



KnowFife Dataset User Survey 2014 Summary Report

January 2015

Overview

The KnowFife Dataset provides access to a broad range of key social, economic and health and wellbeing indicators for partners and the public in Fife, and is available as an online resource at <https://knowfife.fife.gov.uk/>.

In order to better understand who is using the KnowFife Dataset, what it is being used for and how users find using and accessing data in the site, we sought response to a User Survey. The aim was to gain feedback and comment on all aspects of the KnowFife Dataset, including areas for development. This consultation was run during November 2014.

The survey was made available through www.fifedirect.org.uk/knowfife2014. Those targeted included the mailing list who receive monthly updates via a KnowFife Dataset bulletin (including the Fife policy and Research Network, Data Administrators and those who have received training) as well as promotion through both Fife Council and NHS Fife intranets and Social Media.

Response to the Survey

In total there were **64** responses to the survey; **14** stated they had never used the Dataset and so didn't respond to the main content of the survey, leaving **50** respondents completing the entire survey. Although a relatively low figure in the context of the wide mailing list, this represents a good response rate in respect of the likely number of core users of the KnowFife Dataset. It also allows enough scope to make generalised assumptions of the Users and usage of the KnowFife Dataset.

Background Information of Respondents

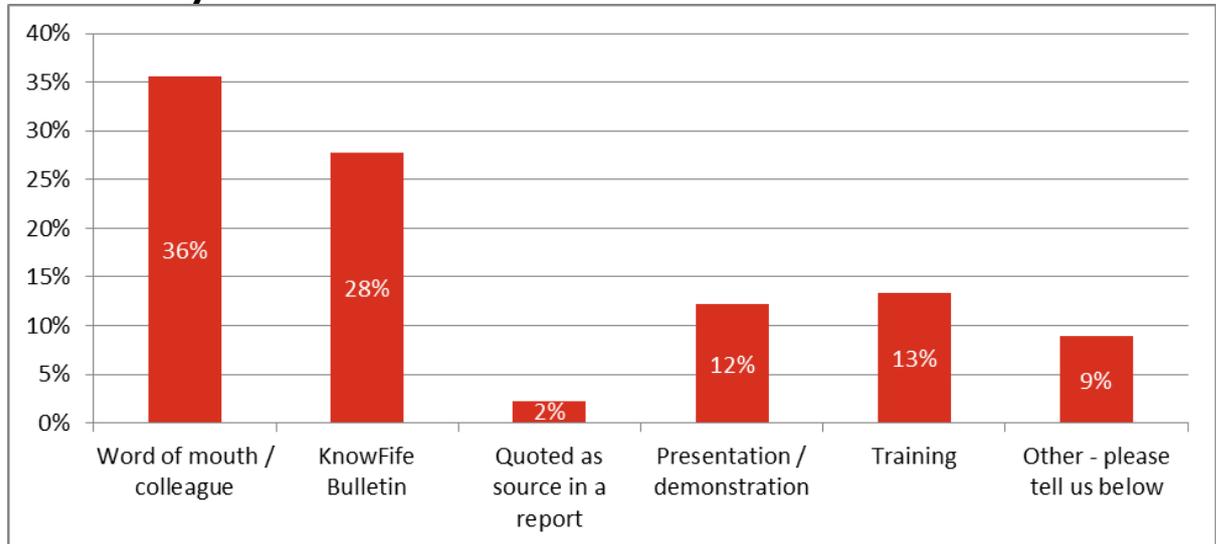
All respondents to the survey were of working age (16-74) with 51% in the 35-54 age range. Around three quarters (77%) were female. A majority of respondents are associated with Fife Council (60%) or NHS Fife (27%), with 10% from the voluntary sector and 3% 'Other'.

Of those within the Fife Council and NHS Fife, respondents were from a range of areas including Housing, Education, Community Development, Corporate, Public Health, Health Improvement and Economy.

Awareness

Note: This first section was available to all those who responded to the survey. Total number of respondents = **64**.

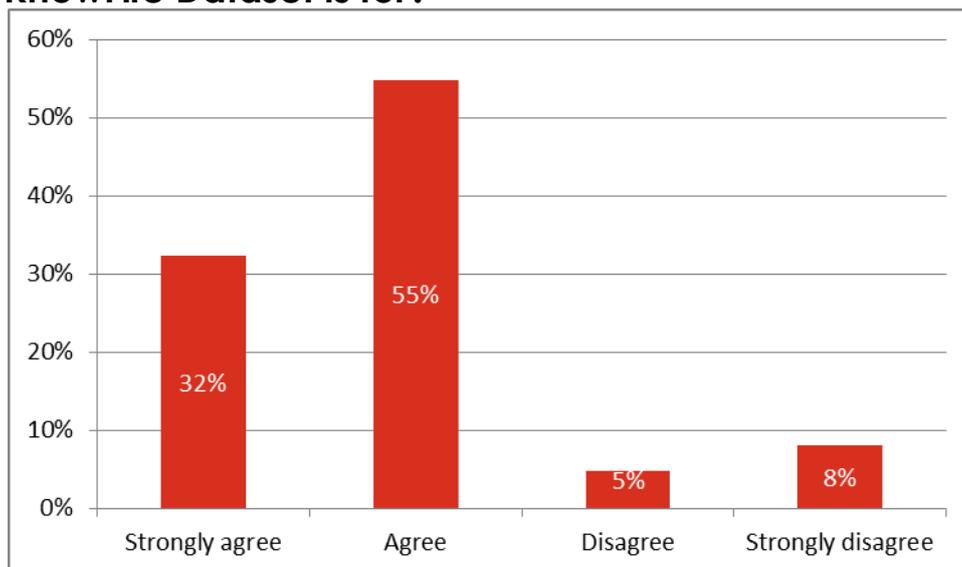
How did you hear about the KnowFife Dataset?



Most respondents heard about the KnowFife Dataset from colleagues (36%) or via the monthly bulletin (28%).

