



User survey ssb.no 2018

December 2018

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User survey ssb.no 2018
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Preface

Statistics Norway has conducted several user surveys concerning ssb.no. Results from user surveys have been published as part of **User survey 2004. Users' satisfaction with Statistics Norway's products and services; Statistics Norway's User survey 2007**. Seven identical user surveys have been conducted on ssb.no (in 2012, 2014, 2015, January 2016, December 2016, December 2017 and December 2018) aimed at mapping users' satisfaction with ssb.no.

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

Statistics Norway, 19 February 2019

Herborg Bryn

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1. Abstract

Seven identical user surveys were conducted on ssb.no in January 2012, 2014, 2015, January 2016, December 2016, December 2017 and December 2018 aimed at mapping users' satisfaction with ssb.no. The results from these surveys have remained stable. It therefore appears 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 all surveys show that ssb.no users are satisfied. This finding is stable and has not changed much in recent years. Between 85 and 87 per cent of respondents are satisfied with ssb.no, and the figure was 87 per cent in December 2018.

Eighty-seven per cent reported that they found the information they were looking for in December 2018. Previous figures have varied between 83 and 87 per cent.

Most users are looking for specific figures when they visit ssb.no; 60 per cent in December 2018. This has previously varied between 56 and 61 per cent.

2. The survey in brief

All surveys were conducted as a pop-up survey on ssb.no. All users had the opportunity to take part in the survey regardless of which page they were viewing. A delay was put in place to activate the survey, but many 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 answer.

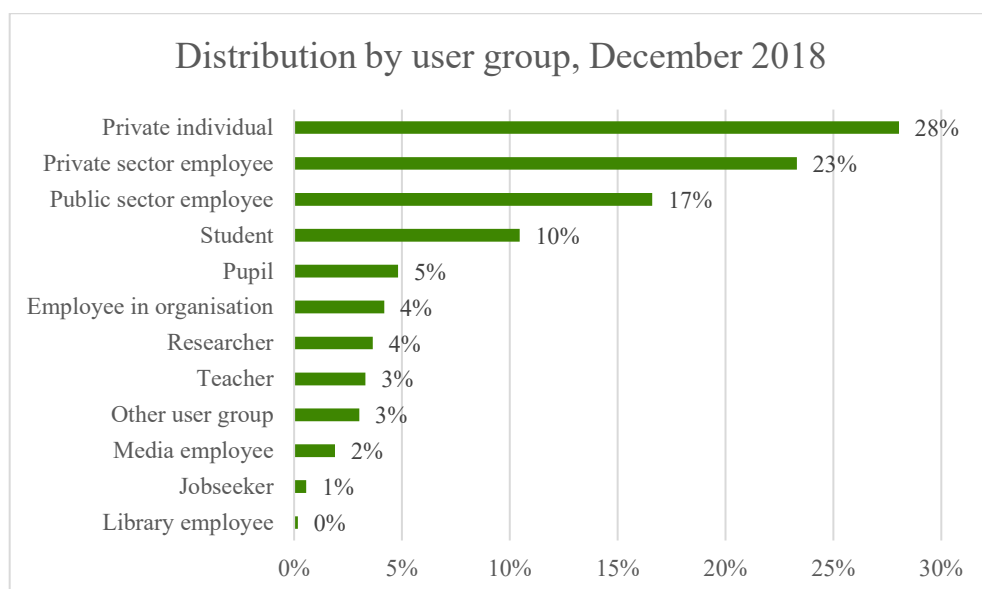
The survey in December 2018 was conducted in the period November 26–December 21 and received a total of 10 782 responses and 4 252 suggestions for improvements. According to Google Analytics, the number of unique users (who used the website once or more during the period) was 337 752 during the period, which shows that 3.19 per cent of users answered the survey. This has decreased from 3.9 in December 2017, but almost doubled from December 2016.

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 give suggestions on how ssb.no could be improved. 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 28 per cent of all respondents in December 2018. Previous figures have varied between 25 and 28 per cent. This is followed by private sector employees, public sector employees and students.

