Scottish Household Survey
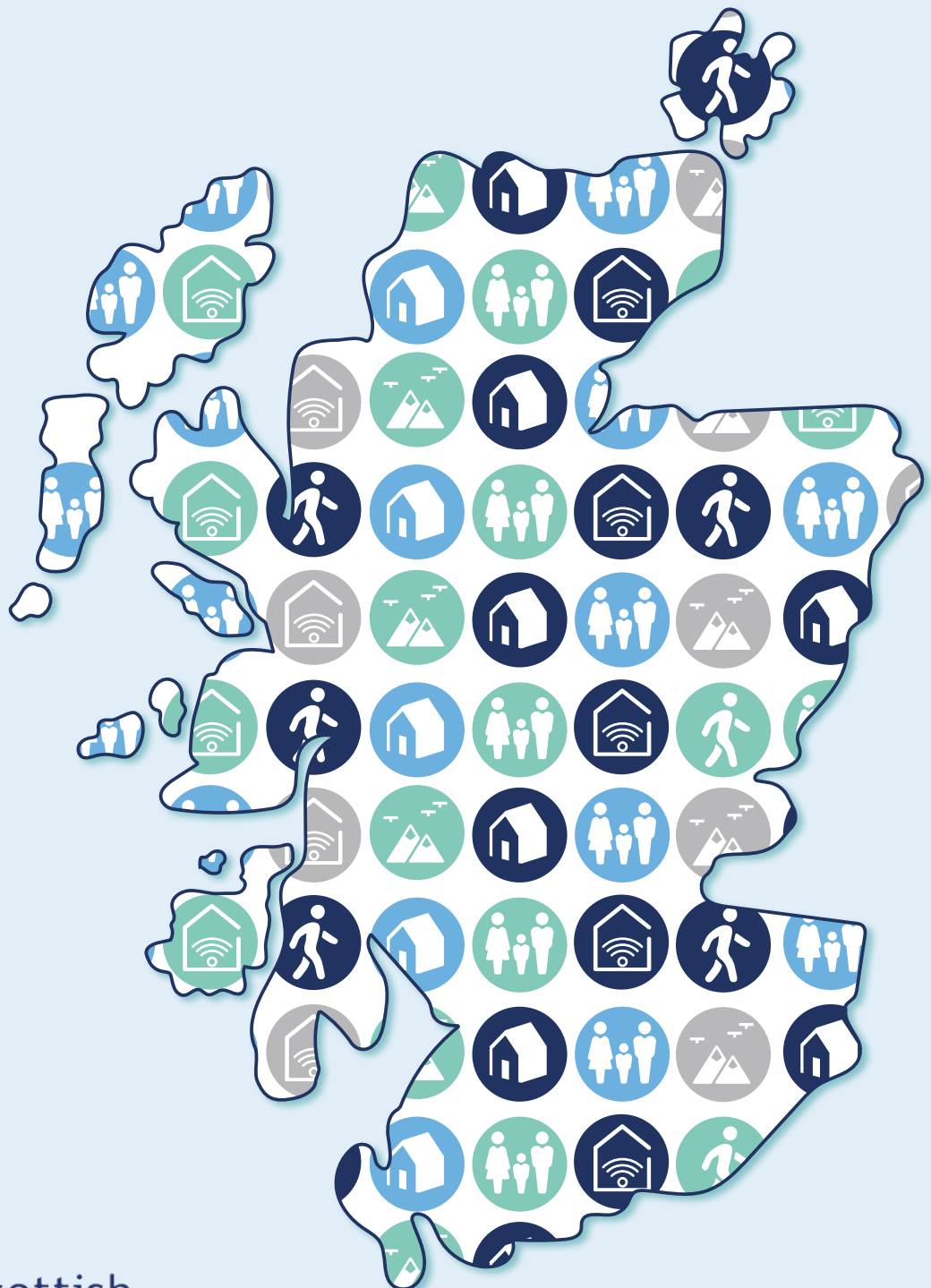# User Engagement Report 2020

A National Statistics publication for Scotland

Scottish
Household
Survey

Help Shape Scotland

Scottish Government
Riaghaltas na h-Alba
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Scottish Household Survey Project Team

Communities Analysis Division

The Scottish Government

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1.   Executive Summary

This report outlines the user engagement undertaken by the Scottish Household Survey (SHS) team. There have been a number of changes to the Scottish Household Survey reporting, some which have been planned and part of strategic long-term development and others which have been necessitated by the COVID-19 crisis. Throughout the change process and modernisation of the reporting, user views have been sought. This report details the methods, results, implementation and impact of user engagement.

Firstly, views were sought when designing, developing and releasing the Scottish Household Survey's new survey data dissemination tool; The Data Explorer. Previously, the Scottish Household Survey released over 7,000 local authority tables through MS Excel. The production of these tables was resource intensive and took around 3 months to compile. The Excel tables product was cumbersome to use and prone to error and corruption. There was an identified need to improve data dissemination to users. Based on the reported functionalities needed by users, a prototype interactive data dashboard was developed, tested and then expanded into the current Data Explorer dashboard. Users have been consulted prior to, during, and after the release of the new data dissemination tool, which has received overwhelmingly positive feedback. An advantage of this approach is that the Scottish Household Survey team were able to publish Scotland and local authority level data at the same time, rather than publishing the national figures first and the local authority figures up to 3 months later.

Secondly, views were sought from users on the modernisation of the reporting. In place of the annual report (approximately 320 pages last year), in 2020 the SHS team produced a much shorter report of around 20 pages with a one page summary for each topic highlighting the key findings from the survey and background information. Additionally, a separate infographic summary of the key findings and a supplementary analysis were published. Furthermore, films with a summary of a few of the statistics in a new form designed by young people and co-produced with YoungScot were published. Childcare and Culture and Heritage topic areas produced separate topic reports which were published on the same day as the main SHS release. Views were sought from users on the new style of reporting in a questionnaire sent to users. The majority of respondents are happy with the new reporting format and content that the long annual report is no longer produced.

