

Transport Statistics Outputs Consultation 2012

1. Background and Introduction

In 2012, the Transport Statistics branch undertook a consultation exercise to gather feedback on their current Transport Scotland statistical publications, dissemination methods and outputs in order to make improvements to these which would better meet the needs of their users. This was the first consultation of its kind in a number of years and looked to assess the impact and views of recent changes to statistical outputs.

The consultation took the form of an online survey, with a Word version available for users who preferred this method of completion.

Data users were identified through Scotstat user groups, mailing lists and data requests. These users and internal Transport Scotland colleagues were alerted to the consultation via email. Further to this, details of the exercise were placed on the Consultation section of the Transport Scotland Statistics webpage.

There were a total of 56 users who started the survey of which 46 completed it. As different people dropped out of the survey at different stages it is difficult to determine what to include as a 'true' response. Analysis of each question therefore includes all valid responses for that particular question.

The aim of this paper is to provide an overview of the findings of the consultation exercise and outline the steps we will take on the basis of the information gathered.

A number of actions have emerged as a result of the consultation and these are gathered in section 8. Some of the actions relate to more than one publication or issue and these are marked throughout the paper.

Full tables of the consultation results are presented in Annex A.

2. Who responded?

A total of 56 respondents started the survey, 30 of which responded on behalf of an organisation with the remaining 26 responding as individuals.

One third of respondents were from Central Government with a further third from Local Government; the remaining third was split fairly evenly between other types of organisations. Table 1 below shows the breakdown of users by type of organisation.

Table 1: Users by organisation type

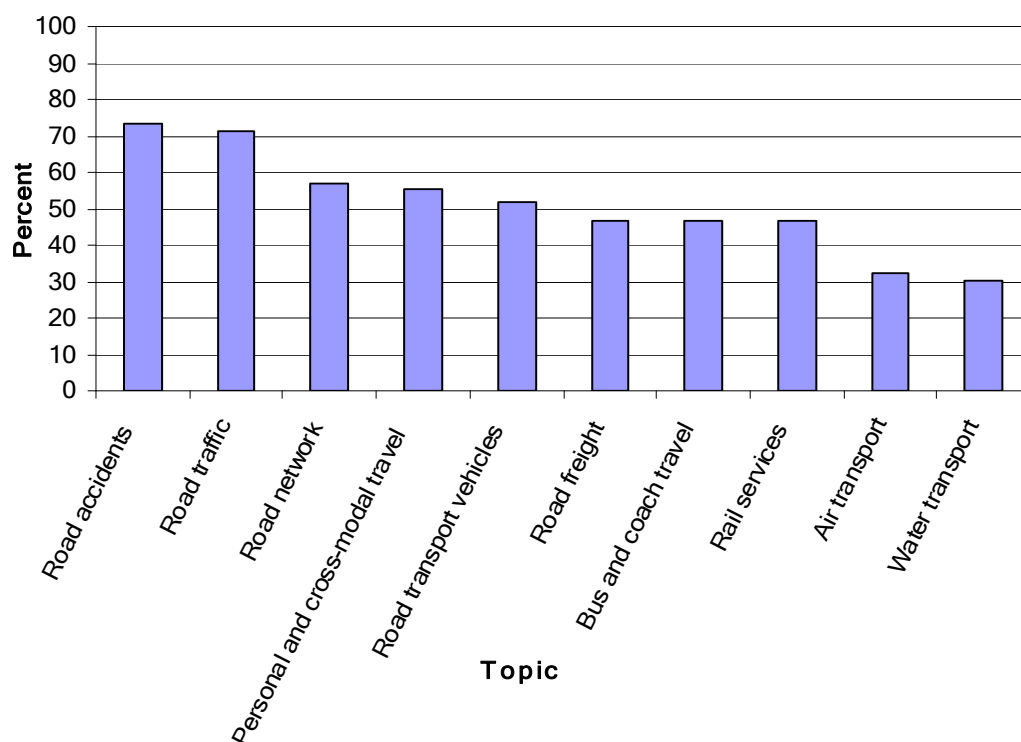
Organisation type	%age of total response
Central Government	33%
Local Government	33%
Police Force	8%
Regional Transport Partnership	6%
Other Public Service Body	6%
Charitable & Voluntary Organisation	6%
Transport Consultancy	4%
Transport Commercial Company	4%
<i>Number of responses</i>	<i>51</i>

3. What data are of interest and what are they used for?

Road accidents and road traffic were the topics of most interest with 73% and 71% (respectively) of users stating an interest in these. Air and Water transport were of the least interest with less than one third of users stating an interest in these topics (32% and 30% respectively). Chart 1 shows the levels of areas of interest for each topic. Over two-thirds (68%) of respondents had an interest in 3 or more topics.

The response options available on this question were based on the chapter titles from the Scottish Transport Statistics publication. In that context 'road traffic' has a fairly narrow definition. However, it may be that respondents interpreted the term 'road traffic' in broader terms when answering the survey ie encompassing the topics of road traffic vehicles, road network etc.

Chart 1: Users topics of interest



The most common uses of the statistical outputs are: research (77%), policy making (61%) and performance monitoring (57%). Whilst the data was also used for resource allocation and marketing campaigns, this was to a much lesser degree.

4. Publications

Table 2 shows how many of the respondents use each of the Transport statistical publications.