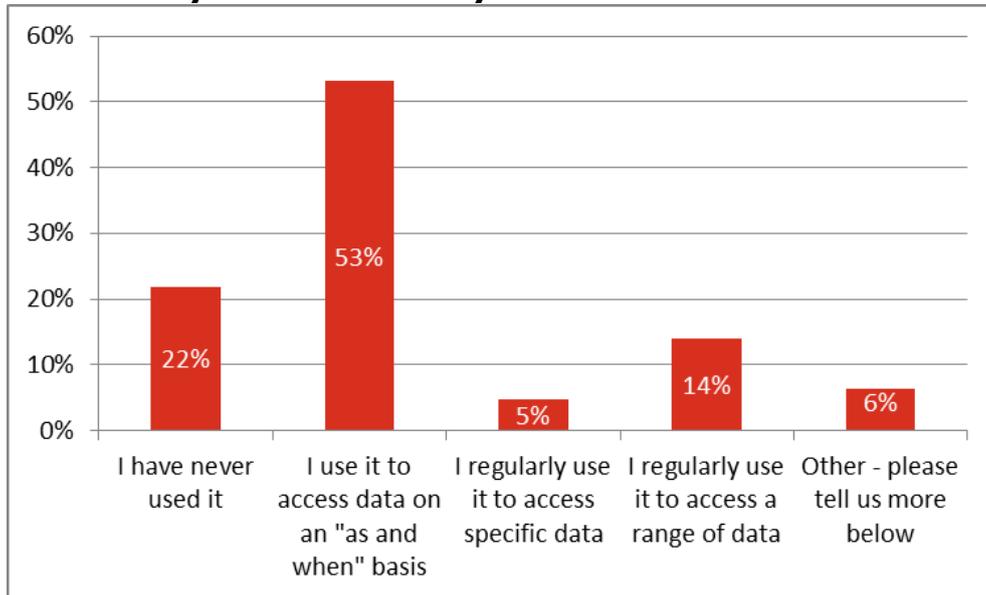
'Other' responses included Fife Council and NHS Fife's intranets, communications bulletin, key data source within team and direct support.

To what extent do you agree or disagree that you know what the KnowFife Dataset is for?



A majority of respondents (87%) stated that they know and understand what the KnowFife Dataset is for.

How would you describe your use of KnowFife Dataset?



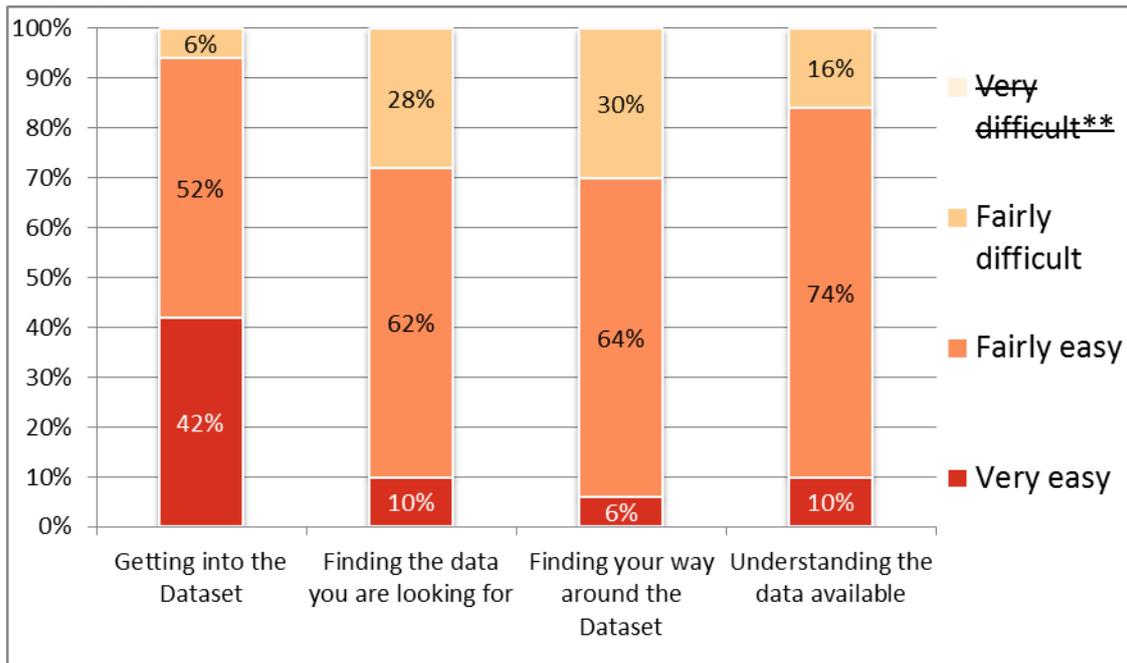
Most users of the KnowFife Dataset access it on an 'as and when' basis (53%). This suggests most users access the Dataset relatively infrequently or as required but also to access a range of data.

'Other' types of use that were provided include: mostly when working with other who are looking for specific information; dipping in and out for interest; when producing reports or proposals.

Using the KnowFife Dataset

Note: Those who answered 'I have never used it [KnowFife Dataset]' to the above question, did not then complete the remaining questions. Number of responses from this stage = 50

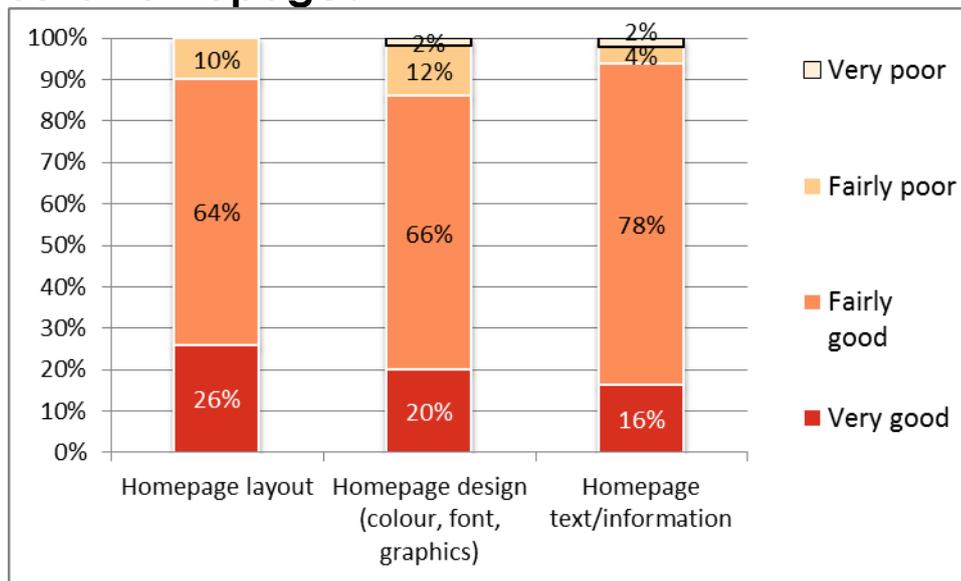
How would you rate the following aspects of KnowFife Dataset?



