Community Data Program 2017-2018 Report of the Survey of Users. April 2018

Contents

Summary

The Community Data Program released a user survey in February 2018, with questions concerning members' use of and satisfaction with the program over the past year. The survey was designed to gauge "customer satisfaction" and pinpoint areas for improvement as the website is redesigned. Most questions were multiple choice with some asking for comments or insights. The survey is meant to complement the CDP's analytics report, which shows how the site was actually used over the last year.

Members were informed of the survey through the mailing list and new items posted on the site. The survey received 124 responses before it was closed on March 31, 2018.

Overall, satisfaction with the CDP was high. About half of respondents are regular users who rely on or frequently use CDP data. A high proportion of respondents identify as "very comfortable" with data. Consortium activity is mixed, with a reported desire for more consortium activity.

Respondents were asked whether they know about certain resources and how satisfied they are with those resources. The results showed that the CDP needs to work on *awareness* - when respondents are aware of a resource, they tend to be more satisfied with it.

Comments about usability, site design, and functionality will contribute to making the relaunched site more user-friendly.

The following charts and figures summarize responses to each of the survey questions. Questions 3, 9, 14, 16 and 18 involve qualitative user feedback in the form of comments and suggestions.

Question 1. How important is the CDP to your work?
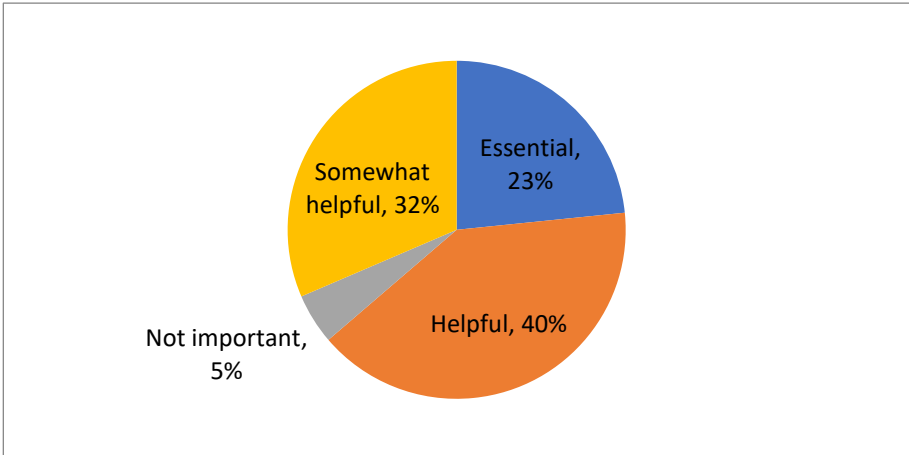
Q2. Did data from CDP help your organization make a decision in the last year?

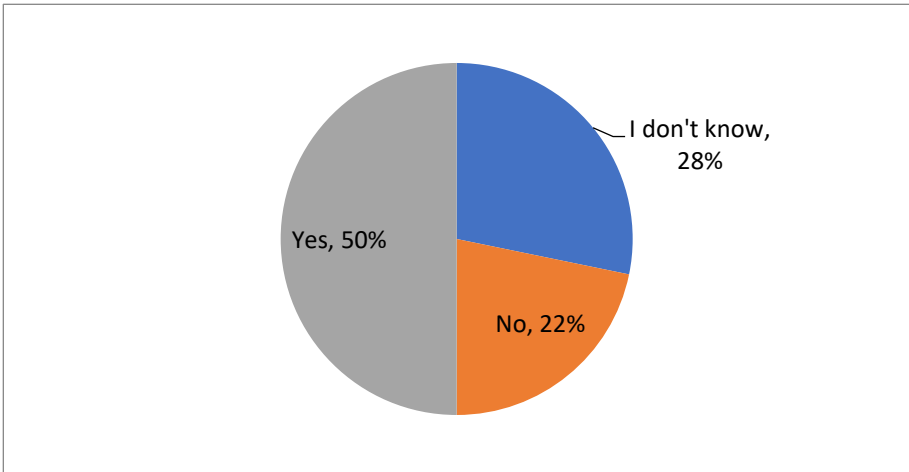**Q3. What have you done with CDP data recently?**

