ONS Customer Satisfaction Survey 2015/16

Results in brief

Overall, respondent opinion of ONS has dropped slightly over the last 12 months but remains very positive with respondents continuing to value and trust the high quality, independent and reliable statistics and analyses we provide. Despite a large increase in satisfaction with innovation at ONS since 2013-14, innovation and understanding customer needs were identified as areas for further improvement. We would like to thank all the customers who shared feedback to help us improve our outputs and services.

Whole Survey Results

90% are **satisfied with the overall performance of ONS** as a National Statistics Institute;

97% **trust** ONS statistics and analyses;

82% would **speak highly** about ONS;

73% consider ONS statistics to be **helpful** in providing an evidence base;

91% are **satisfied with the quality** of ONS statistics and analyses;

63% consider ONS to be **innovative;**

86% believe ONS to be **independent**;

97% consider ONS statistics to be **important** to their work;

36% are satisfied that ONS statistics and analyses are **easy to find**

80% consider ONS statistics to **inform debate**;

Key Accounts

95% are **satisfied with the overall performance of ONS** as a National Statistics Institute;

95% **trust** ONS statistics and analyses;

94% would **speak highly** of ONS to others;

90% consider ONS statistics to be **helpful** in providing an evidence base;

79% are **satisfied with the quality** of ONS statistics and analyses;

76% consider ONS to be **innovative;**

100% believe ONS to be **independent**;

89% Are **satisfied with the level of engagement** from ONS;

71% think the ONS **understands customers' needs**;

7 conclusions from the survey

(1) Satisfaction with the overall performance of ONS as a National Statistics Institute is down two percentage points since last year to **90%** but key account satisfaction is up by four percentage points to **95%**, possibly reflecting the extra engagement ONS has with key accounts.

(2) A large majority of customers and key accounts who responded gave good ratings for trust (**97%**) and independence (**87%**) while **80%** thought we informed public debate over the past year**.**

(3) Direct contact with statisticians was very highly rated with **95%** satisfied (the top rated service alongside the NOMIS website). One key account respondent said: “ONS staff [are] generally receptive to [our needs] and obliging”

(4) Innovation remains a concern although satisfaction is up nine percentage points since 2013-14 to **63%**. Key account respondents commented that some areas appear more innovative than others. This year’s results continue the pattern set by 2014/15 responses, where there were positive key account mentions for work on data visualisation, admin data use, and big data.

(5) **71%** think the ONS understands customers’ needs. One key account said they would like “more understanding/commentary on why things are happening rather than just what is happening”.

(6) **69%** of customers felt that ONS listened to feedback. Although this has increased in the past year it falls short of the **98%** of customers who felt well informed about ONS work and **81%** felt they had opportunities to share their views. One key account said “in a number of areas ONS seek (sic) a contribution and then [our] expertise and feedback is ignored, or else sufficient time is not allowed” but another found “willingness to engage and consult”.

(7) **36%** felt that ONS statistics and analysis are easy to find. ONS website satisfaction is up but the survey launch overlapped with the new website rollout, so comments were mixed between both old and new.

Next steps

ONS welcomes all feedback to help us improve and develop our outputs and services and we would like to thank all respondents for taking the time to complete the survey.

We have considered the results of the three surveys since 2013, other stakeholder feedback, and the recent Bean Review into economic statistics and have decided to change the way we engage with stakeholders.

This will be the final time ONS conducts a feedback survey in this form. Starting later in 2016 we will engage with you on our business plan priorities in a range of ways, including events and interviews, as well as an online survey. We would like you to have more opportunities to give timely feedback and also offer your views on our statistics and services in a more conversational format.

As in previous years we will publish an updated response ('You said, we did') by the end of the year to set out how we have acted on the feedback we received in the 2015/16 survey.

In the meantime if you would like to find out more about our statistics and services, please email us at info@ons.gsi.gov.uk, call us on 0203 684 5069, or visit www.ons.gov.uk. If you wish to be kept up to date of the latest ONS news and outputs follow us on Twitter using @ons.

Whole survey results 2015/16

Background and methodology

- ONS ran an annual customer satisfaction survey in Spring to gather feedback on our performance over the previous 12 months. This feedback helps us understand how and why our statistics and analyses are used, and what our customers think about the quality of them and the services we provide. We use this feedback to improve our outputs and services to help meet customer needs.

- A sample of approximately 1,500 known users is selected to take part each year. The survey is sent to both individuals and organisations.

- ONS 'Key Account' organisations (primarily government departments) received a shorter version of the survey questionnaire from 2014/15 and were asked to submit a response on behalf of their organisation. Their feedback is included in the results unless otherwise specified.

- The 2015/2016 survey was despatched to 1,480 individuals across more than 1,000 organisations.

- Comparisons with 2014/15 and 2013/14 results have been made throughout where question wording and scoring methodology allows, however, due to differences in sample size (particularly in relation to Key Accounts) these should be made with caution - for more information, please consult Annex 2.

- Sectors with fewer than 10 respondents are not included in the sector analysis; this includes the media and also National Government for questions which do not include Key Account responses. All responses are included in the 'Total' figure provided for comparison.

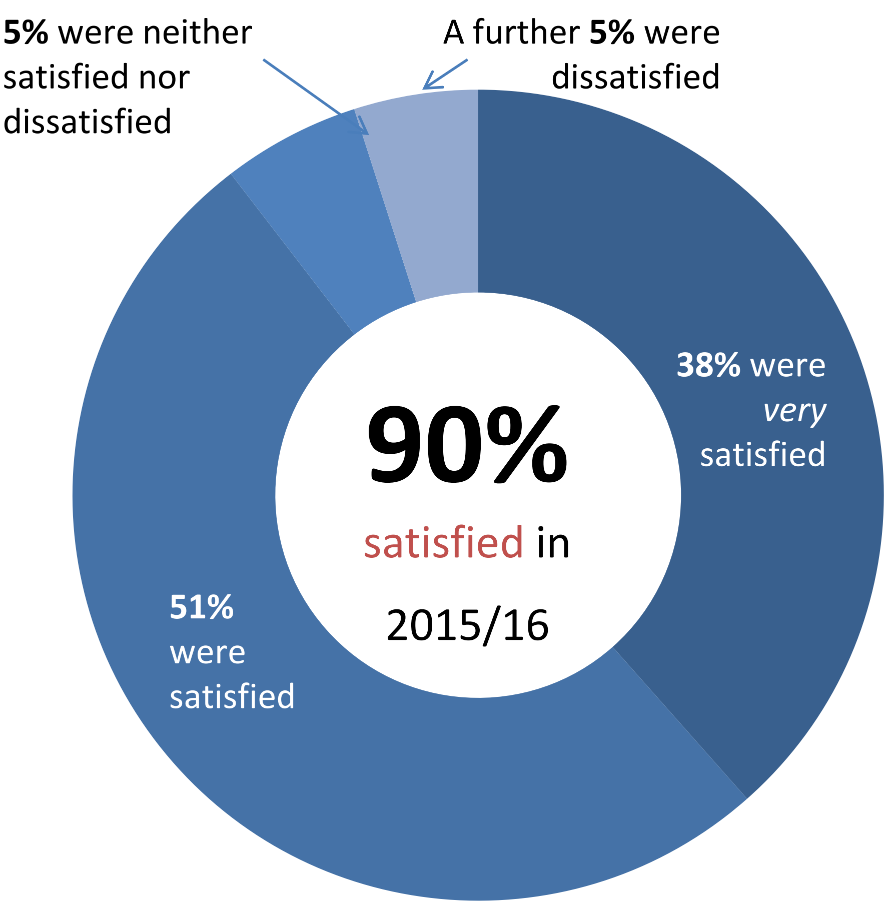
Table 1: Responses by sector and respondent type

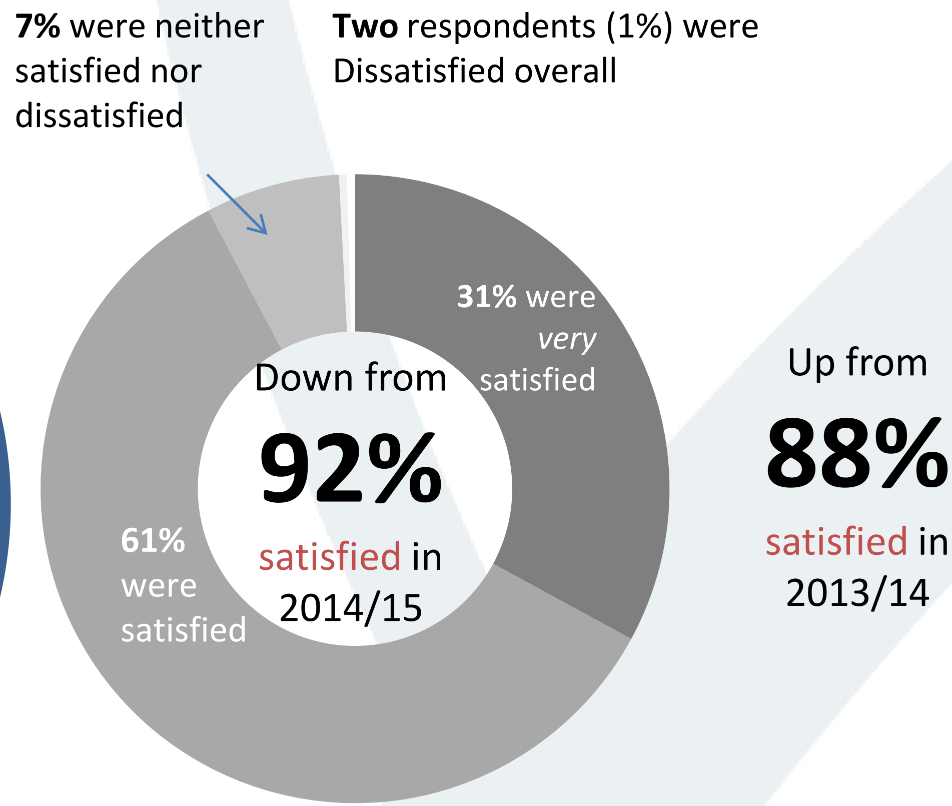
	Respondents		Individuals	Organisations
	(n)	(%)		
Sub-national government	70	39%	42	28
Academia	34	19%	29	5
National government	25	14%	2	23
Business	17*	9%	8	8
Voluntary	13	7%	5	8
Media/Journalist	6	3%	4	2
Other	17	9%	8	9
Total	**182**	**100%**	**98**	**83**
			54%	**46%**

* 1 response has an unknown respondent type

Performance of ONS as a national statistics institute

- Despite respondents reporting a slight decrease in satisfaction with the performance of ONS over the last 12 months a small improvement in the level of quality and trust in ONS statistics was reported.
- Feedback indicates that ONS provides "a good quality service" and "trusted data", although sometimes ONS is not fully aware of customer needs specifically relating to devolved and policy issues.

