

Reputation Tracker Survey

Quarterly Report

October to December 2024

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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 2024).

**Agreement with Statements about Council**

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

| **Q3** | **% change** | **Statements**  |
| --- | --- | --- |
| **45%** | -11% | West Dunbartonshire Council is good at keeping people informed of important information (base: 173) |
| **37%** | -5% | West Dunbartonshire Council is good at listening to local people's views before it takes decisions (base: 129) |
| **48%** | +2% | West Dunbartonshire Council is good at letting local people know how well it is performing (base: 142) |
| **48%** | +2% | West Dunbartonshire Council communicates well with its residents (base: 169) |
| **50%** | -2% | I am satisfied with the way West Dunbartonshire Council runs things (base: 176) |
| **49%** | +6% | West Dunbartonshire Council does the best it can with the money available (base: 162) |
| **48%** | -3% | I would speak highly of West Dunbartonshire Council (base: 160) |

2.2 Figure 1 illustrates levels of agreement with the 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**

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

| **Service** | **Q3** | **% change** | **Service** | **Q3** | **% change** |
| --- | --- | --- | --- | --- | --- |
| Mop and bucket outline | Street cleaning (base: 207) | **63%** | -3% | Books outline | Libraries (base: 86)  | **69%** | -14% |
| Garbage outline | Waste service overall (base: 225) | **72%** | +17% | Internet outline | Council Website (base: 129) | **88%** | 0% |
| Car outline | Roads maintenance (base: 216) | **22%** | -2% | Roped Off outline | Museums and Galleries (base: 53) | **81%** | +10% |
| Tractor outline | Grounds Maintenance and grass cutting (base: 196) | **55%** | +15% | Soccer outline | Leisure and sports centres (base: 136) | **84%** | 0% |
| Forest scene outline | Parks and open spaces (base: 204) | **73%** | +10% | West Dunbartonshire Council Logo | Services overall (base: 194) | **79%** | +8% |

**3.0 Citizen, Culture and Facilities**

3.1 Figure 2 details Citizen, Culture and Facilities services for October to December 2024 and compares this to July to September 2024.

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

| **Citizen, Culture and Facilities** | **Jul-Sep 2024** | **Oct-Dec 2024** | **% Change** |
| --- | --- | --- | --- |
| **Libraries** (Jul to Sep 2024 base: 87, Oct to Dec 2024 base: 86) | 83% | 69% | -14% |
| **Contact Centre** (Jul to Sep 2024 base: 20, Oct to Dec 2024 base: 67) | 52% | 64% | +12% |
| **Museums and Galleries** (Jul to Sep 2024 base: 33, Oct to Dec 2024 base: 53) | 71% | 81% | +10% |
| **Council Website: Finding Information** (Jul to Sep 2024 base: 97, Oct to Dec 2024 base: 133) | 92% | 85% | -7% |
| **Council Website: Ease of Use** (Jul to Sep 2024 base: 89, Oct to Dec 2024 base: 125) | 88% | 89% | +1% |
| **Council Website: Completing Transactions** (Jul to Sep 2024 base: 73, Oct to Dec 2024 base: 96) | 95% | 91% | -4% |
| **Council Website Overall** (Jul to Sep 2024 base: 98, Oct to Dec 2024 base: 129) | 88% | 88% | 0% |

**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** | **Jul-Sep 2024** | **Oct-Dec 2024** | **% Change** |
| --- | --- | --- | --- |
| **Telephoning Citizen Contact Centre** (Jul to Sep 2024 base: 20, Oct to Dec 2024 base: 67) | 59% | 71% | +12% |
| **Telephoning Specific Council Department** (Jul to Sep 2024 base: 62, Oct to Dec 2024 base: 27) | 59% | 81% | +22% |
| **Through** **Council’s website** (Jul to Sep 2024 base: 44, Oct to Dec 2024 base: 42) | 70% | 75% | +5% |
| **Visiting One of Main Offices** (Jul to Sep 2024 base: 6, Oct to Dec 2024 base: 3) | 48% | 55% | +7% |

**Internet Use**

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** |
| --- | --- |
| **No, never use the internet** | 18% |
| **Both work and personal use** | 47% |
| **Personal use only** | 35% |
| **Work only** | 0% |
| **Base** | **225** |

3.4 Figure 5 details the reasons why respondents do not use the internet.

**Figure 5: % reasons for not using the internet**

| **Reasons** | **Oct-Dec 2024** |
| --- | --- |
| **Do not feel I need it** | 73% |
| **Lack of knowledge about how to use the internet** | 30% |
| **Cost** | 3% |
| **Another reason** | 6% |
| **Base** | **42** |

3.5 Figure 6 details the reasons why respondents use the internet.

**Figure 6: % reasons for using the internet**

| **Reasons** | **Oct-Dec 2024** |
| --- | --- |
| **Email** | 90% |
| **Online banking** | 69% |
| **News and weather** | 66% |
| **Online shopping** | 64% |
| **Social media such as Facebook, WhatsApp, Instagram, TikTok** | 61% |
| **Accessing or paying for West Dunbartonshire Council services or getting information from the Council's website** | 50% |
| **Making Zoom calls or similar** | 46% |
| **Something else** | 3% |
| **Base** | **183** |