- Simcoe Muskoka Health Stats: Taxfiler data to calculate statistics related to income and social assistance. (http://www.simcoemuskokahealthstats.org/topics/determinants-of-health/socioeconomic-characteristics/income)
- CDP data is used for some of the indicators and graphics on Ottawa Insights (http://www.ottawainsights.ca)
- Community Development Council Durham: Created infographics and community lens reports with latest Census data (http://www.cdcd.org/community-lens/)
- City of New Westminster: Economic Indicators. https://www.newwestcity.ca/database/files/library/economic_indicators_Nov2016.pdf

- Ongoing tracking of social development indicators. Healthy City Strategy - City of Vancouver
- Social Planning Toronto: Central Etobicoke Hub Feasibility Study report. https://www.socialplanningtoronto.org/central_etobicoke_hub_feasibility_study and Demographic Change in Toronto's Neighbourhoods: Meeting Community Needs Across the Life Span. https://www.socialplanningtoronto.org/demographic_change_in_toronto_s_neighbourhoods
- City of Toronto's Data, Research & Map page: Employment Establishments by Size & Industry product. https://www.toronto.ca/city-government/data-research-maps/city-stats-in-detail/?accordion=economic-indica
- Burlington Economic Development Corporation: Burlington Competitive Analysis. http://bedc.ca/wp-content/uploads/2017/04/2017-Competitive-Analysis.pdf
- Region of Peel: Neighbourhood Information Tool. https://www.peelregion.ca/planning-maps/nit/
- Geographic and Effective Measures Services. http://www.gems-spc.ca/ - searchbox
- Winnipeg: Estimate 2016 Populations for Neighbourhoods used to redraw City Electoral Wards. http://www.winnipeg.ca/clerks/WardsBoundaries/pdfs/2017_WBC_Final_Report.pdf
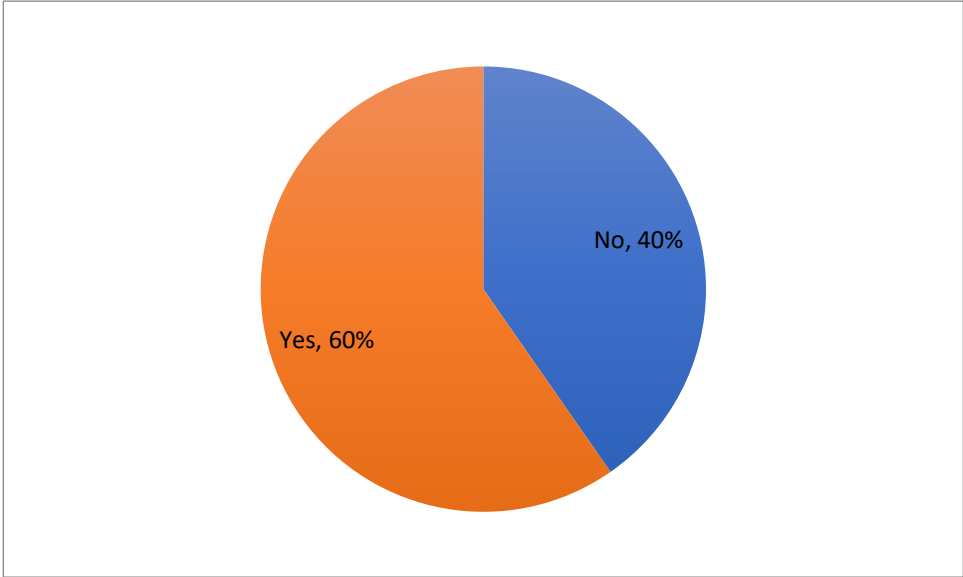
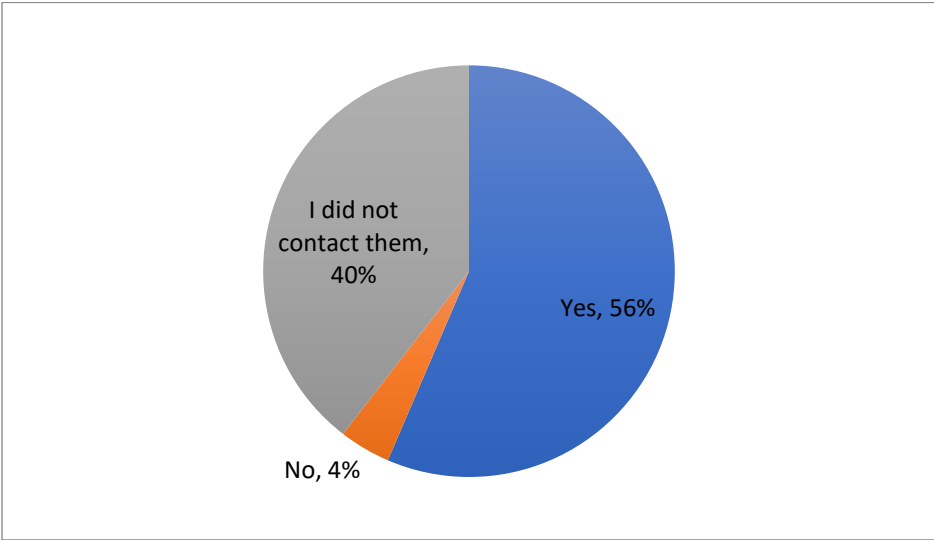## Q4. How did you learn about the CDP? (multiple responses accepted)
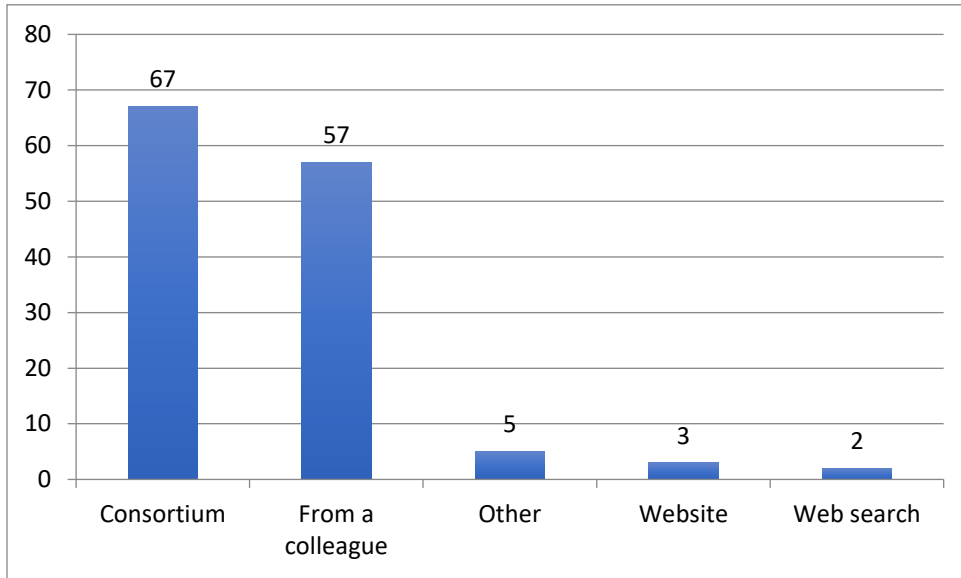
Q5. How active is your local consortium?
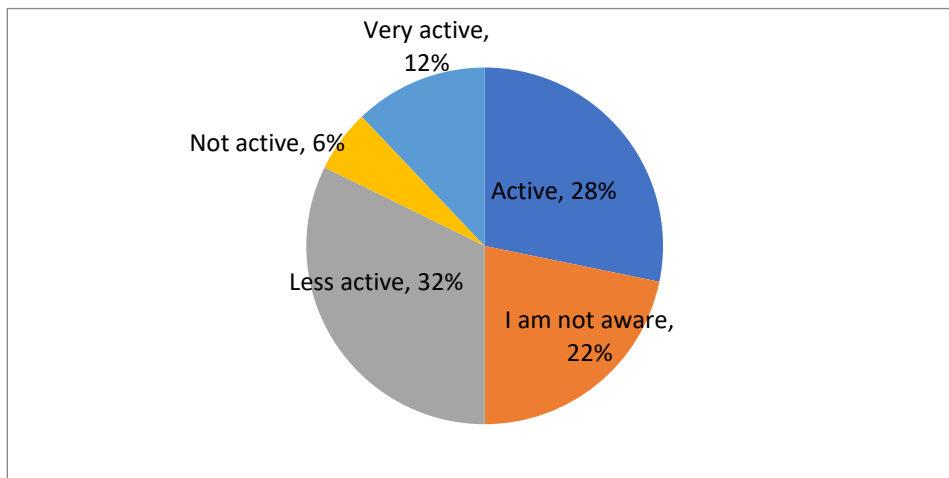
Q6. Would you like your local consortium to be MORE active?

