



# ATO Corporate Perceptions Survey

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2016/17 ANNUAL REPORT

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# SUMMARY OF KEY RESULTS

## AIM

The ATO's Corporate Perceptions survey provides overall community measurements of the ATO's reputation and the ATO's service delivery performance. This report presents the annual 2016/17 results. Note, the 2016/17 financial year defines the annual period in this report (rather than calendar year as in previous reports).

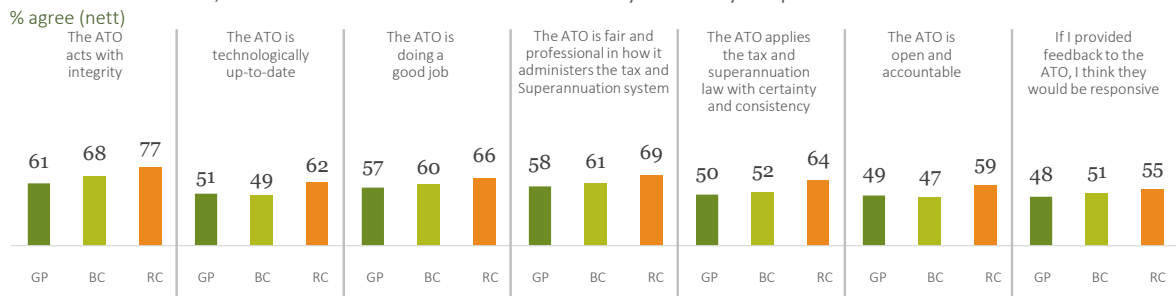
## METHOD



The survey involved telephone interviews with 3,956 respondents. Fieldwork was conducted from 11 August 2016 to 27 July 2017 and covered customer interactions that occurred from July 2016 to June 2017. Both customers who had a recent service experience with the ATO and the wider Australian general public and business communities were surveyed.

## WIDER PERCEPTIONS

The ATO was viewed most favourably for acting with integrity. Among those who had recent contact, the ATO was viewed least favourably for likely responsiveness to feedback.



GP = General public community (450) | BC = Business Community (450) | RC = Recent Contact Customers (3,096)

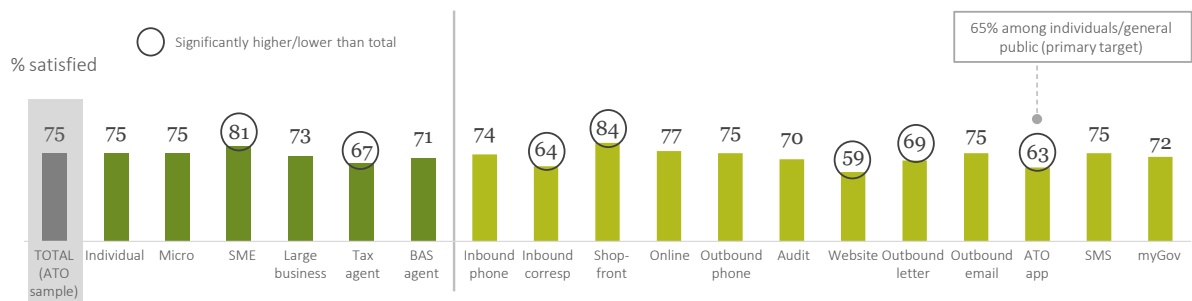
The ATO was viewed most favourably in terms of acting with integrity, and least favourably for likely responsiveness should the customer provide feedback (along with several other attributes for the wider community groups).

In 2016/17, tax agents held the least favourable perceptions of the ATO's likely responsiveness, and being technologically up to date, of any group.

With the exception of tax agents, recent contact with the ATO has a positive influence on wider perceptions of the ATO. General public and wider business community perceptions were poorer than those of customers who had recent contact with the ATO.

## OVERALL SATISFACTION

Three quarters of customers were satisfied with the quality of the service they received in 2016/2017.

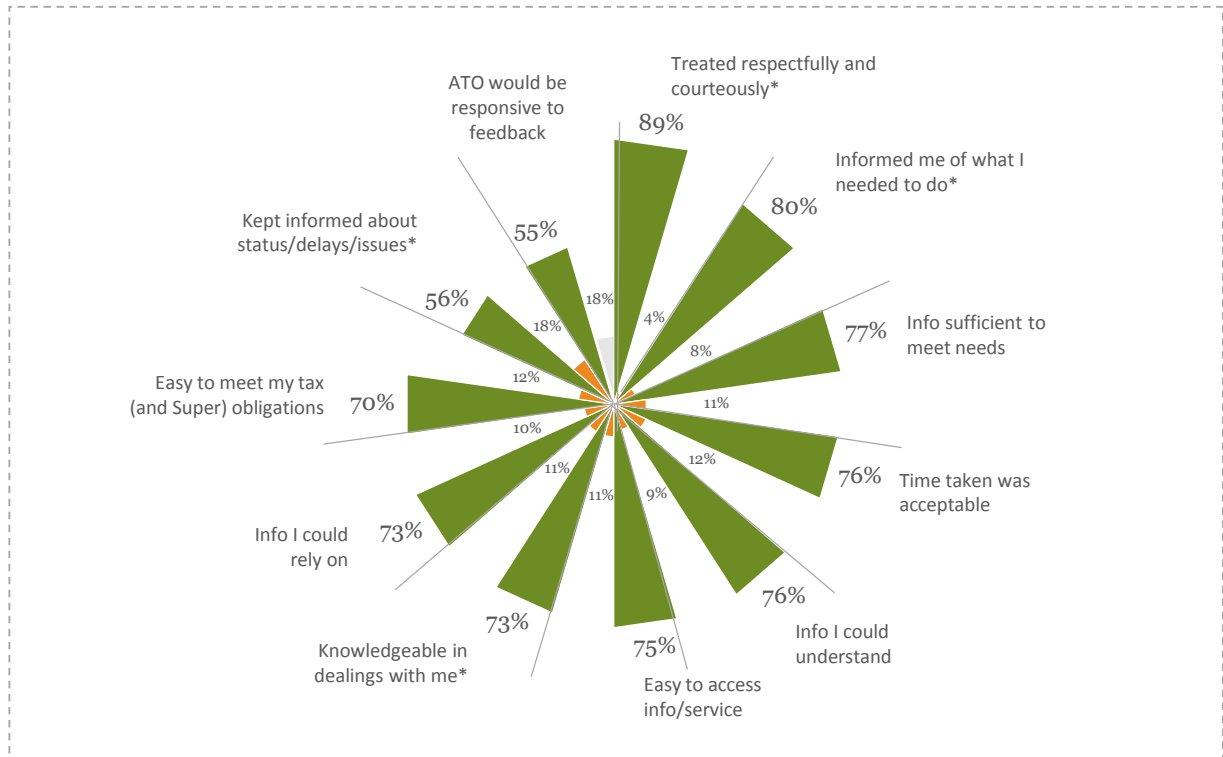


Base: customers who have had recent contact with the ATO (ranges from 140 to 3,077)

Overall satisfaction across all customer groups and channels combined sits at 75%. SMEs were the most satisfied customer group and tax agents were the least satisfied.

Likewise, customers were most satisfied with the shopfront channel and least satisfied with the ATO website, ATO app, and correspondence channels.

SERVICE COMMITMENTS



At least seven in ten customers rated the ATO favourably on nine of the 11 service commitments.

The ATO's service was viewed most favourably for the ATO and its staff treating the customer respectfully and courteously, and informing the customer of what they need to do.

The least favourably rated service commitments related to follow up (keeping the customer informed about the status of their issue/delays), and being responsive to feedback. Just over half of customers rated these service commitments positively.

% Net Agree (4-5) ■ % Net Disagree (1-2) ■

Base: inbound phone, inbound correspondence, shopfront, online, outbound phone, and audit (1,794-3,096)

Note: Ratings of '3' or 'don't know' not shown on chart

\*These attributes were not asked of online customers

INBOUND PHONE

**74%** OVERALL SATISFACTION

**52%** One contact (call resolution)

- Of the 45% who needed multiple contacts, most (71%) had additional phone contact

**Most favourable perceptions**

- Treated respectfully and courteously
- Treated fairly

**Weakest perceptions**

- Kept informed about status/delays/issues

*Plus for individuals and tax agents*

- Took responsibility to solve issues
- Easy to access services and info (also BAS agents)
- Individual circumstances taken into account
- Knowledgeable in dealings with me
- Info sufficient to meet needs
- Info I could rely on

*And for micro and tax agents*

- ATO made it easy to meet tax and super obligations

*Tax agent perceptions also weaker on several other attributes.*

SHOPFRONT

**84%** OVERALL SATISFACTION

**68%** One contact (call resolution)

- Of the 29% who had multiple contacts, 45% needed phone contact and 32% another shopfront visit

**Most favourable perceptions**

- Treated respectfully and courteously
- Treated fairly
- Informed me of what I needed to do
- Easy to deal with
- Info sufficient to meet needs

**Weakest perceptions**

- Kept informed about status/delays/issues
- ATO made it easy to meet tax and super obligations (Individuals)

