User Survey

statistical outputs and ORR data portal

April 2017

Introduction

The survey was performed to assess our current statistical outputs and to identify areas for improvement, particularly for users accessing statistics via our data portal.

Our current statistical outputs include:

- Statistical Releases

- ORR Data Portal tables

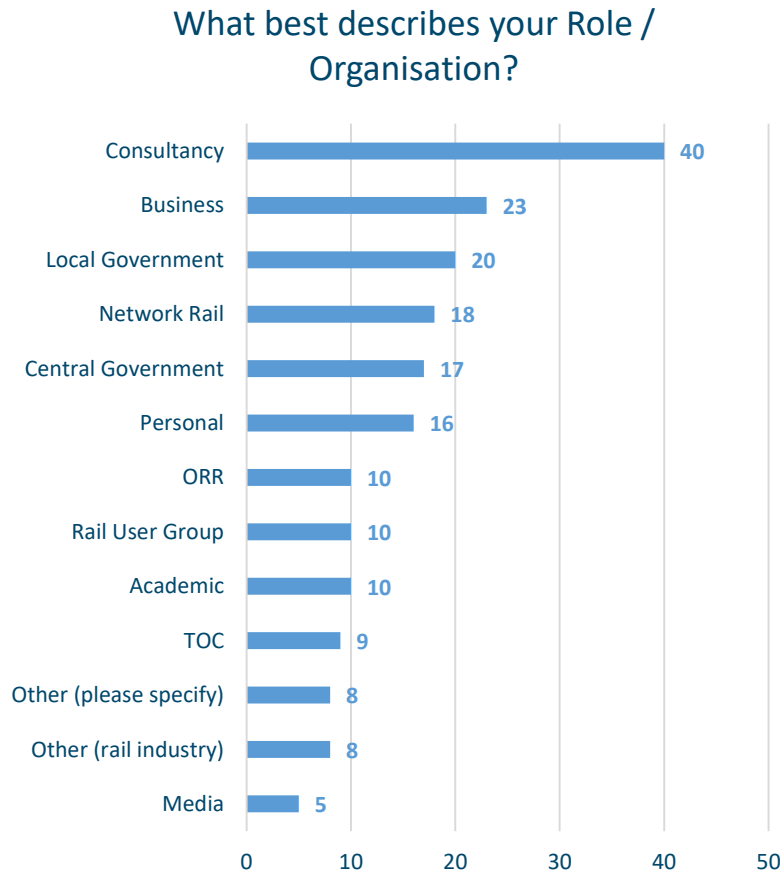- Quality Reports

- Other Published datasets

Survey Overview

- Survey was carried out from 13th March to 21st April 2017

- Survey was for users of the ORR website and the ORR data portal

- The previous survey was performed in December 2014 and January 2015, and where possible we have compared the most recent results with results from the previous survey

- Our User Engagement page has links to our previous surveys: http://orr.gov.uk/statistics/user-engagement

Survey Analysis

- 194 respondents to the survey, of which 38 were partial respondents

- 107 respondents provided free text comments

- Most users use a laptop or PC to access ORR statistics. (Less than 3% do not use a laptop or a PC at all)

