



## Reputation Tracker Survey

### Quarterly Report

October to December 2023



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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 (July to September 2023).

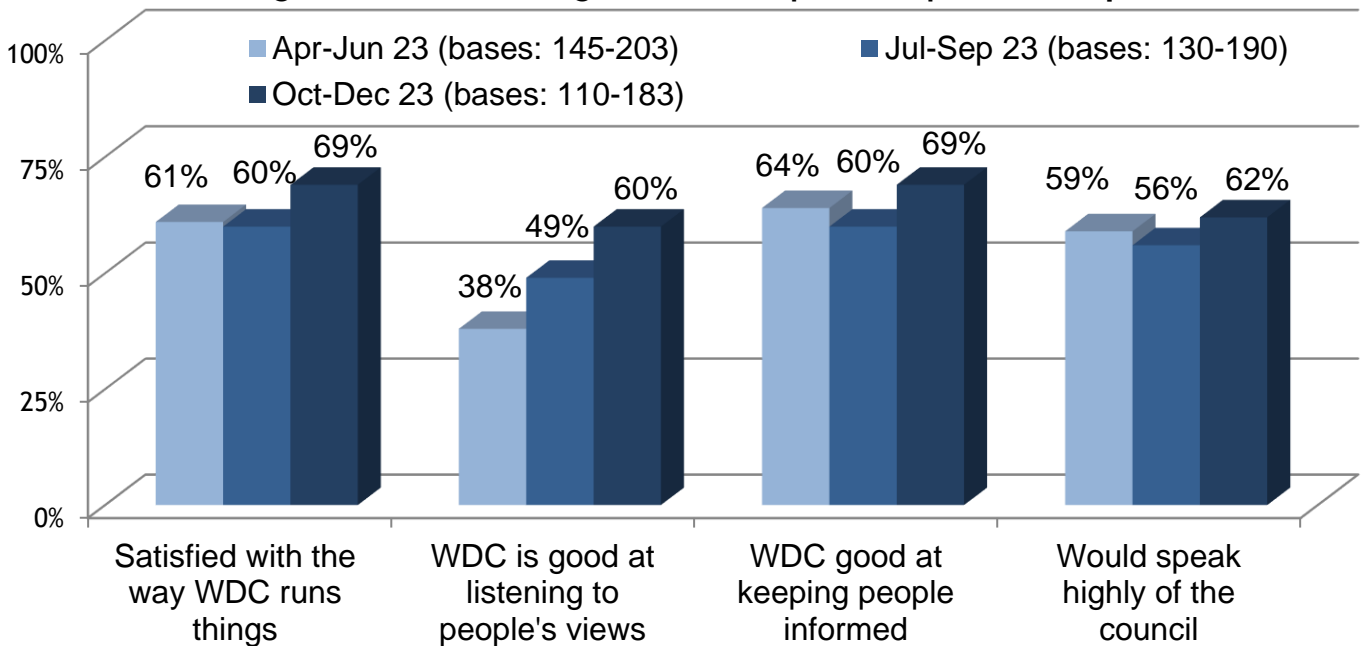
### Agreement with Statements about Council

Q3	% change	Statements
69%	+9%	West Dunbartonshire Council is good at keeping people informed of important information (base: 146)
60%	+11%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 110)
62%	+7%	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 97)
56%	+9%	West Dunbartonshire Council communicates well with its residents (base: 132)
69%	+9%	I am satisfied with the way West Dunbartonshire Council runs things (base: 183)
63%	+11%	West Dunbartonshire Council does the best it can with the money available (base: 146)
62%	+6%	I would speak highly of West Dunbartonshire Council (base: 120)

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





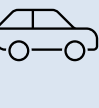
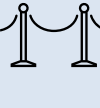




2.2 Figure 1 illustrates levels of agreement with the previous 2 quarters.

**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	Q3	% change	Service	Q3	% change
 Street cleaning (base: 220)	<b>74%</b>	+9%	 Libraries (base: 88)	<b>95%</b>	+3%
 Waste service overall (base: 224)	<b>88%</b>	+8%	 Council Website (base: 106)	<b>88%</b>	-3%
 Roads maintenance (base: 219)	<b>13%</b>	-19%	 Museums and Galleries (base: 31)	<b>97%</b>	+16%
 Grounds Maintenance and grass cutting (base: 197)	<b>62%</b>	+12%	 Leisure and sports centres (base: 114)	<b>73%</b>	-1%
 Parks and open spaces (base: 205)	<b>73%</b>	+3%	 Services overall (base: 204)	<b>80%</b>	+5%

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 October to December 2023 and compares this to July to September 2023.