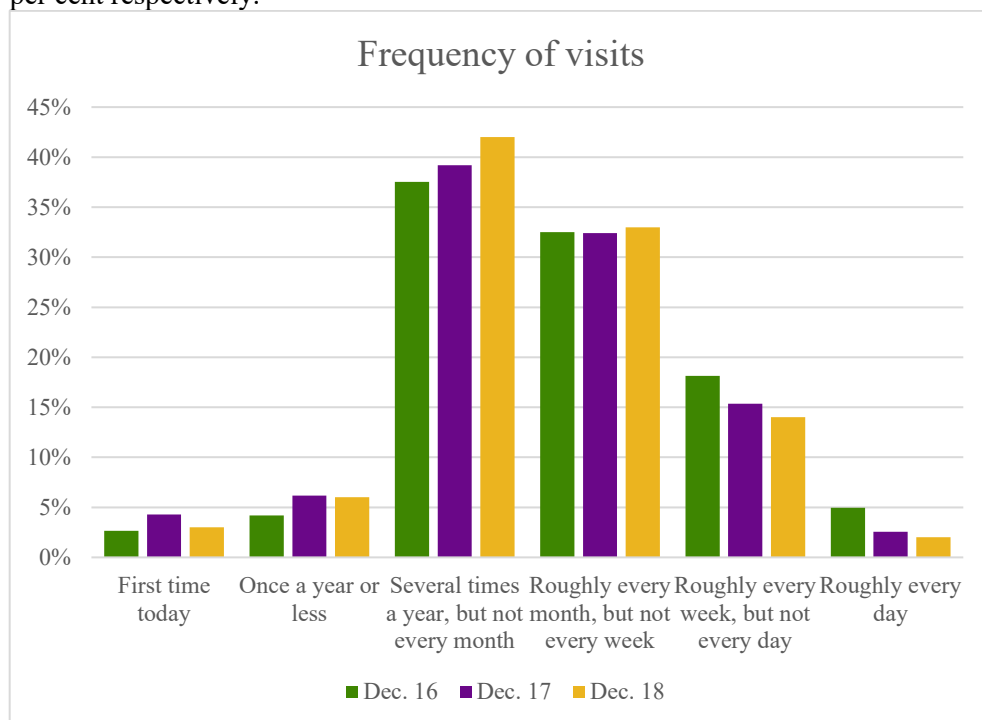


3.2. Frequency of visit

49 per cent of the survey respondents in December 2018 used ssb.no at least once a month.

Of those who use ssb.no daily, public sector employees stand out as heavy users, with a share of 29 per cent of all daily users. This is a reduction from 35 per cent in December 2017.

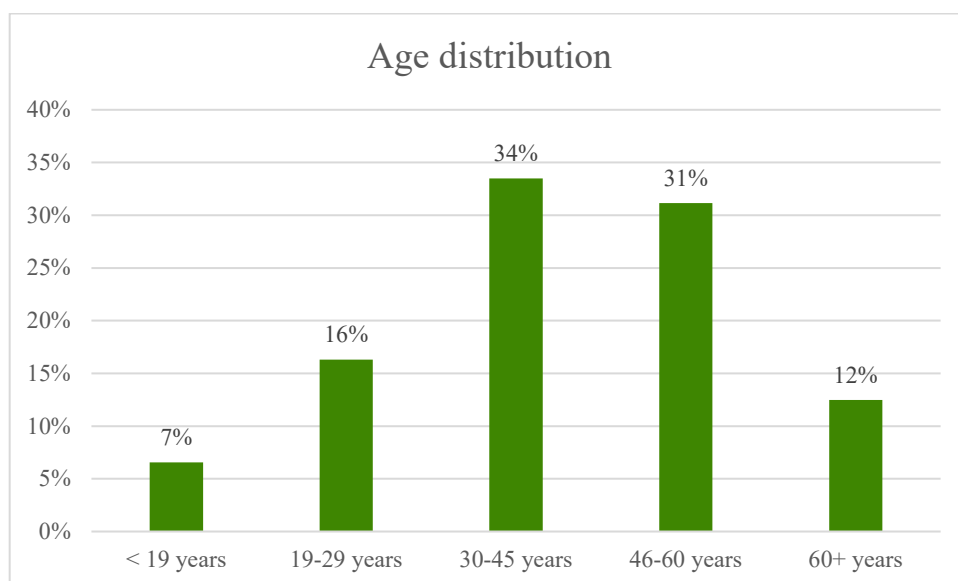
Of the 14 per cent who use ssb.no weekly but not every day, public sector employees and private sector employees are the largest user groups, with 22 and 21 per cent respectively.



3.3. Age distribution

The age distribution among users is relatively stable from previous surveys, with most users aged between 30 and 45 years (34 per cent). This is followed by 46–

60-year-olds (31 per cent) and 19–29-year-olds (16 per cent). These findings are similar to previous years.



4. Purpose

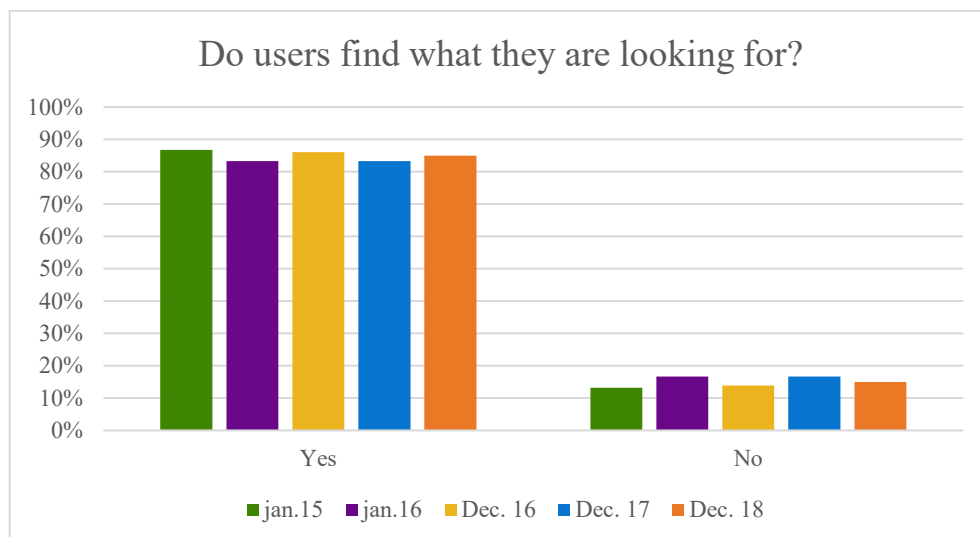
In relation to purpose of visit, 60 per cent of users were looking for specific figures, while 20 per cent wanted general information on a subject/field. The shares were about the same in earlier surveys. As in all previous years, undertaking a name search was the third most common reason for visiting ssb.no.



