

Land Portal Visitor Survey 2021

Results, trends and areas of improvement

June 2021



LP Visitor Survey 2021

Background information



Background¹

A timeline of LP's key dates and surveys

A star is born!

LP activities begin in 2009 and the pilot website goes online in 2010.

Independence day

8th of September 2014 – It's a sunny day in the Netherlands when the LP becomes an independent foundation...

Ask the expert

In January a round of consultation with experts begins in order to identify top-level categories for the website

Just listen!

In May and July, the LP runs a series of in-depth interviews with users and stakeholders

1st user survey

In Spring 2018 the LP launches its first structured annual visitor survey – It's number one!

3rd user survey

One, two and three-in-a-row... It's May 2020 and for LP it's time for the 3rd annual visitor survey!

4th user survey

Ready, set, go! It's 4 visitor surveys in a row!

2009-10

2014

2015

2016

2017

2018

2019

2020

2021

Save the date!

14th December 2014: the LP launches the new version of its open access web platform, now including LandBook, LandLibrary and LandDebate

Say what?

In December 2015, the LP launches its very first survey to learn more about CPs and indicators

Restyling

Over summer, the LP website gets pimped, coming back with brand new design and functionalities

2nd user survey

It's May 2019 and it's time for yet another annual visitor survey for the LP – It's number two!

Happy Birthday!

Let's celebrate – It's 10 wonderful years of LP!

land
portal

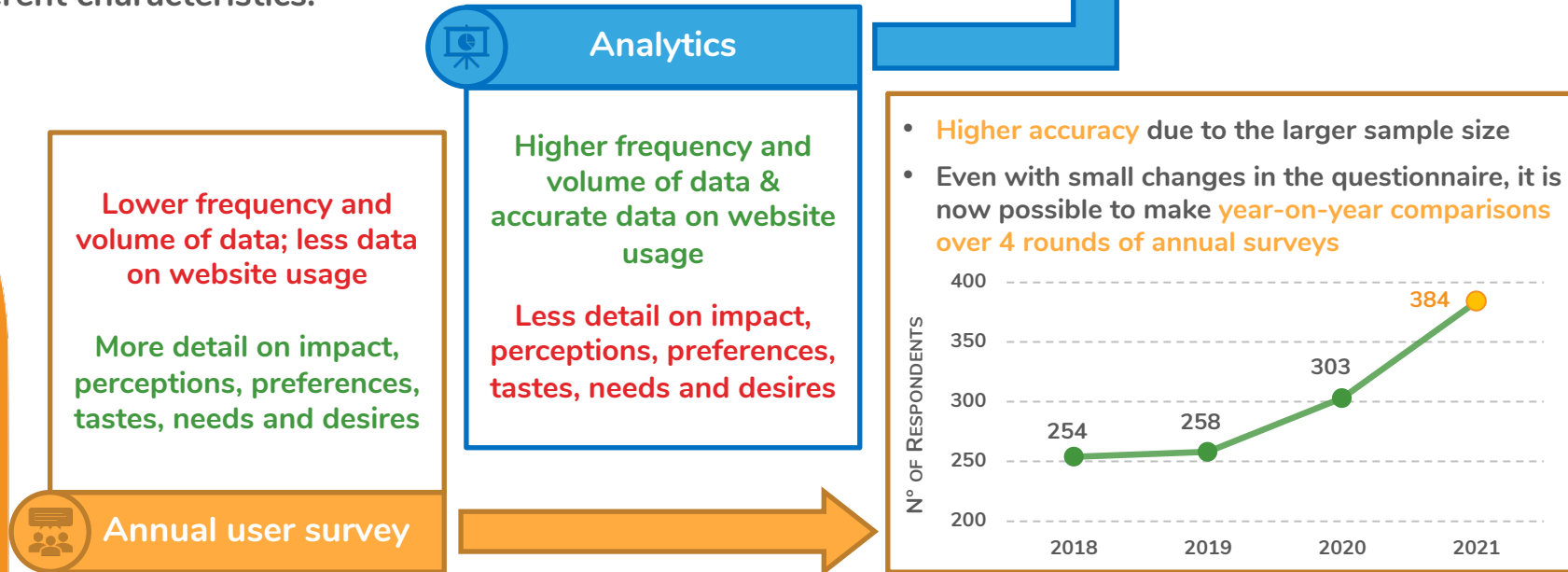
Background¹²

The LP user community: information sources & trends

2021 – The LP according to Analytics

- **Regular** (annual & monthly) **detailed reports** from Analytics
- Over **54k visits** in May 2021 [↑ trend] + 4k visits [GeoPortal]
- Over **1.1M pageviews** in the last 12 months [↑ trend, incl. GeoPortal]
- **64%** of visits from **Global South** [~ trend]
- **1'33"** Average time per visit [~ trend]

- There are **2 main sources of information** over LP visitors, with different characteristics:



LP Visitor Survey 2021

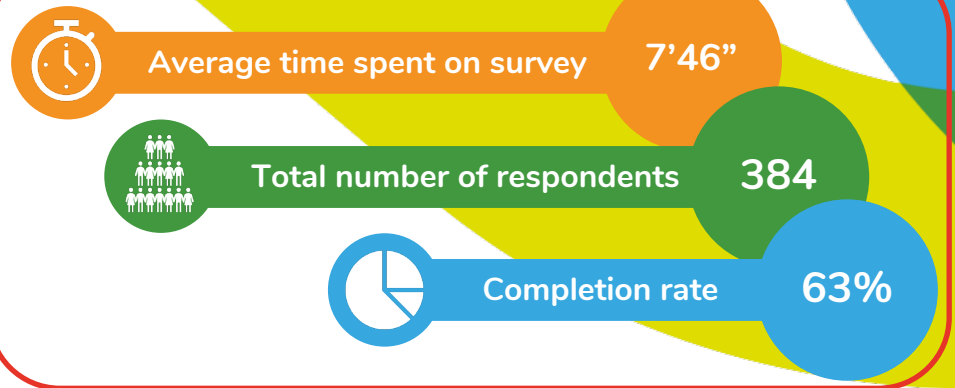
Profiling users and respondents



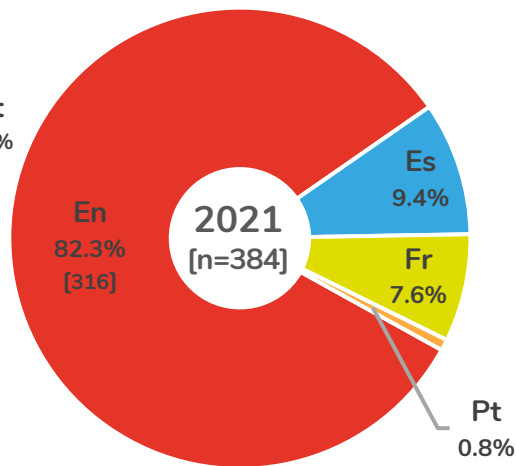
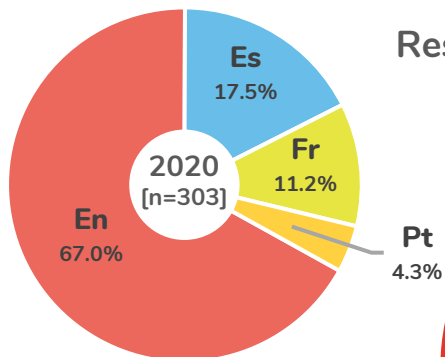
Respondents | 1

About the survey

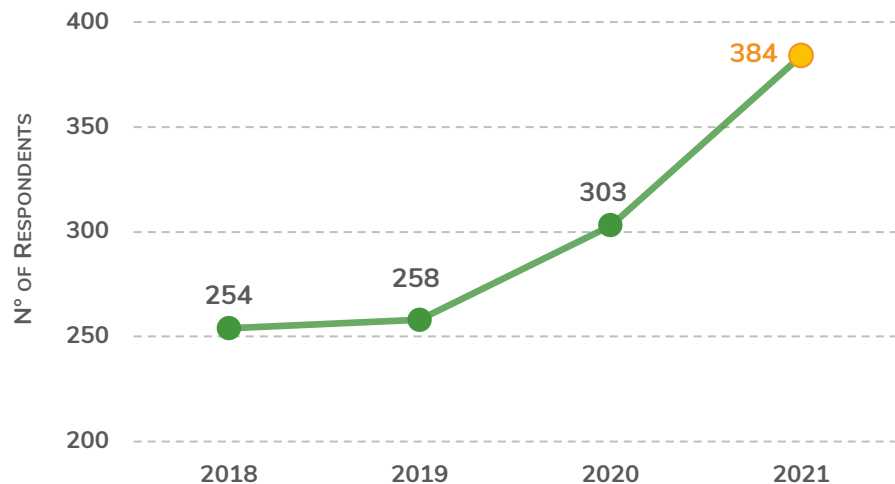
- **Multilingualism is still important** – but the cumulative share of **responses in FR, PT and ES dropped** compared to last year: in 2020 was 33%, compared to 17.7% this year. In other words, more people took their survey in English this year [$>82\%$]



Responses by language in 2020 and 2021



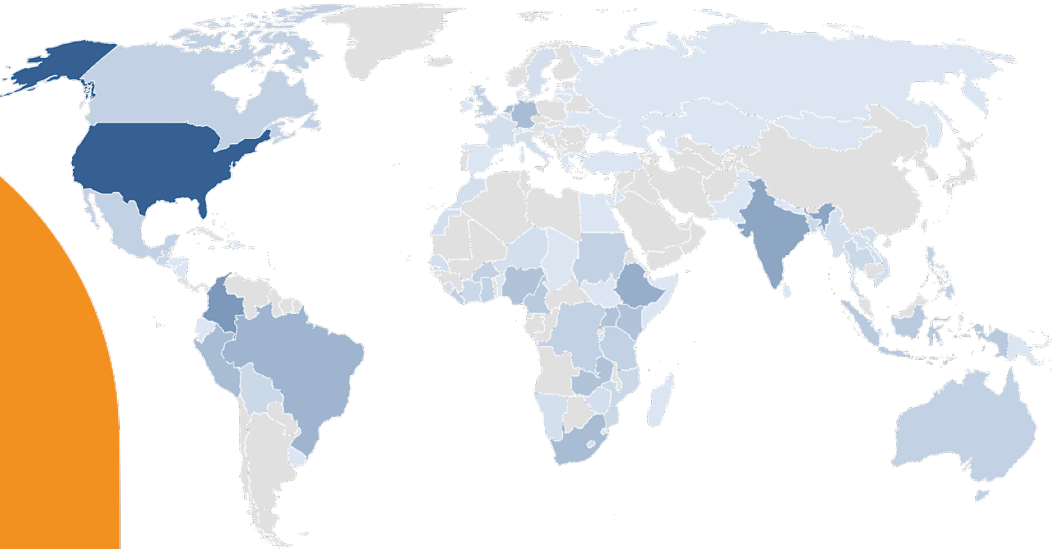
- In 2021 the LP visitor survey reached the **highest number of respondents ever: 384** – that is **+26.7%** compared to 2020