- 67% say our Statistics are timely

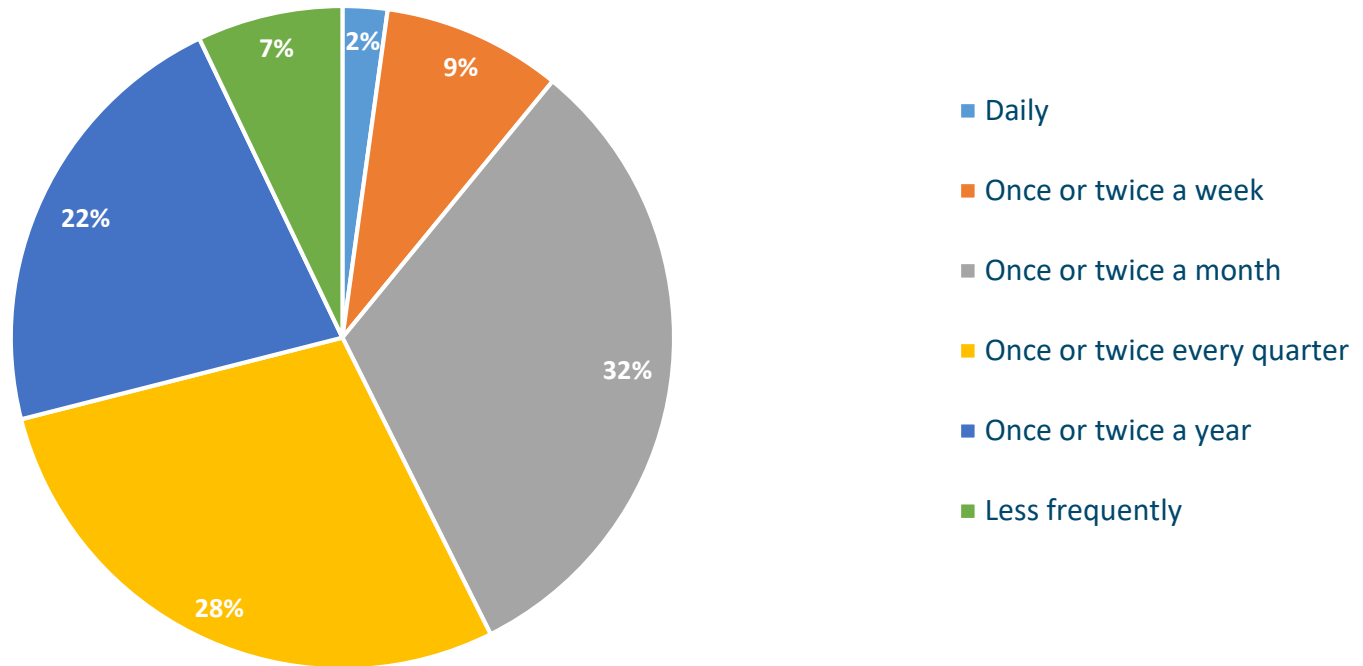- 69% say our Statistics meet their needs as users

Role / Organisation

What best describes your Role / Organisation?

Role / Organisation	Count
Consultancy	40
Business	23
Local Government	20
Network Rail	18
Central Government	17
Personal	16
ORR	10
Rail User Group	10
Academic	10
TOC	9
Other (please specify)	8
Other (rail industry)	8
Media	5

- Local and Central Government comprised 37 respondents

- 45 from the Rail Industry

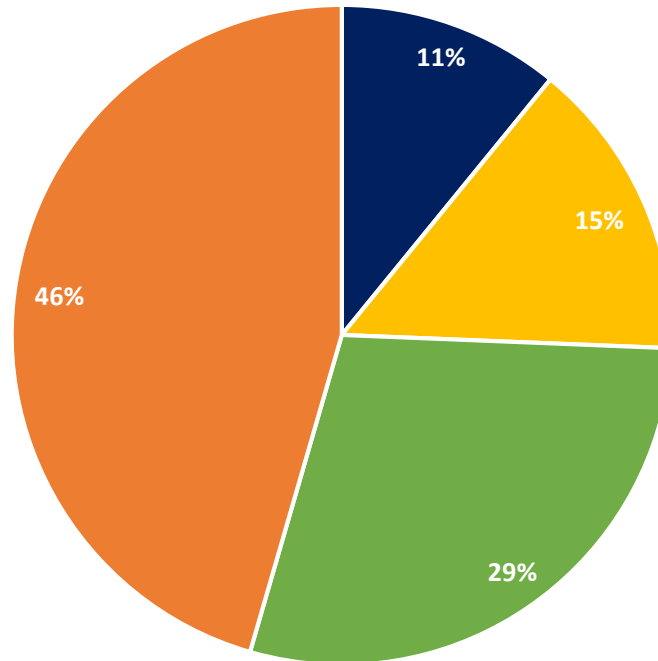- 63 from Consultancy and Business

- Only 5 from the media

Frequency of Access

How often do you access ORR statistics?

