



Aberdeenshire Council

Reputation Tracker

Annual Report

April 2018 to March 2019

March 2019

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1.0 BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND

- 1.1 This document summarises the findings for April 2018 to March 2019 of the Aberdeenshire Council Reputation Tracker, which is administered by IBP Strategy and Research on behalf of Aberdeenshire Council.

OBJECTIVES

- 1.2 Aberdeenshire Council commissioned the survey to capture the level of resident agreement on how people view the Council.
- 1.3 Initially, a short questionnaire comprising five questions was designed for the Reputation Tracker. This provides information on the following:
- Overall satisfaction with services
 - Agreement that the Council is efficient and well run
 - Agreement that Council services are value for money
 - Respondents' agreement that they would speak highly of the Council
 - Respondents' agreement that the Council takes account of residents' views.

Where dissatisfaction is indicated in relation to any of the above elements, respondents are asked to provide more information as to the reasons to their answer.

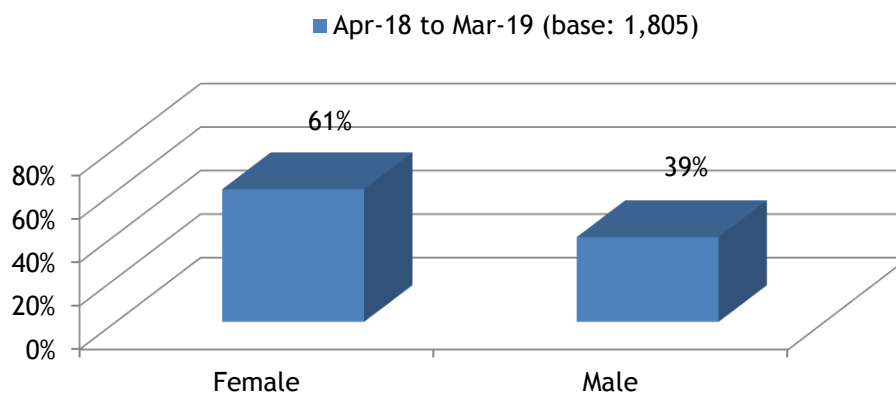
- 1.4 Since the beginning of 2014, respondents have also been asked about their level of satisfaction with a variety of Council services.
- 1.5 Results for these questions are made available on a monthly and six monthly basis. IBP conducts 150 interviews per month (25 in each administrative area). This document brings together the results for April 2018 to March 2019 and is therefore based on a total of 1,805 interviews (some over quota interviews were undertaken). Results are analysed in this report by area, gender and age.

2.0 RESPONDENT PROFILE

2.1 A total of 1,805 telephone interviews were carried out in the period from April 2018 to March 2019 (approximately 150 interviews per month).

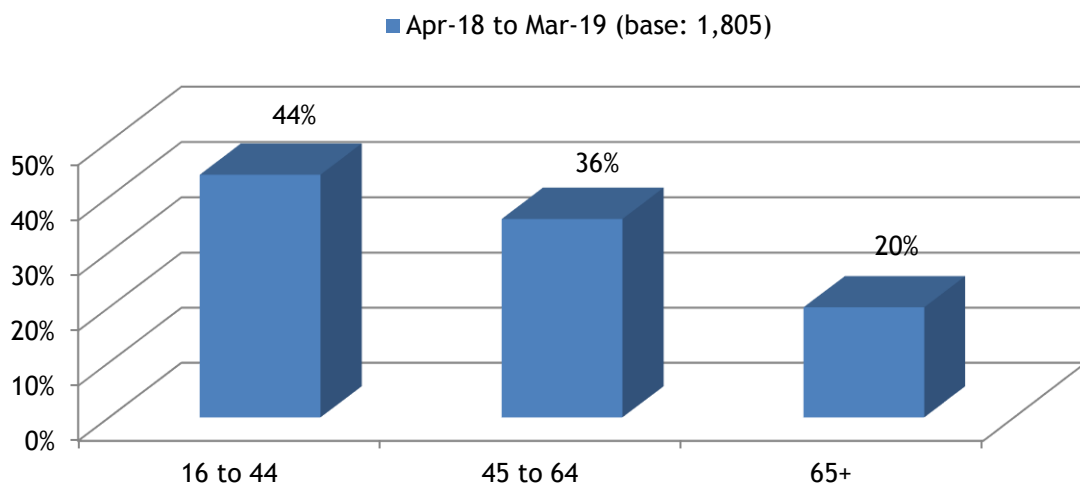
2.2 The respondent profile in terms of gender is illustrated in Figure 2.1.

Figure 2.1: Profile of Respondents by Gender



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

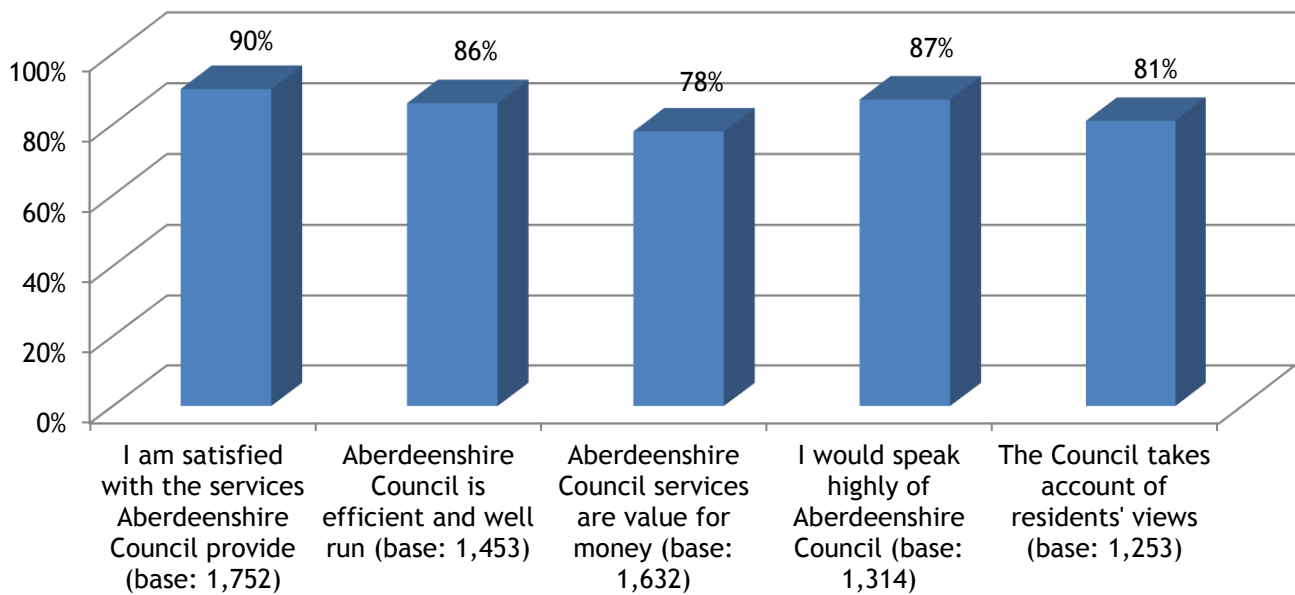
Figure 2.2: Profile of Respondents by Age Band



3.0 REPUTATION TRACKER RESULTS

3.1 Respondents were asked to say whether they agreed or disagreed with various statements relating to Aberdeenshire Council. Figure 3.1 illustrates the proportion of respondents that agreed with each statement.