5. Successful search?

In December 2018, 85 per cent of users found what they were looking for. This

share has varied between 83 and 87 per cent in previous surveys.



Media employees and researchers are important user groups for Statistics Norway, and these are also the groups that have least success in finding the information they are looking for. Twenty-two per cent of media employees did not find what they wanted in December 2018, while the corresponding figure for researchers was 22 per cent. Employees in the private sector have the most success in finding the information they are looking for.

More users find specific figures

Among users accessing ssb.no to 'find specific figures', 16 per cent did not find the information they were looking for. For the group looking for 'general information about a subject/field', the percentage was 16. These are the two most common reasons for visiting ssb.no, and the figures show that more of these users now find the information they seek.

A total of 91 per cent of users who used ssb.no to do a name search in December 2018 found the information they were looking for. The name search is profiled on the home page, which may explain the high success rate. These figures may also partly explain the large share of private individuals who find what they are looking for, since 20 per cent of them reported that their main purpose for visiting ssb.no was to do a name search in December 2018. This share has fallen in recent years.

Approximately 50 per cent of users who wanted to 'find job vacancies in Statistics Norway' reported that they failed to find this information. However, only 0.5 per cent of the users responded that this was the main purpose of their visit. It is possible that these users did not find any relevant vacancies, and hence responded that they did not find what they were looking for.



Library employees and private sector employees have the highest success rates

Many of the respondents had successful visits to the website. Eighty-five per cent of the private individuals found the information they were looking for, and this applied to 87 per cent of private sector employees. A large share of these visit ssb.no to 'find specific figures' (55 and 72 per cent respectively).

Private individuals are more often looking for figures that are relatively easy to access in statistics. Some examples of what individuals look for include life expectancy of men in 1975, wage growth in Norway, population numbers in a municipality, calculation of price changes, number of murders committed in Norway and number of births. One reason that so many private sector employees find what they are looking for may be that many of them are often searching for information that is easily accessible. A large share is looking for different price indices, particularly the consumer price index and construction cost index.

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.

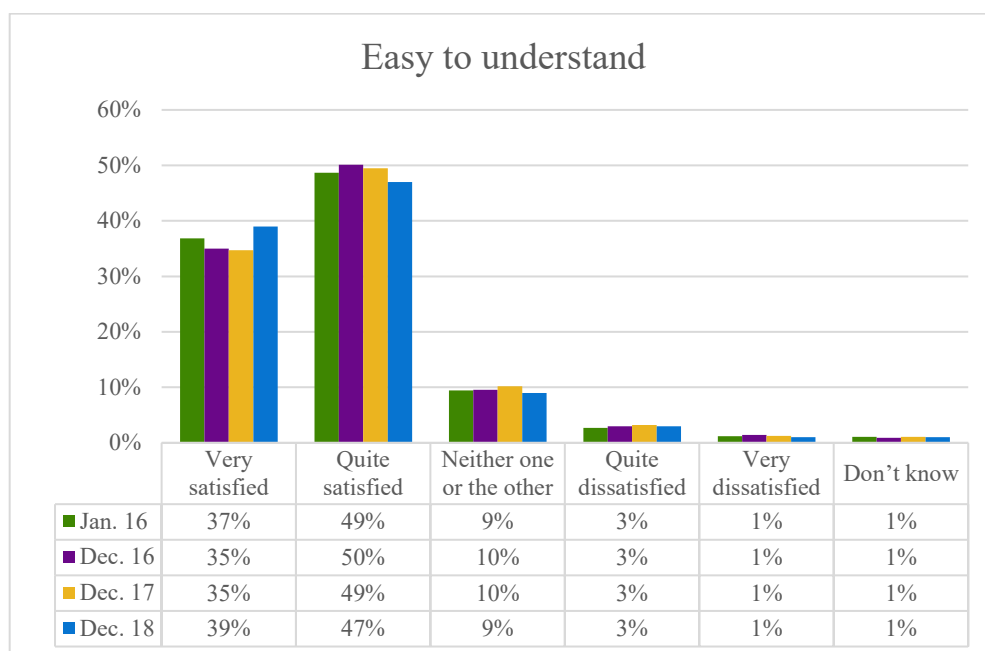
There can be many reasons for users not finding what they are looking for. Statistics Norway's Information Centre received about 7 700 in 2015, 8 400 in 2016, 11 171 in 2017 and 10 855 in 2018 (via e-mail and telephone). A closer look at the enquiries shows that users often have complex questions. Several 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.

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 relatively happy with the comprehensibility and relevance of the website. The share of happy users is a bit lower if we look at how easy they find the navigation of the site. Fifty per cent of the respondents who answer the user survey visit ssb.no at least once a month. We can assume that these users are familiar the site and its contents, and that this has affected the high rate of happiness.

