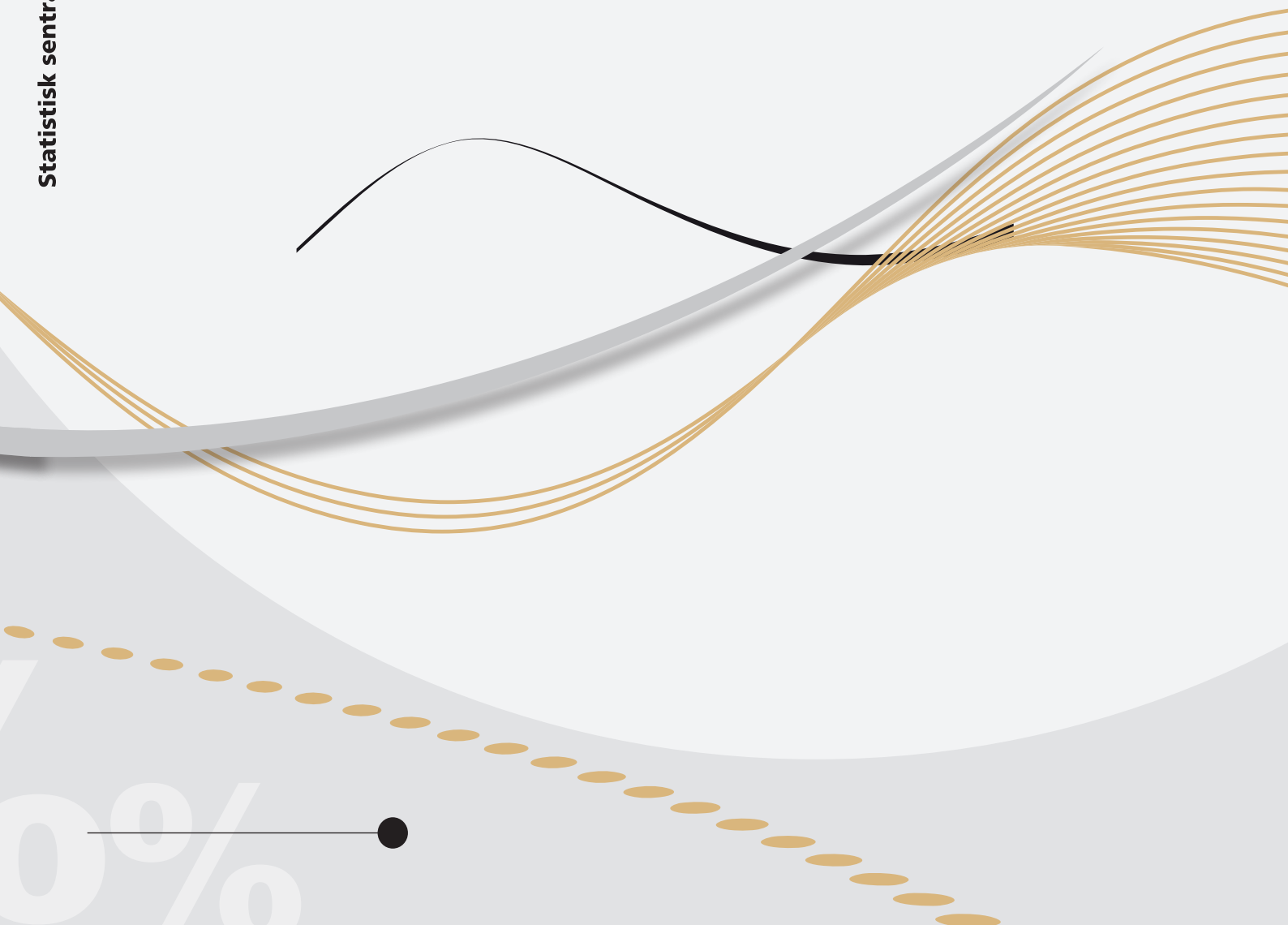


User survey ssb.no 2014



User survey ssb.no 2014

Preface

Statistics Norway has conducted a number of user surveys concerning ssb.no. Results from user surveys have been published as part of the *User survey 2004. Users' satisfaction with Statistics Norway's products and services* and in *Statistics Norway User Survey 2007*. Identical website user surveys were conducted in 2012 and 2014 aimed at mapping users' satisfaction with ssb.no, and this publication presents the main results of these surveys.

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Statistics Norway, 10 June 2014

Hans Henrik Scheel

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1. Abstract

Identical website user surveys were conducted on ssb.no in 2012 and 2014 aimed at mapping users' satisfaction with the website.

The results from both surveys show that ssb.no users are satisfied. This is stable and has not changed over from 2012 to 2014, despite the launch of a new website on 1 March 2013. Both times, 86 per cent of respondents said that they were satisfied with ssb.no.

More users found it easy to navigate their way around ssb.no in 2014 than in 2012. In 2014, 87 per cent responded that they found the information they were looking for, compared to 83 per cent in 2012.

The majority of users are looking for specific figures when they visit ssb.no; 57 per cent in 2014 and 61 per cent in 2012.

2. The survey in brief

In 2012 and 2014, user surveys on ssb.no were conducted aimed at mapping users' satisfaction with ssb.no.