Figure 3.1: Overall Agreement



3.2 Figures 3.2 to 3.4 break down agreement with the statement, ‘I am satisfied with the services Aberdeenshire Council provides’ by area, gender and age band.

Figure 3.2: Area

*I am satisfied with the services Aberdeenshire Council provides.
% in agreement.*

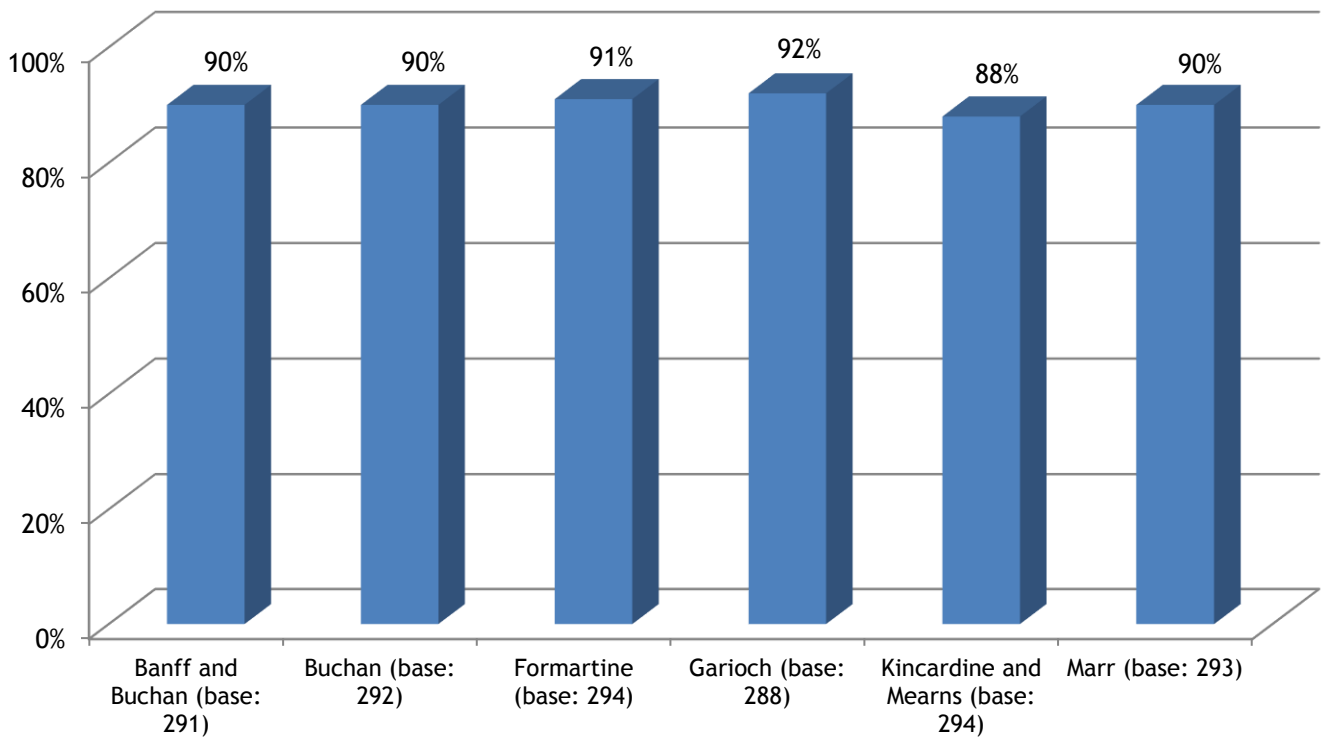


Figure 3.3: Gender

*I am satisfied with the services Aberdeenshire Council provides.
% in agreement.*

