

## User satisfaction survey of StatBank Denmark 2007

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### Conclusions

Statistics Denmark carried out a user satisfaction survey of StatBank during 3-6 December 2007. This is an annual event.

Many users showed positive to participate in the survey A response rate of 53 was far beyond expectations. Web based surveys have usually not more than 5-10 per cent response.

Four of ten users retrieve only one single figure from the StatBank. Half of these were not aware that they could have retrieved more. Thus a challenge will be to make it more self evident that a user can retrieve several figures in one selection – without making it more cumbersome to the trained users who already know.

The satisfaction with the content and functionality of StatBank is at the same level as previous years: approximately 85 % are satisfied or very satisfied with the StatBank in general, with the content and the degree of detail.

Documentation and the process of finding/searching a table are what bother the users the most. Approximately 20 % are unsatisfied or very unsatisfied regarding documentation, and 30 % find searching the right table is a problem.

Statistics Denmark has to look into possibilities making this easier. A project of defining all relevant concepts used in the StatBank has priority in 2008. As a result the definitions will be directly available when users are to select data.

### Background

Statistics Denmark evaluates regularly to what extent we fulfil the users' need of easy access to statistics. The surveys 2001-2004 focused on more general satisfaction questions as well as background information about the users. 2005 and 2006 were minor surveys. The 2007 survey is a survey looking at a few specific functions which we consider crucial to master in order to retrieve statistics from the StatBank.

This year's user satisfaction survey has focused on which obstacles the users meet when they want to retrieve statistics. If we are aware of that we have the possibility to make the process smoother. We have asked ourselves questions like:

- Do the users understand how they should design their own table through selecting variables and values? (Our logs show that 35 -40 % of all retrievals consist of only one figure).
- How do the users find their way to the relevant statistics in the StatBank? Do they use Google, other external search engines; do they search from the StatBank etc.?
- The StatBank has an extensive on-line help. Do the users know it and is it sufficient? Should we make a demo for first visitors?

## Results

*About the users* It was decided to make the survey split into two:

- Users who only retrieved one single figure, and users that retrieved more figures. This was done to get information about the situation where people are about to select from list boxes. From user support we had got the impression that quite a few users were not aware how to select more values from a list box by using the Ctrl key.
- Users that retrieved more figures to a table.

The questionnaire was first activated when a user reaches the situation where a table turned up on screen (or was ready for download). Users that never reached so far are not included in the survey. As we wanted to know more about how users worked with the functions in the StatBank we found it anyway relevant to focus on the group that came to use these function.

The survey was active 3-6 December 2007. In total 2189 retrieved a tabel during these days. 1150 answered our questionnaire. This gives a response rate of 53 %. 374 (42 %) users that retrieved only one figure answered, while 776 (60 %) of the users that retrieved more figures took part in the survey answered.

20 % of the users came there for the first time. Just as many uses the StatBank once or more per week. This is a slight increase compared to previous surveys where 17 % were frequent users. Among the users that retrieved only one figure 35 % are first-time-users.

*Searching* Almost half of all users use the subject areas structure to find a table: Population and Elections, Labour Market, National Accounts etc. One out of four write a text in the StatBank search function. Google is also heavily used (20 %) in particularly among users that retrieved only one figure. 8 % search from the general web site. The search here does not go so "deep" into the StatBank, as the search functions are not fully integrated (yet).

*Help* The StatBank is equipped with a comprehensive on-line help. [?] However, more than half of the users never realise there is a help functionality. Many users have mentioned that they would appreciate more help. The help information is related to the function that the user is supposed to carry out,

for instance selection of variables and values from list boxes. 15 % are satisfied with the existing help while 9% often needs more help.

*Functionality* We have listed the five functions that were evaluated highest as well as the five functions that got the lowest score<sup>1</sup>. In general the users that retrieved only one figure express a more negative attitude towards the StatBank than the users that retrieved more figures.

Satisfied and Very satisfied	Retrieved one figure	Retrieved more figures
StatBank in general	87 %	94 %
Respons time	90 %	94 %
Content	88 %	93 %
Download possibilities	85 %	92 %
Presentation in charts	85 %	89 %

Unsatisfied and Very unsatisfied	Retrieved one figure	Retrieved more figures
Finding the right table	35 %	30 %
Help	25 %	29 %
Documentation related to a table	23 %	23 %
Degree of detail	19 %	18 %
Presentation on maps	17 %	15 %

*"Do not know" and "no answer" are excluded from the calculation here*

*User comments* Users were asked to give their comments in free text. If they wrote their e-mail address they were promised a personal answer or comment from Statistics Denmark.  
239 (29 %) users wrote comments and 85 of these delivered their e-mail address.

