`

General Register Office for Scotland
information about Scotland's people

Statistical Users Survey 2007

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This Document was

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Document Distribution

Web steering group.

Amendment Suggestion

If you have suggested amendments please make them to CaSIT

Status Control

Version	Date	Status	Prepared by	Reason for Amendment
			<name>	

Table of Contents

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1   **Background to the survey**

1.1   Aims

1.1.1   The 2007 survey's aim was to assess the levels of customer satisfaction with GROS online statistical resources. The survey investigated how frequently customers visited each of the GROS statistical web services, the type of information they sought, any technical issues that they encountered and their overall impressions of content, usability and navigation. In addition the survey asked if customers would view an ability to customise non census outputs as a positive development.

1.1.2   The survey also allowed customers the opportunity to make their own suggestions for enhancements to the sites.

1.1.3   The 2007 survey of statistical customers was the second online survey of statistical customers undertaken by GROS. The original survey ran between August and September 2005.

1.2   Methods

1.2.1   The questionnaire consisted of a mixture of multiple choice questions and those that allowed a free-form response. The survey questions are set out in Appendix 1. Completion of the online survey form was not compulsory.

1.2.2   The questionnaire content resulted from discussions with members of the web steering group and the business areas that produce GROS statistical outputs. The survey ran on the SCROL web servers between 12 October and 11 December 2007.

1.2.3   Customers were encouraged to complete the survey via hyperlinks on the front page of the GROS and SCROL websites. In addition GROS customer services emailed a link to the survey to people on their mailing list.
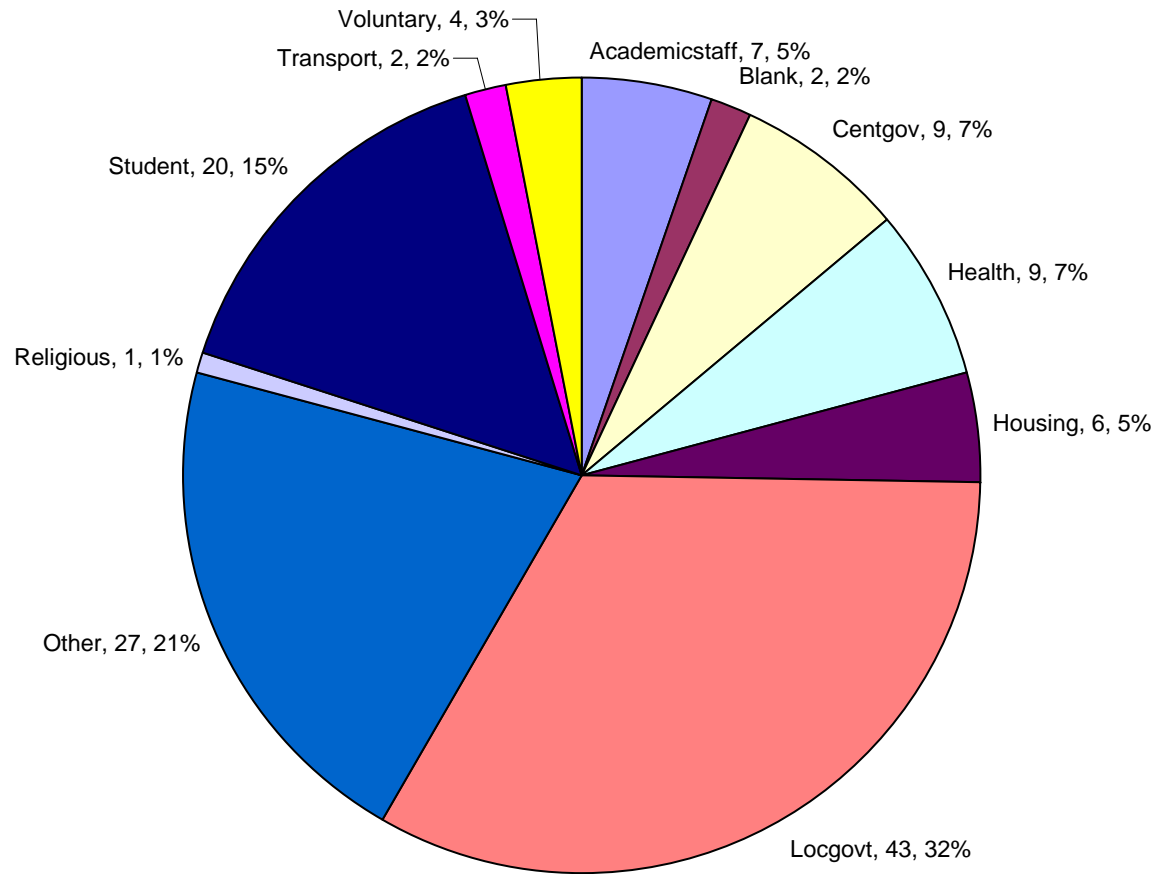
2   **Customer Attributes**

2.1   Overview

2.1.1   In total, we received 162 customer responses covering the period from 12 October to 11 December 2007.

2.1.2   We have identified 18 of these responses as being out with the scope of this survey e.g. only looking for family history information. These responses were removed from the analysis dataset (as this survey was interested in responses from statistical customers).

2.1.3   The contact details of the respondents who had selected the options in Question 10 to receive replies to their comments and / or further information about GROS web services were passed to customer services to deal with appropriately.

2.2   Customer Type

2.2.1   The chart below details the number of responses and percentages for each group of customer. Local government accounted for 32% of respondents, people involved in education accounted for 20% (students on 15% and academic staff 5%) and those in the 'other' category represented 21%.

2.2.2   The survey form allowed the capture of free text for the 'other' category. This included entries for various types of research, consultancy, planning / property as well as personal use. The responses are provided in Appendix 2.

GROS Customer Type

Voluntary, 4, 3%
Transport, 2, 2%
Academicstaff, 7, 5%
Blank, 2, 2%
Centgov, 9, 7%
Student, 20, 15%
Health, 9, 7%
Religious, 1, 1%
Housing, 6, 5%
Other, 27, 21%
Locgovt, 43, 32%

2.2.3   Question 1A enquired as to which sector the customer works for. 70% of respondents classed themselves as working in the public sector. 21% were from the private sector and 9% did not respond to this question.

