Results from user survey on dst.dk 2020

The user survey on dst.dk was carried out in November 2020. Some 20,000 users have participated in the survey, which is significantly more than in the preceding survey from 2016, where a little less than 1,600 users participated. Questions and response categories are also not the same as in the 2016 survey, so direct comparison of target figures is not possible. However, in a few instances it was possible to compare results, and these results were included in this reporting.

As with previous surveys of dst.dk, Statistics Denmark has invited members of its user and contact committee to participate, and receivers of Statistics Denmark's newsletters have been given a link to the survey. However, these experienced users account for a relatively small share of the far bigger group of respondents who participated in the latest survey. The majority of responses come from users who have encountered the survey at dst.dk in the period from 3 November to 30 November 2020.

The largest groups that have participated in the survey are private individuals (48 per cent), company employees (25 per cent) and education sector employees/students (13 per cent).

Participants

A far bigger share of the responses in the 2020 survey compared to previous surveys, come from users with a limited knowledge of Statistics Denmark. Just over half of the respondents were first-time visitors, and for this reason, experienced users account for a relatively small part. In several of the subsequent analyses, first-time visitors have been excluded.

How often do you visit dst.dk?
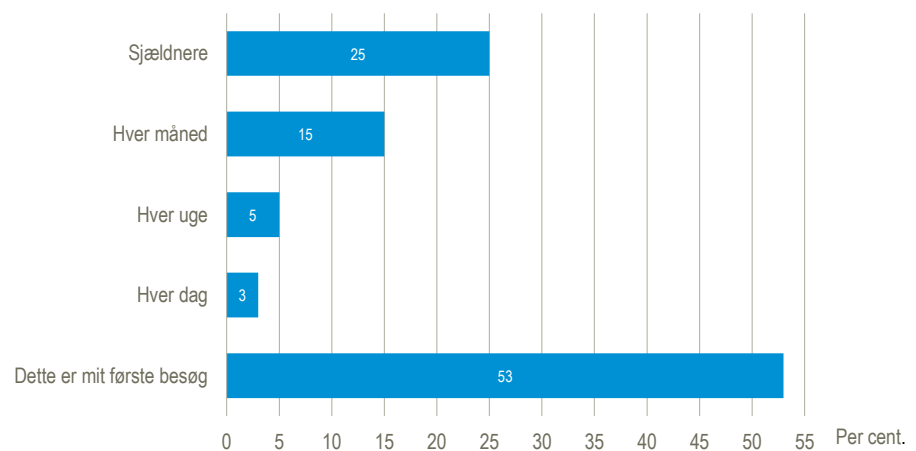
From which part of the website did the respondents come?

As many as 67 per cent of the survey participants were on a statistics page at dst.dk, when they started the survey, and 12 per cent were on the page for reporting agents. 11 per cent started the survey from the front page of dst.dk and 6.5 per cent on the page data for customers (externally funded activities).

Responses broken down by respondent's dst.dk entry page

	Response	Percent
Home page of dst.dk	2,228	11.0
Reporting.............……………..........	2,339	11.6
Information service……………….....	570	2.8
Contact…………………………………	22	0.1
About Statistics Denmark…………….	135	0.7
News media…………………………...	54	0.3
Statistics...	13,580	67.1
Added sales……………………………	1,320	6.5
Total.........………………………….…	20,248	100.0

