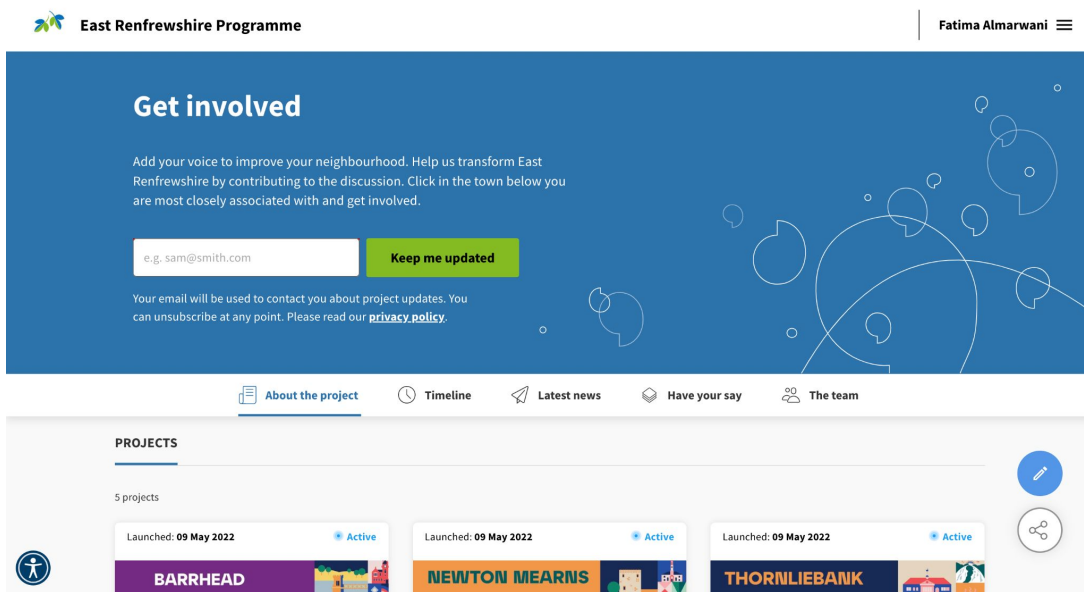# GIFFNOCK
## SUMMARY OF DATA

Commonplace

# Introduction

This report looks at engagement, comment and demographic data from the East Renfrewshire engagement in Giffnock. The projects ran on the Commonplace online engagement platform between 3/10/2022 and 15/11/2022, and can still be viewed at [the East Renfrewshire Programme Page](#).



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# Methodology

Respondents were asked to provide comments, and then to provide their email address - while this step is optional, it provides an additional layer of verification. The data in this report includes comments from those who did not provide their email address.

Respondents were then asked to provide some optional demographic information about themselves, in order to establish a balanced response and identify whether any groups were underrepresented.

Commonplace employs a variety of 'anti-gaming' mechanisms to ensure the integrity of the data collected.

## Comments and agreements

A 'comment' is counted whenever a respondent submits a response to a survey, regardless of whether any free text comments were provided. If a project has multiple 'tiles' including survey questions, a separate comment is counted for a submission on each 'tile'.

Respondents were also able to add one 'agreement' per comment to any comment other than their own.