CORRESPONDENCE

**64%** OVERALL SATISFACTION with inbound correspondence

**69%** OVERALL SATISFACTION with outbound correspondence

**Most favourable perceptions (inbound correspondence)**

- Treated respectfully and courteously
- Treated fairly

**Weakest perceptions (inbound correspondence)**

- Kept informed about status/delays/issues
- Easy to access services and info
- Individual circumstances taken into account
- Knowledgeable in dealings with me

*And for businesses:*

- Info I could rely on
- Time taken was acceptable
- Took responsibility to solve issues
- ATO made it easy to meet tax and super obligations

AUDITS/REVIEWS

**70%** OVERALL SATISFACTION  
SME overall satisfaction (81%) is significantly higher than other customer groups

**Most favourable perceptions**

- Treated respectfully and courteously
- Treated fairly

**Weakest perceptions**

- Extra workload was reasonable
- Advised could request review of decisions
- Greater understanding of tax obligations
- Took responsibility to solve issues
- Helped me meet tax obligations
- Adequate time to prepare

OUTBOUND PHONE

**75%** OVERALL SATISFACTION

**Most favourable perceptions**

- Treated respectfully and courteously
- Treated fairly
- Informed me of what I needed to do

**Weakest perceptions**

- Kept informed about status/delays/issues
- Took responsibility to solve issues
- Easy to access services and info

ONLINE (PORTAL)

**77%** OVERALL SATISFACTION

**Most favourable perceptions**

- Confident ATO had received my info
- Time taken was acceptable
- Easy to access info/do what I needed
- Confident system is secure

**Weakest perceptions**

- Clear what to do if problem on site
- Well organised and easy to navigate site
- Contemporary look and feel
- Info I could understand (Micro and BAS agent)
- Available when needed (Tax agent and BAS agent)
- Individual circumstances catered for (BAS agent)
- Info I could rely on (Micro)

WEBSITE

**59%** OVERALL SATISFACTION

**Most favourable perceptions**

- Easy to access on preferred device
- Available when needed
- Knew I could contact ATO for help

**Weaker perceptions**

- Clear what to do if problem on site
- Well organised and easy to navigate site
- Easy to access info I needed
- Individual circumstances catered for
- Time taken was acceptable
- Contemporary look and feel

## BACKGROUND AND OBJECTIVES

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The ATO commissioned Millward Brown to undertake a Corporate Perceptions survey focussing on enterprise wide issues relating to the ATO as a government agency and administrator. The survey replaced a number of separate corporate perception and satisfaction surveys and is designed to provide the ATO with a better evidence base for planning and reporting, including a more sophisticated understanding of taxpayers.

Specifically, the survey is designed to provide overall community measurements of:

- The ATO's reputation
- The ATO's service delivery performance.

These measurements include external indicators of ATO performance as described by the ATO's service commitments.

**This report presents the 2016/17 annual results. The financial year (July 2016 to June 2017) has been used to define this annual period (rather than a calendar year as in previous reports).**

## OVERVIEW OF METHODOLOGY

The 2016/17 Corporate Perceptions survey involved telephone interviews with 3,956 respondents. The survey was conducted in four waves, with fieldwork conducted monthly, as follows:

Quarter	Fieldwork dates	Period of service interactions covered
September quarter 2016	11 August – 27 October 2016	July – September 2016
December quarter 2016	15 November 2016 – 31 January 2017	October – December 2016
March quarter 2017	6 March – 1 May 2017	January – March 2017
June quarter 2017	10 May – 27 July 2017	April – June 2017
Annual period	11 August 2016 – 27 July 2017	July 2016 – June 2017

Two broad groups are surveyed:

1. Customers who have had a recent service experience with the ATO (sourced from contact lists generated from ATO business systems) via a range of channels
2. Wider Australian communities (the general public community and the business community) – representative samples of these communities include both those who have and have not had a recent service experience with the ATO.

The table below shows the respondent profile for the annual sample along with maximum margins of error. These have been calculated at the 95% confidence level and assume simple random sampling. They also assume a survey result of 50%. As a survey result moves closer to 0% or 100%, the margin of error decreases.

### Sample structure

Sample group	Annual n=	Maximum margin of error (on YTD sample)	
<b>Customers who have had a recent service experience (sourced from ATO business systems)</b>	3,064	+/-1.8%	
<b>CHANNEL</b>	Inbound phone	1,098	+/-3.0%
	Shopfront	151	+/-8.0%
	Inbound correspondence	198	+/-7.0%
	Audit	149	+/-8.0%
	Outbound phone	154	+/-7.9%
	Online (Portal)	1,107	+/-2.9%
	<b>CUSTOMER GROUP</b>	Individuals	984
Micro		831	+/-3.4%
SMEs		612	+/-4.0%
Large businesses		177	+/-7.4%
Tax agents		243	+/-6.3%
BAS agents		217	+/-6.7%
<b>Wider Australian communities</b>			
General public community	446	+/-4.6%	
Business community	446	+/-4.6%	
<b>Total number of interviews</b>	3,956	NA	

Respondents who experienced additional channels – outbound correspondence, outbound email, SMS messages, ATO mobile web applications, the ATO website, and myGov – were identified by asking respondents from the various sample groups in the above table about their experiences with these channels.

### **Additional groups used in the analysis**

<b>Sample group</b>	<b>Annual n=</b>	<b>Maximum margin of error (on YTD sample)</b>
Outbound letter (last 3 months)	2,063	+/-2.2%
Outbound email (last 3 months)	1,404	+/-2.6%
SMS message (last 3 months)	688	+/-3.7%
ATO mobile web application (ever)	338	+/-5.3%
ATO website* (last 3 months)	737	+/-3.6%
myGov (last 3 months)	667	+/-3.8%

\*The online ATO sample group was not asked about visiting the website in the last 3 months as, by definition, they had had a recent online service (portal) experience with the ATO.

## **NOTES TO THE READER**

### **Subgroup analysis**

Detailed subgroup analysis was carried out for this report. Results pertaining to customer satisfaction were largely analysed by customer group and channel. Results pertaining to wider community perceptions were analysed by customers who had a recent service experience and the community groups.

### **Significant tests used in this report**

Throughout this report, only statistically significant differences at the 95% confidence level between sub-groups of the survey population are presented unless otherwise specified. Column proportion tests of difference were used for all subgroup analysis. An overlap formula was also applied during analysis which accounts for respondents that fall into more than one column.

### **Weighting**

Unweighted data has been used for the ATO sample group.

Interviews completed with the general public community group have been weighted by age and gender according to ABS census population characteristics.

Interviews completed with the business community group have been weighted by business size according to ABS business population data.

### **Base sizes**

Base sizes are shown in the tables and graphs in brackets and use unweighted data (as the statistical reliability of results is determined by unweighted base sizes). The percentages in the tables and graphs use weighted data, where relevant, to ensure the survey results are representative of the populations of interest.



## WIDER PERCEPTIONS

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This section examines wider perceptions of the ATO among the following groups: all customers who have had recent contact with the ATO (with results also presented separately for individuals, businesses, and tax professionals who have had recent contact), the general public community, and the business community. The latter two groups may or may not have had recent contact with the ATO.

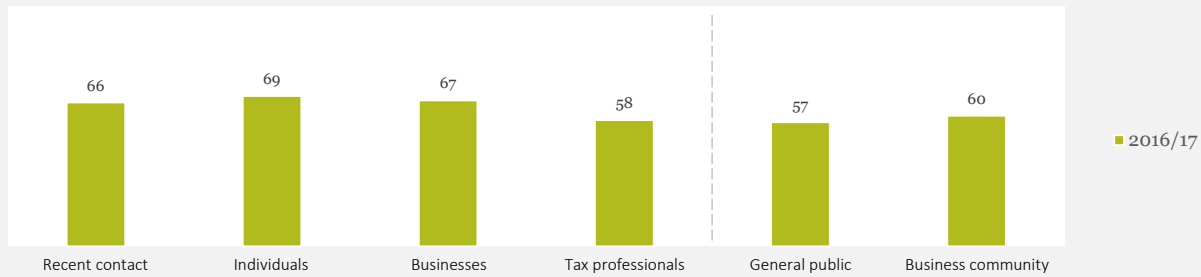
### WIDER PERCEPTIONS OF THE ATO BY RECENT CONTACT GROUP AND COMMUNITY GROUPS

Salient points from the charts presented on the next two pages are:

- For every aspect measured, perceptions of the ATO are much more likely to be favourable than unfavourable.
- Across all groups, the ATO was viewed most favourably for acting with integrity. Conversely, among all of the 'recent contact' groups the ATO was viewed least favourably for likely responsiveness to feedback. The general public and wider business community groups also viewed the ATO's likely responsiveness less favourably, along with the ATO being open and accountable, the ATO applying the law with certainty and consistency, and the ATO being technologically up to date.
- Recent contact with the ATO continues to have a positive influence on wider perceptions of the ATO. General public and wider business community perceptions were poorer than those of customers who had recent contact with the ATO. Tax agents are the one exception to this in that they held the least favourable perceptions of the ATO's likely responsiveness, and being technologically up to date, of any customer or community group.

