

# WTO Website Survey Report 2006

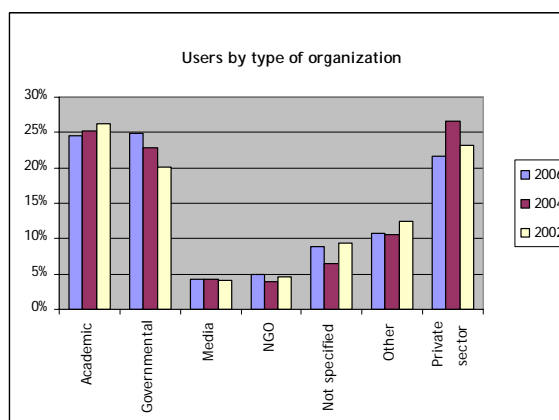
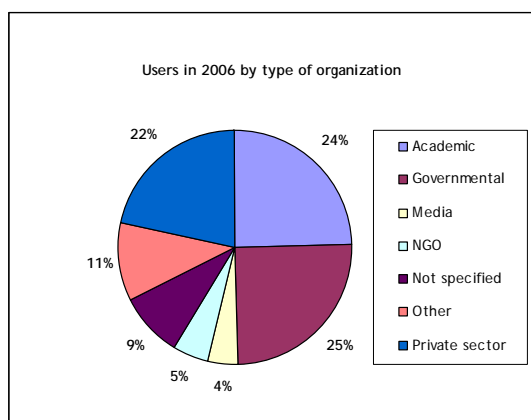
The website survey was carried out between mid-September and mid-November 2006. The tables and charts below detail the responses given. Where the same question has been asked in previous surveys the response at that time is also indicated so that comparisons can be made.

Based on responses to the survey, the profile of a typical user of the WTO website is as follows:

- A civil servant or academic who consults the English pages of the website for work.
- Users consider the website to be very useful and consult it mainly for general information on the WTO.
- Their biggest difficulty is finding the information they are looking for on the website which they prefer to navigate via the links on the home page.
- They occasionally find the search engine useful and it is the improvement of the search engine which is their most requested improvement for the site.
- They occasionally use Documents Online which they find relatively easy to use.
- They often download documents both to print and read. They have never heard of the distance learning courses but would like a course on the role of the WTO.
- They've never heard of the webcasting service but their preferred choice of topic for future videos would be videos by WTO experts.
- The principal interactive service that would interest the typical user is an experts' forum.
- Typical users have successfully registered to receive the webmaster email messages and they consider the various aspects of the messages as good.
- They visit the site several times a week using the network of their employer and they are using Windows XP and Internet Explorer 6.0.
- They rate the country pages and disputes pages as suiting their needs and the statistics database, online forums and DG's page as useful.

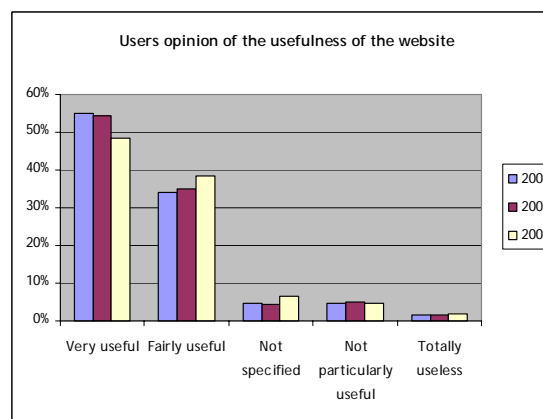
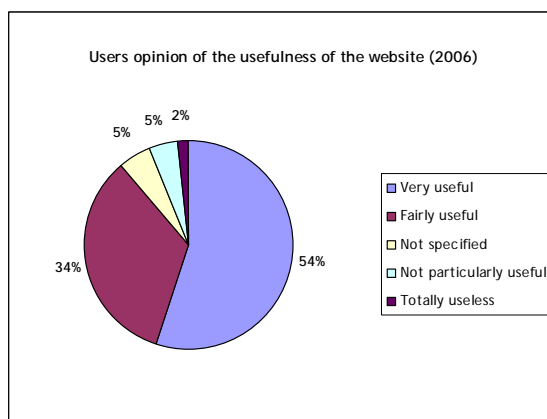
## 1. Type of organization

Type of organization	Users	% of Total	% 2004	% 2002
Governmental	502	24.89%	22.91%	20.17%
Academic	496	24.59%	25.28%	26.24%
Private sector	438	21.72%	26.59%	23.13%
Other	216	10.71%	10.53%	12.51%
Not specified	179	8.87%	6.53%	9.29%
NGO	101	5.01%	3.95%	4.59%
Media	85	4.21%	4.21%	4.07%



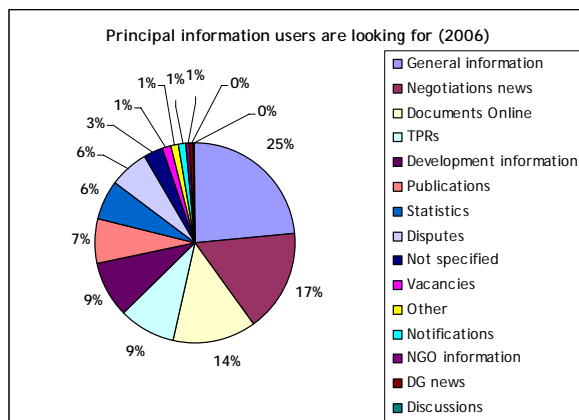
## 2. Overall, how useful do you find the WTO website?

Usefulness of WTO website	Users	% of Total	% 2004	% 2002
Very useful	1109	54.98%	54.24%	48.42%
Fairly useful	686	34.01%	34.86%	38.54%
Not specified	97	4.81%	4.53%	6.49%
Not particularly useful	93	4.61%	4.90%	4.70%
Totally useless	32	1.59%	1.47%	1.85%



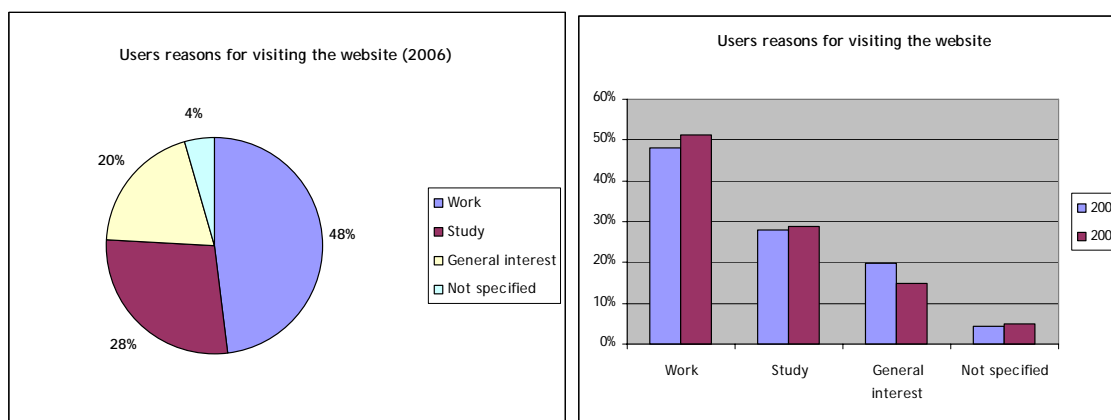
### 3. What is the purpose of your visit to the WTO website?