Both of these surveys were conducted as a pop-up survey on ssb.no. In 2012, only users who visited the home page of ssb.no had the opportunity to take part in the survey. The survey popped up in a separate window/tab as soon as the user accessed the home page, with a request to answer the survey after the current visit. Many of the responses from the users indicate that they responded before looking for the information they required. In 2014, all users who visited ssb.no, regardless of which page they were on, were given the opportunity to take part in the survey. A delay was put in place to activate the survey, with the survey appearing if the user remained on the same page for eight seconds. This was obviously not long enough, as many users still appeared to be answering the survey before starting their search. Information cookies ensured both times that the survey only appeared once per browser per computer or device.

The first survey was conducted from 24 January-26 February 2012 and received a total of 19 450 responses and 7 500 suggestions for improvements from users. The second survey was conducted from 23 January-25 February 2014 and received 28 238 responses and 10 455 suggestions for improvement.

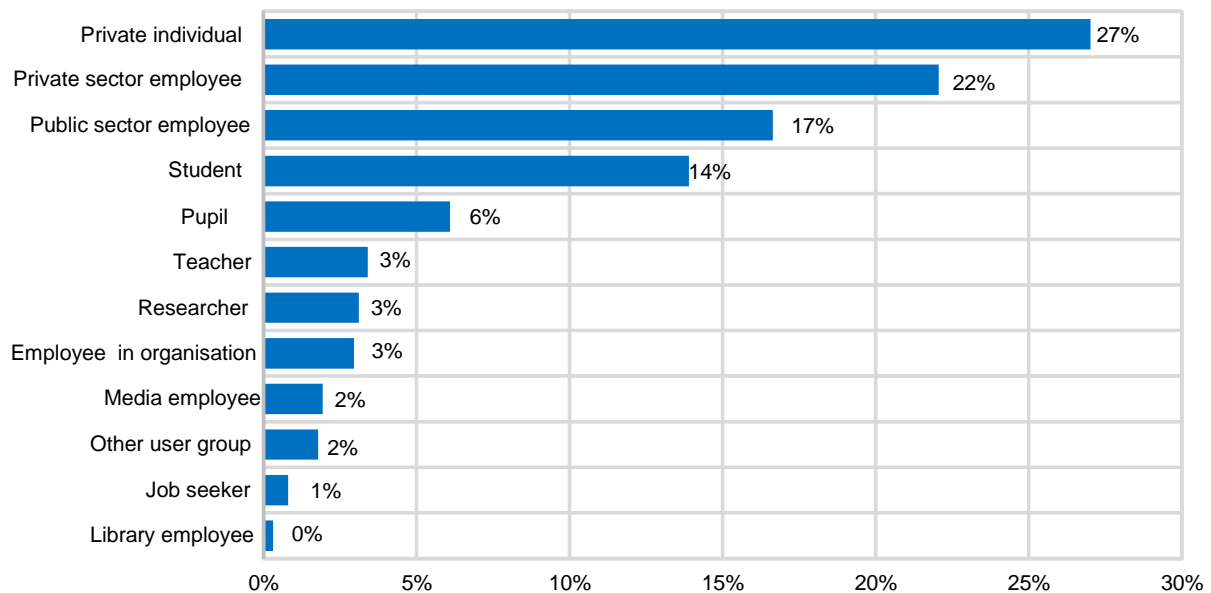
The survey consisted of 12 main questions, some of which had follow-up questions. Users were able to enter text in part of the survey in order to provide details of what they were looking for on this visit, and elsewhere they could give suggestions on how ssb.no could be improved. The users were asked what the main purpose of their visit was, which user group they belonged to and if they found what they were looking for. They were also asked for details of what they were searching for. Users were further asked how they came to access ssb.no, how they responded to the user survey (using PC/Mac, mobile phone or tablet), how satisfied they were with the website, how often they used the website, as well as demographic data on gender and age.

3. User patterns and background figures

3.1. User groups

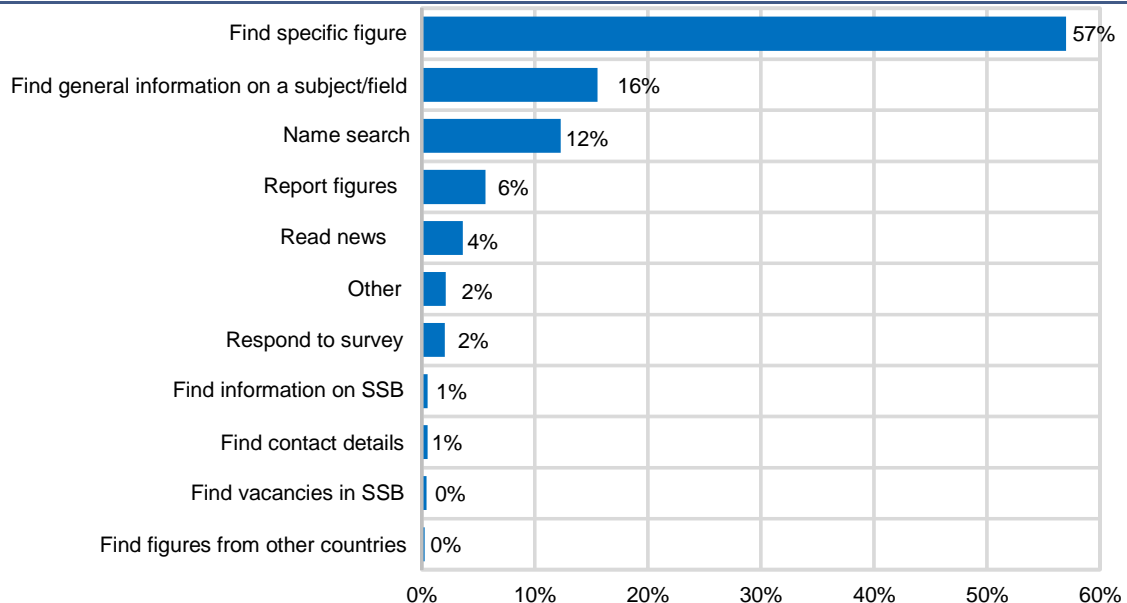
Private individuals make up the largest user group according to the surveys, with 27 per cent in 2014 and 22 per cent in 2012. This is followed by private sector employees, public sector employees and students.

