ASA KEY PERFORMANCE INDICATORS
Quarter 4 2011

This document sets out how the ASA has performed against it key targets in the period 1 October – 31 December 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	Q4 2010 Performance	Target	Q4 2011 Performance
Number of complaints received	5,135	To report trend data on complaints received and resolved by quarter.	8,823
Number of cases received	3,057	To report trend data on the number of ads to which the total complaints relate	5,156
Number of complaints resolved	5,205	To report trend data on complaints received and resolved by quarter.	8,282
Number of cases resolved	3,102	To report trend data on the number of ads to which the total complaints relate	5,090
Turnaround times for complaints		We aim to resolve 80% of cases within the turnaround times stated (working days).	
Broadcast			
Not Investigated	76%	5	92%
Not Investigated after Preliminary Work	85%	10	88%
Not Investigated after Council Decision	89%	25	95%
Informal Investigation	97%	35	98%
Standard Investigation	92%	85	92%
Complex Investigation	95%	140	76%
Non-broadcast			
Not Investigated	79%	5	86%
Not Investigated after Preliminary Work	79%	10	78%
Not Investigated after Council Decision	90%	25	87%
Informal Investigation	90%	35	93%
Standard Investigation	94%	85	88%
Complex Investigation	89%	140	86%
Independently reviewed cases[1]			
Total Cases received	5	**To report the number of cases reviewed by the Independent Reviewer.**	15
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Cases Withdrawn/ineligible Cases Not for Council Cases in Progress Cases to Council	1 1 1 2		4 0 6 5
Customer Satisfaction[2] **Complainants** **Advertisers**	 56% 74%	To report on customer satisfaction surveys undertaken with complainants and advertisers	 50% 77%
Advice and Training[3] Total number of industry contacts and occasions when advice and guidance was provided by CAP and ASA	45,462[4]	Increased usage of the self-regulatory system's advice, training and guidance resources	97,160[5]
Usage of the ASA website **Number of unique visitors** **Number of visits**	 163,776 220,710	To report the number of visitors and visits to the ASA website.	 209,702 281,356

[2] ASA Customer Satisfaction Survey – "overall satisfaction" score for complainants and advertisers July - December 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.
[4] Total year 2010.
[5] Total year 2011.