



LIETUVOS BANKAS
EUROSISTEMA

User Survey on the Data Published on the Website of the Bank of Lithuania: Result Review

Data and Statistics Dissemination Division
Data and Statistics Department

Vilnius, 24 March 2023

OBJECTIVES AND CONDUCT OF THE SURVEY

The purpose of the survey, in order to meet the needs of the user, is to find out:



- who our data users are, and to learn about their:
- needs and goals
- LB data usage skills
- satisfaction (evaluation),
- recommendations and comments.

Quantitative survey



The online questionnaire contained **34** questions.

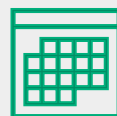
A total of **176** users responded, mostly from Lithuania (161).

Qualitative survey



A total of **10** interview sessions were held.

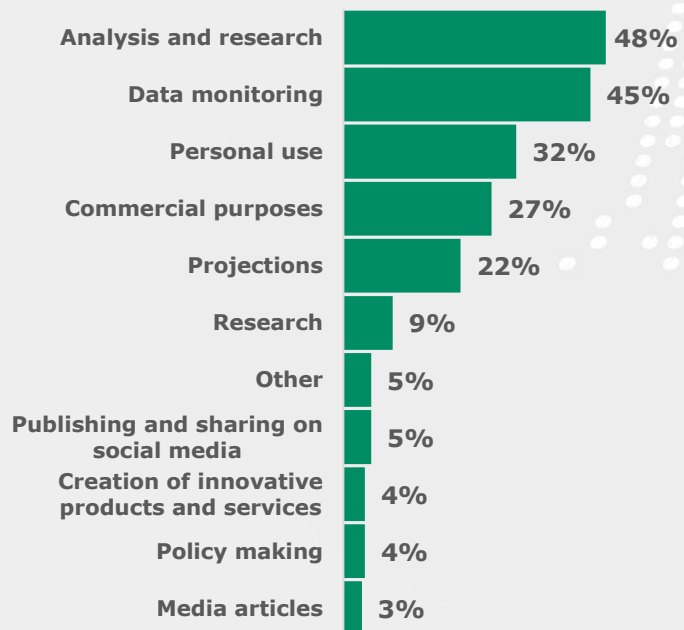
20 representatives from insurance, investment management sector, open data and FinTech communities participated in the survey.



The survey was conducted on 17 November–31 December 2022.

SURVEY RESULTS: GENERAL PROFILE OF THE USER

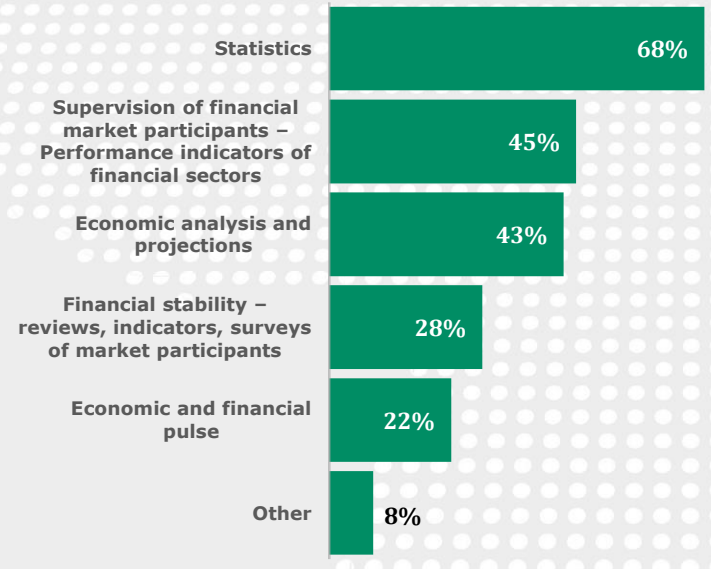
✓ The data is mostly needed for the analysis, research and monitoring



✓ 55% of the users found the data published on www.LB.lt directly, 45% - using search engines.

