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Documents

Statistics Norway's User Survey 2007

Summary

- The respondents are satisfied with Statistics Norway (84 per cent). Compared to 2004, the rate of satisfied respondents have increased from 80 per cent.
- Fewer respondents are satisfied with www.ssb.no than with Statistics Norway as such
- When we ask on a more detailed level, we get a more diverse picture. The key quality aspects that respondents are most satisfied with are relevance, reliability and timeliness.
- Suggestions on improvements from the respondents tend to concentrate on timeliness and level of detail
- Satisfaction rates are marked lower when we ask respondents to review negative statements about Statistics Norway. The following statements receive quite high agreement scores (more than 20 per cent): that Statistics Norway could become better at renewing itself, that the respondent often have problems finding what he/she is looking for, and that several important areas of statistics are not covered by Statistics Norway.
- Two particular areas of improvements are identified in the analysis of the website questions: respondents are dissatisfied with the search and help functions
- Respondents working in municipal and private sector are less satisfied with our website www.ssb.no than those working in other industries
- Almost half the respondents have used the link “About the statistics” on our website.
- The results from this survey are not representative of all users of Statistics Norway. Questions are asked to the population of Internet subscribers of statistical news and reports. As respondents they represent the most frequent and most qualified user groups. We also must presume that they generally are very positive towards Statistics Norway. Having this in mind, the value of this survey mainly lies in highlighting the not so good results.
- Many respondents cannot or will not decide on the questions. In general, there is a high level of respondents not choosing side.

The survey group has consisted of Jon Folkedal, Eyvind Frilseth, Elisabeth Gulløy and Margareta Stålnacke.

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Background, purpose and sample

Introduction

In June 2007, Eurostat will visit Statistics Norway to conduct a peer review to examine the quality of official statistics in Norway. For information on how quality is perceived among main national users, Eurostat has asked the national statistical institutes to conduct a small scale survey. A standard paper questionnaire is designed in Eurostat for this purpose.

On this background, Statistics Norway has conducted a user satisfaction survey. The purpose of the survey is to reveal our main users' perceptions of Statistics Norway's products and services. The questionnaire combines issues from the Eurostat standard questionnaire with questions from a previous Norwegian user satisfaction survey from 2004. The standard European questionnaire is adapted to professional users with in-depth knowledge of statistics, its methods and international comparability, thereby focusing on an evaluation of selected national statistical products, one by one. It has served as a basis for the issues covered in our survey, but is adapted to a national setting and Statistics Norway's user policies. Instead of detailed reviews on each statistical area, the Norwegian survey is more focused on the totality of the statistical product, and of the website quality.

Questionnaire design and the wording of each question are changed compared to the European standard. First, we had to adapt the design to principles for electronic questionnaires. Second, we wanted to keep parts of the design from the Norwegian questionnaire of 2004, thus preparing for a longer tradition of user surveys.

For a presentation of the data collection instruments and response rates, please see Appendix 1.

The user population

Definitions of what constitutes *a user* vary. In principle, a user is anyone making use of Statistics Norway's products or services, directly or indirectly, for instance reading a table based on our numbers printed in a newspaper. Furthermore, the user concept covers a wide range of user frequencies: both those who daily or once a year find their way through our website to certain statistics, as well as those who subscribe the annual yearbook on paper and nothing else.

Eurostat defines the target population for the survey as: "ideally comprise(d of) *known* users from the academic and research community, banks and business, government agencies, the national Parliaments, the media, the international community and other relevant user groups". At the same time, it is stated that "The NSI is of course free to adjust the sample size according to their own needs and also extend it to other users than those mentioned above".

Statistics Norway has defined the target population differently for the purpose of this survey: we are interested in the main users. By "main users" we understand users who often use statistics, who take an interest in statistics, who need statistics in their profession, but also those who enjoys statistics in their private lives. Where do we find them? Most, but not all¹, of our dissemination is today on the Internet, and most professions depend on Internet as a source of information. Internet is also increasingly used for private purposes. We believe our main users are to be found at the Internet. Our user population is thereby distinguished from the general population by age, education and gender. Frequent Internet users are younger, have higher education and are more often men, according to a Statistics Norway survey on the use of Internet (2006).

¹ Every set of statistics is published on the Internet, but in addition, some are also published on paper. There are also publications that are published both on paper and on the Internet.

In 2004, the user survey covered all registered users (individuals and organisations) in our customer database, which literally means all users paying for products or services. This time, it was decided to keep the survey solely Internet based. As a parallel to the customer database we have a register of all receivers of news from Statistics Norway via e-mail. The statistical products distributed by e-mail are titles, ingress' and links to notices on new releases, articles and weekly bulletins. Notices on new releases are the most common type. The register is based on self-registered subscribers, both individuals and organisations. All units in this register were included in the survey, just like in 2004, but then the organisation database was “washed” towards the business register to reduce non-response caused by wrong addresses and possible doublets. The same process was not undertaken for this year’s population, although a manual review of the database was undertaken.

Both definition and methodology differ between 2004 and 2007. The results cannot be used as straightforward time series. But the 2004 survey offers valuable information to analyse quality as well as overall development in satisfaction, as long as we have in mind the differences between the survey populations. In the following, we compare the results to understand more about this year’s respondents and non-respondents, and to mark differences between the two groups of respondents: Internet subscribers and paying customers. It must also be noted that the way people collect and use information has changed, although only three years have gone by.

The practical definition leaves several user segments out: those who visit our website www.ssb.no without subscribing anything, those registered users who pay for products without receiving e-mail notifications, the subscribers of paper reports only, and individually registered users whose contact details are kept in their favourite statistical departments only. Left-out user segments were the situation in 2004 as well. This time we therefore decided to include the unknown users in the survey. The electronic questionnaire was put on our website, open for all users (i.e. web visitors) to answer. Results from this survey will be presented in a separate report². Put together, the two surveys give us a certain coverage of all the target groups mentioned in Cassel (2006): the public, the media, researchers, people working in institutions and people working in companies.

To sum up, this part of the user satisfaction survey 2007 cannot be said to cover all our users. It covers a *particular group* of users: the Internet subscription users, defined as recipients of statistical products and news from Statistics Norway distributed by e-mail to a valid e-mail address. The purpose of the survey was to reveal our *main users’* perceptions of products and services. But the users choosing to answer this survey probably will be quite experienced with statistics, and have more positive attitudes towards Statistics Norway than “the average user”. They will be among our main, but not our average, users. Another way of saying it: we believe that *the survey population covers a large segment of our main users, and our most qualified users, although not all*. For instance, those who visit www.ssb.no without subscribing news are not included, neither are those who changed their e-mail address without renewing their subscription.

Main participation results

We do not know how many individual users there are, or would have been, in the sub-sample of organisations. Therefore, the following calculations of participation results are somewhat flawed. We cannot know the exact size of the population as well as the exact response rate as long as we lack the exact size of the population³. But if we presume that each organisational e-mail address covers one main statistical user, we can present the following results on response rates in Table 1.

² The results based on this self recruited sample, and comparisons of results in the two samples, will be presented in a paper for the Nordstat Conference in Reykjavik, June 2007.

³ For comparison we tried to find similar population numbers in our neighbouring statistical agencies. Statistics Sweden has no such service, while Statistics Denmark release a daily news service which you can subscribe either as e-mail with links or in paper version, both for pay. The number of subscribers for the e-mail version is 138.

The population originally consisted of 3766 e-mail addresses reflecting subscriptions for statistics; 3579 to individuals and 169 to organisations [i.e. shared e-mails]. Immediately after distribution, 278 individual e-mails were returned as non-valid addresses. Users quit their jobs, change e-mail addresses or stop being interested, which means they are not any more part of the survey population. We then had a gross sample of 3488 self-registered receivers of information, of which 169 still was organisations.

Table 1: Key participation results

	N	Individual e-mail	Shared e-mail	Per cent
Population of self-registered receivers of information	3766	3597	169	
Non-valid e-mail addresses	278	278	0	
Gross sample	3488	3319	169	100
Non-response due to non-presence during survey time	61	61	0	2
Non-response due to high level of item non-response (<10%)	49	49	0	1
Other non-response reasons	2308	2178	130	66
Net sample	1070	1031	39	31

We received 61 automatic messages from individuals, telling that receivers were temporarily out of office until after the data collection period ended. For messages telling about return before this date, the receivers were included in the reminder round.

In total, we sent 2874 reminders midway through the data collection period, see table below.

Table 2: Response and reminders

	Reminders	Response before reminders	Response after reminder	Total response
Individual e-mail	2700	619	412	1031
Shared e-mail boxes	147	22	17	39
Total	2874	641	429	1070

Before the reminder, we had received 60 per cent of the total responses from individuals. From shared e-mail boxes came 56 per cent of the responses before the reminder round and 44 per cent after. Thus, reminders do have an effect!

49 respondents were excluded from the sample due to abruption (high level of item non-response). None of these came from the organisations. These respondents were all leaving the questionnaire very soon after start. Other observations of item non-response were quite low. In total, only 7 respondents left the questionnaire after getting properly into it. This occurs for the first time after 65 per cent of the questionnaire is finished (in terms of number of questions).

None of the organisational sample returned any non-valid addresses or incomplete questionnaires. Either they took part in the survey (23 per cent) or they did not (77 per cent). In total, 66 per cent of the gross sample chose not to take part in the survey, leaving us with a total *response rate of 31 per cent*. For the individuals, the response rate is also 31 per cent, since non-presence and item non-response covers 3 per cent. Users from organisations with shared e-mail addresses are severely under-represented in the net sample.

In the following, we will discuss what might have influenced the response rate negatively.

Possible reasons for low response rates

A response rate of 31 per cent is low compared to other data collection results in Statistics Norway, but this fact did not come as a big surprise. Response rates in online Internet surveys often are quite low (Couper 2006). On the other hand, existing customer surveys in other national statistical agencies tell about response rates varying between 40 per cent and 7 per cent for surveys of this type (Cassel 2006).

Let us compare with the 2004 mixed mode user survey. Traditional recruitment techniques were used: both a paper and an Internet questionnaire. Information letters and reminders were sent by post, and the respondent could choose which instrument to make use of. The response rate ended at 61 per cent, of which approximately half the sample answered by web and half by paper questionnaire. However, we cannot conclude that this result was due to the mixed mode only. The basic register of paying customers probably was of a higher quality from the beginning, since a monetary relationship demands more thorough, or serious, contact details. Besides, there is of course a possibility that other dimensions of methodology and measurement methods were better adapted to the population of users in 2004. For a further discussion on reasons for the low response rate, please see Appendix 1.

Consequences of low response rates

According to Thomsen et.al. (2006) non-response bias instead of non-response in itself represents the major obstacle to quality in surveys. As a consequence of the web profile and the decision that we find our main users at the Internet, the population is defined as internet users with a strong relationship to Statistics Norway – since they are subscribing news via e-mail. The gross sample of 3488 addresses of which 169 represents organisations probably also constitutes our most qualified users.

Then, non-response bias leaves us with an even more biased sample. We know that respondents in online surveys are far from being a random sample of the population. They are both younger and better educated (Faas and Schoen, 2006). They also tend to have more positive attitudes to the phenomenon under study, and they are more frequent users of the Internet (Statistisk sentralbyrås Håndbok nr 81, 2004). Thus, there are reasons to believe that those who answered our survey are more interested in statistics and information than those who did not answer. In the following we will look at the key characteristics of the respondents in our survey, in the user survey from 2004, and results from other related surveys.

About the respondents

In the following, we present the key characteristics for the actual respondents in our survey, as well as in the user survey from 2004.

Table 3: Key characteristics of the respondents in the user surveys 2004 and 2007

Gender	User survey 2004	User survey 2007
Women	32	28
Men	68	72
Total	100	100
Age		
< 30	4	9
30-45 years	60	51
46-60 years	26	31
> 60	10	9
Total	100	100
Education		
Compulsary education	1	2
Upper secondary education	9	11
University/university college, four years or less	31	31
University/university college, more than four years	59	56
Total	100	100

N= 761 in 2004, 1070 in 2007

Almost 3 out of 4 respondents are men. The rate of female respondents is reduced from 2004.

Half of the respondents are between 30 and 45 years of age. Since 2004, the respondents are increasingly spread to all age groups (except for the above 60's).

Almost all the respondents (92 per cent) are employed or have income-generating activities. Students constitute 3 per cent of the respondents. The remaining 5 per cent is unemployed, old-aged, disabled, pensioners or homemakers. This variable was not included in the 2004 survey.

Among the employed respondents, 38 per cent of the respondents work in the private sector, 27 per cent work in the ministries, the municipal sector or in other government activities, 13 per cent work in the media, 12 per cent in research and education, 9 per cent in organisations, and 1 per cent in other jobs. Since 2004, employment in private sector and media has increased their rate among the respondents (from 32 and 3 respectively), while ministries, municipal and government activities have decreased from 38 per cent. Research and education have had a slight decrease from 15 per cent down to 12. The rate of respondents working in organisations⁴ is unchanged, and the group of respondents with other employment has decreased from 3 to 1 per cent.

The high educational level among our respondents is continued in 2007. 56 per cent have a university or university college degree of more than four years (above Bachelor level), 31 per cent have a university or university college degree of less than four years, 11 per cent have completed upper secondary education, and only 2 per cent have compulsory as their highest education. Compared to 2004, university education has decreased by 4 per cent, while upper secondary education has increased by 2. The rate of item non-response on this question has decreased from 5 per cent to 0,5 per cent!

Nearly half of the respondent has weekly visits to www.ssb.no. 10 per cent of the respondents visit our website almost every day, 35 per cent every week, 34 per cent every month, 19 per cent a few times a year, and only 2 per cent once a year or less. This question was not included in 2004; then we asked whether the respondent had visited our website during that year. 86 per cent answered yes.

⁴ Organisations = Employer or employee organisation, voluntary organisation or other type of organisation

When we ask how often the respondents use statistics from Statistics Norway, we get almost identical numbers as we saw above. 9 per cent use our statistics almost every day, 35 per cent every week, 33 per cent every month, 21 per cent a few times a year, and only 2 per cent once a year or less. This fact points at three conclusions: the respondents of this survey use both statistics and our website quite often: almost half every week. Thus, they must be called frequent users, as well as qualified users, taking their educational level and user frequency into account. Second, the numbers indicate that respondents in fact use some statistics every time they visit the website, although we cannot be certain about this without further analyses. If this is true, it indicates that the most positive and faithful users have a higher tendency to take part in user surveys as ours. Compared to 2004, daily users make up the same rate, while weekly users have increased by 11 percentage points. Monthly users score the same rate as today, while respondents using statistics a few times a year has decreased in the sample. “Yearly or less” respondents is reduced by 2 percentage points, down from 4. This increase in weekly use might reflect not only the general “run for information”-increase, but also the two different samples. In 2004 we asked those paying for a product, while now we ask those using Internet to find statistics. In the group of payers you probably find many who mainly are interested in statistical areas with more seldom releases, or a limited number of statistics.

The respondents were asked what they used our statistics for and could state several different purposes. Tasks at work are by far the most frequent reason for using statistics from Statistics Norway. 87 per cent use our statistics for their work, 27 per cent use it as part of work for voluntary organisations or for private purposes, 11 per cent use it for research and 7 per cent doing studies. This question was not included in 2004.

Conclusions on the net sample

We have no data on the key characteristics of the gross sample, but we know some general characteristics on frequent Internet users: higher education, younger, male majority. Due to the nature of statistics, we have reason to believe our survey population of Internet subscribers reflect this tendency. Non-response in the survey probably strengthens this furthermore. From other studies we know that user survey samples also have a tendency to consist of the most positive and faithful users to the object of study. When we look at the key characteristics of our net sample, this is confirmed.

If we compare to the sample from the 2004 user survey among paying customers, the following differences draw attention:

- Respondents increasingly come from all age groups
- Less females among the respondents
- Respondents increasingly come from private sector and media
- Less respondents from central and local government
- Rate of respondents with high education slightly decreases
- Almost half the respondents can be named heavy users of statistics, with at least weekly visits to www.ssb.no
- The group of heavy users has increased
- Almost everybody use statistics for work, but as many as 27 per cent also use it for purposes connected to their private life
- Only 7 per cent of the respondents use statistics for their studies. Only 3 per cent of the respondents are actually students

With these facts in mind, we now turn to the results of the survey. What is the message from these resourceful users of statistics?

Satisfaction with Statistics Norway

Overall user satisfaction

The respondents were asked to consider all aspects of Statistics Norway's activities and then state how satisfied or dissatisfied they are with Statistics Norway.

Table 4: Overall satisfaction with Statistics Norway, user surveys 2004 and 2007. Per cent

	User Survey 2004	User Survey 2007
Very satisfied	21	21
Quite satisfied	59	63
Neither satisfied nor dissatisfied	15	13
Quite dissatisfied	2	1
Very dissatisfied	0	0
Don't know	3	2
Total	100	100

N = 761 in 2004, 1070 in 2007

The table shows a high level of overall satisfaction among the respondents. 84 per cent are very or quite satisfied, 13 per cent are neither satisfied nor dissatisfied, only 1 per cent is quite dissatisfied, and no one is very dissatisfied. Compared to the 2004 results, satisfied respondents have increased by 4 percentage points.

Frequent users are more satisfied

Frequent users demonstrate through their high level of demand an interest in and perhaps a dependency of our statistics. They are probably also more competent in the field of statistics and therefore have a better understanding of the field. The table below shows that respondents with high frequency use are more satisfied with Statistics Norway than those who seldom use statistics: daily or weekly users are more satisfied than respondents who only use our statistics on a monthly or yearly basis. Straightforward dissatisfaction is almost non-existent among the respondents. Instead, less use of statistics gives a higher rate of respondents who cannot decide; they don't know or are neither satisfied nor dissatisfied.

Table 5: Overall satisfaction with Statistics Norway by frequency of use. Per cent

	More or less every day	More or less every week, but not every day	More or less every month, but not every week	Some Times a year but not every Month	Once a year or less
Very satisfied	32	28	18	8	5
Quite satisfied	55	65	63	64	50
Neither satisfied nor dissatisfied	10	5	16	22	27
Quite dissatisfied	1	1	1	2	0
Very dissatisfied	0	0	0	0	0
Don't know	1	1	2	4	18
Total	100	100	100	100	100
N	96	379	354	219	22

N = 1070

University and university college graduates are more satisfied

Statistics can be complex and difficult to understand for those who aren't trained in the field. One would assume that people with higher education are more likely to appreciate statistics than people with lower education.

Table 6: Overall satisfaction with Statistics Norway by level of education. Per cent

	Compul- Sary edu- cation	Upper se- condary edu- cation	Univer- sity / College < = 4	Univer- sity / College 4 <
Very satisfied	38	8	18	24
Quite satisfied	31	67	64	62
Neither satisfied nor dissatisfied	31	20	14	11
Quite dissatisfied	0	2	1	1
Very dissatisfied	0	0	0	0
Don't know	0	3	3	1
Total	100	101	100	99
N	16	116	333	599

N = 1064

Only 16 of the respondents had compulsory education as their highest level. However, the results from the three other groups points to a correlation between the level of education and the level of satisfaction. In the group of respondents with the highest educational level, 1 out of 4 is very satisfied with Statistics Norway. We know that very few actually are dissatisfied, but the rate of respondents who are neither this nor that increases in the lower educational groups. The results do not differ substantially compared to 2004.

The overall satisfaction varies in different industries

Compared to the results from 2004, the most noticeable change is that for respondents working in private sector, the satisfied group has increased by 12 percentage points.

Table 7: Overall satisfaction with Statistics Norway by industry. Per cent

	Private sector	Municipal Sector	Re- search and edu- cation	Media	Ministries	Other govern- ment activities	Organi- sations ⁵	Other
Very satisfied	19	21	21	25	26	18	18	22
Quite satisfied	60	60	67	66	59	65	75	50
Neither satisfied nor dissatisfied	18	16	10	6	11	13	6	17
Quite dissatisfied	1	1	1	2	0	2	1	6
Very dissatisfied	0	0	0	0	0	0	0	0
Don't know	3	3	1	2	4	2	0	6
Total	100	100	100	100	100	100	100	100
N	370	115	115	126	27	127	85	18

N = 983

The results from "Ministries" and "Other" in the table below are of little value - very few respondents belonged to those groups. The results from the other groups can be listed with the most satisfied respondent group on top and the least satisfied on the bottom. Here, respondents who are very satisfied are grouped together with those who are quite satisfied. In which industries do the most satisfied respondents work?

⁵ Organisations = Employer or employee organisation, voluntary organisation or other type of organisation.

Table 8: Ranking of industries most satisfied with Statistics Norway. Per cent

1	Organisations	93
2	Media	91
3	Research and education	88
4	Other government activities	83
5	Municipal sector	81
6	Private sector	79

N = 938

The list suggests that Statistics Norway could improve on meeting the needs of the private and public sector. In 2004, the corresponding list was as follow: ministries most satisfied (95 per cent), then other government, organisation, media and research. Lowest level had private and municipal sector.

The level of satisfaction does not depend on the respondents' age.

We have not found any connection between the respondents' age and their level of satisfaction. The age group 46-60 years is slightly less satisfied than the other age groups. However, this does not indicate a trend where older respondents are less satisfied. The age group above 60 years is as satisfied as those between 30 and 45 years. The respondents' age does not seem to influence the level of overall satisfaction with Statistics Norway.

Table 9: Overall satisfaction with Statistics Norway by age. Per cent

	< 30	30-45	46-60	60 <
Very satisfied	25	20	20	21
Quite satisfied	64	65	59	64
Neither satisfied nor dissatisfied	7	13	17	9
Quite dissatisfied	1	1	1	2
Very dissatisfied	0	0	0	0
Don't know	3	1	2	4
Total	100	100	100	100
N	91	543	330	101

N = 1065

The level of satisfaction with Statistics Norway does not depend on gender

We have not found any significant correlation between gender and the respondent's level of satisfaction. Men and women are equally satisfied with Statistics Norway. The distribution has not changed since 2004.

Table 10: Overall satisfaction with Statistics Norway by gender. Per cent

	Woman	Man
Very satisfied	19	21
Quite satisfied	65	62
Neither satisfied nor dissatisfied	12	14
Quite dissatisfied	1	1
Very dissatisfied	0	0
Don't know	3	2
Total	100	100
N	300	765

N = 1065

Key quality aspects of Statistics Norway's statistics

The respondents were asked to grade their level of satisfaction regarding several key quality aspects of Statistics Norway's statistical products. Key aspects are relevance, timeliness, reliability, punctuality, documentation, analysis, level of detail and comparability. The key aspects in the table below are listed according to the level of satisfaction. The key quality aspect receiving highest satisfaction score by the respondents is the *relevance* of Statistics Norway's statistics.

When reading the table, please note that for some of the aspects a large number of the respondents have answered that they are neither satisfied nor dissatisfied, that they have no opinion or that the question is irrelevant. This is particularly true for the last six aspects in the table, indicating perhaps that the respondents are indifferent or not competent enough to evaluate these. The main finding is that very few are dissatisfied with any of the key quality aspects.

Table 11: Satisfaction with key quality aspects of the statistics. Per cent

	Very satisfied	Quite satisfied	Neither satisfied nor dissatisfied	Quite Dissatisfied	Very dissatisfied	Have no opinion	Not Relevant	Total
How the content covers your needs	16	65	14	3	1	1	1	100
The reliability of the statistics	27	47	14	2	0	7	2	100
Timeliness of the statistics	20	53	20	4	1	1	2	100
The punctuality of the statistics	27	41	18	1	1	7	5	100
The documentation of the statistics	17	49	20	2	0	9	4	100
The quality of statistical analyses	17	47	22	1	0	9	4	100
How often the statistics are updated	15	45	26	6	1	5	3	100
How detailed the statistics are	13	47	26	9	1	2	2	100
Comparability over time with other Statistics in the same subject area	13	44	25	6	1	8	4	100
Comparability with other statistics from Statistics Norway	7	42	27	3	0	14	6	100

N= 1070

The table shows that *relevance, reliability and timeliness* are the three quality aspects that the respondents are most satisfied with. 81 per cent are very or quite satisfied with the relevance of the statistics from Statistics Norway. Only 1 per cent is very dissatisfied. Statistics viewed irrelevant are of course of limited use and hence these results are very rewarding.

The *reliability* of the statistics from Statistics Norway is the quality aspect that the respondents are second most satisfied with. 74 per cent are very or quite satisfied with the reliability of the statistics. Only 2 per cent are quite dissatisfied. No one is very dissatisfied. Those of the respondents who voice an opinion trust that statistics from Statistics Norway are reliable. The satisfaction level has increased by 10 per cent since 2004 on reliability.

The *timeliness* of the statistics from Statistics Norway is the quality aspect that the respondents are third most satisfied with. 72 per cent are very or quite satisfied with the timeliness of the statistics. 20 per cent are neither satisfied nor dissatisfied. Only 1 per cent is dissatisfied.

In fourth place at the quality ranking comes *punctuality*. 68 per cent are very or quite satisfied with the punctuality of the statistics. Only 2 per cent are quite or very dissatisfied. 30 per cent are neither satisfied nor dissatisfied or have no opinion or found the question irrelevant. This question is somewhat unnecessary because Statistics Norway measures the punctuality in more accurate ways than by asking the users. In fact the punctuality in later years is of such quality that no one ought to be

dissatisfied. All statistics have been published at the right time. The fact that only 2 per cent are dissatisfied can be seen as a confirmation of this.

Number 5 at the ranking is *documentation*. 66 per cent are very or quite satisfied with the documentation of the statistics. 33 per cent are neither satisfied nor dissatisfied or have no opinion or found the question not relevant, indicating that those who voiced an opinion on this issue are at least quite satisfied. This aspect has improved its satisfaction score with 15 percentage points since 2004.

Then we have the quality of the *statistical analyses*, which satisfaction scores are more or less the same as for documentation. 64 per cent are very or quite satisfied with the quality of the statistical analyses. 35 per cent are neither satisfied nor dissatisfied or have no opinion or found the question not relevant, indicating that those who voiced an opinion on this issue are at least quite satisfied. In 2004, this aspect had 16 per cent less satisfied respondents.

Frequency of updating: 60 per cent are very or quite satisfied with how often the statistics are updated. 6 per cent are quite dissatisfied and 1 per cent is very dissatisfied. 34 per cent are neither satisfied nor dissatisfied or have no opinion or found the question not relevant.

When respondents are asked to state their satisfaction concerning *level of detail* in our statistics, the results show a larger proportion of dissatisfied respondents. 60 per cent are very or quite satisfied with how detailed the statistics are. It is worth noting that 10 per cent are dissatisfied. This is the highest rating of dissatisfaction for this group of questions. 30 per cent are neither satisfied nor dissatisfied or have no opinion or found the question not relevant.

Finally, the two key quality aspects concerning comparability are at the bottom of the ranking list, although they both have better evaluation today than in 2004. 57 per cent are very or quite satisfied with the comparability over time with other statistics in the same subject area. 6 per cent are quite dissatisfied and 1 per cent is very dissatisfied. 37 per cent are neither satisfied nor dissatisfied or have no opinion or found the question not relevant. Regarding comparability with other statistics from Statistics Norway, 3 per cent are dissatisfied while 49 per cent are very or quite satisfied with this aspect of comparability. This is an improvement of 12 percentage points since 2004. Almost half (47 per cent) are neither satisfied nor dissatisfied or have no opinion or found the question irrelevant.

Respondents' suggestions to how the statistics can improve

The respondents were asked to suggest how Statistics Norway's statistics can be improved. The question triggers our respondents: 29 per cent chose to make suggestions. Many of the answers did not consist of actual suggestions on improvements, but were instead general comments about the statistics. However, two quality aspects of the statistics were frequently suggested as areas of improvement:

1. Timeliness of the statistics. Many of the respondents feel that the statistics are quite outdated when published. They want to shorten the time span from data collection to publishing. They also want more frequent publishing, like from quarterly to monthly statistics.
2. Level of detail. The respondents want statistics on smaller units than what is provided today, for instance on geographical units below municipality level. They ask for statistics about their neighbourhood and even their street.

Respondents' review on the positive and negative statements

The respondents were presented several positive and negative statements regarding their opinion on Statistics Norway. They were asked to answer to what extent they agreed with the statements. In the survey the positive and negative statements were mixed together, but in order to make the tables easier to read we have split them into two separate tables here. The questions represent an additional method to gain knowledge about the respondents' review of the quality aspects relevance, timeliness, objectivity and accuracy, as well as web navigation and Statistics Norway's ability to renew itself.

Table 12: Respondents' review of the positive statements. Per cent

	Strongly agree	Some-what agree	Neither Agree Nor disagree	Some-what disagree	Strongly Disagree	Don't know	Not relevant	Total
Statistic Norway's statistics are important for me in my work	38	38	15	4	2	1	3	100
Statistic Norway's statistics are very useful for the organisation I work for	36	38	15	2	1	2	6	100
The statistics produced by Statistic Norway are objective	30	44	16	2	0	5	3	100
I trust that the statistics published by Statistic Norway are accurate	48	41	7	1	0	1	0	100

N=1068

The table above shows that three out of four respondents agree with the statements that statistics from Statistics Norway are important both in their own work and for their organisation as a whole. Those statements were meant to reveal the perceived relevance. The results show that the statistics are indeed relevant to the respondents. The statements about objectivity and accuracy are to same extent agreed upon. The results from the statement about accuracy are particularly positive: almost half of the respondents (48 per cent) agree strongly on the statement, and a further 41 per cent somewhat agree. It is also worth noting that the percentages that disagree somewhat or strongly on all four statements are very low (0-6 per cent).

The table on the next page shows that the results are less positive when the statements are turned negative. Besides, the rate of respondents in doubt, not agreeing on any of the alternatives, is definitely higher. The debate on design effects is complex, and we will not conclude on the issue here. We interpret the results in the same way as above, which means: higher rates of agreement towards negative statements are a signal of less favourable attitudes among the respondents towards the subjects asked for.

