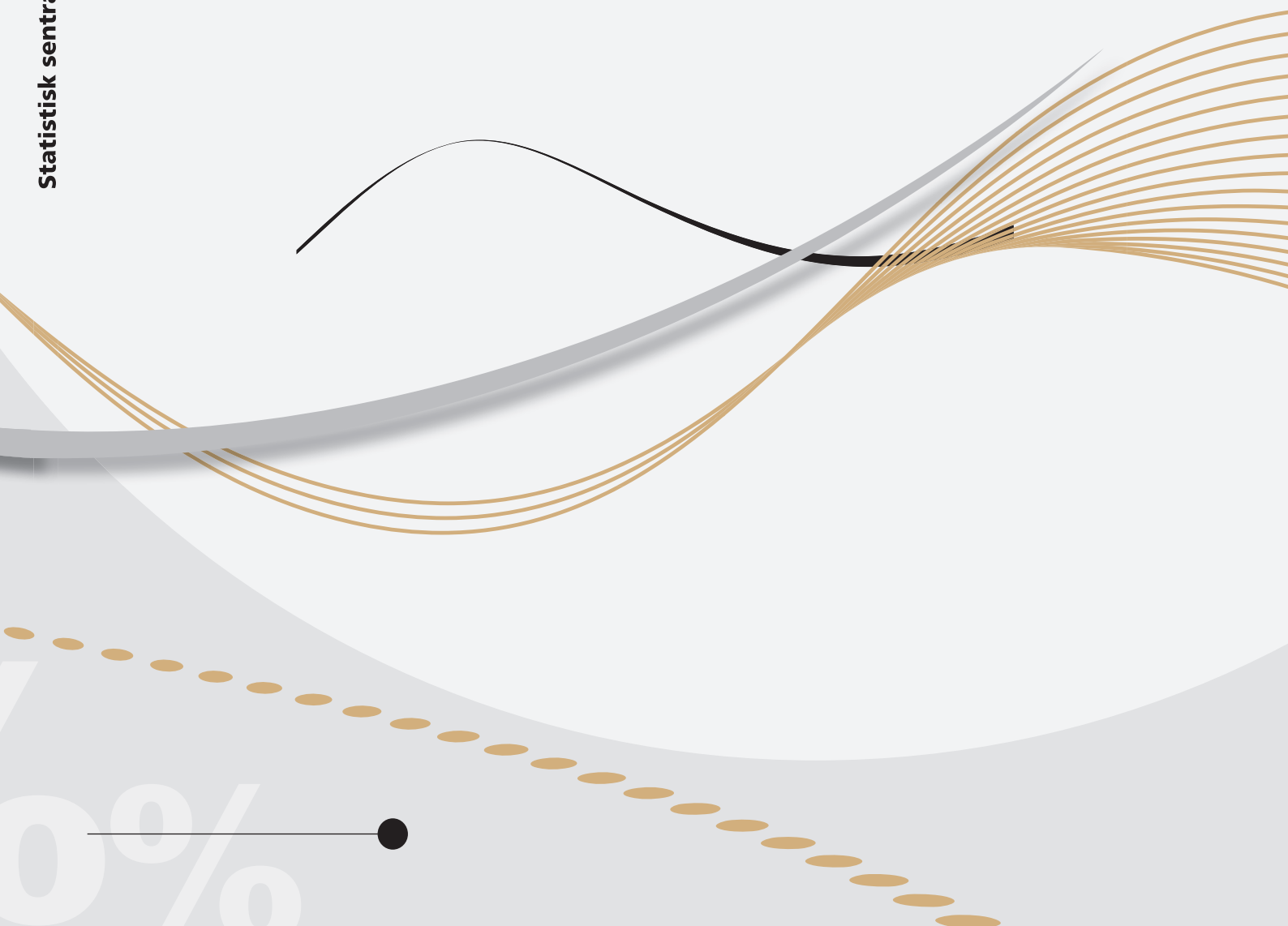




User survey ssb.no 2016

January 2016 and December 2016



User survey ssb.no 2016

January 2016 and December 2016

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Published 22 February 2018

Print: Statistics Norway

Explanation of symbols	Symbol
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Not for publication	:
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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; Statistics Norway's User survey 2007; User survey ssb.no 2014** and **User survey ssb.no 2015**. Five identical user surveys were conducted on ssb.no (in 2012, 2014, 2015, January 2016 and December 2016) aimed at mapping users' satisfaction with ssb.no.

This publication presents the main results of the two most recent surveys. The report was prepared by Frode Larsen.

Statistics Norway, 21 November 2017.

Herborg Bryn

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1. Abstract

Five identical user surveys were conducted on ssb.no in 2012, 2014, 2015, January 2016 and December 2016 aimed at mapping users' satisfaction with ssb.no.

The results from all surveys show that ssb.no users are satisfied. This finding is stable and has not changed in recent years. In 2012, 2014 and January 2016, 86 per cent of respondents said that they were satisfied with ssb.no, and the corresponding figure was 87 per cent in 2015 and December 2016.

The same share of users found it easy to navigate their way around ssb.no in December 2016 as in 2014 and 2015, with 87 per cent reporting that they found the information they were looking for, compared to 83 per cent in 2012 and January 2016.

The vast majority of users are looking for specific figures when they visit ssb.no; 60 per cent in December 2016, 56 per cent in January 2016, 59 per cent in 2015, 57 per cent in 2014 and 61 per cent in 2012.

2. The survey in brief

In 2012, 2014, 2015, January 2016 and December 2016, user surveys were conducted on ssb.no aimed at mapping users' satisfaction with the website.

All of these 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 January 2016 was conducted from 28 January–25 February and received a total of 13 357 responses and 5 083 suggestions for improvements. According to Google Analytics, the number of unique users (who used the website once or more during the period) was 318 166 during the period, which shows that 4.2 per cent of users answered the survey.