### The ATO is doing a good job

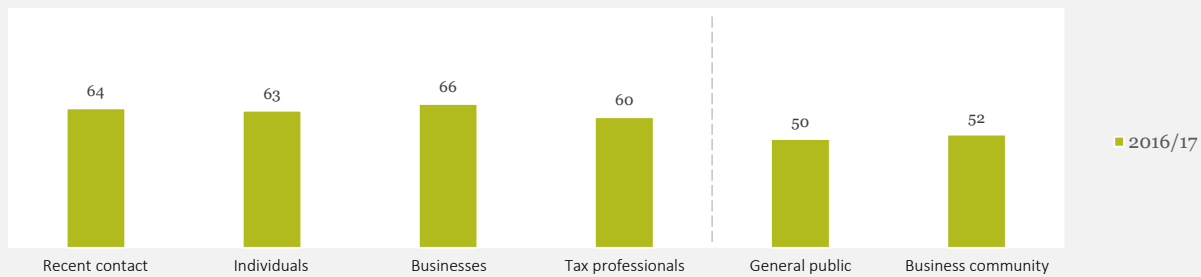
% nett satisfied



Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

### The ATO applies the tax and superannuation law with certainty and consistency

% nett satisfied



Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

### The ATO is open and accountable

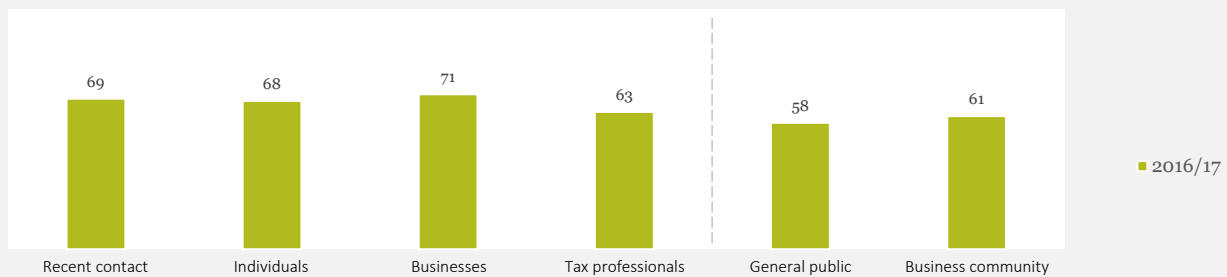
% nett satisfied



Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

### The ATO is fair and professional in how it administers the tax and superannuation system

% nett satisfied

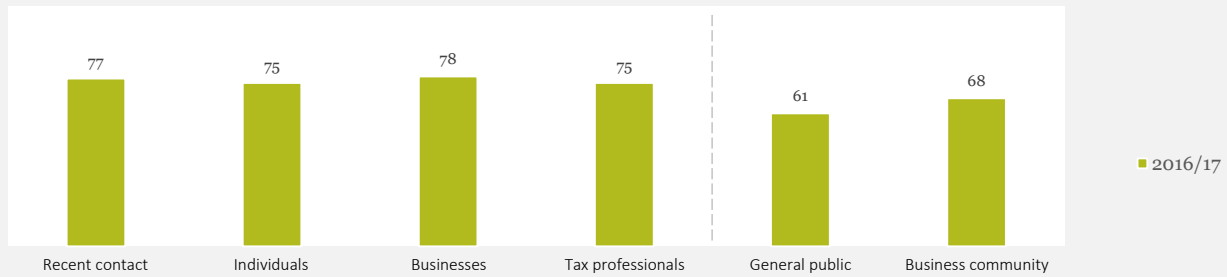


Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

D1: Now we have a question about your overall perceptions of the ATO. Please note that we are talking about how the ATO goes about its business and not about tax rates and tax laws. I'd like you to tell me how much you agree with each of these statements, using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree.

### The ATO acts with integrity

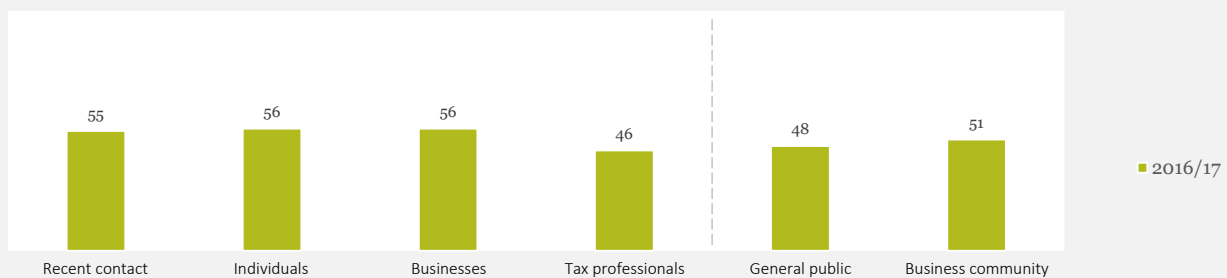
% nett satisfied



Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

### If I provided feedback to the ATO I think they would be responsive

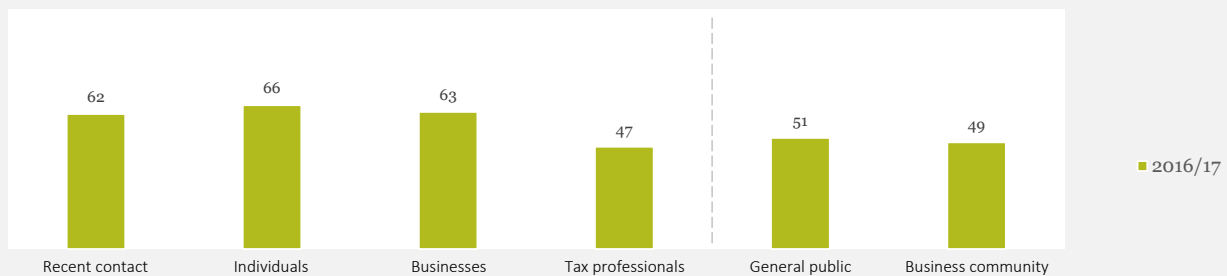
% nett satisfied



Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

### The ATO is technologically up to date

% nett satisfied



Base: All recent contact (3,064), Individuals (984), Businesses (1,620), Tax professionals (460), General public (446), Business community (446)

D1: Now we have a question about your overall perceptions of the ATO. Please note that we are talking about how the ATO goes about its business and not about tax rates and tax laws. I'd like you to tell me how much you agree with each of these statements, using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree.

