector who find what they are looking for can also be explained by the fact that many of them are looking for information which is fairly easily available. Seventy-two per cent are looking for specific numbers, especially price indices.

Private individuals is the largest user group on ssb.no. More than half are looking for a specific figure, and 84 per cent of these report being successful. Looking at the comments from this user group, we find they are more often looking for figures that are relatively easy to access in statistics, contributing to their success in finding what they are looking for. Examples as to what private individuals are looking for include:

- Wage developments in society
- Unemployment
- House price indices in the municipalities Oslo and Bærum
- Consumer price indices from 2013
- The price of salmon
- The rise and fall of electricity prices
- The population development in specific municipalities

With a 92 per cent success rate, it is those respondents who report they are looking for news stories that to the greatest degree find what they are looking for. Close

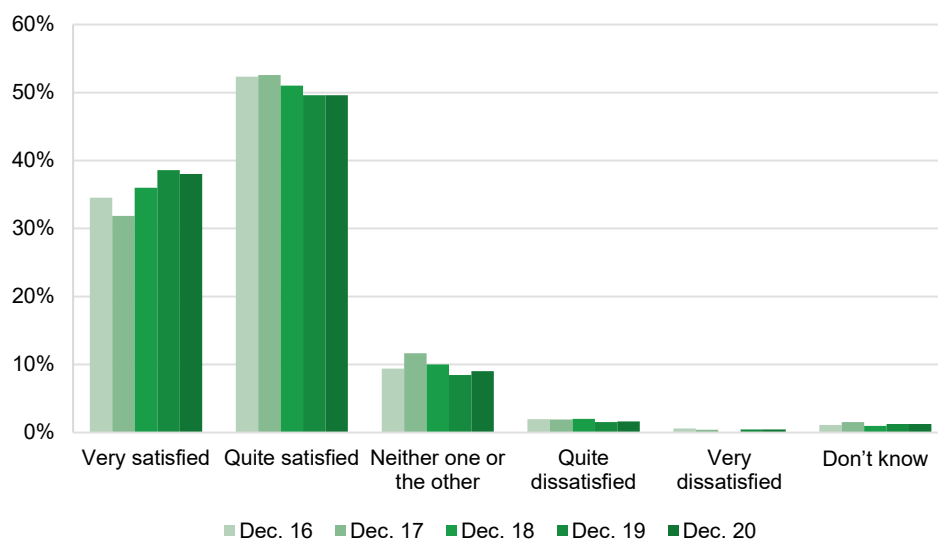
behind are those users coming to do a name search and those looking for job vacancies. Ninety-one per cent of these report finding what they are looking for. The name search is prominently placed on our front page, which might help explain the high share of users finding the correct information.

Even though the share of users finding what they are looking for is high, the answers from the text-field concerning improvements show that several are struggling while navigating ssb.no. As many as 1170 respondents suggest improving the search functionality on the website.

## 6. Are users satisfied?

How satisfied are users with ssb.no? Is the purpose of their visit correlated to how satisfied they are? In the same way as previous surveys show, users are satisfied with ssb.no. 88 per cent report being very satisfied or satisfied. There are few changes regarding user satisfaction from previous user surveys.

**Figure 6.1** How satisfied are users with ssb.no?



Source: Statistics Norway.