Respondents 12

Geography

Respondents by Country [n=247]



- Respondents from **80 different countries** took the survey. In 2020 only 65 countries were represented, and 60 in 2019
- **Over 2/3 of respondents** are based in the **Global South**



Number of countries

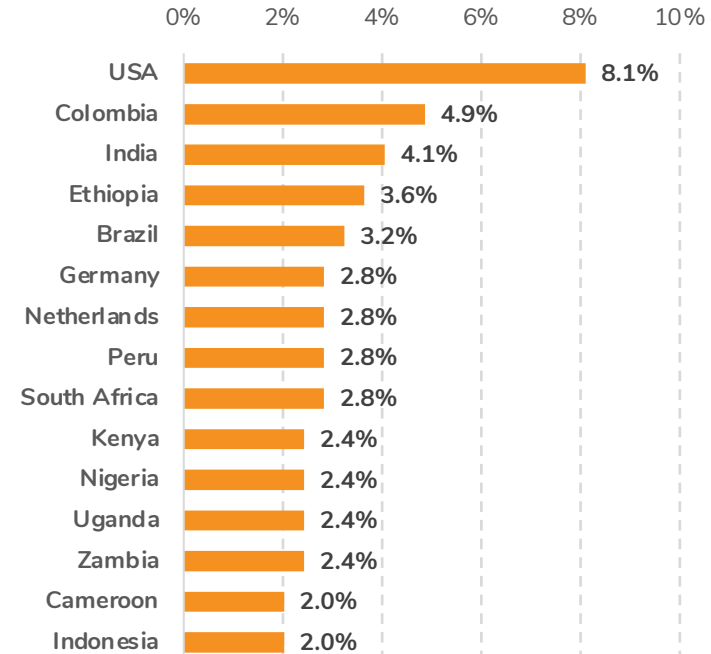
80



From Global South [non-OECD]

68%

TOP COUNTRIES BY SHARE OF RESPONDENTS



Respondents 13

Gender & age

66%

Men

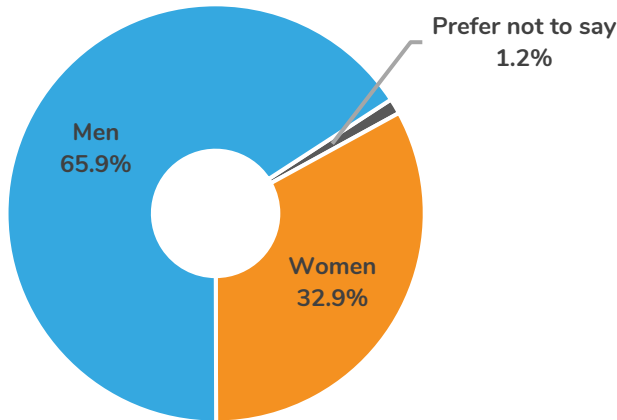


Women

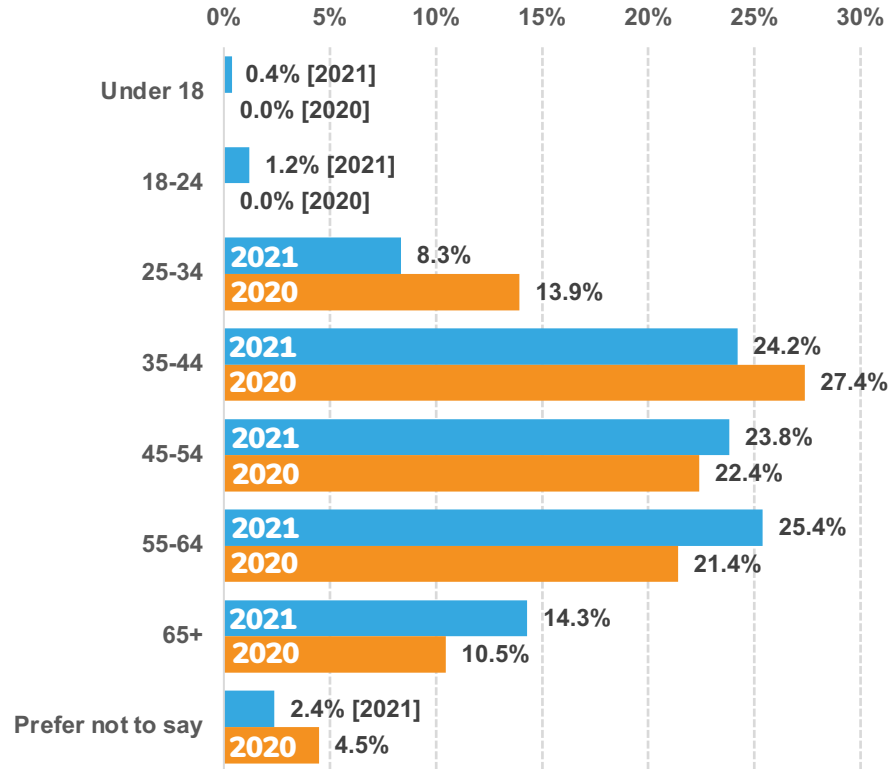
33%

- There is a **prevalence of male respondents [65.9]**. The gender distribution is **stable compared to previous rounds**, with about **1 woman in every 3 respondents**

Respondents by Gender [n=252]



Respondents by age group in 2021
[n=252 in 2021; n=201 in 2020]

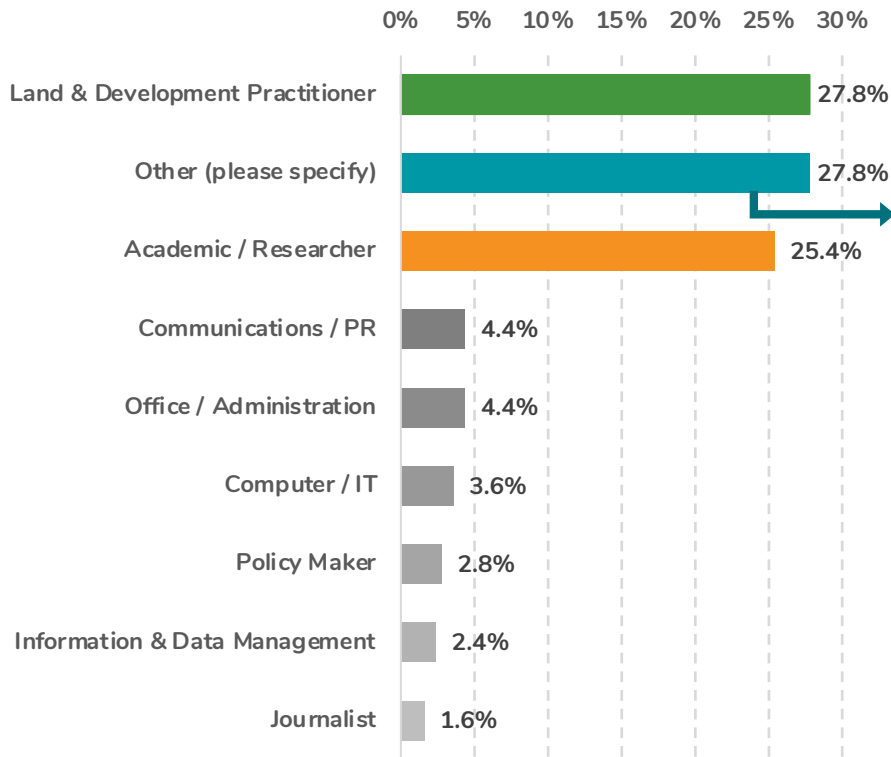


- Although a small number of young respondents [<24] did take the survey this year, **the most represented age group in 2021 is 55-64**, suggesting that the average LP visitor is getting older compared to previous years

Respondents 14

Occupation

RESPONDENTS BY OCCUPATION [N=252]

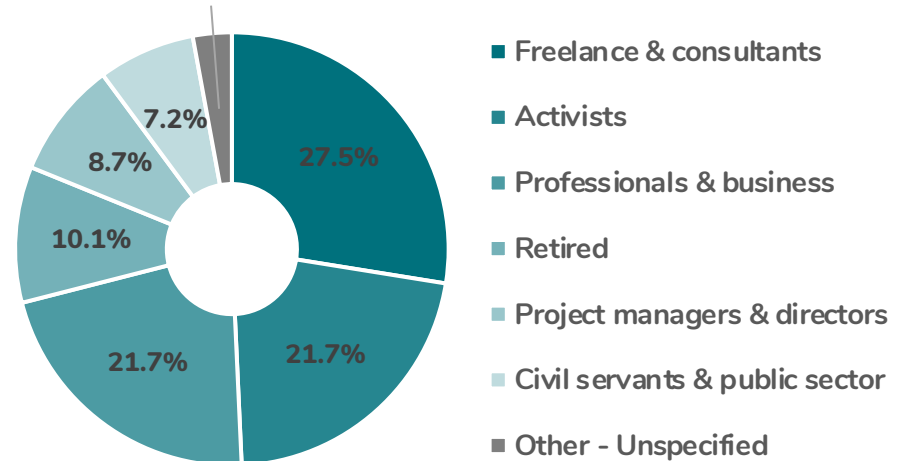


Researchers + practitioners

53%

- **Researchers and Practitioners** are the **top visitors for the 4th year in a row**, representing more than 1 in 2 respondents
- **The share of both Researchers and Practitioners decreased compared to 2020**, when they represented respectively 35% and 33% of the sample. The proportion of the **“Other” group grew from last year (it was 17%)**, with **freelance, activists and business professionals** subgroups playing the lion’s share

