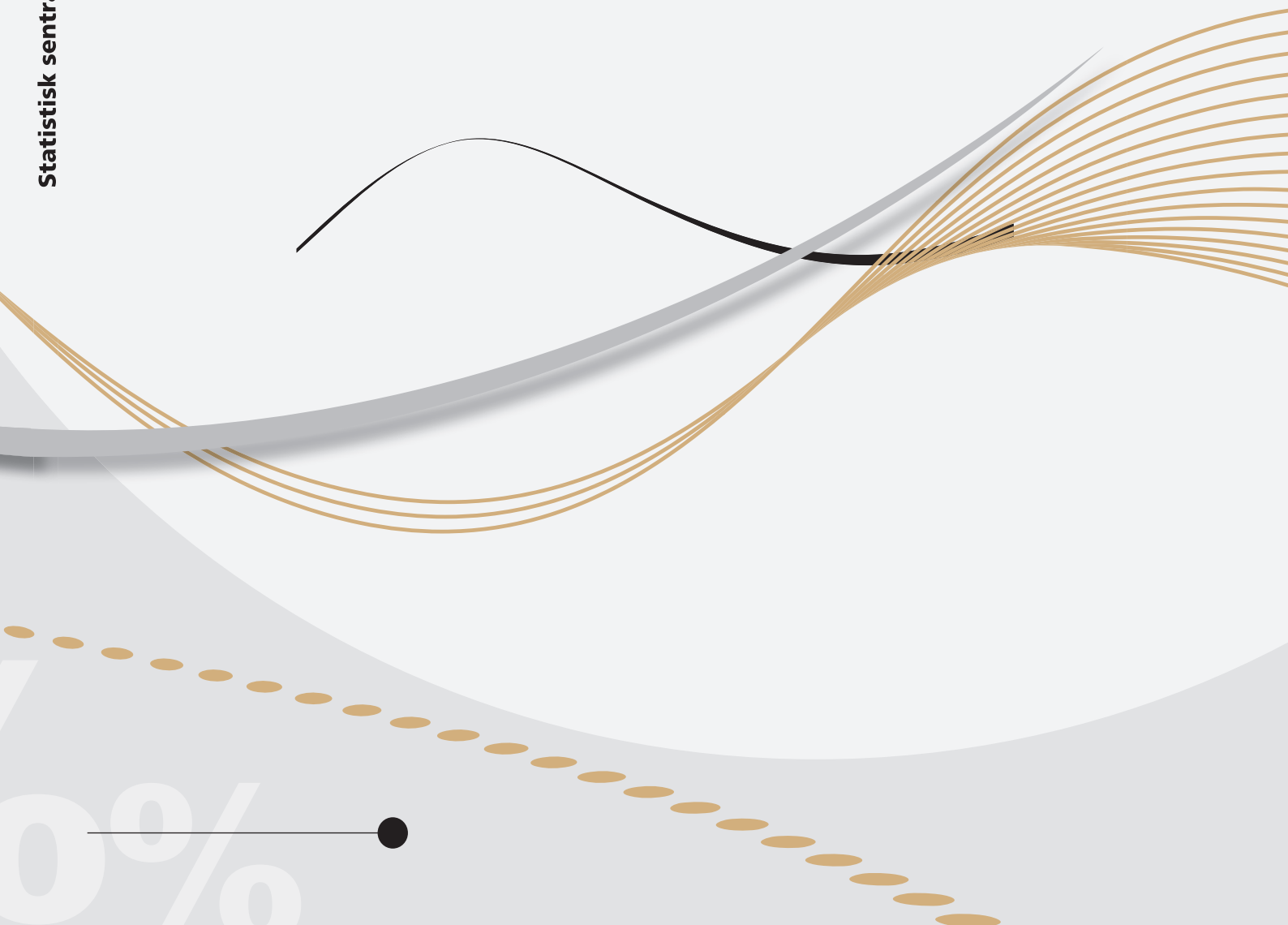


## User survey ssb.no 2015





## **User survey ssb.no 2015**



## 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*. Three identical user surveys were conducted on ssb.no (in 2012, 2014 and 2015) aimed at mapping users' satisfaction with ssb.no. This publication presents the main results of the most recent survey.

Statistisk sentralbyrå, 29. juni 2015

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## Contents

<b>Preface .....</b>	<b>3</b>
<b>1. Abstract.....</b>	<b>5</b>
<b>2. The survey in brief .....</b>	<b>5</b>
<b>3. User patterns and background figures .....</b>	<b>5</b>
3.1. User groups.....	5
3.2. Purpose.....	6
3.3. Frequency of visits .....	7
3.4. Age.....	7
3.5. Access.....	7
<b>4. Successful search?.....</b>	<b>8</b>
<b>5. How satisfied are users? .....</b>	<b>13</b>
<b>6. Are the most frequent users the most satisfied? .....</b>	<b>14</b>
<b>7. What are users most satisfied with? .....</b>	<b>15</b>
<b>8. Suggestions for improvements.....</b>	<b>17</b>
<b>9. Summary.....</b>	<b>18</b>

## 1. Abstract

Three identical user surveys were conducted on ssb.no in 2012, 2014 and 2015 aimed at mapping users' satisfaction with ssb.no.

The results from all surveys show that ssb.no users are satisfied. This is stable and has not changed over the last three years, despite the launch of a new website on 1 March 2013. In both 2012 and 2014, 86 per cent of respondents said that they were satisfied with ssb.no, and the corresponding figure in 2015 was 87 per cent.

The same share of users found it easy to navigate their way around ssb.no in 2015 as in 2014, with 87 per cent reporting 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; 59 per cent in 2015, 57 per cent in 2014 and 61 per cent in 2012.

## 2. The survey in brief

In 2012, 2014 and 2015, user surveys on ssb.no were conducted aimed at mapping users' satisfaction with ssb.no.

All of these surveys were conducted as a pop-up survey on ssb.no. In 2014, 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, with the survey appearing if the user remained on the same page for eight seconds. This delay proved to be too brief, and in 2015 was extended to 12 seconds. As in previous surveys, many users reported that they had not managed to find what they were looking for before the survey popped up, and that responding to it before they were finished may have affected their answer.