19 comments praise the StatBank while 5 are critical. The comments also counted suggested improvements, some misunderstandings and some specific questions.

The user comments are considered very important input to our understanding on how users navigate in the StatBank.

## Action plan

Taking users comments and answers into account Statistics Denmark sets up an action plan to improve the accessibility to statistics.

*Finding a table:* When the users don't find the data they need there, be more reasons for that:  
The information does not exist in Statistics Denmark  
The structure with topics is not evident to all users. They can not figure out which topic to look into.  
Distinguishing one table title from another can be difficult. Some of them are quite similar.  
A search through Google does not necessarily hit the "right" terminology that matches the StatBank.

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<sup>1</sup> The per centage is calculated on a total excluding the "Don't know" answers

The way to a table through the structure of topics or subject areas is the most commonly used. Adding a "mouse-over- text" to each subject would give users a hint of what they can expect to find behind the subject.

*Documentation* A project on improving the metadata connected to tables in the StatBank has been started and is expected to finalise in 2009. The idea is to give access to definitions directly where the user meets the concepts; that is when they are going to select variables and values to the table. Moreover the definitions will be made available as a kind of dictionary on the web- where each concept is linked to all the relevant StatBank tables. This will make it an alternative search engine to the StatBank.

*Help* The StatBank is equipped with a comprehensive on-line help. However, most users never realise there is a help functionality. Many users have mentioned that they would appreciate more help, and someone suggests that we develop a demo or a "Guided tour" through the StatBank.

*Degree of detail* Being a public databank the StatBank has to take care that confidentiality is respected. This sets limit for the degree of detail of data. However, we will together with the responsible producers discuss the possibility to give more detail on one variable when at the same time another variable will be more aggregated or omitted.

## Annex 1 Questionnaire and answers

A user satisfaction survey of StatBank Denmark was carried out 3-6 December 2007. 887 users retrieved only one figure.

Of these 374 responded to the survey making a response rate of 42,1% .

1302 users retrieved more than one figure, 776 responden to the survey and had a response rate of 59,6%

	Retrieved one figure	
		%
<b>1. You have retrieved only one single figure from the StatBank. Retrieving several figures from the same table is possible by marking the values in the list boxes</b>		
I only needed one figure	184	49,2
I did not know retrieving more figures was possible	60	16,0
I clicked <i>Show table</i> and expected more figures to show up	90	24,1
Don't know	40	10,7
No answer	0	0,0

	Retrieved one figure		Retrieved more figures		Both groups	
		%		%		%
<b>2. How did you find the table?</b>						
Searching with Google	76	20,3	65	8,4	141	12,3
Searching with StatBank search engine	90	24,1	164	21,1	254	22,1
Searching through StatBank subjects	126	33,7	382	49,2	508	44,2
I had a link to the table	18	4,8	53	6,8	71	6,2
Searching with <a href="http://www.dst.dk">www.dst.dk</a> search engine	32	8,6	61	7,9	93	8,1
Other	32	8,6	51	6,6	83	7,2
No answer	0	0,0	0	0,0	0	0,0
	374	100,0	776	100,0	1150	100,0

	Retrieved one figure		Retrieved more figures		Both groups	
		%		%		%
<b>3. Is the Help facility in StatBank satisfactory?</b>						
Yes, it is <i>satisfactory</i>	61	16,3	109	14,1	170	14,8
No, I often need help	33	8,8	67	8,6	100	8,7
I did no realise there was on-line help to get	174	46,5	452	58,3	626	54,4
Don't know	104	27,8	146	18,8	250	21,7
No answer	2	0,5	2	0,3	4	0,3
	374	100,0	776	100,0	1150	100,0

4. How often do you use the StatBank?	Retrieved one figure		Retrieved more figures		Both groups	
		%		%		%
This is the first time	134	35,8	84	10,8	218	19,0
Once a month ore more seldom	132	35,3	242	31,2	374	32,5
A couple of times a month	57	15,3	260	33,5	317	27,6
Once a week ore more	34	9,1	174	22,4	208	18,1
Don't know	17	4,6	16	2,1	33	2,9
No answer	0	0,0	0	0,0	0	0,0
	374	100,0	776	100,0	1150	100,0