Device

When participants responded to the survey, 47 per cent used a desktop, and 50 per cent used their mobile phone. There is a relatively high number of responses from mobile phone users considering the general number of visitors we have on the mobile phone version. Our user statistics show that 30 per cent of our users generally access dst.dk via their mobile phone.
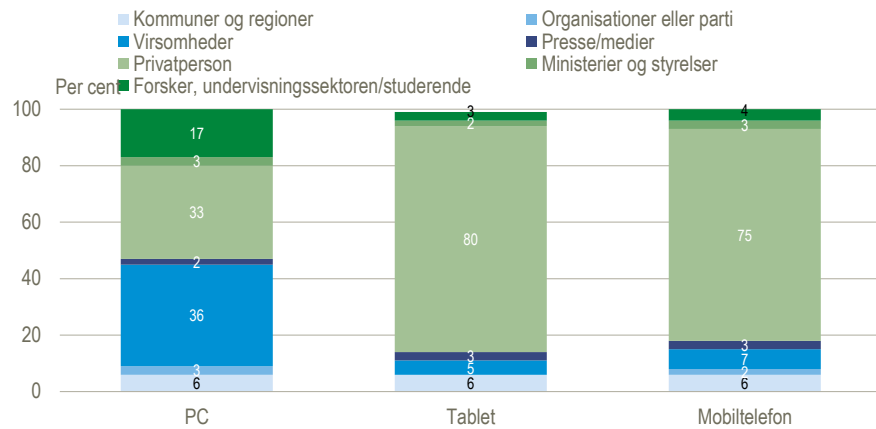
Access to website by type of device. Dst.dk and benchmark
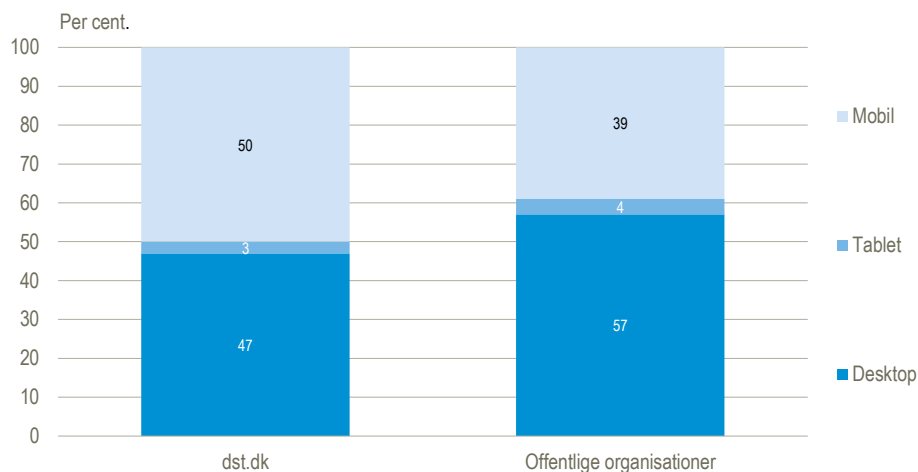
Note: Average benchmark from a number of public websites.

Especially private individuals access dst.dk via mobile phone or tablet, while professional users rather use the desktop version.

In what context do you visit our website?

Of respondents who use the desktop version of the website, 48 per cent were either "Very satisfied" or "Satisfied". The same applies to 42 per cent of responders using the mobile version.

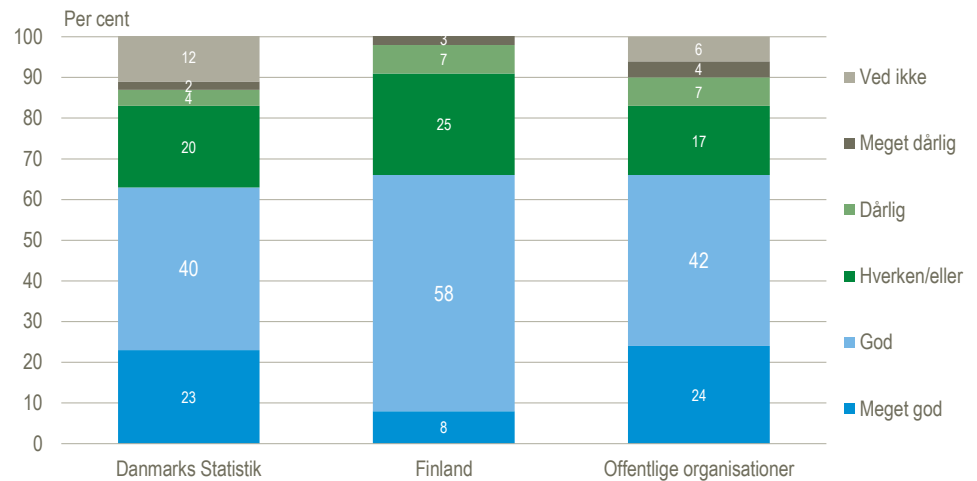| Reply	Desktop	Mobile	Tablet	Total
Very satisfied…………	16.9	8.6	17.1	13.2
Satisfied…….………..	31.5	33.1	27.2	32.0
Neither/nor…..………	21.8	41.8	15.2	30.4
Dissatisfied…...……..	2.8	3.2	0.3	2.9
Very dissatis-fied…………	3.4	7.0	2.0	4.9
Don't know……………..	23.7	6.3	38.2	16.5
Total replies….....……	5,177	4,412	356	9,945
Total percent-age……..	100.0	100.0	100.0	100.0

