

## **HMRC STATISTICS WEBSITE SURVEY – SUMMARY RESULTS AND HMRC RESPONSE**

The HMRC statistics website underwent significant improvements last year and was successfully re-launched in November 2012. A user survey was launched in January 2013 <http://www.hmrc.gov.uk/statistics/announcements/09-01-13.htm>, to further assess the effect of the improvements. This note summarises the findings from responses received by the time the survey closed on 5<sup>th</sup> April 2013 and provides an HMRC response. There were 61 responses to the survey; with 37 respondents completing the survey in full.

### **SUMMARY RESULTS**

#### **Regularity of visit to site**

Of the 61 responses, 62% reported visiting the site at least once a month. Of these 36.1% (22 respondents) visited the site weekly. Conversely 32.8% (20 respondents) reported visiting the site less than once a year.

#### **Accessing the site**

Just over half (50.8%) of all respondents stated that they accessed the site using the Official Statistics link on the HMRC home page. A further 32.8% accessed the site directly from an internet search engine. 10 respondents (16.4%) selected 'other' for this question; the majority of these respondents had the link to the site saved in their internet favourites.

#### **Reason for accessing the site**

It should be noted that at this point in the survey the number of respondents dropped to 49. The majority of respondents (85.7%) indicated that the primary reason for accessing the site was to access HMRC Statistics. A further 8 respondents (16.3%) indicated that they accessed the site for statistical policy guidance.

#### **Information accessed**

The most popular areas accessed by respondents were Income Tax & Personal Incomes, Corporate Tax, VAT and Tax Receipts, accounting for 11.4%, 10.1% 8.7% and 8.1% respectively. The full table is shown below. It should be noted that there are more responses to this question, as respondents were asked to tick all that applied.

<b>Area</b>	<b>%</b>	<b>Count</b>
Income Tax & Personal Incomes	11.4	17
Corporate Tax	10.1	15
VAT	8.7	13
Tax Receipts	8.1	12
Tax Gaps	6.7	10
Pensions & Tax Free Savings & Investment	6.0	9
Tax Expenditures & Ready Reckoners	6.0	9

Banking Sector PAYE & Corporate Tax Receipts	4.7	7
Child Benefits	4.7	7
Excise duties	4.7	7
HMRC Survey Compliance Costs	4.7	7
Trade Statistics	4.0	6
Capital Gains Tax	3.4	5
Inheritance Tax	3.4	5
Personal Tax Credits	3.4	5
Property & Stamp Duties	2.7	4
Other duties (e.g. landfill tax, betting, gaming and lottery duties, air passenger duty)	2.0	3
Personal Wealth	2.0	3
Charitable Donations & Tax Reliefs	1.3	2
Trusts	1.3	2
Other (please specify)	0.7	1

### Perceived improvement of HMRC Statistics

3 respondents believed that there had been a significant improvement following changes to the HMRC website. A further 46.3% (19 respondents) believed there had been an improvement. In contrast, 41.5% (17 respondents) believed the site was no different and 2 respondents found the new site to be worse.

### Level of satisfaction with HMRC site

There were 42 responses to this question. Each sub-question is addressed separately below.

- a) Overall satisfaction with the site – 73.8% of respondents were very or fairly satisfied with the site. A further 21.4% were neither satisfied nor dissatisfied and 4.8% were fairly or very dissatisfied.
- b) Ease of navigation – 66.7% of respondents were very or fairly satisfied with ease of navigation around the site. A further 19% were neither satisfied nor dissatisfied and 14.3% were very or fairly dissatisfied.
- c) Ability to find required information – 66.7% of respondents were very or fairly satisfied with the ability to locate information on the site. A further 21.4% were neither satisfied nor dissatisfied and 11.9% were very or fairly dissatisfied.
- d) Usefulness of the search engine function – respondents were less pleased with the search engine function, with only 42.9% indicating that they were very or fairly satisfied. A further 38.1% were neither satisfied nor dissatisfied and 19% were very or fairly dissatisfied.
- e) Visual appearance of the HMRC site – 61.9% of respondents were very or fairly satisfied with the visual appearance of the site. A further 31% were neither satisfied nor dissatisfied and 7.2% were very or fairly dissatisfied.
- f) Quality of information available – 78.6% of respondents were very or fairly satisfied with the quality of information available. A further 16.7% were neither satisfied nor dissatisfied and 4.8% were very or fairly dissatisfied.
- g) Adequate explanation of any terminology and jargon – 64.3% of respondents were very or fairly satisfied with the explanation of terminology

and jargon. A further 31% were neither satisfied nor dissatisfied and 4.8% were very or fairly dissatisfied.

- h) Ease of finding an appropriate contact – 59.5% of respondents were very or fairly satisfied with the ease of finding an appropriate contact. A further 31% were neither satisfied nor dissatisfied and 9.6% were very or fairly dissatisfied.
- i) Relevance of announcements published – 52.4% of respondents were very or fairly satisfied with the relevance of announcements published on the site. A further 45.2% were neither satisfied nor dissatisfied and 2.4% were very or fairly dissatisfied.

### **Ability to find required material and time taken to do so**

Of the 41 respondents who answered this question, 40 indicated that they were able to find the material that they needed on their last visit to the site. Of these, 7 respondents stated that locating the material took less time than expected. The majority of respondents (68.3% or 28 respondents) indicated that locating the material took about the same amount of time as expected and 6 respondents indicated that it took more time than expected.

### **Demographics**

Almost three quarters (74.4%) of respondents indicated that they worked in Central Government. A further 8 respondents stated that they worked in the private sector.

### **HMRC RESPONSE**

HMRC welcomes the responses received. Its statistics Head of Profession is now working with its statisticians and statistics producers to review the responses and build any recommendations that arise from them into any work plans for future updates to the website and statistical releases.

HMRC has an ongoing user engagement strategy:

<http://www.hmrc.gov.uk/statistics/code-of-practice/user-engagement-strategy.pdf>

and the responses received will be used as part of that approach to continuous improvement; with any changes announced through specific publication releases and updates and/or the statistics announcement area:

<http://www.hmrc.gov.uk/statistics/announcements.htm>.

**15<sup>th</sup> May 2013**