6.1. Easy to understand?

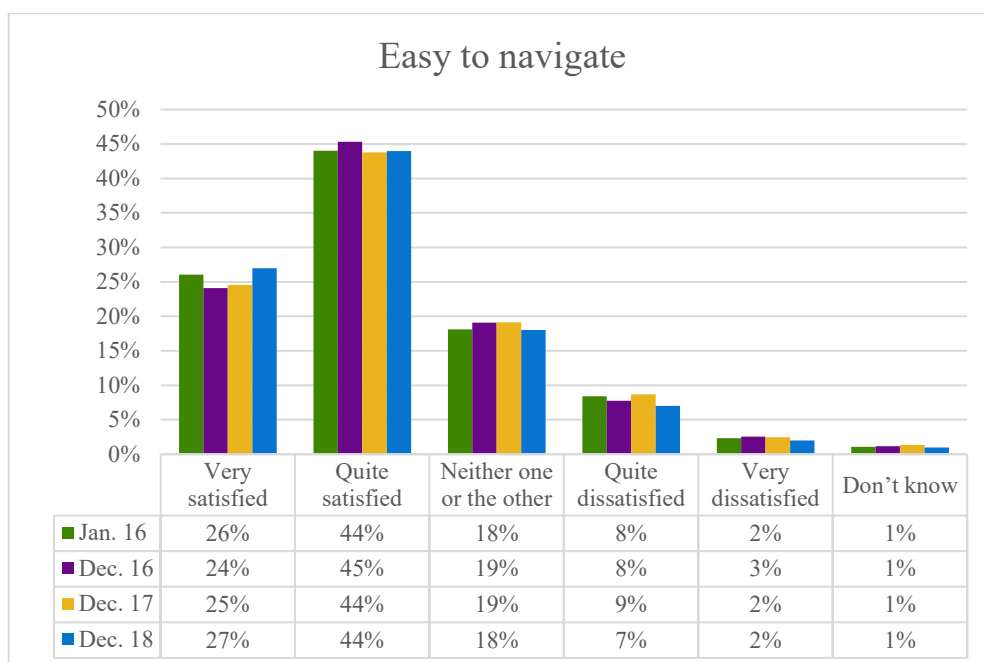
The question was: 'How satisfied are you with the content on ssb.no with regard to the following: easy to understand?'



In the survey, 86 per cent of users said they were satisfied (very satisfied or quite satisfied) with how easy it is to understand ssb.no. This is consistent with previous surveys.

6.2. Easy to navigate?

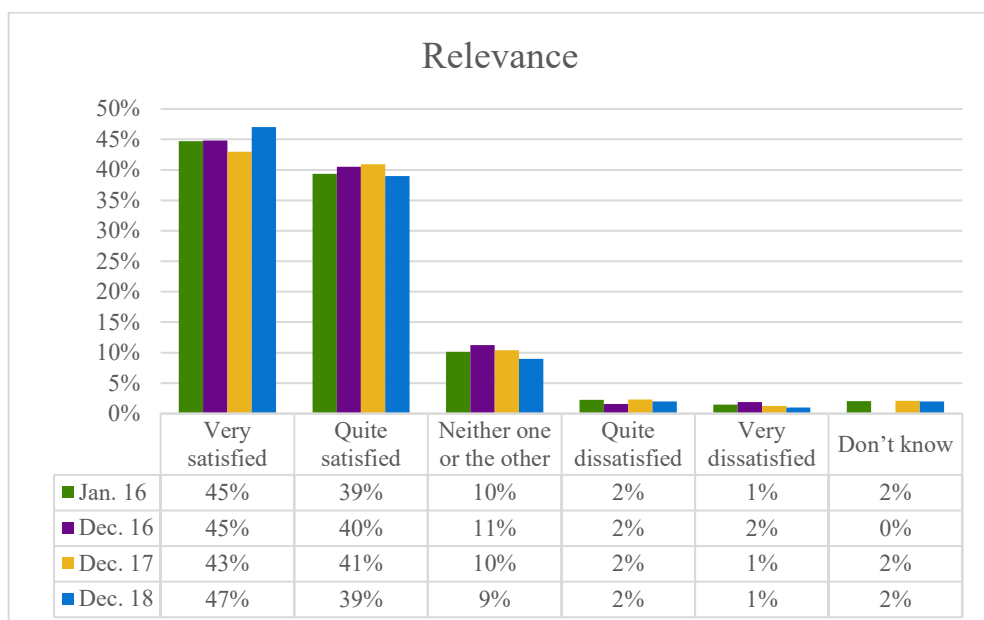
The question was: 'How satisfied are you with the content on ssb.no with regard to the following: easy to navigate?'



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.

6.3. Relevance

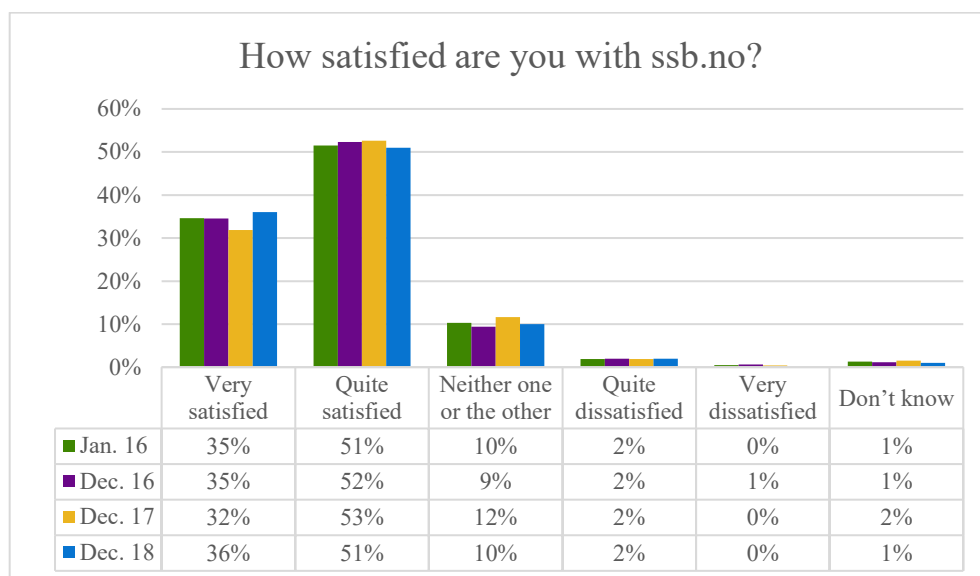
The question was: ‘How satisfied are you with the content on ssb.no with regard to the following: relevance?’



