

## ONS Customer Satisfaction Survey 2013/14

June 2014

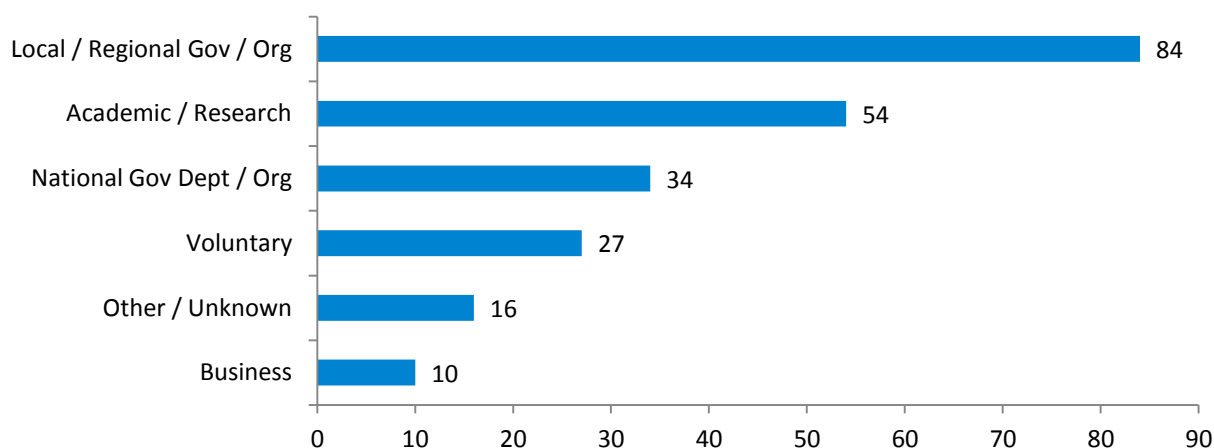
## Background

In the spring of 2014, ONS ran a customer satisfaction survey that was sent to 1,458 customers in 930 organisations.

The aim of the survey was to help us understand what customers think about the quality of our services and products and, more generally, about the way we engage with them. We also asked customers to tell us about the things they would like us to do better.

## Response to the survey

237 individuals from 225 organisations responded to the survey, including national government organisations, local authorities, charities, businesses and universities.



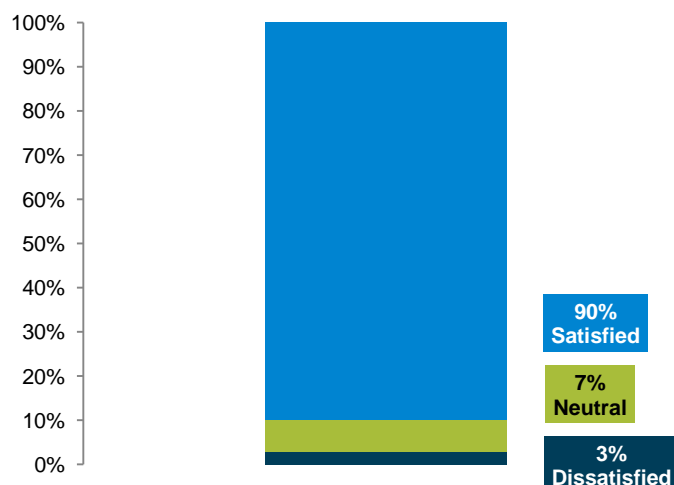
**Note:** The estimates shown in this publication are based on the responses received only, and the responders may not be representative of the population. This means that the estimates are subject to potential coverage and non-response error, but the available information is not sufficient to quantify the size of the error.

## Customer satisfaction and trust

When asked what they most value about ONS, two clear themes emerged: customers value the high quality, independent and reliable statistics we provide; and they value the helpfulness, willingness and responsiveness of our staff.

Overall, 90% of customers are satisfied or very satisfied with the service they receive from us and 80% of customers would speak highly of ONS as an organisation.