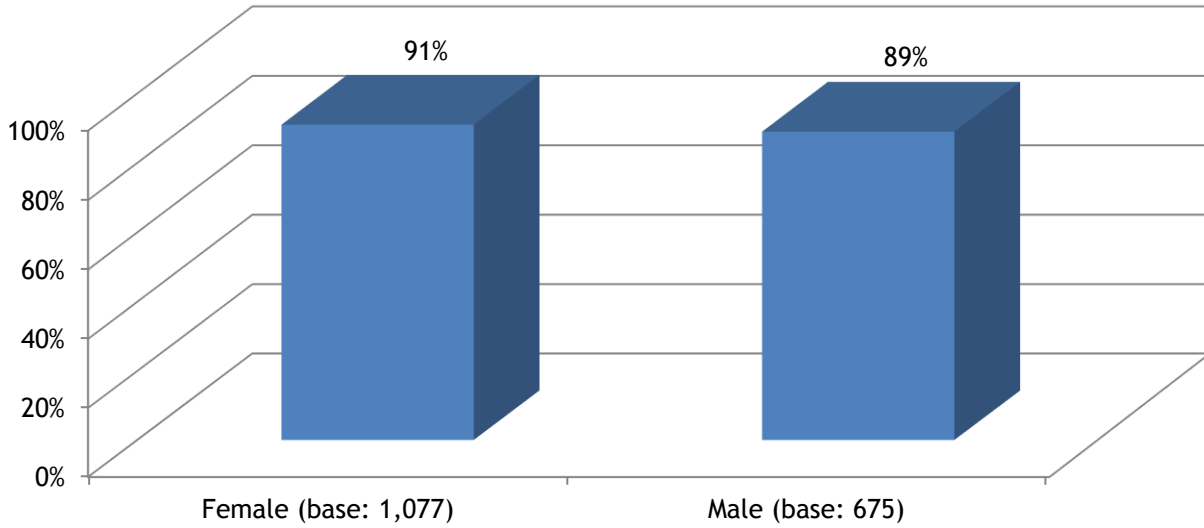
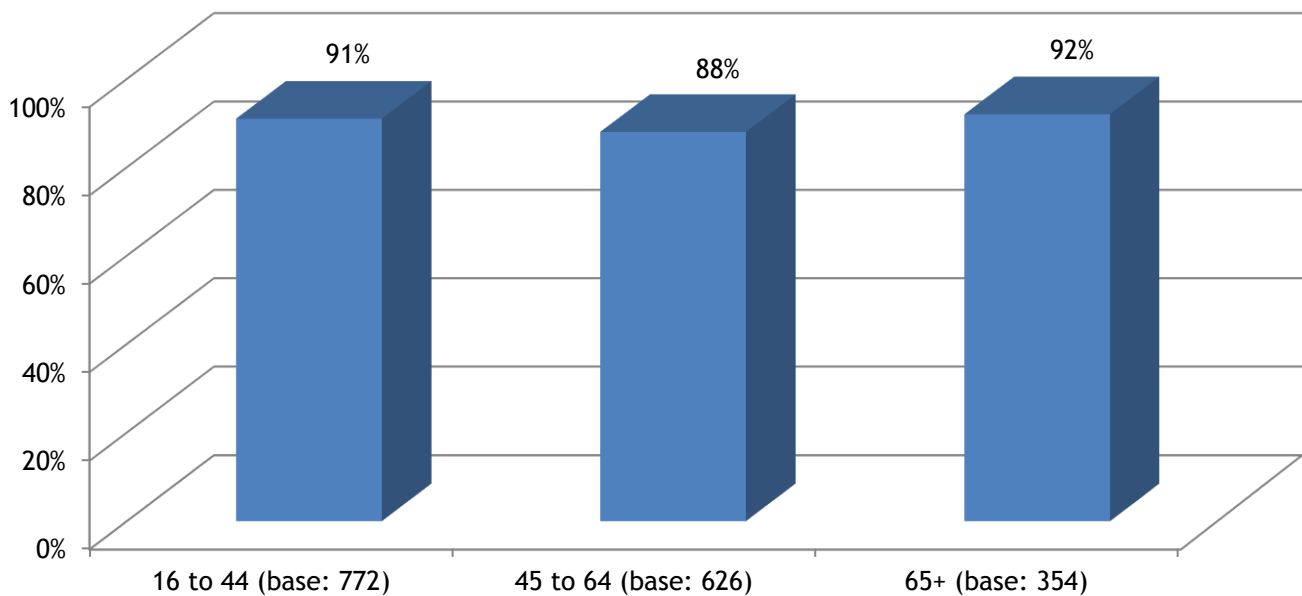


Figure 3.4: Age Band

*I am satisfied with the services Aberdeenshire Council provides.
% in agreement.*



3.3 Figures 3.5 to 3.7 break down agreement with the statement, ‘Aberdeenshire Council is efficient and well run’ by area, gender and age band.

