

## **EIA Web Customer Survey 2007 – Results and Analysis**

Colleen Blessing, NEIC

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### **Background**

The Energy Information Administration (EIA) has conducted an agency-wide customer survey every year since 1994. Earlier surveys were either conducted on the telephone or on paper. More recent surveys have been fielded on the website, to best reach the target audience, to catch users at the time of their interaction with our site, and for the ease of conducting the survey.

The goals of our 2007 web survey were to collect actionable information, to have a high response rate, and to keep the survey as short as possible to minimize customer annoyance. The questions combined customer satisfaction and market research.

The design, content, and fielding of the survey were discussed with and reviewed by EIA's Web Steering Committee. The survey was conducted by EIA's National Energy Information Center. EIA received clearance to conduct the survey from the Office of Management and Budget (OMB) in June 2007.

### **How the survey worked**

We wanted to catch users who touched certain key pages on our site, so we tagged about 25 key entry points and important products. (See Appendix A for the complete list.) After the customer came to our site and then closed their browser (not while they were in the middle of working on our site), the actual survey appeared on the screen. In earlier years we had an invitation screen asking them to participate, but this survey is so short we felt like it was an advantage to show them how easy the survey would be.

Responses came into a database. U.S. government agencies are not allowed to use cookies, so the survey was presented each time a user came to our page; some users got it several times. We assumed after the first time taking the survey that they would simply close the window.

### Survey Questions

Last year we asked five questions on our web survey. This year we added three more questions (shown with a \*). Link to EIA's 2007 web survey:

[http://tonto.eia.doe.gov/custsurvey/CustSurvey07b\\_final.asp](http://tonto.eia.doe.gov/custsurvey/CustSurvey07b_final.asp)

1. Which category best describes you or your organization?
2. How often do you visit EIA's site? (daily, weekly, monthly, less than once a month, first-time visitor)
3. Do you live in the United States? (yes/no)
4. Rate your satisfaction with the quality of the information on the site (1-10 scale from very dissatisfied to very satisfied)
5. \* What information were you looking for? (open text box)
6. \* Did you find the information you were looking for? (yes, easily; yes, but it took some effort; only part of it; no; I was just browsing)
7. \* Which of the following technologies do you use anywhere on the Internet? (blogs, wikis, RSS, podcasts, videocasts)
8. Anything else you want to tell us? (open text box)

\*New questions in 2007

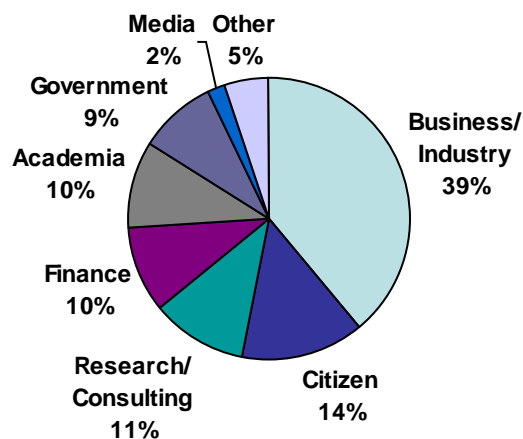
Additional modifications this year included breaking out the business/industry category into those in the energy business and those in non-energy businesses. We also asked the age of the students.

## Results of the survey

We fielded the survey for three weeks from July 16-Aug 6. Over that period we received over 5,000 responses. (In 2006, for comparison, we received 4,800 responses in three weeks.) Before tabulating the results we had to clean/edit the database to strike out responses from EIA employees, duplicate responses (a few customers push the submit button multiple times), and comments that were either nonsense or inappropriate/profane.

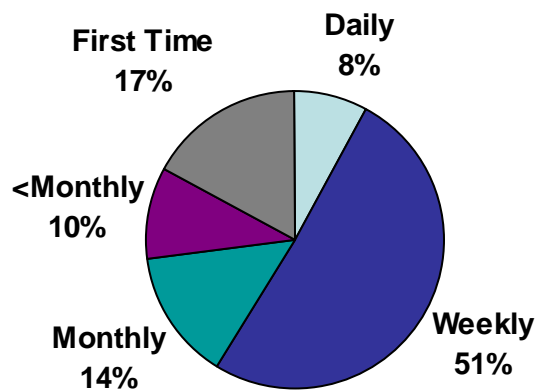
### Q1. Customer groups

Business/Industry	39%	(60% energy/ 40% non-energy Business/Industry)
Citizens	14%	
Research/Consulting	11%	
Finance	10%	
Academia	10%	
Government	9%	
Media	2%	
Congress	.5%	
Other	5%	



This customer distribution has remained fairly consistent over the past 10 years. With the quicker access to information via the Internet, our share of financial customers has grown in the past few years as this customer segment relies on our information for trading on financial markets. One surprise: the average age of students using our site was 24 years old, much higher than expected (granted, the survey was conducted in the summer when most young kids are out of school). Some customers identifying themselves as students were as old as 64!