Note: First-time users are not included in these figures.

Results

In the users general assessment of dst.dk, 63 per cent think that it is 'Very good' or 'Good'. It should be noted that a relatively large share (12 per cent) have replied 'Don't know'.

More users in the survey have replied 'Don't know' compared with both the results for Statistics Finland's website and the benchmark for other public organisation websites. The results for Statistics Denmark just about match the level with respect to the replies 'Very good' and 'Good' and show slightly fewer replies of 'Bad' and 'Very bad'.
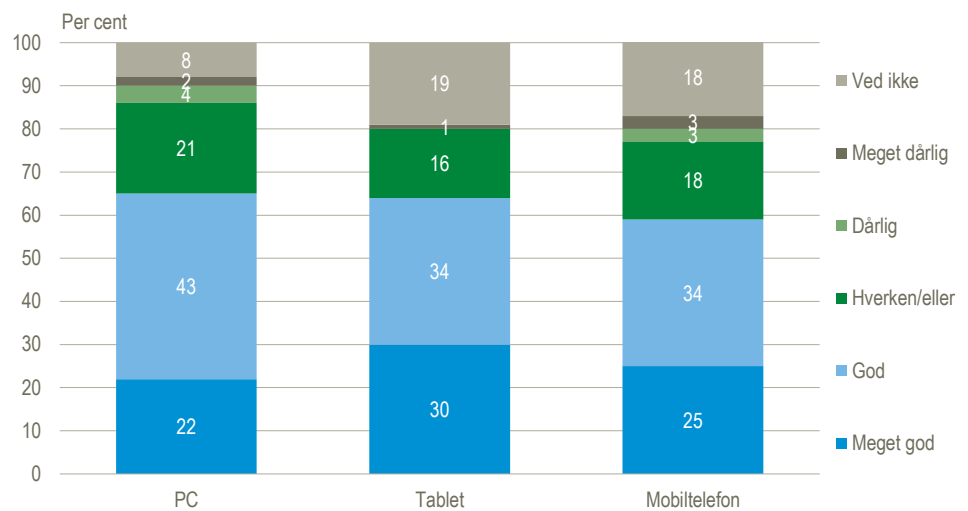
What do you think about our website overall? – benchmark

Per cent

	Danmarks Statistik	Finland	Offentlige organisationer
Ved ikke	12	3	6
Meget dårlig	2		4
Dårlig	4	7	7
Hverken/eller	20	25	17
God	40	58	42
Meget god	23	8	24

Note: First-time users are not included in these figures.

Of those who use the desktop version of the website, 65 per cent think that the website is 'Very good' or 'Good'. This applies to 59 per cent of the users of the mobile version.

What do you think about our website overall? – by device

Per cent

|	PC	Tablet	Mobiltelefon
Ved ikke	8	19	18
Meget dårlig	2		3
Dårlig	4	1	3
Hverken/eller	21	16	18
God	43	34	34
Meget god	22	30	25

Note: First-time users are not included in these figures.

If we take a closer look at the age distribution of the responders, the youngest and the oldest age groups are most satisfied in their overall assessment of

dst.dk. The lowest share of satisfied users is found in the age group 51-55. It should be noted that part of the survey participants did not indicate their age.