✓ Very high level of trust in LB data:

✓ Most visited data fields on the LB website include Statistics and Performance indicators of financial sectors

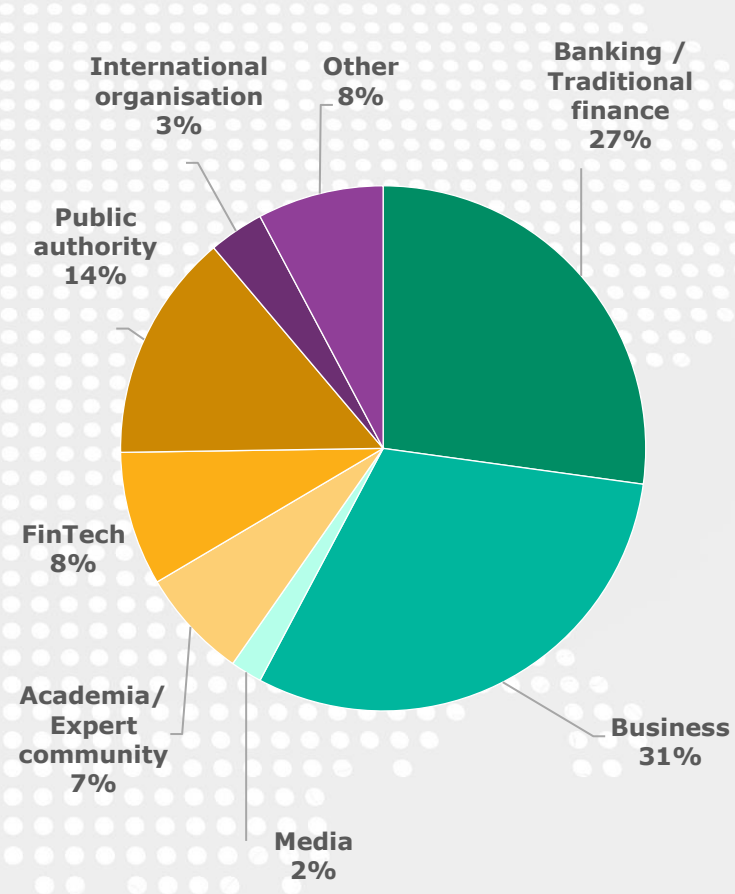


✓ Other sources used to collect similar data:



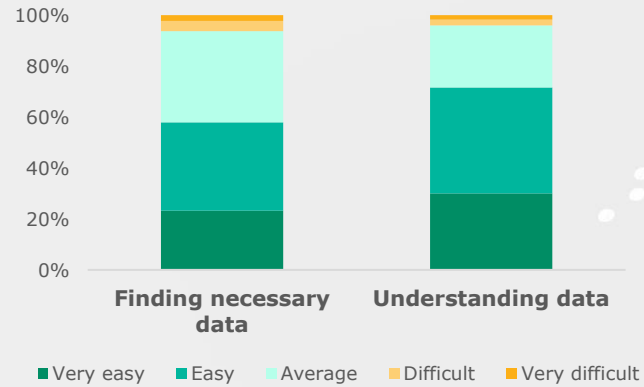
91%

✓ The largest LB data user groups are business and banking representatives

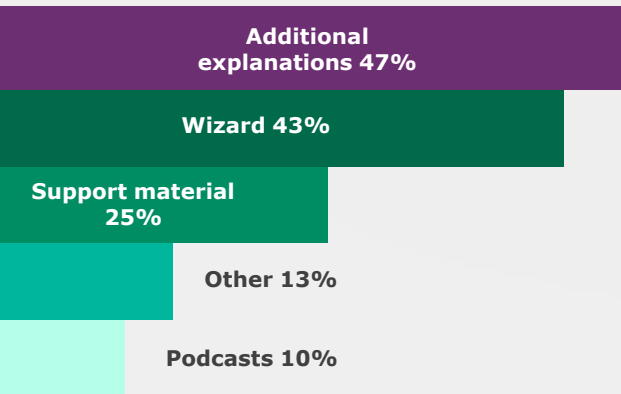


SURVEY RESULTS: USER SKILLS, ASSESSMENT

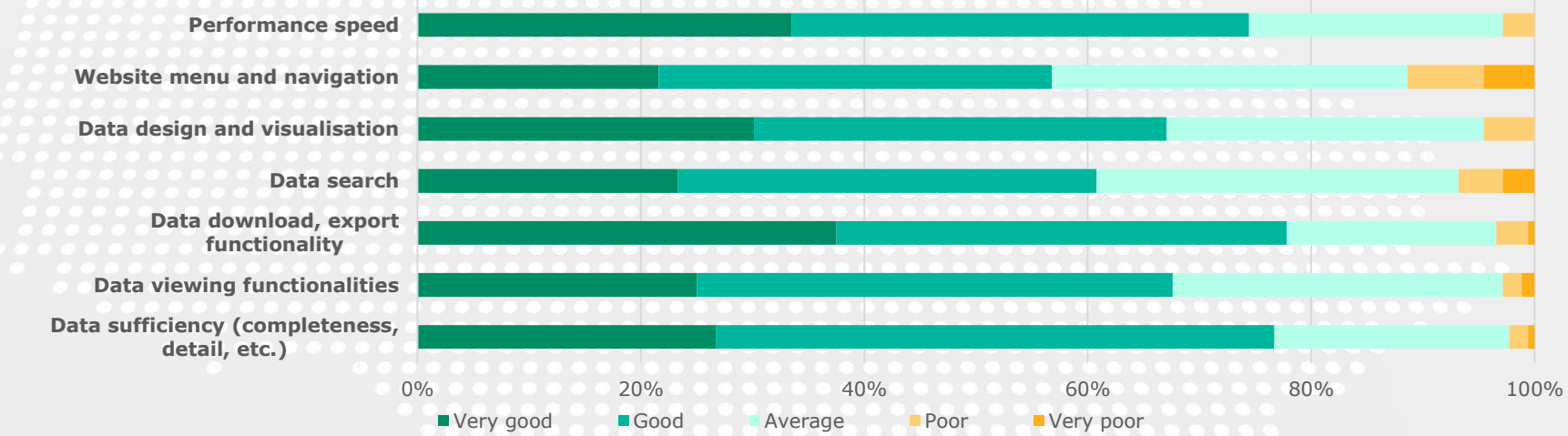
✓ Easily finds the data and understands the published data:



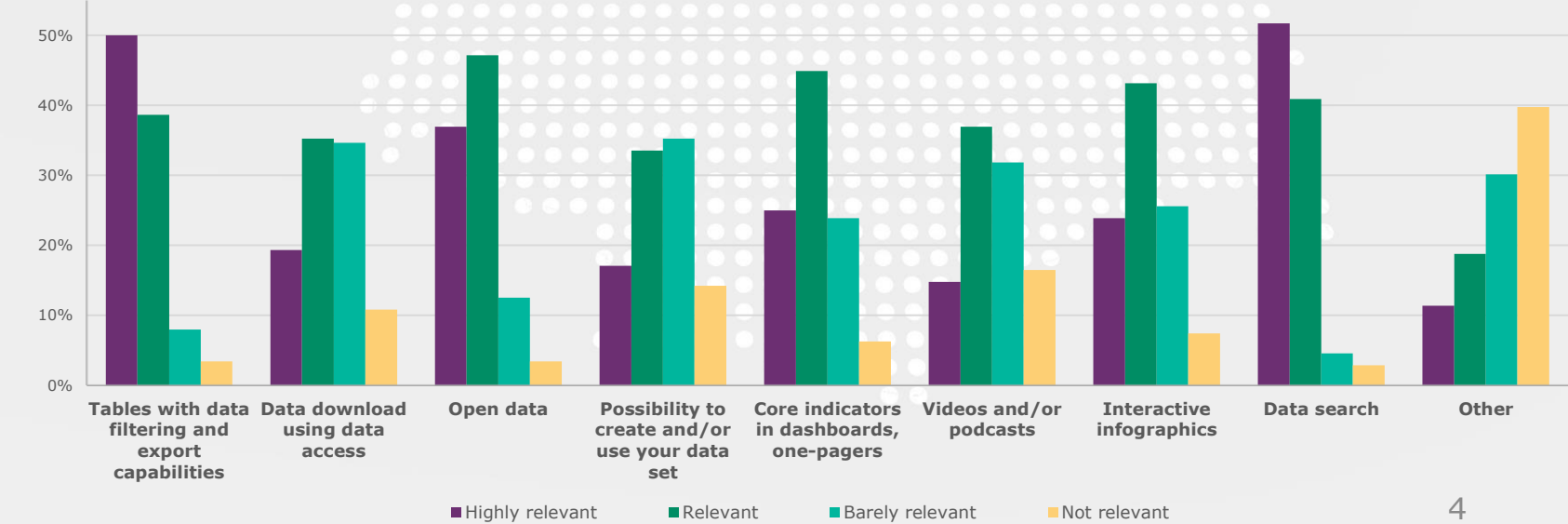
✓ Additional explanations and wizards would make it easier to find and understand the published data:



✓ Rates the data presentation highly:

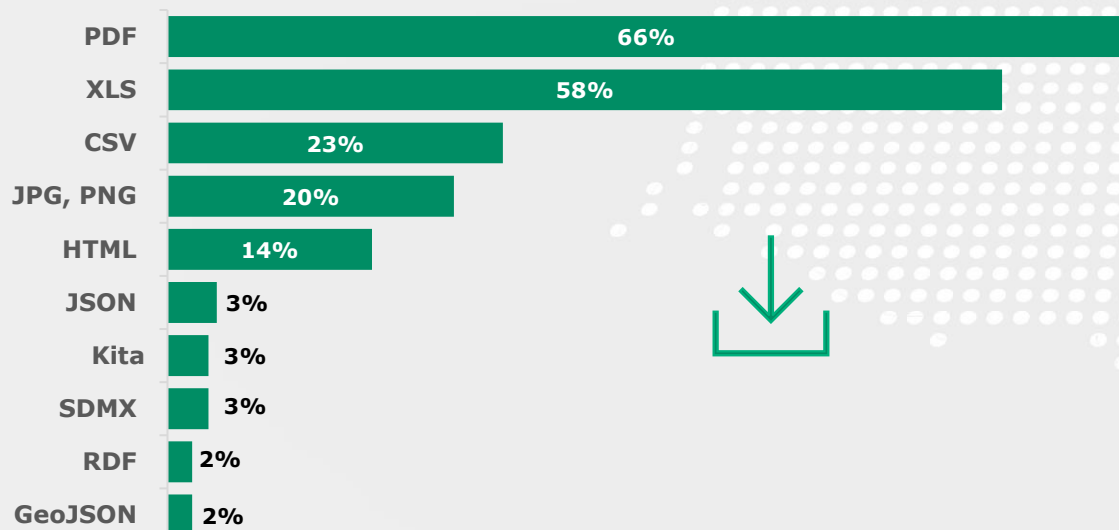


✓ Functional data tables, data search and open data are considered the most relevant