** 'Very Difficult' received no responses

Most users found getting to the KnowFife Dataset 'fairly or very easy' (94%) but difficulty was stated in finding data (28%) and navigating around the site (30%). With 84% stating it easy to understand the data available, this suggests most users are comfortable with handling data and figures.

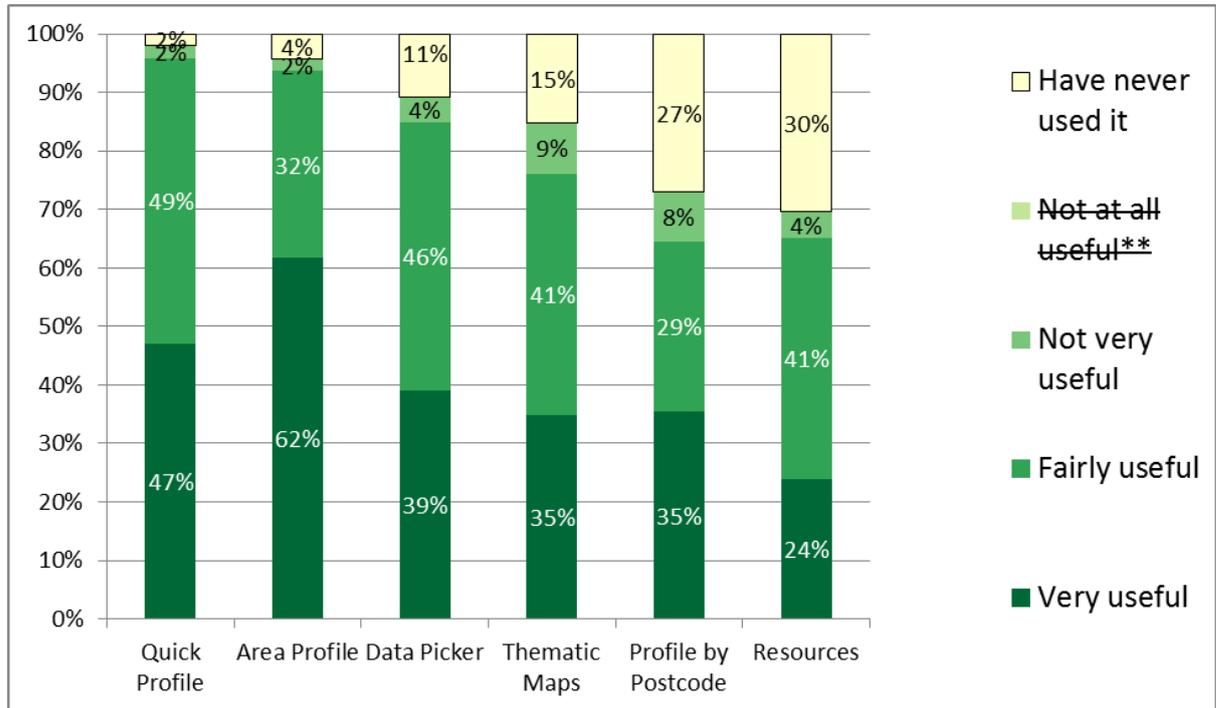
How would you rate the following aspects of KnowFife Dataset's homepage?



A majority of response in relation to the homepage of the KnowFife Dataset's layout, design and content stated it to be only 'fairly good'. In some cases it was highlighted to be 'fairly' or even 'very poor'.

Viewed alongside responses to the previous question and further comments provided on navigating the KnowFife Dataset, respondents have identified this to be a particular area for improvement.

How useful do you find each of the tools in KnowFife Dataset?



** 'Not at all useful' received no responses

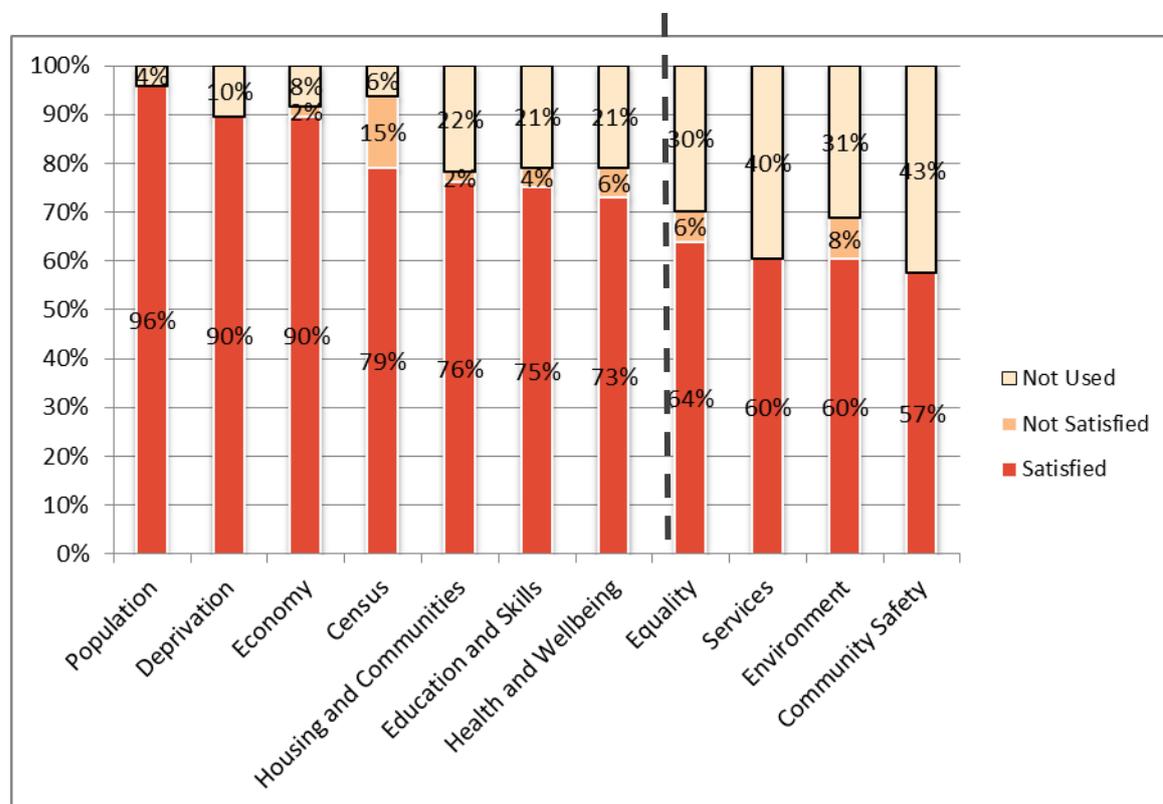
Based on responses of 'have never used it' it is apparent that data is most frequently accessed using 'Quick Profiles' (only 2% never used) and Area profiles (only 4% never used). Similarly, both tools receive the greatest response in terms of them being fairly or very useful, with 96% and 94% of responses respectively.

