



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 2 2014

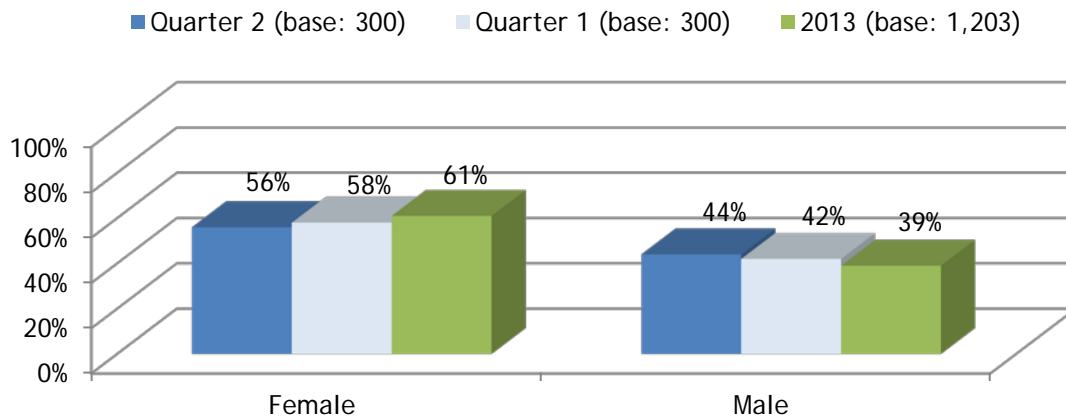
11th July 2014

2.0 RESPONDENT PROFILE

2.1 A total of 300 telephone interviews were carried out in Quarter 2.

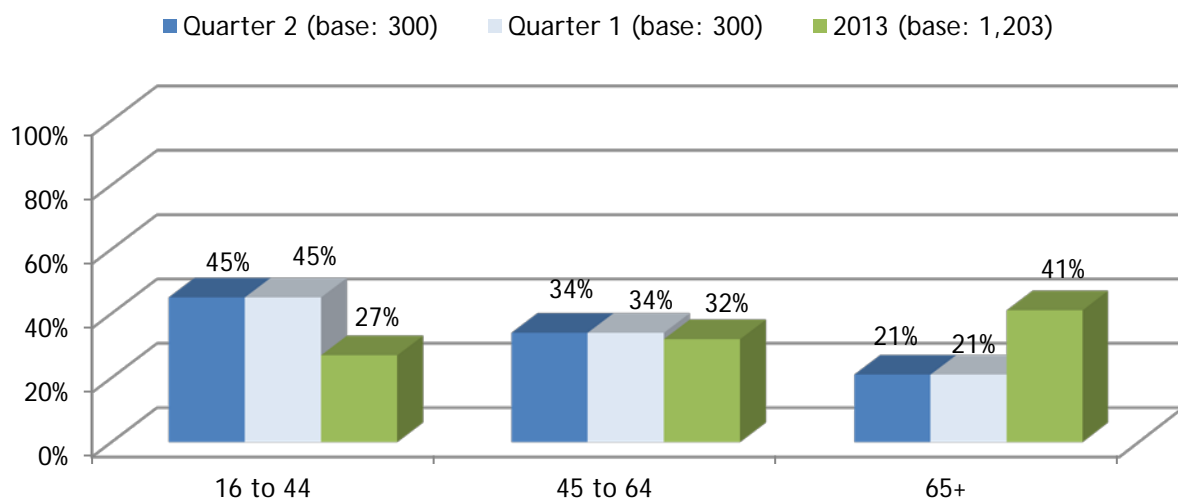
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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



