West Dunbartonshire Council

Reputation Tracker

Overview Report

Quarter 3 2013

October 2013

**2.0 Respondent Profile**

2.1 A total of 300 telephone interviews were carried out in Quarter 3.

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 significant difference in age range for this quarter. Starting the first month of Quarter 3, IBP interviewers sought mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends to enable the team to interview a younger population (and presumably a higher proportion of working people) more in line with the West Dunbartonshire population.

**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 300.

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

**Figure 3.1: Overall**

**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?*

**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 3 of 2013 are illustrated as a ‘Word Cloud’[[1]](#footnote-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 3 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. [↑](#footnote-ref-1)