Reputation Tracker Survey

Quarterly Report

January to March 2025

Contents

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 (October to December 2024).
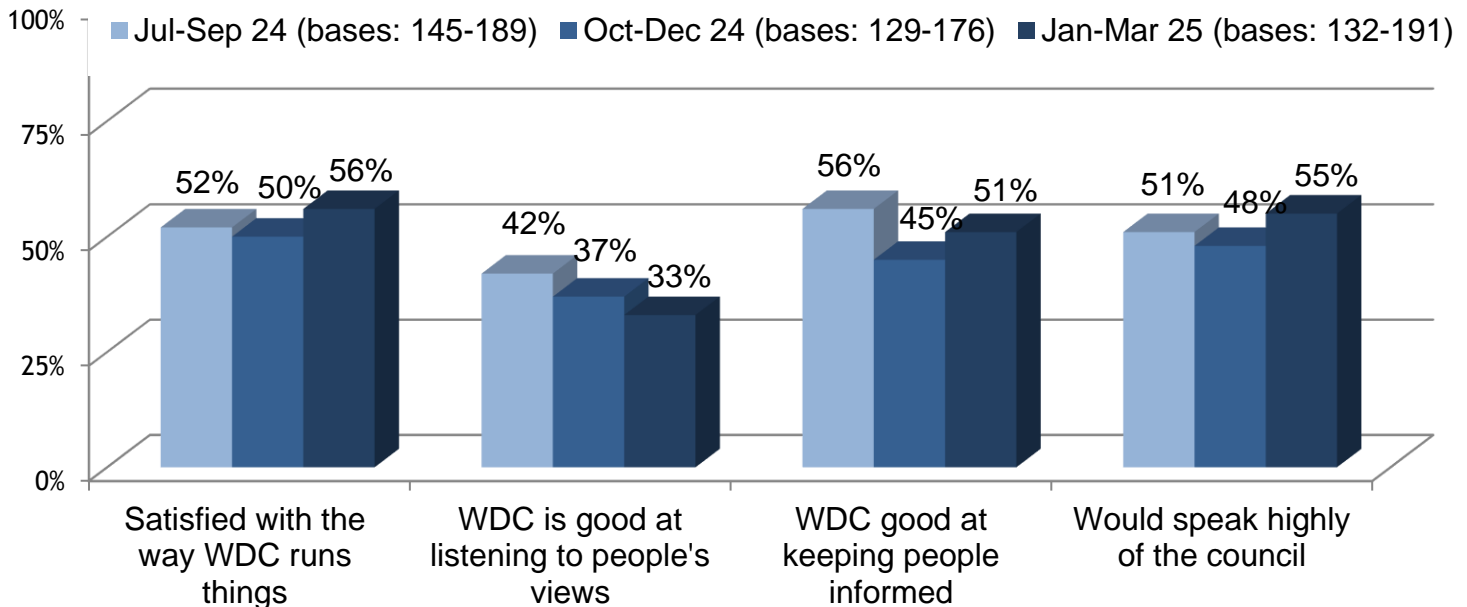
Agreement with Statements about Council

Q4	% change	Statements
51%	+6%	West Dunbartonshire Council is good at keeping people informed of important information (base: 191)
33%	-4%	West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 147)
49%	+1%	West Dunbartonshire Council is good at letting local people know how well it is performing (base: 132)
39%	-9%	West Dunbartonshire Council communicates well with its residents (base: 191)
56%	+6%	I am satisfied with the way West Dunbartonshire Council runs things (base: 186)
43%	-6%	West Dunbartonshire Council does the best it can with the money available (base: 152)
55%	+7%	I would speak highly of West Dunbartonshire Council (base: 158)

Based on 225 telephone interviews representative of West Dunbartonshire by location and age
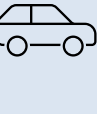
2.2   Figure 1 illustrates levels of agreement with the previous 2 quarters.

