



The National Archives

nationalarchives.gov.uk



The National Archives

Annual Online Customer Satisfaction Survey

January 2008

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Introduction

- Undertake an annual customer satisfaction survey of online visitors using our main site nationalarchives.gov.uk
- Purpose of today is to take you through the highlights of the results of this survey

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Survey

- Survey ran between the 10 – 29 January 2008
- Publicised on home page, key exit pages, email to users interested in research and newsletter
- 6544 responses
- 71.5% completed the survey

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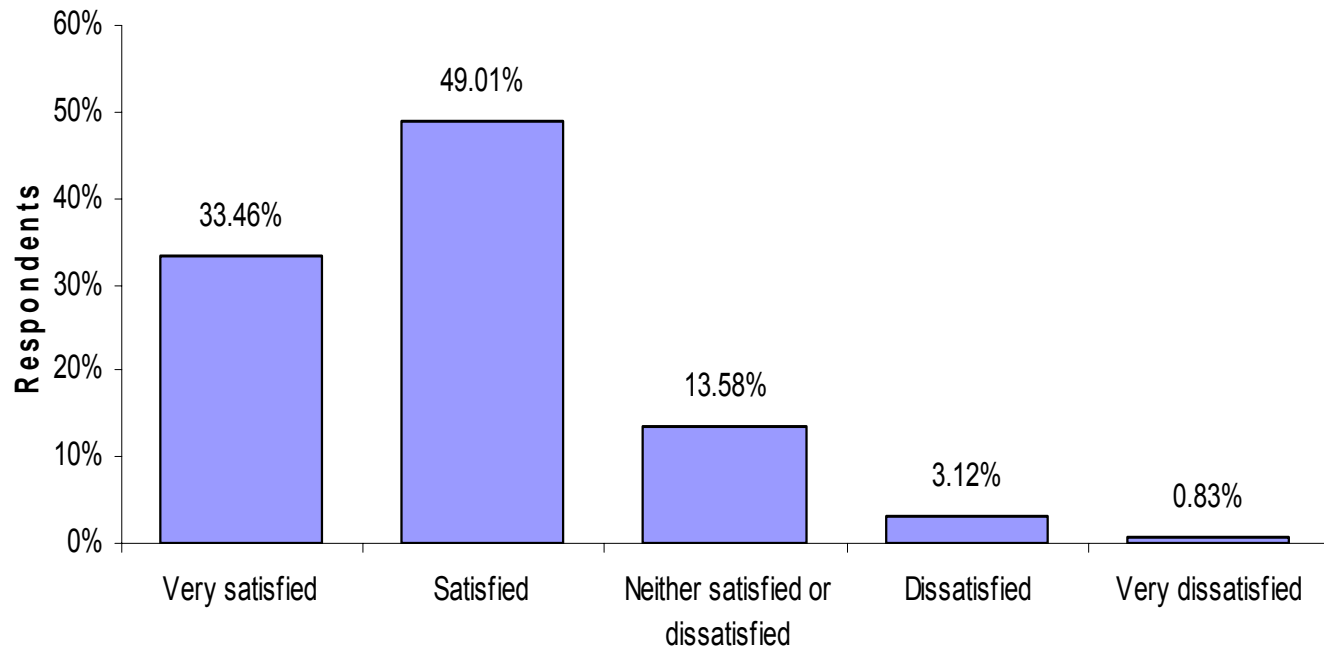


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Satisfaction with our website

Satisfaction with using The National Archives website

2.1 In general how satisfied are you with The National Archives website?
[Single Response]





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Satisfaction with our website

Word appropriateness rating:

- **97.4%** considered the website to be **'knowledgeable'**
- **96.9%** considered the website to be **'professional'**
- **95.4%** considered the website to be **'useful'**
- **94.0%** considered the website to be **'helpful'**
- **93.7%** considered the website to be **'efficient'**
- **89.6%** considered the website to be **'supportive'**



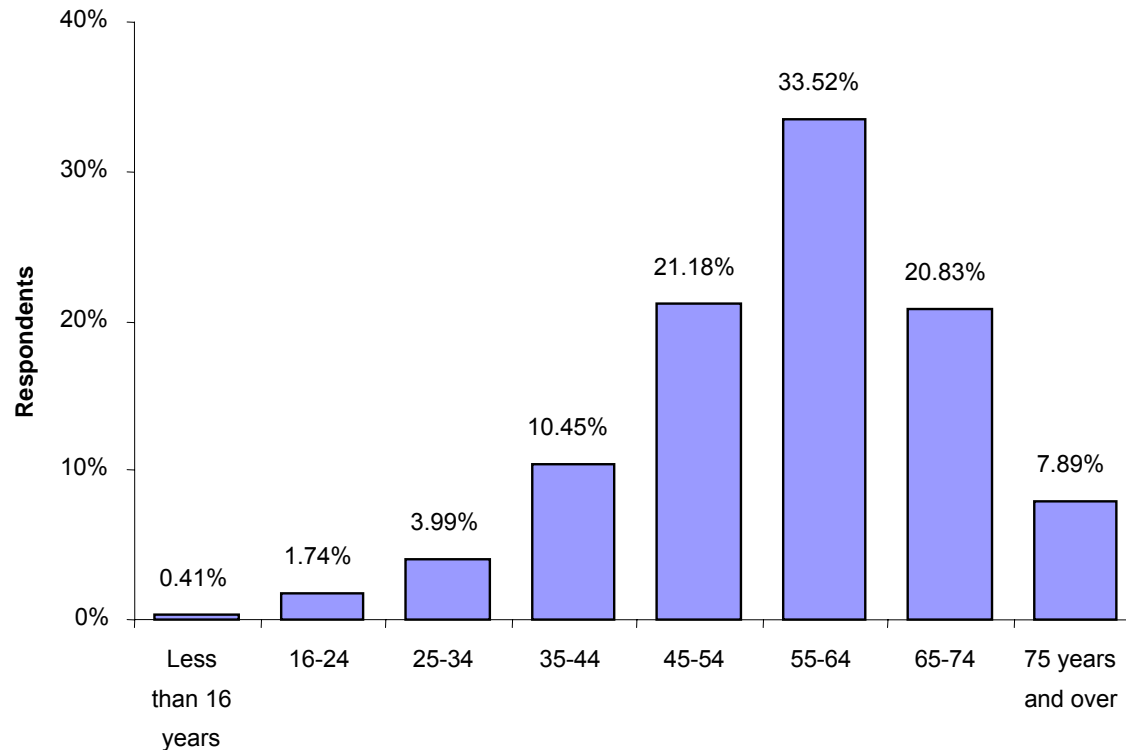
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Who are our online customers?