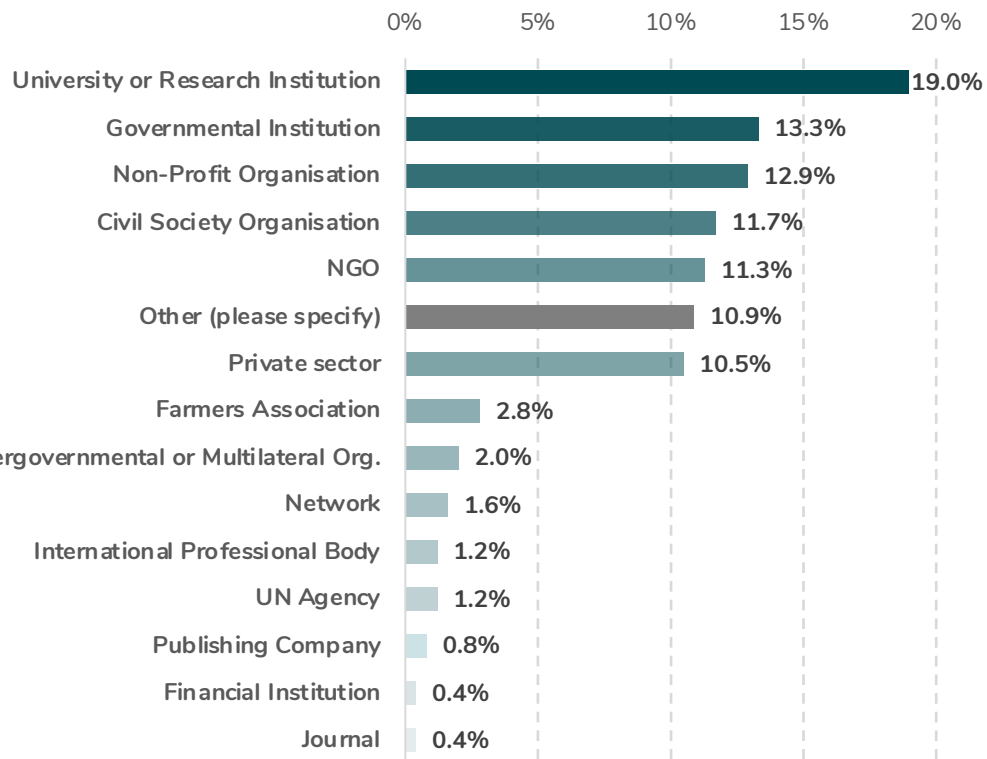
2.9% Decomposition of “Other occupations” [n=70]



Respondents 15

Occupation continued

RESPONDENTS BY ORGANISATION [N=248]



Work in a university or research Institution 19%



Work for NGO, non-profit or civil society 36%



Work for private sector 10%

- The **composition** of respondents by organisation remained **similar to the previous rounds of the survey**
- **Universities, governmental institutions, non-profit organisations, civil society, NGOs and private sector** are the most common occurrences, all recording shares above 10% of the sample

Respondents 16

Use & engagement

- Respondents tend to visit LP more often compared to last year survey, but they have contributed less – 28% of respondents said they contributed to LP in 2021, compared to 40% in 2020



Visit LP at least once a week

52%



Visit LP at least once a month

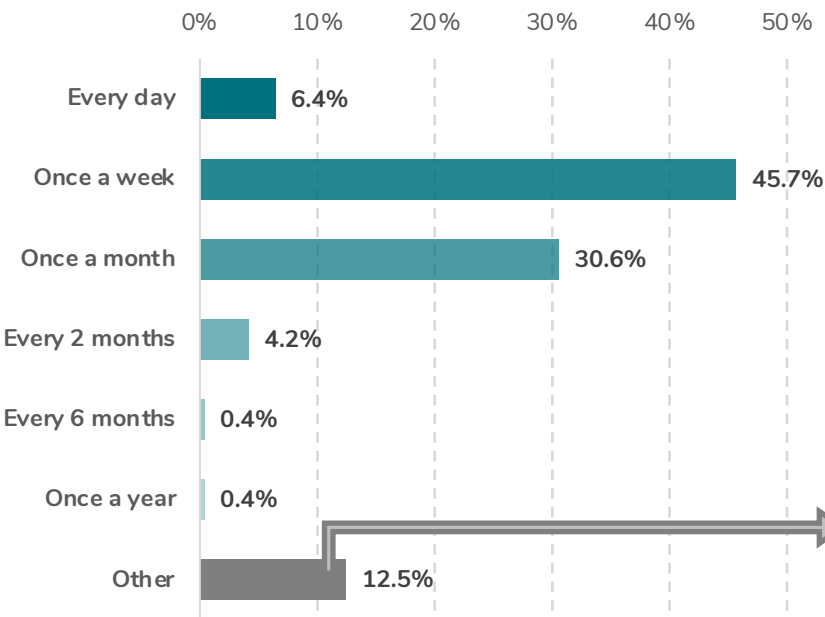
83%



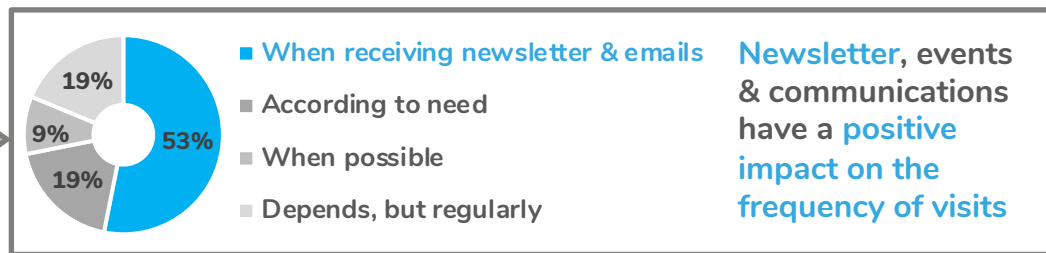
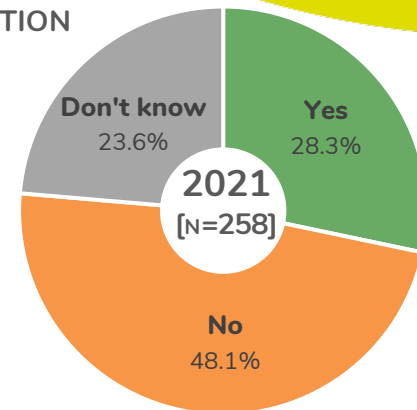
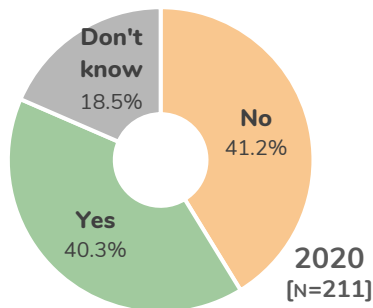
Have contributed to the LP

40%

HOW OFTEN DO YOU VISIT THE LP? [N=265]



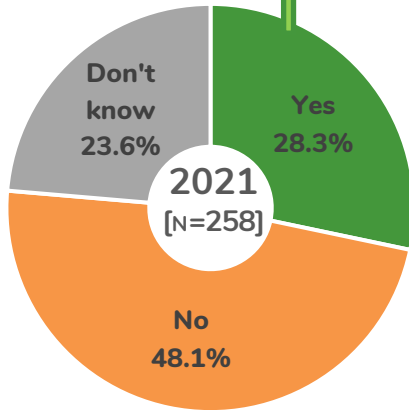
HAVE YOU OR YOUR ORGANISATION CONTRIBUTED TO THE LP?



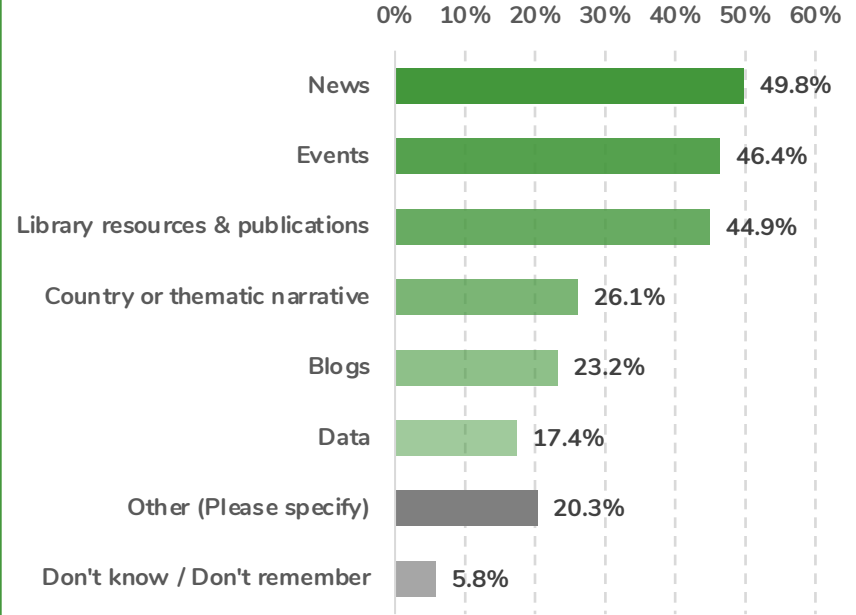
Respondents 17

What did users contribute?

HAVE YOU OR YOUR ORGANISATION CONTRIBUTED TO THE LP? [N=211]



WHAT DID YOU CONTRIBUTE?
[N=69; MULTIPLE CHOICE; ASKED ONLY TO CONTRIBUTORS]



- In 2021 the share of contributors decreased to 28.3% compared to 40% in 2020. This could potentially indicate a reduction in the level of engagement, but it could also just be the consequence of having a higher number of responses and visitors, as well as a wider and more efficient network of professional contributors – which is possibly a more sustainable strategy to populate the LP with relevant contents in the long run
- News, events and publications are the top content types for contributors. While last year 30% of respondents contributed with data, in 2021 the same figure dropped to 17.4%

Respondents 18

Reasons for using LP

Freq.	Word
78	land
55	information
26	issues
19	learn
18	work
16	get
16	knowledge
16	rights
12	data
12	research
12	share
11	development
11	inform
11	información
10	access
10	foncier
10	governance
10	keep
9	ideas
9	temas
9	use
9	world
8	experience
8	tierra
8	update

WHAT IS YOUR MAIN MOTIVATION FOR USING THE LAND PORTAL?
[N=247; OPEN-END]



