User survey of Statbank Denmark

Statistics Denmark has regularly asked users about their satisfaction with the dissemination of statistics, e.g. on the website and in Statbank Denmark.

In 2017, the survey was focused on the satisfaction and requests of the corporate sector. This includes the intensity of their use and the improvements that are most important to them. The survey took place as a web pop-up at dst.dk on 20-27 March 2017. Since the survey was a pop-up on the web, it does not include those who use Statbank Denmark via API, as they access the statistics bank without using the interface. The first question was about the users' previous use of Statbank Denmark. A total of 346 persons replied YES and accepted to participate in the survey. A quarter of the respondents work in a private enterprise. The number of respondents is fairly low, which is why minor variations in replies should be interpreted with caution. Appendix 1 includes selected user comments, and replies are included in appendix 2.

The report covers several user groups, but in the final reporting, attention is directed at users working in private enterprises.

Hvad er din primære beskæftigelse?

Arbejder i en privat virksomhed	24%
Ansat i en offentlig virksomhed	29%
Ansat i en anden type organisation	8%
Studerende	32%
Andet	7%
Ved ikke	1%
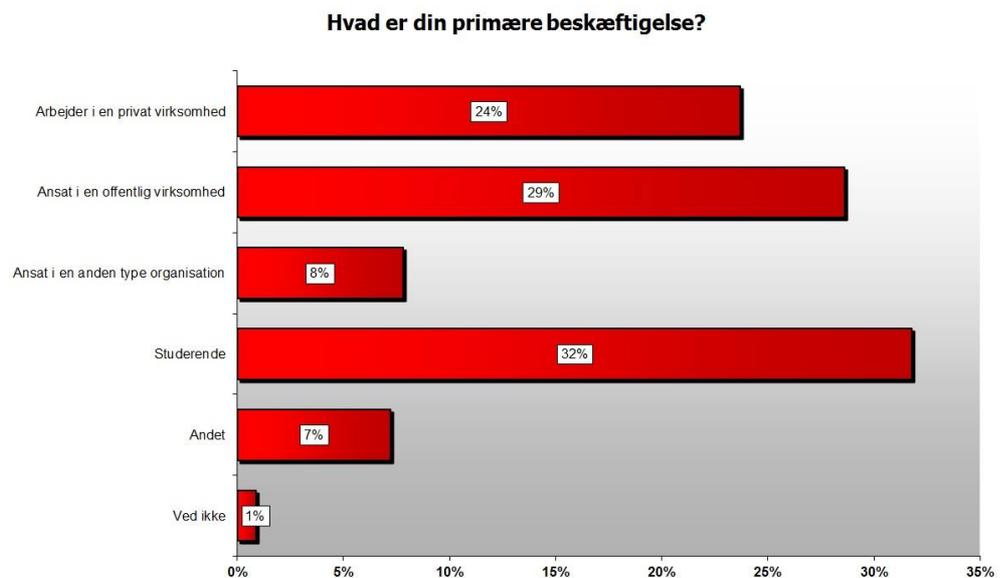
Frequent users

Business enterprises are frequent users of Statbank Denmark: 14 per cent use it on a daily basis, 21 per cent once or twice a week. In the 2016 survey, we asked users to rank the three most used sources of statistics (from Statistics Denmark). Three in four users from private enterprises ranked Statbank Denmark at the top.

Intensive users

The users from private enterprises are also intensive users: Half of them retrieve two to three tables per visit, and one fifth retrieves four or more tables each time. They are also competent users who quickly find what they need. As many as 57 per cent spend less than five minutes extracting a table, whereas this is the case for 51 per cent of users in general. Only 4 per cent from the corporate sector

spend more than 10 minutes, whereas this is the case for 9 per cent of users in general.

Further processing of the figures

The extracted data sometimes needs to be further processed, calculated, compared with other data extractions, visualised. Only about one fifth does not perform any subsequent processing of the figures. Almost two thirds spend up to half an hour on further processing, one fifth spends more. For this reason, approximately half of these respondents would like to have access to enhanced visualisation options in Statbank Denmark. However, this does not differ from the requests of the remaining user groups, where students in particular with 73 per cent call for such options.