3.1 Which age group do you belong to?

[Single Response]

The respondents' ages are slightly skewed towards the older age groups.



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N = 4892

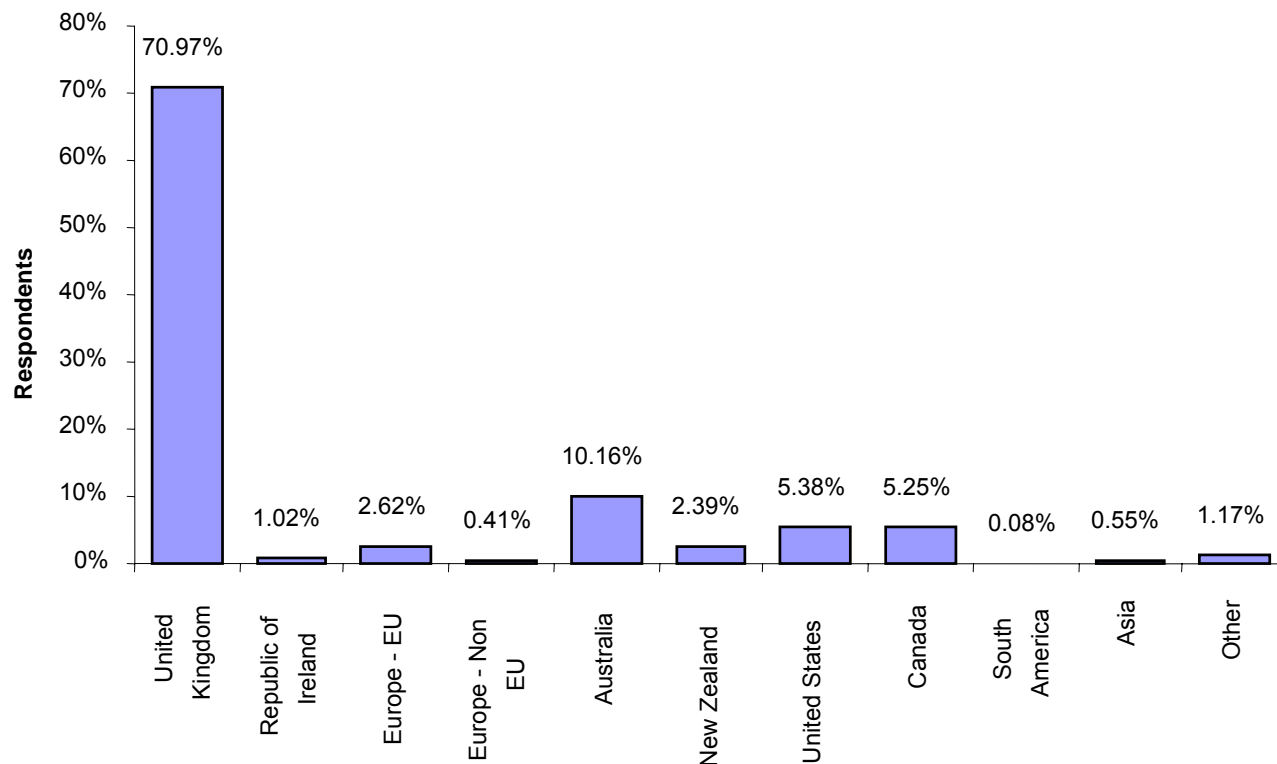


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Who are our online customers?

Nearly 30% of respondents live outside the UK.

3.3 Where do you live?
[Single Response]



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N = 4892

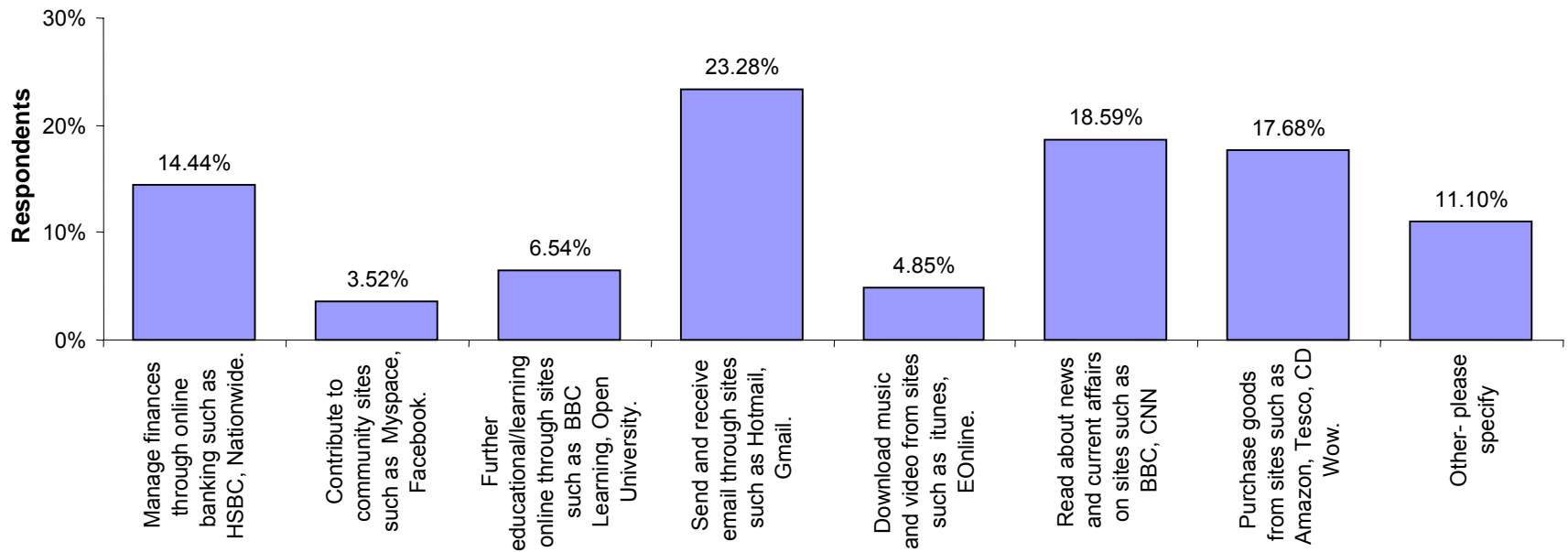


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Who are our online customers?