Q1A. In which sector do you work?
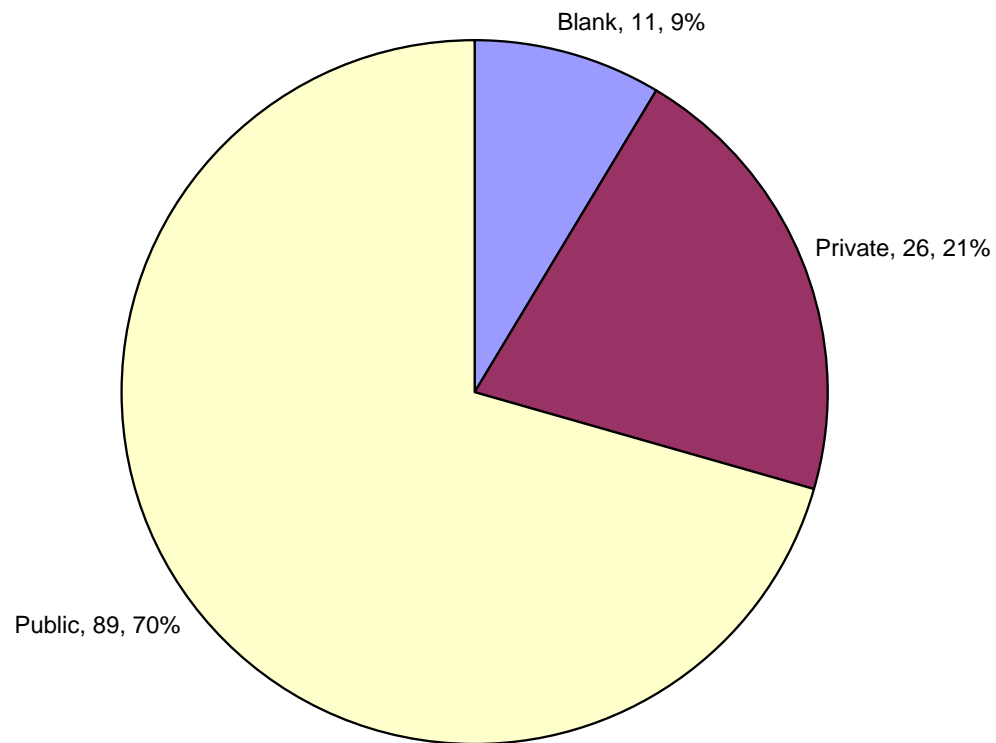
3   Customer Preferences

3.1   Preferred Site

3.1.1   Question 2 asked which GROS web services (http://www.gro-scotland.gov.uk and http://www.SCROL .gov.uk) the customers used.

3.1.2   The majority of respondents (64%) answered that they used both the GROS website and SCROL. 20% answered that they only used GROS and a further 15% were exclusively SCROL users.

Question 2. Use of GROS web services

Blank, 1, 1%

SCROL, 19, 15%

GROS, 26, 20%

Both, 84, 64%
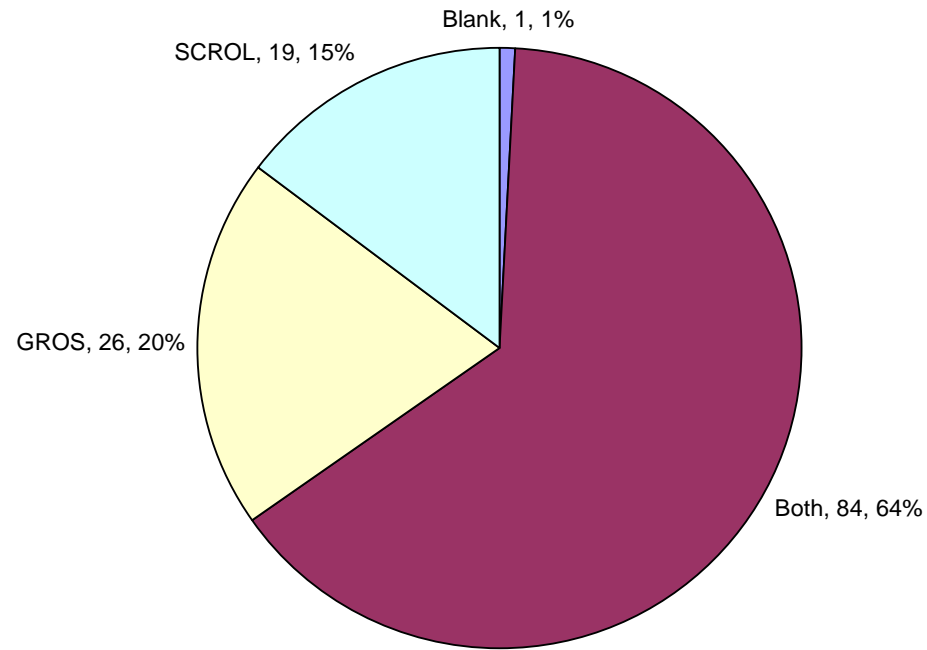
3.2   Frequency of use for each web service

3.2.1 Frequency of use of GROS website.

Use of http://www.gro-scotland.gov.uk.

Blank, 10, 8%

GROSdaily, 2, 2%

GROSweekly, 34, 26%

GROSfirst, 19, 15%

GROSmonthly, 25, 19%

GROSless, 40, 30%
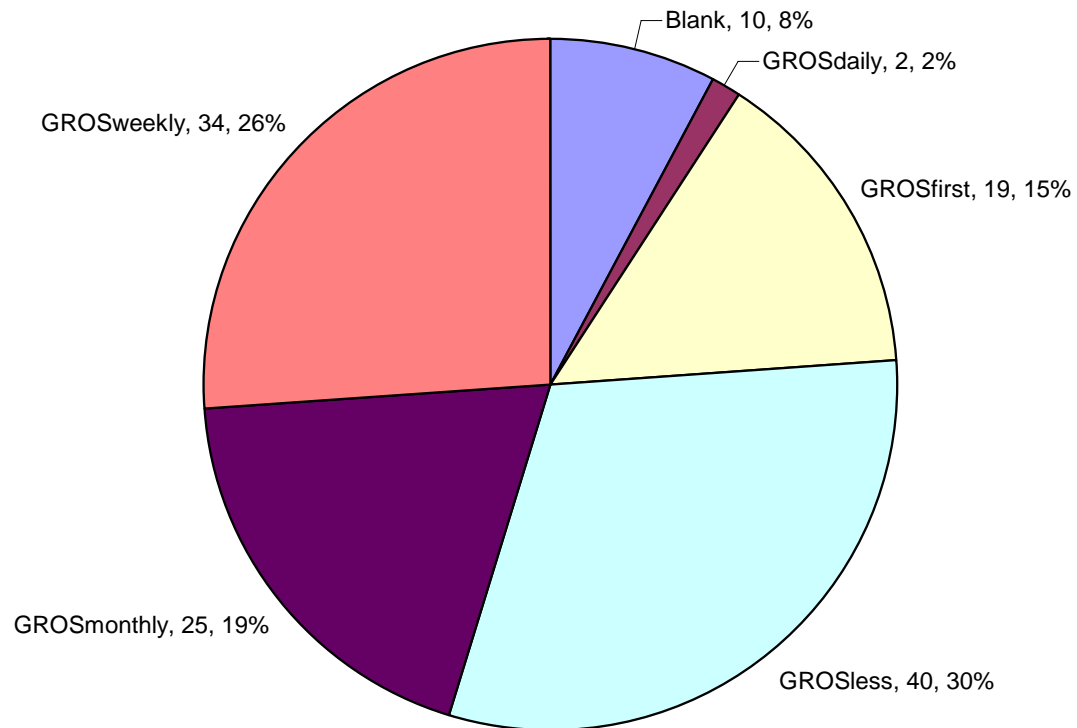
3.2.2   From this, 2% refer to GROS daily, 45% of visitors either use it weekly or monthly and 15% were first time visitors.