2. Introduction

The Scottish Household Survey has run every year since 1999 and is the Scottish Government's largest face-to-face population survey, interviewing over 10,000 households per year on a range of different topics. This information is paramount for the Scottish Government when measuring progress towards the National Performance Framework (NPF). The survey data is also important for local authorities in terms of developing and evaluating Single Outcome Agreements. Furthermore, findings from the survey have played a key role in informing different policy areas, such as Housing, Fuel Poverty, and Climate Change.

Data dissemination of the Scottish Household Survey results has previously involved publishing a 300 page annual report and shorter key findings reports accompanied by MS Excel files containing all the data presented in the reports at national level for each of the 32 local authority areas in Scotland. The time needed to created MS Excel files for local authority data meant that this was released later than the national data. Furthermore, the MS Excel files were very large in size and cumbersome to navigate around.

In 2020, there were significant changes to the Scottish Household Survey reporting, some which had been planned and part of strategic long-term development and others which have been necessitated by the COVID-19 crisis. Throughout the change process and modernisation of the reporting, user views have been sought. This report details the methods and results of user engagement before, during and after the reporting changes were implemented.

3. Background

3.1 The data explorer

The Scottish Household Survey local authority data is much valued by, and important for the work of, Local Government and other agencies, who rely on it: to understand their local areas, for benchmarking and to develop and monitor Single Outcome Agreements. These data, known as the local authority tables, were previously produced using MS Excel, which was cumbersome and prone to error and corruption. The process resulted in local authority level data being published up to three months after national level data, causing frustration among some users. The risks associated with disseminating Scottish Household Survey data through MS Excel involved the issue of the data not being used to its full potential, prohibiting the survey team from developing other more useful products, and delay for local authority data analysis.

The change process began with risk identification in creating a new way of disseminating Scottish Household Survey data (Table 1).

Table 1: Risks in new tool development

Risk	Mitigating action
Not producing something fit for purpose	Fully consult with users in advance of development phase
No one knows about new product	Have a comprehensive communication strategy
Development takes longer than expected	Learn from National Records Scotland who developed similar tool and Recruit additional staff dedicated to development

Based on this risk assessment, the decision was made to create a new data dissemination tool with extensive user engagement throughout the development process. The tool – the data explorer – was developed between 2019 and 2020. This is now the main platform for Scottish Household Survey data dissemination. It is an online, interactive data dashboard containing over 7000 tables that can be used for comparing survey results over time and between local authorities. The tables can also be modified and downloaded in various formats. Furthermore, the tool allows for users to download PDF topic reports with comparison functionalities incorporated. As such, the new data explorer does not only provide functions previously offered by the MS Excel local authority tables, but also offers new useful features. As such, the creation of the data explorer, which provides information about Scottish homes, neighbourhoods, and their views on various aspects of society, has led to annual cost and resource efficiencies for the SHS team and an improved product for our local stakeholders.

3.2   New annual report format

Annual findings of the Scottish Household Survey data have previously been communicated through an annual report, around 300 pages long. This report requires the input from several government lead analysts as well as the Scottish Household Survey team itself. Due to the COVID-19 crisis analysts previously involved in report production were unavailable. It was decided that production of the 2019 data tables and updating the National Performance Framework indicators would be prioritised.

This decision is consistent with the guidance published by the Office for Statistics regulation who are supportive of producers of National Statistics adapting what they publish due to the situation with COVID-19. It was also supported by the SHS Steering Group which includes the Chief Statistician

and Chief Researcher. We have considered the impact on the coherence of the statistics and we believe it to be null. The data published remains consistent with that published previously, allowing users to make comparisons over time. The 2020 annual report format contains less commentary on the data but the commentary produced focuses on the key findings emerging from the survey.

Instead of the longer annual report, a number of shorter summary reports, focused topic reports and films were produced.

- [Scottish Household Survey 2019: annual report headlines.](#) (34 pages)
- [Scottish Household Survey 2019: key findings .](#) (infographic)
- Scottish Household Survey 2019: [Childcare report](#)
- Scottish Household Survey 2019: [Culture and Heritage report](#)
- [Transport and Travel in Scotland 2019 Key Findings](#)

The team experimented with new forms of dissemination such as an animation, films (2019 findings video in collaboration with YoungScot) and a quiz to bring more attention to the statistics.

- [Scottish Household Survey quiz](#)
- [Young people's voices about the Scottish Household Survey](#)
- [Scottish Household Survey animation (VIMEO link)](#)
- [Scottish Household Survey animation](#) (youtube link)

Promotion of the statistics included additional forms such as Instagram, FaceBook, Twitter as well as the traditional email distribution list. Additionally, since the survey has been running for 20 years 1999-2019, a set of publications around Twenty years of Scotland's people were published.

- [Twenty years of Scotland's people: summary report](#)
- [Twenty years of Scotland's people: data comic](#)

Also we proactively published some of the requests asked for COVID policy making.

- [Scottish household survey 2019: supplementary analysis](#)

The new format of reporting offers a wider range of products, which has the potential of widening the survey's audience and usage. The changes have overwhelmingly been endorsed by our users, which suggests that this new format could be adopted for future years, and as a result will bring forward other deliverables associated with the SHS, such as the Methodology and Fieldwork Outcomes report and release of data to the UK Data Service.

4. User engagement methods

Methods
• Questionnaires
• One-to-one consultations
• Interactive testing
• Feedback banner

The Scottish Household Survey team used a wide range of different methods to engage with its users. Views on the data explorer as well as the new reporting format were collected both quantitatively and qualitatively. Below follows a detailed outline of all methods used throughout the whole process.

4.1 Quantitative data collection

In total, three questionnaires were designed and distributed at different points in time between the 26th of June 2019 and the 15th of October 2020 to collect views on user needs and evaluations of the data explorer as well as the new annual report format in 2020.

An initial questionnaire (Annex A) was sent out between the 26th of June 2019 and the 5th of August 2019 to gather users' needs for the new data dissemination tool, later known as the Data Explorer. On the first day of the survey, e-mail invitations were sent out to 92 individuals. 30 respondents took part in the survey.