A total of 86 per cent of users said they were satisfied (very satisfied or quite satisfied) with the relevance of the content on ssb.no. There were no major changes from previous years.

6.4. How satisfied are you with ssb.no?

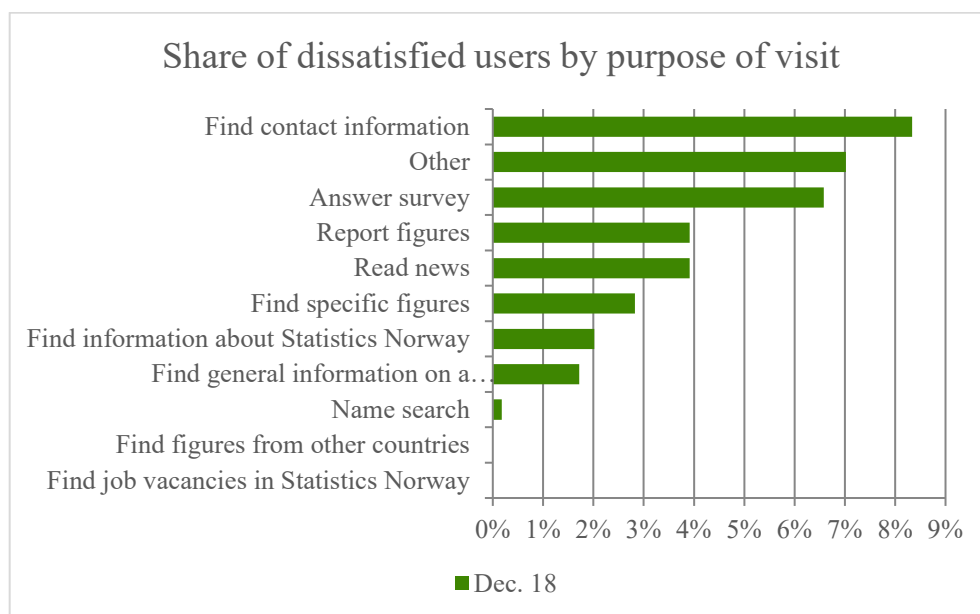
The question was: ‘How satisfied are you with ssb.no?’



A total of 85 per cent of users said that they were satisfied (very satisfied or quite satisfied) with ssb.no. There were no major changes from previous years, but the share of respondents claiming they are ‘very satisfied’ is the highest ever.

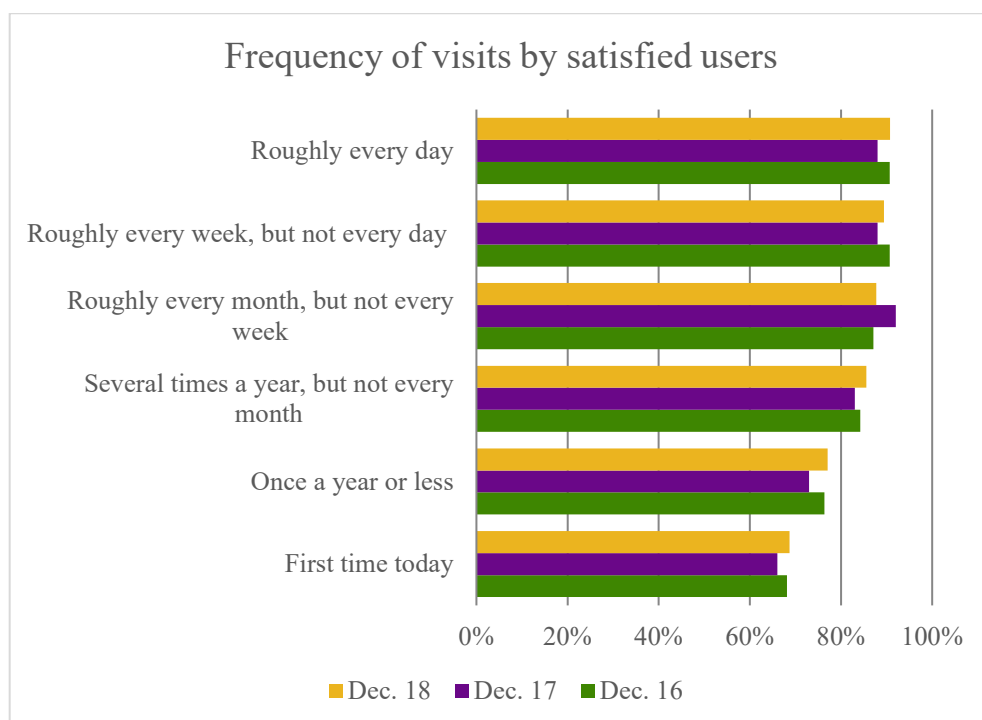
6.5. Who are least satisfied?