The figure below shows a complete overview of the breakdown by user group in 2014.

Figure 1. Which user group do you belong to for this visit?

3.2. Purpose

Fifty-seven per cent of users used ssb.no to find a specific figure, while 16 per cent were looking for general information about a subject/topic, which was about the same share as in 2012. The name search was the third most common reason for visiting ssb.no in both 2012 and 2014.

Figure 2. What was the most common reason for visiting ssb.no?

3.3. Frequency of visits

Forty-seven per cent of the survey respondents in 2014 used ssb.no at least once a month, which is 10 percentage points fewer than in 2012.

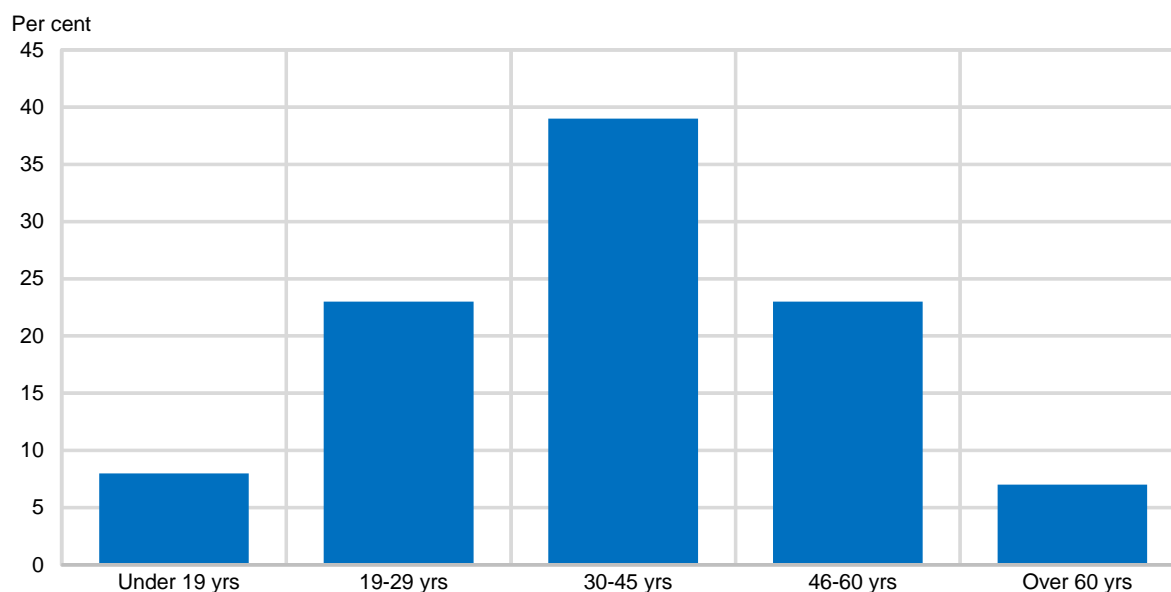
Of the 2 per cent of users who use ssb.no daily, public sector employees stand out as heavy users. A quarter of daily users are from the public sector (24 per cent), which is the same trend as in 2012. Of the 14 per cent who use ssb.no weekly but not every day, public sector employees (20 per cent) and private sector employees (20 per cent) stand out as the largest user groups.

The share using ssb.no on mobile phones and tablets has gone up by 5 percentage points since 2012. Seven per cent responded to the survey using a tablet, while 3 per cent used a mobile phone.

3.4. Age

The age distribution among users is stable from the previous survey, with most users aged between 30 and 45 years (39 per cent). This is followed by 19-29 year-olds and 46-60 year-olds, each with 23 per cent. A slightly larger share of men than women use ssb.no.

