

Nairn CAB survey

Report March 2021

Introduction & Background

Nairn Citizens Advice Bureau provide a free, confidential, and impartial advice service for the people of Nairn and surrounding area. They are always striving to improve the service given. Nairn CAB worked with the research team at Citizens Advice Scotland in producing a survey. This survey aimed to help evaluate the knowledge clients and local residents have about what Nairn CAB do and how they do it – and what they might be able to do in the future.

This survey was managed by Citizens Advice Scotland on behalf of Nairn CAB. The survey went live on Survey Monkey on the 15 February 2021 and ran for six weeks until Monday 28 March 2021, receiving 204 responses. It was analysed on Microsoft Excel for this report. Where possible, comparisons are made to a national client survey run by CAS in late 2020¹.

Summary/Key Findings

- 94% of respondents were *very satisfied or satisfied* with the service provided by CAB (4% were dissatisfied or very dissatisfied)
- 93% of respondents said the CAB service either exceeded, fully or partly met their expectations
- 95% of respondents would recommend the CAB service to others
- CAB staff were rated highly on all of the indicators in the survey, for example:
 - Staff were approachable (93% excellent/good)
 - Making you feel comfortable in talking about your issues(s) (92% excellent/good)
 - Staff showing sensitivity and understanding regarding clients' circumstances (92% excellent/good)
 - The knowledge of staff (90% excellent/good)
- Respondents who were very satisfied with the service at Nairn CAB felt that staff were helpful, friendly, kind, professional and patient.

¹ Social Market Research, 2020: CAS Client Satisfaction Survey

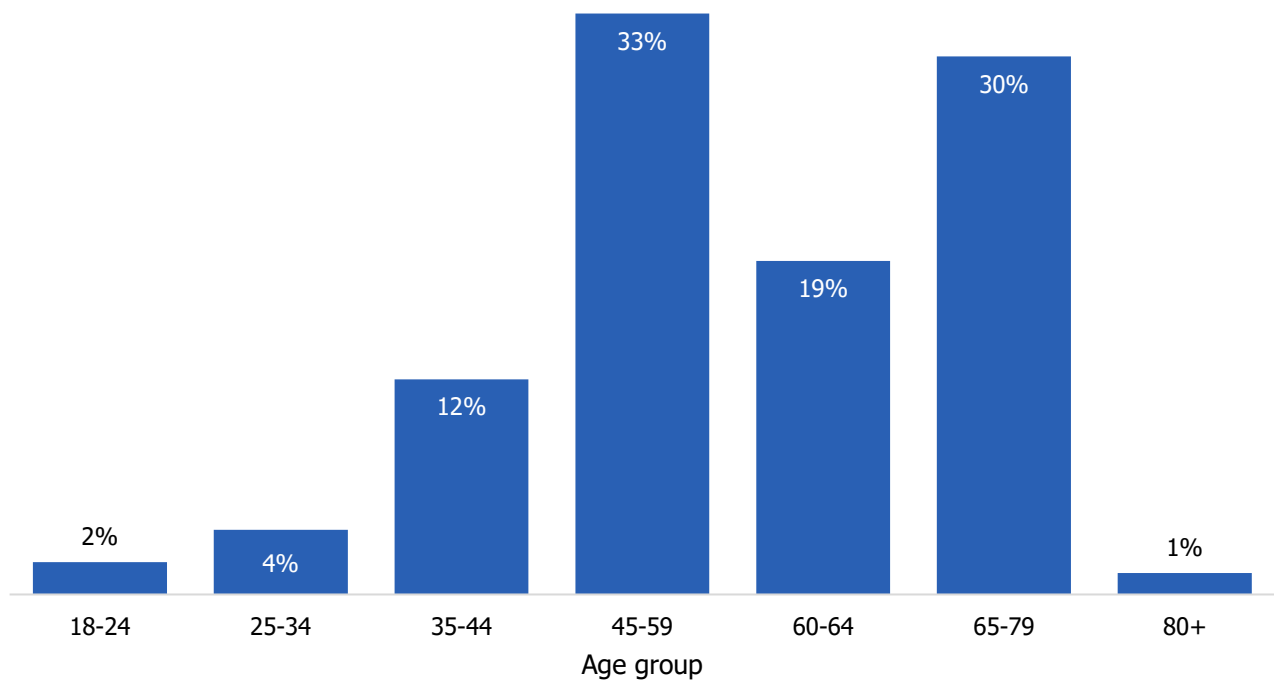
Respondent profile

Of respondents that answered demographic questions, 69% were female (n=116). 29% of respondents were male (n=49) and 1% preferred not to say (n=2). The client profile for all Nairn CAB clients during 2020/21 shows that 58% of clients were female.

Three quarters of respondents listed the first part of their postcode as IV12 (75%; n=119). The next most common post code was IV2 (16%; n=26) and IV36 (2%; n=3). Postcodes where one respondent listed included: IV1; IV3; IV5; IV6 IV13; IV15; IV36; NR; 5NR and PA16

84% of respondents who listed their age group were over the age of 45 (n=137); this is higher than the 66% of Nairn CAB clients reporting the same age during 2020/21. The most common age group was 45-59-year olds (33%; n=54), this being the same as the client average across the year (31%). Compared to Nairn CAB clients as a whole, the under 35 age group was under-represented in the survey respondents. The age breakdown of other respondents can be seen in Figure 1.

