



## Reputation Tracker Survey

### Quarterly Report

January to March 2024



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## 1.0 SURVEY OVERVIEW

1.1 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 225.

## 2.0 OVERALL PERCEPTION OF COUNCIL AND SATISFACTION WITH SERVICES

2.1 The following seven general statements measure the **Perception of the Council** and ask residents level of agreement with each. The results are shown below. The trend is shown against the previous quarter (October to December 2023).

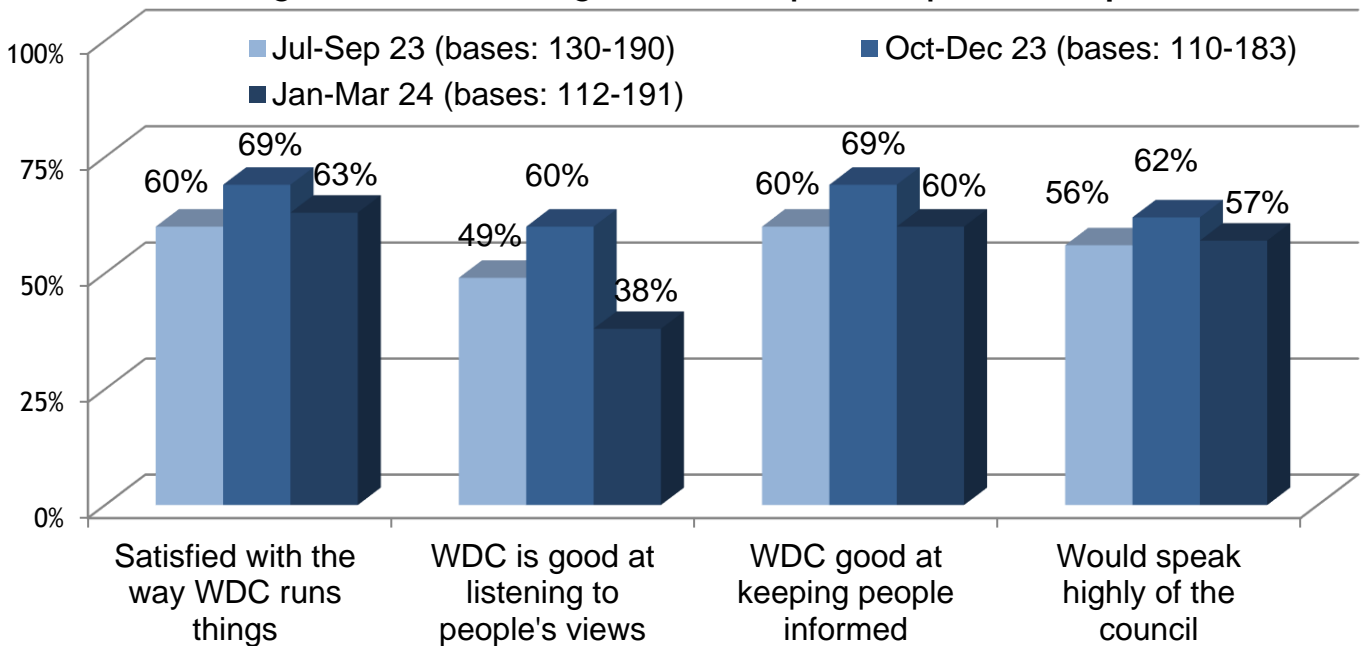
### Agreement with Statements about Council

Q4	% change	Statements
60%	-9%	West Dunbartonshire Council is good at keeping people informed of important information (base: 165)
38%	-22%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 112)
48%	-14%	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 132)
55%	-1%	West Dunbartonshire Council communicates well with its residents (base: 155)
63%	-6%	I am satisfied with the way West Dunbartonshire Council runs things (base: 191)
60%	-3%	West Dunbartonshire Council does the best it can with the money available (base: 152)
57%	-5%	I would speak highly of West Dunbartonshire Council (base: 143)

Based on 225 telephone interviews representative of West Dunbartonshire by location and age





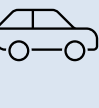





2.2 Figure 1 illustrates levels of agreement with the previous 2 quarters.

**Figure 1: % levels of agreement compared to previous 2 quarters**



2.3 Respondents are then asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery.

### Satisfaction with the Council's Services

Service	Q4	% change	Service	Q4	% change
 Street cleaning (base: 220)	<b>78%</b>	+4%	 Libraries (base: 88)	<b>87%</b>	-8%
 Waste service overall (base: 224)	<b>76%</b>	-12%	 Council Website (base: 106)	<b>92%</b>	+4%
 Roads maintenance (base: 219)	<b>22%</b>	+9%	 Museums and Galleries (base: 31)	<b>94%</b>	-3%
 Grounds Maintenance and grass cutting (base: 197)	<b>73%</b>	+11%	 Leisure and sports centres (base: 114)	<b>82%</b>	+9%
 Parks and open spaces (base: 205)	<b>87%</b>	+14%	 Services overall (base: 204)	<b>84%</b>	+4%

Based on 225 telephone interviews representative of West Dunbartonshire by location and age

### 3.0 CITIZEN, CULTURE AND FACILITIES

3.1 Figure 2 details Citizen, Culture and Facilities services for January to March 2024 and compares this to October to December 2023.