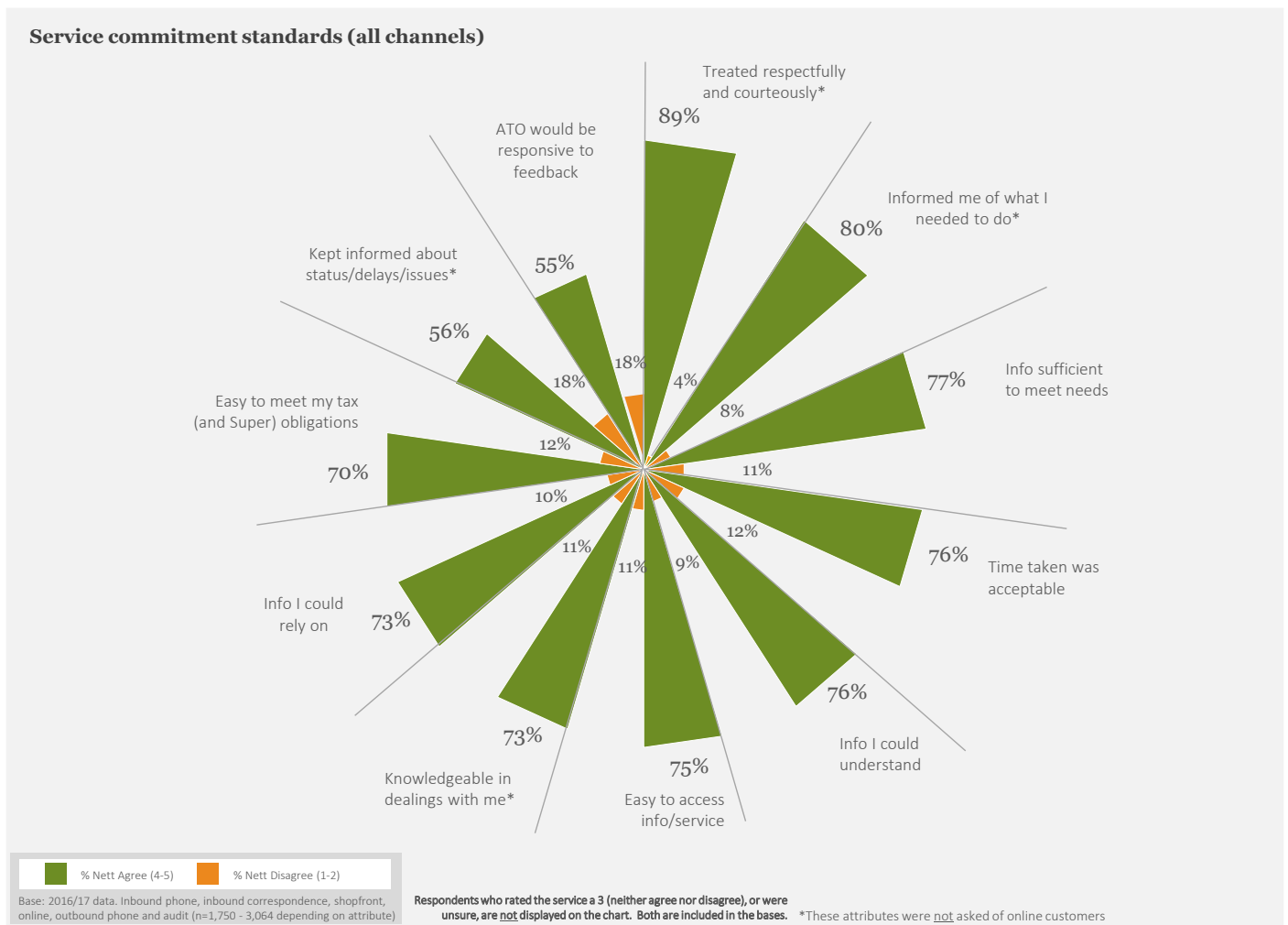
# SATISFACTION

This section examines customers' satisfaction with the ATO's service from a range of channels.

## SERVICE COMMITMENTS

The ATO's service commitments are in place to assure the community, and the ATO, that the services it provides are of a consistent and high standard. The chart below summarises the annual results related to these.

At least seven in ten customers rated the ATO favourably on nine of the 11 service commitments. The ATO's service was viewed most favourably for the ATO and its staff treating the customer respectfully and courteously, and informing the customer of what they need to do. The least favourably rated service commitments related to follow up (keeping the customer informed about the status of their issue/delays), and being responsive to feedback. Just over half of customers rated these service commitments positively.

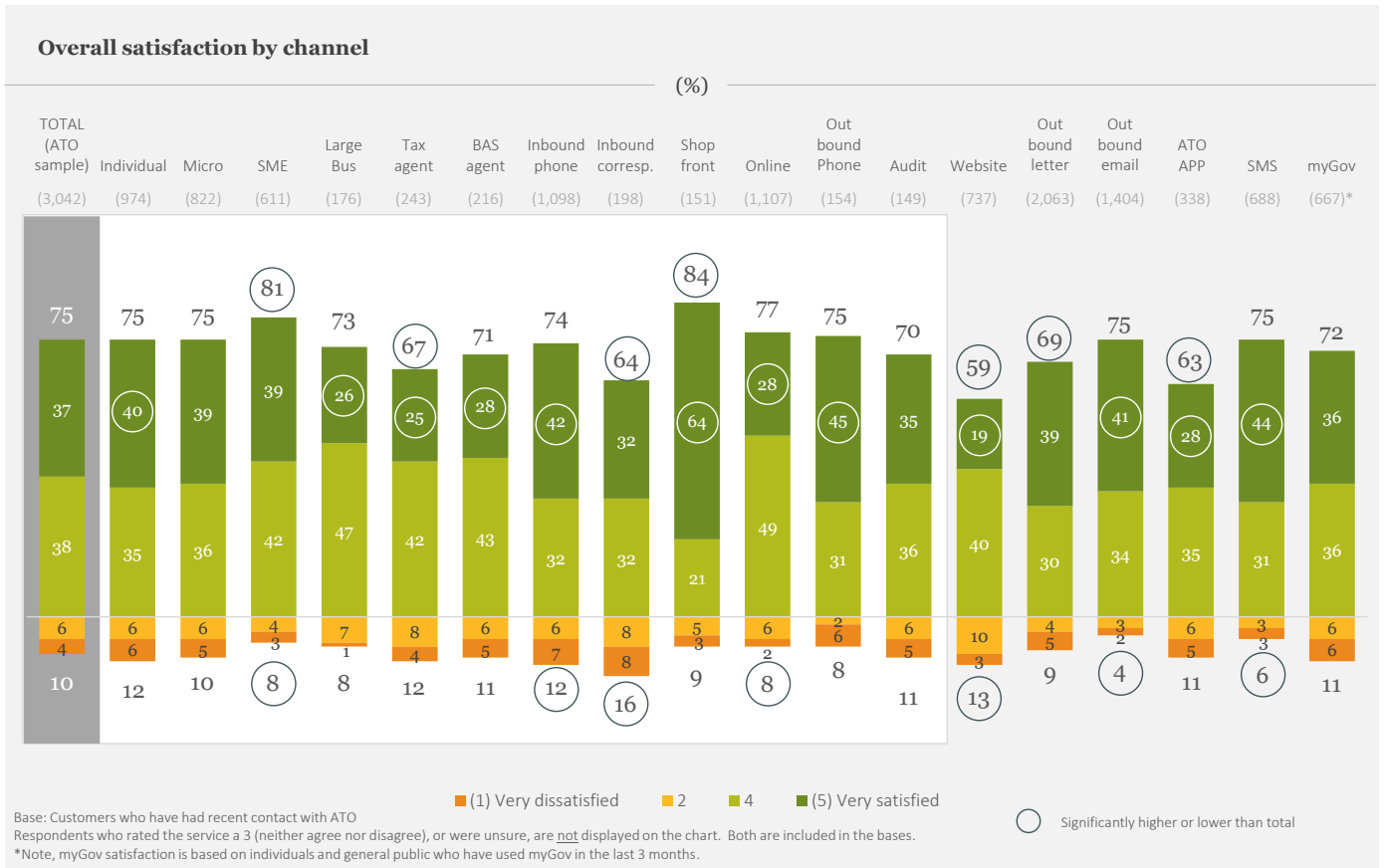


Question scale: Please use a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree nor disagree, 4 is agree and 5 is strongly agree.

## OVERVIEW OF SATISFACTION ACROSS CHANNELS

The chart below summarises satisfaction levels with the overall quality of the service received, by customer group and channel.

Three quarters (75%) of customers were satisfied with the quality of the service they received in 2016/17. SMEs were the most satisfied customer group (81%), and tax agents were the least satisfied (67%). Likewise, customers were most satisfied with the shopfront channel (84%) and least satisfied with the website (59%), ATO app (63%), and correspondence (64% for inbound correspondence and 69% for outbound letter).



A5a/B3 (Inbound phone, inbound correspondence, shopfront and online): How satisfied were you with the overall quality of the (service/online service) you received?

A5a (Outbound phone and audit): How satisfied were you overall with the way the ATO handled the (contact/review or audit)?

C6a/6b/6c: Overall, how satisfied were you with the quality of the (letter/SMS or txt message/email) you received?

C2/C9/C11: Overall, how satisfied were you with your experience of (visiting the ATO's website/using the app/using myGov to manage your tax or super online)? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

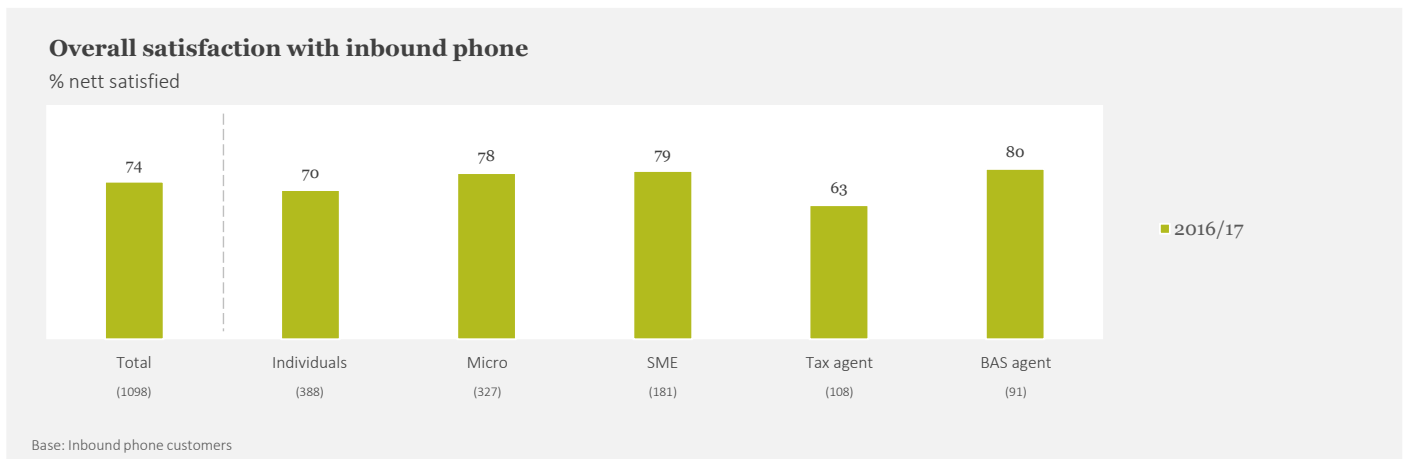
## INBOUND PHONE

### OVERALL SATISFACTION

The following chart show customers' overall satisfaction with the quality of the service they received from the inbound phone channel.