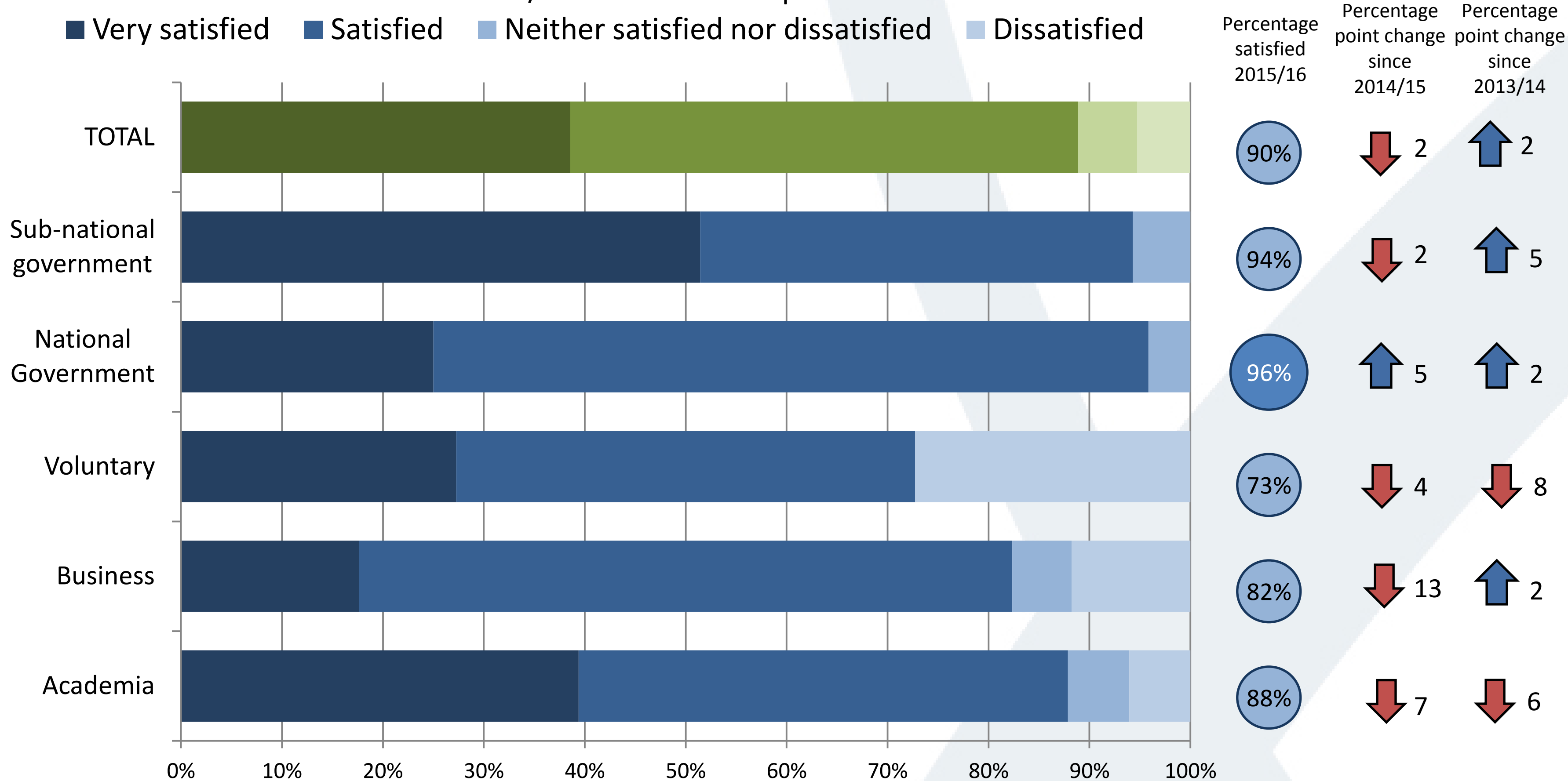




Overall satisfaction in ONS as a national statistics institute combines responses for 'very satisfied' and 'satisfied'

Performance of ONS as a national statistics institute by sector

- Most sectors report a decrease in their satisfaction with ONS performance over the previous 12 months.
- Satisfaction levels of National Government departments have increased with this sector now scoring the highest satisfaction levels.
- The voluntary sector remains the sector with the lowest overall satisfaction and highest dissatisfaction, with levels dropping steadily since 2013/14.
- In 2014/15 the business sector saw the largest percentage point increase, this has now dropped back down to satisfaction levels similar to those of 2013/14 with a 13% drop in satisfaction.



Overall satisfaction in ONS as a national statistics institute combines responses for ‘very satisfied’ and ‘satisfied’

Trust, quality and performance

90% are **satisfied with the overall performance** of ONS as a National Statistics Institute

97% **trust** ONS statistics and analyses

91% are **satisfied with the quality** of ONS statistics and analyses

82% would **speak highly** about ONS

- Despite a small drop in satisfaction, satisfaction with the overall performance of ONS remains high and appears to be linked to user perception of quality and how much they trust the statistics and analyses that we provide.

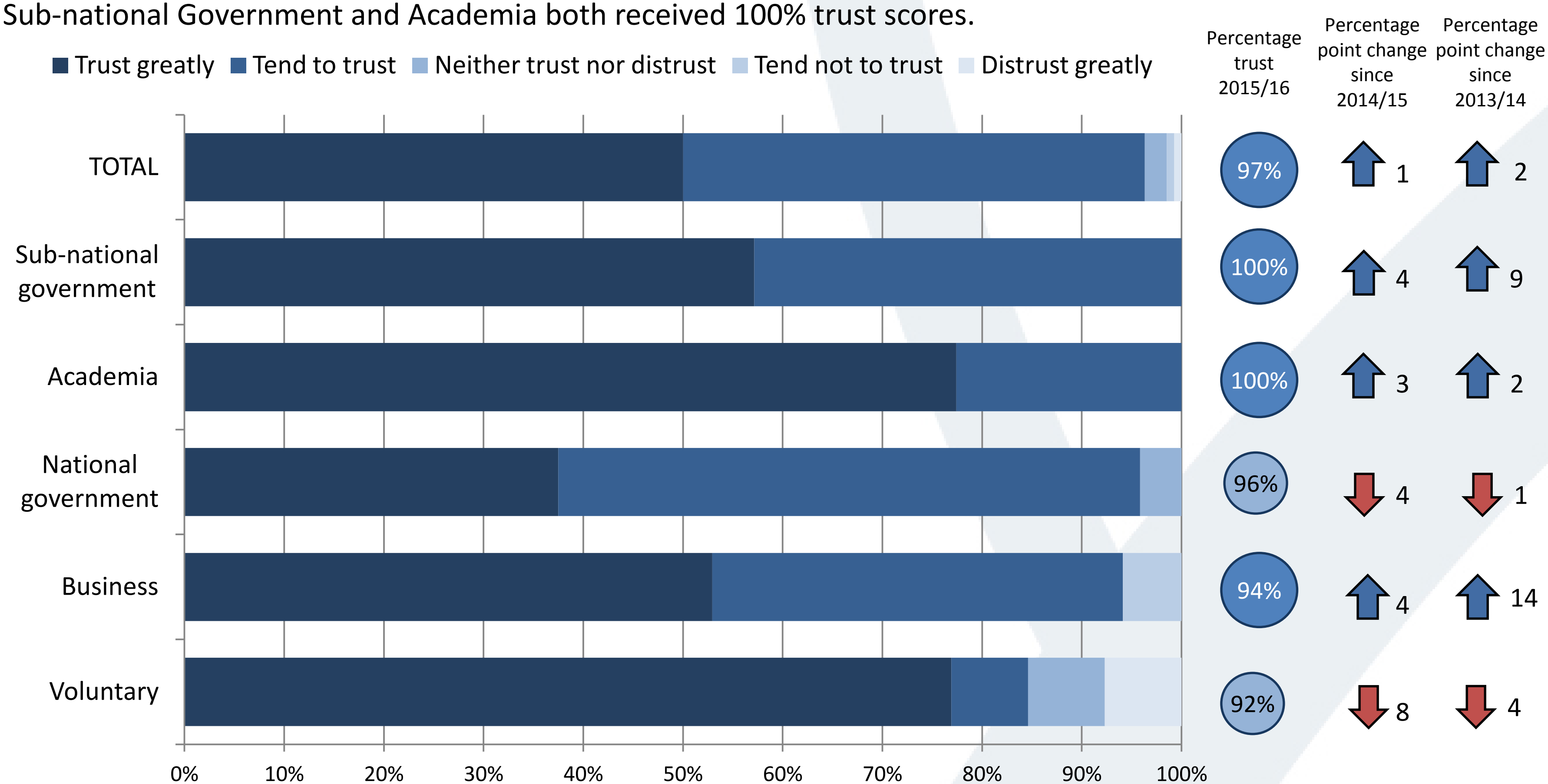
- There have been small improvements in trust and quality since 2014/15 and with the proportion of customers speaking highly of ONS unchanged.

- The business sector has shown large drops in satisfaction for quality and overall view of ONS. Interestingly, these large decreases mirror large increases in satisfaction recorded in 2014/15. Given the business sector represents just 9% of respondents it is possible that fluctuations in sample size are affecting these results more so than for other sectors.

- Users have indicated that they are most satisfied with the quality and accuracy of ONS statistics and analyses and with the helpfulness of staff, with many comments received about the helpful nature and approachability of ONS staff. There are still concerns over the ease of finding data on the website and with the timeliness of releases.

Trust in ONS statistics and analyses by sector

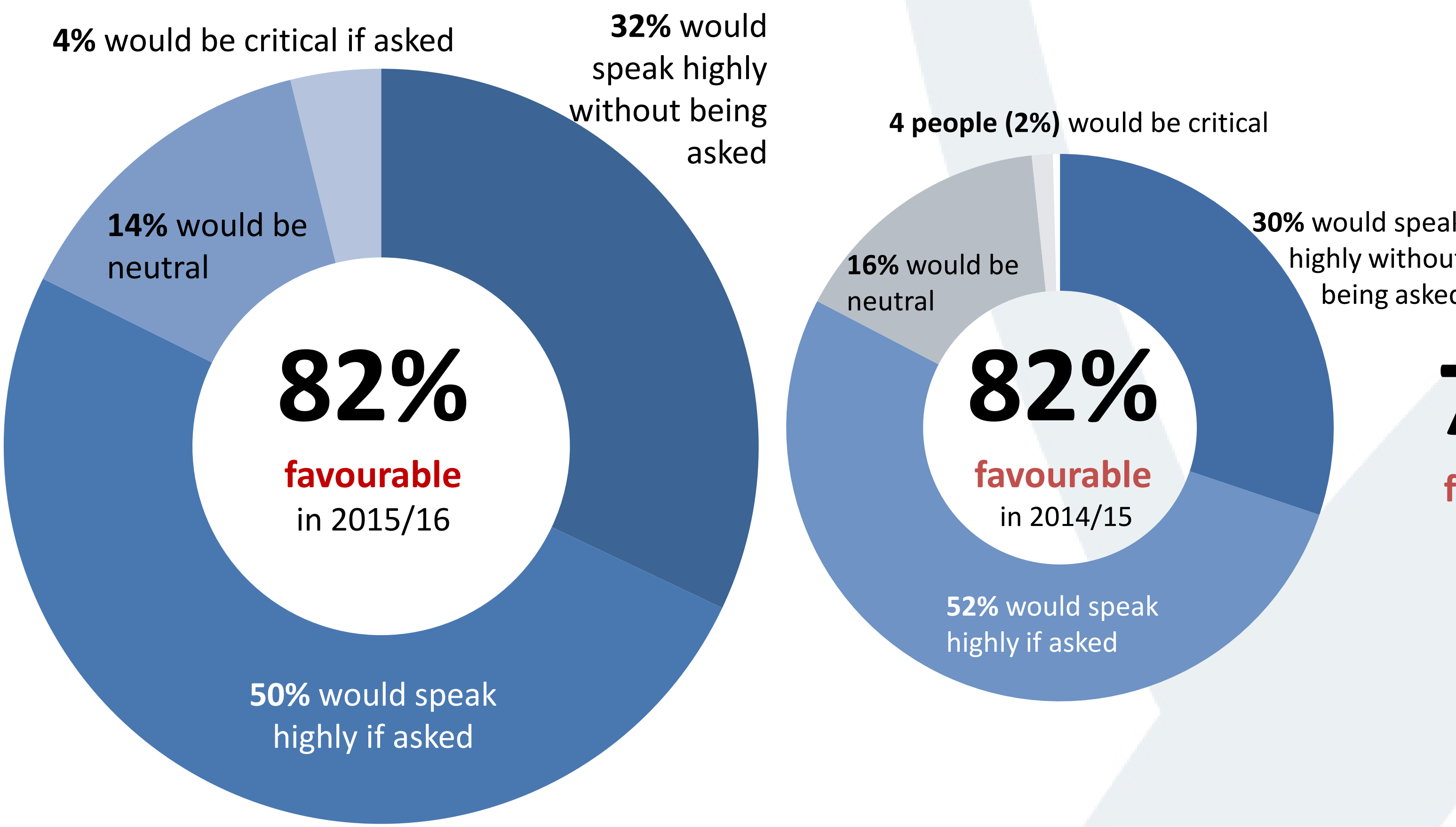
- There has been an improvement in the levels of trust in ONS statistics and analyses across almost all sectors (the exceptions being national government and the voluntary sector)
- While businesses had the lowest level of trust in 2013/14, there has been a 14 percentage point increase in their overall trust since then.
- The voluntary sector now has the lowest level of trust with an 8% drop compared to 2014/15.
- Sub-national Government and Academia both received 100% trust scores.