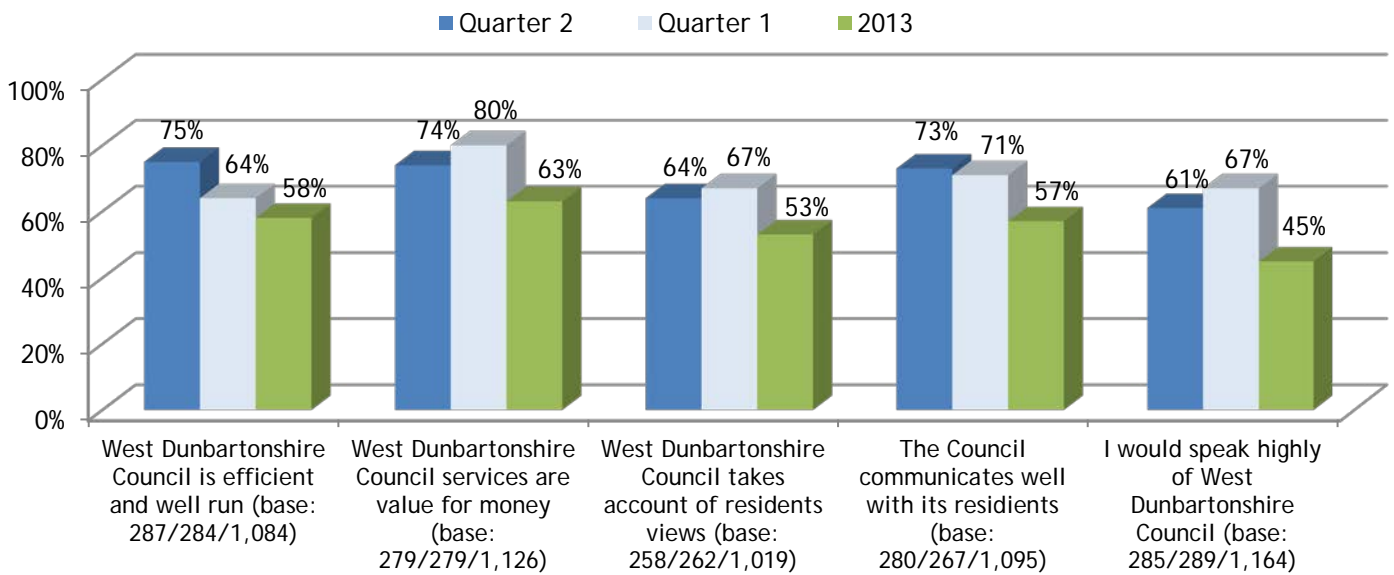
There is a significant difference in age range for Quarter 2 and Quarter 1 compared to 2013. Starting the first month of Quarter 3 2013, IBP interviewers sought to mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends to enable the team to interview a younger population (and presumably a higher proportion of working people) that is 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



3.2 Figures 3.2 to 3.4 break down responses to the statement, 'West Dunbartonshire Council is efficient and well run' by area, gender and age band.