Reason for visiting the website	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice		3 <sup>rd</sup> Choice	
	Users	% of Total	Users	% of Total	Users	% of Total
General information	477	23.65%	222	11.01%	182	9.02%
Negotiations news	331	16.41%	304	15.07%	186	9.22%
Documents Online	267	13.24%	234	11.60%	213	10.56%
TPRs	187	9.27%	251	12.44%	217	10.76%
Development information	183	9.07%	191	9.47%	192	9.52%
Publications	149	7.39%	249	12.35%	216	10.71%
Statistics	129	6.40%	144	7.14%	231	11.45%
Disputes	128	6.35%	171	8.48%	99	4.91%
Not specified	57	2.83%	70	3.47%	115	5.70%
Vacancies	29	1.44%	38	1.88%	117	5.80%
Other	27	1.34%	20	0.99%	62	3.07%
Notifications	24	1.19%	32	1.59%	57	2.83%
NGO information	15	0.74%	28	1.39%	45	2.23%
DG news	9	0.45%	46	2.28%	59	2.93%
Discussions	5	0.25%	17	0.84%	26	1.29%



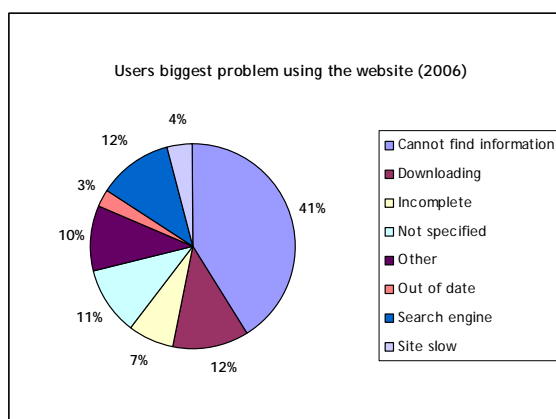
### 4. Do you use the WTO website mainly for...

Purpose	Users	% 2006	% 2004
Work?	968	47.99%	51.18%
Study?	564	27.96%	28.96%
General interest?	397	19.68%	14.85%
Not specified	88	4.36%	5.00%



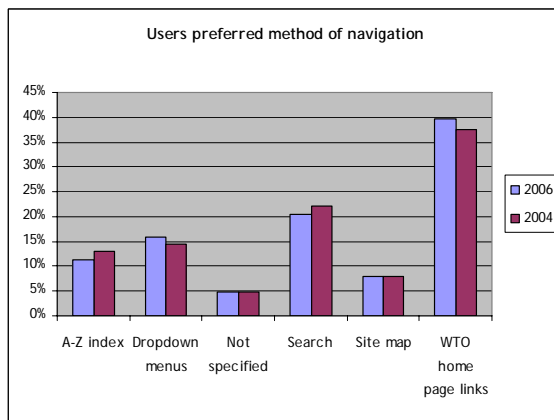
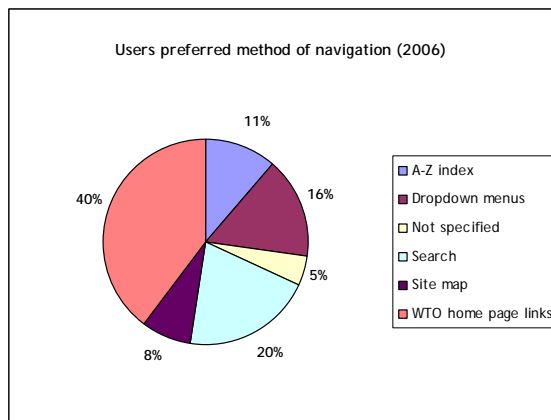
### 5. What are your biggest problems in using the WTO website?

Problems with the website	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice		3 <sup>rd</sup> Choice	
	Users	% of Total	Users	% of Total	Users	% of Total
Cannot find information	831	41.20%	288	14.28%	123	6.10%
Site slow	76	3.77%	89	4.41%	70	3.47%
Out of date	55	2.73%	115	5.70%	114	5.65%
Search engine	243	12.05%	313	15.52%	119	5.90%
Downloading	239	11.85%	222	11.01%	165	8.18%
Not specified	219	10.86%	551	27.32%	784	38.87%
Other	208	10.31%	207	10.26%	447	22.16%
Incomplete	146	7.24%	232	11.50%	195	9.67%



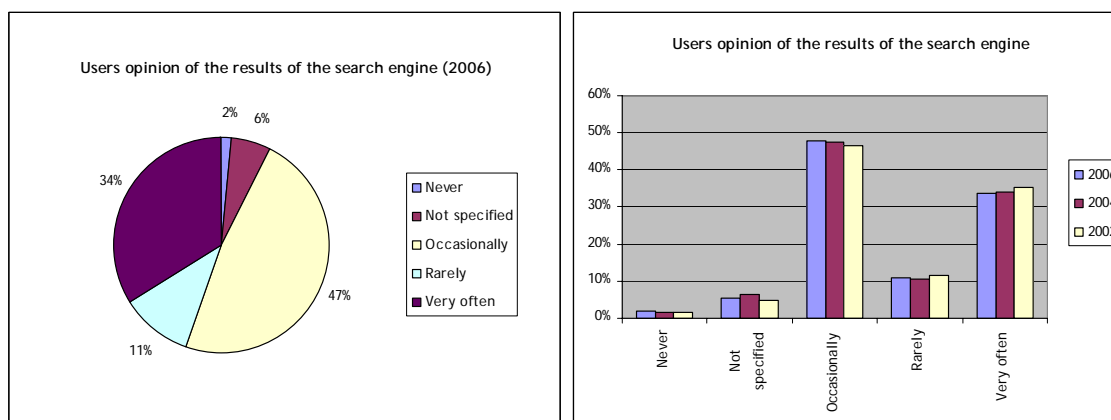
6. What is your preferred method of navigating to the material that interests you?

