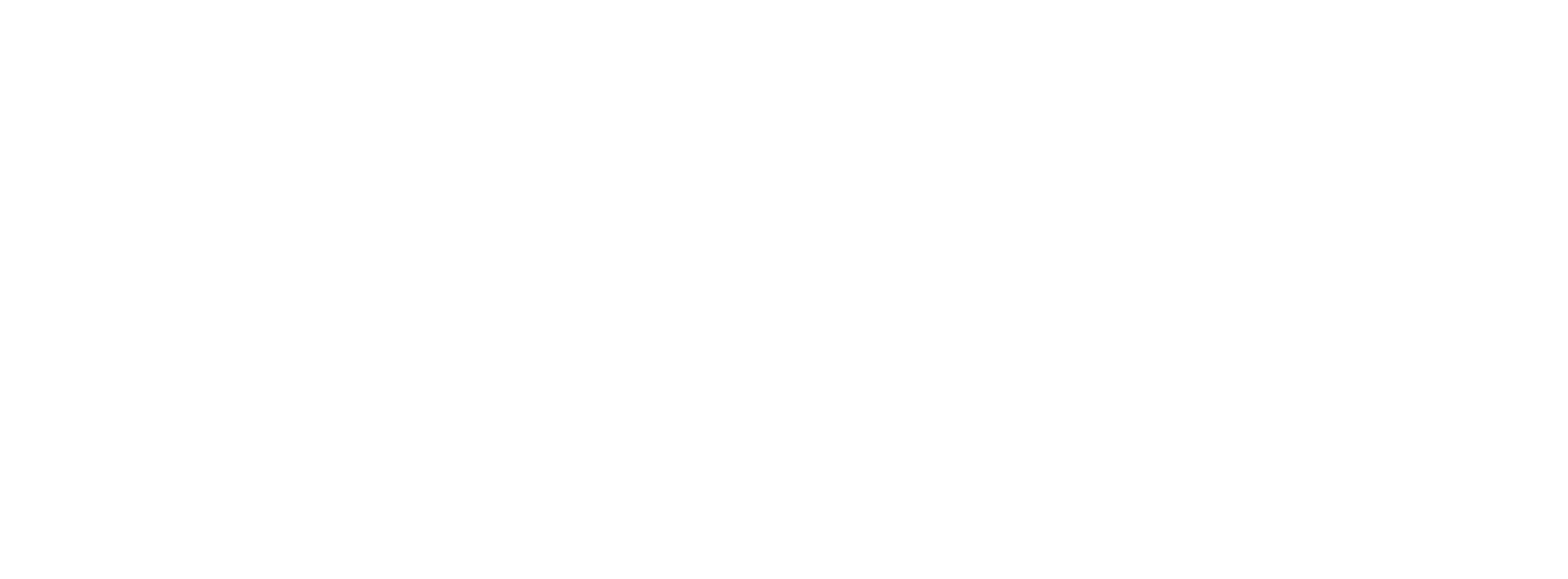


Annual Stakeholder Satisfaction Survey  
Office for National Statistics

29 January 2025  
External Affairs



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# Overview

At the Office for National Statistics (ONS), we are committed to providing high quality statistics and analysis for the public good.

Our annual stakeholder survey seeks to understand your satisfaction with and use of our statistics. This survey uses the term ‘statistics’ to include any data, analysis and statistics produced by the ONS.

Your views matter to us. They will help us improve our offer, including how we communicate and engage with you. This survey should take no more than 20 minutes to complete. You have the option to respond anonymously.

You can save your responses and return to complete the survey at a later point. You must have cookies enabled in your web browser to use this feature, and the feature is not available if you have completed and submitted your response.

If you have questions about this survey, please email [external.affairs@ons.gov.uk](mailto:external.affairs@ons.gov.uk).

**About your response**

We will process all data in line with [our data policy](https://www.ons.gov.uk/aboutus/transparencyandgovernance/dataprotection/privacyinformationforourstakeholders).

**Questionnaire**

## About your use of ONS statistics

1. **What do you use ONS statistics for? Select all that apply.**

*(Required)*

*Please select all that apply*

Content creation, such as news articles

Informing audiences I work with

Informing business cases

Informing organisational strategy

Personal interest

Policy and decision making

Postgraduate research

Service planning

Undergraduate research

Understanding an issue related to my work

Other - please specify

1. **To what extent have the following ONS statistical topics met your needs, if you have used them since January 2024?**