### 90% of customers are satisfied with ONS performance



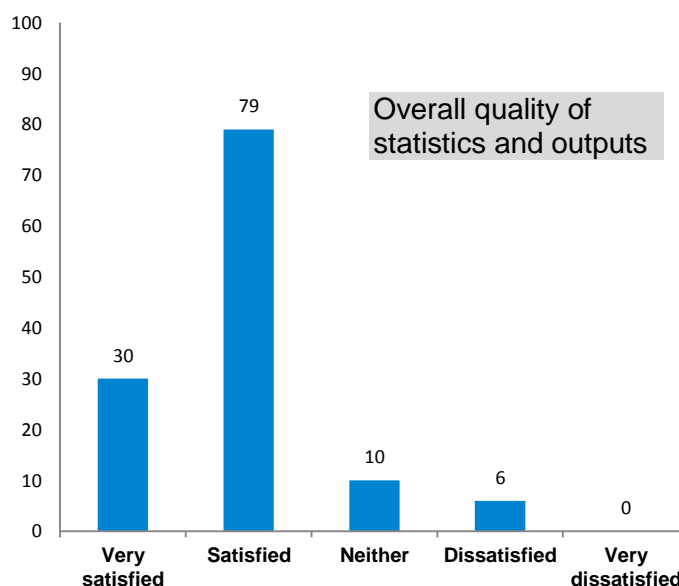
Trust in ONS statistics	% (n)
Trust greatly	52.7% (114)
Tend to trust	41.6% (90)
Neither trust nor distrust	3.8% (8)
Tend not to trust	1.4% (3)
Distrust greatly	0.5% (1)

Trust in ONS data is also high, with 94% of customers reporting that they trust greatly or tend to trust ONS statistics and outputs.

## Use and quality of ONS statistics, products and services

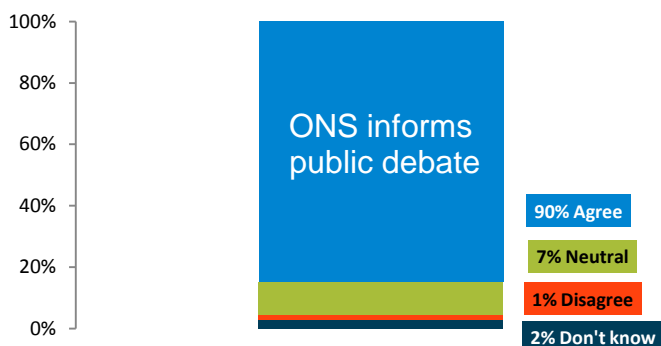
87% of customers are satisfied with the overall quality of ONS statistics and outputs.

When asked about specific aspects of the quality of our outputs and services, customers are most satisfied with: data accuracy (94% satisfied or very satisfied); the extent to which statistics and outputs meet their needs (90% satisfied or very satisfied); and the direct contact they have with ONS statisticians (89% satisfied). Customers are least satisfied with how easy it is to find statistics (36% satisfied or very satisfied) and with the quality of our website (53% satisfied).



79% of customers feel that ONS statistics and outputs are very important to their work and 80% agree that they help improve decision making.

26% of customers use our statistics and outputs daily and 31% use them at least once a week.



Generally, customers have several reasons for using ONS statistics and outputs, but most commonly these are for research, for monitoring and/or formulating policy, and for regional or local comparisons.

90% of customers agree that we help to inform public debate on issues that affect the UK's economy and society.

## Engagement with ONS

67% of customers agree that we give them opportunities to share their views on our work, but only 39% feel that we listen and respond to their feedback, and 79% feel informed about what we do.

When asked to comment on engaging with ONS, a common response was that customer consultation sometimes feels like a token gesture that does not lead to obvious action or feedback.

Many customers asked for regular e-mail bulletins or e-alerts to keep them in touch with ONS news and developments.