3.6 Which activities do you do most frequently online?
[Multiple Response]

Wide range of online activities, with the use of e-mail, news, and online shopping being among the most popular.



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N = 4499

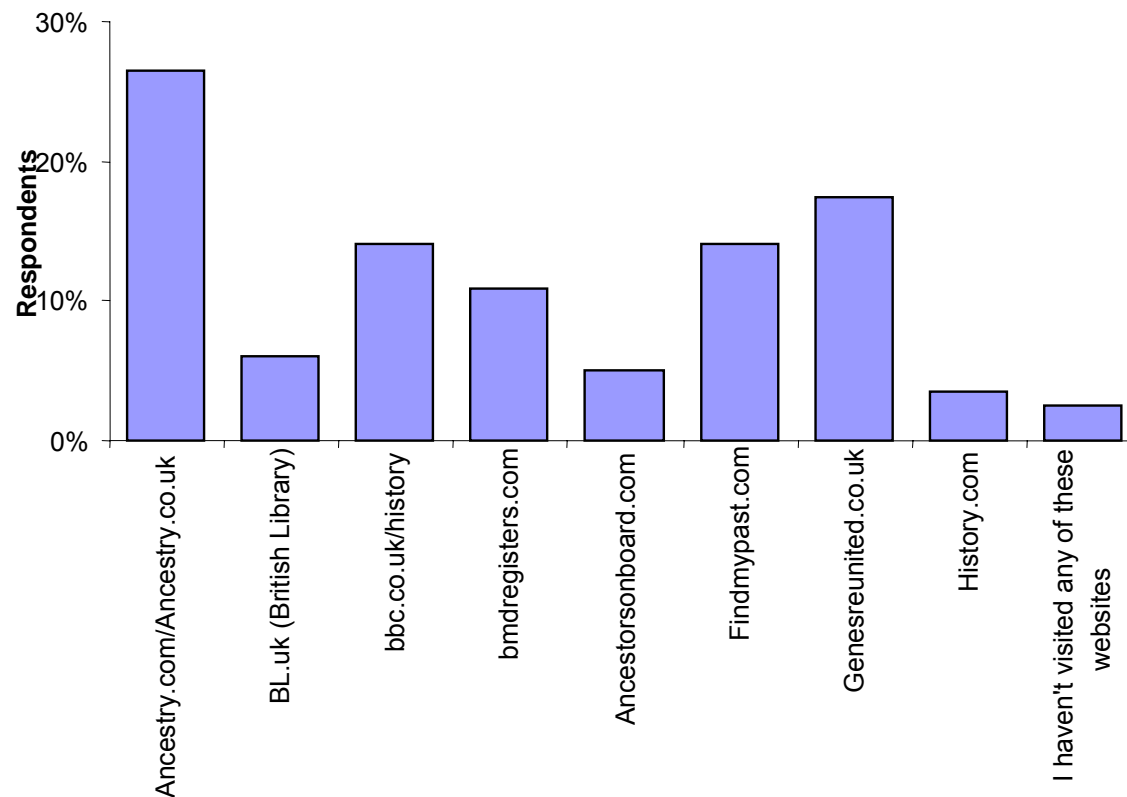


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Who are our online customers?

2.10 Which, if any, of the following history related websites have you visited?
[Multiple Response]

Other related websites visited by respondents.



N = 14214
(multiple responses)

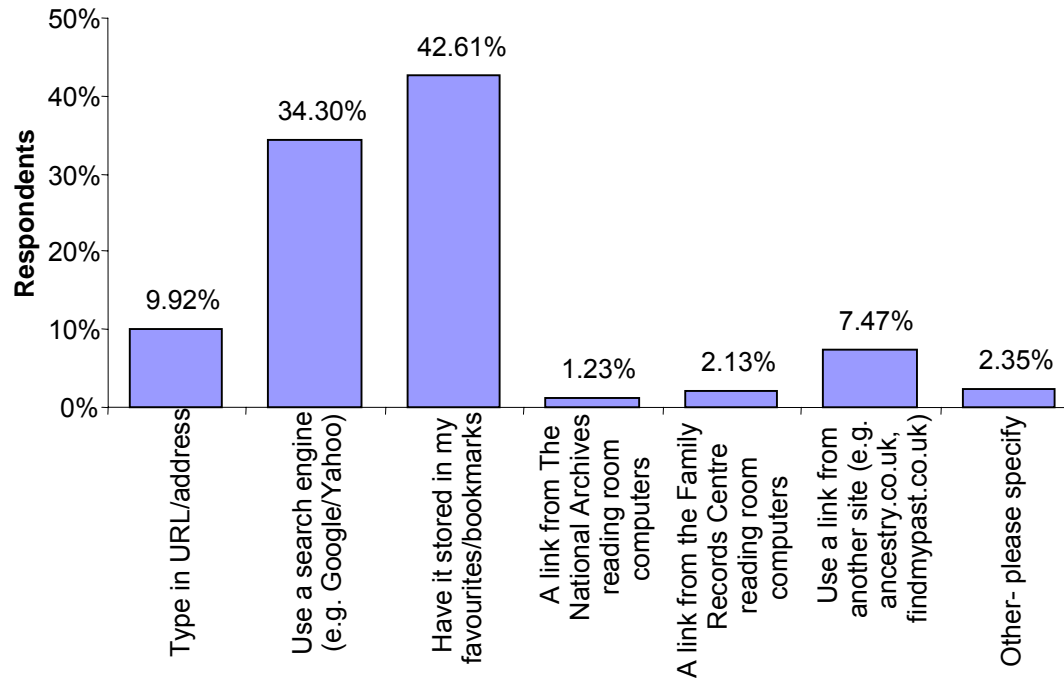


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Who are our online customers?

Most respondents access the website either via a search engine or bookmark.

