



West Dunbartonshire Council

Reputation Tracker
Overview Report

Quarter 4 2014

January 2015

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for the fourth quarter of 2014 of the Reputation Tracker that is administered by IBP Strategy and Research on behalf of West Dunbartonshire Council. This ongoing tracking survey commenced in January 2013 and ran throughout 2014. This fourth Quarterly Report for 2014 sets out the results for Quarter 4 (October to December 2014) as well as comparative results for Quarter 3 (August to September 2014), Quarter 2, Quarter 1 and 2013.

OBJECTIVES

- 1.2 West Dunbartonshire Council commissioned the survey to capture the level of resident agreement and satisfaction on how people view the Council in general and to gauge their satisfaction with a range of Council services.

METHODOLOGY

- 1.3 The first section of the questionnaire is designed to capture the level of agreement amongst respondents with regard to a number of propositions:
- That the Council is efficient and well run
 - That Council services are value for money
 - That the Council takes account of residents' views
 - That the Council communicates well with residents
 - That respondents would speak highly of the Council.

Following on from this, respondents are asked to express their degree of satisfaction or dissatisfaction with a range of Council services and aspects of service delivery.

- 1.4 The questionnaire was designed by IBP Strategy and Research with comment and input from Council staff. It is provided under separate cover as Appendix 1.

- 1.5 Results for these questions are made available on a monthly and quarterly basis. IBP conducts 100 interviews per month in a pattern broadly proportionate to the population profile (12 interviews for the G60 postcode area, 39 for G81, 25 for G82 and 24 for G83)¹. This document brings together the results for October to December 2014 and is therefore based on a total of 300 interviews. Results are analysed in this report by area, gender and age and a full set of data tables is provided as Appendix 2.

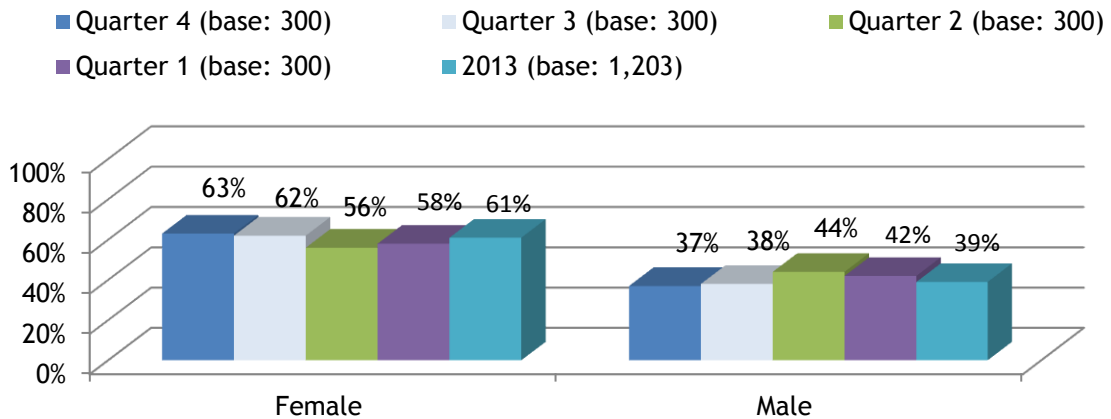
¹ The G60 postcode, covering Bowling and Old Kilpatrick, was included in the survey from July 2013 onwards.

