



User survey ssb.no 2019

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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 eight identical website user surveys aimed at mapping users' satisfaction with ssb.no have been conducted on ssb.no, most recently in December 2019. 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 Erik Sjømæling and Frode Larsen.

Statistics Norway, 25 May 2020

Herborg Bryn

Contents

Preface	3
Contents.....	4
1. Abstract	5
2. The survey in brief.....	5
3. User patterns and background figures.....	6
3.1. User groups	6
3.2. Frequency of visit.....	6
3.3. Age distribution	7
4. Purpose	7
5. Successful search?	8
6. Are users satisfied?	11
6.1. Easy to understand?	11
6.2. Easy to navigate?.....	11
6.3. Relevance	12
6.4. How satisfied are you with ssb.no?	12
6.5. Who are least satisfied?	13
6.6. Are the most frequent users the most satisfied?	13
7. Mobile phone access.....	14
7.1. Which platform has the most satisfied users?	15
7.2. What is the purpose of visit of mobile phone users?	16
7.3. Age distribution	16
7.4. Which user groups use mobile phones to access ssb.no?.....	17
8. Summary	18

1. Abstract

Eight identical website user surveys have been conducted on ssb.no since 2012. These were conducted in 2012, 2014, 2015, January and December 2016, 2017 and most recently in December 2018. The aim has been to map 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, but we see a slight positive movement. In 2019 88 per cent of respondents are satisfied with ssb.no. Previously this figure has hovered around 85 and 87 per cent of respondents. And the share of very satisfied users has increased in the last few years, and this group now accounts for 39 per cent of the respondents. Eighty-five per cent reports that they found the information they were looking for. This is the same figure as in December 2018. Previously, this has varied between 83 and 87 per cent.

Most users are looking for specific figures when they visit ssb.no; 58 per cent has this as their primary goal in December 2019. 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. 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 response.

The survey in December 2019 was conducted in the period November 21–December 20 and received a total of 11 023 responses and 4343 suggestions for improvements. According to Google Analytics, the number of unique users (who used the website once or more during the period) was 446 558 during the period, which shows that 2.5 per cent of users answered the survey, a decline from 3.2 per cent in December 2018.

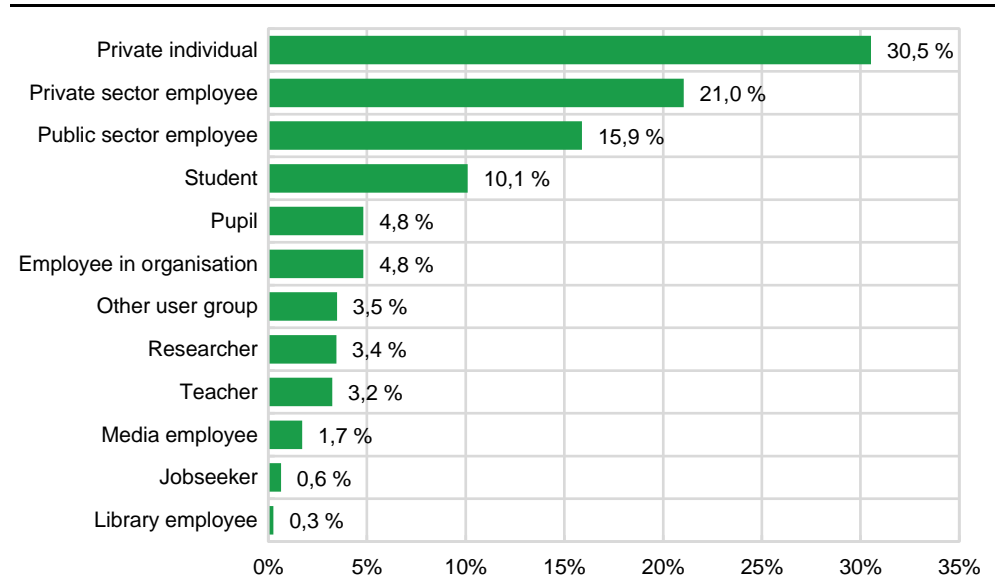
The survey consisted of 11 main questions, some of which had follow-up questions. Users were able to enter text in one section of the survey in order to provide details of what they were looking for on this visit, and elsewhere they could give suggestions on how ssb.no could be improved. The users were 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 31 per cent of all respondents in December 2019. Previous figures have varied between 25 and 28 per cent. This is followed by private sector employees, public sector employees and students.

