

# Why we measure satisfaction and trust: importance, impact and implications

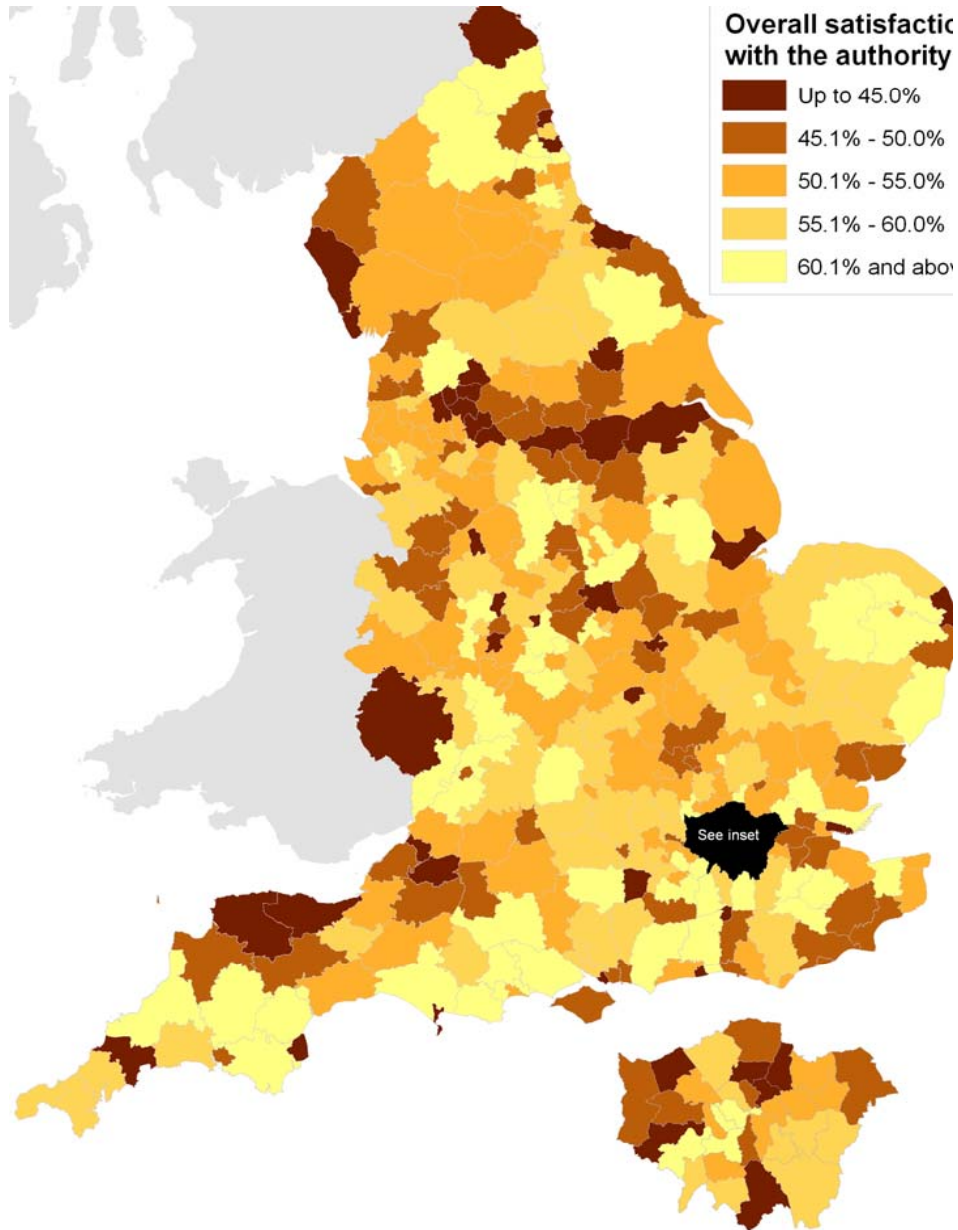
Paul McCafferty

10.07.2007

- Section 1: History and Background

- BVPI surveys 3 rounds since 2000
- Survey has evolved in content and methodology
- Current round has over 560,000 respondents
- Policy context
  - Greater focus in embedding the consumer and citizens perspective in how we assess our performance