Figure 1: Respondent age as a proportion of all (n=166)



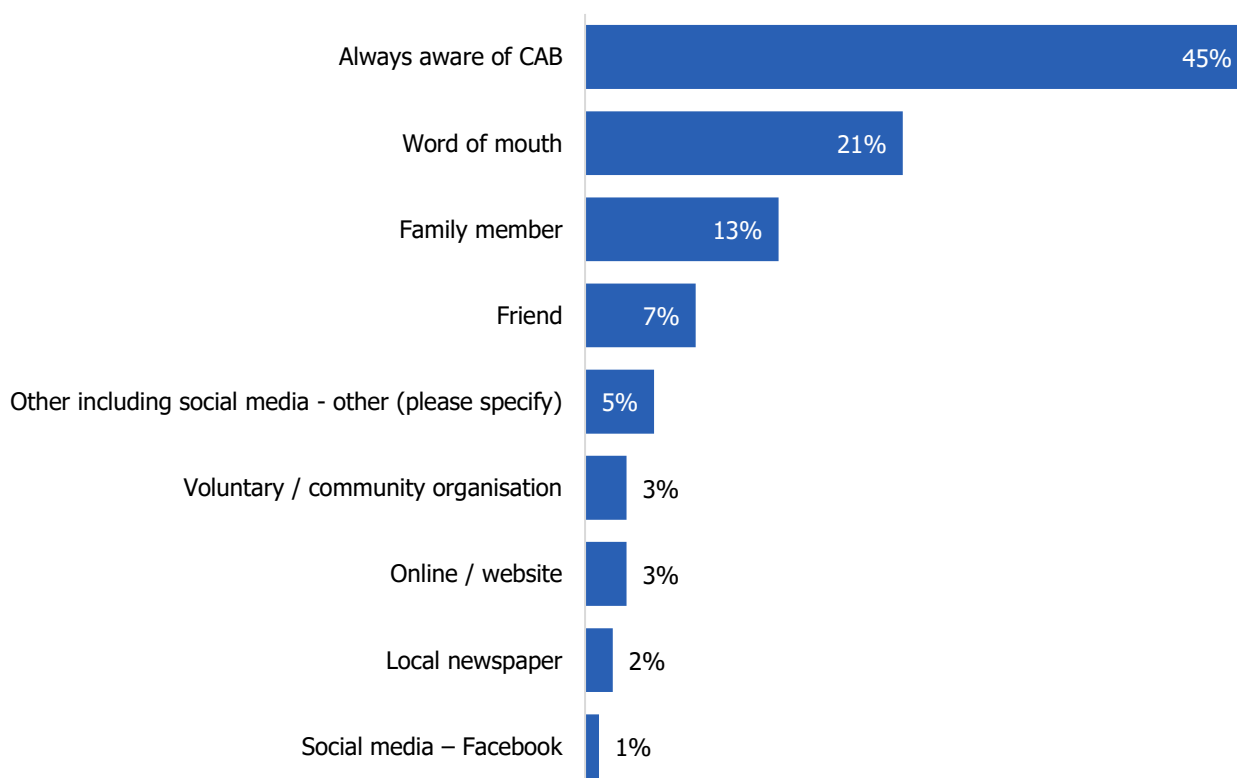
Survey questions

Over half of survey respondents had *some idea of what Nairn CAB does* (52%; n=106). 42% *knew exactly what Nairn CAB do* (n=85) and 5% had *heard of Nairn CAB, but don't know anything about them* (n=11). 2 respondents had *never heard of Nairn CAB before the survey*.

Of the 190 respondents who answered the question on whether they had ever used the Nairn CAB survey, respondents most commonly had *used them once* (38%; n=68). 34% of respondents (n=65) had *never used them* and 28% (n=54) had *used them multiple times*. 3 respondents *preferred not to say*.

When asked how they became aware of services provided by CAB, respondents were most commonly *always aware of CAB* (45%; n=48). This was followed by *word of mouth* (21%; n=23) and a *family member* (13%; n=23). See Figure 2 for a more detailed breakdown of responses.

Figure 2: How respondents first became aware of services provided by Nairn CAB (n=107)



A small number of respondents chose other including social media specified their answer (n=5). 4 of these respondents listed the CAB shop window/storefront and presence on the High Street with one individual commenting on the "great window displays". Two respondents listed social media; one of which specified the Facebook site Nairn Rocks.

Making contact with Nairn CAB

107 respondents considered how they made contact with Nairn CAB and listed their mode of contact. 80% of respondents (n=86) listed they made contact *in person*; 51% contacted *by phone* (n=52). 12% of respondents (n=13) made contact *via email* and 1% over *social media* (n=1). Note respondents may have chosen more than one contact method.