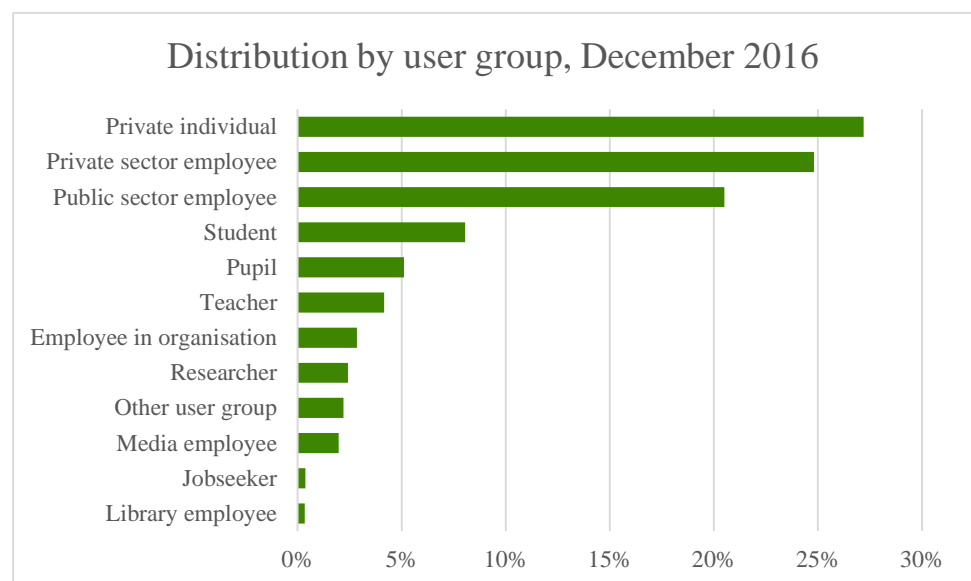
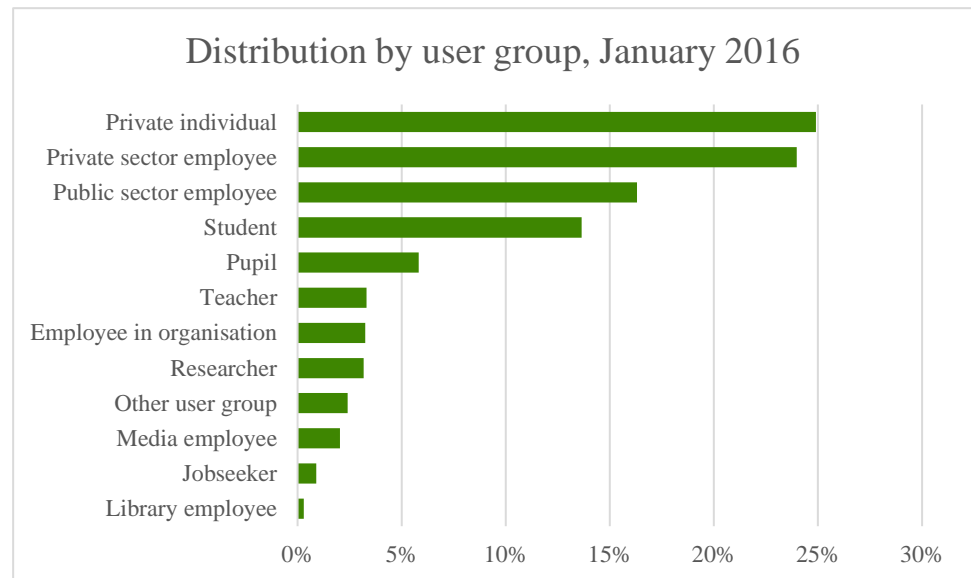
In December 2016, the survey was conducted from 7–22 December and received 3 440 responses and 1 273 suggestions for improvements. The user response rate for this survey was 1.9 per cent.

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. Users 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 a quarter of all respondents in 2016. The corresponding figures in 2015, 2014 and 2012 were 25, 27 and 25 per cent respectively. This is followed by private sector employees, public sector employees and students. In December 2016, there were fewer students, pupils and teachers than in January 2016.

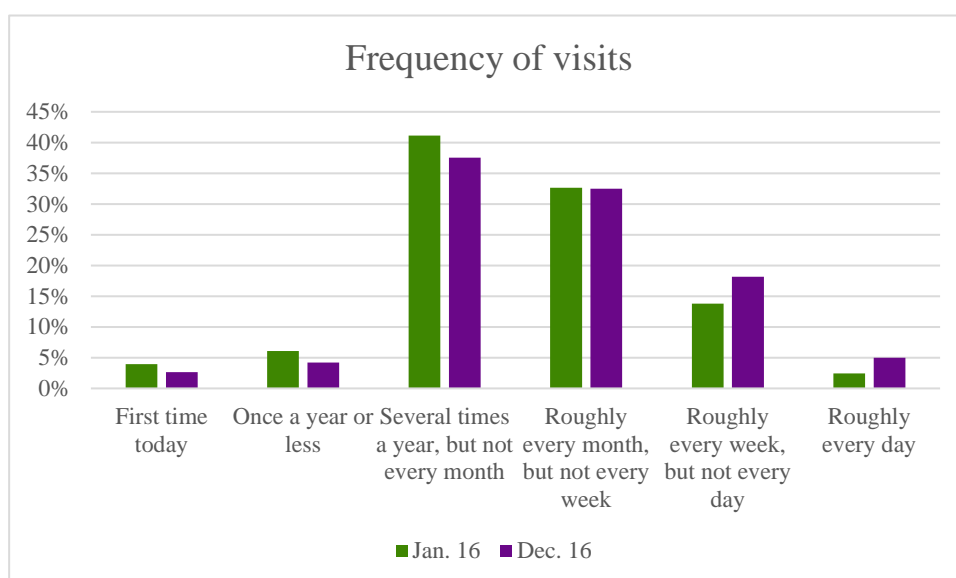


3.2. Frequency of visits

Forty-nine per cent of the survey respondents in January 2016 used ssb.no at least once a month. By December 2016, this had changed to 56 per cent. The corresponding figure for 2012 was 57 per cent, and for both 2014 and 2015 it was 47 per cent.