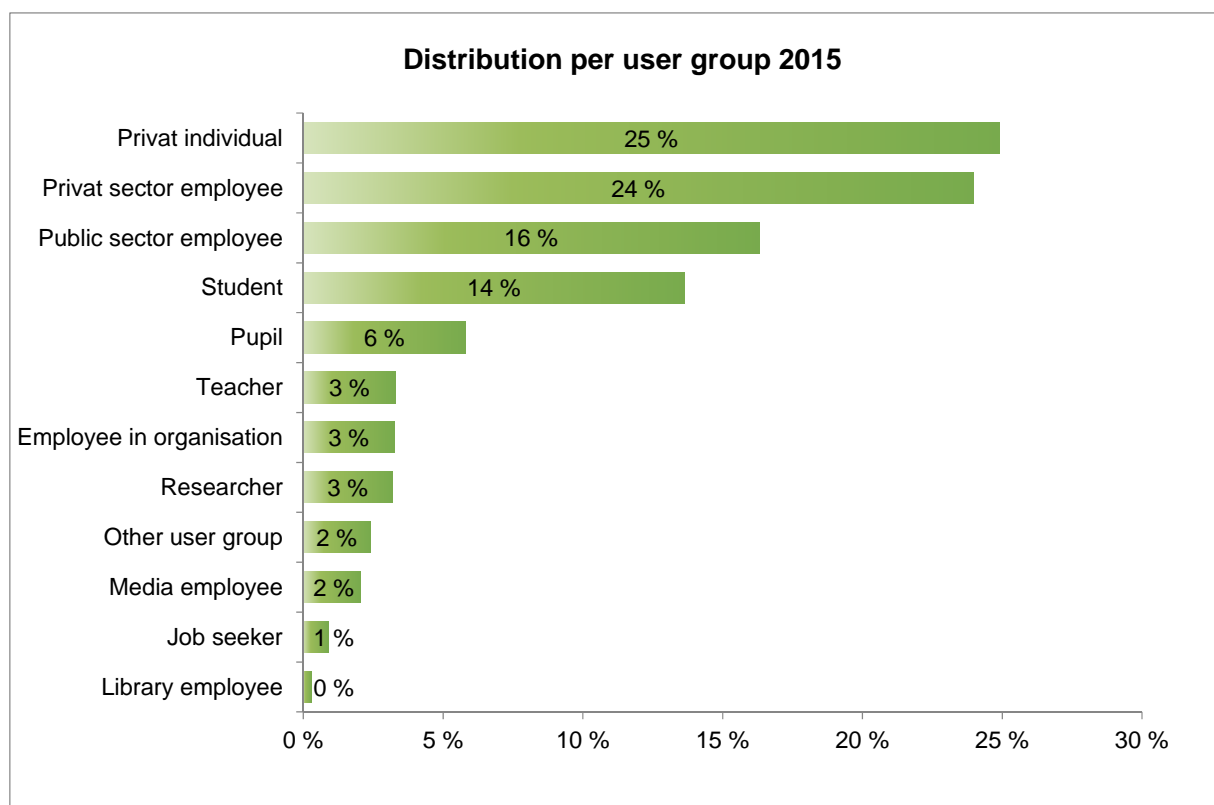
The 2015 survey was conducted from 23 January-25 February and received a total of 24 958 responses and 10 430 suggestions for improvements from users. According to Google Analytics, the number of unique users (who used the website once or more during the period) was 361 426 during the same period, which shows that 6.9 per cent of users answered the survey.

The survey consisted of 12 main questions, some of which had follow-up questions. Users were able to enter text in a 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 information they were searching for. Users were further asked how they accessed ssb.no, what they used to respond to the user survey (PC/Mac, mobile phone or tablet), how satisfied they were with the website, how often they use the website, as well as demographic data on gender and age.

## 3. User patterns and background figures

### 3.1. User groups

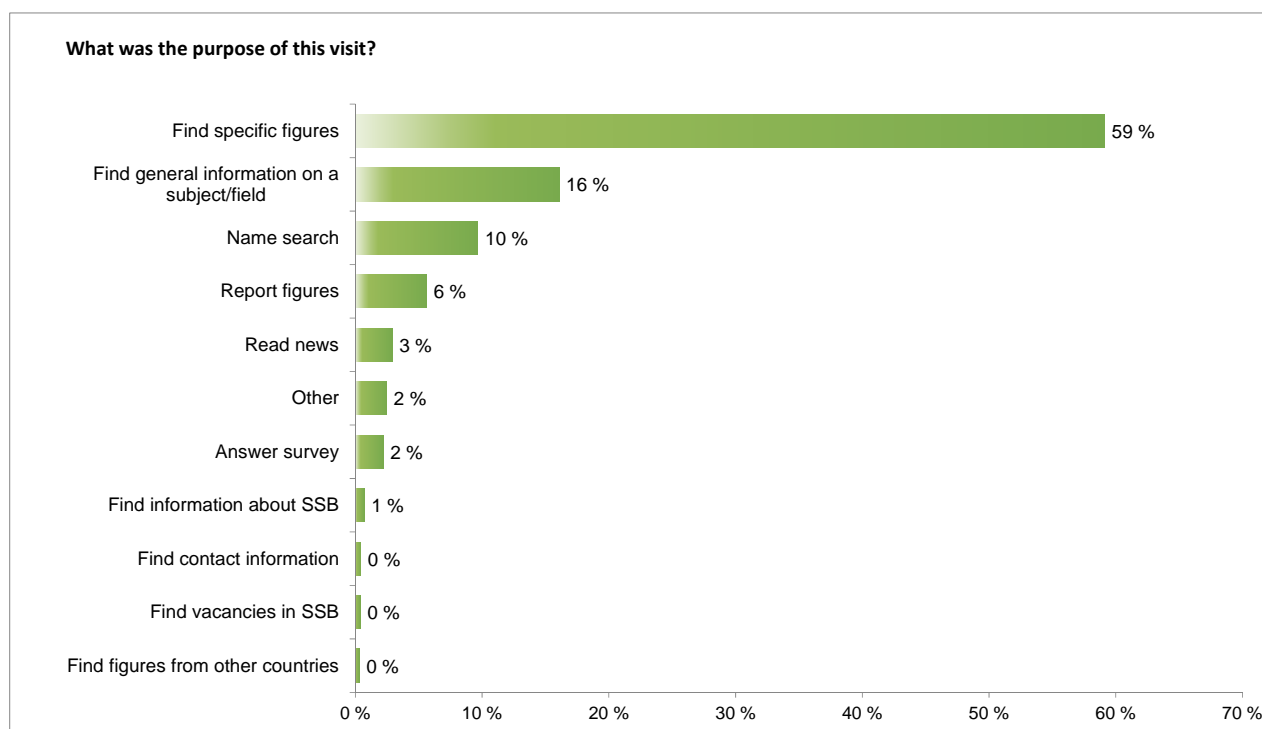
Private individuals make up the largest user group, constituting a quarter of all respondents in 2015. The corresponding figures in 2012 and 2014 were 25 and 27 per cent respectively. This is followed by private sector employees, public sector employees and students.



### 3.2. Purpose

In relation to purpose of visit, 59 per cent of users were looking for specific figures, while 16 per cent wanted general information on a subject/topic. The share was about the same in 2012 and 2014. As in 2012 and 2014, the name search function was the third most common reason for visiting ssb.no.