As for the possibility to share one's Statbank Denmark extractions with others, this is something that all user groups ask for, for users from private enterprises it is 38 per cent.

Functionality or design?

We have asked if the users request:

- easier extraction of figures
- an option to combine figures from different tables
- that we modernise the visual expression of Statbank Denmark
- an option to save reports that can be easily updated with new figures

Approximately half of the respondents in all user groups - a little more among students - very much or to some extent want easier extraction of figures.

An option to combine figures across tables is a major request. However, the share among respondents from private enterprises who request this is 58 per cent, while it amounts to 72-82 per cent for the other user groups. The tendency is roughly the same when it comes to saving reports. Here too, the smallest share of respondents who want this is among private enterprise users, where 61 per cent very much or to some extent want improved options, and - with 76 per cent - students is the group where the highest share of respondents want this.

As for the visual expression, the highest share of respondents who want it is found among students, where half of them say so. Among private enterprises, 39 per cent are positive towards modernising and 33 per cent find it unnecessary.

In general, the demand for improved functionality is greater than for a modern expression.


I hvilken grad mener du, at der er behov for at...
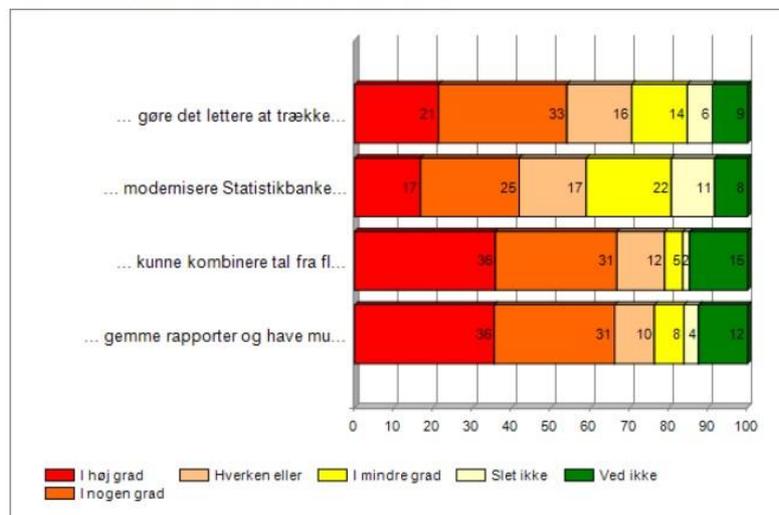
Do users find what they are looking for?

The users of Statbank Denmark who participated in this survey are very successful in finding what they are looking for. There are two angles on finding what you are looking for:

- Can it be found ("findability")?
- Does it even exist in Statbank Denmark - or Statistics Denmark?

Among all responses, 84 per cent find what they are looking for, among private enterprises it is 85 per cent.

Finder du som regel det, du søger, i Statistikbanken? Krydset med: Hvad er din primære beskæftigelse?
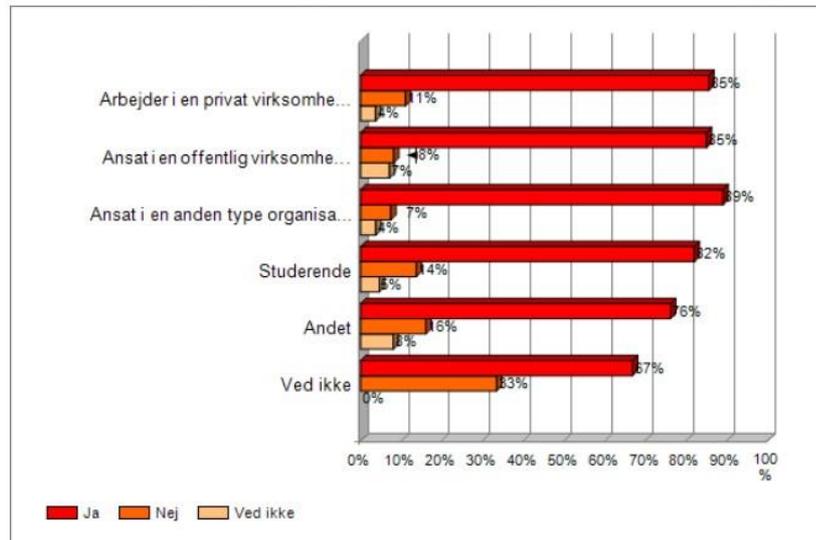
As mentioned, attention has been directed at users from private enterprises, and we have asked them how important Statbank Denmark is to their work. Some users have built a business on data from Statbank Denmark, e.g. by using the Statbank Denmark API, some users use input from the daily updates in their own reports and analyses, just to mention a few examples. Two in three users say that Statbank Denmark is important or very important to their work.

