

A User Survey of StatBank 2003 Summery

This is a description of Statistics Denmark's web survey of users of StatBank Denmark 2003. This is just one of several analyses carried out to better understand the users' view on the service offered, of course with the aim of improving the service. In addition we carry out from time to time more intensive interviews and usability tests in our laboratory. These activities cover fewer users but give a deeper understanding of problems and possible solutions.

More satisfied users Statistics Denmark conducted a user survey of the statistical Internet database *StatBank* 28 October – 8 November 2003. 1,232 persons responded to the web survey. It is a slight increase in the response rate which now reaches 13 % (last year it was 11 %). However, among the registered users 34 % responded.

The overall satisfaction has increased regarding the functionality as well as the contents

Easier to find the statistics Following the previous surveys an action plan was set up in order to overcome some of the difficulties and wishes mentioned by the users. Consequently 59 % of the registered users now claim they always or almost always find what they were looking for. In 2002 that was the case for 51 %. Also the non-registered users have increased the success of finding statistics: 48% finds what they look for an increase of 4 %.

A conclusion is that if we understand the users' problems we can to some extent work on solving them.

Useful comments The web questionnaire consists of 3 background questions, 12 attitude questions and one open question for comments. One fifth of all respondents gave some comments. In general they express great enthusiasm and awe at the possibilities in StatBank:

"A brilliant concept – give us even more data, please ..."

"This is the best project Statistics Denmark has worked out for many, many years".

Several users mention that they would like to have more data as well as more detail in data and longer time series, requests that are in conflict with the confidentiality considerations. In particular they express a wish to get electronic access to all data that are published on paper. (a goal that is already set in the strategic plan).

Some respondents find the site confusing and difficult to use.

Action plan Considering all points of view expressed by the respondents we set up an action plan for the development in 2004:

1. We will make a demo of StatBank, showing how to search, how to select and how to get documentation. More of the functionality requested by users exists already. We will make people aware of it.
2. We will continuously work fulfilling the goal that all published statistics is accessible in StatBank.
3. We will improve the search facility. A to Z search will be considered. Regarding contents, all statistics that is published from Statistics Denmark shall also be available in StatBank.
4. We will start a project on metadata: gathering and storing available electronic documentation in order to make it possible to link it to the StatBank and the web site in general.
5. We will make Statbank tables accessible from external search machines like Google.
6. We will add aggregation lists to the selection of values, for instance 5 and 10-year groups to be used before download of data.

The result from this survey will be presented together with our answers to the user comments. Moreover this report will be available on the web:

www.dst.dk/usersurvey is a summary in English.

www.dst.dk/brugernesmening is the full report in Danish.

Annex 1 Method

There are two types of users in StatBank, both have access free-of-charge to all data:

1. *Registered users* (They have registered themselves and chosen a user-ID and password. Moreover they have delivered their e-mail address. When they register they get some advantages. The registered user can retrieve up to 50,000 data cells in one table; they can save a query; they can create own lists of values to be reused; they get a newsletter 5-7 times a year and they can set up their own user profile.)
2. *Non-Registered users* ("guests", can only retrieve up to 1,000 data cells from a cross-table)

Among the registered users we selected the ones that had been active during the last five months. This made a total of 9,241 persons.

Among the non-registered users, everybody who entered the StatBank in the period of investigation was exposed to the questionnaire. This turned out to be 8,340 unregistered users.

The questionnaire popped up when they entered the StatBank. It could be answered at once or ignored. If it was not answered it popped up again in connection with the following visit.

The staff in Statistics Denmark were excluded.

The survey took place 28 October – 8 November 2003.

A registered user that finished the questionnaire had their answers registered in a database. A cookie was set in the PC of the non-registered user when he had answered the scheme. This was done to prevent the scheme to pop up again. The user could of course delete the cookie himself. In that case he would be confronted with the questions again. We have no indications whether this has happened.

We realise that this design presents a bias, the more active users are over represented: The more active a user is the bigger the chance he will use the StatBank in the short period of the survey.

Response willingness was big among the registered users...

We could not predict how many registered users would be exposed to the questionnaire: 9,241 were potential recipients while only the persons who logged in actually got the opportunity to answer.

The actual active registered users in the survey period counted 838 people. If all of these had answered the response rate had been 100 %. That would of course have been most unexpected. 285 people responded thus making the response rate 34 %.

..... but low among the non-registered

The response rate is considerably lower among the non-registered users: 8,340 logged in as guests. 947 or 11 % of these have answered the questions.