Comments added by users looking for specific figures showed that a large number accessed the website to view the name statistics. We can therefore assume that the share of those who accessed the website to do a name search is more than 10 per cent.





### 3.3. Frequency of visits

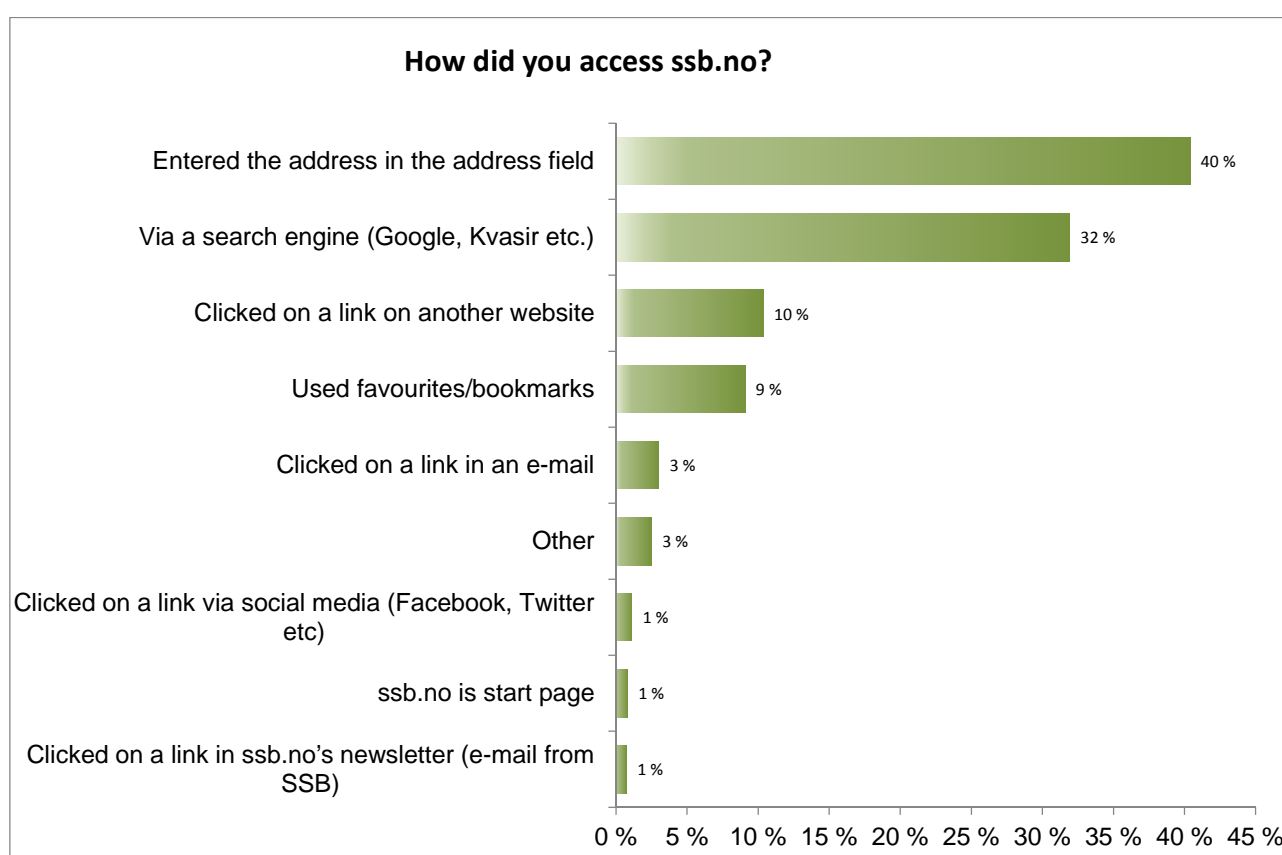
Forty-seven per cent of the survey respondents used ssb.no at least once a month, which is the same share as in 2014, but 10 percentage points fewer than in 2012.

Of the 2 per cent of users who use ssb.no daily, public sector employees stand out as heavy users, with a share of 28 per cent. This is the same as in 2014. Of the 13 per cent who use ssb.no weekly but not every day, public sector employees (20 per cent) and private sector employees (21 per cent) stand out as the largest user groups. The figures for this are also unchanged from 2014.

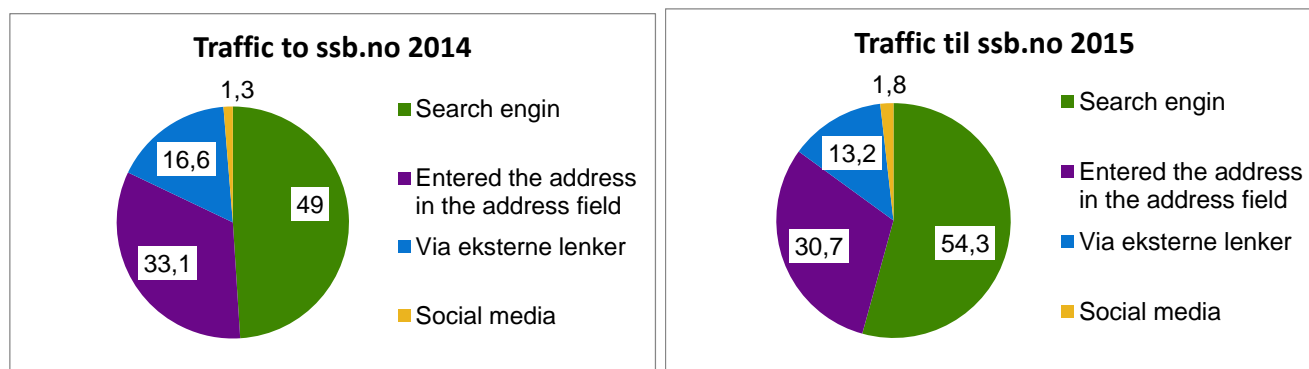
### 3.4. Age

The age distribution among users is stable from the previous survey, with most users aged between 30 and 45 years (38 per cent). This is followed by 46-60 year-olds with 26 per cent and 19-29 year-olds with 22 per cent. A slightly larger share of men than women use ssb.no.