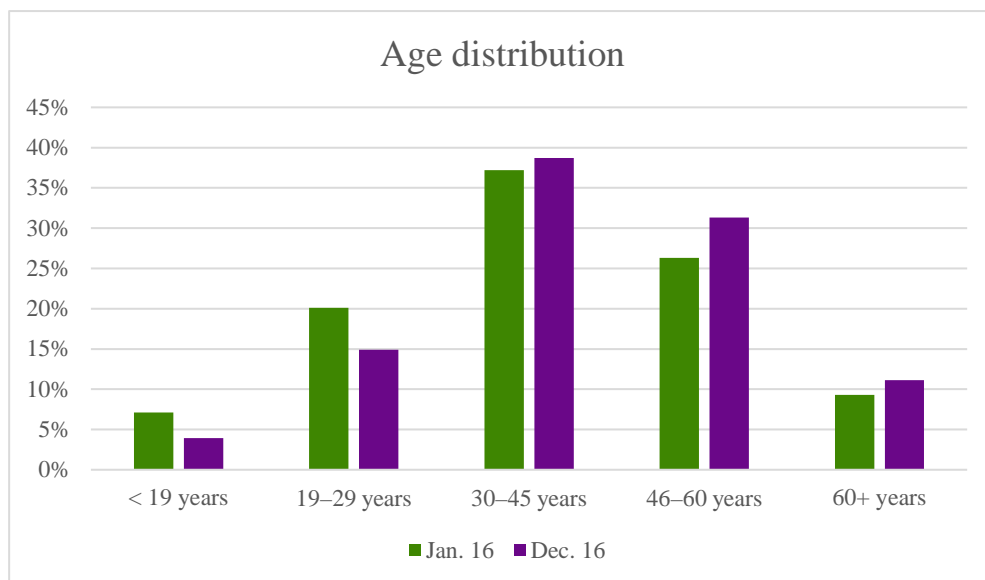
Of those who use ssb.no daily (2 per cent in January and 5 per cent in December), public sector employees stand out as heavy users, with a share of 31 per cent in January and 36 per cent in December. This is an increase from earlier years, when the share was around 25 per cent.

Of those who use ssb.no weekly but not every day (14 per cent in January and 18 per cent in December), public sector employees (23 and 28 per cent respectively) and private sector employees (17 and 21 per cent respectively) stand out as the largest user groups, with an increase for public sector employees (previously 20 per cent). The figure for private sector employees is more or less the same as before.



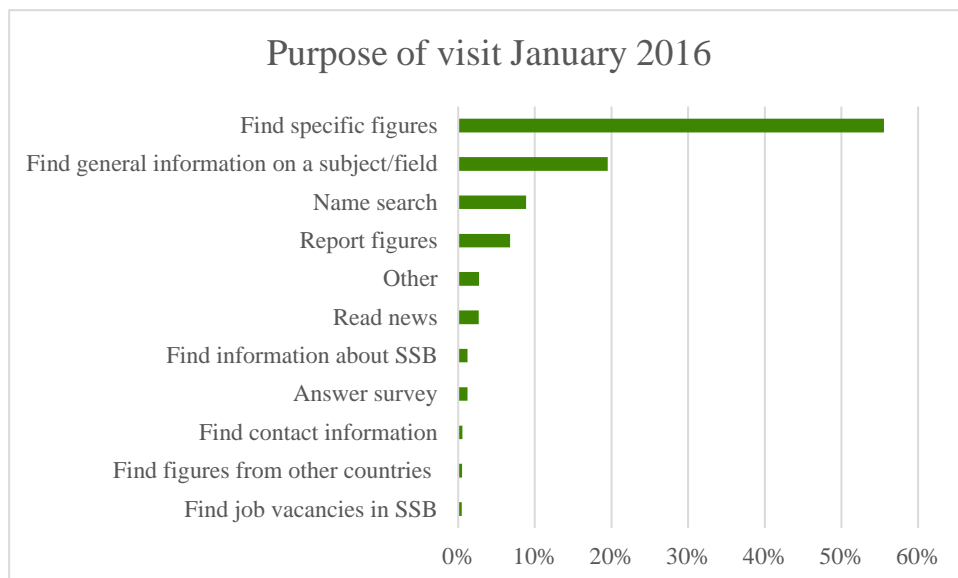
3.3. Age distribution

The age distribution among users is stable from the previous survey, with most users aged between 30 and 45 years (37 and 39 per cent). This is followed by 46–60-year-olds (26 and 31 per cent) and 19–29-year-olds (20 and 15 per cent). This finding is similar to previous years.



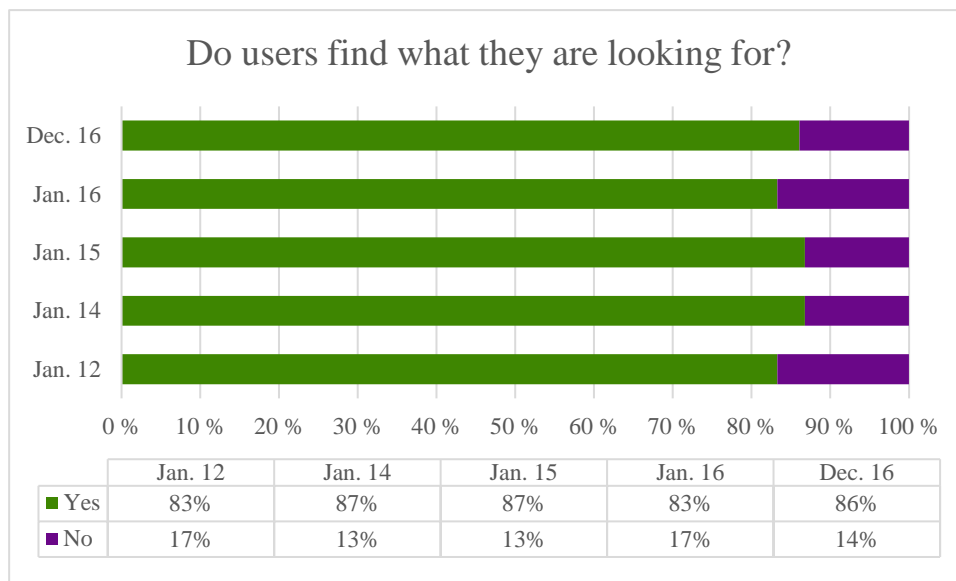
4. Purpose

In relation to purpose of visit, 56 per cent of users were looking for specific figures, while 19 per cent wanted general information on a subject/field in January 2016. For December 2016, the corresponding figures were 60 and 19 per cent. The share was about the same in 2012, 2014 and 2015. As in all previous years, undertaking a name search was the third most common reason for visiting ssb.no.