**Q2. How often do you visit EIA's site?**

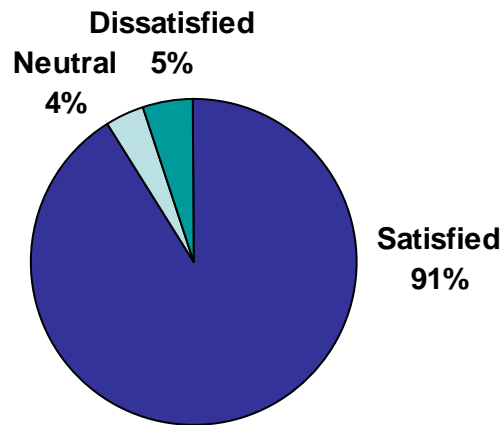


**Q3. Do you live in the U.S.?**

69% yes

31% no

**Q4. Satisfaction with the quality of the information on our site.**



**Q5. What were you looking for?**

(In order of frequency, with number of mentions)

Price, prices, pricing, cost (1,142)

Oil petroleum, crude (911)

Inventory, storage, stocks (582)

Gas, gasoline (487)

Natural gas, nat. gas (450)

Production, supply (347)

Demand, consumption (334)

Fuel (305)

Country, countries, global, world, international (257)

Electric, generation (234)

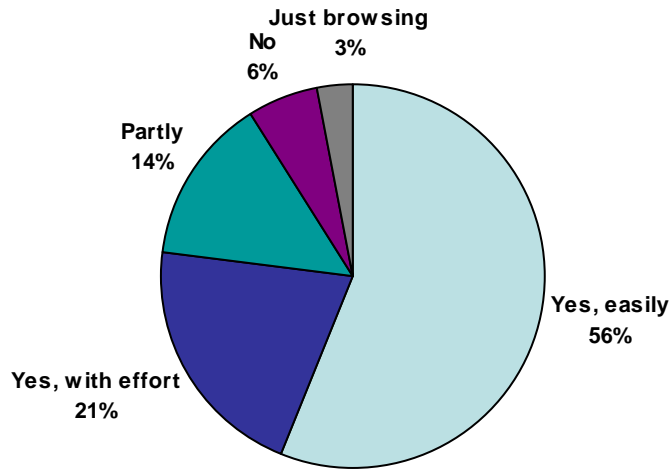
Diesel (227)

Trend (209)

Forecast, outlook (194)

See a more detailed list of terms customers were looking for in Appendix B.

6. Did you find what you were looking for?



Q7. Which of the new technologies do you use anywhere on the Internet?

- 28% Wikis (some people may have confused wikis with wikipedia)
- 26% Blogs
- 23% RSS
- 13% Videocasts
- 12% Podcasts
- 25% Nothing/No response

Q8. Anything else you would like to tell us?

Major customer comment themes:

- **Kudos, Compliments** - Thank you; Keep up the good work; Good job; Your website is the best; I wish more government agencies were as helpful as EIA; Invaluable tool for research; U guys r gr8. (Nearly 400 comments!)

- **Navigation** – Lots of information, not so easy to find; It is difficult to find unless you know where to go; You have so much information that it is hard to search sometimes. (14 positive comments, 54 negative comments)
- **Timeliness** – Customers want information released sooner, to be more up-to-date; why does it take two months to get the data out? Information is published very late and then it becomes less interesting (34 comments, a few positive, most negative)
- **Data accuracy, Objectivity** – Some comments about neutrality, appearance of advocacy, negativity in our outlook, including: Always gloom and doom....; Quit analyzing reasons why oil and gas prices are high... You are a data collection agency; I see some politics in the data; Please quit tweaking your data sets...; It appears that you guys WANT higher energy prices. (28 comments)
- **Web writing** - You should skip the introductory story in the first paragraph. Just tell the story and be done with it; Please make it simple; How about simple language? Abbreviations should be explained. (5 comments)
- **Search** – Just a few comments. I wish search led to tables of data, not past stories; Great search function; I would like the search engine to do a better job filtering out older materials.
- **Kid's Page** – Just a few comments. Have more pictures...; Very useful source of information for my classroom; This site contains pertinent information that is easy for students to understand; This site makes information easy to find and understand for students.