3.2.3   Frequency of use of SCROL website

Use of http://www.scrol.gov.uk

SCROLweekly, 20, 15%

Blank, 25, 19%

SCROLdaily, 3, 2%

SCROLfirst, 16, 12%

SCROLmonthly, 28, 22%

SCROLless, 38, 30%
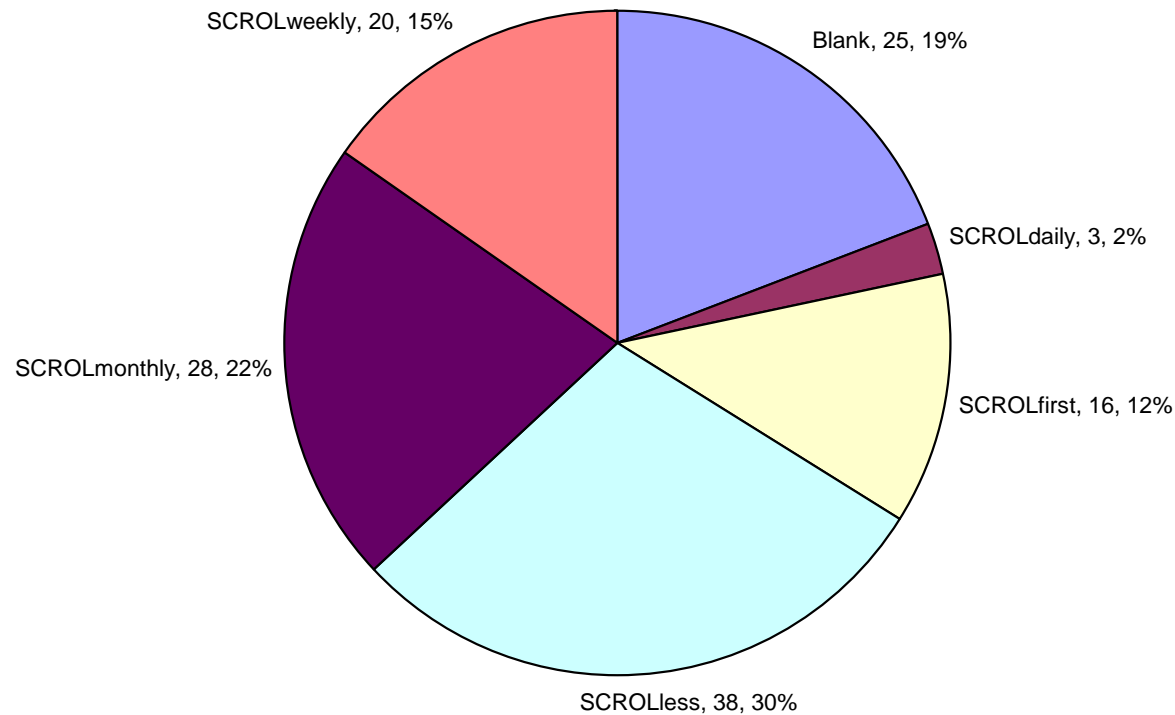
3.2.4 2% of visitors use SCROL daily. 37% of visitors to SCROL refer to it weekly or monthly and 12% of respondents were visiting for the first time.

3.3 Site preference by customer category

3.3.1 We have broken down the website preferences by customer category underneath.

	Central Govt	Health	Local Govt	Housing	Transport	Religious	Political	Voluntary	Student	Ac. Staff	Other	Blank
Both Sites	5	4	37	4	0	1	0	2	10	7	17	1
GROS only	2	2	4	1	0	0	0	1	7	2	8	0
SCROL only	3	3	2	2	2	0	0	2	4	2	4	1

4   Customer Satisfaction

4.1   Encouragingly, the results of the survey are that 89% of respondents reported themselves as either satisfied or very satisfied with GROS web services. 7% were dissatisfied and 4% did not complete this question.

Question 6. Overall satisfaction with GROS web services

Blank, 5, 4%

dissatisfied, 9, 7%

verysatisfied, 44, 34%

satisfied, 72, 55%
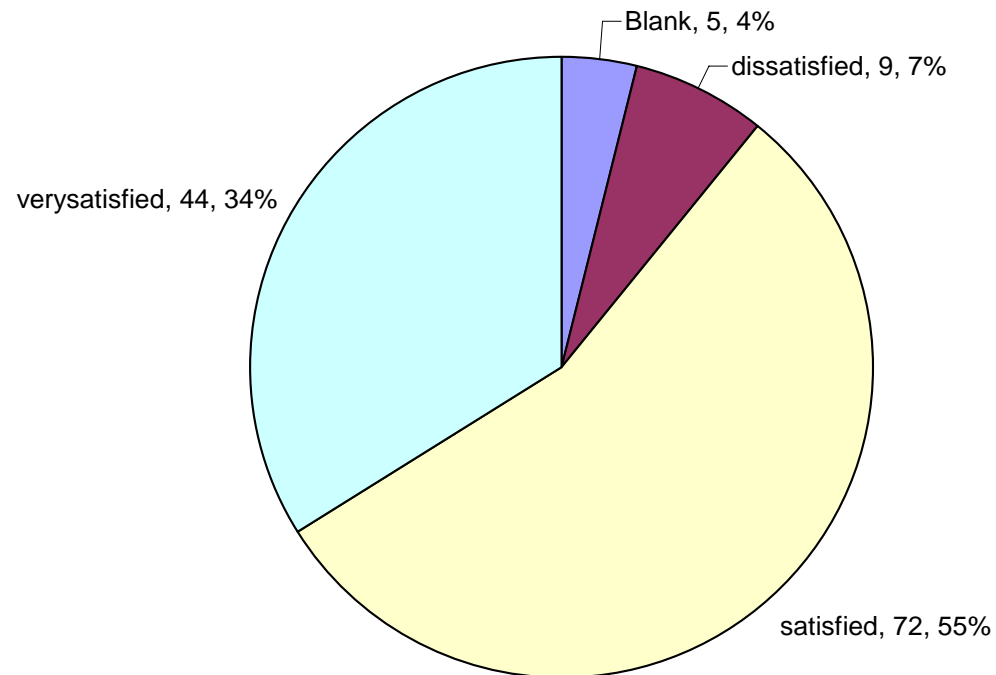
4.2   The results from question 4 indicate that the majority of customers found the information that they were seeking using GROS web services. Note that a small number of those who did not find what they wanted actually indicated in the text that they had contacted customer services and received the information via that route.

Question 4. Did you find the information that you were looking for?