Potential for improvement:

Even though the users have a high success rate in finding what they are looking for, there is room for improvement and inspiration here as to how to further ease the tasks of Statbank Denmark users.

- It must be made easier - and quicker - to find the right table. The analyses we have made of web behaviour show that it is in the the process of selecting a table among the many options available that we can measure the highest drop-out rate. To improve this situation, we must look at the subject structure and the search functionality. E.g. we want to add a "suggest function" that has already been implemented on the website dst.dk. However, factors that are not determined by Statbank Denmark also play a role: the terminology we use is difficult and far from the language of many users.

- Extractions and calculations between tables will increase flexibility significantly. Today it is possible to make a number of calculations in Statbank Denmark, but it is not possible to save these calculations in saved queries. Possibly, the composition of extractions from different tables could be integrated further with Excel, which is a much used tool.

- Improved graphics - also interactive graphics - and maps will boost Statbank Denmark not just visually, but also in terms of functionality, thus making it easier to understand. Visualisation of the statistics as a functionality that the users can easily apply themselves is something that we want to give priority to in our future development work.

- Today, the user can save his/her table extractions as a query and have the exact same data extraction updated automatically. Further functionality could be integrated in such a "report", e.g. embedded queries on own website, i.e. insertion of programme code retrieving data from Statbank Denmark to a website. It is possible to build own pages with tables and graphics. Option must be made available to share an extraction without logging on.

Which solutions we decide to prioritise must rely on further consultation and collaboration with the users.

Appendix 1: Extracts from the user comments

Usefulness

- In a period of growing uncertainty, there is a need to fact check the information we receive.

- Ability to combine data from various time series would be a giant win! This would increase the use of Statbank Denmark in the educational system immensely.

- I use Statbank Denmark both in connection with my studies and in my student job. I typically use Statbank Denmark for fact checking and to gain an overview of a the development in a certain area. I don't think you should do more for the visual experience, as I am afraid that it would make it more difficult to find the required statistics (design at the expense of functionality).

Terminology/concepts

- I think that Statbank Denmark is an EXCELLENT tool - for specialists. Since I am a non-specialist, it is quite difficult for me to find the information that I am usually looking for. I don't think there is much anyone can do to fix it - it is probably an inherent limitation I have as a non-specialist: not knowing the correct terms for ordinary concepts, thus making it difficult to find the information that you I am looking for. IF (and only if) Statbank Denmark also is intended for use by non-specialists, it could perhaps be useful to make a "TOP 100". A "TOP 100" (an addition) of the most relevant and debated statistics at the moment. This could be e.g. "employment among immigrants", "unemployment in figures", "government finances" (surplus or deficit), "spending power", "tax burden", "how many refugees are granted asylum broken down by country of origin" - perhaps topped with corresponding figures from comparable countries and short and accurate comments from Statbank Denmark. In debates, a common language is often lacking - a common basis of solid figures (truths?) - for the debate to take place on a factual basis. In this way, Statbank Denmark could be made extra useful in raising the level of debate with solid facts from a source which most Danes recognise as trustworthy. Thank you for a good tool, though!

- Make it easier to see definitions.