- **This Week In Petroleum (TWIP)** – the only product customers consistently mentioned by name. TWIP is well written; I use TWIP exclusively; Amusing anecdotes in TWIP; I thoroughly enjoy the TWIP; You have very interesting writers for TWIP; I like the personalized touch to the TWIP series.
- **Suggestions** – Pages of ideas (try and get..., be more like..., xxx would be helpful, include xxx, more xx, please explain xx, more frequent xx, more data on xx, more detailed analysis of xx, reinstate xx, it's a shame you don't have xx, it would be great if...).

See Appendix C for a detailed summary of the customer comments sorted by fuel and by topic.

### Interesting Cross-Tabulations on Satisfaction

- Relatively low satisfaction ratings from students
  - Most satisfied customer groups: Business/Industry (93%), Finance (93%), Media (92%)
  - Relatively less satisfied customer groups: Students (78%), Citizens (86%)
- International customers are slightly less satisfied than domestic users: U.S. (92%) and non-U.S. (89%)
- First time users are much less satisfied than repeat users:
  - First-time users' satisfaction (80%)
  - Daily and weekly users' satisfaction (93-95%)



- Correlation between satisfaction with data quality and whether they found what they were looking for.

○ Easily	97%
○ With effort	94%
○ Partly	80%
○ No	59%
○ Just browsing	82%

Whether customers are satisfied with the quality of the information seems to be more correlated with the availability of/successful navigation to the information rather than any inherent goodness, accuracy, and neutrality of the information itself.

One note on this customer satisfaction analysis: Even our lowest satisfaction score of 80% for first-time users is still very high. Many organizations would be thrilled to have that level of satisfaction.

### **Issues we considered for the survey**

- For the “What were you looking for?” question we briefly considered pre-populating the responses with set answers. Seemingly that would make it easier for the customer to respond. But our customer base is so broad and our content is so deep that we decided to let customers tell us what they were looking for in their own words. Creating a set of possible responses would be very tricky. If we identified some general categories (ex. petroleum data), then we wouldn’t be able to identify what the specific problems were or where they were. On the other hand, if we created a list of every possibly thing customers might be looking for, the list would have been a mile long. Open-ended responses are more time-consuming to

tabulate and analyze, but we felt the extra effort would yield more actionable results.

- For the social media question, we wanted to make sure we didn't raise any expectations for these possibilities. Asking the question slightly differently "Would you use (or would you like to see) wikis and blogs on our site?" might lead them to think we were definitely planning to incorporate these options. We decided we wanted to gauge their familiarity with the items in general and their use of wikis and blogs on other places on the Internet. We think the relatively high percentage of people who said they use wikis may be a combination of people actually adding content to wikis and people just reading information on wikipedia.
- At one point we also considered having a screener question at the beginning asking if they were a new or returning customer, and then having different surveys for the two groups. After working on two set of questions, we found that the basic questions we wanted to ask were not that different (the one question we wanted to ask only the new folks was how they heard of our site), so we decided to stick with one survey for everyone. We can disaggregate the responses for the first-time users if we want to examine a specific topic for them.
- We debated about using a 5 vs.10 point satisfaction scale for the information quality satisfaction question. Because we determined that satisfaction would be defined as any rating above the mid-point, we liked the idea of having possible ratings of 6-10 as opposed to having only 4-5 on the smaller scale. The 1-10 scale would give users a broader range of ratings that would qualify as satisfied.

- We needed to make sure we used radio buttons (one choice only) for the customer categories and frequency of visits questions, but used check boxes (squares) for the social media question where users could check all that apply.

### **Other questions we considered asking**

- After viewing the website, what are you going to do now?
- How do you use the information? (write a report, make an investment, do homework, make a business decision, create policy, etc.)
- What did you come here to do?
- How could we improve this site?
- Did you find our site easy to navigate?
- How useful is the information you found on our site?
- How did you find out about our website?
- If their satisfaction rating was below average, why?
- Rate our coverage of important energy issues.
- Matrix of satisfaction ratings: coverage, accuracy, timeliness, ease of finding information, download time.

We decided it would be interesting to know what people did with our information (the first three questions on the list above), but not critical for us and not particularly actionable in terms of making web improvements.

Answers to the questions about how to improve the site, was it easy to navigate, and why weren't they satisfied seem to come out naturally in the open-ended responses at the end of the survey. We nixed the matrix idea quickly: Who of us likes to face a daunting 5X10 set of satisfaction questions? We feel like we greatly improved our response rate by keeping our survey short and not presenting busy users with complicated questions

they probably wouldn't put much thought or effort into answering (or, worse, they would not finish the survey).

