

Scotland's Census 2011 - User Satisfaction Survey Summary Report

November 2015

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1. Purpose/ aims

The purpose of this survey was to seek views from users about their use of Scotland's Census 2011 outputs and evaluate what National Records of Scotland (NRS) did well and what could be improved upon. Scotland's Census user's views and input were needed to help NRS consider its activity in relation to Scotland's Census 2011 and inform the planning for the next census in 2021.

Specifically, we asked views from users on:

- use of census outputs and products
- how well they felt that the outputs were publicised
- the accessibility of the outputs and other information on Scotland's Census website
- overall satisfaction with the outputs; and
- suggestions users have for future outputs and their dissemination.

The survey was published on '[Citizen Space](#)' from Tuesday 23 June to Tuesday 21 July 2015. A full list of Scotland's Census 2011 User Satisfaction Survey Questions can be found in [Annex A](#).

2. Method

Scotland's Census 2011 User Satisfaction survey was a voluntary survey of current known census data users who had signed up to Scotland's Census e newsletter mailing list, attended a Scotland Census event or workshops in the last 12 months or had contacted the NRS Census Statistics Customer Service Team with a Census enquiry or Commissioned Outputs request for Scotland's Census 2011 data.

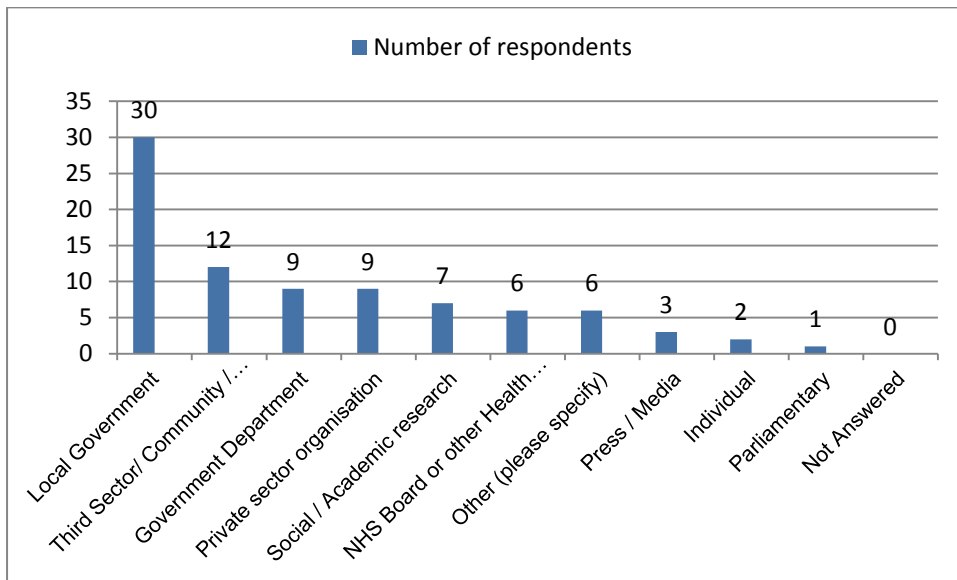
Participants were contacted directly with a covering email explaining the purpose of the survey and containing a link to the on line survey (via [Citizen Space](#)) which was designed to evaluate the overall level of satisfaction with census outputs and products and capture suggestions they might have around the planning for next census in 2021.

The initial email inviting people to take part in the survey was sent out on Tuesday 23 June 2015 as well as a [Scotland's Census newsletter](#), a News item on Scotland's Census website and links to the survey placed on the [Scotland's Census website](#). An alert was also placed on [Scotland's Census Knowledge Hub](#) page as well as a Scotstat email indicating the start of the survey. Another newsletter was published on Tuesday 30 June and a reminder email was sent out on Thursday 9 July. The survey was also publicised at a Scotland's Census event for Scottish Government staff on Friday 10 July. The closing date for receipt of responses was Tuesday 21 July.

