

## Population And Migration Statistics (PAMS) Committee (Scotland)

### NRS Website – Statistics section – Navigation Improvements

#### Background and rationale for making changes

1. This paper provides information on improvements that we are making to the navigation within the statistics section of the NRS website. The aim of these improvements is to help simplify the search for our most commonly used statistics. We are responding to feedback from customers who have struggled to quickly find statistics on our website.

#### User based approach to making improvements to our website

2. We have followed a user based approach to create a new section on our website to signpost our users to our most commonly used pages and to highlight areas in which users are having problems finding what they are looking for. We have used a number of channels to identify these pages.
3. We have used Google Analytics to identify our most viewed pages and downloaded documents. We have used Google trends to analyse commonly searched terms. This is because over 60% of our users come to the NRS website from search engines.
4. We have also collated feedback from a number of stakeholders to help us find out what things they find useful on our website and also to identify where people struggle to find information. We have collated information from the following stakeholders:
  - PAMS users. We have received comments via e-mail and over the phone. Thanks to everyone who has provided feedback on the website.
  - Colleagues within NRS Demographic Statistics
  - Comments from NRS Statistics Customer Services. Over the last year, we have noted comments from customers, from both e-mails and from phone calls when users commented that they are having difficulty finding what they are trying to access on our statistics website
5. We also hope that any new section of the NRS website will help to attract new users.

#### Screenshots showing improvements to our statistics website

6. The following improvements are due to go live on 1 June 2018.
  - Scotland's Facts. This is a new section on our website and it contains pages for eight of our most popular facts. ([Annex A](#))

- Statistics A-Z. This is a new page listing all of our statistics A-Z by topic, it replaces the existing 'Publications A-Z' and 'Publications by topic' pages ([Annex B](#))
  - Inclusion of a new drop down menu, called a Jump menu, which will be added to all statistical pages. It will allow you to quickly move between different statistical publications. ([Annex C](#))
  - We have made improvements to the wording of the Statistics and Data pages ([Annex D](#))
  - Small amendments have been made to other pages to incorporate the new section.
7. We have also made the decision to stop publishing tables and figures individually alongside each publication as it is proving to be too time consuming. For each publication, there will still be documents while contain 'All tables' and 'All figures' in Excel and csv formats.
  8. We will also remove the [Scotland's Population - Key statistics](#) page which contains our High Level Summary of Statistics as most of the information contained in it can be found in the Scotland's facts pages. This will remove duplication from our website and any extra work this would involve.

### Next Steps

9. These new pages will go on live on our website on 1 June.
10. We intend to monitor use of these pages, using both Google analytics and trends. We also plan to collate any comments from users on the usability of the new pages and whether they feel that there have been any improvements to finding what they are looking for. This will collated from both e-mails and other the phone.
11. We welcome any feedback to the improvements listed above and for any other suggestions for improvements to the statistical section of our website.

National Records of Scotland  
May 2018

## Annex A. Screenshot of Scotland's Facts Homepage

[Home](#) > [Statistics and Data](#) > [Statistics](#) > Scotland's facts

## Statistics

Scotland's facts

- [Top Baby Names in Scotland](#)
- [Births in Scotland](#)
- [Leading causes of death in Scotland](#)
- [Population of Scotland](#)
- [Population projections for Scotland](#)
- [Scotland's net migration](#)
- [Life expectancy in Scotland](#)
- [Households in Scotland](#)
- [All statistics that we produce](#)

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[Statistics A-Z](#)

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## Scotland's facts

Our most popular statistics about Scotland.

- [Top baby names in Scotland](#)
- [Births in Scotland](#)
- [Leading causes of death in Scotland](#)
- [Population of Scotland](#)
- [Population projections for Scotland](#)
- [Scotland's net migration](#)
- [Life expectancy in Scotland](#)
- [Households in Scotland](#)
- [All statistics that we produce](#)

All of the subpages follow the same format, please refer to the example on the next page.

## Screenshot showing example of a subpage from 'Scotland's Facts': Population of Scotland

### Scotland's facts

- Top Baby Names in Scotland
- Births in Scotland
- Leading causes of death in Scotland
- Population of Scotland
- Population projections for Scotland
- Scotland's net migration
- Life expectancy in Scotland
- Households in Scotland
- All statistics that we produce

## Population of Scotland

The most recent estimated population of Scotland is:

# 5,424,800

This number is from the [Mid-2017 population estimates Scotland](#) publication which also contains a more detailed breakdown of the population including estimates for Scotland's council areas and NHS boards. It is updated in April each year.