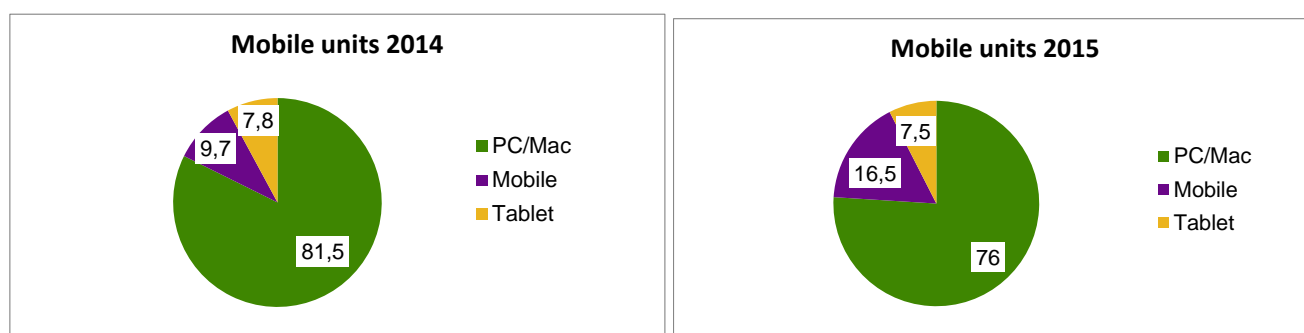
### 3.5. Access



Users were asked how they accessed ssb.no. A growing number are accessing the website via a search engine, with 32 per cent in 2015 compared to 27 per cent in 2014. The share who reported directly accessing ssb.no, i.e. by entering the address in the address field, remains stable at 40 per cent. Fewer are accessing the site via links on other websites. In 2015, 10 per cent reported accessing ssb.no via external links compared to 13 per cent in 2014. There was no change in the share who accessed the site via social media. According to web statistics for the period when the survey was conducted, the distribution here is slightly different. Of all visitors to ssb.no in this period we see that far more are accessing ssb.no via a search engine, and that there is a slight increase in traffic from social media:



The share of respondents who said that they access ssb.no using a mobile phone or tablet has fallen 3 percentage points since 2014. Three per cent used a tablet, while 4 per cent used a mobile phone. These figures differ considerably from the figures in Google Analytics' statistics, which say that the share of users using a mobile phone to access ssb.no has increased from 9.7 per cent to 16.5 per cent since 2014.

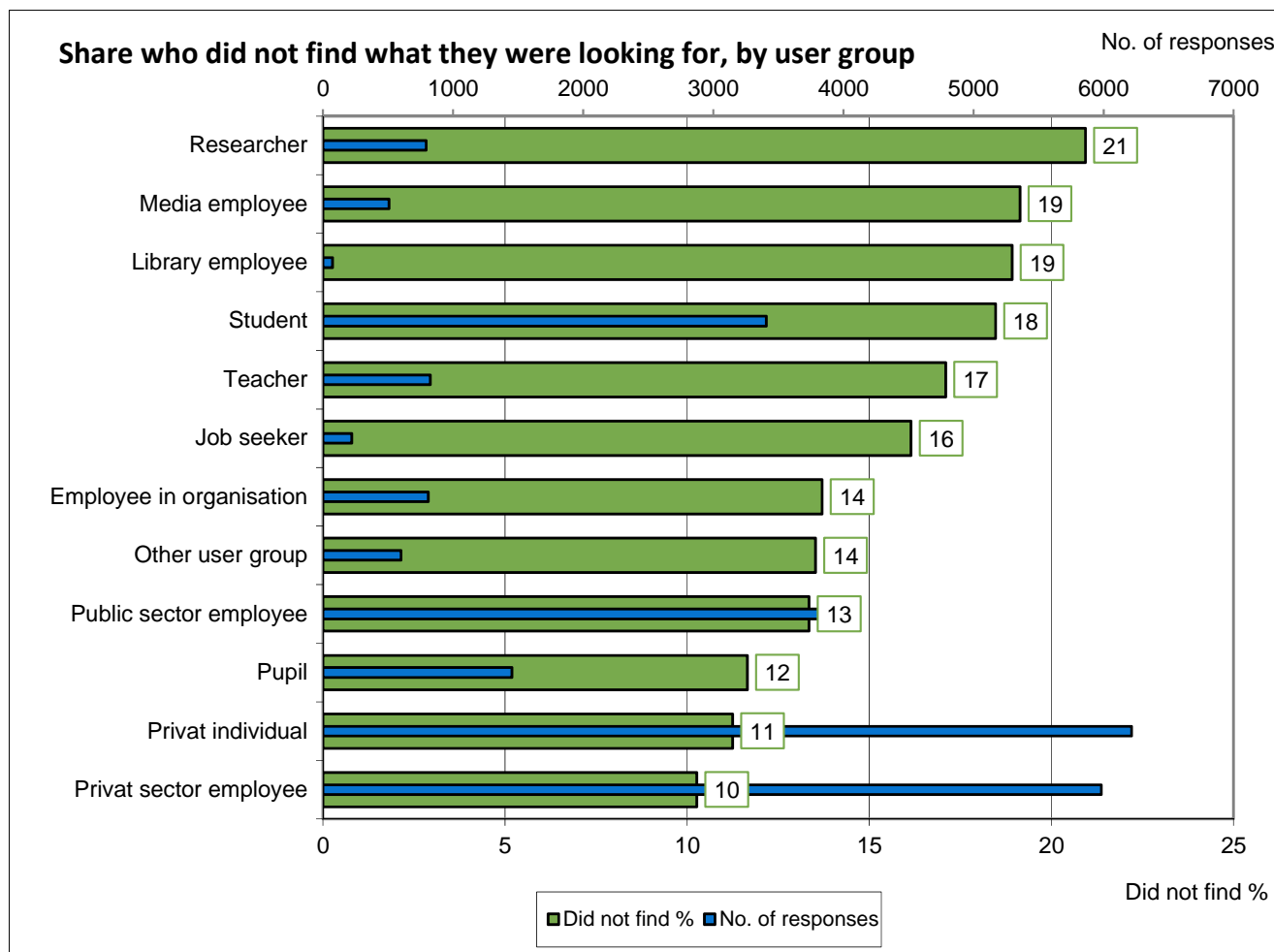


The difference between the user survey and the actual figures from Google Analytics can be due to the fact that the user survey was not compatible for use with mobile phones, which made it difficult to respond to the survey from a mobile phone.