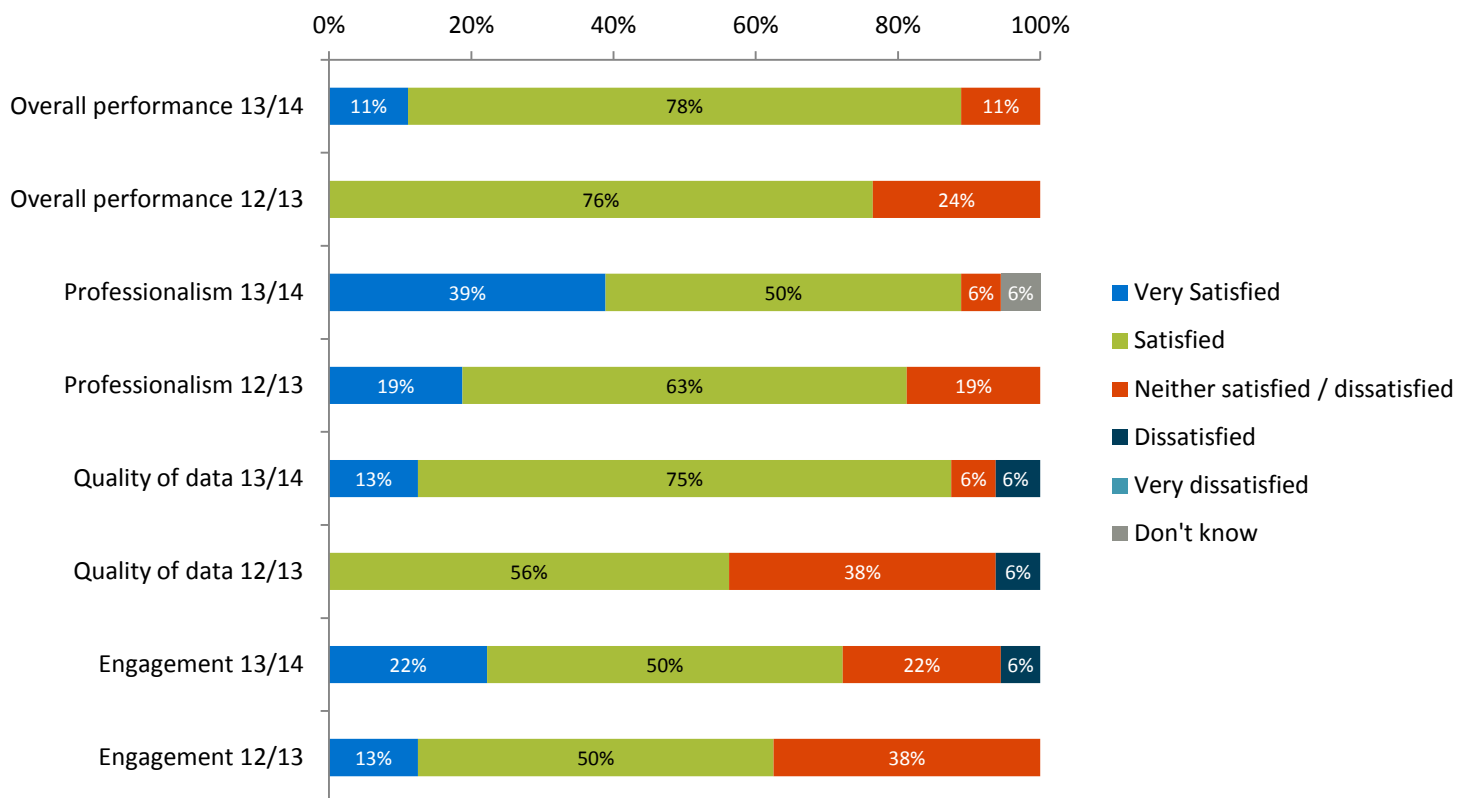
## Feedback from our key account customers

ONS works particularly closely with central government departments, the Bank of England and the Office for Budgetary Responsibility. We call these 25 organisations our key account customers.

Every year we ask them to assess and provide detailed feedback on the quality of our statistical products and services. Twenty key account organisations responded to our customer satisfaction survey.