Figure 3.1. Distribution by user group, December 2019

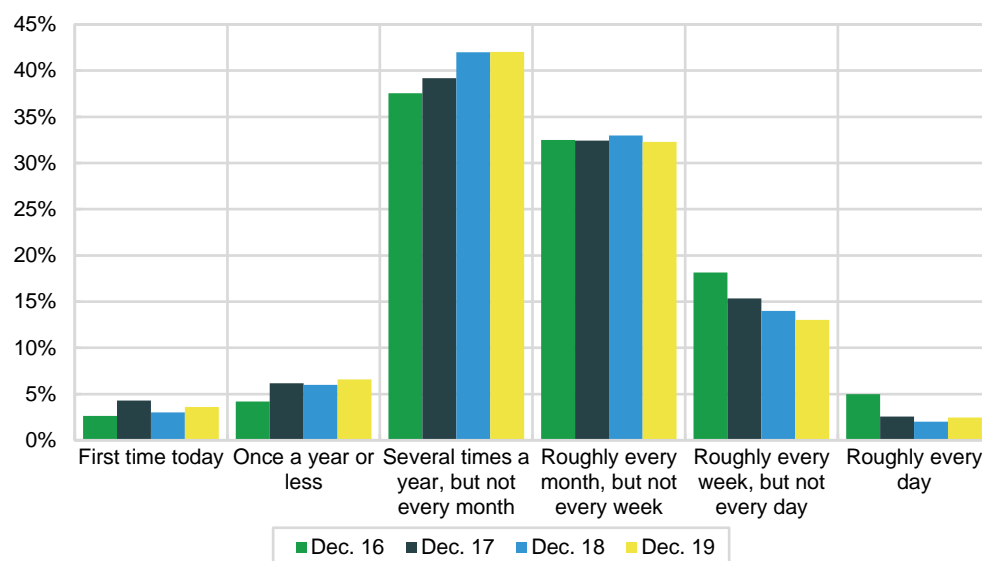


3.2. Frequency of visit

48 per cent of the survey respondents in December 2019 used ssb.no at least once a month.

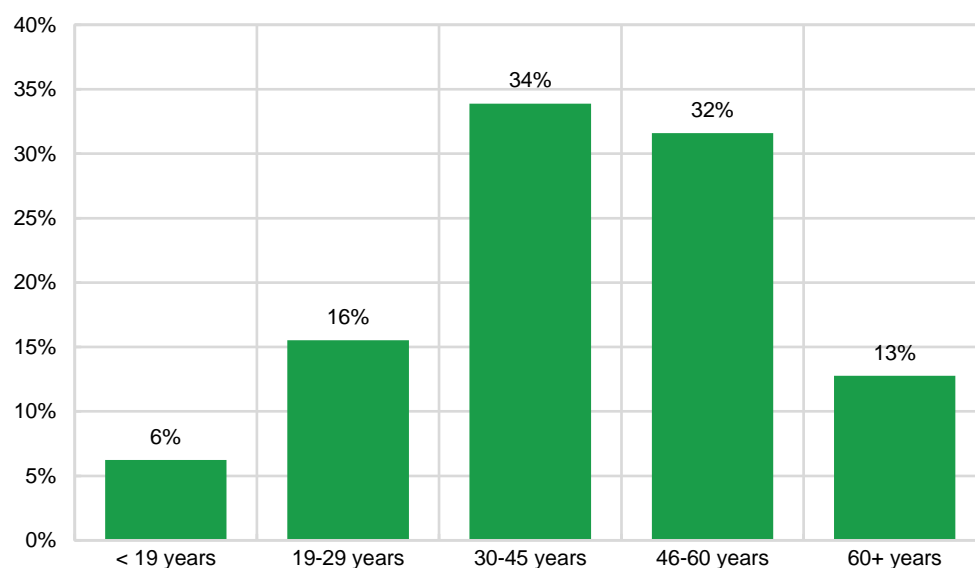
Of those who use ssb.no daily, public sector employees stand out as heavy users, with a share of 24 per cent of all daily users. But this group constitutes a smaller share of daily users now than in earlier surveys, down from 35 per cent in December 2017.

13 per cent use ssb.no weekly but not every day. Among the weekly visitors, the public sector employees are the largest user group with a share of 22 per cent. In both 2017 and 2018 the second largest user group was private sector employees, but in 2019 this changed to private individuals with 19 per cent.

Figure 3.2. Frequency of visit, December 2019

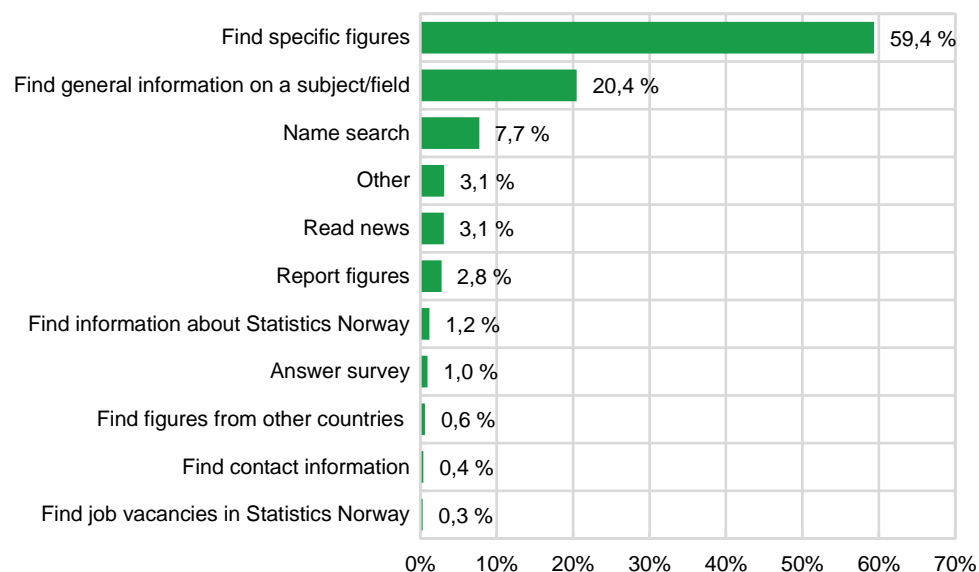
3.3. Age distribution

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

Figure 3.3. Age distribution, December 2019

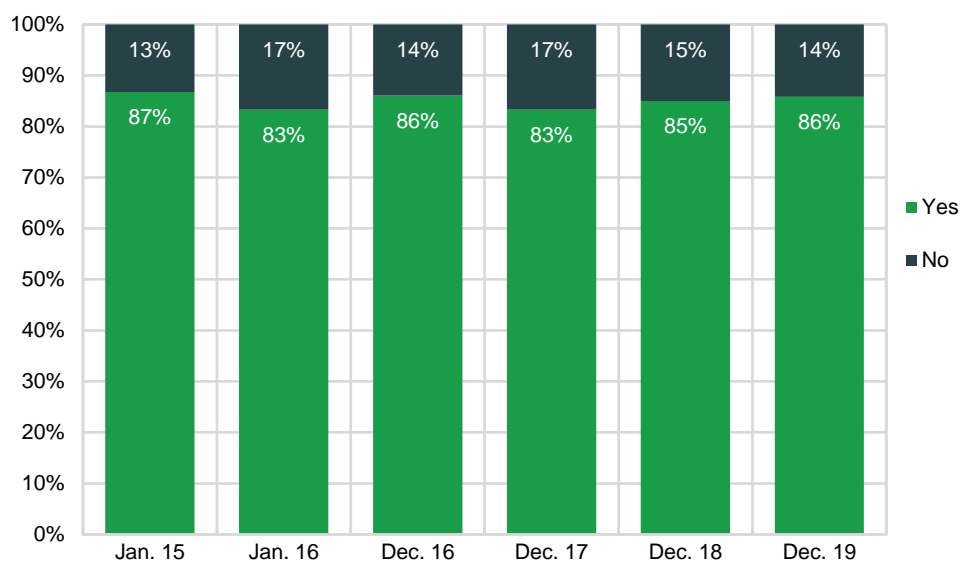
4. Purpose of visit

Close to 60 per cent of users are looking for specific figures, according to their purpose of visit. 20 per cent wanted general information on a subject/field. These shares of respondents 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.

Figure 4.1. Purpose of visit, December 2019

5. Successful search?

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

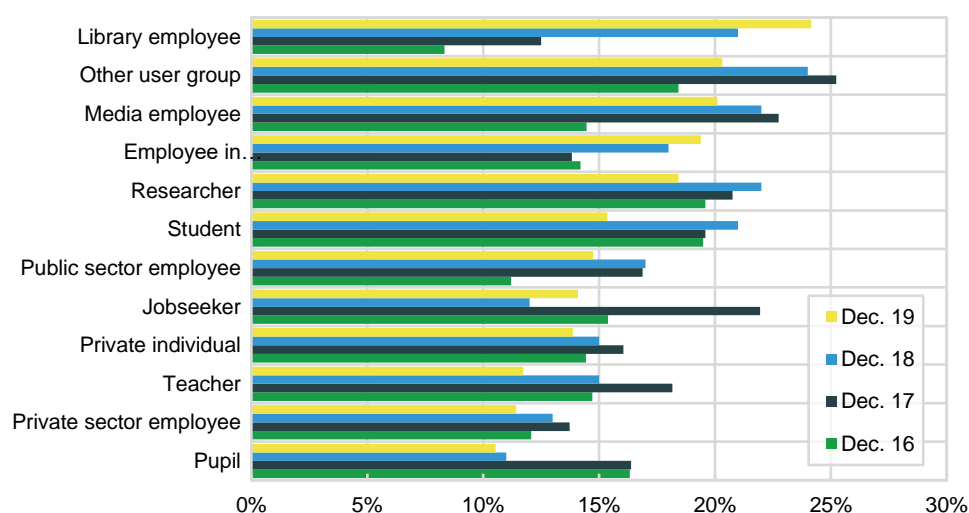
Figure 5.1. Do users find what they are looking for?

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

24 per cent of library employees who visited the website in December 2019 report that they can't find the information they are looking for. This makes them the user group which to the least degree find what they are looking for. However, back in December 2016 they were the user group which to the greatest degree found what they were looking for. But ever since, the share which is able to find what they were looking for, has gone down. However, library employees constitute only about 0.3 per cent of all respondents, which means that small changes in responses might have an outsize effect on the figures.

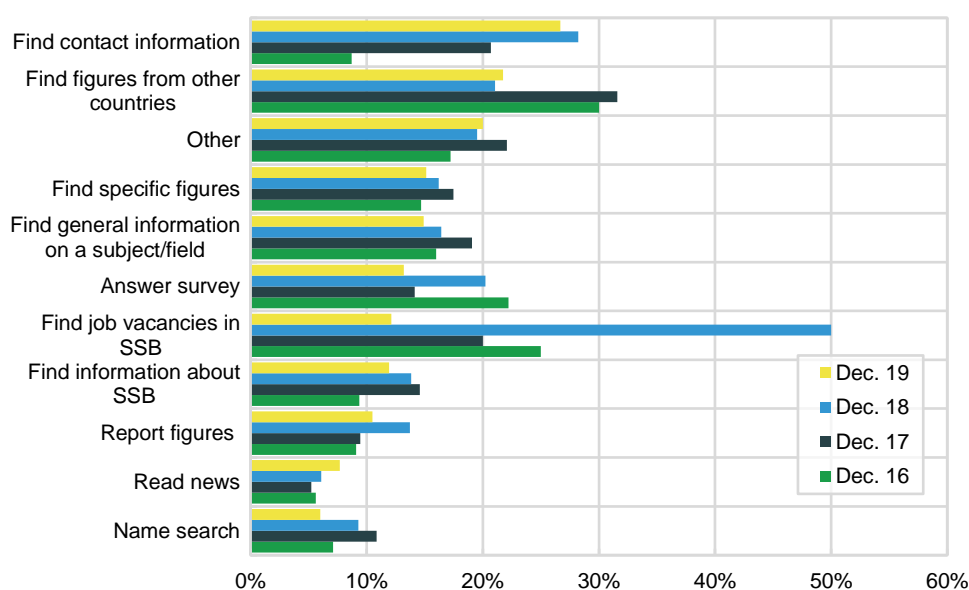
Following library employees, it is the group “other users” and media employees which to the least degree find the information they are looking for. Journalists is an important user group for Statistics Norway and all of 20 per cent of the respondents in this category report not finding what they were looking for. But the numbers are improving, going down from 25 per cent in 2017 and 24 per cent in 2018. The share of users who can’t find what they are looking for has gone down for most user groups compared to the previous year.

Figure 5.2: Share of user groups not finding what they are looking for



Of those 60 per cent of users looking to ‘find specific figures’, 15 per cent did not find the information they were looking for. Of the second largest group – those 20 per cent for ‘general information about a subject/field’, the percentage was 15. These are the two most common reasons for visiting ssb.no, and the figures show that only a few of these users can’t find the information they seek. In addition, this share is decreasing.

Figure 5.3. Share who did not find what they were looking for by purpose of visit



There are several reasons why users can't find what they are looking for. Statistics Norway's Information Centre responded to 10 363 inquiries (by telephone and e-mail) in 2019. 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. Pupils have primarily two goals when visiting ssb.no; either finding general information about a topic (36 per cent) or finding a specific figure (35 per cent). Among employees in the private sector, as many as 73 per cent are looking for a specific figure.

Private individuals is the largest user group on ssb.no. Most of these are looking for a specific figure, and 84 per cent 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:

- Man-years in the municipality sector
- Average debt per household
- Amount of garden waste produced
- Population figures for municipalities
- Population
- Divorces

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. Most of them are looking for specific numbers, especially price indices.

94 per cent of those coming to the website to do a name search, report finding the information 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. This also helps explain why such a high number of private individuals report finding what they are looking for, as 19 per cent in this group come to make a name search.

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. All of 970 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.

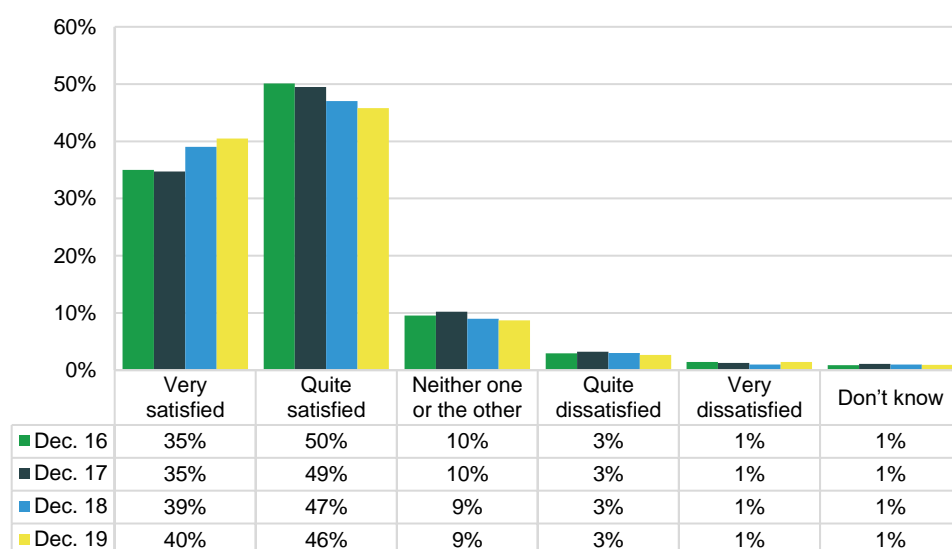
Users are relatively happy with the comprehensibility and relevance of the website. We have seen the same pattern in previous user surveys. The share of happy users is a bit lower if we look at how easy they find the navigation of the site. Nearly fifty per cent of the respondents who answer the user 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.

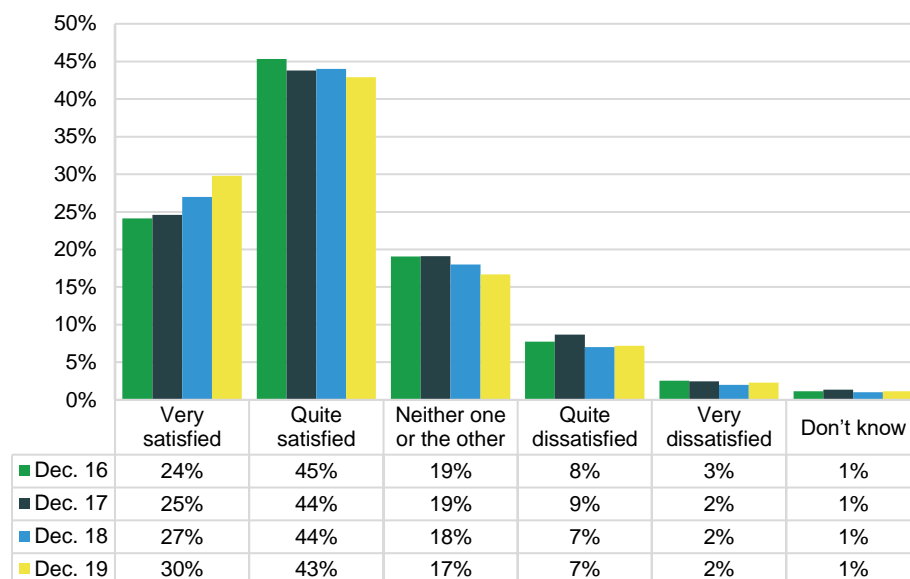
Figure 6.1. Easy to understand



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?'

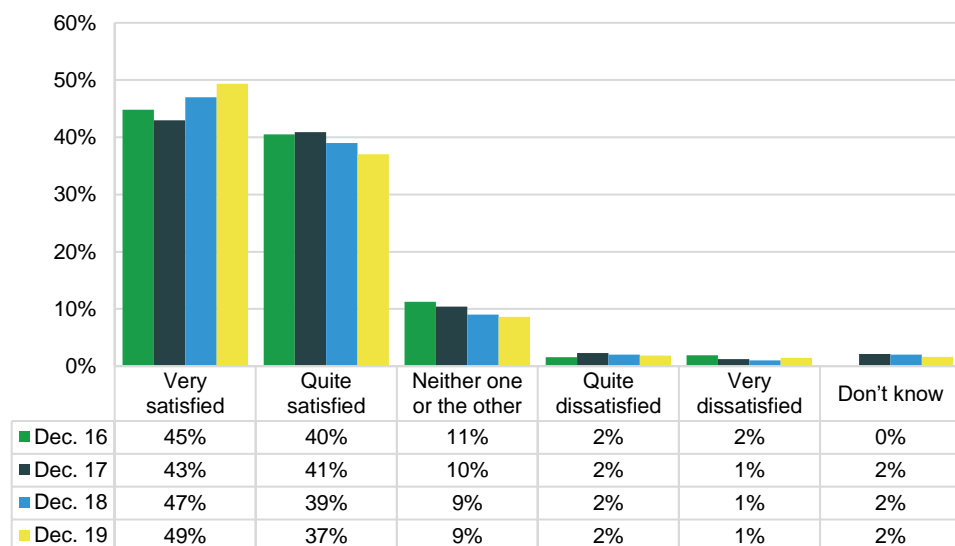
A total of 73 per cent of users reported that they were satisfied (very satisfied or quite satisfied) with how easy it is to navigate ssb.no. This is also consistent with previous surveys.

Figure 6.2. Easy to navigate

6.3. Relevance

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

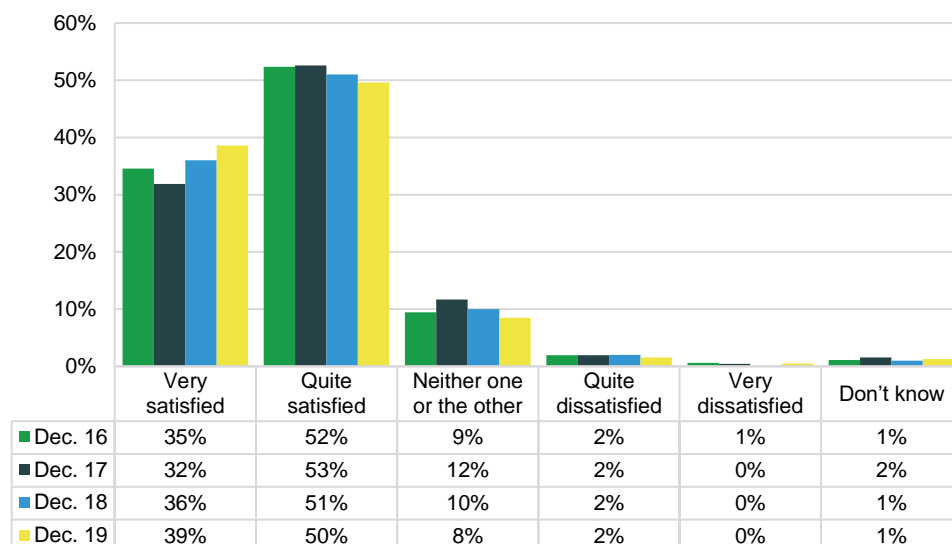
A total of 86 per cent of users said they were satisfied (very satisfied or quite satisfied) with the relevance of the content on ssb.no. There were no major changes from previous years.

Figure 6.3. Relevance

6.4. How satisfied are you with ssb.no?

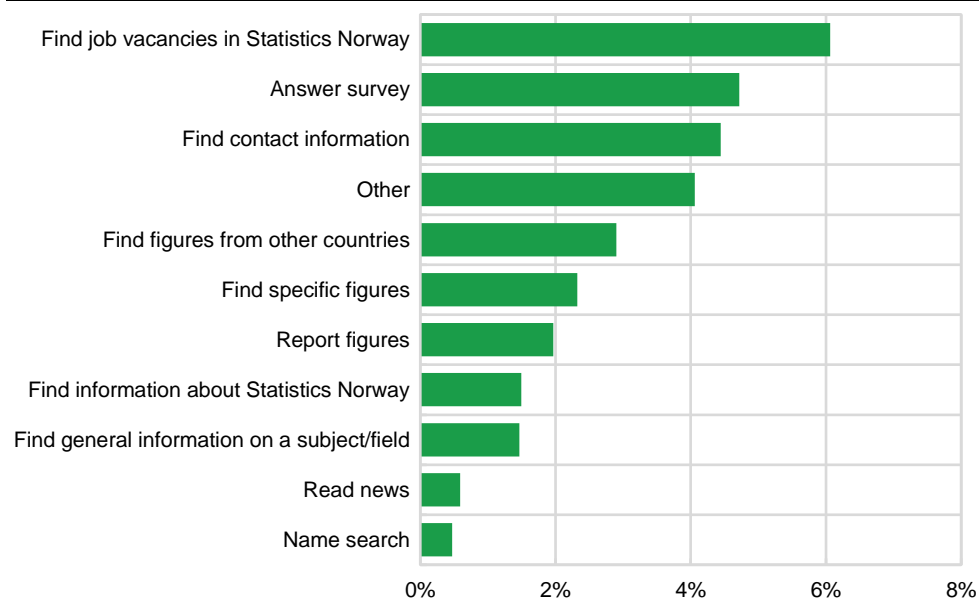
The question was: 'How satisfied are you with ssb.no?'

A total of 88 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.

Figure 6.4. How satisfied are you with ssb.no?

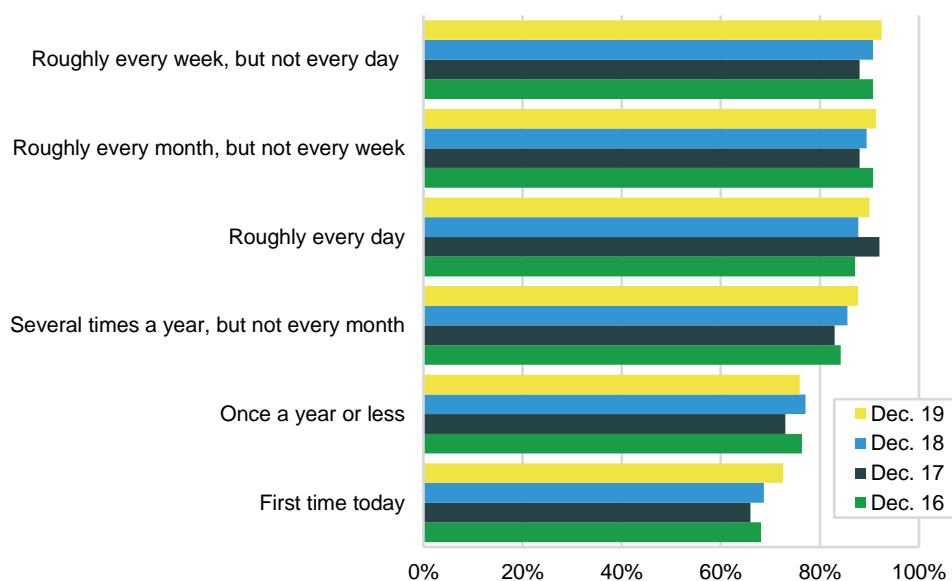
6.5. Who are least satisfied?

About 2 per cent of users are not satisfied with ssb.no, and this share has remained stable in recent years. Those who want to find job vacancies are the least satisfied, followed by those answering surveys and those looking for contact information.

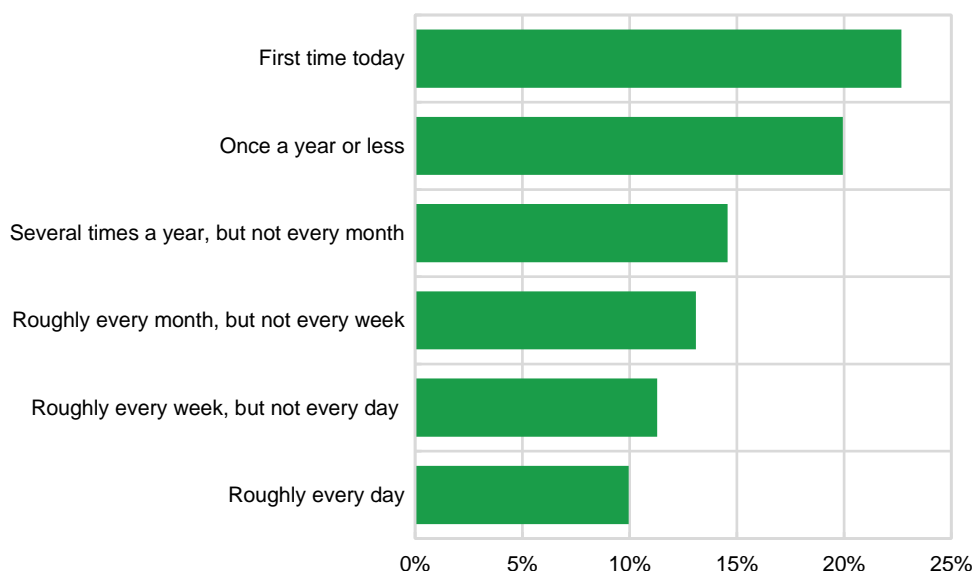
Figure 6.5. Share of dissatisfied users by purpose of visit. December 2019

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.

Figure 6.6. Frequency of visits by satisfied users

Infrequent users appear to be less satisfied. Seventy-three per cent of first-time users were satisfied, an increase from 66 per cent in 2017. 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 to previous surveys.

Figure 6.7. Frequency of visits and the share who can't find what they are looking for, December 2019

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 2019 show that 52 per cent use a desktop computer (PC/Mac), 41 per cent use a mobile phone and 7 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. The mobile phone users are thus underrepresented in the survey.

Figure 7.1. Platform reported in the user survey, December 2019

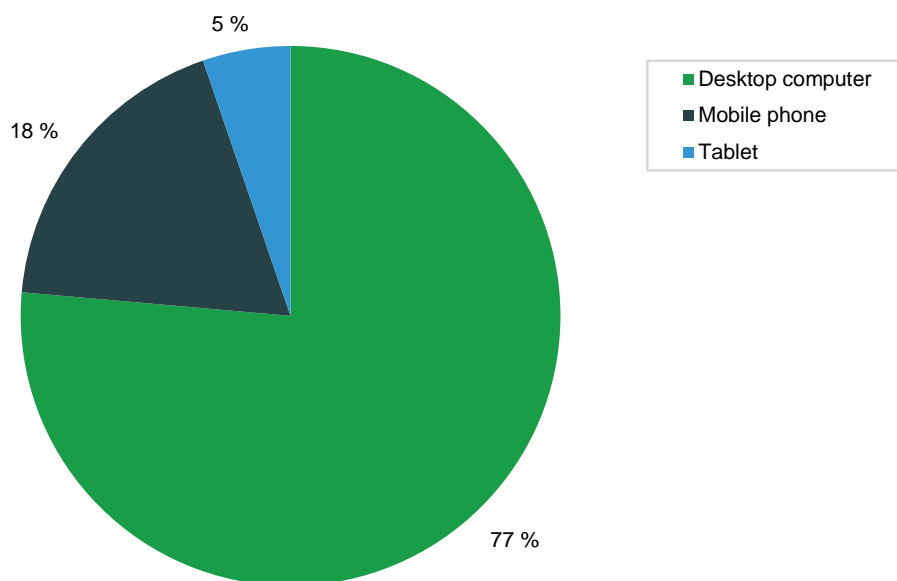
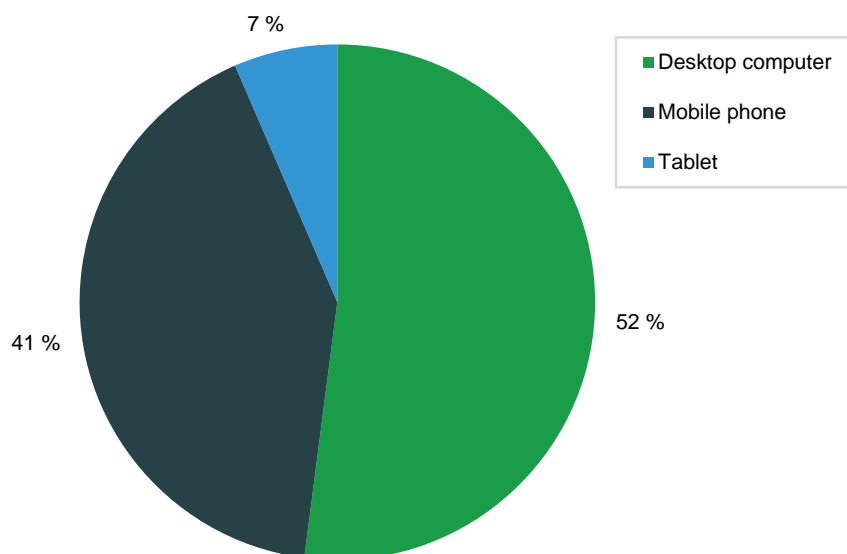
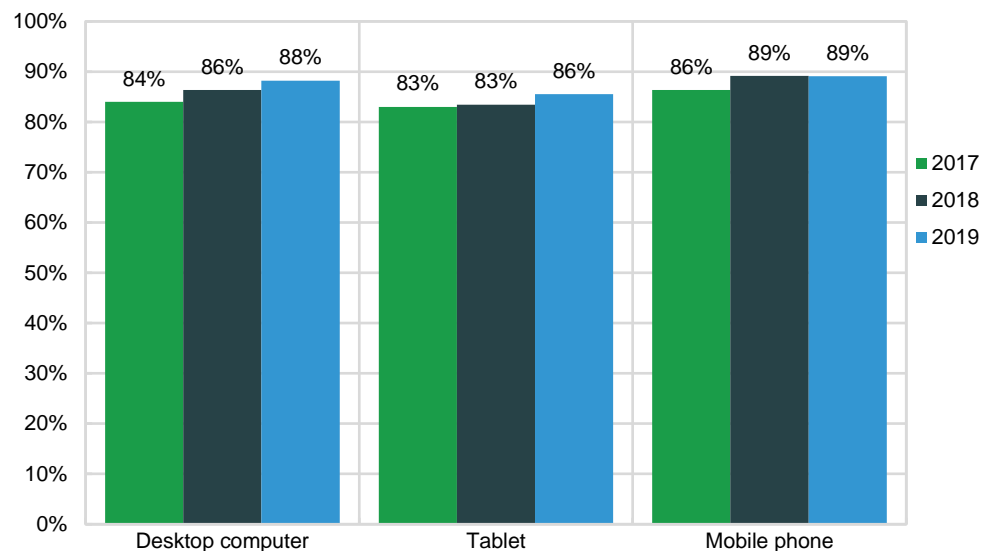


Figure 7.2. Platform used, figures from Google Analytics, December 2019



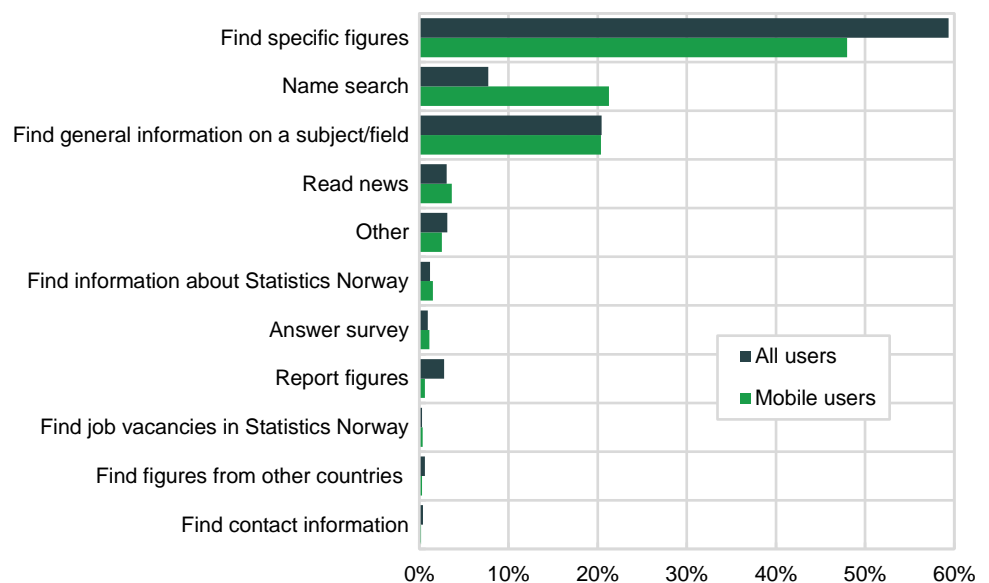
7.1. Which platform has the most satisfied users?