5. Successful search?

In December 2016, 86 per cent of users found what they were looking for. This share has varied between 83 and 87 per cent in previous surveys.



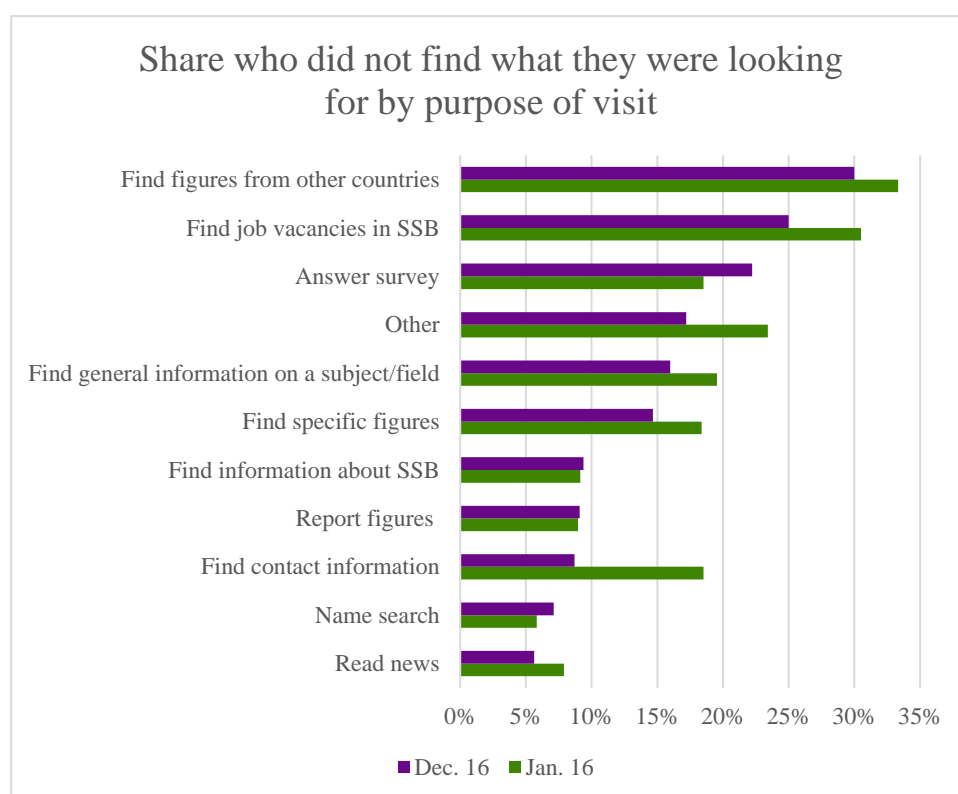
The groups who were most successful in finding what they were looking for were public sector employees, private sector employees and private individuals. Media employees and researchers are important user groups for Statistics Norway, and these are also the groups that have least success in finding the information they are looking for. Approximately 20 per cent of researchers did not find what they wanted in December 2016, which is a slight fall from 22 per cent in January 2016. The corresponding figure for media employees was 14 per cent in December and 22 per cent in January.

Large share of name searches are successful

A closer look at the purpose of the visit in the 2016 surveys shows that around 93 per cent of users who used ssb.no to do a name search found the information they were looking for. This is somewhat less than in previous surveys. 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 26 per cent of the private individuals reported that their main purpose for visiting ssb.no was to do a name search in January 2016. This share has fallen in recent years.

Finding figures from other countries is difficult

Approximately one-third of users who wanted to 'find figures from other countries' 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. 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', 15 per cent did not find the information they were looking for in December 2016 (18 per cent in January 2016). For the group looking for 'general information about a subject/field', the figure was 16 per cent in December (20 per cent in January). These are the two most common reasons for visiting ssb.no, and the area in which most users are struggling to navigate their way around the website.

Private individuals and private sector employees have highest success rates for finding information

There can be many reasons for users not finding what they are looking for. Statistics Norway's information service received about 7 600 enquiries in 2014, 7 700 in 2015 and 8 400 in 2016 (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.

However, this does not explain the large share of private individuals and private sector employees who actually find what they are looking for. A total of 86 per cent of private individuals found the information they were looking for (84 per cent in January 2016), and 51 per cent of these (49 per cent in January 2016) used ssb.no to 'find specific figures'. Of the group in the private sector, 88 per cent found what they were looking for (85 per cent in December 2016) and 76 per cent (70 per cent in December 2016) 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 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

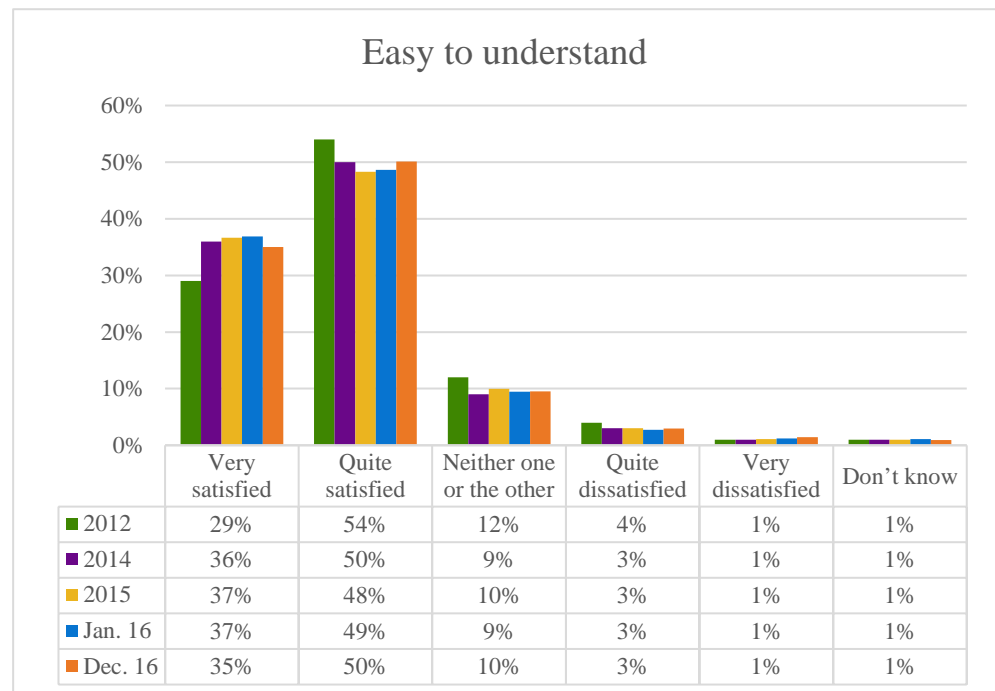
looking for can be that they are often searching for information that is easily accessible. A large share is looking for different price indices, particularly the consumer price index and construction cost index.