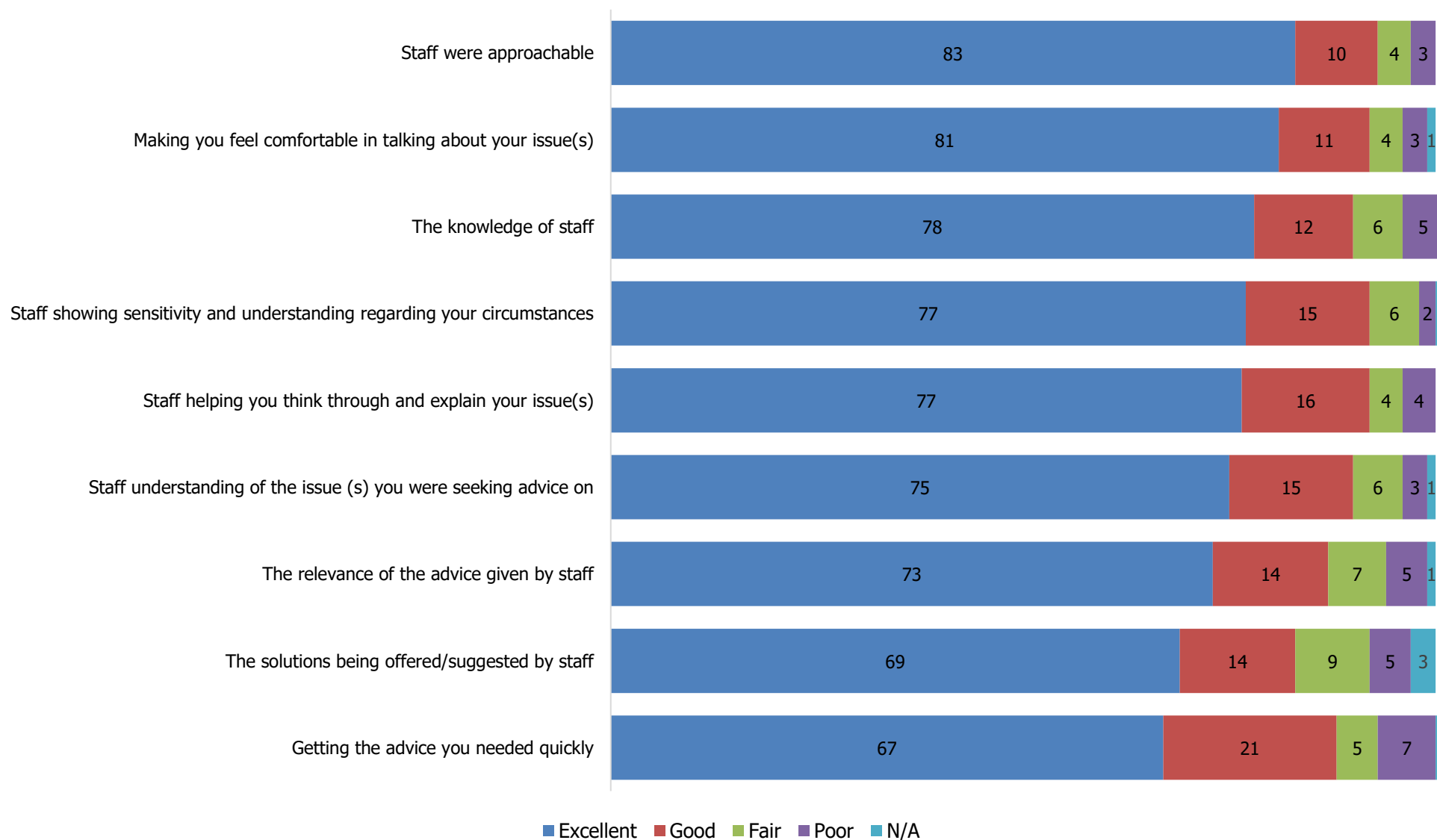
3 respondents explained why they chose *other*; 2 respondents phoned and spoke to an advisor beforehand and the third respondent had a friend who volunteers at CAB.

In terms of the 107 respondents' *most recent contact with Nairn CAB*, half had been in contact *in person* (50%; n=53) while 49% had been in contact *by phone* (n=52). 12% contacted Nairn CAB via *email* (n=13) and 1 respondent had been in contact over *social media*. One respondent chose *other* and explained they had used a CAB in another town. Note respondents may have chosen more than one contact method.

Nairn CAB services

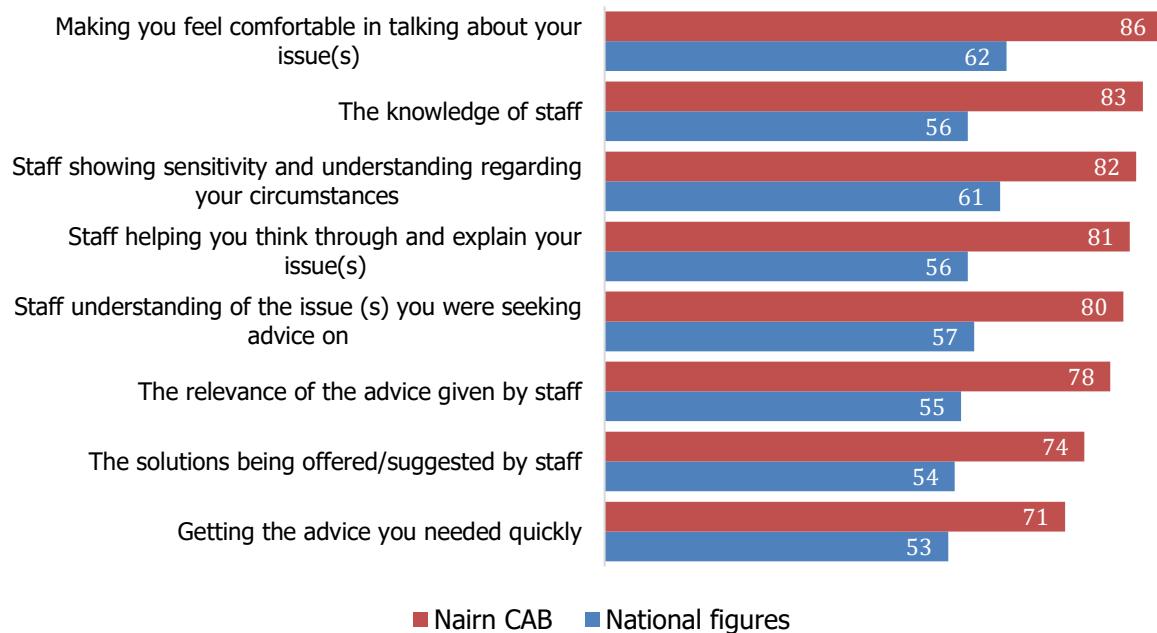
CAB advice services were rated highly on all the indicators in Question 6, with all indicators scoring over 80% excellent or good. Respondents rated staff were approachable highest (93% excellent/good; n=99), followed by making you feel comfortable in talking about your issues(s) (92% excellent/good; n=98). Getting the advice you needed quickly had the highest number of poor ratings from respondents (n=7). For a more detailed breakdown of responses see Figure 3 overleaf.