1.7 How do you normally find or locate The National Archives site?
[Single Response]



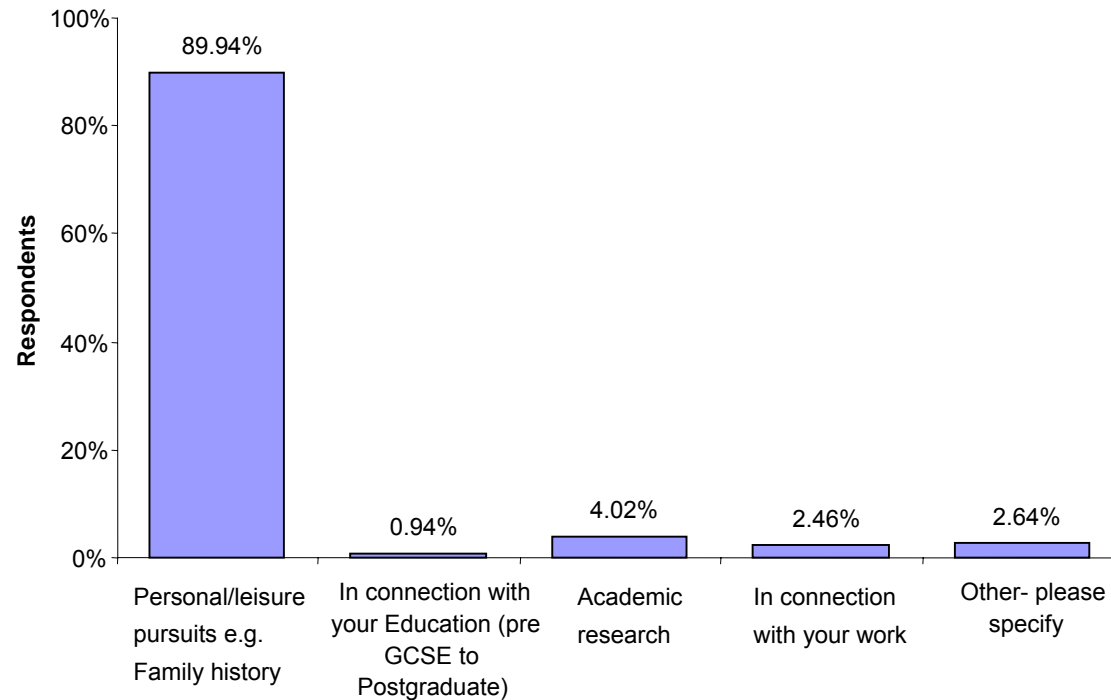


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Why are our customers using us?

1.1 Why do you normally use The National Archives website?
[Single Response]

Majority use The National Archives website for personal leisure reasons.



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N = 5842



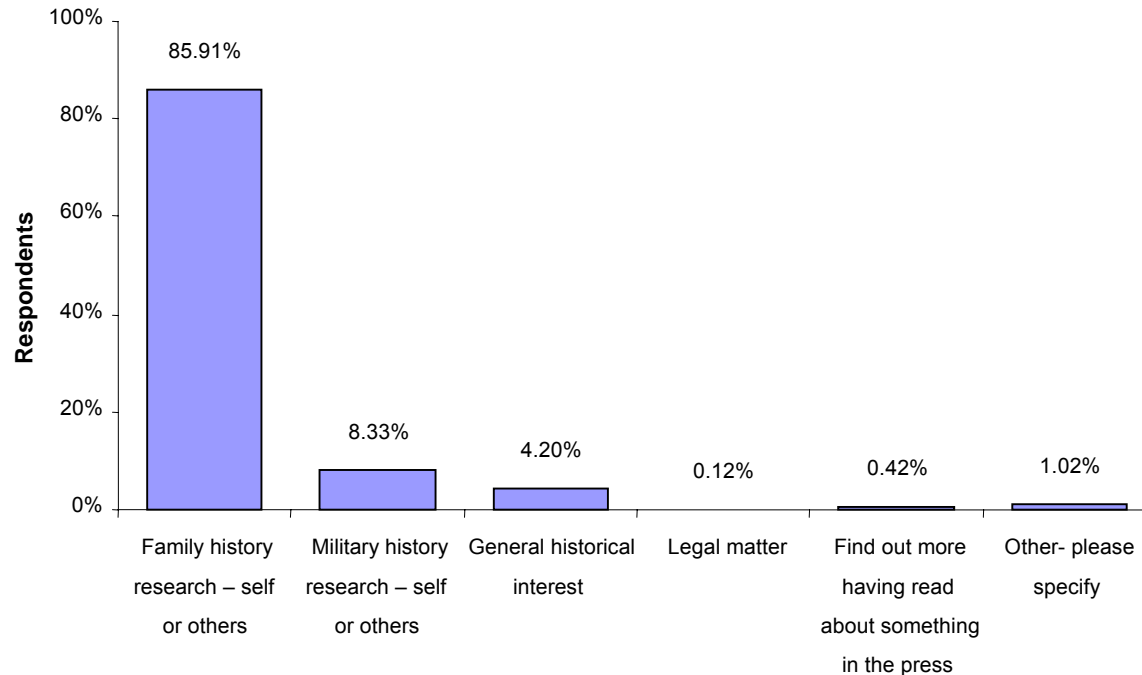
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Why our customers using us?

1.2 What is the primary purpose for your visit to The National Archives website?

[Personal], [Single Response]

Personal/leisure reasons: Majority are trying to research family history.