Once a prototype of the Data Explorer with 2018 survey data had been developed by the 28th of May 2020, another questionnaire (Annex B) was sent out to gather feedback on the beta version for improvement. The survey went live on the 28th May 2020. On the first day of the survey, e-mail invitations were sent out to 87 individuals, followed by an e-mail reminder one week later. An invitation to take part in the survey was also sent out via a ScotStat e-mail. The survey received 13 responses.

Lastly, between the 15th of September 2020 and the 15th of October 2020, users were invited to fill out an evaluation questionnaire (Annex C) of the 2020 reporting format of all new products, including the 2019 data explorer and four different reports. On the first day of the survey, e-mail invitations were sent out to 261 individuals, followed by an e-mail reminder one week later. An invitation to take part was also sent out via a ScotStat e-mail. 18 respondents took part in the survey.

4.2   Qualitative data collection

During the development phase of the data explorer, one-to-one meetings face to face, over e-mail and over the phone were carried out. This 'open-ended feedback' allowed a more in-depth understanding of users' views on the data explorer prototype. 34 SHS data users and survey data dissemination experts gave a combination of written and verbal feedback on the data explorer beta version between the 21st of February 2020 and the 10th of July 2020.

4.3   Interactive testing workshops

16 individuals – representing the Scottish Government, as well as friends and school children - were invited to take part of a live demonstration and test the data explorer prototype version on the 21st of February 2020. The testing involved a presentation of the dashboard followed by an online quiz [https://veriksson94.shinyapps.io/shsapptutorial/] for the users to answer by using the data explorer. This testing workshop allowed for the users to interactively engage with the new product, and the Scottish Household Survey team to assess how easy and accessible the tool was.

4.4   On-going feedback requested through feedback banner

We continuously welcome feedback of the data explorer through a feedback banner on the data explorer, signposting users to the Scottish Household Survey mailbox.

5. Results

5.1 Pre-development

The online survey sent out prior to developing a new data dissemination tool collected users' view on the current data dissemination format and what they required from the new data tool. Asking users what they liked the most about the current MS Excel files, most users thought it was good to find all information in one place, as well as having a clear and simple presentation.

"I like the quantity of data available and relative ease of use of the tables"

"User friendly layout, easy to understand and interpret."

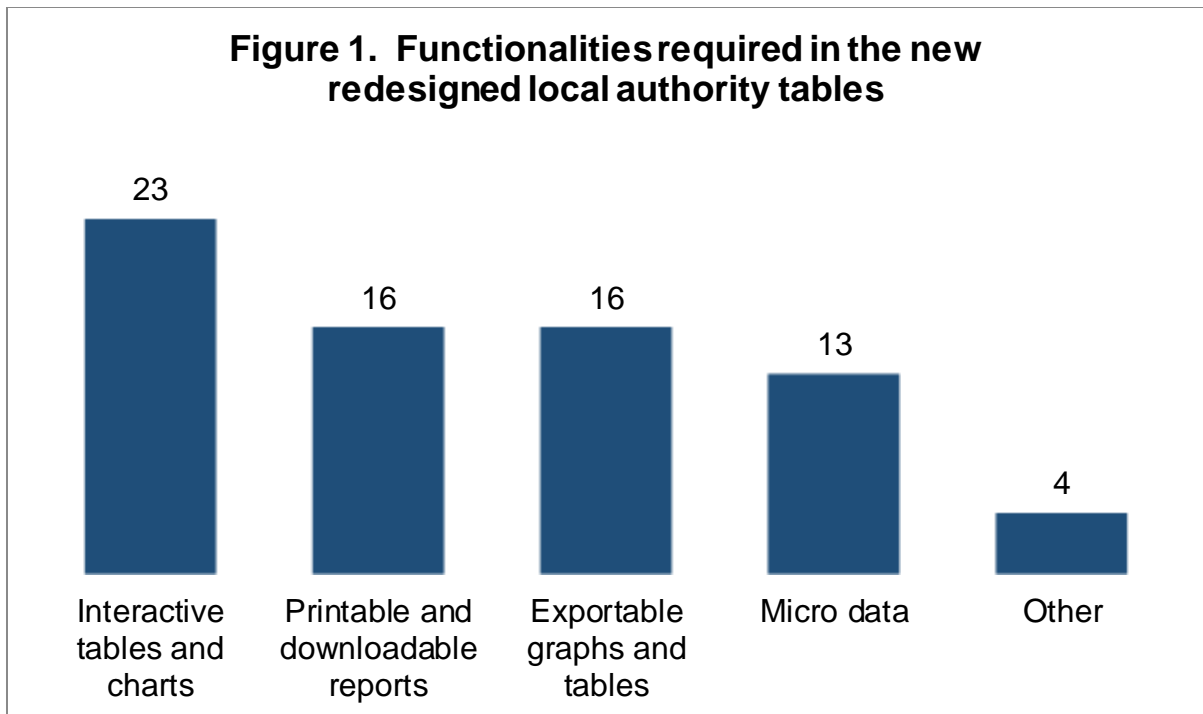"All data for a number of years is accessible in one place"

Asking users what they liked the least about the MS Excel files, there was frustration with local authority data not being published at the same time as national data as well as the large size of the Excel files themselves.

"Sometimes a little out of date by the time they are released."

"The document is so large and the number of tables I am interested in is only a small proportion that it can be time consuming locating what I want."

"I dislike the layout of the tables; it is irritating to scroll down given page (say housing) only to find data is supressed."

When asked which functionalities that were required in the new local authority tables replacing the MS Excel files, over eight in ten said they needed interactive tables and charts. Over half of the respondents also required downloadable reports, graphs and tables. There was also a considerable proportion that reported the need for micro data.

Figure 1. Functionalities required in the new redesigned local authority tables

Functionality	Count
Interactive tables and charts	23
Printable and downloadable reports	16
Exportable graphs and tables	16
Micro data	13
Other	4

Note: 28 respondents. Source: Pre-development survey 26-06-2019 to 15-10-2020

5.2 During development

With the required user functionalities and positive aspects of the current MS Excel files in mind, the Scottish Household Survey team developed an interactive dashboard called the Data Explorer. To involve users in the development process, a qualitative engagement approach was taken.