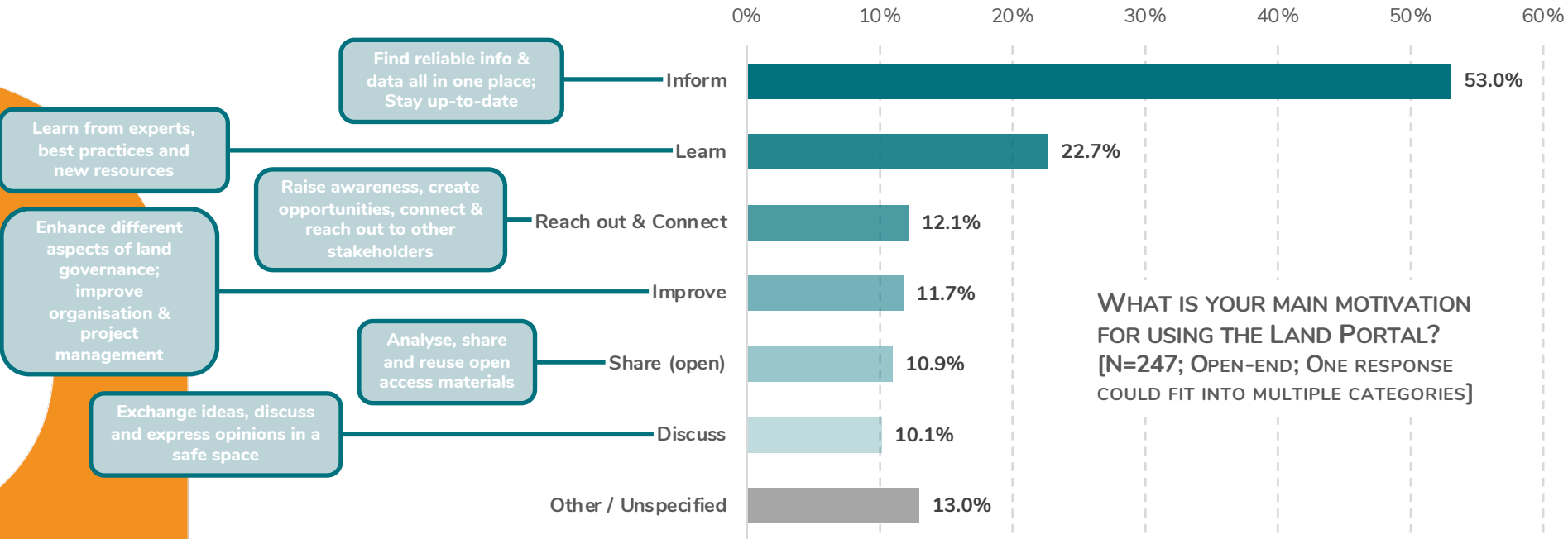
- This word cloud has been built using the frequency of the words that respondents used to explain why they use the LP
- There are **multiple reasons for using the LP**, which reflect an active and diverse community of users
- Different languages shows similar patterns, suggesting that the reasons for using the LP are similar – no matter what is the preferred language
- The vocabulary used reveals a **constant interaction between LP and its users**, suggesting that the LP is mainly perceived as an information provider, but also as an open space to learn and share relevant resources and ideas, and to interact and connect with the land community

Respondents 19

Reasons for using LP continued

- Different motivations for using the LP were classified into the key categories below. Even if there is a subjective element in this exercise, it also provides useful insights

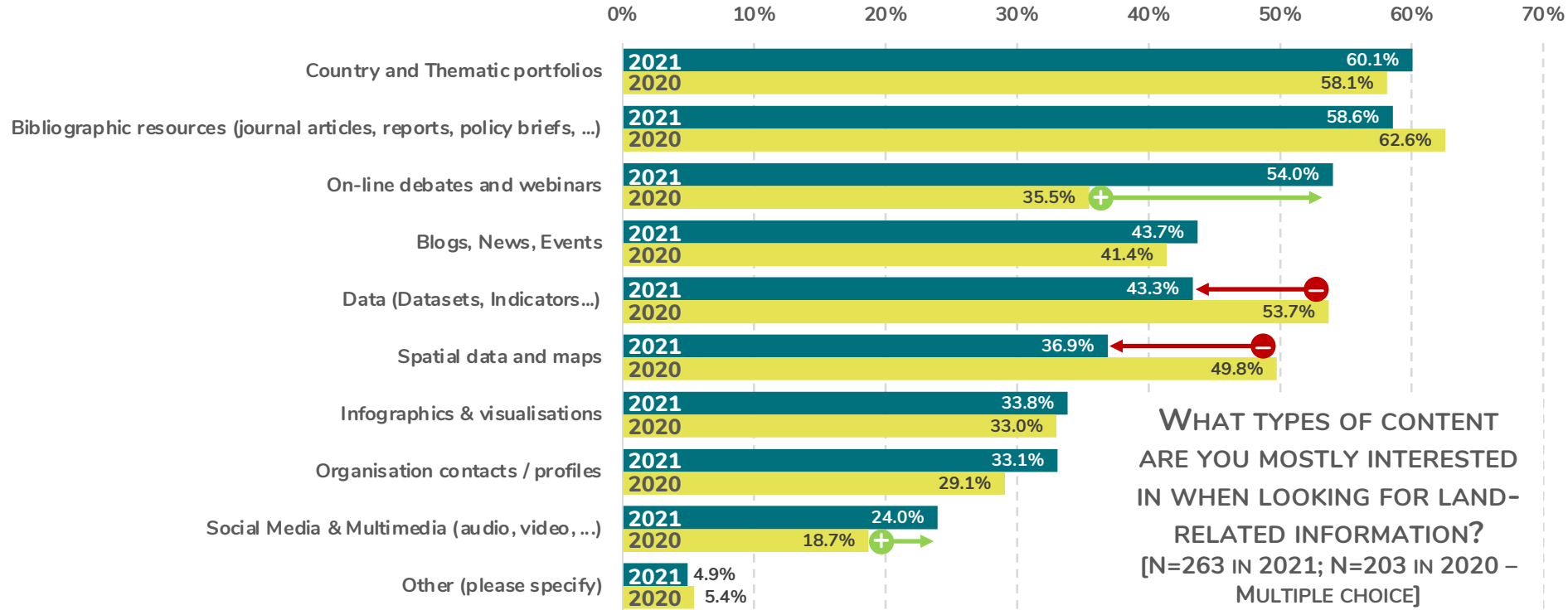
- For the 2nd year in a row, the main motivations for using the LP align closely with its strategy: inform, open, debate.
- Over 50% of respondents use the LP to inform themselves, and in particular to find reliable info and data in one place, and to stay up-to-date
- Results suggests that the LP is not only seen as a trusted information source, but also as a **multifunctional and engaging platform** – where one can learn, share, discuss, reach out and connect with other sectoral stakeholders and experts



Respondents | 10

Interests & contents

- Visitors are interested in multiple content types – 3 or more different content types per respondent
- CPs & TPs, and bibliographic resources are the most interesting content types according to respondents
- While the interest for on-line debates & webinars grew considerably in the last 12 months, the users' interest in data and maps decreased



Respondents | 11

Who is the average respondent?



Woman
[~33% of the full sample]

- 35-44 years old
- Researcher
- Based in an OECD country
- Work for a university, non-profit entity or governmental institution
- Visit LP once a week
- Has contributed to LP
- Mostly interested in on-line debates & webinars
- COVID had no impact or it has increased how often she visits LP
- Trust LP [NPS=54]



Man
[~66% of the full sample]

- 55-64 years old
- Land & development practitioner
- Based in the Global South
- Work for a university, NGO or civil society organisation
- Visit LP once a week
- Has not contributed to LP
- Mostly interested in CPs & TPs and publications
- COVID had no impact on how often he visits the platform
- Trust LP [NPS=55]

- According to this year visitor survey, the **average woman** using the LP is a **mid-career professional**, often a **researcher in her 30s/40s based in a OECD country**. She trusts the LP and she is **well-engaged and active**: she is likely to have contributed to the LP; she visits LP once a week and she often joins on-line **discussions and webinars**

- The **average man** using the LP is a **late-career land & development practitioner in his 50s/60s, often based in the Global South**. He trusts the LP, but he is **less engaged and active than women**: he is likely not to have contributed to the LP, although he visits the platform regularly (about once a week); he mainly looks for **country and thematic portfolios** and for **publications**

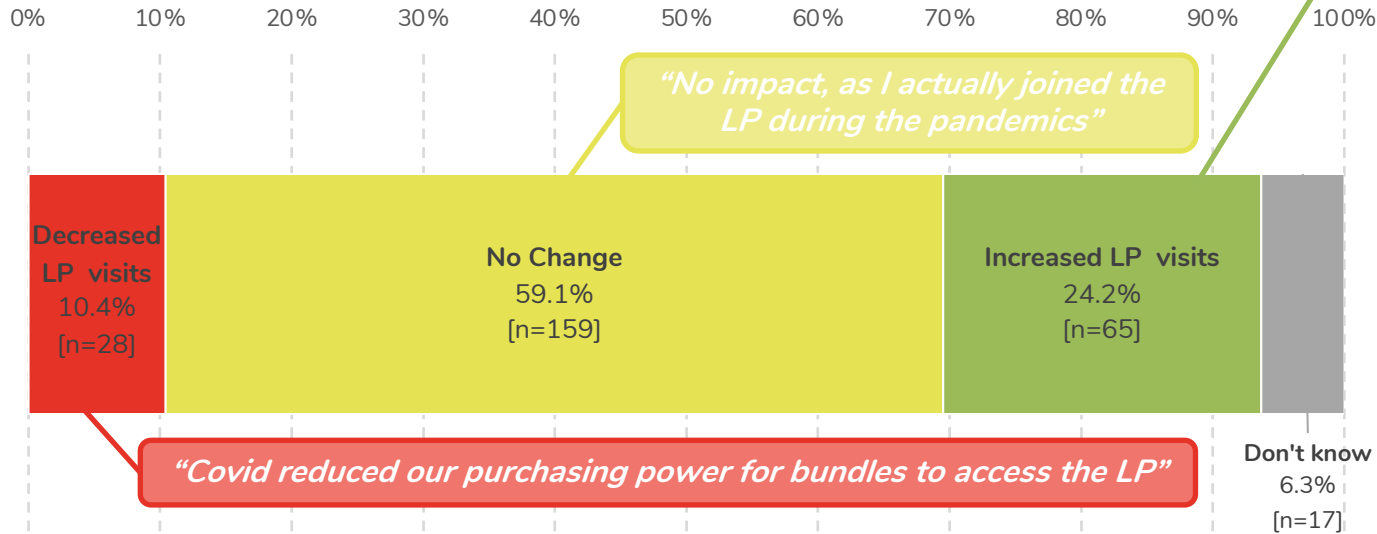
LP Visitor Survey 2021

Impact of COVID-19

Impact of COVID

On LP visitors

HAS COVID-19 AFFECTED HOW OFTEN DO YOU VISIT THE LAND PORTAL? [N=269]



"Covid has increased my use of LP: I spend more time learning on the platform, especially during lockdowns"

"We have done more publications on LP (blogs) while being unable to travel"

"I have joined more discussion and webinars online"

"Working from home I rely more on online resources and the accessibility of LP has helped me a lot"

"Covid reduced our purchasing power for bundles to access the LP"

"No impact, as I actually joined the LP during the pandemics"

- Most respondents (59%) stated that the COVID crisis had no impact on their use of the LP and some new users – in fact – joined the LP during the pandemics. The share of users who declared that they had increased their visit to LP due to COVID (24.2%) is more than twice as big as the share of users who actually reduced their frequency of visits to the LP platform (10.4%). For some visitors, issues of poor connectivity and cost barriers were amplified during the pandemics, reducing their ability to access internet and thus the LP. For others, working from home made the LP a crucial resource to stay informed, conduct research and connect with stakeholders and colleagues despite travel and work restrictions.

