

## ASA KEY PERFORMANCE INDICATORS Quarter 4, 2010

The table below sets out the key indicators against which the ASA's performance is measured, our performance against target October - December 2010 and a comparison with the same period last year. Indicators include the number of complaints received and resolved and the speed with which we respond to complaints. More details of our performance are published in our Annual Report (published each year in April/May) and our Annual Statement (published each year in October). For more information please contact us at [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk).

Key Performance Indicator	Q4 2009 Performance	Target	Q4 2010 Performance
<b>Number of complaints received</b>	7,500	To report trend data on complaints received and resolved by quarter.	5,135
<b>Number of cases received</b>	923	To report trend data on the number of ads to which the total complaints relate	3,057
<b>Number of complaints resolved</b>	7,097	To report trend data on complaints received and resolved by quarter.	5,205
<b>Number of cases resolved</b>	1,271	To report trend data on the number of ads to which the total complaints relate	3,102
<b>Turnaround times for complaints</b>		We aim to resolve 80% of cases within the turnaround times stated (working days).	
<b>Broadcast</b>			
Not Investigated	90.6%	5	75.5%
Not Investigated after Preliminary Work	87.5%	10	85.4%
Not Investigated after Council Decision	88.2%	25	89.2%
Informal Investigation	100%	35	96.8%
Standard Investigation	100%	85	92%
Complex Investigation	95.8%	140	95%
<b>Non-broadcast</b>			
Not Investigated	90.4%	5	78.9%
Not Investigated after Preliminary Work	81.1%	10	79.4%
Not Investigated after Council Decision	92.2%	25	90%
Informal Investigation	89.9%	35	89.9%
Standard Investigation	91.4%	85	93.9%
Complex Investigation	88.9%	140	88.7%
<b>Independently reviewed cases<sup>1</sup></b>			
<b>Total Cases received</b>	8	<b>To report the number of cases reviewed by the Independent</b>	5
Of which:			

<sup>1</sup> The Independent Reviewer of ASA Adjudications was Sir John Caines until 31 December 2009, whereupon he was succeeded by Sir Hayden Phillips. Full details of the Review procedure are set out in the Advertising Codes and available at [www.asa.org.uk](http://www.asa.org.uk).

Cases Withdrawn/ineligible	1	<b>Reviewer.</b>	1
Cases Not for Council	5		1
Cases in Progress	2		1
Cases to Council	0		2
<b>Customer Satisfaction<sup>2</sup></b>			
<b>Complainants</b>	57%	To report on customer satisfaction surveys undertaken with complainants and advertisers	Data available at end February 2010
<b>Advertisers</b>	72%		
<b>Advice and Training<sup>3</sup></b>			
Total number of industry contacts and occasions when advice and guidance was provided by CAP and ASA	45,262 <sup>4</sup>	Increased usage of the self-regulatory system's advice, training and guidance resources	45,462 <sup>5</sup>
<b>Usage of the ASA website</b>			
<b>Number of unique visitors</b>	227,372	To report the number of visitors and visits to the ASA website.	163,776
<b>Number of visits</b>	302,656		220,710

<sup>2</sup> ASA Customer Satisfaction Survey – “overall satisfaction” score for complainants and advertisers July-December 2010 compared to same period in 2009.

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

<sup>4</sup> Total year 2009

<sup>5</sup> Total year 2010