Overall trust in ONS statistics and analyses combines responses for ‘trust’ and ‘tend to trust’

Overall view of ONS

- The overall view of ONS has stayed the same compared to last year with a slight increase (2%) in customers who would speak highly without being asked.
- The number of people “likely to be critical” with or without prompting remains very small at less than 2%.

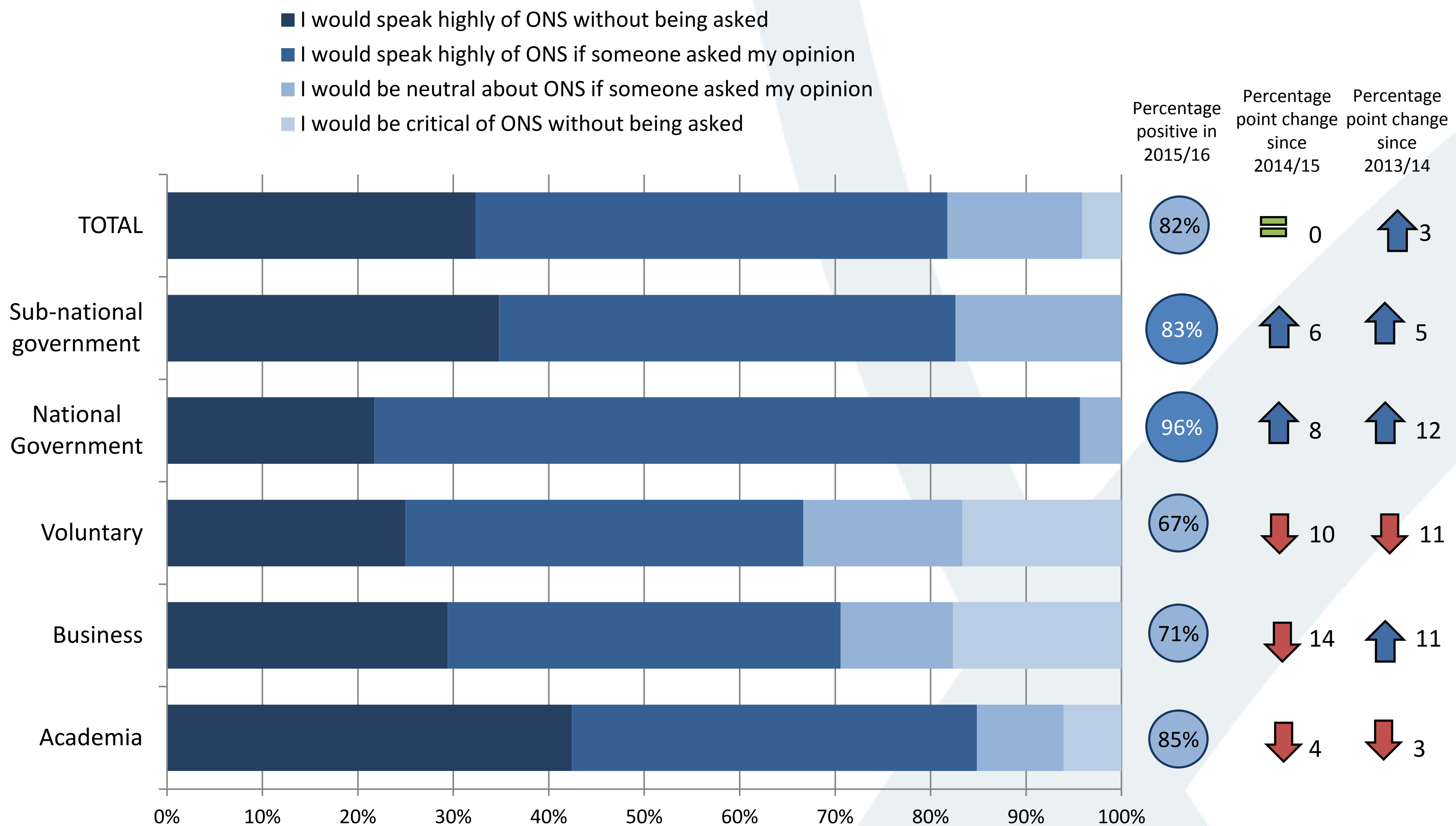


79%
favourable
in 2013/14

‘Favourable’ combines those who would speak highly of ONS either with or without being asked their opinion

Overall view of ONS by sector

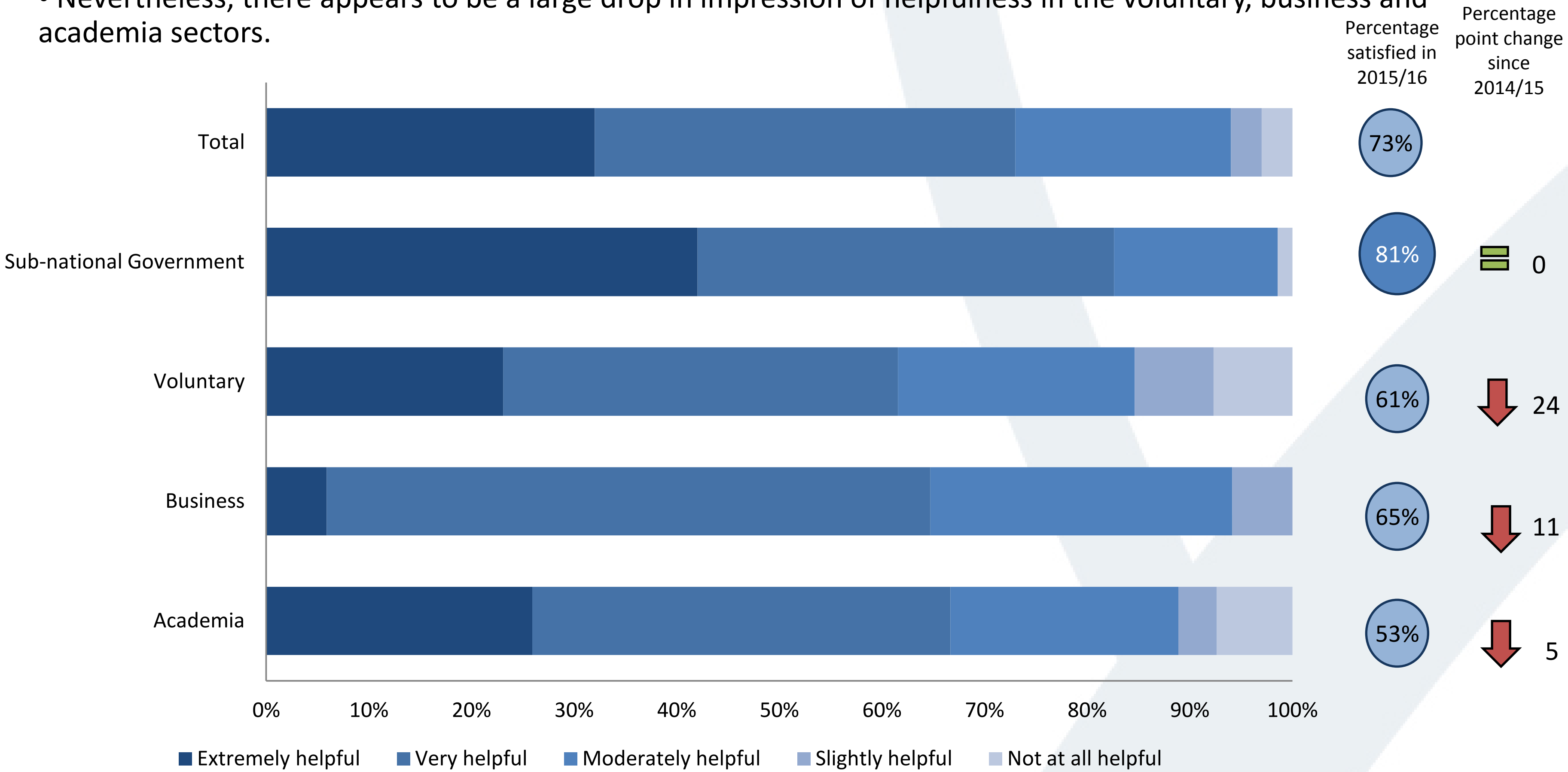
- There has been an improvement in the overall view of the ONS in sub-national and national Government but a decrease in the proportion of responders who would speak highly of the ONS across all other sectors.
- Most notably the business sector reported a 14% drop although this is still higher than 2013/14 levels.



Positive responses combines those who would speak highly of ONS either with or without being asked their opinion

The extent to which ONS statistics, analyses and advice have been helpful in providing an evidence base for policy and decision making

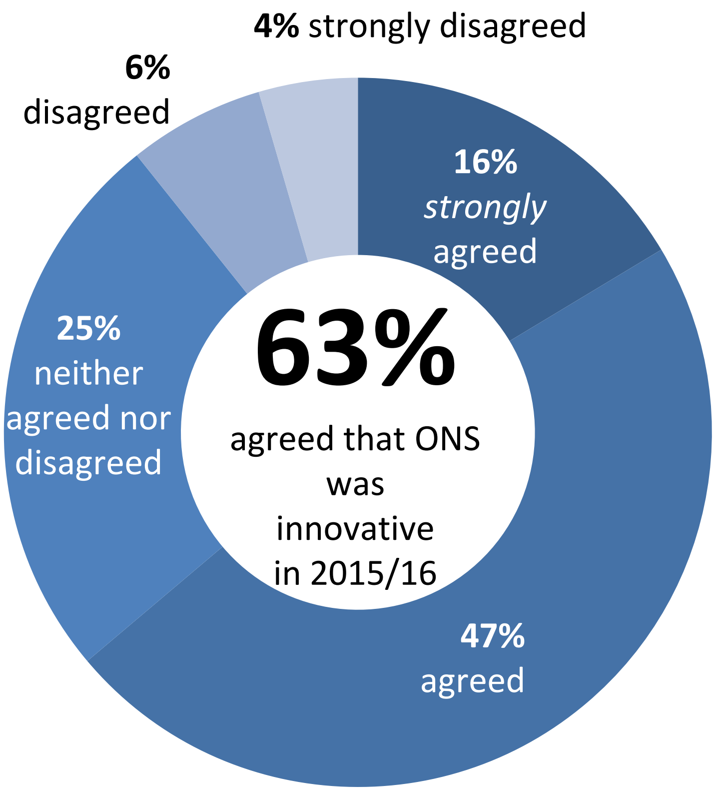
- **99%** of respondents said that they had found ONS statistics and analyses to be helpful to some degree
- **73%** of respondents indicated that ONS were either 'very' or 'extremely helpful' – this was also reflected in a range of positive written comments in the free text sections.
- Nevertheless, there appears to be a large drop in impression of helpfulness in the voluntary, business and academia sectors.