Overall satisfaction by age groups
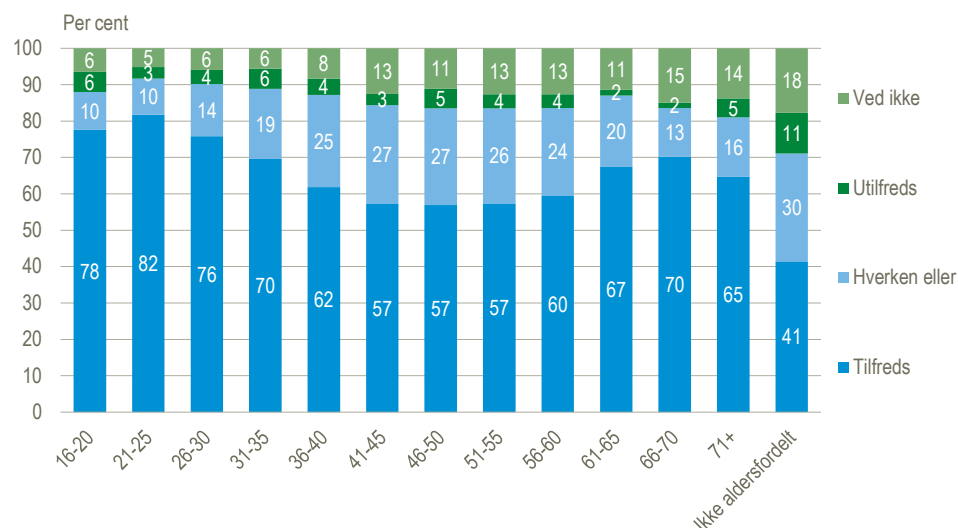
Note: The categories 'Satisfied' and 'Very satisfied' have been merged and the same applies to 'Dissatisfied' and 'Very dissatisfied'

Dissemination of statistics

With respect to communication of the statistics, 48 per cent indicate that they are 'Very satisfied' or 'Satisfied'. 7 per cent indicate that they are either 'Dissatisfied' or 'Very dissatisfied'. 29 per cent reply 'Neither nor', while 16 per cent reply 'Don't know'. Cleared of first-time users, 62 per cent indicated that they were either 'Very satisfied' or 'Satisfied'.

How satisfied are you in general with Statistics Denmark's dissemination of statistics?
With and without first-time users
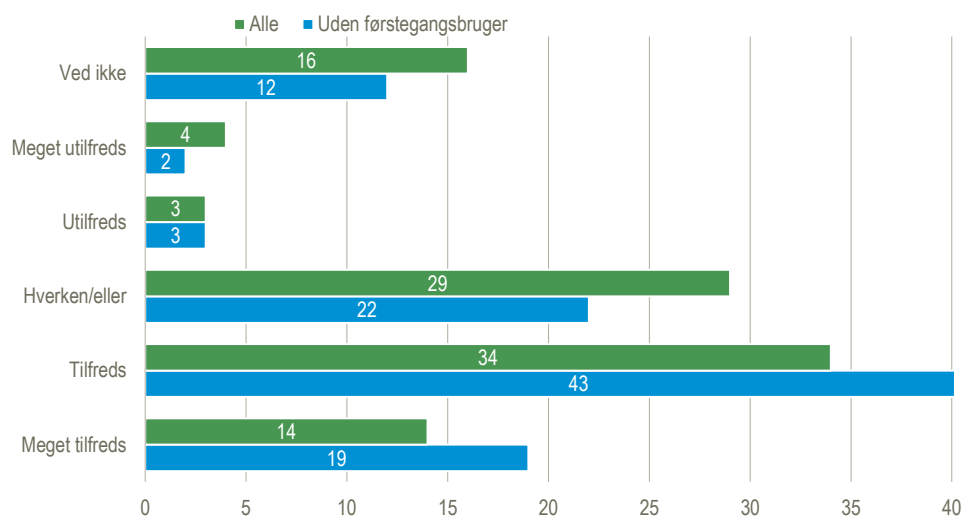
Even though the survey is not directly comparable with surveys from previous years, a similar question was asked in the 2016 survey (approximately 1,600 participants). Here, 15 per cent replied that they were 'Very satisfied' with Statistics Denmark's dissemination of statistics and 56 per cent that they were 'Satisfied', which could indicate a slight decline in the level of satisfaction. On the other hand, in 2016, 2 per cent replied that they were 'Dissatisfied' and 2 per cent that they were 'Very dissatisfied', which is on the same level as in the 2020 survey. In 2016, 18 per cent replied 'Neither nor' to this question.

