



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 2 2013

July 2013

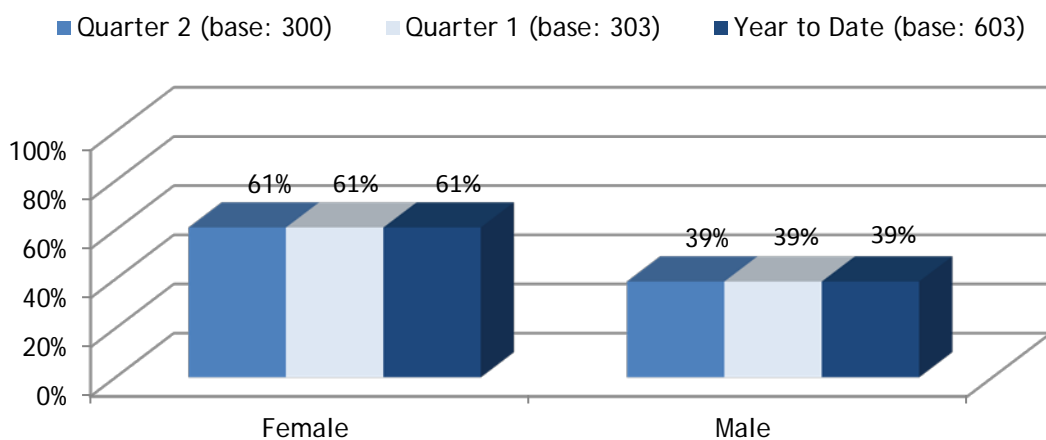
1.5 IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile(47 for the G81 postcode area, 27 for G82 and 26 for G83)¹.This document brings together the results for April to June 2013.

2.0 RESPONDENT PROFILE

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

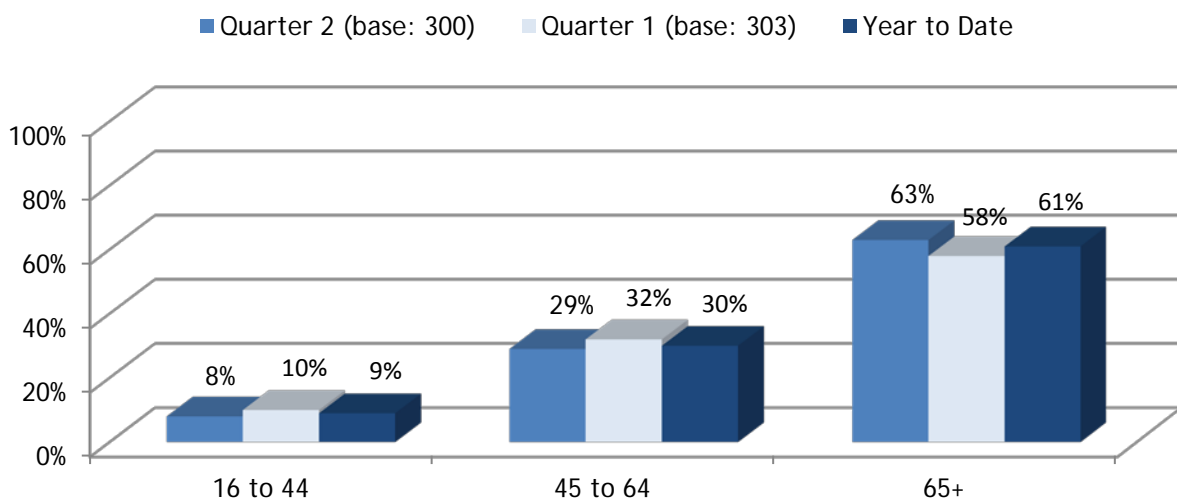
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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



¹ The G60 postcode, covering Bowling and Old Kilpatrick, is to be included in the survey from July 2013 onwards.