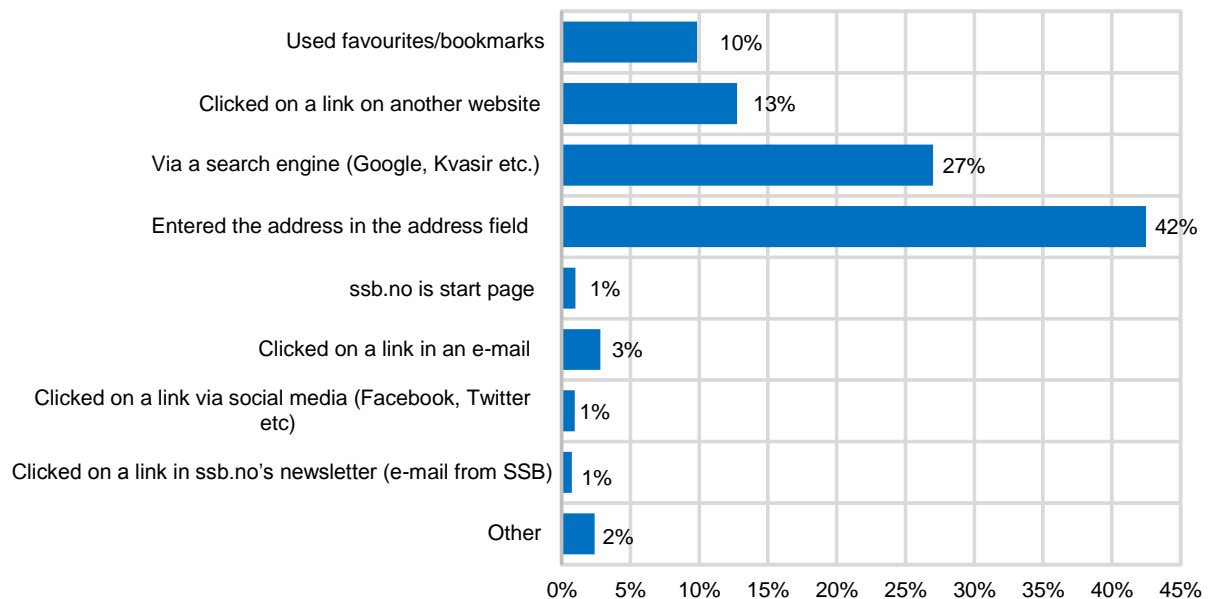
Figure 3. Age



3.5. Access

The users were asked how they accessed ssb.no. In 2014, 42 per cent responded that they directly accessed ssb.no. In 2012, this share was 69 per cent. It appears that searches are a more common way of accessing ssb.no in 2014, with 27 per cent accessing the website via a search engine. This is an increase of 14 percentage points from 2012, and may explain why fewer users accessed ssb.no directly in 2014. However, it is worth noting that in 2012, only users who visited the home page of ssb.no had the opportunity to take part in the survey. This means that in 2012 users who accessed ssb.no as a result of a search, and did not visit the home page during their visit, did not take part in the survey. This may help to explain why the share of users who accessed ssb.no via a search was significantly lower in 2012 than in 2014.

A mere one per cent of users accessed ssb.no via social media. Statistics Norway starting using Twitter in 2009, and in 2014 also began to focus on other social media. We can therefore assume that the share accessing ssb.no via social media will increase in the future.

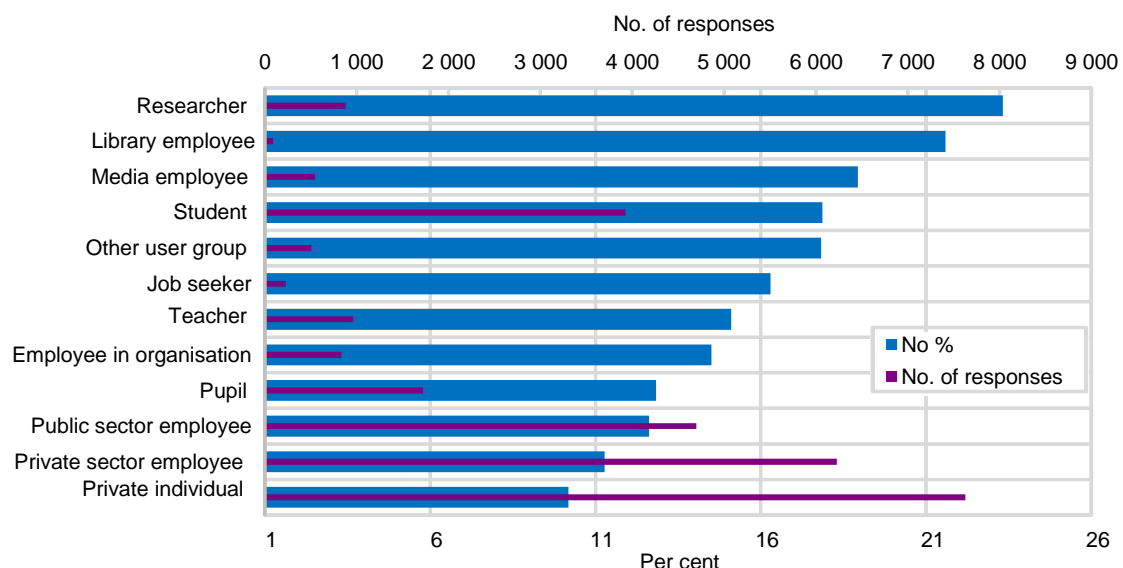
Figure 4. How did you access ssb.no?

4. Successful search?

Eighty-seven per cent of users found what they are looking for in 2014. This is an increase of 4 percentage points from 2012.

As in the previous survey, private individuals make up the group most likely to find what they are looking for. 90 per cent of users in this group answered yes to this question.

Employees in the media industry is an important user group for Statistics Norway. They are also among the users who are least likely to find the information they are looking for. Even so, the share who found what they were looking in this group increased by 6 percentage points from 2012 to 2014, possibly due to the restructuring of the website in March 2013.