Table 13: Respondents' review of the negative statements. Per cent

	Strongly Agree	Some-what Agree	Neither Agree Nor disagree	Some-what disagree	Strongly disagree	Don't Know	Not relevant	Total
Statistics Norway could become better at renewing itself	12	33	38	6	1	6	4	100
I often have problems finding what I am looking for on www.ssb.no	6	18	27	31	15	2	2	100
Several important areas of society are not covered by Statistics Norway	4	18	37	17	3	17	5	100

N = 1068

Almost half (45 per cent) agree that Statistics Norway could become better at renewing itself and 7 per cent disagreed. 10 per cent could not or would not answer and 38 per cent neither agree nor disagree with the statement, indicating that perhaps only half of the respondents really had any opinion before they were asked. Still, the other half feels that Statistics Norway could be better at renewing. This should be duly noted.

One out of four (24 per cent) agrees that they often have problems finding what they are looking for on Statistics Norway's website. Only 46 per cent disagree with the statement, and 27 per cent neither agree nor disagree. Development of the website is a continuously ongoing process. The value of this question lies in the potential for time series⁶.

The statement about to what extent Statistics Norway's statistics cover important areas of society is somewhat contradicting. It has never been Statistics Norway's policy to cover all areas of [Norwegian] society. In fact there are other suppliers of statistics that have been given specific tasks or that are established solely for the purpose of providing additional statistics to Statistics Norway's. 20 per cent could not or would not answer the question about this statement and 37 per cent neither agreed nor disagreed, indicating that almost 6 out of 10 found it difficult to relate to this question. Among the 40 per cent that voiced an opinion, one half agreed and the other half did not.

Statistics Norway's products compared to official statistics from other European countries

The respondents were asked how they valued statistics from Statistics Norway compared with official statistics from other European countries. The table below shows that only 37 per cent wanted to or felt they were competent to answer this question. Among the respondents, one half reported that statistics from Statistics Norway were of a higher quality than official statistics from other European countries, whereas the other half that they were of the same quality. However, the main results from this question are that more than six out of ten would not or could not answer.

Table 14: Statistic Norway compared with other European countries. Per cent

They are of higher quality	18
They are of the same quality	18
They are of lower quality	1
Have no opinion	41
Don't know	23
Total	100

N=1066

⁶ Findings are based on how Statistics Norway's website looked like in March 2007. A new website – where many of the shortcomings that are commented here are rectified – will be launched in Summer 2007.

Statistical subjects: population most frequently in use

Statistics Norway's statistics are divided into 13 main subjects. The respondents were asked which subjects they used. Each respondent could state for more than one subject (the percentages do not add up to 100). Statistics on population seems to be the most frequently used subject among the respondents. The table below shows the subjects listed by user frequency.

Table 15: Statistical subjects most in use. Per cent of respondents marking each subject

1	Population	63
2	Labour market, labour force participation and wages	50
3	Prices, price indices and economic indicators	46
4	Living conditions and elections	44
5	Personal finance and housing conditions	37
6	Health, social conditions and crime	35
7	Industrial activities	32
8	Education	30
9	National accounts and external trade	21
10	Natural resources and the environment	20
11	Recreational, cultural and sporting activities	14
12	Public finance	13
13	Financial markets and bankruptcies	12
14	Other	8

N=1070

Loyalty, future use and recommendations

How do the respondents look at their future needs for information? We asked if they thought their use of statistics from Statistics Norway would increase or decrease, and secondly if they would recommend Statistics Norway as a source of statistics to others.

Table 16: Future use of statistics from Statistics Norway. Per cent

Increase	28
Same as today	66
Decrease	2
Don't know	3
Total	100

N=1066

The results are positive. Almost all the respondents believe their use will increase or be the same as today. 28 per cent think it will increase, 66 per cent think it will be the same and only 2 per cent foresee a decrease in their use of statistics from Statistics Norway. This reflects the perceived information need in the future, but of course also that we operate in a monopoly situation. Compared to 2004, the rates are unchanged.

Table 17: Recommendation of Statistics Norway as a source of statistics. Per cent

Yes	97
No	0
Don't know	3
Total	100

N=1066

97 per cent would recommend Statistics Norway as a source of statistics to others. Less than 0.5 per cent would not recommend Statistics Norway to others. Even here, the rates are unchanged compared to 2004.

Conclusions on overall satisfaction and satisfaction with key quality aspects

All in all, the respondents are very satisfied with Statistics Norway. There are two variables that significantly influence the level of overall satisfaction: How often the respondents use statistics from Statistics Norway and their level of education. Respondents who use our statistics on a daily or weekly basis and respondents who have higher education are most satisfied.

When we go into details, we get a more diverse picture. The three key quality aspects that the respondents are most satisfied with are relevance, reliability and timeliness of the statistics. Other quality aspects are rated fairly high, but many of the respondents were indifferent or would not or could not rate them. This might reflect a general psychological difficulty to state negatively. The highest level of dissatisfaction concerned the level of updates, level of detail in the statistics and possibilities for comparison.

But the most important finding in this part of the survey is the ratings we receive when we ask respondents to agree or disagree with negative statements on Statistics Norway. Between 22 and 45 per cent of the respondents agree on the following statements: that Statistics Norway could become better at renewing itself, that they often have problems finding what they are looking for at www.ssb.no, and finally that there are several important areas of society not covered by our statistics. The group of respondents neither agreeing nor disagreeing is quite substantial: between 27 and 38 percent.

The respondents' suggestions on how to improve the statistics revealed two major areas of improvement: the timeliness and the level of detail of the statistics. These findings are of course not relevant to all of Statistics Norway's statistics. The survey also has shown a high level of satisfaction with timeliness, indicating that this suggestion applies to certain specific statistics. Suggestions regarding the level of detail in statistics are referring to an important issue: the survey showed the highest level of dissatisfaction on precisely this quality aspect.

Satisfaction with Statistics Norway's website

Overall satisfaction with the website

The respondents were asked about their overall satisfaction with Statistics Norway's website. The table below shows that 77 per cent are very or quite satisfied with Statistics Norway's website. Only 2 per cent are quite or very dissatisfied. 1 out of 5 is neither satisfied nor dissatisfied. Respondents are to a less degree satisfied with the website than with Statistics Norway as such (83 per cent). Since 2004, it has been a small decrease in the rate of satisfied respondents (5 percentage points).

Table 18: Overall satisfaction with Statistics Norway's website. Per cent

	BU2004	BU2007
Very satisfied	16	14
Quite satisfied	66	63
Neither satisfied nor dissatisfied	14	19
Quite dissatisfied	3	2
Very dissatisfied	0	0
Don't know	2	2
Total	101	100

N= 621 in 2004, 1070 in 2007

Frequent users are more satisfied

It is logical to assume that frequent users of www.ssb.no are more satisfied with the website than users who rarely visit it. Frequent users are probably more familiar with the website and demonstrate through their many visits an interest in and perhaps a dependency of the website. The table below shows that respondents who visit www.ssb.no on a daily or weekly basis are more satisfied than respondents who visit it on a monthly or yearly basis.

Table 19: Satisfaction with Statistics Norway's website by frequency of use. Per cent

	More or less Every Day	More or less every week, but not every day	More or less every Month, but not every Week	Some times a year but not every month	Once a year or less
Very satisfied	30	20	10	6	0
Quite satisfied	64	69	64	54	13
Neither satisfied nor dissatisfied	5	10	22	34	17
Quite dissatisfied	0	1	3	2	4
Very dissatisfied	0	0	0	1	0
Don't know	0	0	1	3	57
Not relevant	1	0	0	0	9
Total	100	100	100	100	100
N	103	374	365	205	23

N= 1070

94 per cent of the daily visiting and 89 per cent of the weekly visiting respondents are very or quite satisfied. These percentages drop to 74 per cent for the monthly visitors and only 60 per cent for the yearly visitors. The results for the group that visit www.ssb.no once a year or less have very few respondents (23), but otherwise it is interesting to note that seldom visits seem to correlate with high rate of non-deciders.

University and university college graduates are more satisfied with the website

Respondents with higher education have a tendency to have higher levels of satisfaction with Statistics Norway's website. Those who have a university or university college degree of four years or more are slightly more satisfied than those who have a university or university college degree of four years or less.

Table 20: Satisfaction with Statistics Norway's website by level of education. Per cent

	Compul- sary edu- Cation	Upper se- condary edu- cation	Univer- sity / College < = 4	Univer- sity / College 4 <
Very satisfied	0	9	14	16
Quite satisfied	75	56	61	65
Neither satisfied nor dissatisfied	13	29	20	16
Quite dissatisfied	0	0	2	2
Very dissatisfied	0	1	0	0
Don't know	6	4	2	2
Not relevant	6	0	1	0
Total	100	100	100	100
N	16	116	333	599

N=1064

Where do the most and least satisfied respondents work?

Table 21: A list of which industries that are most satisfied with Statistics Norway's website. Per cent

1	Research and education	87
2	Organisations	86
3	Other government activities	80
4	Media	78
5	Municipal sector	73
6	Private sector	72

N= 938

The table above shows that the website is most appreciated by respondents working within research and education and within various types of organisations. Only 27 respondents work in the ministries, but they are the most satisfied of all groups and would have been at the top of the list with 96 per cent. The list differs from the corresponding list on satisfaction with Statistics Norway, but the two at the bottom are the same: municipal and private sector.

Satisfaction with key quality aspects of web performance

The respondents were presented with eight key quality aspects of web performance and asked how satisfied they were with each. In the table below, the statements are listed in descending order, i.e. the key quality aspect that the respondents are most satisfied with is at the top and the aspect they are least satisfied with is at the bottom. Bear in mind that this table does not indicate how important each key quality aspect is for the respondents. In fact the overall satisfaction level with Statistics Norway's website is higher than any of the key quality aspects of web performance. This may also indicate that the level of satisfaction with the website is based on additional aspects not covered by this table (most notably the content: statistics).