Figure 3: Respondents' rating of the advice services they received during their most recent contact(s) with Nairn CAB as a proportion of all who answered



Looking at the national research, while the combined figures for clients rating the service as either 'excellent' or 'good' are broadly similar, the proportion of Nairn CAB clients providing an 'excellent' rating are much higher.

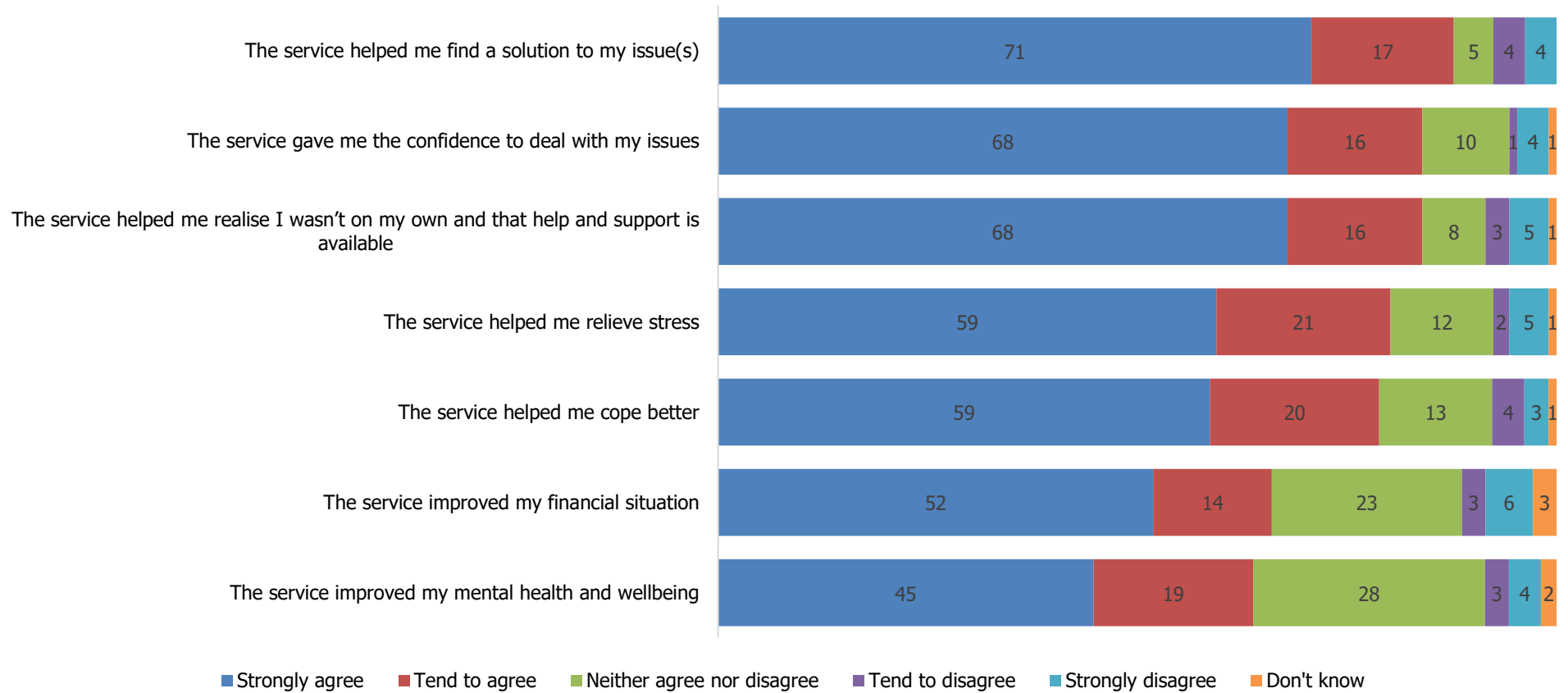
Figure 4: Rating of 'excellent' for survey items as a proportion of all responses; Nairn CAB vs. a national client sample



Question 7 asked respondents to agree or disagree with a number of statements.

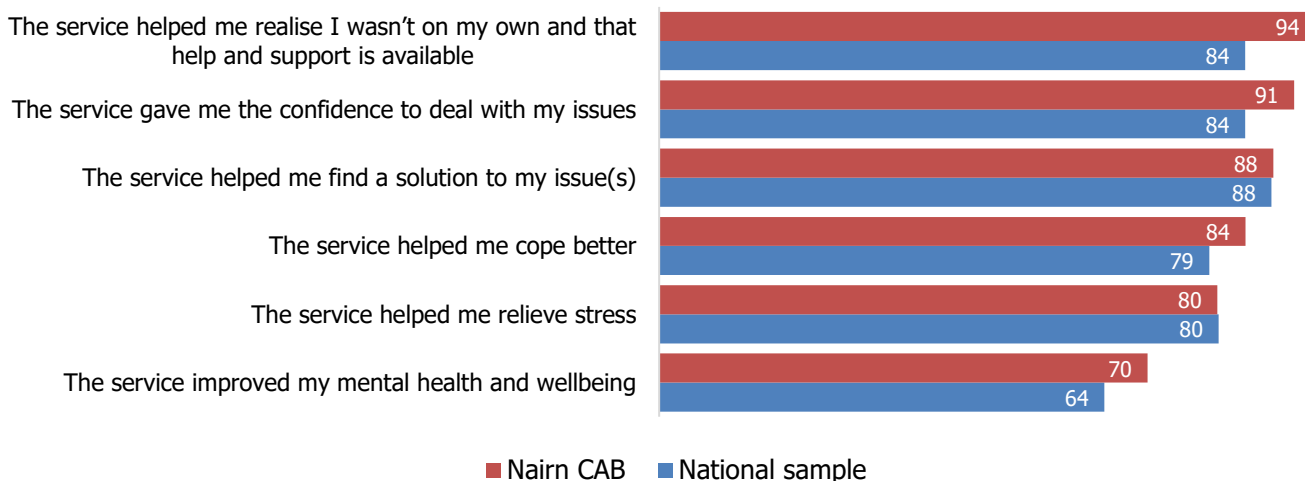
Respondents were most likely to *strongly or tend to agree* with the statements *the service helped me find a solution to my issues* (84%; n=93). Survey respondents were most likely to *neither agree nor disagree* with *the service improved my mental health and wellbeing* (28%; n=29).

