



# Reputation Tracker Survey

## Annual Report

April 2024 to March 2025

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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 900.

## 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 year.

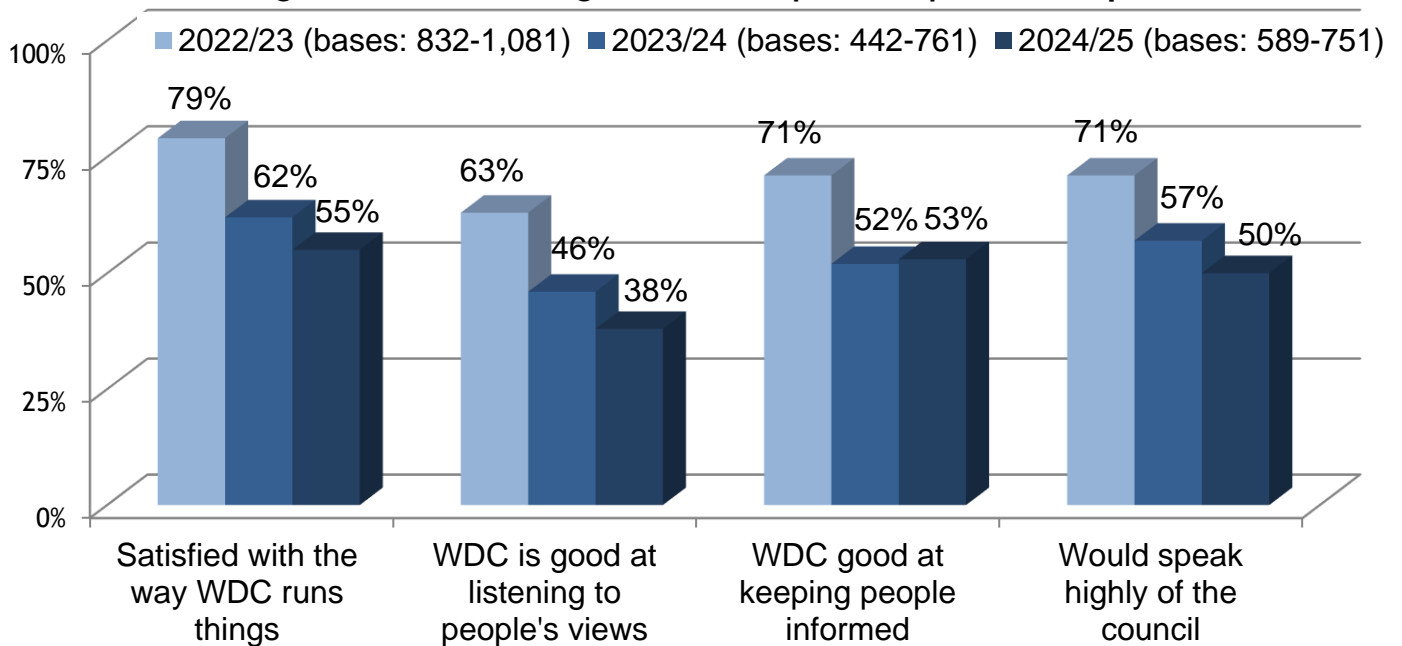
### Agreement with Statements about Council

24/25	% change	Statements
53%	-10%	West Dunbartonshire Council is good at keeping people informed of important information (base: 751)
38%	-8%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 589)
49%	-3%	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 581)
45%	-7%	West Dunbartonshire Council communicates well with its residents (base: 719)
55%	-7%	I am satisfied with the way West Dunbartonshire Council runs things (base: 734)
47%	-8%	West Dunbartonshire Council does the best it can with the money available (base: 666)
50%	-7%	I would speak highly of West Dunbartonshire Council (base: 626)

Based on 900 telephone interviews representative of West Dunbartonshire by location and age






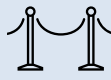




2.2 Figure 1 illustrates levels of agreement with the previous 2 years.

**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	24/25	%change	Service	24/25	%change
 Street cleaning (base: 852)	62%	-10%	 Libraries (base: 367)	75%	-16%
 Waste service overall (base: 900)	61%	-21%	 Council Website (base: 483)	84%	-6%
 Roads maintenance (base: 847)	24%	+2%	 Museums and Galleries (base: 171)	81%	-8%
 Grounds Maintenance and grass cutting (base: 809)	49%	-11%	 Leisure and sports centres (base: 555)	81%	+4%
 Parks and open spaces (base: 814)	72%	-5%	 Services overall (base: 770)	71%	-7%

Based on 900 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 April 2024 to March 2025 and compares this to April 2023 to March 2024.