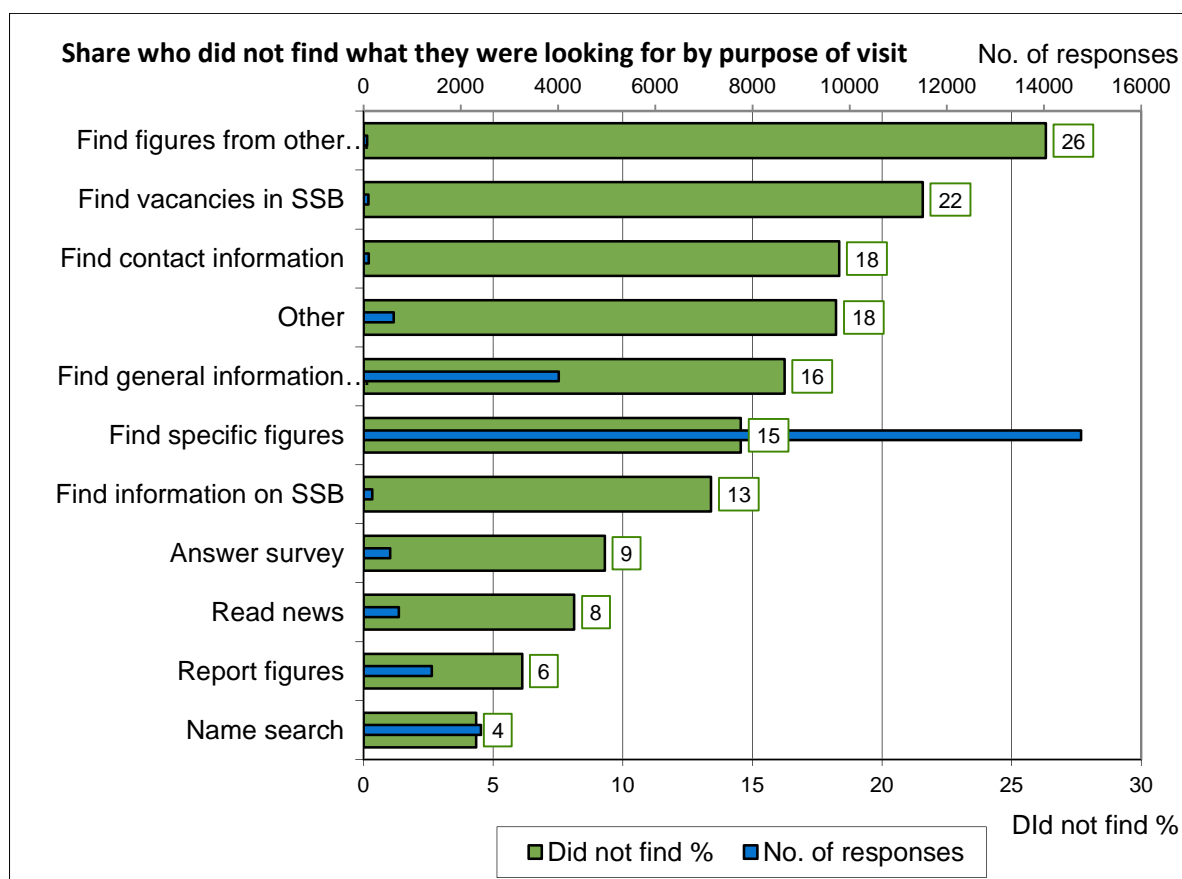
## 4. Successful search?

Eighty-seven per cent of users found what they were looking for. This is the same share as in 2014. The groups who were most successful in finding what they were looking for in both 2014 and 2015 were the private sector (90 per cent) and private individuals (89 per cent). Media employees and researchers are important user groups for Statistics Norway, and these are also the groups that are least likely to find the information they are looking for. Twenty-one per cent of researchers did not find what they wanted, which is a slight fall from 23 per cent in 2014. The corresponding figure for media employees was 19 per cent in both 2014 and 2015.





The figure shows the percentage of the groups that did not find the information they were looking for, in descending order. The blue bars indicate the size of the user groups.



The figure shows the percentage of the groups that did not find the information they were looking for (green bars) in descending order, by purpose of visit. The blue bars indicate the number of responses within each category.

### Large share of name searches are successful

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 similar to the figures for both 2012 and 2014. 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 28 per cent of the private individuals reported that their main purpose for visiting ssb.no was to do a name search. In 2014, the share was 33 per cent.

### Finding figures from other countries is difficult

Twenty-six per cent of users who wanted to "find figures from other countries" in 2015 (compared to 33 per cent in 2014) reported that they failed to find this information. However, only 0.7 per cent of the users responded that this was the main purpose of their visit. One reason for not finding the desired figures may be that they are figures that Statistics Norway does not have.

### Stable figures for the two most common reasons for visiting ssb.no

Among users accessing ssb.no to "find specific figures" and find "general information about a subject/topic," 14.5 per cent and 16 per cent respectively did not find the information they were looking for, compared to 15 and 17 per cent in 2014. These are the two most common reasons for visiting ssb.no, and the area in which most users are struggling to find their way.

### Private individuals and private sector employees have highest success rate in finding information

There can be many reasons for users not finding what they are looking for. Statistics Norway's information service received about 11 900 enquiries in 2013 and 7 600 in 2014 (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 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, 89 per cent of private individuals found the information they were looking for (compared with 90 per cent in 2014), and 53 per cent of these (47 per cent in 2014) used ssb.no to "find specific figures." Of the group in the private sector, 90 per cent found what they were looking for (89 per cent in 2014) and 65 per cent (67.5 per cent in 2014) of these were on ssb.no to "find specific figures".

Private individuals are 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 in a municipality, calculation of price changes, number of murders committed in Norway and number of births. One reason that private sector employees find what they are looking for can be that they are often looking for information that is easily accessible. A high share is looking for different price indices (particularly the consumer price index and construction cost index) and occupation codes that they need in order to complete the A-melding form.

Users are often asked to enter free text about what they are searching for during the current visit. By creating a word cloud of the responses we can see which words are used most frequently (the more often a word is mentioned the larger it appears in the cloud).

