



## TENTH SESSION OF THE STATISTICS DIVISION

Montréal, 23 to 27 November 2009

### Agenda Item 1: Civil aviation statistics — ICAO classification and definition

#### RESULTS OF THE QUESTIONNAIRES ON THE ICAO STATISTICS PROGRAMME

(Presented by the Secretariat)

##### SUMMARY

The purpose of this paper is to present the results of the surveys conducted in 2009, among both internal and external users of the ICAO Statistics Programme, with the aim of assessing its current relevance, and identifying possible improvement for future implementation. Users have recognized this programme as a unique and trustworthy sole source of data package.

## 1. BACKGROUND

1.1 In order to assess the true value of the ICAO Statistics Programme to all its stakeholders, ICAO needs to monitor on a regular basis whether the available statistical data are sufficient, so as to identify the need for the Organization to embark on collection of additional data in order to meet new demands. For that purpose, a survey was sent to its internal users, while its commercial partner sent similar questionnaire to its subscribers.

## 2. INTRODUCTION

2.1 For the first time, in 2004, the Secretariat issued a questionnaire to all States represented on the Council to assess the usefulness of the ICAO Statistics Programme. Based on 30 replies received out of 36, most States indicated that the statistical data collected by ICAO were within their national administrations by various air transport related departments including those involved with infrastructural facilities (airports and air navigation services). Almost all States indicated that they used ICAO data for analysis and research, as well as for benchmarking, forecasting and facility planning. The main reasons given then for partial participation by some of them in the data collection of the ICAO Statistics Programme was the lack of resources to collect data and the need of assistance/training to be able to complete the Forms. At that time, the only suggestion made to improve the ICAO Statistics Programme was to enhance the timeliness of the data distribution, an issue which was addressed through the

dissemination of data through an aviation statistics web site hosted in the ICAO secure net, the Integrated Statistical Database system.

2.2 Since then, in September 2004, the Secretariat has entered into joint ventures for the marketing and sale of its statistical data with commercial firms which specialize in air transport information. One of them is Air Transport Intelligence - ATI (of the REED Group) which has developed, manages and maintains the ICAO statistics commercial website (<http://www.icaodata.com>).

2.3 As a follow-up to the 2004 survey and to support the work of the Tenth Statistical Division meeting (STA/10), a survey targeting the subscribers of icaodata.com, known as external users, was launched early 2009, with a similar questionnaire being sent in October 2009 to the internal users of the ICAO secure site related to statistics, the ICAO STA site.

### 3. RESEARCH OBJECTIVES

3.1 Research was required amongst existing users of both the internal and external sites, in order to confirm their profile, identify their information needs and explore how well the website is currently meeting their requirements.

3.2 The main objectives of the research were the same for both surveys, as they were aimed at understanding which information is important in users' job roles, exploring how the data accessed from these sites are used and identifying any improvements desired by users.

3.3 For the commercial site, it was also the opportunity to confirm users employment/business profile, determine how users rate the site on a number of attributes and find out which other sources of information users access regularly.

### 4. METHODOLOGY

4.1 An online survey was e-mailed to the subscribers of the two sites, 560 users for ICAOData.com and 477 users for the ICAO STA site. The survey also appeared as a link on the two sites for approximately three weeks. There were 57 responses to the external survey and 100 responses to the internal one, corresponding respectively to a 10 per cent and 21 per cent response rate. An incentive of entry into a free prize draw (1000£ for the external users and a Concord wooden model for the internal users) was offered to help boost response. It is necessary to exercise some caution when interpreting the results of this survey as non-respondents may differ in their profile and views while the sample size is low for statistical analysis, in the context of the external survey.

### 5. MAIN FINDINGS

5.1 In general, most States' users indicated a good knowledge of this Programme, and known users outside the national administrations, included airports and air navigation service providers, airlines, consultative bodies, universities, research centres specializing in air transport, consultants and tourist authorities. The main findings are detailed in the charts shown in the Appendix to this paper.

- a) Respondent Profile — The geographical distribution is much more balanced for the internal users than for the external ones, showing however a greater number of European users in both cases, with a majority of external users located in

United Kingdom, in line with the REED Group headquarters location. Around 50 per cent of the internal users have been connected to the site since more than two years, while for the external ones usage of icodata.com ranged from less than six months to more than two years;

- b) Usage of ICAOData.com — Data from ICAOData.com and from ICAO STA site are most often used to carry out industry analysis and market studies and to produce reports for internal customers, as well as to import data in their own databases. It was also mentioned that they are used for producing forecasts, for safety and security analysis and for academic purposes; and
- c) Opinion of ICAOData.com — This section of the questionnaires aimed at obtaining some indication of the usefulness to States and external subscribers of the individual statistics data series collected by ICAO. Around 80 per cent of the respondents rate both sites as excellent or good. In the detailed evaluation, it was clearly stated that airline traffic statistics are essential for most users of the ICAO external site, while airport traffic data are considered to be of as much importance than the airlines ones for the ICAO STA site users.