## **Future actions**

- We collected a very long list of items/topics customers said they didn't find or they had difficulty finding. EIA can analyze the list for concentrations of items and also look at the terminology used in the request.
- First-time users were much less satisfied (80%) than repeat users (93%). EIA plans to add some easy-to-understand customer-focused content that will attempt to answer some basic energy questions and hopefully help new users who might otherwise get lost in the piles of data. We also plan to redesign our home page.
- Examine what people said they were looking for. Prioritize improvements in the most popular areas and determine if all items of interest to customers have content.
- Analyze the list of suggestions to determine priorities for improvements, changes.
- Continue to improve our FAQ page to reflect what customers really want to know.
- Continue to improve our navigation to important content. Many users said they realize we have great content and lots of it, but that it's sometimes difficult to find what they are looking for or find what they found last time they were on our site.
- The satisfaction with information quality rating is one of EIA's performance measures used by external organizations (the Department of Energy and the Office of Management and Budget) to determine the effectiveness of our program. Our goal is to have a satisfaction rating of 90% or higher.

Our 91% satisfaction rating in 2007 gets us a “green light” (positive rating) from the external organizations.

## Appendix A. Links of pages where the 2007 survey was posted on the website.

The following pages fielded the 2007 survey:

<http://www.eia.doe.gov>

[http://www.eia.doe.gov/oil\\_gas/petroleum/info\\_glance/petroleum.html](http://www.eia.doe.gov/oil_gas/petroleum/info_glance/petroleum.html)

[http://www.eia.doe.gov/oil\\_gas/natural\\_gas/info\\_glance/natural\\_gas.html](http://www.eia.doe.gov/oil_gas/natural_gas/info_glance/natural_gas.html)

<http://www.eia.doe.gov/fuelelectric.html>

<http://www.eia.doe.gov/fuelcoal.html>

<http://www.eia.doe.gov/fuelnuclear.html>

<http://www.eia.doe.gov/fuelrenewable.html>

<http://www.eia.doe.gov/emeu/international/contents.html>

<http://www.eia.doe.gov/oiaf/forecasting.html>

[http://www.eia.doe.gov/overview\\_hd.html](http://www.eia.doe.gov/overview_hd.html)

<http://www.eia.doe.gov/emeu/consumption/index.html>

<http://www.eia.doe.gov/environment.html>

<http://www.eia.doe.gov/kids>

<http://www.eia.doe.gov/oiaf/aeo/>

<http://tonto.eia.doe.gov/oog/info/twip/twip.asp>

<http://tonto.eia.doe.gov/oog/info/wohdp/diesel.asp>

<http://tonto.eia.doe.gov/oog/info/ngw/ngupdate.asp>

<http://www.eia.doe.gov/neic/brochure/electricity/electricity.html>

<http://www.eia.doe.gov/kids/energyfacts/sources/renewable/solar.html>

<http://www.eia.doe.gov/kids/energyfacts/sources/electricity.html>

[http://www.eia.doe.gov/oil\\_gas/petroleum/data\\_publications/weekly\\_petroleum\\_status\\_report/wpsr.html](http://www.eia.doe.gov/oil_gas/petroleum/data_publications/weekly_petroleum_status_report/wpsr.html)

<http://www.eia.doe.gov/emeu/cabs/>

<http://www.eia.doe.gov/emeu/steo/pub/>

<http://tonto.eia.doe.gov/state/>

## **Appendix B. Terms Customers said they were looking for**

Price, prices, pricing, cost

Oil, petroleum, crude

Inventory storage, stocks

Gas, gasoline

Natural gas, nat. gas

Production, supply

Demand, consumption

Fuel

Country, countries, global, world, international

Electric, generation

Diesel

Trend

Forecast, outlook

Market, markets

Coal

Historical, history

State

Industry, industrial

Refinery, refineries

Solar

Renewables

Imports

Propane

LNG

Emissions

Plant

Nuclear

Ethanol  
Activities, kids, students, teachers  
CO2  
Alternative  
Climate, climate change, GHG, greenhouse gases  
Energy sources  
Pipeline  
Residential  
TWIP  
CABS, Country Analysis Briefs  
Development  
Wind  
Distillate  
Environment  
Exports  
Transportation  
Hydro  
Carbon  
Regional  
Jet fuel  
Hydrogen  
Uranium  
Efficiency  
Conversion  
Save  
STEO  
Transmission  
Commercial  
AEO  
Biodiesel



Blending component

Exploration

More....

## **Appendix C. Detailed Summary of Customer Comments**

Feedback from 2007 Web Customer Survey

Colleen Blessing October 2007

### **Kudos, Compliments**

The single most common customer response was thank you, great job, good website, etc. We received nearly 400 compliments from customers on the 2007 web customer survey.