### Private individuals who want to find specific figures – what are they looking for?



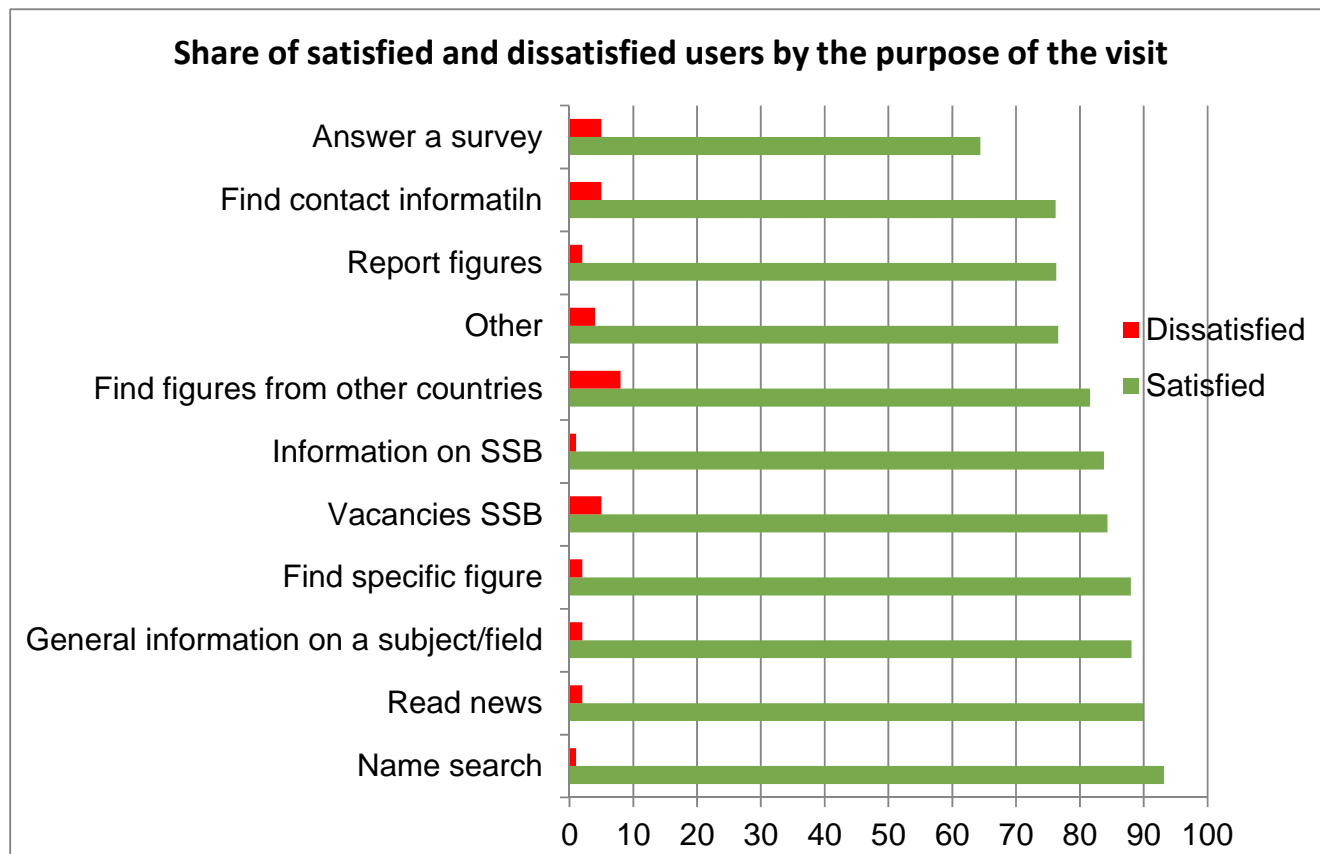
### Private sector employees who want to find specific figures – what are they looking for?



## 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-seven per cent of users said they were satisfied (very satisfied or fairly satisfied) with ssb.no, which is one percentage point more than in 2014 and 2012. The group who were very satisfied has increased the most. Only 2 per cent of users were not satisfied with ssb.no, which is stable from 2014. A closer look at whether the purpose of visit can have an impact on the share of satisfied users shows the same answer as in 2012 and 2014. Users who access ssb.no to do a name search are the users who are most satisfied. This is also the purpose of visit for which most users find the information 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.

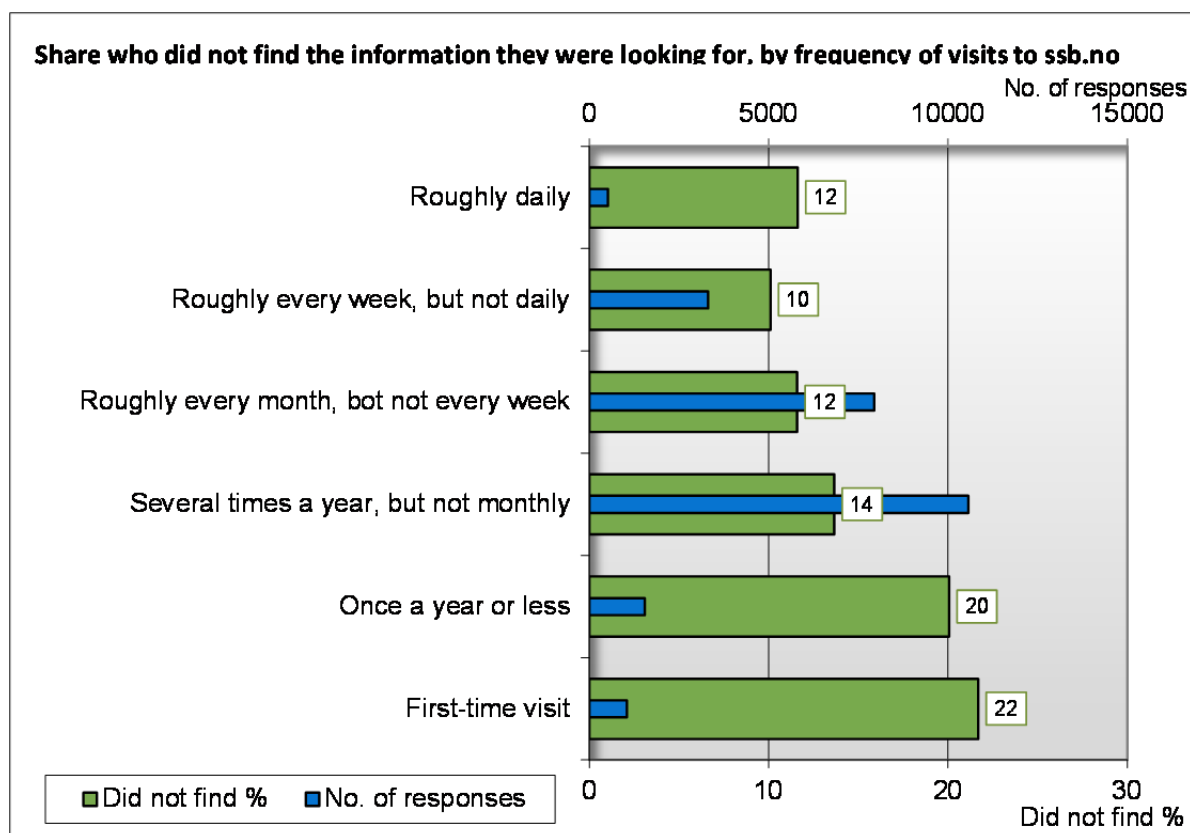


### Respondents to surveys are the least satisfied

Among the larger groups (when looking at the number of users within each purpose of visit) that are least satisfied are those who are answering surveys. Many complain that the link to the survey they received by letter didn't work or that it took too long to figure out what information they should submit. Many of them also complained that the forms to be completed are not very user friendly and that some of the questions are too detailed and ask for too many unnecessary details.

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

Weekly users find it easier to navigate their way around ssb.no than users who access the website daily or less often than weekly. Ten per cent of users who access the website weekly do not find the information they are looking for. This is a decline of 1 percentage point from 2014. In 2015, 12 per cent of the daily users did not find the information they were looking for. This is an increase of 3 percentage points from 2014.



