

ASA KEY PERFORMANCE INDICATORS

Quarter 1 2011

This document sets out how the ASA has performed against its key targets in the period 1 January – 31 March 2011 and a comparison with the same period last year. Indicators include the number of complaints received and resolved and the speed with which we deal with cases.

Full details of our performance are published in our Annual Report (May) and Annual Statement (October).

For more information please contact us at enquiries@asa.org.uk.

Key Performance Indicator	Q1 2010 Performance	Target	Q1 2011 Performance
Number of complaints received	6,900	To report trend data on complaints received and resolved by quarter.	6,677
Number of cases received	3,597	To report trend data on the number of ads to which the total complaints relate	5090
Number of complaints resolved	6,924	To report trend data on complaints received and resolved by quarter.	5762
Number of cases resolved	3,435	To report trend data on the number of ads to which the total complaints relate	4543
Turnaround times for complaints		We aim to resolve 80% of cases within the turnaround times stated (working days).	
Broadcast			
Not Investigated	95%	5	91%
Not Investigated after Preliminary Work	88%	10	87%
Not Investigated after Council Decision	89%	25	98%
Informal Investigation	100%	35	94%
Standard Investigation	100%	85	95%
Complex Investigation	95%	140	94%
Non-broadcast			
Not Investigated	93%	5	87.8%
Not Investigated after Preliminary Work	80%	10	82.9%
Not Investigated after Council Decision	91%	25	82%
Informal Investigation	91%	35	93%
Standard Investigation	96%	85	96%
Complex Investigation	96%	140	88%
Independently reviewed cases¹			
Total Cases received	7	To report the number of cases reviewed by the Independent	12
Of which:			

¹ Full details of the Review procedure are set out in the Advertising Codes and available at www.asa.org.uk.

Cases Withdrawn/ineligible	2	Reviewer.	1
Cases Not for Council	3		6
Cases in Progress	0		0
Cases to Council	2		5
Customer Satisfaction²			
Complainants	57%	To report on customer satisfaction surveys undertaken with complainants and advertisers	Data reported every six months
Advertisers	72%		
Advice and Training³			
Total number of industry contacts and occasions when advice and guidance was provided by CAP and ASA	12,355	Increased usage of the self-regulatory system's advice, training and guidance resources	47,656
Usage of the ASA website			
Number of unique visitors	183,880	To report the number of visitors and visits to the ASA website.	219,097
Number of visits	251,957		298,211

² ASA Customer Satisfaction Survey – “overall satisfaction” score for complainants and advertisers July-December 2010

³ Includes Copy Advice enquiries, number of delegates at in-house and external training seminars, readership of e-newsletters, unique visits to Advice Online and Help Notes.