LP Visitor Survey 2020

Impact

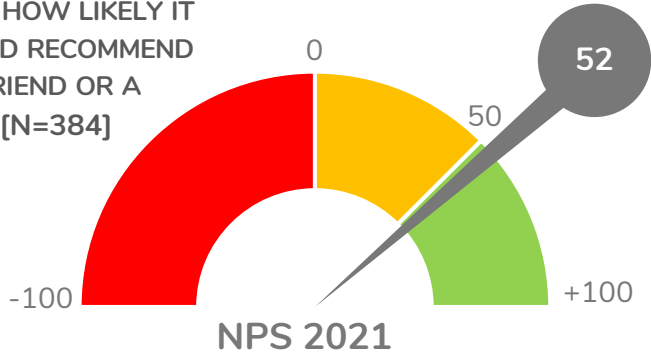


Impact 1¹

Net Promoter Score – NPS

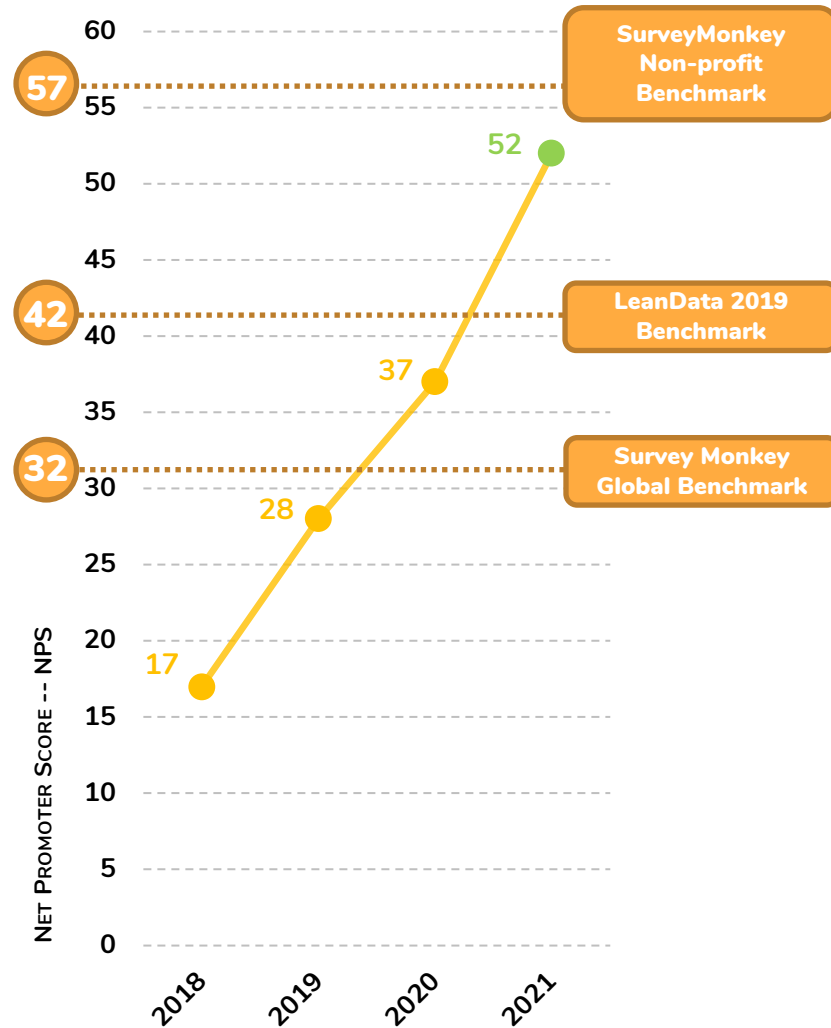
- NPS has been increasing constantly over time, reaching 52 in 2021 – the highest value ever for the LP – and recording also the highest year-on-year growth. The SurveyMonkey benchmark for non-profit is still slightly higher [57] and could be set as a target for next year

ON A 0-10 SCALE, HOW LIKELY IT IS THAT YOU WOULD RECOMMEND THE LP TO A FRIEND OR A COLLEAGUE? [N=384]



$$\text{NPS} = \% \text{Promoters} - \% \text{Detractors}$$

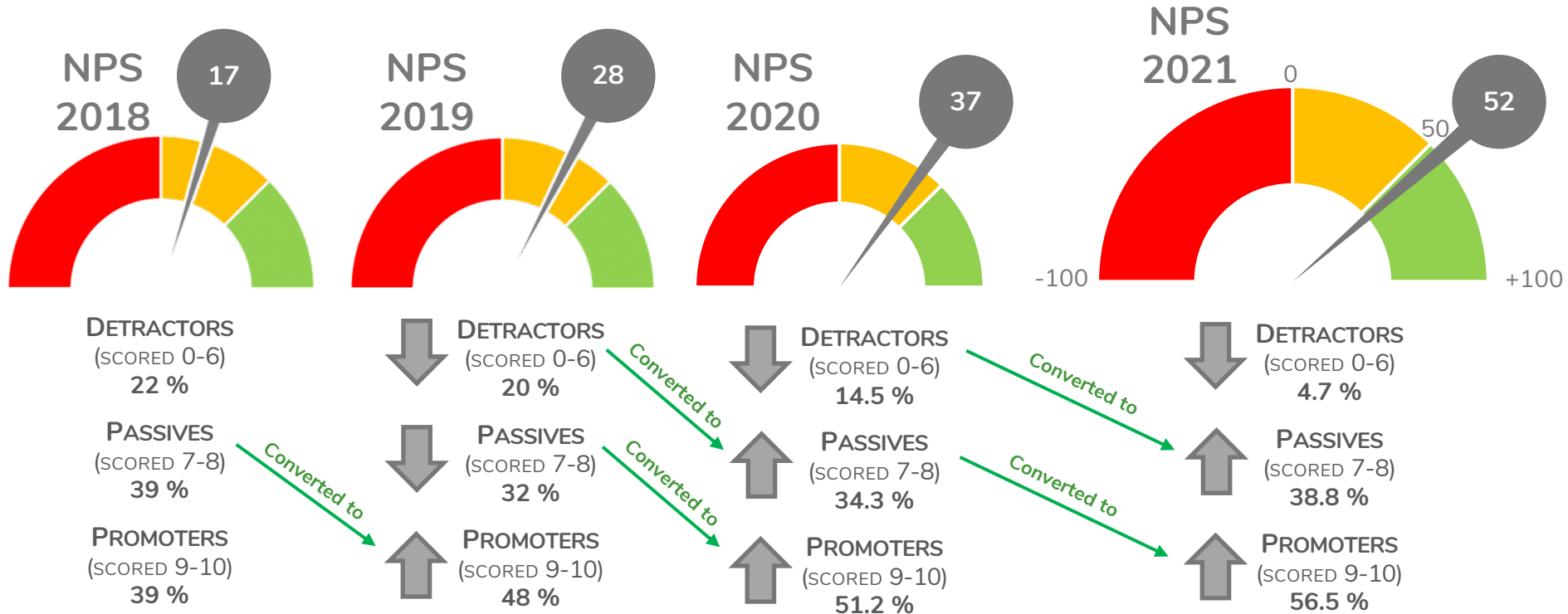
DETRACTORS (SCORED 0-6)	PASSIVES (SCORED 7-8)	PROMOTERS (SCORED 9-10)
4.69 % (N=18)	38.80 % (N=149)	56.51 % (N=217)



Impact 12

NPS conversion dynamics

- Over the last few years detractors and passives have been successfully converted to passives and promoters, respectively. The conversion of passives into promoters – while maintaining low levels of detractors – will be key to further improve the NPS. Future increases of the NPS are likely to be smaller and smaller, as the room for conversion reduces.

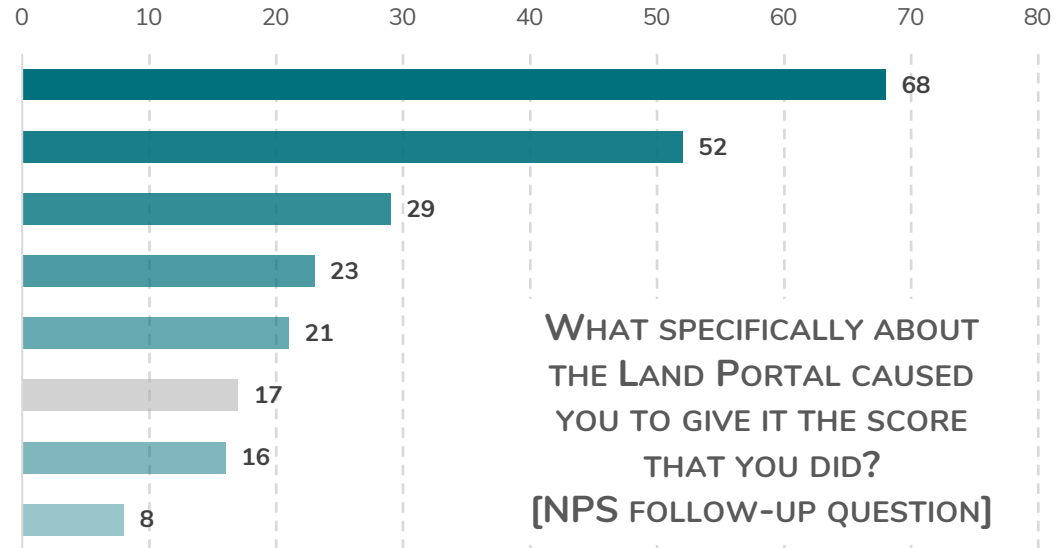
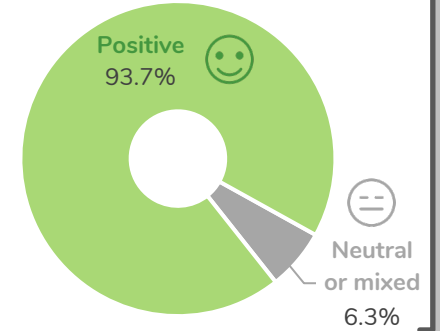


Impact I3

NPS results – PROMOTERS (9-10)

- Respondents were asked to explain what motivated the score that they gave to the NPS. Their open-end responses were classified into 3 categories using sentiment analysis: **positive** 😊, **neutral or mixed** 😐, and **negative** 😞
- **Promoters are big fan of the LP** as they assigned 9-10 to the NPS question
- **Almost 94% of the promoters provided a positive feedback.** The main reasons they used to justify their perception of the LP are listed below.