Figure 5. Share who did not find what they were looking for, by user group

	Private indi- vidual	Private sector employee	Public sector employee	Pupil	Em- ployee in organi- sation	Teacher	Job seeker	Other user group	Student	Em- ployee in media	Library em- ployee	Re- searcher
No %	10	11	13	13	15	15	16	18	18	19	22	23
No. of responses ..	7 629	6 228	4 698	1 722	834	960	227	505	3 924	544	88	879

A closer look at the purpose of the visit shows that 96 per cent of users who used ssb.no to do a name search found the information they were looking for. This is the same number as in 2012. The name search is profiled on the home page, and the actual search is a simple procedure, which may explain the high percentage of successful searches in this area. These figures may also partly explain the large share of private individuals who find what they are looking for, since 33 per cent of the private individuals reported that their main purpose for visiting ssb.no was to do a name search.

Thirty-one per cent of users who want to "find figures from other countries," report not being successful in finding this information. However, only 77 users responded that this was the main purpose of their visit. It may be that they are looking for figures that Statistics Norway does not have.

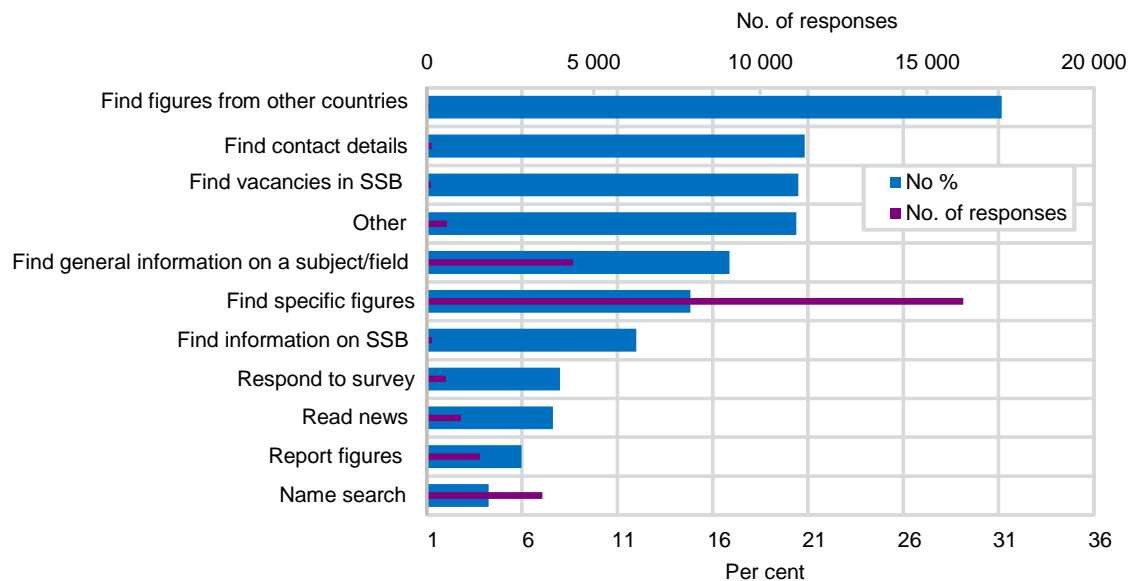
Among users accessing ssb.no to "find specific figures" and find "general information about a subject/topic," 15 per cent and 17 per cent respectively do not find the information they are looking for. These are the two most common reasons for visiting ssb.no, and the area in which most users are struggling to find their way. However, this figure fell 3-4 percentage points from 2012, which may indicate that it is now easier than before.

There can be many reasons for users not finding what they are looking for. The Statistics Norway's information service received about 6 700 enquiries in 2013. A closer look at the enquiries that were sent by e-mail 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 they do not find what they are looking for on the website.

However, this does not explain the large share of private individuals who actually find what they are looking for. As previously mentioned, 90 per cent of private individuals find the information they are looking for, and 47 per cent of these use ssb.no to "find specific figures."

It may, however, be an indication that this group is looking for less complex information than the other user groups, which may explain the high share of successful searches.

Private individuals are often looking for figures that are relatively easily available in statistics. Some examples of what individuals look for include Life expectancy of men in 1975, wage growth in Norway, population in a municipality, calculation of price changes, number of murders committed in Norway and number of births.

Figure 6. Share who did not find the information they wanted, by purpose of visit

	Name search	Report figures	Read news	Respond to survey	Find information on SSB	Find specific figures	Find general information on a subject/field	Other	Find vacancies in SSB	Find contact details	Find figures from other countries
No %	4	6	8	8	12	15	17	20	20	21	31
No. of responses	3470	1591	1024	575	150	960	4393	603	122	144	77