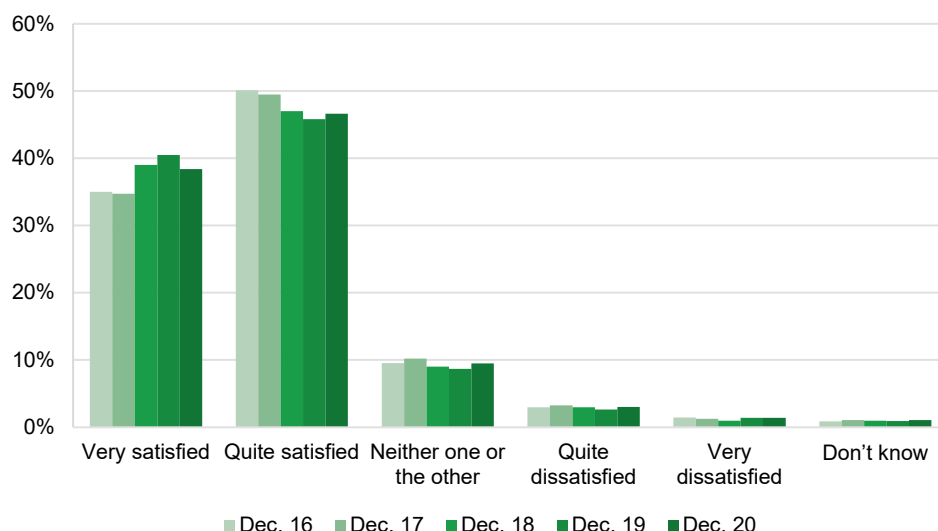
Users are relatively satisfied with the comprehensibility and relevance of the website. We have seen the same pattern in previous user surveys. The share of satisfied users is a bit lower if we look at how easy they find the navigation of the site to be. Of those people taking the time to respond to the user survey in 2020, 44 per cent visit ssb.no at least once a month. This figure has been close to 50 per cent in all the user surveys conducted. We therefore assume that those responding to the survey are familiar the site and its contents, and that this has affected the high rates of satisfaction when it comes to understanding, findability and relevance.

### 6.1. Easy to understand?

The question was: 'How satisfied are you with the content on ssb.no with regard to the following: easy to understand?'

In the survey, 85 per cent of users said they are satisfied (very satisfied or quite satisfied) with how easy it is to understand the content on ssb.no. This is consistent with previous surveys.

**Figure 6.2 Easy to understand**



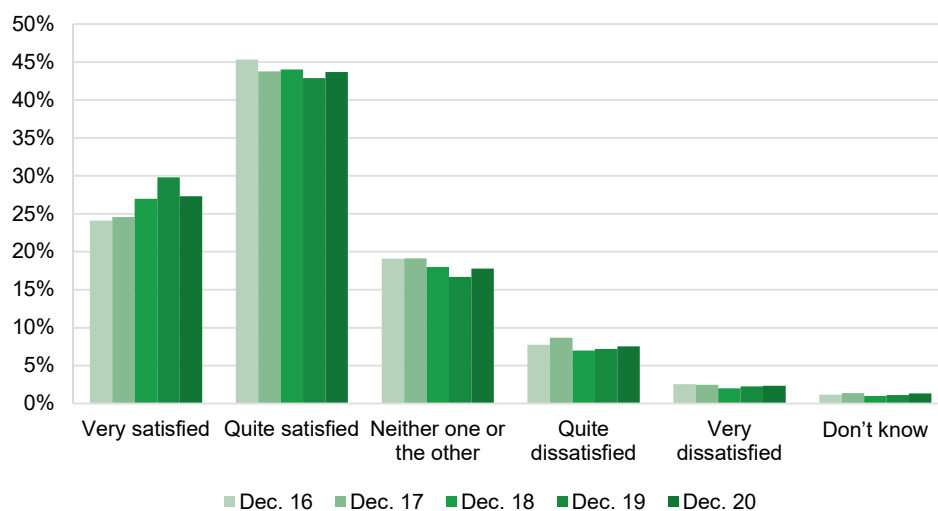
Source: Statistics Norway.

## 6.2. Easy to navigate?

The question was: ‘How satisfied are you with the content on ssb.no with regard to the following: easy to navigate?’

A total of 71 per cent of users reported that they were satisfied (very satisfied or quite satisfied) with how easy it is to navigate ssb.no. This is also consistent with previous surveys.