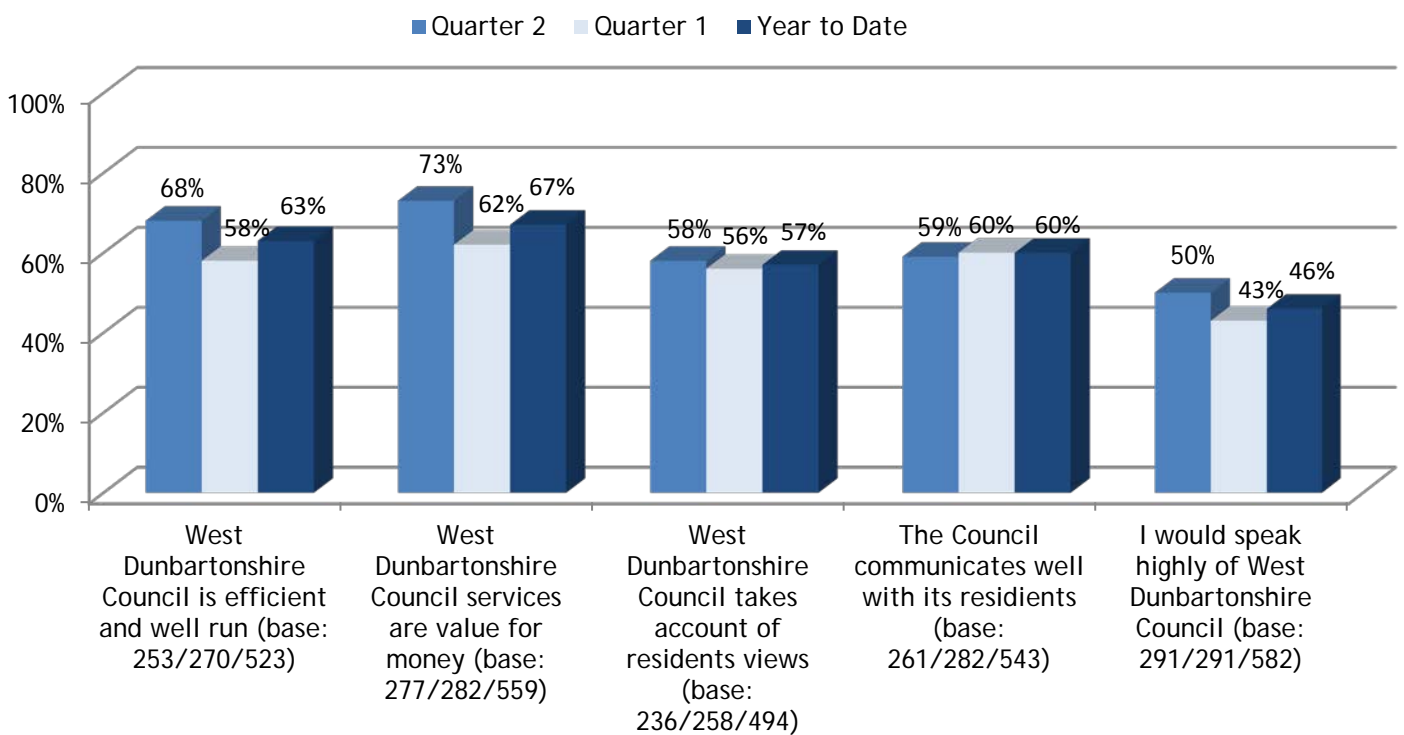
There is a high proportion of respondents from the 65+ age group. Starting the first month of Quarter 3 2013, IBP interviewers will seek to mitigate this by conducting interviews by age quota during evenings and weekends to enable the team to interview a younger population (and presumably a higher proportion 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 303.