Figure 3.5: Area

*Aberdeenshire Council is efficient and well run.
% in agreement.*

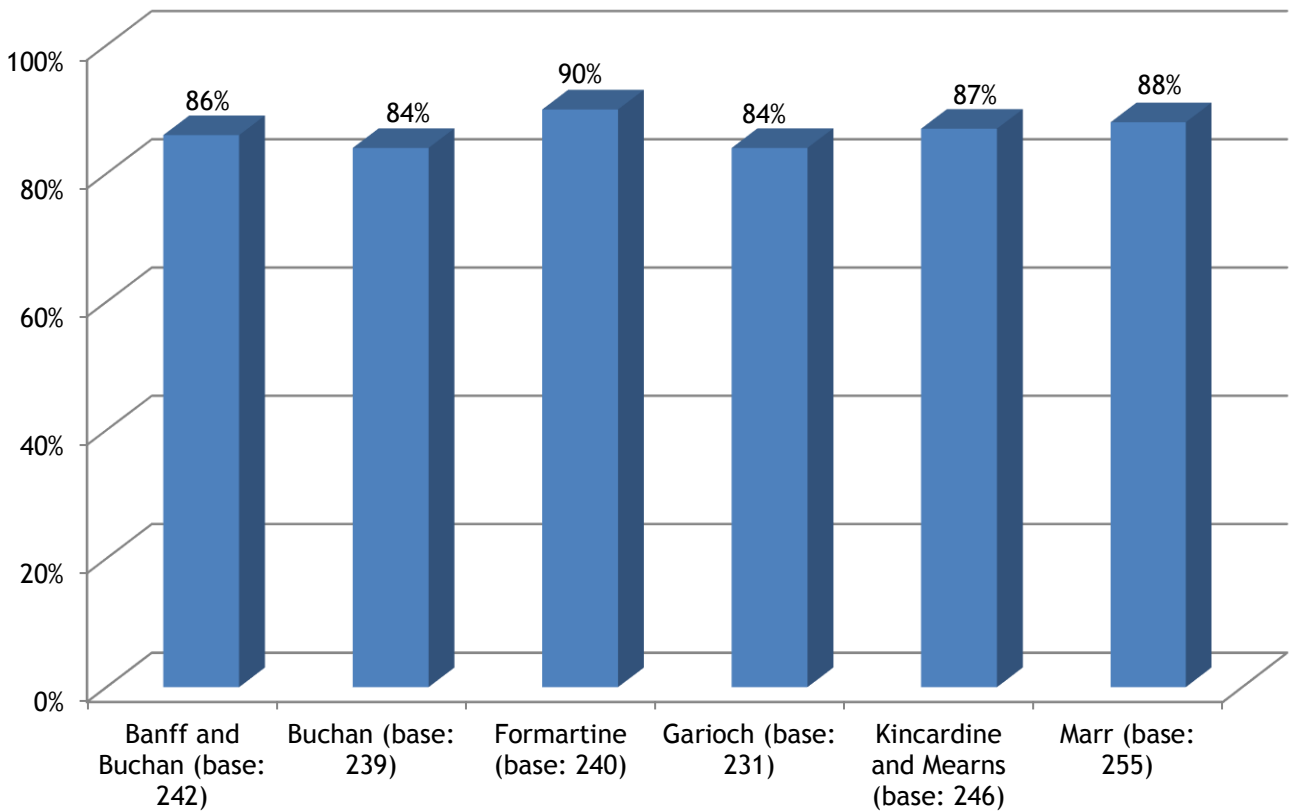


Figure 3.6: Gender

*Aberdeenshire Council is efficient and well run.
% in agreement.*

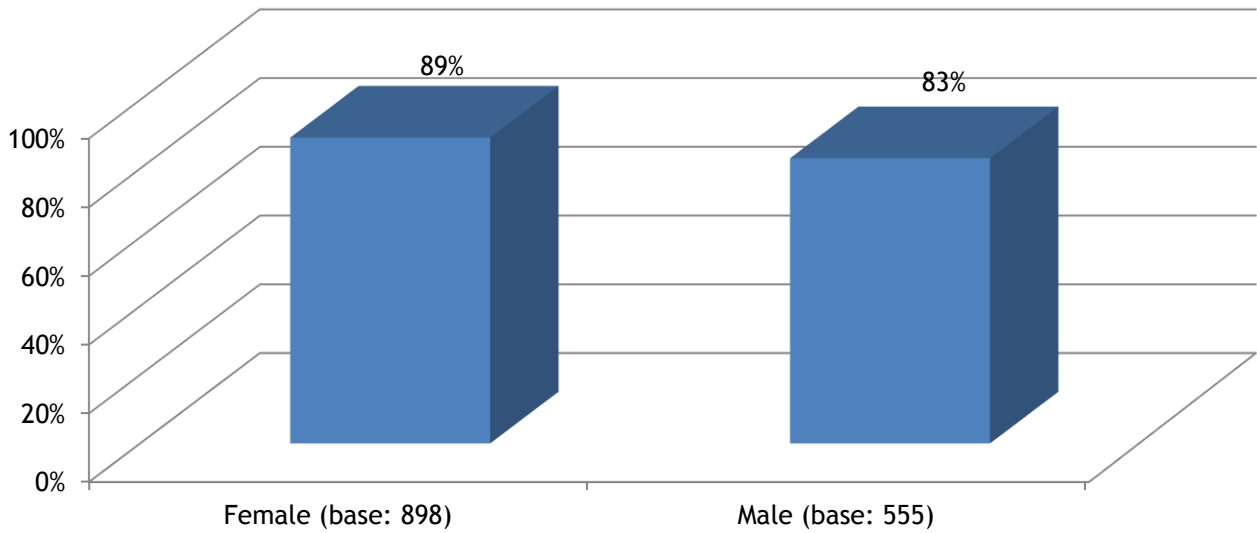
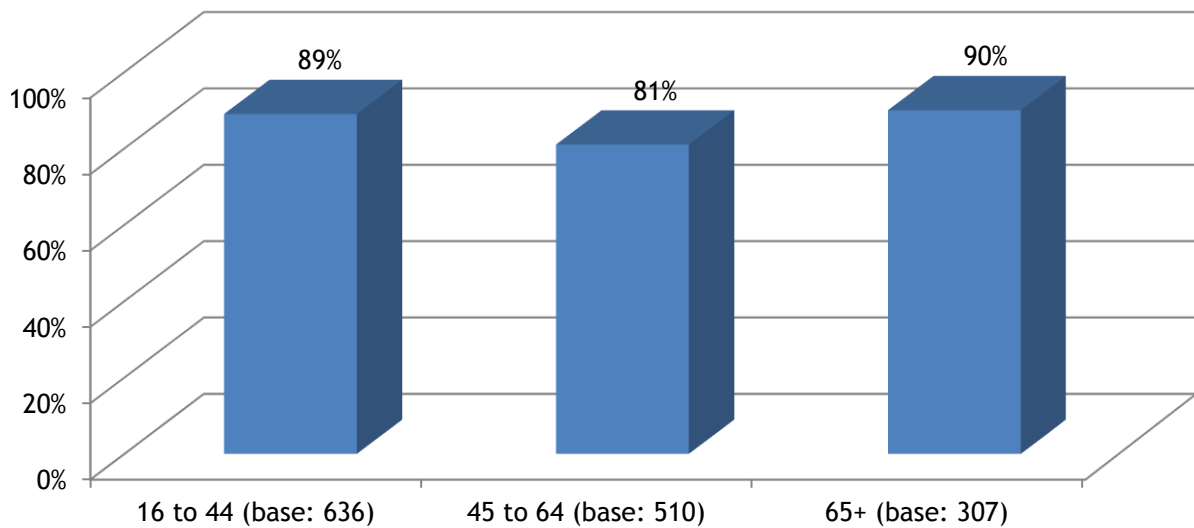


Figure 3.7: Age Band

*Aberdeenshire Council is efficient and well run.
% in agreement.*



3.4 Figures 3.8 to 3.10 break down agreement with the statement, ‘Aberdeenshire Council services are value for money’ by area, gender and age band.