Blank, 9, 7%

No, 18, 14%

Yes, 103, 79%
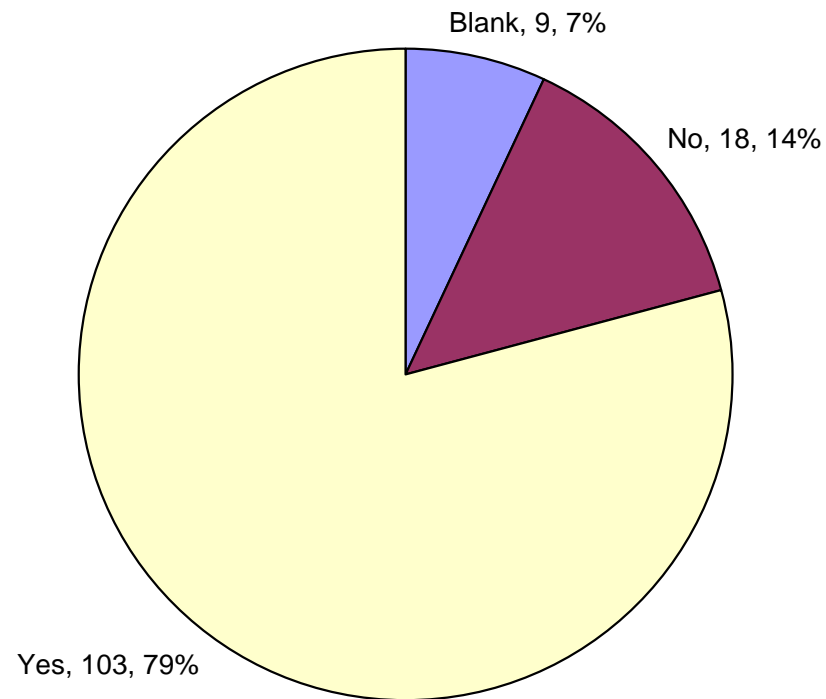
5   Customer Issues / Problems.

5.1   Of the 144 people who answered question 8, only 23 reported having experienced problems with GROS Web services. However only 2 of them claim to have reported their problems to GROS.

Problems with GROS web services

Blank, 6, 4%

Yes, 23, 16%

No, 115, 80%
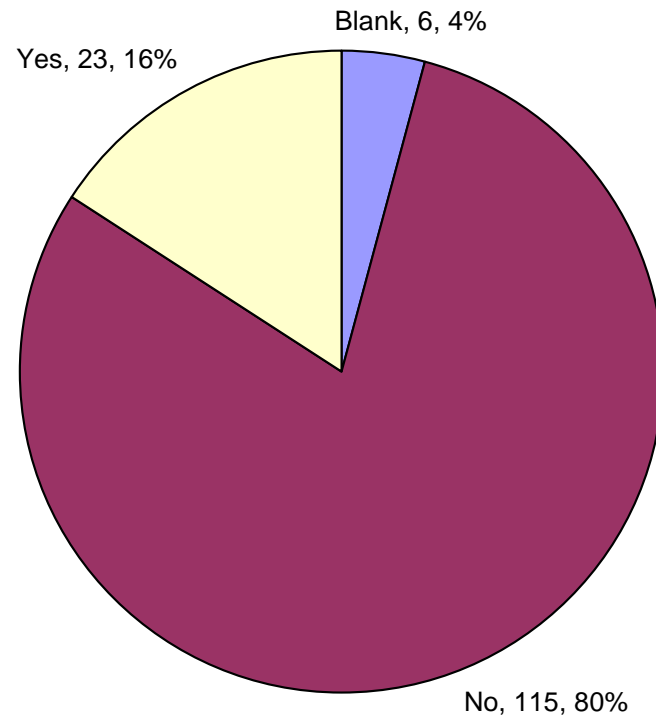
5.2   Reported problems

5.2.1   One of those who list their issue as being reported but unresolved reports:

"SCROL - crashes quite frequently, especially if trying to access small area data. Lack of revision to tables to take account of tenure adjustment is very frustrating". (The person has not provided an email address).

5.2.2   The other person who claims to reported a problem to GROS has not provided any information about their issue, any contact details or completed the column to say whether the issue was resolved or is still outstanding, so we cannot investigate this.

5.3   Other Problems reported by survey participants

5.3.1   Of other 23 people who had experienced problems but not reported them (and who provided information about their problems), 5 were concerning SCROL's reliability or slow performance, 4 reported problems with jargon and unclear text, and 2 had issues with the GROS website – one with the results from the search facility and one person commented they often cannot find what they are looking for.

5.3.2   A single user experienced problems with SCROL that were unique. They report being prompted to download a 'form filler' before using SCROL and then experiencing problems opening the files;

"I was trying to find out the distribution of the Chinese and Pakistani communities across Scotland. Was directed to SCROL but had to install something ...a form filler??? When I did get to look at something it was in Excel format and was not understandable to accessible for me. I still don't have the information I was looking for. I found the same data for England and Wales so easily from the main Census website".

5.3.3   This would appear to be a local problem with the users machine – SCROL does not require any browser plugins or downloads to use it and the downloadable files from SCROL are .csv files or zipped .csv files which should be compatible with most spreadsheet programs.

5.3.4   Another user asked "Why is my area not on your website?" but provided no further information!

5.4   Trouble Shooting

5.4.1 Daily testing of SCROL is undertaken by the SCROL team. As problems are encountered (or are reported via Customer Services) we work with our colleagues in the BST and / or customer services to address problems.

5.4.2 It is known that the response time of the SCROL mapping service can vary – should a number of requests occur simultaneously the service will run slowly.

6 User configurable datasets

6.1   In total 90 positive responses were received for Question 5, which asked respondents views on the usefulness of being able to customise non census statistical information. 46 people had no opinion on this and 8 people did not express an opinion or expressed the view that it was no use at all to them.

How useful would it be if you were able to customise our non census statistical information?

Blank, 5, 3%

No_opinion, 46, 32%

Welcomeit, 65, 46%

Notatall, 3, 2%

Significantenhance, 25, 17%
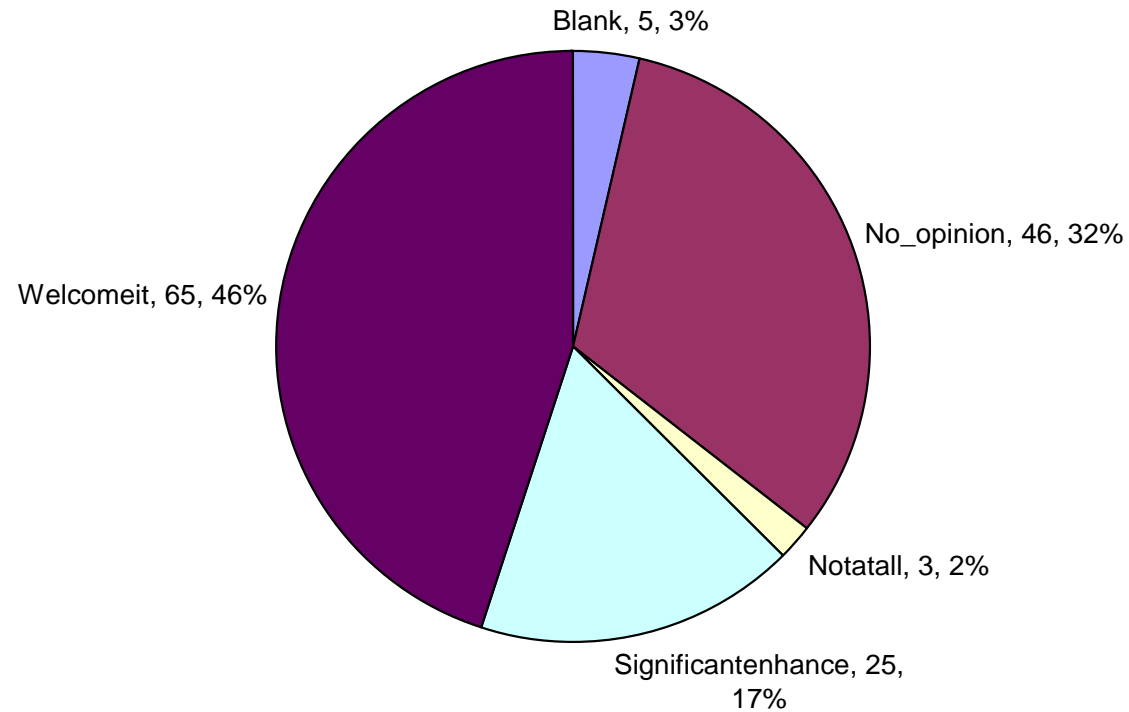
6.2   We have broken down the responses to Question 5 by customer category in the bar chart underneath. The most enthusiastic group for customising non census statistical output is local government with 36 positive responses, followed by those involved in education (18) and the 'other' category (17).