Q7. If you contacted the CDP team in the past year, were you satisfied with their response?

Q8. Please rate the following statements about the CDP website, communitydata.ca

	Agree	Disagree	No Opinion
It is easy to find and download data on the website	73	29	22
I can easily find helpful resources on how to use the data and create research and data products	72	24	28
I can easily find other members in my local consortium and I can find out how other members across Canada are using CDP data and reporting on local trends	46	32	46
The website is visually appealing	56	29	39

Q9. Please provide any further comments on our website with respect to design, content and functionality.

- It's easy to use and has a lot of resources for new members. As the lead, it's great to be able to point people to the website so they can get started with very little assistance.
- If I do not know exactly what I am looking for, it is challenging.
- Easy to use
- In my experience you have to know what datasets you are looking for before using the search/filter tool.
- I used the really helpful tutorial on Beyond 2020 to help me to understand how to download and manipulate Stats Can data.
- Search functionality could always use refinement, but appreciate the challenge of the complexity.
- I would like to be able to search by topic. For example, housing, homelessness, income, etc.
- nice website, our consortium is new, so I'm sure we'll use it more in the future
- I know a few people had issues when trying to register online and choose a password (website thinks you are not human). We used the contact available on the website and our issue was solved very quickly.
- Easy to explore overall. May need to provide further direction on the front page for under-used features.
- Although I can find data on the site, I know that it can be a challenge for those less

familiar with the data.
- There could be more visualizations of data.
- easy to access; appreciate the email notifications on the updates, etc.
- Looks good to me. Once I learned how to navigate I haven't had any trouble finding the information I need.
- The "Recent News" and "Recently added data" are good features to keep. "Recently added data" can be on its own tab just like the news.
- I would suggest that Schedule B is a very important document that should be displayed prominently for all to see…
- It has the potential of being a great tool, however it is lacking in effective search functionalities.
- It is easy to use, however, need to be experienced in data usage. I have an MLIS degree.
- Found it better than the Stat Can site for the same info.

Q10. How comfortable are you using data?
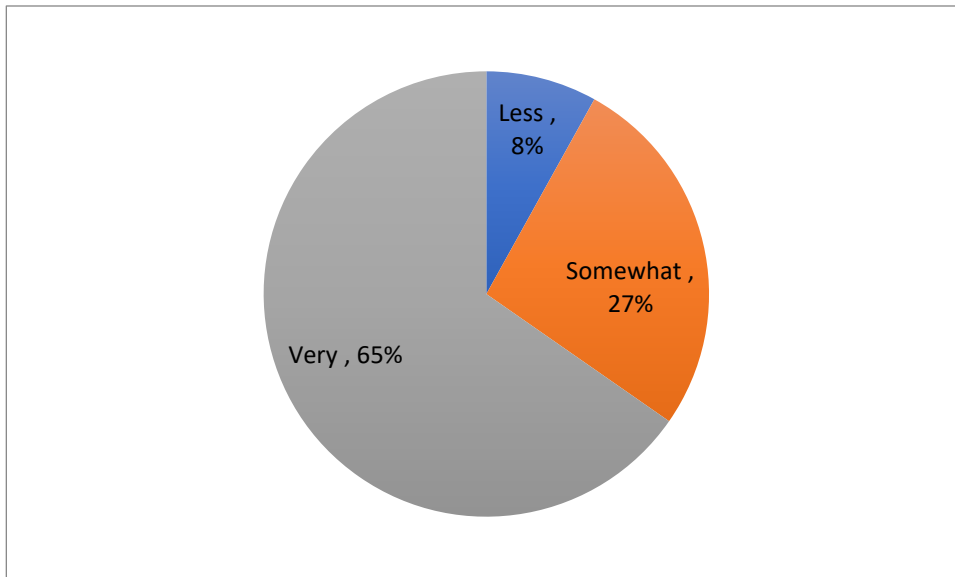
Q11. Do you download data from the CDP catalogue?