The users who visit us daily or weekly, do not have a lot of comments saying that they are unable to find things, but they typically demand improved documentation of our figures via the open response categories that were also included in the 2020 survey.

They also have a lot of requests and specific suggestions for statistics. Several responders have added comments about the navigation on our web pages and want e.g. stronger coherence between the website and Statbank Denmark.

In general, users who visit us monthly and less frequently, have added more comments saying that they find it difficult to navigate and that they are unable to find what they are looking for. Several of them mention that it requires higher education to understand our statistics.

The level of satisfaction also varies depending on which dst.dk web page the users came from when they started the survey. For example, the survey shows that 35 per cent of the respondents who started on the page for reporting agents, were either "Very satisfied" or "Satisfied". This applies to 50 per cent of the respondents who started on a statistics page.

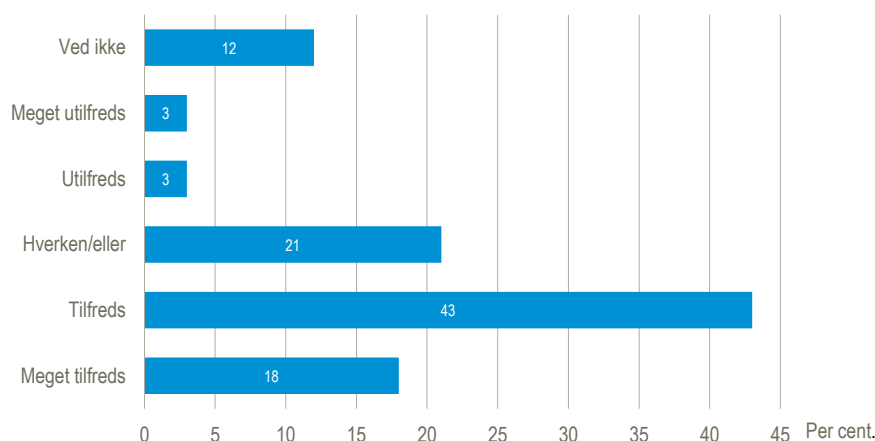**Distribution of satisfaction by participants' dst.dk entry page**

	Very satis-fied	Satis-fied	Nei-ther/nor	Dissat-isfied	Very dissat-isfied	Don't know	Total
Home page of dst.dk	19.5	37.4	17.7	3.2	3.3	18.9	100.0
Reporting…..….........	7.9	27.5	34.4	2.9	2.7	24.6	100.0
Information service…	15.4	35.8	24.4	3.3	15.4	15.7	100.0
Contact………………….	0.0	8.3	33.3	8.3	0.0	41.7	100.0
About Stat. Denmark….	15.5	51.8	21.8	0.0	15.5	9.1	100.0
News media…………..	12.5	30.0	40.0	0.0	12.5	10.0	100.0
Statistics.......................	14.8	34.7	28.7	2.7	14.8	13.8	100.0
Added sales…………..	9.3	33.8	31.1	1.9	9.3	21.8	100.0
Total....................…	13.5	33.8	29.0	2.7	13.5	16.6	100.0

Note: First-time users are not included in these figures

Level of detail

The satisfaction with the level of detail of the statistics is at 61 per cent. In 2016, the users also replied to a similar question, and the satisfaction with the level of detail then was 72 per cent. The share of respondents who were 'Dissatisfied' or 'Very dissatisfied' was 6 per cent and thus at the same level. The results from the two surveys are not directly comparable due to the data break, as described.

How satisfied are you with the level of detail of the statistics?

Note: First-time users are not included in these figures

The users who visit us daily or monthly are generally more satisfied with the level of detail than those who use us less frequently. On the other hand, the highest share of dissatisfied users is also found among the daily users (8.6 per cent indicate that they are 'Dissatisfied' and 7.8 per cent that they are 'Very dissatisfied').