Figure 3.2: Area

West Dunbartonshire Council is efficient and well run

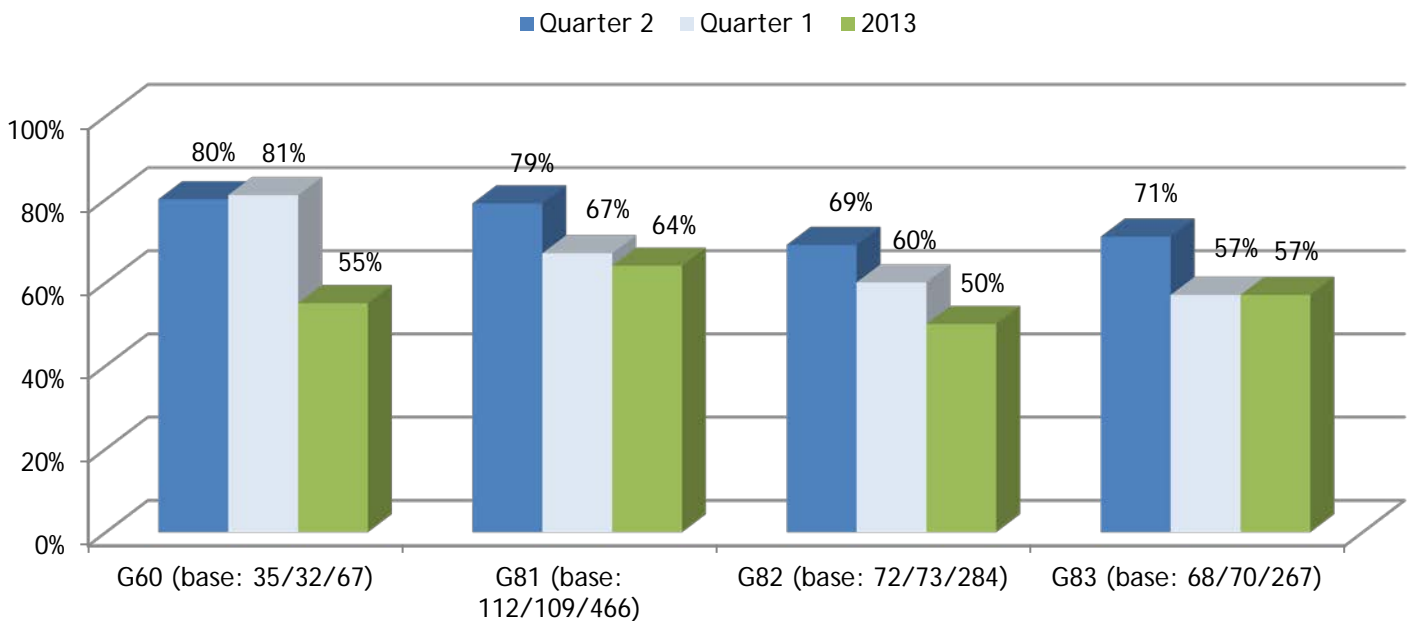


Figure 3.3: Gender

West Dunbartonshire Council is efficient and well run

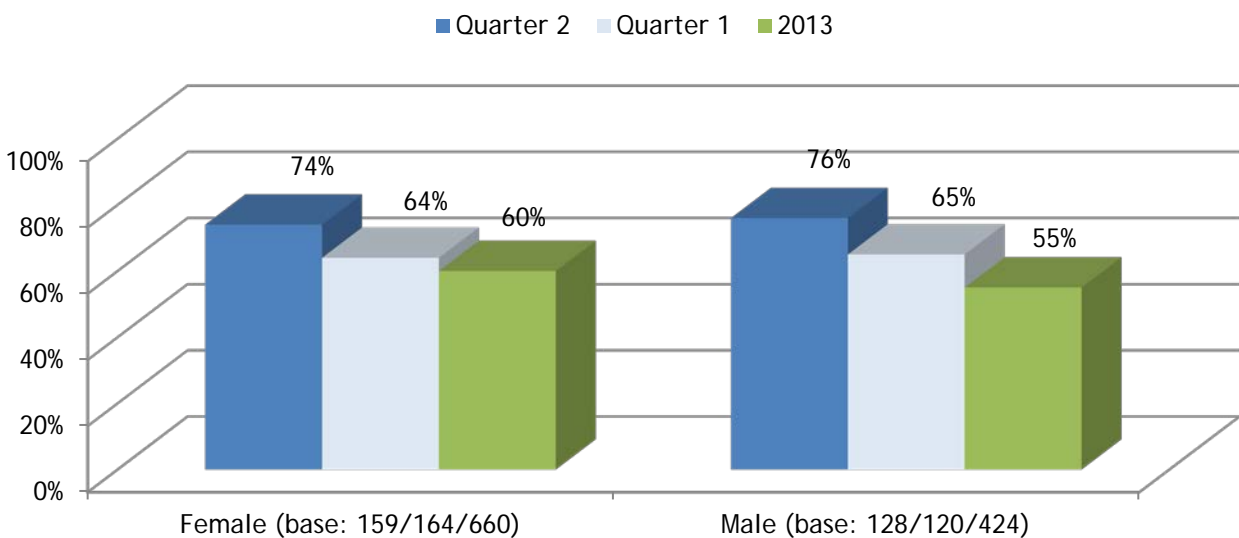
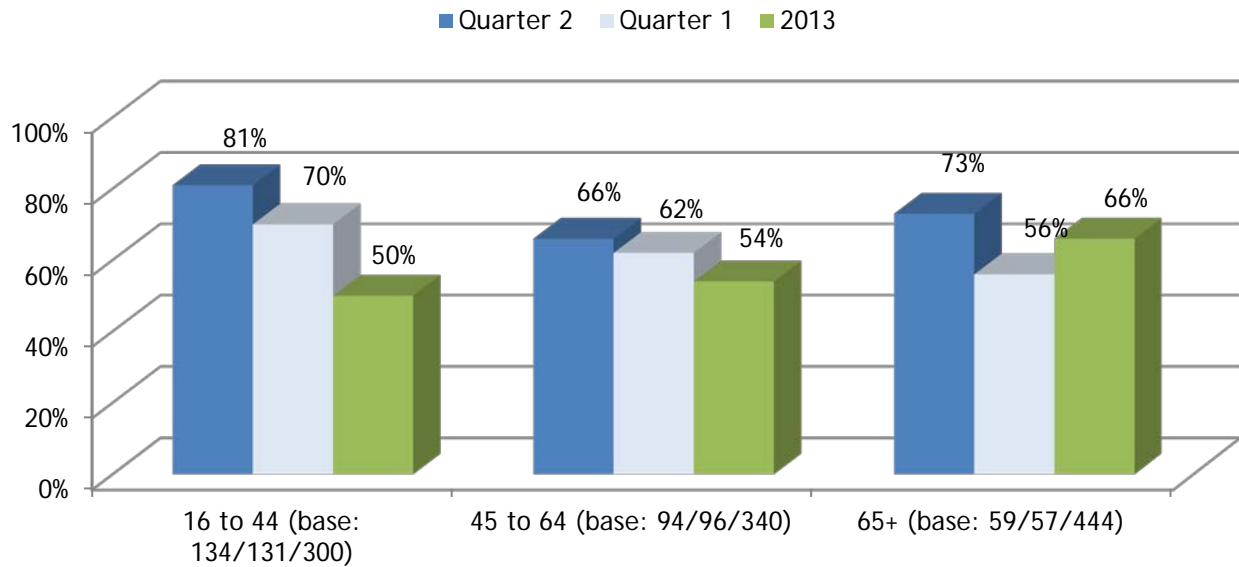