Sentiment analysis

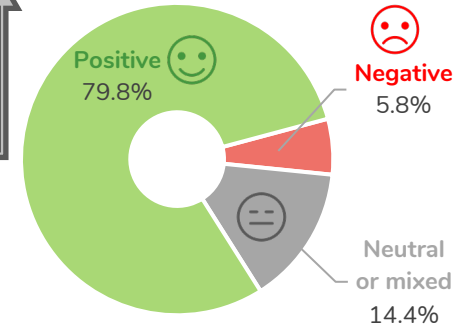


Impact I4

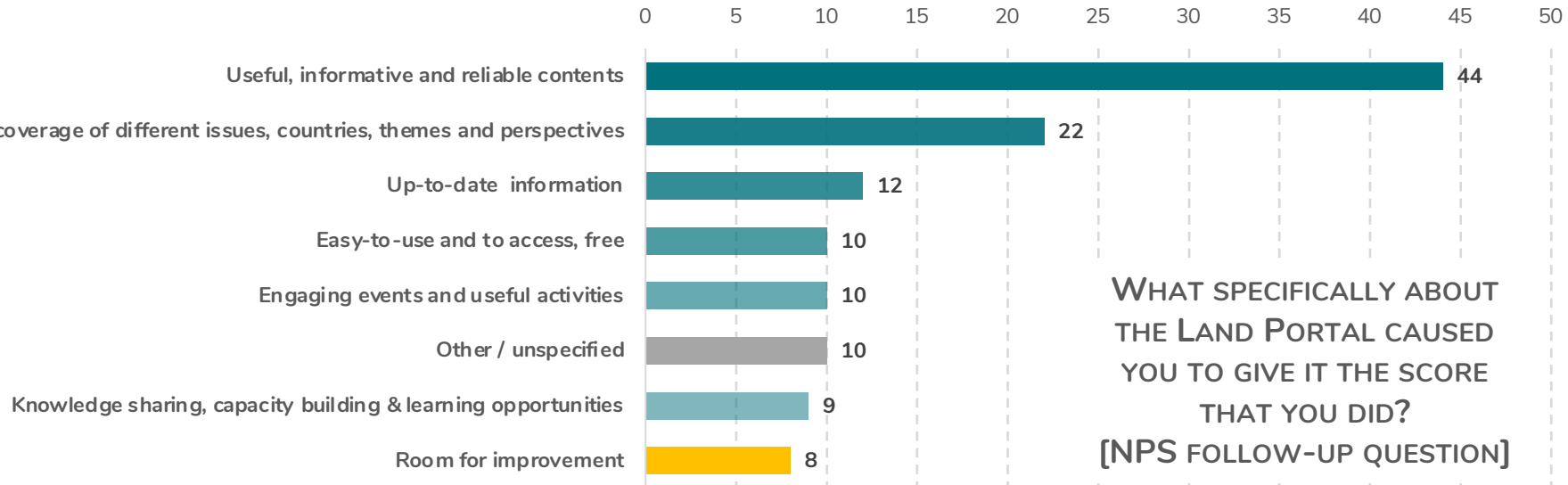
NPS results – PASSIVES (7-8)

- Respondents were asked to explain what motivated the score that they gave to the NPS. Their open-end responses were classified into 3 categories using sentiment analysis: **positive** 😊, neutral or mixed 😐, and **negative** 😞
- **Passives still perceive the LP in a very positive way: Almost 80% of them provided a positive feedback.** The main justifications they used are grouped in the list below. Only a handful of them suggested that there is room for improvement – so **there is room to convert many of them into promoters.**

Sentiment analysis



WHAT SPECIFICALLY ABOUT
THE LAND PORTAL CAUSED
YOU TO GIVE IT THE SCORE
THAT YOU DID?
[NPS FOLLOW-UP QUESTION]

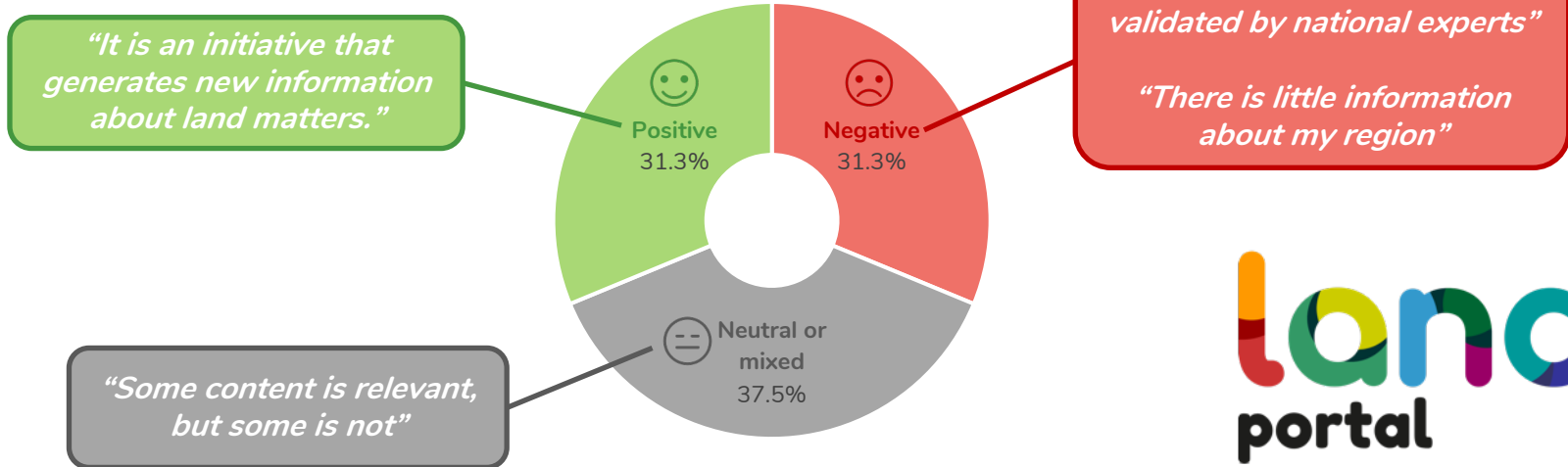


Impact 15

NPS results – DETRACTORS (0-6)

- Respondents were asked to explain what motivated the score that they gave to the NPS. Their open responses were classified into 3 categories using sentiment analysis: **positive** 😊, neutral or mixed 😐, and **negative** 😞
- This year the survey recorded the lowest level of detractors: they were only 18, corresponding to less than 5% of the full sample. About 1 third of all detractors even provided a positive feedback overall, suggesting that there is **room to convert them further into passives and promoters.**

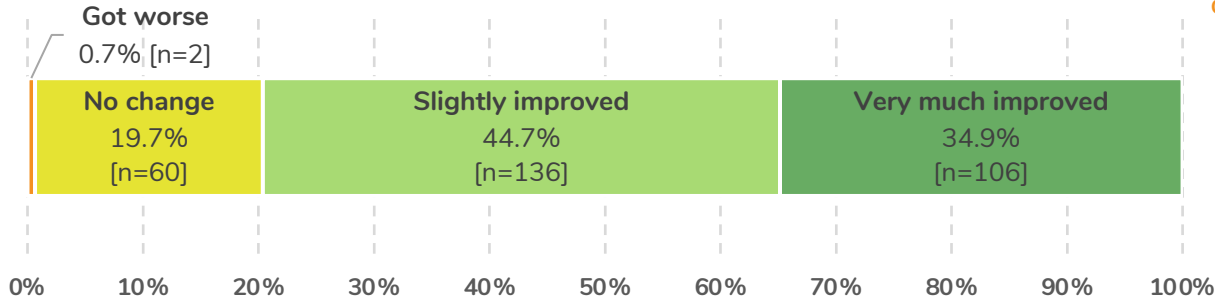
Sentiment analysis



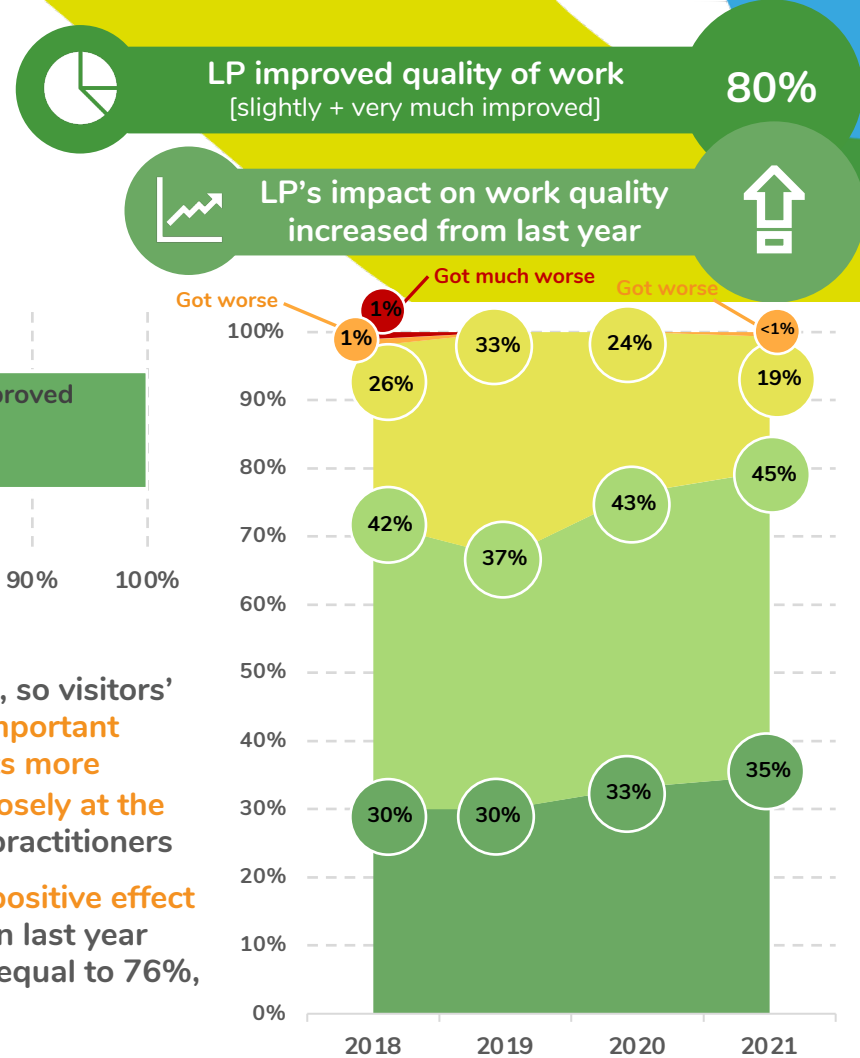
Impact 16

LP impact on users' quality of work

HAS LP CHANGED THE QUALITY OF YOUR WORK? [N=304]