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N = 5187

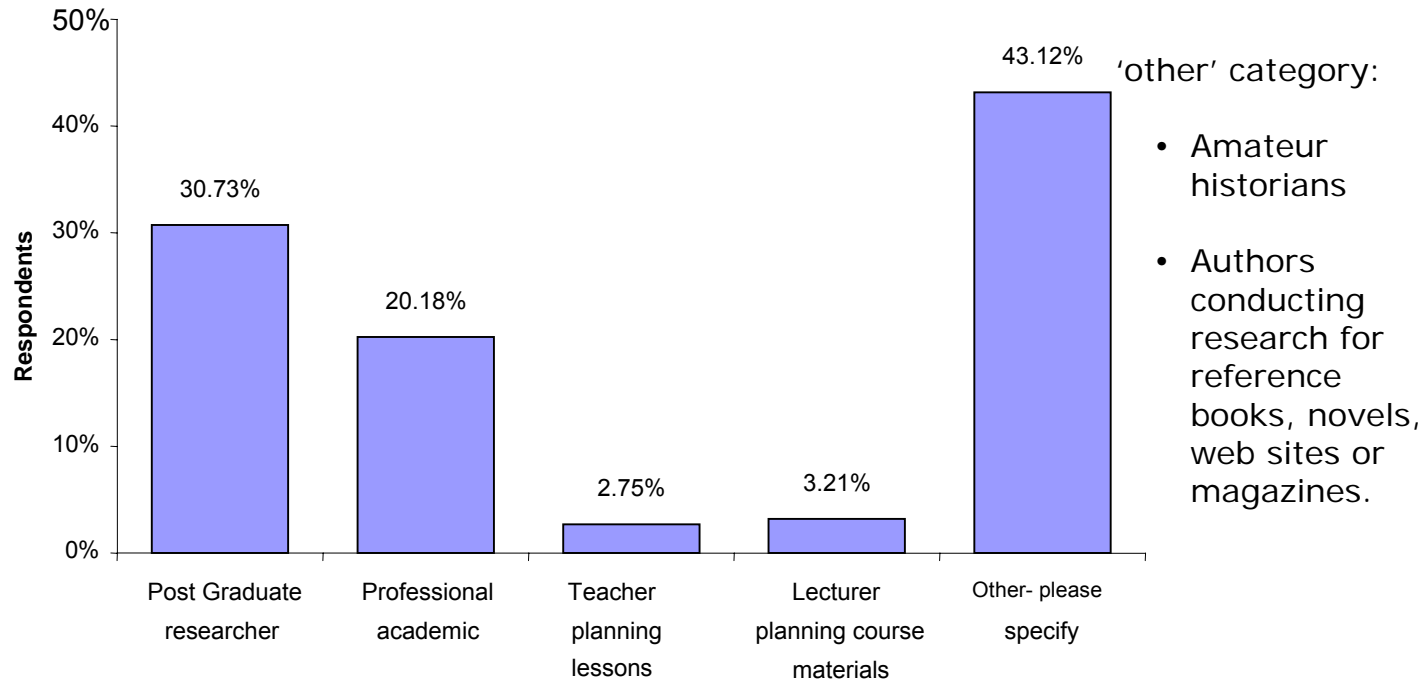


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Why are our customers using us?

1.4 What is the primary purpose for your visit to The National Archives website?
[Academic], [Single Response]

Academic reasons: primarily of post graduate researchers.



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N = 218

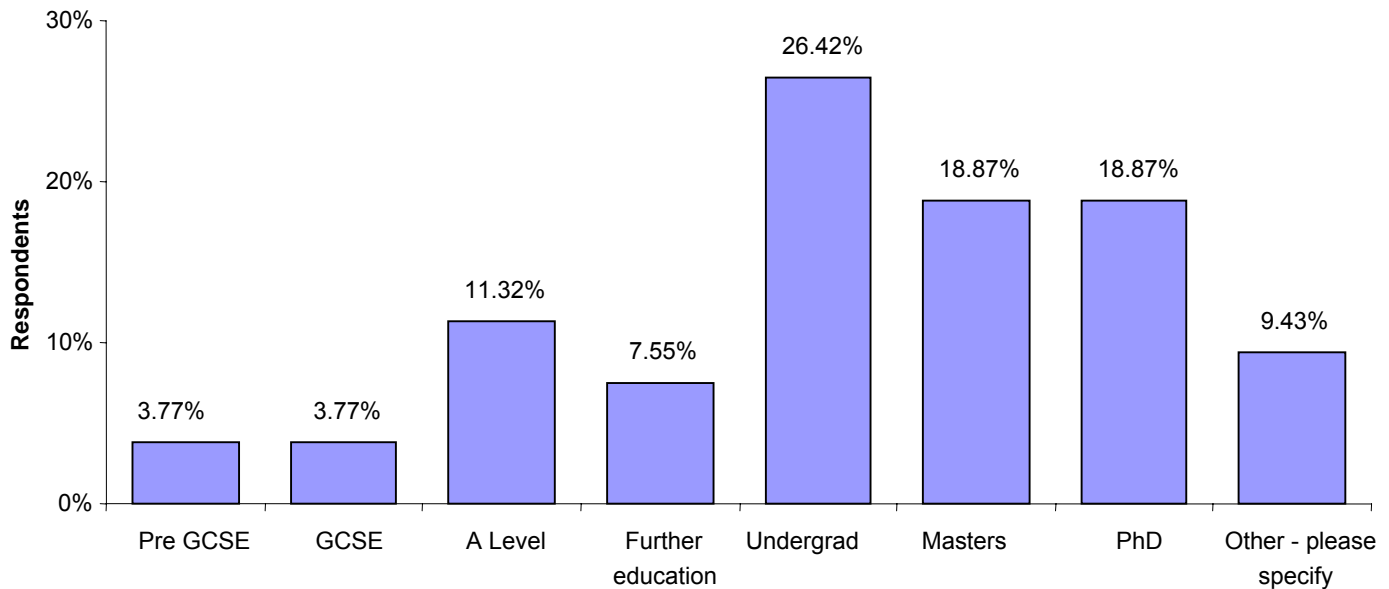


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Why are our customers using us?

1.3 What level of education are you working towards?
[Single Response]

Education: a small number are studying for a qualification, usually an undergraduate degree.



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N = 53



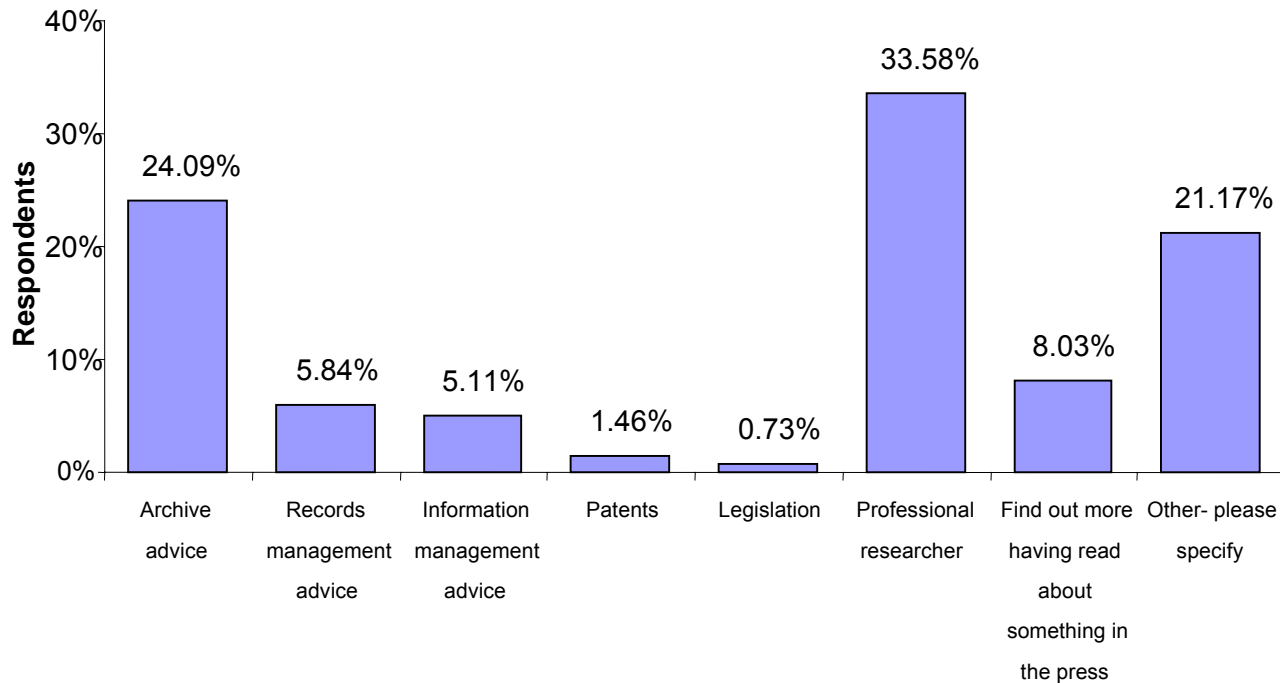
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Why are our customers using us?