Figure 3.4: Age Band

West Dunbartonshire Council is efficient and well run



3.3 Overall, Quarter 2 results for this statement were more positive than in the previous quarter and significantly more positive than in 2013. Those living in G60 and G81 are most likely to be positive but there has been an upwards trend across the board (and, compared to 2013, particularly amongst those aged 16 to 44).

4.0 SATISFACTION WITH COUNCIL SERVICES

4.1 Respondents were asked to state their level of satisfaction or dissatisfaction with the various Council services. The results for Quarter 2 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?

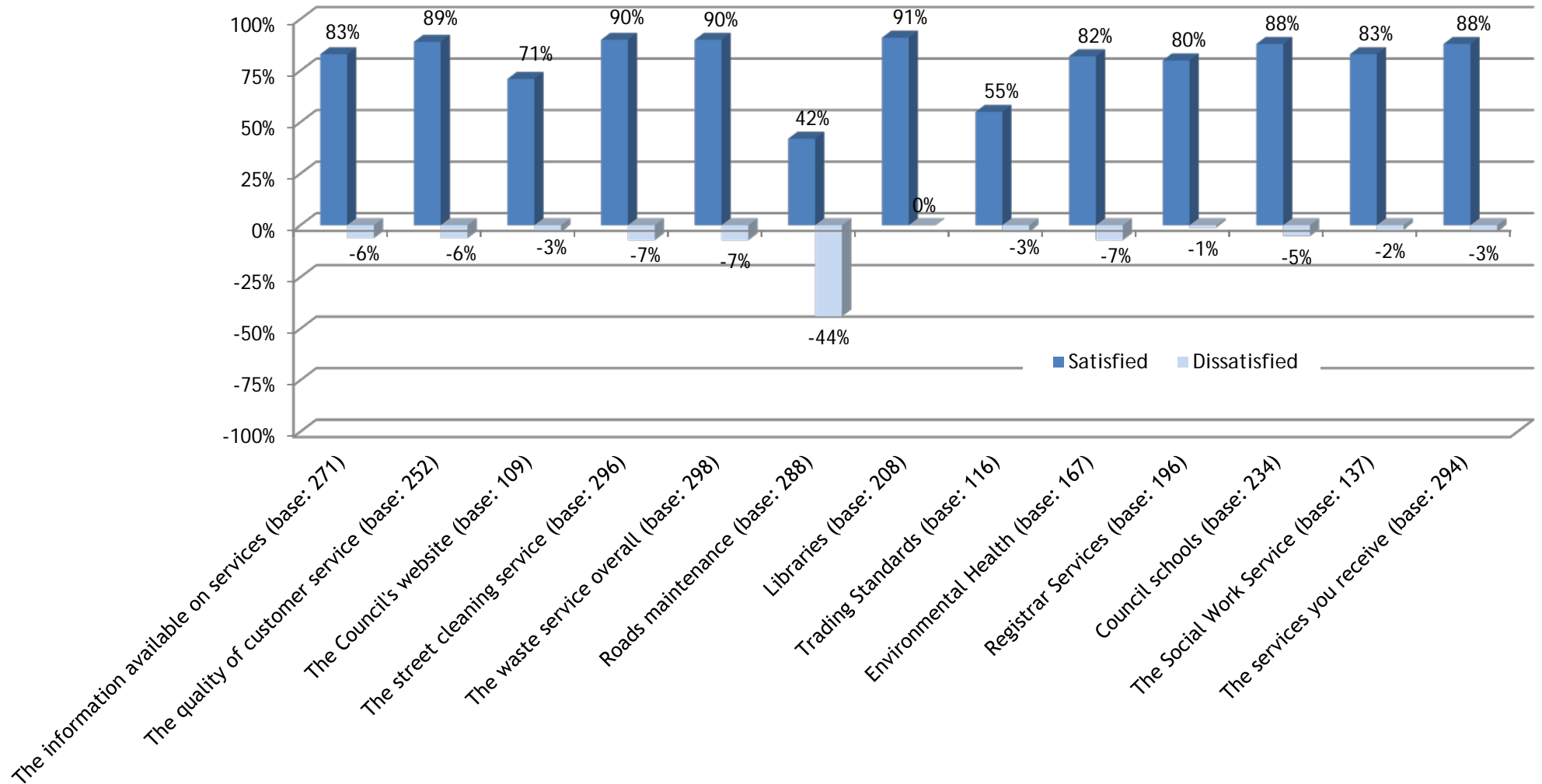


Table 4.1: Satisfaction with Council Services

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	G60	G81	G82	G83	Female	Male	16 to 44	45 to 64	65+
The information available on services	83% (base: 271)	84% (base: 32)	85% (base: 102)	81% (base: 73)	81% (base: 64)	85% (base: 158)	81% (base: 115)	82% (base: 113)	82% (base: 97)	89% (base: 61)
The quality of customer service	89% (base: 252)	92% (base: 26)	87% (base: 107)	90% (base: 61)	88% (base: 58)	87% (base: 144)	91% (base: 108)	83% (base: 112)	92% (base: 83)	95% (base: 57)
The Council's website	71% (base: 109)	80% (base: 5)	65% (base: 51)	85% (base: 27)	65% (base: 26)	76% (base: 63)	67% (base: 46)	69% (base: 62)	76% (base: 41)	50% (base: 6)
The street cleaning service	90% (base: 296)	97% (base: 36)	85% (base: 115)	91% (base: 74)	94% (base: 71)	87% (base: 166)	94% (base: 130)	83% (base: 135)	91% (base: 100)	84% (base: 61)