Representative examples:

- Your website is the best site by far. Keep up the wonderful work!
- Model website for all oil agencies.
- You have excellent credibility in the marketplace.
- You are ahead of any information-providing government agency.
- Great service to the public
- Congratulations. This is a very valuable and important tool for us.
- Thanks for maintaining such a uniquely outstanding information source.
- I highly appreciate the information. The coverage of oil and gas markets in my judgment are the best available on the internet.
- Without you I cannot do my job.
- EIA data is critical to the optimal operation of our business.
- Good site, informative, and (oddly) fun!
- I have been using EIA reports since 1983 and the improvement in the reports (their accuracy and timeliness) over that period has been spectacular.
- EIA's site is outstanding. Best, most comprehensive readily information anywhere. Makes my life easy. Thank you.
- This is pretty well the bible on supply and demand for energy.

- Well organized and information, not what you tend to expect from a government site.
- You actually make me look intelligent.
- Invaluable tool for research.
- You are well ahead of us in Europe when it comes to speedy publication of statistics.
- I wish more government agencies were as helpful as EIA.
- Hey, there really is such a thing as Santa Claus, isn't there? Keep up the great work.
- I enjoy your site. It is a treasure of information that is interesting, informative, and provides great basis for debates over the office coffee pot.
- U guys r gr8

#### Compliments mentioning funding:

- Data is the lifeblood of energy security and your organization is sorely underfunded.
- Please let the funding folks in DC know that we need more, not less data.
- Great job! Don't get deleted by the administration.
- I hope your budget increases.
- Great resource, good use of our tax dollars.
- Outstanding website. Please keep it funded.
- Website is a pretty good use of my tax dollars.
- Hope US budget holders continue to allow you to provide material and you are not beset by cutbacks.
- The government spends too much of my tax dollars on sites like this.
- Government agencies are wasteful and bloated and a necessary evil.

## Navigation – 68 total comments

### Positive Navigation Comments (14) including:

- Your website has become much easier to navigate over the past two years.
- The site is easy to navigate.
- It is quick loading, easy to navigate and the information is presented in a clear manner.
- The Weekly Retail On-Highway Diesel prices are much easier to find now. Please do not change a thing on your site.
- Site is very logically organized.
- It is much easier to find things than before.
- Site is very easy to use and it almost always has what I'm looking for.
- The new design has greatly helped navigating around your site. I wish other countries would take notice and make similar websites.

### Negative Navigation Comments (54) including:

- It is very hard to find the data you're looking for. I have been using this site for about ten years and I still have a lot of problems with it.
- You have a lot of great information but your site is not always the easiest for people to find things on.
- This is an excellent site, getting better all the time, but it is hard to navigate easily.
- In general I am happy with the data available, but it's sometimes hard to locate information within your site.
- My only constructive criticism is that you have so much information that it is hard to search at times. Plus, I am always discovering some new report

that I wished I'd know about earlier, so perhaps a more user-friendly index?

- Lots of information on the site- great. However, it is difficult to find unless you know where to go.
- Thanks for making it easy to get the information I want. On the other hand, you have so much information I don't know how to decide what else might be useful to me.
- The site can be confusing. I've gotten used to it but when I first began using it, it took me hours to find what I was looking for.
- The information I need is always on your site but sometimes I can't navigate it myself.
- The phone people are essential to navigating the site.
- Data tables need to be easier for a layman to understand.

**Timeliness** – 34 comments including:

- Although EIA has excellent resources and data, timeliness is a major issue. Publishing 2005 data in 2007 or later or having a three-month delay in the monthly updates makes the research and data that EIA provides less useful than it could be.
- Petroleum supply data is good, I just wish the PSM data was more timely.
- Update the country analysis more often.
- I want prompt updates on coal prices.
- Sometimes your country data about the Middle East is a bit out of date.
- It would be great if the data were no more than 1 year old.
- Would appreciate annual averages available earlier. I do understand that the numbers are not finalized. Update coal consumption data as frequently as natural gas consumption data. There is a much longer lag (I think nearly a year) in coal.

- The information available is very credible but not timely or detailed enough. The most recent wind generation info is for 2004.
- Why does it take two months to get NGL data when crude and products are updated every week?
- Extraordinary lag time between the end of the year and the time individual utility data becomes available.
- The information is published very late and then it becomes less interesting.
- Publish whatever international information you have available rather than waiting for the Annual Report which is 2+ years out of date by the time it is published.
- I appreciate the information being so timely.
- The site is well updated – a job well done.
- Glad EIA is reducing historic data time lags.