**Distribution of satisfaction by frequency of participants' visits at dst.dk**

Per cent	Very satis-fied	Satis-fied	Neither/nor	Dissatis-fied	Very dis-satisfied	Don't know	Total
Daily………….	19.4	40.09	19.83	8.62	7.76	4.31	100.00
Monthly………	20.66	49.09	18.47	3.10	0.70	7.98	100.00
Weekly……….	23.36	46.89	20.34	4.71	1.85	2.86	100.00
Less frequently	14.65	38.52	23.20	2.14	3.42	18.07	100.00
Total replies……	981	2,370	1,163	166	138	683	5,501
Total in per cent	17.8	43.1	21.1	3.0	2.5	12.4	100.0

Note: First-time users are not included in these figures

Relevance

When asked if the website has all of the content that the user needs, 55 per cent either 'Strongly agree' or 'Agree'. 7 per cent 'Disagree' or 'Strongly disagree'. The users' experience of whether they can find what they need, is at the same level as for Statistics Finland and the average for other benchmarked public websites in Denmark.

To what extent do you agree that the website has all of the content that you need?
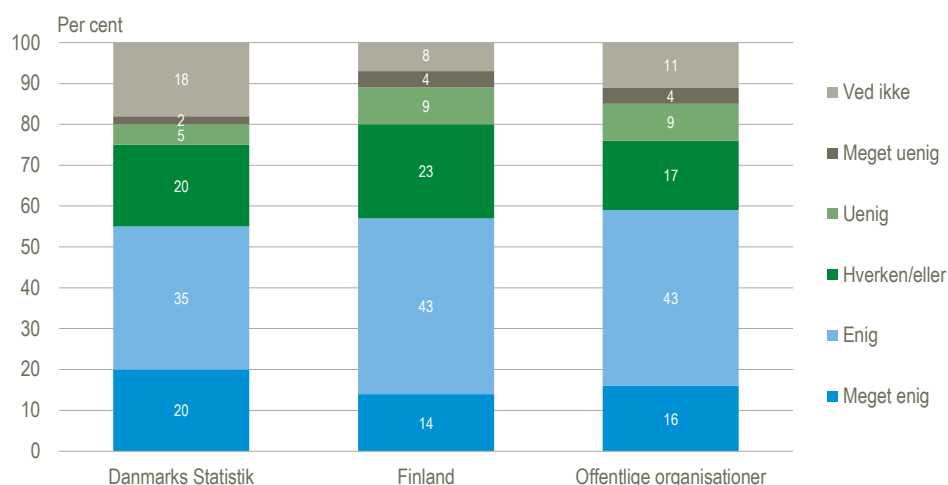
Note: First-time users are not included in these figures

The frequency by which the users visit us, affects the relevance of the content they find. Of the participants who visit us daily, 62 per cent either 'Strongly agree' or 'Agree' that the website content is relevant. For users who visit us less frequently than monthly, this applies for 45 per cent.

