

RAIL ACCIDENT INVESTIGATION BRANCH: STAKEHOLDER SURVEY

NOVEMBER 2017

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OBJECTIVES AND METHODOLOGY



Objectives

To understand stakeholder:

-Perceptions of Rail Accident Investigation Branch as an organisation and the value it provides to the industry

-Opinions about the performance and processes of the branch

-Views of RAIB's new engagement strategy

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In total, **ComRes** interviewed 118 of RAIB's stakeholders online

ComRes invited 223 of RAIB's stakeholders to take part in the research, meaning that this project achieved a **response rate of 53%.** This is much higher than for a typical stakeholder survey of this type.

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Fieldwork dates

9th October 2017– 10th November 2017



Interpretation

With a sample size of 118 stakeholders, the margin of error on results at a 95% confidence level is \pm 6.2 Differences of less that this should be treated as indicative. Where differences have been highlighted in the analysis, these are significant to a 95% confidence level.

All figures are decimals but are rounded to whole numbers, so nets and balance figures may differ by ± 1 from figures calculated from whole numbers displayed in the report.

Findings marked with an asterisk (*) indicate a low base size. These results should be treated with caution.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1/2)

STAKEHOLDERS HAVE A STRONG UNDERSTANDING OF RAIB'S FUNCTION AND ALSO FEEL POSITIVELY TOWARDS ITS ROLE WITHIN THE RAIL INDUSTRY	 Awareness of RAIB's official remit is high among stakeholders, with the clear majority of those surveyed correctly identifying it with each of those tested. Aside from its primary responsibilities stakeholders also associate other responsibilities with RAIB: a third (32%) associate RAIB with the facilitation of industry collaboration, and close to a quarter (23%) associate it with investigations into breaches of health and safety legislation. Overall, stakeholders hold a positive view of RAIB. Two thirds (64%) of those surveyed would speak highly about RAIB, and it is more likely to be associated with positive rather than negative qualities. In line with this, more than nine in ten (96%) stakeholders surveyed agree that RAIB investigations are important to their organisation, while a broadly similar proportion agree that RAIB investigations make a significant contribution to improving rail safety (91%). A lower but nevertheless significant proportion (86%) agree that their organisation has a strong relationship with RAIB is mutually beneficial, while eight in ten (81%) agree that their organisation has a strong relationship with RAIB.
MOST SEE RAIB AS PERFORMING WELL AT DIFERENT ASPECTS OF ITS WORK, ALTHOUGH STAKEHOLDERS WOULD LIKE REPORTS TO BE PUBLISHED QUICKER AND FOR RAIB TO TAKE A STRONGER STANCE ON RECOMMENDATIONS	 A clear majority of stakeholders surveyed say that each aspect of RAIB's work tested is important to the rail industry, and they particularly value its ability to conduct investigations independently with more than eight in ten (83%) rating this as is very important. Further to this, a majority of stakeholders say that RAIB is performing well at each aspect of its work tested, particularly maintaining its independence (87%), avoiding apportioning blame (85%), and demonstrating expertise in its investigations (82%). Although the majority of stakeholders feel positively towards RAIB's reports, some stakeholders would like to see reports published sooner, and for recommendations to be stronger and more relevant to the industry. In line with this, respondents are least likely to think that the RAIB performs well at publishing reports in a timely manner (43%), although only a minority (21%) say that it does not perform well on this aspect. Although eight in ten (81%) agree that RAIB's recommendations are realistic and achievable, they are less likely to agree strongly (22%) compared to all other statements tested. Two thirds (67%) of those surveyed have been involved in an investigation by RAIB in the last five years, and of these a majority have had a positive experience. Stakeholders are more likely to associate RAIB's lead inspector for their investigation with positive rather than negative attributes, although they are less likely to associate them with being receptive (67%) compared to all other statements tested.

EXECUTIVE SUMMARY (2/2)

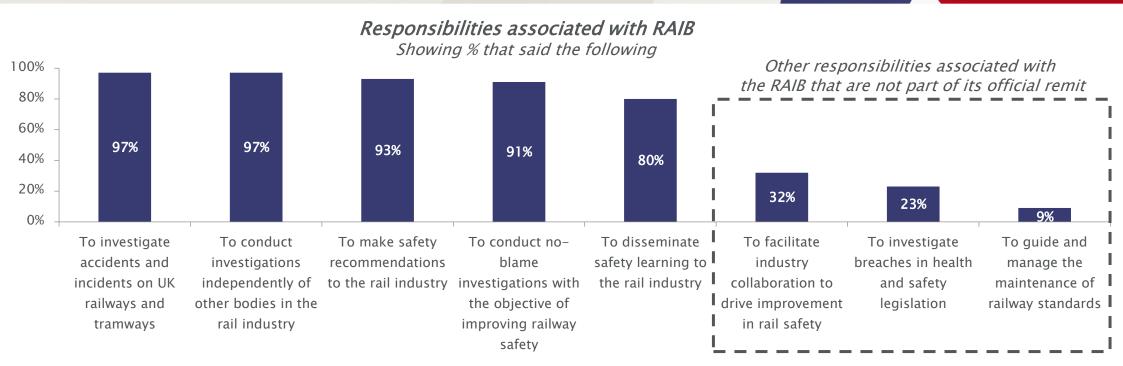
STAKEHOLDERS ARE ENGAGED WITH RAIB'S REPORTS AND SAFETY DIGESTS AND THE CLEAR MAJORITY THINK THAT THE CLARITY, QUALITY, AND DETAIL OF THESE IS GOOD. HOWEVER MORE COULD BE DONE TO ENCOURAGE STAKEHOLDERS TO READ RAIB'S ANNUAL REPORT. • Stakeholders are more likely to say they have come into contact with RAIB at a meeting or event in the last 12 months (71%) compared to the other ways tested. Nevertheless, stakeholders have come into contact with RAIB through a variety of channels during this period; half (50%) have come into contact via email, while around a third have done so over the telephone (36%) or during an investigation (31%).

• The vast majority of RAIB stakeholders have read a RAIB report or safety digest within the last 12 months, and they are most likely to have heard about these through GOV.UK email alerts. Nine in ten (88%) stakeholders rate the quality, clarity, and amount of information included in both of these as good. To further improve these reports, stakeholders suggest that their layout should make it quick and easily to find recommendations and evidence and also provide clearer guidance on implementing RAIB's recommendations.

Half (51%) of stakeholders surveyed say that have read RAIB's annual report for 2016. Of those who have not, they are more likely to say that this was because they were not aware that it had been published (46%) compared to other reasons tested, although a number also suggested that lack of time was a factor. Those who read this report are most likely to say that examples of significant learnings from rail investigations are useful (92%) of all the aspects tested. In comparison with the other aspects of the report tested, stakeholders surveyed are slightly less likely to rate the Chief Inspector's foreword as useful (67%).

