Annex XIV: Results Website Visitors Survey

(October/November 2010)

General information:
- The website visitors survey was published on the website from 11 October 2010 until 30 November 2010.
- The total amount of visits during this period was 10,557 (5,271 hosts).
- The survey consisted of 10 questions with an estimated completion time of two minutes.
- The total number of completed surveys amounted to 70.

Summarised version of the noteworthy results of the survey:

Objective visit
1) The primary reason for visiting the EQAR website:
   - Research on QA/higher education (22,7 %)
   - Check out the listed agencies/ a listed agency (20%)
   - Learn more about EQAR and its activities (20%)

2) Did you find what you needed?:
   Most respondents found what they wanted, except for 5,6 % (4) who answered “no, none of it”.

Site-use
3) How did you find out about the EQAR website?
   While most respondents found EQAR through the usual canals (search engine, link, and colleague/friend) there were a few interesting responses: “newspaper”, “a reference in a book”, “article”, “EQAF Lyon” and “citation”.

4) How often do you visit the EQAR website?
   The biggest response was 38,6% “less than once a month”.

5) What is your overall impression of the site?
Some interesting facts:

- QAA staff rate the above questions more positively (than the average).
- Visitors who had never heard of EQAR or the ESG answered the questions less favourably.
- Students answered the question less favourable than average, especially with regard to the design and easiness to move around.
- The age-group 35-44 had a far better impression of the website than all other age-groups.

Knowledge

6) Had you heard of EQAR before visiting the website?
7) Have you ever heard of the ESG?

Approximately two-thirds of the respondents were well informed. Around 15% had never heard of either.
Demographics

8) Visitors profile

- QAA staff/representative (22.1%)
- Student (20.6%)
- Academic staff (20.6%)
- European institution, NGO or other organisation (13.2%)

Their primary reason for visiting the website:

- Both students and academic staff (teacher/researcher) visited the EQAR website in first instance for research and secondly to learn more about EQAR and its activities in general.
- QAA staff visited the website mainly to check out the listed agencies as well as by surfing on the web (looking for information on QA).
- The EU/NGO/other organisation group wanted to (mainly) learn more about EQAR and its activities in general.

9) Age-group

- Most visitors were between 26-44 years old.

10) Comments, suggestions to improve the website.

Some useful suggestions were made for improving the website, among others:

- The addition of a map of Europe on the homepage, showing the registered agencies and where they are operating.
- The use of a drop-down menu.
- More QA related information.

The most “alarming” comment was of one visitor who could not find the Register (as in the overview of listed agencies).