

West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 1 2013

April 2013

1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

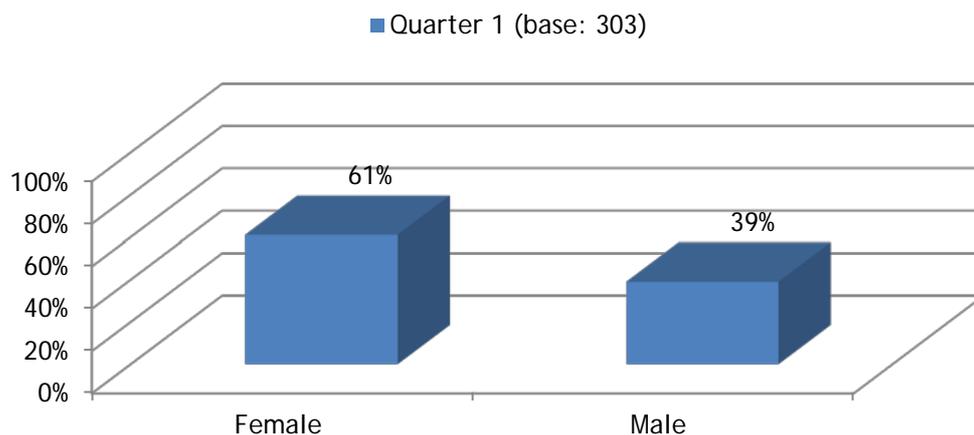
1.1 This document summarises the findings of the first quarter of 2013 of the Reputation Tracker that is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. This is an ongoing tracking survey, which commenced in January 2013, and which will continue to run throughout 2013. This first Quarterly Report for the year sets out the results for January to March.

2.0 RESPONDENT PROFILE

2.1 A total of 303 telephone interviews were carried out in Quarter 1 (100 interviews in each of January and February and 103 in March).

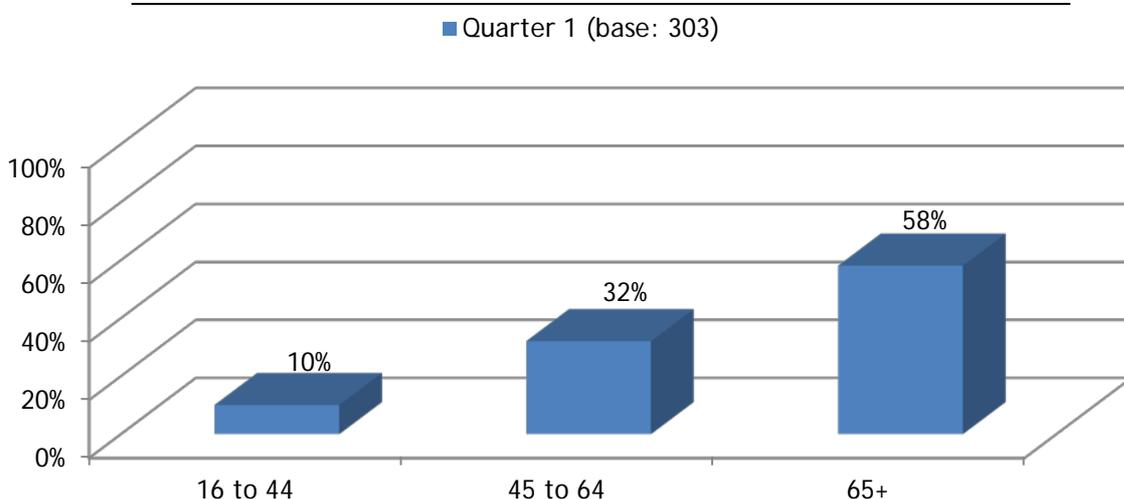
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