*(Required)*

*Please use an ‘X’ for answering each statistical topic.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Fully** | **Partially** | **Not at all** | **Haven’t used** |
| **Population and migration** |  |  |  |  |
| **Children and education** |  |  |  |  |
| **Crime** |  |  |  |  |
| **Economic growth and GDP** |  |  |  |  |
| **Environmental, climate change, and nature** |  |  |  |  |
| **Global trade and investment** |  |  |  |  |
| **Health and social care** |  |  |  |  |
| **Housing** |  |  |  |  |
| **Household income** |  |  |  |  |
| **Labour market** |  |  |  |  |
| **Prices, inflation and cost of living** |  |  |  |  |
| **Public sector finances** |  |  |  |  |
| **Subnational** |  |  |  |  |
| **Transport** |  |  |  |  |
| **Well-being** |  |  |  |  |
| **Other – please specify** |  |  |  |  |

1. **If your needs have only been met partially or not at all, please explain why.**
2. **Which levels of geography (for example national, regional, local) would you find most useful for ONS statistics to be produced at?**
3. **Please share any examples of how you have used ONS statistics in your work.**

1. **What geographic-level breakdowns of ONS statistics do you need?**  
   *(Required)  
     
   Please rank your top three levels by placing an ‘X’ in each column.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Rank 1** | **Rank 2** | **Rank 3** |
| National, such as UK, Great Britain, Scotland |  |  |  |
| Regional, such as South West England, Yorkshire and the Humber |  |  |  |
| Combined Authority (CA) |  |  |  |
| Local Authority (LA) |  |  |  |
| Middle layer Super Output Areas (MSOAs), that is areas of between 2,000 and 6,000 households |  |  |  |
| Lower layer Super Output Areas (LSOAs), that is areas of between 400 and 1,200 households |  |  |  |
| Output Areas (OAs), that is areas of between 40 and 250 households |  |  |  |
| International Territorial Level 2 (ITL2) |  |  |  |
| International Territorial Level 3 (ITL3) |  |  |  |
| Built-up areas (BUAs), that have urban characteristics and include settlements such as villages, towns and cities |  |  |  |
| Other, please specify |  |  |  |

1. **Compared to three years ago (January 2022), how satisfied or dissatisfied are you with the levels of geographic breakdowns provided in ONS statistics now?***(Required)  
     
   Please select only one item*

Extremely satisfied

Quite satisfied

Neither satisfied nor dissatisfied

Not very satisfied

Not satisfied at all

I don’t know

Not relevant

1. **What content types have you used on the ONS website since January 2024?**

*(Required)*

*Please use an ‘X’ in each column.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Use most often** | **Use frequently** | **Use occasionally** | **Don’t use** |
| **Written statistical commentary (for example, articles and bulletins)** |  |  |  |  |
| **Methodology and quality information** |  |  |  |  |
| **Data visualisations, charts and maps** |  |  |  |  |
| **Spreadsheets (accessed via data set pages)** |  |  |  |  |
| **Structured data sources (for example, downloadable timeseries of application programming interfaces)** |  |  |  |  |
| **Data tools and dashboards (such as the life expectancy calculator)** |  |  |  |  |
| **Others, please specify** |  |  |  |  |

## How you access ONS statistics

1. **Where would you look for statistics, data or information published by the ONS?**

*(Required)*

*Please select all that apply*

GOV.UK

ONS website

NOMIS website

Artificial intelligence tools (like ChatGPT)

Application programming interfaces (APIs)

e-newsletter

Email

Explore local statistics

ONS Local

ONS Facebook

ONS LinkedIn

ONS Instagram

ONS Threads

ONS X (formerly known as Twitter)

ONS YouTube

ONS virtual event

ONS in-person event

ONS podcast

Individual ONS contact

Forums such as StatsUserNetwork

Third parties such as the media or wikis

Don’t know

None of the above

1. **From the channels listed above, please share your preferences, explaining why you prefer to find statistics there.**
2. **Are there channels not listed above where you would expect or prefer to be able to use to access ONS data and statistics?**

## Your feedback on the ONS

1. **To what extent do you agree or disagree with the following statements?**

*(Required)*

*Please use an ‘X’ for answering each statement.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Neither agree nor disagree** | **Disagree** | **Strongly disagree** | **I don’t know** |
| **The ONS fulfils its mission to provide high quality data and analysis to inform the UK, improve lives and build the future** |  |  |  |  |  |  |
| **The ONS is a trustworthy organisation** |  |  |  |  |  |  |
| **The ONS produces statistics to a high standard** |  |  |  |  |  |  |
| **The ONS produces statistics relevant to the main issues of the day** |  |  |  |  |  |  |
| **The ONS produces statistics that are trustworthy** |  |  |  |  |  |  |
| **The ONS produces statistics that reflect the diversity of the country** |  |  |  |  |  |  |
| **The ONS produces statistics that are timely and punctual** |  |  |  |  |  |  |
| **The ONS produces statistics that reflect the needs and priorities of users** |  |  |  |  |  |  |

## Engagement

As an organisation, it's important that we hear from and understand the views and needs of those we work with. These questions relate to your engagement with the ONS to help us make improvements where needed.