Table 2: number using each publication

Publication	Number using
Scottish Transport Statistics	41
Travel and Transport in Scotland	33
Key Reported Road Casualties	30
Reported Road Casualties Scotland	30
SHS: Travel Diary	21
National Travel Survey	16
SHS: Local Authority	14
Bus and Coach	13

Across all publications, there were common messages and themes. These were:

- Print outs from the website were the least commonly used format of our statistics, although online PDFs were the most commonly used.
- All formats were most likely to be accessed a few times a year.
- Hard copy publications were the most likely of all formats to be used monthly or more often.
- Tables are the most used section of any publication, although other sections still receive significant use.
- The vast majority said the level of detail in publications was “about right”
- Most users were satisfied that the timeliness and frequency of publication met their needs.

There were also particular points that emerged for specific publications. These are outlined below.

Scottish Transport Statistics

The consultation suggested that this was the most frequently used publication. The majority of respondents used more than one chapter, with only four respondents using just one. The least used chapter related to international comparisons, whereas the most used chapter was road traffic. One in four of those that used the publication thought it important that the publication was available in hard copy.

One comment highlighted that in many cases, tables only presented 1 year of data and that more could be done to direct users to previous years’ data. This point also applied to other publications. Another comment suggested that information at local authority level would be useful.

Relevant Actions: a), e), j)

We are in the process of reviewing the Scottish Transport Statistics publication and would welcome comments regarding improvements that could be made to the publication .

*Any comments can be sent to the Transport Statistics inbox:
transtat@transportscotland.gsi.gov.uk*

National Travel Survey

This publication was of particular interest as from 2013 onwards the National Travel Survey (NTS) will no longer provide data for Scotland.

Only one third of respondents used the publication and responses suggested that there would not be a large impact due to the loss of Scotland level NTS data.

It was highlighted though, that the NTS provides the ability to compare our own survey information with national trends. The NTS also provides annualised totals, as opposed to the proportions currently provided in SHS publications (ie the NTS reports the *number* of journeys each year by mode, purpose etc whereas the SHS Travel Diary publication reports the *percentage* of journeys made by each mode etc). The NTS therefore provides an indication of change in the volume of journeys in a way that the SHS doesn't.

Relevant Action: b)

Travel and Transport in Scotland

Two respondents noted the lack of local authority data as a weakness in this publication.

Relevant Action: e)

SHS: Local Authority

Around half of the respondents that did not use this publication did so because they did not know that it existed. Comments suggested that more frequent or annual data would be desirable and it was noted that a particular question regarding cycling, which one respondent/organisation was using as a performance indicator, had been removed from the survey.

In response to a direct question there was a general preference for retaining the publication as a separate collection of local area statistics rather than integrating the local area information into existing publications. However, the two more detailed comments received on this issue suggested that publishing the LA data in separate publications was not itself a problem as long as it was also gathered in one place.

Relevant Actions: d), e)

SHS: Travel Diary

Of the respondents that did not use the publication, a quarter reported that this was because they did not know that it existed. One respondent noted that this publication was of limited use as it does not provide data at a local authority level.

Relevant Actions: d), e)

Bus and Coach Statistics

Over three quarters of respondents felt that bus and coach statistics did not require their own publication and that the information contained in the publication could be included elsewhere.

Comments again included those referring to the geographic level for which data was available. In particular, bus passenger boardings and bus vehicle kilometres were identified as no longer being provided at RTP area.

Relevant Action: f), g)

Reported Road Casualties Scotland

A third of respondents who used the publication rated the hard copy as being important or very important to them.

The sections on under-estimation of casualties and the breakdown of the costs to the nation of road accidents were highlighted as particularly useful. One respondent argued that the former should be footnoted in the tables.

Another respondent noted that there can be confusion stemming from the distinction between road *accidents* and road *casualties* and that more could be done to highlight the differences. This point stood for Key Reported Casualties as well.

Another felt that, given that there are targets within Scotland's Road Safety Network, more could be done to present the data in accordance with these targets at local authority level and to include 2004-08 averages in publications.

Relevant Actions: a), h)

Key Reported Road Casualties

Specific comments welcomed this publication as a good source of performance information, highlighting that it allowed comparisons between specific Local Authorities and the national trend.

The June publication date was seen as helpful by one respondent in that the publication provided a hook for flagging up road safety ahead of the holiday period. However, there was also dissatisfaction expressed regarding the gap in time between the publication and the period that the publication referred to. (See Annex B for further information on the timing of the publication)

Relevant Action: h)

Hard Copy publications

Two publications are currently available in hardcopy (Scottish Transport Statistics and Reported Road Casualties) and there was a significant level of support for retaining the hardcopy versions. One third of respondents rated the hard copy of the Reported Road Casualties publication as being important or very important to them

and one quarter of respondents felt the same regarding the hard copy of Scottish Transport Statistics.

The two main benefits of hardcopy publications were reported as being that:

- users found it easier and quicker to access the information through consulting a hardcopy as opposed to using the website
- the hardcopy was portable, which meant, for instance, that the book could be taken into meetings.

Relevant Actions: a), c)

Topic Specific Approach to publications

87% of respondents found a topic-specific approach to presenting data within publications useful. Only 4% preferred information to be presented by data source.

5. Are there any data that it would be beneficial to have?

Respondents highlighted a variety of data that it would be useful to have and these are summarised below. A number of the comments related to 'green' transport issues such as emissions and active travel.

In some cases it was not clear whether the respondent was aware of data already published and found it insufficient, or whether they were unaware that a certain amount of data was already published on the topic.