1.5 What is the primary purpose for your visit to The National Archives website?

[Work], [Single Response]

Work reasons: most are professional researchers or provide archive advice.



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N = 137

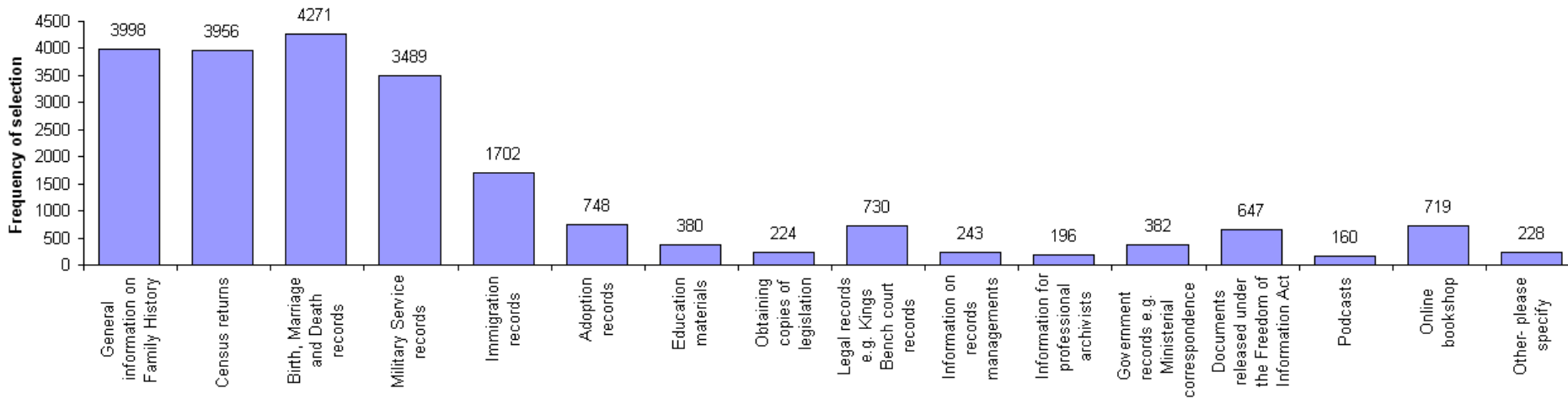


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Why are our customers using us?

1.6 Which of the following would you look for on The National Archives website?
[Multiple Response]

Most respondents are looking for birth, marriage and death records, Census data and general family history information.



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N = 22092
total
responses
(from 5608
respondents)

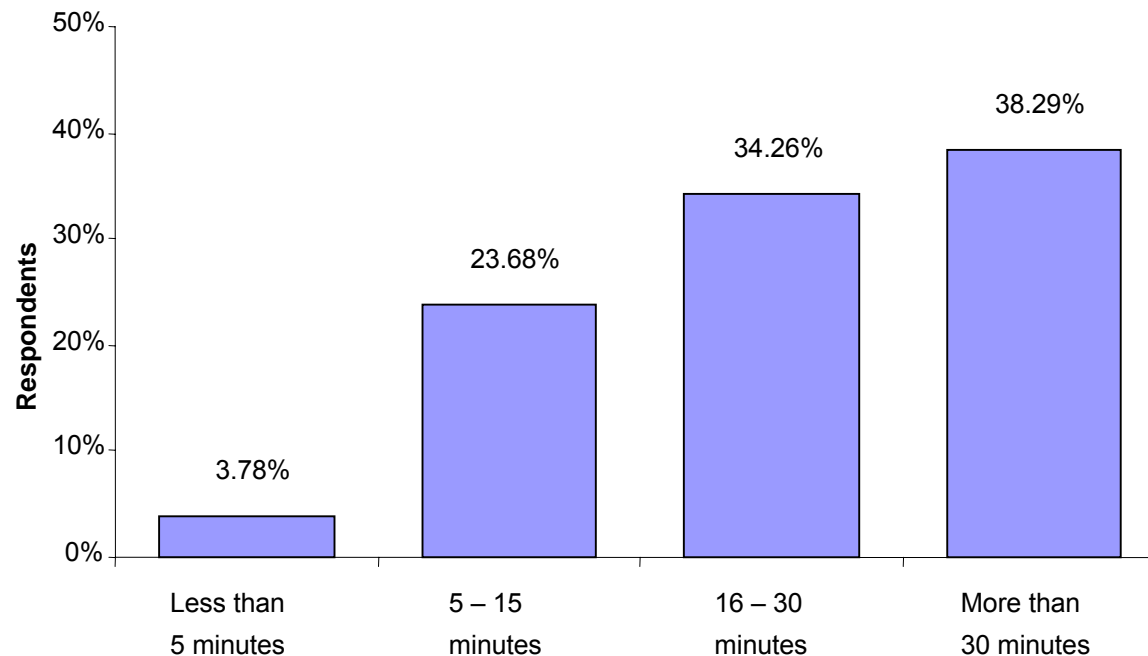


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How do customers use our website?

1.8 How long on average do you spend on The National Archives website each time you visit?
[Single Response]

Average time spent on the website is at least 30 minutes.