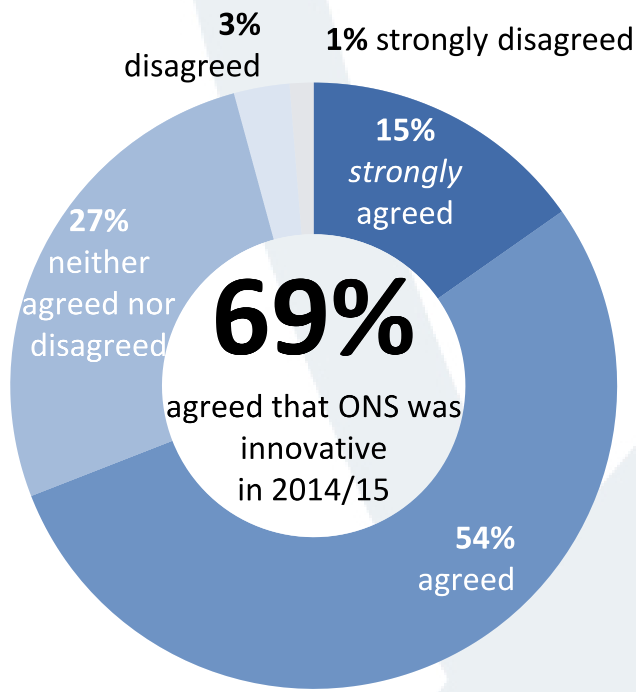


Overall helpfulness combines those who thought ONS statistics were extremely or very helpful . The responses to this question differed in the Key Accounts questionnaire therefore it was not possible to include responses from Key Accounts customers in this question or indeed compare the overall helpfulness to 2014/15 data where Key Accounts were included.

ONS innovation

- The proportion of respondents who consider ONS to be **innovative** has decreased by 6 percentage points since 2014/15.
- However, perceived innovation has increased by 9 percentage points since 2013/14.





54%

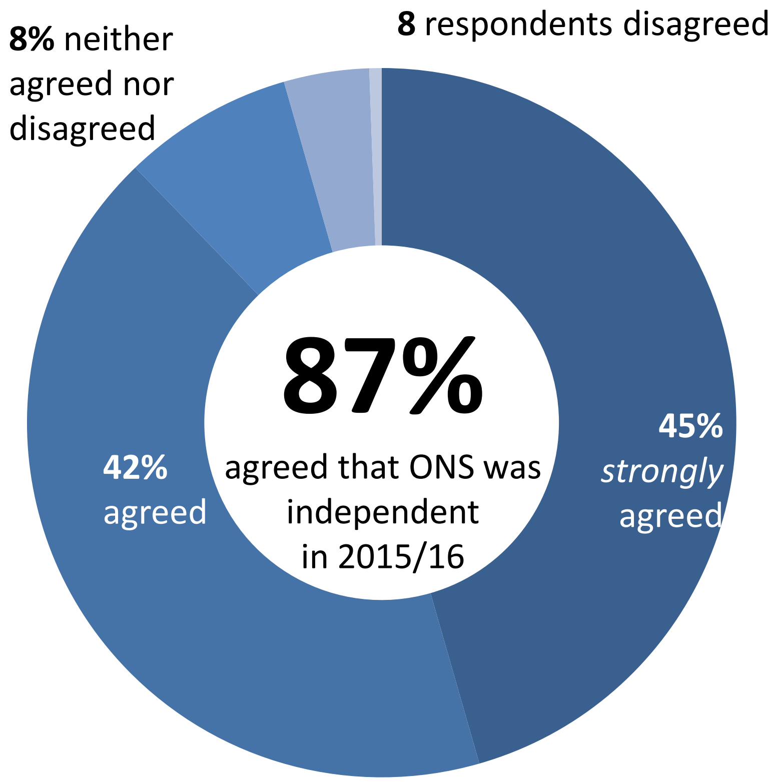
agreed ONS was innovative in 2013/14

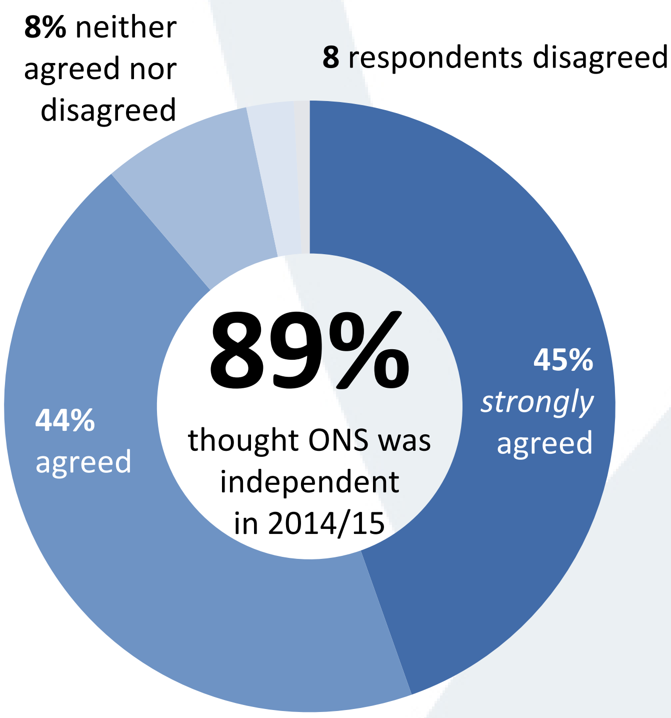
The overall number who think ONS is innovative is the combination of respondents who 'agree' or 'strongly agree'

ONS independence

- The proportion of respondents who consider ONS to be **independent** has increased overall by 3 percentage points since 2013/14.

- However, perceived independence has decreased by 2 percentage points since 2014/15.



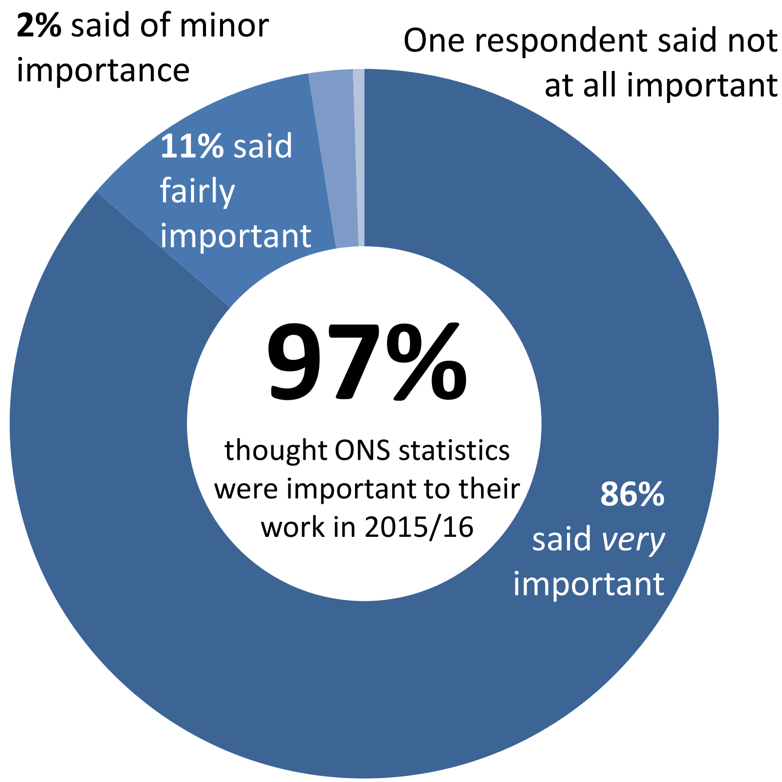


84%

thought ONS was independent in 2013/14

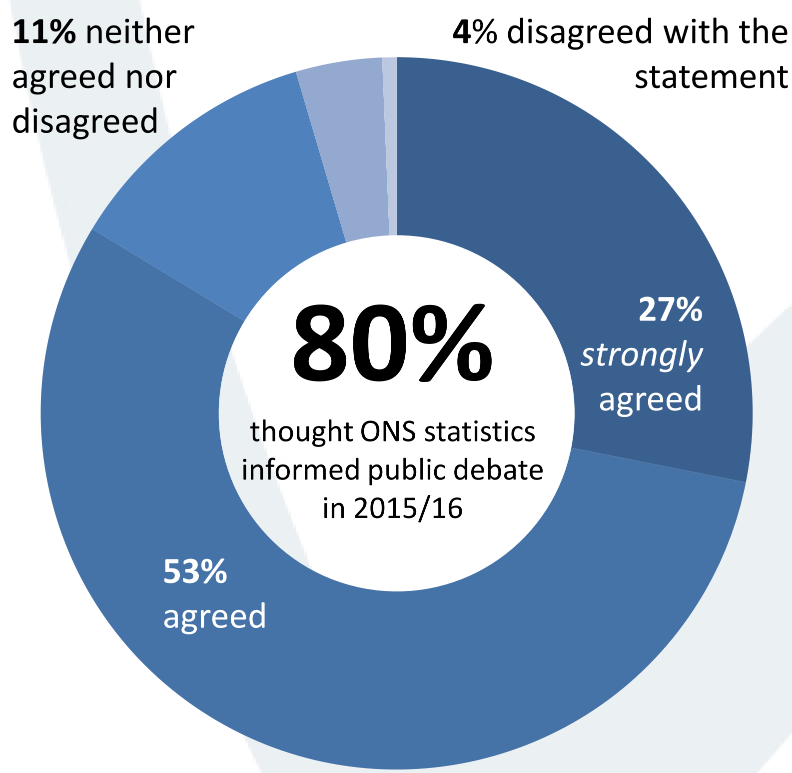
The overall number who think ONS is independent is the combination of respondents who 'agree' or 'strongly agree'

The importance of ONS statistics and analyses to users



Of those who responded, **84%** said that ONS statistics and analysis had helped to inform decisions/policies made by their organisation over the last year (this question was not asked in the Key Account questionnaire).

Extent to which ONS statistics inform public debate on issues affecting the UK's economy and society



- The proportion of respondents considering ONS statistics to inform debate has decreased by 7 percentage points from the previous year.
- This question was not asked in the Key Account questionnaire.

Due to changes to survey methodology, comparisons are not made with previous years.

The range of products and their accessibility to our users

A key finding from the 2014/15 customer satisfaction survey indicated that customers were not satisfied with how easy ONS statistics and analyses were to find. This was also reflected in the level of dissatisfaction with the ONS website. Since the last survey ONS has been working on this feedback to develop a new website based on improvements suggested by users.

36% are satisfied that ONS statistics and analyses are **easy to find**

98% **use the ONS website** to access statistics

57% are **satisfied with the ONS website**

83% are **satisfied with the NOMIS website**

"[…]navigation on the new website is much improved and it's particularly helpful to be told whether the publication being viewed is the most recent version or not."

"However the revamped website is generally easier to navigate than the previous one."