The Data Picker (formerly Pick & Mix) tool offers users a more advanced means to extract data by custom selecting indicators from across all themes, as well as historical data. It receives a high level of responses stating it to be useful (85%) but fewer stating it to be very useful (39%). Similarly, the Thematic Maps offers a more advanced means to visualise the data but receives slightly lower positive responses (76%).

The Profile by Postcode and Resources tools appear to be less well used with 35% and 34% respectively stating them to be 'not very useful' or not used'.

Content

How satisfied are you with the range of data available under each of the themes in KnowFife Dataset?

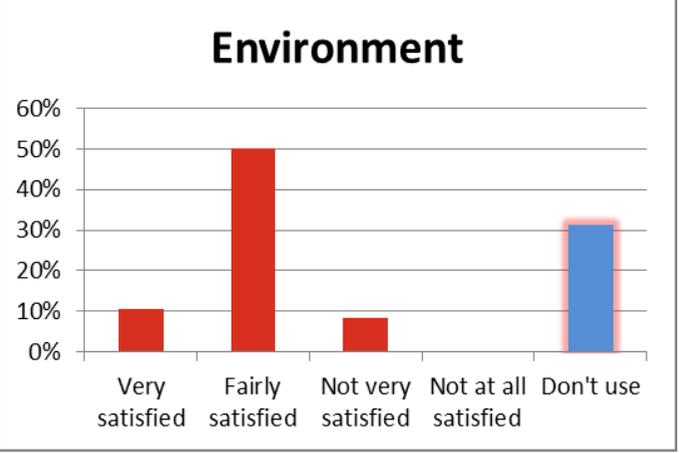
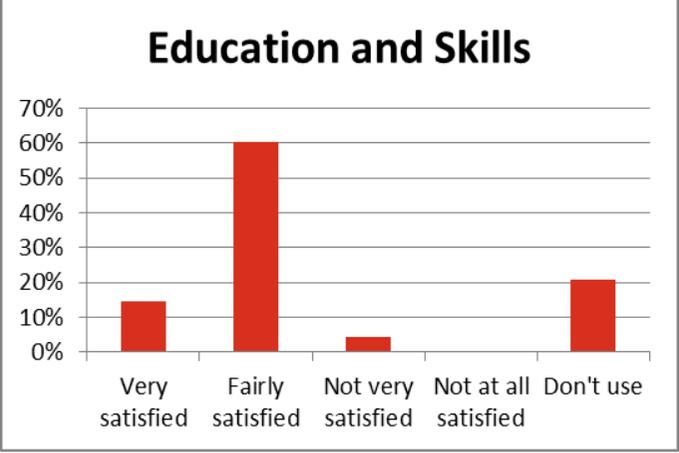
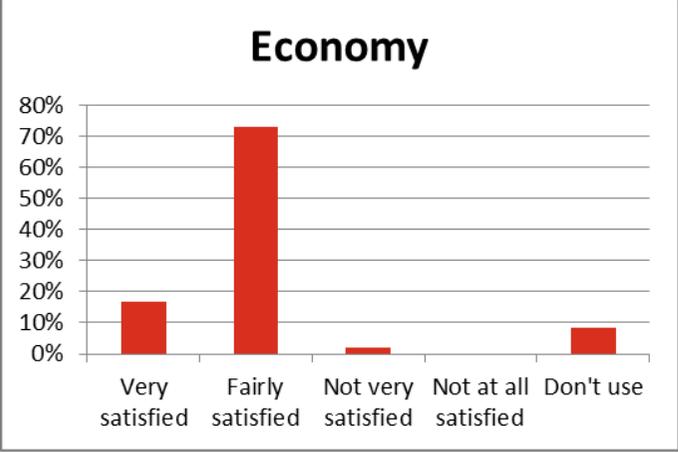
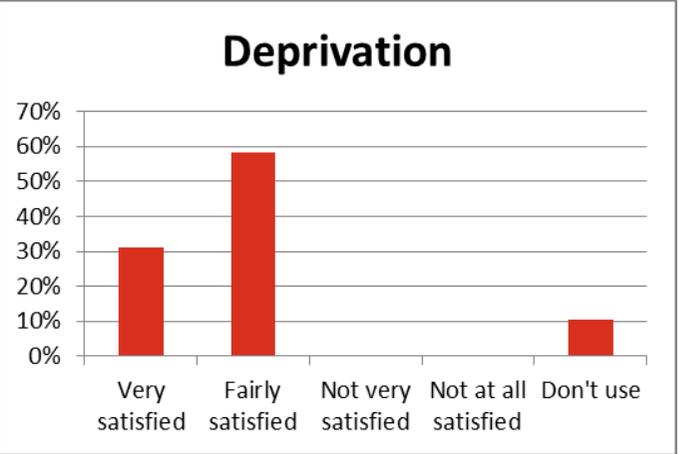
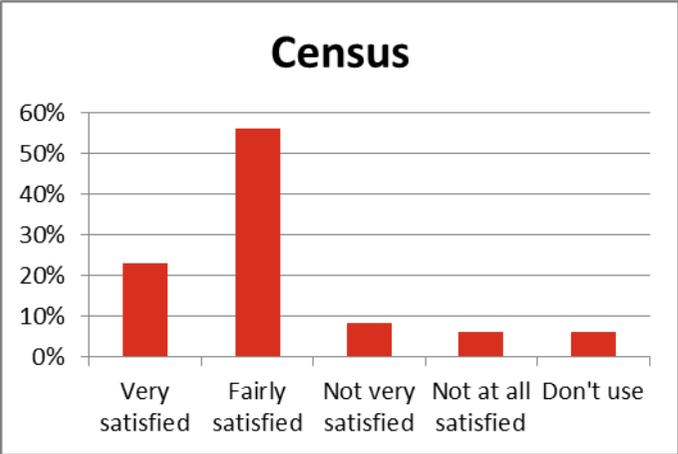


There are 7 key themes that can be identified from the above responses, receiving more than 70% for satisfaction for data availability (left of the dotted line). 4 themes receive distinctly less support but also a greater response for not satisfied or not used.