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# Headline figures

**2063** website visitors
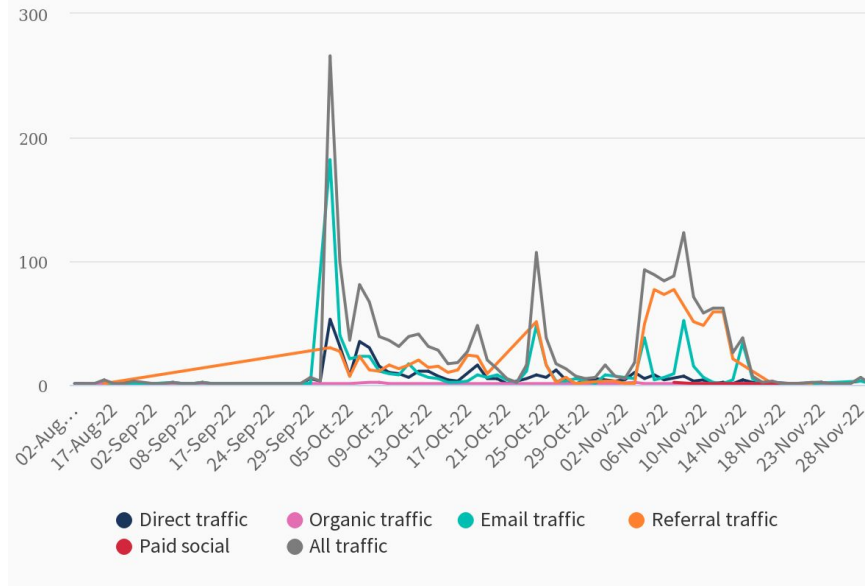
**148** respondents

**201** comments

**689** agreements

**247** news subscribers

# Reach



The chart above shows different sources of traffic to the project over time.

The table below shows these sources broken down by whether the respondent contributed, read a large amount of content, read a small amount of content, or 'bounced' (i.e. left the site without completing any action).

| | Visitors | Bounced | Aware | Informed | Contributed |
|---|---|---|---|---|---|
| All traffic | 2063 | 1178 (57.1%) | 361 (17.5%) | 310 (15.03%) | 214 (10.37%) |
| Referral traffic | 949 | 718 (75.66%) | 119 (12.54%) | 70 (7.38%) | 42 (4.43%) |
| Email traffic | 686 | 250 (36.44%) | 171 (24.93%) | 146 (21.28%) | 119 (17.35%) |
| Direct traffic | 399 | 199 (49.87%) | 63 (15.79%) | 87 (21.8%) | 50 (12.53%) |
| Organic traffic | 25 | 8 (32%) | 8 (32%) | 6 (24%) | 3 (12%) |
| Paid social | 4 | 3 (75%) | 0 (0%) | 1 (25%) | 0 (0%) |

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# Demographic reach

Respondents were asked a series of questions about themselves in order to understand whether any particular groups are under-represented. All questions were optional.

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# Connection to area



Bar chart showing connection to area. Categories: Add something else: 13, I commute through here: 11, I live here: 57, I own a business here: 1, I study here: (none), I work here: 4.