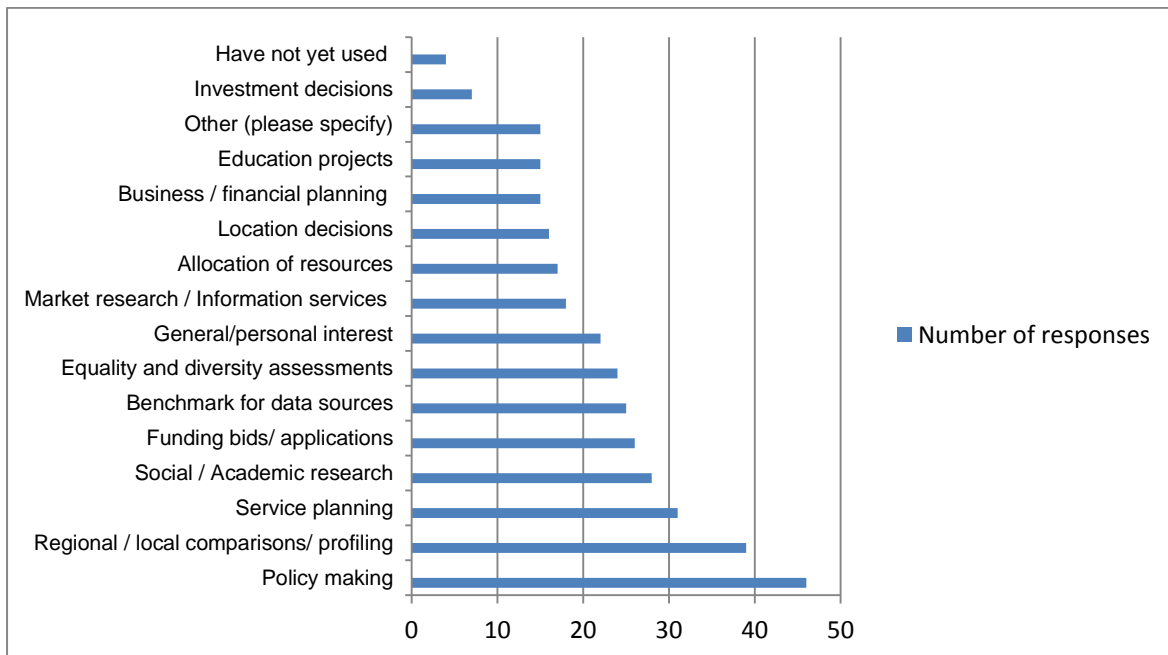
The results, which are based on a total of 85 individual responses, are presented on a question by question basis below. In some cases the percentages won't sum to 100% due to rounding and also as some questions invited multiple combinations of responses; these will be identified where applicable.

3. Individual Details

Of all 85 individuals who responded to the survey 30 (35%) represented Local Government, a further 12 (14%) represented Third Party/ Community/ Voluntary organisations. 9 (11%) came from Government Departments and 9 also represented Private sector organisations. There were 6 respondents who identified 'Other', they represented NDPBs, Genealogist and Family Historians and Community Organisations.



Intended uses of Scotland's Census 2011 outputs



Uses made of Census outputs	Number of responses	Percentage of responses ¹
Policy making	46	54%
Regional / local comparisons/ profiling	39	46%
Service planning	31	36%
Social / Academic research	28	33%
Funding bids/ applications	26	30%
Benchmark for data sources	25	30%
Equality and diversity assessments	24	28%
General/personal interest	22	26%
Market research / Information services	18	21%
Allocation of resources	17	20%
Location decisions	16	19%
Business / financial planning	15	18%
Education projects	15	18%
Other (please specify)	15	18%
Investment decisions	7	8%
Have not yet used	4	5%