"You new website is as poor as the previous one. it is still very difficult to search and find data. How many more times can we say it - base it on the NOMIS approach , which is so easy to use"

Feedback indicates that there has been a slight improvement in the proportion of customers satisfied with how easy statistics are to find. However, the majority of customers are not satisfied with this.

Importantly, there has been an increase in satisfaction with both the ONS and NOMIS websites (up 10%) compared to 2014/15. This has also been reflected in qualitative responses which appear to suggest that the new website is better but information is still difficult to find.

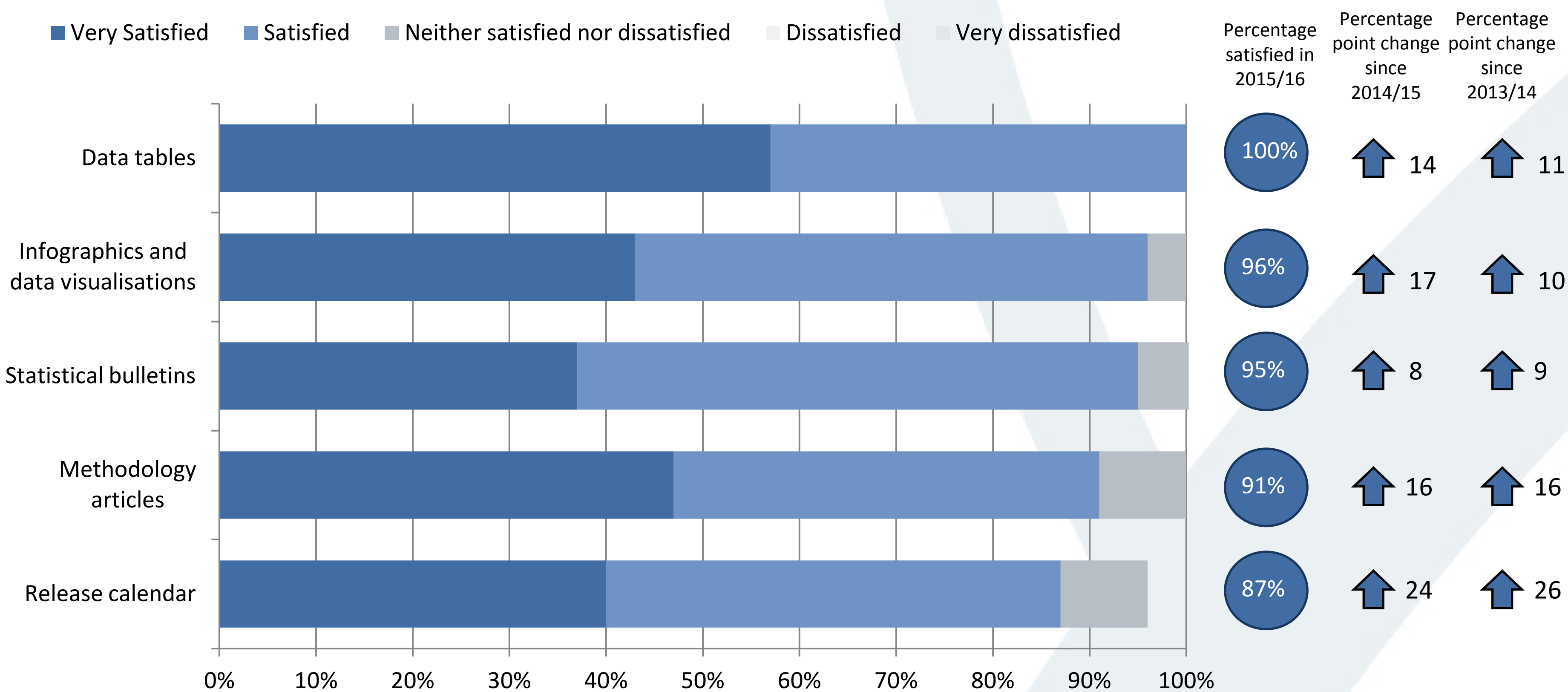
Unfortunately, the timing of the current survey fell in the middle of the new website roll out so we cannot know for sure whether respondents would have used the new website or not. Qualitative responses used here therefore represent customers who we know are referring to the new website.

"New website is better, but as aimed at "average" users large-scale access to datasets and particularly to ALL data is still too difficult"

Quality of ONS products

• Satisfaction with ONS products has improved considerably since 2014/15.

• Although satisfaction is lowest (87%) with the release calendar, satisfaction with this product has improved the most, with a 24 percentage point increase since 2014/15.

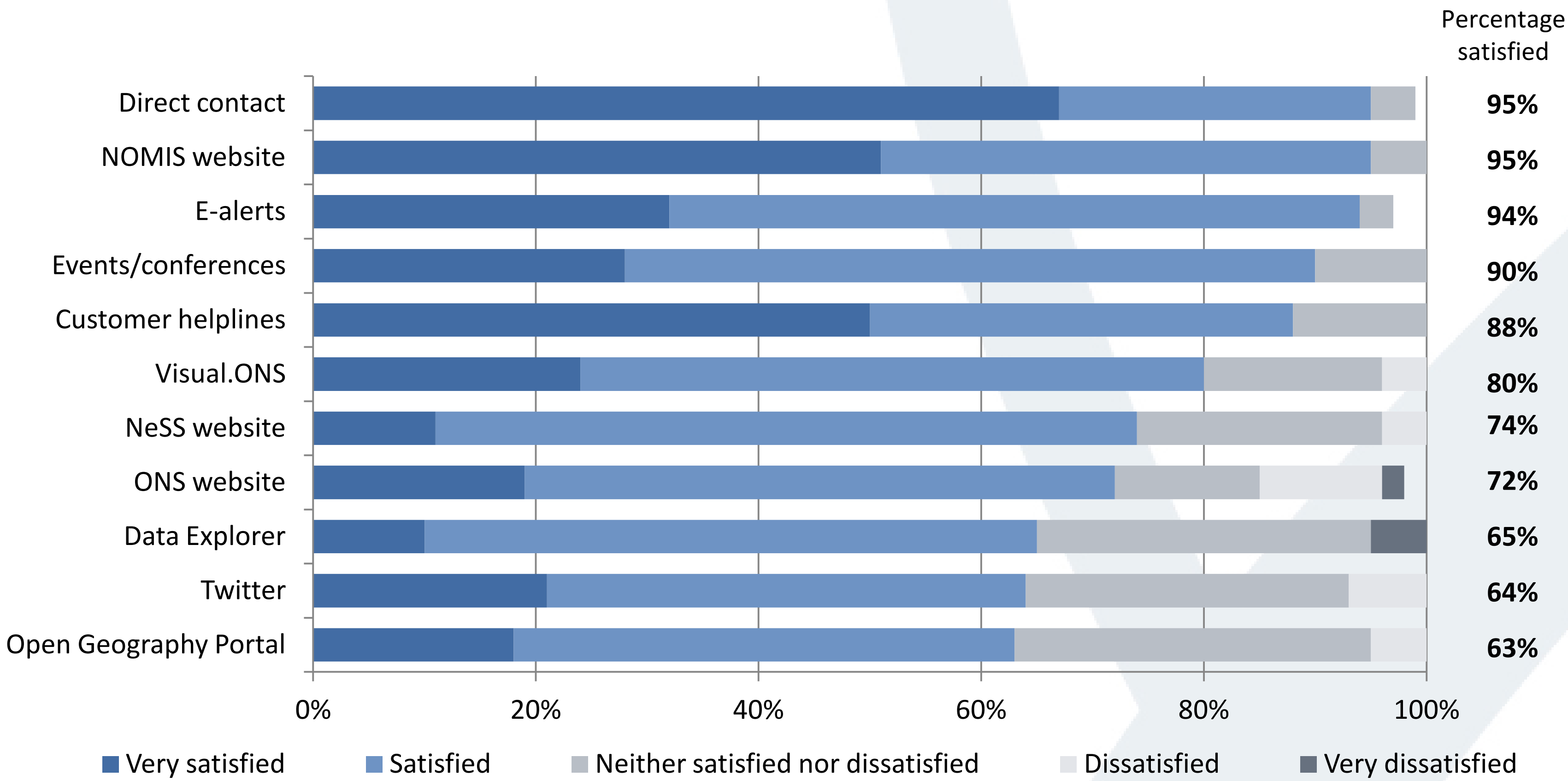


Key Accounts were not asked about the quality of individual ONS products

Quality of ONS services

• Satisfaction with ONS services has increased considerably across almost all services since 2014/15.

• Respondents were most satisfied with direct contact with ONS statisticians (67% very satisfied and 95% at least satisfied).

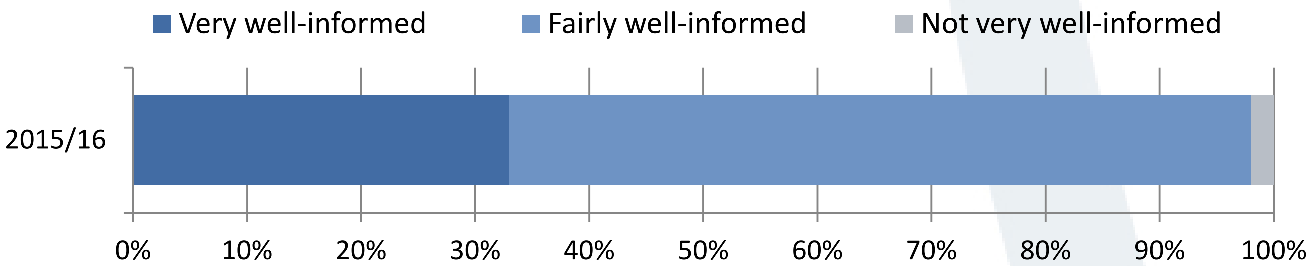


Key Accounts were not asked about the quality of individual ONS services.
Responses are not included for services where fewer than 10 respondents rated quality.

Communicating with ONS

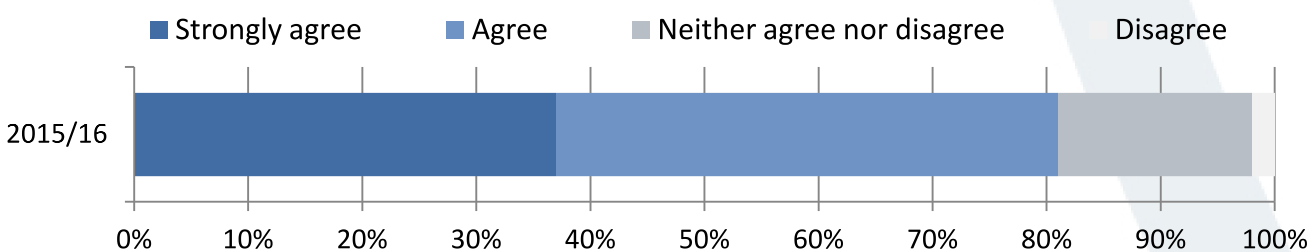
Key Accounts were not asked these questions, so are not included in responses.