**Figure 6.3 Easy to navigate**



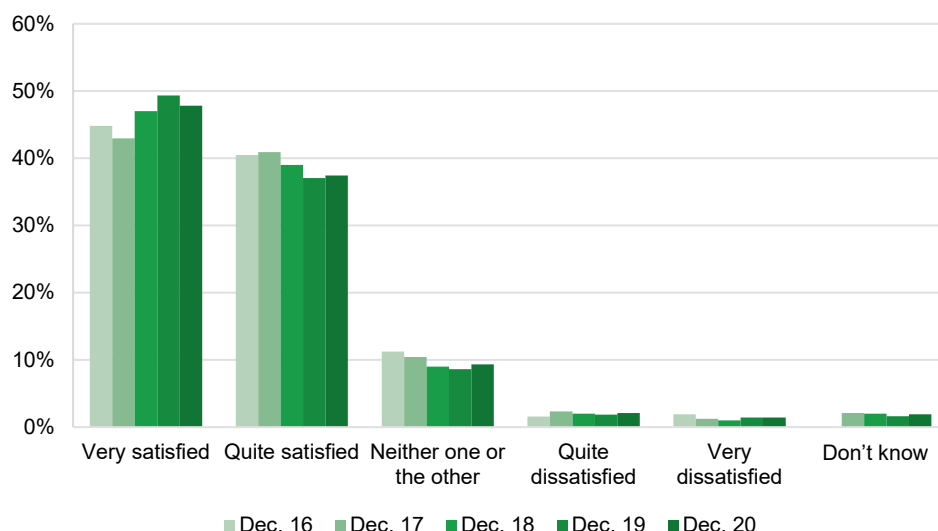
Source: Statistics Norway.

## 6.3. Relevance

The question was: ‘How satisfied are you with the content on ssb.no with regard to the following: relevance?’

A total of 85 per cent of users said they are satisfied (very satisfied or quite satisfied) with the relevance of the content on ssb.no. There were no major changes from previous years.

**Figure 6.4 Relevance**



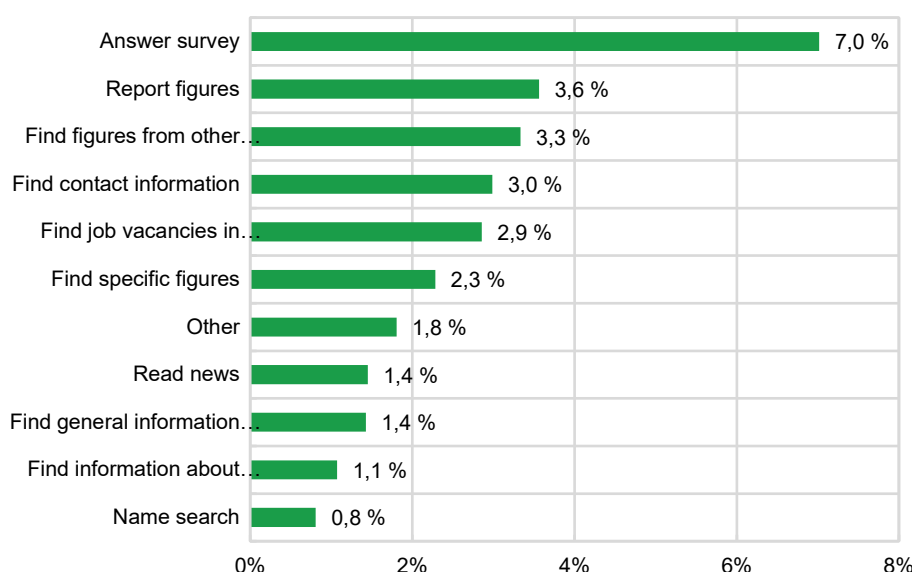
Source: Statistics Norway.

### 6.4. Who are the least satisfied?

Two per cent of users are not satisfied with ssb.no, and this share has remained stable in recent years. Those who are answering surveys are the least satisfied, (7 per cent of these are dissatisfied), followed by those whose purpose of visit is reporting figures (4 per cent of these are dissatisfied). The survey doesn't really tell us if these users are unhappy with the website, or just unhappy with either being chosen to answer a survey or having to report data to Statistics Norway in general. If it is the latter, that would help explain the lower rates of satisfaction in these groups.