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

<b>Citizen, Culture and Facilities</b>	<b>Jul-Sep 2023</b>	<b>Oct-Dec 2023</b>	<b>% Change</b>
<b>Libraries</b> (Jul to Sep 2023 base: 68, Oct to Dec 2023 base: 88)	92%	95%	+3%
<b>Contact Centre</b> (Jul to Sep 2023 base: 75, Oct to Dec 2023 base: 72)	70%	64%	-6%
<b>Museums and Galleries</b> (Jul to Sep 2023 base: 40, Oct to Dec 2023 base: 31)	81%	97%	+16%
<b>Council Website: Finding Information</b> (Jul to Sep 2023 base: 102, Oct to Dec 2023 base: 109)	85%	92%	+7%
<b>Council Website: Ease of Use</b> (Jul to Sep 2023 base: 101, Oct to Dec 2023 base: 110)	87%	87%	0%
<b>Council Website: Completing Transactions</b> (Jul to Sep 2023 base: 69, Oct to Dec 2023 base: 59)	90%	92%	+2%
<b>Council Website Overall</b> (Jul to Sep 2023 base: 99, Oct to Dec 2023 base: 106)	91%	88%	-3%

#### **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>Jul-Sep 2023</b>	<b>Oct-Dec 2023</b>	<b>% Change</b>
<b>Telephoning Citizen Contact Centre</b> (Jul to Sep 2023 base: 74, Oct to Dec 2023 base: 72)	74%	54%	-20%
<b>Telephoning Specific Council Department</b> (Jul to Sep 2023 base: 22, Oct to Dec 2023 base: 18)	73%	100%	+27%
<b>Through Council's website</b> (Jul to Sep 2023 base: 38, Oct to Dec 2023 base: 41)	79%	92%	+13%
<b>Visiting One of Main Offices</b> (Jul to Sep 2023 base: 2, Oct to Dec 2023 base: 4)	100%	100%	0%

## 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	Jul-Sep 2023	Oct-Dec 2023	% Change
<b>Use the internet</b> (Jul to Sep 2023 base: 225, Oct to Dec 2023 base: 225)	84%	88%	+4%
<b>Confident using the internet</b> (Jul to Sep 2023 base: 189, Oct to Dec 2023 base: 196)	92%	89%	-3%
<b>Ever used Council website</b> (Jul to Sep 2023 base: 189, Oct to Dec 2023 base: 197)	55%	58%	+3%

## 4.0 ROADS AND NEIGHBOURHOOD

- 4.1 Figure 5 details Roads and Neighbourhood services for October to December 2023 and compares this to July to September 2023.

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

Roads and Neighbourhood	Jul-Sep 2023	Oct-Dec 2023	% Change
<b>Street cleaning</b> (Jul to Sep 2023 base: 219, Oct to Dec 2023 base: 220)	65%	74%	+9%
<b>Waste services</b> (Jul to Sep 2023 base: 224, Oct to Dec 2023 base: 224)	80%	88%	+8%
<b>Roads Maintenance</b> (Jul to Sep 2023 base: 217, Oct to Dec 2023 base: 219)	32%	13%	-19%
<b>Grounds maintenance and grass cutting</b> (Jul to Sep 2023 base: 205, Oct to Dec 2023 base: 197)	50%	62%	+12%
<b>Parks &amp; open spaces</b> (Jul to Sep 2023 base: 201, Oct to Dec 2023 base: 205)	70%	73%	+3%

## 5.0 LOCAL AREA AND COMMUNITIES

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

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

<b>Local Area and Community</b>	<b>Jul-Sep 2023</b>	<b>Oct-Dec 2023</b>	<b>% Change</b>
<b>Feeling of safety</b> (Jul to Sep 2023 base: 219, Oct to Dec 2023 base: 224)	83%	88%	+5%
<b>Attractiveness of local environment</b> (Jul to Sep 2023 base: 214, Oct to Dec 2023 base: 215)	65%	72%	+7%
<b>Strength of economy and job opportunities</b> (Jul to Sep 2023 base: 141, Oct to Dec 2023 base: 99)	28%	27%	-1%
<b>Neighbourhood as a place to live</b> (Jul to Sep 2023 base: 222, Oct to Dec 2023 base: 221)	88%	90%	+2%