Table 22: Satisfaction with key quality aspects of web performance. Per cent

	Very satisfied	Quite satisfied	Neither satisfied nor dissatisfied	Quite dissatisfied	Very dissatisfied	Don't know	Not relevant	Total
That the start page is news orientated	27	48	17	2	1	3	2	100
How to navigate from the start page	12	55	23	6	1	2	1	100
The documentation of the statistics	18	47	22	4	2	5	2	100
How the content is presented	11	52	28	6	1	2	1	100
How easy it is to find what you are looking for	6	54	25	11	2	2	1	100
The visual look of the start page	8	42	37	7	1	3	2	100
The search tools	6	33	33	13	4	9	2	100
The content of the help function	3	22	33	7	2	25	9	100

N=1070

The table shows that the level of satisfaction varies significantly with each key quality aspect. 3 out of 4 are very or quite satisfied with the start page being news orientated, while only 1 out of 4 are as happy with the content of the help function. Except for the news orientation, on all other quality aspect more than 20 per cent cannot decide whether they are satisfied or not satisfied. The highest scores of dissatisfaction we find on whether it is easy to find what you are looking for, and concerning the search tools.

The respondents are most satisfied with the start page being news orientated. 75 per cent are very or quite satisfied and only 3 per cent are quite or very dissatisfied.

The respondents are second most satisfied with the navigation from the start page. 67 per cent are very or quite satisfied and 7 per cent are quite or very dissatisfied.

In third place comes the documentation of the statistics on the website. 65 per cent are very or quite satisfied and 6 per cent are quite or very dissatisfied.

In fourth place comes the presentation of the content on the website. 63 per cent are very or quite satisfied and 7 per cent are quite or very dissatisfied.

In fifth place comes how easy it is to find what you are looking for on the website. Although the majority is quite satisfied, a relatively large number are dissatisfied with this very important aspect of web performance. 60 per cent are very or quite satisfied and 13 per cent are quite or very dissatisfied.

Then comes the visual look of the start page. Only half the respondents are very or quite satisfied, but then again only 8 per cent are quite or very dissatisfied. 42 per cent are neither satisfied nor dissatisfied or found the question not relevant or didn't know, indicating that many of the respondents perhaps are a bit indifferent to this aspect of the website.

The most negative part of the respondents' evaluation of the key quality aspects of Statistics Norway's website is their view on the search tools and the content of the help function. Only 39 per cent are very or quite satisfied with the search tools (only 6 per cent are very satisfied) and 17 per cent are quite or very dissatisfied. 11 per cent found the question not relevant or didn't know and 33 per cent are neither satisfied nor dissatisfied.

Likewise the satisfaction level with the content of the help function is quite low. On this question 25 per cent didn't know and 9 per cent found the question not relevant. Thus only 66 per cent voiced an opinion. Only 25 per cent are very or quite satisfied with the content of the help function (only 3 per cent are very satisfied) and 9 per cent are quite or very dissatisfied.

If you add up the respondents who don't know with the respondents who cannot decide, the search tools and help functions come out with quite disappointing results: 67 per cent do not explicitly state themselves satisfied with the help function and 61 per cent with the search function.

These results correspond with results referred to in a report from user testing of the new front page of www.ssb.no (Gulløy et.al. 2007). Here, results concerning testing on the old version (which this survey is linked to) and new version were presented. Among the conclusions were these: lots of information on the pages and difficult to find your way through, as well as search functions not good enough.

Respondents' suggestions to how the website can be improved

The respondents were asked to suggest how Statistics Norway's website could be improved. 40 per cent of the respondents chose to make suggestions. Many of the answers didn't contain concrete suggestions about improvements but comments on which functions the respondents found difficult to use or general comments about the website. Going through the answers, two strongly related findings stood out:

1. A large number of respondents are dissatisfied with the search tools. The respondents want search tools that:
 - Offer more relevant searches (hits that are listed by the relevance)
 - Offer the possibility to narrow down the searches (resulting in fewer and more relevant hits)
 - Offer the possibility to use layman terms in the searches

2. The volume of information on the website is perceived by many as too large and too complex. It is both too difficult to find the specific statistics you are looking for and to get a general view of the related subjects. Because of the large volume of information, many respondents would like:
 - Better search tools
 - Better Statistics A-Z (including layman terms)
 - The content organised according to themes (statistics presented in a relevant context/thematic presentations)

About the statistics is quite popular

Every set of statistics on Statistics Norway's website has a link called "About the statistics". This contains relevant documentation concerning statistical methods, calculations and definitions. The respondents were asked if they had used "About the statistics". Almost half of the respondents (49 per cent) had used it in the last 12 months. They were subsequently asked four additional questions. The first one was how easy it was to find.

Table 23: How easy or difficult it is to find "About the statistics". Per cent

Very easy	12
Quite easy	50
Neither easy nor difficult	28
Quite difficult	6
Very difficult	0
Don't know	4
Total	100

N=525

The table above shows that 62 per cent thought that it was very or quite easy to find "About the statistics". Only 6 per cent found it quite difficult, but many cannot decide whether it was this or that. No one thought it was very difficult.

The respondents were then asked three questions about their view of the quality of the information on statistical methods, calculations and definitions.

Table 24: Satisfaction with the information on methods, definitions and calculations. Per cent

	Very satisfied	Quite satisfied	Neither satisfied nor dissatisfied	Quite dissatisfied	Very dissatisfied	Don't know	Not relevant	Total
Information on the statistical methods	10	45	26	3	1	12	4	100
Information on definitions	14	49	21	4	0	10	2	100
Information on calculations	8	35	28	2	0	22	5	100

N= 525

The table shows that very few are dissatisfied with the information given about statistical methods, calculations and definitions, but a large number of respondents found the questions to be not relevant or felt they weren't qualified to answer. This is particularly true for the question on information about calculations. In addition, a large percentage answered that they are neither satisfied nor dissatisfied, indicating that they perhaps are indifferent or not fully qualified to answer. However, more than half of the respondents that chose to voice their opinion are quite or very satisfied with the information about statistical methods, calculations and definitions.

Can we interpret these results as positive for Statistics Norway? It depends on your perspective. If 50 per cent in fact have used this specific service, and more or less half of them are satisfied with the content, it is a matter of the eyes that read how to conclude on this.

Advance release calendar

Statistics Norway's website contains an overview of scheduled statistics releases, the "Advance release calendar". The respondents were asked if they had used this overview in the last 12 months.

Table 25: Respondents that have used the "Advance release calendar" in the last 12 months. Per cent

Yes	39
No	47
Don't remember	14
Total	100

N=1070

The table shows that almost four out of ten had used the "Advance release calendar" in the last 12 months, indicating that this overview justifies its central place on the website.

Conclusions on web performance

The respondents think Statistics Norway's website is "good, but not great". 77 per cent are very or quite satisfied with it and only 2 per cent are quite or very dissatisfied. The group of satisfied respondents has decreased by 4 per cent since 2004. Two variables in particular influence the level of satisfaction with the website: how often the respondents use it, and their level of education.

The respondents were asked to rate their level of satisfaction with several key quality aspects of web performance. The level of satisfaction varied significantly with each key quality aspect. The explanation for the fact that the website is considered good and not great probably lies here. Too many think it is difficult to find what they are looking for and that the help that they get from the search tools and the help function is not good enough. In addition, many of the respondents are indifferent or would not or could not answer the questions. The results are low for these quality aspects. Furthermore, the results are confirmed by the respondents' suggestions on how the website can be improved. Many of the respondents find it difficult to find what they are looking for and would like better search tools and a better organisation of the content.

The link "About the statistics" is used by approximately 50 per cent of the respondents. About half of these are satisfied with the content. The advance release calendar is in use by 40 per cent of the respondents, and must be said to be quite popular.

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Appendices

Appendix 1 Data collection instruments and discussions on the response rate

Data collection took place for one month from March 9 – April 10, 2007. This period covers Easter holiday. This might have affected the response rate negatively towards the end of the collection period for the professional users. On the other hand, private users might have more time for studies and gathering of information during holidays.

Advance letters

We sent an e-mail invitation to participate in the survey. The e-mail contained an introductory text (see Appendix 3), a link directly to the survey, a user name and a password. After two weeks, a reminder e-mail was sent to those users not yet responding (see Appendix 3). In the introductory texts we kindly asked for participation out of a wish for us to improve our products. We told the survey was anonymous, we gave an approximate fill-in time, and we offered a gift upon completion of the questionnaire.

Survey unit

Survey unit is the *individual users*. However, the user group covers both representatives of organisations as well as individuals only representing themselves (although individual users very well might be employees in the organisations already in the population). Many organisations have several individual subscribers, and they all count as individual users. The organisational addresses only serve as a means to reach the main user of statistics in each organisation.

The organisational address will often not be read by those who actually are the main user in the house. Before sending out information letters, we therefore grouped the e-mail addresses into two; individuals and organisations. Addresses belonging to organisations were given a specific information letter where we asked the reader of the e-mail kindly to pass it on to the right person if not himself or herself familiar with Statistics Norway's products and services. It is important that this introductory text is clear, consistent and inviting to reduce non-response due to the receivers not knowing who will be the right person to pass it on to. Please see appendix 3 for details.

The questionnaire

The collection instrument was an online Internet questionnaire (see Appendix 2). Although so called pop-ups as a tool to reach the respondents can be said to keep a low level starting procedure for the survey, it was decided to avoid this means. The reason for this was that pop-ups are increasingly non-popular. Today, many Internet browsers offer an opportunity for default blocking of such pop-ups. Default warning systems are increasingly in use. We decided not to take the chance of being banned from computers. Instead, the respondents had to open the e-mail, read the information, copy the web address into their browser, then (in most cases) log on to the Internet, go to the survey and copy the user name and password in to be online. This of course is a quite demanding procedure if you are in a hurry at the office, experiencing time pressure. We know that the more "clicks" with the mouse before entering the questionnaire, the larger non-response. On the other hand, it is not uncommon to follow these steps for the purpose of executing tasks or collect information at the Internet in a professional setting.

It was important to avoid an extensive questionnaire. A maximum of 15 minutes were discussed early in the planning phase. The questionnaire from 2004 obviously was too long, and the results were analysed to see what could be seen as unnecessary questions this time. Timing showed that a pilot version took approximately 14-15 minutes to fill in.