1. **Do you use and value these methods to engage with the ONS on our work?**

*(Required)*

*Please use an ‘X’ for answering each engagement method.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Both use and value** | **Use and don’t value** | **Don’t use but would value** | **Neither use and would not value** |
| **One-to-one or small meetings** |  |  |  |  |
| **Consultations** |  |  |  |  |
| **Webinars** |  |  |  |  |
| **Feedback questionnaires** |  |  |  |  |
| **In-person events** |  |  |  |  |
| **Working groups, user groups or forums** |  |  |  |  |

1. **Please share any other engagement methods you’ve used and provide feedback on your interactions with the ONS, specifying activities if possible.**

## Local data and insight

The Local Data and Insight project is aligned with the [Government Statistical Service (GSS) subnational data strategy](https://analysisfunction.civilservice.gov.uk/policy-store/gss-subnational-data-strategy/) ambitions, which are to:

* produce more timely, granular and harmonised subnational (or local) statistics
* build capability and capacity for subnational statistics and analysis
* improve the dissemination of subnational statistics

**ONS Local**

ONS Local is an analytical advisory service, to support access to statistics and aid decision-making. Established in March 2023, the team has dedicated analysts in each English region and devolved nations of the UK.

1. **Have you heard of the ONS Local service?**

*(Required)*

*Please select only one item.*

Yes

No, it is not relevant to my area of work

No, unaware it existed but would use it

No, unaware it existed and unsure I need to use it

1. **What have you used the ONS Local service for?**

*(Required, if ‘Yes’ to question 14.)*

*Please select all that apply.*

Accessing statistical or analytical advice from ONS

Attending webinars or workshops

Finding out about other ONS products

Gaining access to secure data platforms

Getting regular support from my ONS Local regional lead

Requesting support or collaboration for large analytical projects

Sharing my user needs and feedback

Using user-requested datasets published by ONS Local

Don’t know

Other, please specify

1. **How satisfied or dissatisfied are you with the ONS Local service?**

*(Required, if ‘Yes’ to question 14.)*

*Please select only one item.*

Extremely satisfied

Quite satisfied

Neither satisfied nor dissatisfied

Not very satisfied

Not satisfied at all

I don’t know

1. **Please explain your answer, clearly outlining any impact as a result of the service.**

## Local data and statistics

"Local insight for everyone" is the ONS’s vision for subnational statistics. The aim is to improve the availability, access and range of statistics and analysis that provide insights at local levels of geography.

1. **Have you used any local data or statistics from ONS since January 2024? This is data below the national level, that is below UK, England, Wales, Scotland or Northern Ireland.**

*(Required)*

*Please select only one item.*

Yes

No

Not sure

1. **For what reasons have you not used these statistics?**

*(Required, if ‘No’ to question 18)*

*Please select all that apply.*

Not needed to use them

They do not meet my needs

Unaware they existed

Data does not have the level of geographic breakdown I need

Other, please specify what needs to happen for you to use them in the future

1. **What local ONS statistics have you used since January 2024? For example, small area gross value added, explore local statistics or access to local amenities. If possible, please provide web links to the data you have used.**

*(Required, if ‘Yes’ or ‘Not sure’ to question 18)*

1. **What have you used these local data for?**

*(Required, if ‘Yes’ or ‘Not sure’ to question 18)*

*Please select all that apply.*

Exploring data about an area

Filling gaps in my knowledge

Informing policy development

Supporting decision making

Using these data and statistics in my work

Don’t know

Other, please specify

1. **Please explain your answer, clearly outlining any impact as a result of the data.**

## Integrated Data Service

The Integrated Data Service is a cross-government ONS-led service designed to inform policy decisions and improve public services. It enables coordinated, secure access for accredited researchers to a range of linkable high-quality datasets, which have had all personal identifiers removed.

1. **Are you aware of the Integrated Data Service?**

*(Required)*

*Please select only item.*

Yes

No

1. **Do you believe that the Integrated Data Service will benefit your work?**

*(Required if ‘yes’ to question 23.)*

*Please select only one item.*

Yes, fully

Yes, partially

No

I don’t know

1. **Please explain your answer.**

## Economic statistics transformation

Our plans to improve economic statistics involve identifying new data sources, improving methods, and developing systems. This will provide more timely, accurate and representative insights and statistics. These will be used to inform decision-making in an inclusive and sustainable way.

For example, in future, our prices, business, and labour market statistics will be a mix of traditionally collected data, existing administrative data, and data from private sector partners.