**Slant, Objectivity, Neutrality, Accuracy** – 28 comments including:

- In the most recent STEO there was a lot of verbiage about global oil and global oil inventories. But, in the same place, little data to substantiate claims. I would request that when conclusions are drawn that at least minimal data are available.
- Nobody has confidence in the API report and you're headed that way too.
- Always gloom and doom...
- Make a realistic long-term projection once in a while. It's embarrassing when we project countries like Saudi Arabia to produce 20 MM BPD and they look back at us and laugh. Really embarrassing.
- I am concerned about the recent change in data reporting (PSM) and suspect that an inordinate amount of attention was given to industry

concerns at the expense of the DOE's stated mission of supplying energy data to the citizenry.

- I think you need to change your methodology on how you derive these numbers (note: natural gas imports). They have huge financial impacts to consumers and a number of businesses.
- Quit analyzing reasons why oil and gas prices are high. Give direct information about how much money each segment is making and what should be considered excessive.
- Stop forecasting prices. You are a data collection agency.
- I worked 18 years with Exxon Mobil and I see some politics in the data.
- Don't be so negative all the time. If I were Bush I would fire the whole bunch of you just for putting the negative spin and giving the speculators something to hang their hat on.
- Comparisons between different agencies and your opinions on certain reports, I believe the estimated number of barrels for the Orinoco River delta in Venezuela are exaggerated.
- Your bands reflecting the 5-year average limits are a farce, since they were reset last year to exactly what was produced last year. This was done to make the huge overstock of natural gas look normal to keep the price of natural gas up.
- I want accurate demand data that is somewhat current, but do some weighing of the sources of the information you use. EIA is now like a vacuum cleaner sucking in all information no matter how unreliable.
- I feel information is available to insiders and the "market" before private citizens. Isn't this wrong or against the law?
- EIA's continued dourness toward long-term supply seems unduly. Market direction always seems biased to the upside. Is Boone Pickens financing EIA?

- Your numbers do not balance. Why? Beginning inventory bal + production+ imports – exports – end inventory should equal change inventory. It does not for gasoline and propane.
  - Please quit tweaking your data sets unless it is truly to reflect a sea change in the industry (the phasing out of traditional oxygenated mogas, for example) because it renders the new data incompatible with the previous data sets for purposes of comparison.
  - Your forecasts are not very good.
  - Your assumptions are flawed; if you were to perform an assessment of the US auto industry a few years back, your models would have forecasted continued steady profitable growth.
  - I am concerned that the commentary provided by EIA employees influences petroleum market traders beyond their overly bullish attitude they have in pushing up prices.
  - As a government department designed to inform people of the true energy situation, it almost appears to me that you guys WANT higher energy prices...baffles me.
  - From a regulator's standpoint, it is good to have data that is from an unbiased source.
- 
- Thank you for providing detailed information that allows me to understand the complexities of international balances and shifts in power. It is without judgment or prejudice.
  - Excellent credible resource.
  - Your data support the premise that the Iraq war is not about oil as only 2% of US energy consumption comes from Middle East oil.



## **Search – 5 comments**

- Good job but it would be better if your search engine was more intuitive. I find that it sometimes takes a lot of searching to find fairly simple data sets like days of demand.
- I wish search led to tables of data, not past stories.
- I would like the search engine to do a better job filtering out older materials.
- I appreciate your robust search function. It made finding data exceptionally easy.
- Great search function.

## **This Week In Petroleum (TWIP) and one other specific product compliment**

- TWIP is well written
- I use TWIP exclusively. I find the content to be very useful and easy to navigate. I especially enjoy the extra time devoted to making the weekly summary witty and timely.
- Amusing anecdotes in TWIP
- Make TWIP into a blog with RSS feeds. This would allow easy, automatic access of the current article along with the archived entries.
- TWIP is one of the most accessible, easiest to use, and helpful sites that I have ever visited on the web – govt. or other. The quality and clarity of analysis is exceptional. I recommend this site to anyone who will listen.
- I appreciate the writing in TWIP. It would be nice if the Natural Gas Weekly Update commentary were comparable, rather than simply – and dully—describing price movements.
- I thoroughly enjoy TWIP. Who writes the opening page?

- I love the way your reports are written. A little humor along with insightful analysis is a very good thing. I enjoy reading the weekly TWIP lead-ins.
- You have very “interesting” writers for TWIP – tying the current trends to current events. Sometimes their “connections” are a stretch but at the very least it makes the reading a little more entertaining!
- TWIP is great the way the author wraps current affairs into the report - makes it easy to read some dry information. Thanks.
- I like the personalized touch to the TWIP series.
- International Country Briefs are excellent.