# Overall satisfaction across England



The Proportion satisfied varies from **35%** to **77%**

Average satisfaction is **54%**

Shire Districts **55%**

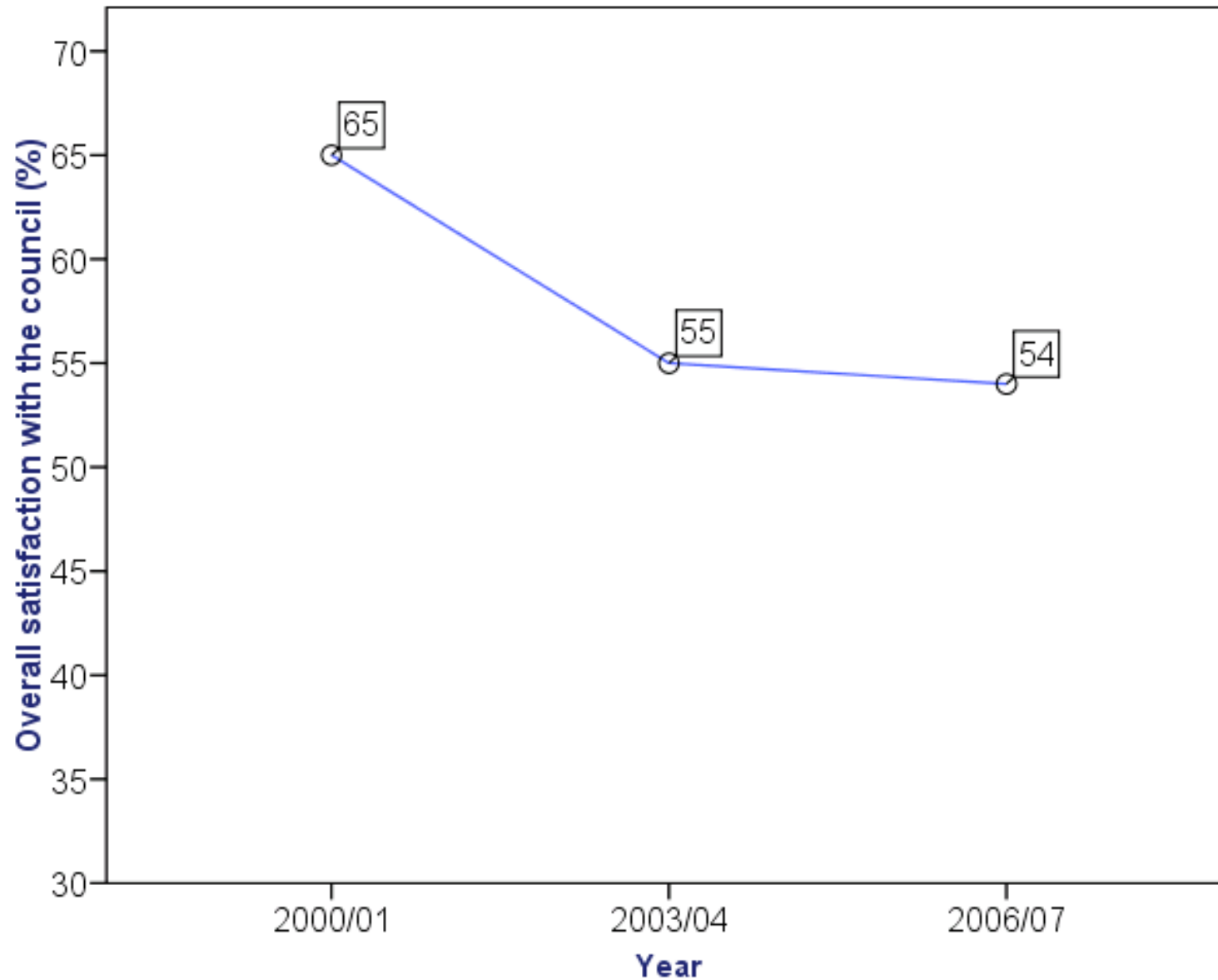
Shire Counties **50%**

Unitaries **50%**

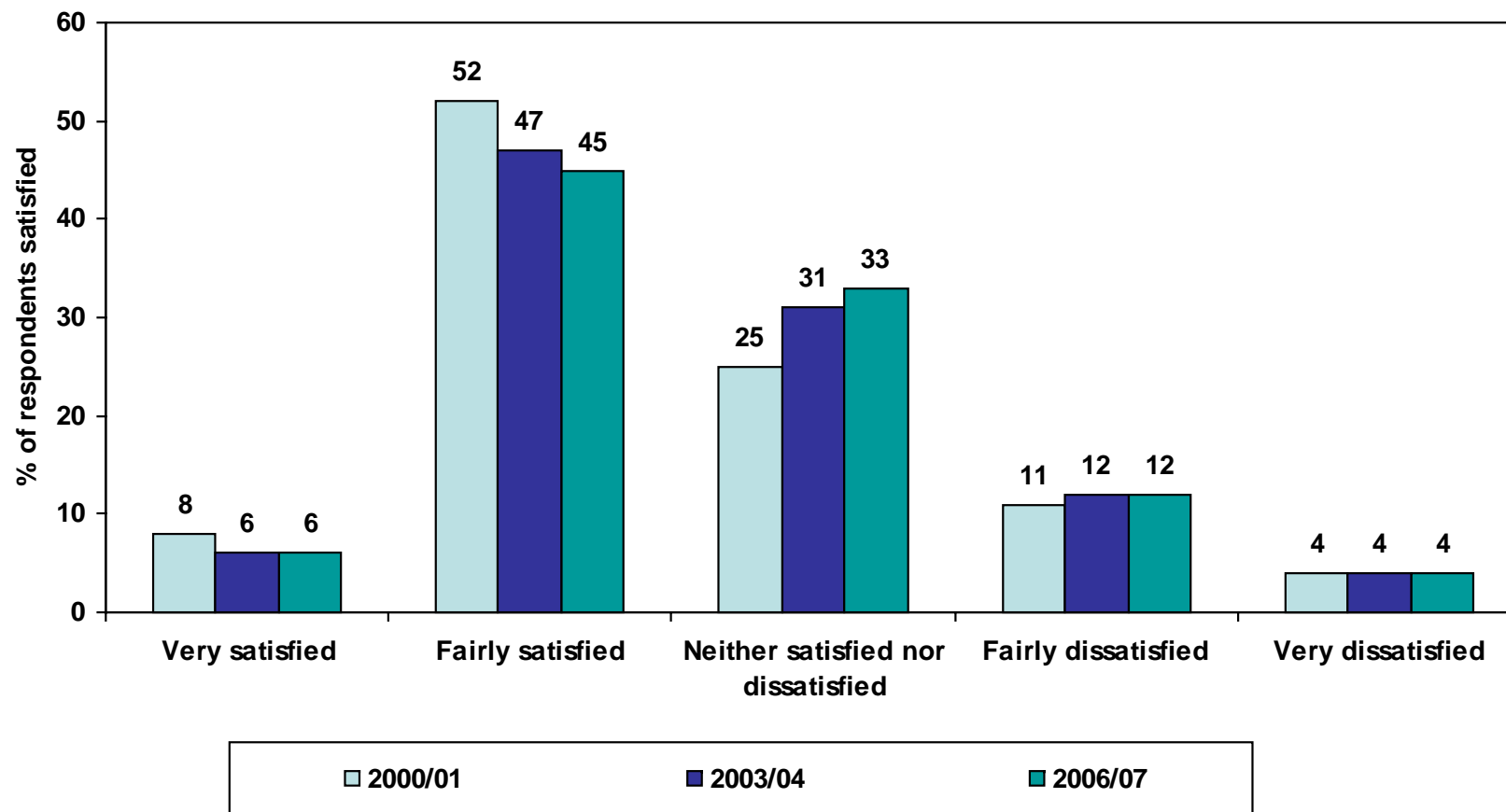
Metropolitans **52%**

London boroughs **54%**

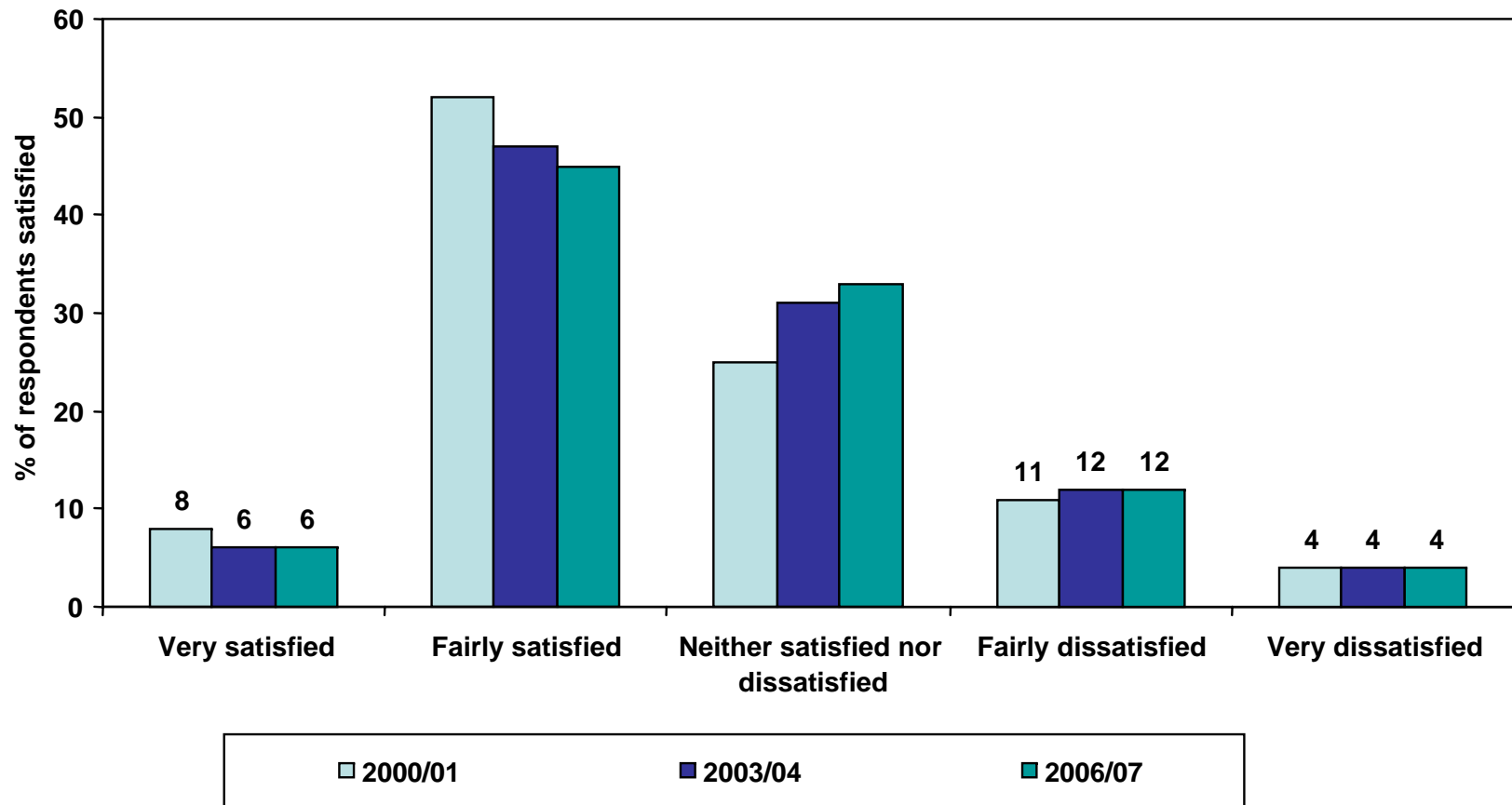
# What have we learnt?: Overall satisfaction has declined since 2000



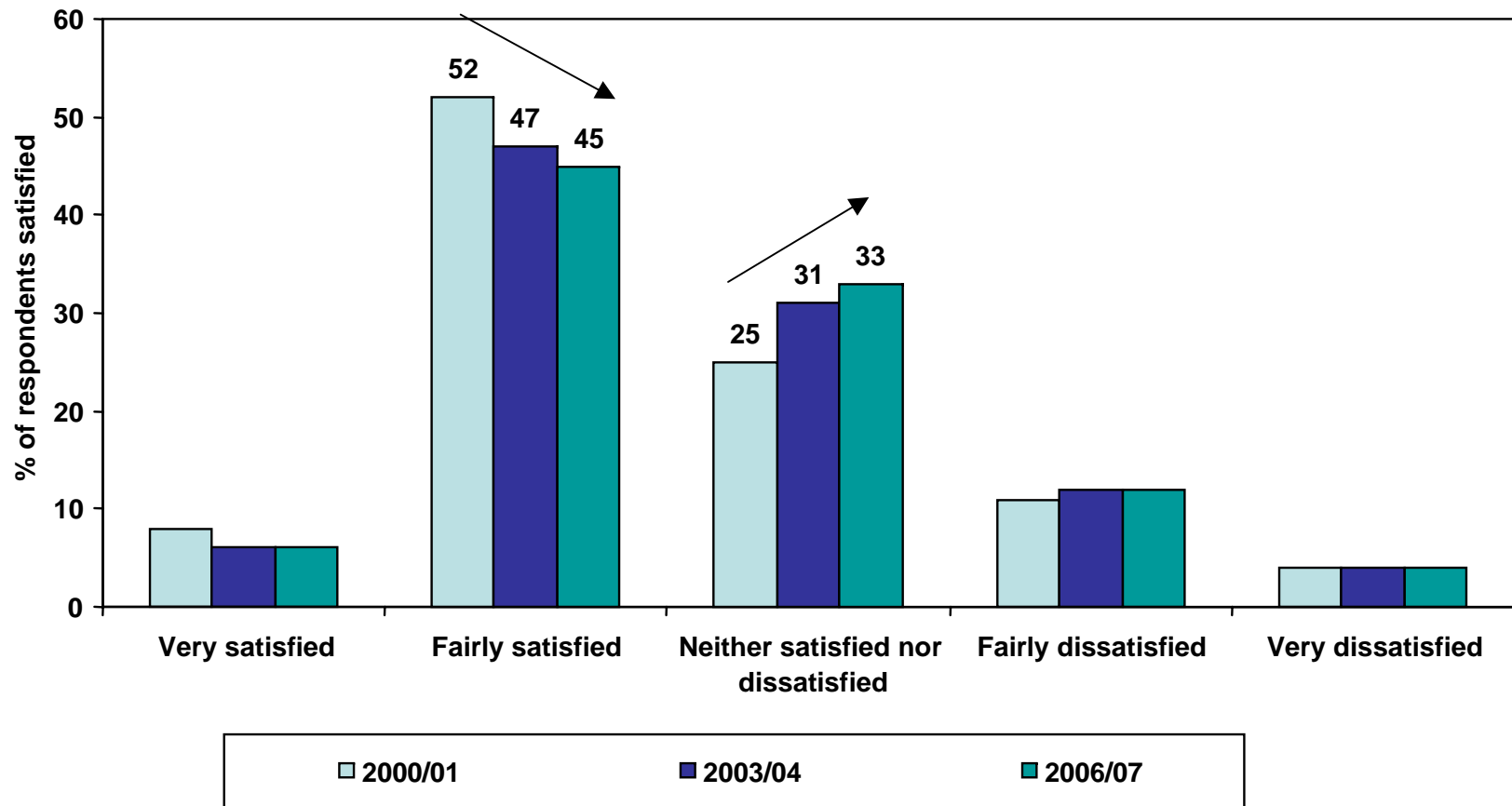
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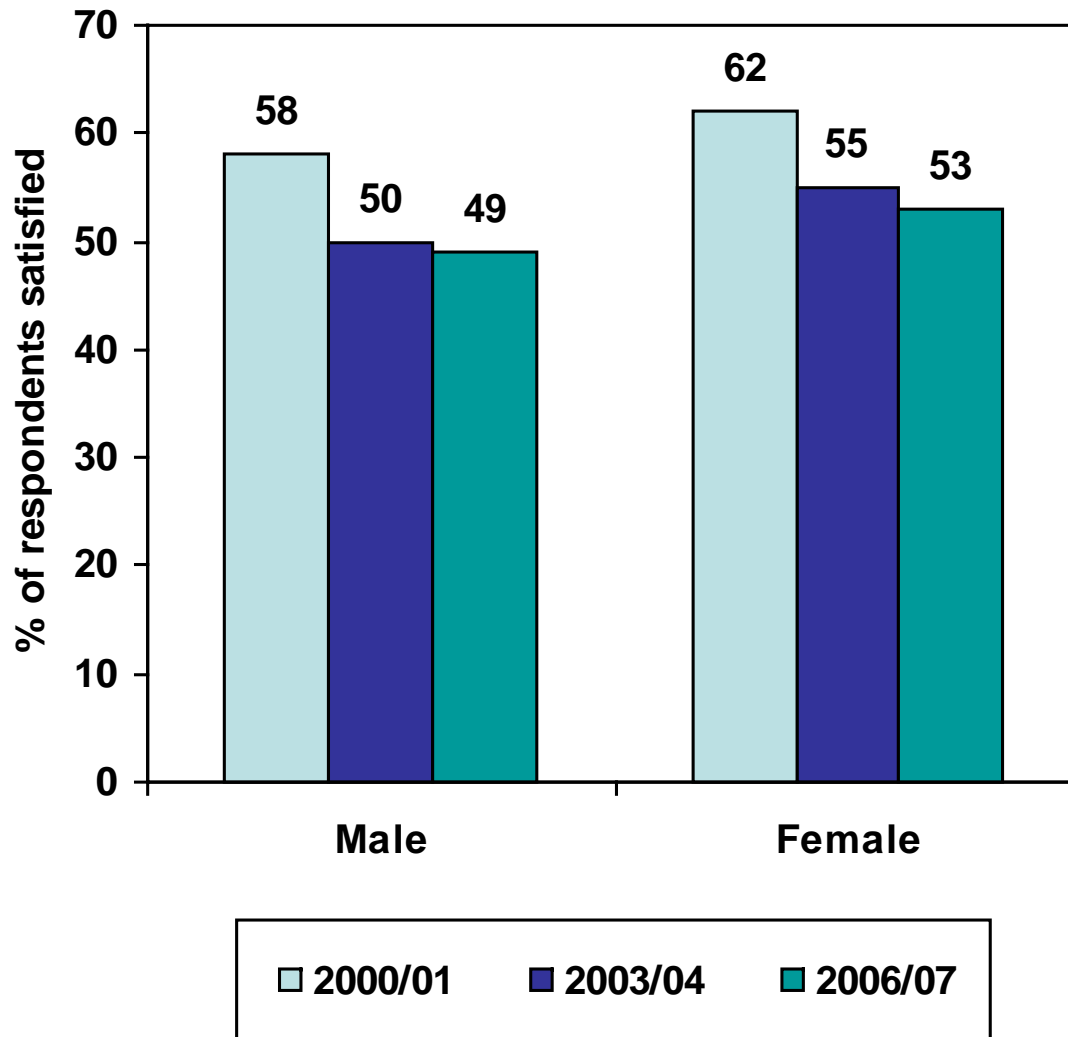