Figure 1: % levels of agreement compared to previous 2 quarters

Legend: ■ Jul-Sep 24 (bases: 145-189) ■ Oct-Dec 24 (bases: 129-176) ■ Jan-Mar 25 (bases: 132-191)

Category	Jul-Sep 24	Oct-Dec 24	Jan-Mar 25
Satisfied with the way WDC runs things	52%	50%	56%
WDC is good at listening to people's views	42%	37%	33%
WDC good at keeping people informed	56%	45%	51%
Would speak highly of the council	51%	48%	55%

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

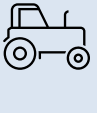| Service	Q4	%Chg	Service	Q4	%chg
Street cleaning (base: 218)	55%	-8%	Libraries (base: 100)	70%	+1%
Waste service overall (base: 225)	50%	-22%	Council Website (base: 119)	86%	-2%
Roads maintenance (base: 213)	24%	+2%	Museums and Galleries (base: 59)	85%	+4%
Grounds Maintenance and grass cutting (base: 203)	55%	0%	Leisure and sports centres (base: 161)	75%	-9%
Parks and open spaces (base: 206)	82%	+9%	Services overall (base: 199)	69%	-10%

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 January to March 2025 and compares this to October to December 2024.

Figure 2: % satisfaction levels compared to previous quarter

Citizen, Culture and Facilities	Oct-Dec 2024	Jan-Mar 2025	% Change
Libraries (Oct to Dec 2024 base: 86, Jan to Mar 2025 base: 100)	69%	70%	+1%
Contact Centre (Oct to Dec 2024 base: 67, Jan to Mar 2025 base: 33)	64%	62%	-2%
Museums and Galleries (Oct to Dec 2024 base: 53, Jan to Mar 2025 base: 59)	81%	85%	+4%
Council Website: Finding Information (Oct to Dec 2024 base: 133, Jan to Mar 2025 base: 122)	85%	83%	-2%
Council Website: Ease of Use (Oct to Dec 2024 base: 125, Jan to Mar 2025 base: 113)	89%	82%	-7%
Council Website: Completing Transactions (Oct to Dec 2024 base: 96, Jan to Mar 2025 base: 85)	91%	90%	-1%
Council Website Overall (Oct to Dec 2024 base: 129, Jan to Mar 2025 base: 119)	88%	86%	-2%

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

Ease of Making Contact	Oct-Dec 2024	Jan-Mar 2025	% Change
Telephoning Citizen Contact Centre (to Dec 2024 base: 67, Jan to Mar 2025 base: 33)	71%	66%	-5%
Telephoning Specific Council Department (Oct to Dec 2024 base: 27, Jan to Mar 2025 base: 45)	81%	77%	-4%
Through Council's website (Oct to Dec 2024 base: 42, Jan to Mar 2025 base: 54)	75%	79%	+4%
Visiting One of Main Offices (Oct to Dec 2024 base: 3, Jan to Mar 2025 base: 3)	55%	100%	+45%

3.3   Figure 4 details the ways in which respondents access the internet.

Figure 4: % ways of accessing internet

Ways of accessing internet	Oct-Dec 2024	Jan-Mar 2025
No, never use the internet	18%	15%
Both work and personal use	47%	49%
Personal use only	35%	34%
Work only	0%	2%
Base	225	225

3.4   Figure 5 details the proportion of respondents that use the internet, that are confident using the internet and have ever used the Council website.

Figure 5: % internet use compared to previous quarter

Internet Use	Oct-Dec 2024	Jan-Mar 2024	% Change
Use the internet (Oct to Dec 2024 base: 225, Jan to Mar 2025 base: 225)	82%	85%	+3%
Confident using the internet (Oct to Dec 2024 base: 183, Jan to Mar 2025 base: 192)	85%	88%	+3%
Ever used Council website (Oct to Dec 2024 base: 183, Jan to Mar 2025 base: 192)	73%	64%	-9%

4.0   ROADS AND NEIGHBOURHOOD

4.1   Figure 6 details Roads and Neighbourhood services for January to March 2025 and compares this to October to December 2024.

Figure 6: % satisfaction levels compared to previous quarter

Roads and Neighbourhood	Oct-Dec 2024	Jan-Mar 2024	% Change
Street cleaning (Oct to Dec 2024 base: 207, Jan to Mar 2025 base: 218)	63%	55%	-8%
Waste services (Oct to Dec 2024 base: 225, Jan to Mar 2025 base: 225)	72%	50%	-22%
Roads Maintenance (Oct to Dec 2024 base: 216, Jan to Mar 2025 base: 213)	22%	24%	+2%
Grounds maintenance and grass cutting	55%	55%	0%

Roads and Neighbourhood	Oct-Dec 2024	Jan-Mar 2024	% Change
(Oct to Dec 2024 base: 196, Jan to Mar 2025 base: 203)			
Parks & open spaces (Oct to Dec 2024 base: 204, Jan to Mar 2025 base: 206)	73%	82%	+9%

5.0 LOCAL AREA AND COMMUNITIES

5.1 Figure 7 details positive ratings for aspects of the Local Area and Community for January to March 2025 and compares this to October to December 2024.