We invited users to test a beta version of the Data Explorer. Presentation and consultation was carried out by one of our team members either one-to-one or as focus groups between February and July 2020. In total, 47 users tested and provided feedback through an online questionnaire, as well as open-ended written and verbal comments on the beta version. There was a diverse group of users, including statisticians, policy analysts, local authority researchers, children, teenagers, students and academics.

We created an online tutorial and quiz as a way to engage users in the beta testing and to gauge how easy the Data Explorer was for individuals to navigate around and use. Most users could answer the questions in the online tutorial correctly, suggesting that the Data Explorer was easy to use and accessible.

The majority of the written and verbal feedback given during the beta testing phase was positive. Here are some examples:

"I am impressed with how user friendly the explorer is and how easily you can find information and manipulate it"

"In general, I found the layout easy to read and navigate. I had a couple of niggly issues with the charts."

"I like how easy it is to navigate to each topic and find the information you are looking for and then be able to download it. I also liked how easy it was to update/change charts."

When asked what they liked the least, users mentioned the format of reporting.

"Number of different options of tables in dropdowns is slightly overwhelming"

"I think you would need to use the 'get your own reports/data' a bit more to make sure you are getting the information you need."

"Overall navigation was straightforward and layout clear. However, due to amount of different information presented, would potentially be quite difficult to locate one particular table if you were looking for a specific piece of info - splitting up tables in drop-downs into smaller groups might be helpful."

The main issue mentioned was the difficulty to navigate around the many questions. As a response to this feedback, the team created a search bar and streamlined the question titles.
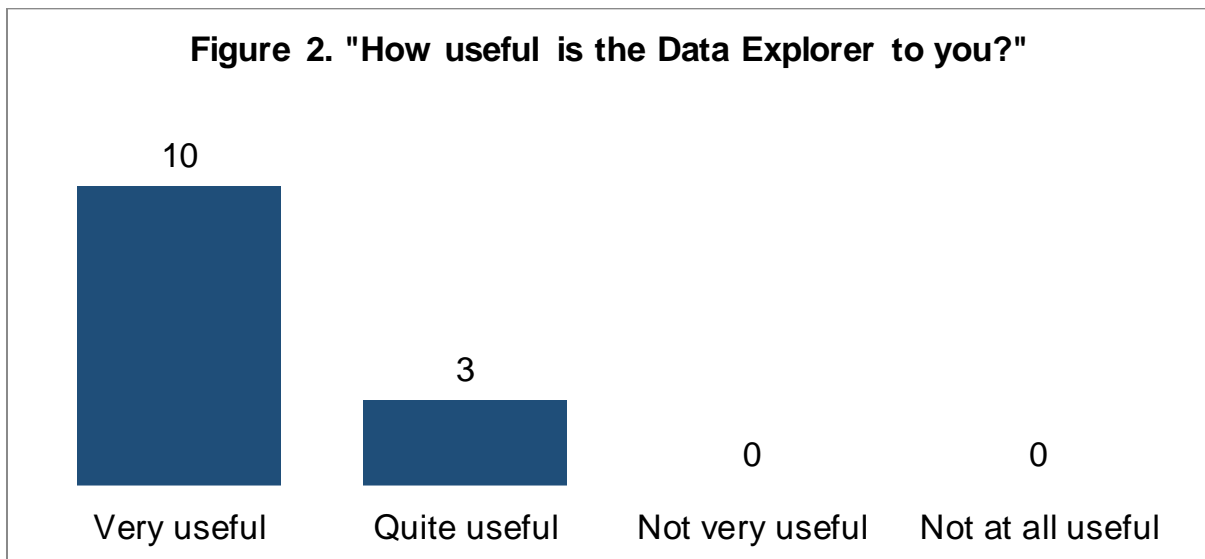
5.3 Post publication

The Scottish Household Survey data explorer and reports for 2019 data were published on the 15th of September 2020. An online survey was sent out after public release of the various new products to gather user feedback. Response rate to the online survey was low (19 respondents), so any quantitative findings should be taken with caution. However, the open-ended questions in the questionnaire suggest that users in general are happy with the Data Explorer, the new format of the annual report and additional reports.

Data Explorer

The majority of users that had used the 2019 Data Explorer reported positive views of it. Almost eight in ten found the tool very useful, and two in ten thought it was quite useful to them. When asked through an-open ended

question what they liked the most and the least about the new data tool, users mentioned the positive aspects of its flexibility, speed and accessibility. However, there was one report of a one-time crash of the dashboard.

Figure 2. "How useful is the Data Explorer to you?"

Note: 13 respondents. Source: Post-publication survey 15-09-2020 to 15-10-2020

Comments about the data explorer:

"I really like the ability to choose what data to compare. The freedom of choosing specific data I am interested in really speeds up my analysis."

"It is fantastic to be able to have the flexibility to query the data for the area of interest, or to download a topic report. A very user friendly tool."

"Good, easy to navigate but seemed to crash once I tried to customise a chart."

New annual report format

The majority of users were happy with the new annual report format and 95% found the various products useful (Figure 3). Furthermore, there was no evidence to suggest that users missed the previous, substantively longer annual report, with over seven in ten being content with the new headline report replacing it and only five percent not being content.

Figure 3. "Overall, what do you think about the Scottish Household Survey reporting of the 2019 results?"