We consider that the users who answered are the most concerned and not necessarily representative for all users. Nevertheless, we get a picture of the problems that the less experienced users face, as around half of the non-registered are beginners.

Response:

		Registered users	Non-Registered
Number	Possible responses	838	8340
	Actual responses	285	947
Response rate	Possible responses	100	100
	Actual responses	34	11

As the proportion of non-registered users is high the average response rate is only 13 %. However, we regard the two groups as separate populations, as we consider the situation for the non-registered and the registered to be quite different. Their needs for functionality differ and in order to serve both groups best we suggest looking at them separately.

The respondent was free to skip a question and anyhow go on to the next.

No incentives were given for answering the scheme. The estimated time to answer was 3-4 minutes. Neither the quality nor the response rate was considered to improve by incentives.

Annex 2 Questionnaire and answers

Responses given by registered and non-registered users in 2001, 2002 and 2003

Three minutes of your time could help us making StatBank Denmark better.

We intend to develop the database further according to the users' needs. This is why we ask you to spend three minutes to give your opinion of the database and the way it is used.

I want to answer the questionnaire now.

I want to return to StatBank Denmark.

1) How often do you use StatBank Denmark?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Once a week or more	145	111	180	72	123	164
	A couple of times a month	133	196	226	111	108	238
	Once a month or less	35	188	101	113	48	216
	This is my first time	5	538	11	309	5	325
	No answer	-	5	-	2	1	4
	Total	318	1038	518	607	285	947
Per cent	Once a week or more	45.9	10.7	34.8	11.9	43.2	17.3
	A couple of times a month	42.1	18.9	43.6	18.3	37.9	25.1
	Once a month or less	10.4	18.1	19.5	18.6	16.8	22.8
	This is my first time	1.6	51.8	2.1	50.9	1.8	34.3
	No answer	-	0.5	-	0.3	0.4	0.4
	Total	100.0	100.0	100.0	100.0	100.0	100.0

2) What is the purpose of your retrieval of data from StatBank Denmark?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Study related	73	454	71	250	85	478
	Work related	226	368	404	234	184	332
	Personel interest	11	152	37	82	10	86
	Other purposes	7	39	5	26	3	27
	Do not know yet	1	18	1	12	1	19
	No answer	-	7	-	3	2	5
	Total	318	1038	518	607	285	947
Per cent	Study related	23.0	43.7	13.7	41.2	29.8	50.5
	Work related	71.1	35.5	78.0	38.5	64.6	35.1
	Personel interest	3.5	14.6	7.1	13.5	3.5	9.1
	Other purposes	2.2	3.8	1.0	4.3	1.1	2.9
	Do not know yet	0.3	1.7	0.2	2.0	0.4	2.0
	No answer	-	0.7	-	0.5	0.7	0.5
	Total	100.0	100.0	100.0	100.0	100.0	100.0

You have access to StatBank without a registered password. However, if you choose to register - which is free of charge – you will have access to retrieve much larger tables, save queries and selection lists for re-use.

3a) Were you aware of these advantages?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Yes	.	134	.	146	.	206
	No	.	730	.	458	.	574
	I have registered but do not always logon						141
	I have registered but forgot my password						20
	No answer	.	4	.	3	.	6
	Total	.	868	.	607	.	947
Per cent	Yes	.	15.4	.	24.1	.	21.8
	No	.	84.1	.	75.5	.	60.6
	I have registered but do not always logon						14.9
	I have registered but forgot my password						2.1
	No answer	.	0.5	.	0.5	.	0.6
	Total	.	100.0	.	100.0	.	100.0

4) Do you usually find the statistics you are looking for?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Always	18	62	26	27	17	41
	Almost always	127	227	230	104	147	259
	Usually	163	386	222	137	101	264
	Almost never	6	111	25	23	12	46
	I did not need anything specific.			1	3		
	only browsing	-	140			2	7
	No answer	4	112	3	4	1	5
	Total	318	1038	507	298	280	622
Per cent	Always	5.7	6.0	5.1	9.1	6.1	6.6
	Almost always	39.9	21.9	45.4	34.9	52.5	41.6
	Usually	51.3	37.2	43.8	46.0	36.1	42.4
	Almost never	1.9	10.7	4.9	7.7	4.3	7.4
	I did not need anything specific.					0.7	1.1
	only browsing	-	13.5	0.2	1.0		
	No answer	1.3	10.8	0.6	1.3	0.4	0.8
	Total	100.0	100.0	100.0	100.0	100.0	100.0

5) How do you usually select statistics?