6. Are users satisfied?

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

6.1. Easy to understand?

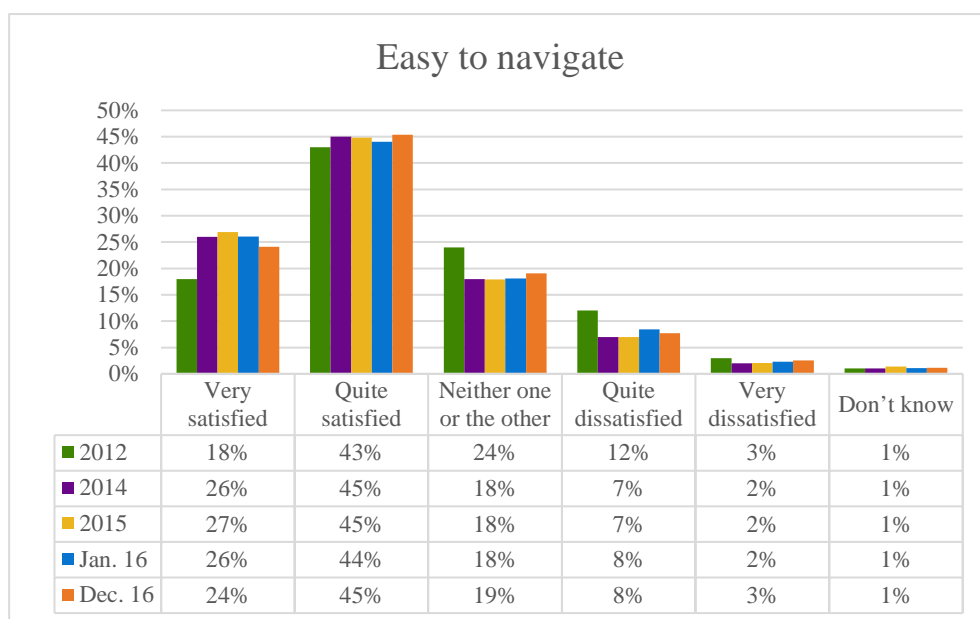
The question was: 'How satisfied are you with the content on ssb.no with regard to the following: easy to understand?'



In December, 85 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?

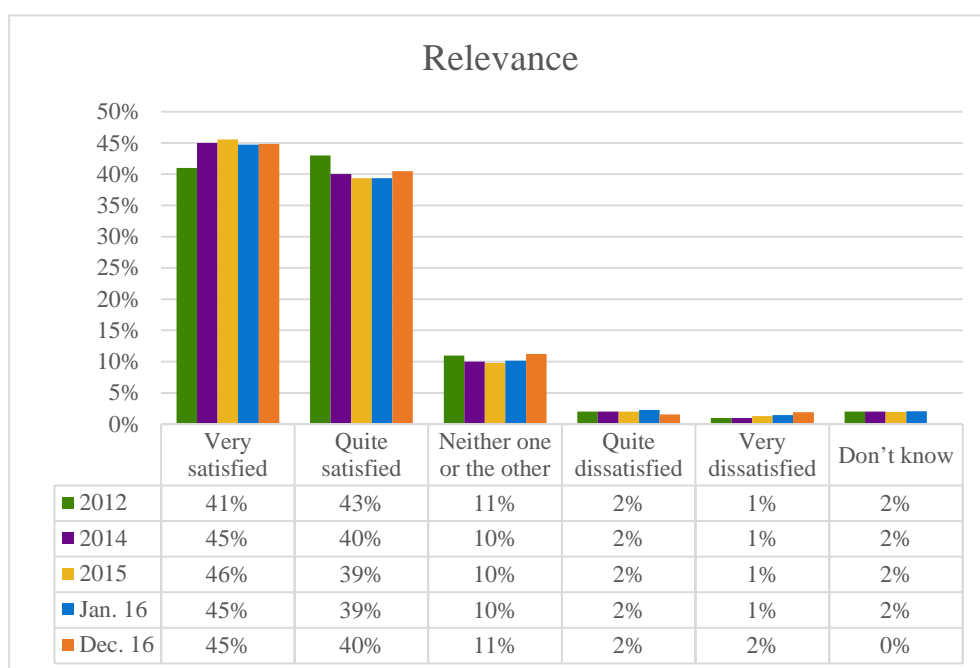
The question was: 'How satisfied are you with the content on ssb.no with regard to the following: easy to navigate?'



A total of 69 per cent of users in December said 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. What about relevance?

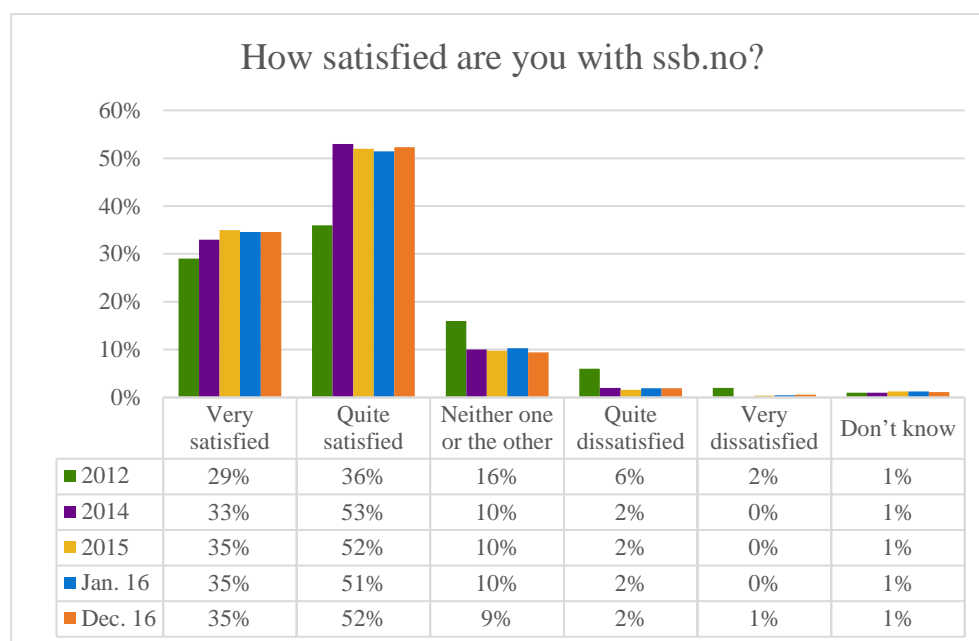
The question was: 'How satisfied are you with the content on ssb.no with regard to the following: relevance?'