Points for which some data is already published

- A fuel cost graph
This is included in STS Finance chapter
- A mode split topic would be useful
Data on mode split is published in personal and cross-modal travel chapter of STS and in the SHS: Travel Diary publication
- More detailed breakdown of cars by fuel/power source to provide information on low carbon vehicles
The number of vehicles licensed for each type of propulsion is included in chapter 1 of STS
- Emissions by mode of transport including the usual air quality ones as well as carbon. Also information on the respiratory illnesses caused by these emissions
- A better link between traffic and emissions/air quality data.
Whilst no links are drawn between traffic and air quality, data on emissions are contained within the road traffic chapter of STS
- Freight data and trends
Whilst the data on freight is not gathered together in one location, the road freight, rail services, air transport and water transport chapters of the STS publication all include data on freight.

Points for which there is limited data

- Improved data on walking and cycling
- Data on what people want for transport not just what they currently do. And data on where they want to travel, and how.
- Ideally for marine planning, data would be expanded to include the full range of ports. As well as the amount of trade it would be useful if the statistics showed vessel movements in and out of ports.
- More use made of the accessibility indicators (available as part of neighbourhood stats and SIMD etc) as part of the analysis of SHS and Travel Diary

Relevant Action: i)

We are in the process of reviewing the Scottish Transport Statistics publication and would welcome any further comments regarding data that could be included in the publication or other improvements.

*Any comments can be sent to the Transport Statistics inbox:
transtat@transportscotland.gsi.gov.uk*

6. Website & other forms of dissemination

Website

Around half of respondents accessed the statistics pages of the TS website 'at least monthly'. This compares with 78% of respondents accessing the main Transport Scotland website at least monthly.

Respondents were most likely to use the statistics pages to access publications or datasets.

21% of those who used the stats pages found them 'fairly difficult' to find, although no-one found them 'very difficult'. Most respondents could find what they want but it took 35% a bit of time to get there.

Most people access the statistics pages through the main Transport Scotland site although around a quarter access through a link saved to their PC.

Suggestions for improvements to the statistics pages included a stronger search tool and better links to data for previous years. The most common suggestion for improvement was to allow navigation by topic or transport mode.

Relevant Action: c)

Scottish Neighbourhood Statistics

There is some Scotland and Local Authority level transport and travel data on the Scottish Neighbourhood Statistics (SNS) website. Only 37% of respondents were aware of this, with 29% of respondents making use of the data.

Relevant Action: k)

Other forms of dissemination

Respondents were asked about three potential ways that we could disseminate our statistics.

72% of respondents suggested that data should be disseminated via **interactive web mapping** with 24% believing that this was a high priority.

90% felt that there should be **seminars to promote analysis** produced by Transport Scotland and others. 22% of respondents felt that this was a high priority.

'**Design your own table**' functionality was supported by 66% of respondents although only 7% of respondents considered this a high priority.

Relevant Action: d)

7. Conclusions

The survey has provided an insight into users' views on our statistics publications, dissemination methods and outputs. Whilst the survey seems to indicate general satisfaction with the statistical outputs of Transport Scotland, certain specific points have emerged. Namely:

- Where provided, hard copy versions of publications are important for a significant number of users
- The lack of NTS data in future is unlikely to cause major disruption, although it does impede intra-UK comparisons and means that annualised totals for various types of trips would not immediately be available
- There is a lack of awareness of certain statistics publications
- There is a desire for regular local area level data and for the existing local area publication to be retained as a separate publication
- There is no widespread desire to retain Bus and Coach statistics as a separate publication
- The topic-specific approach to publications is broadly supported and there is some support for enabling users to browse the website by topic
- There are some issues with the usability of the statistics website
- There is general support for exploring other methods of dissemination such as seminars.
- There is a range of data which users would find it useful to have, including a focus on 'green issues'

8. Actions

Given the conclusions above, the points below represent an action plan for the transport statistics team. We will report on progress after 6 months.

- a) Given the support for the hardcopy publications amongst those that use them we will continue to provide hardcopy versions of Reported Road Casualties and Scottish Transport Statistics. This may be reviewed in future.
- b) In order to replace the NTS figures which provide annualised totals for the number of trips we will investigate producing equivalent statistics using SHS Travel Diary data
- c) We will investigate improvements to the usability of the website, including exploring the option of organising the statistics section by topic.
- d) We will consider how best to raise awareness of existing publications and subjects that they cover. Relatedly, we will also look into alternative forms of disseminating our statistics such as seminars and interactive mapping.
- e) The sampling strategy for the Scottish Household Survey has been revised and from 2012 onwards now provides more frequent local area data for certain aspects of the survey. A summary of the affected transport data is included on the Data Sources and Methodology section of the Transport Scotland statistics website:

[Transport and travel content of the SHS for 2012 survey onwards](#)

We will consider how best to make local area data available, noting both the low awareness of the existing publication and the support for local area data being gathered in the one place.