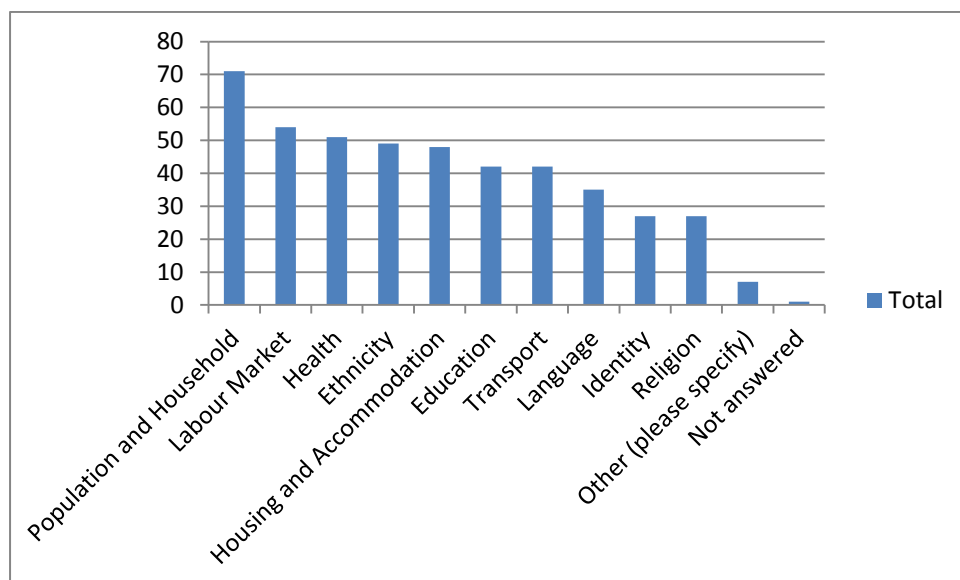
Of the 85 respondents who completed this 'tick all that apply' question, 46 (54%) told us that they use or intend to use Scotland's Census 2011 outputs for Policy Making, a further 39 (46%) would use outputs for Regional / local comparisons/ profiling and 31 (36%) told us they would use Scotland's Census outputs for service planning.

15 respondents who selected 'Other' specified that their use of Scotland Census outputs included benchmarking estimates from the Scottish Household Survey, calculating Healthy Life Expectancy at Scotland level and for smaller geographies and Genealogy and family history research.

¹ Percentages do not add to 100% due to this being a multiple option 'tick all that apply' question.

Scotland's Census topics of interest

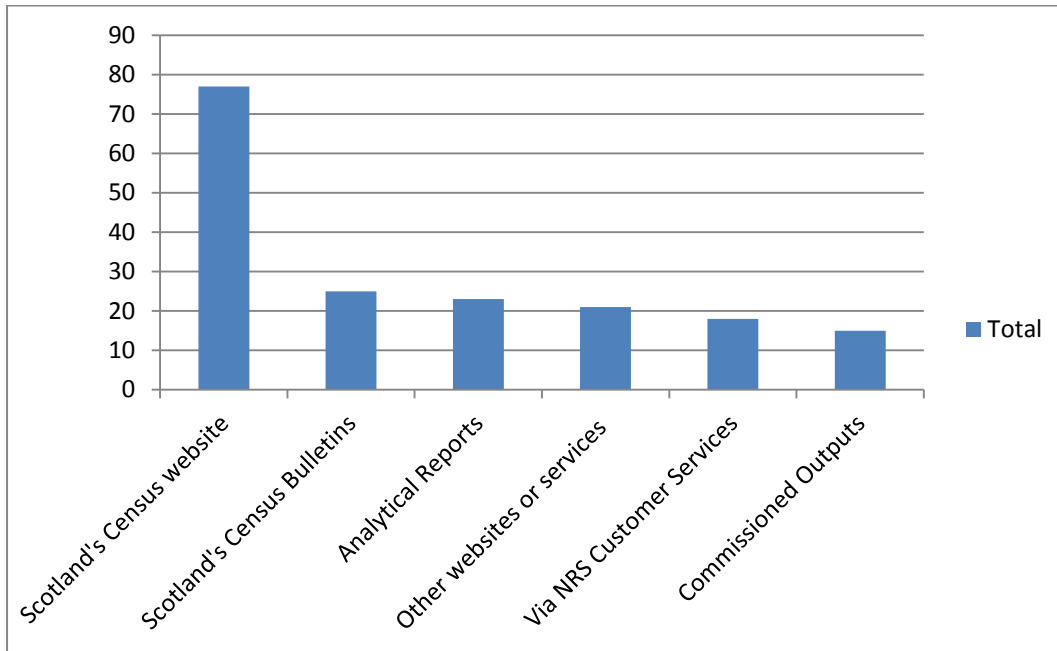
In this 'tick all that apply' question, Population and Household was of the most interest to users followed by Labour Market, Health, Ethnicity and Housing and Accommodation information .



Topic of interest	Number of respondents	Percentage of Total respondents
Population and Household	71	84%
Labour Market	54	64%
Health	51	60%
Ethnicity	49	56%
Housing and Accommodation	48	56%
Education	42	50%
Transport	42	50%
Language	35	41%
Identity	27	32%
Religion	27	32%
Other	7	8%
Not answered	1	1%

Seven respondents chose to tick 'Other' and specified their interest in Crime and Justice, Migration, Socioeconomics, Social class definitions and Commuting patterns.

