

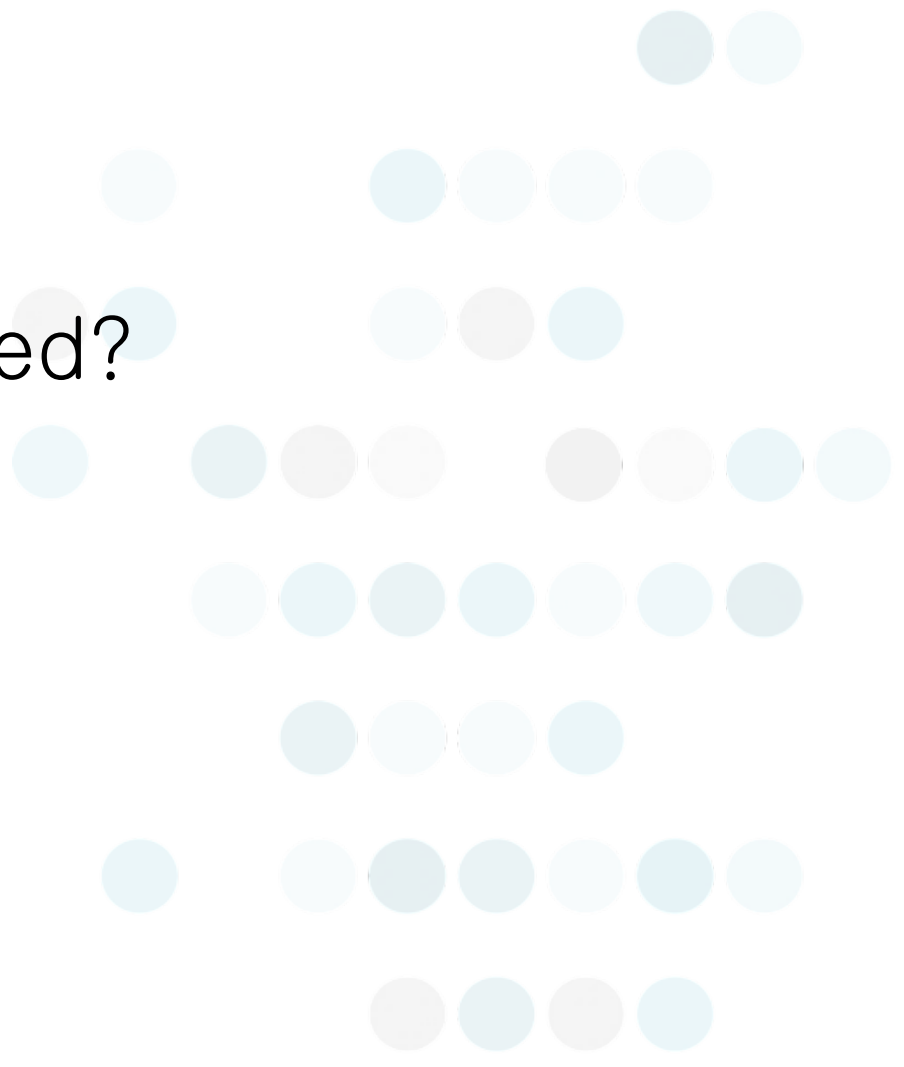
Understanding the needs of users of our data

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Scottish Government
20 March 2018



Data, Statistics and Outcomes Division

Purpose

- Why?
 - How?
 - What we have learned?
 - What's next
- 

Government websites

Scottish Government
Riaghaltas na h-Alba
gov.scot

Home | About | Topics | News | Publications | Consultations

Statistics

The primary aim of official statistics in Scotland is to provide an accurate and up-to-date picture of the economy and society. All official statistics produced by Scottish Government are freely available under the [Open Government Licence \(OGL\)](#) as Crown Copyright.

The new [statistics.gov.scot](#) website provides access to a range of official statistics about Scotland for information and re-use. The data can be viewed as tables, maps and charts or downloaded in various formats.