Figure 5: Respondents' views on whether they agree or disagree with the following statements as a proportion of all who answered



The national client survey ran a similar question, though in that case responses were limited to whether or not the respondent felt the statement was 'true' or 'false'. Figure 6 shows a comparison between Nairn CAB and the national figures, where the 'strongly agree' and 'agree' responses were combined for the former and compared to the 'true' responses from the latter. Again, the figures for Nairn CAB clients rate well against the national sample.

Figure 6: Positive ratings for survey statements; Nairn CAB vs. national client sample



Client satisfaction

Nearly all respondents who answered the question regarding satisfaction with Nairn CAB (94%; n=101) stated they were *very satisfied or satisfied* with the service provided. 80% of respondents (n=86) were *very satisfied*; 14% (n=15) were *satisfied*; 2 respondents were *dissatisfied*; 2 respondents were *very dissatisfied*, and 2 respondents selected *do not know*.

If 'do not know' responses are excluded from this analysis, the proportion of clients reporting as *very satisfied or satisfied* increases to 96%. This compares favourably to the national figures, which reported this at 95%.

A number of respondents provided reasons for their answers. A breakdown of these answers can be seen in Figure 5.

Figure 1: Reasons for level of satisfaction

Response	Reason for answer
Very satisfied	<p>62 respondents explained why they were very satisfied with CAB service. For the majority of respondents, Nairn CAB staff were helpful, friendly, kind, professional, quick, effective, patient.</p> <p>Respondents went to CAB for different reasons from keeping people from bankruptcy to helping them claim benefits. But most explained that their problems had been fully resolved thanks to the help they received from Nairn CAB.</p>

	<p>"[CAB was] there as a safety net and a go between when I came up against any problems"</p> <p>"The staff was helpful, knowledgeable, friendly, professional, and above all understanding. They continued to assist me until I said their help was no longer required anymore. Even then, they were happy to tell me they would be there should I ever need their assistance again."</p> <p>"Can't put into words the help I received from Nairn Cab... so glad I wasn't alone"</p> <p>"Lovely [advisor] helped me deal with DWP... can't sing [their] praises highly enough. And because of [their] knowledge and assistance I actually got more money which has improved my life no end"</p> <p>"Extremely knowledgeable and empathetic person on the phone. Information was given in a friendly and non-judgemental way. I felt empowered to deal with my problem much easier after speaking to the person in the CAB. Cannot fault them"</p> <p>"Excellent service, free of charge. Fast to find out what I needed to know and the information I was given was 100% accurate and saved me a great deal of time and money. I was offered online help for the same issue before I contacted Nairn CAB but the company wanted payment up front. I could probably have found what I needed to know online myself, but working makes it difficult to do that. Cannot recommend them highly enough and thanks to all of the volunteers/staff for their assistance."</p> <p>"Easy immediate access to a "real person" who took time to understand my problem and offer options to deal with situation that I was able to follow."</p>
Satisfied	Two respondents felt that staff were generally friendly, helpful and knowledgeable. The other three respondents explained why they were not very satisfied. Reasons included they could've gotten the information needed online and another explained CAB staff weren't sure if legalities were involved in their case.
Dissatisfied	Both respondents who stated they were dissatisfied explained their answer. One respondent explained that previously they had experienced an "exceptional service" but on the last occasion they visited CAB they were unable to get the help they needed. The second respondent felt that the contact at CAB had "no clue how to help" their situation but had "heard good things about [Nairn CAB] recently".
Very dissatisfied	One respondent stated why they felt very dissatisfied. They suggested that they "felt like a number."
Don't know	One respondent explained the reason for their answer. They stated that they went to CAB in another town.