5.2 As a general comment, it was mentioned that in order to improve the quality of data already available in the ICAO Statistics Programme, there is a need to complete and update regularly the information for certain airlines and airports, as some years are not reported, while recent years are still missing.

## 6. SUGGESTED IMPROVEMENTS

6.1 The main suggestions made in respect of meeting the needs of all the users more adequately, were related to new data requests, availability of additional information and an enhanced data processing system. These are further explained as follows:

- a) Data collections — Regarding the need for additional types of data, there were requests for traffic statistics by route and airport for general aviation, up-to-date Bilateral Air Service Agreements (BASAs), fuel consumption by aircraft type and route, CO2 emissions broken down air carrier and country and on aircraft incidents and accidents including report on causes for incidents;
- b) Additional Information — Some users would find useful to add information on the ICAO training programmes schedule for statistical matters, while others proposed the addition of a file listing the experts in each statistical domain for all ICAO Member States, as well as the name of the person responsible for updating the information; and
- c) Data Processing — Some respondents suggested improvement to the design and usability of the sites, as the whole set up and layout of the website was found very old-fashioned and not particularly user friendly, referring notably to the internet interface to login and download the data seen as unreliable and cumbersome. Some users would prefer the data to be easier to access and manipulate through provision of more options to calculate and extract data. Others suggested miscellaneous improvements including having access to pictures, graphs, and recent trends, while

sending e-mails to users every time new data are available was seen as helpful to have.

## 7. CONCLUSION

7.1 The replies to the questionnaire provided an important evaluation for the Organization as to how a sample of users value and make use of the ICAO Statistics Programme, and gave some information on where more effort is required in order that both internal and external users may be able to make greater use of this information. Over the last two triennia, the Air Transport Bureau has made great strides in making the ICAO Statistics Programme more efficient in terms of data dissemination and working procedures. Advances in technology have greatly increased the timeliness of the data distribution, benefitting users who are now able to access the ICAO statistics on-line and download the data in electronic format. The users stressed that in order to maintain the Programme as the authoritative source for airport and airline operational data, the lack of reporting from some States has to be reduced.

7.2 In order to meet the new requirements of the Organization in terms of statistical data, the ICAO Statistics Programme needs to be reviewed and may be changed. Room for improvement suggested by the users should help the STA/10 to assess what measures would best be suited to monitor the ICAO Strategic Objectives, and whether the statistical data available at present is sufficient, and whether ICAO should embark in collecting additional data in order to meet the new demands. Obviously, some changes will need to be incorporated in the ICAO Statistics Programme, and STA/10 will need to review what ideally one would like to have and what in practice might be available, based on the feedback of national experts who can advise on the type of data which may be collected and reported.

7.3 Besides the recognition that the ICAO STA site is very important for the Contracting States, as mentioned by the great majority of the internal users who responded to the survey, the commercial value of the data collected by ICAO has also been highlighted. The sale of statistical data are already generating revenues for the Organization, and are likely to increase as the ICAO products become more widely known and new product lines are developed in cooperation with the vendors.

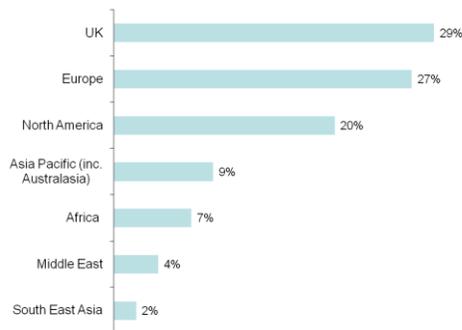
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**APPENDIX**