Very useful	Quite useful	Not very useful	Not at all useful	I don't know
13	5	0	0	1
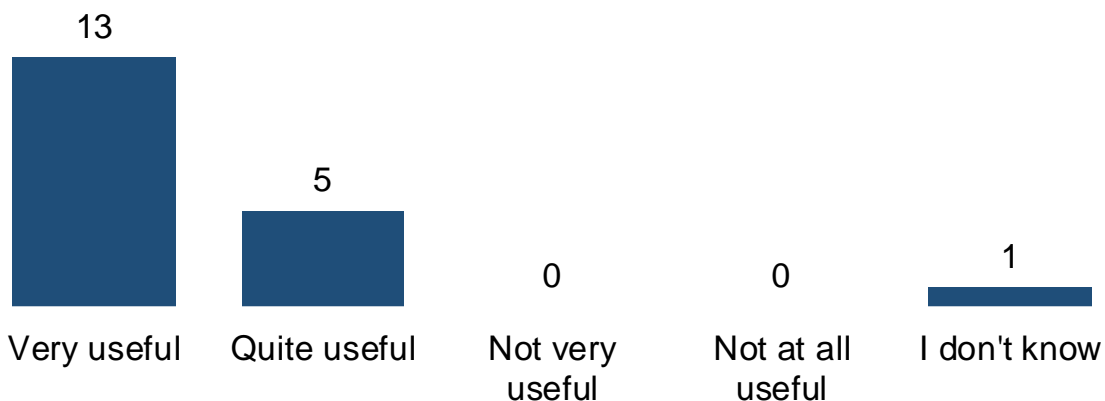
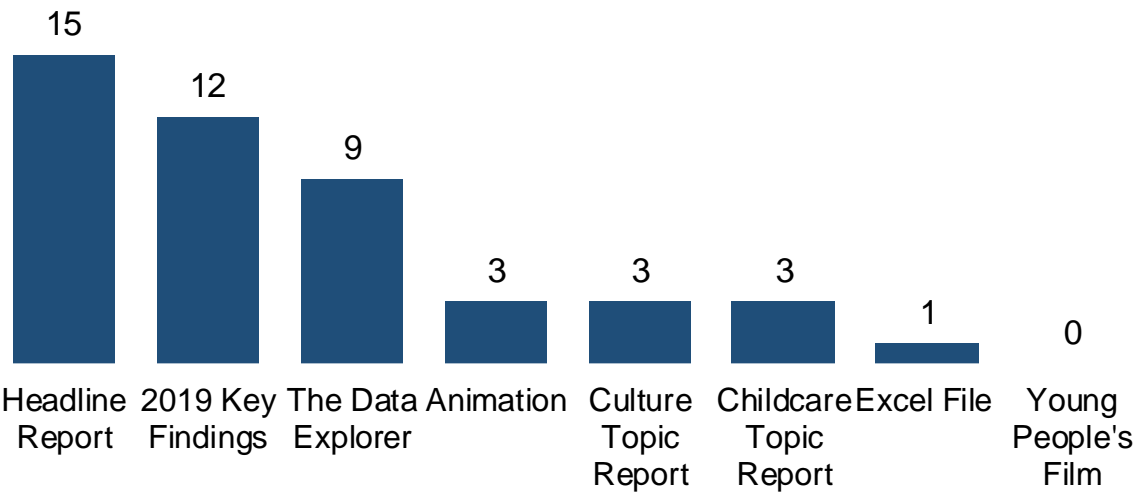Note: 19 respondents. Source: Post-publication survey 15-09-2020 to 15-10-2020

Figure 4. "Are you content with the new Headline Report (34 pages) replacing the previous Annual Report (321 pages)?"

Yes	No	I don't know
14	1	4
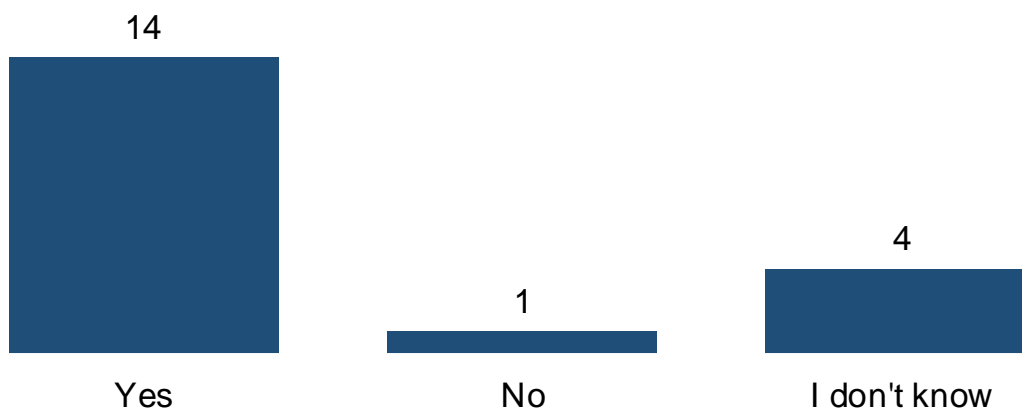
Note: 19 respondents. Source: Post-publication survey 15-09-2020 to 15-10-2020

When asked which publications the users had used/read, figure 5 shows that several respondents accessed more than one product. This suggests that the various publications fill different purposes and potentially complement each other. Furthermore, it shows that different users require Scottish Household Survey information and findings in different formats. It is therefore more beneficial to produce several shorter publications than focusing on producing one, longer annual report, as was done previously.

Figure 5. "Which of the following Scottish Household Survey 2019 publications have you used/read?"

Headline Report	15
2019 Key Findings	12
The Data Explorer	9
Animation	3
Culture Topic Report	3
Childcare Topic Report	3
Excel File	1
Young People's Film	0

Note: 19 respondents. Source: Post-publication survey 15-09-2020 to 15-10-2020

Asking users about the specific products released in September 2020[1], the majority of those that read the headline report found it useful. To gain insight into what can be improved, an open-ended question was asked if there was something users particularly liked or disliked about the report. The comments suggest that users liked that it was informative and clear, and one user thought more detailed analysis would make it even more useful.

Figure 6. "How useful is the 2019 Headline Report to you?"