Preferred method of navigation	Users	% of Total	% 2004
WTO home page links	800	39.66%	37.44%
Search	412	20.43%	22.12%
Dropdown menus	321	15.91%	14.43%
A-Z index	228	11.30%	13.11%
Site map	158	7.83%	8.06%
Not specified	98	4.86%	4.84%



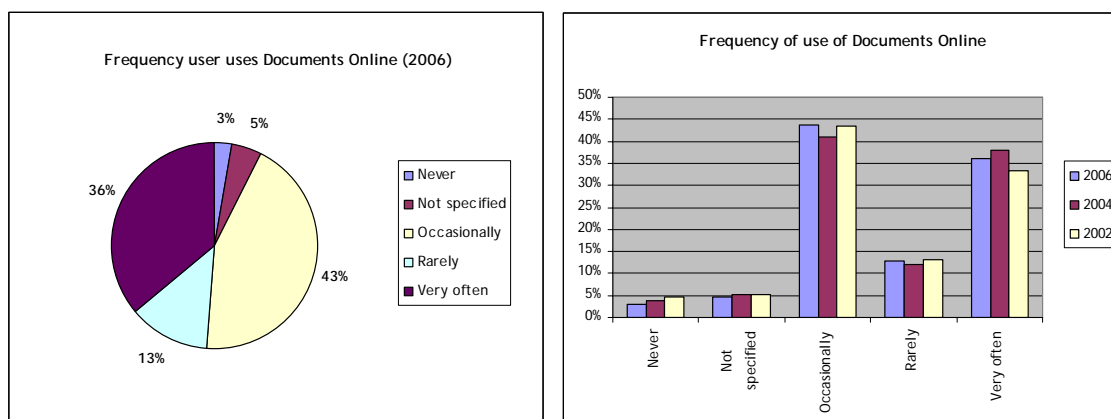
7. Do you find the results of the [search engine](#) useful?

Usefulness of Search Engine	Users	% of Total	% 2004	% 2002
Occasionally	965	47.84%	47.60%	46.52%
Very often	681	33.76%	33.86%	35.43%
Rarely	222	11.01%	10.58%	11.51%
Not specified	113	5.60%	6.48%	4.80%
Never	36	1.78%	1.47%	1.74%



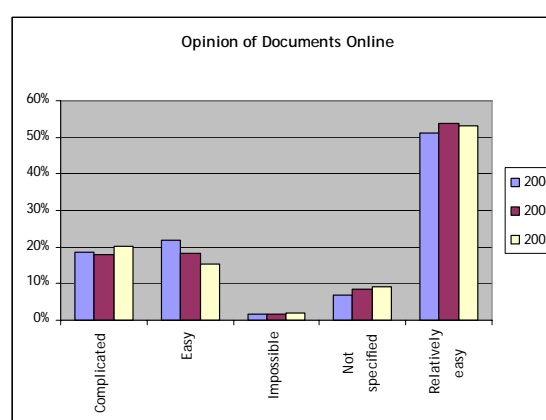
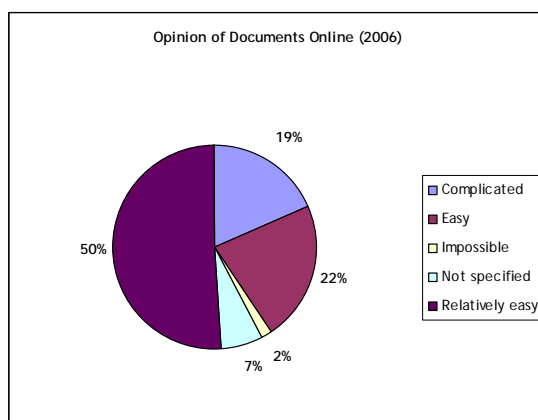
8. How often do you use [Documents Online](#) to find and download documents?

Use Documents Online	Users	% of Total	% 2004	% 2002
Occasionally	882	43.73%	40.92%	43.56%
Very often	726	35.99%	37.91%	33.21%
Rarely	259	12.84%	12.11%	13.20%
Not specified	92	4.56%	5.21%	5.23%
Never	58	2.88%	3.84%	4.75%



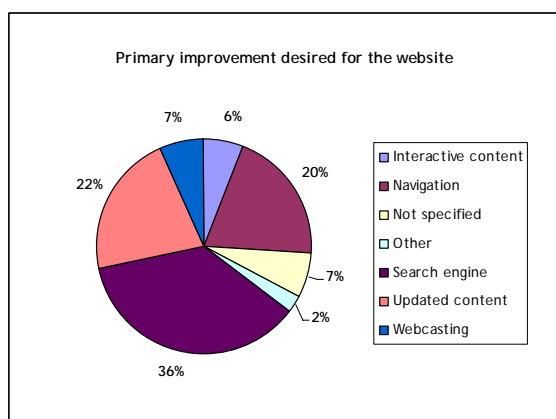
9. How do you find using Documents Online?

Opinion	Users	% of Total	% 2004	% 2002
Relatively easy	1031	51.12%	53.66%	53.22%
Easy	440	21.81%	18.27%	15.42%
Complicated	378	18.74%	17.80%	20.12%
Not specified	137	6.79%	8.58%	9.24%
Impossible	31	1.54%	1.69%	2.01%



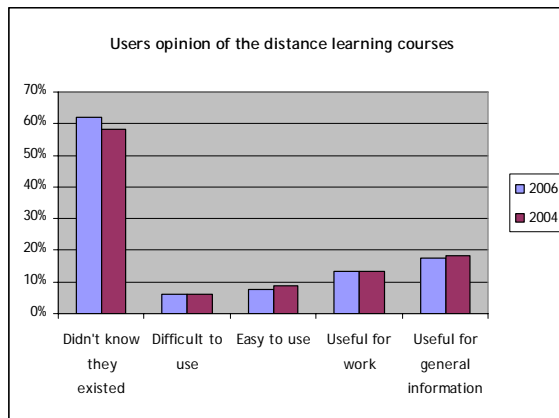
# 10. What improvements would you like to see on the site?

Primary improvement requested	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice		3 <sup>rd</sup> Choice	
	Users	% of Total	Users	% of Total	Users	% of Total
Search engine	734	36.39%	311	15.42%	205	10.16%
Updated content	437	21.67%	397	19.68%	283	14.03%
Navigation	403	19.98%	483	23.95%	214	10.61%
Not specified	135	6.69%	310	15.37%	559	27.71%
Webcasting	135	6.69%	211	10.46%	256	12.69%
Interactive content	123	6.10%	244	12.10%	240	11.90%
Other	50	2.48%	61	3.02%	260	12.89%



11. How do you find the [distance learning courses](#) on the WTO website?

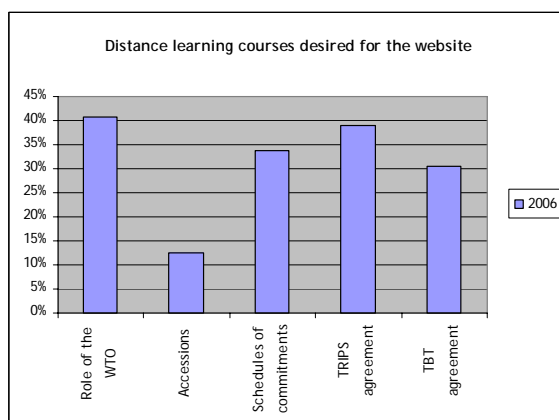
Opinion	Users	% of Total	% 2004
Didn't know they existed	1254	62.17%	58.03%
Useful for general information	351	17.40%	18.27%
Useful for work	268	13.29%	13.48%
Easy to use	151	7.49%	8.69%
Difficult to use	125	6.20%	6.00%