The waste service overall	90% (base: 298)	83% (base: 36)	88% (base: 117)	89% (base: 73)	96% (base: 72)	86% (base: 167)	95% (base: 131)	86% (base: 134)	93% (base: 102)	85% (base: 62)
Roads maintenance	42% (base: 288)	46% (base: 35)	45% (base: 113)	38% (base: 74)	38% (base: 66)	38% (base: 160)	46% (base: 128)	50% (base: 129)	32% (base: 100)	41% (base: 59)
Libraries	91% (base: 208)	96% (base: 25)	93% (base: 80)	92% (base: 52)	84% (base: 51)	93% (base: 122)	88% (base: 86)	90% (base: 106)	89% (base: 62)	98% (base: 40)
Trading Standards	55% (base: 116)	45% (base: 18)	53% (base: 38)	64% (base: 25)	57% (base: 35)	44% (base: 63)	57% (base: 53)	68% (base: 47)	38% (base: 40)	59% (base: 29)
Environmental Health	82% (base: 167)	80% (base: 15)	83% (base: 64)	77% (base: 48)	85% (base: 40)	81% (base: 97)	81% (base: 70)	85% (base: 61)	75% (base: 61)	85% (base: 45)
Registrar Services	80% (base: 196)	48% (base: 21)	86% (base: 80)	90% (base: 40)	76% (base: 55)	85% (base: 114)	73% (base: 82)	92% (base: 79)	71% (base: 77)	73% (base: 40)
Council schools	88% (base: 234)	90% (base: 29)	90% (base: 83)	83% (base: 53)	87% (base: 69)	88% (base: 133)	87% (base: 101)	95% (base: 114)	80% (base: 81)	82% (base: 39)
The Social Work Service	83% (base: 137)	94% (base: 16)	83% (base: 59)	93% (base: 27)	69% (base: 35)	85% (base: 81)	79% (base: 56)	68% (base: 39)	86% (base: 58)	93% (base: 40)
The services you receive overall	88% (base: 294)	88% (base: 34)	90% (base: 113)	88% (base: 75)	88% (base: 72)	78% (base: 165)	89% (base: 129)	93% (base: 131)	79% (base: 100)	94% (base: 63)