Figure 3.8: Area

*Aberdeenshire Council services are value for money.
% in agreement.*

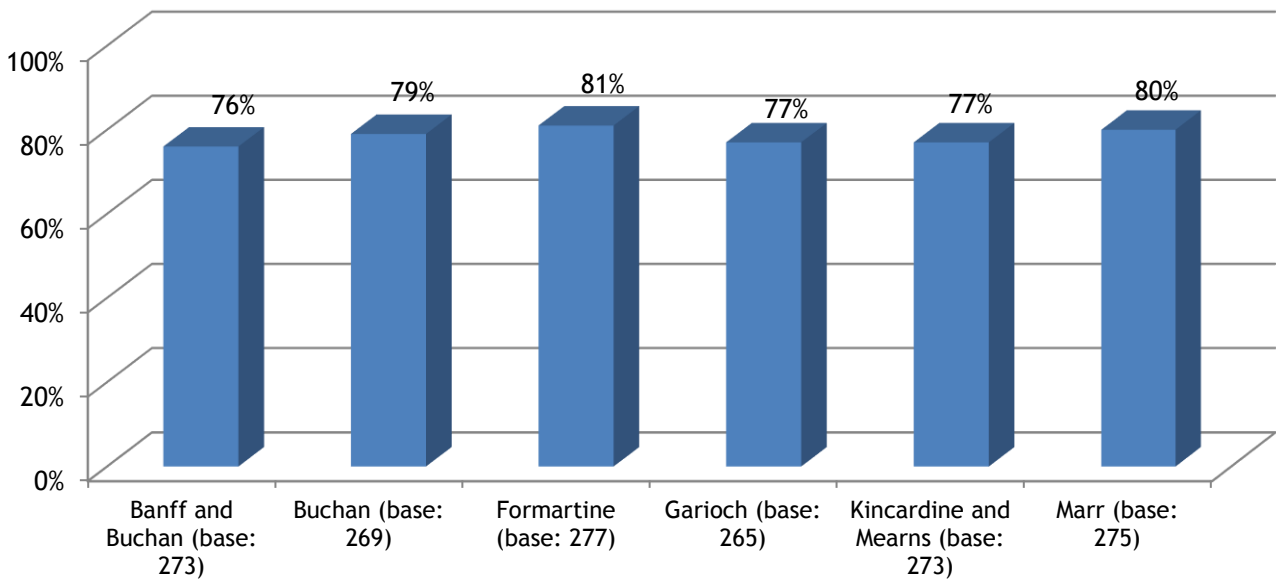


Figure 3.9: Gender

*Aberdeenshire Council services are value for money.
% in agreement.*

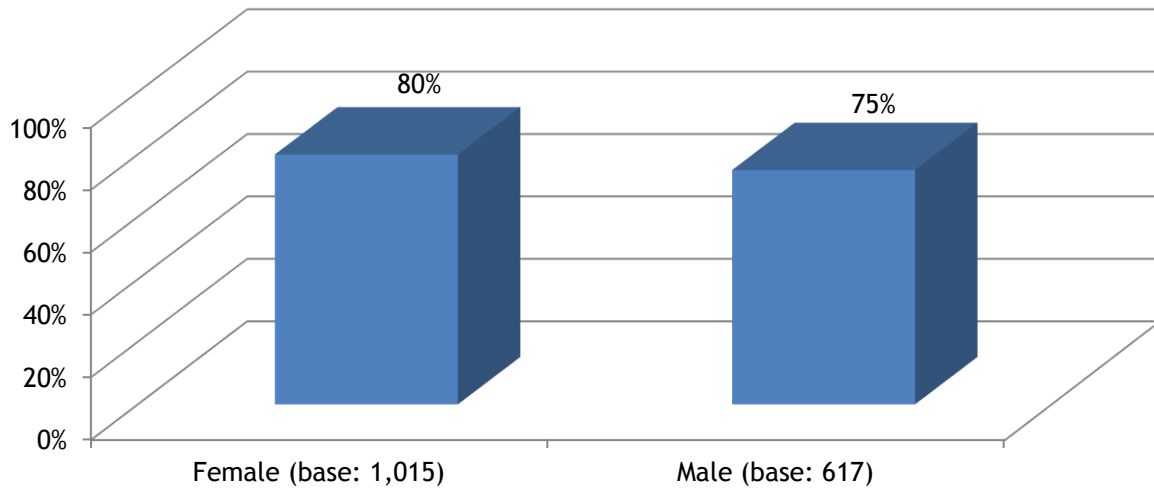
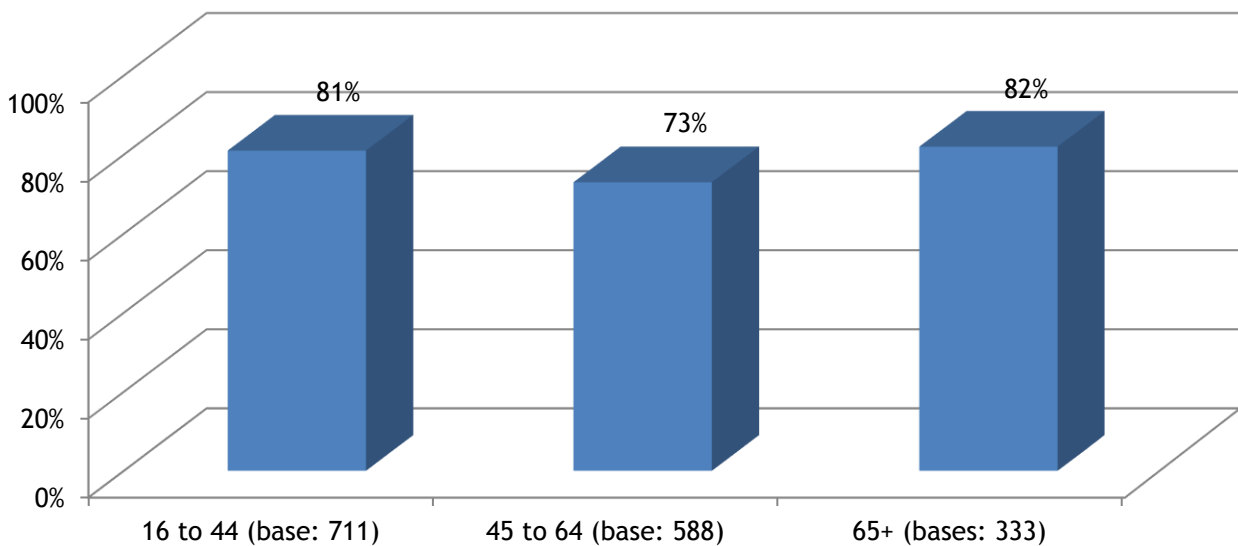


Figure 3.10: Age Band

*Aberdeenshire Council services are value for money.
% in agreement.*



3.5 Figures 3.11 to 3.13 break down agreement with the statement, ‘I would speak highly of Aberdeenshire Council’ by area, gender and age band.