12. Which new distance learning modules would you like to see on the WTO website?

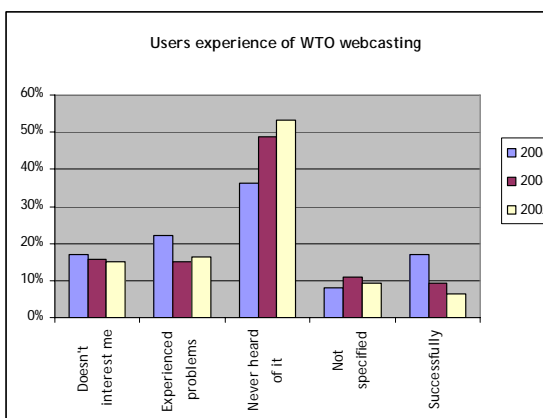
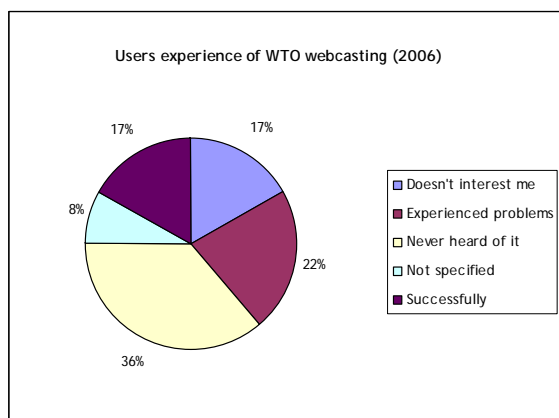
Modules requested	Users	% of Total
Role of the WTO	820	40.65%
TRIPS agreement	786	38.97%
Schedules of commitments	683	33.86%
TBT agreement	613	30.39%
Accessions	475	12.44%





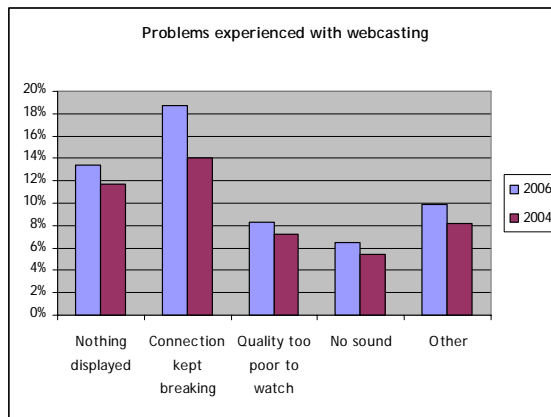
13. Have you attempted to view/listen to the [WTO webcasting service](#) (web video broadcasting)?

Used webcasting	Users	% of Total	% 2004	2002%
Never heard of it	729	36.14%	48.71%	53.12%
Experienced problems	445	22.06%	15.11%	16.21%
Successfully	341	16.91%	9.32%	6.44%
Doesn't interest me	340	16.86%	15.80%	14.94%
Not specified	162	8.03%	11.06%	9.29%



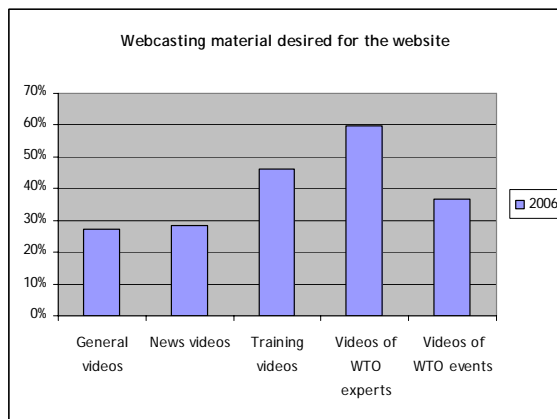
14. If you experienced problems what kind were they?

Problem	Users	% of Total	% 2004
Connection kept breaking	377	18.69%	14.06%
Nothing displayed	271	13.44%	11.74%
Other	200	9.92%	8.21%
Quality too poor to watch	168	8.33%	7.21%
No sound	130	6.45%	5.42%



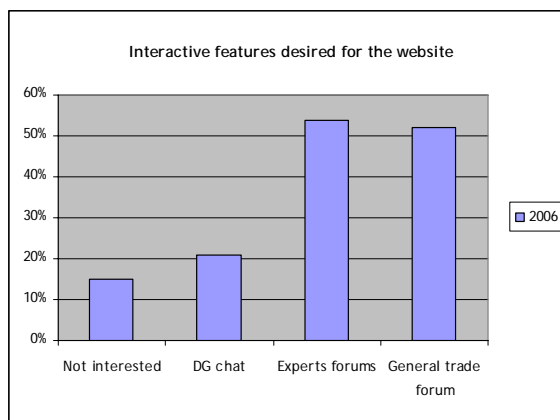
15. What kind of webcasting material would you like us to add to the WTO website?

Type	Users	% of Total
Videos of WTO experts	1208	59.89%
Training videos	928	46.01%
Videos of WTO events	740	36.69%
News videos	573	28.41%
General videos	548	27.17%



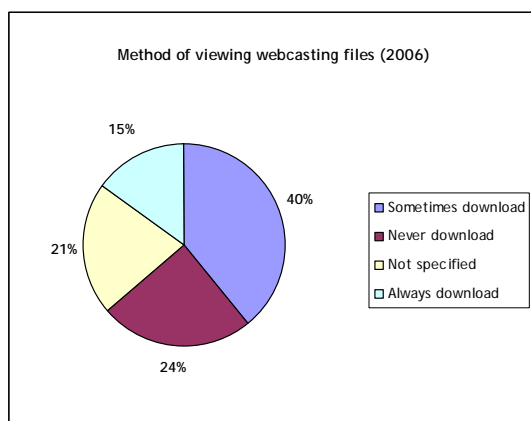
16. What kind of interactive features would you like to see on the WTO website?

Interactive features desired	Users	% of Total
Experts forums	1084	53.74%
General trade forum	1050	52.06%
DG chat	421	20.87%
Not interested	304	15.07%



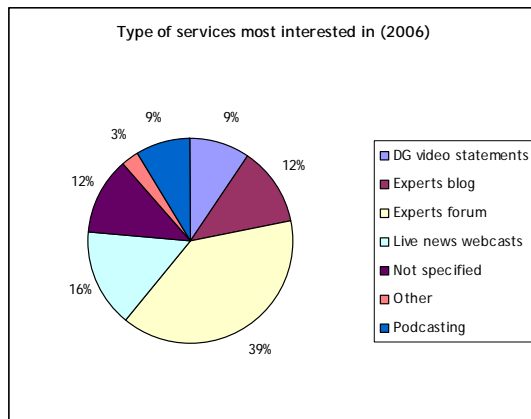
17. When viewing [WTO webcasting](#) do you prefer to download the files first (right-click link and choose Save as) or do you simply click the link and watch the streaming file?