Mobile phone users were the most satisfied users of ssb.no, which was also the case in the two previous surveys. But the degree of satisfaction has increased among desktop computer and tablet users, making it more even 89 per cent of mobile users were satisfied, followed by desktop computer users with 88 per cent and tablet users with 86 per cent. The shares in the 2017 survey was 86, 84 and 83 per cent for mobile, desktop computers and tablets respectively.

Figure 7.3. Satisfied users by platform

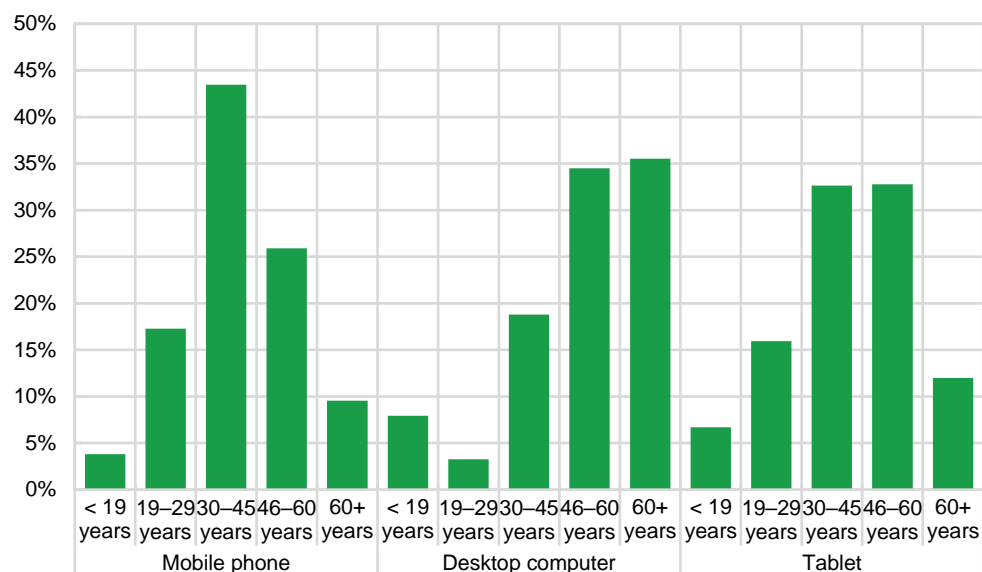
7.2. What is the purpose of visit of mobile phone users?

The main difference is that mobile phone users are less often in search of specific figures (48 vs. 59 per cent) and are more interested in name searches (21 vs. 8 per cent).

Figure 7.4. Purpose, mobile users

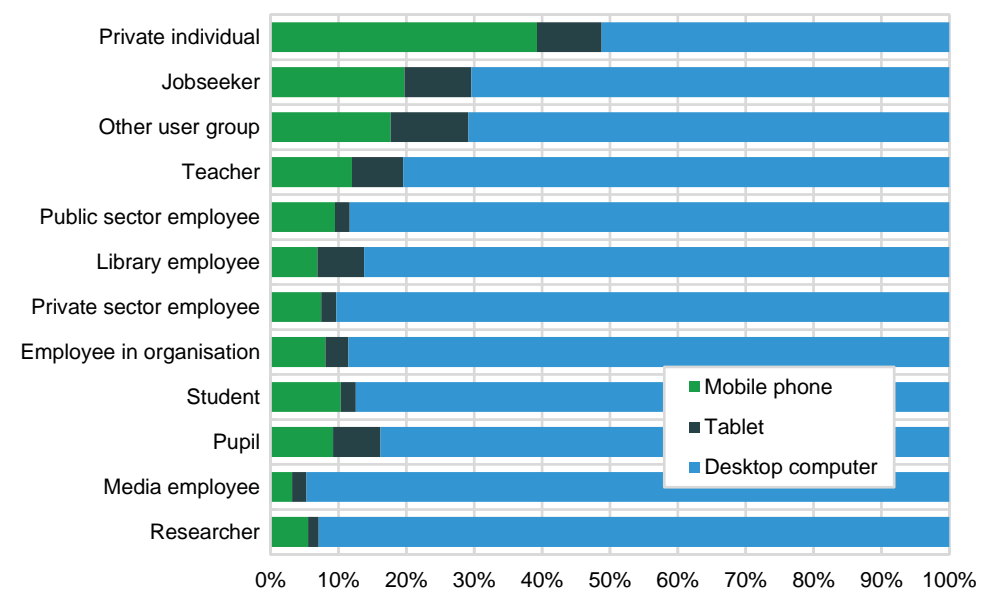
7.3. Age distribution

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

Fig. 7.5. Age distribution on different platforms, December 2019

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.

Figure 7.6. Distribution of platforms by user group, December 2019

8. Summary

The results from the survey in 2019 are fairly stable from previous surveys. The ssb.no website has a very high percentage of satisfied users; 88 per cent are satisfied or very satisfied. This year's survey also has the highest share of very satisfied users.

85 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 library employees and those in the media 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 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.