- ■ Daily — 2%
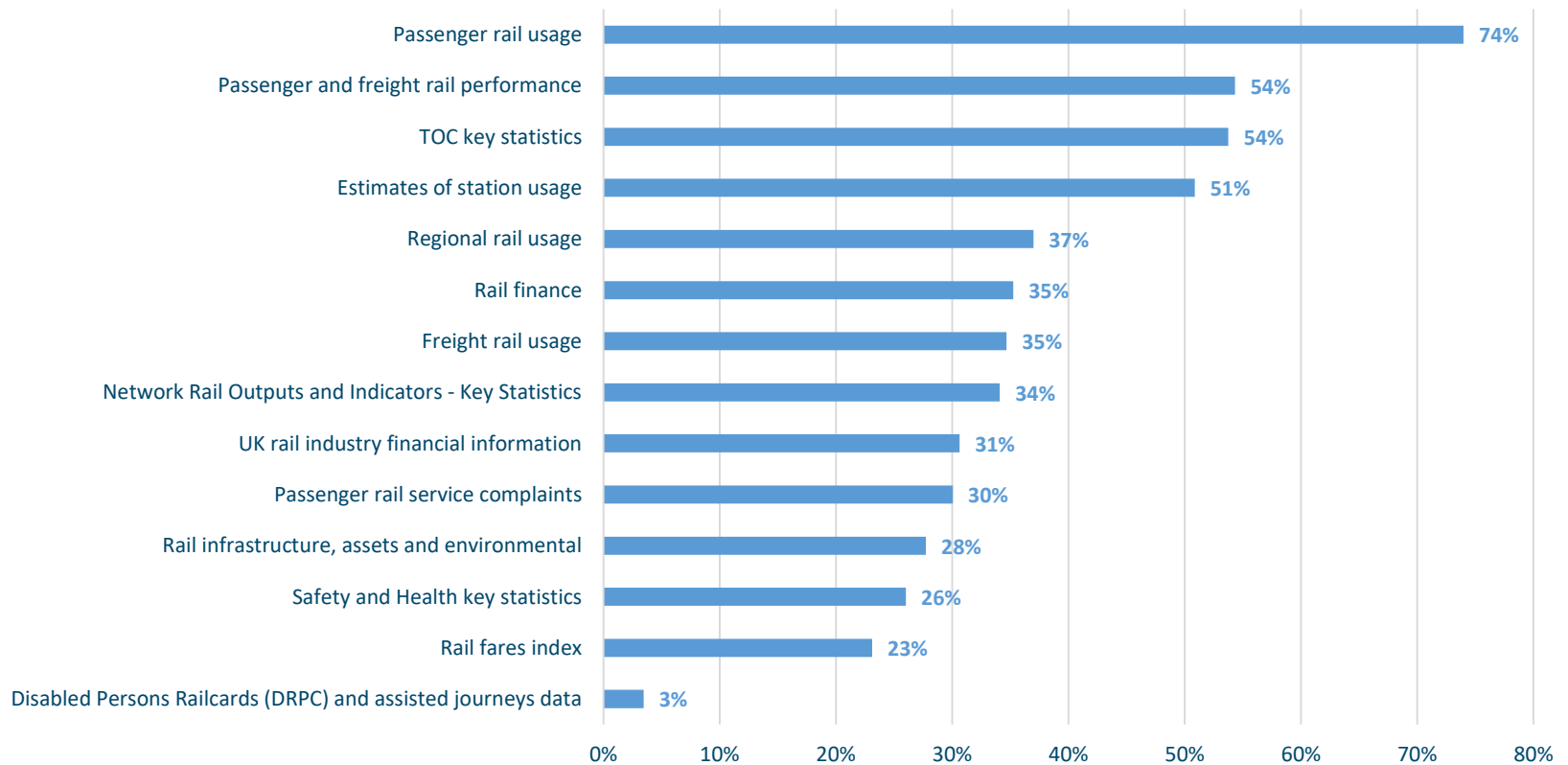- ■ Once or twice a week — 9%
- ■ Once or twice a month — 32%
- ■ Once or twice every quarter — 28%
- ■ Once or twice a year — 22%
- ■ Less frequently — 7%

Primary Interaction

Which of the following best describes your primary interaction with ORR statistics?