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

<b>Citizen, Culture and Facilities</b>	<b>2023-2024</b>	<b>2024-2025</b>	<b>% Change</b>
<b>Libraries</b> (2023-2024 base: 348, 2024-2025 base: 367)	91%	75%	-16%
<b>Contact Centre</b> (2023-2024 base: 262, 2024-2025 base: 173)	66%	60%	-6%
<b>Museums and Galleries</b> (2023-2024 base: 147, 2024-2025 base: 171)	89%	81%	-8%
<b>Council Website: Finding Information</b> (2023-2024 base: 456, 2024-2025 base: 492)	88%	84%	-4%
<b>Council Website: Ease of Use</b> (2023-2024 base: 451, 2024-2025 base: 460)	89%	86%	-3%
<b>Council Website: Completing Transactions</b> (2023-2024 base: 303, 2024-2025 base: 327)	91%	91%	0%
<b>Council Website Overall</b> (2023-2024 base: 446, 2024-2025 base: 483)	90%	84%	-6%

#### **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**

<b>Ease of Making Contact</b>	<b>2023-2024</b>	<b>2024-2025</b>	<b>% Change</b>
<b>Telephoning Citizen Contact Centre</b> (2023-2024 base: 259, 2024-2025 base: 173)	61%	67%	+6%
<b>Telephoning Specific Council Department</b> (2023-2024 base: 136, 2024-2025 base: 158)	85%	69%	-16%
<b>Through Council's website</b> (2023-2024 base: 199, 2024-2025 base: 187)	82%	73%	-9%
<b>Visiting One of Main Offices</b> (2023-2024 base: 8, 2024-2025 base: 19)	88%	66%	-22%

## 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 year**

Internet Use	2023-2024	2024-2025	% Change
<b>Use the internet</b> (2023-2024 base: 900, 2024-2025 base: 900)	86%	84%	-2%
<b>Confident using the internet</b> (2023-2024 base: 772, 2024-2025 base: 749)	90%	88%	-2%
<b>Ever used Council website</b> (2023-2024 base: 776, 2024-2025 base: 752)	60%	66%	+6%

## 4.0 ROADS AND NEIGHBOURHOOD

- 4.1 Figure 5 details Roads and Neighbourhood services for April 2024 to March 2025 and compares this to April 2023 to March 2024.

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

Roads and Neighbourhood	2023-2024	2024-2025	% Change
<b>Street cleaning</b> (2023-2024 base: 877, 2024-2025 base: 852)	72%	62%	-10%
<b>Waste services</b> (2023-2024 base: 889, 2024-2025 base: 900)	82%	61%	-21%
<b>Roads Maintenance</b> (2023-2024 base: 867, 2024-2025 base: 847)	22%	24%	+2
<b>Grounds maintenance and grass cutting</b> (2023-2024 base: 812, 2024-2025 base: 809)	60%	49%	-11%
<b>Parks &amp; open spaces</b> (2023-2024 base: 806, 2024-2025 base: 814)	77%	72%	-5%

## 5.0 LOCAL AREA AND COMMUNITIES

- 5.1 Figure 6 details positive ratings for aspects of the Local Area and Community for April 2024 to March 2025 and compares this to April 2023 to March 2024.

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

<b>Local Area and Community</b>	<b>2023-2024</b>	<b>2024-2025</b>	<b>% Change</b>
<b>Feeling of safety</b> (2023-2024 base: 889, 2024-2025 base: 886)	86%	85%	-1%
<b>Attractiveness of local environment</b> (2023-2024 base: 868, 2024-2025 base: 855)	68%	61%	-7%
<b>Strength of economy and job opportunities</b> (2023-2024 base: 523, 2024-2025 base: 531)	29%	28%	-1%
<b>Neighbourhood as a place to live</b> (2023-2024 base: 883, 2024-2025 base: 890)	89%	91%	+2%

## 6.0 EDUCATION

6.1 Figure 7 details education services for April 2024 to March 2025 and compares this to April 2023 to March 2024.

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

<b>Education Services</b>	<b>2023-2024</b>	<b>2024-2025</b>	<b>% Change</b>
<b>Early Education and Childcare Centres / Nurseries</b> (2023-2024 base: 83, 2024-2025 base: 91)	95%	98%	+3%
<b>Primary Schools</b> (2023-2024 base: 183, 2024-2025 base: 207)	89%	88%	-1%
<b>Secondary Schools</b> (2023-2024 base: 162, 2024-2025 base: 139)	75%	73%	-2%
<b>Additional Support Needs Provision</b> (2023-2024 base: 43, 2024-2025 base: 66)	46%	46%	0%