Figure 3.11: Area

*I would speak highly of Aberdeenshire Council
% in agreement.*

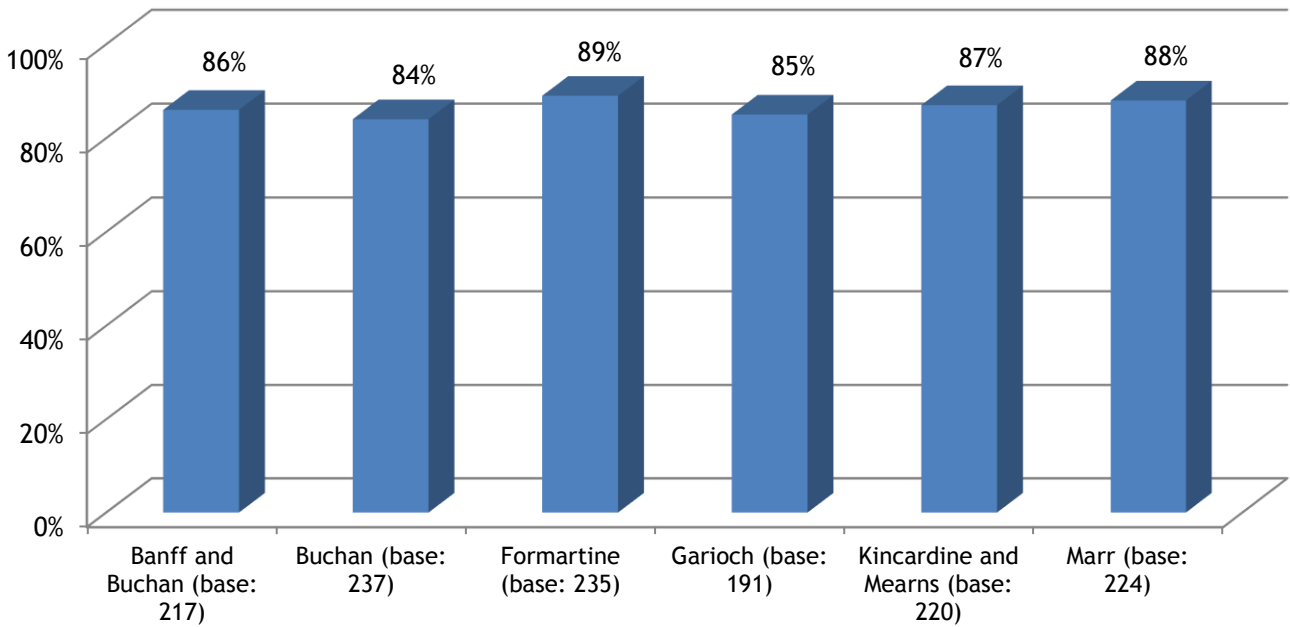


Figure 3.12: Gender

*I would speak highly of Aberdeenshire Council.
% in agreement.*

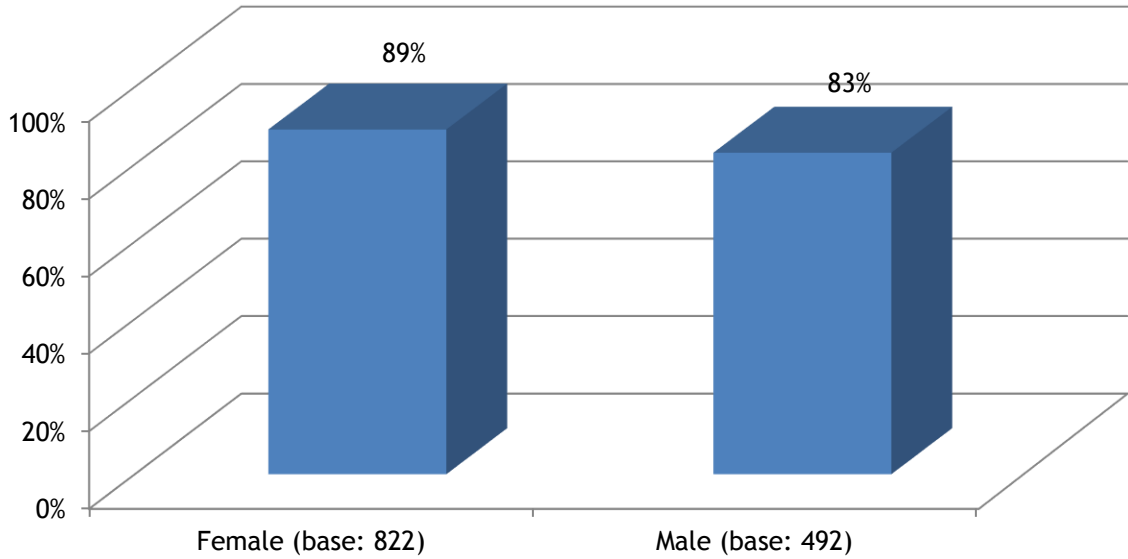
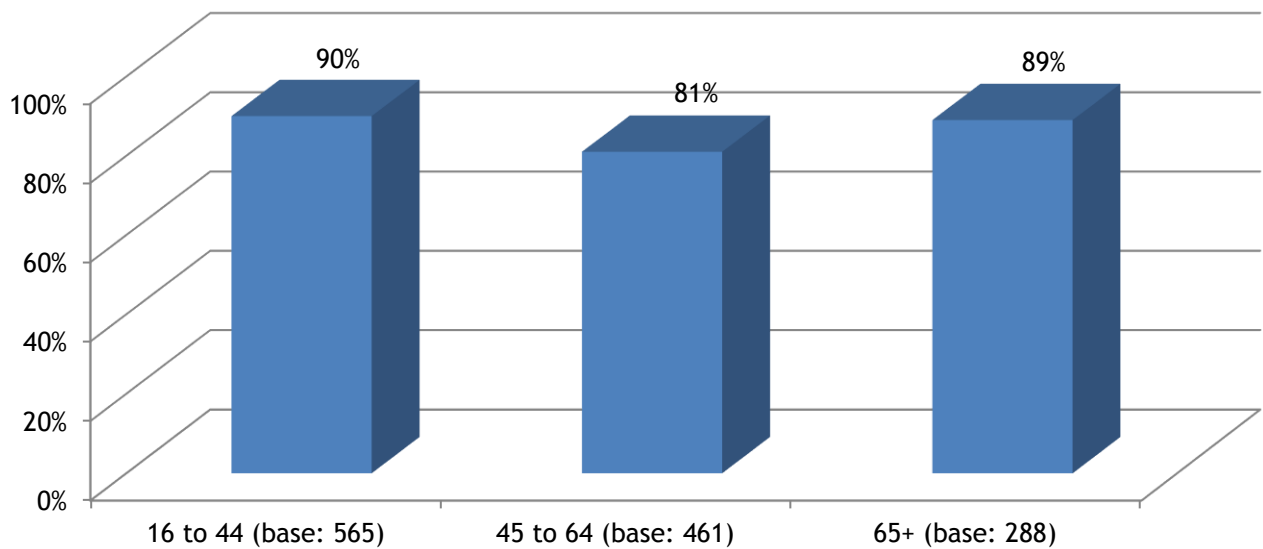


Figure 3.13: Age Band

*I would speak highly of Aberdeenshire Council.
% in agreement.*



3.6 Figures 3.14 to 3.17 break down agreement with the statement, ‘The Council takes account of residents’ views’ by area, gender and age band.