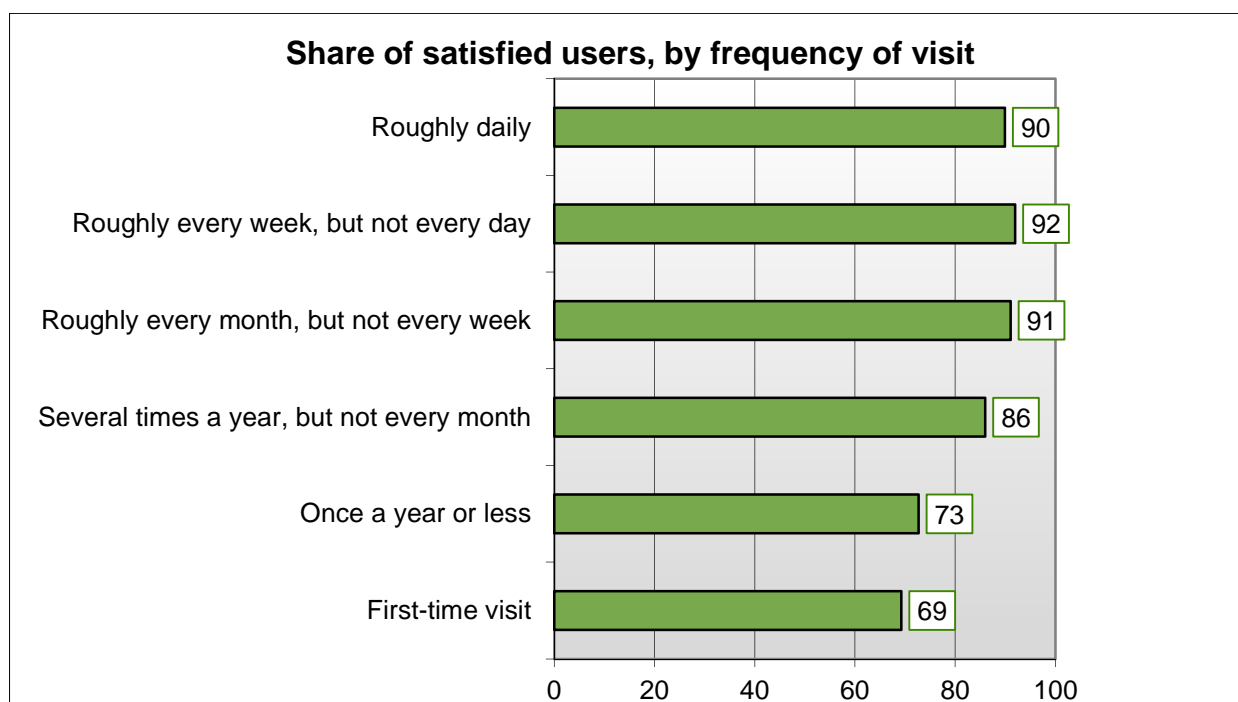
### Infrequent users have more problems finding information

More users who access ssb.no once a year or less found the information they were looking for in 2015 than in 2014. Twenty per cent of this group did not find the information they were looking for. This is a decline of 2 percentage points from 2014. Among those who were first-time visitors to the site, 22 per cent did not find the information they were looking for. In 2014, this share was 24 per cent. Only 10 per cent of weekly users and 12 per cent of monthly users did not find what they were looking for, compared to 11 per cent for each of these groups in 2014.

### Weekly users find the information they are looking for more often than daily users

There is a slight change from last year when the results showed that the more often a person uses ssb.no, the easier it is to find the desired information. This year, it seems that weekly users have more success than the daily users, who are just as likely as the monthly users to find what they are looking for.





### Frequent users are more satisfied and more likely to find what they are looking for

Among those who access ssb.no monthly or more often, 90-92 per cent are satisfied with ssb.no. Despite the fact that fewer of the daily users found what they were looking for this year, they are more satisfied than the same group in 2014. This increase was 3 percentage points.

Infrequent users appear to be less satisfied. Sixty-nine per cent of first-time users were satisfied. 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. A similar tendency was also found in the 2012 and 2014 surveys.

## 7. What are users most satisfied with?

We asked the users how satisfied they are with the content on ssb.no with regard to the following criteria:

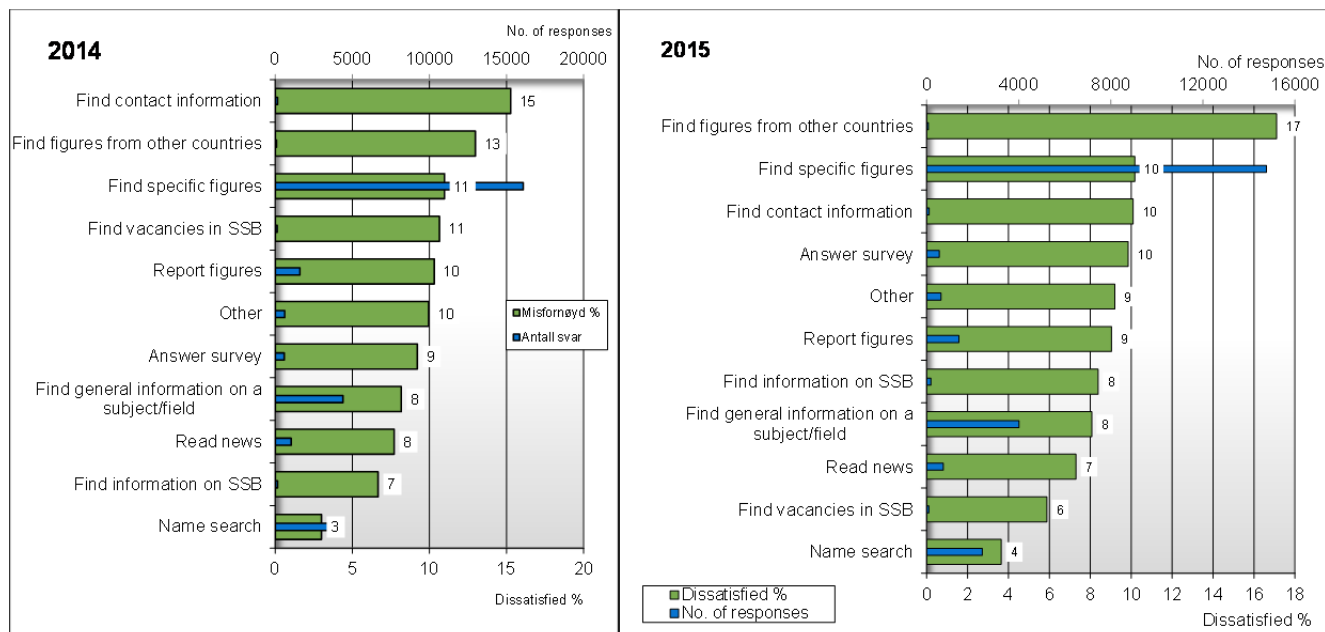
1) easy to understand, 2) easy to navigate and 3) relevance.