- f) We will explore incorporating bus and coach into Scottish Transport Statistics (STS), being mindful of the overall length of the STS publication.
- g) We will explore with DfT the possibility of publishing bus operator data at RTP level.
- h) We will adapt the road casualties publications to make clear the distinction between accidents and casualties, and to reflect the nature of road safety targets.
- i) We will consider how to provide or flag up the location of data identified as desirable by survey respondents, including how best to incorporate sustainable transport issues into the Scottish Transport Statistics publication.
- j) We will consider how to signpost previous publications in situations where time series are not currently provided in the publication.
- k) We will consider what data can usefully be added to the SNS website and how to raise awareness of the resource

Annex A – Survey results

Nature of organisation (if applicable)			
Answer Options	Response Percent	Response Percent (all)	Response Count
Central Government	33.3%	30.4	17
Local Government	33.3%	30.4	17
Regional Transport Partnership	5.9%	5.4	3
Police Force	7.8%	7.1	4
Other Public Service Body	5.9%	5.4	3
Transport Consultancy	3.9%	3.6	2
Transport Commercial Company	3.9%	3.6	2
Charitable & Voluntary Organisation	5.9%	5.4	3
<i>answered question</i>			51
<i>skipped question</i>			5

What do you use Transport Scotland statistical data for? Tick all that apply.		
Answer Options	Response Percent	Response Count
Research	76.8%	43
Policy making	60.7%	34
Performance monitoring	57.1%	32
Resource allocation	16.1%	9
Marketing campaigns	12.5%	7
Other	12.5%	7
Other (please specify)	14.3%	8
<i>answered question</i>		56

Which Transport and Travel topics are you interested in?		
Answer Options	Response Percent	Response Count
Road accidents	73.2%	41
Road traffic	71.4%	40
Road network	57.1%	32
Personal and cross-modal travel	55.4%	31
Road transport vehicles	51.8%	29
Road freight	46.4%	26
Bus and coach travel	46.4%	26
Rail services	46.4%	26
Air transport	32.1%	18
Water transport	30.4%	17
<i>answered question</i>		56
<i>skipped question</i>		0

Key Reported Road Casualties

Do you use?

	Response Percent	Response Count
Yes	56.6%	30
No	43.4%	23
Skipped		3
Total		56

Why do you not use the Key Reported Road Casualties publication?

Answer Options	Response Percent	Response Count
Not interested in the subject area	69.6%	16
Use another publication instead	21.7%	5
Not aware of it	4.3%	1
Other	4.3%	1
<i>answered question</i>		23
<i>skipped question</i>		0

How often do you access the Key Reported Road Casualties publication via:

NUMBERS

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0	1	4	17	7	29
Online PDF document	0	1	2	22	4	29
Print out from website	0	1	1	11	16	29
Data spreadsheets	0	0	3	17	9	29
<i>answered question</i>						29
<i>skipped question</i>						1

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0	3.4%	13.8%	58.6%	24.1%	29
Online PDF document	0	3.4%	6.9%	75.9%	13.8%	29
Print out from website	0	3.4%	3.4%	37.9%	55.2%	29
Data spreadsheets	0	0.0%	10.3%	58.6%	31.0%	29
<i>answered question</i>						29
<i>skipped question</i>						1

Which sections of the Key Reported Road Casualties publication do you use?

Answer Options	Response Percent	Response Count
Key points	72.4%	21
Commentary	55.2%	16
Tables	82.8%	24
Background / methodology / sources	27.6%	8
<i>answered question</i>		29
<i>skipped question</i>		1

What do you think about the level of detail in the Key Reported Road Casualties publication?

Answer Options	Response Percent	Response Count
Too much	0.0%	0
About right	100.0%	29
Too little	0.0%	0
<i>answered question</i>		29
<i>skipped question</i>		1

Does the timeliness and frequency of the Key Reported Road Casualties publication meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	17	10	1	1	29
Frequency	20	8	0	1	29
<i>answered question</i>					29
<i>skipped question</i>					1

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	58.6%	34.5%	3.4%	3.4%	
Frequency	69.0%	27.6%	0.0%	3.4%	
<i>answered question</i>					29
<i>skipped question</i>					1

- > Not a frequent user of information but important source when required
 - > We publish Press Release and the June Key Stats are always a timely reminder to make the public aware before holidays of keeping safe. The press are often looking for something and it provides that opportunity. It is also a good way of identifying performance
 - > I can compare my own local authority trends with national trends.
 - > I have a paper copy and refer to that only.
 - > There can often be confusion when interpreting the results in the difference between road accidents and road casualties. Although the tables are labelled, it is very easy to mistake one table for another and can result in mis-reporting. Although this is primarily a user error issue, perhaps more could be done to highlight the differences.
- "Would be better if we could have last year's stats sooner"
- "Time lag in data means it is difficult to answer questions with recent data"

Reported Road Casualties Scotland

Do you use?

	Response Percent	Response Count
Yes	58.82%	30
No	41.18%	21
Skipped		5
Total		56

Why do you not use the Reported Road Casualties Scotland publication?

Answer Options	Response Percent	Response Count
Not interested in the subject area	71.4%	15
Use another publication instead	9.5%	2
Not aware of it	9.5%	2
Other	9.5%	2
<i>answered question</i>		21

How often do you access the Reported Road Casualties Scotland publication via:

NUMBERS

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
Hard copy publication	1	5	7	7	10	30
HTML web pages	0	1	4	15	10	30
Online PDF document	0	1	0	19	10	30
Print out from website	0	1	0	8	21	30
Data spreadsheets	0	1	4	17	8	30
<i>answered question</i>						30

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
Hard copy publication	3.3%	16.7%	23.3%	23.3%	33.3%	
HTML web pages	0.0%	3.3%	13.3%	50.0%	33.3%	
Online PDF document	0.0%	3.3%	0.0%	63.3%	33.3%	
Print out from website	0.0%	3.3%	0.0%	26.7%	70.0%	
Data spreadsheets	0.0%	3.3%	13.3%	56.7%	26.7%	
<i>answered question</i>						30

Which sections of the Reported Road Casualties Scotland publication do you use?

