

#71



COMPLETE

PAGE 2: Your use of ONS statistics and analyses

**Q1: How important, if at all, are ONS statistics and analyses to your work? Please select one answer only**

Fairly important

**Q2: Which ONS statistics and analyses do you use? Please select all that apply**

Travel and tourism

**Q3: What do you/your organisation use ONS statistics and analyses for? Please select all that apply**

Market analysis,  
Other (please specify)  
international compilation and comparison

PAGE 3: Your opinion of ONS statistics and products

**Q4: To what extent do you trust statistics and analyses produced by ONS? Please select one answer only**

Trust them greatly

**Q5: How satisfied or dissatisfied are you with the extent to which the statistics and analyses you use.. Please select one answer per row**

Meet your needs

Very satisfied

Are accurate

Very satisfied

Are released quickly

Very satisfied

Are clearly presented

Very satisfied

Are released on time

Very satisfied

Are easy to find

Neither satisfied nor dissatisfied

Enable comparisons with other data

Neither satisfied nor dissatisfied

Are complete

Satisfied

**Q6: How satisfied or dissatisfied are you with the quality of ONS statistics and analyses?** Very satisfied  
**Please select one answer only**

**Q7: How satisfied or dissatisfied are you with the quality of the following ONS products?**  
**Please select one answer per row**

|                                      |                          |
|--------------------------------------|--------------------------|
| Statistical bulletins                | Don't use/not applicable |
| Short stories                        | Don't use/not applicable |
| Methodology articles                 | Don't use/not applicable |
| Release calendar                     | Don't use/not applicable |
| Data tables                          | Satisfied                |
| Infographics and data visualisations | Don't use/not applicable |
| YouTube videos                       | Don't use/not applicable |

**Q8: How satisfied or dissatisfied are you with the quality of the following ONS services?Please select one answer per row**

|                                              |                          |
|----------------------------------------------|--------------------------|
| ONS Twitter                                  | Don't use/not applicable |
| ONS Facebook                                 | Don't use/not applicable |
| ONS e-alerts                                 | Don't use/not applicable |
| ONS Update                                   | Don't use/not applicable |
| ONS website                                  | Satisfied                |
| NOMIS website                                | Don't use/not applicable |
| NeSS Website                                 | Don't use/not applicable |
| ONS Data Explorer                            | Satisfied                |
| Application Programming Interface (API)      | Don't use/not applicable |
| ONS customer helplines (telephone and email) | Don't use/not applicable |
| Direct contact with ONS statisticians        | Don't use/not applicable |
| ONS events/conferences                       | Don't use/not applicable |

**PAGE 4: Impact of ONS statistics**

**Q9: Have ONS statistics and analyses helped to inform any decisions you or your organisation has made over the last year?Please select one answer only**

Yes,  
 Please provide examples and further comments we used data presentation by ONS as best practice example for other countries

**Q10: Have ONS statistics and analyses helped inform your policies over the last year? Please select one answer only**

No

**Q11: What information, advice or services could we provide to help inform your decision making and policies?**

*Respondent skipped this question*

**Q12: To what extent have ONS statistics, analyses and advice been helpful in providing an evidence base for your decision making and policies over the last year? Please select one answer only**

*Respondent skipped this question*

**PAGE 5: Your view of ONS**

**Q13: Looking at the following statements about how ONS works, to what extent do you agree or disagree that ONS... Please select one answer per row**

Is independent (e.g. our statistics are free from political influence)

Agree

Is innovative in the way it works (e.g. using new technologies, methods and data sources)

Strongly agree

Gives me/my organisation opportunities to share views on its work

Agree

Listens and responds to my/my organisation's feedback

Don't know

Informs public debate on issues affecting the UK's economy and society

Don't know

**Q14: How well informed, if at all, do you feel about the work of ONS? Please select one answer only.**

Not very well informed

**Q15: Please tell us what you think we are doing well.**

*Respondent skipped this question*

**Q16: Please tell us what you think we could do better.**

*Respondent skipped this question*

**Q17: Please tell us if there is anything we don't currently do which you would like us to.**

*Respondent skipped this question*

**Q18: Taking into account everything you know about ONS, overall, how satisfied or dissatisfied are you with the performance of ONS as a national statistics institute? Please select one answer only**

Satisfied

**Q19: Which of the following statements best reflects your overall view of ONS? Please select one answer only**

I would speak highly of ONS, if someone asked my opinion

**PAGE 6: And finally... a bit about you!**

**Q20: Are you answering this questionnaire on behalf of an organisation or as an individual? Please select one answer only**

Organisation

**Q21: Please tell us a bit about you. We do not plan to publish any personal information.**

Your name

Organisation

Email address

World Tourism Organisation

**Q22: What sector do you work in? Please select one answer only**

International organisation