Preferred method of viewing videos	Users	% of Total
Sometimes download	789	39.12%
Never download	494	24.49%
Not specified	433	21.47%
Always download	301	14.92%



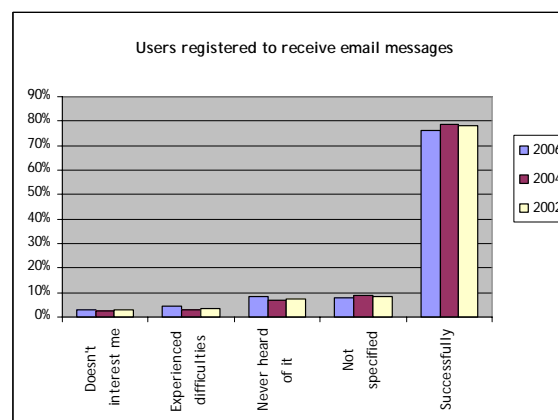
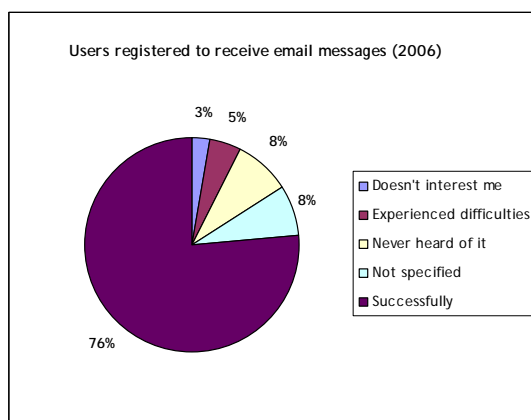
18. Which of these services would interest you?

Interactive service desired	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice		3 <sup>rd</sup> Choice	
	Users	% of Total	Users	% of Total	Users	% of Total
Experts forum	785	38.92%	379	18.79%	208	10.31%
Live news webcasts	316	15.67%	325	16.11%	248	12.30%
Experts blog	252	12.49%	438	21.72%	266	13.19%
Not specified	244	12.10%	419	20.77%	616	30.54%
DG video statements	189	9.37%	169	8.38%	215	10.66%
Podcasting	174	8.63%	232	11.50%	231	11.45%
Other	57	2.83%	55	2.73%	233	11.55%



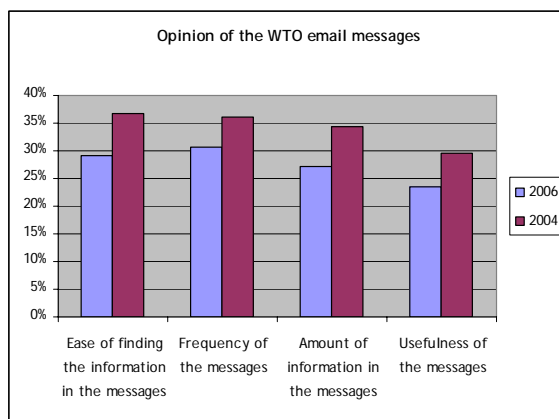
19. Have you used the "[register](#)" form to subscribe to e-mail news updates?

Registered for emails	Users	% of Total	% 2004	% 2002
Successfully	1538	76.25%	78.88%	78.04%
Never heard of it	171	8.48%	6.79%	7.18%
Not specified	157	7.78%	8.79%	8.34%
Experienced difficulties	94	4.66%	3.00%	3.43%
Doesn't interest me	57	2.83%	2.53%	3.01%



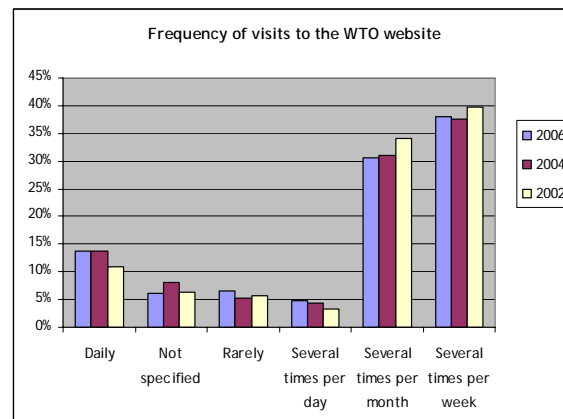
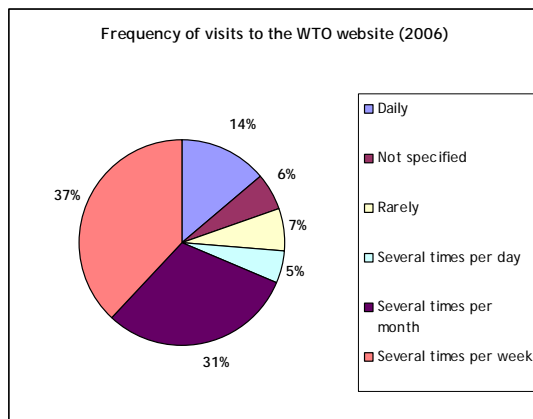
20. If you have registered, what is your opinion on the content of the e-mail messages you've received?

Opinion of the WTO email messages	2006 Average rating 1=very good, 5=very poor	2006 % very good	2004 % very good
Ease of finding the information in the messages	2.27	29.20%	36.65%
Frequency of the messages	2.28	30.74%	36.07%
Amount of information in the messages	2.29	27.12%	34.28%
Usefulness of the messages	2.38	23.55%	29.54%



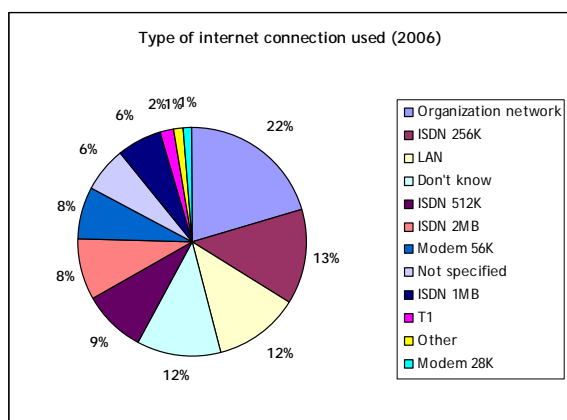
21. How often do you visit the WTO website?