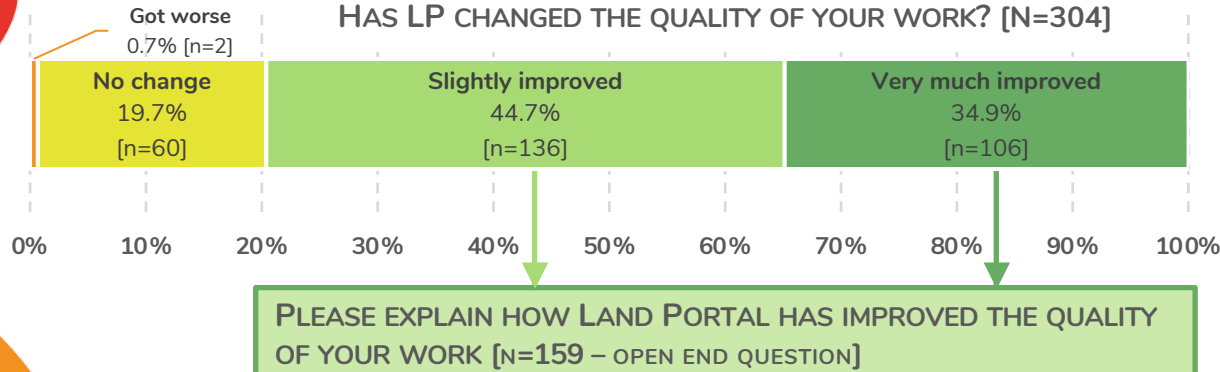


- Many of the LP services are offered to professionals, so visitors' perception on **how LP changed work quality** is an **important metric of impact and success**. While the NPS reflects more generally the level of trust, this metric looks more closely at the LP as a service provider for land professionals and practitioners
- **4 in every 5 respondents believe that LP has had a positive effect on the quality of their work**, with an improvement on last year results: in 2020 slightly + very much improved was equal to 76%, while in 2021 the same figure reached almost 80%

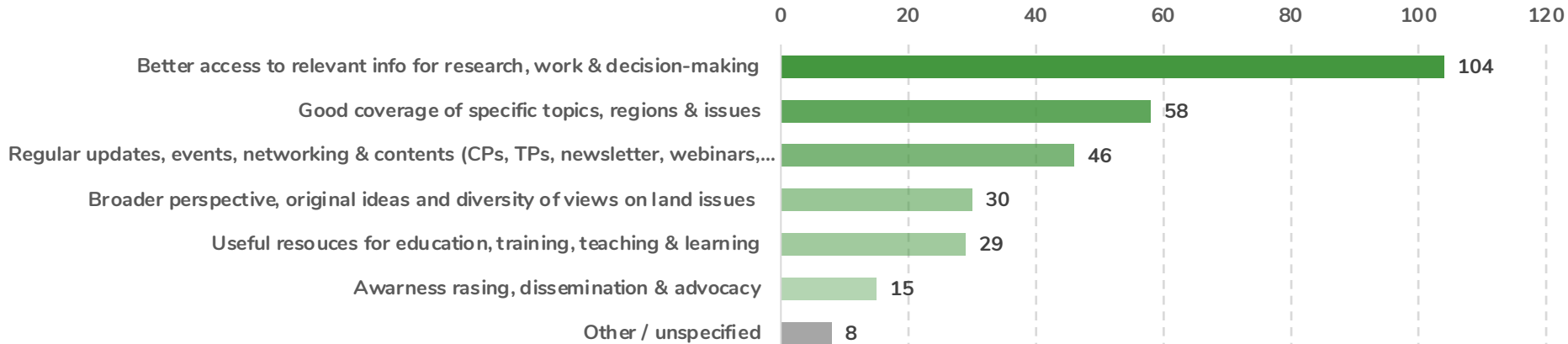


Impact 17

LP impact on users' quality of work: follow-up



- We grouped open-end responses used to explain why the LP had a positive impact on visitors' quality of work in the 7 categories reported in the figure. About 2/3 of respondents who answered this open question stated the the LP provides a better access to relevant info for research, work and decision-making. Many also flagged often the good coverage of specific topics/regions, and the regular updates, events, networking opportunities & new contents



Impact 18

LP impact on users' quality of work: What did respondents say?

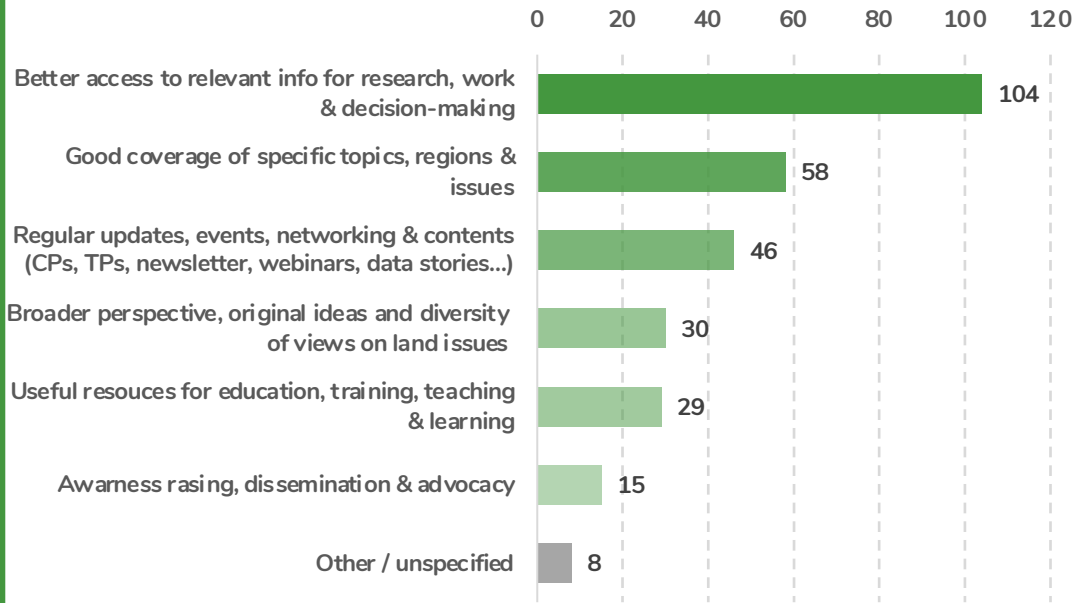


"I have access to information at the tip of my fingertips"

"Better access to land-related data, but also many opportunities for discussion and engagement"

"I lead my organization's work on land tenure and Land Portal has affected my decision making as well as our thoughts about land tenure in Africa"

PLEASE EXPLAIN HOW LAND PORTAL HAS IMPROVED THE QUALITY OF YOUR WORK [N=159 – OPEN END QUESTION]



"I do not need to spend time googling the latest big news or development on land rights. That work is now done for me by the LP, which saves my time and improves the quality of my work."

"Very interesting and impressive events"

"Par la diffusion sans cesse des contenus inédits sur le foncier"

"Trabajamos con pueblos indígenas y usamos la información de Land Portal para nuestro trabajo"

"Through Land Portal I could include information from sources that I would not have considered otherwise."

"I can point my students and fellow researchers to a central source of information related to land"

LP Visitor Survey 2021

Information challenges

Challenges

Information challenges in land governance

“Desinformación y desatención de los medios locales en temas climáticos y la problemática de la tierra”

“Disinformation and fake news”

“Recognition and mapping of different land rights, including customary and community rights”

“Land and territories of Indigenous People”

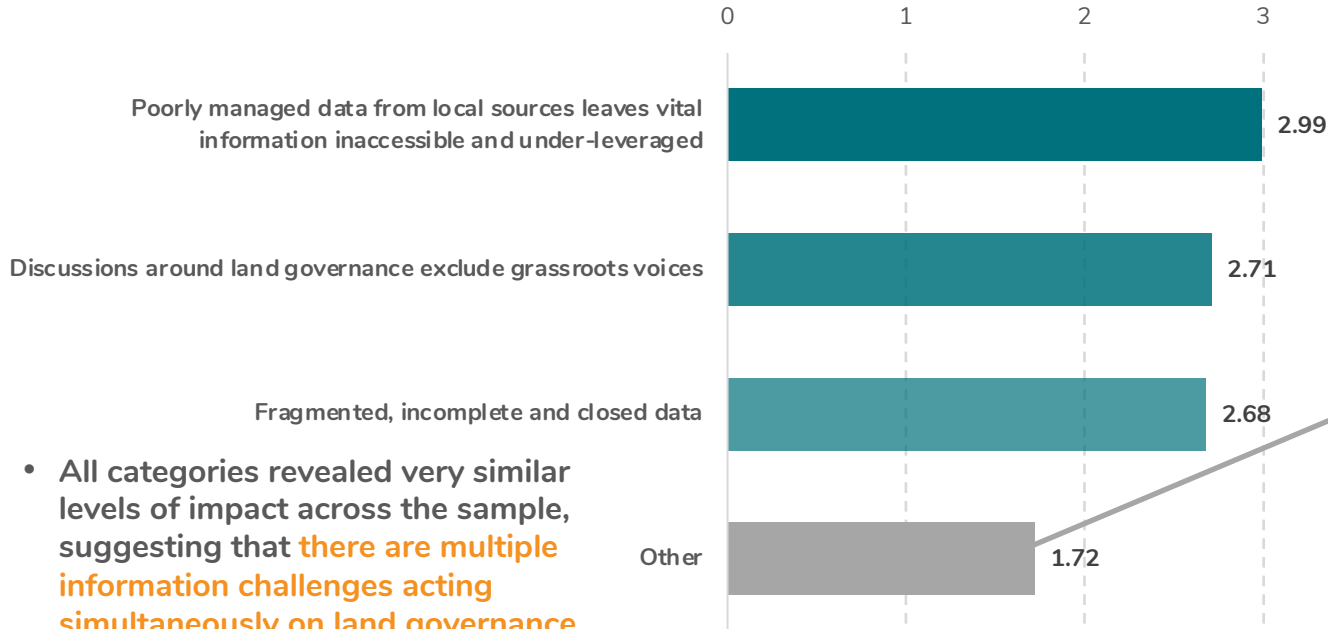
“Institutionalised corruption”

“Lack of transparency and corruption”



CAN YOU RANK THE INFORMATION CHALLENGES BELOW IN TERMS OF HOW THEY AFFECT LAND GOVERNANCE GLOBALLY?