A total of 85 per cent of users in December 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?

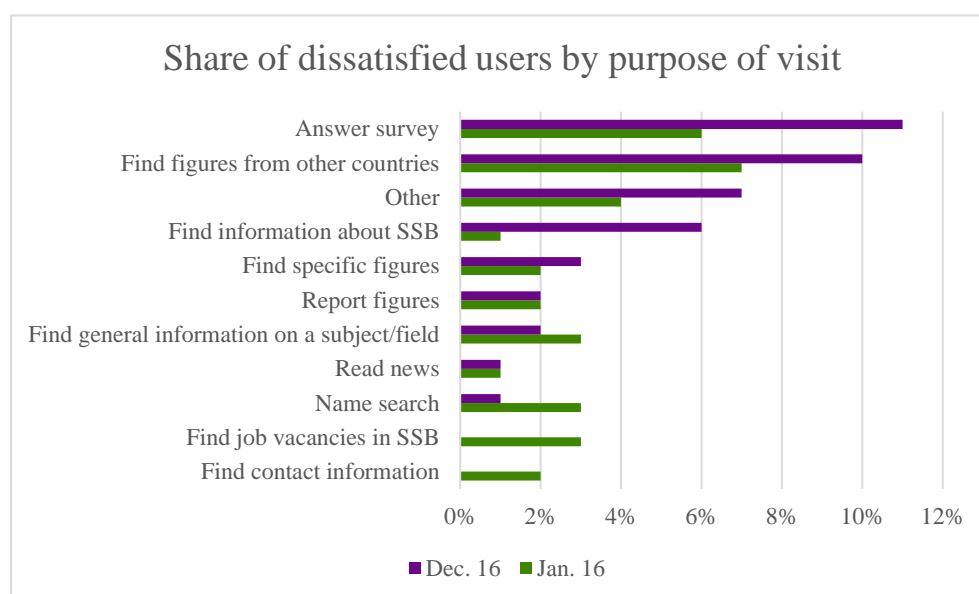
The question was: 'How satisfied are you with ssb.no?'



A total of 87 per cent of users said that they were satisfied (very satisfied or quite satisfied) with ssb.no. This is one percentage point up from January 2016.

6.5. Who are least satisfied?

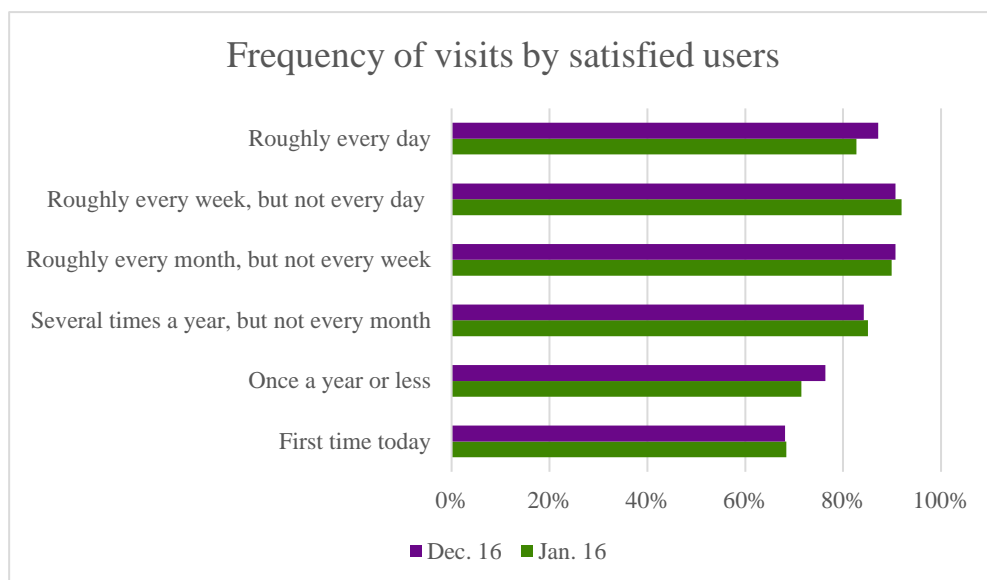
About 2 per cent of users are not satisfied with ssb.no, and this share has remained stable in recent years. Those who respond to surveys are those who are least satisfied.



The low figures for December 2016 entail a degree of uncertainty.