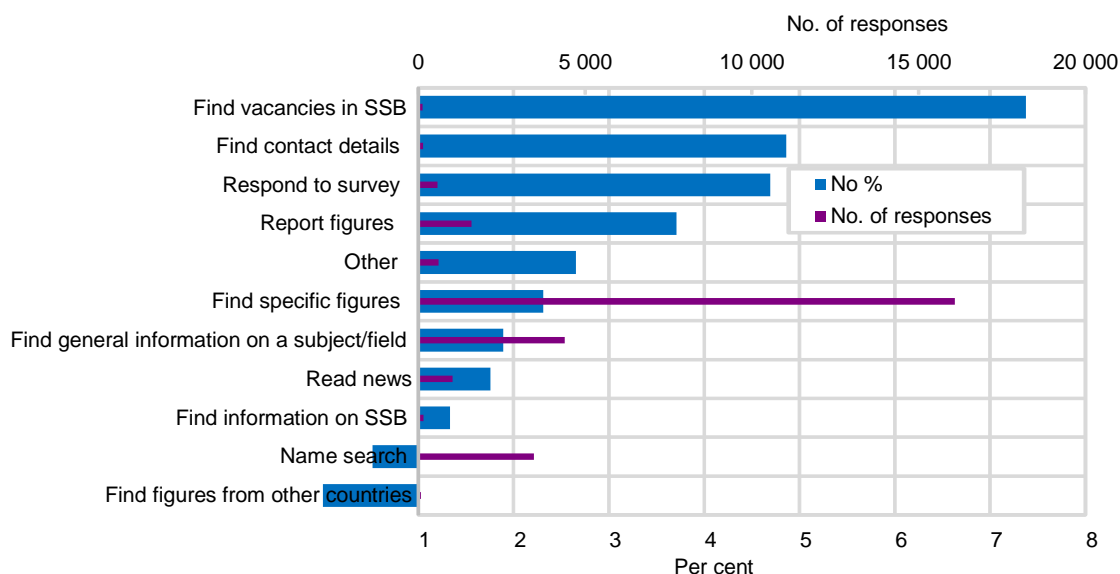
5. How satisfied are users?

How satisfied are users with ssb.no? Is the purpose of their visit correlated to how satisfied they are?

Eighty-six per cent of users said they were satisfied (very satisfied or fairly satisfied) with ssb.no, which is the same as in 2012. Despite the launch of a new website in March 2013, the share of satisfied users has not changed.

Only 2 per cent of users were not satisfied with ssb.no. A closer look at whether the purpose of their visit can have an impact on the share of satisfied users shows the same answer as in 2012. Users who access ssb.no to do a name search are the users who are most satisfied. This is also the purpose of visit in which most users find what they are looking for.

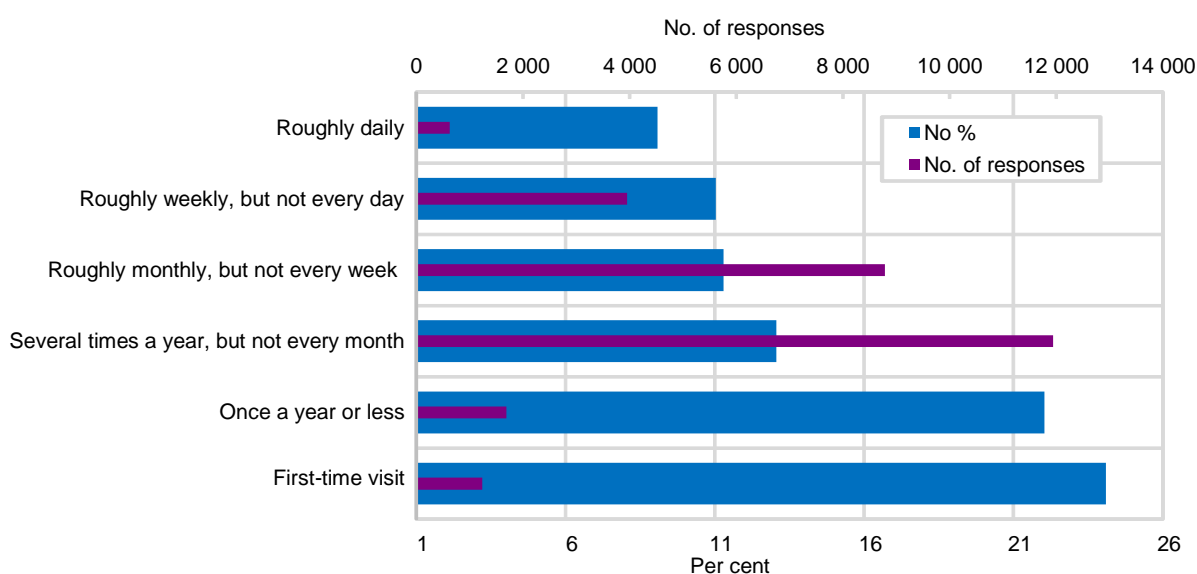
Upon closer examination of the two most common reasons for visiting ssb.no, i.e. to "find specific figures" and "find information on a subject/field", we see that very few of these - just 2 per cent - are not satisfied. Users who are looking for jobs are the most dissatisfied. This could be because we have very few vacancies in Statistics Norway at the moment, and that the users are therefore dissatisfied with this, and not necessarily the actual website.

Figure 7. Share of dissatisfied users, by purpose of visit

	Find figures from other countries	Name search	Find information on SSB	Read news	Find general information on a subject/field	Find specific figures	Other	Report figures	Respond to survey	Find contact details	Find vacancies in SSB	Find figures from other countries
No %	0	0	1	2	2	2	4	4	5	5	7	0
No. of responses	77	3 470	150	1 024	4 393	16 089	1 591	575	144	144	122	77

6. Are the most frequent users the most satisfied?

Weekly and daily users find it easier to navigate their way around ssb.no than users who access the website less frequently. Among users who access the website once a year or less, 22 per cent do not find the information they are looking for. This is a decline of 11 percentage points from 2012. Among first-time users, 24 per cent do not find the information they are looking for. In 2012, this share was 30 per cent. Only 11 per cent of weekly and monthly users do not find what they are looking for.