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N = 5558

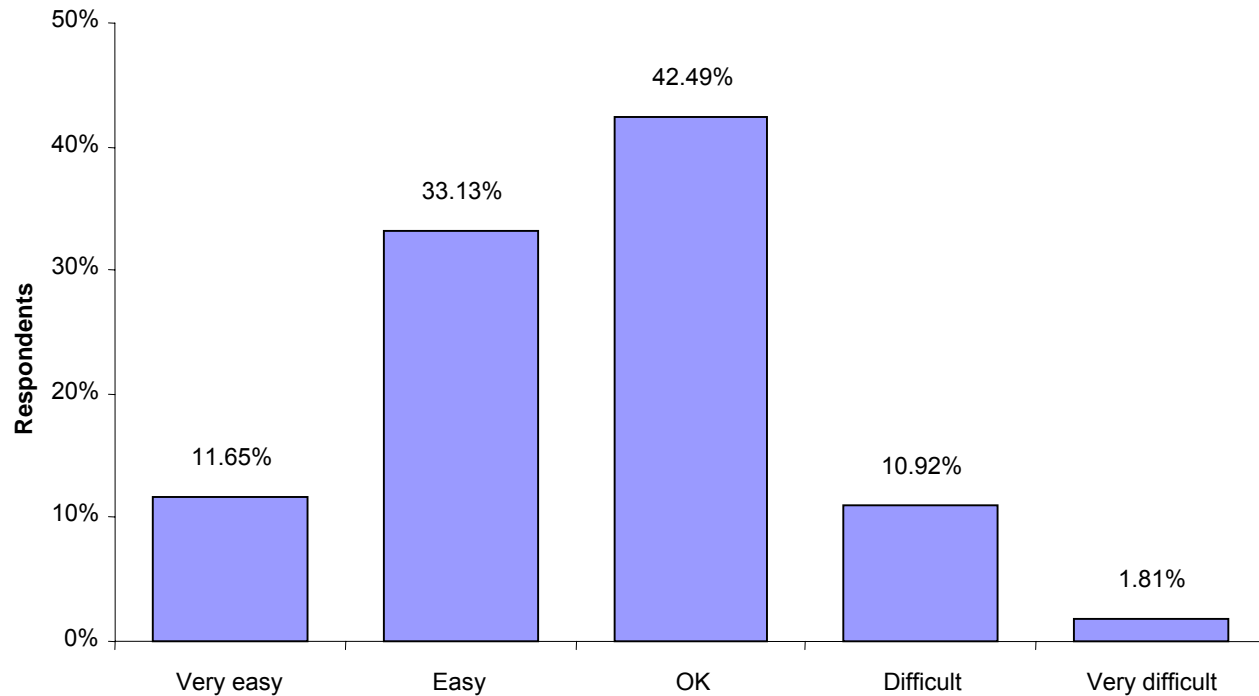


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How do customers use our website?

2.2 How easy is it to find the things you are looking for on The National Archives website?
[Single Response]

Ease of locating information.



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N = 5484



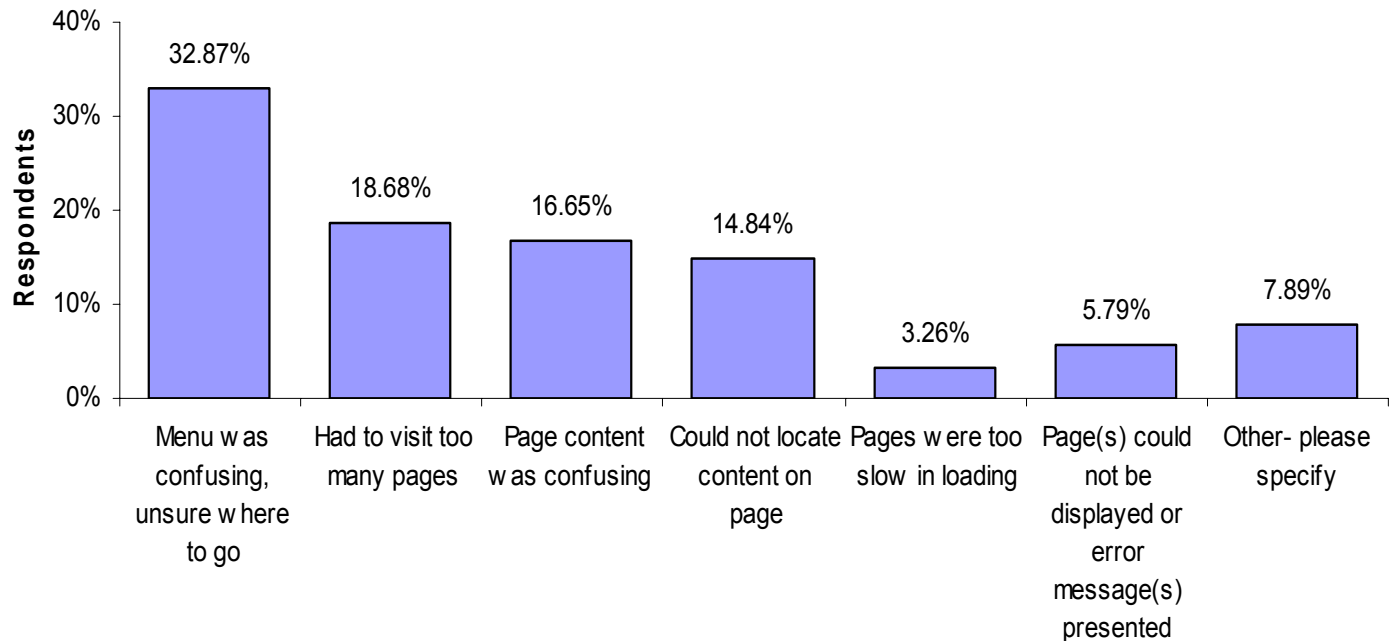
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How do customers use our website?

Problems in using the site: Navigation, content.