# What have we learnt?: Overall satisfaction has declined





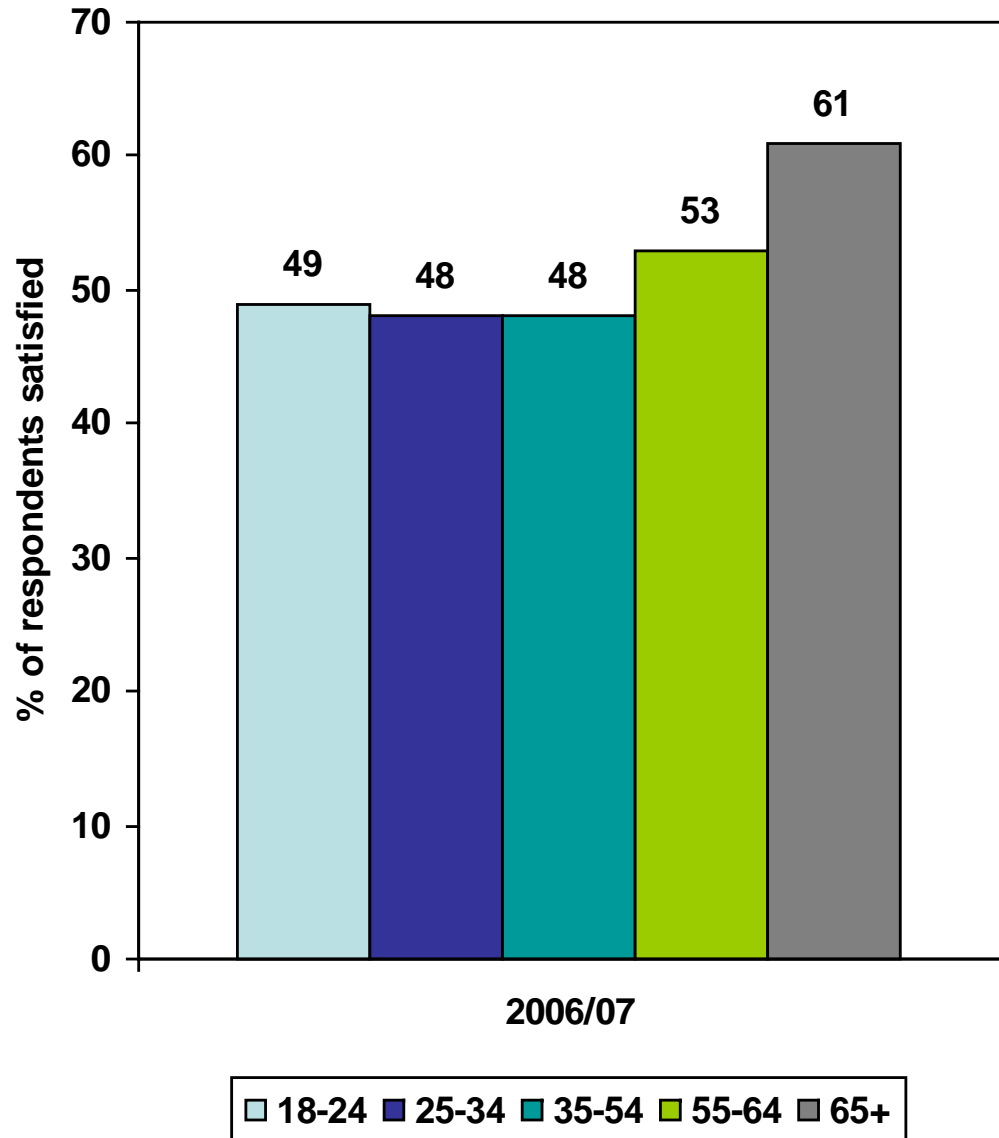
# Demographics: Gender



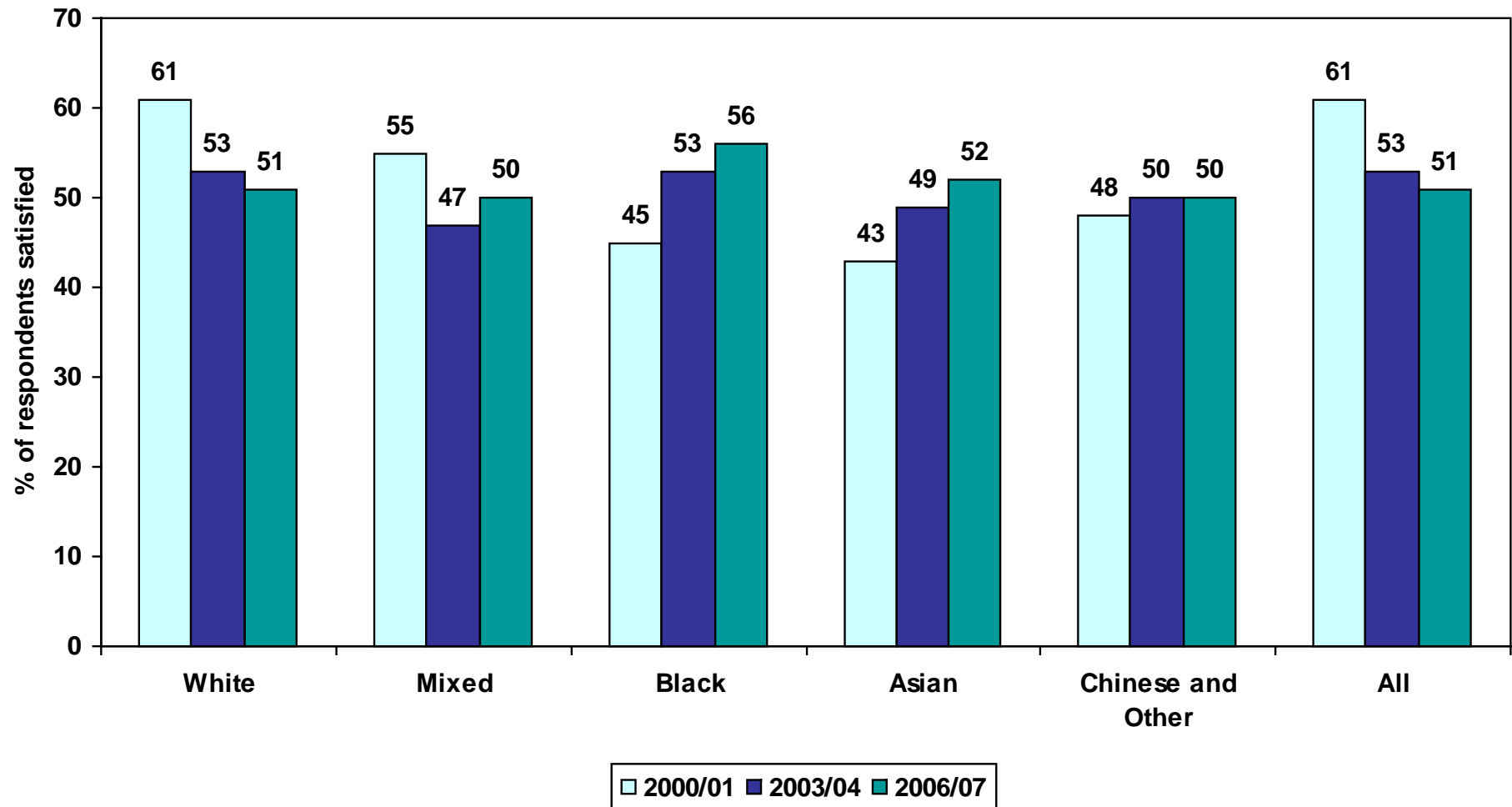
- A decrease in overall satisfaction for both men and women.
- On average, more women still tend to be satisfied with their local authorities than men.

# Demographics: Age

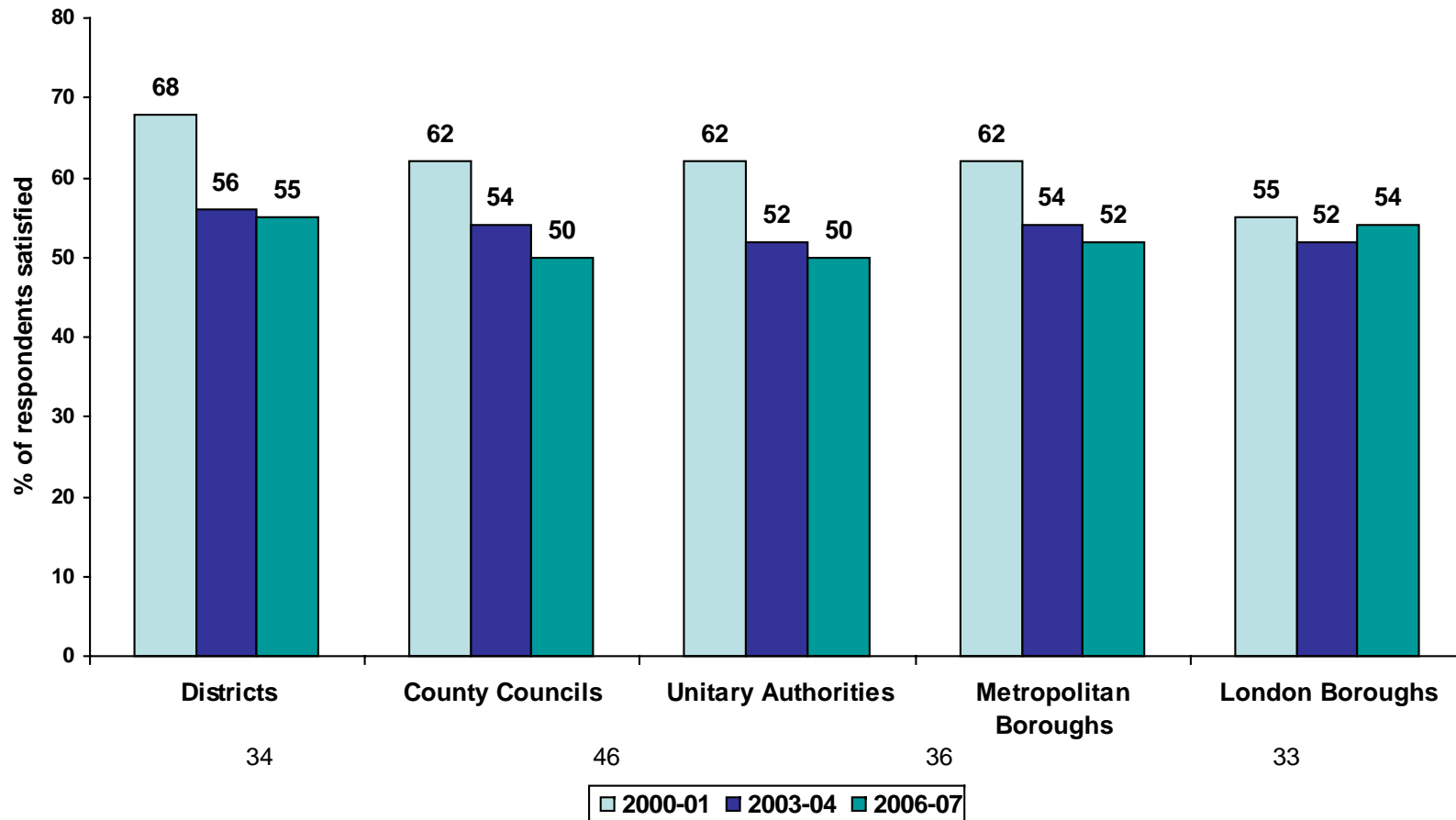
- Satisfaction with local authorities is the highest for people over 55, with a particularly high score for the 65+
- Very similar scores for the age categories 25-34 and 35-54
- No significant differences for those with a disability