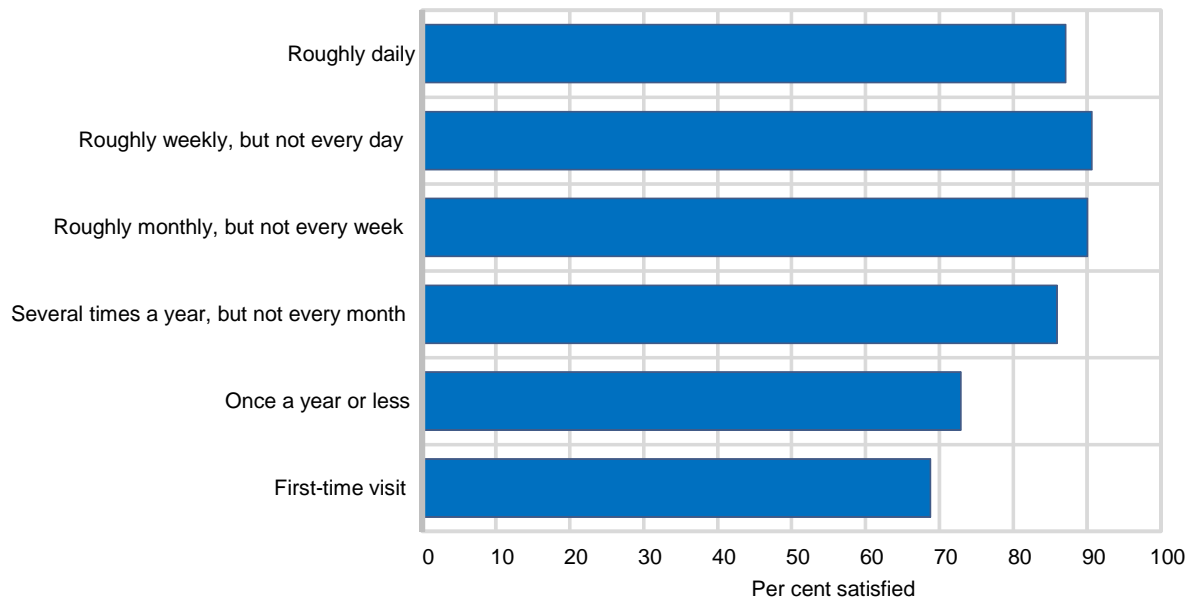
Figure 8. Share who did not find the information they were looking for, by frequency of visits to ssb.no

These results show that the more often a user uses ssb.no, the easier it is to find their way around. This is likely to be because regular users know from experience where to look. These results also indicate that it is easier for

first-time users and infrequent users to use the new website than the old one, since the share that does not find what it is looking for in these groups is significantly less than in 2012.

Among users who access ssb.no monthly or more often, about 90 per cent are satisfied with ssb.no. Less regular users appear to be less satisfied. Sixty-nine per cent of first-time users are satisfied. This group is also less likely than more regular users to find what they are looking for. This may indicate that the more often a user visits the website, the greater the likelihood that they will find the information they are looking for, and therefore the more satisfied they will be with ssb.no. This is the same trend as in the survey from 2012.

Figure 9. Share of satisfied users, by frequency of visit



7. What are users most satisfied with?

We asked the users how satisfied they were with the content of ssb.no in terms of the following criteria:

1) easy to understand, 2) easy to navigate and 3) relevance.

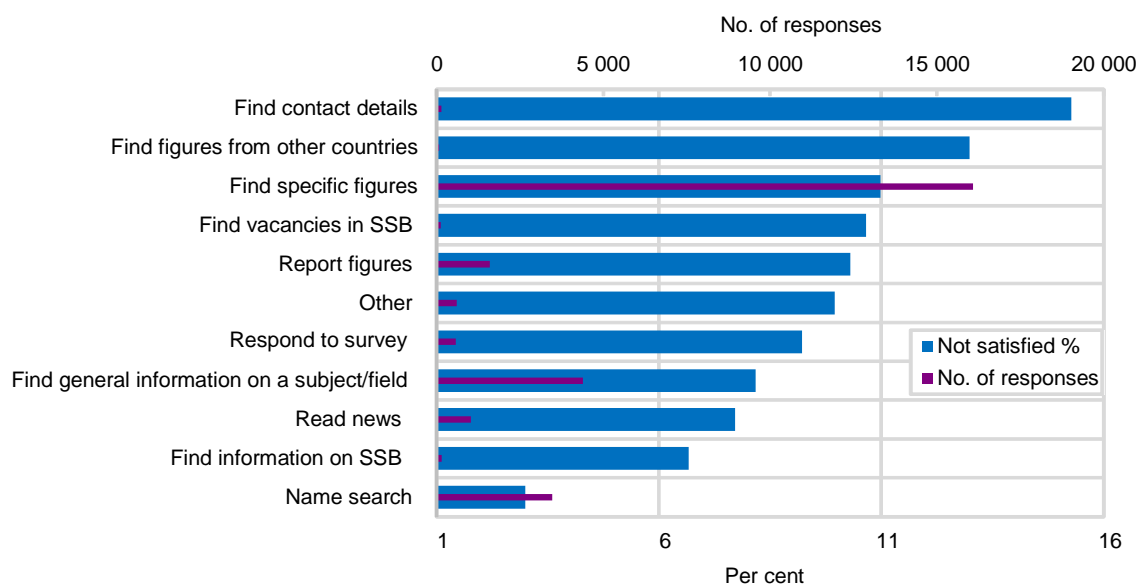
How satisfied are you with ssb.no?