## 6.0 EDUCATION

6.1 Figure 7 details education services for October to December 2023 and compares this to July to September 2023.

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

<b>Education Services</b>	<b>Jul-Sep 2023</b>	<b>Oct-Dec 2023</b>	<b>% Change</b>
<b>Early Education and Childcare Centres / Nurseries</b> (Jul to Sep base: 20, Oct to Dec 2023 base: 16)	100%	94%	-6%
<b>Primary Schools</b> (Jul to Sep base: 50, Oct to Dec 2023 base: 37)	84%	92%	+8%
<b>Secondary Schools</b> (Jul to Sep base: 36, Oct to Dec 2023 base: 36)	75%	80%	+5%
<b>Additional Support Needs Provision</b> (Jul to Sep base: 9, Oct to Dec 2023 base: 10)	33%	40%	+7%

## 7.0 LICENSING

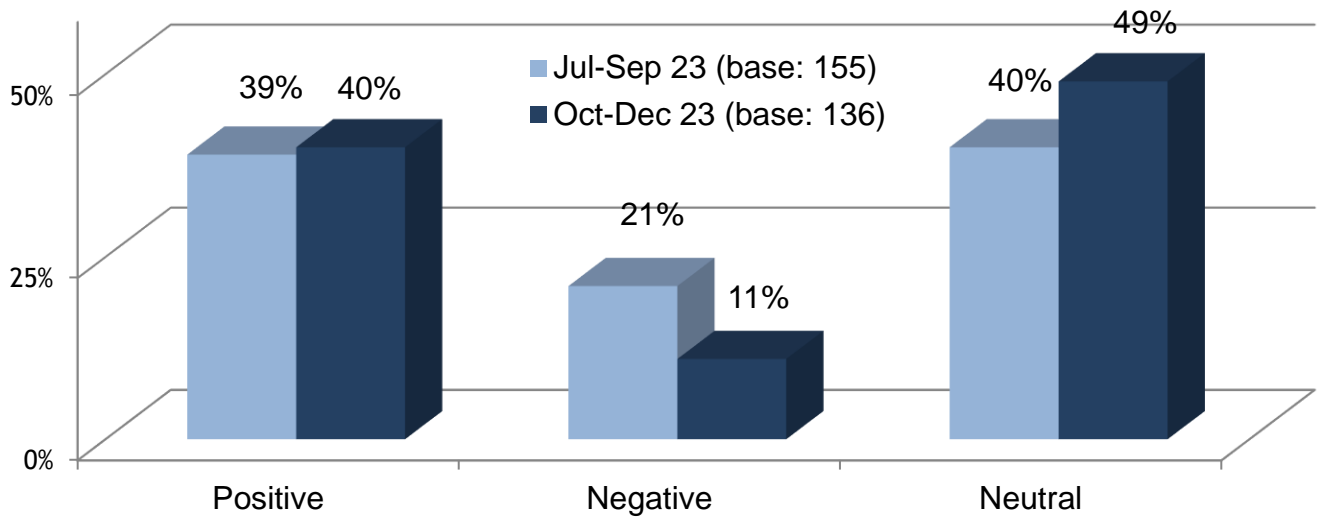
7.1 Respondents were asked to comment on aspects of Licensing for the sale of alcohol. Figure 8 details the proportion that think there are too many premises selling alcohol.

**Figure 8: Premises selling alcohol**

<b>Licensing</b>	<b>Jul-Sep 2023</b>	<b>Oct-Dec 2023</b>	<b>% Change</b>
<b>Off-license Premises</b> (Jul to Sep base: 179, Oct to Dec 2023 base: 187)	21%	12%	-9%
<b>On-license Premises</b> (Jul to Sep base: 193, Oct to Dec 2023 base: 187)	8%	6%	-2%

7.2 Figure 9 illustrates the perceived impact that licensed premises have on the local area.

**Figure 9: Impact of Licensed Premises on the Local Area**



7.3 The distance respondents usually travel to purchase alcohol is illustrated in Figure 10.

**Figure 10: Disatance usually travelled to purchase alcohol**