98% felt **well-informed** about the work of ONS;



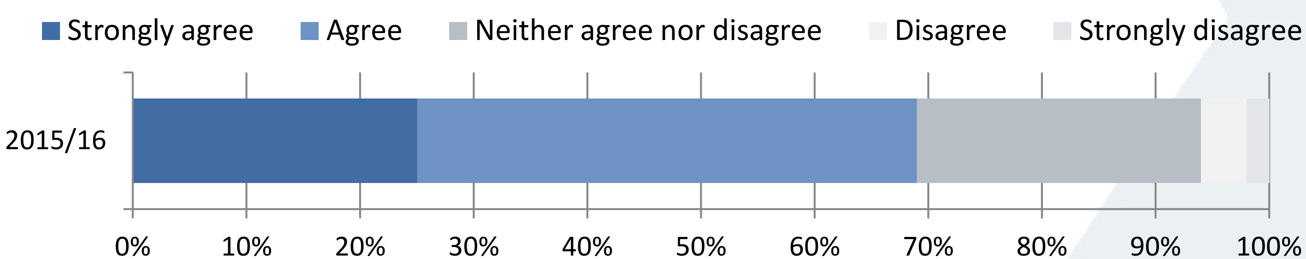
15 percentage point increase since 2014/15

81% felt that their organisation had been given **opportunities to share views** on ONS work;



7 percentage point increase since 2014/15

69% felt that ONS **listened to feedback**;



13 percentage point increase since 2014/15

Office for National Statistics

Key Account Results 2015/16

Key Accounts: Introduction

ONS works closely with a number of key stakeholders that are critical to our business and can help us deliver the **UK Statistics Authority's Better Statistics, Better Decisions strategy**. Each year, we ask these Key Account stakeholders including central government departments, the Bank of England, the Office for Budgetary Responsibility and research organisations, to assess our performance and provide feedback to help us improve the statistics, analyses and services we provide.

From 2013/14, this assessment was incorporated into the annual ONS Customer Satisfaction Survey (CSS). Key accounts receive a different version of the CSS questionnaire to other customers.

In 2015/16, 20 key accounts completed the survey (22 in 2014/15; 20 in 2013/14). For further methodological information see Annex 1b.

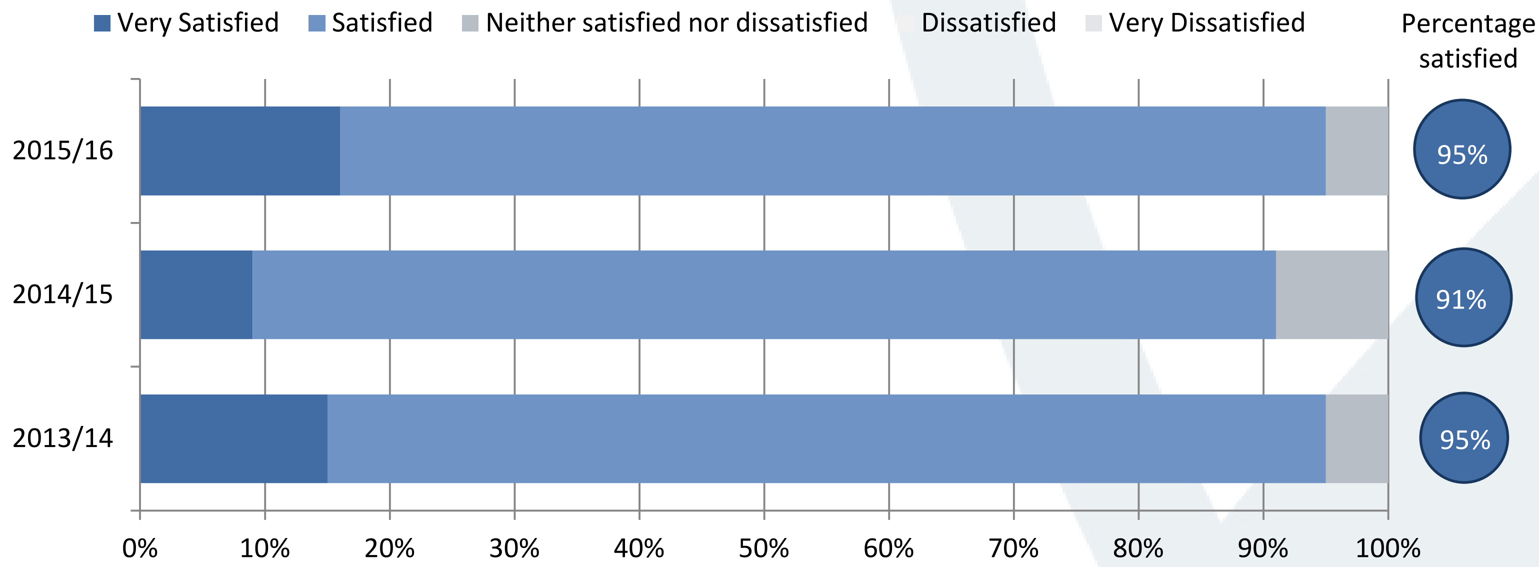
Since this analysis is based on a small sample size the change in number of respondents can have a large influence on results. Additional analysis has therefore been conducted comparing the 12 key accounts who have responded in all of the last 3 year's surveys (known as all years key accounts) to see how their satisfaction levels have changed overtime (for a list of key accounts see Annex 2).

		Percentage Point difference from: 2014/15	2013/14
95%	are **satisfied with the overall performance** of ONS;	↑ 4%	=
95%	**trust** ONS statistics, analysis and advice;	↓ 5%	=
79%	are **satisfied with the quality** of ONS statistics, analyses and advice;	↓ 3%	↓ 10%
90%	consider ONS statistics, analysis and advice to be **helpful** in providing an evidence base;	NA	NA
76%	consider ONS to be **innovative**;	↑ 12%	↑ 5%
100%	believe ONS to be **independent**;	↑ 5%	=
94%	would **speak highly** of ONS	↑ 8%	↑ 15%
89%	Are **satisfied with the level of engagement** from ONS.	↑ 3%	↑ 24%
71%	think the ONS **understands customers' needs**.	NA	NA

Key Accounts: Overall satisfaction

• Overall satisfaction with ONS has been maintained since 2013/14, with 95% of key accounts now describing themselves as either very satisfied or satisfied in comparison with 91% in 2014/15 and 95% in 2013/14.

• Three key account organisations were very satisfied with overall ONS performance in 2015/16 compared with two organisations in 2014/15.



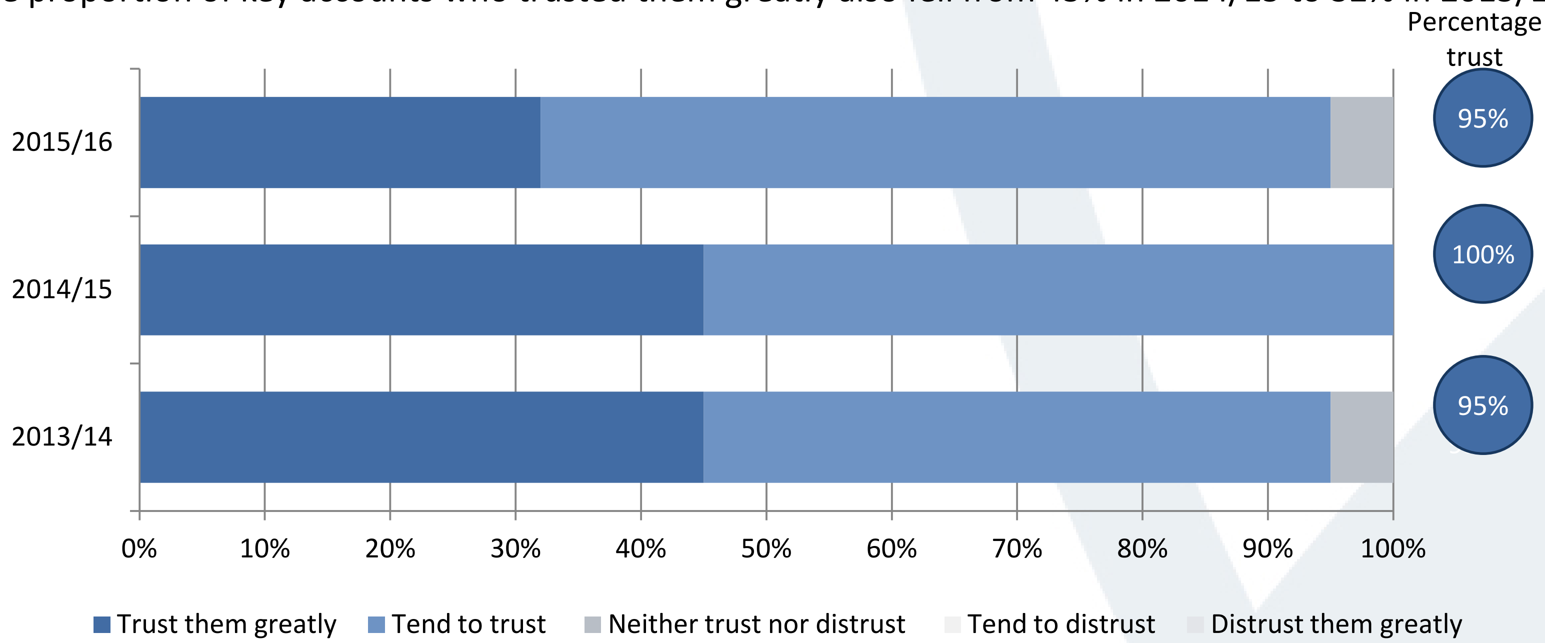
•Satisfaction levels for all years key accounts have remained steady at 92% across these years.

Overall satisfaction in ONS combines responses for “Very Satisfied” and “Satisfied”.

Key Accounts: Trust

• 95% of key accounts trust (trust them greatly or tend to trust) ONS statistics, analysis and advice in 2015/16, a fall from 100% in 2014/15.

• The proportion of key accounts who trusted them greatly also fell from 45% in 2014/15 to 32% in 2015/16.



•These findings are mirrored within the sample of all years key accounts where trust dropped from 100% in 2014/15 back to 2013/14 levels of 92% in 2015/16.

•It is worth noting that it is not always the same customers reporting throughout the years and two customers actually increased their trust in the ONS over the 3 years whilst others were reduced.

Overall trust in ONS statistics and analyses combines responses for “Trust them greatly’ and “Tend to trust”.

Key Accounts: Trust

“… transparent communication of changes to [statistics] helps to build trust in the data and associated analysis. The clear exposition of the impacts of the changes and why [they] occur is crucial to not only understanding the basis of the data but also trusting that it is a reflection of reality.”

- **Positive comments** about trust in ONS statistics chiefly related to transparency, and trust in ONS techniques and procedures.
- For example, open communication and transparency were appreciated in relation to communication of changes to key statistics, access to quality assurance information, and the opportunity to be involved in quality assurance.

- **Where key accounts felt that trust in statistics could be improved**, it was suggested that more information on methodology and quality assurance processes would be helpful.