Response	Not satisfied	Satisfied
Easy to understand	4%	86%
Easy to navigate	9%	71%
Relevance	3%	84%

As with the results from 2012, it is "easy to navigate" that dominates with the highest negative share. Seventy-one per cent think it is easy to navigate in ssb.no, while 9 per cent think it is difficult to navigate. Despite the negative percentage, there are still 11 per cent more who find it easier to navigate in 2014, suggesting that the new website is easier to navigate than the old one.

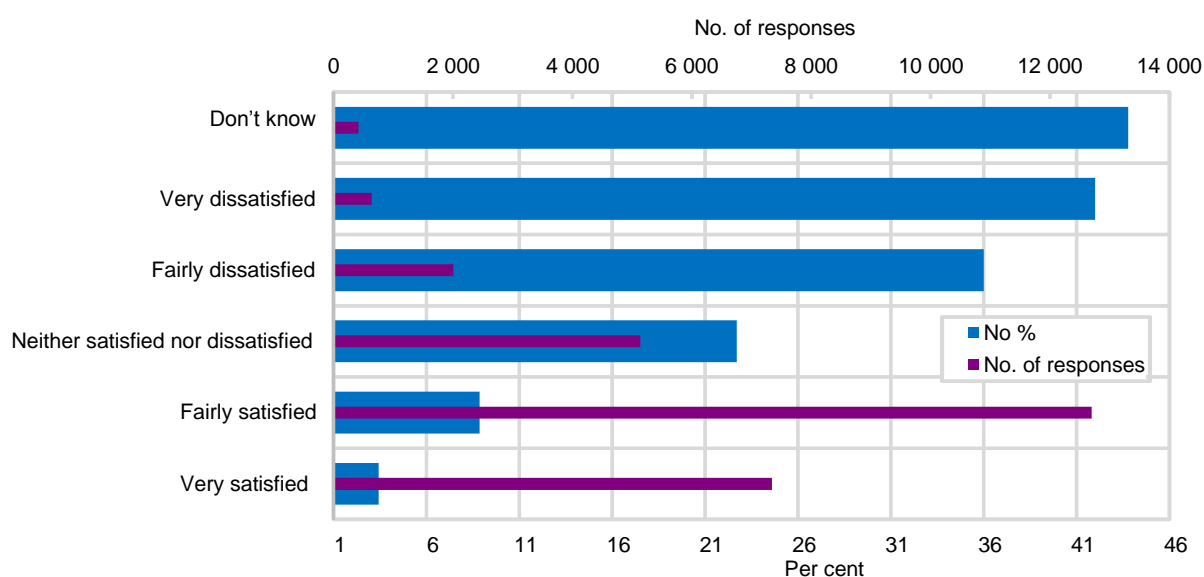
Closer inspection of the relationship between the purpose of the visit and whether users find it easy to navigate on ssb.no shows a positive trend from 2012. Eleven per cent of users who visited ssb.no to find a specific figure in 2014 found it difficult to find. This is 7 percentage points fewer than in 2012.

Only 3 per cent of users who accessed ssb.no to do a name search found it difficult to navigate; 5 percentage points fewer than in 2012.

Figure 10. Share who found ssb.no difficult to navigate, by purpose of visit

	Name search	Find information on SSB	Read news	Find general information on subject/field	Respond to survey	Other	Report figures	Find vacancies in SSB	Find specific figures	Find figures from other countries	Find contact details	Name search
Dissatisfied %	3	7	8	8	9	10	10	11	11	13	15	3
No. of responses ...	3 470	150	1 024	4 393	575	603	1 591	122	16 089	77	144	3 470

Among users who found it difficult to navigate in ssb.no, 42 and 36 per cent were very dissatisfied and fairly dissatisfied respectively with their search for information during their visit on the day of the survey. In 2012, the corresponding shares were 51 per cent and 38 per cent. A number of users are therefore still finding ssb.no difficult to navigate, but despite this, a larger share is managing to find what they are looking for.

Figure 11. Share of users who did not find what they were looking for, by degree of difficulty of navigation

8. Summary

The results from both surveys show that 86 per cent of ssb.no users are satisfied. Despite the launch of a new website on 1 March 2013, the share of satisfied users has not increased. However, the share of users that find what they are looking for on the website has increased, with 87 per cent of users finding what they are looking for. This is an increase of 4 percentage points from 2012.

Private individuals are the group most likely to find what they are looking for, while employees in the media are least likely to find what they are looking for. The reason for this may be that a large share of private individuals carry out name searches or look for figures that are less complex, while media employees often have more complex questions where the answer is spread across several different statistics.

Weekly and daily users find it easier to find the information they are looking for than less frequent users. This is also the group that is most satisfied with ssb.no. The results also show that it is easier for first-time users and infrequent users to navigate their way around the new website as the share who do not find what they are looking for in this group is significantly smaller than in 2012.

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