3.2 Figure 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?

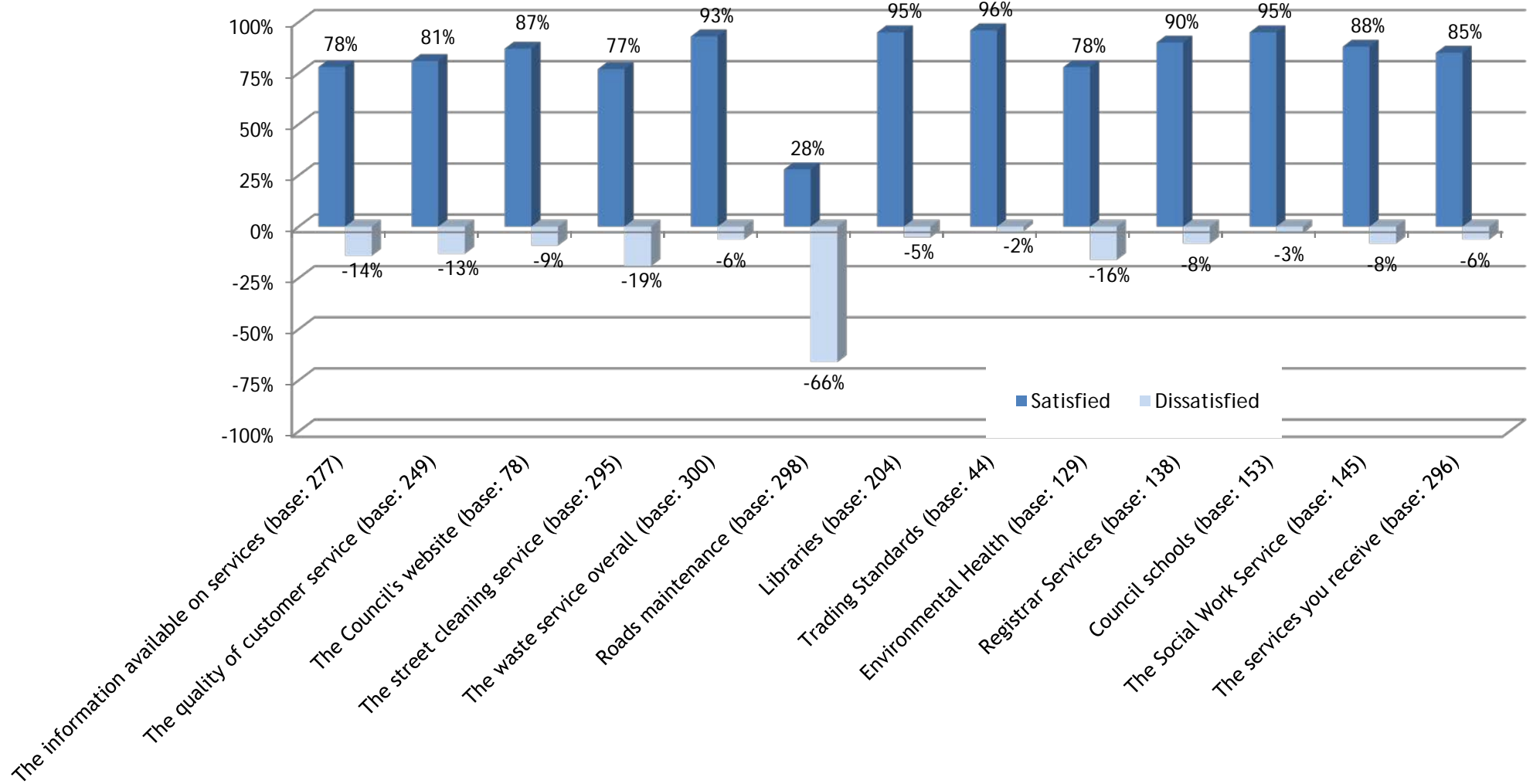


Table 4.1: Satisfaction with Council Services

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 on services	78% (base: 277)	77% (base: 132)	77% (base: 74)	83% (base: 71)	81% (base: 169)	74% (base: 108)	59% (base: 22)	71% (base: 82)	84% (base: 173)
The quality of customer service	81% (base: 249)	79% (base: 122)	82% (base: 67)	83% (base: 60)	84% (base: 146)	77% (base: 103)	75% (base: 16)	74% (base: 70)	74% (base: 163)
The Council's website	87% (base: 78)	90% (base: 39)	78% (base: 18)	91% (base: 21)	95% (base: 44)	76% (base: 34)	100% (base: 14)	90% (base: 41)	74% (base: 23)
The street cleaning service	77% (base: 295)	73% (base: 139)	80% (base: 81)	80% (base: 75)	75% (base: 181)	80% (base: 114)	75% (base: 24)	72% (base: 85)	79% (base: 186)
The waste service overall	93% (base: 300)	94% (base: 141)	95% (base: 81)	91% (base: 78)	93% (base: 182)	93% (base: 118)	88% (base: 24)	91% (base: 87)	95% (base: 189)
Roads maintenance	28% (base: 298)	30% (base: 139)	30% (base: 81)	21% (base: 78)	27% (base: 181)	28% (base: 117)	29% (base: 24)	23% (base: 87)	29% (base: 187)
Libraries	95% (base: 204)	93% (base: 97)	97% (base: 57)	96% (base: 50)	95% (base: 130)	93% (base: 74)	91% (base: 21)	96% (base: 55)	95% (base: 128)
Trading Standards	96% (base: 44)	88% (base: 17)	76% (base: 17)	100% (base: 10)	95% (base: 21)	78% (base: 23)	83% (base: 6)	78% (base: 18)	95% (base: 20)
Environmental Health	78% (base: 129)	80% (base: 59)	81% (base: 42)	86% (base: 28)	75% (base: 77)	81% (base: 52)	67% (base: 12)	76% (base: 38)	80% (base: 79)
Registrar Services	90% (base: 138)	90% (base: 59)	95% (base: 41)	84% (base: 38)	92% (base: 84)	87% (base: 54)	81% (base: 16)	87% (base: 46)	84% (base: 76)
Council schools	95% (base: 153)	92% (base: 64)	96% (base: 46)	98% (base: 43)	94% (base: 99)	96% (base: 54)	90% (base: 20)	97% (base: 61)	95% (base: 72)
The Social Work Service	88% (base: 145)	83% (base: 65)	95% (base: 42)	95% (base: 38)	90% (base: 94)	84% (base: 51)	88% (base: 8)	81% (base: 37)	91% (base: 100)
The services you receive overall	85% (base: 296)	84% (base: 140)	88% (base: 78)	85% (base: 78)	86% (base: 182)	83% (base: 114)	79% (base: 24)	81% (base: 87)	88% (base: 185)