Yes, I request data from someone else., 8%

No, I do not download data., 17%

Yes, I download it myself., 75%
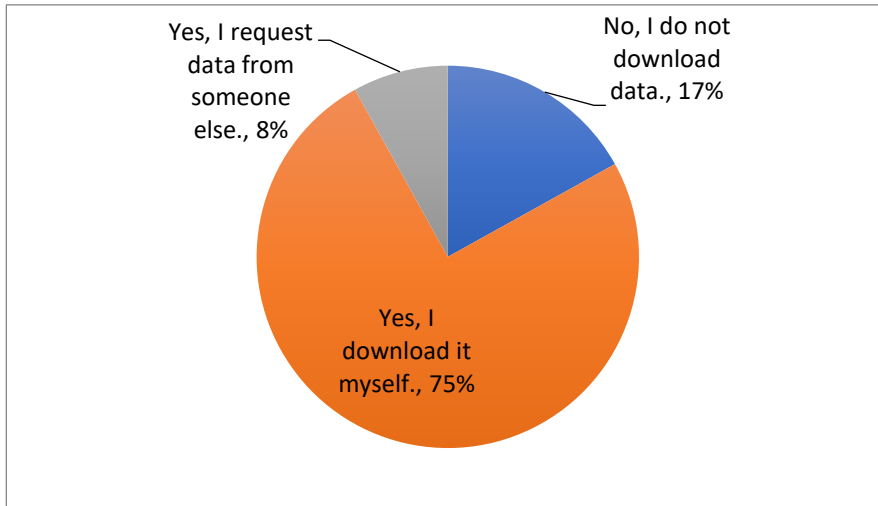
Q12. How often do you use data downloaded from CDP?

Once a year or less, 16%

At least a few times a year, 42%

Never, 10%

At least once a week, 8%

At least once a month, 24%
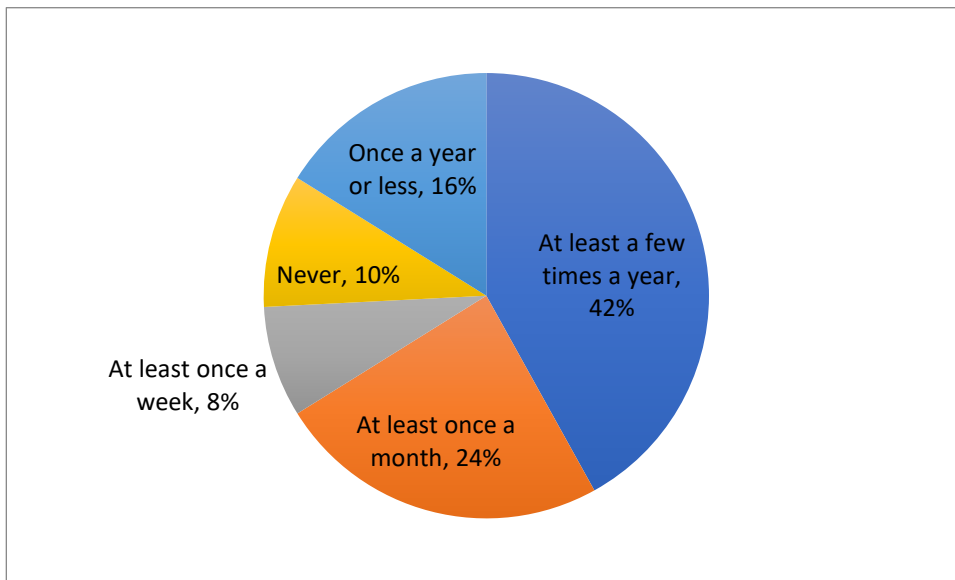
Q13. How satisfied are you with CDP products in the catalogue?