Furthermore, it is those looking for statistics from other countries, those looking for contact information and those looking for job vacancies that are the least satisfied. Three per cent of them report being dissatisfied. Those looking for statistics from other countries and contact information are also the groups that to the least degree find what they are looking for, which can help explain the higher rates of dissatisfaction among these survey respondents.

**Figure 6.5 Share of dissatisfied users by purpose of visit. December 2020**

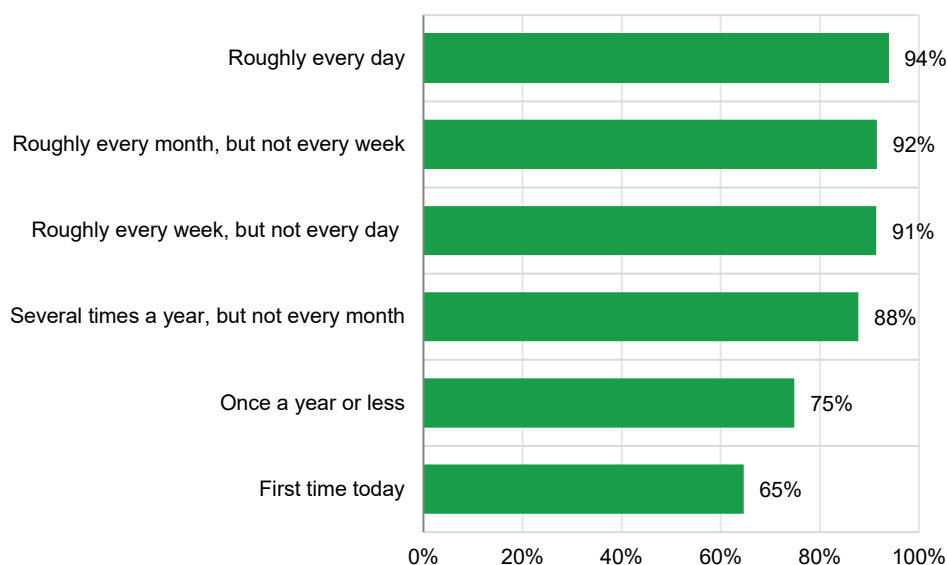


Source: Statistics Norway.

### 6.5. Are the most frequent users the most satisfied?

A total of 94 per cent of daily users are satisfied with ssb.no. The corresponding figures for monthly and weekly users are 92 and 91 per cent respectively.

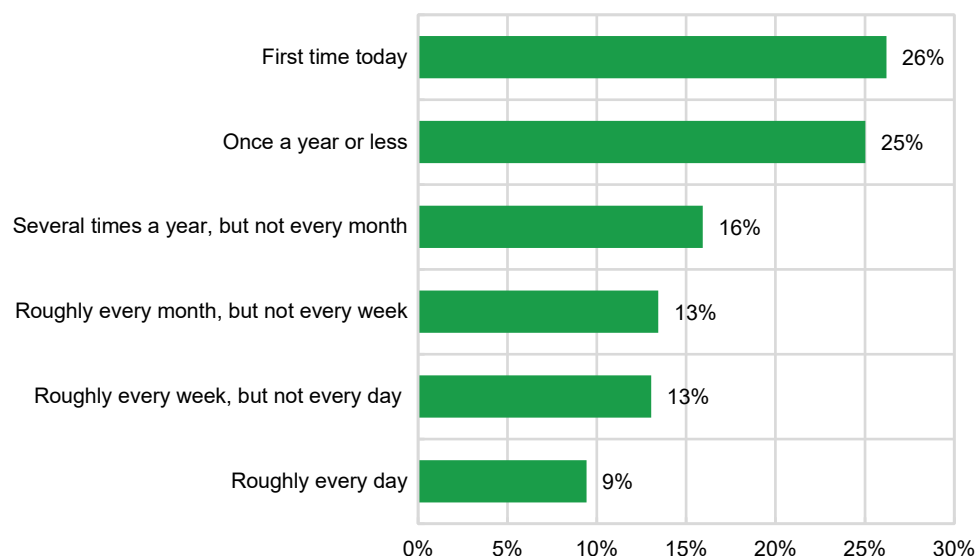
**Figure 6.6** Frequency of visits by satisfied users, December 2020



Source: Statistics Norway.