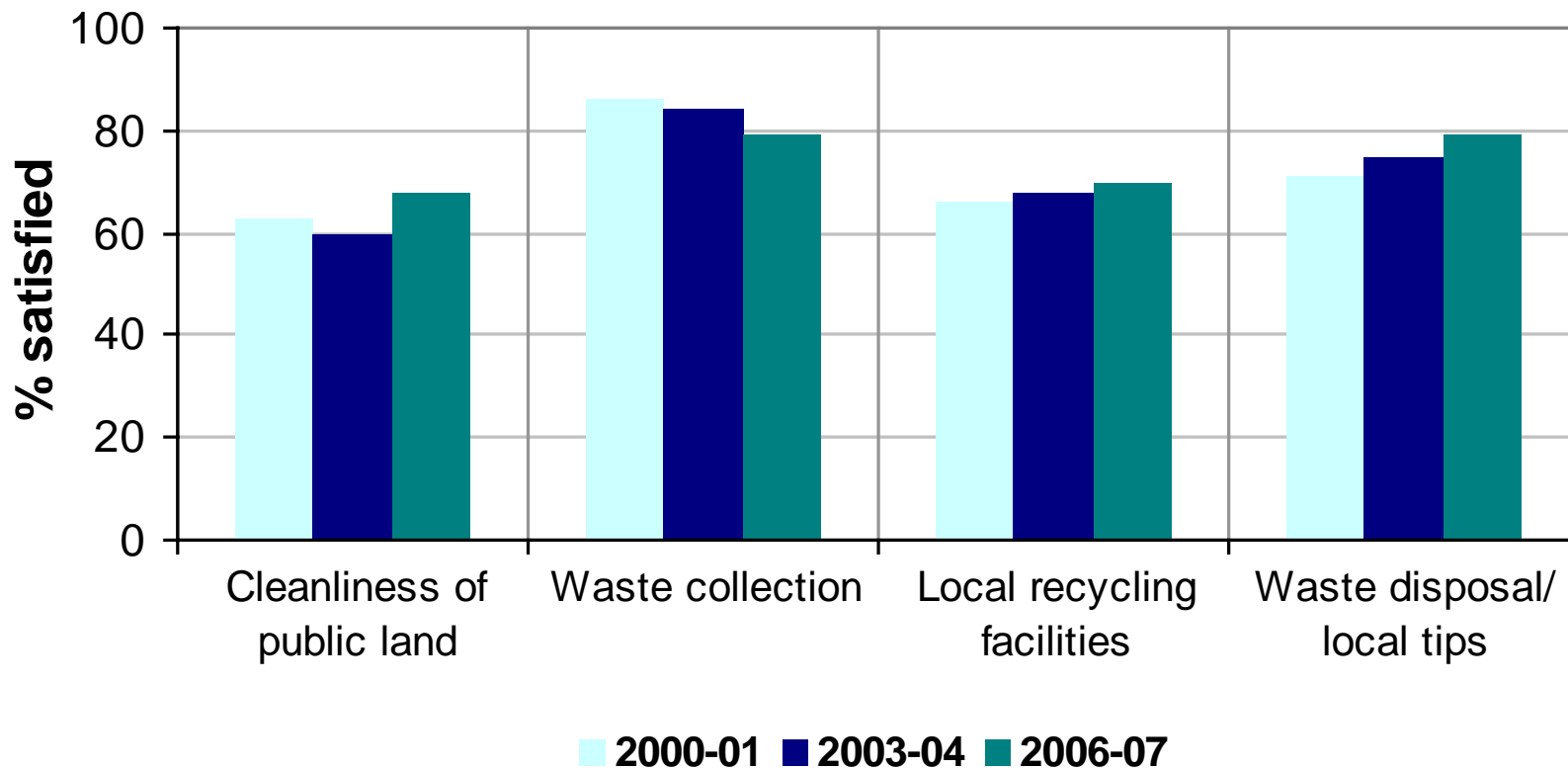
# Demographics: Ethnicity



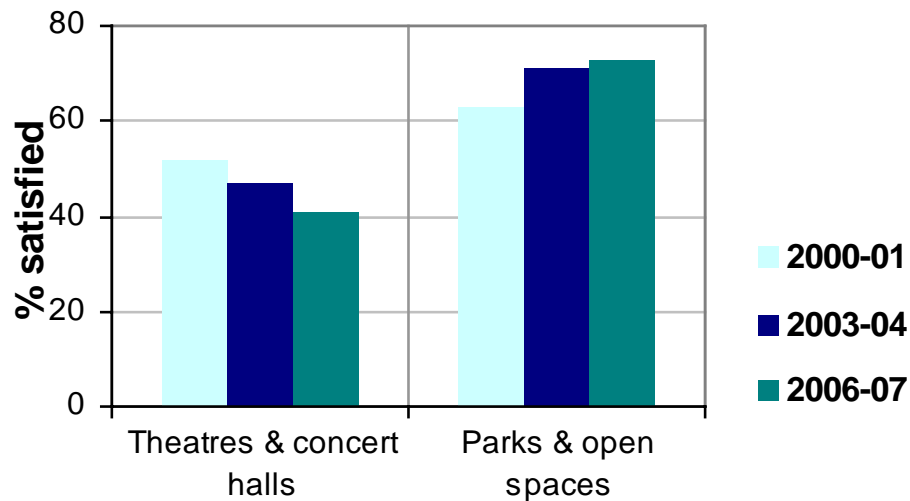
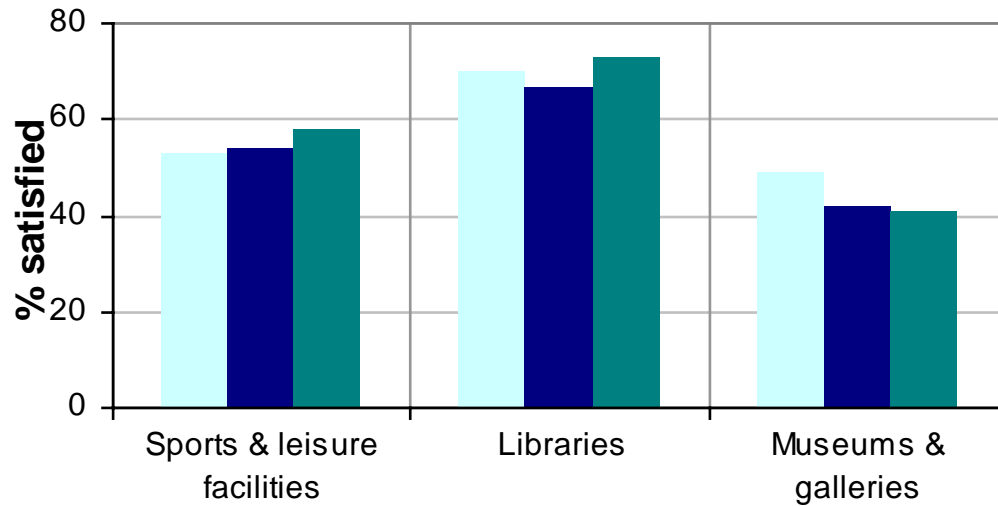
# What have we learnt?: trends by type of council



# What have we learnt?: Service specific satisfaction has risen



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# Service specific scorecard

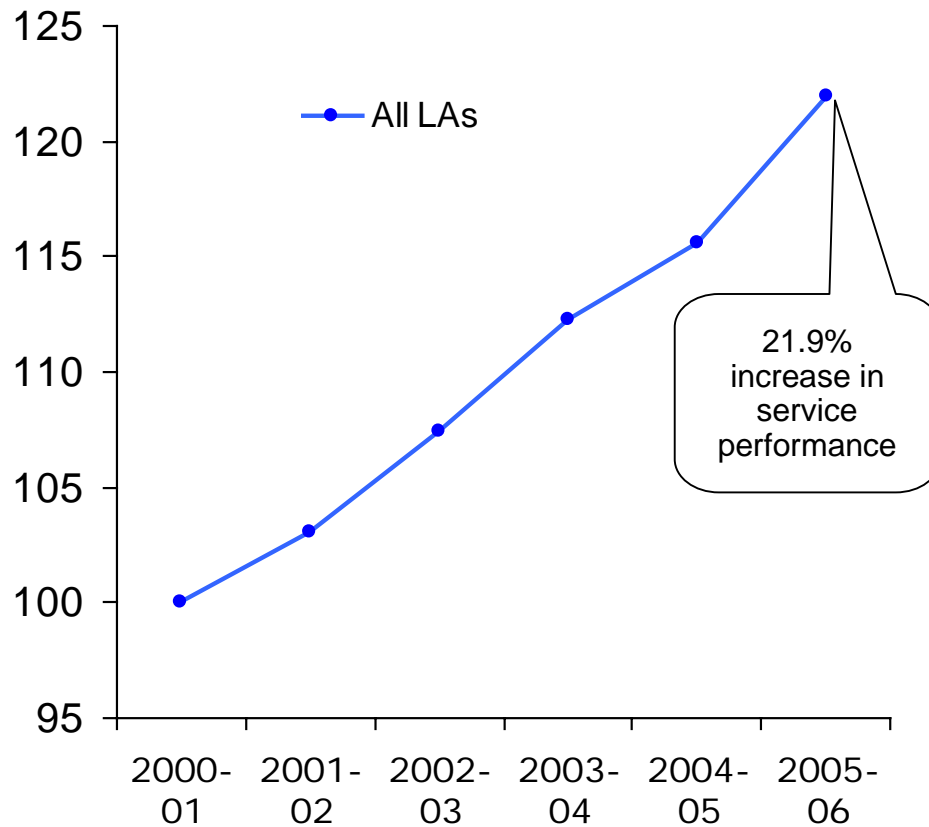
Indicator	2003 %	2006 %	Direction of change
Overall Satisfaction	53	51	↓
Complaints	31	32	↑
Cleanliness	55	64	↑
Waste collection	81	79	↓
Local recycling	61	66	↑
Local tips	75	79	↑
Transport info	50	54	↑
Local buses	54	60	↑
Sports and leisure	52	55	↑
Libraries	67	71	↑
Museums/galleries	44	43	↓
Theatre/concert halls	47	44	↓
Parks + open spaces	70	72	↑

- Section 2: Why is it important?



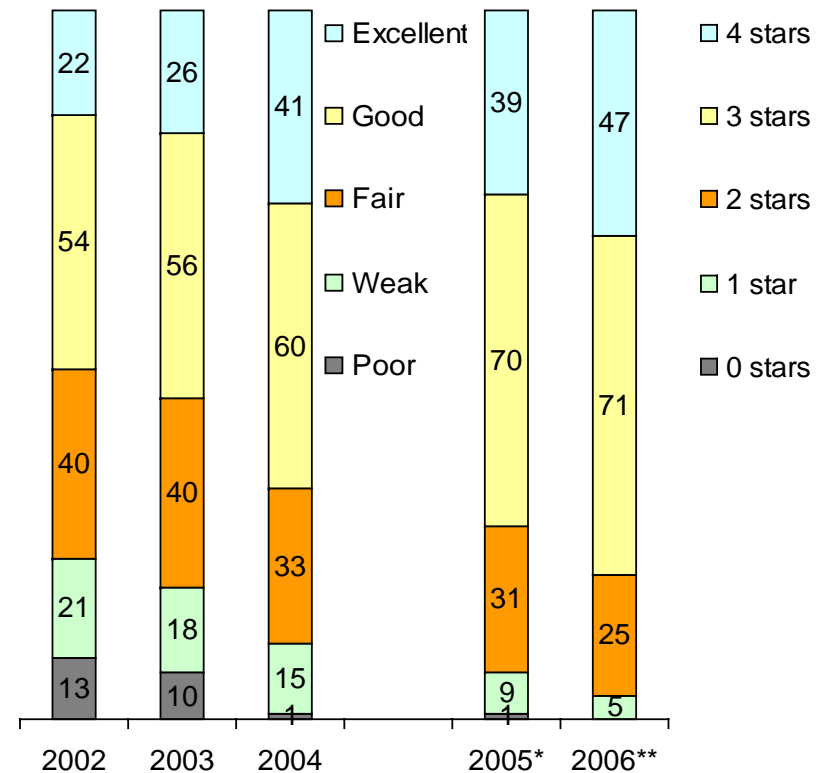
# Local government performance: steady overall improvement

•Performance improvement - indexed on performance in 2000/01



Based on a representative basket of BVPIs indexed back to 2000/01

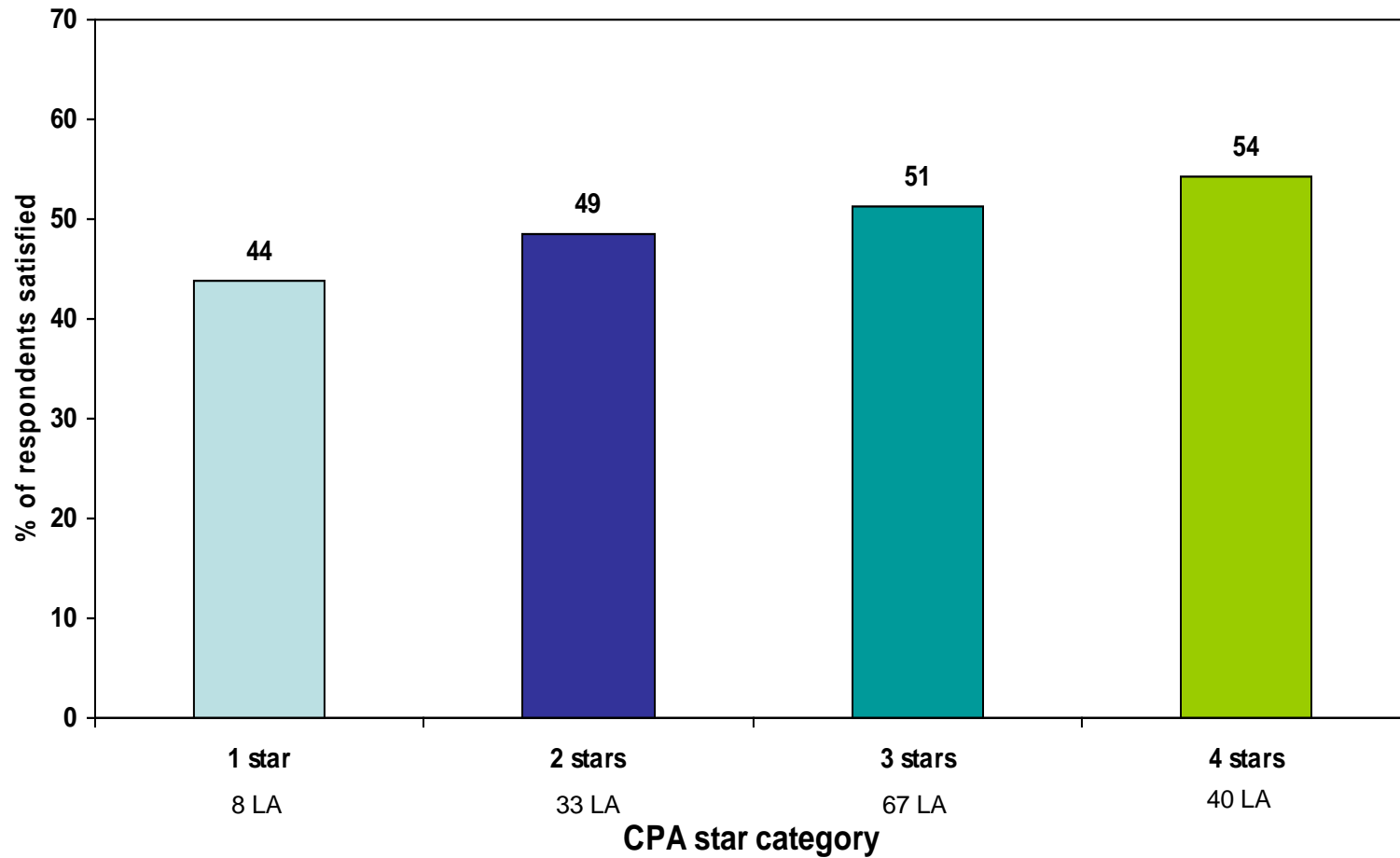
CPA scores: number of upper tier authorities in each category