Frequency of visit to WTO website	Users	% of Total	% 2004	% 2002
Several times per week	768	38.08%	37.55%	39.76%
Several times per month	616	30.54%	31.02%	34.05%
Daily	278	13.78%	13.74%	10.93%
Rarely	134	6.64%	5.16%	5.65%
Not specified	122	6.05%	8.16%	6.44%
Several times per day	99	4.91%	4.37%	3.17%



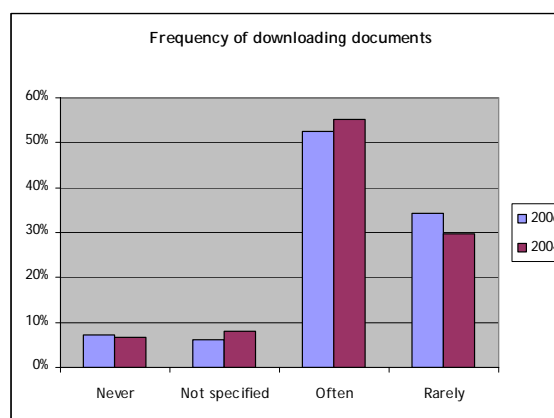
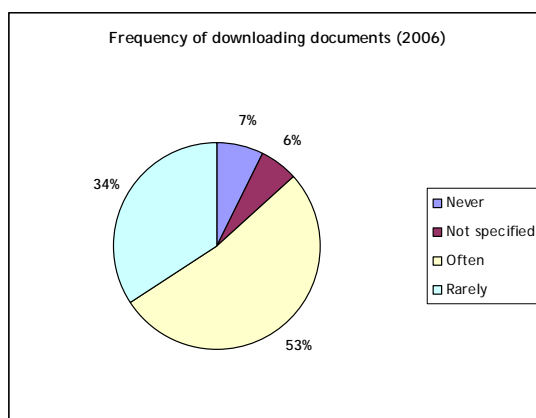
22. What sort of internet connection do you have?

Connection used	Users	% of Total
Organization network	414	20.53%
ISDN 256K	268	13.29%
LAN	243	12.05%
Don't know	242	12.00%
ISDN 512K	178	8.82%
ISDN 2MB	171	8.48%
Modem 56K	154	7.64%
Not specified	131	6.49%
ISDN 1MB	124	6.15%
T1	42	2.08%
Other	30	1.49%
Modem 28K	20	0.99%



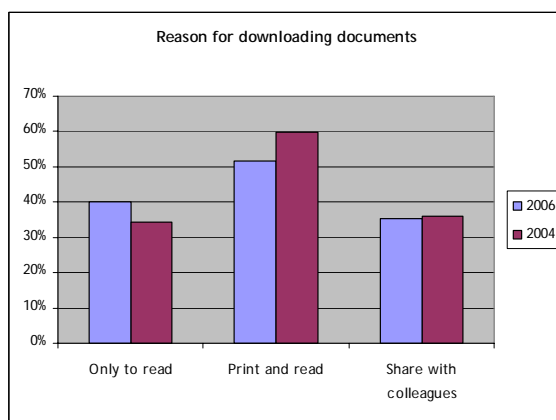
23. Do you download WTO documents and save them on your computer?

User downloads documents	Users	% of Total	% 2004
Often	1058	52.45%	55.29%
Rarely	690	34.21%	29.86%
Never	145	7.19%	6.79%
Not specified	124	6.15%	8.06%



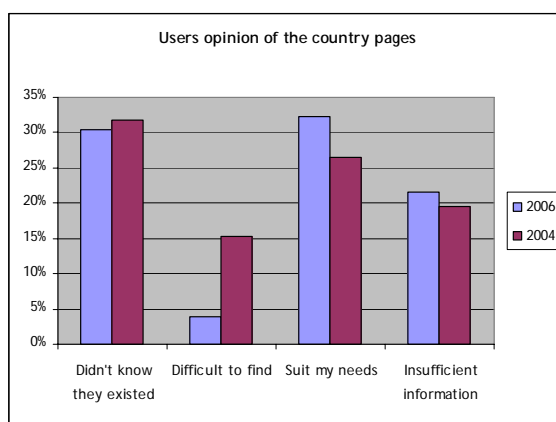
24. What is your reason for downloading WTO documents?

Reason	Users	% of Total	% 2004
Print and read	1040	51.56%	59.72%
Only to read	812	40.26%	34.39%
Share with colleagues	716	35.50%	35.91%



25. What is your opinion on the “[country](#)” information pages?

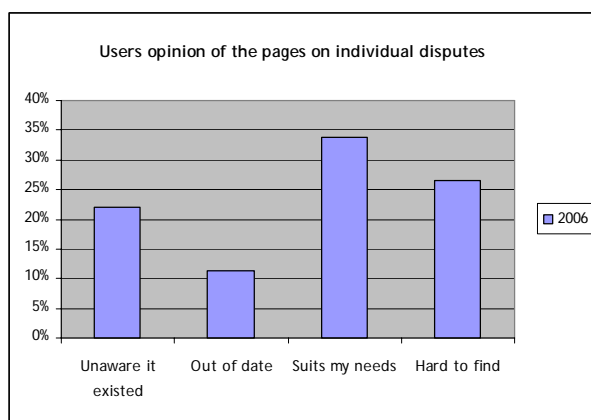
Opinion	Users	% of Total	% 2004
Suit my needs	650	32.23%	26.43%
Didn't know they existed	615	30.49%	31.75%
Insufficient information	435	21.57%	19.59%
Difficult to find	78	3.87%	15.27%



26. What is your opinion on the information on [specific disputes](#)?

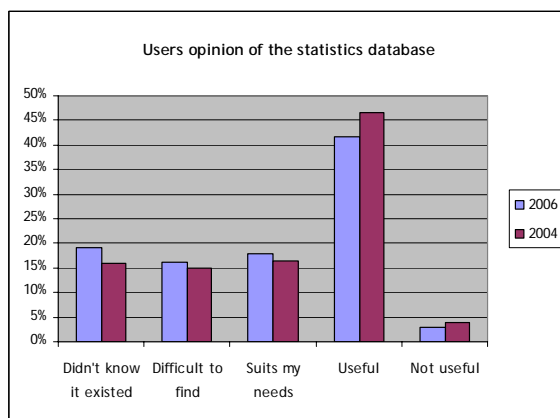
Opinion	Users	% of Total
Suits my needs	680	33.71%
Hard to find	534	26.47%
Unaware it existed	446	22.11%
Out of date	228	11.30%





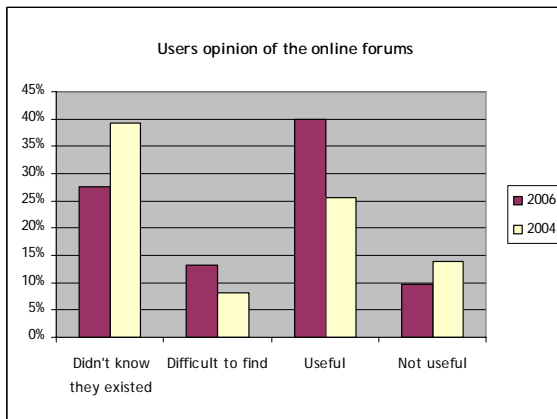
27. What is your opinion on the [statistics database](#)?

Opinion	Users	% of Total	% 2004
Useful	839	41.60%	46.60%
Didn't know it existed	388	19.24%	15.96%
Suits my needs	361	17.90%	16.54%
Difficult to find	326	16.16%	14.85%
Not useful	60	2.97%	3.90%



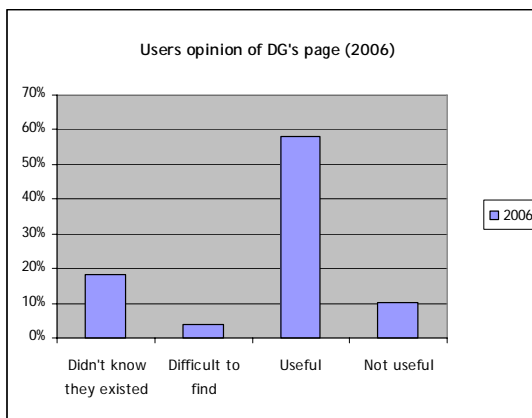
28. What is your opinion on the [discussion forums](#)?