Infrequent users appear to be less satisfied. Sixty-five per cent of first-time users were satisfied. Infrequent users are also less likely than more regular users to find what they are looking for. This may indicate that the more often a person visits the website, the greater the likelihood of finding the desired information, and the more satisfied they are with ssb.no. This is a similar pattern as those found in the previous user surveys.

**Figure 6.7** Frequency of visits and the share who can't find what they are looking for, December 2020



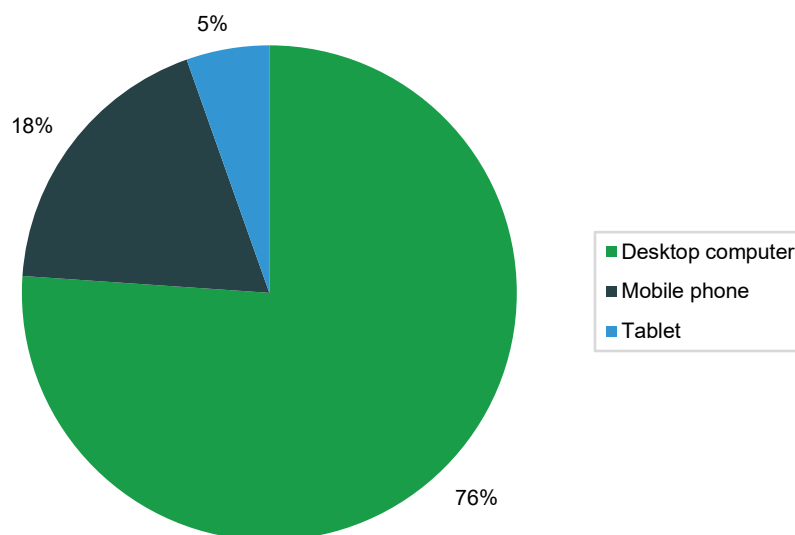
Source: Statistics Norway.

## 7. Mobile phone access

What distinguishes those users who use mobile phones to access ssb.no from other users?

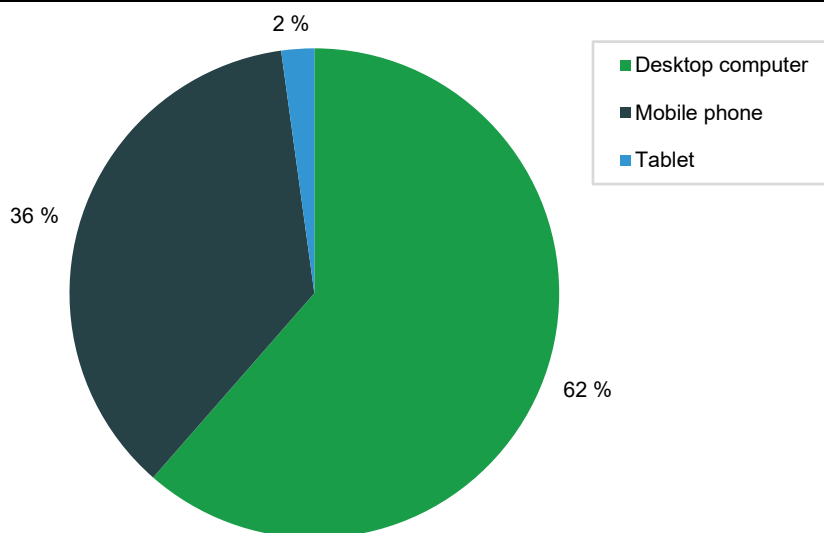
In Google Analytics, ssb.no visitor figures for the period the survey was active (16 November – 18 December 2020) show that 62 per cent use a desktop computer (PC/Mac), 36 per cent use a mobile phone and 2 per cent use a tablet to access the website. Among those participating in the user survey, only 18 per cent reported using a mobile phone when visiting ssb.no. The mobile phone users are thus underrepresented in the survey.