Figure 2.1: Profile of Respondents by Gender



2.3 The profile of respondents by age band is illustrated in Figure 2.2.

Figure 2.2: Profile of Respondents by Age Band



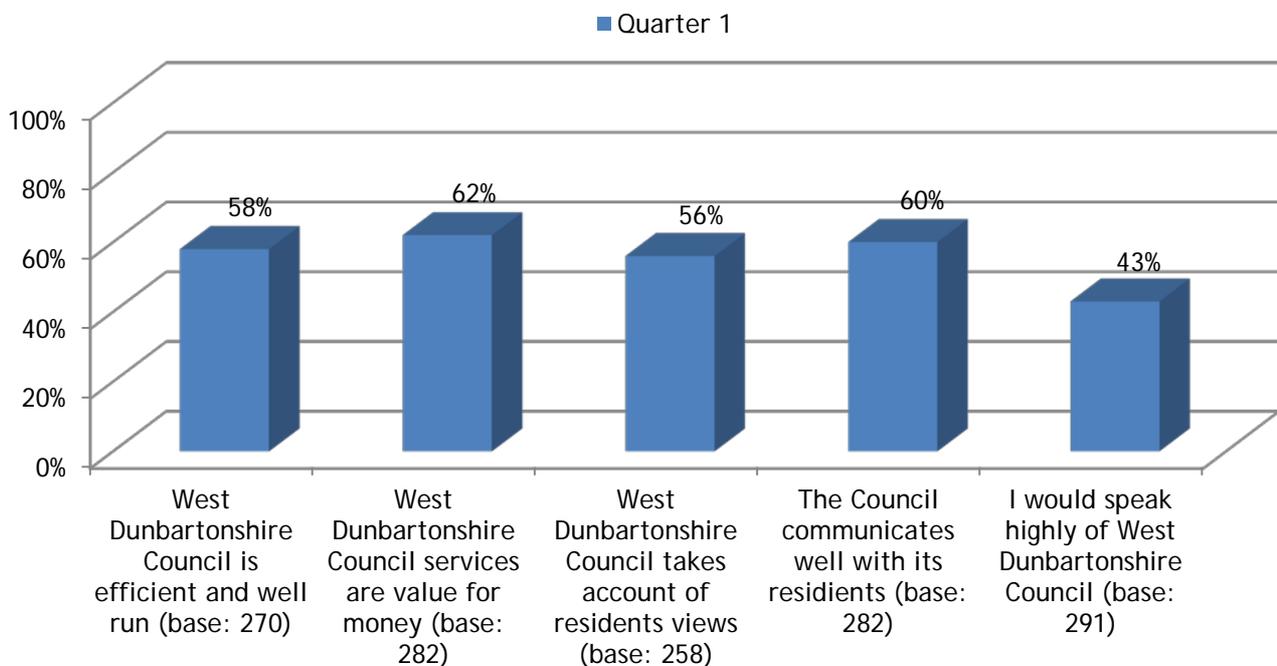
There is a high proportion of respondents from the 65+ age group. As the year progresses, IBP interviewers will seek to mitigate this by conducting interviews during evenings and weekends to enable the team to interview a younger population (and presumably a higher proportion of working people).

3.0 OVERALL PERCEPTIONS OF THE COUNCIL

3.1 Respondents were asked to say whether they agreed or disagreed with various statements relating to West Dunbartonshire Council. It should be noted that 'Don't Know' responses have been removed and so the base for each individual question is lower than the overall sample size of 303.

3.2 Figures 3.1 details overall responses to the statements that are put to respondents.

Figure 3.1: Overall



4.0 SATISFACTION WITH COUNCIL SERVICES

4.1 Respondents were asked to state their satisfaction with the various Council services. The results are summarised in Figure 4.1 below with the blue bars above the line representing the proportion of respondents that were satisfied and the red bar below the line representing the proportion that were dissatisfied. The balance is made up of neutral responses. Table 4.1 then breaks the responses down by area, age and gender, highlighting the proportion that were satisfied within each category for each service.

Figure 4.1: Satisfaction with Council Services

How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council's services?