STATISTICS.GOV.SCOT

Open access to Scotland's official statistics

Explore · Tools · Search · Help

A range of official statistics about Scotland for information and re-use.

Explore **206 datasets** by [theme](#), [organisation](#), or [geography](#). Search for datasets, places or postcodes. Or access programmatically using our [APIs](#)

GETTING STARTED | VIEWING DATA ON A MAP | DOWNLOADING DATA | VIEWING DATA AS A TIME SERIES | ... MORE ON OUR BLOG

Information Services Division
ISD Scotland is part of NHS National Services Scotland

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Latest Statistics

- Prescribing Statistics - Monthly Prescribing Activity Data
Published: 13 March 2018
- Prescribing Statistics - Community Pharmacy Contractor Activity (CPC) 2017
Published: 13 March 2018
- Chronic Pain in the Times
Published: 13 March 2018
- NHS Patients - Weekly Update of Emergency Department Activity and Waiting Time Statistics
Published: 13 March 2018
- Scottish Abdominal Aortic Aneurysm (AAA) Screening Programme Statistics
Published: 06 March 2018

National Records of Scotland

Registration | Statistics & Data | Research | Record Keeping | About Us

Quick Links

Registration: Getting Married in Scotland, Ordering a Certificate, Royal Anniversary Messages, Registering a Birth, Registering a Death, Registering a Civil Partnership, Adoption Information, Recording a Change of Name

Research: Catalogues and Indexes, Research Guides, Will Visits, Researching Online, Learning, Family History, Events, Talks and Visits, Hall of Fame A-Z

News, Features and Events

Wednesday, 14 Mar 2018

Births, deaths & other vital events, 2017 Q4

Provisional figures for vital events registered in Scotland during the fourth quarter of 2017 were published today by National Records of Scotland...

Monday, 12 Mar 2018

Population Estimates for Settlements and Localities, mid-2016

Figures published today by the National Records of Scotland show nine out of ten people in Scotland live in settlements of 500 people or more.

Wednesday, 24 Jun 2018

New Burns documents

Scotland's Census
Shaping our future

Census Results | Census Data Explorer | Supporting Information | Using Census Data | News | Help

Welcome to Scotland's Census

The information is vital to help shape Scotland's future by informing key decisions on how services such as transport, housing, schools and hospitals are planned.

Planning is now underway for [Scotland's Census 2021](#). To be kept updated [subscribe to our WhatsApp newsletter](#) (external link)

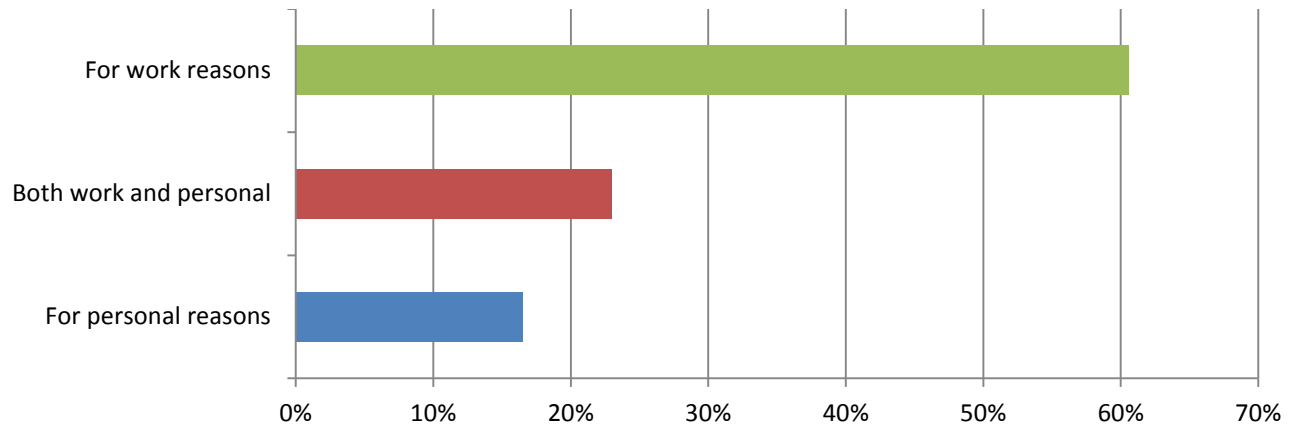
2021 Outputs Strategy Stakeholder Event Rescheduled
27.02.2018