### **Web Writing**

- You should skip the introductory story in the first paragraph; sometimes it’s pretty labored. Just tell the story and be done with it.
- Why 20+ paragraphs on coal and 2 on conservation?
- Please make it simple... I don’t understand the meaning of certain words. How about simple language?
- Abbreviations should be explained
- Get to the information and straight to the point.

### **EIA Staff**

- The EIA experts have been great at answering our questions!
- Your customer service people are very nice and helpful.
- When we call for further questions your staff generally responds quickly and is generally very helpful and knowledgeable. Great resource.
- EIA staff remains first rate in helping me find data I can’t readily locate on the web.
- I have always had excellent service from the EIA staffers I have called.

- Your site and staff are generally quite helpful and seem to improve all the time.
- The staff are always willing to help.
- Your economists are great – very helpful on the phone.
- The person responding to the inquiry was helpful, polite, and gave the name of a contact person.
- Best of all you are very helpful when I send emails asking questions.
- Staff is quite helpful.
- The detail your analysts provide on the phone is very helpful.
- I called the EIA info line and the person helped me find what I needed.
- I called one of your analysts to find the info and they were VERY helpful in helping me out.
- (name of info specialist) is amazing.. it's almost always faster to call him than to look for info on the site.
- I appreciate (name of info specialist) working me through the meaning of some of the items in the database. Most helpful.
- I asked a question re energy data and was never replied to.

### Kid's Page

- Want technology lessons for grades 4-7
- Have more pictures of what things that generate electricity look like and more diagrams on how electricity gets from the power station to your home.
- Very useful source of information for my classroom.
- I like the inclusion of Canadian examples. Please keep adding contemporary examples and articles for kids. Perhaps add an elementary version of the “measuring electricity” article.
- Put an advanced search on the Kid's Page.

- This site contains pertinent information that is easy for students to understand.
- Your sites are very user friendly and kid friendly. I teach 4<sup>th</sup> grade.
- I have enjoyed using this site. It makes information easy to find and understand for students.

## Suggestions From Customers

### Oil

- Try and get refined product demand by product, by state, on a weekly basis, if possible.
- Graphical views of field production and gas retail sales would be helpful
- PADD breakdown of average rack prices by PADD
- Daily retail gasoline prices for all states and major cities
- WTI prices in the workbook containing the other crude prices. At the moment, one has to download and refer to two workbooks to compare WTI to other crude prices.
- Incorporate ethanol and biodiesel into WPSR.
- Biodiesel historical prices.
- Map displaying refineries in the U.S.
- North Sea fields and pipeline maps
- Blended gasoline production
- More clarity on ethanol inventories and production
- Better understanding of when refineries are going into and out of planned maintenance
- Include more products in the data, for example, NGL production and pricing
- Refinery utilization graphs
- An explanation page for breaking down the various forms of gasoline
- Disclose refinery capacity utilization in your weekly report

- Futures prices for Rotterdam delivery
- Not enough forecast discussion on diesel prices, supply, production. Text only really talks about oil and gasoline.
- Basic country of origin stats for oil. It's the first questions people ask.
- A file that shows diesel fuel price history with projections by month
- Email alert of oil and gas industry casualties (fires, spills, etc.)
- Rig count projections/ drilling rig counts
- Day rates for oil tankers and rigs
- It's a shame you removed the "rule of thumb" guide for the world price of oil...
- More information about cellulosic ethanol and advancements in hydrogen technology
- Make sure downloadable excel files are updated at the same time as the weekly petroleum data are released – often there are lags.
- Better data on biofuels
- EIA approved conversion factors for various petroleum stocks would be very handy, in particular, knowing the amount of GHG like CO<sub>2</sub> per barrel of oil, gasoline, heating oil, propane, etc.
- More data on drilling and E&P value chain components
- More coverage of LNG supplies in the U.S.
- Should have a tutorial on how to read and understand your Oil and Gas Inventory Report. Many aspects are not clear to normal citizens.
- Graphs for days of supply and gasoline demand
- Information on effects of the fuel spec changes last year on current inventory estimates
- Seminars on EIA petroleum reporting
- Prices of butane/ Mont Belvieu spot prices for butane
- Have a running inventory chart for crude oil and RBOB in our 10:30 weekly update as you do for natural gas.
- Graph for gasoline import history

- More detailed info about the future and technologies of the diesel engine
- SPR activity