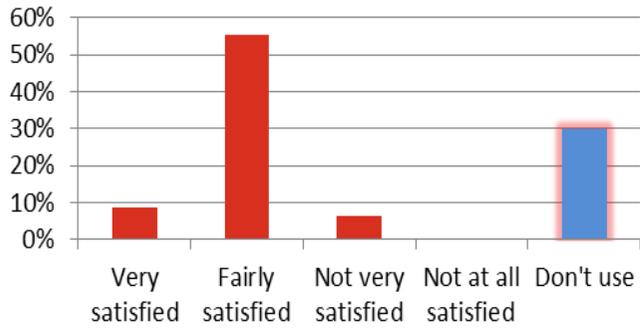
A key comment which was raised here and is highlighted by the 'not satisfied' responses above, as well as the question 'what other data would you like to see?', was the lack of 2011 Census data. As of December 2014, a bulk load of Census data was added to the Dataset.

Other concerns were raised about the availability of latest data. This is likely to be due to difficulties in maintaining data from some themes (again show in responses above) but also the variation in data availability across themes.

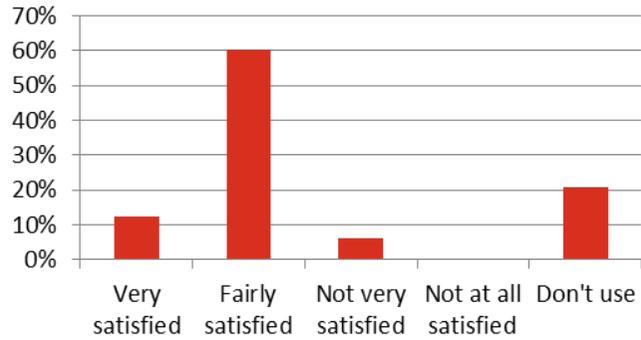
The following charts further highlight the responses to each of the key data themes within the system. Some themes have received relatively high responses for 'Don't Use' and may need to be further reviewed.



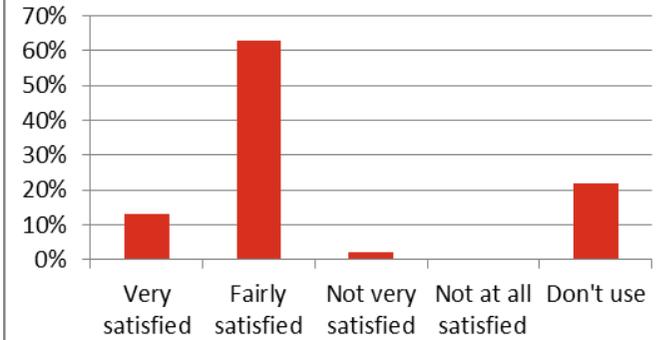
Equality



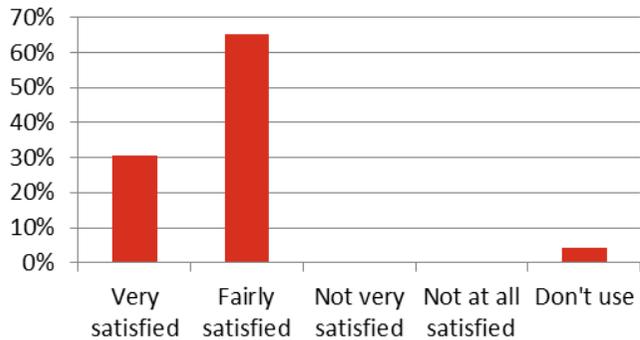
Health and Wellbeing



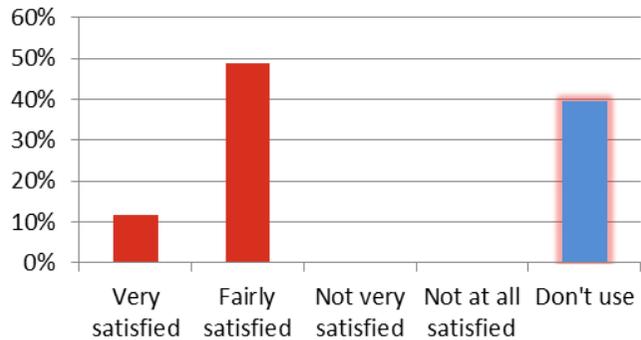
Housing and Communities



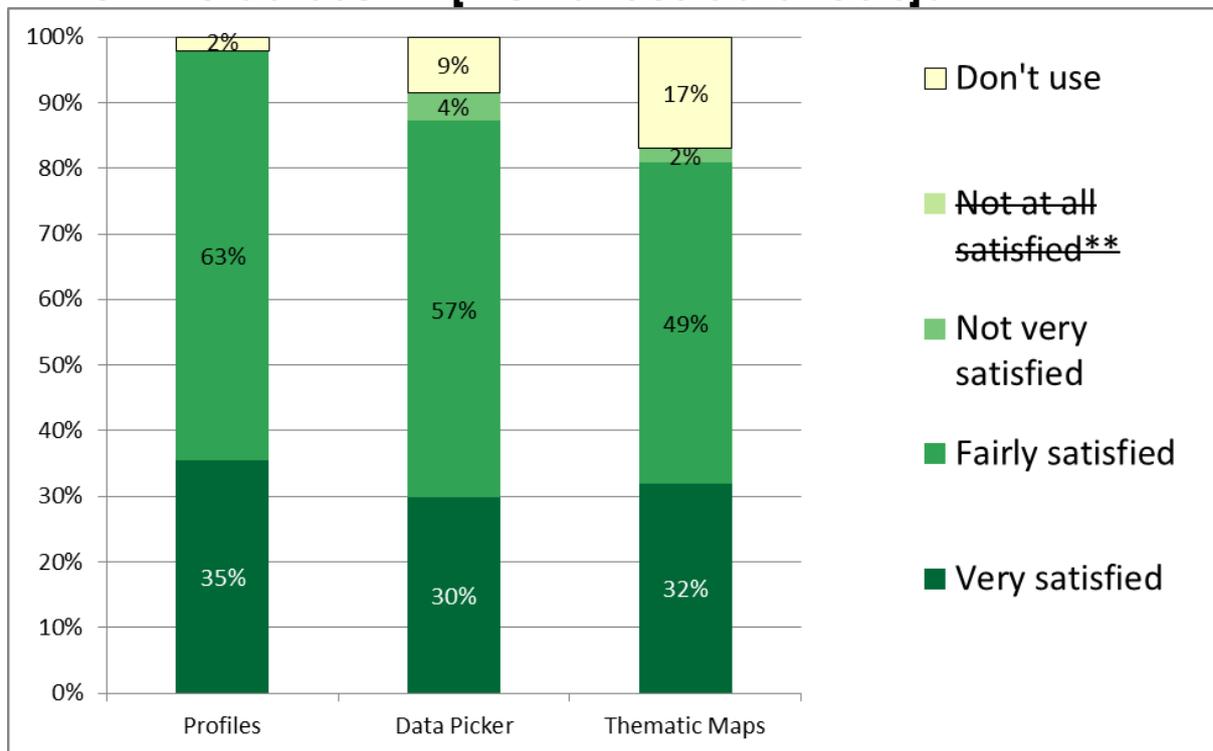
Population



Services



How satisfied are you with the way data is displayed in KnowFife dataset in [the various data tools]?