Scotland's Census 2021 - Outputs Strategy Stakeholder Events
09.02.2018

Scotland's Census at The Gathering 2018
08.02.2018

Did you know?
Eighty three per cent of the population of Scotland felt they had some Scottish national identity, including 62 per cent who felt Scottish only, 18 per cent felt Scottish and British, 2 per cent felt Scottish plus another identity.

Survey question: Why access data?



ANSWER CHOICES	Responses	
For personal reasons	16%	79
Both work and personal	23%	110
For work reasons	60.5%	290

Area of work?

ANSWER CHOICES	Responses	
Local Authority	28.26%	104
Health employee	19.84%	73
Academic	16.30%	60
Scottish Government employee	14.67%	54
Voluntary sector	12.23%	45
Other public sector (Police etc.)	10.6%	39
Business / Commercial	6.25%	23
Student	6.25%	23
Consultant / advertising or research agency	4.35%	16
Media / Press	1.36%	5
Scottish Parliament	0.82%	3
Total Responses: 364 Skipped: 140		

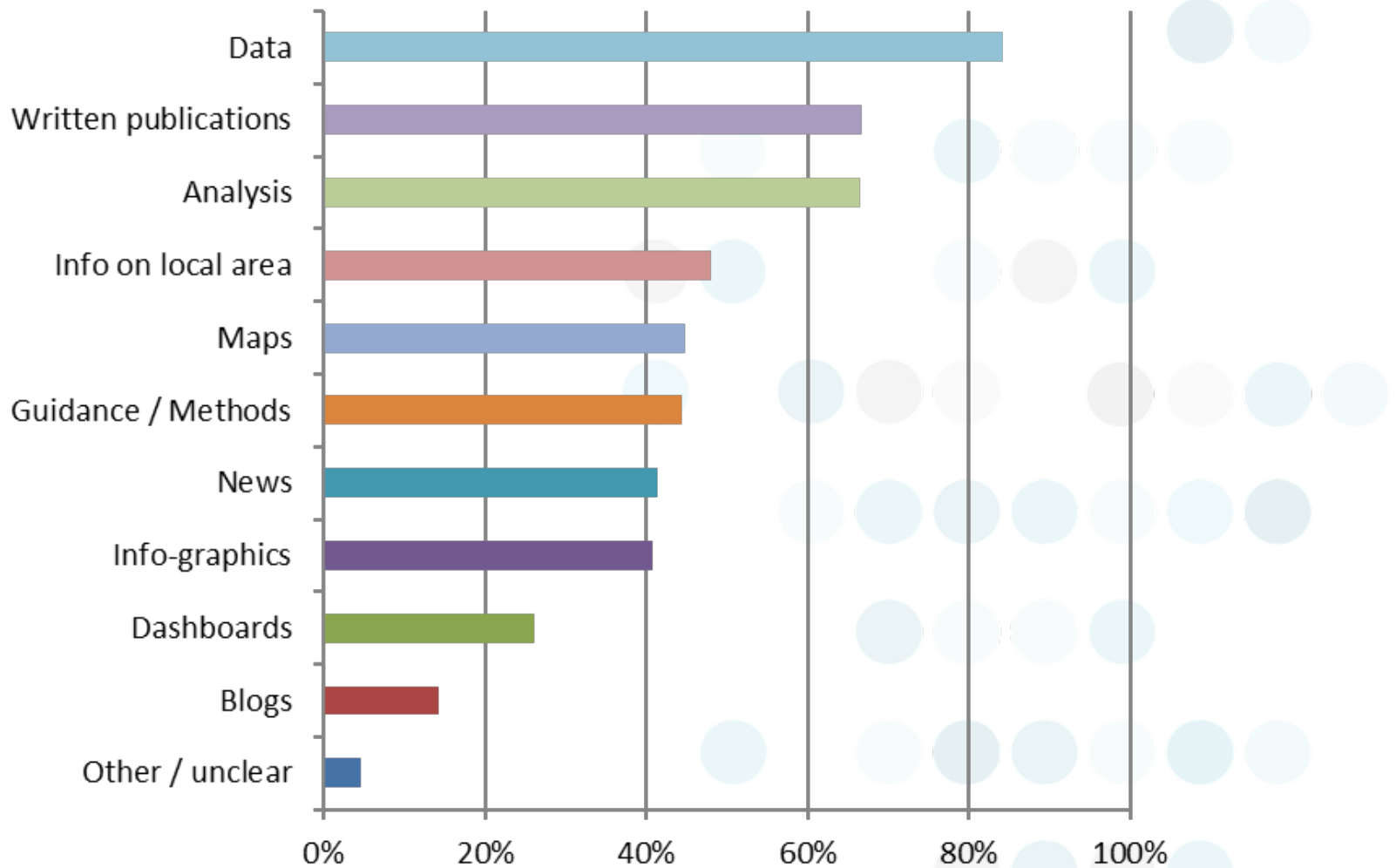
Examples of visits

ANSWER CHOICES	Responses	
Specific topic interest	30.77%	96
Comparing with other data	20.19%	63
Broad topic interest	17.63%	55
Checking information is accurate	14.74%	46
Strategy and planning	12.82%	40
Informing policy	11.54%	36
Writing reports	11.22%	35
Ancestry	4.17%	13
University/school projects	3.85%	12
FOI evidence	2.56%	8
Other	3.21%	10
Total Respondents: 312 (198 skipped question)		