We tried to reduce respondent efforts by designing a visually and technically smooth survey instrument. As guidelines for design, we used previous versions of web questionnaires from Statistics Norway as well as principles from well-established web survey design (see Couper 2006 and Statistisk sentralbyrås Håndbok nr 81). The survey instrument was designed in Blaise IS: an Internet version of Blaise developed by Statistics Netherlands. Blaise IS is using MS Internet Information Server and ASP (Active Server Pages) for validations and page handling. Within the given circumstances there were three particular programming/software challenges we never managed to solve in Blaise IS:

- For those respondents choosing “Others” as an answering alternative, we had to lead them to a next page where they could specify, instead of having an open “specify”-line at the same page as the main question
- For table questions [with several columns and rows], we were not able to give each column the same length/size. The effect of this can be that some answering alternatives seem visually more attractive than others
- We could not be sure the respondents didn’t need to scroll horizontally or vertically to see all the questions at each page. We chose to solve this by reducing the number of questions on each page, and to split longer table questions into several [pages]

As for the two last bullet points, these problems are not specific to Blaise IS, but instead general problems for web questionnaire designers. This is due to the fact that choice and adaptation of web browser varies, as well as screen resolution.

The draft version of the questionnaire was tested, both by representatives from Statistics Norway as well as less experienced users of statistics. None of the questions were reviewed as unpleasant during testing, but one question drew attention as difficult to answer: question no 24, about which industry you work in. The answering alternatives were not mutually exclusive. Despite the critics, it was decided to keep the question in, since it is an important background variable. Compared to 2004 questionnaire, the row of answering alternatives was however changed. When we look at the results, there are no indications telling us that this gave the respondents major problems. The number of answers corresponds perfectly with the number of economically active respondents.

The final questionnaire version and technical set up both worked well, leaving us with simple procedures for data collection follow-up. We had daily checks in an e-mail post box specifically set up for the survey, and we tried to answer all questions coming in daily. The web questionnaire never had any breakdowns during the collection period. All in all, the technical solutions were absolutely satisfying.

Use of incentives

Use of incentives is generally acknowledged as a tool to increase overall response rates (Couper 2006, Ruy, Couper and Marans 2005). In general, monetary incentives are said to be more efficient than in-kind. For this survey, the project group discussed whether to offer present cards, cinema tickets or types of monetary incentives. Instead, we ended up offering a rather popular paper publication from Statistics Norway called “This is Norway” to all respondents completing the questionnaire. 92 % of the respondents confirmed that they wanted to receive this gift, even though they then had to leave their name and address at our website (inside the questionnaire).

The effect of incentives varies according to when and how they are distributed or offered. Ideally, we know that the effect on response rates is better when offered beforehand, even before the respondent has decided to participate (Thomsen et.al.). The prepaid incentives probably create a contractual relationship between the data collector and the respondent, and the latter feels more obliged to take part in the survey. Due to the fact that we never had any post addresses for the e-mail receivers, prepaid incentives were never discussed in this survey.

Further discussion on low response rate

Faas and Schoen (2006) recommend careful selection of a sample of online users for this type of survey. Such a procedure was never discussed here, but is worth noting for future Internet surveys in Statistics Norway.

In Thomsen et.al. (2006), causes and effects of non-response in surveys are presented. We can divide the causes relevant to self-administered surveys into two main groups: those relating to measurement methods, and those relating to methodology. Causes of non-response stemming from choice of methodology can be found in the data collection methods, the auxiliary information, the number of contact attempts and the incentives used. Causes related to measurement methods can be found in the design of the questionnaire and the advance letters. Without going into details on this issue, we must conclude that the low response rate is a consequence of the following factors here:

Methodology

- E-mail addresses are not always a secure link to the statistical units, especially to organisations. Smaller units often change their e-mail addresses, and the official addresses are not always subject to regular use or check-outs. In our survey, the unit database obviously had update deficiencies and a large part of the advance letters probably never came through to a statistical user in the organisations.
- In general, the population of organisations could have been checked and followed up more carefully, for instance by checking out e-mail addresses towards the business register, which is regularly updated by the Legal Units Register and our own surveys.
- No resources allocated to follow up “critical units” to identify users, i.e. major organisations or institutions where we certainly could have found qualified key users
- The Internet-only based mode restricts us from using other contact channels to map and reach individual users in the organisations.
- Incentives did not give the expected effect. Might have given better results if prepaid. A practical solution to this could have been to attach a pdf-version of the publication in advance letter, with a possibility for receiving the hardcore later.

Measurement methods

- Too long and complicated start-up to get into the survey?
- Too difficult to navigate when starting the questionnaire?
- Advance letter texts did not yield sufficient motivation for all types of users. Online web questionnaires do not give the respondent a possibility to review what they are asked to take part in. Again, this could have been avoided if attaching a pdf-version of the questionnaire in the advance letter, just for information.
- Would give better results if questionnaire came after a separate advance letter to prepare the users and establish a “contract”?

Appendix 2 Questionnaire

1. How often do you access **ssb.no**?

1. More or less every day
2. More or less every week, but not every day
3. More or less every month, but not every week
4. Some times a year, but not every month
5. Once a year or less

2. Overall, how satisfied or dissatisfied are you with Statistics Norway's website?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Don't know
7. Not relevant

3. How satisfied or dissatisfied are you with Statistics Norway's website with regard to the following?

1. Very satisfied
 2. Quite satisfied
 3. Neither satisfied nor dissatisfied
 4. Quite dissatisfied
 5. Very dissatisfied
 6. Don't know
 7. Not relevant
- a. How easy it is to find what you are looking for
 - b. How to navigate from the start page
 - c. That the start page is news oriented
 - d. The content of the help function
 - e. The visual look of the start page
 - f. How the content is presented
 - g. The documentation of the statistics that are presented
 - h. The search tools

4. On **ssb.no** there is an overview of scheduled statistics releases, the "Advance release calendar". **Have you used this overview in the last 12 months?**

1. Yes
2. No
3. Don't remember

5. Have you used "About the statistics" in the last 12 months?

1. Yes
2. No
3. Don't remember

6. Think about the last time you used "About the statistics". How easy or difficult do you think it was to find this information?

1. Very easy
2. Quite easy
3. Neither easy nor difficult
4. Quite difficult
5. Very difficult
6. Don't know

7. "About the statistics" contains information on the statistical methods used to produce the statistics. How satisfied or dissatisfied are you with this information?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Have no opinion
7. Not relevant

8. "About the statistics" contains information on definitions. How satisfied or dissatisfied are you with this information?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Have no opinion
7. Not relevant

9. "About the statistics" also contains information on calculations. How satisfied or dissatisfied are you with this information?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Have no opinion
7. Not relevant

10. Do you have any suggestions as to how ssb.no can be improved?

11. If you consider all aspects of Statistics Norway's activity, how satisfied or dissatisfied are you with Statistics Norway?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Don't know

12. How often do you use statistics from Statistics Norway?

1. More or less every day
2. More or less every week, but not every day
3. More or less every month, but not every week
4. Some times a year, but not every month
5. Once a year or less

13a. Which statistics from Statistics Norway do you normally use?

1. Living conditions and elections
2. Natural resources and the environment
3. Population
4. Health, social conditions and crime
5. Education
6. Personal finance and housing conditions
7. Labour market, labour force participation and wages
8. Recreational, cultural and sporting activities
9. Prices, price indices and economic indicators
10. National accounts and external trade
11. Industrial activities
12. Financial markets and bankruptcies
13. Public finance
14. Other

13b. You selected "Other". Please specify which other statistics:

14a. What do you use the statistics for?

1. Work
2. Studies
3. Voluntary work in organisations and private purposes
4. Research
5. Other purposes

14b. You selected "Other purposes". Please specify which other purposes:

15a. Overall, how satisfied or dissatisfied are you with Statistics Norway's statistics with regard to the following?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Have no opinion
7. Not relevant

- a. How the content covers your needs
- b. Timeliness of the statistics
- c. The punctuality of the statistics
- d. How often the statistics are updated
- e. How detailed the statistics are
- f. Comparability over time with other statistics in the same subject area

15b. Overall, how satisfied or dissatisfied are you with Statistics Norway's statistics with regard to the following?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Have no opinion
7. Not relevant

- a. Comparability with other statistics from Statistics Norway
- b. The reliability of the statistics
- c. The documentation of the statistics
- d. The quality of statistical analyses

16a. To what extent do you agree or disagree with the following statements?

1. Strongly agree
2. Agree somewhat
3. Neither agree nor disagree
4. Disagree somewhat
5. Strongly disagree
6. Don't know
7. Not relevant

- a. Statistics Norway's statistics are important for me in my work
- b. Statistics Norway could become better at renewing itself
- c. The statistics produced by Statistics Norway are objective

d. I often have problems finding what I am looking for on ssb.no

16b. To what extent do you agree or disagree with the following statements?

1. Strongly agree
2. Agree somewhat
3. Neither agree nor disagree
4. Disagree somewhat
5. Strongly disagree
6. Don't know
7. Not relevant

- a. Statistics Norway's statistics are very useful for the company or organisation I work for
- b. Statistics Norway's statistics are often not timely
- c. Several central areas of society are not covered by Statistics Norway's statistics
- d. I trust that the statistics published by Statistics Norway are accurate

17. How do you value statistics from Statistics Norway compared with official statistics from other European countries?

1. They are of higher quality
2. They are of the same quality
3. They are of lower quality
4. Have no opinion
5. Don't know

18. Do you think your use of statistics from Statistics Norway will increase, be the same as today, or decrease in the next 12 months?

1. Increase
2. Same as today
3. Decrease
4. Don't know

19. If someone asked you, would you recommend Statistics Norway as a source of statistics?

1. Yes
2. No
3. Don't know

20. We welcome suggestions from our users. What do you think Statistics Norway can do to improve its statistics?

21. Are you a man or a woman?

1. Woman
2. Man

22. What is your age?

1. Under 30 years of age
2. 30-45 years
3. 46-60 years
4. Above 60 years of age

23. Are you:

1. economically active, in income-earning work
2. a student, in education
3. in military service or civilian service
4. an old age pensioner
5. a disability pensioner, or other type of pensioner
6. unemployed, without income-earning work
7. a homemaker
8. other

24. Which industry do you work in?

1. Private sector
2. Municipal sector
3. Research and education
4. The media
5. Ministries
6. Other state activities
7. Employer or employee organisation, voluntary organisation or other type of interest organisation
8. Other

25. What level of education do you have?

1. Compulsory education
2. Upper secondary education
3. University/university college, four years or less
4. University/university college, more than four years

26. Would you like to receive the publication "This is Norway"?

1. Yes
2. No

27. In order to send you the publication, we need your name and postal address

First name
Last name
Address
Post code
Town

Appendix 3 Information e-mail and reminder e-mail

Text in e-mail to individual e-mail subscribers:

Text in subject field: Do you want to help us make Statistics Norway better?