Very useful	7
Quite useful	7
Not very useful	0
Not at all useful	0
I don't know	1
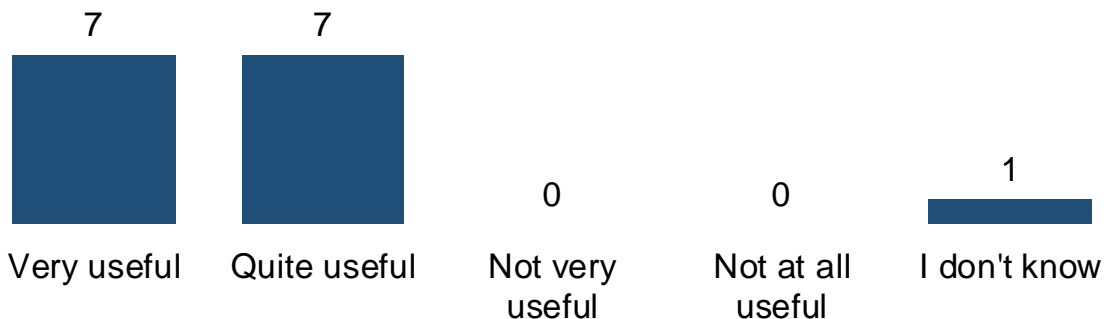
Note: 15 respondents. Source: Post-publication survey 15-09-2020 to 15-10-2020

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[1] Only findings from the two most popular publications (excluding the Data Explorer) are provided, as feedback on the other products was considerably low.
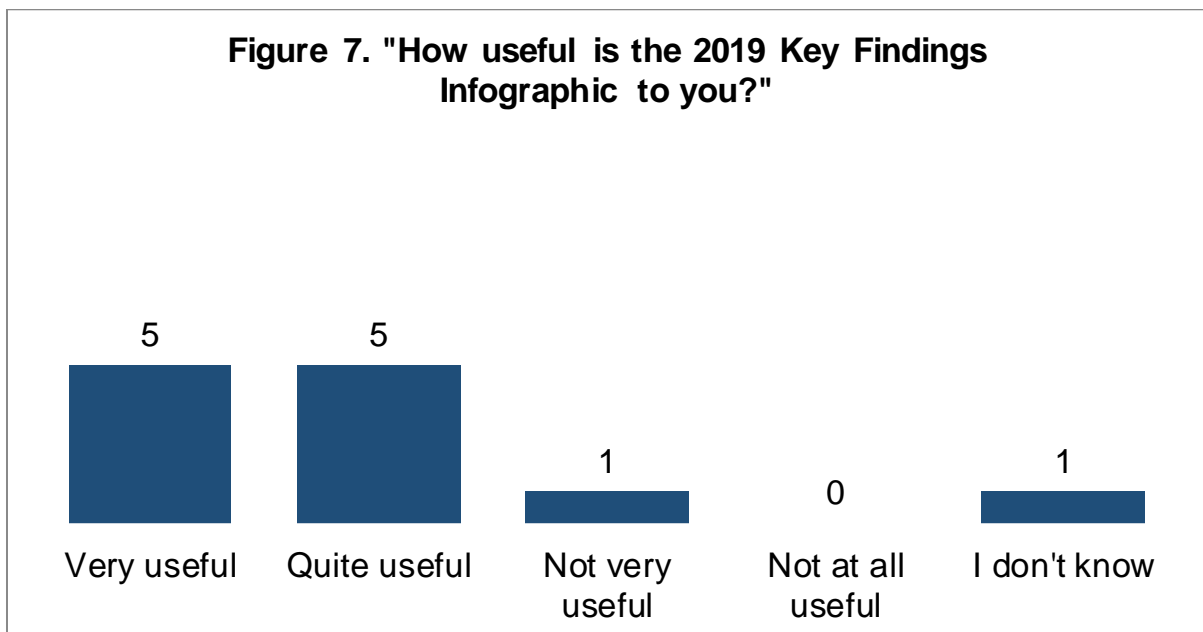
Comments about the 2019 Headline Report:

"Informative precise and easy to read."

"Well laid out, informative."

"More equality analysis would be useful - the headlines might mask trends in sub-groups."

Feedback on the 2019 Key Findings infographic suggest that the publication was useful to most of the users. Less than one in ten found it not very useful.

Figure 7. "How useful is the 2019 Key Findings Infographic to you?"

Category	Count
Very useful	5
Quite useful	5
Not very useful	1
Not at all useful	0
I don't know	1

Note: 12 respondents. Source: Post-publication survey 15-09-2020 to 15-10-2020

For future improvement, users were asked if there was something in particular they liked or disliked about the key findings infographic. The comments suggest that users particularly liked the look and clarity of the report. There were no comments made about what users particularly disliked about the product.

Comments about the 2019 Key Findings Infographic:

"Consistent layout and appearance draws out key messages well."

"Overall fascinating!! Makes me realise the importance of education for generally improving people's lives!!"

"Nice layout, easy to read important points."

"Good reader friendly format."

Asked through an open-ended question if there was anything users felt was missing from the 2019 SHS publication format, the majority of respondents expressed satisfaction with the current format. This again reinforces the notion that the new SHS products are useful, suitable, and overall endorsed by our users.

"Is there anything you feel was missing in the 2019 SHS publication format?"

"No. Generally I was impressed by the range of outputs that were made available."

"No, very informative."

"No, very detailed."

"Could be slightly longer, difficult to quantify how to increase length but slightly more detail in some section."

Lastly, the post-publication survey invited users to give any further comments about the communication of SHS 2019 data in order to receive feedback on any issues that were not covered by the questions asked in the survey. The answers received were all positive and give further evidence that users are satisfied with the new products and communication of such.

Further comments on SHS 2019 reporting:

"It is fantastic to be able to have local authority data available on the same day as the publication of the national data. The work that the team has put into making the outputs of SHS widely accessible to a range of audiences. A really valuable resource for Scotland. The team should take the credit for an excellent approach to dissemination of the results. I particularly liked the video accompanying the data explorer as it gave a great overview of what you can do with the data explorer tool. Fabulous work by all!"

"Well done on transforming the reporting of this valuable data!"

"I am happy with whole study and method of comms."

The new 2019 data reporting format also received some comments via the SHS mailbox around publication time.

"Congratulations on an excellent set of outputs relating to the 2019 Scottish Household Survey!!"

"The new data explorer is a fabulous replacement for the local authority tables, and it is fantastic having access to local data on the same date as the national publication."

"thanks for the report today, it's great, really helpful, and congratulations on a really effective presentation of the data too – it really worked for me."

"Love the interactive flip page pdf noise probably more than I should!"

"animation … I absolutely love that approach to presentation … congrats again on pulling all the info together."

"The flip book noise is indeed ridiculously pleasing! Well done to Emma and your team on an impressive set out outputs."

