

The Scottish CAB Service: the public verdict

Scotland's citizens advice bureaux are as trusted and valued as ever, according to the latest independent poll by Ipsos MORI Scotland

Citizens advice bureaux offer free, independent and confidential advice to the public on a wide range of issues. Each CAB is an individual charity, staffed mainly by trained volunteers.

Citizens Advice Scotland commissioned Ipsos MORI Scotland to undertake a new survey of public perceptions of the CAB Service. Both recent CAB clients and members of the public were interviewed in July 2009.

As in previous surveys, these results offer a highly positive endorsement of the professionalism of the CAB Service.

What our clients think of the CAB Service

Ipsos MORI Scotland interviewed 500 CAB clients. Of these:

- **98 per cent** said they felt able to trust the confidential service and were satisfied with the way that they'd been treated by CAB Service staff overall
- **97 per cent** praised the Service for helping people to get fair treatment and agreed it offered advice and support across a range of issues
- **95 per cent** agreed that CAB staff are professional, competent and efficient
- **92 per cent** agreed that CAB Service information and advice is up-to-date and comprehensive
- **86 per cent** agreed that the Scottish CAB Service was the 'leading advice agency in Scotland'
- **62 per cent** were also aware that the CAB Service 'influences government and other large organisations' through its behind the-scenes social policy work.

|| *"The Citizens Advice Bureau Service in Scotland continues to maintain high levels of satisfaction among its users."*

Ipsos MORI Scotland

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The Scottish Association of Citizens Advice Bureaux - Citizens Advice Scotland
(Scottish charity number SC016637)



1939-2009: 70 years
of Scottish CAB advice

Satisfaction with different areas of service provision

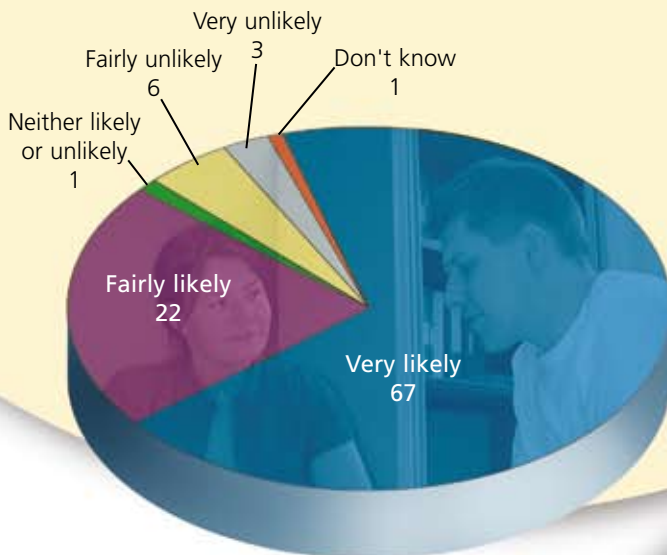
The research shows that CAB clients remain very happy with how they are treated:

Q. Thinking about the overall contact you had with the Citizens Advice Bureau, how satisfied or dissatisfied were you with...

	Percentage of respondents satisfied
The level to which staff behaved sympathetically and friendly	98%
The way in which you were treated by staff overall	98%
The level to which staff listened to what you had to say	97%
The level to which you were made to feel at ease	96%
The level to which staff gave you helpful advice or information	95%
The ease with which you were able to access advice from the bureau	95%
The way in which staff enabled you to help yourself	94%

Nine out of ten clients would use the CAB again...

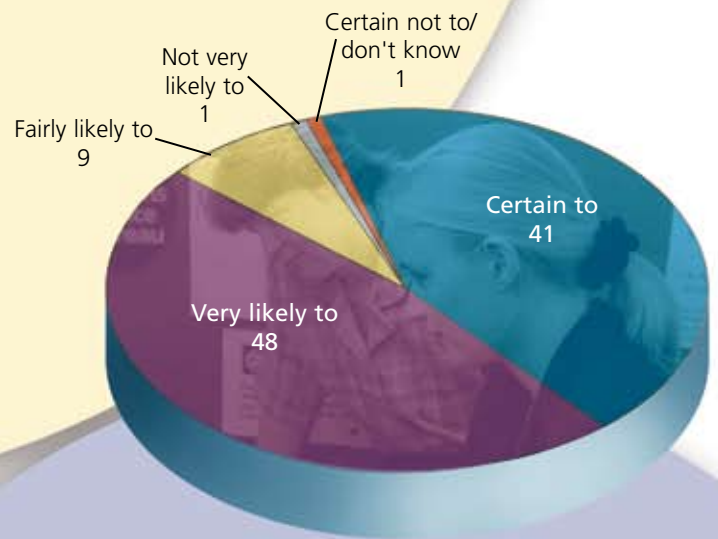
When asked if they would be likely to use the service again, nine out of ten clients said that they would.



Source: Ipsos MORI

...and nine out of ten clients would recommend the CAB Service

When asked if they would be likely to recommend the service to a friend or relative if they needed help or advice, once again nine out of ten clients said that they would.



Source: Ipsos MORI

What the general public think of the CAB Service

In a parallel survey 500 adults were contacted by telephone and interviewed by Ipsos MORI Scotland about their perceptions of the Scottish CAB Service.

Overall, attitudes towards bureaux among the general public are even more positive than last time we undertook similar research in 2006.

Around nine in ten agreed that CAB 'provide advice, assistance and support across a range of issues' (92%), 'can be trusted' (89%), and 'can help people get fair treatment' (88%). In addition, over seven in ten respondents agreed that CAB 'provide up-to-date and comprehensive advice and information' (81%), have 'professional and competent staff' (76%) and 'provide a quality service' (75%).

Among members of the general public surveyed, one in five had used a CAB in the past three years. Of these, the vast majority of respondents who have used CAB in the last three years were satisfied with the service they received.

Just over nine out of ten users expressed satisfaction with the way in which they were treated by staff overall (92%), while around four in five were satisfied with the customer service experience (84%); the way in which they obtained advice (83%); ease of accessing advice (81%); and the advice received (79%).