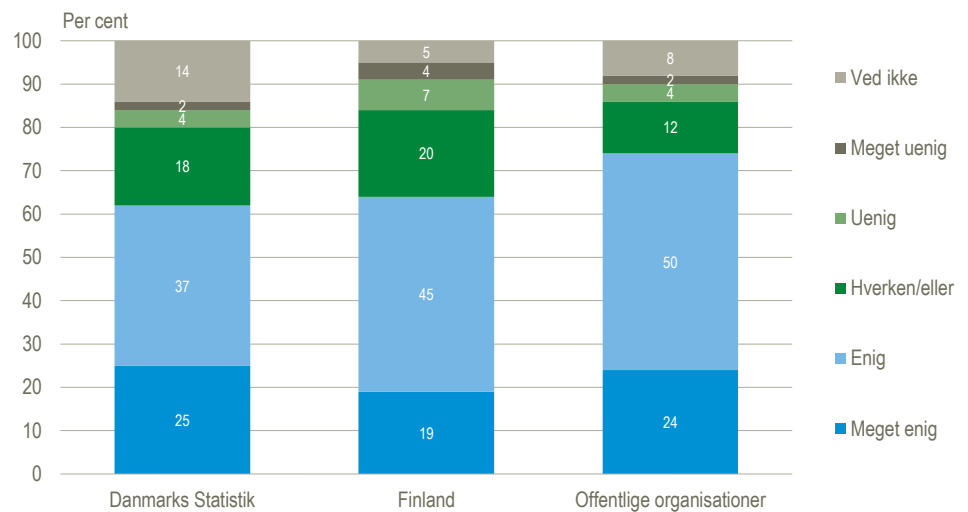| Per cent	Strongly agree	Agree	Neither/nor	Disagree	Strongly disagree	Don't know	Total
Daily………….	31.6	30.79	19.62	7.63	5.18	5.72	100.00
Monthly………	21.28	44.08	20.73	4,596	0.87	8.45	100.00
Weekly……….	23.24	41.72	21.57	7.63	2.62	3.22	100.00
Less frequently	17.07	27.73	19.27	3.74	3.28	28.91	100.00
Total replies…….	2,830	2,370	1,626	374	202	1,486	8,888
Total in per cent.	34.8	43.1	20.0	4.6	2.5	18.3	100.0

Note: First-time users are not included in these figures

Language

62 per cent either 'Agree' or 'Strongly agree' that the texts on our website are written in an easy-to-understand language. 6 per cent 'Disagree' or 'Strongly disagree'. 32 per cent reply 'Neither nor' or 'Don't know'.

Compared with the average for other benchmarked public websites, users give the language we use on our website a lower score in terms of how easy it is to understand.

To what extent do you agree that the texts are written in an easy-to-understand language?

Note: First-time users are not included in these figures

Of participants who visit us less than monthly, 52 per cent reply that they either "Strongly agree" or "Agree" that the language is easy to understand. The same applies to 66 per cent of the participants who use us daily.

Per cent	Strongly agree	Agree	Neither/ nor	Disagree	Strongly disagree	Don't know	Total
Daily...............	33.53	32.37	17.33	6.36	4.34	5.78	100.00
Monthly...........	26.74	46.22	17.83	4.22	0.95	4.04	100.00
Weekly..........	29.65	41.90	18.97	5.28	1.68	2.52	100.00
Less fre-quently........	22.31	30.08	18.18	3.15	2.98	23.31	100.00
Total re-plies.............	2,005	2,952	1,449	310	177	1,105	7,998
Total in per cent........	25.1	36.9	18.1	3.9	2.2	13.8	100.0

Note: First-time users are not included in these figures

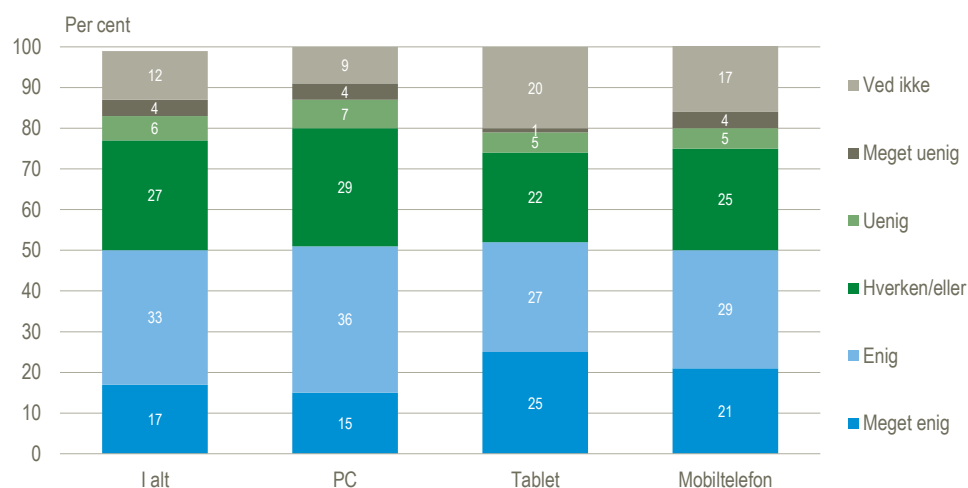**Illustrative examples of critical statements about language**

> *" Much too vague and written by Statistics Denmark for Statistics Denmark. Lacks e.g. much more clear explanations of correlations between different sets of statistics."*

> *"The explanatory texts seem to have been written for statisticians, not the ordinary person."*

Navigation

Half of the survey participants either 'Agree' or 'Strongly agree' that it is easy to navigate the website. Whether the user uses mobile phone or desktop is not that essential here. 10 per cent either 'Disagree' or 'Strongly disagree'.