1. **Are you aware of the ONS’s work to transform economic statistics?**

*(Required)*

Yes

No

1. **Do you believe that transforming economic statistics will benefit your work?**

*(Required if ‘Yes’ to question 26.)*

Yes, fully

Yes, partially

No

I don’t know

1. **Please explain your answer.**

## Population and migration statistics

The ONS has plans to increase its use of administrative data; also referred to as 'admin data'.

Admin data is information created when people interact with public services, such as schools, the NHS, the courts or the benefits system, and collated by government.

Admin data allows the ONS to produce more frequent, timely and efficient statistics. We only use these data for statistical purposes in the public interest, and the data are subject to robust controls for protecting people’s confidentiality.

1. **Are you aware of the ONS’s work to improve population and migration statistics?**

*(Required)*

Yes

No

1. **Please share your view on the following statement: “I support the ONS making greater use of admin data to produce more frequent statistics.”**

*(Required)*

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

I don’t know

Not applicable to me

1. **Please share your view on the following statement: "I believe it is important that the public are engaged around the use of admin data for official statistics."**

*(Required)*

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

I don’t know

Not applicable to me

1. **Do you believe that improving ONS’s population and migration statistics will benefit your work?***(Required if ‘Yes’ to question 29.)*

Yes, fully

Yes, partially

No

I don’t know

1. **Please explain your answer.**

## About you

Finally, we would like to ask some information about you.

1. **If you use ONS statistics for professional purposes, what is your sector?**

*(Required)*

*Please select only one item*

I use ONS statistics for personal purposes only

Arm's-length body

Business

Devolved government

Education - higher education

Education - schools and further education

International organisation

Local government

National government department

Public body or service

Research and development

Social enterprise

Voluntary

Other, please specify

1. **Which devolved government administration do you work in?**

*(Required if ‘Devolved government’ selected for question 34.)*

*Please select only one item*

Northern Ireland Executive

Scottish Government

Welsh Government

1. **Which national government department do you work in?**

*(Required if ‘National government department’ selected for question 34.)*

*Please select only one item*

Attorney General's Office

Cabinet Office

Department for Business and Trade

Department for Culture, Media and Sport

Department for Education

Department for Energy Security and Net Zero

Department for Environment, Food and Rural Affairs

Department for International Trade

Department for Science, Innovation and Technology

Department for Transport

Department for Work and Pensions

Department of Health and Social Care

Foreign, Commonwealth and Development Office

HM Treasury

Home Office

Ministry of Housing, Communities and Local Government

Ministry of Justice

Northern Ireland Office

Office of the Advocate General for Scotland

Office of the Leader of the House of Commons

Office of the Leader of the House of Lords

Prime Minister's Office, 10 Downing Street

Scotland Office

UK Export Finance

Wales Office

Other, please specify

1. **What is your role?**

*(Required)*

*Please select only one item*

Analyst

Communications specialist

Data scientist

Economist

Policy specialist

Public affairs specialist

Researcher

Service commissioner

Service designer

Service provider

Statistician

Other – please specify below

1. **If you use ONS statistics as part of your role for an organisation, what is your level in the organisation?**

*(Required)*

*Please select only one item*

Board or non-executive director

Executive

Director

Manager

Officer

Administrator

Other – please specify below

## About you

This survey can be completed anonymously.

1. **What is your name?**
2. **What is your email address?**
3. **Are you responding on behalf of an organisation?**

*Please select only one item*

Yes

No

1. **What is the organisation you are responding on behalf of?**
2. **Are you interested in participating in a 30-minute discussion about ONS’s local data and services?***(Required)*

*Please select only one item*

Yes

No

We really value your views and would welcome the opportunity to ask you to share them in more detail for the evaluation of the ONS’s Local Data and Insights project.

If you selected yes, your details will be stored until September 2025. We will process all data in line with our [data policy](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ons.gov.uk%2Faboutus%2Ftransparencyandgovernance%2Fdataprotection%2Fprivacyinformationforourstakeholders&data=05%7C01%7CNicola.Fulton%40ons.gov.uk%7C5037e932af2c4509429808da49330ac1%7C078807bfce824688bce00d811684dc46%7C0%7C0%7C637902780816479350%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9nSTMdRg7WEZ2dH8ayTUQDanNvibhfgchXStjaATx6U%3D&reserved=0) and [data protection privacy information](https://www.ons.gov.uk/aboutus/transparencyandgovernance/dataprotection).

If you have any questions about the evaluation, or should you wish for your details or response to be updated or removed, then please email [LDI.evaluation@ons.gov.uk](mailto:LDI.evaluation@ons.gov.uk).

1. **Please provide any final feedback about how we could improve your experience of using our statistics and services.**

Thank you for completing this survey.

Your views are very important to us.