\* 2005 - scores include the quarterly updates

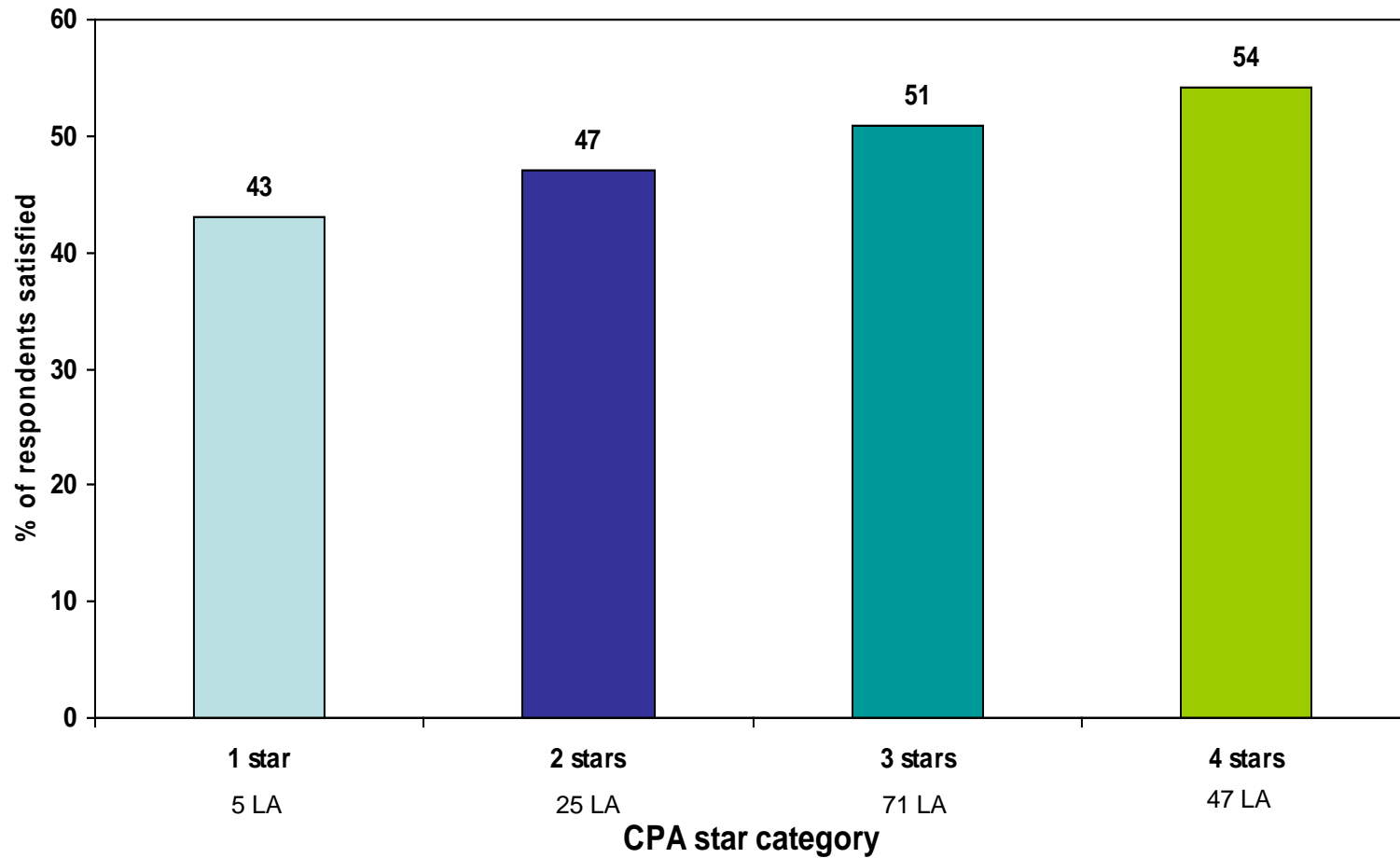
\*\* 2006 – 1 council's star category is subject to review

# Does it matter? CPA '05/06 by satisfaction '06



NB: one zero star rated local authority excluded from the graph

# Does it matter? CPA '06/07 by satisfaction '06



NB: Two authorities excluded from the graph because:

- Buckinghamshire's results subject to review and
- Isles of scilly did not conduct the survey

- Section 3: Potential drivers of satisfaction

- Performance has improved;
- Service specific satisfaction has also generally improved;
- But, overall satisfaction has declined;
- What can we do about it?

# Potential Drivers

## **Direct experience**

people who used services regularly were more likely to be satisfied than non-users or irregular users;

## **Context**

there was a link between deprivation (and, sometimes, ethnic mix) and satisfaction, with people who live in the most deprived (ethnically diverse) areas being less satisfied with their council;

## **Communication and empowerment**

the more informed people were about their council the more they were likely to be satisfied with overall performance, and the more they felt able to influence local decision-making;

## **Value for money**

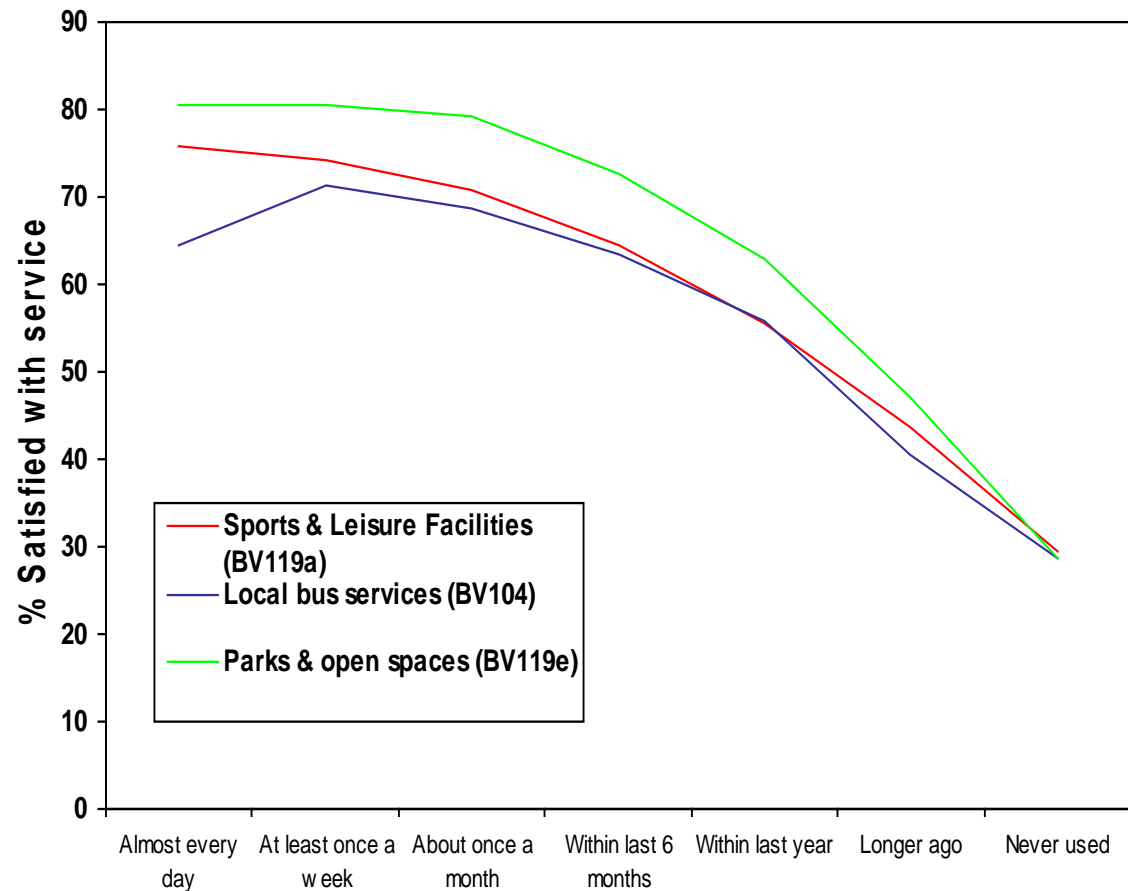
higher levels of dissatisfaction were observed with both higher overall levels of council tax and higher increases in council tax;

## **Liveability**

satisfaction tended to increase as people's perceptions about the extent to which they felt their area to be clean, green and safe increased.

# Satisfaction of service: users and non users

- satisfaction with specific services increases with level of use.
- Must bear in mind that the relationship may work in both directions – i.e. level use is dependant on how satisfied with the service a user may be.



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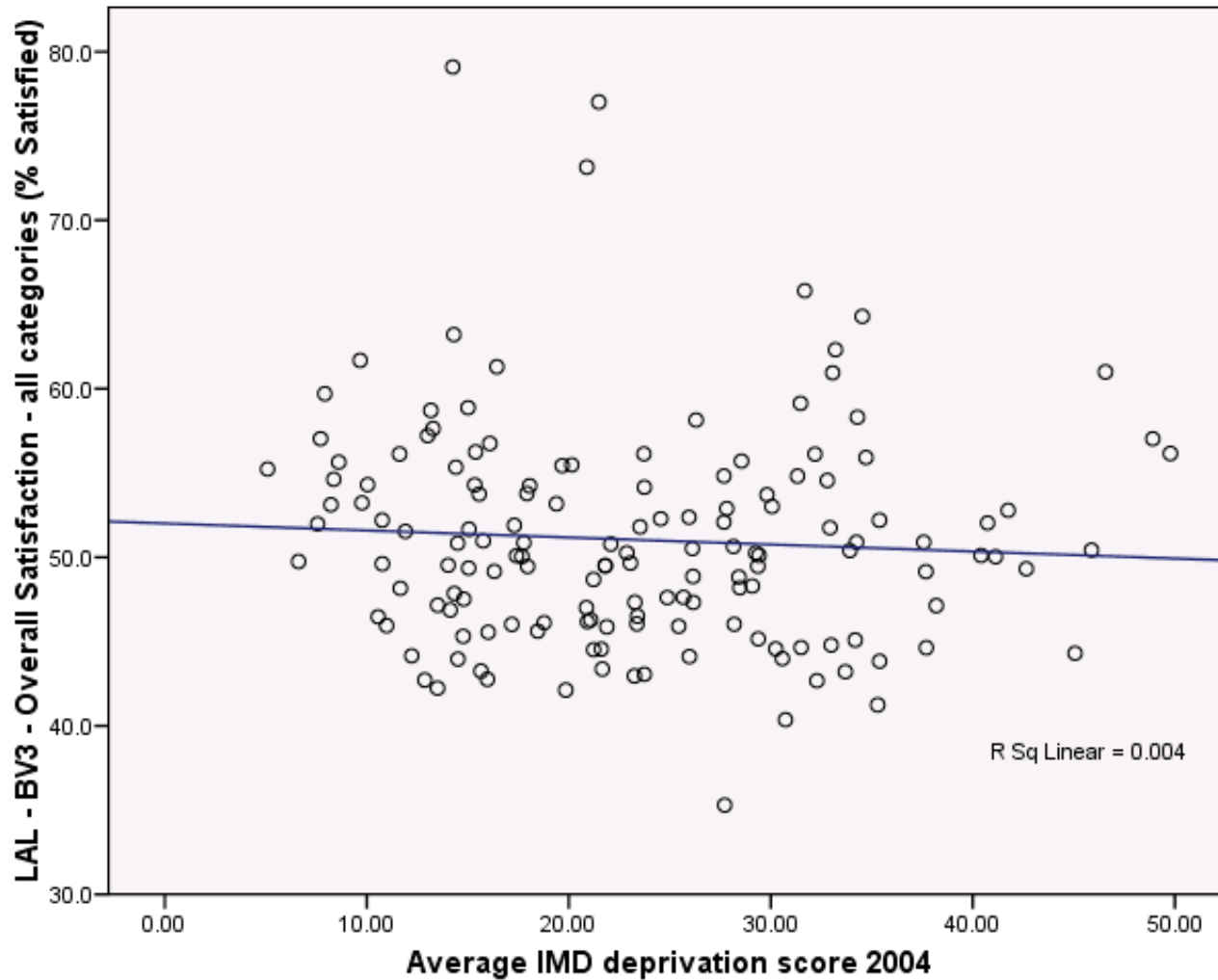
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# Satisfaction and deprivation



Multivariate analysis shows a stronger, negative, relationship

Clear that context is not the only determinant of satisfaction



# Communications and Empowerment

## Communications: a key driver

*'how well informed do you think the council keeps residents about the services and benefits it provides?'*

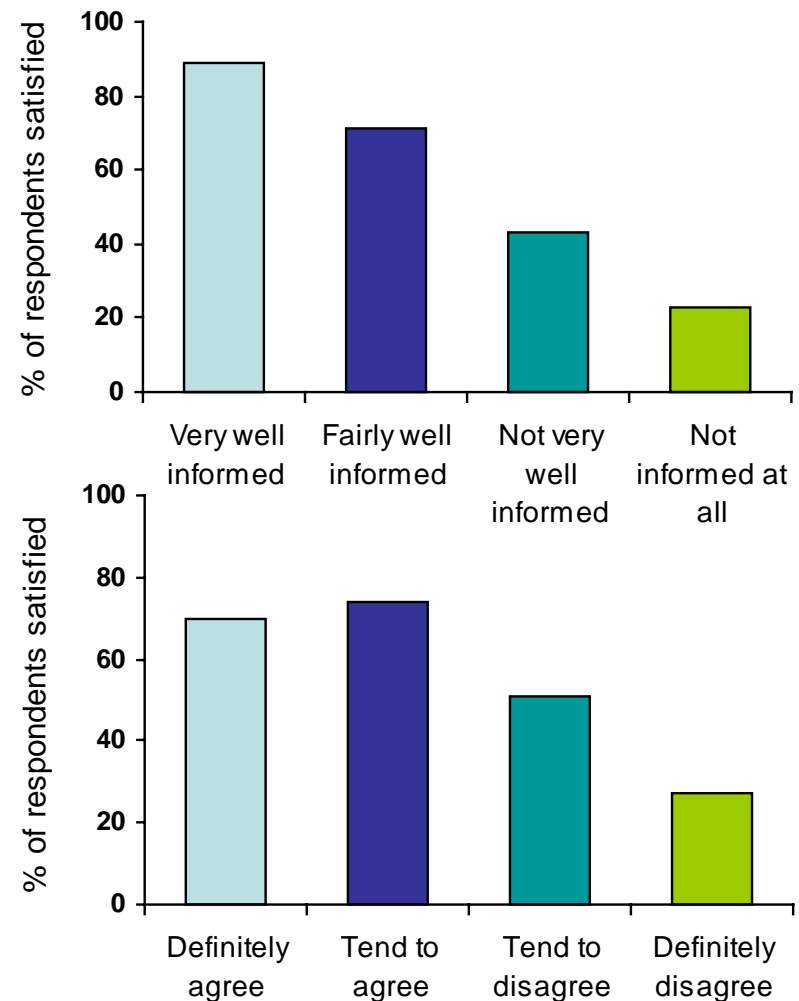
- Communications are a key driver of public satisfaction with local government
- However, the public is feeling less informed than three years ago