STAKEHOLDERS' AWARENESS AND PERCEPTION OF RAIB

A MAJORITY OF STAKEHOLDERS ARE AWARE OF EACH OF RAIB'S PRIMARY RESPONSIBILITIES



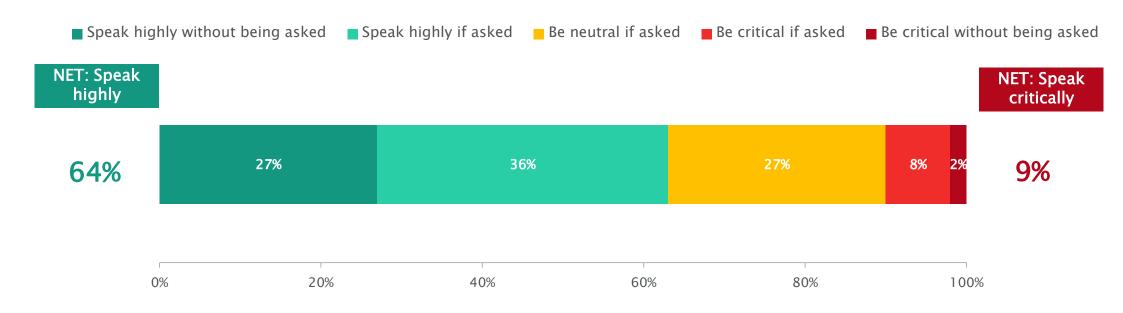
A clear majority of stakeholders are aware of most of RAIB's main responsibilities, as at least nine in ten stakeholders associate RAIB with being responsible for investigating accidents and incidents on UK railways and tramways (97%) conducting investigations independently (97%) making safety recommendations (93%) and conducting no blame investigations (91%). Further to this, eight in ten (80%) associate the dissemination of safety learning to the rail industry with RAIB, although this is a significantly smaller proportion than for RAIB's other responsibilities.

Stakeholders are less likely to associate RAIB with each of the responsibilities tested which fall outside its official remit. Nevertheless, three in ten (32%) associate RAIB with the facilitation of industry collaboration, and close to a quarter (23%) associate it with investigations into breaches of health and safety legislation. Only one in ten (9%) of stakeholders associate RAIB with the guidance and management of railway standards maintenance; this is significantly lower than all of the other responsibilities measured.

Stakeholders who had been investigated by RAIB in the last five years are more likely than those who have not to associate RAIB with the investigation of accidents and incidents (99% vs. 90% respectively), to conduct no blame investigations (94% vs. 80%), or to make safety recommendations (97% vs. 83%).

TWO THIRDS OF STAKEHOLDERS WOULD SPEAK HIGHLY OF RAIB, WHILE ONLY ONE IN TEN WOULD SPEAK CRITICALLY OF THE ORGANISATION

Stakeholder advocacy for RAIB Showing % that said the following

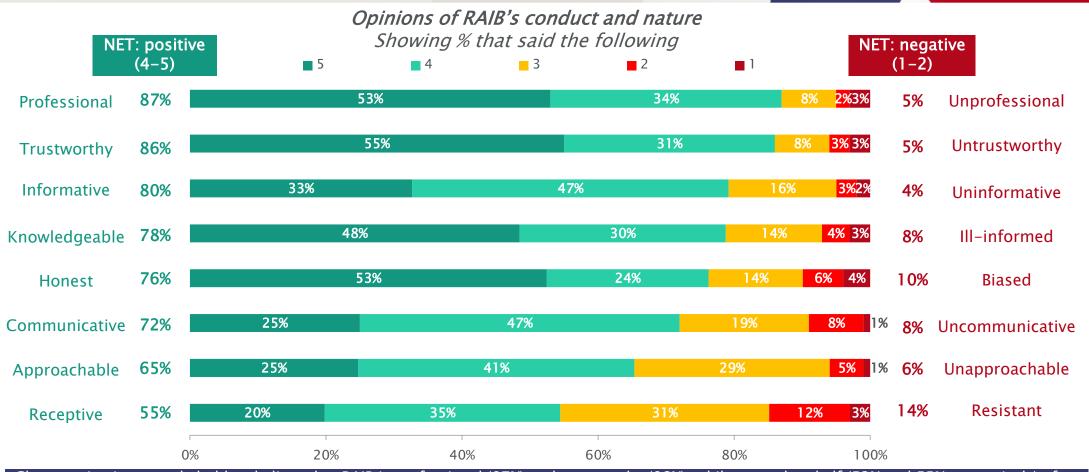


Almost two thirds (64%) of stakeholders say they would speak highly of RAIB, while a quarter (27%) say they would do so without being asked. This is significantly higher than the proportion of stakeholders who say they would speak critically of RAIB (9%). This represents a very high advocacy score when compared to findings from research conducted for most other organisations.

Stakeholders who had read RAIB's 2016 annual report are more likely than those who had not to say they would speak highly of RAIB (78% vs. 44% respectively), and further to this, readers are also more likely to say they would do so without being asked (32% vs. 18%).

Stakeholders who had been investigated by RAIB in the last five years are more likely than those who have not to say they would speak critically about RAIB (14% of those investigated vs. 0% of those who had not been investigated).

RAIB IS FAR MORE LIKELY TO BE ASSOCIATED WITH POSITIVE THAN NEGATIVE QUALITIES, PARTICULARLY WITH BEING PROFESSIONAL AND TRUSTWORTHY



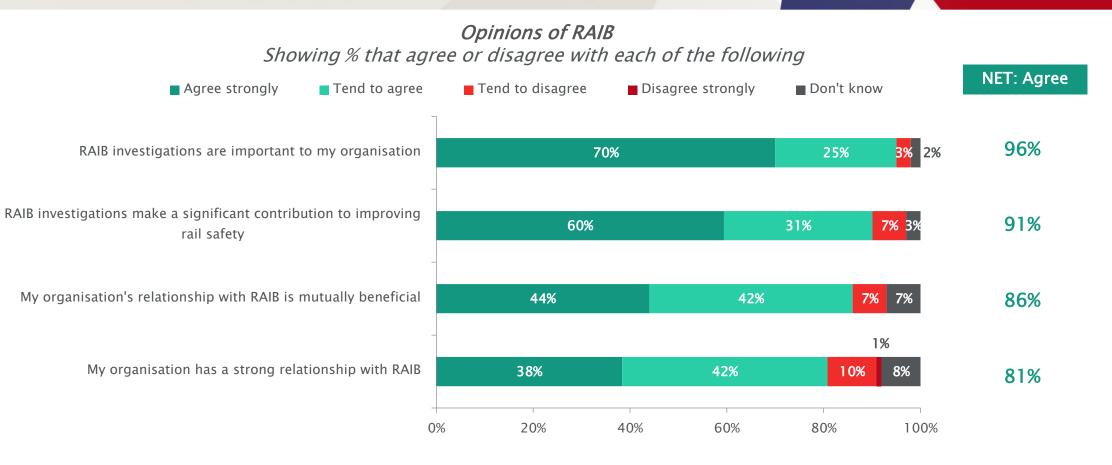
Close to nine in ten stakeholders believe that RAIB is professional (87%) and trustworthy (86%), while more than half (53% and 55% respectively) of stakeholders associate it with these qualities strongly (rating it as 5 on a 1–5 scale). While a slightly lower proportion (76%) associate it with being honest as opposed to biased overall, half of stakeholders (53%) rate it as 5 on a 1–5 scale for this measure.

Compared to most other qualities tested, stakeholders are less likely to associate RAIB as being approachable (65%), while they are least likely to associate it with being receptive (55%). Correspondingly, one in six (14%) stakeholders score RAIB a two or lower on this scale, which is a greater proportion than all other statements tested.

Stakeholders who have read RAIB's 2016 report are more likely than those who had not to associate RAIB with being receptive (65% vs. 42%), communicative (80% vs. 62%), approachable (77% vs. 50%) and honest (85% vs. 66%).

Q4. To what extent, if at all, do you believe each of the following words applies to RAIB? Base: All respondents (n=118)

A MAJORITY OF STAKEHOLDERS AGREE THAT RAIB INVESTIGATIONS ARE IMPORTANT, AND MAKE A SIGNIFICANT CONTRIBUTION



More than nine in ten (96%) stakeholders surveyed agree that RAIB investigations are important to their organisation, and seven in ten (70%) do so strongly. A broadly similar proportion agree that RAIB investigations make a significant contribution to improving rail safety (91%), although they are less likely to agree with this strongly (60%). A lower but nevertheless high proportion (86%) agree that their organisation's relationship with RAIB is mutually beneficial, while a broadly similar proportion (81%) also agree that their organisation has a strong relationship with RAIB.

Stakeholders who belong to an organisation which has been investigated by RAIB within the last five years are more likely than those whose organisation has not to agree that their organisation has a strong relationship with RAIB (87% vs. 70% respectively). Similarly, stakeholders who have read RAIB's annual report for 2016 are more likely than those who have not to say that their organisation has a strong relationship with RAIB (87% vs. 70%), or agree that this relationship is mutually beneficial (93% vs. 76%).

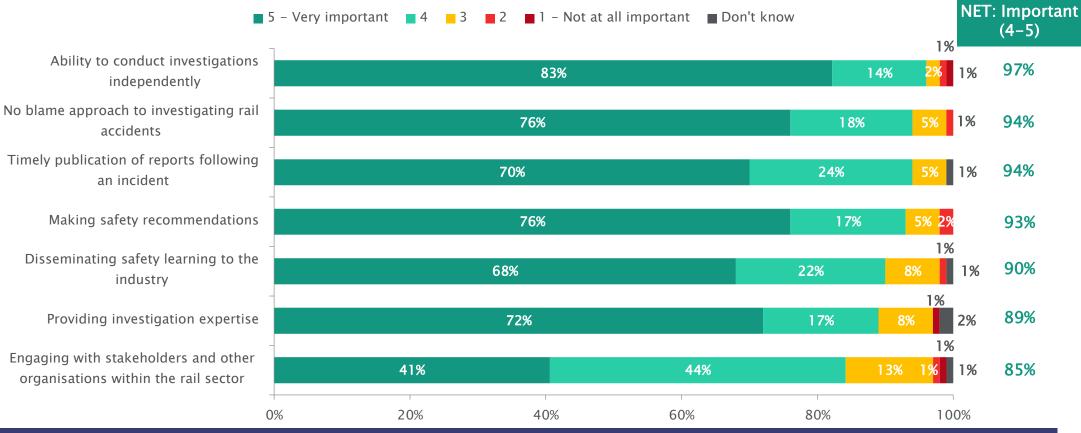
Q5. Thinking about your relationship with the RAIB, to what extent, if at all, do you agree with each of the following statements? Base: All respondents (n=118)

VALUE AND PERFORMANCE OF RAIB



A CLEAR MAJORITY OF STAKEHOLDERS SURVEYED SAY THAT EACH ASPECT OF RAIB'S WORK IS IMPORTANT TO THE RAIL INDUSTRY

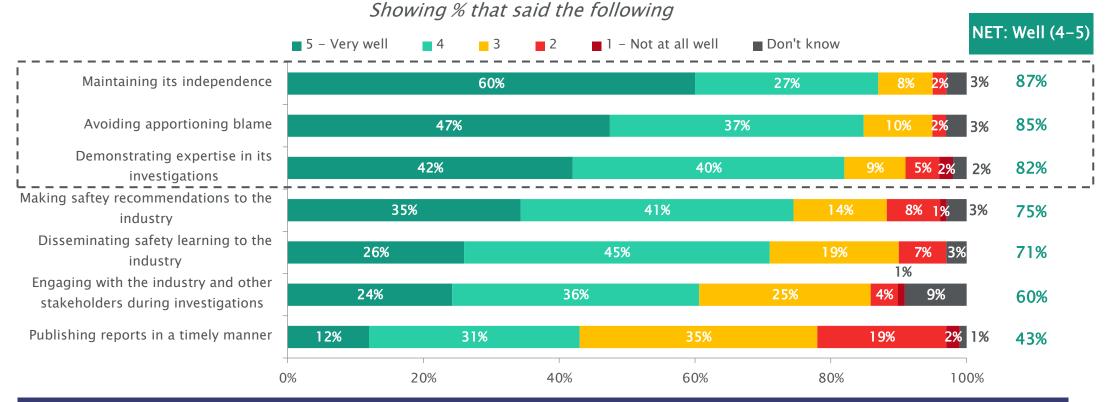
Importance of RAIB's work to the rail industry Showing % that said the following



A clear majority of stakeholders surveyed say that each aspect of RAIB's work tested is important to the rail industry (4–5 on a 1–5 scale where 1 = not at all important and 5 = very important). In particular, stakeholders surveyed are more likely to say that the ability to conduct investigations independently is very important (83%) than for all other functions tested. On the other hand, engaging with stakeholders and other organisations within the rail sector is less likely to be considered very important (41%) compared to all other aspects of RAIB's work.

