# Survey on statistical releases and quality reports

**May 2015**

# Survey

■ In early December, we created an online survey to gather feedback on ORR statistical releases and quality reports. The survey ran from 8th December 2014 – 16th January 2015, and there were 103 respondents who took part in the survey.

■ The comments received through the survey are very helpful and we have already started implementing some of the feedback received and made improvements to our publications since January 2015.
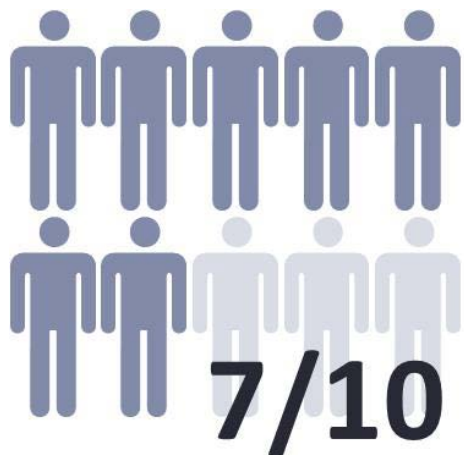
# Statistical releases

**42%**

Website

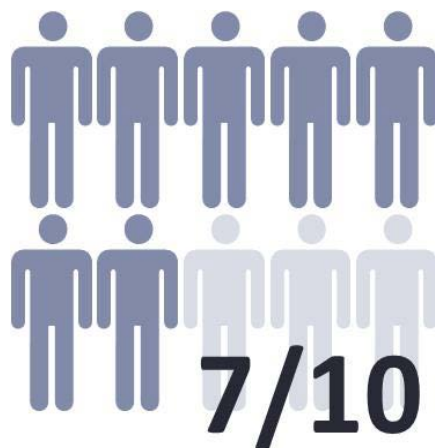Found out about statistical releases through the ORR website

**39%**
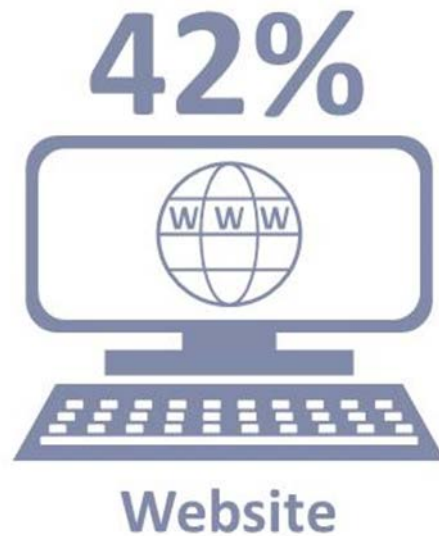
Email

Found out about statistical releases by ORR emails

This was a multi response answer
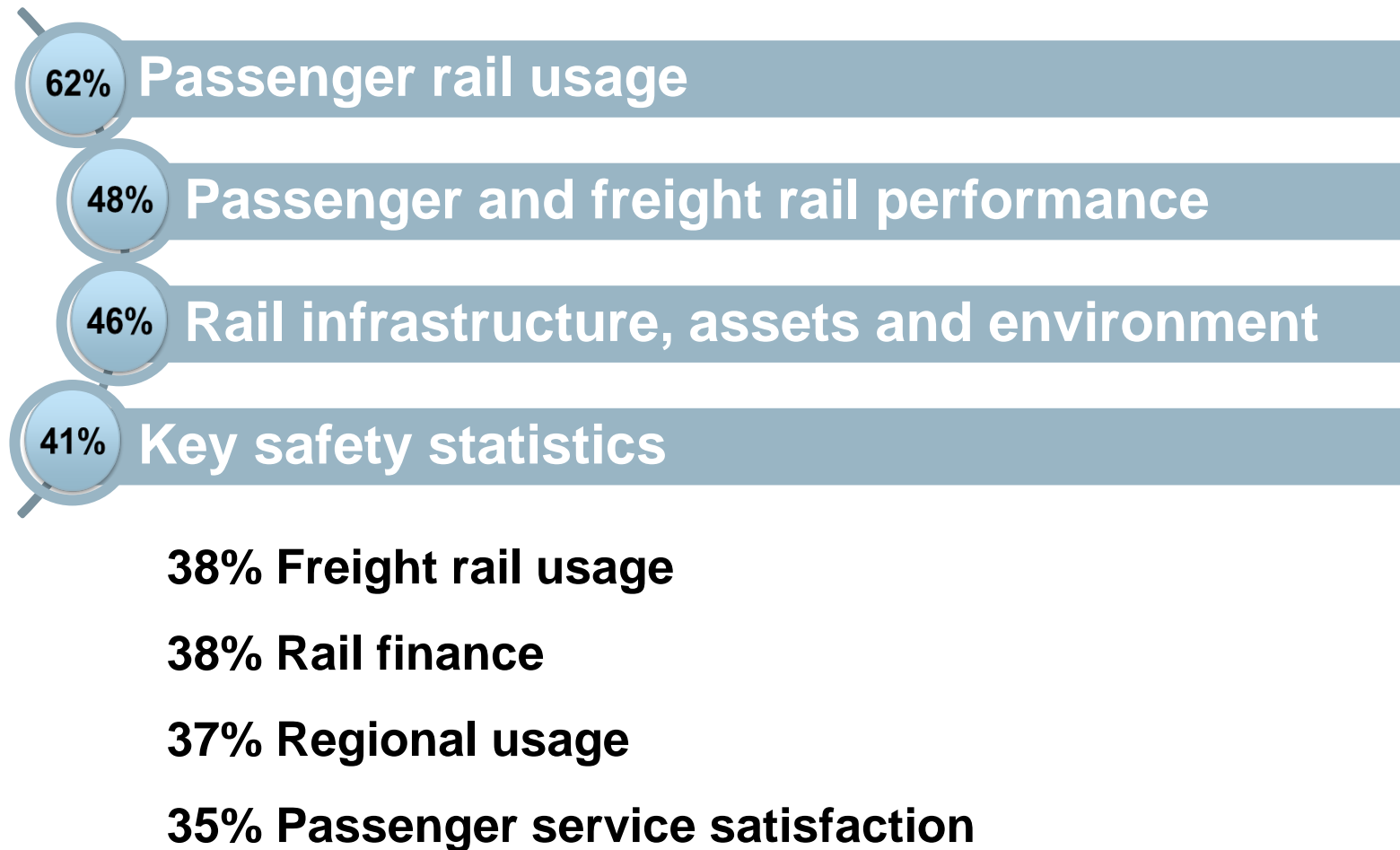
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**7/10**