Figure 3.14: Area

*The Council takes account of residents’ views.
% in agreement.*

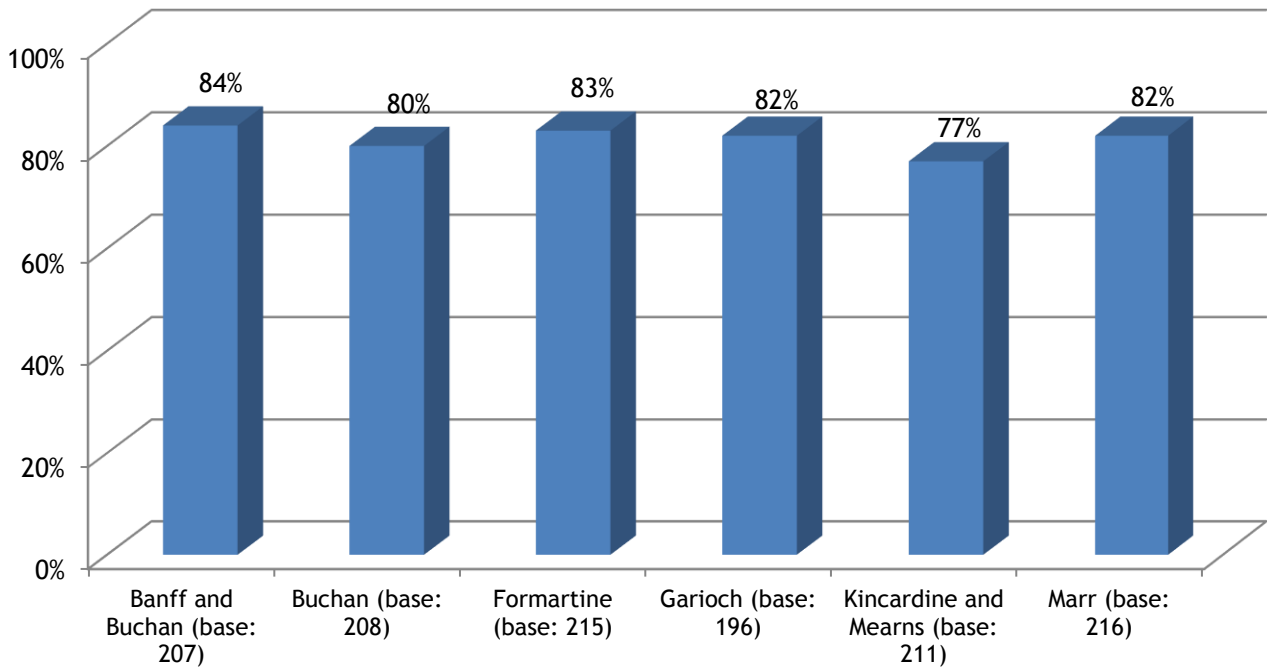


Figure 3.15: Gender

*The Council takes account of residents' views.
% in agreement.*

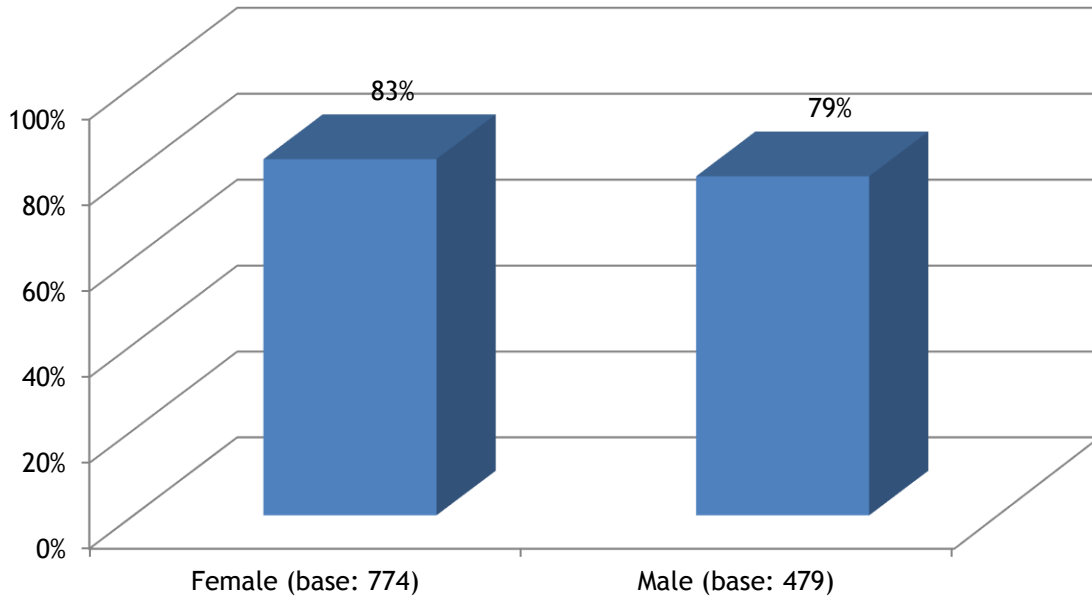
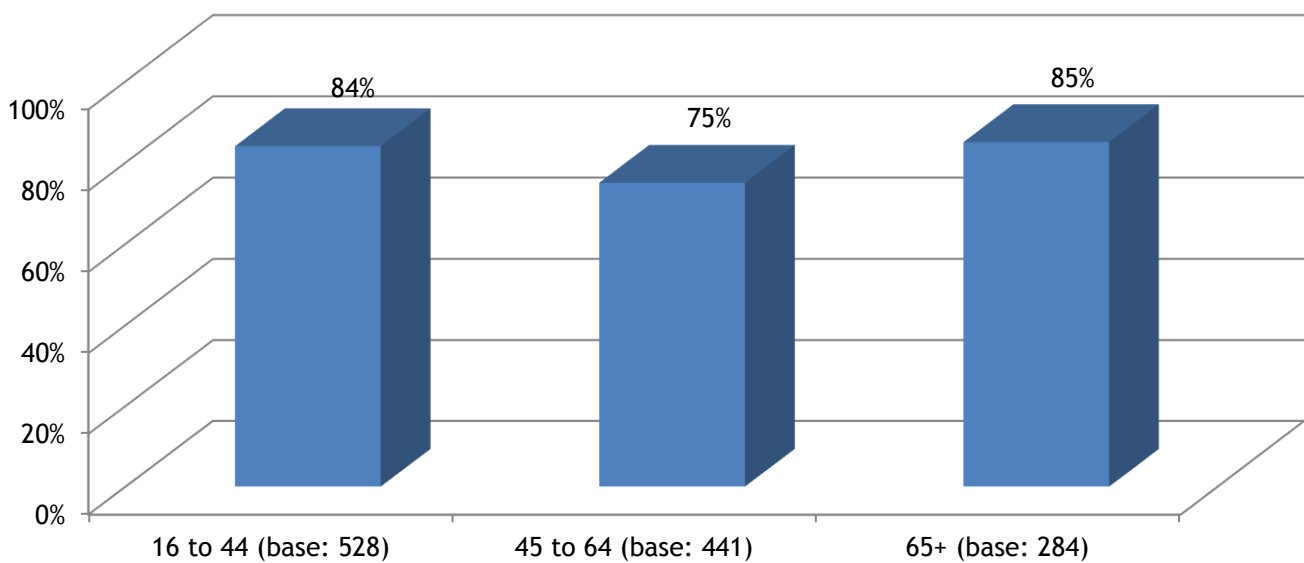


