

Statistics Denmark's StatBank 2005 A user survey

Statistics Denmark has as one of its main goals to focus on user friendliness and quality of the products and services.

To follow up on this an annual user survey of the Internet Databank StatBank is conducted since 2001. The scope of the 2005 survey has been changed from a general user satisfaction survey to through light on more specific functions of the StatBank.

Main conclusion

1444 users cared to fill in the web survey that was active for three days. The respond rate in this survey has been very high: 36 per cent of the users have responded. This is almost three times the respond rate from the previous year.

1/3 visits the StatBank for the first time. 2/3 find what they are looking for. A major part of the users are students.

1/4 comments on the usefulness of the StatBank.

The action plan for 2006 includes an improved effort on easing the accessibility for first time visitors.

Successful result

Compared to previous years a few more users are successful in finding the statistics they need. However, because of a change in survey method we can not compare the results 1:1.

65% indicate they find all or most of what they need. For first time visitors the success rate is only 44% and as much as 12 % did not find anything at all.

Did you find the data you needed?

	Found everything or most	Found a little	Found nothing	Do not know	Total
N=1443					
First time visitor	43.8	18.6	11.5	26.1	100.0
Visit StatBank monthly or more seldom	68.4	21.8	4.0	5.8	100.0
Visit StatBank several times monthly	78.4	14.3	3.3	3.7	100.0

Not for fun only

A major part of the users intend to use the results in connection with their work or studies. Only 7 % search data of own interest. Even among first time visitors 80% have a serious need for statistics. This emphasizes the need for improving search and overview of the StatBank.

For what purpose do you need the statistics you just found?

	Studies	Work	Other	Total
N=1443				
First time visitor	62.8	17.7	19.5	100.0
Visit StatBank monthly or more seldom	54.6	36.6	8.8	100.0
Visit StatBank several times monthly	55.4	39.4	5.2	100.0

Automatic updates A possibility to use automatic updates of StatBank retrievals via Excel web queries has been developed. It is included in the *Data shoot* function. 40% of the users state that it is something they need. Another 47 % expects that they will use at a later occasion.

The question is rather complex and it is not evident if the answer concerns automatic update in general or the specific Excel web query function. A link to a demo site, www.dst.dk/datashooting, explaining the Excel web query method has been visited by less than 10% of the respondents during the survey period.

More comments from the users One out of four respondents has taken the time to write a comment in free text. In 2004 one out of six did so. People writing their e-mail address will get a comment or answer in return. 75% of all commenting wrote an e-mail address.

The comments cover approval as well as disapproval and wishes to get access to even more detailed data and longer time series. There is a positive correlation between being a novice in StatBank and mentioning of the site as confusing.

Action plan Reading the results makes it obvious that we shall focus on first time users helping them to get a better overview of the site. This implies a thorough examination of all situations where the user has to make selections. Moreover it will include a usability test.

We shall look into:

- The page where the tables are presented will be re-arranged, grouped and checked for meaningful titles.
- Help function shall be more visible.
- Sorting within the boxes where values are selected.
- Search function improved.

The user survey is available on www.dst.dk/usersurvey together with previous surveys.

Appendix 1 Method

Since 2001 an annual user satisfaction survey of StatBank.dk has been carried out. The results are published on www.dst.dk/usersurvey.

The method as well as the questionnaire is more or less identical in the 2001-2004 surveys. In 2005 we decided to focus on the large group of first time users. Thus we had to design the survey in a way where people had actually come into the StatBank and tried to work around there. That is when they had made there selections and got a table on screen.

It is our intention every second year to repeat the large survey. The years in between we will conduct some minor survey specific on the use of certain functions or users.

The survey which was conducted as a web query was running 22-24 November 2005. 1444 persons responded, making a respond rate of 36%.

Conditions If certain conditions were fulfilled the user was eliminated and did not get the questionnaire:

- Users with a Statistics Denmark IP-address were eliminated.
- Users with a browser different from Explorer 5 or newer or a Firefox were eliminated. These browsers cover 95% of all users. (The condition was set in order not to get in trouble with pop-ups in older browser versions).
- Users are only asked to participate once.
- Users skipping the selection page are eliminated (this will exclude data shooters going directly to their saved table).

Pop-up There are only five questions in the questionnaire. The questionnaire pops up inside StatBank when a selected table is shown on screen. It was shown only in the Danish version of StatBank.

Ejerområde	Undskyld vi forstyrrer		
	domskategori, nøgletal,	2005K1	2005K2
Alm. Enfa	4	173	179
Ant			
Køb	4	19	15
Fre	3	819	1 119
Sto	7		
Pris			
Køb	3	2 845	2 957
Frederiksberg	4 488	4 633	6 508
Storstrøms Amt	958	1 005	1 015

The box says:
Sorry to disturb you.

We have 5 quick questions. Your answers can help us improve the StatBank. You can also give us your comments, if you answer the scheme.

Will you answer the 5 questions?

[Yes], [Later], [No]

Annex 2: StatBank questionnaire 2005

1. How often do you use the StatBank?

	2005		2004	
	This is the first time	452	31.3	268
Once a month or less	377	26.1	300	25.5
A couple of times a month	307	21.3	342	29.1
Once a week or more	248	17.2	267	22.7
Do not know	57	4.1	-	-
Total	1444	100 %	1177	100%

2. For what purpose do you need the statistics you just found?

	2005		2004	
	Studies	831	59.6	606
Work	460	31.8	455	38,7
Personal interest	103	7.1	79	6.7
Other	36	2.5	24	2.0
Do not know	14	1.0	13	1.1
Total	1444	100%	1177	100%

3. Did you find the data you needed

	2005		2004		
			Do you usually find what you need?		
Yes, everything	279	19.3	60	6.6	Always
Yes, partly	661	45.8	412	45.2	Almost always
No, very little	254	17.6	356	39.2	Usually
No, nothing	87	6.0	73	8	Almost never
Do not know	163	11.3	8	0.9	Did not need anything
Total	1444	100%	643	100	

4. A retrieval from StatBank can be saved in Excel. You can get automatic update to this file with the latest data, without opening the StatBank again. Is this something you can use? (See a demo on www.dst.dk/datashooting)

	2005	
Yes, I need that	580	40.1
Seems smart but I do not need it right now	674	46.7
No, I do not need that	82	5.6
Do not know	108	7.5
Total	1444	100%

5. Do you have any comments regarding the StatBank?

	2005	2004	2003	2002
Number	345	183	248	258
Per cent	23.4	15.6	20.1	22.9

6. Write your e-mail address if you want Statistics Denmark to return an answer or comment.

244 -or 70.8 per cent - out of the 345 that made a comment wrote also their e-mail address.