6. Impact

> **Data Explorer impacts**
> - Improved data access and functionality for users
> - Time savings for the Scottish Household Survey
> - Data transparency
> - Shortlisted for the ESRC Research Impact and Knowledge Exchange Award 2020
>
> **New reporting format impacts**
> - Increased media coverage
> - Widened audience and use of Scottish Household Survey findings

There have been several positive impacts resulting from the creation of the Data Explorer and new reporting format. Firstly, the Data Explorer meets the objective of publishing local authority data at the same time as national figures that was initially set out. The online interactive tool also meets other identified user needs, such as interactive and exportable tables, graphs and PDF reports. As such, the Data Explorer contains all the functionalities of the previous dissemination product and more. During the first month of the 2019 Data Explorer, the website was active for 190 hours. While this figure cannot tell us how many people visited the data explorer, it does indicate that it has during this time period been used a significant amount with an average of over six hours per day.

Secondly, by creating the Data Explorer the Scottish Household Survey team have experienced time and workload savings. It would previously take up to three months to create the MS Excel Local Authority tables. With a high level of automation incorporated in the Data Explorer, production of annual national and local authority data takes around one week. These time savings have a positive impact on the users, as the team can now produce other reports closer in time after the data publications, such as the Technical Report and Behind the Numbers.

A third positive impact from the creation of the Data Explorer relates to data transparency. In 2015, The Scottish Government set out their Open Data Strategy, recognising the wider societal benefits of making data as open and transparent as possible. The code for the Data Explorer is publically available, which means that anyone can see how the data has been manipulated. This data transparency improves the Scottish Household Survey's accountability to users.

The many positive impacts resulting from the development of the Data Explorer were formally acknowledged in spring of 2020, when the tool was shortlisted for the ESRC Research Impact and Knowledge Exchange Award.

The new reporting format carried with it positive impacts. The Scottish Household Survey noticed more media coverage of the annual findings. At least 22 media articles referred to 2019 findings of the Scottish Household Survey. This is an increase from the last two years and the highest amount of media coverage that the SHS team has ever received. Also images from the Key Findings Infographic were used by and shared in the media. The Tweet announcing the SHS 20 Years of Scotland's People comic was seen by 2,634 people. Furthermore, 1,241 Twitter users viewed the Tweet about the Scottish Household Survey and Young Scot film. Compared to earlier years, both the type and size of the Scottish Household Survey audience increased, leading to the data being used to a greater potential.

7. Conclusion

User engagement has been at the centre of the changes made to the Scottish Household Survey reporting format. This has ensured that the new products are as useful and suitable as possible.

Developing a new data dissemination tool has improved the SHS team's understanding of how our users engage with the data, and resulted in better ways of disseminating it to meet their needs. The combination of qualitative and quantitative feedback options allowed different ways for users to feed-in views and the user engagement throughout the development process ensured that the tool has been designed with their needs in mind. Ultimately, the creation of the data explorer has reduced cost and time for the SHS team to produce data, and most importantly enhanced the user experience of accessing SHS data.

The new annual report format has increased the number of publications created. This makes it possible for SHS data to be used to its full potential. Overwhelmingly positive feedback on the new reporting format suggests that all or a combination of the current suite of publications should be produced again in the future.

The Scottish Household Survey team continuously seek to engage with our users to improve the ways in which we communicate our findings and data. We welcome any further feedback to take into account for future improvement of Scottish Household Survey reporting.

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8. Annex A – User Needs for Data Dissemination questionnaire

Scottish Household Survey redesign of the local authority tables

Please can you give us your wishes for future **redesign of the local authority tables** by completing this short survey?

Your responses will help shape the look of the future product.

Scottish Household Survey 2017 local authority tables were published last October 2018. They are available from our website which you will be redirected to at the end of the questionnaire. The Scottish Household Survey 2018 local authority tables will be published this Autumn 2019 - possibly for the last time in this format.

We'd like to hear your views …

Your identity will be hidden.

When hidden identity is used in surveys, no identifiable information, such as browser type and version, internet IP address, operating system, or e-mail address, will be stored with the answer. This is to protect the respondent's identity.

1) Have you ever used the Scottish Household Survey local authority tables?

○ Yes

○ No

2) What functionality do you CURRENTLY USE in the current local authority tables? Please tick all that apply

☐ Printable and downloadable reports (e.g. PDF)
☐ Micro data
☐ Interactive tables and charts

☐ Other, please specify

3) What functionality do you REQUIRE IN THE FUTURE in the new redesigned local authority tables? Please tick all that apply

☐ Printable and downloadable reports (e.g. PDF)
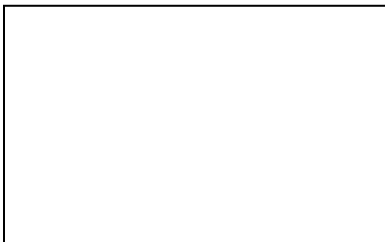☐ Micro data
☐ Interactive tables and charts
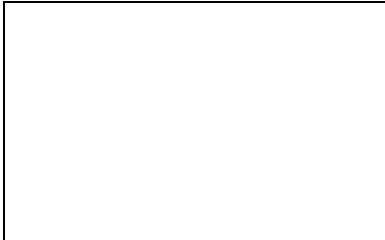☐ Graphs and tables to be exportable as pictures/other formats
☐ Other, please specify

4) What do you like best about the Scottish Household Survey local authority tables?

5) What do you like least about the Scottish Household Survey local authority tables?
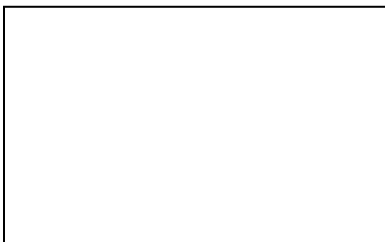
6) In an ideal world, how would you like the SHS team to distribute local authority information to you?

7) About you …

- ○ I work in the Scottish Government
- ○ I work for a local authority
- ○ I work for a health board
- ○ I work in a school, college, university or education
- ○ I work for a research organisation
- ○ I work for the voluntary/third sector/charity
- ○ I work in a private-sector organisation
- ○ Other - Please specify

8) Are there any other comments or suggestions you would like to make ?