### How satisfied are you with ssb.no?

Response	Not satisfied	Satisfied
<b>Easy to understand</b>	4%	86%
<b>Easy to navigate</b>	9%	72%
<b>Relevance</b>	3%	85%

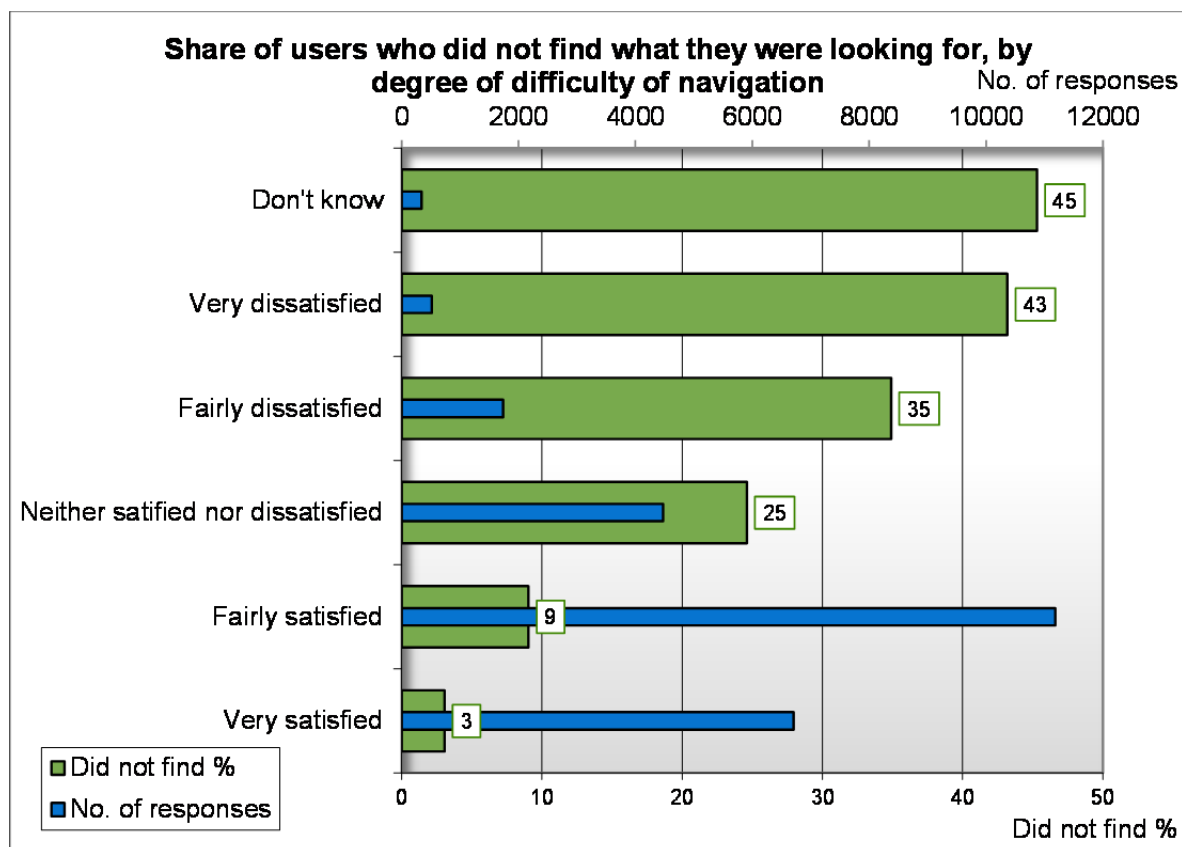
As with the results from 2012 and 2014, it is "easy to navigate" that dominates with the highest negative share. Seventy-two per cent think it is easy to navigate in ssb.no, while 9 per cent think it is difficult.

## Share who find ssb.no difficult to navigate, by purpose of visit



The figure is ranked by percentage of who found it difficult to navigate, by purpose. The blue bars are the number of answers within each purpose.

Closer inspection of the relationship between the purpose of visit and whether users find it easy to navigate on ssb.no shows that the figures are fairly stable from last year. Name searches are still the easiest searches. Finding figures from other countries is the most difficult. It may be that they are looking for figures that are not on ssb.no.



The green bars show the share of users who did not find the information they were looking for. The blue bars indicate the number of users according to how easy they found it to navigate in ssb.no.

Among users who found it difficult to find the information they were looking for on ssb.no, 43 and 35 per cent did not find what they were looking for during that particular visit. In 2014, the corresponding share was 42 per cent and 36 per cent respectively.

## 8. Suggestions for improvements

Among the 24 958 survey respondents, 8 739 made suggestions for improvements. Many were satisfied with the website, and did not have any suggestions for improvement. A large number of the suggestions related to improving the search function and indexing of the pages, simplifying the menu and navigation, and making the statistics more accessible and understandable for non-expert users. The following is a selection of the comments:

*“Make things more accessible to ordinary users. Slightly more tabloid.”*

*“Organisation of the website - visibility of information - users need to do a lot of reading and careful searching in order to find what they are looking for.”*

*"I think it's too long-winded to find statistics broken down at municipal level. This should be made more user friendly."*

*"It's all about finding customised information. It's good that users can select and organise information according to individual wishes, but in key main areas, the first figures that are shown should be total overviews and key figures."*

*“More completed tables, better search function.” “Use simpler language if possible.”*

*"Employees' phone numbers should be easier to find."*



*The image shows a word cloud of all the suggested improvements. (The more often a word is mentioned the larger it appears in the cloud. Some of the words here do not mean much as they are part of a phrase. But the cloud can nevertheless show what the users think.)*

## 9. Summary

The results from the survey are fairly stable from last year, and show that 87 per cent of ssb.no users are satisfied (up 1 percentage point from 2014), with 87 per cent of users finding what they are looking for.

Private individuals and private sector employees are the groups that are most likely to find what they are looking for, while employees in the media and researchers are least likely to find what they are looking for. A large share of private individuals and private sector employees access ssb.no to do a name search, search for various price indices and look for figures that are less complex, while media employees and researchers often have more complex questions where the answer is spread across several different statistics.

Weekly users find it easier to find the information they are looking for than daily or less frequent users. This is also the group that is most satisfied with ssb.no.

A number of users are still finding it difficult to find the desired information. Nevertheless, a larger share is finding what it is looking for. We can assume that these users have the motivation to spend time looking for the information they need.



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