## Empowerment and involvement in local decision making: a key driver

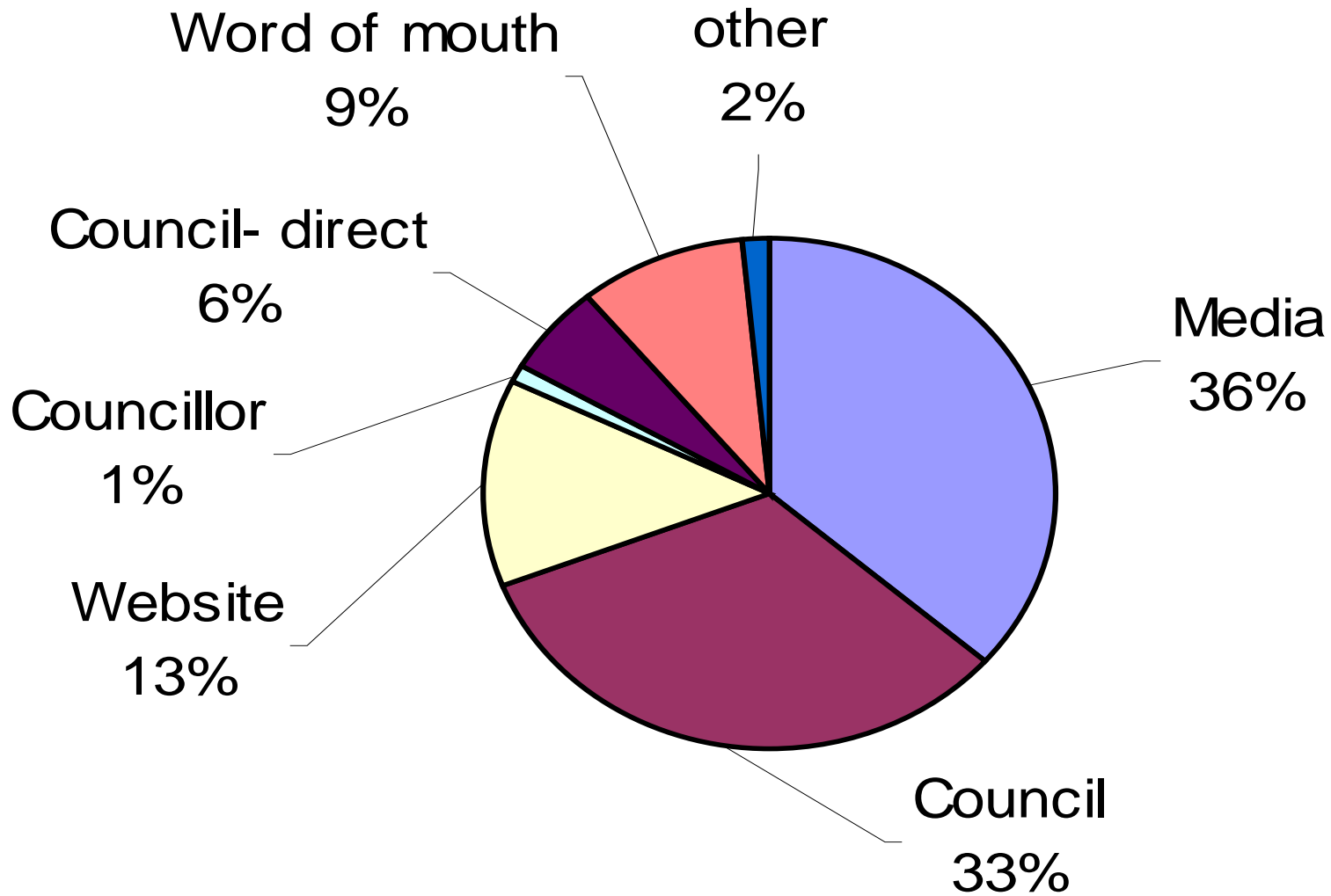
*'do you agree or disagree that you can influence local decisions affecting your area?'*

- Opportunities for participation, and the ability to influence decision making correlate positively with increased satisfaction

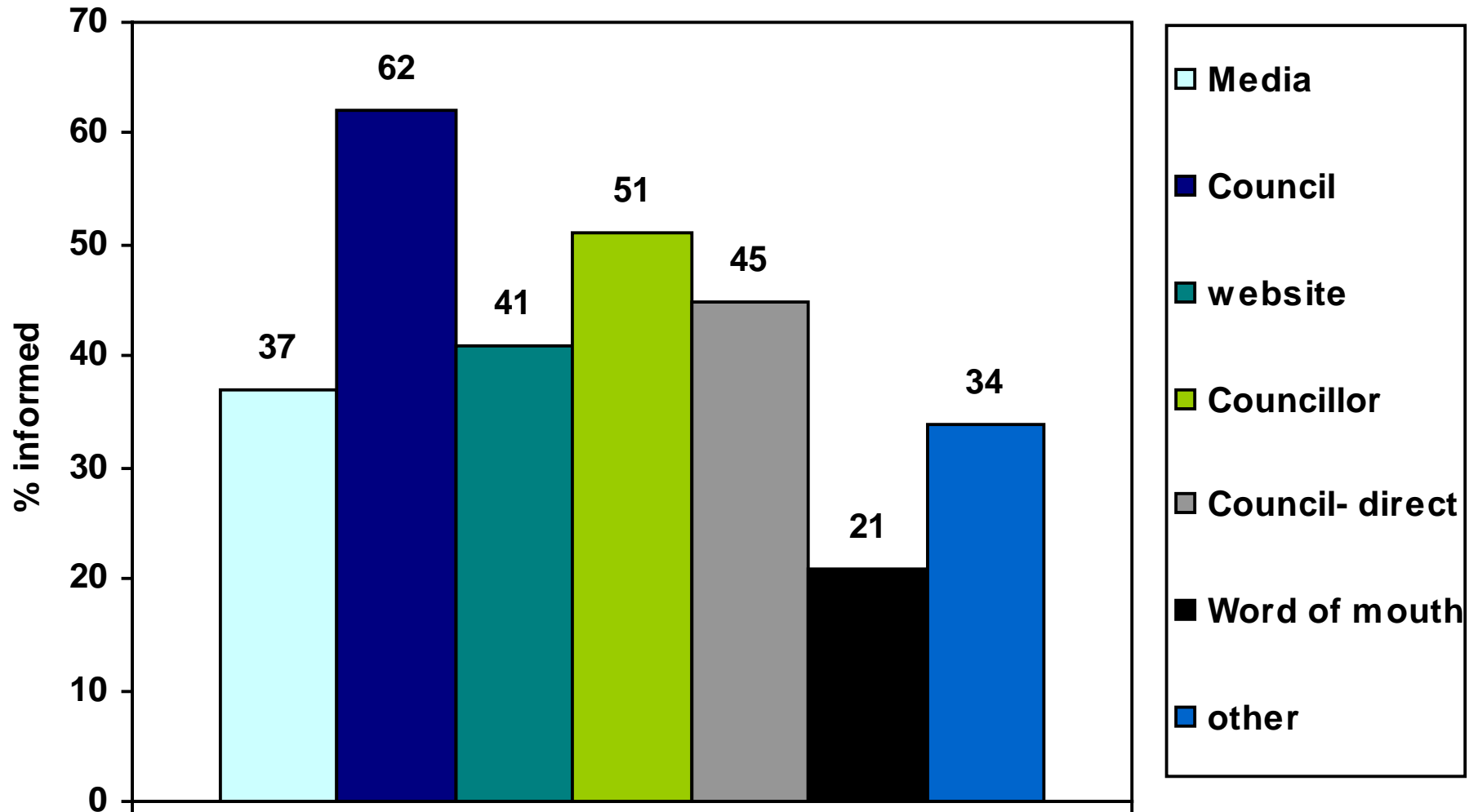
Source: User satisfaction BVPIs 2006/07



# Communications: sources of information



# Communications: sources of information and how informed the public feel



# Potential Drivers

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# Trust and reputation

- The BVPI survey asks 10 questions about trust and reputation
- The council is....
  - Making the local area a better place to live
  - Working to make the area safer
  - Working to make the area cleaner and greener
  - Is efficient and well run
  - Provides good value for money
  - Is trustworthy
  - Is remote and impersonal
  - Promotes the interests of local residents
  - Acts on the concerns of local residents
  - Treats all types of people fairly

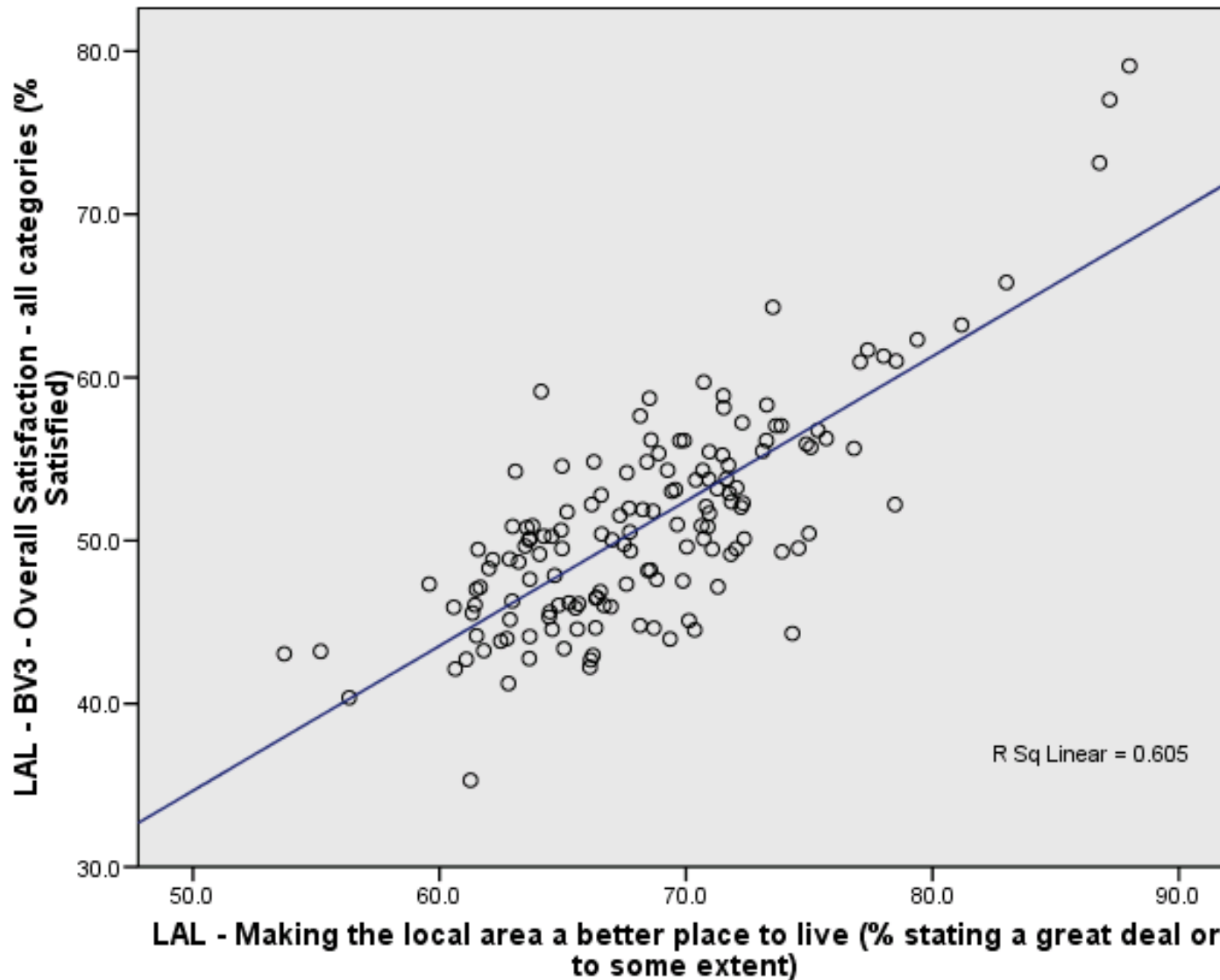
## Trust and reputation: context

People who trust institutions 'a lot' or 'a fair amount'