9.   Annex B – Feedback on Data Explorer prototype questionnaire

Scottish Household Survey Data Explorer Feedback

The Scottish Household Survey Data Explorer is an interactive tool designed for users to access, explore and export the survey data. Information is available for the whole of Scotland and at local authority level for various aspects of Scottish households, such as their composition, behaviour and attitudes.

We would like to hear your views on our new way of disseminating the data.

We would appreciate if you could take a few minutes to fill out this questionnaire.

1) How often do you use information from the Scottish Household Survey?

☐ Often - most weeks
☐ Sometimes - most months
☐ Rarely - a couple of times a year
☐ This is my first time using the LA tables
☐ I don't know

2) What functionality do you require in the Data Explorer? Please tick all the apply

☐ Data tables
☐ Charts
☐ Microdata
☐ Local Authority reports
☐ Downloadable tables and charts
☐ Other
☐ I don't know

5) How easy or difficult was it to use the following?

	Very easy	Easy	Neither easy nor difficult	Difficult	Very difficult	Don't know
Data tables	○	○	○	○	○	○
Charts	○	○	○	○	○	○
Downloadable reports	○	○	○	○	○	○
Help guides and resources	○	○	○	○	○	○

6) Any comments about your ratings?

7) How satisfied or dissatisfied are you with the following?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know
Design/Appearance	○	○	○	○	○	○
Navigation	○	○	○	○	○	○
Clarity - how easy the information is to understand	○	○	○	○	○	○
Content - how useful the information and functionality is	○	○	○	○	○	○
Amount of guidance	○	○	○	○	○	○
Overall experience	○	○	○	○	○	○

8) Any comments about your ratings?

9) Did you watch the video tutorial provided in the pop-up window when entering the Data Explorer?

○   Yes

○   No

10) How helpful was the video tutorial?

○   Very helpful

○   Somewhat helpful

○ Neither helpful nor unhelpful

○ Somewhat unhelpful

○ Very unhelpful

11) What do you like best about the Scottish Household Survey Data Explorer?

12) What do you like least about the Scottish Household Survey Data Explorer?

13) Which best describes your sector?

☐ Local Authority
☐ Scottish Government
☐ Health board
☐ School, college, university or education
☐ Media/Journalism/PR
☐ Voluntary/Charity
☐ Other

10. Annex C – Feedback on 2020 reporting format questionnaire

SHS 2019 Publication Evaluation Form

Please give us feedback on the Scottish Household Survey (SHS) 2019 data communication, and on your wishes for future SHS reporting by completing this short survey. Your responses will help shape the look of future Scottish Household Survey reports and our broader strategy on how we communicate.

In 2019, the Scottish Household Survey 2019 reporting consisted of a Headline Report, Data Explorer, and Key Findings Infographic. We also published an Excel file with all data, a summary of evidence produced to help inform the policy response to the COVID-19 pandemic, a quiz and a Young People Film made in collaboration with YoungScot. These publications replace the previous Annual Report.

1) Overall, what do you think about the Scottish Household Survey reporting of the 2019 results?

○ Very useful

○ Quite useful

○ Not very useful

○ Not at all useful

○ I don't know

2) Are you content with the new Headline Report (34 pages) replacing the previous Annual Report (321 pages)?

○ Yes

○ No

○ I don't know

3) Which of the following Scottish Household Survey 2019 publications have you used/read?

☐ The Data Explorer
☐ Headline Report
☐ 2019 Key Findings Infographic
☐ Young People's Film
☐ Excel File
☐ Animation
☐ Culture Topic Report
☐ Childcare Topic Report

4) How useful is the Data Explorer to you?

○ Very useful

○ Quite useful

○ Not very useful

○ Not at all useful

○ I don't know

5) Anything you particularly liked or disliked with the Data Explorer?

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6) How useful is the 2019 Headline Report to you?

○ Very useful

○ Quite useful

○ Not very useful

○ Not at all useful

○ I don't know

7) Anything you particularly liked or disliked about the 2019 Headline Report?

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8) How useful is the 2019 Key Findings Infographic to you?

○ Very useful

○ Quite useful

○ Not very useful

○ Not at all useful

○ I don't know

9) What do you think of the length of the 2019 Key Findings Report?

○ It is too short

○ It is good as it is

○ It is too long

○ I don't know

10) Anything in particular you liked or disliked about the 2019 Key Findings Infographic?

11) How engaging was the Young People's Video?

○ Very engaging

○ Quite engaging

○ Not very engaging

○ Not at all engaging

○ I don't know

12) Anything in particular you liked or disliked about the Young People's Video?

13) How useful is the 2019 Culture Topic Report to you?

○ Very useful
○ Quite useful
○ Not very useful
○ Not at all useful
○ I don't know

14) Anything in particular you liked or disliked about the 2019 Culture Topic Report?

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15) How useful is the 2019 Childcare Topic Report to you?

○ Very useful
○ Quite useful
○ Not very useful
○ Not at all useful
○ I don't know

16) Anything in particular you liked or disliked about the 2019 Childcare Topic Report?

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17) Is there anything you feel was missing in the 2019 SHS publication format?

18) Do you have any further comments regarding the communication of SHS 2019 data?

19) Where do you work?

○ Scottish Government
○ Local Authority
○ Health Board
○ School or Education
○ Research organisation
○ College or University
○ Voluntary/Third Sector
○ Public-sector organisation
○ Private-sector organisation
○ Other

20) Have you used the Scottish Household Survey before?

○ Yes
○ No
○ I don't know

21) How often do you use the Scottish Household Survey?

○ Often - at least once a month ○ Sometimes - a few times a year ○ Rarely - less than once a year ○ I don't know

11. Annex D – Data Explorer Interactive testing feedback sheet

The new SHS Local Authority Tables App Testing

What do you think of the colour scheme?

What do you think of the 'take a tour' on the landing page?

Would you like to see the tables or charts first when you go to the 'Survey results' tab?

Is something not working?

Are there any other functionalities you would want in the app?

Any other suggestions?