Answer Options	Response Percent	Response Count
Key points	63.3%	19
Commentary	56.7%	17
Tables	100.0%	30

Background / methodology / sources	46.7%	14
<i>answered question</i>		30

What do you think about the level of detail in the Reported Road Casualties Scotland publication?

Answer Options	Response Percent	Response Count
Too much	0.0%	0
About right	96.7%	29
Too little	3.3%	1
<i>answered question</i>		30

Does the timeliness and frequency of the Reported Road Casualties Scotland publication meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	16	10	3	1	30
Frequency	22	6	1	1	30
<i>answered question</i>					30

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	53.3%	33.3%	10.0%	3.3%	
Frequency	73.3%	20.0%	3.3%	3.3%	
<i>answered question</i>					30

We need to be mindful of the environmental and resource implications of our dissemination. Reported Road Casualties Scotland is currently produced as a hard copy publication. How important is the hard copy to you?

Answer Options	Response Percent	Response Count
Very important	13.3%	4
Important	20.0%	6
Nice to have	43.3%	13
Not needed	23.3%	7
<i>answered question</i>		30

Why is hard copy publication important to you?

- > I don't use accident statistics very often but it is very hard to be able to find what I need quickly when I do come across a need for some aspect of accident statistics. It is generally easier/quicker to find information in the printed report than finding and searching a web-document.
- > It is used by a variety of staff to access casualty data and costs within my section, who may not be as comfortable accessing the publication online.
- > It is useful to have it around at meetings and when going abroad to external meetings. Online versions are not so accessible.
- > Much easier to access and all staff know that it exists and where to find it. Electronic information becomes lost in the overwhelming amount of like information that arrives at our desks.
- > The hard copy is available easily to hand and it is easier to read than a computer monitor. The hard copy is useful also for taking to meetings or seminars to bring to the attention of others. I am not always on-line or near a computer.
- > I can keep on my desk for a ready reference and take to meetings etc. I just prefer a hard copy to on-line access only.
- > Easier reference than online - flick through/easier to find a table required. Historical record - have a set going back quite some time. Whilst not often referred to it is there if someone wanted a more historical perspective.
- > Used as a crucial reference several times daily
- > It is easier to use the hard copy when carrying out analysis as I use two monitors.
- > It is easier to use for quick reference and portable.

Comments

- > The section on under-estimation of casualties is useful/interesting but might be overlooked by readers who go straight to relevant tables - might be useful to include footnote pointing back to this section and the bottom of the most relevant tables
- > It is a very useful publication and I would suggest that having more hard copies is the way forward.
- > Given the targets within Scotland's Road Safety Network it would be very helpful to have child casualties broken down by severity at local authority level and to include 2004-08 averages in publications.
- > Depends on need, for example if writing policy.
- > The section on underreporting of accidents is greatly valued as is the breakdown of the costs to the nation of road accidents. It is not always easy to find the specific data I require but that may be the nature of a document with so much information.
- > It is an excellent publication which is essential for use within a road safety team
- > first class document
- > The same issue as highlighted under the previous publication applies - see below

Transport and Travel in Scotland

Do you use?

	Response Percent	Response Count
Yes	64.71%	33
No	35.29%	18
Skipped		5
Total		56

Why do you not use the Transport and Travel in Scotland publication?

Answer Options	Response Percent	Response Count
Not interested in the subject area	47.1%	8
Use another publication instead	23.5%	4
Not aware of it	23.5%	4
Other	5.9%	1
<i>answered question</i>		17
<i>skipped question</i>		1

How often do you access the Transport and Travel in Scotland publication via:

NUMBERS

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0	1	5	17	9	32
Online PDF document	0	1	2	26	2	31
Print out from website	0	1	1	6	24	32
Data spreadsheets	0	1	6	15	11	33
<i>answered question</i>						33

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0.00%	3.13%	15.63%	53.13%	28.13%	32
Online PDF document	0.00%	3.23%	6.45%	83.87%	6.45%	31
Print out from website	0.00%	3.13%	3.13%	18.75%	75.00%	32
Data spreadsheets	0.00%	3.03%	18.18%	45.45%	33.33%	33
<i>answered question</i>						33

Which sections of the Transport and Travel in Scotland publication do you use?

Answer Options	Response Percent	Response Count
Key points	54.5%	18
Commentary	36.4%	12
Tables	81.8%	27
Background / methodology / sources	36.4%	12
<i>answered question</i>		33

What do you think about the level of detail in the Transport and Travel in Scotland publication?

Answer Options	Response Percent	Response Count
Too much	6.1%	2
About right	84.8%	28
Too little	9.1%	3
<i>answered question</i>		33

Does the timeliness and frequency of the Transport and Travel in Scotland publication meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	18	14	1	0	33
Frequency	22	10	1	0	33
<i>answered question</i>					33

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	54.5%	42.4%	3.0%	0.0%	
Frequency	66.7%	30.3%	3.0%	0.0%	
<i>answered question</i>					33

Comments

- > as before depending on work requirements e.g. writing policy or answering questions
- > information at council level would be useful
- > although we do use this publication it is of limited value as it does not provide detail at local authority level
- > not a heavy user of the publication as only use elements of certain tables. My infrequent use and 'too much' comment should be seen through this dimension.
- > I find the information it contains to be really useful. I would appreciate it if there was some more info on the night time economy.