4. Where Scotland's Census data is accessed



Where/how do you access SC data	Number of respondents	Percentage of total respondents ²
Scotland's Census website	77	90%
Scotland's Census Bulletins	25	30%
Analytical Reports	23	27%
Other websites or services	21	25%
Via NRS Customer Services	18	21%
Commissioned Outputs	15	18%

This was a 'tick all that apply' question. As would be expected, the most common route used to access Scotland's Census data is Scotland's Census website with 77 (90%) respondents indicating that is where they access data. Almost a third of respondents reported accessing data via Scotland's Census Bulletins; similarly via Analytical reports. 21 (25%) of respondents accessed Scotland's Census data from other websites or services such as UK Data Service and ONS-NOMIS.

² Percentages do not add to 100% due to this being a multiple option 'tick all that apply' question.

5. Accessibility of the data

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Total responses
Range of the available data	21	40	8	6	7	82
Ability to locate the data required	16	33	12	11	9	81
Timeliness of the data	13	31	11	10	17	82
Ability to locate relevant supporting information (metadata)	8	30	24	3	6	71

The majority of people who offered a view on each question on accessibility of census data via Scotland's Census website were either very satisfied or satisfied:

- 61 with the range of the available data (74%)
- 49 with the ability to locate data required (60%)
- 44 with the timeliness of the data (54%)
- 38 with the ability to locate relevant supporting information (54%)

The number respondents of who indicated that they were either dissatisfied or very dissatisfied were:

- 27 with the timeliness of the data (33%)
- 20 with the ability to locate the data required (25%)

Results from these questions on 'Timeliness of data' and the 'Ability to locate data required' however show that 54% of those who answered the question on timeliness were either very satisfied or satisfied and 60% were either very satisfied or satisfied with the ability to locate data required.

Thirty one respondents took the opportunity to say more about their access to Scotland's Census data. The main themes that were commented on were around timeliness of data and the ability to locate the data required. Some respondents expressed frustration on having to wait for the data that is still not available such as 'origin destination data' and 'metadata' and the time it has taken to release the data;

"Census data releases have continued until this year, which leaves a considerable time lag since the Census was undertaken"

"There was far too big a delay and continuing difficulty in accessing the origin destination data"

It was commented that there is a “large amount of data available, but it is not always easy to locate the tables you want, this is especially the case for multiple datasets for the same geography”. There are also several comments around finding the data you require being a “slow process”. The recent addition to the website of a table look up tool was commented on as being an “invaluable addition to the website”.

The messages from this question on accessibility have helped understanding around finding the data required on the website. After receiving positive comments on [Scotland's Census Tables Index](#) we have promoted this tool widely in our monthly Census e newsletter, our [Events and Workshops](#) and placed links to the table index on [Census Data Explorer](#) to help users find out what 'standard', 'additional' and 'commissioned' tables have been published more easily.

The feedback which has been gathered on the timeliness of the data will be used to develop the planning for Scotland’s Census 2021.

6. Sections of Scotland’s Census website

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Total responses
Overall function and usability	13	41	10	7	5	76
Standard Outputs	12	41	13	7	4	77
Area Profiles	14	36	10	4	4	68
Data Warehouse	14	28	15	4	4	65
Maps and Charts	10	28	13	8	3	62
Help/How to	8	17	19	4	3	51

The majority of people who offered a view on each question on sections of Scotland’s Census website were either very satisfied or satisfied with the following sections of the website:

- 54 with the overall function and usability (71%)
- 53 with Standard Outputs (67%)
- 50 with Area Profiles (74%)
- 42 with the Data Warehouse (65%)
- 38 with Maps and Charts (61%)

Twenty four respondents took the opportunity to comment; several were complimentary about the overall function and usability of the website and the table index tool, although some again pointed to the site being difficult to navigate.