[N=242 – RANKING QUESTION – WEIGHTED AVERAGE OF RESPONSES SHOWN IN FIGURE BASED ON RANK]



- All categories revealed very similar levels of impact across the sample, suggesting that **there are multiple information challenges acting simultaneously on land governance**

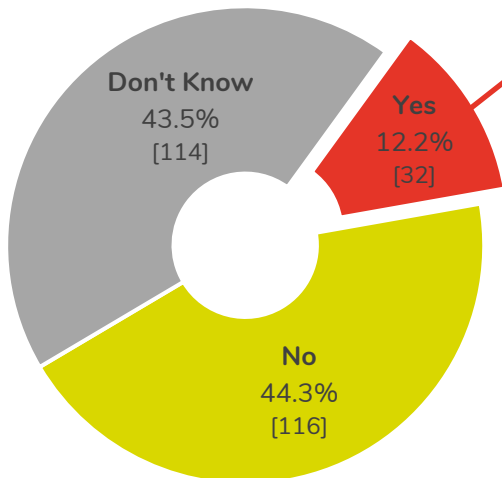
LP Visitor Survey 2021

Competitors

Competitors

Are there any competitors? Who?

COULD YOU EASILY FIND AN ALTERNATIVE TO THE LP? [N=204]



WHAT THIS ALTERNATIVE WOULD BE? [N=26]

"Global Land Information System (GLIS)"

"FAO, IFAD, EU and other public and private land management related web sites."

"World Bank reports"

"Google Scholar"

"Landesa"

- The LP is consolidating its position as the leading data and information sharing platform for land governance – The share of respondents who could find a good alternative to the LP reached the lowest level ever in 2021 [12%], compared to 16% in 2020

LP Visitor Survey 2021

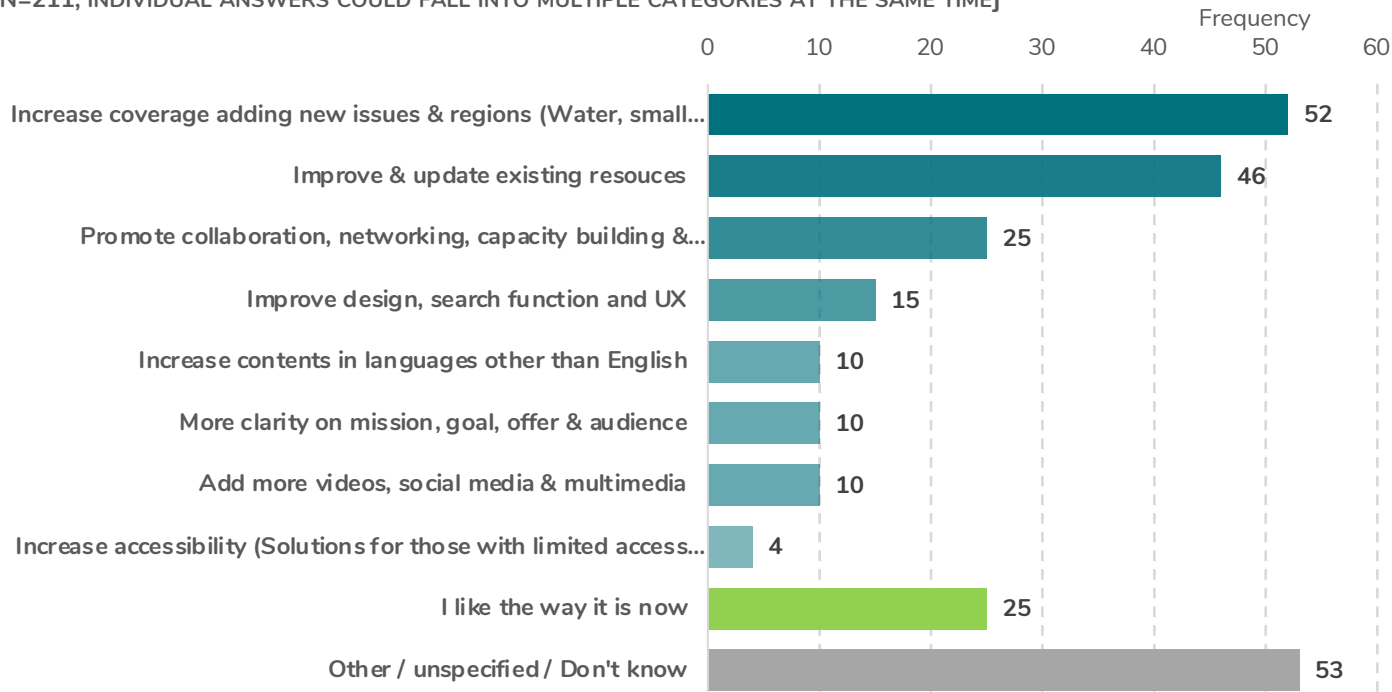
What about LP can be improved?

Improvements l1

Improvements suggested by visitors

WHAT ABOUT LAND PORTAL CAN BE IMPROVED?

[N=211; INDIVIDUAL ANSWERS COULD FALL INTO MULTIPLE CATEGORIES AT THE SAME TIME]

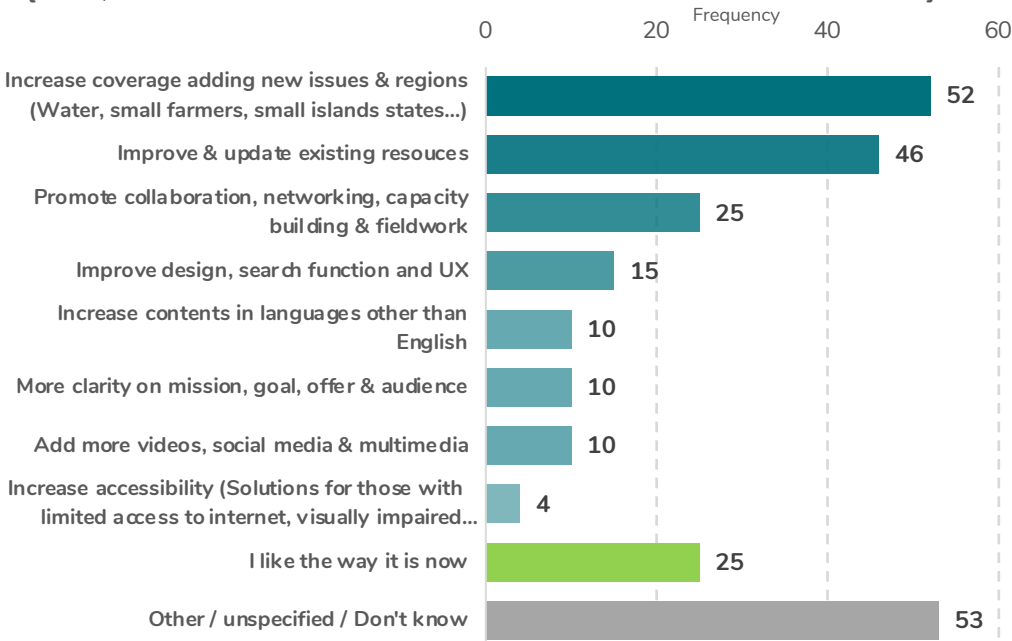


Improvements 12

Improvements suggested by visitors: What did respondents say?

WHAT ABOUT LAND PORTAL CAN BE IMPROVED?

[N=211; INDIVIDUAL ANSWERS COULD FALL INTO MULTIPLE CATEGORIES AT THE SAME TIME]



"Incorporate some video case studies from various land administration jurisdictions."

"Provide capacity building for network partners"

"It's great – great work!"

"Widen the geographical network to include small island states"

"Datos sobre países mas actualizados"

"Some countries have not seen updates for quite some time"

"Be careful in selecting colours especially for the visually impaired"

"Improve search functions – it's difficult to find something specific in the great offer"

"Translate to Bahasa"

"La traduction en Français pendant les webinars"

"Everything works perfectly!"

"Más acceso a contenido y conferencias en español para la región de Latinoamérica y el Caribe"

LP Visitor Survey 2020

Summary of key results & trends

Summary

Key insights & trends

- The LP is consolidating its position as the leading data and information sharing platform for land governance – visitors recognise its uniqueness, they value the diversity of contents and voices, and appreciate its dynamism
- Respondents increasingly see the LP as a multifunctional and inclusive knowledge exchange hub. They use the LP not only to find information and to stay up-to-date with the latest development in land governance, but also to learn, discuss, share, reach out & connect with other stakeholders and experts, and to improve their work performance
- All impact metrics grew, recording the best performance ever since the first annual user survey in 2018. The level of trust in the LP has never been so high – but there is still room for future improvements!
- There are no major changes in the composition of respondents by occupation, country and gender. Most visitors (68%) are still based in the Global South. Researchers & practitioners remain the main occupations among respondents, despite a significant increase in other occupation groups (e.g. consultants, activists...). For the 3rd year in a row, only 1 in 3 visitors is a woman – but women also tend to be younger and more engaged than men. While this might just reflect that land governance is often male dominated, there is room to make the LP even more attractive and inclusive for women (& younger audiences).
- The survey revealed some important changes in respondents' interest and appreciation for different content types. CPs, TPs and bibliographic resources remained the most wanted content types, but while the interest in webinars and discussion increased significantly, the appeal of data and maps decreased. Although they are not among the most wanted resources, the survey reveals a growing appreciation for videos, multimedia and social media contents.
- For most respondents COVID did not have any impact on their use of the LP, however there is some evidence that the pandemics increased inequalities, amplifying economic and technical constraints and reducing internet access for the poorest
- The share of LP contributors among respondents decreased from last year – but this might simply reflect the growing number of users & respondents, as well as the expansion of the LP core team & local engagement network

LP Visitor Survey 2020

Recommendations

Recommendations



First of all, congrats! You all did extremely well and the survey 2021 yielded excellent results!



Find the right balance

Between adding new contents, and curating & updating existing ones
While some visitors highlighted the need to cover new topics (water, biodiversity...) or regions, others pointed out the need to update existing datasets, issues & country pages



Revamp data & maps

And integrate them better with other content types
The interest in data and maps dropped compared to previous years – This could be a good time to rethink how to present and communicate data and maps, possibly integrating them better with other content types (video, webinars...)



Improve searchability

And discoverability of contents
A number of respondents said that they wanted to see things that are already on the platform, which suggests that they could not find what they were looking for (even when it is there!)



Engage more with women & youths

Making the LP even more inclusive and attractive to them
Women and younger age groups are not the majority of visitors, but they tend to be very active on the platform, which suggest the need to create new dedicated spaces and opportunities for them



Increase accessibility

Working on multilingualism, low bandwidth accessibility & special requirements
Respondents pointed out the need to improve contents in language other than English, accessibility issues in remote areas with low bandwidth, but also the lack of attention to the needs of visually impaired people