**Figure 2: % satisfaction levels compared to previous quarter**

<b>Citizen, Culture and Facilities</b>	<b>Oct-Dec 2023</b>	<b>Jan-Mar 2024</b>	<b>% Change</b>
<b>Libraries</b> (Oct to Dec 2023 base: 88, Jan to Mar 2024 base: 102)	95%	87%	-8%
<b>Contact Centre</b> (Oct to Dec 2023 base: 72, Jan to Mar 2024 base: 31)	64%	65%	+1%
<b>Museums and Galleries</b> (Oct to Dec 2023 base: 31, Jan to Mar 2024 base: 31)	97%	94%	-3%
<b>Council Website: Finding Information</b> (Oct to Dec 2023 base: 109, Jan to Mar 2024 base: 98)	92%	89%	-3%
<b>Council Website: Ease of Use</b> (Oct to Dec 2023 base: 110, Jan to Mar 2024 base: 98)	87%	93%	+6%
<b>Council Website: Completing Transactions</b> (Oct to Dec 2023 base: 59, Jan to Mar 2024 base: 80)	92%	97%	+5%
<b>Council Website Overall</b> (Oct to Dec 2023 base: 106, Jan to Mar 2024 base: 97)	88%	92%	+4%

#### **EASE OF CONTACTING COUNCIL**

3.2 More detailed questions were asked in relation to ease of making contact with the council. The proportion of respondents finding it very or quite easy to contact the Council by the method they used is detailed in Figure 3.

**Figure 3: % finding it easy to make contact compared to previous quarter**

<b>Ease of Making Contact</b>	<b>Oct-Dec 2023</b>	<b>Jan-Mar 2024</b>	<b>% Change</b>
<b>Telephoning Citizen Contact Centre</b> (Oct to Dec 2023 base: 72, Jan to Mar 2024 base: 31)	54%	54%	0%
<b>Telephoning Specific Council Department</b> (Oct to Dec 2023 base: 18, Jan to Mar 2024 base: 70)	100%	95%	-5%
<b>Through Council's website</b> (Oct to Dec 2023 base: 41, Jan to Mar 2024 base: 56)	92%	86%	-6%
<b>Visiting One of Main Offices</b> (Oct to Dec 2023 base: 4, Jan to Mar 2024 base: 1)	100%	0%	-100%

## INTERNET USE

- 3.3 Figure 4 details the proportion of respondents that use the internet, that are confident using the internet and have ever used the Council website.

**Figure 4: % internet use compared to previous quarter**

Internet Use	Oct-Dec 2023	Jan-Mar 2024	% Change
<b>Use the internet</b> (Oct to Dec 2023 base: 225, Jan to Mar 2024 base: 225)	88%	84%	-4%
<b>Confident using the internet</b> (Oct to Dec 2023 base: 196, Jan to Mar 2024 base: 187)	89%	90%	+1%
<b>Ever used Council website</b> (Oct to Dec 2023 base: 197, Jan to Mar 2024 base: 188)	58%	53%	-5%

## 4.0 ROADS AND NEIGHBOURHOOD

- 4.1 Figure 5 details Roads and Neighbourhood services for January to March 2024 and compares this to October to December 2023.

**Figure 5: % satisfaction levels compared to previous quarter**

Roads and Neighbourhood	Oct-Dec 2023	Jan-Mar 2024	% Change
<b>Street cleaning</b> (Oct to Dec 2023 base: 220, Jan to Mar 2024 base: 216)	74%	78%	+4%
<b>Waste services</b> (Oct to Dec 2023 base: 224, Jan to Mar 2024 base: 216)	88%	76%	-12%
<b>Roads Maintenance</b> (Oct to Dec 2023 base: 219, Jan to Mar 2024 base: 215)	13%	22%	+9%
<b>Grounds maintenance and grass cutting</b> (Oct to Dec 2023 base: 197, Jan to Mar 2024 base: 201)	62%	73%	+11%
<b>Parks &amp; open spaces</b> (Oct to Dec 2023 base: 205, Jan to Mar 2024 base: 198)	73%	87%	+14%

## 5.0 LOCAL AREA AND COMMUNITIES

- 5.1 Figure 6 details positive ratings for aspects of the Local Area and Community for January to March 2024 and compares this to October to December 2023.

**Figure 6: % ratings compared to previous quarter**

<b>Local Area and Community</b>	<b>Oct-Dec 2023</b>	<b>Jan-Mar 2024</b>	<b>% Change</b>
<b>Feeling of safety</b> (Oct to Dec 2023 base: 224, Jan to Mar 2024 base: 224)	88%	90%	+2%
<b>Attractiveness of local environment</b> (Oct to Dec 2023 base: 215, Jan to Mar 2024 base: 220)	72%	63%	-9%
<b>Strength of economy and job opportunities</b> (Oct to Dec 2023 base: 99, Jan to Mar 2024 base: 150)	27%	18%	-9%
<b>Neighbourhood as a place to live</b> (Oct to Dec 2023 base: 221, Jan to Mar 2024 base: 219)	90%	89%	-1%

## 6.0 EDUCATION

6.1 Figure 7 details education services for January to March 2024 and compares this to October to December 2023.

**Figure 7: % satisfaction levels compared to previous Quarter**

<b>Education Services</b>	<b>Oct-Dec 2023</b>	<b>Jan-Mar 2024</b>	<b>% Change</b>
<b>Early Education and Childcare Centres / Nurseries</b> (Oct to Dec 2023 base: 16, Jan to Mar 2024 base: 19)	94%	95%	+1%
<b>Primary Schools</b> (Oct to Dec 2023 base: 37, Jan to Mar 2024 base: 46)	92%	91%	-1%
<b>Secondary Schools</b> (Oct to Dec 2023 base: 36, Jan to Mar 2024 base: 39)	80%	67%	-13%
<b>Additional Support Needs Provision</b> (Oct to Dec 2023 base: 10, Jan to Mar 2024 base: 9)	40%	44%	+4%