Breakdown of responses to customising non census output
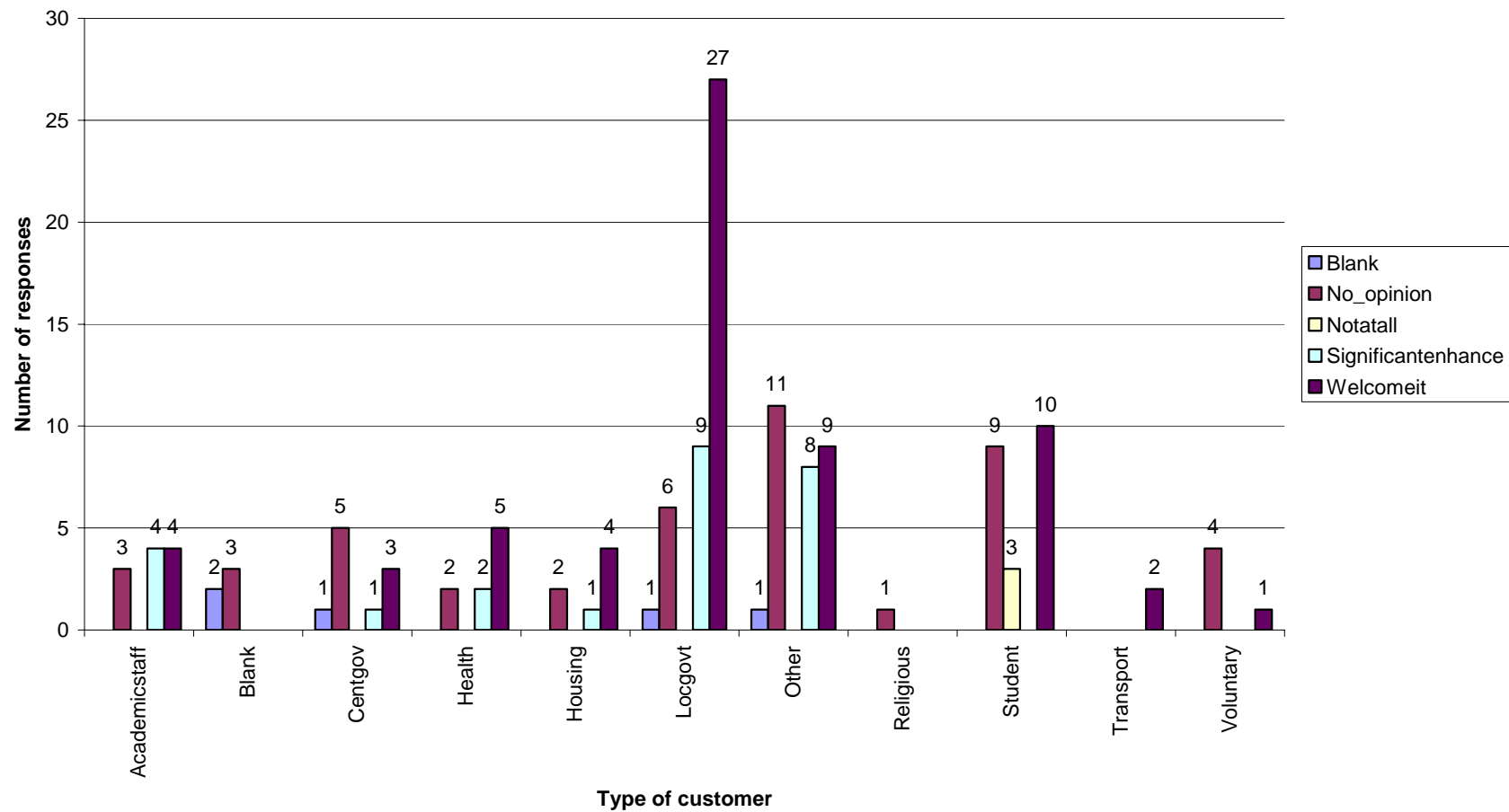
7   What are people looking for when they visited?

7.1   Question 4 included a free text field for people to enter details of what they were looking for when they visited. We received 92 responses to this section.

7.2   The largest number of people were looking for demographic / population information, 16 were looking specifically for census information and 12 were looking for multiple categories of information. A full breakdown is provided underneath.

Category	Number of responses
Population estimates / demography.	37
Census specific.	16
Multiple categories of information.	12
Responding to customer services email / browsing the site and followed survey link.	7
Socioeconomic information.	7
Vague e.g. 'looking for information about my area'.	6
Looking for other types of information (dementia / thematic maps / info about identity cards etc).	6
Can't remember what they were looking for.	1
Total responses.	92

8   Suggestions for improving GROS statistical output

8.1   In the two parts of question 7 we asked customers what improvements in functionality they would like to see made and also what additional content they would like to see on our web sites. Note that a full list of all responses received for Q7A and Q7B is to be found in the appendices (appendix 4 and 5). Question 9 also attracted a number of responses and they can be found in appendix six.

8.2   In response to Q7A 'What improvements in functionality would you like to see made to our websites we received 67 responses.

8.3   22 people's comments regarded navigation / layout / organisation issues mainly with the GROS website and a further 14 commented that the search system could do with improvement. 2 people requested an online analysis tool and a further two suggested the ability to customise the site to allow users to log in and receive the content that they are looking for. Three people made mention of the use of jargon / make things easier to understand. Two people mentioned SCROL specifically – one commenting on its user friendliness and another on its usefulness, but making mention of its lack of speed.

8.4   Question 7B 'What additional content would you like to see on our websites' attracted 54 comments.

8.5   22 people suggested new content in terms of new data options or different groupings for existing data, many providing detail of their requirements. 10 people were happy with the content that we currently provide. 4 people requested that our data should show historical trends (the comments mainly related to SCROL / Cenus). Two people wanted more background information on the census (list of questions / themes and information on the methodology). 3 people requested better links between our own and other web services (named examples include SNS, NOMIS and the SG). 1 person requested a larger content / index page / search facility on the main site. 1 person commented on the lack of definitions on SCROL. 1 on the terminology used being very GROS specific and not being very accessible to infrequent users.