** 'Not at all satisfied' received no responses

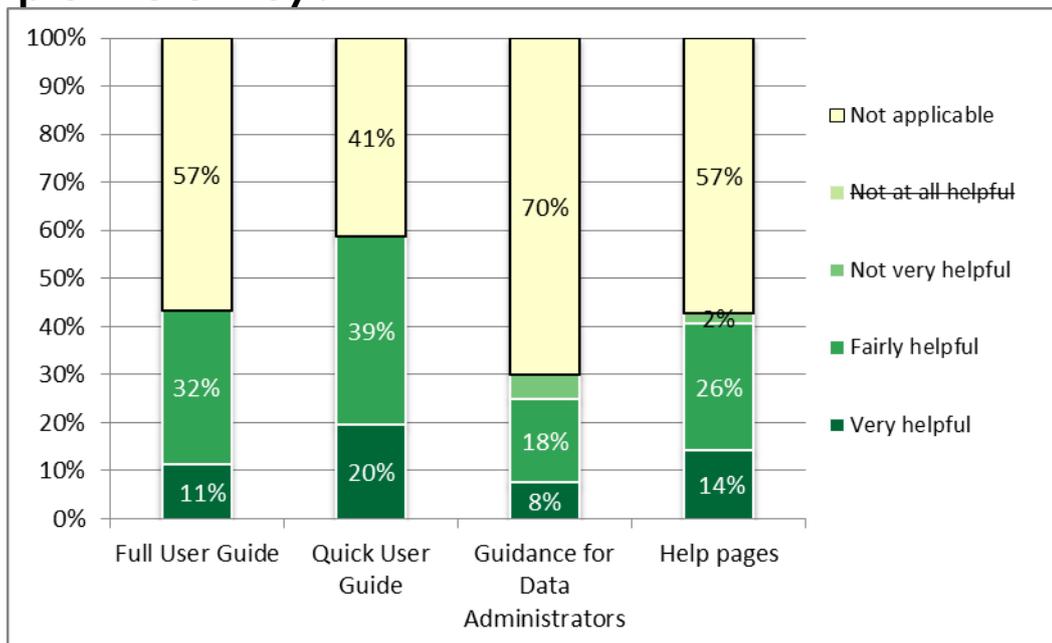
The Profile tools (Quick Profile and Area Profile) clearly offer users a positive and useful means to view the data; they receive 98% 'satisfied' responses. (2% was for 'do not use').

The Data Picker tool also broadly provides users a satisfactory means to view data, with 87% 'satisfied' response. 4% stated they were not very satisfied and 9% 'do not use'.

Thematic Maps have a slightly lesser 'satisfied' response, with 81%. 17% do not use it and 2% not very satisfied.

One of the key additional comments was that the output table (from Data Picker) can be hard to read and are not as clear as would be liked.

If you have used these KnowFife Dataset guides, how helpful were they?



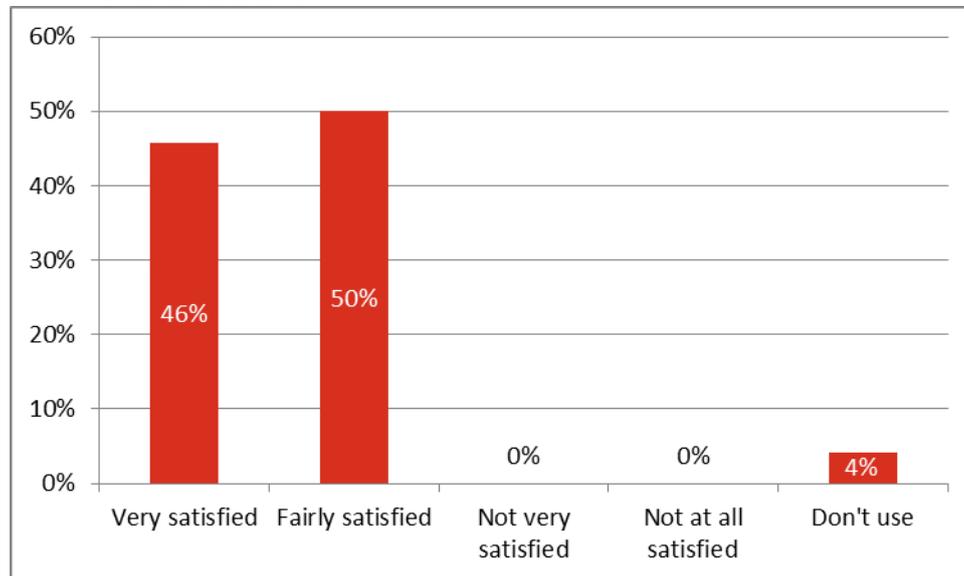
**** 'Not at all helpful' received no responses**

On the whole, the available key guidance for the KnowFife Dataset appears to be a little used resource, with 'not applicable' (not used) the majority response for most. However, the Quick User Guide offers the most amount of help with 59% stating it to be fairly or very helpful.

Of the additional comments, respondents suggested having more interactive help or guidance available may be useful, as well as making the guidance clearer from the homepage.

Geographies

How satisfied are you with the range of geographies in KnowFife dataset?



Looking at the range of geographies in the system as a whole, respondents who have used them unanimously stated they are satisfied with them, with 46% stating they are very satisfied.

Do you use the following geographies?