Opinion	Users	% of Total	% 2004
Useful	804	39.86%	25.65%
Didn't know they existed	554	27.47%	39.23%
Difficult to find	266	13.19%	8.16%
Not useful	196	9.72%	13.80%

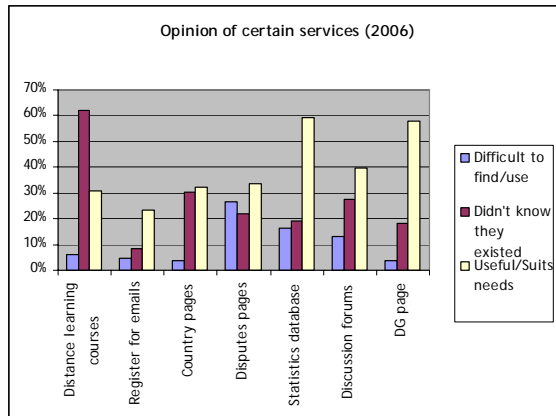


29. What is your opinion on the page of the [Director General](#)?

Opinion	Users	% of Total
Useful	1169	57.96%
Didn't know they existed	368	18.24%
Not useful	204	10.11%
Difficult to find	78	3.87%

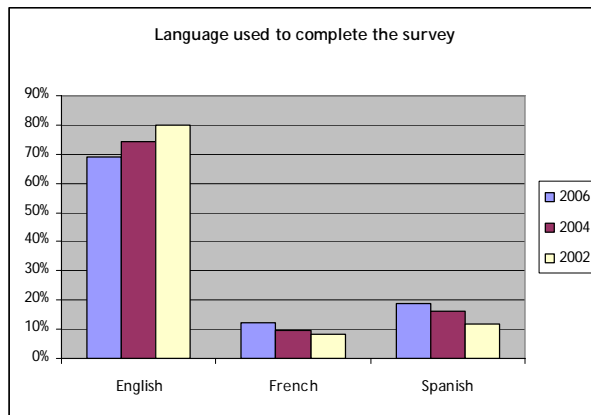


### 30. Combined opinion of selected services



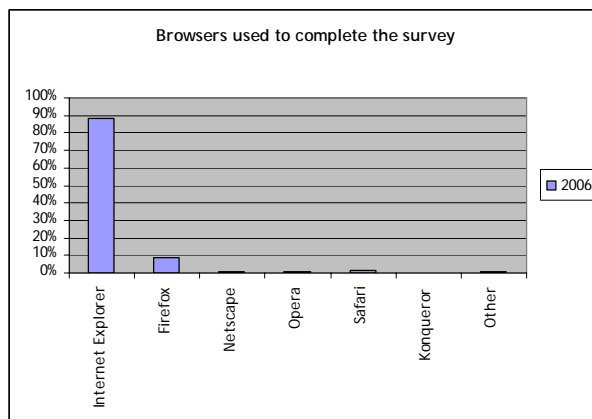
### 31. Language used for the survey

Language	Users	% of Total	% 2004	% 2002
English	1388	68.82%	74.20%	80.04%
Spanish	380	18.84%	16.17%	11.77%
French	249	12.35%	9.64%	8.18%



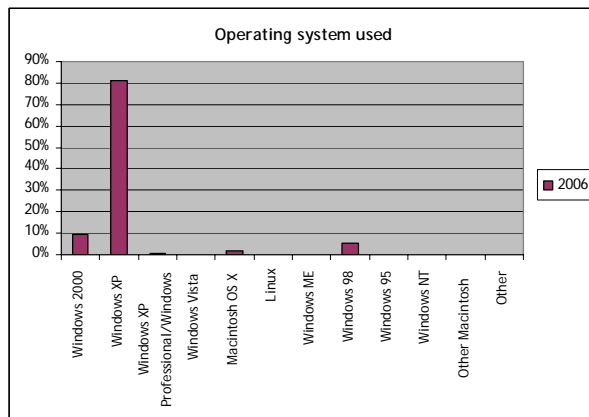
### 32. Web browser used

Browser	Users	% of Total	Version	Users	% of Total
Internet Explorer	1782	88.35%	5.0x	38	1.88%
			5.1x	4	0.20%
			5.2x	1	0.05%
			5.5	12	0.59%
			6.0	1672	82.90%
			7.0	55	2.73%
Firefox	176	8.73%	Pre 1.0	2	0.10%
			1.0.x	27	1.34%
			1.5.x	129	6.40%
			2.0	10	0.50%
			Other		0.00%
Netscape	15	0.74%	7.x	10	0.50%
			8.x	5	0.25%
Opera	9	0.45%	9.x	9	0.45%
Safari	24	1.19%	all	24	1.19%
Konqueror	1	0.05%	all	1	0.05%
Other	10	0.50%	all	10	0.50%



### 33. Operating system used

Operating System	Users	% of Total
Windows XP	1642	81.41%
Windows 2000	197	9.77%
Windows 98	113	5.60%
Macintosh OS X	35	1.74%
Windows XP Professional/Windows Server 2003	9	0.45%
Linux	5	0.25%
Windows NT	5	0.25%
Other Macintosh	5	0.25%
Windows ME	2	0.10%
Other	2	0.10%
Windows Vista	1	0.05%
Windows 95	1	0.05%



### Summary of comments

Below is a synthesis of the comments people made when filling in the survey:-

**Positive feedback** -72 people expressed positive feedback about the site, some saying that it was much better than other international organizations and many recognizing the difficulties in presenting the large amounts of material that is on the website. A particular mention was made for the speed with which we were able to get the material up from the public forum and the usefulness of the feedback on the page function.

**Survey comments** - 11 people complained that the questions in the survey did not cover all of the responses that they would have like (usually they knew of a feature but did not use it).

**Language problems** - 37 people mentioned that documents, news stories or presentations were either only available in English or that the translation of these documents into the other languages was too slow. A particular comment was made about detailed research only being available in English. Three people commented about the statistics database only being available in English and 10 people mentioned that they would like to see the website in other languages (most common one being Arabic).