## Natural Gas

- FERC has LNG information that EIA should link with
- Include year-to-year data price comparisons for gas in addition to the month of comparisons
- Great report every Thursday on natural gas. Could add a little on storage in Canada as we are so connected.
- More pipeline data
- More analysis of physical state and economic conditions of natural gas storage and pipes
- More information about pipeline transport statistics.
- I wish natural gas was provided in the same format as the petroleum report.
- Can natural gas report be made in txt format for easier and faster download like crude inventory report?
- Define average cost per month
- More comprehensive summary of natural gas daily average spot prices
- Increase NG storage survey sample size to 100%
- Recent analysis of pipes and flows across States and borders. Would like more timely data on LNG flows along with a weekly fundamental analysis on natural gas.
- Please explain some of the acronyms used to describe units of natural gas for us not so informed people.
- Recent summary of world LNG industry
- Info about LNG capacity worldwide and their utilization
- Weekly NGL inventories

- Was wondering re natural gas storage stats what the days of inventory actually are (versus percentage over/under the 5-year average) and how this compares to five years ago.

## Electricity

- Status of key energy production facilities (i.e. nuclear power, coal, etc.) and renewable energy projects
- List of latest generation, transmission or distribution projects that have been awarded by the local utilities
- More real-time data on weekly electricity production and demand
- Reinstate Form 767- one of a kind data
- Wish you would collect and parse 90/920 data on unit level. This would more than compensate for loss of 767.

## Coal

- More information on coal transportation.

## Renewables

- Increase data collection, content, and extent of its renewable energy information and analysis (several similar comments)
- Why is DOE ignoring OTEC?
- More renewable analysis/ more info and stats
- I was hoping to find a page that had all years of the publication Renewable Energy Annual listed and linked from one place. It was not so easy to get to the earlier years.

## Consumption

- Many homes use heating oil year round to make hot water. I'm curious as to why EIA only publishes retail prices in the winter heating season. I

would like to be able to follow the price so I can choose when to fill my oil tank ahead of the winter season.

- Marginal rates for residential electricity
- Subdivide petroleum consumption into transportation and heating sectors
- It would be great if it was possible to extract data from databases (like RECS) in a manner similar to that of UN/World Bank, where you can select regions, periods, etc.

#### Financial Information

- More information about derivatives

#### EIA-Wide

- Host an online forum where people can discuss energy issues
- You need to be more consistent. I cannot set a page to favorites because you keep changing everything... people who use this data need it to remain in the same spot.
- More frequent research reports
- Some stats do not have sources cited, or the source is outdated.
- Better warnings when a weekly report will be issued on a different day than normal.
- It would be good if more citizens knew about this information.
- That information provided at 10:30 is available at exactly the same time as any other participant in the market.
- Make access to data via queries.
- I want to be able to select variables and have a custom table or graph. BP has a very expensive version.
- Query-type data access and CSV format would be useful.
- Hire a new writer. I find the writing poor.
- Standardized supply and demand data to facilitate easier data comparison.



- Make historical prices more readily available.
- More educational information for the consumer.
- It would be easier to digest energy information if you develop more graphs to tell the stories.
- Revised numbers have to be more well signaled.
- Keep the data simple and easy to export into excel.
- Higher resolution graphics
- More charts to help explain the data.
- Incorporate the conversion units of energy in a broad way, not limited to a student perspective only.
- More detailed analysis, similar to DOE/EIA 0562 (96)
- Having current info as downloadable pdf files is essential.
- Would like scu or dvf download format suitable for importing into MS access.
- You have a lot of information on your website, that is GREAT. What is sometimes a problem though is understanding what it means.
- More discussion about pending legislation that could affect energy.

#### Forecasts

- Forecasts by State and PADD
- Re-forecast the AEO more than once a year
- It would be helpful if you would include for each AEO table a table in quads and a table in millions bbls per day, It's time consuming to convert quads to MB/D.
- More oil and gas forecasts

#### International

- More international data on oil reserves like oil in place, recoverable reserves, etc.
- Natural gas and LNG prices in Europe

- More data on other countries, especially China
- Energy resources in India (2 comments)
- More frequent updates about Africa
- More info about Mexican market and issues
- Info about Puerto Rico
- Archives for back issues of CABS
- Please update country briefs- some are ages old
- Wellhead crude oil and gas prices for different countries
- Re countries' electricity usage by amounts and the sources of generation, some of the sources of production were lumped differently for different countries. Some reported coal and nuclear together and others reported them separately.
- Improved reporting on international comparison of product pricing and freight rates. Specifically, normalize the product grades to a blend value.
- [www.energychinaforum.com](http://www.energychinaforum.com)- take a look
- Data about LDC's.

#### State-level

- Statistics like those on California's website show actual sales volumes
- More data at the State level

#### Conservation/Environment

- As much as possible re energy conservation statistics, greenhouse gas stats and other info related to alternative energy sources.
- Some data series (GHG emissions, financial info on federally owned electric companies) were discontinued for no apparent reason.