Nearly three quarters (74%) of customers were satisfied with the inbound phone service in 2016/17.

Although nearly two thirds of tax agents were satisfied with the inbound phone service, they were the least satisfied customer group.

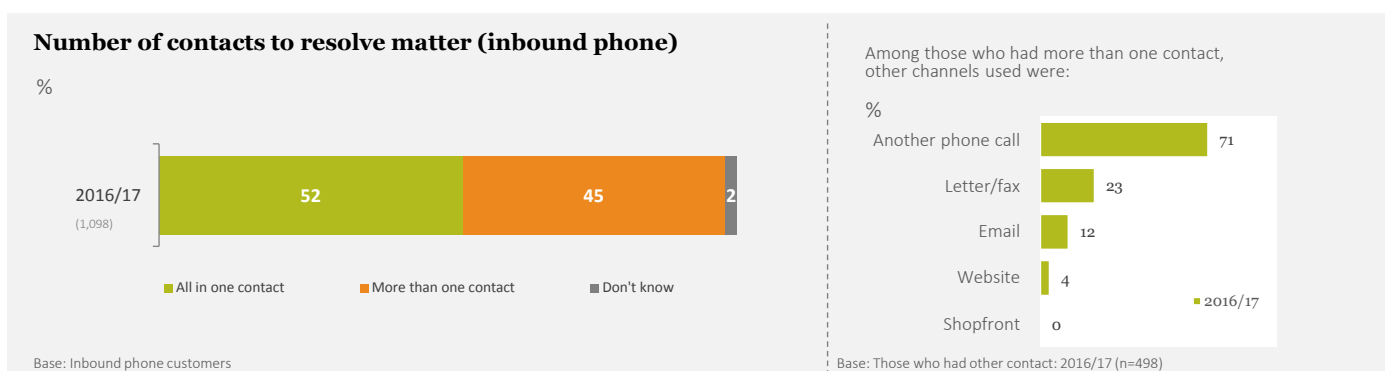


A5a: How satisfied were you with the overall quality of the service you received?  
Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

### NUMBER OF CONTACTS TO RESOLVE MATTER

In 2016/17, 45% of inbound phone customers needed more than one contact to resolve the matter. 52% needed just one contact.

Of the 45% who needed more than one contact to resolve the matter, most had additional phone contact (71%).



A2: Was the matter resolved in one contact with the ATO or did you have more than one contact regarding the same matter? By contact we mean by phone, in person, letter, email, by visiting their website, or some other way.

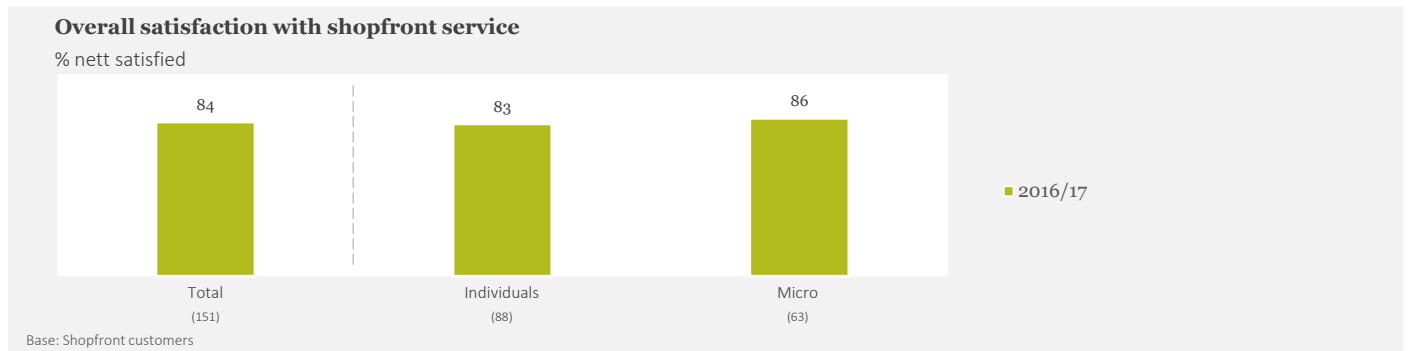
A3a/b: Did you last have contact with the ATO about this matter by phone, in person, letter, email, by visiting their website, or some other way? And what type of contact did you have with the ATO about the same matter before that?

## SHOPFRONT

### OVERALL SATISFACTION

The following chart shows customers' overall satisfaction with the quality of the service they received from the shopfront service.

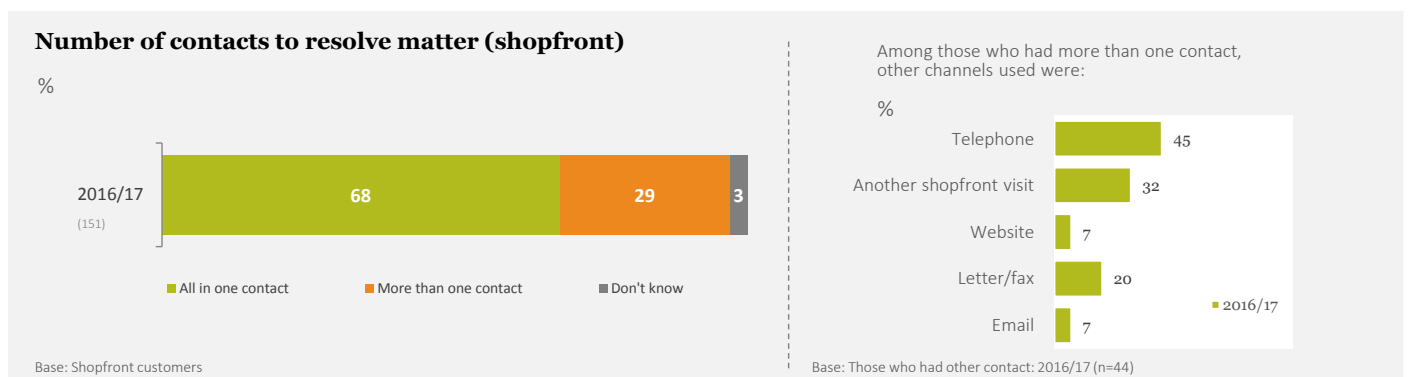
Over eight in ten (84%) customers were satisfied with the quality of the service they received during their shopfront experience. Results do not vary significantly by customer group.



A5a: How satisfied were you with the overall quality of the service you received? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

### NUMBER OF CONTACTS TO RESOLVE MATTER

In 2016/17, more than two thirds (68%) of shopfront customers said their issue was resolved in just one contact. Of the 29% who needed more than one contact, phone contact (45%) or another shopfront visit (32%) were most common.



A2: Was the matter resolved in one contact with the ATO or did you have more than one contact regarding the same matter? By contact we mean by phone, in person, letter, email, by visiting their website, or some other way. A3a/b: Did you last have contact with the ATO about this matter by phone, in person, letter, email, by visiting their website, or some other way? And what type of contact did you have with the ATO about the same matter before that?

## CORRESPONDENCE

### INBOUND CORRESPONDENCE

#### Overall satisfaction

The following chart shows customers' overall satisfaction with the quality of the service they received as a result of their inbound correspondence.

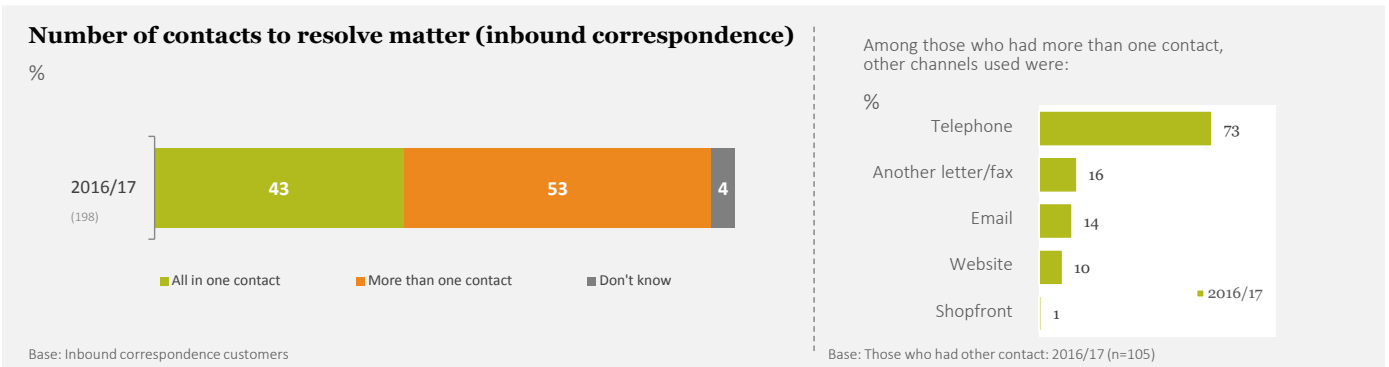
Nearly two thirds (64%) of inbound correspondence customers were satisfied the overall quality of the service they received. Results do not vary significantly by customer group.