Dissatisfied, 7%

Neutral, 23%

Satisfied, 47%

Very satisfied, 23%
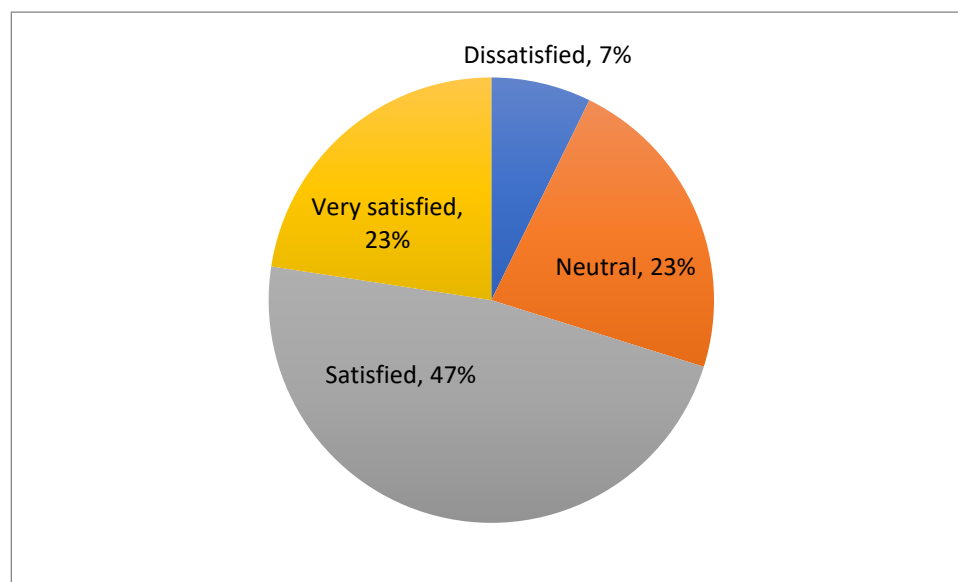
Q14. Please provide any further comments on data availability and access.

- The cross-tabulation data is great, like the targeted profiles from statistics Canada as that increases the level of detail of the data and we can look into more context around the data.
- GSS data would be nice!
- difficult to find data for small areas
- It would be helpful to receive notifications or access RSS feeds for when new datasets have been added to the catalogue.
- It would be good to have more specialized housing related products, like buying more data on housing sale and rent custom data. Housing is the major issue in our region (Metro Vancouver).
- I think the CDP provides updates allowing the user to know when new information has been added.
- We always need more (which is a problem for data generally in Canada). General focus is on making the CDP catalogue more robust and comprehensive for the value it adds…
- Data on labour force, business counts, and tourism visitor information are the most important data for our office.
- It would be helpful if more data were available at custom geographies and geographies at a finer level of resolution.
- It's so difficult to find what I need or even if what I need is available. Some plain language options would be nice. I don't have time to go through long request processes

or searching. Instead, I just go straight to Statistics Canada.

- Very easy to find data/see what's new.
- I find it odd that many of the data sources listed are actually freely available and it just provides the link to them (e.g., Census, CMHC).
- I would like to see more data by place of work and more flow data, also consumer price detailed data and cross-tabs of census data by naics and nocs and less focus on marginalized communities.
- Your support people (Mike) has been extremely helpful. When I can't find something, I email him and he responds in a timely manner with excellent details. That support is invaluable. Please keep that up!
- Would love to have more categories for searching for data when I am unsure what data tool or source I am looking for.
- The workshops have been immensely helpful.
- I am also particularly interested in longitudinal data sets (or repeated cross-sectional data for a given unit of observation), but I have difficulty figuring out if these types of datasets are available.
- The products available are comprehensive and serve our purposes well.
- I appreciate the breadth of data available and the continued effort to make data available at the lowest level of geography possible.
- Initially the data seemed difficult to download but the changes have resolved that!
- For us, the more data we can receive by custom geography, the better. I would like to have school data by area such as neighbourhood or municipality (not school specific) - drop out/completion rates, EQAO scores.
- Seems fine. Although a page that shows current status of data sets (i.e. ordered, round 2, etc.) would be very helpful instead of an Excel sheet. The Data Schedules are up, but it would be handy to have a consistent single point to get order status.
- When looking at T1 Taxfiler data it isn't always easy or obvious to determine the appropriate level of geography one should be looking at.
- Data tables from the 2016 census are expected by many consortium members. It would be good to have at least some of the free tables available for direct download from the CDP rather than linking to Statistics Canada site, to make it easier for some users.
- More, give me more! Bwahahahahaha! (Well, you did ask!)
- Again, a very useful component of the website is the listing of 'Recently Added Data' and the Data Catalogue.
- A bit of an annoyance that you cannot download the pccf directly anymore.
- More access to tailored data from the Canadian Community health Survey (CCHS) and