6.6. Are the most frequent users the most satisfied?

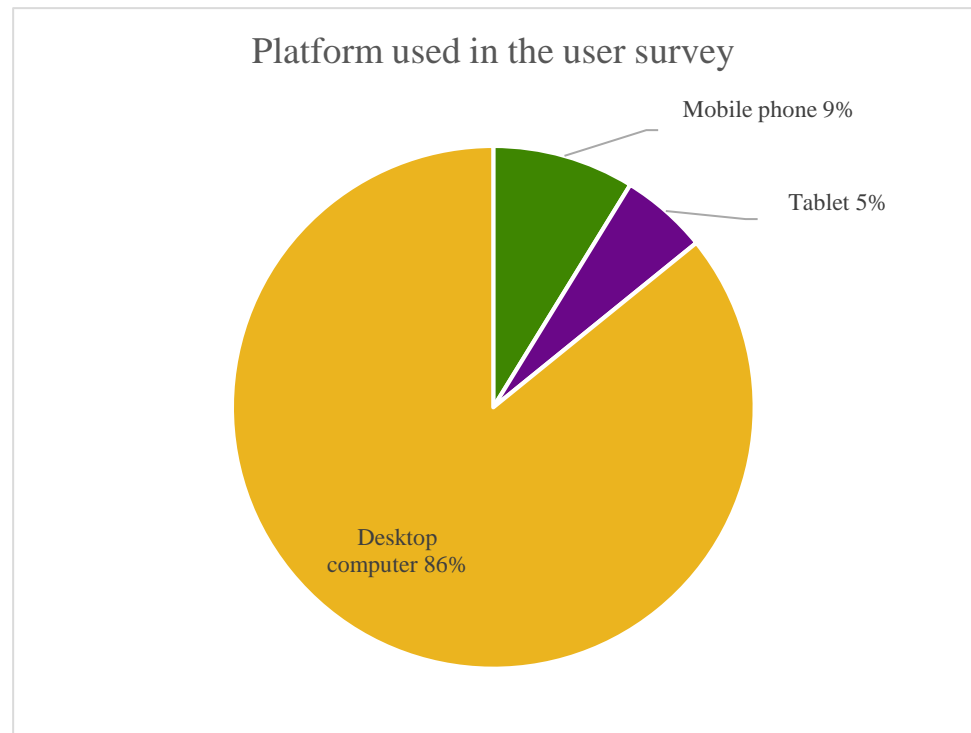
A total of 90–92 per cent of monthly/weekly users are satisfied with ssb.no. The corresponding figure for daily users is 83–87 per cent.



Infrequent users appear to be less satisfied. Sixty-eight 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 pattern was also found in previous surveys.

7. Mobile phone access

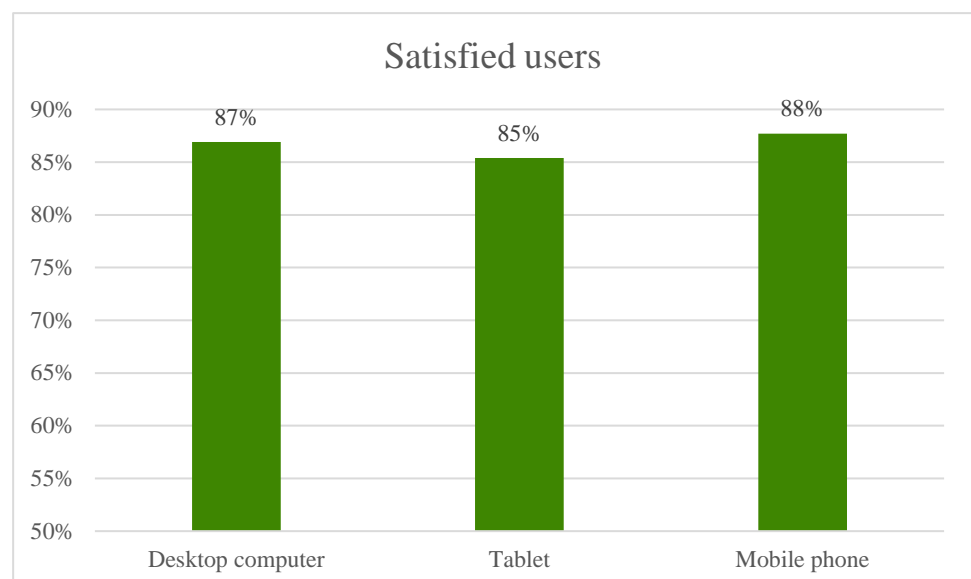
What distinguishes those who use mobile phones to access ssb.no from other users? In January 2016, users were not asked which platform they used. In December, this question was reintroduced.



In Google Analytics, ssb.no visitor figures for 2016 show that 69 per cent use a desktop computer (PC/Mac), 25 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.

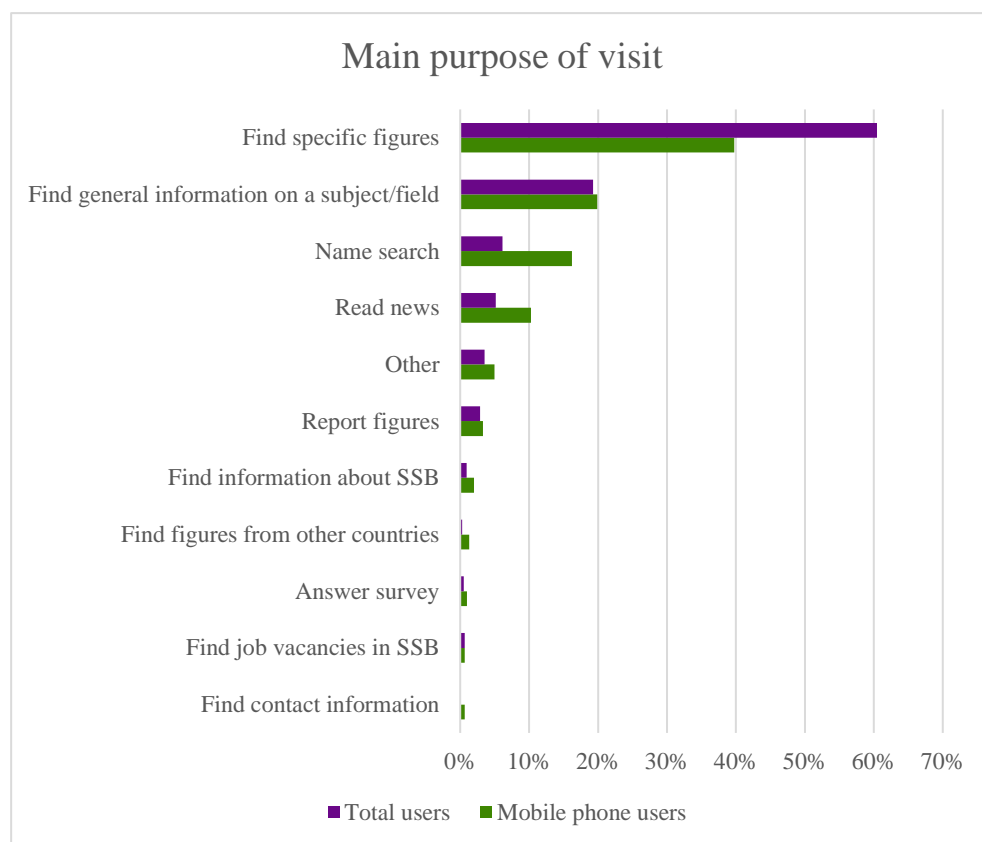
7.1. Which platform has the most satisfied users?