3.6 Figure 7 details the social media platforms respondents have used the last year.

**Figure 7: % media platforms used in the last year**

| **Media platforms** | **Oct-Dec 2024** |
| --- | --- |
| **WhatsApp** | 90% |
| **Facebook** | 87% |
| **Instagram** | 67% |
| **TikTok** | 42% |
| **X (Twitter)** | 20% |
| **Something else** | 1% |
| **Base** | **111** |

3.7 Figure 8 details the proportion of respondents that say they access the Council’s social media pages.

**Figure 8: % accessing Council’s social media pages**

| **Answer** | **Oct-Dec 2024** |
| --- | --- |
| **Yes** | 49% |
| **No** | 51% |
| **Base** | **183** |

3.8 Figure 9 details the devices respondents use to access the internet.

**Figure 9: % devices used to access the internet**

| **Devices** | **Oct-Dec 2024** |
| --- | --- |
| **Smartphone** | 88% |
| **Laptop** | 45% |
| **Tablet** | 29% |
| **PC** | 17% |
| **Smart Device** | 12% |
| **Other** | 1% |
| **Base** | **183** |

3.9 Figure 10 details the proportion of respondents that use the internet, that are confident using the internet and have ever used the Council website.

**Figure 10: % internet use compared to previous quarter**

| **Internet Use** | **Jul-Sep 2024** | **Oct-Dec 2024** | **% Change** |
| --- | --- | --- | --- |
| **Use the internet** (Jul to Sep 2024 base: 225, Oct to Dec 2024 base: 225) | 77% | 82% | +5% |
| **Confident using the internet** (Jul to Sep 2024 base: 172, Oct to Dec 2024 base: 183) | 86% | 85% | -1% |
| **Ever used Council website** (Apr to Jun base: 206, Oct to Dec 2024 base: 183) | 58% | 73% | +15% |

3.10 Figure 11 details the proportion of respondents that say they have a My West Dunbartonshire account.

**Figure 11: % with a My West Dunbartonshire account.**

| **Answer** | **Oct-Dec 2024** |
| --- | --- |
| **Yes** | 27% |
| **No** | 73% |
| **Base** | **183** |

**4.0 Roads and Neighbourhood**

4.1 Figure 12 details Roads and Neighbourhood services for October to December 2024 and compares this to July to September 2024.

**Figure 12: % satisfaction levels compared to previous quarter**

| **Roads and Neighbourhood** | **Jul-Sep 2024** | **Oct-Dec 2024** | **% Change** |
| --- | --- | --- | --- |
| **Street cleaning** (Jul to Sep 2024 base: 213, Oct to Dec 2024 base: 207) | 66% | 63% | -3% |
| **Waste services** (Jul to Sep 2024 base: 225, Oct to Dec 2024 base: 225) | 55% | 72% | +17% |
| **Roads Maintenance** (Jul to Sep 2024 base: 209, Oct to Dec 2024 base: 216) | 24% | 22% | -2% |
| **Grounds maintenance and grass cutting** (Jul to Sep 2024 base: 203, Oct to Dec 2024 base: 196) | 40% | 55% | +15% |
| **Parks & open spaces** (Jul to Sep 2024 base: 199, Oct to Dec 2024 base: 204) | 63% | 73% | +10% |

**5.0 Local Area and Communities**

5.1 Figure 13 details positive ratings for aspects of the Local Area and Community for October to December 2024 and compares this to July to September 2024.

**Figure 13: % ratings compared to previous quarter**

| **Local Area and Community** | **Jul-Sep 2024** | **Oct-Dec 2024** | **% Change** |
| --- | --- | --- | --- |
| **Feeling of safety** (Jul to Sep 2024 base: 224, Oct to Dec 2024 base: 221) | 84% | 87% | +3% |
| **Attractiveness of local environment** (Jul to Sep 2024 base: 215, Oct to Dec 2024 base: 215) | 60% | 62% | +2% |
| **Strength of economy and job opportunities** (Jul to Sep 2024 base: 128, Oct to Dec 2024 base: 121) | 33% | 23% | -10% |
| **Neighbourhood as a place to live**(Jul to Sep 2024 base: 223, Oct to Dec 2024 base: 220) | 90% | 90% | 0% |

**6.0 Education**

6.1 Figure 14 details education services for October to December 2024 and compares this to July to September 2024.

**Figure 14: % satisfaction levels compared to previous Quarter**

| **Education Services** | **Jul-Sep 2024** | **Oct-Dec 2024** | **% Change** |
| --- | --- | --- | --- |
| **Early Education and Childcare Centres / Nurseries** (Jul to Sep 2024 base: 10, Oct to Dec 2024 base: 25) | 91% | 100% | +9% |
| **Primary Schools** (Jul to Sep 2024 base: 39, Oct to Dec 2024 base: 72) | 90% | 79% | -11% |
| **Secondary Schools** (Jul to Sep 2024 base: 36, Oct to Dec 2024 base: 39) | 83% | 53% | -30% |
| **Additional Support Needs Provision**(Jul to Sep 2024 base: 13, Oct to Dec 2024 base: 25) | 72% | 35% | -37% |