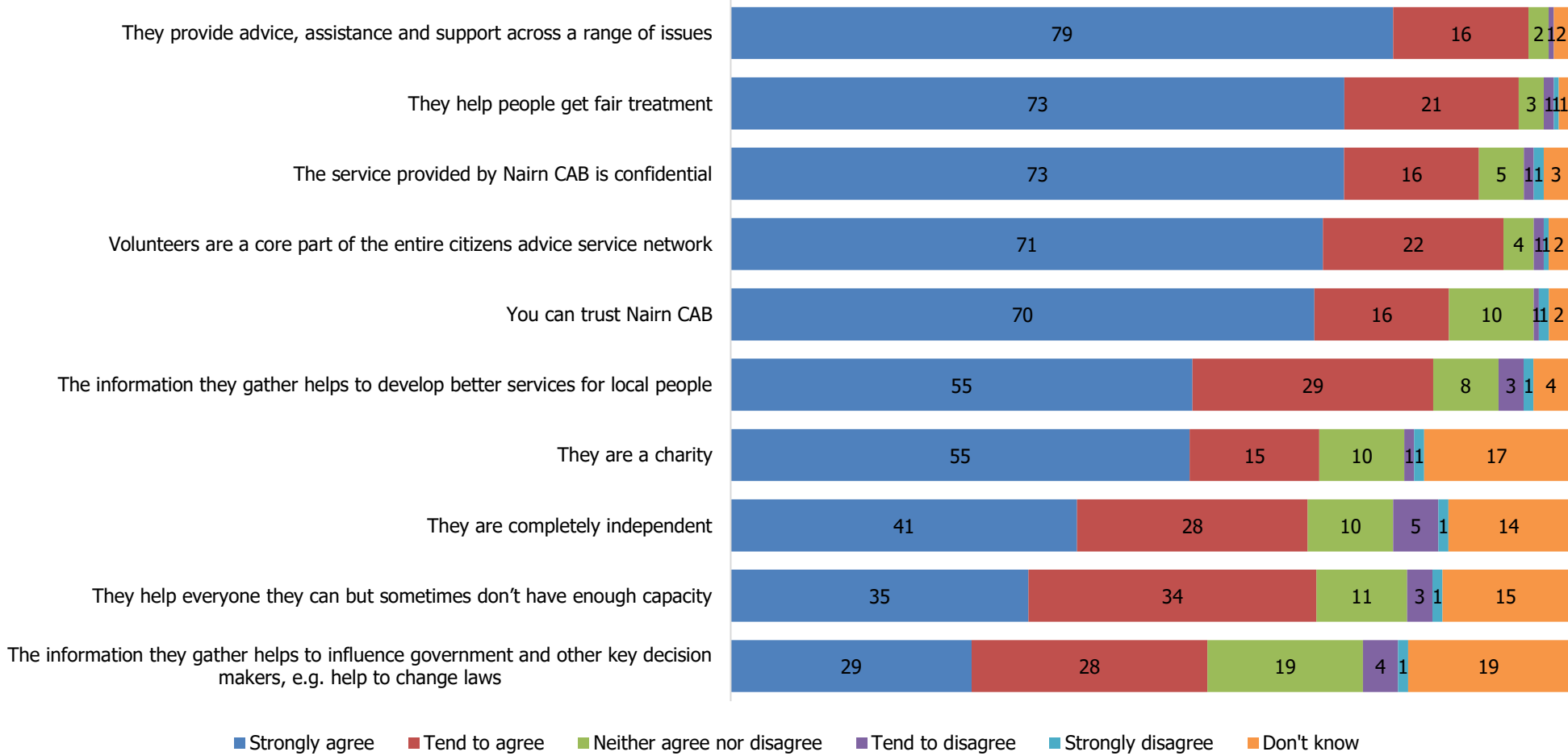
Over half of respondents who answered a question on Nairn CAB meeting their expectations felt that the bureau had exceeded their expectations (51%; n=55). 34% of respondents (n=36) felt that Nairn Cab met their expectations fully and 8% (n=9) had their expectations met in part. In total, therefore, 94% of those using Nairn CAB had their expectations met or exceeded. This compares favourably to the national research which reported a 91% finding for the same question. 6% of respondents felt that Nairn CAB did not meet their expectations (n=6) and one respondent did not know.

95% of respondents would recommend Nairn CAB service to others (n=102); this is the same figure reported by the national client survey. Five respondents answered they would not recommend the service.

The majority of respondents (87%; n=92) stated they are not confident that they would be able to get advice, help and/or support from an alternative source, if Nairn CAB did not exist. 49% of respondents (n=41) were not at all confident and 38% (n=41) were not very confident that they would be able to do this. 10% of respondents were either confident or very confident that they would be able to get advice, help and/or support from an alternative source (n=10 and n=2 respectively).

Respondents were asked to what extent do they *agree or disagree with the following statements* in relation to Nairn CAB. Respondents were most likely to *strongly agree or tend to agree* with the statement *they provide advice, assistance and support across a range of issues* (95%; n=159).

