ASA KEY PERFORMANCE INDICATORS
Quarter 3 2011

This document sets out how the ASA has performed against it key targets in the period 1 July – 30 September 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	Q3 2010 Performance	Target	Q3 2011 Performance
Number of complaints received	5,715	To report trend data on complaints received and resolved by quarter.	7,013
Number of cases received	3,646	To report trend data on the number of ads to which the total complaints relate	5,418
Number of complaints resolved	7,723	To report trend data on complaints received and resolved by quarter.	7,588
Number of cases resolved	3,606	To report trend data on the number of ads to which the total complaints relate	5,633
Turnaround times for complaints		We aim to resolve 80% of cases within the turnaround times stated (working days).	
Broadcast			
Not Investigated	85%	5	91%
Not Investigated after Preliminary Work	88%	10	90%
Not Investigated after Council Decision	96%	25	97%
Informal Investigation	99%	35	97%
Standard Investigation	100%	85	91%
Complex Investigation	93%	140	62%
Non-broadcast			
Not Investigated	87%	5	87%
Not Investigated after Preliminary Work	80%	10	80%
Not Investigated after Council Decision	94%	25	83%
Informal Investigation	93%	35	92%
Standard Investigation	97%	85	92%
Complex Investigation	93%	140	84%
Independently reviewed cases[1]			
Total Cases received	12	**To report the number of cases reviewed by the Independent Reviewer.**	17
Of which:			
Cases Withdrawn/ineligible	0		2

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

Cases Not for Council Cases in Progress Cases to Council	9 1 2		13 1 2
Customer Satisfaction[2] **Complainants** **Advertisers**	 56% 74%	To report on customer satisfaction surveys undertaken with complainants and advertisers	Data available at end Q4 (December 2011)
Advice and Training[3] Total number of industry contacts and occasions when advice and guidance was provided by CAP and ASA	12,189	Increased usage of the self-regulatory system's advice, training and guidance resources	14,037
Usage of the ASA website **Number of unique visitors** **Number of visits**	 152,948 207,839	To report the number of visitors and visits to the ASA website.	 157,254 213,173

[2] ASA Customer Satisfaction Survey – "overall satisfaction" score for complainants and advertisers July - September 2011 compared to same period in 2010.
[3] Includes Copy Advice enquiries, number of delegates at in-house and external training seminars, readership of advice newsletters, unique visits to Advice Online, Help Notes, case studies and check lists.