A5a: How satisfied were you with the overall quality of the service you received?

### NUMBER OF CONTACTS TO RESOLVE MATTER

Just over half (53%) of inbound correspondence customers needed more than one contact to resolve the matter they contacted the ATO about. Of these customers, 73% needed phone contact.



A2: Was the matter resolved in one contact with the ATO or did you have more than one contact regarding the same matter? By contact we mean by phone, in person, letter, email, by visiting their website, or some other way.

A3a/b: Did you last have contact with the ATO about this matter by phone, in person, letter, email, by visiting their website, or some other way? And what type of contact did you have with the ATO about the same matter before that?

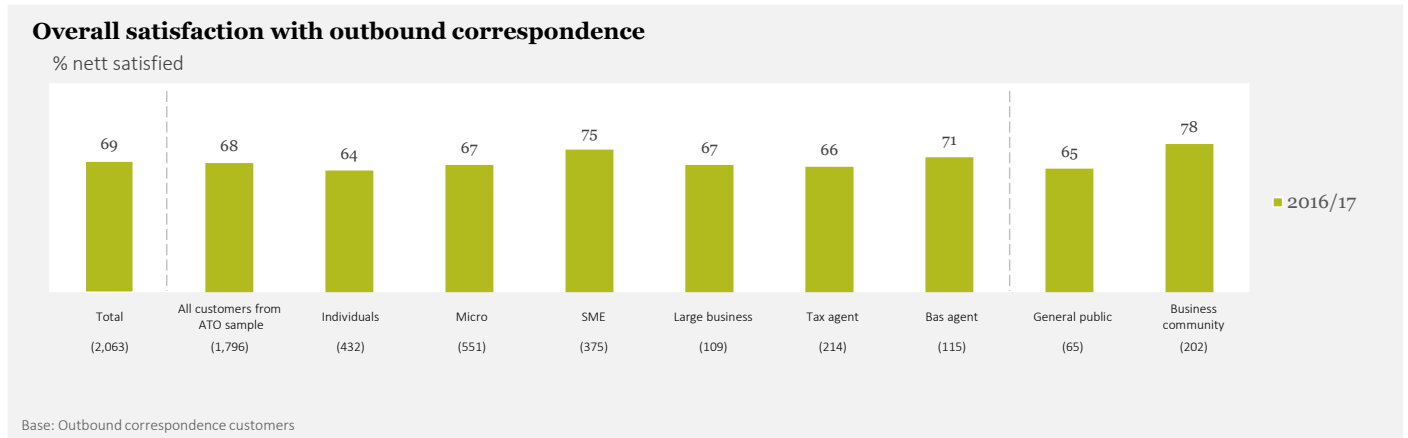


## OUTBOUND CORRESPONDENCE

### Overall satisfaction

The following chart shows customers' overall satisfaction with the quality of the letter they received.

Nearly seven in ten (69%) customers were satisfied with the quality of the letter they received. Overall satisfaction was highest for SMEs and the wider business community.



*C6a: Overall, how satisfied were you with the quality of the letter you received?  
Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.*

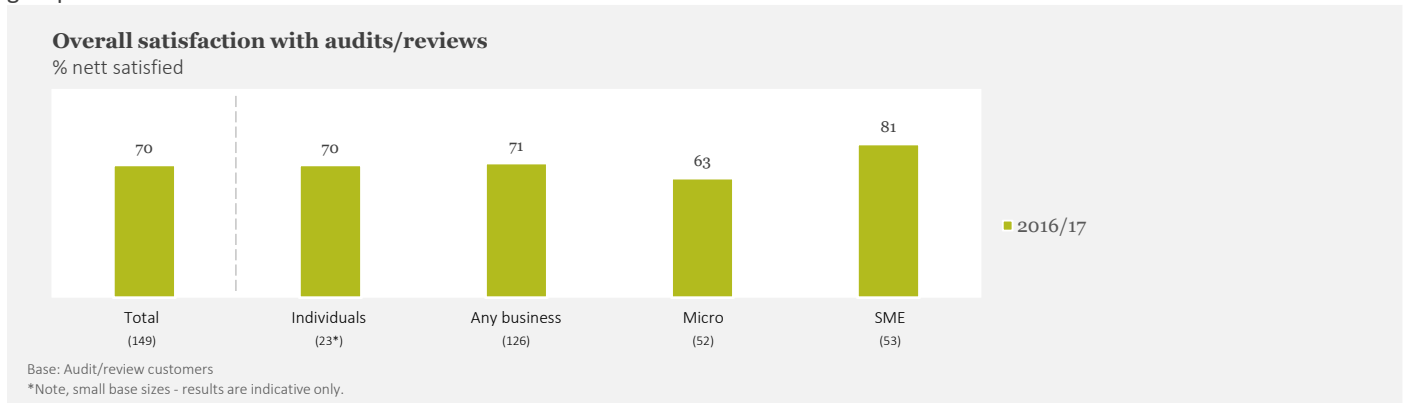
## COMPLIANCE ACTIVITES

### AUDITS AND REVIEWS

#### Overall satisfaction

The next chart show customers' overall satisfaction with how well the ATO handled an audit or review.

In 2016/17, 70% of customers were satisfied with the way the ATO handled their audit or review. SMEs were the most satisfied group.



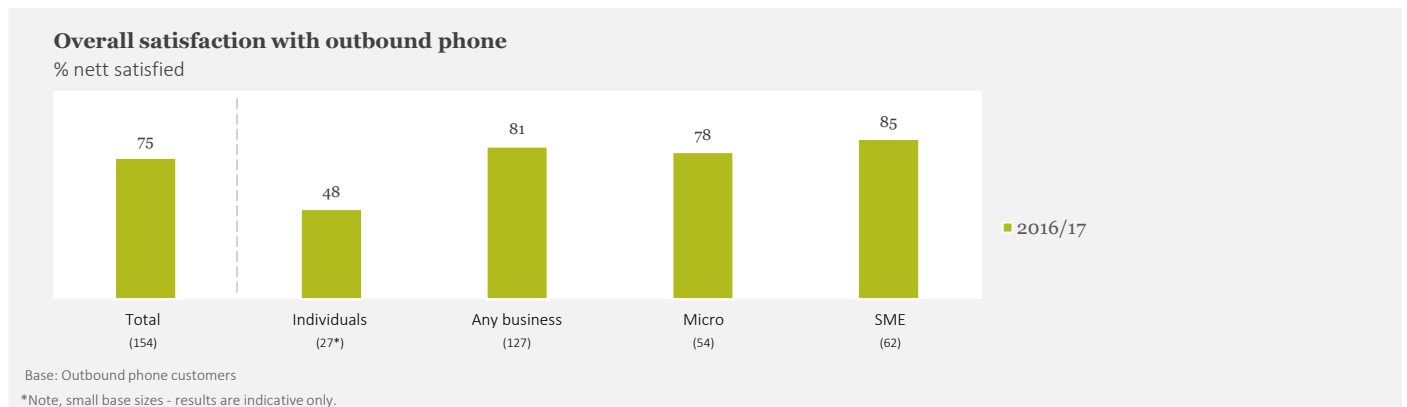
A5a: How satisfied were you overall with the way the ATO handled the review or audit? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

### OUTBOUND PHONE

#### Overall satisfaction

The following chart show customers' overall satisfaction with the phone call they received from the ATO.

Three quarters (75%) of outbound phone customers in 2016/17 were satisfied with the call. Satisfaction is highest among SMEs (85%).



A5a: How satisfied were you overall with the way the ATO handled the contact? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

## DIGITAL EXPERIENCE

This section examines perceptions of the ATO's digital channels: online services (portal visits), the ATO website (non-portal visits), the ATO app, SMS/texts, and myGov.

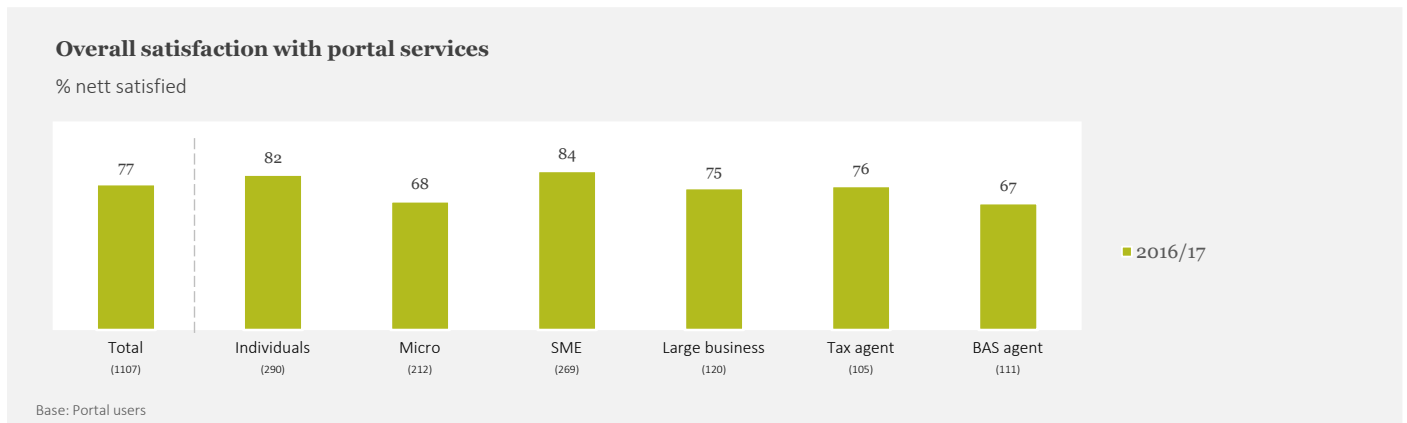
### ONLINE SERVICES (PORTAL VISITS)

This set of results relates to the ATO's portals. Respondents were sourced from the ATO's administrative systems that identify web interactions initiated by a customer to an ATO system such as the individual portal, business portal, BAS tax portal or SuperSeeker. Further, results are based on those respondents who said that their last online experience required them to enter a password to enter the area on the ATO website that they entered.