Text in e-mail:
Hello,

You have received this e-mail because you are registered as a subscriber to News on e-mail from Statistics Norway.

Statistics Norway is currently carrying out an online user survey. We want to find out what our users think about us so that we can improve our service. It takes approximately 15 minutes to complete the survey and your answers are anonymous. The collected data will only be used in this survey. We would appreciate your reply by 23 March 2007.

Everyone who takes part in the survey can get a free copy of *This is Norway*.

By clicking on the link below (or cutting and pasting in into your browser) you will get to the survey. Enter the user name and password listed below;

User name ...
Password: ...

We appreciate your help. If you have any questions or problems with the questionnaire, please send an e-mail to BU2007@ssb.no

Yours faithfully
Statistics Norway

The survey can be found here:

Text in e-mail to shared mail boxes:

Text in subject field: Do you want to help us make Statistics Norway better?

Text in e-mail:
Hello,

This e-mail address is registered as a subscriber to News on e-mail from Statistics Norway. If you are not familiar with this service, please forward this message to someone in your company who you think may use it.

Statistics Norway is currently carrying out an online user survey. We want to find out what our users think about us so that we can improve our service. It takes approximately 15 minutes to complete the survey and your answers are anonymous. The collected data will only be used in this survey. We would appreciate your reply by 23 March 2007.

Everyone who takes part in the survey can get a free copy of *This is Norway*.

By clicking on the link below (or cutting and pasting in into your browser) you will get to the survey. Enter the user name and password listed below;

User name ...
Password: ...

We appreciate your help. If you have any questions or problems with the questionnaire, please send an e-mail to BU2007@ssb.no

Yours faithfully
Statistics Norway

The survey can be found here:

Reminder to individual e-mail subscribers (to be sent as e-mail)

Text in subject field: Did you forget Statistics Norway's user survey?

Text in e-mail:

Hello,

Two weeks ago you received an e-mail in which we invited you to take part in our user survey on ssb.no. We sent you the invitation because you are registered as a subscriber to News on e-mail from Statistics Norway.

We have not received your answers yet, and would therefore like to remind you about the survey. We want to find out what our users think about us so that we can improve our service.

It takes approximately 15 minutes to complete the survey and your answers are anonymous. The collected data will only be used in this survey. We would appreciate your reply by 4 April 2007.

Everyone who takes part in the survey can get a free copy of *This is Norway*.

By clicking on the link below (or cutting and pasting in into your browser) you will get to the survey. Enter the user name and password listed below;

User name ...

Password: ...

We appreciate your help. We appreciate your help. If you have any questions or problems with the questionnaire, please send an e-mail to BU2007@ssb.no

Yours faithfully
Statistics Norway

The survey can be found here:

Reminder to shared mail boxes:

Text in subject field: Did you forget Statistics Norway's user survey?

Text in e-mail:

Hello,

Two weeks ago you received an e-mail in which we invited our subscribers to take part in a user survey on ssb.no.

We have not received your answers yet, and would therefore like to remind you about the survey. We want to find out what our users think about us so that we can improve our service. If you are not familiar with Statistics Norway's service, please forward this message to someone in your company who you think may use it.

It takes approximately 15 minutes to complete the survey and your answers are anonymous. The collected data will only be used in this survey. We would appreciate your reply by 4 April 2007.

Everyone who takes part in the survey can get a free copy of *This is Norway*.

By clicking on the link below (or cutting and pasting in into your browser) you will get to the survey. Enter the user name and password listed below;

User name ...

Password: ...

We appreciate your help. We appreciate your help. If you have any questions or problems with the questionnaire, please send an e-mail to BU2007@ssb.no

Yours faithfully
Statistics Norway

The survey can be found here:

Appendix 4 Frequency tables

1. How often do you access ssb.no?		
Alternatives	Percent	Respondents
More or less every day	9,63	103
More or less every week, but not every day	34,95	374
More or less every month, but not every week	34,11	365
Some times a year, but not every month	19,16	205
Once a year or less	2,15	23
Total	100	1070

2. Overall, how satisfied or dissatisfied are you with Statistics Norway's website?		
Alternatives	Percent	Respondents
Very satisfied	14,39	154
Quite satisfied	62,8	672
Neither satisfied nor dissatisfied	18,5	198
Quite dissatisfied	1,68	18
Very dissatisfied	0,19	2
Don't know	2,15	23
Not relevant	0,28	3
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following? 3a. How easy it is to find what you are looking for		
Alternatives	Percent	Respondents
Very satisfied	6,45	69
Quite satisfied	53,74	575
Neither satisfied nor dissatisfied	24,95	267
Quite dissatisfied	11,03	118
Very dissatisfied	1,59	17
Don't know	1,59	17
Not relevant	0,65	7
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following? 3b. How to navigate from the start page		
Alternatives	Percent	Respondents
Very satisfied	12,15	130
Quite satisfied	54,86	587
Neither satisfied nor dissatisfied	23,46	251
Quite dissatisfied	5,89	63
Very dissatisfied	0,56	6
Don't know	1,87	20
Not relevant	1,21	13
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following?		
3c. That the start page is news orientated		
Alternatives	Percent	Respondents
Very satisfied	27,01	289
Quite satisfied	47,94	513
Neither satisfied nor dissatisfied	17,38	186
Quite dissatisfied	1,87	20
Very dissatisfied	0,56	6
Don't know	2,8	30
Not relevant	2,43	26
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following?		
3d. The content of the help function		
Alternatives	Percent	Respondents
Very satisfied	2,8	30
Quite satisfied	21,78	233
Neither satisfied nor dissatisfied	33,27	356
Quite dissatisfied	6,73	72
Very dissatisfied	1,59	17
Don't know	24,95	267
Not relevant	8,88	95
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following?		
3e. The visual look of the start page		
Alternatives	Percent	Respondents
Very satisfied	7,66	82
Quite satisfied	41,78	447
Neither satisfied nor dissatisfied	37,38	400
Quite dissatisfied	7,01	75
Very dissatisfied	1,12	12
Don't know	3,08	33
Not relevant	1,96	21
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following?		
3f. How the content is presented		
Alternatives	Percent	Respondents
Very satisfied	10,93	117
Quite satisfied	52,06	557
Neither satisfied nor dissatisfied	27,66	296
Quite dissatisfied	5,61	60
Very dissatisfied	0,75	8
Don't know	2,24	24
Not relevant	0,75	8
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following?		
3g. The documentation of the statistics that are presented		
Alternatives	Percent	Respondents
Very satisfied	18,13	194
Quite satisfied	47,38	507
Neither satisfied nor dissatisfied	22,24	238
Quite dissatisfied	4,11	44
Very dissatisfied	1,5	16
Don't know	4,95	53
Not relevant	1,68	18
Total	100	1070

3. How satisfied or dissatisfied are you with Statistic Norway's website with regard to the following?		
3h. The search tools		
Alternatives	Percent	Respondents
Very satisfied	6,17	66
Quite satisfied	33,18	355
Neither satisfied nor dissatisfied	33,36	357
Quite dissatisfied	12,52	134
Very dissatisfied	3,74	40
Don't know	8,6	92
Not relevant	2,43	26
Total	100	1070

4. On ssb.no there is an overview of scheduled statistics releases, the "Advance release calender". Have you used this overview in the last 12 months?		
Alternatives	Percent	Respondents
Yes	38,88	416
No	47,38	507
Don't remember	13,74	147
Total	100	1070

5. Have you used "About the statistics" in the last 12 months?		
Alternatives	Percent	Respondents
Yes	49,07	525
No	38,22	410
Don't remember	12,62	135
Total	100	1070

6. Think about the last time you used "About the statistics". How easy or difficult do you think it was to find this information?		
Alternatives	Percent	Respondents
Very easy	11,62	61
Quite easy	50,29	264
Neither easy nor difficult	28,19	148
Quite difficult	6,1	32
Very difficult	0	0
Don't know	3,81	20
Total	100	525

7. "About the statistics" contains information on the statistical methods used to produce the statistics.

How satisfied or dissatisfied are you with this information?

Alternatives	Percent	Respondents
Very satisfied	10,29	54
Quite satisfied	45,33	238
Neither satisfied nor dissatisfied	25,52	134
Quite dissatisfied	2,67	14
Very dissatisfied	0,76	4
Don't know	11,81	62
Not relevant	3,62	19
Total	100	525

8. "About the statistics" contains information on definitions.

How satisfied or dissatisfied are you with this information?

Alternatives	Percent	Respondents
Very satisfied	13,71	72
Quite satisfied	48,76	256
Neither satisfied nor dissatisfied	21,14	111
Quite dissatisfied	3,62	19
Very dissatisfied	0,38	2
Don't know	10,48	55
Not relevant	1,9	10
Total	100	525

9. "About the statistics" also contains information on calculations.

How satisfied or dissatisfied are you with this information?

Alternatives	Percent	Respondents
Very satisfied	7,81	41
Quite satisfied	34,67	182
Neither satisfied nor dissatisfied	28	147
Quite dissatisfied	2,48	13
Very dissatisfied	0,38	2
Don't know	21,71	114
Not relevant	4,95	26
Total	100	525

10. Do you have any suggestions as to how ssb.no can be improved?

Alternatives	Percent	Respondents
Chose to answer	40	427
Chose not to answer	60	643
Total	100	1070

11. If you consider all aspects of Statistic Norway's activity, how satisfied or dissatisfied are you with Statistics Norway?