**Document problems** - here it is sometimes difficult to tell whether the comments were being made about official documents in Documents Online or documents in general on the website. 17 people mentioned that they had experienced problems either downloading documents, with the file formats or with zipped files. Four people mentioned the download of Wordperfect files as a specific problem and one reported that some of the Wordperfect files give a message saying that they are corrupted. Four people requested that more documents are made available in pdf format. 21 people said that they found Documents Online difficult to use, particularly the nomenclature for the document symbol, the display of the search results page (too few results on a page & the options at the top taking up too much space on the page) and finding the downloaded documents in the file structure that the download creates. A request was made to have different messages to indicate that a document didn't exist or that it existed but was still restricted. It was also mentioned that the downloaded documents took too many pages to print and several people wanted to have access to JOB documents. A suggestion was made to use a similar type of dropdowns as the main site for Documents Online to help people to better specify the search criteria. Four people mentioned that it took too long for documents from a meeting to be available in Documents Online. Four people requested improvements in the way that the GATT documents were presented and how they could be searched. 14 people had problems either downloading the schedules of commitments, opening the documents once they had downloaded them or understanding the document itself.

**Search problems** - once again it is difficult to identify whether some of the comments are being made about the main website search or the Documents Online search. 23 people said that they found it difficult to find the information that they were looking for or that the search threw up too many non-relevant results. Two people suggested that there should be area wide search capabilities, another two wanted the ability to search within the search results and somebody else wanted a more flexible search facility. Another person suggested that you should be able to search directly from the home page separately. There were also suggestions that there should be a single search that covers the both the website and Documents Online, that we should use Google as a search engine and that the appellate body repertory should have its own search facility.

**User emails comments** - Three people commented that the email alerts were good, six did not like the trilingual emails citing that it made the messages long and difficult to read. Other complaints were that when the messages were sent the documents behind were still in English and that they weren't informed when the translations were available, that they could be clearer, that they contained little real information and that they contain funny characters (special characters do not display correctly in non-western character sets).

**Webcasting/podcasting comments** - 13 people reported having problems accessing audio/video material, for some it was because their machine was not of a high enough specification to handle it, for others their organizations policy blocked them from accessing this type of material, others did not specify a reason. Five people stated that the podcasts available were not of a high enough quality to download and use. Five people also requested that more of the video/audio material be available in languages other than English. Two people requested audio/video recordings of press conferences and meetings, somebody else wanted live chats with experts and another person suggested a concentrated weekly update video.

**Statistics comments** - 15 people requested more detailed statistics information stating that the information presented was too broad to be useful and the lack of cross checking gave them doubts over the reliability of the information. 10 people wanted the data to be updated more quickly and/or more frequently. Somebody suggested that there should be the ability to save the queries that they have generated and somebody else suggested a joint statistics database for the Bretton Woods institutions. Another comment was that more explanation was needed about the statistics presented and the formulae used.

**Training course comments** - 9 people requested that WTO training courses be available to people other than government officials. Other requests were for more online courses with suggestions being for courses on how to use the website and an introduction to the WTO. Somebody stated that the current online modules were not useful and suggested using the courses of the International

Chamber of Commerce as a model. One complaint was made about not being able to easily access training material from the home page.

**Disputes comments** – Four people complained that the disputes information was not up to date and 5 people requested that we summarize disputes decisions. Six people requested to be able to see the dispute information by WTO agreement and 2 people said that they had experienced difficulties finding disputes by subject. Somebody suggested that the disputes page should have the facility for the user to type in a dispute number and be taken directly to the page for that dispute. Other requests included the broadcasting of more of the disputes processes, more background information on the situations leading to disputes, for the GATT disputes to also be classified by country & subject and for information on how to file a complaint about violation of an agreement. One person requested that the Analytical index be updated more frequently.

**Events comments** – Five people have requested more information about upcoming events including the DG's visits. Somebody commented that the information about registering for the public forum was not prominent enough on the home page.

**Country/regional information comments** – 12 people requested that the information (including statistics) on countries be improved. One person suggested structuring the country pages on the lines on the TPR report. 11 people mentioned that there was a lack of information on Regional Trade Agreements and/or explanation of the different country groupings on the website. 3 people mentioned that information on proposals and negotiating documents were either not available or not up to date. A request was also made for more comments from members to be displayed on the site and a couple of people wanted more information on the impact of the entry of China into the WTO. Several people are search for information on a country and subject basis eg Agriculture in India. Somebody commented that the site could benefit from more and better maps. Several people mentioned the difficulty in finding up to date and comprehensive information on the status of the negotiations for accession of certain countries eg Russia and Algeria.

**General information comments** – 12 people requested more executive summaries and background information on the subjects covered by the WTO. 8 wanted to see more analysis, debate and opinion on the issues, another 8 wanted more case studies including independent analysis of the impact of implementing WTO issues and somebody requested information on globalization as a whole. There were requests for information to cover issues such as workers rights, social responsibility, gender issues, fair trade, commodity prices and resources to help companies compete and take advantage of global markets. Two people commented that the dictionary of terms/glossary should be expanded and updated to explain terms used by WTO which may be unknown to the general public. Two requests were also made for the agenda for more meetings to be made available with links to the documents as is done for SPS. Six people made requests for more information on the background and relationship between GATT and WTO and how one became the other. Somebody requested a section describing the relationships that the WTO has with other international organizations.

**News comments** – 4 people mentioned that videos/news/speeches are not available on the website fast enough – it is sometimes possible to read a news item on a WTO subject on one of the news sites before it is available on the WTO website. Somebody requested that the text of press briefings be placed on the website.

**Secretariat comments** – 2 people mentioned that it was important to maintain the impartiality of the secretariat. 3 people requested greater participation of the secretariat staff in the online forums and for comments in the forums to be acknowledged. Somebody suggested the use of more categorized forums. 4 people requested the facility for discussions with experts and 1 person requested the details for a French press officer for telephone interviews. 2 people said that the DG's page was too prominent. 3 people requested that contact details of officials be placed on the site and for a better overview of the secretariat.

**Legal texts comments** – One person said that it was hard to tell which of the WTO agreements are still in force eg the legal texts gateway says the Textiles agreement has terminated but there is no note to this effect at the top of the textiles page. Two people mentioned that there is no full package of WTO agreements and that its difficult to understand the differences between GATT47 and GATT94.

**Development comments** – 8 people thought that the site did not have enough cover of issues about development or of interest to developing countries. Somebody requested more specific information on programmes such as JITAP and IF.

**NGO comments** – 5 people requested more information on the relationship between the WTO and NGOs. Somebody requested that all the listed NGO papers be published on the website as it would save the external relations staff the hassle of mailing them out.

**Other comments** – 6 people stated that the design/look of the website could be better. 3 people thought that the site had been designed for people that already knew about the WTO. Somebody requested that they be alerted when new vacancies are added to the site. 4 people noted that the services section of the website was not up to date particularly in relation to proposals and schedules. Two people requested that the site should contain tariff information. 1 person specified that they didn't want any blogs. 3 people requested that more hardcopy information be available for free. 2 people noted that the Sutherland report had been removed from the website. 3 people requested more print friendly pages saying that it was difficult to print out the pages without losing information. Somebody mentioned that when they tried to print UTW the text fell outside the printable margins (not sure if they were trying to print the html or the word version). Somebody requested that some of the information be more precise as information sometimes too vague/diplomatic. There were several requests for a section for academics (similar to students, journalist), containing information such as book reviews, reading lists and events for academics – a kind of WTO university.