### OVERALL SATISFACTION

The next chart show portal users' overall satisfaction with the quality of the online service they used.

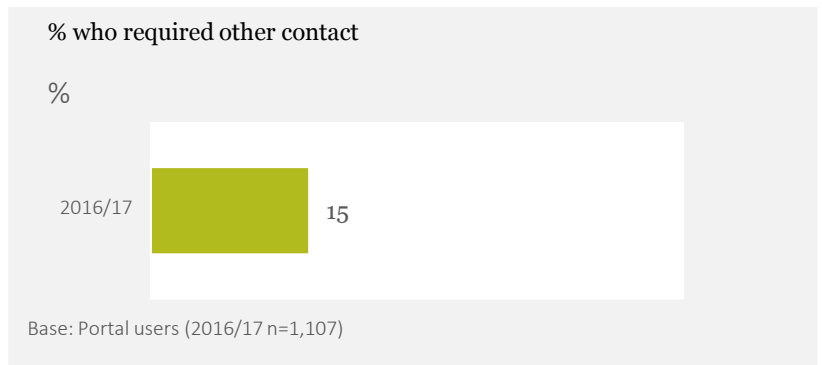
Nearly eight in ten (77%) portal users were satisfied in 2016/17. Satisfaction was highest among SMEs and individuals. BAS agents and micro businesses tend to be less satisfied than other customer groups.



B3: How satisfied were you with the overall quality of the online service you used? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

**Use of other channels to resolve matter**

Around one in seven (15%) portal users in 2016/17 needed to have some other type of contact with the ATO about the same issue.



B6a: Did you also need to have contact with the ATO, either by phone, letter, in person, or some other way?

Telephone was by far the most common (92%) other channel used to address the issue that was the subject of the customer’s use of the online service. Customers most commonly needed additional contact to ask questions about the online service (31%) or because of errors with the online services (31%). Only 38% said the ATO gave them consistent advice; 25% disagreed that this was the case.



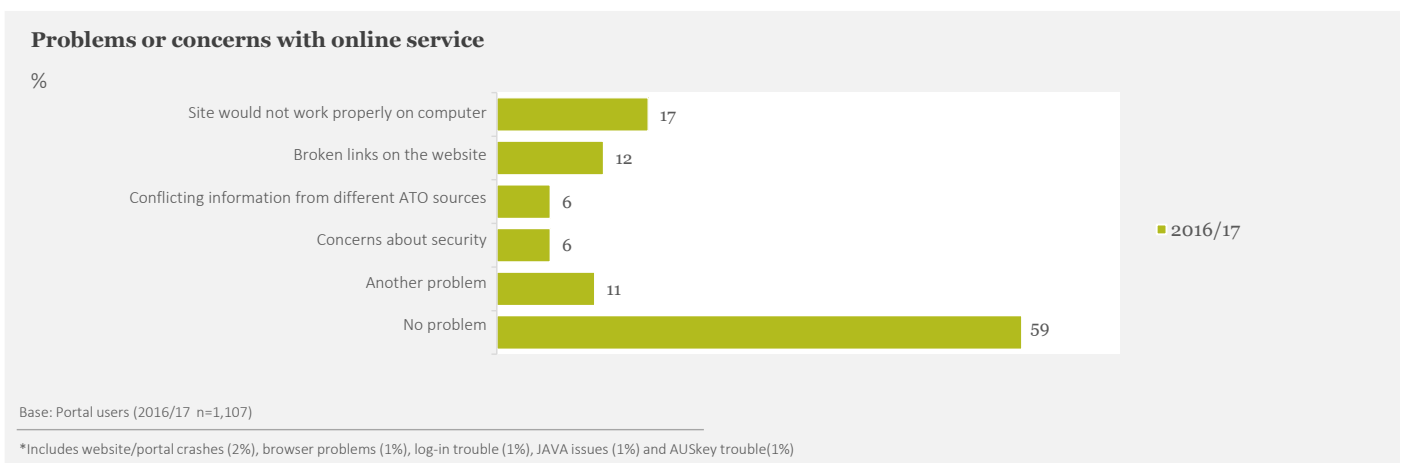
B6b: Was the contact by phone, letter, in person, or some other way?

B6c: Why did you contact the ATO? Was it because...

B7: Using the scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree that the staff at the ATO gave you the same advice as you got through their online service?

**Problems or concerns with online service**

Nearly six in ten (59%) portal users reported no problems or concerns with the online service in 2016/2017. The most common issues relate to the site not working properly (17%) and broken links (12%).



## WEBSITE

This set of results relates to the ATO website. Respondents were sourced from the wider business and general public community samples, as well as all ATO sample groups (excluding the ATO online sample group), and are based on those who visited the ATO website in the last three months. Results only include respondents who said that they were not required to enter a password to enter the area on the ATO website that they entered. This was done to ensure respondents were not answering the questions in relation to a portal visit.

### Overall satisfaction

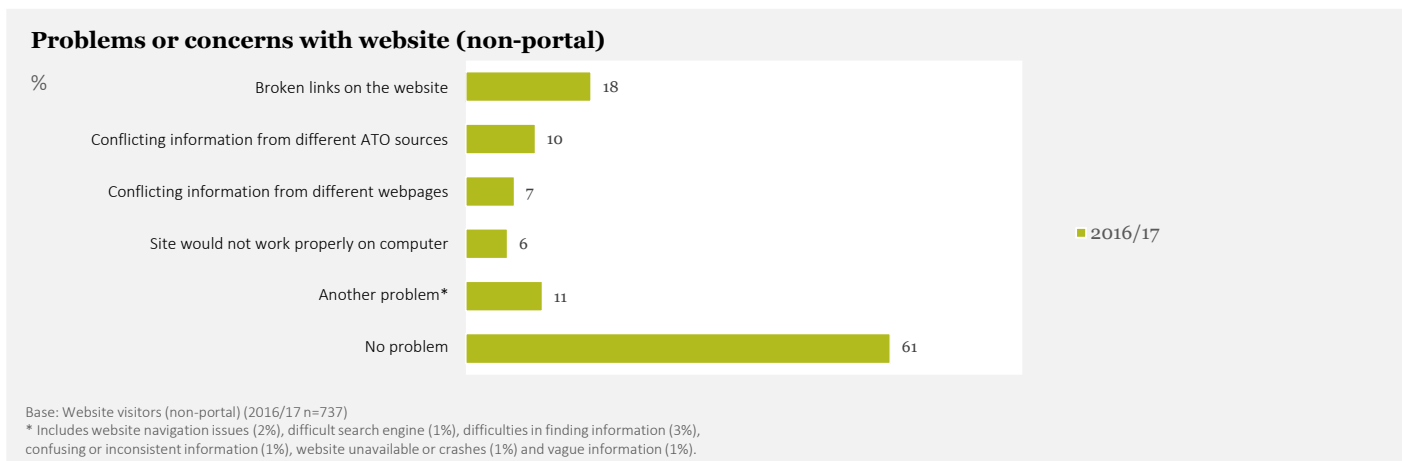
Nearly six in ten (59%) visitors to the ATO website were satisfied with their website experience in 2016/2017. Satisfaction with the website tended to be higher among BAS agents and the business community, and lower among individuals.



C2: Overall, how satisfied were you with your experience of visiting the ATO's website? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

## PROBLEMS OR CONCERNS WITH THE WEBSITE

Six in ten website visitors reported no problems with the website in 2016/17. The most common issues related to broken links on the website (18%) and conflicting information from different ATO Sources (10%).