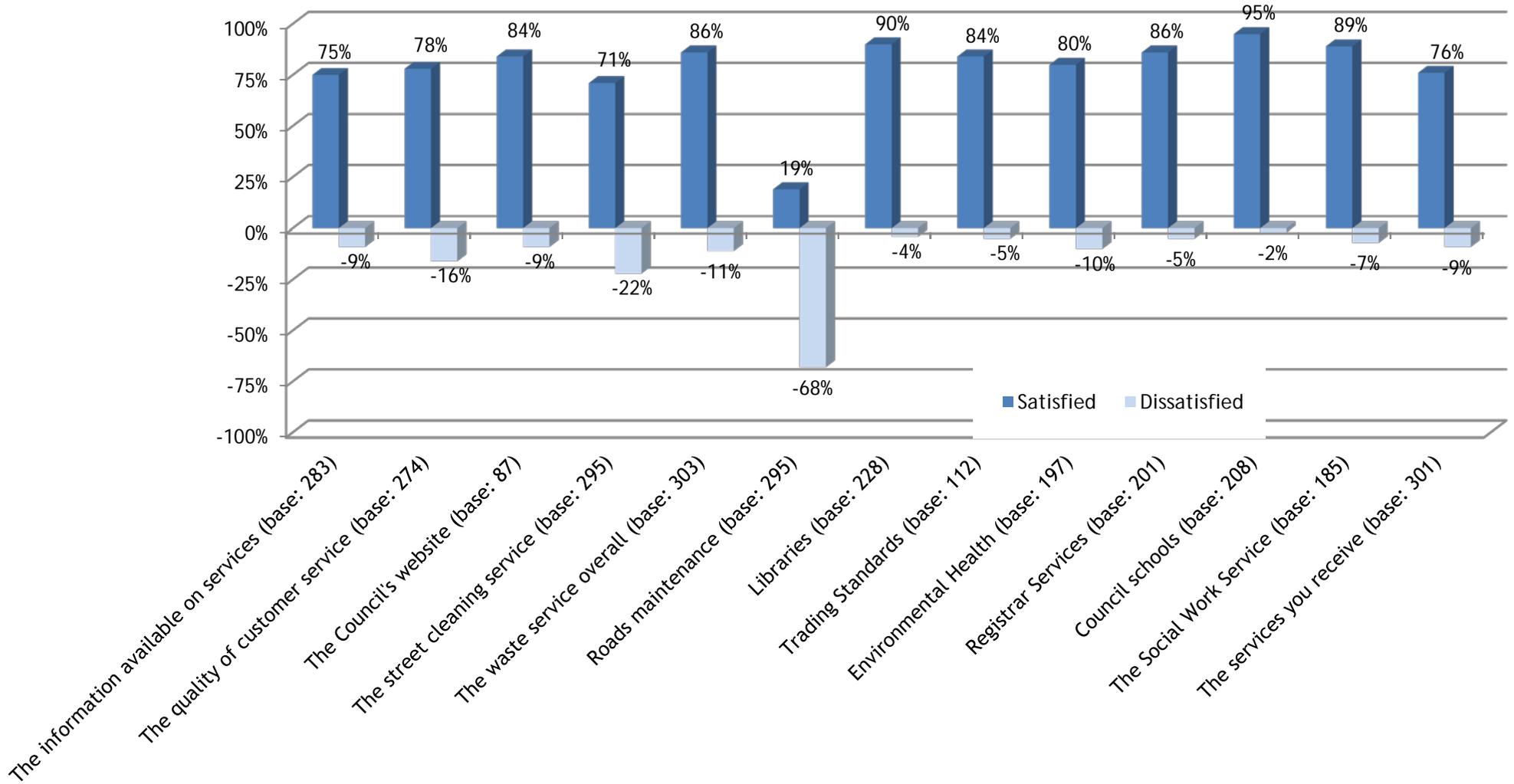


Table 4.1: Satisfaction with Council Services

How satisfied or dissatisfied would you say that you were with each of the following aspects of West Dunbartonshire Council's services?
 % Satisfied (base number of respondents in brackets)

| Service | Overall | G81 | G82 | G83 | Female | Male | 16 to 44 | 45 to 64 | 65+ |
|---|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|-------------------|-------------------|--------------------|
| The information available from the council on its services | 75% (base: 283) | 70% (base: 136) | 87% (base: 77) | 71% (base: 70) | 79% (base: 172) | 68% (base: 111) | 70% (base: 30) | 72% (base: 89) | 77% (base: 164) |
| The quality of customer service | 78% (base: 274) | 78% (base: 130) | 82% (base: 73) | 73% (base: 71) | 83% (base: 162) | 70% (base: 112) | 71% (base: 28) | 74% (base: 85) | 81% (base: 161) |
| The Council's website | 84% (base: 87) | 86% (base: 50) | 90% (base: 29) | 50% (base: 8) | 91% (base: 58) | 69% (base: 29) | 77% (base: 22) | 81% (base: 37) | 93% (base: 28) |
| The street cleaning service | 71% (base: 295) | 68% (base: 142) | 73% (base: 78) | 76% (base: 75) | 70% (base: 181) | 73% (base: 114) | 77% (base: 30) | 71% (base: 93) | 70% (base: 172) |
| The waste service overall | 86% (base: 303) | 85% (base: 144) | 86% (base: 81) | 86% (base: 78) | 87% (base: 186) | 85% (base: 117) | 81% (base: 31) | 79% (base: 96) | 90% (base: 176) |
| Roads maintenance | 19% (base: 295) | 23% (base: 141) | 13% (base: 79) | 16% (base: 75) | 19% (base: 182) | 19% (base: 113) | 13% (base: 31) | 8% (base: 92) | 26% (base: 172) |
| Libraries | 90% (base: 228) | 86% (base: 100) | 97% (base: 64) | 88% (base: 64) | 89% (base: 149) | 91% (base: 79) | 89% (base: 26) | 90% (base: 73) | 89% (base: 129) |
| Trading Standards | 84% (base: 112) | 87% (base: 68) | 80% (base: 10) | 79% (base: 34) | 88% (base: 68) | 77% (base: 44) | 73% (base: 11) | 84% (base: 31) | 86% (base: 70) |
| Environmental Health | 80% (base: 197) | 86% (base: 97) | 83% (base: 40) | 70% (base: 60) | 80% (base: 117) | 90% (base: 80) | 90% (base: 20) | 79% (base: 66) | 79% (base: 111) |
| Registration of Births, Deaths and Marriages/Civil Partnerships | 86% (base: 201) | 86% (base: 91) | 100% (base: 48) | 76% (base: 62) | 85% (base: 123) | 87% (base: 78) | 91% (base: 23) | 85% (base: 68) | 85% (base: 110) |
| Council schools | 95% (base: 208) | 97% (base: 98) | 89% (base: 47) | 95% (base: 63) | 94% (base: 130) | 96% (base: 78) | 93% (base: 27) | 93% (base: 72) | 96% (base: 109) |
| The Social Work Service | 89% (base: 185) | 90% (base: 98) | 83% (base: 40) | 92% (base: 47) | 92% (base: 115) | 83% (base: 70) | 93% (base: 14) | 84% (base: 57) | 90% (base: 114) |
| The services you receive from West Dunbartonshire Council overall | 76% (base: 301) | 80% (base: 143) | 78% (base: 81) | 65% (base: 77) | 82% (base: 185) | 66% (base: 116) | 61% (base: 31) | 65% (base: 95) | 84% (base: 175) |