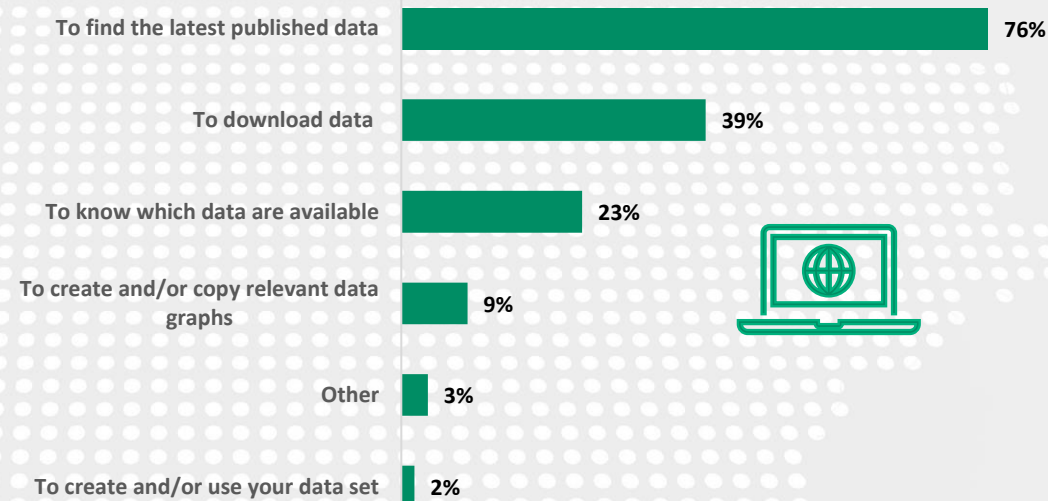


SURVEY RESULTS: USER SKILLS, ASSESSMENT

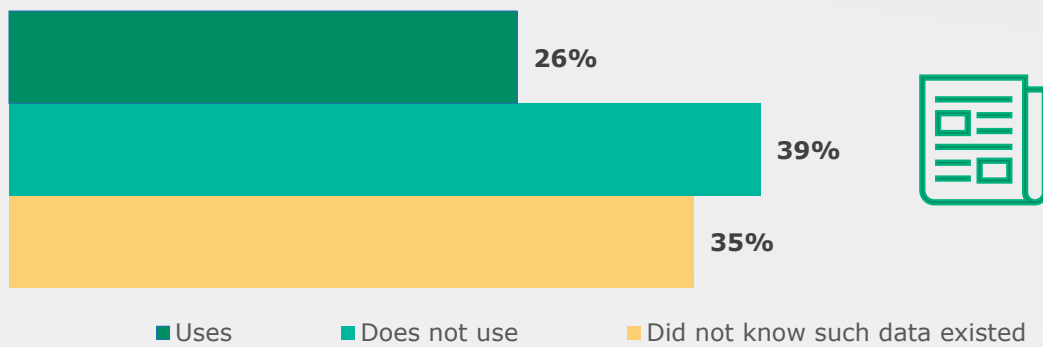
✓ The most preferred data download format is PDF



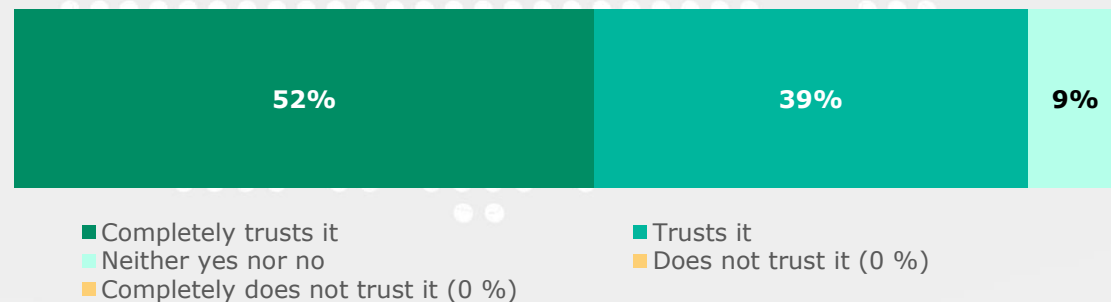
✓ The main purpose of the visit is to find the most recent published data