Those who speak highly of RAIB are more likely than those who are neutral towards them to say that making safety recommendations (97% vs. 88%) or disseminating safety learnings to the industry (95% vs. 81%) are very important aspects of RAIB's work.

RAIB IS MOST LIKELY TO BE SEEN AS PERFORMING WELL AT MAINTAINING INDEPENDENCE, AVOIDING APPORTIONING BLAME, AND DEMONSTRATING EXPERTISE



Perception of RAIB's performance

A majority of stakeholders say that RAIB is performing well at almost all aspects of its work tested (rating each 4–5 on a 1–5 scale where 1 = not at all well and 5 = very well). In particular, those surveyed are more likely to say that the RAIB performs well at maintaining its independence (87%), avoiding apportioning blame (85%), and demonstrating expertise in its investigations (82%) than for the other aspects tested. Moreover, three in five (60%) stakeholders surveyed say that it maintains its independence very well.

In comparison, only three in five (60%) say that RAIB currently performs well at engaging with the industry and other stakeholders during investigations. Those surveyed are more likely to say that RAIB performs well at publishing reports in a timely manner (43%) or are neutral about its performance in this area (35%) than to say it <u>does not</u> perform well (21%), although the proportion who say it performs well is the lowest of all aspects tested.

Those who speak highly of RAIB are more likely than those who are neutral to say that they are performing well on each of the aspects tested.

OVERALL, A MAJORITY OF STAKEHOLDERS SURVEYED ARE POSITIVE TOWARDS THE SAFETY **RECOMMENDATIONS MADE BY RAIB**

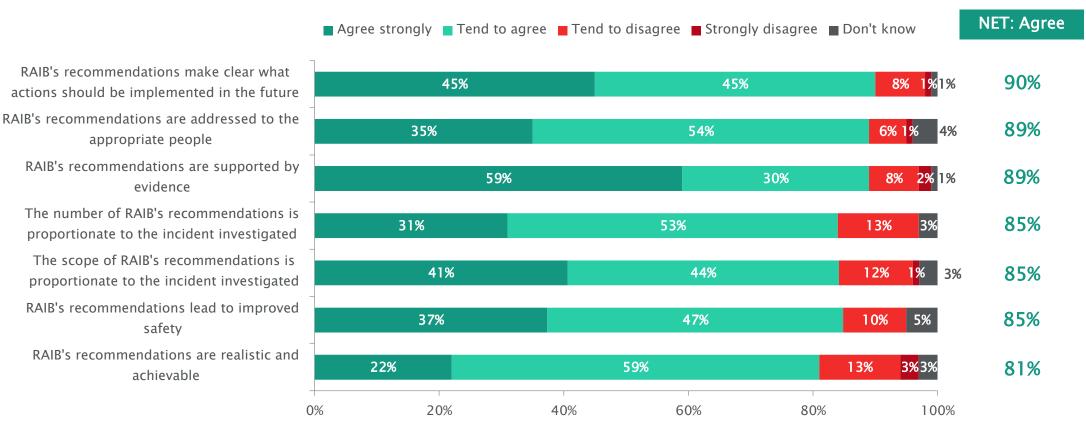
appropriate people

evidence

safety

achievable





Eight in ten stakeholders or more agree with each of the statements tested with regards to RAIB's recommendations for rail safety. More specifically, they are most likely to strongly agree that RAIB's recommendations are supported by evidence (59%) of the statements tested. On the other hand, although eight in ten (81%) agree that RAIB's recommendations are realistic and achievable, they are less likely to agree strongly (22%) compared to all other statements tested.

Those who would speak highly of RAIB are more likely than those who are neutral towards them to agree that the number of RAIB's recommendations are proportionate to the incident investigated (95% vs. 78% respectively) or that they are supported by evidence (100% vs. 88%).

SPEEDING UP THE PUBLICATION PROCESS AND PLACING MORE FOCUS ON HUMAN FACTORS WOULD HELP IMPROVE RECOMMENDATIONS

Suggestions for how RAIB could improve its investigations and recommendations



REDUCE THE TIME TAKEN TO DISSEMINATE SAFETY LEARNINGS WHERE THIS WILL NOT COMPROMISE QUALITY

Although some stakeholders recognise that the RAIB has improved recently, many would still like to see the process of publishing investigation reports become quicker. It is important that RAIB maintains the quality of investigations, but any ways to disseminate key safety learnings more quickly ahead of the publication of the final report would undoubtedly be welcomed.

"Reports published in a more timely manner (although this has already improved noticeably over the last year or so)."

ENGAGE MORE WITH INDUSTRY OUTSIDE OF INVESTIGATIONS

Stakeholders suggest that RAIB should increase their engagement with the industry outside of the investigations. This would enhance investigators' knowledge of different organisations and go further in ensuring that recommendations are realistic, achievable, and have been implemented correctly.

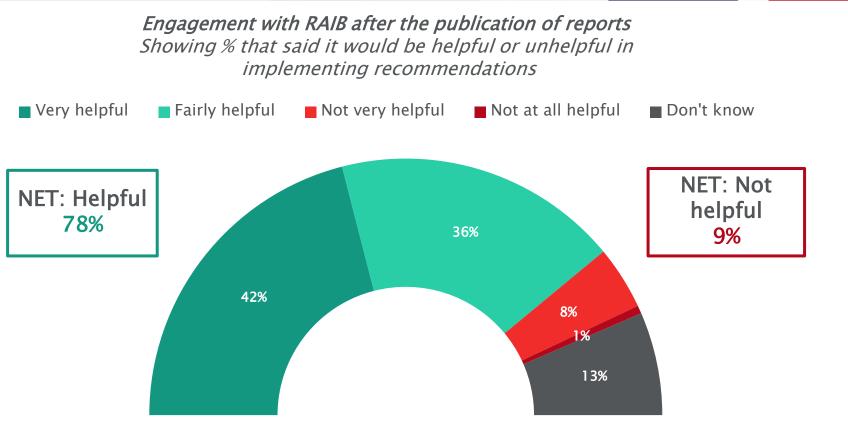
"It might be useful for RAIB investigators to spend a little more time each year actively engaging with the rail industry and perhaps, working in operational or maintenance role in the industry to ensure their knowledge and experience is current."



Some stakeholders would like to see RAIB increase their focus on the human factors involved in an accident, such as the safety culture within an organisation or the responsibility of the driver. In line with this, a minority of stakeholders (almost exclusively from TOCs / owning groups) would like to see RAIB make more recommendations around fitting CCTV in the driver's cab to enhance the evidence available during an investigation.