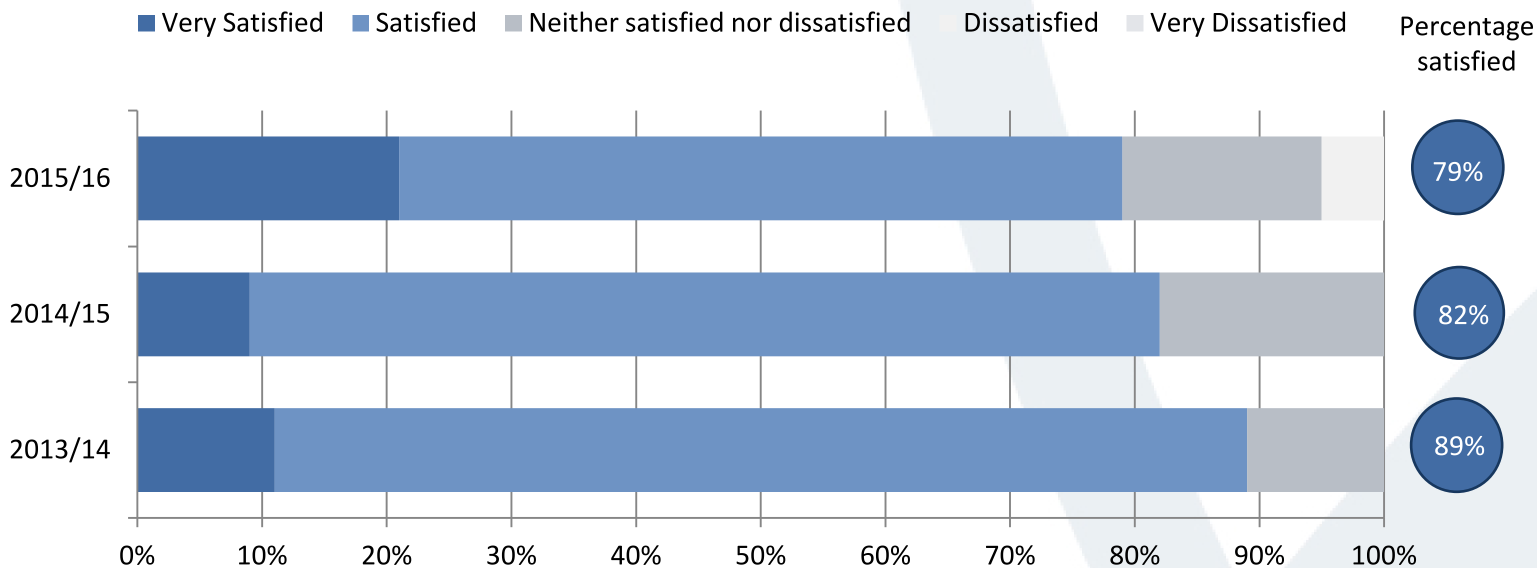
- In addition, the de-designation of some national statistics during 2015/16 appears to have affected trust in the data. It was acknowledged that transparent communication when this occurred mitigated this to some extent; however departments emphasised the importance of correcting errors in statistics to gain re-designation of National Statistics status.

“The biggest challenge to… trust is the de-designation of some national statistics last year. Clear public communication… has been an essential mitigation but for [key accounts] and the public to improve their trust in ONS statistics it is essential that greater prioritisation is given to fixing errors in key statistics once they have been identified.”

“More comprehensive metadata and methodology information would improve trust.”

Key Accounts: Quality

- Satisfaction with the quality of ONS statistics, analyses and advice has fallen from 89% in 2013/14 to 79% in 2015/16.
- However, the proportion of key accounts who were very satisfied with quality increased to 21% from 9% in 2014/15.



•Satisfaction levels with the quality of ONS statistics and analyses has not changed from the all years key accounts over the 3 year period

Overall satisfaction with the quality of ONS statistics and analyses combines responses for “Satisfied” and “Very Satisfied”.

Key Accounts: Quality

• It was recognised that the majority of ONS outputs were accurate, produced to a high standard and released on time. Key accounts also identified that accompanying guidance was helpful.

•Progress made by ONS in 2015/16 was particularly noted, including improvements to methodology across a number of outputs and work to resolve identified issues. It was also highlighted where ONS had taken on feedback to make publications more useful to users, through the provision of additional data or explanations.

"The vast majority of ONS analysis is produced in a timely manner, to a very high level of accuracy and presentation."

"We welcome the improvements to CPIH and the associated publications which helped to give institutions and the public greater reassurance on the quality of the statistic. The ONS have dedicated notable resources to this area which has been fruitful."

•The majority of comments relating to **how quality could be improved** focused on issues with specific outputs.

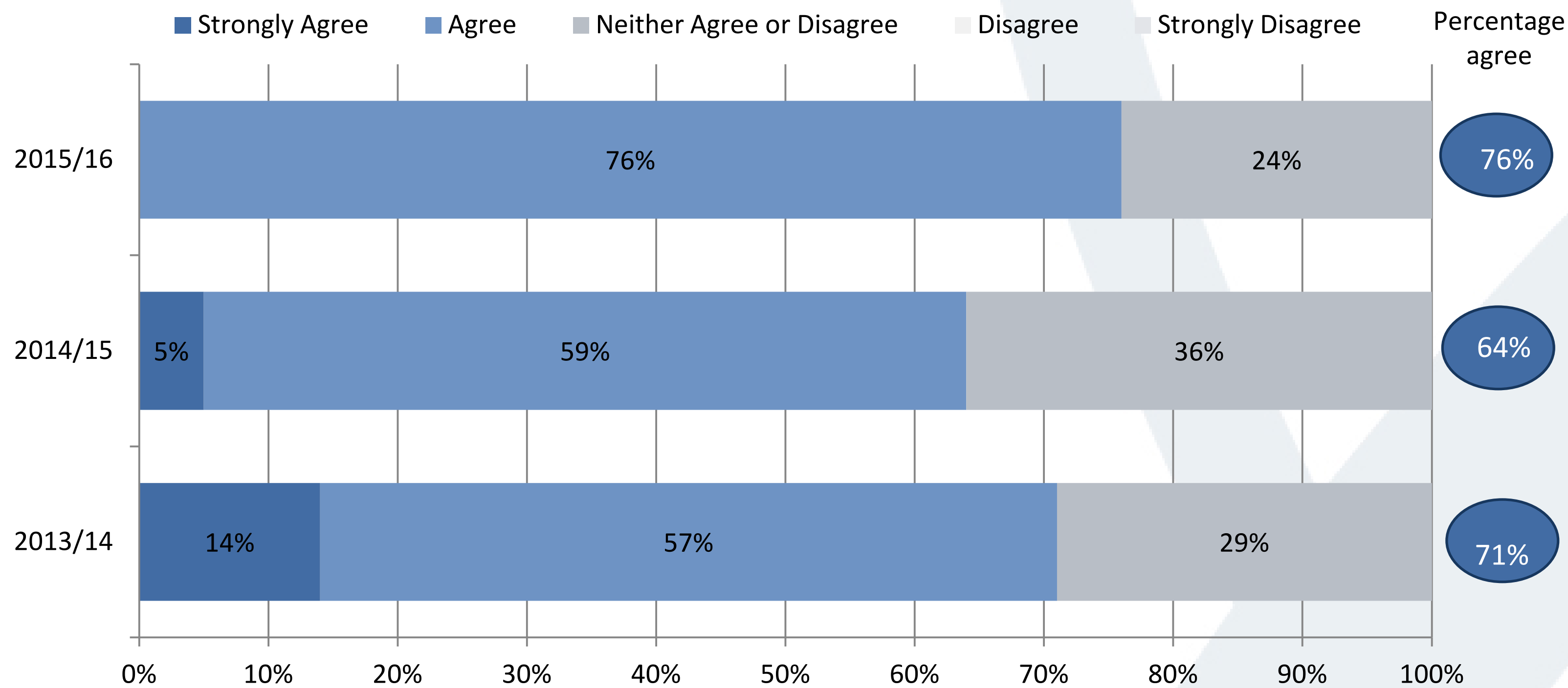
• However, a general concern was that data (and associated metadata and methodology documents) could be difficult to find. For example, publication titles were not always clear, and difficulties were reported with locating outputs on the ONS website*. Outputs themselves were also identified as being difficult to navigate, or presented in a way that was not accessible to non-expert users.

• It was noted that explanations of methodology were not always sufficiently comprehensive to aid interpretation and understanding.

* It should be noted that as the survey was completed over the period when the new ONS website was being introduced, it is not clear whether respondents have commented on the new or the previous website.

Key Accounts: Innovation

- In 2015/16, 76% of key accounts agreed that the ONS is innovative in its response to statistical needs.
- Although the percentage of customers strongly agreeing with this statement has gradually decreased in the last two years the overall percentage of customers who agree the ONS is innovative has increased by 12% from 2014/15.
- Nevertheless, overall agreement scores across the survey indicate that innovation still receives the lower level of satisfaction scores and is therefore an area of further development.



- All years key account analysis also shows an increase in the proportion of customers agreeing that the ONS is innovative .

No specific question about innovation was asked in 2012/13 key account assessment

Key Accounts: Innovation

• Key accounts comments on the extent to which they agree ONS develops and implements innovative methods in response to statistical needs were mixed.

• Following a similar pattern to 2014/15 Key accounts were particularly pleased with ONS innovation in the field of data visualisation (n=5), with specific praise at the use of interactive infographics (n=5). The growing development and use of admin data sources (n=4) and technologies used in collecting big data (n=3) were also praised.

"We have noticed some excellent work e.g. on data visualisation and interactive web content."

"ONS are clearly demonstrating a commitment to developing and implementing innovative methods…. This includes the work undertaken on admin data, web scraping of prices"

•Despite positive praise for dissemination and using big data customers noted that innovation was not always consistent across areas (n=6).

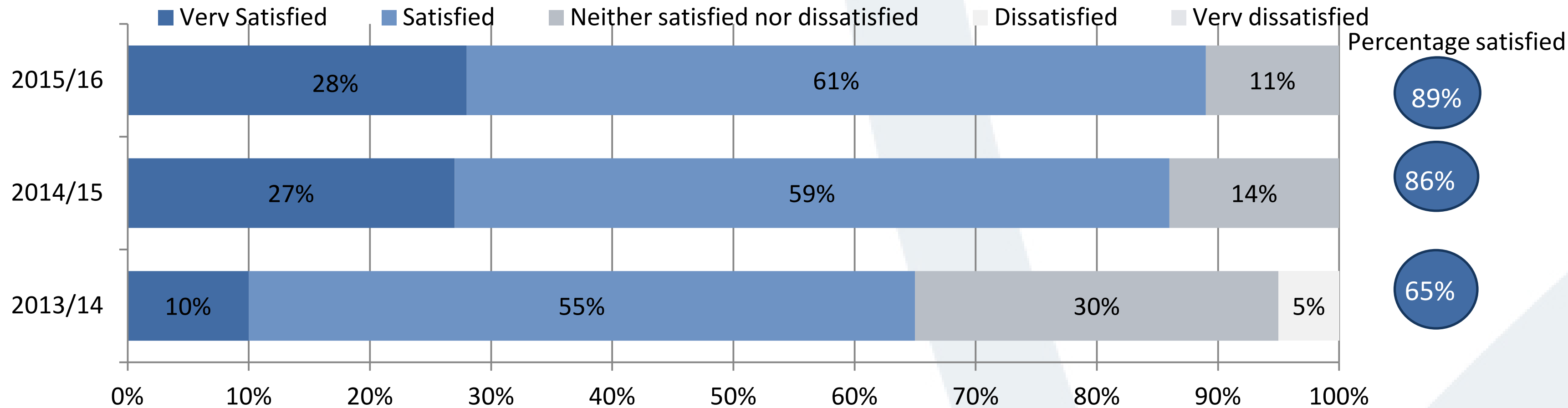
•Additionally it was suggested that how ONS communicates and shares the use of innovative methods could be improved across the organisation.

"ONS is arguably less innovative in some other technological areas where they could have a real impact leading across government (e.g. mobile phone data)."

• Looking within the all years key account data five customers increased their agreement with innovation at ONS over the three years, three customers were consistent in their opinions and four customers decreased their agreement. Considering this alongside some of the qualitative responses it further highlights the suggestions that some areas are considered to be innovative whereas other areas are lagging behind.

Key Accounts: Engagement

Positive opinion regarding ONS engagement with its users has increased substantially since the 2013/14, with 89% of key accounts describing themselves as satisfied or very satisfied in 2015/16.



• A large number of key accounts (n=20) supplemented this rating given with further positive comment.

• **Positive comments** were made regarding ONS keeping key accounts well informed with regular contact (n=5), and giving them opportunities to have a say and influence ONS plans (n= 9). It was suggested by two key accounts that secondments across organisations would further boost the strong engagement.

"members (…) have remarked positively about ONS willingness to engage and consult, and to be open about the statistics and development work. In general ONS do keep us informed about work."

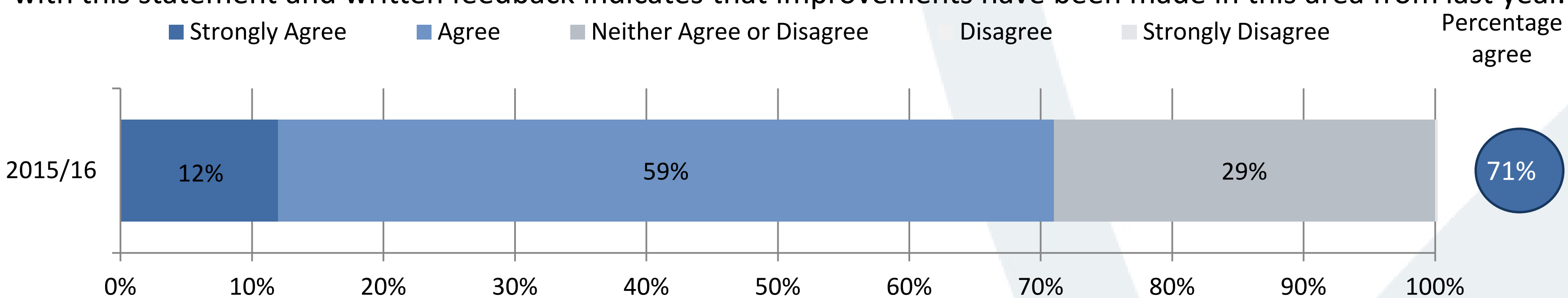
"… in a number of areas ONS seek a contribution and then [key account] expertise and feedback is ignored, or else sufficient time is not allowed to make a sensible contribution"

•A number of **areas for improvement** were noted including being kept informed of ad hoc releases, corrections and delays in releases (n=3). It was also suggested that on occasion ONS had requested feedback either too late in the decision making process or had ignored the input given.

Key Accounts: Understanding Customers' Needs

In response to Customer Feedback from 2014/15 an additional question specifically relating to how well the ONS understood the needs of key organisations was added to the 2015/16 survey.

71% of users agreed that ONS understood the needs of their organisation. Compared to other measurement areas understanding customers needs received one of the lowest satisfaction ratings. Nevertheless, no key account disagreed with this statement and written feedback indicates that improvements have been made in this area from last year.



•**Where positive written feedback was left** (n=11) five key accounts specifically highlighted improvements in the understanding of customer needs over the last year.

•**Nevertheless there is still room for improvement.**

•Where negative written feedback was left (n=8) five key accounts specifically highlighted issues relating to understanding the political impacts of statistics and/or how they relate to policy.

"ONS are listening and changing… …There has been a clear change in focus of ONS over the last 6 months or so to try and provide more support for policy."

"Sometimes [ONS] are unaware of devolved issues until they are brought to their attention"

"It is not always obvious that ONS fully understands the different challenges and experiences faced by statisticians working in a policy department"

Key Accounts: Other indicators 2015/16

Impact

•All respondents continue to deem ONS statistics to be important to their work, with 89% indicating them to be very important*.

•Despite one key account indicating that ONS statistics were very unhelpful in informing their decisions 90% of customers rated the ONS statistics as helpful or very helpful in 2015/16.

•Key accounts emphasised the helpfulness of ONS with the vast majority of departments or organisations (n=15) offering positive reinforcement. This was both in terms of the helpfulness of staff and of the statistics themselves.

Independence

•100 % either agreed or strongly agreed that ONS acts independently .

- •The proportion of key accounts who strongly agreed also increased from 64% in 2014/15 to 74% in 2015/16.

Reputation

•94% of key accounts would speak highly about ONS to others - an improvement on the previous two years.

•This is consistent with the all years key accounts which has seen an increase from 73% in 2013/14 to 91% in 2015/16..

"Census data, in particular, provides a valuable resource for a range of research topics of interest to the social sciences"

"Find ONS staff generally receptive to [key account] needs, and obliging."

*The question on importance was excluded from the 2014/15 survey and therefore has no comparison data. The format and responses of the helpful question differed pre 2015/16, these years are therefore not used for comparison. Because of this there is also no all years key account analyses available for these questions.

What we are doing well

Across the board key account customers have **generally rated higher levels of satisfaction** in 2015/16 compared to previous years. **Willingness to help, engagement** and **generally positive working relationships** were identified as key areas of satisfaction

When asked to comment on what ONS does well, key accounts chiefly commented on the helpfulness and accessibility of ONS staff, particularly:

- Willingness of ONS staff to help and support key accounts and provide advice and guidance
- Successful collaborative working and constructive working relationships
- Expertise of ONS staff
- Responsiveness of ONS to queries and requests
- Direct liaison and engagement with users of statistics
- Openness of ONS to negotiation regarding surveys and publications

"ONS staff are generally expert in their area and are willing to help."

"Over and above the substantial joint work we enjoy with ONS, the fact that we have worked together so well on strategically important topics… has been incredibly valuable. I think these complex issues benefit from the different experiences and perspectives across the four nations, and in doing so strengthen the Government Statistical Service as a whole."

"[We] enjoy constructive working relations with a number of different ONS teams. We appreciate the advice and analysis that they provide, and their responsiveness to our requests."

What we should focus on

Satisfaction with levels of innovation saw the largest increase showing positive recognition for the steps that ONS are taking to improve this area. Nevertheless, the quantitative results reveal there is **still more work to be done** since **satisfaction with innovation** is still one of the **lowest scoring areas.**

Understanding customer needs represents the lowest scoring criteria of satisfaction and should be indentified as an area for further development. More specifically, qualitative responses suggest that ONS staff would benefit from a greater understanding of how statistics are used in policy.

Key Accounts also highlighted the outputs and services they feel ONS needs to develop further.
They focused on:

Clearer communication of releases
Customers felt that releases were sometime too long and complex. And that it was too hard to find the most important information. It was suggested that clearer sign posting and short accessible summaries would be helpful.

Higher-Depth Analysis
Some users expressed desire for the ONS to spend more time providing more explanation and interpretation of data, explaining strengths and weaknesses and considering the impacts of results on policies.

Consistency in presentation
Users told us that they would welcome greater consistency in the presentation of data (e.g. layout and style) in publications.

Contact details
Customers also suggested that having lower level contact details would be helpful.

"more understanding/commentary on why things are happening, rather than just what is happening"

"ONS could review press releases – these seem to be growing so that they meet all users' needs. For example [a] December release [was] over 50 pages. Does this release need over 10 pages of revisions tables?"

Annex 1a: Customer Satisfaction Survey methodology

The responses given in the first half of this report include responses from both the customer satisfaction survey questionnaire and, where the questions align, the Key Accounts questionnaire.

Only sectors with ten or more responses are shown in the analysis by sector; however, all responses are included in the ‘Total’ category in the sector charts.

Key Accounts were asked fewer questions than the survey customers. Where Key Accounts are not included for a specific question, National Government is excluded from the analysis by sector due to small numbers of respondents.

Comparisons with previous years

Sample size

The sample size decreased by a quarter from 249 in 2014/15 to 182 in 2015/16. It is possible that this was the result of timing issues with the survey. The survey ran over the Easter break and was out for a shorter period of time (approximately 4 weeks compared with 6 weeks in previous years). Because of this caution needs to be taken when comparing results from previous years, however it should be noted that although the overall number of respondents has reduced the proportion of responders from different sectors have remained similar with the exception of academia which accounted from 25% of the overall sample in 2014/15 and 19% in 2015/16.

Duplicate responses

Comparisons with 2013/14 should be treated with caution due to a change in the treatment of duplicate responses from organisations:

- In2013/14, only one response was taken from each organisation to avoid double-counting (11 responses were excluded)
- From 2014/15 onwards, a new question was added to identify whether respondents were individuals or representing an organisation
- From 2014/15 onwards, all individual responses were included in the analysis, including where more than one individual had responded from the same organisation

Annex 1b: Key Accounts methodology

Throughout this report the definition of Key Accounts includes those organisations that ONS have a key relationship with.

Where respondents have provided multiple scores for questions rather than providing a single rating, the following decision has been taken: since the data is ordinal, when there was one modal response, the modal value was taken as the overall score; when there were two or more modal responses the mean was taken and when this was not a whole number the score was rounded towards the more extreme value (away from the baseline of 3) (i.e. a score of 1 and 4 would be averaged to 2.5 and rounded away from 3, to 2).

2015/16 analysis

In 2015/16 The Home Office provided written letter feedback and an indicative overall score only. Consequently, there is no quantitative data for the Home Office but their written comments are included within qualitative analysis.

Comparisons with 2013/14 and 2012/13

There is a slight variation in the previously reported 2013/14 and 2014/15 results as we have changed how we have dealt with multiple or half scores. This was necessary to ensure we were fairly comparing data across years and that any differences were not merely the result of methodological changes.

Sample Size

As there were only 19 quantitative responses from Key Accounts comparisons with previous years should be taken with caution as a small change in responding customers could have a large impact on the results. Analysis has also been provided, where appropriate, for key account customers who have responded in all previous years (n=12).

Annex 2: Key Account respondents by year

2015/16	2014/15	2013/14
Bank of England (BoE)	Bank of England (BoE)	Bank of England (BoE)
Department for Business Innovation and Skills (BIS)	Department for Business Innovation and Skills (BIS)	Department for Business Innovation and Skills (BIS)
		Cabinet Office (CO)
Department for Communities and Local Government (DCLG)	Department for Communities and Local Government (DCLG)	Department for Communities and Local Government (DCLG)
Department for Culture, Media and Sport (DCMS)	Department for Culture, Media and Sport (DCMS)	
Department for Education (DFE)	Department for Education (DFE)	Department for Education (DFE)
	Department for Environment, Food and Rural Affairs (DEFRA)	Department for Environment, Food and Rural Affairs (DEFRA)
Department for International Development (DFID)	Department for International Development (DFID)	Department for International Development (DFID)
Department for Transport (DfT)		
Department for Work and Pensions (DWP)	Department for Work and Pensions (DWP)	Department for Work and Pensions (DWP)
Department of Energy and Climate Change (DECC)	Department of Energy and Climate Change (DECC)	Department of Energy and Climate Change (DECC)
Department of Health (DH)	Department of Health (DH)	
Economic and Social Research Council (ESRC)	Economic and Social Research Council (ESRC)	
		Eurostat
Health and Social Care Information Centre (HSCIC)	Health and Social Care Information Centre (HSCIC)	Health and Social Care Information Centre (HSCIC)
		HM Passport Office (HMPO)
HM Revenue and Customs (HMRC)	HM Revenue and Customs (HMRC)	HM Revenue and Customs (HMRC)
HM Treasury (HMT)	HM Treasury (HMT)	
	Ministry of Defence (MOD)	Ministry of Defence (MOD)
Ministry of Justice (MOJ)	Ministry of Justice (MOJ)	
	National Audit Office (NAO)	National Audit Office (NAO)
		National Health Service England
Northern Ireland Statistics and Research Agency (NISRA)	Northern Ireland Statistics and Research Agency (NISRA)	Northern Ireland Statistics and Research Agency (NISRA)
Office for Budget Responsibility (OBR)	Office for Budget Responsibility (OBR)	Office for Budget Responsibility (OBR)
	Ordnance Survey (OS)	Ordnance Survey (OS)
Scottish Government (SG)	Scottish Government (SG)	
Welsh Government (WG)	Welsh Government (WG)	Welsh Government (WG)