✓ Only one quarter use open data

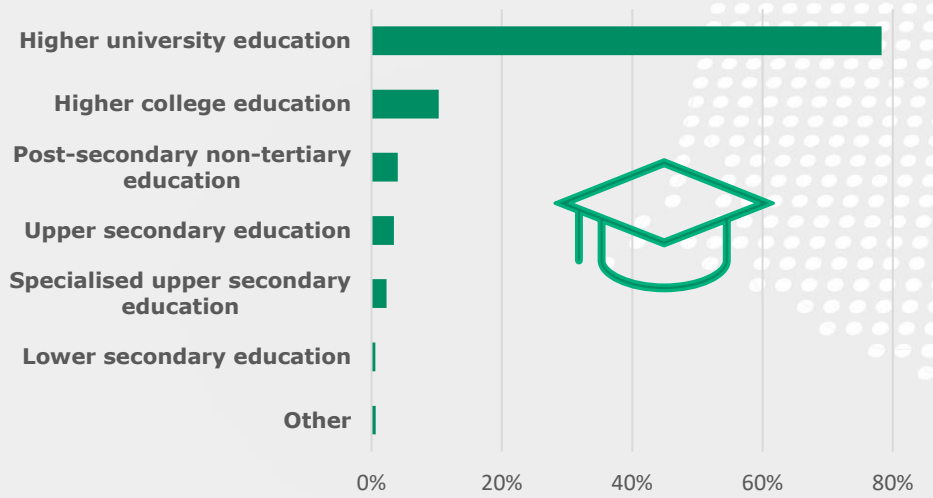


✓ Most users trust or completely trust the data being published

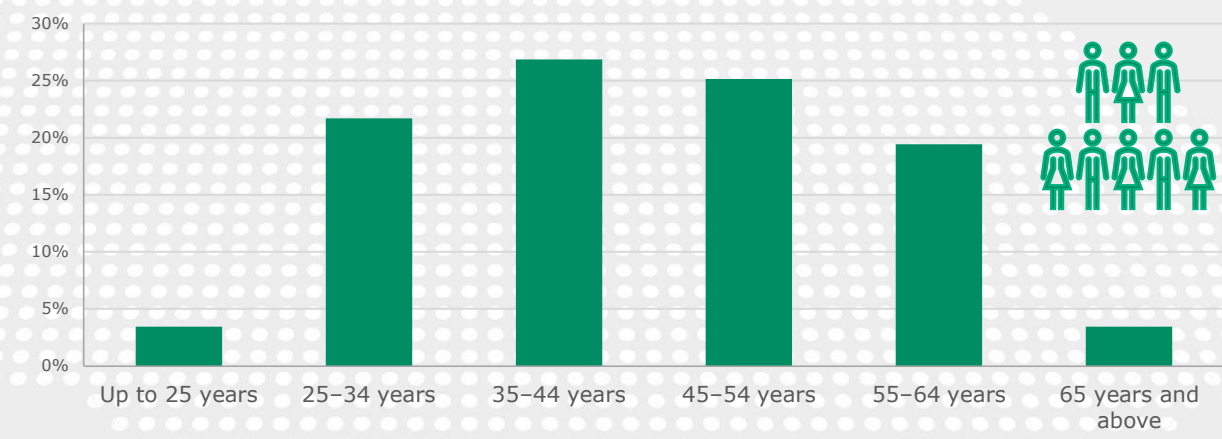


ADDITIONAL INFORMATION ABOUT USERS¹

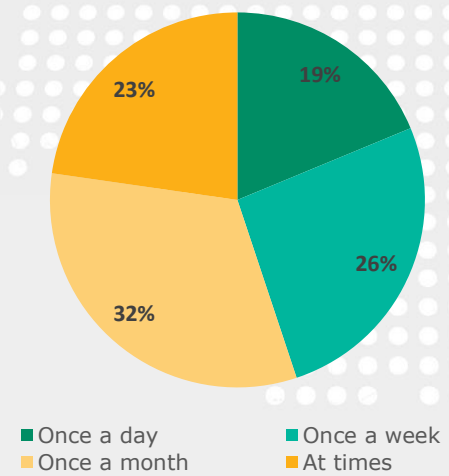
✓ The majority of users have higher university degrees



✓ There is no predominant user age group



✓ Frequency of LB data use

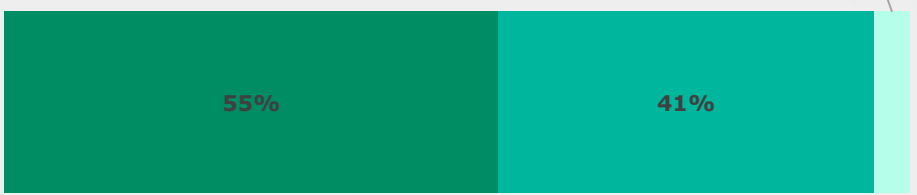


✓ Countries of residence of LB data users

Lithuania	24
Czech Rep.	3
Switzerland	2
Poland	2
Estonia	2
Italy	1
Austria	1
Belgium	1
Belarus	1



✓ Females slightly outnumber males



■ Female ■ Male ■ Prefers not to answer

¹ Results of the optional answers.