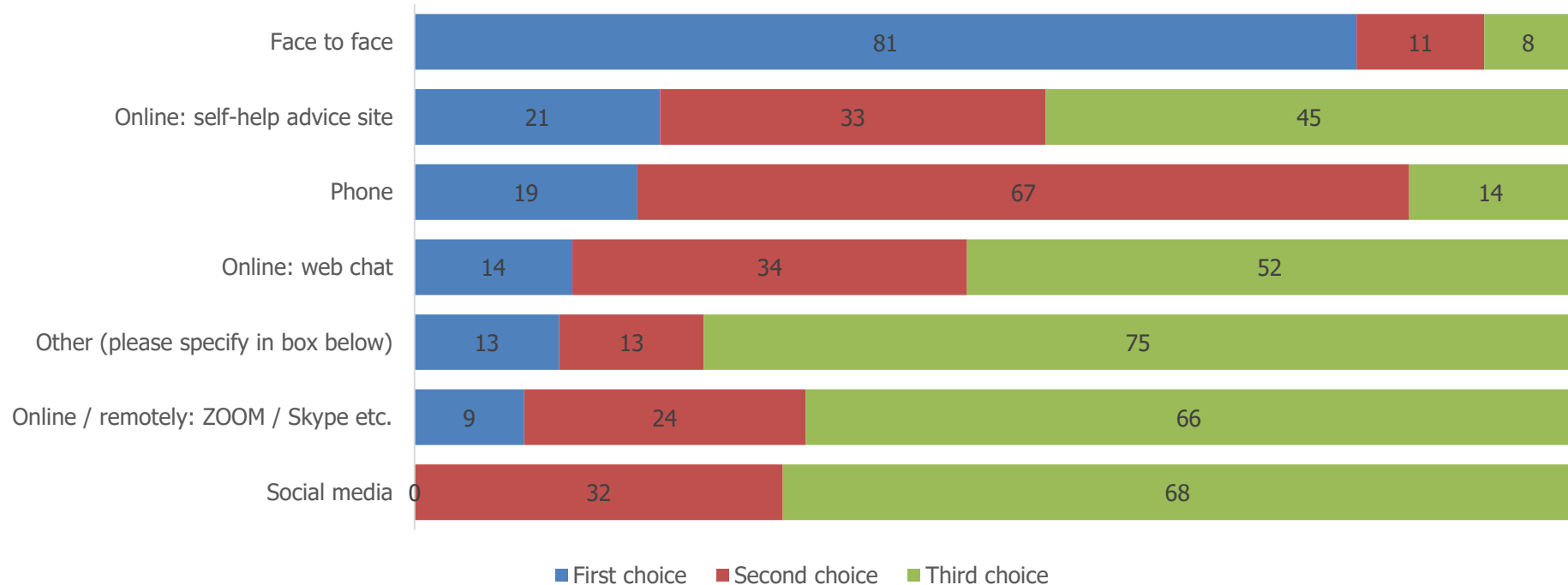
Figure 6: Respondents' views on the following statements as a proportion of all who answered



Using CAB in the future

Question 14 asked respondents which service would be *their first, second and third choice of obtaining CAB services in the future*, assuming there would be no Covid-19 restrictions. The most common first choice was *face to face services* (81%; n=118).

Figure 7: Respondents' top three choices for obtaining advice from CAB in the future as a proportion of all who answered

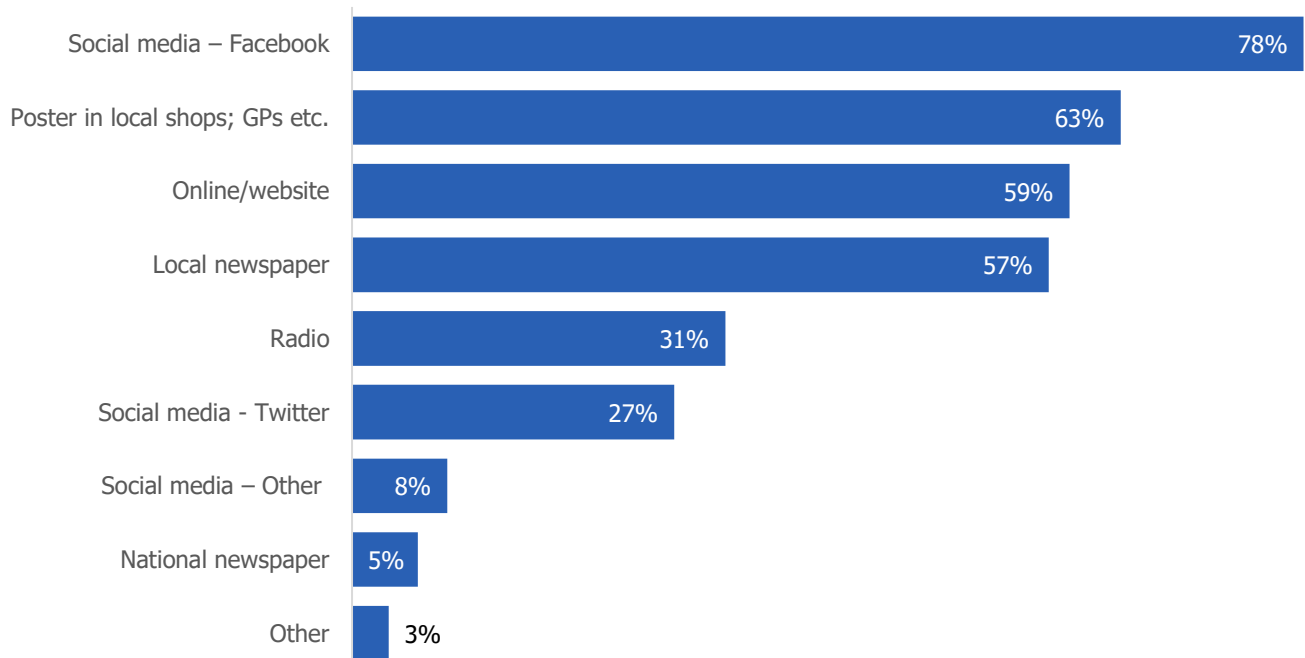


10 respondents suggested an *Other* option. 8 respondents suggested email. One respondent suggested letter, and another suggested going elsewhere.

Of the 135 people who chose phone as one of their choices, the majority stated they would *prefer to get advice from a local CAB such as Nairn* (79%; n=107. 20% stated it *doesn't matter* (n=27) and one respondent stated they would like this from the *National Helpline*.

Respondents were asked which would be the best way for Nairn CAB to advertise and promote its services. The majority of respondents (78%; n=130) felt that *social media – Facebook* was the best way for Nairn CAB to do this. Note that respondents may have chosen more than one answer.