- The design of Statbank Denmark works just fine once you get to know it. However, I could use a function that compares different types of statistics for the same thing and explains the difference. If you search for e.g. unemployment and retrieves figures for Labour Force Survey unemployment, I would welcome a note explaining other types of unemployment (register-based unemployment), what the difference is, and which one to use. As for the content, the many data breaks are very disturbing. There is a general lack of long time series, except for certain areas, such as the national accounts.

- The concepts in Statbank Denmark need to be much more user-friendly. Reconsider names of concepts and improve explanations of what each parameter/concept covers.

- Statbank Denmark works really well, but you could give it a thorough going-over to check that the documentation is in place in all tables for source, further processing and regularity.

Contents

- Longer time series would be great. Other than that, the documentation is sometimes insufficient and sometimes completely missing in terms of how the different variables are defined. It would be great if it appeared from the documentation of variables in Statbank Denmark which variables in the registers on the researcher machine were used to create the table. Then you can always read the documentation in Times.

- I would welcome longer time series, so that they are not discontinued whenever there are minor changes in definitions. It would be better if Statistics Denmark did this rather than for the users to merge figures themselves.

- An option to break down data at postcode level is greatly missed.

Navigation

- The best update you have made is allowing direct access to a set of statistics by typing e.g. statistikbanken.dk/PRIS9. However, it is still risky for students to refer to data extractions with a direct link, as this just jumps to the front page.

- It is often difficult to find the figures that you are looking for directly in Statbank Denmark, and as a result, I often have more success searching for them on Google and enter Statbank Denmark from there. This is in spite of the fact that I have undergone training at Aarhus University in finding my data. I have also used the Ten-Year Review, which is really useful for finding figures and subsequently finding the right figures in Statbank Denmark.

- Statbank Denmark works brilliantly. It is important for my work. I am employed in a small trade organisation.

- I am never able to find the functionality that allows me to extract data myself. Last time, I gave up, and when I contacted Statistics Denmark, they informed me somewhat arrogantly that I could extract this type of data myself and gave me a link to where. But here I am once again, unable to find it, and end up finding the old mail with the link. It ought to be so much easier and more intuitive to use your website, because once you find the right place, it is indeed super easy. But why not help the user by making it easier to locate?

- I work as a teacher of pupils in the final years of compulsory schooling (I most frequently use Statistics Denmark for social science and geography), and I would greatly appreciate it if my pupils could become more self-reliant in their use of Statistics Denmark.

Saving reports

- You asked whether saving reports was something I would like to be able to do. This is already possible when you have a subscription, which also allows you to export directly to Excel. This is why I don't think there is a need for further options.

Appendix 2: Responses for user survey of Statbank Denmark 2017.

Har du tidligere brugt Statistikbanken? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
Ja	100% 82	100% 99	100% 27	100% 110	100% 25	100% 3	100% 346
Nej	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

... som en del af dit arbejde? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
Flere gange om dagen	9% 7	10% 10	26% 7	0% 0	0% 0	0% 0	7% 24
En gang om dagen	5% 4	2% 2	7% 2	1% 1	0% 0	0% 0	3% 9
Flere gange om ugen	15% 12	19% 19	15% 4	8% 9	4% 1	0% 0	13% 45
En gang om ugen	6% 5	9% 9	11% 3	5% 5	4% 1	0% 0	7% 23
Flere gange om måneden	15% 12	19% 19	22% 6	4% 4	12% 3	33% 1	13% 45
En gang om måneden	9% 7	10% 10	11% 3	7% 8	4% 1	33% 1	9% 30
Mindre end en gang om måneden	22% 18	18% 18	7% 2	8% 9	20% 5	0% 0	15% 52
Aldrig	21% 17	12% 12	0% 0	67% 74	56% 14	33% 1	34% 118
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