Figure 3.16: Age Band

*The Council takes account of residents' views.
% in agreement.*

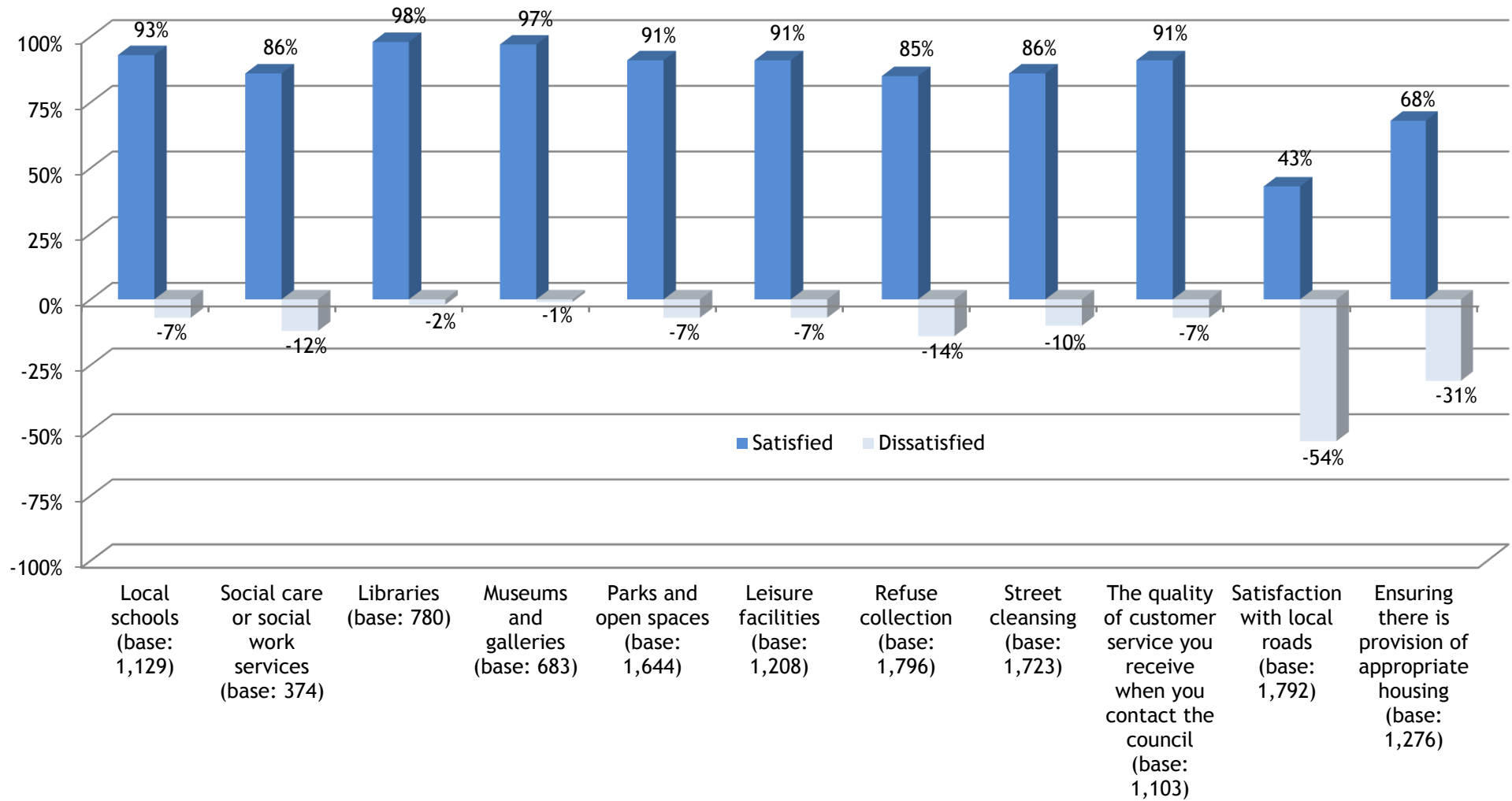


4.0 SATISFACTION WITH COUNCIL SERVICES

- 4.1 Since the beginning of 2014, a series of questions have been posed regarding satisfaction with aspects of Council services. The results for April 2018 to March 2019 are summarised in Figure 4.1 over the page.¹

¹ Numbers do not add to 100% due to neither / nor responses and, in some areas, rounding. It should also be noted that bases vary as not all questions were answered by all respondents.

Figure 4.1: Satisfaction with Council Services



4.2 The breakdown of satisfaction levels for the period from April 2018 to March 2019 are set out in detail in Table 4.1 over the page.

Table 4.1: Satisfaction with Council Services by Area, Gender and Age

Service	Banff and Buchan	Buchan	Formartine	Garioch	Kincardine and Mearns	Marr	Female	Male	16 to 44	45 to 64	65+
Local Schools	91%	89%	92%	97%	95%	93%	94%	91%	95%	91%	88%
Social care or social work services	85%	81%	85%	91%	89%	89%	87%	86%	86%	82%	92%
Libraries	98%	97%	96%	99%	95%	99%	98%	97%	99%	96%	98%
Museums and galleries	98%	96%	99%	99%	93%	96%	97%	97%	98%	96%	95%
Parks and open spaces	93%	91%	89%	91%	90%	92%	90%	93%	91%	92%	91%
Leisure facilities	94%	89%	93%	90%	88%	91%	91%	90%	93%	91%	79%
Refuse collection	89%	88%	85%	85%	82%	81%	84%	86%	82%	84%	93%
Street cleansing	87%	84%	85%	83%	88%	88%	86%	86%	87%	84%	87%
The quality of customer service you receive when you contact the council	87%	87%	93%	92%	93%	93%	93%	88%	92%	88%	96%
Satisfaction with local roads	46%	38%	45%	42%	40%	42%	48%	33%	44%	34%	54%
Ensuring there is provision of appropriate housing in your area	70%	60%	71%	72%	64%	69%	68%	66%	68%	64%	74%