Geography	Aware of and use regularly	Aware of and use rarely	Aware of but do not use	Not aware of and do not use	Combined 'non use' % (ordered by tertiles/33%)
Fife	49%	44%	7%	0%	7%
Datazone	37%	43%	15%	4%	20%
Area Committees	47%	33%	19%	2%	21%
Comparison	30%	49%	14%	7%	21%
2007 Wards	30%	45%	18%	7%	25%
Fife Areas	31%	36%	26%	7%	33%
NHS CHP Areas (Community Health Partnership)	17%	41%	32%	10%	41%
SIMD12 Quintiles	29%	29%	24%	19%	43%
Scottish Parliament Constituencies	13%	40%	35%	13%	48%
Interzone	15%	32%	34%	20%	54%
Community Council	15%	26%	44%	15%	59%
Westminster Constituencies	8%	31%	49%	13%	62%
Local Housing Areas	5%	33%	36%	26%	62%
SIMD09 Quintiles	13%	23%	40%	25%	65%
High School Catchment (non-denominational)	15%	20%	56%	10%	66%
Primary School Catchment (non-denominational)	10%	23%	55%	13%	68%
Strategic Development Plan Areas	0%	32%	49%	20%	68%
High School Catchment (Denominational)	15%	15%	59%	12%	71%
Primary School Catchment (Denominational)	10%	18%	62%	10%	72%
Housing Market Areas	3%	24%	47%	26%	74%
Ward (pre 2007)	3%	24%	39%	34%	74%
LMG Areas (Local Management Group)	3%	24%	39%	34%	74%
Urban Rural Classification	0%	26%	46%	28%	74%
Locality (pre 2007)	3%	19%	41%	38%	78%
Equally Well Test Site	5%	15%	41%	38%	79%
ROA eligible	5%	13%	34%	47%	82%

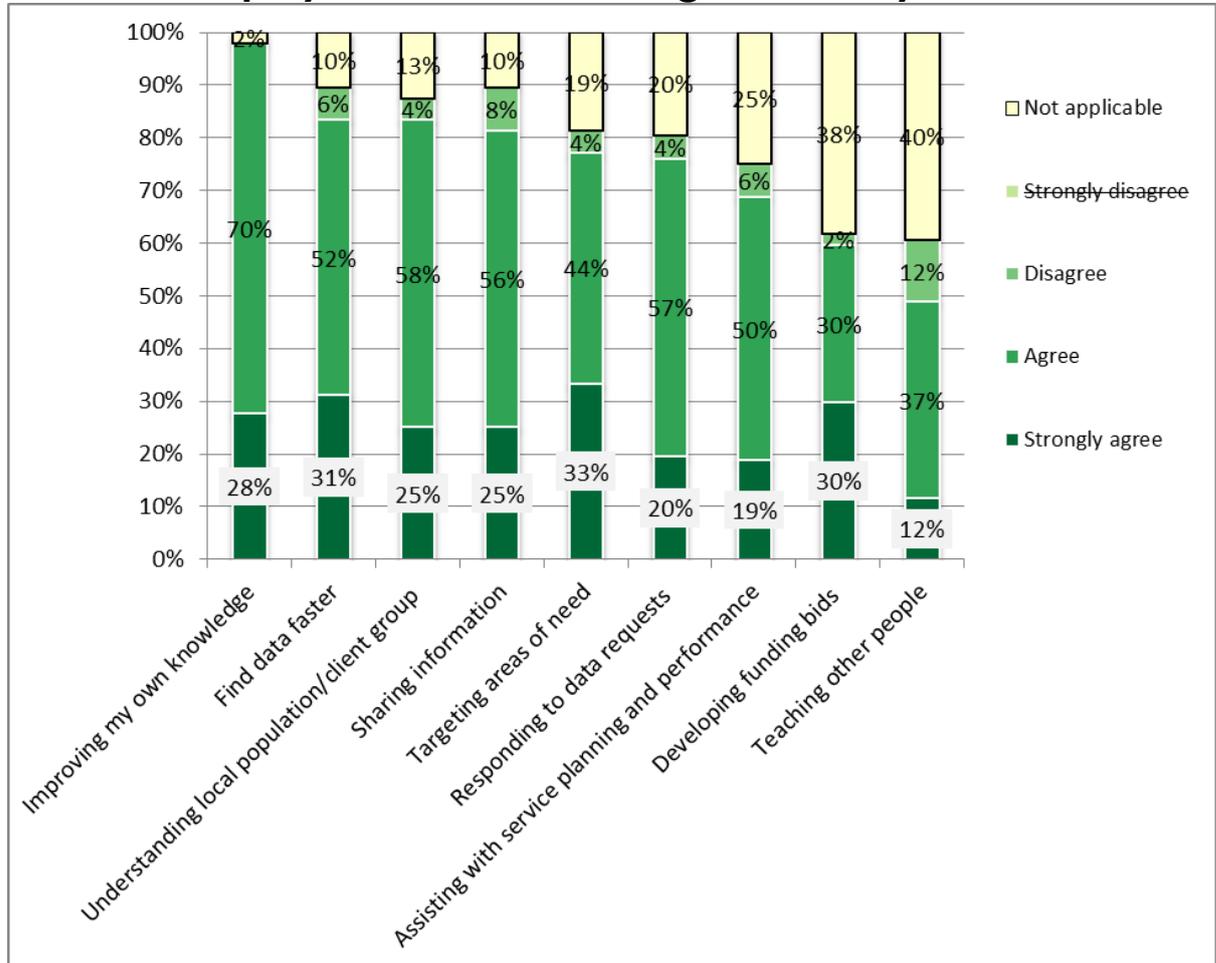
What is apparent from the responses is that there is definition between geographies which are regularly used and act as key geographies within the system: Fife; Datazone; Area Committee; Comparison (Fife & Scotland); Wards; CHP and; SIMD12 quintiles, compared with geographies that are both not used and not aware of. However, no geography is comprehensively stated as being not used. Broadly, the responses here correlate with the recently published '[Understanding Fife's Geographies in KnowFife Dataset](#)' which lists the geographies according to core use, supplementary use and special request.

However, there may be scope to review or reorganise the geographies in the system.

Other geographies which respondents would like to see included: Settlements; Towns and; GP practice catchments.

KnowFife Dataset and Your Work

To what extent do you agree or disagree that KnowFife Dataset helps you in the following areas of your work?