2.0 RESPONDENT PROFILE

2.1 A total of 300 telephone interviews were carried out in Quarter 4.

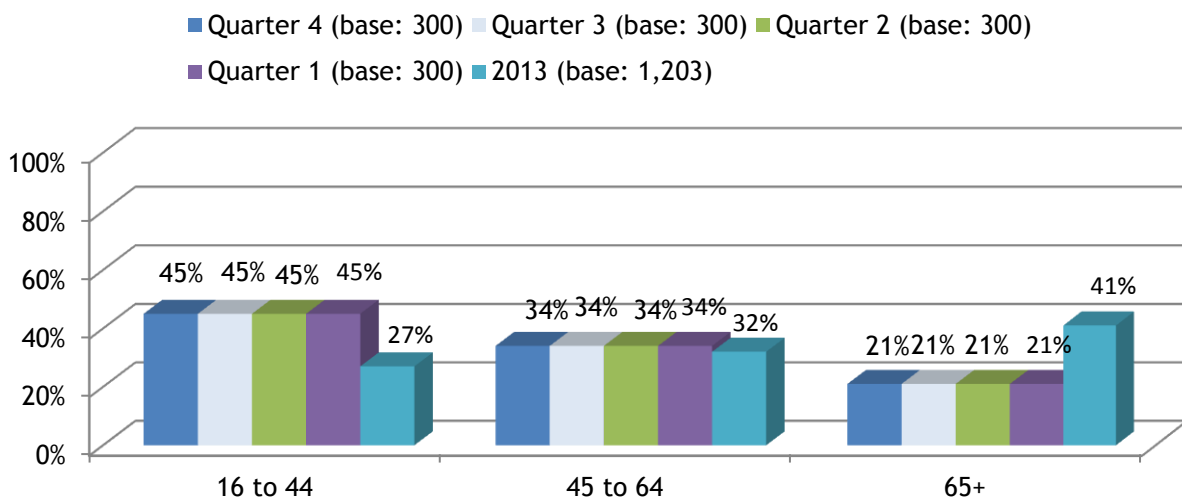
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