General comments/suggestions given to sections of the website were;

“Really great website - overall very impressed”

“I've found the index in the data warehouse helpful to find detailed data”

“The Data warehouse can be difficult to navigate and unless you know what the codes for each dataset show, it can make it difficult to choose the right information first time”

“Notable clunkiness in selecting areas from standard outputs, took up more time than it should have”

“It would be good if it were easier to link across the 2001 and 2011 censuses”

“Regarding Standard Outputs, it might be better to be able to select Geography before Table, as it would make it clearer which information was available for which geography”

The feedback on sections of Scotland Census website have helped us understand that although generally, users are satisfied with the overall function and usability of the website, some find it difficult to find what they are looking for. These comments and feedback have helped us consider improvements to the website and will continue to do so. For information, as one or two responses noted it, you can now search for 2001 as well as 2011 data in [Area Profiles](#), [Standard Outputs](#) and within the [Data Warehouse](#) of the site.

7. Scotland's Census products

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Total responses
Scotland's Census Bulletins	13	36	10	1	3	63
The range of standard tables	13	36	13	3	5	70
Scotland's Census newsletter	11	35	11	0	3	60
News Releases	13	33	13	0	2	61
Analytical Reports	12	30	11	3	2	58
Support Information	5	36	16	1	3	61
Geography products	14	24	19	1	2	60
Variables/ Metadata	8	28	18	4	3	60
Outputs Prospectus	13	20	16	1	3	53
Data visualisation	8	23	15	6	3	55
Quality & methods papers & quality measures	8	19	17	0	2	46

The majority of people who offered a view on each question were either very satisfied or satisfied with the range of Scotland's Census products on the website:

- 49 with Scotland's Census Bulletins (78%)
- 49 with the range of Standard Tables (70%)
- 46 with Scotland's Census Newsletter (76%)
- 46 with News Releases (75%)
- 42 with Analytical Reports (72%)

Fourteen respondents took the opportunity to say more about the Scotland Census Products. Generally the comments were complimentary saying that the resources provided were "excellent" and very useful. Analytical Reports were seen to be a "very useful and necessary" addition to the publication of Census data, particularly the reports on Migrants and Equality. There were positive comments regarding the Outputs Prospectus saying that it provided "valuable information" on release plans. It was also commented on that the provision of single variable tables (QS and KS) were "excellent and very useful".

Some respondents commented again in this section on that the availability and access to 2011 Census data remains “limited” and that delays in releasing this data means that it is “dated before it has been released”. Another respondent commented that the distinction between Bulletins, Newsletters, and News Releases is not clear and it would be more useful to have a “single source of information”.

The User Satisfaction Survey findings will contribute and feed into to the Communication Strategy for Scotland’s Census 2021. The products that are provided to the public to publicise census data and make it easily accessible will be reviewed and Stakeholders will be consulted throughout the planning process.

8. Dealing with customer enquiries

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Total responses
NRS Customer Services	22	15	5	1	1	44
Commissioned Outputs	10	6	4	1	3	24

NRS Customer Services

Of those respondents who answered the question on Scotland’s Census 2011 related customer services, 37 respondents were either very satisfied or satisfied with how NRS responded. This equates to 84% of all respondents to this question.

Commissioned Outputs

Of those respondents who indicated that they have accessed or requested Commissioned Outputs, 16 were either very satisfied or satisfied with the service (67%).

Nine respondents who took the opportunity to say more about their experiences. Their comments were very complimentary telling us that queries made to staff within NRS had been answered “quickly and very effectively”. Another respondent thanked NRS staff for giving an overall “excellent service, very prompt and very helpful”. A respondent who had worked in collaboration with NRS to analyse census data told us that “NRS provided very helpful support and advice during the process”.

However, there was also one comment on Commissioned Outputs telling us that the cost of commissioned requests had put them off requesting data and there was also a concern that the data would take too long to due to the disclosure control process.

NRS look to continually improve the service it gives to users of census data and the findings of this survey has indicated that the high standard of customer service being provided by NRS is appreciated.

9. Consultation with users on plans and outputs

	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Total responses
Produced sufficient support material	10	33	18	3	3	67
Kept users informed about Scotland's Census plans and outputs	13	29	12	7	2	63
Consulted with users about Scotland's Census plans	12	29	17	3	2	63
Produced sufficient outputs	12	29	16	10	5	72
Produced and published census outputs in a timely way	8	20	13	18	13	72

Of those respondents who answered the questions on how NRS consulted with users, most were very satisfied or satisfied. 43 (64%) respondents were either very satisfied or satisfied that NRS produced sufficient support material and 42 (67%) respondents to this question were either very satisfied or satisfied with how NRS kept users informed about Scotland's Census plans and outputs.