... som en del af din uddannelse? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
Flere gange om dagen	0% 0	1% 1	4% 1	3% 3	0% 0	0% 0	1% 5
En gang om dagen	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
Flere gange om ugen	4% 3	0% 0	0% 0	15% 17	0% 0	0% 0	6% 20
En gang om ugen	0% 0	0% 0	0% 0	9% 10	0% 0	33% 1	3% 11
Flere gange om måneden	1% 1	7% 7	0% 0	17% 19	0% 0	0% 0	8% 27
En gang om måneden	4% 3	1% 1	11% 3	27% 30	4% 1	67% 2	12% 40
Mindre end en gang om måneden	7% 6	7% 7	4% 1	26% 29	12% 3	0% 0	13% 46
Aldrig	84% 69	84% 83	81% 22	2% 2	84% 21	0% 0	57% 197
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

... i fritiden? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
Flere gange om dagen	0% 0	2% 2	0% 0	0% 0	4% 1	0% 0	1% 3
En gang om dagen	1% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 1
Flere gange om ugen	6% 5	1% 1	0% 0	5% 6	8% 2	33% 1	4% 15
En gang om ugen	6% 5	2% 2	4% 1	8% 9	8% 2	0% 0	5% 19
Flere gange om måneden	11% 9	17% 17	19% 5	10% 11	16% 4	0% 0	13% 46
En gang om måneden	17% 14	14% 14	15% 4	6% 7	8% 2	33% 1	12% 42
Mindre end en gang om måneden	32% 26	35% 35	37% 10	36% 40	36% 9	0% 0	35% 120
Aldrig	27% 22	28% 28	26% 7	34% 37	20% 5	33% 1	29% 100
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

Hvor lang tid bruger du omtrentligt på at arbejde videre med tabeller fra Statistikbanken, fx i form af beregninger, du selv foretager, og figurer? Krydset med: Hvad er din prima

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
0-4 minutter	11% 9	12% 12	4% 1	13% 14	16% 4	33% 1	12% 41
5-9 minutter	15% 12	17% 17	19% 5	12% 13	16% 4	0% 0	15% 51
10-19 minutter	22% 18	14% 14	37% 10	18% 20	24% 6	67% 2	20% 70
20-29 minutter	12% 10	12% 12	19% 5	13% 14	4% 1	0% 0	12% 42
30-59 minutter	10% 8	16% 16	7% 2	7% 8	8% 2	0% 0	10% 36
60 minutter og derover	10% 8	12% 12	11% 3	13% 14	8% 2	0% 0	11% 39
Jeg foretager ikke yderligere beregninger eller laver figurer	21% 17	16% 16	4% 1	25% 27	24% 6	0% 0	19% 67
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

Ville du gøre brug af det, hvis der var bedre visualiseringsmuligheder fx grafer og kort i Statistikbanken? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
Ja	46% 38	54% 53	63% 17	73% 80	36% 9	33% 1	57% 198
Nej, jeg ville stadig foretrække at bearbejde data i egen software efter udtræk af tabeller	34% 28	25% 25	30% 8	15% 17	32% 8	0% 0	25% 86
Ved ikke	20% 16	21% 21	7% 2	12% 13	32% 8	67% 2	18% 62
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

I hvilket omfang deler du resultater af dit arbejde med tabeller og visuelle fremstillinger baseret på tal fra Statistikbanken med andre? Krydset med: Hvad er din primære beskæ

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
I høj grad	38% 31	41% 41	63% 17	22% 24	16% 4	0% 0	34% 117
I nogen grad	26% 21	32% 32	19% 5	35% 39	28% 7	33% 1	30% 105
Hverken eller	1% 1	3% 3	0% 0	8% 9	4% 1	0% 0	4% 14
I mindre grad	15% 12	14% 14	11% 3	22% 24	20% 5	33% 1	17% 59
Slet ikke	18% 15	7% 7	7% 2	8% 9	28% 7	0% 0	12% 40
Ved ikke	2% 2	2% 2	0% 0	5% 5	4% 1	33% 1	3% 11
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

