Acas digital advice: 2018 evaluation findings

Reasons for using advice and routes taken

**Employees:**
- 76% specific query
- 19% general info

**Employers:**
- 56% specific query
- 36% general info
- 58% used another source beforehand
- 28% had used gov.uk

Employers more likely to go directly to Acas (46% vs 39% of employees)

Engagement with different platforms

19% also called the Acas Helpline:
Employees more likely to call (29% vs 17% of employers)

How consumed advice:
- 95% read on-screen
- 23% downloaded PDF
- 21% printed the info

Main reasons for also calling the Acas Helpine:
- Wanted to confirm info (48%)
- Not enough detail (45%)
- Couldn’t find info (39%)

Time spent reading advice:
- 21% less than 10 mins
- 52% 10-30 mins
- 26% over 30 mins

Perceptions of the advice and uses of it

More satisfied groups:
- 86% satisfied
- Those using desktop computers
- Those reading long form advice
- Employers
- 95% would recommend Acas digital advice

56% used it to solve a problem at work
Of whom 86% said it *did* solve their problem

43% used it to reassure them they had taken the right course of action
Of whom 96% said it *did* reassure them

Overall: 68% of all users said that Acas digital advice helped them solve a problem at work or reassured them of the right action

Further impacts
- 78% took some form of action after reading Acas digital advice
- 46% forwarded or passed on advice; employers more likely to do so (55% vs 37% of employees)
- 42% went on to discuss the problem with management

43% of all users said that Acas digital advice helped them to amend or introduce a workplace policy

Results of an online/telephone survey of 3,581 users who accessed Acas digital advice between 12 March - 18 April 2018 and agreed to a pop-up invitation for a follow-up interview.