Alternatives	Percent	Respondents
Very satisfied	20,65	221
Quite satisfied	62,99	674
Neither satisfied nor dissatisfied	13,08	140
Quite dissatisfied	1,12	12
Very dissatisfied	0	0
Don't know	2,15	23
Not relevant	100	1070

12. How often do you use statistics from Statistics Norway?		
Alternatives	Percent	Respondents
More or less every day	8,97	96
More or less every week, but not every day	35,42	379
More or less every month, but not every week	33,08	354
Some times a year, but not every month	20,47	219
Once a year or less	2,06	22
Total	100	1070

13a. Which statistics from Statistics Norway do you normally use?		
Alternatives	Percent	Respondents
Living conditions and elections	43,83	469
Natural resources and the environment	20	214
Population	62,52	669
Health, social conditions and crime	34,85	373
Education	30,09	322
Personal finance and housing conditions	37,1	397
Labour market, labour force participation and wages	50,19	537
Recreational, cultural and sporting activities	13,64	146
Prices, price indices and economic indicators	46,26	495
National accounts and external trade	21,49	230
Industrial activities	32,42	347
Financial markets and bankruptcies	12,15	130
Public finance	12,8	137
Other	7,66	82

14a. What do you use the statistics for?		
Alternatives	Percent	Respondents
Work	84,67	906
Studies	7,2	77
Voluntary work in organisations and private purposes	27,01	289
Research	10,56	113
Other purposes	11,68	125

15a. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?		
a. How the content covers your needs		
Alternatives	Percent	Respondents
Very satisfied	15,89	170
Quite satisfied	65,14	697
Neither satisfied nor dissatisfied	14,21	152
Quite dissatisfied	2,52	27
Very dissatisfied	0,75	8
Have no opinion	0,65	7
Not relevant	0,84	9
Total	100	1070

15a. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?		
b. Timeliness of the statistics		
Alternatives	Percent	Respondents
Very satisfied	19,63	210
Quite satisfied	52,8	565
Neither satisfied nor dissatisfied	19,72	211
Quite dissatisfied	4,3	46
Very dissatisfied	0,65	7
Have no opinion	1,4	15
Not relevant	1,5	16
Total	100	1070

15a. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?		
c. The punctuality of the statistics		
Alternatives	Percent	Respondents
Very satisfied	27,2	291
Quite satisfied	41,31	442
Neither satisfied nor dissatisfied	17,94	192
Quite dissatisfied	1,12	12
Very dissatisfied	0,56	6
Have no opinion	6,73	72
Not relevant	5,14	55
Total	100	1070

15a. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?		
d. How often the statistics are updated		
Alternatives	Percent	Respondents
Very satisfied	14,95	160
Quite satisfied	44,86	480
Neither satisfied nor dissatisfied	25,51	273
Quite dissatisfied	5,61	60
Very dissatisfied	0,56	6
Have no opinion	5,23	56
Not relevant	3,27	35
Total	100	1070

15a. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?		
e. How detailed the statistics are		
Alternatives	Percent	Respondents
Very satisfied	12,99	139
Quite satisfied	47,1	504
Neither satisfied nor dissatisfied	25,89	277
Quite dissatisfied	8,5	91
Very dissatisfied	1,31	14
Have no opinion	2,34	25
Not relevant	1,87	20
Total	100	1070

15a. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?

f. Comparability over time with other statistics in the same subject area

Alternatives	Percent	Respondents
Very satisfied	12,8	137
Quite satisfied	43,93	470
Neither satisfied nor dissatisfied	25,05	268
Quite dissatisfied	5,51	59
Very dissatisfied	0,65	7
Have no opinion	7,66	82
Not relevant	4,39	47
Total	100	1070

15b. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?

a. Comparability with other statistics from Statistics Norway

Alternatives	Percent	Respondents
Very satisfied	7,2	77
Quite satisfied	42,15	451
Neither satisfied nor dissatisfied	27,29	292
Quite dissatisfied	3,36	36
Very dissatisfied	0,37	4
Have no opinion	13,55	145
Not relevant	6,07	65
Total	100	1070

15b. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?

b. The reliability of the statistics

Alternatives	Percent	Respondents
Very satisfied	26,92	288
Quite satisfied	47,48	508
Neither satisfied nor dissatisfied	13,93	149
Quite dissatisfied	1,5	16
Very dissatisfied	0,47	5
Have no opinion	7,48	80
Not relevant	2,24	24
Total	100	1070

15b. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?

c. The documentation of the statistics

Alternatives	Percent	Respondents
Very satisfied	16,54	177
Quite satisfied	48,79	522
Neither satisfied nor dissatisfied	19,72	211
Quite dissatisfied	1,96	21
Very dissatisfied	0,28	3
Have no opinion	9,07	97
Not relevant	3,64	39
Total	100	1070

15b. Overall, how satisfied or dissatisfied are you with Statistic Norway's statistics with regard to the following?

d. The quality of statistical analyses

Alternatives	Percent	Respondents
Very satisfied	17,01	182
Quite satisfied	46,82	501
Neither satisfied nor dissatisfied	21,59	231
Quite dissatisfied	1,31	14
Very dissatisfied	0,47	5
Have no opinion	8,6	92
Not relevant	4,21	45
Total	100	1070

16a. To what extent do you agree or disagree with the following statements?

a. Statistic Norway's statistics are important for me in my work

Alternatives	Percent	Respondents
Strongly agree	37,94	406
Agree somewhat	38,04	407
Neither agree nor disagree	14,58	156
Disagree somewhat	4,02	43
Strongly disagree	1,96	21
Dont' know	0,56	6
Not relevant	2,9	31
Total	100	1070

16a. To what extent do you agree or disagree with the following statements?

b. Statistics Norway could become better at renewing itself

Alternatives	Percent	Respondents
Strongly agree	12,15	130
Agree somewhat	32,71	350
Neither agree nor disagree	38,22	409
Disagree somewhat	6,45	69
Strongly disagree	0,65	7
Dont' know	6,26	67
Not relevant	3,55	38
Total	100	1070

16a. To what extent do you agree or disagree with the following statements?

c. The statistics produced by Statistic Norway are objective

Alternatives	Percent	Respondents
Strongly agree	29,72	318
Agree somewhat	43,64	467
Neither agree nor disagree	16,36	175
Disagree somewhat	2,34	25
Strongly disagree	0,47	5
Dont' know	4,77	51
Not relevant	2,71	29
Total	100	1070

16a. To what extent do you agree or disagree with the following statements?		
d. I often have problems finding what I am looking for on ssb.no		
Alternatives	Percent	Respondents
Strongly agree	5,61	60
Agree somewhat	18,22	195
Neither agree nor disagree	26,82	287
Disagree somewhat	31,12	333
Strongly disagree	15,05	161
Dont' know	1,5	16
Not relevant	1,68	18
Total	100	1070

16b. To what extent do you agree or disagree with the following statements?		
a. Statistic Norway's statistics are very useful for the company or organisation I work for		
Alternatives	Percent	Respondents
Strongly agree	36,33	388
Agree somewhat	38,2	408
Neither agree nor disagree	14,79	158
Disagree somewhat	2,15	23
Strongly disagree	1,4	15
Dont' know	1,59	17
Not relevant	5,52	59
Total	100	1068

16b. To what extent do you agree or disagree with the following statements?		
b. Statistic Norway's statistics are often not timely		
Alternatives	Percent	Respondents
Strongly agree	1,5	16
Agree somewhat	7,3	78
Neither agree nor disagree	22	235
Disagree somewhat	42,04	449
Strongly disagree	20,88	223
Dont' know	3,84	41
Not relevant	2,43	26
Total	100	1068

16b. To what extent do you agree or disagree with the following statements?		
c. Several central areas of society are not covered by Statistic Norway's statistics		
Alternatives	Percent	Respondents
Strongly agree	4,49	48
Agree somewhat	17,51	187
Neither agree nor disagree	36,52	390
Disagree somewhat	16,67	178
Strongly disagree	3,09	33
Dont' know	16,76	179
Not relevant	4,96	53
Total	100	1068

16b. To what extent do you agree or disagree with the following statements?		
d. I trust that the statistics published by Statistic Norway are accurate		
Alternatives	Percent	Respondents
Strongly agree	48,13	514
Agree somewhat	41,2	440
Neither agree nor disagree	7,3	78
Disagree somewhat	1,4	15
Strongly disagree	0,28	3
Don't know	1,31	14
Not relevant	0,37	4
Total	100	1068

17. How do you value statistics from Statistic Norway compared with official statistics from other European countries?		
Alternatives	Percent	Respondents
They are of higher quality	17,82	190
They are of the same quality	17,73	189
They are of lower quality	0,75	8
Have no opinion	40,99	437
Don't know	22,7	242
Total	100	1066

18. Do you think your use of statistics from Statistic Norway will increase, be the same as today, or decrease in the next 12 months?		
Alternatives	Percent	Respondents
Increase	28,24	301
Same as today	66,42	708
Decrease	2,16	23
Don't know	3,19	34
Total	100	1066

19. If someone asked you, would you recommend Statistic Norway as a source of statistics?		
Alternatives	Percent	Respondents
Yes	96,72	1031
No	0,47	5
Don't know	2,81	30
Total	100	1066

20. What do you think Statistic Norway can do to improve its statistics?		
Alternatives	Percent	Respondents
Chose to answer	28,6	306
Chose not to answer	70,4	764
Total	100	1070

21. Are you a man or a woman?		
Alternatives	Percent	Respondents
Woman	28,17	300
Man	71,83	765
Total	100	1065

22. What is your age?		
Alternatives	Percent	Respondents
Under 30 years of age	8,54	91
30-45 years	50,99	543
46-60 years	30,99	330
Above 60 years of age	9,48	101
Total	100	1065

23. Are you?		
Alternatives	Percent	Respondents
Economically active, in income-earning work	92,39	983
A student, in education	2,91	31
In military service or civilian service	0,09	1
An old age pensioner	1,22	13
A disability pensioner, or other type of pensioner	1,6	17
Unemployed, without income-earning work	0,56	6
A homemaker	0,19	2
Other	1,03	11
Total	100	1064

24. Which industry do you work in?		
Alternatives	Percent	Respondents
Private sector	37,64	370
Municipal sector	11,7	115
Research and education	11,7	115
The Media	12,82	126
Ministries	2,75	27
Other state activities	12,92	127
Employer or employee organisation, voluntary organisation or other type of interest organisation	8,65	85
Other	1,83	18
Total	100	983

25. What level of education do you have?		
Alternatives	Percent	Respondents
Compulsary education	1,5	16
Upper secondary education	10,9	116
University/university college, four year or less	31,3	333
University/university college, more than four years	56,3	599
Total	100	1064