other similar ones... not much to choose from when it's health related.

- I feel like we have pretty much everything we need. The only thing is that I would recommend to make sure that all data is available on at least CD and CSD level. Unfortunately, there are still datasets that provide data for CMA only.
- Data at the DA level could be made available for Toronto City at the least.
- I find that the value for money proposition is slipping as Statistics Canada makes more information available through their website... The team that supports the CDP is excellent and the collection of information is excellent but the price is relatively high…

Q15. Please tell us if you are satisfied with the following resources:

	Satisfied	Dissatisfied	Do not use	Did not know about it
Meeting notes, annual reports, governance documents	30	0	46	48
News briefs and newsletter	58	2	28	36
Data Schedules	65	6	18	35
How to find data	61	9	21	33
Tools for using the data	62	9	24	29
How to videos	31	2	48	43
DIY Infographics	32	4	41	47
Data Access Tool	42	3	31	48
Webinars	69	3	29	23
Orientations	45	4	41	34

Q16. Please provide any further comments on our current resources.

- I think the webinars that have been put together and the data parties is also great. It's good to get extra context around the data and it's great to see other users questions being answered.
- So far, everything is great except for how to find data. This is really cumbersome on the website.
- My ratings are less a reflection on your organization and more a reflection of not

knowing what I didn't know. this survey has raised my awareness and I will see if I can take another stab at gathering information that would be of use to my organization.

- Didn't know that some of these were available.
- The webinars that I have attended are good, but sometimes there are too many people signed up and I have missed some webinars that I would have liked to have seen.
- As a "high capacity" user my main interest is getting to data and having opportunities to work through the details and nuance of different data sources. Webinars and the discussion forum are good tools for this. DIY infographics and such certainly resonate.
- I really like the idea of the infographics and it would be an easy way to share information quickly but our health unit felt like they were too "cartoony/childish" to use professionally.
- Like the DIY Infographics and the Community Snapshots. Our organization has not used these yet though.
- The taxfiler data is not very user-friendly. It would be easier to work with as a 20/20 file and also if percentages were calculated such as % low income children, % low income children in lone parent households, etc.
- Love the financial data (postal code level which allows us to report it at custom geographies - SO AWESOME)
- Love the census profiles and target population data.
- How to videos and DIY infographics are helpful tools! Everything offered is very helpful.
- I was not aware of all your resources. Promote them more!
- DIY Infographics are great, so are the Webinars. How to videos are helpful to new members.
- The webinars are great to support use of new resources and to learn from others across the country.
- When a person signs up to participate in this group, there needs to be a better orientation. I still don't really understand the purpose or the resources available.
- The DIY Infographics are a great idea for building capacity to less experienced data users.
- How about adding a structured CDP Blog or User Forum so that users can submit their questions or concerns on important topics?
- All of the resources are really good and add value.... The challenge that I see is more in terms of the level of flexibility/responsiveness of the initiative - i.e. the price has stayed the same even through Statistics Canada has made a lot of the data sets available.