However, 31 (43%) users felt either dissatisfied or very dissatisfied with regards the issue of producing and publishing census outputs in a timely way. It is worth noting that 28 (39%) of respondents indicated that they were either very satisfied or satisfied in response to the question on timeliness.

Eighteen respondents commented about how NRS consulted and kept users informed about Scotland's census plans and outputs.

When asked about how NRS consulted with users about Scotland's Census, responses were positive, saying that NRS are "very good at consulting Census users and stakeholders" and that consultation was "well planned" and "well informed".

Comments made on how NRS kept users informed about Scotland's Census plans and outputs included:

“Overall a good and timely marketing campaign with very few excuses for not being aware of the Census and its purpose”

“The Outputs Prospectus was very useful”

There were again some dissatisfaction around how well NRS produced and published census outputs in a timely way;

“Took a very long time for all outputs to be published”

“Availability and access to the 2011 census data remains limited and delays in releasing this data means that it is becoming dated before it has been released”

“In sharp contrast to the English census data, the OA level age/gender data were not available for a considerable time”

“There have been long delays in getting the travel to work data”

The information on how NRS consulted with will help lay the foundations of our communication and stakeholder engagement plans for 2021.

10. Future outputs and planning for Scotland's Census 2021

Fifty five respondents took the opportunity to give their views on what other products, services or information they would find useful or how we might improve delivery of census outputs for Scotland's Census 2021.

Fourteen respondents commented on the importance of timing with one recommending that data should begin being delivered within 12 months. There were comments around the prioritisation of releases such as travel data, race and ethnicity and flow data at small areas. There was a concern that some releases took too long to be published. One respondent commented that data should be released at the same time as ONS and the rest of the UK.

The themes around future census outputs highlighted that some respondents would like to see changes such as an income question, more equality and diversity data and a variable on the number of days worked per week. Suggestions around how we might deliver the next census in 2021 were mainly around on line completion:

“Hopefully Online Completion will help with data checking and should make the output process quicker”

“Encourage as many people to complete the census questionnaire online, to improve accuracy of data input, reduce cost and hopefully produce better quality output information”

The next census “should be all on line”

There were general comments on how to improve the Scotland's Census website and data including; the need for more data visualisation tools, an option where users might be able to design their own tables and saving aggregated areas' data to the website functionality.

More suggestions around future data were:

“The ability to merge the functionality of the Data Warehouse with geography”

“Data at individual levels so that you can do your own cross tabulation and filtering on data”

“Outputs such as DataShine would be helpful”

Topic specific comments included the need for: “Detailed information on workday populations”, “modes of transport and origin destination for commuting work and school on output area level or smaller spatial scales”, “Overall profile for each area e.g. Labour Market” and more detailed data on migrants.

These topics and other themes mentioned in this survey around future census outputs will be fed into the consideration of the topics to be included in Scotland's Census 2021 questionnaire. [Scotland's Census 2021 Topic Consultation](#) gives NRS initial view on this, and invites feedback from users.

The aim of the Topic Consultation is to encourage discussion and help NRS build a strong case for the inclusion of topics in the Census.

Following positive feedback from users, NRS recently secured funding to support the inclusion of Scotland's Census data on 'Datashine', the highly regarded visualisation tool from University College London (UCL). '[DataShine Scotland](#)' utilises the DataShine framework to map the various Key and Quick Statistics from Scotland's Census 2011. In addition, on '[DataShine Scotland Commute](#)' users can also now access visuals showing travel-to-flows between each Council Area, by direction and mode of travel.

11. Summary

Overall, the responses to the Scotland's Census User Satisfaction Survey were very encouraging. Users are broadly satisfied with the access to Scotland's Census data via Scotland's Census website, the sections of the website and products that are available. The comments received around how NRS has responded to enquiries and requests around Scotland's Census 2011 were also very encouraging as is the feedback around the way in which NRS consulted users about plans and kept users informed about census outputs.

The main areas for potential improvement include timeliness of data where respondents indicated their frustration and dissatisfaction in the time taken to publish all of the data from the Census. In addition, access to Scotland Census data via the website and the ability for users to find the tables and data they are looking for is also an area where there could be improvement.