Said statistical topics fit well

**7/10**

Were able to find what they needed easily

**8.5/10**
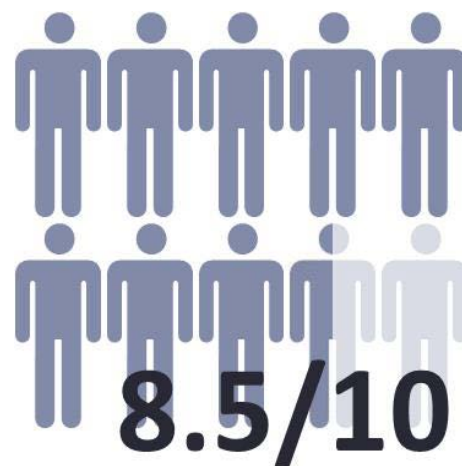
Used the statistical releases for analysis

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# Themes of most interest were:

**62%** Passenger rail usage

**48%** Passenger and freight rail performance

**46%** Rail infrastructure, assets and environment

**41%** Key safety statistics

**38% Freight rail usage**

**38% Rail finance**

**37% Regional usage**

**35% Passenger service satisfaction**

This was a multi response answer

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# Statistical release aspect rating

| | Excellent/Good | Average |
|---|---|---|
| **Appearance and structure** | 65% | 30% |
| **Content** | 77% | 19% |
| **Commentary** | 61% | 29% |
| **Charts** | 58% | 28% |

Around three-fifths (61%) said that the statistical releases met their needs very well/ well and 62% said that the statistical releases have improved compared to the previous reports published on the data portal.

# Quality report

There was a fairly low awareness of quality reports with 54% of the users who took part in the survey aware of the quality reports.

**52%**

Website

Found out about quality reports through the ORR website

**26%**

Email

Found out about quality reports by ORR emails

This was a multi response answer

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# Quality report aspect rating

| | Excellent/Good | Average |
|---|---|---|
| **Appearance and structure** | 51% | 20% |
| **Content** | 52% | 21% |
| **Commentary** | 52% | 26% |

Nearly a half of the respondents (46%) said that the quality reports met their needs very well/ well.

# Implementation phase

- We have implemented some of the comments received in the statistical releases and quality reports published since January 2015. Some of the changes we made are:

- Using a new statistical release template and style guide for all releases;

- Highlighting the key results at a glance by using infographics, e.g. bubble charts in the passenger rail usage and freight rail usage;

- Improving the format of all charts so they are clear and consistent;

- Improving the commentary, e.g. highlighting time series trend;

- Including European comparisons in the commentary where available.

# Implementation phase

- We are now working on the longer term comments to continually improve our publications. We will also be increasing the awareness of the quality reports and working to adapt them to make them fit for purpose for our users.

- By the autumn we aim to:

  - For all the statistical releases have an improved front page which shows the key messages and headline figures;

  - Provide a one page summary of key statistics on each Train Operating Company;

  - Review the content of the releases and include other measures / new datasets, e.g. other measures of rail performance;

  - Include more infographics to highlight key messages.