About 3 per cent of users are not satisfied with ssb.no, and this share has remained stable in recent years. Those who want to find contact information, answer surveys, report figures and fall under the category ‘other purpose’ are least satisfied.



6.6. Are the most frequent users the most satisfied?

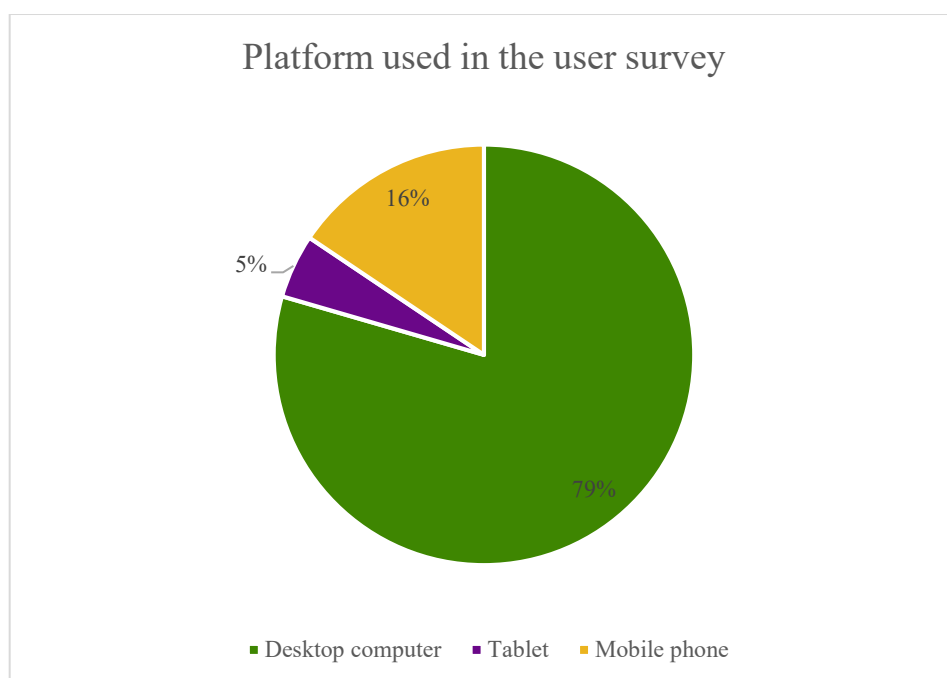
A total of 91 per cent of daily users are satisfied with ssb.no. The corresponding figure for monthly and weekly users is 88 and 89 per cent.

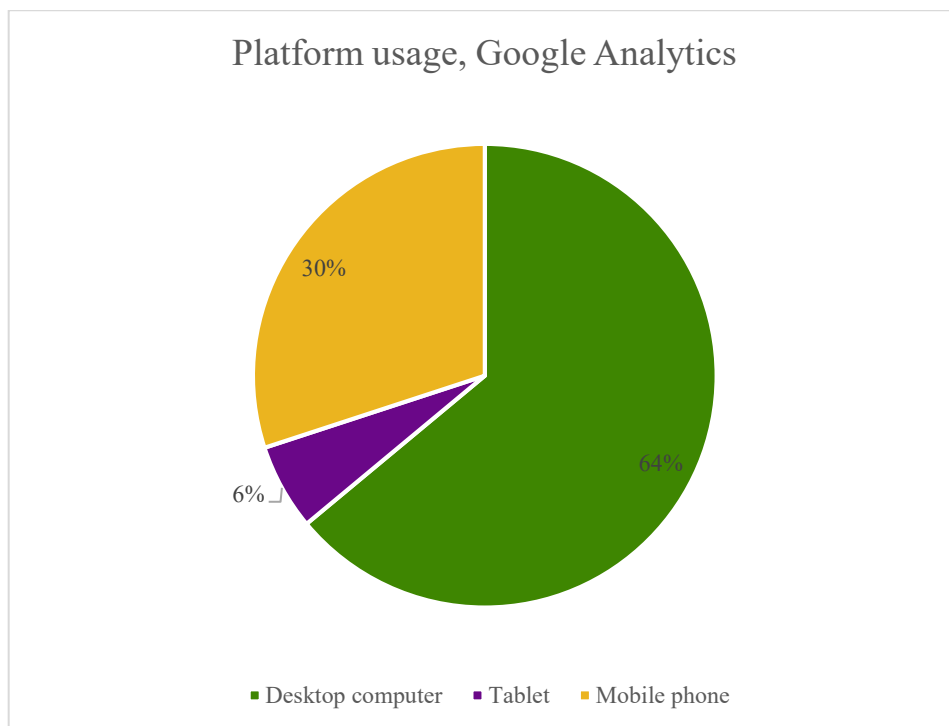


Infrequent users appear to be less satisfied. Sixty-nine per cent of first-time users were satisfied, an increase from 66 per cent in 2017. This is also the group that is less likely than more regular users to find what they are looking for. This may indicate that the more often a person visits the website, the greater the likelihood of finding the desired information, and the more satisfied they are with ssb.no. This is a similar pattern to previous surveys.