### Further statistics on population

Towns and cities with 500 people or more: [Settlements and Localities](#)  
 Back to 1855: [Population Estimates Time Series Data](#)  
 Non-British nationals and non-UK born: [Population by Country of Birth and Nationality](#)  
 At other low level geographies for example Data Zone level: [Special Area Population Estimates](#)

### Other Statistics

[Scotland's net migration](#)  
[Births in Scotland](#)  
[All statistics that we produce](#)

### Enquiries and Suggestions

Please contact our Statistics Customer Services if you need any further information.  
 E-mail: [statisticscustomerservices@nrscotland.gov.uk](mailto:statisticscustomerservices@nrscotland.gov.uk)

## Annex B. Screenshot of Statistics A – Z page

**Statistics A-Z**

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

**A**

Adoptions and re-registrations [Vital Events Reference Tables](#) (Birth, Marriage and Civil Partnership, Death and Still Birth)

**B**

Births [Vital Events Reference Tables](#) (Birth, Marriage and Civil Partnership, Death and Still Birth)  
[Births, Deaths and Other Vital Events - Quarterly Figures](#)  
[Births Time Series Data](#)  
[Monthly Data on Births and Deaths Registered in Scotland](#)  
[Weekly Data on Births and Deaths Registered in Scotland](#)  
[Births, Deaths and Other Vital Events - Preliminary Annual Figures](#) - no longer produced

**C**

Census [Scotland's Census](#)

**D**

## Annex C – Screenshot of drop down menus within pages – known as Jump menus

Simply select the title from the drop down list then hit the 'Go' button. It will take you to the page that you selected. The menu will appear at the top of the page for all general pages, and be located at the bottom of the page for each topic. For example on the 'Statistics and Data' page it will appear at the top, but within the 'Population' section it will appear at the bottom.

### All statistical publications

- Choose - 

**Go**

### All statistical publications

- Choose - 

- Accidental Deaths
- Age-standardised Death Rates Calculated Using the European Standard Population
- Alcohol deaths
- Avoidable mortality
- Babies' First Names
- Births Time Series Data
- Births, Deaths and Other Vital Events - Quarterly Figures
- Clostridium Difficile (C.diff) Deaths
- Council Area Profiles
- Deaths Time Series Data
- Drug Related Deaths in Scotland
- Electoral Statistics
- Household Estimates
- Household Projections
- Hypothermia Deaths
- Infographics and Visualisations
- Life Expectancy at Scotland Level - Scottish Decennial Life Tables
- Life Expectancy at Scotland Level - Scottish National Life Tables
- Life expectancy for administrative areas within Scotland - Time series data
- Life Expectancy in Scottish Areas
- Life Expectancy in Scottish Council Areas split by Deprivation
- Life Expectancy in Scottish Parliamentary Constituency Areas
- Local Area Migration
- Marriages and Civil Partnership - Time Series Data
- Mid-Year Population Estimates
- Migration between Scotland and Overseas
- Migration between Scotland and the Rest of the UK
- Migration within Scotland
- Monthly Data on Births and Deaths Registered in Scotland



## Annex D. Improvements to Statistics and Data pages

### Improvements to Statistics and Data block on NRS home page

From



Publications A-Z

Infographics and Visualisations

Future Publications

Scotland's Census

NHS Central Register (NHSCR)

Geography

Data Sharing & Linkage Service

Statistics

To



Population of Scotland

Top baby names in Scotland

Leading causes of death in  
Scotland

Census

Statistics A-Z

Infographics and Visualisations

1939 National Identity Register

Scottish Postcode Directory

## Screenshot of Revised Statistics and Data webpage

### Statistics & Data

We collect, analyse and publish a wide range of information about Scotland's people.

#### Statistics

[All statistics that we produce](#) - This section explains how our statistics are organised and links to all of our statistics including statistical summaries.

[Population of Scotland](#) - This section contains the latest population of Scotland and links to other population estimates that we produce.

[Top baby names](#) - This section contains the top baby names for both boys and girls and links to other names and births data.

[Leading causes of death in Scotland](#) - This section contains the top causes of death in Scotland and links to other death statistics that we produce.

[About our Statistics](#) - This section describes the background to National and official statistics, the policies and practices used to produce them and our revisions policy that details how we deal with Revisions and Corrections to our data.

[User Consultation Groups and Seminars](#) - Information on consultation groups and seminars associated with the National Records of Scotland (NRS).

### Scotland's Census

## Screenshot of Revised Statistics webpage

### Statistics

We collect, analyse and publish a wide range of statistical information about Scotland's people.

#### Scotland's facts

The most requested facts we have about Scotland, including: [Population of Scotland](#), [Top baby names](#), [Leading causes of death in Scotland](#), [Life expectancy in Scotland](#), [Births in Scotland](#), [Population projections for Scotland](#), [Households in Scotland](#), [Scotland's net migration](#) and [All statistics that we produce](#).

#### Statistics A - Z

For a full list of all our statistical publications listed both in alphabetical order by topic in [Statistics A - Z](#).

#### Stats at a Glance

For Key statistical trends on: [Council Area Profiles](#); [High Level Summaries](#); [Infographics and interactive data visualisations](#); and the [Registrar General's Annual Review](#).

#### Statistics by Theme