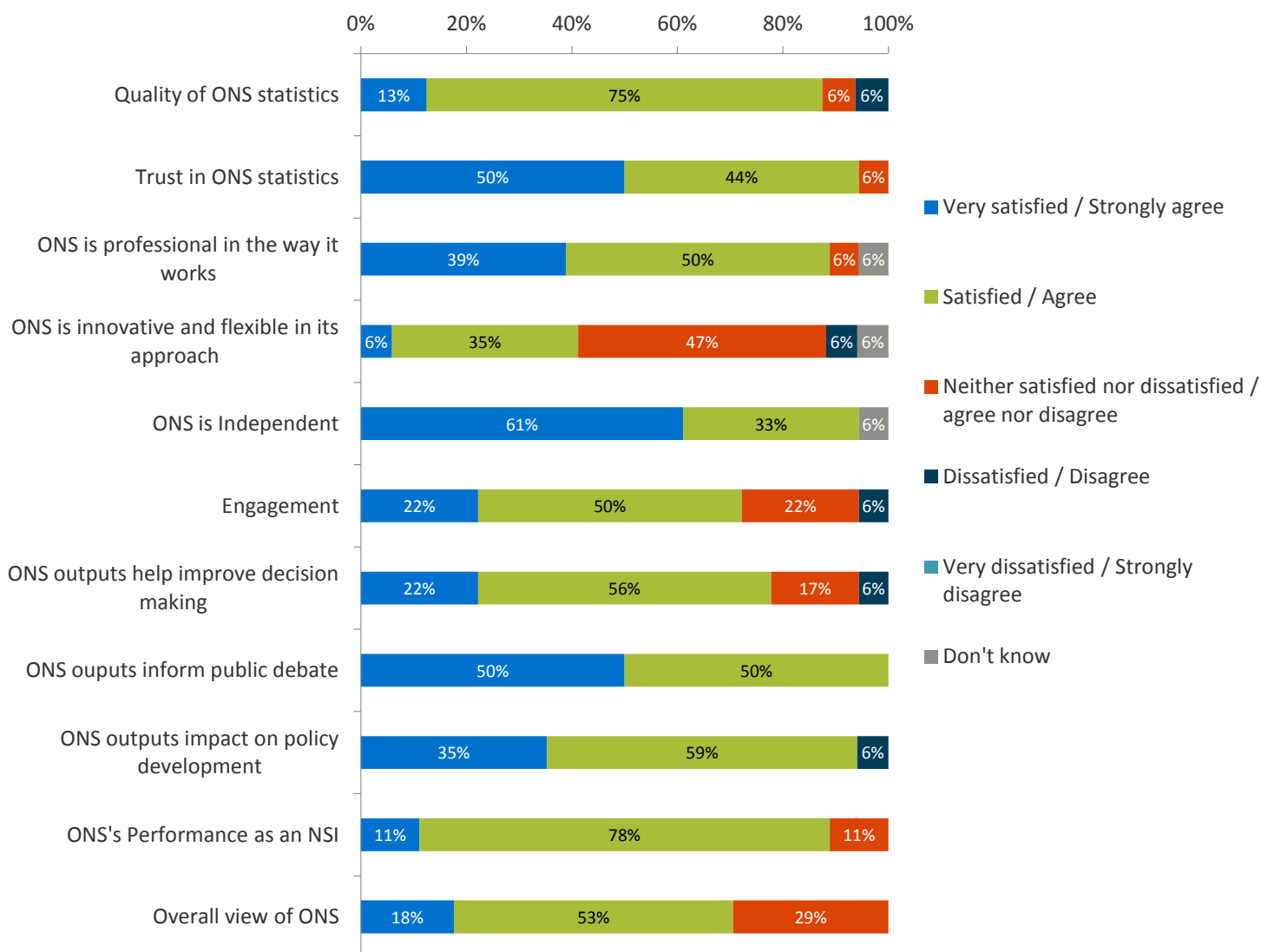
Responses show that satisfaction with ONS performance, engagement and the quality of our statistics has increased significantly over the past year.

**Comparisons 2012/13 and 2013/14**



Key account customers particularly appreciate the helpfulness of ONS staff and our collaborative approach to addressing their concerns. Areas highlighted for improvement include: the ONS website and accessing our outputs and metadata; pre-release access; and methodologies for ad hoc statistics.

### Summary of key account responses



### Things we need to do better

It is clear from the survey that customers are least satisfied with our website – this attracted the highest level of negative opinion. Some also feel that, while we provide opportunities for customers to share their views, we could do more to listen and react to customer opinion.

Some customers commented on the lack of local data and the need for more clarity surrounding what local data is available and at what geographical level. Some also raised concerns about the

possible impact of future budget cuts on ONS outputs, fearing that this might force us to focus only on what is considered useful or acceptable within any current government policy agenda.

## Next steps

We would like to thank everyone who took the time to participate in the customer satisfaction survey. The findings will now be used to help improve our products and services and to develop the way we engage with, and respond to, customers.

We plan to publish an updated response to the survey findings later in the year, describing some of the things we are doing to change or improve the services we offer so that we can better meet our customers' needs.