

Statistics from online survey and CRM – Dog Fouling March 2013

Appendix 2

The following results have been gathered since the beginning of the campaign, one month ago.

<u>Measurement Tool</u>	<u>Total Users</u>
No of times 0800 number has been called	26
No of reports logged on the CRM	42
Website - reports filled in	Welsh 0 English 4
Website – No of page views	Welsh 3 English 130

NB: There are more enquiries logged on the CRM compared to the use of the 0800 number. This may be a result of the public using alternative methods to contact the Council. The campaign has only been running for one month and it takes people time to notice changes to information and so on.

Online survey results

We have had 85 respondents to the survey and it has two more weeks to run, at the moment, the results are as follows:

82.4% are aware of the enforcement team / dog wardens in the County.

71.7% say they have a problem / serious problem with dog fouling in their area

58.8% are dog owners

75% have not contacted DCC before about dog fouling

91.7% have not seen an enforcement officer in their area

I have collated the statistics from the online survey and the customer services management system (CRM) to identify where the current key hot spot areas are. The statistics are monitored on a weekly basis.

To summarise, the top 5 hot spot areas are:

- Rhyl
- Ruthin
- Denbigh
- Prestatyn
- Rhuddlan / St Asaph

The following graph clearly shows the key hotspot areas in the County:

