West Dunbartonshire Council

Reputation Tracker

Annual Report

2013

February 2014

**1.0 Respondent Profile**

1.1 A total of 1,203 telephone interviews were carried out during 2013.

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

**Figure 1.1: Profile of Respondents by Gender**

1.3 The profile of respondents by age band is illustrated in Figure 2.2.

**Figure 1.2: Profile of Respondents by Age Band**

There was a significant difference in age range for quarters 3 and 4 compared to previous quarters. 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.

**2.0 Overall Perceptions of the Council**

2.1 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 1,200.

2.2 Figures 2.1 details overall responses to the statements that are put to respondents.

**Figure 2.1: Overall**

**3.0 Satisfaction with Council Services**

3.1 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 3.1: 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 3.2: 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 | 74%  (base: 1,122) | 71%  (base: 68) | 72%  (base: 483) | 76%  (base: 293) | 75%  (base: 278) | 76%  (base: 687) | 70%  (base: 435) | 71%  (base: 307) | 70%  (base: 356) | 79%  (base: 459) |
| The quality of customer service | 77%  (base: 1,043) | 74%  (base: 61) | 77%  (base: 458) | 80%  (base: 266) | 76%  (base: 258) | 81%  (base: 628) | 72%  (base: 415) | 75%  (base: 272) | 74%  (base: 333) | 81%  (base: 438) |
| The Council's website | 82%  (base: 429) | 83%  (base: 41) | 82%  (base: 181) | 82%  (base: 124) | 82%  (base: 83) | 86%  (base: 264) | 75%  (base: 165) | 82%  (base: 196) | 82%  (base: 165) | 81%  (base: 68) |
| The street cleaning service | 74%  (base: 1,181) | 69%  (base: 71) | 69%  (base: 510) | 77%  (base: 307) | 79%  (base: 293) | 72%  (base: 722) | 77%  (base: 459) | 76%  (base: 321) | 72%  (base: 380) | 73%  (base: 480) |
| The waste service overall | 88%  (base: 1,202) | 89%  (base: 72) | 87%  (base: 518) | 89%  (base: 312) | 89%  (base: 300) | 88%  (base: 734) | 88%  (base: 468) | 82%  (base: 324) | 87%  (base: 387) | 93%  (base: 491) |
| Roads maintenance | 24%  (base: 1,177) | 27%  (base: 71) | 25%  (base: 509) | 26%  (base: 306) | 21%  (base: 291) | 25%  (base: 717) | 24%  (base: 460) | 23%  (base: 319) | 18%  (base: 377) | 29%  (base: 481) |
| Libraries | 91%  (base: 836) | 83%  (base: 46) | 88%  (base: 348) | 95%  (base: 226) | 94%  (base: 216) | 91%  (base: 541) | 91%  (base: 295) | 90%  (base: 257) | 90%  (base: 250) | 92%  (base: 329) |
| Trading Standards | 82%  (base: 331) | 88%  (base: 25) | 81%  (base: 166) | 78%  (base: 63) | 83%  (base: 77) | 85%  (base: 186) | 77%  (base: 145) | 81%  (base: 95) | 77%  (base: 114) | 86%  (base: 122) |
| Environmental Health | 77%  (base: 593) | 86%  (base: 35) | 76%  (base: 272) | 78%  (base: 144) | 76%  (base: 142) | 78%  (base: 358) | 75%  (base: 235) | 78%  (base: 136) | 74%  (base: 208) | 79%  (base: 249) |
| Registrar Services | 88%  (base: 702) | 84%  (base: 38) | 86%  (base: 294) | 97%  (base: 174) | 83%  (base: 196) | 88%  (base: 444) | 88%  (base: 258) | 87%  (base: 190) | 87%  (base: 254) | 90%  (base: 258) |
| Council schools | 92%  (base: 815) | 95%  (base: 55) | 92%  (base: 326) | 89%  (base: 220) | 94%  (base: 214) | 92%  (base: 507) | 93%  (base: 308) | 89%  (base: 291) | 93%  (base: 280) | 95%  (base: 244) |
| The Social Work Service | 86%  (base: 571) | 72%  (base: 29) | 85%  (base: 252) | 86%  (base: 147) | 89%  (base: 143) | 87%  (base: 355) | 84%  (base: 216) | 76%  (base: 113) | 86%  (base: 187) | 89%  (base: 271) |
| The services you receive overall | 80%  (base: 1,178) | 77%  (base: 69) | 81%  (base: 506) | 81%  (base: 307) | 79%  (base: 294) | 82%  (base: 722) | 77%  (base: 456) | 80%  (base: 315) | 75%  (base: 382) | 86%  (base: 481) |

**4.0 Open-Ended Comments**

4.1 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 2013 are illustrated as a ‘Word Cloud’[[1]](#footnote-1) in Figure 5.1.

**Figure 4.1: Areas where the Council needs to improve**



4.2 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 2013 are illustrated as a ‘Word Cloud’ in Figure 5.2.

**Figure 4.2: 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)