		2003	
		Registered users	Non-Registered
Number	Through the list of 16 subject areas	179	353
	Writing in the search window	31	107
	Use the two methods equally	67	133
	Do not know	2	25

	No answer	1	4
	Total		
Per cent	Through the list of 16 subject areas	63.9	56.8
	Writing in the search window	11.1	17.2
	Use the two methods equally	23.9	21.4
	Do not know	0.7	4.0
	No answer	0.4	0.6
	Total	100.0	100.0

6) How bad or good would you judge the search result you get using the search window?

2003

		Registered users	Non-Registered
Number	Very good. I always get good results	18	39
	Good. Usually I find something useful	97	231
	Acceptable.	97	183
	Bad. I seldom find anything useful	16	71
	I have not tried it	50	91
	No answer	2	7
	Total	280	622
Per cent	Very good. I always get good results	6.4	6.3
	Good. Usually I find something useful	34.6	37.1
	Acceptable.	34.6	29.4
	Bad. I seldom find anything useful	5.7	11.4
	I have not tried it	17.9	14.6
	No answer	0.7	1.1
	Total	100.0	100.0

7) Have you ever used the information under the tab "Information "

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Yes	168	152	227	81	156	218
	No	143	335	276	213	123	394
	No answer	2	13	4	4	1	10
	Total	313	500	507	298	280	622
Per cent	Yes	53.7	30.4	44.8	27.2	55.7	35.0
	No	45.7	67.0	54.4	71.5	43.9	63.3
	No answer	0.6	2.6	0.8	1.3	0.4	1.6
	Total	100.0	100.0	100.0	100.0	100.0	100.0

7a) Is the documentation sufficient?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Completely sufficient	17	29	32	9	18	42
	More or less sufficient	109	101	154	53	112	149
	Insufficient	40	21	36	16	23	22
	Completely insufficient	2	-	2	2	2	2

	No answer	-	1	3	1	1	3
	Total	168	152	227	81	156	218
Per cent	Completely sufficient	10.1	19.1	14.1	11.1	11.5	19.3
	More or less sufficient	64.9	66.5	67.8	65.4	71.8	68.3
	Insufficient	23.8	13.8	15.9	19.8	14.7	10.1
	Completely insufficient	1.2	-	0.9	2.5	1.3	0.9
	No answer	-	0.7	1.3	1.2	0.6	1.4
	Total	100.0	100.0	100.0	100.0	100.0	100.0

8) How satisfied are you in general with the contents of StatBank Denmark?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Very satisfied	41	59	72	34	54	84
	Satisfied	183	277	320	171	164	382
	Neither satisfied nor unsatisfied	61	104	86	70	44	117
	Unsatisfied	27	44	24	15	14	27
	Very unsatisfied	1	4	4	3	2	5
	No answer	-	12	1	5	2	7
	Total	313	500	507	298	280	622
	Per cent	Very satisfied	13.1	11.8	14.2	11.4	19.3
Satisfied		58.5	55.4	63.1	57.4	58.6	61.4
Neither satisfied nor unsatisfied		19.5	20.8	17.0	23.5	15.7	18.8
Unsatisfied		8.6	8.8	4.7	5.0	5.0	4.3
Very unsatisfied		0.3	0.8	0.8	1.0	0.7	0.8
No answer		-	2-4	0-2	1-7	0.7	1.1
Total		100.0	100.0	100.0	100.0	100.0	100.0

9) How do you in general find the functionality of StatBank Denmark?

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Number	Very easy to use	68	65	94	39	75	102
	Easy to use	186	308	340	182	179	373
	Tiresome	53	103	69	57	24	129
	Very tiresome	4	11	4	9	1	11
	No answer	2	13	-	11	1	7
	Total	313	500	507	298	280	622
	Per cent	Very easy to use	21.7	13.0	18.5	13.1	26.8
Easy to use		59.4	61.6	67.1	61.1	63.9	60.0
Tiresome		16.9	20.6	13.6	19.1	8.6	20.7
Very tiresome		1.3	2.2	0.8	3.0	0.4	1.8
No answer		0.6	2.6	-	3.7	0.4	1.1
Total		100.0	100.0	100.0	100.0	100.0	100.0

10) How did you reach the StatBank today?