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

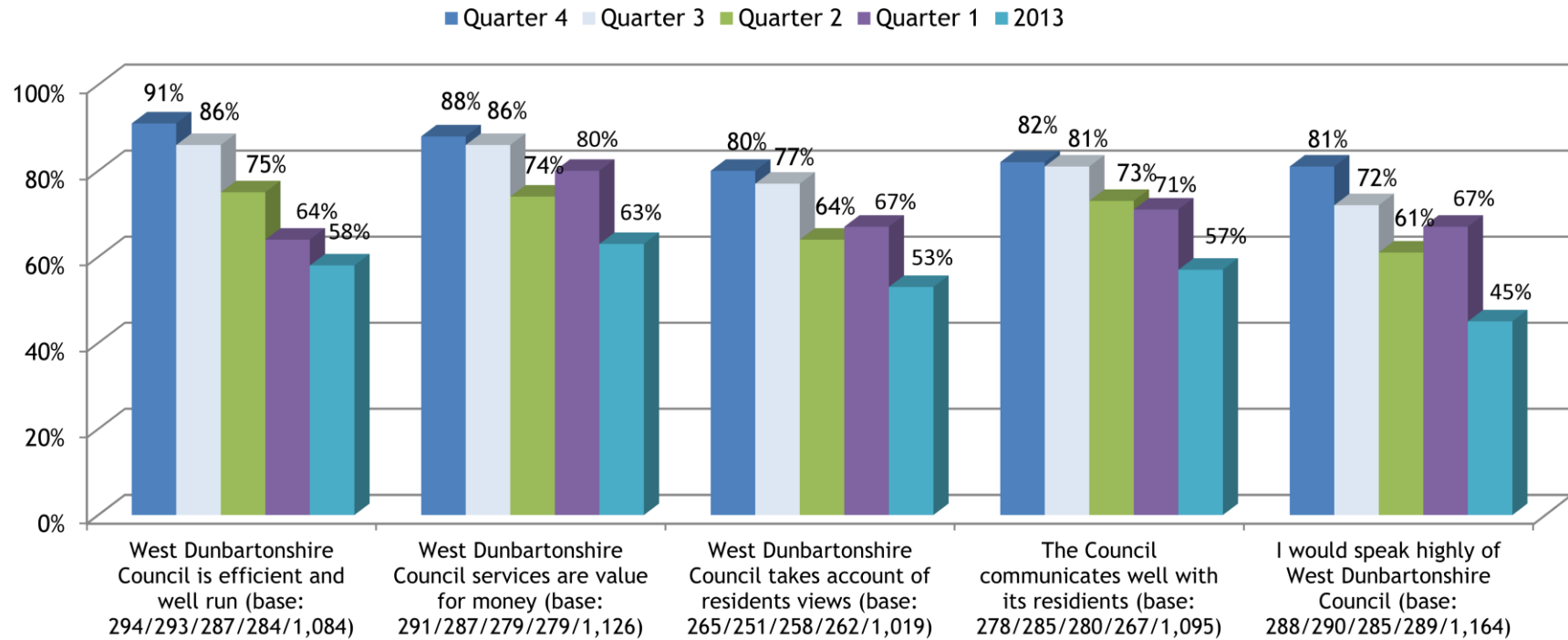


There is a significant difference in age range for Quarter 4, Quarter 3, Quarter 2 and Quarter 1 compared to 2013. Starting the first month of Quarter 3 2013, IBP interviewers sought to mitigate the high proportion of older respondents by conducting interviews by age quota during evenings and weekends 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



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 4 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?