	Retrieved one figure					
	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied	Don't know	Total
5. How do you judge the following:						
StatBank in general	12	27	165	97	47	348
Content	10	25	172	85	49	341
Degree of detail	15	40	143	87	53	338
Finding the right table	28	75	136	58	45	342
Documentation related to the table	16	47	161	49	71	344
Download possibilities	12	24	131	72	97	336
Presentation in charts	12	23	143	58	107	343
Presentation on maps	10	24	130	40	135	339
Help	15	31	112	24	159	341
Response time	12	16	133	109	71	341

	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied	Don't know	Total
<b>5. How do you judge the following:</b>	<b>Per cent:</b>					
StatBank in general	3,5	7,8	47,4	27,9	13,5	100,0
Content	2,9	7,3	50,4	24,9	14,4	100,0
Degree of detail	4,4	11,8	42,3	25,7	15,7	100,0
Finding the right table	8,2	21,9	39,8	17,0	13,2	100,0
Documentation related to the table	4,7	13,7	46,8	14,2	20,6	100,0
Download possibilities	3,6	7,1	39,0	21,4	28,9	100,0
Presentation in charts	3,5	6,7	41,7	16,9	31,2	100,0
Presentation on maps	3,0	7,1	38,4	11,8	39,8	100,0
Help	4,4	9,1	32,8	7,0	46,6	100,0
Response time	3,5	4,7	39,0	32,0	20,8	100,0

	Retrieved more figures					
	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied	Don't know	Total
<b>5. How do you judge the following:</b>						
StatBank in general	10	30	372	312	32	756
Content	9	44	399	265	39	756
Degree of detail	20	106	364	220	47	757
Finding the right table	45	175	343	160	31	754
Documentation related to the table	26	129	372	138	90	755
Download possibilities	13	35	283	272	151	754
Presentation in charts	12	47	275	212	210	756
Presentation on maps	12	49	234	125	335	755
Help	28	65	183	41	437	754
Response time	13	23	291	281	145	753

	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied	Don't know	Total
<b>5. How do you judge the following:</b>	<b>Per cent</b>					
StatBank in general	1,3	4,0	49,2	41,3	4,2	100,0
Content	1,2	5,8	52,8	35,1	5,2	100,0
Degree of detail	2,6	14,0	48,1	29,1	6,2	100,0
Finding the right table	6,0	23,2	45,5	21,2	4,1	100,0
Documentation related to the table	3,4	17,1	49,3	18,3	11,9	100,0
Download possibilities	1,7	4,6	37,5	36,1	20,0	100,0
Presentation in charts	1,6	6,2	36,4	28,0	27,8	100,0
Presentation on maps	1,6	6,5	31,0	16,6	44,4	100,0
Help	3,7	8,6	24,3	5,4	58,0	100,0
Response time	1,7	3,1	38,6	37,3	19,3	100,0

	<b>Both groups</b>					
<b>5. How do you judge the following:</b>	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied	Don't know	Total
StatBank in general	22	57	537	409	79	1104
Content	19	69	571	350	88	1097
Degree of detail	35	146	507	307	100	1095
Finding the right table	73	250	479	218	76	1096
Documentation related to the table	42	176	533	187	161	1099
Download possibilities	25	59	414	344	248	1090
Presentation in charts	24	70	418	270	317	1099
Presentation on maps	22	83	364	165	470	1094
Help	43	96	295	65	596	1095
Response time	25	39	424	390	216	1094



	Very unsatisfied	Unsatisfied	Satisfied	Very satisfied	Don't know	Total
<b>5. How do you judge the following:</b>	<b>Per cent:</b>					
StatBank in general	2,0	5,2	48,6	37,0	7,2	100,0
Content	1,7	6,3	52,1	31,9	8,0	100,0
Degree of detail	3,2	13,3	46,3	28,0	9,1	100,0
Finding the right table	6,7	22,8	43,7	19,9	6,9	100,0
Documentation related to the table	3,8	16,0	48,5	17,0	14,6	100,0
Download possibilities	2,3	5,4	38,0	31,6	22,8	100,0
Presentation in charts	2,2	6,4	38,0	24,6	28,8	100,0
Presentation on maps	2,0	7,6	33,3	15,1	43,0	100,9
Help	3,9	8,8	26,9	5,9	54,4	100,0
Response time	2,3	3,6	38,8	35,6	19,7	100,0