Pie chart segments:
- 11% — I want the headline numbers
- 15% — I want to know the reasons why the number/trend has changed
- 29% — I want to see the historical trends
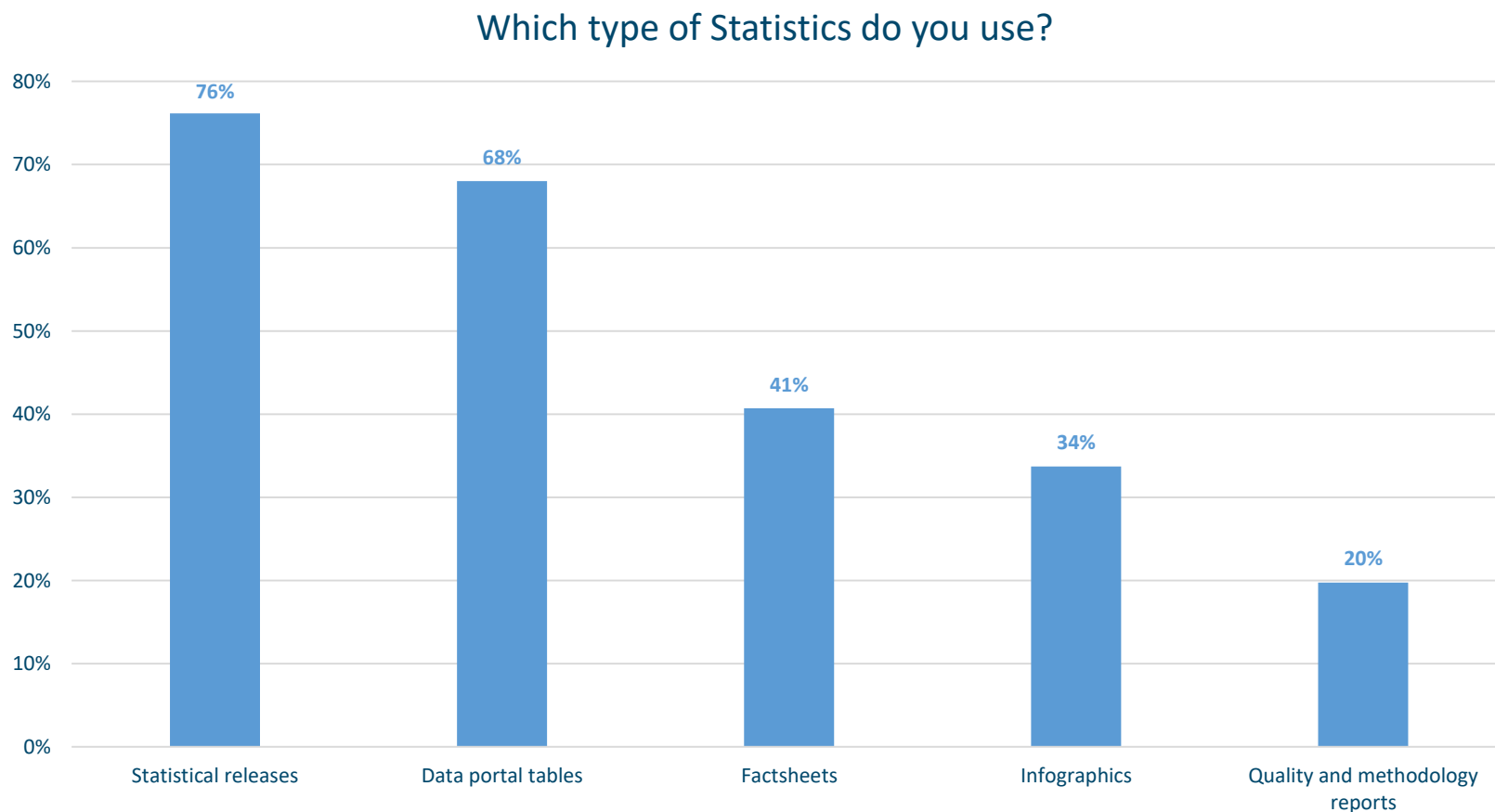- 46% — I want to get the underlying data and explore it for myself

Key Themes used

What themes of ORR Statistics do you use?