> "Look into and comment on the wider causes of incidents- e.g. lack of appropriate or out of date training, poor SMS or safety 'culture'."

MOST STAKEHOLDERS THINK THAT ENGAGING WITH RAIB AFTER THE PUBLICATION OF REPORTS WOULD BE HELPFUL IN IMPLEMENTING RECCOMENDATIONS

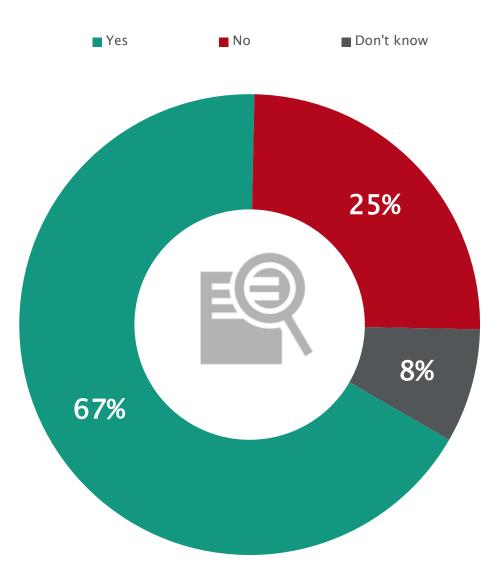


In line with their suggestion that RAIB's recommendations could be improved if they increased their engagement with the industry outside of investigations, eight in ten (78%) respondents say that engagement with RAIB after the publication of reports would be helpful in implementing their recommendations, and two in five (42%) say this would be very helpful. In comparison, only one in ten (9%) say that this would not be helpful, while 13% do not know how helpful this would be.

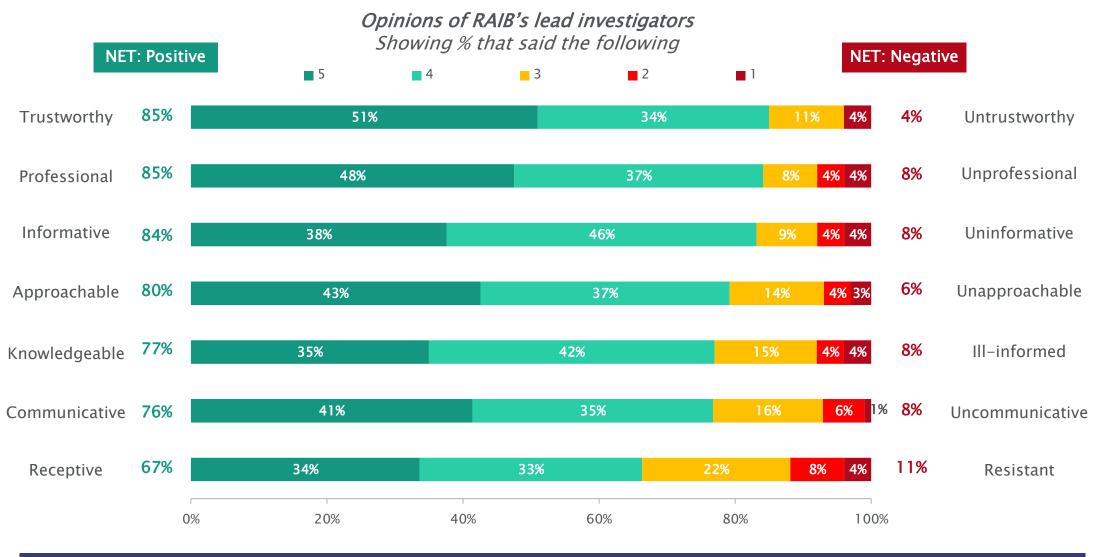
Those whose organisation has not been investigated by RAIB in the last five years are more likely than those who have to say that engagement with RAIB after the publication of their reports would be helpful in implementing their recommendations (93% of those who have not been investigated vs. 72% of those who have).

TWO THIRDS OF STAKEHOLDERS SURVEYED SAY THAT THEIR ORGANISATION HAS BEEN INVOLVED IN A RAIB INVESTIGATION IN THE LAST 5 YEARS

Proportion who have been involved in a RAIB investigation in the last 5 years Showing % that said the following



MOST OF THOSE WHO HAVE BEEN INVOLVED IN AN INVESTIGATION HAVE A POSITIVE VIEW OF THEIR PARTICULAR LEAD INSPECTOR

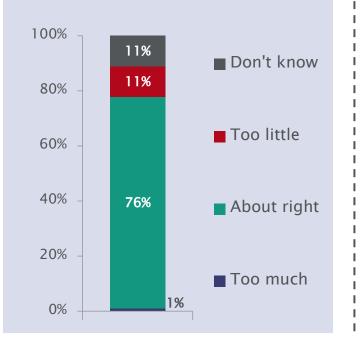


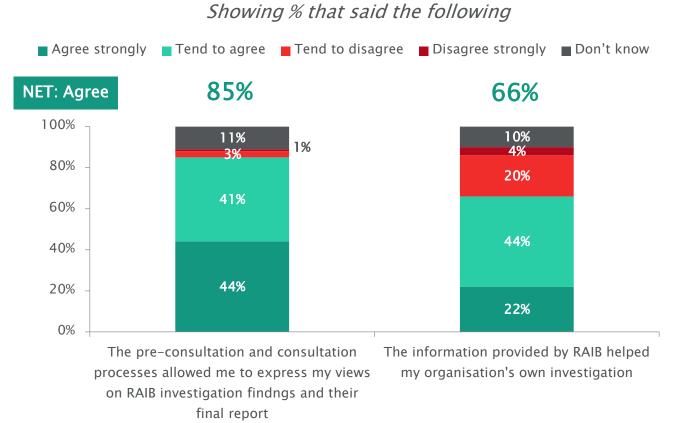
Among those whose organisations have been involved in a RAIB investigation within the last 5 years, the majority feel positively towards RAIB's lead inspector for their investigation(s), with a majority of stakeholders associating RAIB's lead inspector for their particular investigation with positive statements. However, they are less likely to associate them with being receptive (67%) compared to all other statements tested.