8.6   We had 1 request for pictures, 1 for games and 1 request for 'more information about Scotland'.

8.7   Question 9 provided an opportunity for people to make general comments on GROS web services. This attracted a number of positive comments for both the current services, with users taking the opportunity to state the usefulness of the services to them. However it also attracted a number of comments regarding user frustration with finding materials, the use of jargon,

and various comments on colours and other design issues. One user commented on GROS charges for some materials, while others were not at all impressed with the sites.

9   Summary

9.1   The original purpose of the survey was to assess customer satisfaction with GROS web services. Our survey indicated that users of the web services come from a range of work categories, but with 70% of our users describing themselves as working in the public sector. The majority of our users (64%) use both the GROS website and SCROL with the most referring to them either weekly or monthly.

9.2   Our survey indicates that only 7% of users who responded were dissatisfied with our web services and that 79% of users found what they were looking for on our sites

9.3   The development of an interactive analysis tool for non census outputs received a positive response from 90 users mainly working in the public sector.

9.4   Unfortunately 16% of users report having had experienced problems with GROS web services. Of those, only two people indicated that they had felt the problems were of sufficient concern to contact us prior to the survey. The comments included SCROL speed and reliability, the use of jargon throughout the sites and issues with searching the GROS website.

9.5   Customers were invited to complete a number of questions in the survey to suggest possible improvements for consideration by GROS. Many people took the opportunity to let us know what they think could be improved.

9.6   Customers have made a number of new data content suggestions. Navigation / layout / design issues attracted comment - customers mention that some of our information involves quite a number of clicks to access it. Customers also suggest that the search system on the main website could be better improved to return more focussed results to users.

9.7   Customers mention SCROL having issues with speed and reliability that require to be addressed. Although some praise its design, there are others who criticise it as not being intuitive to people who are not regular users. Indeed the use of jargon is an issue that is mentioned by many. Improvements to the search system and layout of sites are what a lot people are looking for.

9.8   Our customers did highlight areas where they felt our services could be improved and each will be considered on its merit. All the suggestions for 'site enhancement' are listed in the appendices.

Appendix 1: Statistics customer questionnaire

General Register Office for SCOTLAND *information about Scotland's people*

Statistics Customer Survey 2007

Customer Survey 2007

We are keen to ensure we deliver statistical information that meets our statistical customers' expectations, both in terms of quality and range of information published. To that end it would assist us greatly if you would take a few moments to complete this survey form. If you are not looking for statistical information, please do not complete this survey.

[**GROS Privacy Statement**]

1. Which category describes you as a GROS customer?

Central government	○	Health and community care	○
Local government	○	Housing and regeneration	○
Transport	○	Religious group	○
Political party	○	Voluntary sector	○
Academic – student	○	Academic – staff	○
Other	○	If other, please enter details here	

1A. In which sector do you work?

Public Sector ○

Private Sector ○

2. Which of our websites do you use?

Main GROS site ○

SCROL site (Scotland's Census Results Onlline) ○

Both ○

3. How often do you use the web services?

	GROS	SCROL
First Visit	○	○
Daily	○	○
Weekly	○	○
Monthly	○	○
Less frequently	○	○

4. Did you find the information you were looking for?

Yes	○
No	○

Please tell us what information you were seeking

5. How useful would it be if you were able to customise our non census statistical information?

I do not have an opinion on this	○
Not at all	○
Would welcome it	○
Would see it as a significant enhancement	○

6. Have you experienced any problems with our web services?

No ○

Yes ○

If yes, please describe the problems you encountered

Did you report this to us?

Yes ○

No ○

If yes, how quickly was the problem resolved?

If no, please tell us why.

7A. What improvements in **functionality** (e.g. an improved search facility, better navigation etc) would you like to see made to our web sites?

7B. What additional **content** would you like to see on our web sites?

8. Overall how satisfied are you with our web sites?

Very Satisfied ○

Satisfied ○

Dissatisfied ○

9. Have you any general comments on either the GROS or SCROL websites? We would appreciate feedback on any aspect – design, navigation, the way information is presented, or anything else.

10. Please provide your email address and indicate whether you wish to receive further information about our websites, when available, or a reply to your comments.

Please enter your email address here

Reply to your comments ☐

More Information ☐

Submit survey form   Clear form

If you wish to discuss this form with us, please contact Statistics Customer Services
Tel : 0131 314 4299
Fax : 0131 314 4696
Or use our contact form.

Appendix 2: Responses to 'other' free text field for Question 1

'Which category describes you as a GROS customer?'

- Economic consultancy
- Media Services Agency
- Research consultant
- Community Justice Authority
- NDPB regulator
- Consultancy
- commercial
- Planning consultant
- Research Consultancy Firm
- NDPB
- Community justice authority
- Public Sector
- Market Research
- freelance researcher
- Market research
- school student
- personal use
- Education - management
- Commercial Property Surveying Company
- home maker
- housewife
- person
- retired
- retired
- browsing
- Chartered surveyor

Appendix 3: Responses to question 4 "Please tell us what information you were seeking".

- Population (mid yr estimates) GROS Details on inactivity by ethnicity SCROL
- Number of Births in Scotland by year
- I use the SCROL site for a wide range of information, mainly about housing, health and minority ethnic communities. I contacted the customer service section to get further restricted information on minority ethnic communities, which isn't available online.
- Settlement Information
- Population estimates, projections SAPEs. Release dates for future population stats
- info on deaths population in of migration ethnicity and gender profiles info on pop living in residential care
- Population and household estimates and projections, vital statistics and other demographic information
- Population by local authority area
- Census statistics
- Sought census information on gender, disability, and ethnicity. Limited information available on the latter.
- Was not visiting website today - received email invite with web link.
- Range of population, housing and other social data
- Demographic information (population figures, births deaths, life expectancy) Data on health, carers, SIMD etc
- Population estimates and mortality data - I have also contacted customer services a few times for additional analyses and found the reply prompt and explanatory.
- You emailed me the link to the survey!
- Mainly population & household statistics also various Census information.
- Populations Statistics both general and by age and locality
- I was e-mailed to fill this in. I work for a census agency and use a large range of your info
- Population statistics
- Population and household data for different locations in Scotland
- Population stats by specific areas and Death rates
- Birth & Deaths, especially cause of death info.
- most often LA population estimates, but a whole variety of stuff.
- Ability to speak, write, read etc Gaelic at a localised level within Glasgow.
- Area population stats
- Basic population figures for areas and postcode lookup tables.
- Population and households totals data
- Population Projections, household projections, revised mid year estimates, annual Report
- Various. Most commonly population estimates/projections and vital events but also demographic data
- Deprivation, housing in the area where I work as a practice nurse.
- Ethnicity information at a detailed enough level
- Drug deaths statistics