		2003	
		Registered users	Non-Registered
Number	By writing the url www.statbank.dk	106	228
	From the homepage www.dst.dk	77	399
	Via a saved <i>favorite</i> in my browser	89	110
	Via link on another homepage	2	67
	Via an external search engine	6	118
	Via a link in an e-mail (Datashooting)		3
	Do not know	4	14
	No answer	1	8
	Total	285	947
Per cent	By writing the url www.statbank.dk	37.2	24.1
	From the homepage www.dst.dk	27.0	42.1
	Via a saved <i>favorite</i> in my browser	31.2	11.6
	Via link on another homepage	0.7	7.1
	Via an external search engine	2.1	12.5
	Via a link in an e-mail (Datashooting)	0.0	0.3
	Do not know	1.4	1.5
	No answer	0.4	0.8
	Total	100.0	100.0

11) Mark max 3 of your priorities regarding suggested improvements in StatBank

		2003	
		Registered users	Non-Registered
Number	Retrieval of larger tables	93	308
	Calculations on tables	134	408
	Select between different aggregations	207	485
	Improved selection – sorting of the values	148	405
	Sorting output data	38	188
	Automatic update in Excel (Excel query)	84	292
	More file formats (specify in the comments box)	10	81
	No answer		
	Total	714	2167
Per cent	Retrieval of larger tables	13.0	14.2
	Calculations on tables	18.8	18.8
	Select between different aggregations	29.0	22.4
	Improved selection – sorting of the values	20.7	18.7
	Sorting output data	5.3	8.7
	Automatic update in Excel (Excel query)	11.8	13.5
	More file formats (specify in the comments box)	1.4	3.7
	No answer	0.0	0.0
	Total	100.0	100.0

12) Your sex:

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Persons	Man	221	580	349	331	182	531

	Woman	96	442	168	272	100	408
	No answer	1	16	1	4	3	8
	Total	318	1038	518	607	285	947
Per cent	Man	69.5	55.9	67.4	54.5	63.9	56.1
	Woman	30.2	42.6	32.4	44.8	35.1	43.1
	No answer	0.3	1.5	0.2	0.7	1.1	0.8
	Total	100.0	100.0	100.0	100.0	100.0	100.0

13) Your age:

		2001		2002		2003	
		Registered users	Non-Registered	Registered users	Non-Registered	Registered users	Non-Registered
Persons	17 years or less	7	80	5	74	4	84
	18-29 years	150	431	197	249	115	464
	30-49 years	131	386	244	202	123	294
	50-64 years	28	126	67	69	40	88
	65 years or more	1	6	3	6	2	12
	No answer	1	9	2	7	1	5
	Total	318	1038	518	607	285	947
Per cent	17 years or less	2.2	7.7	1.0	12.2	1.4	8.9
	18-29 years	47.2	41.5	38.0	41.0	40.4	49.0
	30-49 years	41.2	37.2	47.1	33.3	43.2	31.0
	50-64 years	8.8	12.1	12.9	11.4	14.0	9.3
	65 years or more	0.3	0.6	0.6	1.0	0.7	1.3
	No answer	0.3	0.9	0.4	1.1	0.4	0.5
	Total	100.0	100.0	100.0	100.0	100.0	100.0

14) In which group would you place your self?

		2003	
		Registered users	Non-Registered
Number	Press/Media	8	24
	Student	90	461
	Educational Institution	13	55
	Private person	3	64
	Private enterprise	41	135
	Library	59	7
	Local authority	35	78
	State institution	25	44
	Organisation	2	34
	Retired person	7	4
	Foreign enterprise	1	12
	Other	1	22
	No answer	8	7
	Total	293	947
Per cent	Press/Media	2.7	2.5
	Student	30.7	48.7
	Educational Institution	4.4	5.8
	Private person	1.0	6.8
	Private enterprise	14.0	14.3
	Library	20.1	0.7
	Local authority	11.9	8.2
	State institution	8.5	4.6
	Organisation	0.7	3.6

Retired person	2.4	0.4
Foreign enterprise	0.3	1.3
Other	0.3	2.3
No answer	2.7	0.7
Total	100.0	100.0

15) Any other comments concerning the contents or user interface of the StatBank Denmark?

write:.....

		2001		2002		2003	
		Registered	Non-	Registered	Non-	Registered	Non-
		users	Registered	users	Registered	users	Registered
Number	Comments mentioned	114	204	140	118	69	179
	No comments mentioned	204	834	378	489	216	768
	Total	318	1038	518	607	285	947
Per cent	Comments mentioned	35.9	19.6	27.0	19.4	24.2	18.9
	No comments mentioned	64.2	80.3	73.0	80.6	75.8	81.1
	Total	100.0	100.0	100.0	100.0	100.0	100.0