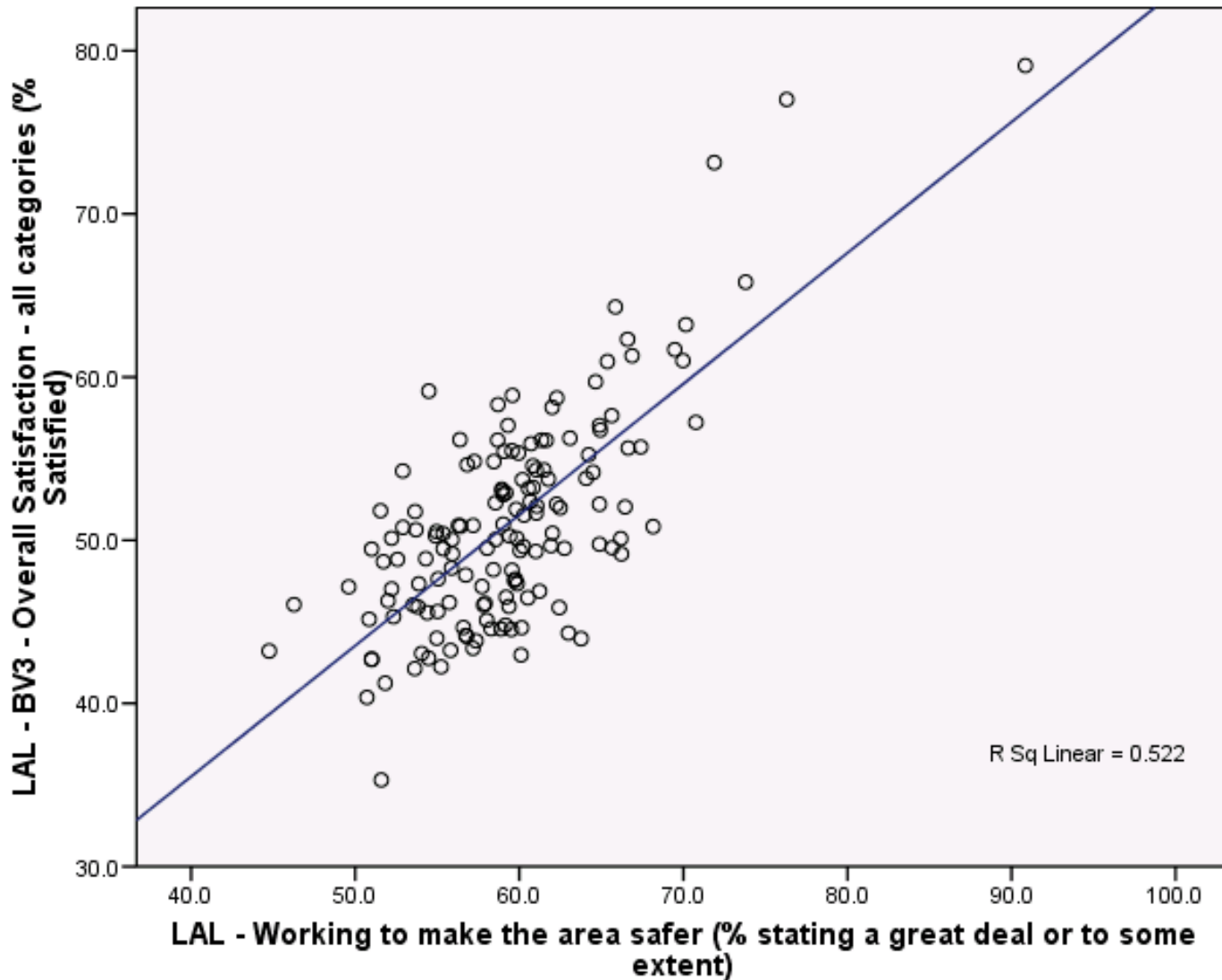
- Local council: 52% (2001), 54% (2003) and 57% (2005)
- By ethnic group: 63% (Black), 69% (Asian), 56% (White)

Source: CLG Citizenship Survey

# Trust and reputation: making the area a better place to live

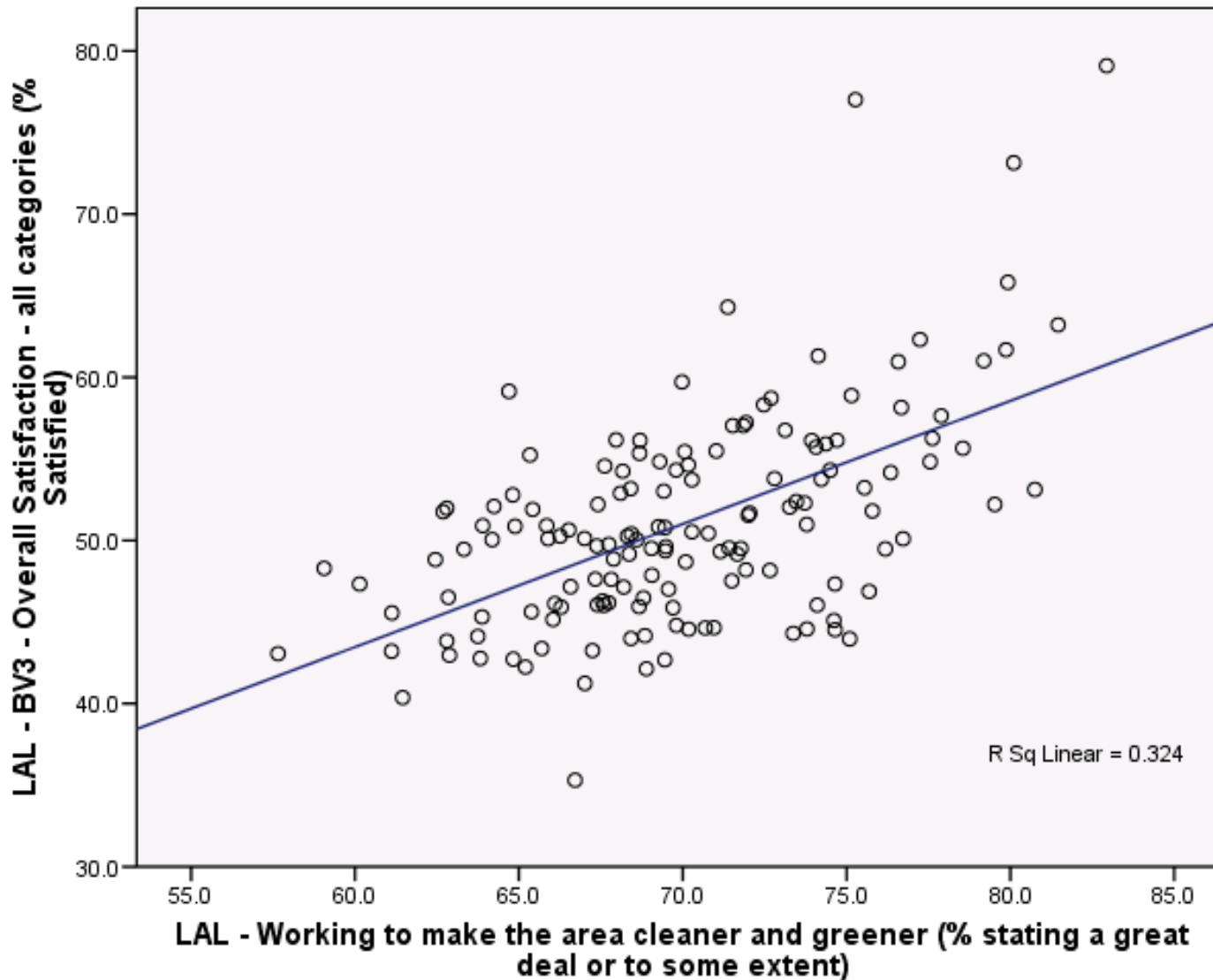


# Trust and reputation: Making the area safer

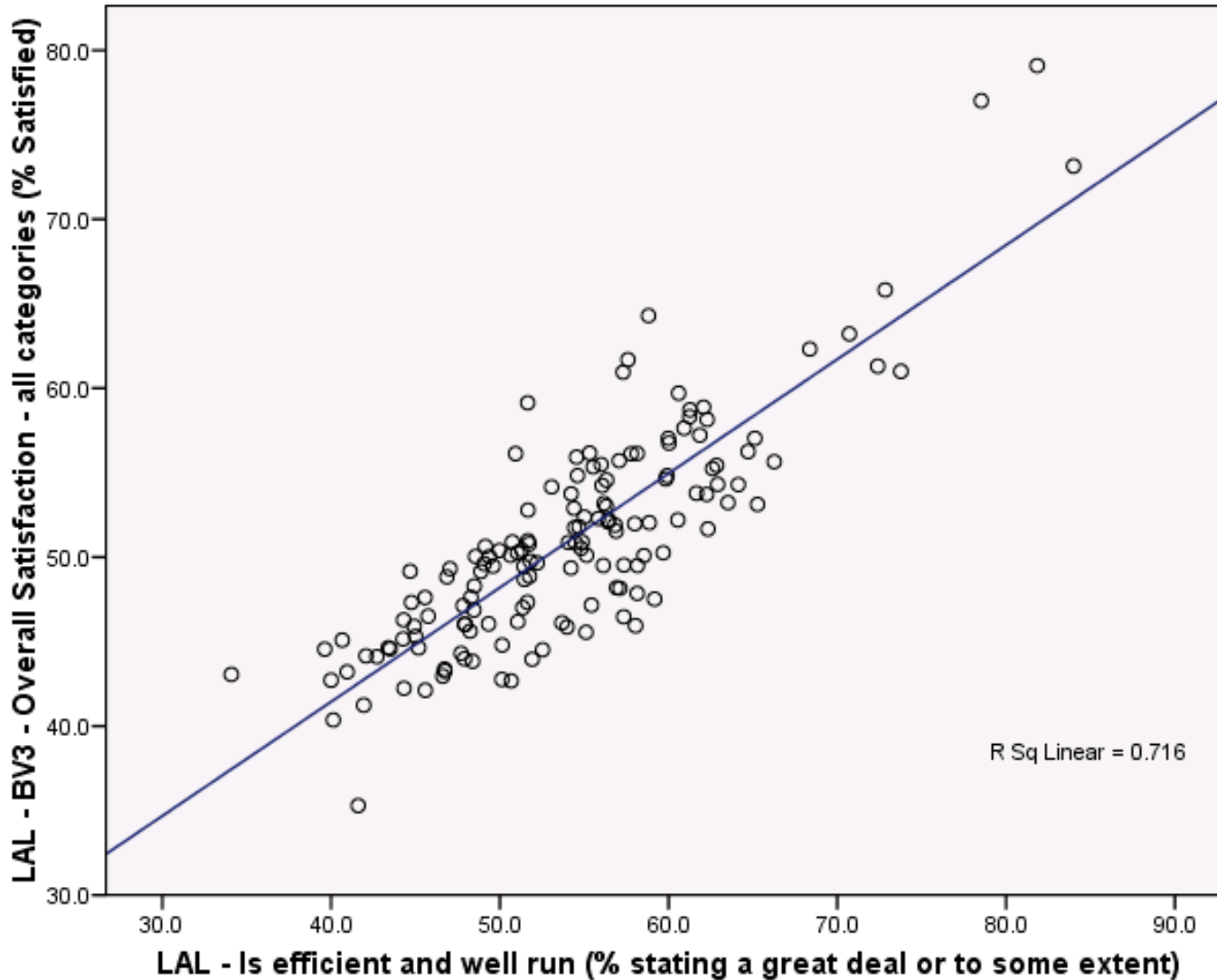




# Trust and reputation: Making the area cleaner and greener



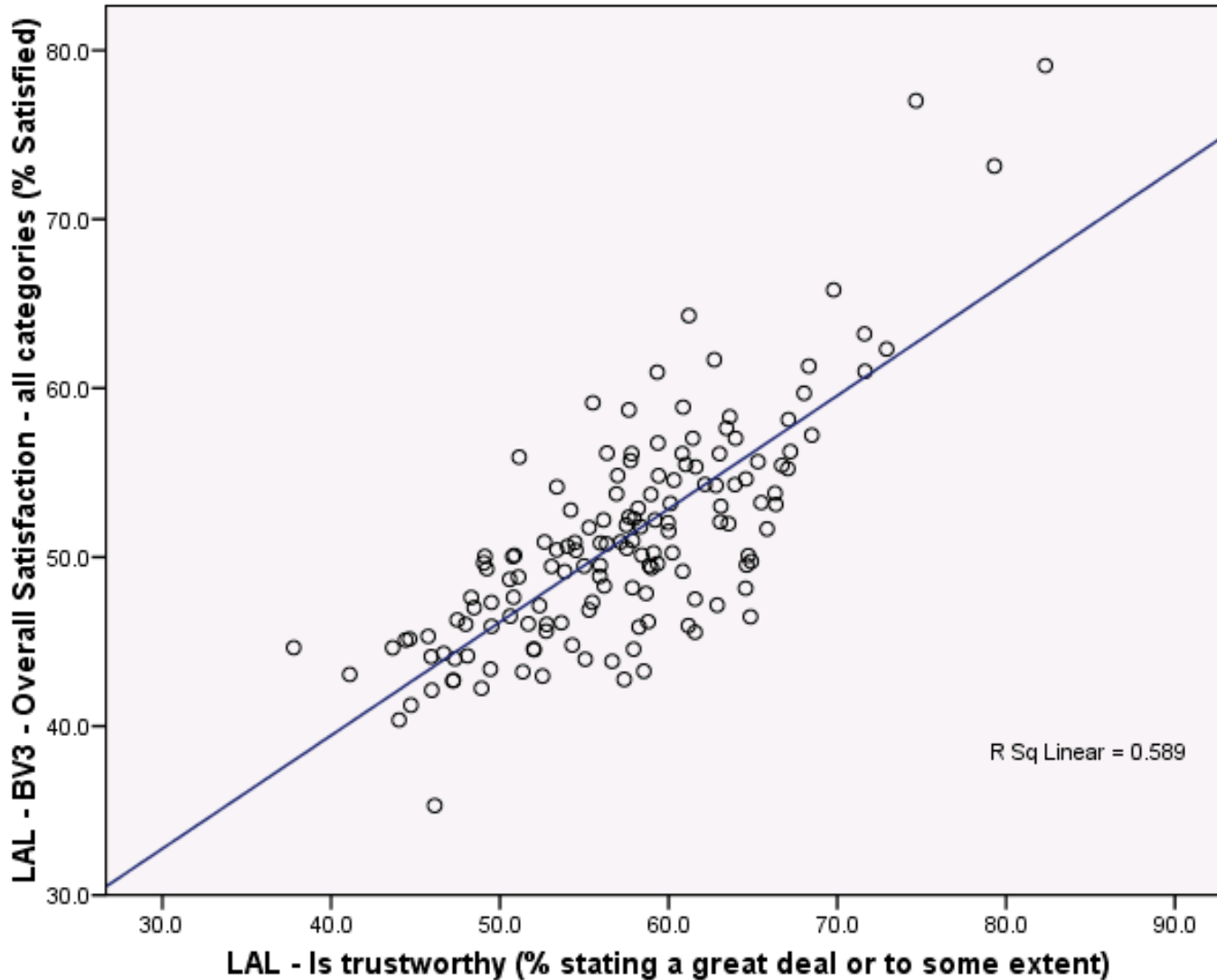
# Trust and reputation: efficient and well run