Theme	Percentage
Passenger rail usage	74%
Passenger and freight rail performance	54%
TOC key statistics	54%
Estimates of station usage	51%
Regional rail usage	37%
Rail finance	35%
Freight rail usage	35%
Network Rail Outputs and Indicators - Key Statistics	34%
UK rail industry financial information	31%
Passenger rail service complaints	30%
Rail infrastructure, assets and environmental	28%
Safety and Health key statistics	26%
Rail fares index	23%
Disabled Persons Railcards (DRPC) and assisted journeys data	3%

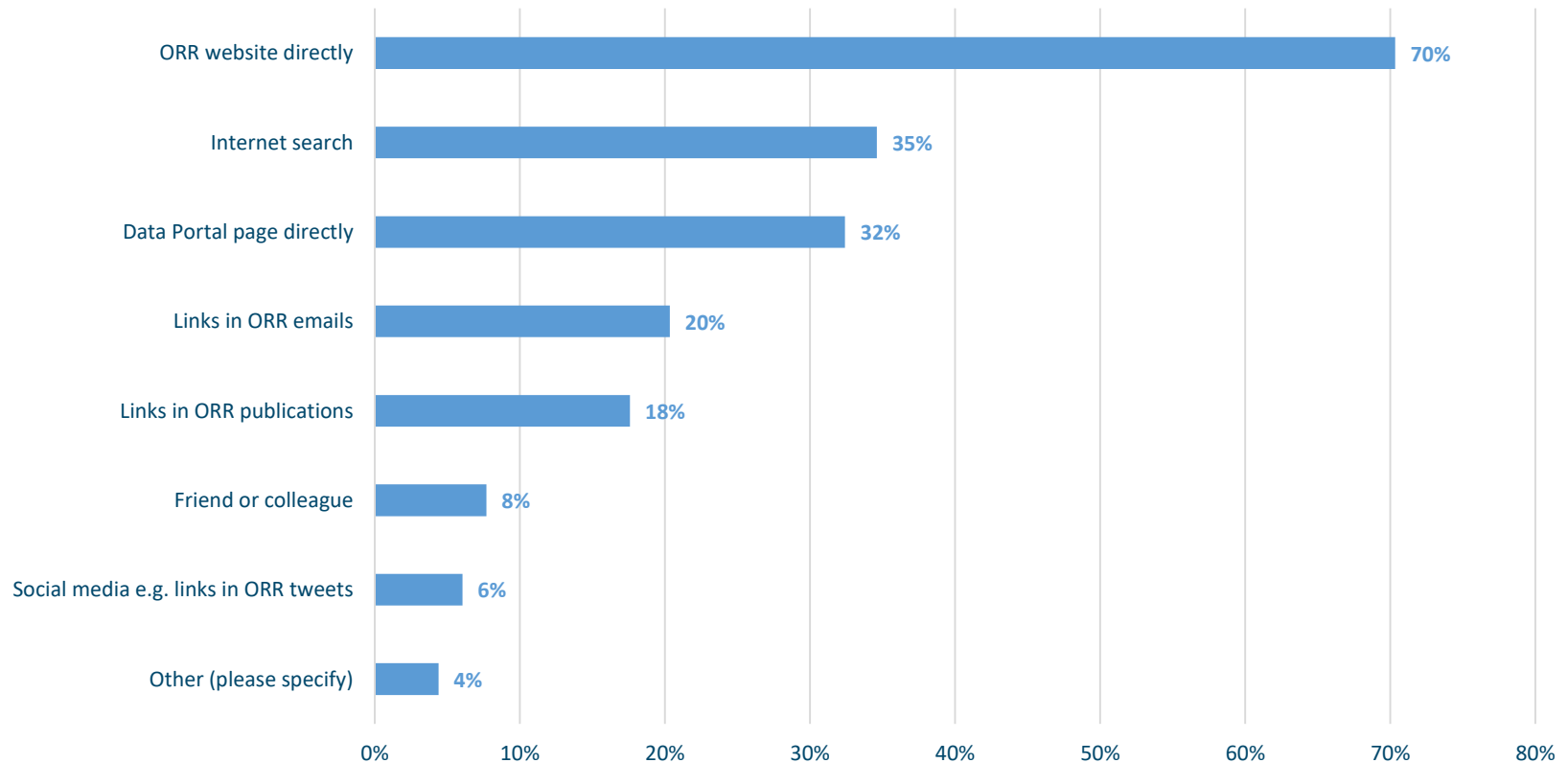## Multiple selection question

Which types of Statistics are used

Which type of Statistics do you use?

Multiple selection question

How ORR statistics were accessed

How do you find ORR Statistics?