**Figure 7.1 Platform reported in the user survey, December 2020**



Source: Statistics Norway.

**Figure 7.2 Platform used, figures from Google Analytics, December 2020**



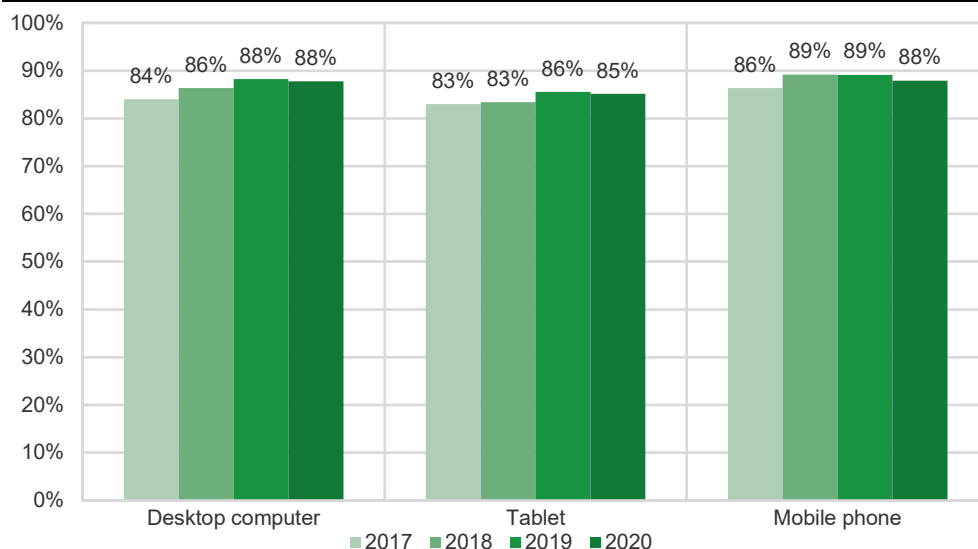
Source: Statistics Norway.

### 7.1. Which platform has the most satisfied users?

Mobile phone users are the most satisfied users of ssb.no, which has also been the case in earlier surveys, but desk top users are not far behind. The degree of satisfaction has previously increased in all groups but went down some in 2020.

Eighty-eight per cent of mobile and desktop computer users were satisfied, while the corresponding figure for tablet users was 85 per cent.

**Figure 7.3 Satisfied users by platform**

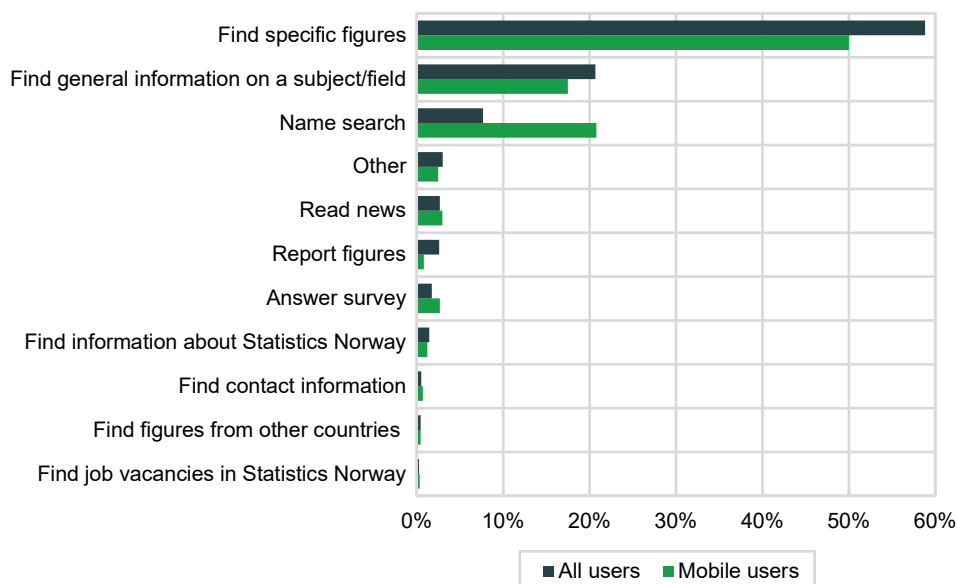


Source: Statistics Norway.