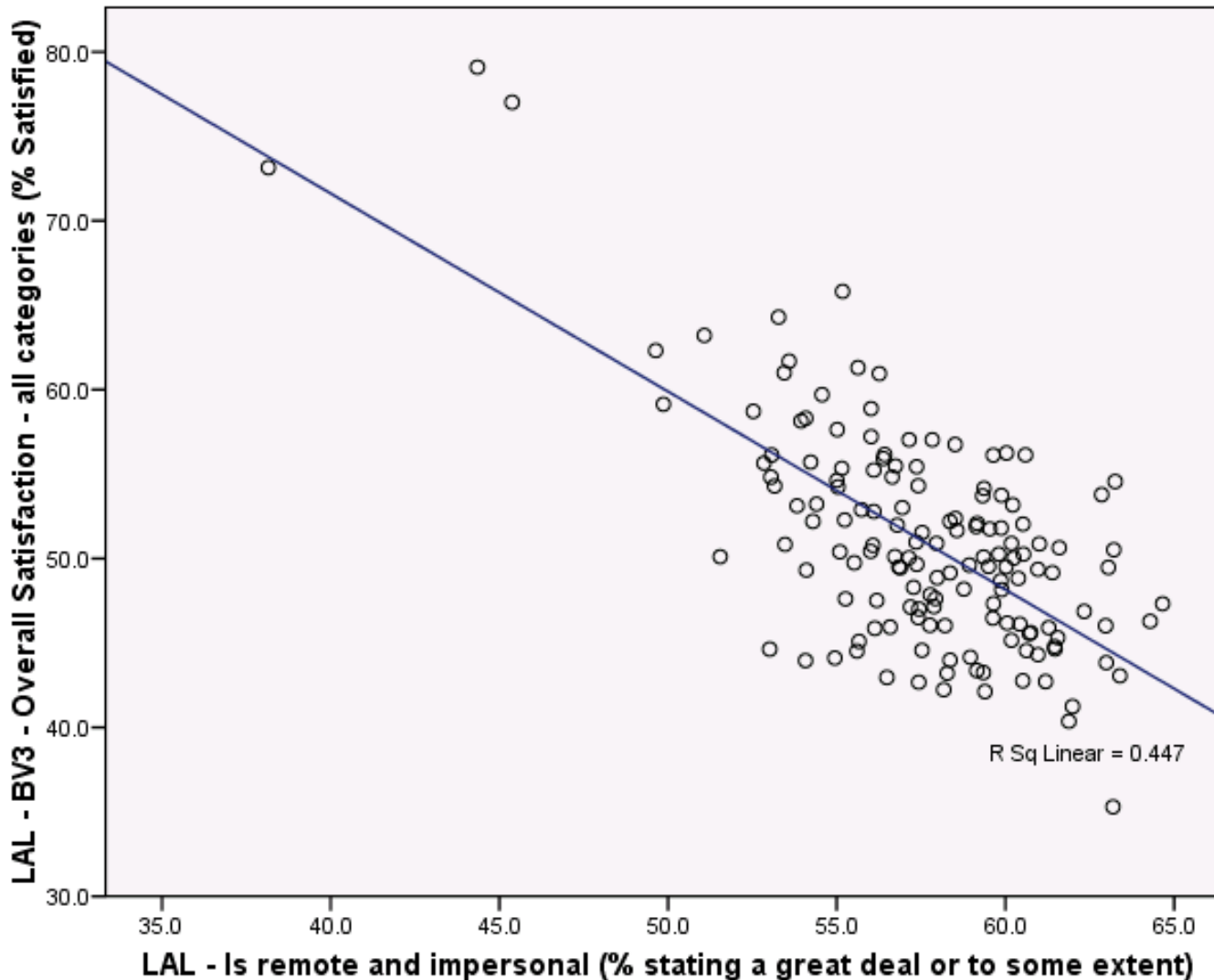
# Trust and reputation: Value for money



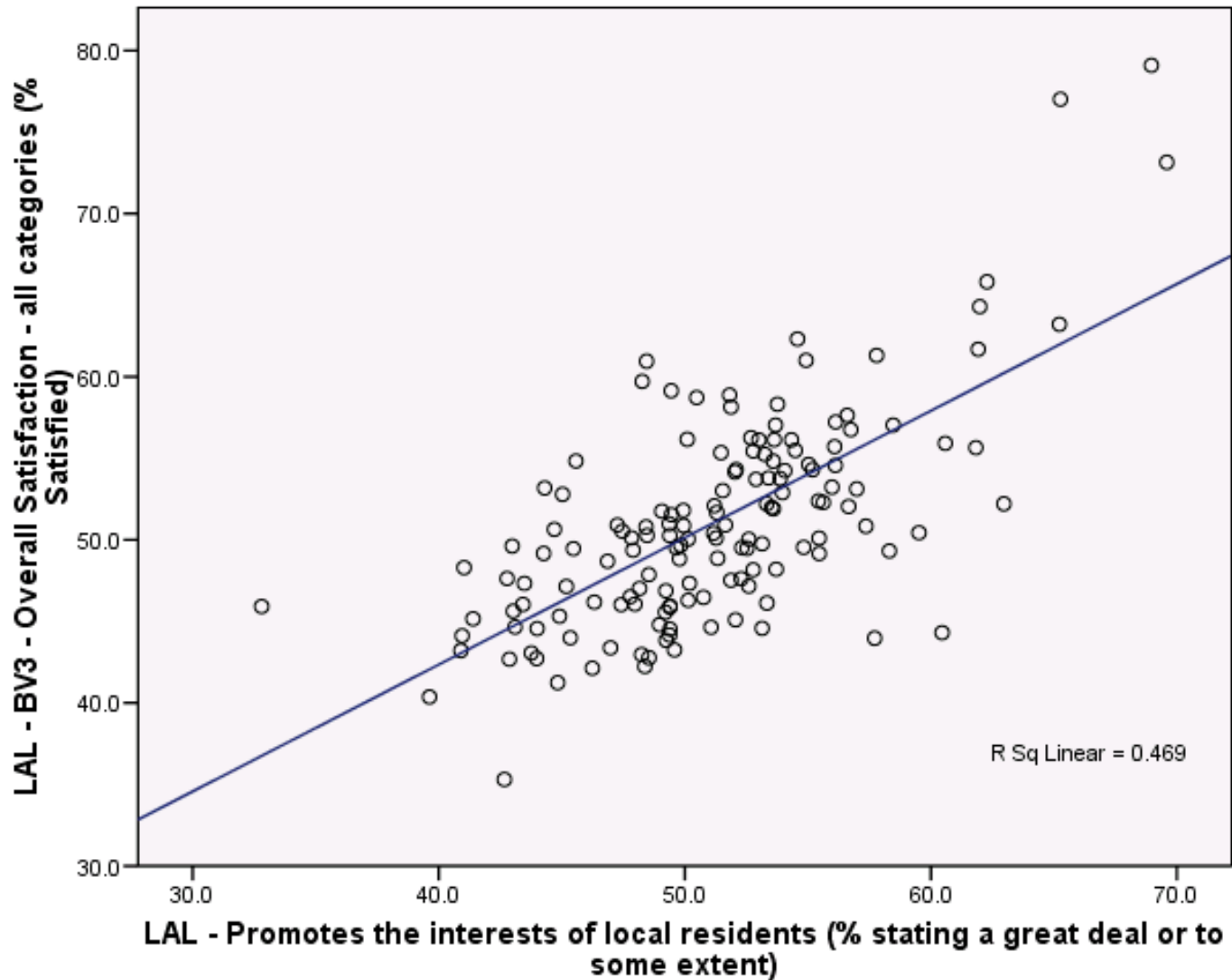
# Trust and reputation: Trustworthiness



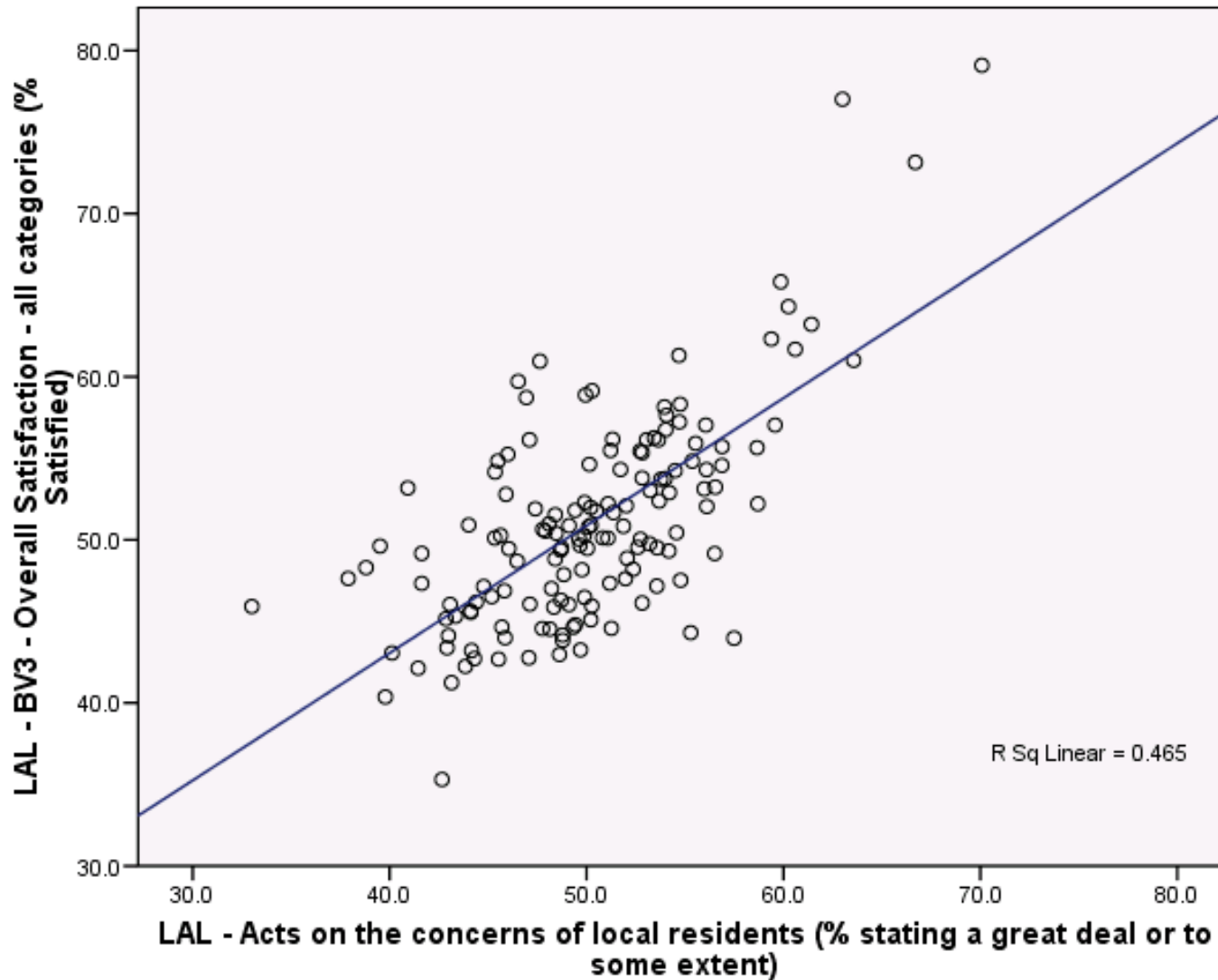
# Trust and reputation: Remote and impersonal



# Trust and reputation: Promotes the interests of local residents



# Trust and reputation: Acts on concerns of local residents



# Trust and reputation: Treats all types of people fairly





# Trust and reputation

- Relationship between all of the reputation questions and overall satisfaction
- Ranges from  $r^2 = 0.32$  and  $r^2 = 0.71$
- Four factors seen as important:
  - Place-making;
  - Efficiency and trustworthiness;
  - Remoteness; and,
  - Equity of treatment and responsiveness.

# Summary:

- We have learnt a lot over the last 7 years
  - Drivers of satisfaction are clearer
  - Empowerment, reputation and communications are important
  - Demography and service use play a role
  - Councils' variation is not just down to context
- Challenges remain
  - How do we embody the new 'place shaper' role?
  - What does the drivers analysis mean for specific policy areas?
  - How do we improve our understanding of perception data e.g. the role of expectations, the media, etc.