2.3 What kind of problems have you encountered with The National Archives website?

[Multiple Response]



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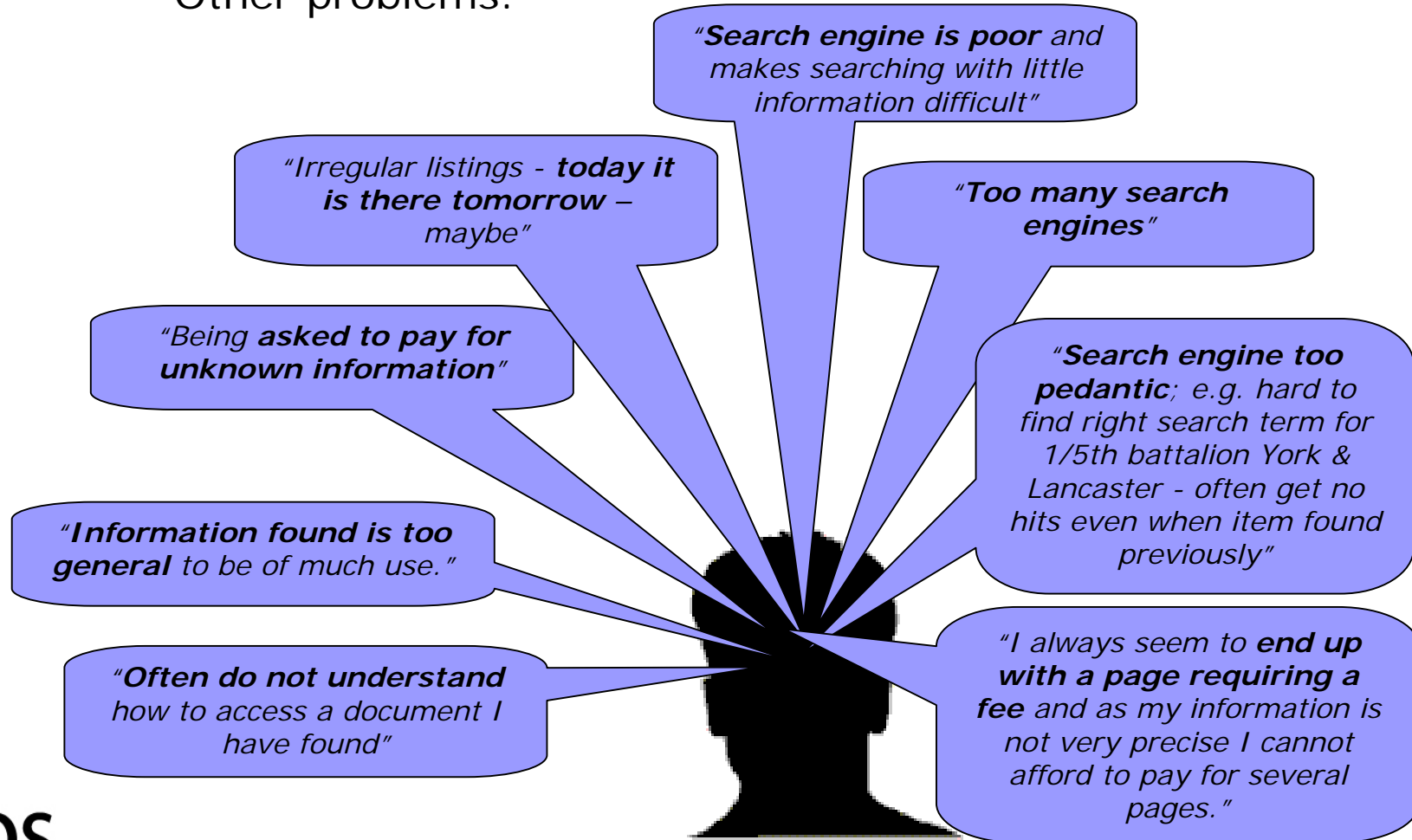
N = 1381



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How do customers use our website?

Other problems:



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N = 1381

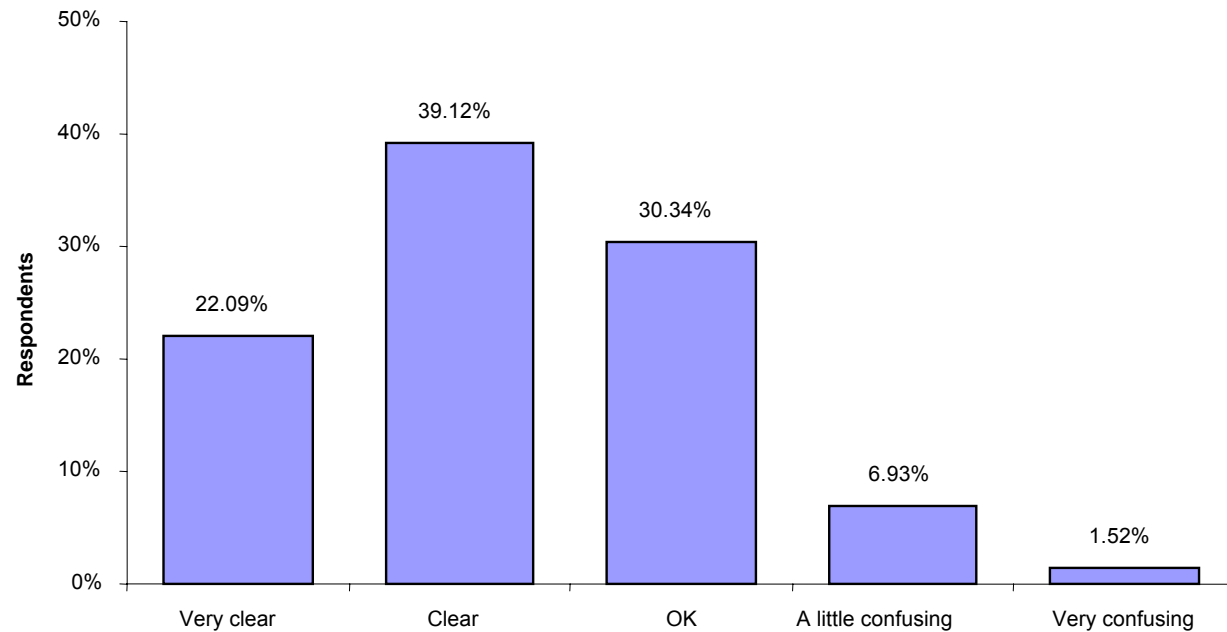


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How do customers use our website?

Most respondents thought the homepage was clear.

2.8 In your opinion, how clear is the layout of The National Archives website homepage?
[Single Response]





Conclusion

In conclusion

- Satisfaction levels of visitors to the main website are very high.
- Over 70% of customers who responded are over 55 years plus and appear to be time rich.
- The majority of customers who responded are using the web for personal reasons, primarily family history.
- There are some aspects of the website that could be improved, including search and navigation tools.



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Any questions?

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