Figure 8: Respondents' views on best way for Nairn CAB to advertise and promote its services as a proportion of all who answered the question (n=166)



15 respondents who chose *social media – other* or other suggested the following online suggestions:

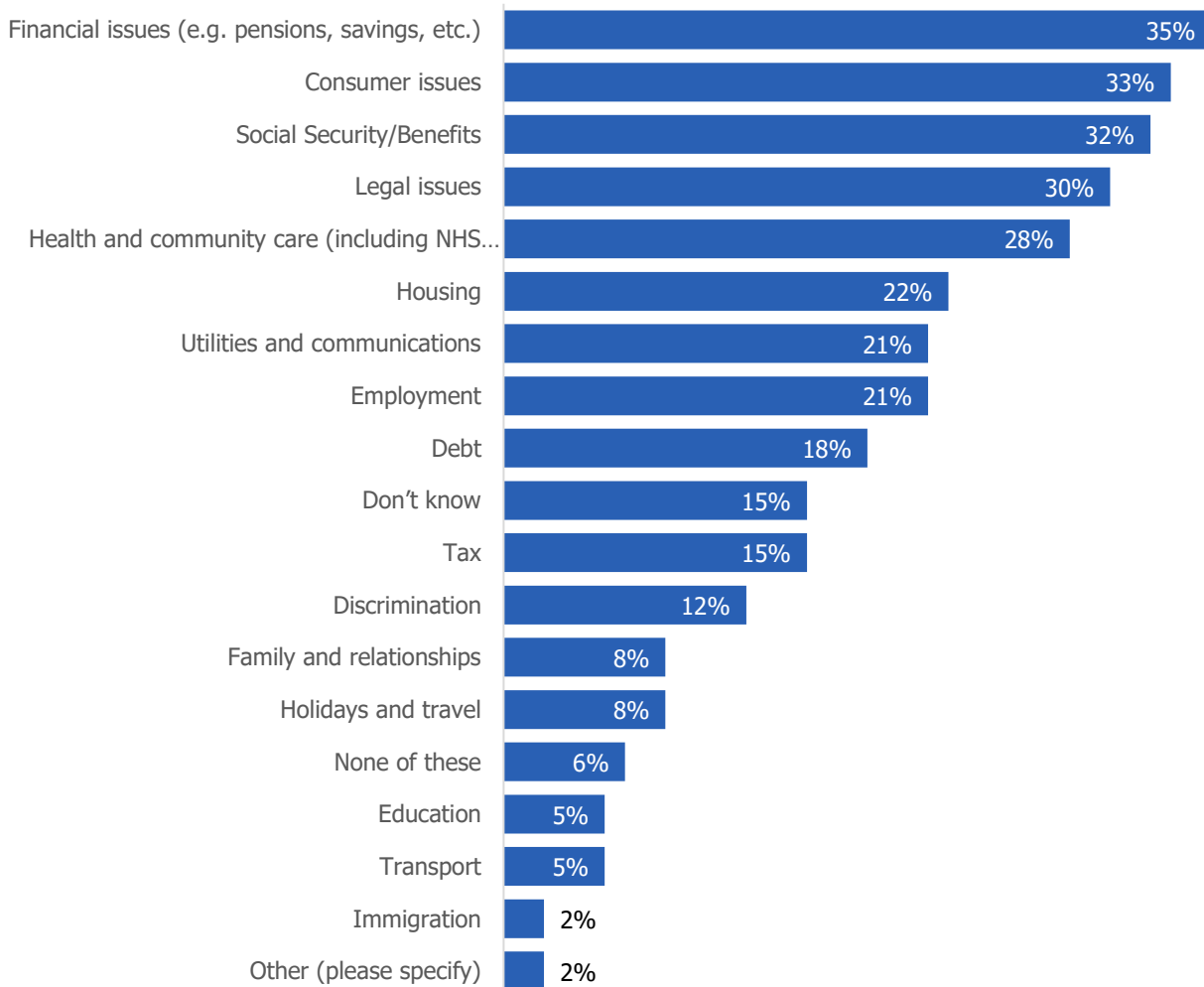
- Instagram (n=4)
- Reddit (/r/Nairn)
- YouTube
- Local websites and blogs
- Nairn rocks

Other suggestions included:

- Word of mouth
- Shop fronts/notices in windows
- Leaflets through the post
- Stalls at various venues handing out leaflets etc.

As the entire Scottish CAB network is working to make sure they are able to provide advice on a range of issues, including Covid-19, respondents were asked what type of advice they feel they might need in the future. Over a third of respondents (35%; n=58) felt they might need advice on *financial issues* (e.g. *pensions, savings, etc*) in the future. A breakdown of other answers can be seen in Figure 9. Note respondents can choose more than one answer.

Figure 9: Advice respondents feel they might need in the future as a proportion of all who answered the question (n=165)



Four responses specified their *Other* answer. These included:

- Funeral expenses
- Factoring
- Covid-19
- Consumer issues and discrimination – it was felt that 'CAB could do more to address the unfair delivery charges to this and other highland/mainland areas. It could also take a more independent, active and critical approach to local authority policymaking'

26 respondents shared further thoughts regarding Nairn CAB or advice provision in general in the final question of the survey. The majority of these respondents wished to thank Nairn CAB, appreciating their professionalism, knowledge, impartiality and productivity as “real asset to Nairn and Nairn folk.” Many of these respondents expressed their encouragement for Nairn CAB to “keep up the great work”.

“[They] deserve every credit for making a real difference to the local community and are critical for ensuring the right help gets to the right people at the right time!”

Many others expressed how they would be much worse off if they had not got help from Nairn CAB.

“Don’t know where I’d be without them”

“Nairn CAB have been amazing, never given up on my situations. I dread to think where I would be today if I had not had their never-ending support”

Three respondents mentioned a more negative experience which related to not getting the correct advice which lead to detriment; being put off from a recent negative experience despite having previous positive interactions with Nairn CAB; and finally about ensuring staff and board members are vetted due to having such an important public role.