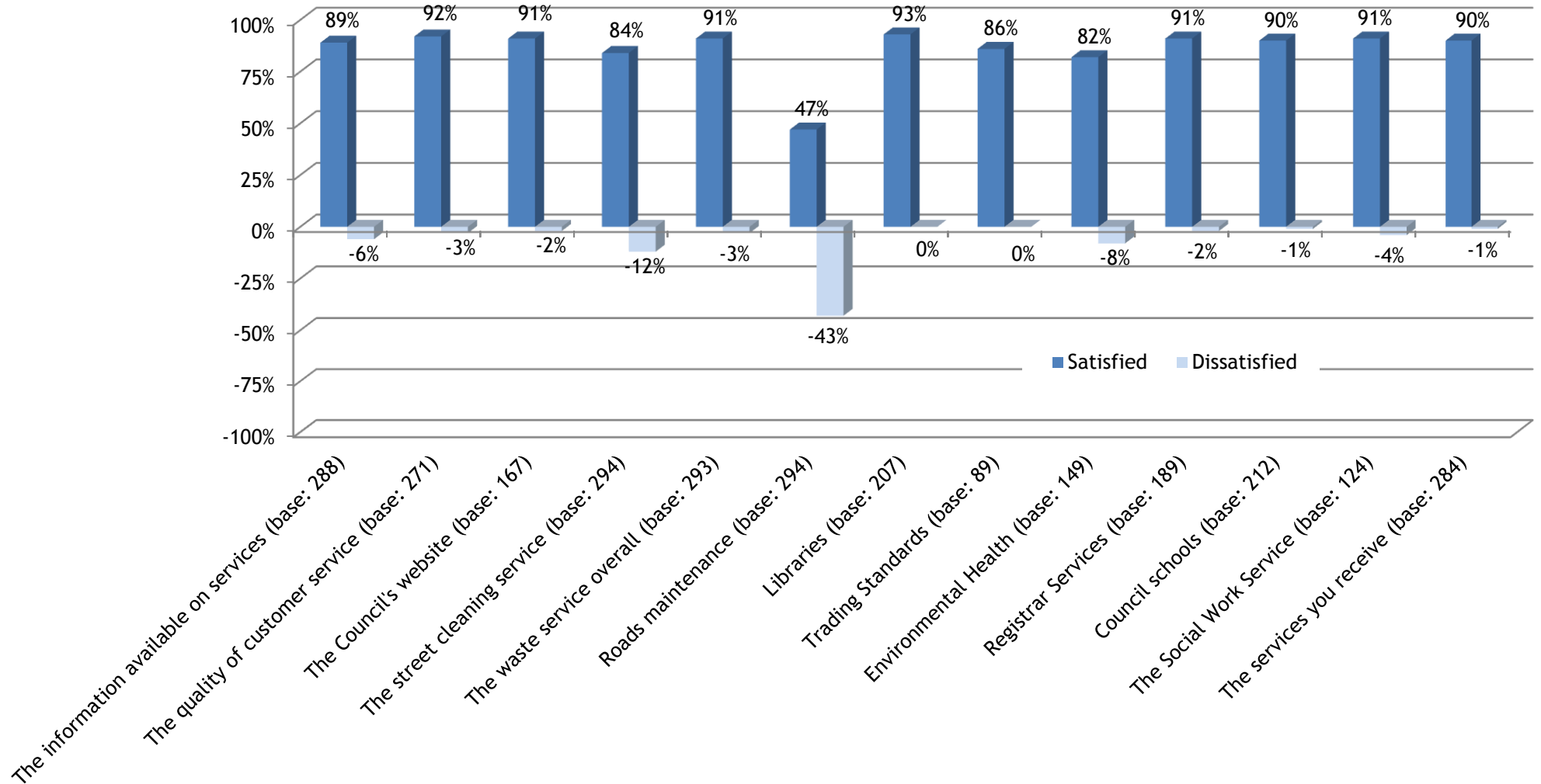


Table 4.1: Satisfaction with Council Services

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	89% (base: 288)	86% (base: 34)	89% (base: 113)	81% (base: 72)	89% (base: 69)	84% (base: 182)	89% (base: 106)	92% (base: 126)	82% (base: 99)	81% (base: 63)
The quality of customer service	92% (base: 271)	93% (base: 32)	89% (base: 105)	91% (base: 65)	96% (base: 69)	90% (base: 169)	94% (base: 103)	90% (base: 117)	92% (base: 96)	95% (base: 58)
The Council's website	91% (base: 167)	95% (base: 20)	87% (base: 63)	95% (base: 43)	93% (base: 41)	91% (base: 103)	93% (base: 64)	93% (base: 82)	89% (base: 61)	96% (base: 24)
The street cleaning service	84% (base: 294)	85% (base: 34)	85% (base: 114)	86% (base: 75)	79% (base: 71)	82% (base: 183)	86% (base: 111)	78% (base: 132)	87% (base: 101)	91% (base: 61)
The waste service overall	91% (base: 293)	92% (base: 36)	91% (base: 115)	88% (base: 72)	95% (base: 70)	91% (base: 184)	90% (base: 109)	90% (base: 130)	91% (base: 101)	92% (base: 62)
Roads maintenance	47% (base: 294)	48% (base: 35)	50% (base: 114)	43% (base: 73)	48% (base: 72)	47% (base: 183)	48% (base: 111)	52% (base: 134)	44% (base: 99)	41% (base: 61)
Libraries	93% (base: 207)	92% (base: 23)	91% (base: 83)	100% (base: 50)	88% (base: 51)	91% (base: 137)	94% (base: 70)	96% (base: 110)	87% (base: 60)	89% (base: 37)
Trading Standards	86% (base: 89)	100% (base: 8)	80% (base: 34)	87% (base: 21)	88% (base: 26)	82% (base: 59)	93% (base: 30)	92% (base: 36)	78% (base: 27)	85% (base: 26)
Environmental Health	82% (base: 149)	89% (base: 18)	82% (base: 60)	79% (base: 34)	73% (base: 37)	78% (base: 92)	87% (base: 57)	90% (base: 49)	80% (base: 60)	76% (base: 40)
Registrar Services	91% (base: 189)	79% (base: 17)	88% (base: 76)	100% (base: 49)	87% (base: 47)	88% (base: 119)	97% (base: 70)	90% (base: 84)	93% (base: 67)	92% (base: 38)
Council schools	90% (base: 212)	96% (base: 21)	90% (base: 88)	93% (base: 53)	88% (base: 50)	88% (base: 133)	95% (base: 79)	93% (base: 112)	92% (base: 73)	78% (base: 27)
The Social Work Service	91% (base: 124)	86% (base: 14)	93% (base: 64)	96% (base: 24)	87% (base: 32)	88% (base: 76)	96% (base: 48)	94% (base: 34)	90% (base: 52)	90% (base: 38)
The services you receive overall	90% (base: 284)	91% (base: 35)	92% (base: 109)	88% (base: 73)	87% (base: 67)	88% (base: 178)	91% (base: 106)	95% (base: 122)	86% (base: 101)	85% (base: 61)

5.2 Respondents were also 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 Quarter 4 are illustrated as a ‘Word Cloud’ in Figure 5.2.

Figure 5.2: Good things people would say about the Council