- Mostly population & related stats such as projections
- Information sorted by local authority area.
- Various different pieces of information - mortality data, population data, life expectancy estimates etc etc
- general demographic information / criminogenic needs information to inform service planning
- Small area population estimates - data zones 2005 estimates by age and gender
- Population updates
- Mostly Census Data, but also other data from GRO(S) main site - I also download occasional papers etc
- Household projections
- It varies, mainly population / household figures by different geographies. Also information on households such as tenure types, composition etc
- Population, health, employment
- Broad range, most of the dataset available
- Household projections
- Most of the time I can find what I need, but the level of information in relation to deprivation or at data zone level is not as forthcoming (though obviously data confidentiality issues would prevent release with certain topics).
- Basic social and demographic description about people living in Aberdeen City, Scotland.
- Looking for Identity card from home office used as Driver Licensing
- Population figures, by local authority area - all ages, under 16, under 18, and 65+. Population projections, by local authority area - by same age breakdowns as above.
- Population statistics for postcode sectors e.g. G82 1
- Analysis of Inverkip v Wemyss Bay
- Life expectancy/ fertility rates
- Population estimates and projections. Household estimates and projections. Small area statistics - using data zones
- i was trying to find out the distribution of the Chinese and Pakistani communities across Scotland. Was directed to SCROLl but had to install something ...a form filler??? When i did get to look at something it was in excel format and was not understandable to accessible for me. I still don't have the information I was looking for. I found the same data for England and Wales so easily from the main Census website.
- On this occasion, Census data relating to LLTI. More broadly, I use SCROL and the main GRO website on a regular basis and for a wide range of data (MYEs, SAPEs, projection, vital events etc)
- latest population projections; previous projections; Census data for localities.
- Economic Activity for Older People. Population by Ward and age
- Don't know yet
- Population of Scotland
- Number of households with cars in Scotland
- different type of thematic maps
- information about my area
- No however I have emailed my query
- Population and demographic data broken down by postcode

- I was invited to fill out the survey before looking for information
- Information on population figures and figures relating to health of population
- Travel to work data by different modes of transport
- Housing statistics. Employment figures. Car Ownership. Educational stats.
- Haven't looked yet as the website asked me to complete this.
- populations in the local authority areas between 1998 and 2006.
- chronic illness and disability
- figures for local area
- census
- can't remember now. sorry
- population of Aberdeen
- Car ownership and Mode of Travel to employment
- Census information for Family Genealogy
- information on my area
- household structures by census ward
- people
- Number of households living in the private rented sector in local authority area
- Census results for areas within Edinburgh
- population data Scotland
- Population projections
- I am generally interested in fertility trends in Scotland as this is the area I researching for a PhD
- Births, deaths & marriages dates of.
- information about local area
- Population figures for small Scottish towns e.g.. Keith and Huntly
- Statistics on prevalence of dementia in Scotland
- Census data on Gaelic in Scotland
- 2001 census results on religious belief
- The definition of Census occupancy rating.
- Housing tenure in Scotland

Appendix 4: Responses to Question 7A "What improvements in functionality (e.g. an improved search facility, better navigation etc) would you like to see made to our web sites?"

- Front page could be more user friendly GROS
- ease of navigation to improved topic searches
- It would be very helpful if it was possible to correlate information from different questions in the 2001 Census.
- Interactive tool to compile statistical information. e.g. if looking for the population of a particular area by a specific age band and gender. The option to select the variables and a table to be produced with the information
- The navigation bar on the left of the screen can become a little congested and contains too much text for my liking
- no suggestions
- Online statistical analysis tools or ability to customise data for download on GRO(S) site.
- Better search facilities
- A more user friendly index and search on the GROS website would be useful. Navigation on the SCROL site very good.
- GROS site is poorly structured. Non-intuitive. Needs to be much easier to find key stats and sources.
- Improved search facility
- SCROL is very useful but extremely slow when adding locations to build up data for a unique area
- Improved search facility would be useful so you could type in specifically what you were looking for
- a search button
- More time breakdown. e.g. Cause of death by month/quarter for local authorities. e.g. deaths by data zone (maybe on 5 year base to preserve confidentiality)
- the population estimates and projections could be much better organised
- Greater cohesion.
- improved search facility allowing user defined geographies to be more easily imputed
- I think the SCROL site is quite well set up for both first time and frequent visitors. The GROS site can be quite difficult to navigate around to find specific information, or even if the information you're looking for is on the site. I would prefer this to be improved over the search facility - I don't think that enhancing the search facility is worth the effort since people will just google the site anyway.
- Improved clarity of selected area boundaries - often they don't show up too well on the background map.
- As stated above
- More direct access to statistical data would be helpful as that it (almost) invariable the part of the site I am looking for.
- none
- better navigation
- Would appreciate improved search facility as to download the menus can become a bit lengthy e.g. if looking settlement or locality populations.
- The GROS website would benefit from an improved layout. The navigation bar on the left hand side is not very easy to use.
- I usually just want to see the most recent tables, it can be a few clicks to get there, but on the whole it is ok.
- Navigation still needs some improvement. I was searching for something last (unfortunately I've forgotten what exactly) and I had a link to the document which worked but I had difficulty finding it on a search.
- Improved search facility so that if you put a title in the search box then that title comes up first!

- Better search facility on the Main site - I find navigation frustrating sometimes!
- Searching for data on the GRO website. It often pulls up lots of other material and searching can be time consuming.
- Being able to customise searches a little more
- It would seem to me to be possible to make data retrieval more customer friendly.
- I think the navigation could be better, it always seems to take many 'clicks' to get to the information you need, and I am not always sure where the information is going to be within the statistics section e.g. annual report, population etc.
- Improved navigation. I don't find it particularly easy to navigate to the specific spreadsheet(s) that contain the figures I am looking for.
- Home page is too cluttered for a first time user
- Possibly could improve site navigation
- It would be good if you could load queries onto your own version of the website so if you wanted to see something again you could just load the query and not have to go through all the steps.
- With regard to the Census data, I would find it useful to be able to go into SCROL analyser and have Scotland as one of the geographies available. Also, for the output areas to be available for the whole of a local authority area, rather than having to be downloaded on a ward by ward basis.
- Web site is generally very good and navigation is easy. On the main GRO site it would be helpful to extract data on a local authority basis.
- None
- Improved search facility - linked to data outputs required rather than Census tables which casual users not familiar with
- List of questions and list of themes from census
- -personalized pages for registered users -"best of" or "more common" lists
- make it easy to use
- Have not used the site enough to be able to offer a meaningful opinion
- Have not yet used them enough to be able to offer constructive opinion
- Larger and clearer map would be useful, this would make distinguishing the different areas much easier. Definitions of the different categories of area (e.g. census output ward) would be useful on the page you select the area on.
- uniformity of software type. I encountered: Excel, Lotus, and a table on the web page that I copied manually. I was able to save all these tables in a useable format - but it had me guessing a couple of times as to how to do it.
- it is ok
- an improved search facility
- make it easy to find things
- It is good the way it is
- too much jargon
- SCROL is the most user-friendly of its kind
- better navigation, explain terms more,
- none
- improved search facility
- Think both websites need to be more user-friendly, possibly change the design of the GROS page, think the availability of census data should be improved (although perhaps I could not find it due to the layout of the website)

- Generally the website is very good, but I have a few suggestions: - Some pages, such as this one, fill my whole screen. Others just fill half the screen, which is irritating and means I have to do more Scrolling. I would imagine that this causes particular difficulty for people with certain disabilities who have difficulty using a mouse. - The navigation bar on the left hand side of the page can become very cluttered and difficult to navigate. The order is not always very logical (e.g., improvements at the top), and why are divorces and adoptions combined? - It is not easy to find the definitions used in individual Census tables on SCROL. - In both SCROL and the main GROS website, I would like to be able to access tables easily in Excel, and I would preferably like to be able to download all the tables in a publication in a single workbook, rather than individually.
- make it easy to understand
- Not too sure about doing Family history research - problems may just be due to my inexperience.
- Nothing in particular at this time.
- Better navigation- hard to find a specific smaller area.
- Clearer navigation
- As above
- Expand the web pages to occupy the full screen (as this page does).