PROFILES OF USER GROUPS: PURPOSES AND NEEDS

	Banking, traditional finance	Business	Media	Academia, expert community	FinTech	Public authority	International organisation
Data area	Performance indicators of financial sectors Statistics	Statistics	Statistics Economic analysis and projections Financial stability	Statistics	Performance indicators of financial sectors	Statistics	Statistics
Purpose of the visit	To find the latest published data	To find the latest published data	To download data	To download data	To find the latest published data	To find the latest published data	To find the latest published data
What do they use LB data for	Analysis and research Data monitoring	Commercial purposes	Media articles	Analysis and research Research	Analysis and research	Analysis and research Data monitoring	Analysis and research
The most relevant types and tools of data presentation	Tables with data filtering and export capabilities Data search Open data	Data search Tables with data filtering and export capabilities Open data	Data search Tables with data filtering and export capabilities Core indicators in dashboards, one-pagers	Data search Tables with data filtering and export capabilities Open data	Data search Tables with data filtering and export capabilities Open data	Data search Open data Data download using data access (e.g. API)	Tables with data filtering and export capabilities Data search

PROFILES OF USER GROUPS: DATA USE SKILLS

	Banking, traditional finance	Business	Media	Academia, expert community	FinTech	Public authority	International organisation
Frequency of LB data use	Once a month	Once a month	Once a week	Once a week	Once a week	Once a week	Once a month
Finding LB data	Directly at www.lb.lt	Directly at www.lb.lt	Directly at www.lb.lt	Directly at www.lb.lt	Directly at www.lb.lt	Uses search engines	Directly at www.lb.lt
The ease of finding the data	Average Easy	Very easy	Very difficult	Average Easy	Average	Easy	Average
The ease of understanding the data	Easy	Easy	Average	Average	Easy	Easy	Very easy
The data download format	XLS	PDF	XLS	XLS	XLS PDF	PDF	XLS PDF
The use of open LB data	Does not use	Does not use	Does not know that such data exists	Does not know that such data exists	Uses	Does not use	Does not use
Other data sources	Statistics Lithuania	Does not use	Eurostat Statistics Lithuania	Eurostat Statistics Lithuania	Eurostat ECB	Statistics Lithuania	Eurostat
Additionally requested	Wizard Additional explanations Support material	Additional explanations Support material Wizard	Wizard Additional explanations Support material	Additional explanations Support material Wizard	Additional explanations Support material Wizard	Wizard Additional explanations Support material	Wizard Additional explanations Support material

PROFILES OF USER GROUPS: ASSESSMENT

	Banking, traditional finance	Business	Media	Academia, expert community	FinTech	Public authority	International organisation
Trust in LB data	Completely trusts	Completely trusts	Trusts	Completely trusts	Trusts	Completely trusts	Trusts, completely trusts
General rating of data presentation	Good	Good, very good	Average	Good	Good	Good	Good
Data sufficiency	Good	Very good	Average	Good	Good	Good	Good
Data review functionalities	Average	Very good	Average	Good	Good	Good	Good
Data download, export functionality	Very good	Good	Good	Good, very good	Good	Very good	Good
Data search	Average	Good	Very poor	Average	Average	Good	Very good
Data design and visualisation	Good	Very good	Average	Average	Good	Average	Good
Website menu and navigation	Average	Good	Very bad	Good, very good	Average	Good	Very good
Performance speed	Good	Good	Average	Good, average	Good	Good, very good	Good

PROFILES OF USER GROUPS: ADDITIONAL INFORMATION

	Banking, traditional finance	Business	Media	Academia, expert community	FinTech	Public authority	International organisation
Age	41	49	42	35	37	43	40
Education	Higher university	Higher university	Higher university	Higher university	Higher university	Higher university	Higher university
Gender	Female	Female	Female	Female	Male	Female	Female
Country	Lithuania	Lithuania	Lithuania	Lithuania	Lithuania	Lithuania	Lithuania

CONCLUSIONS AND ACTIONS