- 4.2 A graphical summary of the levels of satisfaction for this quarter for each of these services is set out in Figures 4.2 to 4.14, broken down by area, gender and age band.
- 4.3 When respondents expressed dissatisfaction they were asked to provide reasons for this. Corporate Communications can share this information with anyone who wants it.

5.0 OPEN-ENDED COMMENTS

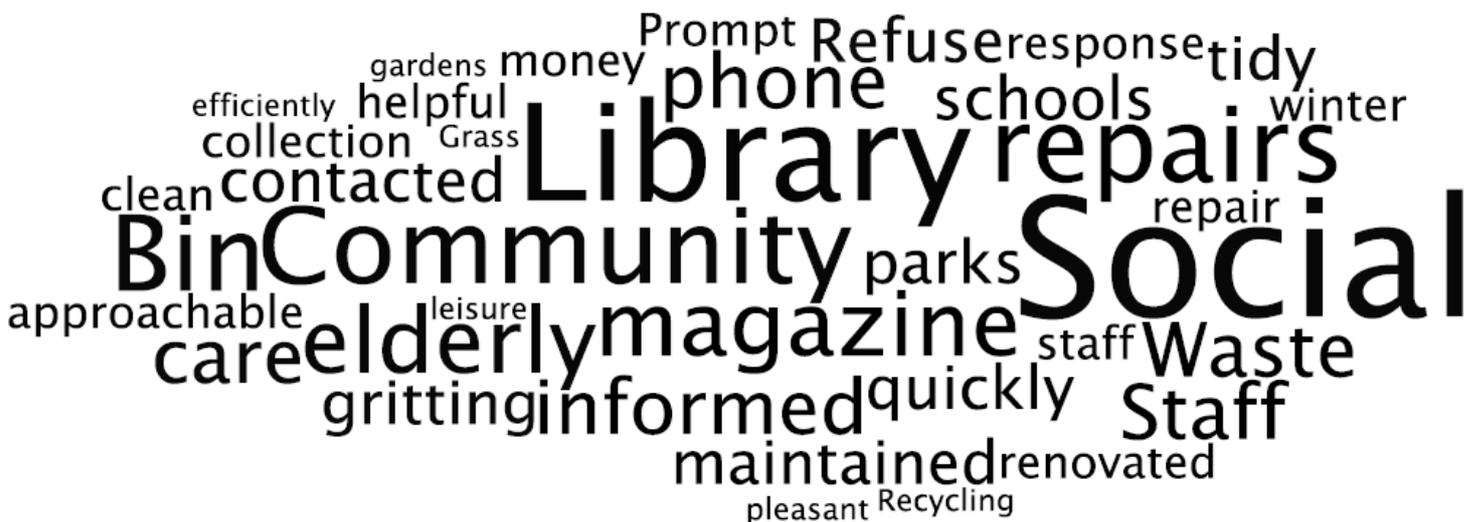
- 5.1 Respondents were then asked to say where they think the Council needs to improve. This was asked as an open ended question and the results of this for Quarter 1 of 2013 are illustrated as a 'Word Cloud'¹ in Figure 5.1.

Figure 5.1: Areas where the Council needs to improve



- 5.3 Respondents were then asked about good things they would say about the Council. Again, this was asked as an open ended question and the results of this for Quarter 4 are illustrated as a 'Word Cloud' in Figure 5.2.

Figure 5.2: Good things people would say about the Council



¹ A "word cloud" is an image generated from any text source which gives greater prominence to words that appear more frequently.