Appendix 5: Responses to Question 7B "What additional content would you like to see on our web sites?"

- Could England have an equivalent site akin to SCROL
- I'd like to see more information split by area (ie the actual information I would like to obtain would be the number of births by hospital / NHS trust.
- At the moment, all information on housing tenure has to be adjusted by another table on people who said they were 'living rent free' but weren't really. It would be nice if you did the adjustments for this for each table that this affects - just so everyone doesn't have to do it themselves.
- no suggestions
- All information available at Local Authority level or at ward level.
- 1991 Census information through SCROL.
- More logical presentation of information e.g. placement of data such as settlement populations and other local area data especially re projections. Spreadsheets could be laid out better (projection data). Could you add a summary sheet.
- Easily accessible summary figures/charts on headline demographics
- I would like to see Census information at data zone level and more of the demographic (births, deaths etc) information available at lower geographies.
- None - just greater ease of use of GROS and reliability of SCROL
- Population projections in more detail rather than selected years / age groups
- I am interested in getting more geographical areas set up for information - datazones, ig zones, etc
- links
- More geographic breakdown - possibly via SNS
- Qualification information broken down as on census form rather than grouped. Information on ethnicity (even if only at the all-Scotland level)
- More openness about issues such as religion
- unsure
- Ummm, hard to answer since I don't know what you hold.
- I think they currently hold a good comprehensive range of the information you provide and would be able to access most things I require.
- Sometimes the terminology is specific to GRO (e.g. vital events for births, deaths) which can be difficult to interpret if not frequent user of that type of information. More information at Health Board and Council area level. Population estimates at sub-Council (ward) level
- Crime - is my practice population living in an area of high crime?
- More small area data & again, more small area data!!! Better look-ups (there's currently an issue with multi-member ward data), small(er)area life-expectancy data - sometimes produced by other agencies but not GROS. Better data context /explanations - not all users are qualified analysts e.g. mortality data which GROS puts on SNS as raw numbers would be better as rates. Improved facility to match & split data between geographies.
- More information on how population predictions are calculated would be useful on the GROS website.
- For mortality - age standardised rates
- The best improvement to functionality would be to have GROS stats available on NOMIS. Release dates for new statistics would be handy.
- More historic data especially on population and electorate. Electorate figures for wards
- I would like it to be easier to find data on smaller geographical areas in particular.
- Not conscious of any gaps.

- On SCROL, an easier way to get Scotland level data in the analyser section, and maybe an option to select alternative variables to create user defined tables, if possible. Deprivation based analysis
- It would be useful to have detailed information about people aged under 16 and primary and secondary education.
- More information as member
- present content is fine for my purposes
- More small area statistics, e.g. population projections and household estimates and projections
- Lots of BME data, especially relating to health
- More statistical information relating to localities/settlements
- More information of precise method used to construct household estimates and projections, including how dwelling count and occupied dwelling count arrived at.
- List of questions and list of themes from census
- methodology of the census
- The data I sought was available, but only broken down by Post Code Sector. It would be helpful to also have it available organised by Post Code District and Post Code Area.
- As Q7A
- Data showing historical trends
- The information was what I needed.
- larger contents or index page search facility
- More information on migration - flows to/from LA or health board area. We have obtained this information on request but welcome inclusion on web site
- more information about Scotland
- pictures
- descriptive by datazone for more detail and flexibility
- games
- none
- N/A
- I would like better links between Scottish Government website, the Scottish Neighbourhood Statistics website and the GROS and SCROL websites. Ideally, I would like to have data zone information on SCROL, and more Census data on SNS.
- Nothing in particular at this time.
- More than just 2001
- It is hard to find definitions on SCROL.

Appendix 6: Responses to Question 9 "Have you any general comments on either the GROS or SCROL websites? We would appreciate feedback on any aspect - design, navigation, the way information is presented, or anything else."

- SCROL is brilliantly designed and easy to use
- The menu options are not as clear as they could be and the results are not presented in a clear manner i.e. in date order. i.e. go through many screens to find what you want
- GROS website allows me to get the information I need quickly and without difficulty
- Both websites and very functional and user friendly
- GROS statistical section has improved, but can still be difficult to find exactly what looking for - fewer high level categories might help.
- Ability to cross tabulate data - appreciate this is a major area to consider but it would be useful to 'drill down' i.e. look at age, gender and housing tenure
- See above about speed when selecting areas in Analyser
- Maps can be a bit blurred at some scales
- Good sites. Clear layout, easy to find info and all historic publications are retained. Indispensable for my work
- The websites could both do with being overhauled from a design perspective.
- no comment
- Purple isn't a very nice colour; and it might be worth changing the default settings to a more accessible format (as in, a dark colour on light background).
- Haven't used SCROL for a while. Only used in immediate post-census period.
- none
- SCROL mapping can be very clunky there are now improved tools such as the Geowise spatial server.
- The design is a bit "dowdy".
- Generally, not bad at all on the main website. I don't tend to use SCROL much as I have the data for analysis in SASPAC. Personally, I would prefer the stats data to be more up front than the registration and genealogy stuff, but that reflects my own use of the site and probably doesn't reflect the usage.
- SCROL does not always give a GIS picture of the geographical area the data covers and I would find this useful.
- Find site extremely useful.
- Generally I find both sites useful and can usually find what I am looking for, though sometimes after a bit of searching.
- A very easy to use and informative web site - its the one I use in all my analysis and reporting
- I find it easy to navigate and use
- Should be able to get access to information without having to download form filler
- No
- nice design, easy to navigate It is a good idea to ask the visitors!
- See my comment above on Table download types.
- it is ok and good
- nope
- pretty rubbish, found information elsewhere much easier
- I find the websites an excellent source for my family genealogy
- It's a very useable website - to the extent that I passed the link for it on to a bright 9 year old

- design is good
- Found both websites difficult to navigate, could not work out where I should be looking for the information I needed. Using the SCROL website was frustrating, I was attempting to use the SCROL analyser to find census information for areas within Edinburgh but could not work out how to search for this, the menus were confusing and there was no clear instructions. I could not find the data I wanted and still don't know if it's actually possible to get this information online. The SCROL website did not appear to have any help facilities or information on what census data is available (e.g. if it was possible to get information on a specific postcode), which meant I spent a great deal of time searching for statistics even though I wasn't sure if they were existed.
- Most of your statistics are freely available via the web, which is great - why do you still charge for some things? I imagine it puts off a lot of customers, who don't even bother to contact you. - Phrases link 'preliminary return', 'quarterly return', 'occasional papers' and 'annual report' are virtually meaningless on their own. - Your publication front-page looks quite old-fashioned and a bit amateurish - though the content is usually good and easy to read.
- I think it is very important to have a site like this and a resource like GROS as independent analysis of Scotland and trends within Scotland would be very difficult without it.
- Nothing in particular at this time.