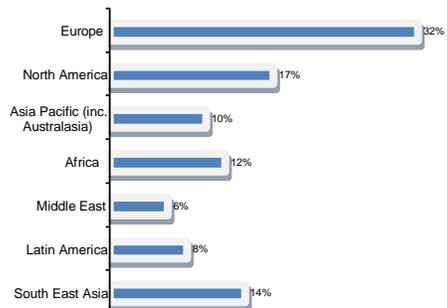
**RESPONDENT PROFILE**

**Region respondent works in**

**External Users**

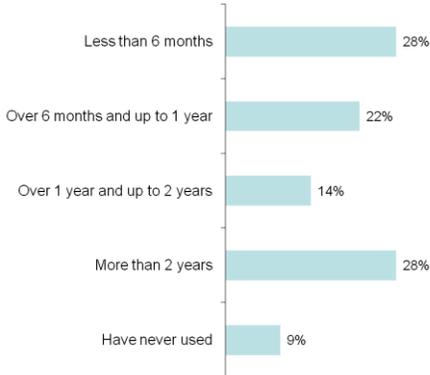


**Internal Users**

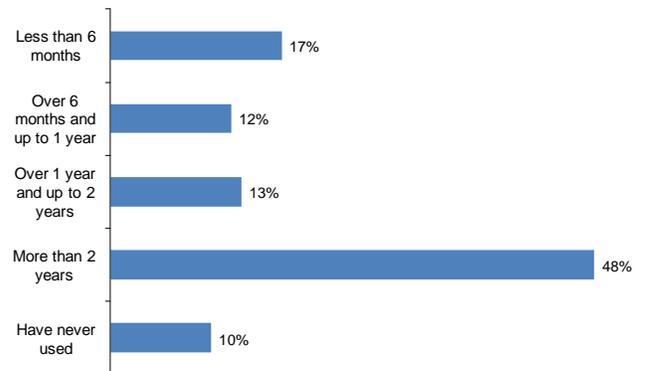


**Length of time using ICAOData.com**

**External Users**

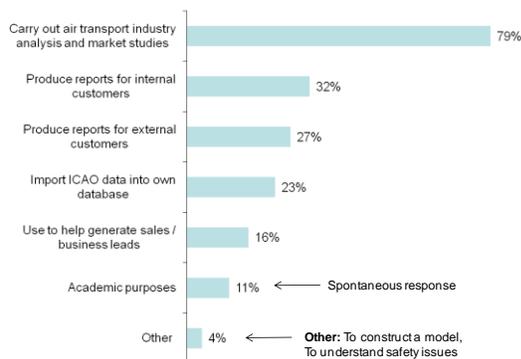


**Internal Users**

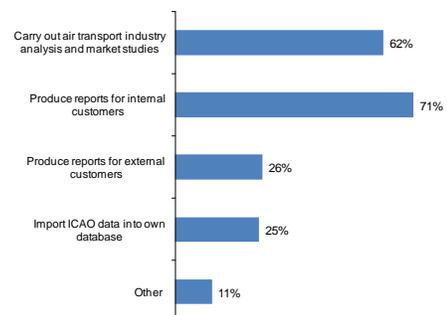


**USAGE OF ICAODATA.com**

**External Users**



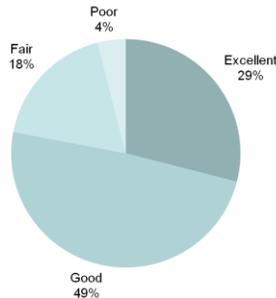
**Internal Users**



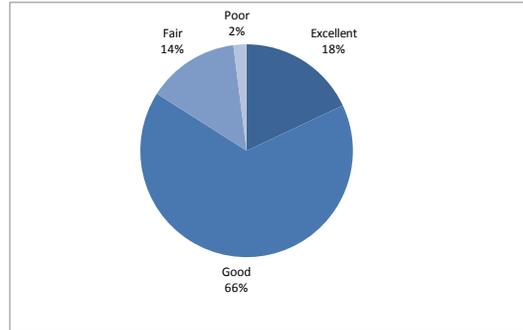
**OPINION OF ICAODATA.com**

**General rating**

**External Users**

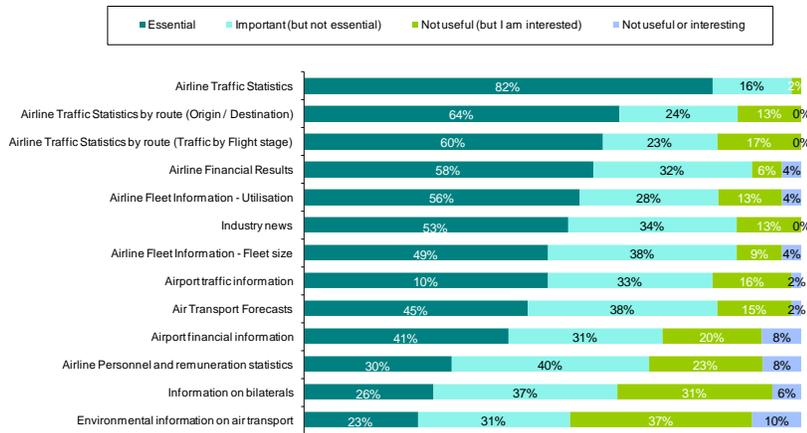


**Internal Users**

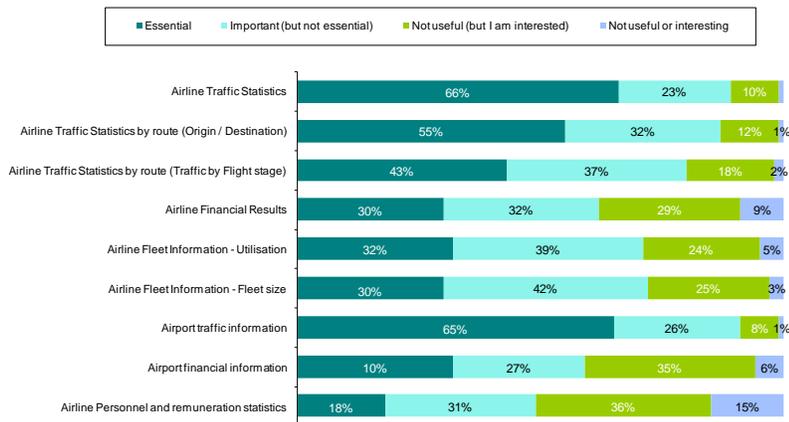


**Rating of different types of information according to importance**

**External Users**



**Internal Users**



— END —