To what extent do you agree that dst.dk is always easy to navigate?

Note: First-time users are not included in these figures

Illustrative examples of statements about accessibility:

> *"The slightly strange split of the statistical data bank and other information can make it difficult to navigate."*

There are several comments that we have high volumes of content, and that it is not logical where to look.

> *"Make new and improved website that gives access to more figures and options to quickly click to go to "Nyt fra Danmarks Statistik" (news articles from Statistics Denmark) and Statbank Denmark at the top of the website."*

In the 2016 survey, a similar question was asked, where 41 per cent replied that it was 'easy' or 'very easy' to find what they needed at dst.dk. Back then, 18 per cent replied that it was 'difficult' or 'very difficult'.

Documentation

In the 2020 survey, 32 per cent replied that they use the statistical documentation, while 27 per cent do not think that they need it. 4 per cent indicate that they are unable to find it.
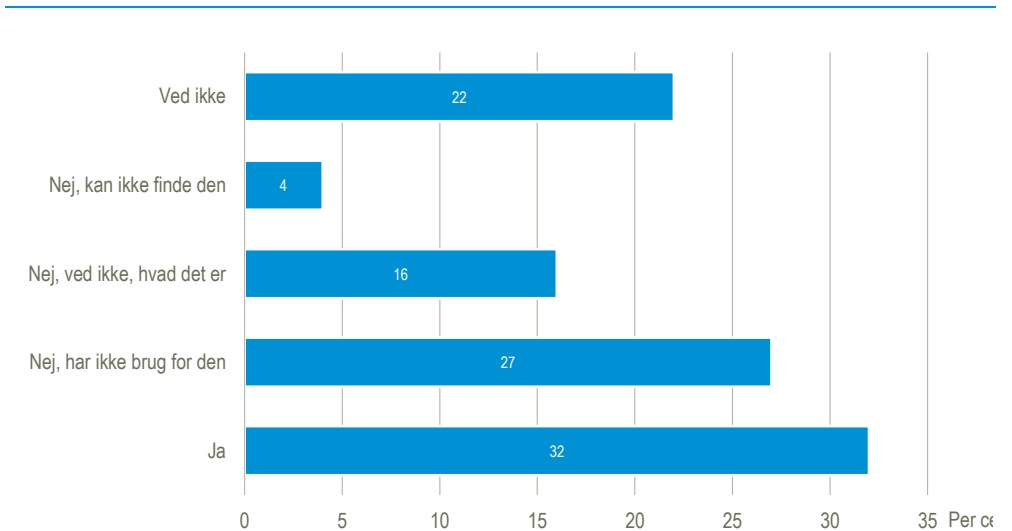
Note: First-time users are not included in these figures

Some users find the documentation complex and highly dissimilar. In the comment field, several respondents mention that it is written in a statistical language that makes it difficult to understand.

In the 2016 survey, the participants also answered questions about the statistical documentation. Here, 52 per cent replied that they used the documentation, while 28 per cent replied that they did not. Back then, 20 per cent replied 'Don't know'.

Illustrative examples of statements about the documentation:

"Much too vague and written by Statistics Denmark for Statistics Denmark."

"I think that more statistical explanations, definitions etc. would be useful on the pages – and especially that you could work at the underlying documentation" Nice work in general, but there are instances and examples where one has to call the person responsible for the statistics, and the information that they have could just as well be included in the documentation."

"The formal statistical documentation is written by statisticians (employees at Statistics Denmark) either a) for other statisticians; b) because they have been told to and done so without the slightest shadow of enthusiasm or insight in end user needs; c) certainly NOT for end users…"