7. Mobile phone access

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

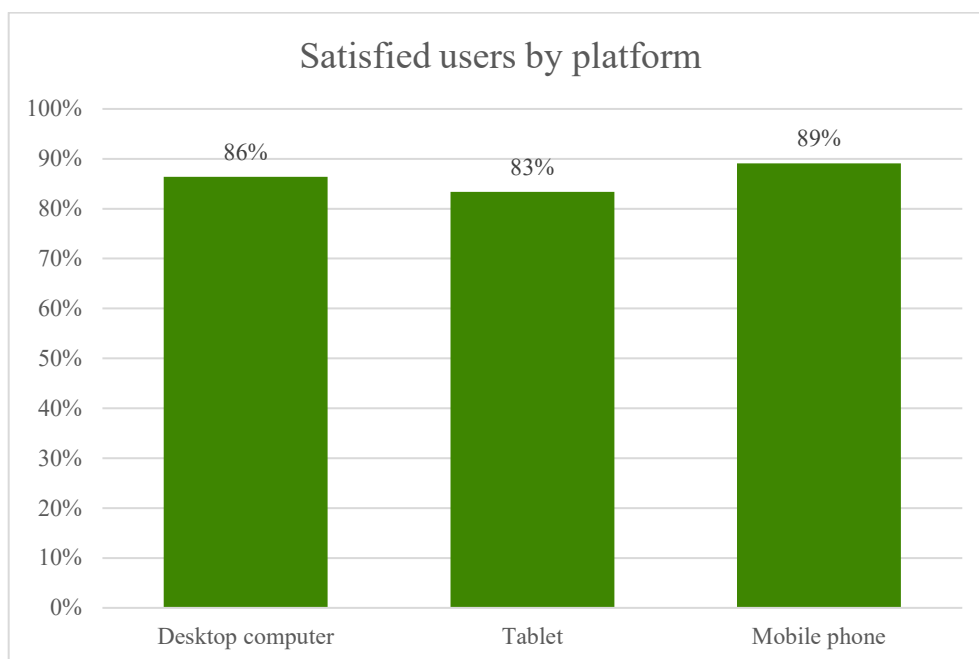




In Google Analytics, ssb.no visitor figures for 2018 show that 64 per cent use a desktop computer (PC/Mac), 30 per cent use a mobile phone and 6 per cent use a tablet to access the website. The mobile phone users are thus underrepresented in the survey.

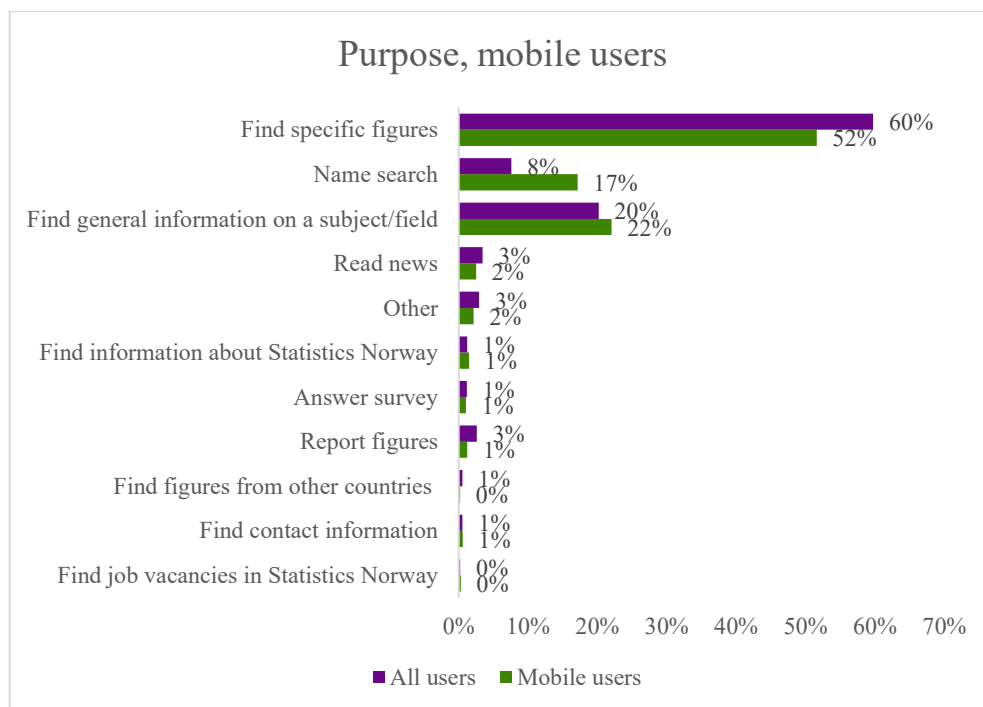
7.1. Which platform has the most satisfied users?

Mobile phone users were the most satisfied users of ssb.no, which was also the case in the last survey, with a share of 89 per cent, followed by desktop computer users with 86 per cent and tablet users with 83 per cent. The shares in the 2017 survey was 86, 84 and 83 per cent for mobile, desktop computers and tablets respectively.