Category	Percentage
ORR website directly	70%
Internet search	35%
Data Portal page directly	32%
Links in ORR emails	20%
Links in ORR publications	18%
Friend or colleague	8%
Social media e.g. links in ORR tweets	6%
Other (please specify)	4%

Multiple selection question

Ease of use

How easily are you able to find what you are looking for?
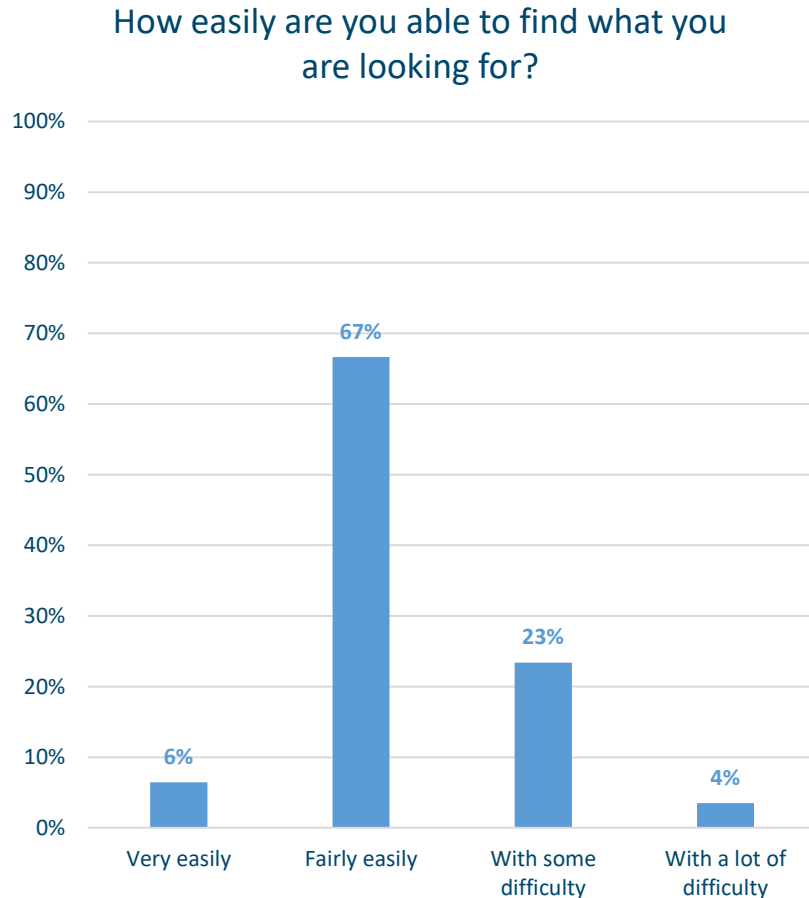
- 73% found it very easy or fairly easy to access ORR statistics

- 27% found some difficulty or a lot of difficulty in accessing ORR statistics

Statistics Release aspect rating

Excellent / Good

- Appearance and Structure

76% (previously 65%)

- Content

87% (previously 77%)

- Commentary

67% (previously 61%)

- Visualisations / Charts

58%

Data Portal aspect rating

Excellent / Good

- Appearance and Structure   43%

- Content   64%

- Commentary   35%

Quality/Methodology Reports aspect rating

Excellent / Good

- Appearance and Structure

43% (previously 51%)

- Content

44% (previously 52%)