### 7.2. What is the purpose of visit of mobile phone users?

The main difference between users in total and mobile phone users in particular is that mobile phone users are less often searching for specific figures (50 vs. 59 per cent) and are more interested in name searches (21 vs. 8 per cent).

**Figure 7.4 Purpose, mobile users, December 2020**

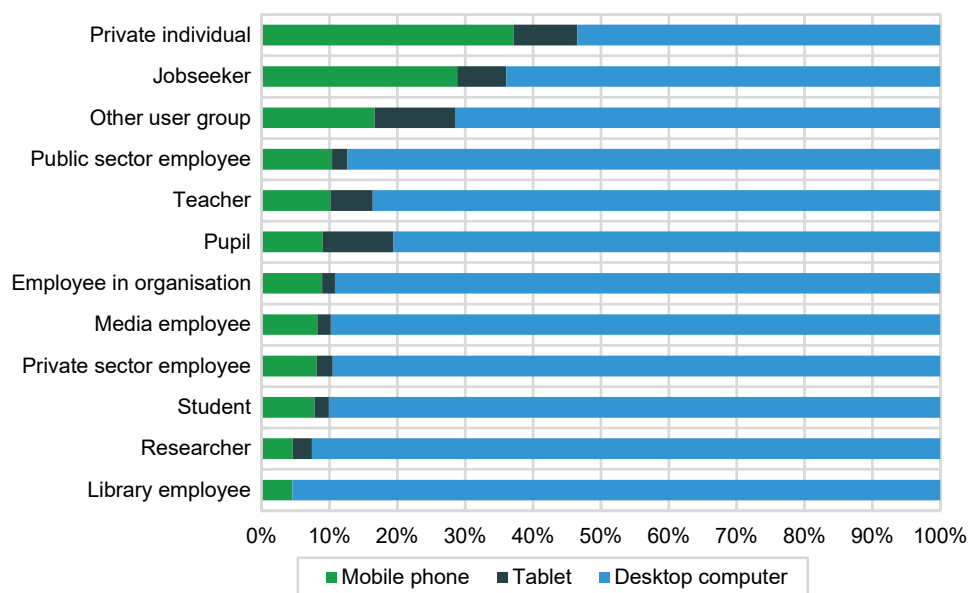


Source: Statistics Norway.

### 7.3. Which user groups use mobile phones to access ssb.no?

Private individuals and those looking for job vacancies are the groups that stand out as having a large share accessing ssb.no using mobile phones, at 37 and 29 per cent respectively. Meanwhile, access via a desktop computer was over 80 per cent or higher among visitors to the website for the purpose of work or education.



**Figure 7.5** Distribution of platforms by user group, December 2020

Source: Statistics Norway.

## 8. Summary

The results from the survey in 2020 are similar to those found in previous surveys. The ssb.no website has a very high percentage of satisfied users; 88 per cent are satisfied or very satisfied.

Eighty-four per cent of users report finding what they are looking for. Employees in the private sector and pupils are the groups that are most likely to find what they are looking for, while researchers and library employees are least likely to find what they are looking for.

The largest user group is private individuals, and among those, most are looking for a specific figure or to do a name search. The second largest user group is private sector employees, and a large share of those are looking for various price indices.

Frequent users find it easier to navigate their way to the information they are looking for than less frequent users. The most frequent users is also the group that is most satisfied with ssb.no. This is a clear indication that they have become familiar with where to find the relevant information on ssb.no.

We received a great number of suggestions for improvements, and some areas stand out: *It should be easier to find what you are looking for.* Respondents suggest this could be done by improving navigation and the search function, and provide how to- guides. Language could be simplified and it should be easier to find the definitions of the terms used. Many respondents want more, or easier, access to statistics on the municipal level. Respondents are also asking for more visualisation of statistics, and more opportunities for user customization, technological adaptability and coupling of different services.

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