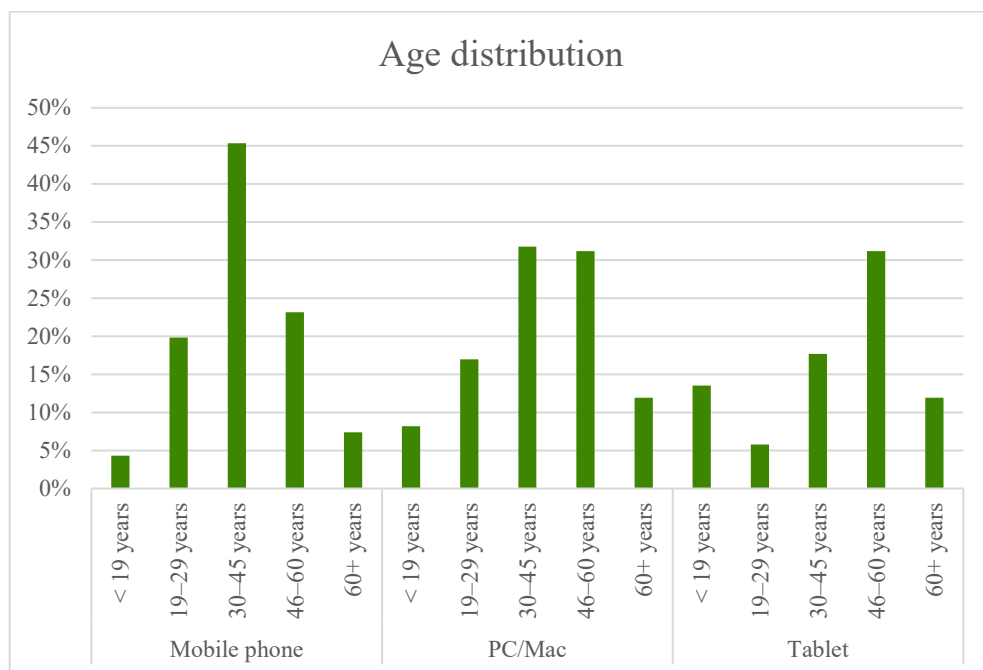
7.2. What is the purpose of visit of mobile phone users?

The main difference is that mobile phone users are less often in search of specific figures (52 vs. 60 per cent) and are more interested in name searches (17 vs. 8 per cent).



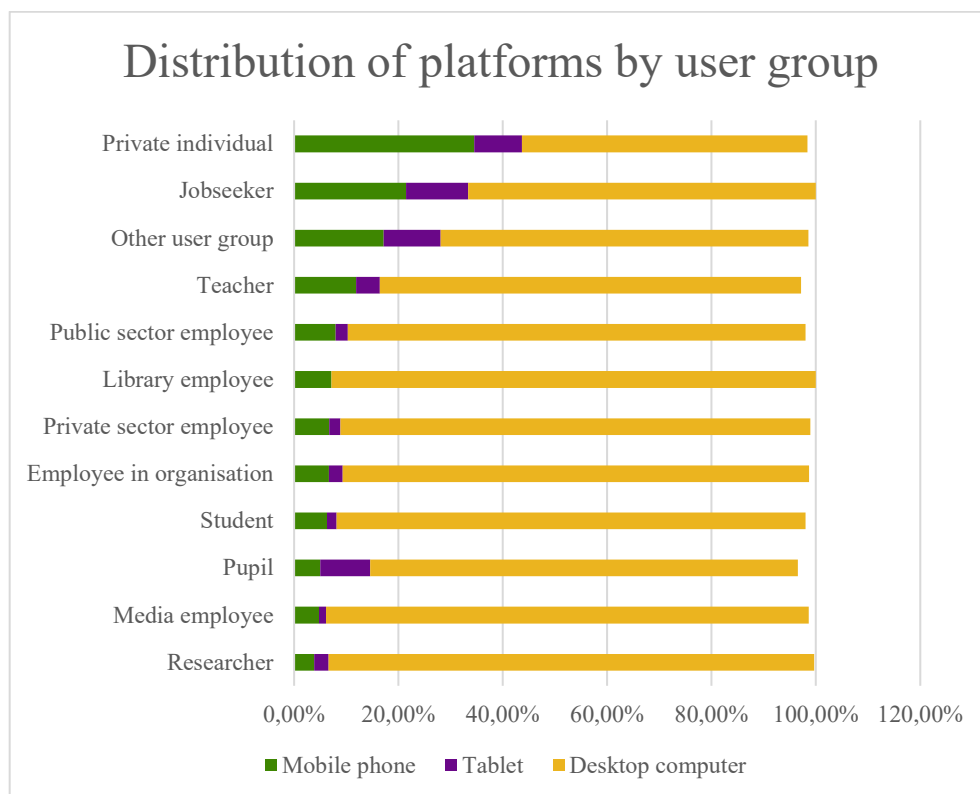
7.3. Age distribution

Mobile phone users have a younger profile and tablet users have a slightly older profile than desktop computer users.



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

Private individuals, job seekers and the group 'other users' are the groups that stand out as having a large share accessing ssb.no using mobile phones and tablets. Meanwhile, access via a desktop computer was over 90 per cent among visitors to the website for the purpose of work or education.



8. Summary

The results from the survey in 2018 are stable from previous surveys. The ssb.no website has a very high percentage of satisfied users, with 87 per cent. This year's survey has the highest shares of users that claim they are very satisfied.

In December 2018, 85 per cent of users found what they were looking for. This share has varied between 83 and 87 per cent in previous surveys.

Employees in the private sector, organisations and pupils are the groups that are most likely to find what they are looking for, while those in the media are least likely to find what they are looking for. A large share of private individuals access ssb.no to do a name search, and private sector employees are looking for various price indices or non-complex figures, while media employees and researchers often have more complex questions where the required information is spread across several different statistics.

Frequent users find it easier to navigate their way to the information they are looking for than less frequent users. The most frequent users are 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.