Mobile phone users were the most satisfied users of ssb.no, with a share of 88 per cent, followed by desktop computer users with 87 per cent and tablet users with 85 per cent.



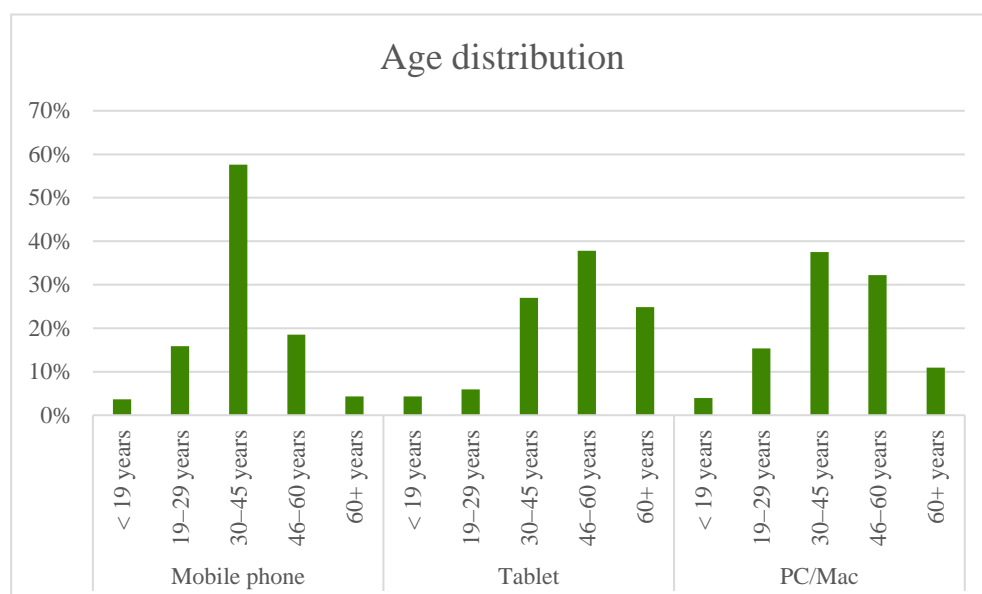
7.2. What is the purpose of visit of mobile phone users?

The main difference here is that mobile phone users are less often in search of specific figures (40 vs. 60 per cent) and are more interested in name searches (16 vs. 6 per cent) and reading news (10 vs. 5 per cent).



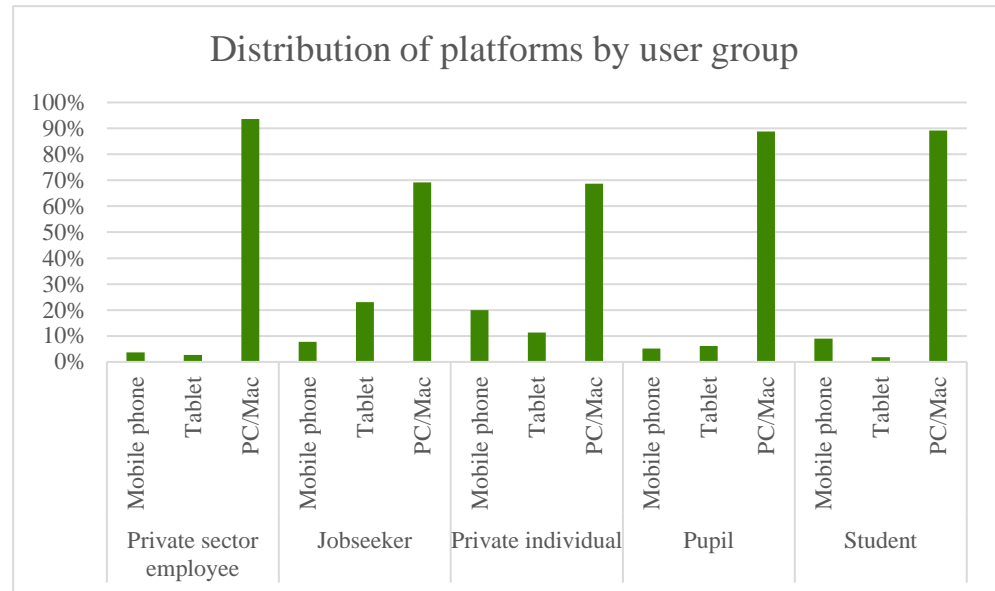
7.3. What is the age distribution?

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



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

Everyone at work (private sector employees, public sector employees, organisations, media, libraries, teachers and researchers) have approximately the same platform profile, with around 94 percent desktop computer users, 4 per cent mobile phone users and 3 per cent tablet users. Jobseekers are the user group with the largest number of tablet users (23 per cent) and private individuals make up the group with the most mobile phone users (20 per cent).



8. Summary

The timing of the survey was moved from January/February to December in order to see to what extent the name statistics, which are published in late January, affect the figures. We see that there is a difference, but it is not that great. Nine per cent of users accessed ssb.no to undertake a name search in January, compared to 6 per cent in December.

Fewer users are participating in the user survey – from a peak of 28 000 in 2014 to 3 400 in December 2016. Some of the change can be explained by the fact that the last survey was conducted at a time when there were fewer visitors to ssb.no and that the window for taking part in the survey was just three weeks.

The results from the survey in 2016 are fairly stable from previous surveys. Compared to many other websites with surveys, ssb.no has a very high percentage of satisfied users: 86 per cent in January and 87 per cent in December.

In December 2016, 86 per cent of users found what they were looking for. This share has varied between 83 and 87 per cent in previous surveys.

Private individuals and private sector employees are the groups that are most likely to find what they are looking for, while 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 or look for non-complex figures, while media employees and researchers often have more complex questions where the required information 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. Weekly users also make up the group that is most satisfied with ssb.no.

Statistics Norway

Postal address:
PO Box 8131 Dept
NO-0033 Oslo

Office address:
Akersveien 26, Oslo
Oterveien 23, Kongsvinger

E-mail: ssb@ssb.no
Internet: www.ssb.no
Telephone: + 47 62 88 50 00



Statistisk sentralbyrå
Statistics Norway