Figure 7: % ratings compared to previous quarter

Local Area and Community	Oct-Dec 2024	Jan-Mar 2024	% Change
Feeling of safety (Oct to Dec 2024 base: 221, Jan to Mar 2025 base: 229)	87%	84%	-3%
Attractiveness of local environment (Oct to Dec 2024 base: 215, Jan to Mar 2025 base: 206)	62%	68%	+6%
Strength of economy and job opportunities (Oct to Dec 2024 base: 121, Jan to Mar 2025 base: 147)	23%	21%	-2%
Neighbourhood as a place to live (Oct to Dec 2024 base: 220, Jan to Mar 2025 base: 222)	90%	91%	+1%

6.0 EDUCATION

6.1 Figure 8 details education services for January to March 2025 and compares this to October to December 2024.

Figure 8: % satisfaction levels compared to previous Quarter

Education Services	Oct-Dec 2024	Jan-Mar 2024	% Change
Early Education and Childcare Centres / Nurseries (Oct to Dec 2024 base: 25, Jan to Mar 2025 base: 31)	100%	100%	0%
Primary Schools (Oct to Dec 2024 base: 72, Jan to Mar 2025 base: 41)	79%	87%	+8%
Secondary Schools (Oct to Dec 2024 base: 39, Jan to Mar 2025 base: 29)	53%	63%	+10%
Additional Support Needs Provision (Oct to Dec 2024 base: 25, Jan to Mar 2025 base: 12)	35%	50%	+15%

7.0 LIBRARIES

7.1   Figure 9 details how often respondents visit a library.

Figure 9: % frequency of visiting library

Frequency	Jan-Mar 2025
Once a week	2%
More than once a week	3%
Once or twice a month	15%
Less than once a month	18%
Never	61%
Base	**225**

7.2   Figure 10 details the purpose of respondents' last visit to a library.

Figure 10: % purpose of last visit to a library

Purpose	Jan-Mar 2025
Borrow a book	38%
Printing access	17%
Children's activity (e.g. Bookbug or storytime)	8%
Access information (e.g. health or community)	3%
Study or work	3%
Using the PC's	2%
Wifi access	1%
Adult activity (e.g. craft session, or digital class/support)	1%
Other	37%
Base	**225**

7.3   Figure 11 details what respondents, that don't currently visit the library, would like the Council to change or provide that would ensure that they would use the library regularly.

Figure 11: % factors to encourage regular visits to library

Factors	Jan-Mar 2025
Increased activities for children/ young adults	22%
Increased activities or resources supporting health and wellbeing	17%
Increased activities for adults	15%
Other (please say what below)	13%
Support in accessing digital resources	8%
None of the above	56%
Base	**225**

7.4   Figure 12 details awareness of library services.

Figure 12: % aware of library services.

Services	Jan-Mar 2025
Mobile and home delivery services (Jan to Mar 2025 base: 225)	38%
Free children's and adult activities and classes (Jan to Mar 2025 base: 225)	47%

8.0   ARTS AND HERITAGE

8.1   Figure 13 details respondent awareness of the ways in which the Arts and Heritage service promotes events and activities.

Figure 13: % awareness of Arts and Heritage promotion

Ways of promoting	Jan-Mar 2025
On the council website (Jan to Mar 2025 base: 225)	23%
On Facebook (Jan to Mar 2025 base: 225)	25%

8.2   Only 2% of respondents say they have interacted with West Dunbartonshire museum collections online.

8.3   Figure 14 details the proportion of respondents that intend to visit either of the two new museums which open this year.

Figure 14: % intending to visit new museums

Museums	Jan-Mar 2025
Glencairn House in Dumbarton (Jan to Mar 2025 base: 225)	49%
Within Clydebank Library (Jan to Mar 2025 base: 225)	39%

8.4   20% of respondents are aware that West Dunbartonshire Council's Sewing Machine Collection and Singer Archive are recognised as a Collection of National Significance.

8.5   Only 3% of respondents have a child in the household that has taken part in an education activity run by the council's heritage service.