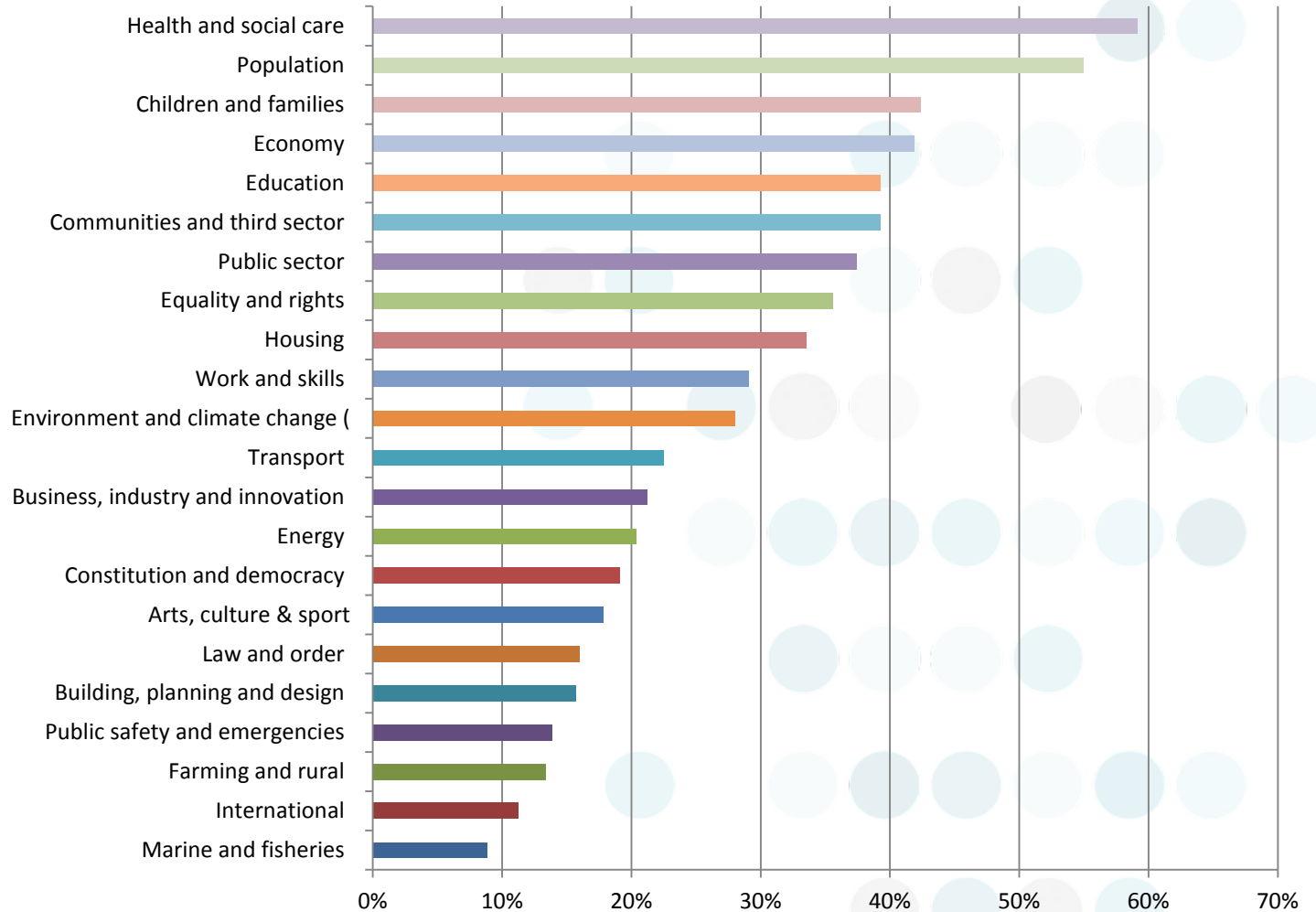
Examples of information use

ANSWER CHOICES	Responses	
Adding context to reports	24.94%	97
Collating with other data	14.40%	56
Benchmarking	13.62%	53
Educational	12.08%	47
Planning	9.25%	36
Own interest	5.91%	23
Inform policy	5.40%	21
Checking accuracy	4.88%	19
Campaigning	3.86%	15
Ancestry	2.06%	8
Other / unclear	3.60%	14
Total Responses: 389		

Types of information accessed



Areas of interest



Emerging behavioural groups

- Based on our view of the data we have identified four initial “behavioural groups”.
- Personas are based on distinct “behaviours”, rather than demographics. This means when looking to identify groups we focused on:
 - information searching behaviour;
 - data seeking motivations.

Behavioural groups

Topical experts

- Topic experts know what they are coming to a site for and how to get to it
- This can be for single or multiple topics
- They use the sites rapidly
- They may therefore be underrepresented (e.g. media). Civil servants may be in this group

Topic searcher

- Topic searchers know the principles of what they want but not the detail
- This group spans several sectors - academic and students, civil servants, third sector and local authorities
- It may include those searching for ancestry information.

Behavioural groups

Fact seeker

- Want to confirm information they have read in the press or have been given by Government and want to see if it is true and how it was analysed
- This can be for professional (media) or personal (inquisitive citizens) reasons
- Professional users will have an agenda to use this information

Generalist

- Come to government sites to browse current available information produced by Government
- Might be members of the public wanting to know more about Scotland, including overseas
- This is a small group currently, but could grow into a key audience if the site content was developed.

Next steps

Hold interviews with people from the following groups:

- Public sector - Local authority, NHS employee, Scottish Government (topic expert, topic searcher)
- Citizens (fact checker, generalist)
- Third sector (topic searcher, fact checker)
- Academic (topic searcher)
- Media (topic expert, fact checker)

- Further develop personas for these people
- Identify behaviours, motivations, and content needs of these people
- Refresh web content

Questions?

statistics.enquiries@gov.scot

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