Scottish Transport Statistics

Do you use?

	Response Percent	Response Count
Yes	83.7%	41
No	16.3%	8
Skipped		7
Total		56

Why do you not use the Scottish Transport Statistics publication?

Answer Options	Response Percent	Response Count
Not interested in the subject area	28.6%	2
Use another publication instead	14.3%	1
Not aware of it	42.9%	3
Other	14.3%	1

<i>answered question</i>	7
<i>skipped question</i>	1

How often do you access the Scottish Transport Statistics publication via:

NUMBERS

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
Hard copy publication	0	5	9	17	9	40
HTML web pages	0	2	3	19	15	39
Online PDF document	0	2	2	22	13	39
Print out from website	0	1	1	7	29	38
Data spreadsheets	0	4	4	18	13	39
<i>answered question</i>						40
<i>skipped question</i>						1

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
Hard copy publication	0.0%	12.5%	22.5%	42.5%	22.5%	
HTML web pages	0.0%	5.1%	7.7%	48.7%	38.5%	
Online PDF document	0.0%	5.1%	5.1%	56.4%	33.3%	
Print out from website	0.0%	2.6%	2.6%	18.4%	76.3%	
Data spreadsheets	0.0%	10.3%	10.3%	46.2%	33.3%	
<i>answered question</i>						40

Which sections of the Scottish Transport Statistics publication do you use?

Answer Options	Response Percent	Response Count
Key points	57.5%	23
Commentary	55.0%	22
Tables	95.0%	38
Background / methodology / sources	57.5%	23
<i>answered question</i>		40
<i>skipped question</i>		1

What do you think about the level of detail in the Scottish Transport Statistics publication?

Answer Options	Response Percent	Response Count
Too much	2.5%	1
About right	90.0%	36
Too	7.5%	3

little	
<i>answered question</i>	40
<i>skipped question</i>	1

Does the timeliness and frequency of the Scottish Transport Statistics publication meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	24	14	2	0	40
Frequency	32	8	0	0	40
<i>answered question</i>					40

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	60.0%	35.0%	5.0%	0.0%	
Frequency	80.0%	20.0%	0.0%	0.0%	
<i>answered question</i>					40

Which chapters of Scottish Transport Statistics do you use?

Answer Options	Response Percent	Response Count
5. Road traffic	75.0%	30
1. Road transport vehicles	67.5%	27
7. Rail services	60.0%	24
4. Road network	57.5%	23
11. Personal and cross-modal travel	57.5%	23
2. Bus and coach travel	55.0%	22
6. Injury road accidents	52.5%	21
3. Road freight	47.5%	19
8. Air transport	37.5%	15
9. Water transport	37.5%	15
10. Finance	37.5%	15
12. International comparisons	25.0%	10
<i>answered question</i>		40

We need to be mindful of the environmental and resource implications of our dissemination. Scottish Transport Statistics is currently produced as a hard copy publication. How important is the hard copy to you?

Answer Options	Response Percent	Response Count
Very important	7.5%	3
Important	17.5%	7
Nice to have	52.5%	21
Not needed	22.5%	9
<i>answered question</i>		40

Why is hard copy publication important to you?

- > Definitely 'nice to have' the hard-copy because it is generally easier to find what I need than going on line.
- > It is a very helpful reference document.
- > the hard copy is very easily accessible for reference data.
- > can take it away from the desk and work out-of-hours in places where PC is impractical.
- > it's useful to have a hard copy to carry around with you in meetings. Online versions are not so accessible.
- > Easy to access, easy to find for other members of staff who would not usually use it. Easier to read and compare.
- > again, used a crucial handy reference.
- > When carrying out analysis I use both my monitors and it is easier with a hard copy to refer to.
- > we use so much of the information from this publication to monitor our targets on an annual basis and the hard copy publication makes this task much easier. The web site tables are useful for adhoc research, however we are preparing our monitoring report it uses a lot of the data and to have it to hand makes this task so much quicker and easier.
- > often need to find particular pieces of information quickly and I find this much easier to do with a hard copy than on line.

Comments

- > It is a very informative publication. Keep up the good work.
- > Ideally for marine planning we'd like to see the full range of ports included although realise that this may be difficult due to commercial sensitivity. "Other east coast" and "other west coast" doesn't really tell us how about the relative importance of the smaller ports. As well as the amount of trade (volume) it would be useful if the statistics showed vessel movements (i.e. shipping traffic) in and out of ports. you'll see that in Scotland's Marine Atlas (map "Scotland's ports, cargo tonnages (2005-2009)" on page [tp://www.scotland.gov.uk/Publications/2011/03/16182005/72](http://www.scotland.gov.uk/Publications/2011/03/16182005/72) we had to source these data (vessel count) from Lloyd's List Intelligence.
- > again as before very useful source when need arrives
- > We find it a comprehensive publication for our purposes
- > information at Council level would be useful
- > Haven't received hard copy since 2009. Would be useful to have a more uptodate version. It's much easier than trying to find the information on the website.
- > Many of the tables provide data for one year only. In such cases, it would be very helpful if, on the web pages a link could be provided to the previous years data in the previous years publication. This would make year to year comparisons much easier and save having to go back and locate the previous years publication. The most recent publication has also been moved to the Transport Scotland web page where all previous years remain on the Scottish Government website. It would be helpful if they could all be moved or retained on the same site.

Travel Diary

Do you use?

	Response Percent	Response Count
Yes	45.7%	21
No	54.3%	25
Skipped		10
Total		56

Why do you not use the Scottish Household Survey: Travel Diary publication?

Answer Options	Response Percent	Response Count
Not interested in the subject area	60.0%	15
Use another	12.0%	3

publication instead		
Not aware of it	24.0%	6
Other	4.0%	1
Other (please specify)		4
<i>answered question</i>		25

How often do you access the Scottish Household Survey: Travel Diary publication via:

NUMBERS

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0.0%	0.0%	19.0%	52.4%	28.6%	21
Online PDF document	0.0%	0.0%	4.8%	85.7%	9.5%	21
Print out from website	0.0%	0.0%	0.0%	25.0%	75.0%	20
Data spreadsheets	0.0%	0.0%	9.5%	66.7%	23.8%	21
<i>answered question</i>						21

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0	0	4	11	6	21
Online PDF document	0	0	1	18	2	21
Print out from website	0	0	0	5	15	20
Data spreadsheets	0	0	2	14	5	21
<i>answered question</i>						21

Which sections of the Scottish Household Survey: Travel Diary publication do you use?

Answer Options	Response Percent	Response Count
Key points	61.9%	13
Commentary	52.4%	11
Tables	95.2%	20
Background / methodology / sources	47.6%	10
<i>answered question</i>		21

What do you think about the level of detail in the Scottish Household Survey: Travel Diary publication?

Answer Options	Response Percent	Response Count
Too much	0.0%	0
About right	100.0%	21
Too little	0.0%	0
<i>answered question</i>		21

Does the timeliness and frequency of the Scottish Household Survey: Travel Diary publication meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	13	7	1	0	21
Frequency	15	5	1	0	21
<i>answered question</i>					21

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	61.9%	33.3%	4.8%	0.0%	21
Frequency	71.4%	23.8%	4.8%	0.0%	21
<i>answered question</i>					21

Comments

> as before referenced when need arises.

> this is of more limited use as it does not provide data at a local authority level.

Bus and Coach

Do you use?

	Response Percent	Response Count
Yes	28.3%	13
No	71.7%	33
Skipped		10
Total		56

Why do you not use the Bus and Coach Statistics publication?

Answer Options	Response Percent	Response Count
Not interested in the subject area	72.7%	24
Use another publication instead	15.2%	5
Not aware of it	12.1%	4
Other	6.1%	2
<i>answered question</i>		33

How often do you access the Bus and Coach Statistics publication via:

NUMBERS

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0	0	3	4	5	13
Online PDF document	0	0	2	6	5	13
Print out from website	0	1	0	4	8	13
Data spreadsheets	0	1	1	5	6	13

answered question 13

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
HTML web pages	0.0%	0.0%	25.0%	33.3%	41.7%	12
Online PDF document	0.0%	0.0%	15.4%	46.2%	38.5%	13
Print out from website	0.0%	7.7%	0.0%	30.8%	61.5%	13
Data spreadsheets	0.0%	7.7%	7.7%	38.5%	46.2%	13

answered question 13

Which sections of the Bus and Coach Statistics publication do you use?

Answer Options	Response Percent	Response Count
Key points	53.8%	7
Commentary	46.2%	6
Tables	84.6%	11
Background / methodology / sources	30.8%	4

answered question 13

What do you think about the level of detail in the Bus and Coach Statistics publication?

Answer Options	Response Percent	Response Count
Too much	0.0%	0
About right	92.3%	12
Too little	7.7%	1

answered question 13

Does the timeliness and frequency of the Bus and Coach Statistics publication meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	6	6	1	0	13
Frequency	7	5	1	0	13

answered question 13

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	46.2%	46.2%	7.7%	0.0%	13
Frequency	53.8%	38.5%	7.7%	0.0%	13
<i>answered question</i>					13

Bus and Coach Statistics is the only topic specific publication we produce. Do you need a dedicated publication or could this information be included elsewhere (e.g. as part of another publication)?

Answer Options	Response Percent	Response Count
Yes, dedicated publication required	23.1%	3
No, information could be made available elsewhere	76.9%	10
<i>answered question</i>		13

Comments

- > we don't use this publication very often but it's useful to have it when we need it.
- > There is not enough info at local authority level.
- > I don't currently use this publication but it could provide a very useful source of information for future use.
- > Key publication for the Bus and Coach sector
- > The key pieces of information we use from this publication are the bus passenger boardings and bus vehicle kilometres by region. This was previously provided for RTP areas but has now been grouped into much larger areas. This makes the information provided now of limited value.

SHS: Local Authority data

Do you use?

	Response Percent	Response Count
Yes	30.4%	14
No	69.6%	32
Skipped		10
Total		56

Why do you not use the Local Authority SHS web tables?

Answer Options	Response Percent	Response Count
Not interested in the subject area	41.9%	13
Use another publication instead	6.5%	2
Not aware of it	48.4%	16
Other	6.5%	3
<i>answered question</i>		32

How often do you access the Local Authority SHS web tables via:

NUMBERS

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
Online PDF document	0	0	3	8	3	14
Print out from website	0	0	1	3	10	14
Data spreadsheets	0	0	4	7	3	14

answered question

14

PERCENTAGES

Answer Options	Daily	Weekly	Monthly	A few times a year	Never	Response Count
Online PDF document	0.0%	0.0%	21.4%	57.1%	21.4%	14
Print out from website	0.0%	0.0%	7.1%	21.4%	71.4%	14
Data spreadsheets	0.0%	0.0%	28.6%	50.0%	21.4%	14

answered question

14

Does the timeliness and frequency of the Local Authority SHS web tables release meet your needs?

