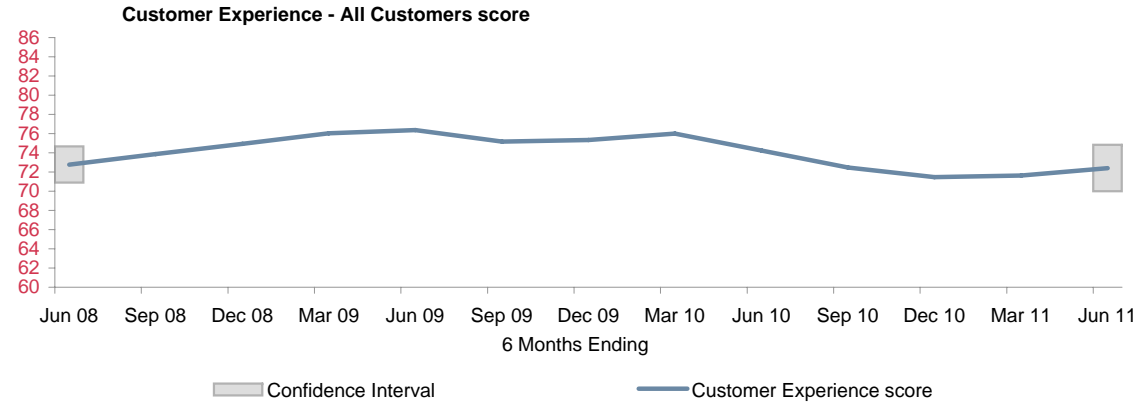


Customer Experience that the Tax System is Simple and Even-Handed



		Jun 08	Sep 08	Dec 08	Mar 09	Jun 09	Sep 09	Dec 09	Mar 10	Jun 10	Sep 10	Dec 10	Mar 11	Jun 11
All Customers*	Score	72.8	73.9	74.9	76.0	76.4	75.2	75.3	76.0	74.2	72.5	71.5	71.6	72.4
	Confidence Interval ±	1.9	1.9	1.8	1.8	1.8	1.9	1.9	1.9	2.0	1.8	2.2	2.3	2.4
Individuals	Score	73.0	74.0	73.3	74.5	76.5	75.6	75.3	75.3	74.7	73.1	70.0	68.3	70.7
	Confidence Interval ±	1.7	1.7	1.7	1.7	1.7	1.7	1.6	1.7	1.7	1.8	2.0	2.3	2.4
SME Business	Score	78.3	80.6	82.7	82.7	82.6	81.8	82.0	83.0	81.0	79.5	78.8	78.7	78.8
	Confidence Interval ±	1.9	1.9	1.8	1.8	1.8	1.9	1.9	1.9	2.0	1.8	2.2	2.3	2.3
Agents	Score	67.0	67.0	68.8	70.8	70.0	68.2	68.7	69.7	67.1	64.7	65.6	67.8	67.7
	Confidence Interval ±	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.9	2.1	2.1

Notes:

The Customer Experience score is a composite measure derived from four dimensions of customer experience; ease of understanding, ease of completing the process, ease of getting in touch and a service designed with needs in mind.

*All Customers score is an average of Individuals, SMEs and Agents scores.

All figures quoted are for six months to date shown.

Confidence Interval values are at the 95% confidence level

More information on the Customer Experience score can be found in HMRC Working Paper 11 on the HMRC website:

<http://www.hmrc.gov.uk/research/workingpapers.htm>