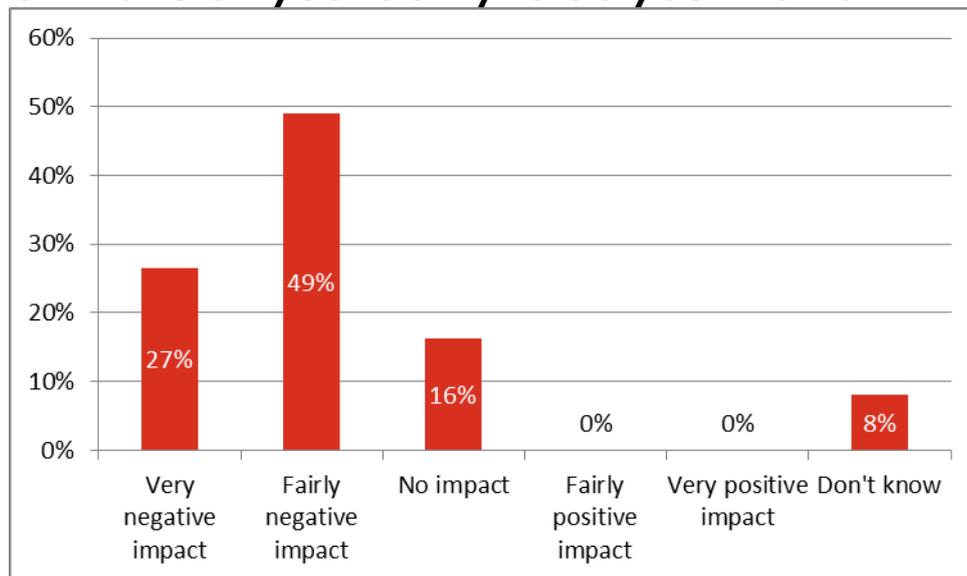
**** 'Strongly disagree' received no responses**

For every possible response, except for 'Teaching other People' (49%), a majority of respondents (>50%) agreed with the various uses of the KnowFife Dataset and their own work. This suggests a very wide and varied use of the data in the system.

The most widely agreed with response was 'Improvement of own knowledge' with 98% agreeing to this. 'Finding data faster (83%)', 'understanding a population/client group' (83%) and 'sharing information' (81%) also received high levels of agreement.

The highest levels of 'strong agreement' was with 'targeting areas of need' (33%), 'finding data faster' (31%) 'developing funding bids'(30%).

If KnowFife Dataset was not available, what impact would it have on your ability to do your work?



86% of respondents stated that if the KnowFife Dataset was not available, there would be a negative impact on their ability to do their work. Within this 27% stated it would have a very negative impact.

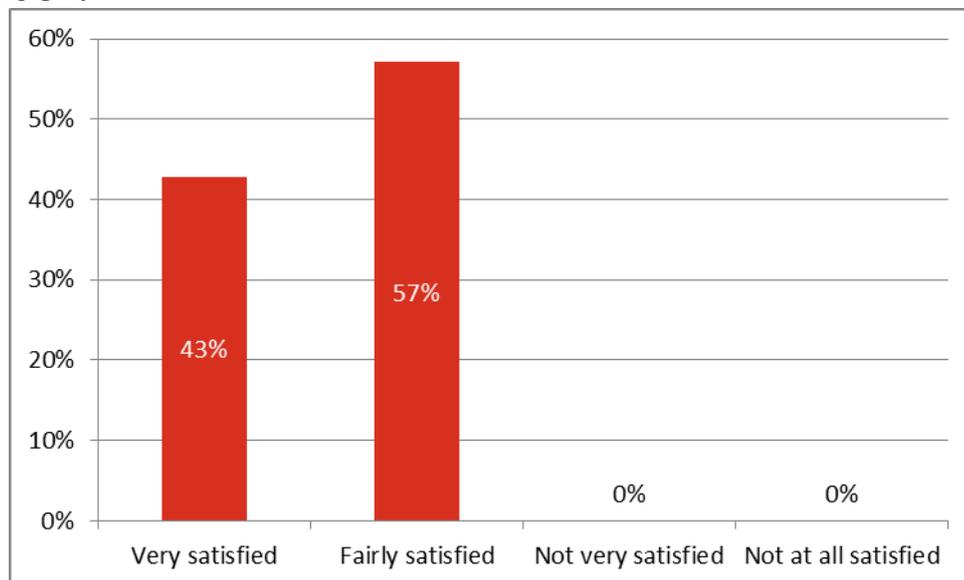
16% stated there would be no impact on their work and 8% didn't know. This may be accounted for by those who responded who have not (yet) used the Dataset to any great degree or have experience of and with accessing data from other well established datasets.

There were a number and range of further comments offered in response to this question. One key theme in the response is the ease and speed KnowFife Dataset offer users local data, whether for responding to requests for data/information or for compiling area reports, area targets, policy documents, funding bids or community profiles, for example. There is also a suggestion of the positive impact KnowFife Dataset has on customer service and delivery as well as sharing and developing knowledge at a local level and across local physical and organisational boundaries.

It serves as a very useful location for local data for both regular and intermittent access.

Satisfaction with KnowFife Dataset

Overall, how satisfied are you with the KnowFife Dataset?



There was a unanimously positive response to the level of satisfaction of the KnowFife Dataset with 100% stating they were satisfied. However, less than half (43%) stated they were very satisfied with 57% stating they were fairly satisfied. This leaves plenty of room for improvement of the KnowFife Dataset based on all the responses provided above.

Additional comments offered suggestions for improvement on a number of areas but in particular there is keenness for the navigation of the site and finding the data you need, to be made easier. Similarly, better explanation of some of the information and even further training of staff has been identified.

Summary and Next Steps

The results from this user survey have shown a strong and varied use and support for the KnowFife Dataset.

However, there are also a number of areas for improvement and/or development. The following outlines areas that require action based on the responses, comments and feedback provided. These areas will be looked into further where possible, action will be taken to make the necessary improvements or developments over the short, medium and long term.

Short Terms Actions

Navigation of the KnowFife Dataset website, particularly the homepage.

Look into improving the display of outputted data, particularly through the Data Picker tool.

Medium-Term Actions

Better promotion of the various tools used to access data.

Improved guidance on these tools and how to use them.

Review key datasets that are being underused or not regularly updated.

Continue to push for new data to be added to the system.

Review the list of geographies in the system and re-prioritise them based on user feedback.

Long-Term Actions

Assess the feasibility of adding new geographies to the system.

Further engage with users of the KnowFife Dataset to ensure access to Fife data is continuing to meet the wide range of needs.



Contact Details

This report and the KnowFife Dataset User Survey were produced by the KnowFife Dataset Co-Ordinator.

If you have any comments, questions or concerns about the content of this report, please use the contact details below to get in touch.

If you would like to offer further feedback or suggestions, again please use the contact details below.

KnowFife Dataset Co-Ordinator

Chris Brown (NHS Fife & Fife Council)

e: chris.brown@fife.gov.uk

t: 01592 55 55 55 ext. 46 46 2

For general enquiries about the KnowFife Dataset please email:

know.fife@fife.gov.uk

The KnowFife Dataset is available at:

<https://knowfife.fife.gov.uk>