Q9. To what extent, if at all, do you think that each of the following words applies to the RAIB's lead inspector for your particular investigation(s)? Base: All respondents whose organisation has been involved in a RAIB investigation within the last 5 years (n=79)

A MAJORITY OF STAKEHOLDERS VIEW THE INFORMATION PROVIDED BY RAIB DURING AN INVESTIGATION POSITIVELY

% rating the amount of information received from RAIB during an investigation





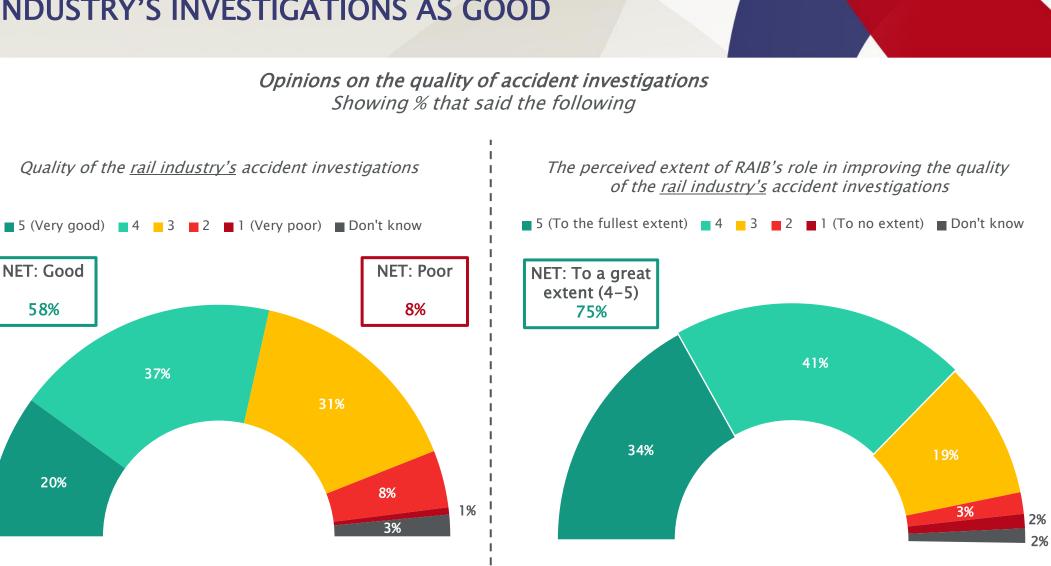
Opinions on RAIB's investigation information

Of those who have been involved in a RAIB investigation in the last five years, three quarters (76%) say that they amount of information they received during the investigation was about right, while one in ten (11%) say that they received too little.

More than eight in ten (85%) stakeholders surveyed agree that the pre-consultation and consultation processes allowed them to express their views on the RAIB investigation findings and their final report, with more than two in five (44%) doing so strongly. On the other hand, two thirds (66%) of stakeholders surveyed agree that the information provided by RAIB helped their organisation's own investigation, while a quarter (24%) say that they disagree with this statement.

Q10. How would you rate the amount of contact you have had with the RAIB during the investigations? Q11. To what extent, if at all, do you agree or disagree with each of the following statements about the information provided by RAIB during an investigation? Base: All respondents whose organisation has been involved in a RAIB investigation within the last 5 years (n=79)

THREE IN FIVE RATE THE QUALITY OF THE RAIL INDUSTRY'S INVESTIGATIONS AS GOOD



When asked to rate the quality of the industry's own accident investigations overall, three in five (58%) stakeholders say that they are good, with one in five (20%) saying that they are very good. In comparison, only one in ten (8%) say they are poor.

Three quarters of stakeholders surveyed (75%) say that RAIB has a role in improving the quality of the industry's accident investigations to a great extent.

Q12. How would you rate the quality of the rail industry's accident investigations overall (not specifically those of the RAIB)? Base: All respondents (n=118) Q13. To what extent, if at all, do you think RAIB has a role in improving the quality of the industry's accident investigations? Base: All respondents (n=118)

STAKEHOLDERS SAY RAIB SHOULD OFFER TRAINING AND LEAD ON SETTING SAFETY STANDARDS TO IMPROVE THE INDUSTRY'S INVESTIGATIONS

RAIB's role in improving the rail industry's accident investigations



OFFER TRAINING AND WORKSHOPS

Stakeholders who think that RAIB has a role in improving the industry's investigations to a great extent would like to see RAIB disseminate their knowledge and expertise in conducting investigations by leading training sessions and workshops across the industry.

"RAIB could provide investigation training workshops to TOC/FOC investigators."

LEAD ON SETTING THE STANDARDS FOR INDUSTRY

Stakeholders suggest that RAIB should take a leading role on setting the standards and good practice guidelines for safety and investigations which the industry should adhere to.

"They should set the standards for investigations in the UK as they are the lead body."



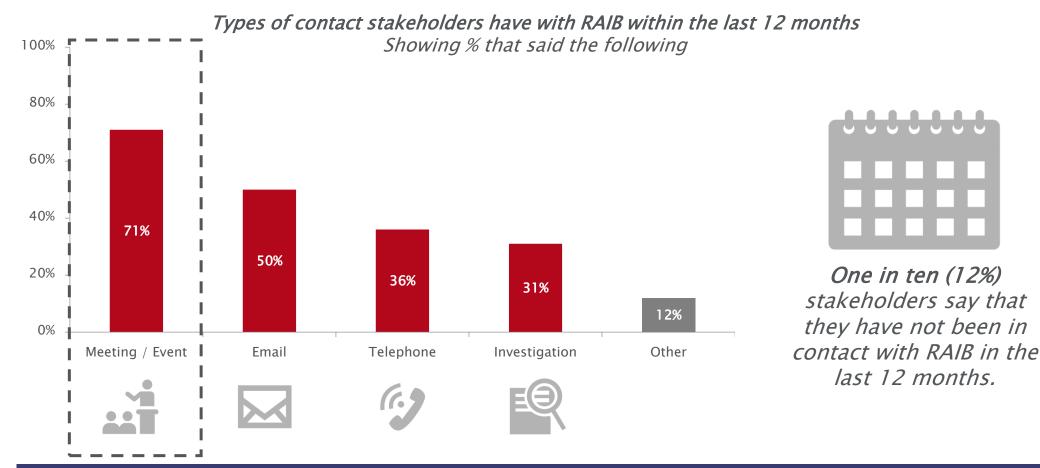
Mentioned less often, but nevertheless notable, was that RAIB should encourage the use of new methods and approaches (such as focusing on the human factors of an accident) and that investigations need to be conducted in a more timely manner.

"It should lead on improving accident investigation by looking at the use of new techniques including human behaviours."

STAKEHOLDER COMMUNICATION



STAKEHOLDERS HAVE MOST COMMONLY COME INTO CONTACT WITH RAIB AT A MEETING / EVENT WITHIN THE LAST 12 MONTHS

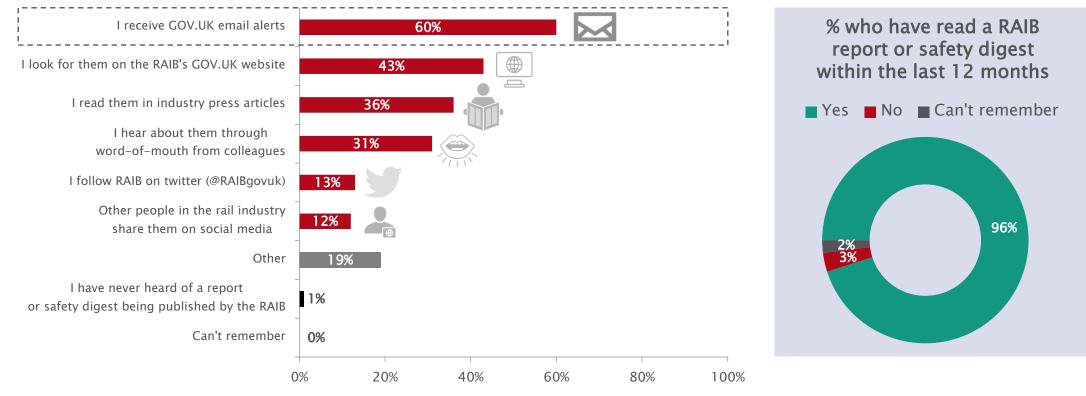


Stakeholders are more likely to say they have come into contact with RAIB at a meeting or event in the last 12 months (71%) compared to the other ways tested. Nevertheless, stakeholders have come into contact with RAIB through a variety of channels during this period; half (50%) have come into contact via email, while around a third have done so over the telephone (36%) or during an investigation (31%).

Stakeholders who have read RAIB's 2016 annual report are more likely than those who have not to have been in contact with RAIB via each of the channels tested. Four in five (80%) of RAIB's annual report readers report coming into contact with RAIB through meetings or events, compared to three in five (60%) of those who had not read it. This difference was even more significant for other forms of contact, as these stakeholders were twice as likely to come into contact with RAIB via an investigation (42% vs. 22%) and over twice as likely to have come into contact with them using the telephone (48% vs. 22%) or email (67% vs. 32%).

RESPONDENTS ARE MOST LIKELY TO HAVE HEARD ABOUT A RAIB REPORT THROUGH GOV.UK EMAIL ALERTS

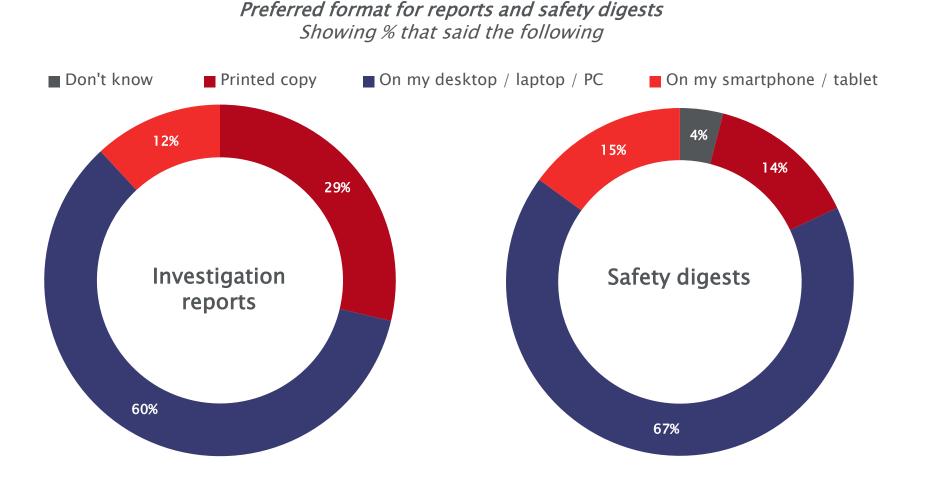
Channel through which stakeholders find out about a RAIB report / safety digest has been published Showing % that said the following



Those surveyed are more likely to find out about reports and safety digests published by RAIB through GOV.UK email alerts (60%) than through the other ways tested. A notable proportion also look for them on RAIB's GOV.UK website (43%), read them in industry press articles (36%) or hear about them through word-of mouth from colleagues (31%). Stakeholders are less likely to find out about these publications through social media, with only a minority saying they do so by following RAIB on Twitter (13%) or from other people in the rail industry sharing them on social media (12%). One in five (19%) receive them through other channels, usually through their own internal process for sharing reports and safety digests within their organisation. Positively, of the vast majority of stakeholders who have heard of a report or safety digest being published by RAIB, almost all have read one within the last 12 months (96%).

Q18. Through which of the following ways, if any, do you find out that RAIB has published a report or safety digest.? Base: All respondents (n=118) Q19. Have you read a report or safety digest published by the RAIB within the last 12 months? Base: All respondents except those who had not heard of a report or safety digest being published by the RAIB (n=117)

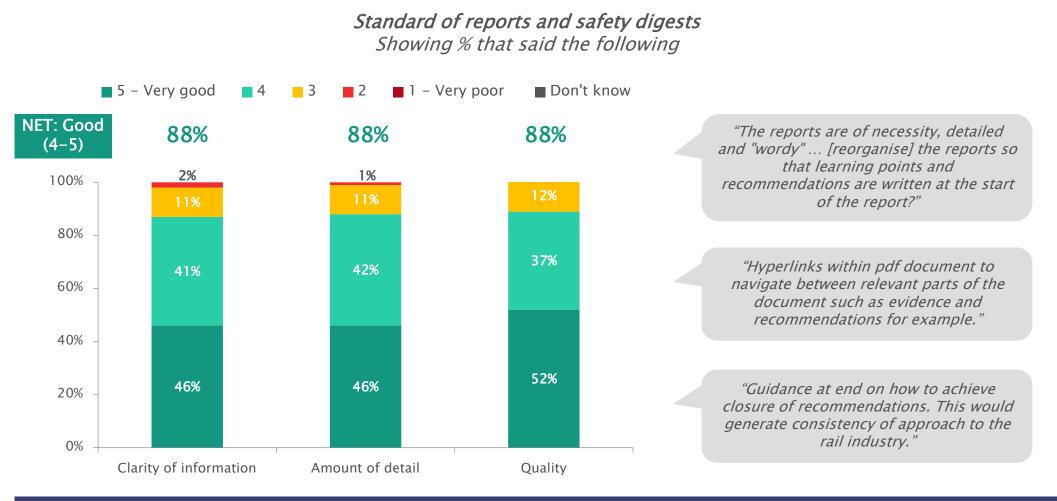
BOTH INVESTIGATION REPORTS AND SAFETY DIGESTS ARE MOST LIKELY TO BE READ ON A DESKTOP / LAPTOP



Stakeholders surveyed who have read a report or safety digest published by RAIB in the last 12 months are more likely to prefer to read investigation reports on their desktop / laptop (60%) than in other formats tested, although three in ten (29%) say they prefer to read them as a printed copy. Preference towards using a desktop / laptop is even stronger when it comes to reading safety digests (67%), while they are equally likely to say they prefer reading these as a printed copy (14%) or on their smartphone (15%).

Q21. Generally speaking, how do you prefer to read each type of publication from the RAIB? Base: All respondents who said they had read a report or safety digest published by the RAIB within the last 12 months (n=112)

MOST OF THOSE WHO HAVE READ RAIB'S MATERIALS CONSIDER THEIR QUALITY, AMOUNT OF DETAIL AND CLARITY TO BE GOOD

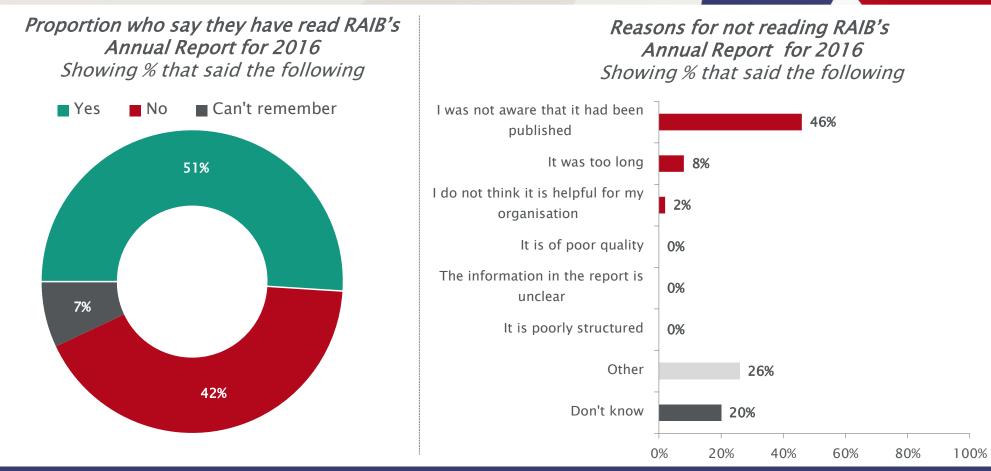


Of those who have read a report or safety digest published by RAIB within the last 12 months, nine in ten (88%) rate the quality, amount of detail and clarity of information as good (4-5 on a 1-5 scale where 1 = very poor and 5 = very good).

To further improve these reports, stakeholders suggest that their layout should make it quick and easy to find recommendations and evidence and also provide clearer guidance on implementing RAIB's recommendations.

Q20. How would you rate each of the following aspects of RAIB's reports and safety digests? Q22. How, if at all, could RAIB improve its investigation reports and safety digests? Base: All respondents who said they had read a report or safety digest published by the RAIB within the last 12 months (n=112)

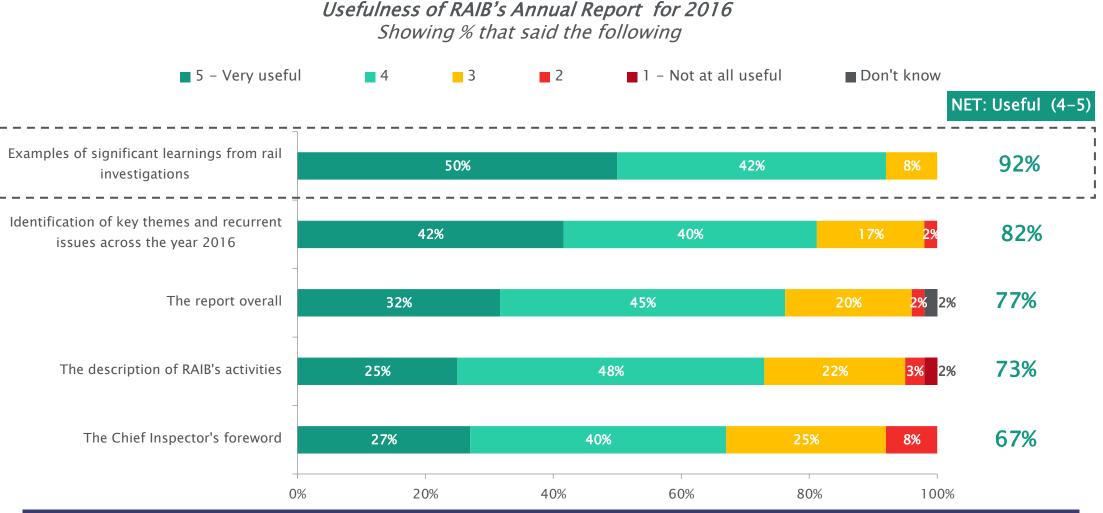
HALF OF STAKEHOLDERS HAVE READ THE 2016 ANNUAL REPORT – THE MAJORITY OF THOSE WHO HAVE NOT WERE NOT AWARE IT HAD BEEN PUBLISHED



Overall, half (51%) of stakeholders surveyed say that they have read RAIB's Annual Report for 2016, significantly higher than the proportion of those who say they have not (42%). Those who would speak highly of RAIB are significantly more likely to say that they have read the report than those who are neutral towards RAIB (63% vs. 31% respectively).

Those who had not read the report were more likely not to have done so because they were not aware that it had been published (46%) than any other reason tested. One in five (20%) say they do not know why they did not read it. The majority of those who cited 'other' (26%) reasons most often say they did not read the report because they did not have time.

A MAJORITY OF STAKEHOLDERS SURVEYED CONSIDER EACH ASPECT OF THE ANNUAL REPORT USEFUL, PARTICULARLY ITS USE OF EXAMPLES



Among stakeholders who have read RAIB's report for 2016, a majority consider each aspect tested to be useful (4–5 on a 1–5 scale where 1 = not at all useful and 5 = very useful). In particular, of all the aspects tested they are most likely to say that examples of significant learnings from rail investigations are useful (92%), and they are also more likely to say these are very useful (50%) compared with all other aspects tested. In comparison with the other aspects of the report tested, stakeholders surveyed are least likely to rate the Chief Inspector's foreword as useful (67%).

NOTES ON PUBLIC USE OF DATA

Guidelines for the public use of survey results

ComRes is a member of the British Polling Council and abides by its rules (<u>www.britishpollingcouncil.org</u>). This commits us to the highest standards of transparency. The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc.)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed

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