Q17. Please rate the CDP overall:
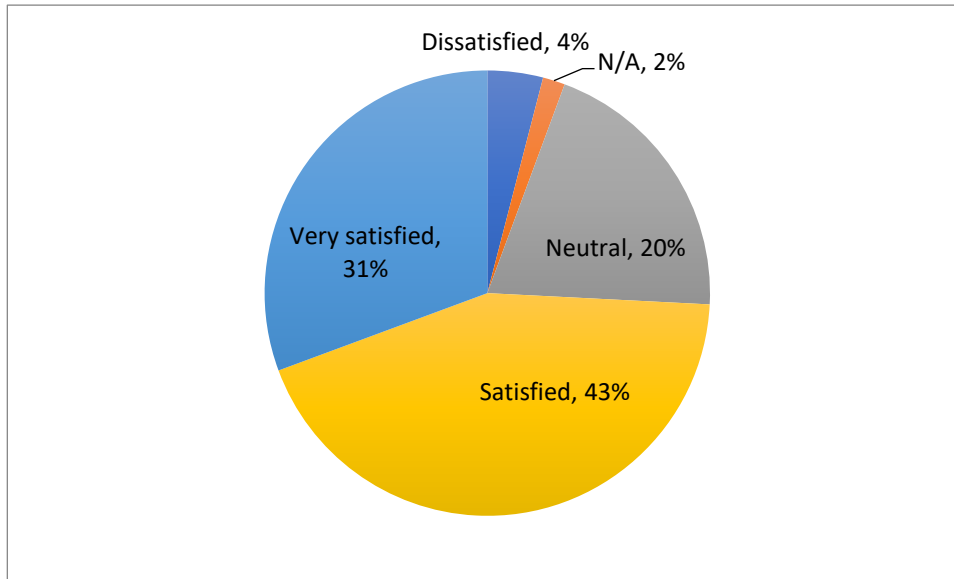
Q18. Please share any additional comments or feedback about your experience with CDP.

- I generally like the concept of the CDP and sharing data among all members, I like the search and organizational functions of the website. I would like to be able to get an alert when new data is posted. That would be very helpful.
- While the site could be improved, I do understand the challenges and limitations. Overall the CDP is an invaluable resource and I am very happy to be apart of it.
- Thank you for all your work. The experience has been positive so far. Not perfect, but still pretty good.
- Data access is awesome just sometimes tricky to know what you are looking for and where to find it.
- The most important data set by far is taxfiler data. No matter what, we need to make sure that we continue to order taxfiler data.
- My main wish for the CDP is to be involved in the program! The drawback of the consortium model is it depends on leads proactively engaging members, which I suspect is rather hit-and-miss. But I appreciate that staff are always responsive to questions.
- CDP has been great resources for office and we continue to utilize various data from the CDP.
- This rating is more reflective of my level of satisfaction with the local consortium. While they are of little help, I was hoping I could just go on the CDC website and get what I needed. But the site feels like it needs an expert to run it.
- Based on what I learned about CDP just from this survey, it looks like I really need to

make time to go through the site to check out what you have to offer!

- Ya'll rock! Keep up the good work - this data geek is very appreciative for all the great work you do to increase access and facilitate mobilization!
- I need more clarification on the value-added for CDP. What data do you offer that is not publicly available? What new data sets could be acquired? How does CDP overlap with the offerings in the RDC program? What are other benefits?
- This is a very worth while program. Can be intimidating to use unless you work with data regularly.
- I really appreciate the CDP and the support given by staff.
- The CDP continues to be a great program and value-add, thank you!
- The staff have been very responsive and helpful. I would like to get more ideas about how others are using the data, particularly the poverty tables.
- The emails about upcoming webinars are helpful - I have signed up for several and been unable to attend - would be nice to be able to access webinar content if you had to miss the webinar due to a meeting etc.
- I recommend the CDP to my colleagues around the province regularly.
- CDP staff are always available, and respond very quickly to any emails or requests that I sent their way.
- Excellent resource with robust data offerings.
- It can be difficult to figure out what data sources are available, so I don't instinctively look to the CDP when I have research questions. This means that when it comes time to annually justify the cost, I struggle.
- This is a good investment for our organization - data access, but also networking with community practitioners.
- CDP Staff (Mike Ditor) is very responsive (super quick) and helpful. This is greatly appreciated!!
- Need a simple map based demographics tool to easily pinpoint locations of interest and draw pertinent data.