NUMBERS

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	7	4	3	0	14
Frequency	7	3	4	0	14

answered question

14

PERCENTAGES

Answer Options	Yes	Mostly	Partly	No	Response Count
Timeliness	50.0%	28.6%	21.4%	0.0%	14
Frequency	50.0%	21.4%	28.6%	0.0%	14

answered question

14

Bearing in mind the limitations of the SHS data at Local Authority level, are there any specific data gaps at this level which you would like to see included in future?

> The sample size could be greater to give the results more validity, however I accept that this would increase costs.

> Frequency of cycling in previous 7 days has been removed from 2009/10 questions, however this data was being used for one of our performance indicators.

Is it helpful to have a dedicated LA level publication for SHS data?

Answer Options	Response Percent	Response Count
Yes, I prefer all SHS LA results to be available in one place	85.7%	12
No, I prefer SHS LA results to be	0.0%	0

included in the respective publications I have no preference	14.3%	2
<i>answered question</i>		14

- > I think that they should be in both however if i had to choose, it is better that all LA results can be accessed in one place.
- > As much information as possible should be provided at local authority level, however it is useful to have it published all in the one place. The number of publications available means that the data is much easier to find if there is one publication with all local authority results.

National Travel Survey		
Do you use?		
	Response Percent	Response Count
Yes	34.8%	16
No	65.2%	30
Skipped		10
Total		56

Please provide details of any specific data gaps likely to be encountered by the loss of Scotland level NTS data.

- > Not sure
- > Comparisons between our own survey information and national trends, particularly no. of trips made, mode of trips and purpose of trips.
- > As long as similar information is available for public use in other documents. It was always useful to have a break down of statistics in your own area e.g. Glasgow
- > not aware of any significant gaps
- > not aware of any potential gaps

General Comments

- > you're doing a great job - keep it up!
- > Again I would just like to say sometimes I use the site frequently and other times I don't, it depends on the work being carried out. However I find it a very valuable source of statistics when I do use it. I have also contacted the team personally when I required statistics at a more local level and they have been most helpful.
- > We have always found the Transport Statistics team really helpful about providing the data and information that we need on Water Transport.
- > Keep up the good work

Data presentation and gaps

Do you find a topic specific approach useful?

Answer Options	Response Percent	Response Count
Yes, a range of information by topic is useful	87.0%	40
No, information by data source is more useful	4.3%	2
I have no preference	8.7%	4
<i>answered question</i>		46
<i>skipped question</i>		10

Other methods of dissemination

Are you aware of the SNS website?

Answer Options	Response Percent	Response Count
Yes	37.0%	17
No	63.0%	29
<i>answered question</i>		46
<i>skipped question</i>		10

Do you use it for transport and travel data?

Answer Options	Response Percent	Response Count
Yes	29.4%	5
No	70.6%	12
<i>answered question</i>		17

Are there other ways we should be disseminating data/analysis?

NUMBERS

Answer Options	Yes - high priority	Yes - low priority	No - of no use to me	Response Count
Interactive web mapping	11	21	14	46
Design your own table functionality	3	31	12	46
Seminars to promote TS statistics work or allow others to showcase their use of TS statistics	10	26	10	46
Other (please specify)				3
<i>answered question</i>				46

PERCENTAGES

Answer Options	Yes - high priority	Yes - low priority	No - of no use to me	Response Count
Interactive web mapping	23.9%	45.7%	30.4%	46
Design your own table functionality	6.5%	67.4%	26.1%	46
Seminars to promote TS statistics work or allow others to showcase their use of TS statistics	21.7%	56.5%	21.7%	46
Other (please specify)				3
<i>answered question</i>				46

Comments relating to 'Other':

- "we'd be interested in harvesting suitable port data from you by web mapping services if that is possible"
- "we do our own GIS mapping and can manipulate our own Excel tables etc. (the one area where additional help would be handy is in using sample-bias-correcting weights within our analysis of SHS/TD"

Annex B – Further detail on the timing of Key Reported Road Casualties

The timing of Key Reported Road Casualties Scotland has been considered by the Transport Scotland Statistics team.

Stats 19 data (the data used for the publication) is submitted to Transport Scotland (TS) every month by Scottish police forces. The deadline for responses is 6 weeks after the month end so the bulk of the data for December 2010 is submitted in mid-February 2011, January 2011 data in mid-March 2011 and February data in mid-April. The data submission each month also includes updates for earlier months where corrections, amendments or late entries have been made to the database by police forces. Once data is received, quality checks are run by the Transport Statistics team in TS, resulting in queries that are returned to the police forces for checking. This process means that data for the year becomes more complete over successive months.

In 2011, analysis of the Stats 19 database was carried out to look at completeness over time to see what impact a change of publication date would have on the figures. It was found that bringing the publication forward by a month to mid-May would be possible without losing too much utility at a National level, though data at Police force level and 'by mode' would show more variability. However, the main drawback is that TS extracting data for a May publication, DfT using data for a June publication and then TS publishing final data in October would result in three different national figures for Scotland during a single year, which would lead to confusion amongst users. DfT are unable to change their publication date and the change has therefore been ruled out in the short term. However, it is something that will be kept under review over time.