There were some useful suggestions and ideas that came from the final question on future outputs and planning for Scotland's Census 2021 and how we might improve delivery of census outputs, they included coordinating releases with the rest of the UK. The themes that were highlighted for a future census were improved equality and diversity data and a request for an income question.

What have we done and what will we do?

After analysis of this survey improvements have already been made to Scotland's Census website with the inclusion of 2001 Census data to the [Census Data Explorer](#), and enhancement of the [Scotland's Census Tables Index](#) to help find data more easily.

Following positive feedback from users and requests to improve data visualisation tools, NRS secured funding to support the inclusion of Scotland's Census data on '[Datashine](#)', the highly regarded visualisation tool from University College London (UCL) and '[DataShine Scotland Commute](#)' to improve Scotland's Census 2011 travel to flow data.

Also in advance of the 2015 UK Parliamentary Elections, we prepared [Scotland's Census 2011: UK Parliamentary Constituency Profiles](#) allowing the public and others in Scotland to learn more about their UK Parliamentary Constituency using

Scotland's Census data. Scottish Parliamentary Constituency Profiles will also be available on our website shortly.

Analysis of this survey has also fed into [Scotland's Census 2011 General Report](#) which was published and laid before the Scottish Parliament in October 2015.

What next?

All of the findings will be taken on board as we plan for the next census in 2021. Indeed, NRS is currently seeking views on the topic areas that should be included in that census. [Scotland's Census 2021 Topic Consultation](#) is the first and one of the most important steps in a range of engagement with users on the Scotland's Census 2021 programme.

Overall, the findings have provided valuable feedback on Scotland's Census 2011 and will help NRS evaluate what was done well and what could be improved upon looking towards further planning for Scotland's Census 2021. We are thankful to all those who took part.

Annex A - User Satisfaction Survey Questions

Where/how do you access Scotland's Census data?

(Tick all that apply)

Scotland's Census website

Scotland's Census Bulletins

Analytical Reports

Via NRS Customer Services

Commissioned Outputs

Website or service (e.g. UK Data Service, ONS-NOMIS. Please specify)

Thinking about access to Scotland's Census data via Scotland's Census website how satisfied are you with the following;

(Very satisfied, Satisfied, Neither satisfied nor dissatisfied, Dissatisfied, Very dissatisfied, Not applicable)

(Tick all that apply)

Ability to locate the data required

Range of the available data

Timeliness of the data

Ability to locate relevant supporting information (metadata)

Please add any additional comments

For any of the following aspects, products or services that you are aware of and have used, please rate your experience:

Scotland's Census website

(Very satisfied, Satisfied, Neither satisfied nor dissatisfied, Dissatisfied, Very dissatisfied, Not applicable)

(Tick all that apply)

Overall function and usability

Area Profiles

Maps and Charts

Standard Outputs

Data Warehouse

Help/ How to

Please add any additional comments

How satisfied were/are you with the following Scotland's Census 2011 supporting information and products?

(Very satisfied, Satisfied, Neither satisfied nor dissatisfied, Dissatisfied, Very dissatisfied, Not applicable)

(Tick all that apply)

Scotland's Census Bulletins

Scotland's Census newsletter

Outputs Prospectus

Analytical Reports

The range of standard tables

News Releases

Geography products

Data visualisation

Variables/ Metadata

Supporting Information

Quality and methods papers and quality measures

Please add any additional comments

If you accessed them, how satisfied were you with the following Scotland's Census 2011 related services?

(Very satisfied, Satisfied, Neither satisfied nor dissatisfied, Dissatisfied, Very dissatisfied, Not applicable)

(Tick all that apply)

NRS Customer Services

Commissioned Requests

Please add any additional comments

How satisfied are you with the way in which National Records of Scotland went about the following?

(Very satisfied, Satisfied, Neither satisfied nor dissatisfied, Dissatisfied, Very dissatisfied, Not applicable)

(Tick all that apply)

Consulted with users about Scotland's Census plans

Kept users informed about Scotland's Census plans and outputs

Produced and published census outputs in a timely way

Produced sufficient outputs

Produced sufficient supporting material

Please add any additional comments

Thinking about future outputs and planning for Scotland's Census 2021 can you tell us what other products, services or information you would find useful or how we might improve delivery of census outputs?

(Open text box)