40% of respondents said that quality reports were not important to them

Infographics aspect rating

Excellent / Good

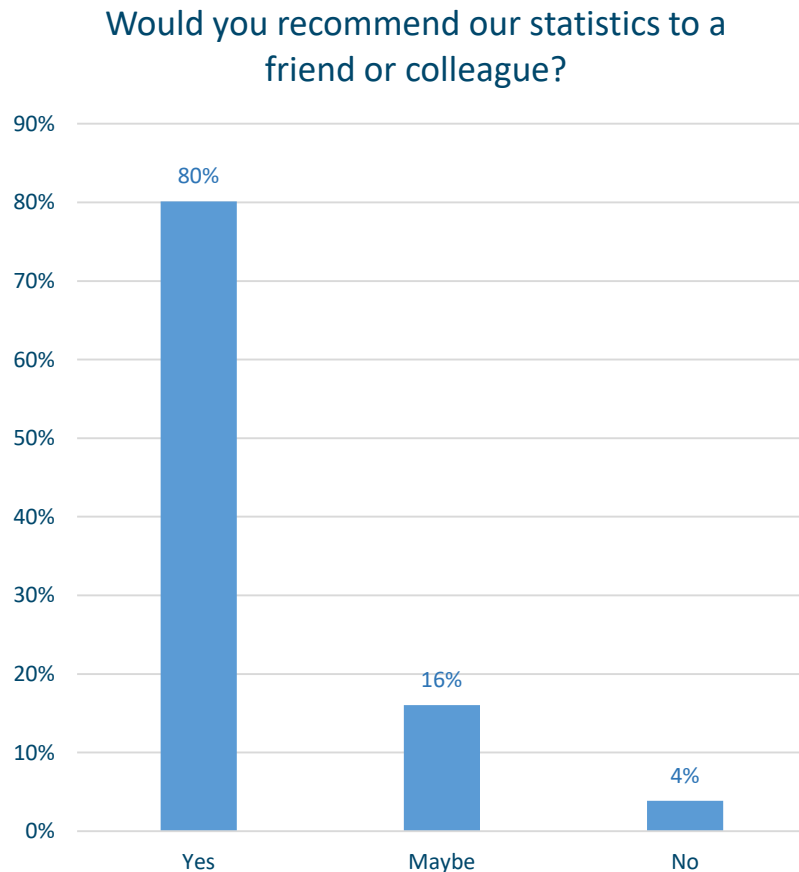- Appearance and Structure

  60%

- Content

  63%

- Visualisations

  57%

Factsheets aspect rating

Excellent / Good

- Appearance and Structure   62%

- Content   69%

- Commentary   60%

- Visualisations   59%

Recommendation of our statistics

Would you recommend our statistics to a friend or colleague?

- 80% of respondents would recommend our statistics to a friend or colleague

- Only 4% would not recommend our statistics to a friend or colleague

Preferred format for viewing our statistics

- Including first and second preferences, most respondents preferred to view our statistics as data portal tables (58%) or statistical releases (53%)

- Raw data was preferred by 48% of respondents, but was also least preferred by 27% of respondents

- Infographics were preferred by 27% of respondents and Factsheets by 32% of respondents (including first and second preferences)

Preferred format for data portal tables

- Including first and second preferences, the most preferred format is XLS/XLSX (115 responses), with CSV (83 responses) as the second most preferred format

- Both XLS/XLSX and CSV had more responses than any of the other options

- JSON is the least preferred format

How are we going to use the survey results?

- What we have done
  - We have looked at the free-text comments in further detail to assist us in user persona analysis

- Our plans for the future
  - Continually improve and update our statistical releases and other publications
  - We are planning to develop a new dissemination tool to replace the data portal in 2018/19 and will be using the feedback from users to provide an improved user experience

User Personas

- One of the aims of the survey was to use the responses to determine user personas for our data portal, to assist us in providing an improved experience for users accessing our data portal.

- The free-text comments were the basis of the analysis for the user personas.

- The analysis resulted in 4 user personas:
  - Inquiring Citizen
  - Trend Watcher
  - Data Miner
  - Expert Analyst

Inquiring Citizen

- Looking for answers behind the headlines
- Summaries of key points
- Simple explanations of headlines and figures
- Easily accessible information
- Tends to look at stats releases rather than the data portal
- Primarily accesses the ORR website
- 10% of respondents

Trend Watcher

- Looking at trends in the data
- Comparing historical data to current
- Wanting context for reports and trends
- Looking for explanations behind the trends and the data
- Looks at both stats releases and the data portal
- Looks at a variety of themes
- Frequency of access is Monthly/Quarterly
- 32% of respondents

Data Miner

- Looking for specific data
- Often local or regional data
- Prefers disaggregated data where possible
- Looks at fewer themes than trend watchers or expert analysts
- Accesses the data portal less than the ORR website directly
- Frequency of access is varied, more likely to access less often than the other user personas
- 35% of respondents

Expert Analyst

- Know what data they want
- Using the data primarily as an input into their own models
- Want large, consolidated datasets that are easily downloadable
- Primarily uses the data portal
- Uses more themes than the other personas, using most themes more than the overall survey average
- Accesses ORR website and data portal directly
- Frequency of access mostly Monthly/Quarterly, though more Daily/Weekly responses than the other user personas
- 23% of respondents

Contacting us

- Website: http://orr.gov.uk/

- Email: rail.stats@orr.gsi.gov.uk