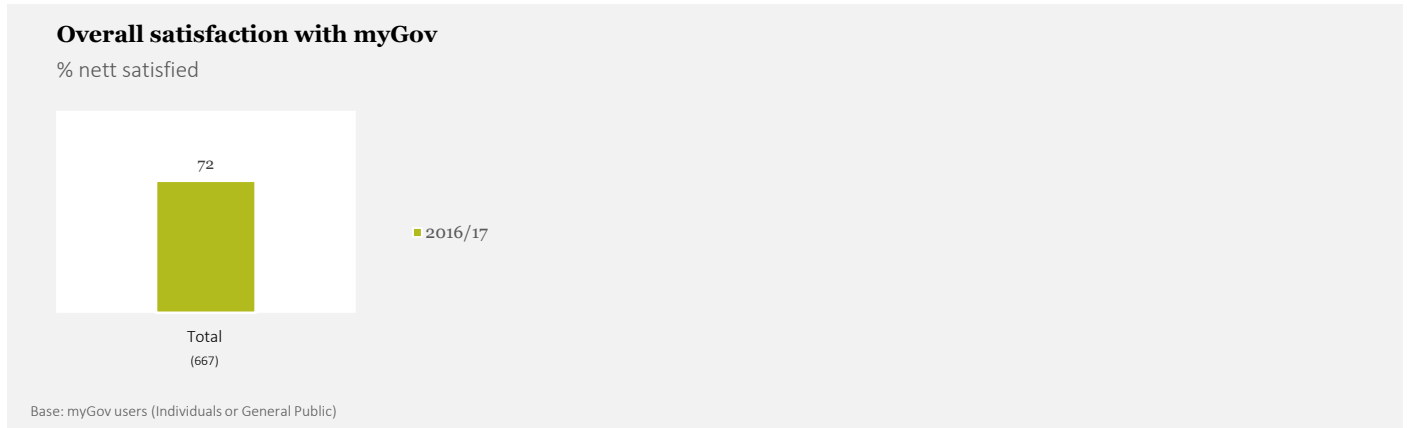


C4a: Which of these problems or concerns, if any, did you have while using the ATO's website?

## MYGOV

Just under one in five (19%) of the general public, and 61% of individuals who had recent contact with the ATO, used myGov in 2016/17.

Around seven in ten (72%) users said they were satisfied with their experience of using myGov in 2016/17.



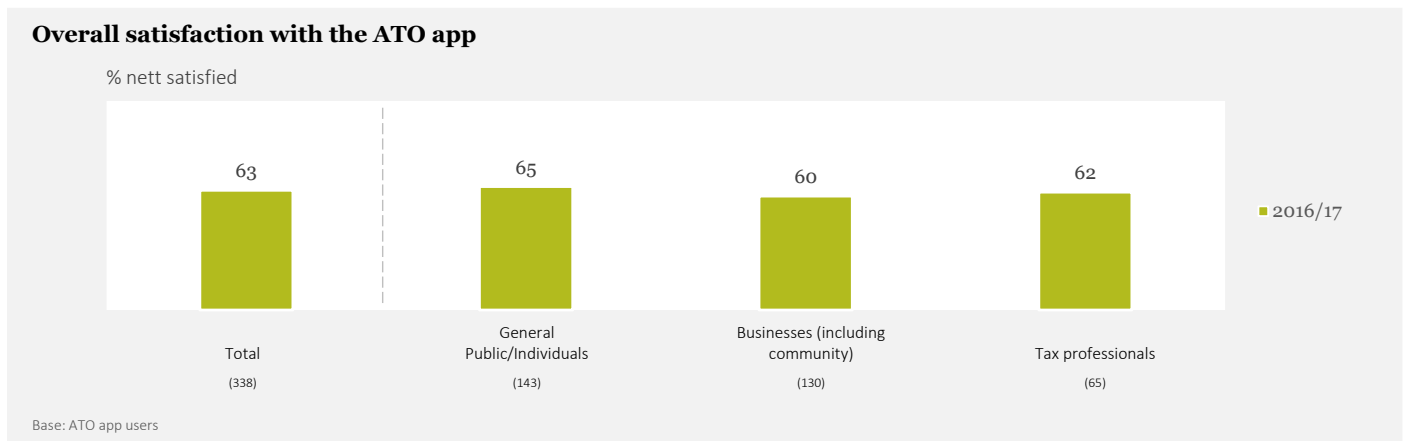
C10: myGov is an online service that lets you access a range of Australian Government services with one username and password, all in one place. In the last three months, have you used myGov to manage your tax or superannuation online?

C11: Overall, how satisfied were you with the experience of using myGov to manage your tax or super online? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

## ATO APP

Nearly one in ten (9%) of all customers and community groups combined said they have used the ATO app at some point in time. Use is somewhat higher (12%) among the wider general public and individuals who have had recent contact with the ATO.

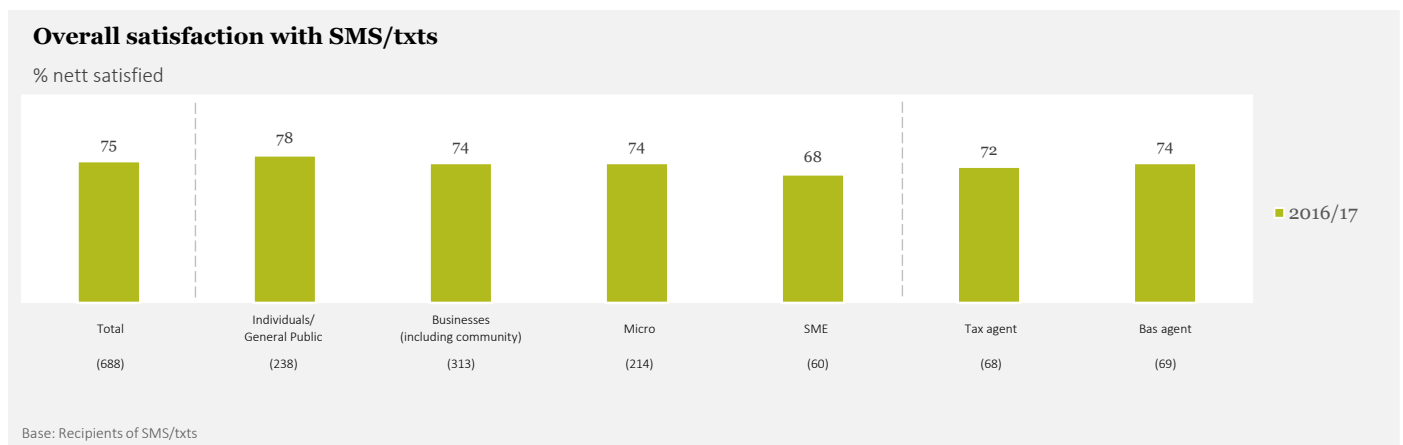
Nearly two thirds (63%) of users were satisfied with the ATO app. No significant variation is evident by customer group.



C9: Overall, how satisfied were you with the experience of using the app? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

## SMS

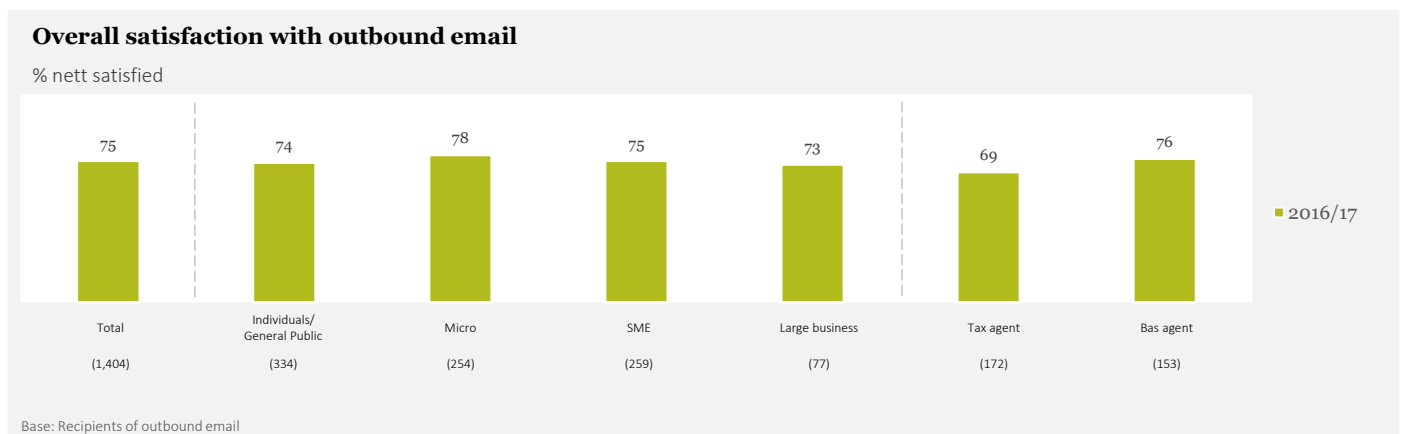
Three quarters (75%) of taxpayers who received an SMS message from the ATO were satisfied with this service experience in 2016/17. There are no significant differences by customer group.



C6b: Overall, how satisfied were you with the quality of the SMS or txt message you received? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.

## EMAIL

Three quarters (75%) of those who received an email from the ATO in the last three months said they were satisfied with the quality of the email. There are no other significant differences by customer group.



C6c: Overall, how satisfied were you with the quality of the email you received? Please use a scale where 1 means 'very dissatisfied' and 5 means 'very satisfied'.