Hvor lang tid bruger du omtrentligt pr. gang du besøger statistikbanken.dk? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
0-2 minutter	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
3-4 minutter	22% 2	0% 0	0% 0	7% 1	0% 0	0% 0	8% 3
5-6 minutter	33% 3	13% 1	0% 0	7% 1	50% 2	0% 0	18% 7
7-8 minutter	22% 2	0% 0	0% 0	7% 1	0% 0	100% 1	10% 4
9-10 minutter	0% 0	38% 3	50% 1	7% 1	0% 0	0% 0	13% 5
Over 10 minutter	22% 2	50% 4	50% 1	73% 11	50% 2	0% 0	51% 20
Kolonne total (Respondenter)	23% 9	21% 8	5% 2	38% 15	10% 4	3% 1	-

Requests for future improvements?:

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
I høj grad	13% 11	17% 17	11% 3	32% 35	28% 7	33% 1	21% 74
I nogen grad	38% 31	31% 31	33% 9	32% 35	24% 6	33% 1	33% 113
Hverken eller	20% 16	18% 18	15% 4	13% 14	20% 5	0% 0	16% 57
I mindre grad	10% 8	20% 20	30% 8	12% 13	0% 0	0% 0	14% 49
Slet ikke	11% 9	3% 3	11% 3	4% 4	12% 3	0% 0	6% 22
Ved ikke	9% 7	10% 10	0% 0	8% 9	16% 4	33% 1	9% 31
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

... modernisere Statistikbankens visuelle udtryk? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
I høj grad	15% 12	7% 7	19% 5	26% 29	16% 4	33% 1	17% 58
I nogen grad	24% 20	31% 31	11% 3	27% 30	12% 3	0% 0	25% 87
Hverken eller	18% 15	17% 17	22% 6	15% 17	12% 3	33% 1	17% 59
I mindre grad	21% 17	21% 21	30% 8	23% 25	16% 4	0% 0	22% 75
Slet ikke	12% 10	12% 12	19% 5	5% 5	24% 6	0% 0	11% 38
Ved ikke	10% 8	11% 11	0% 0	4% 4	20% 5	33% 1	8% 29
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

... kunne kombinere tal fra flere forskellige tabeller? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
I høj grad	32% 26	38% 38	30% 8	40% 44	28% 7	33% 1	36% 124
I nogen grad	26% 21	34% 34	52% 14	33% 36	8% 2	0% 0	31% 107
Hverken eller	13% 11	12% 12	4% 1	14% 15	12% 3	0% 0	12% 42
I mindre grad	7% 6	2% 2	7% 2	3% 3	8% 2	33% 1	5% 16
Slet ikke	4% 3	1% 1	4% 1	1% 1	0% 0	0% 0	2% 6
Ved ikke	18% 15	12% 12	4% 1	10% 11	44% 11	33% 1	15% 51
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

... gemme rapporter og have mulighed for trække samme rapport - bare med opdateret data? Krydset med: Hvad er din primære beskæftigelse?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed	Ansat i en offentlig virksomhed	Ansat i en anden type organisation	Studerende	Andet	Ved ikke	Række total (Respondenter)
I høj grad	32% 26	38% 38	11% 3	44% 48	28% 7	33% 1	36% 123
I nogen grad	29% 24	28% 28	63% 17	32% 35	8% 2	0% 0	31% 106
Hverken eller	9% 7	10% 10	11% 3	11% 12	12% 3	0% 0	10% 35
I mindre grad	10% 8	10% 10	7% 2	4% 4	4% 1	33% 1	8% 26
Slet ikke	9% 7	2% 2	7% 2	0% 0	8% 2	0% 0	4% 13
Ved ikke	12% 10	11% 11	0% 0	10% 11	40% 10	33% 1	12% 43
Kolonne total (Respondenter)	24% 82	29% 99	8% 27	32% 110	7% 25	1% 3	-

For private enterprises: How important is information or data from Statbank Denmark for the product or service you are working with?

Antal / Procent (%-kolonne)	Arbejder i en privat virksomhed
Meget vigtig	17% 14
Vigtig	48% 39
Hverken eller	10% 8
Mindre vigtig	11% 9
Slet ikke vigtig	12% 10
Ved ikke	2% 2
Kolonne total (Respondenter)	100% 82