Commonplace
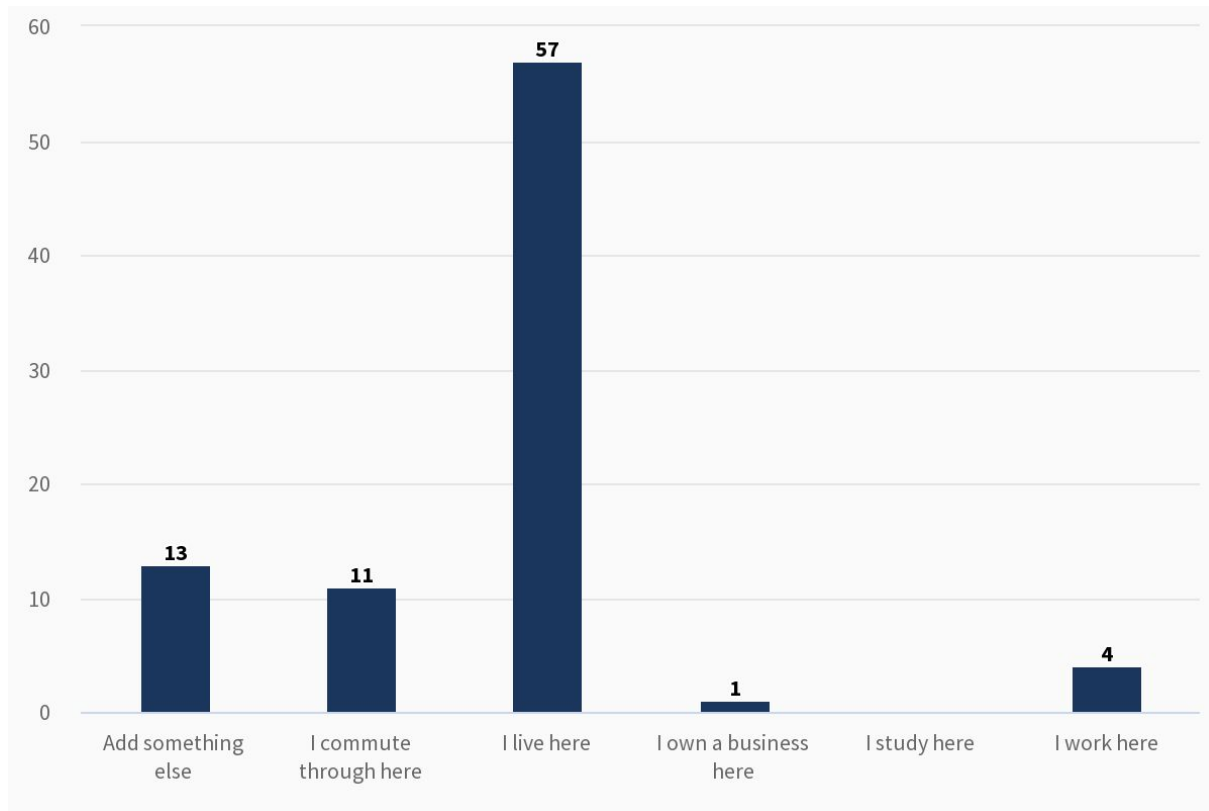
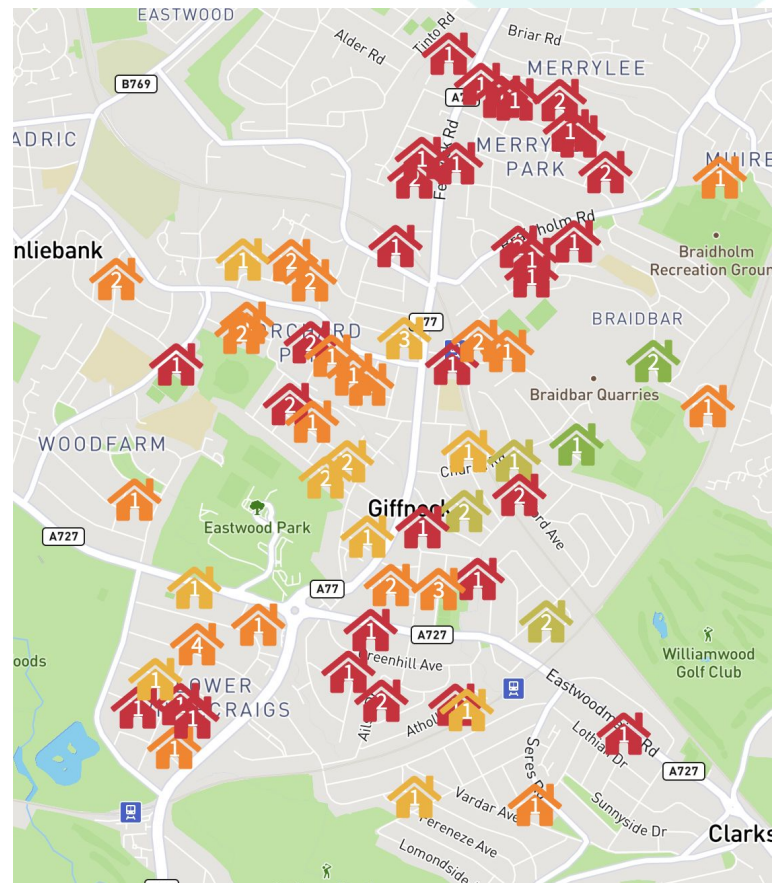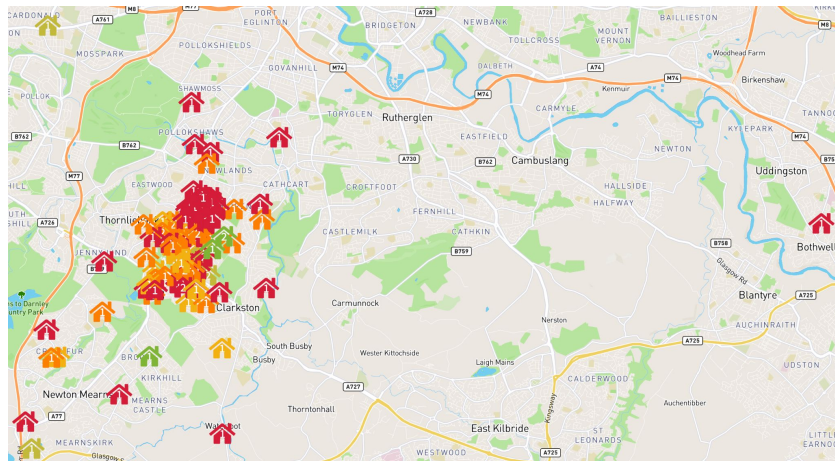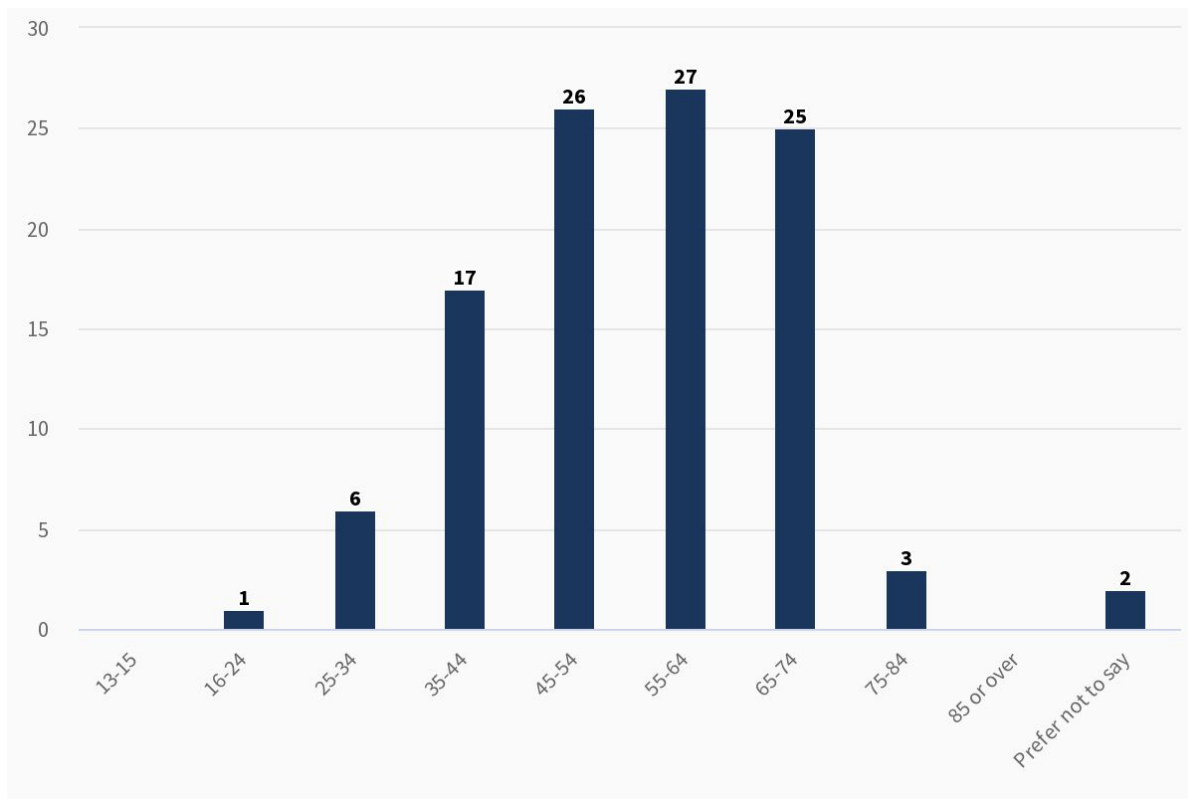# Postcode

This map shows postcodes from respondents who provided them. The number on each house icon represents the number of respondents from that postcode, and the colour represents the average 'sentiment' from respondents from that postcode.
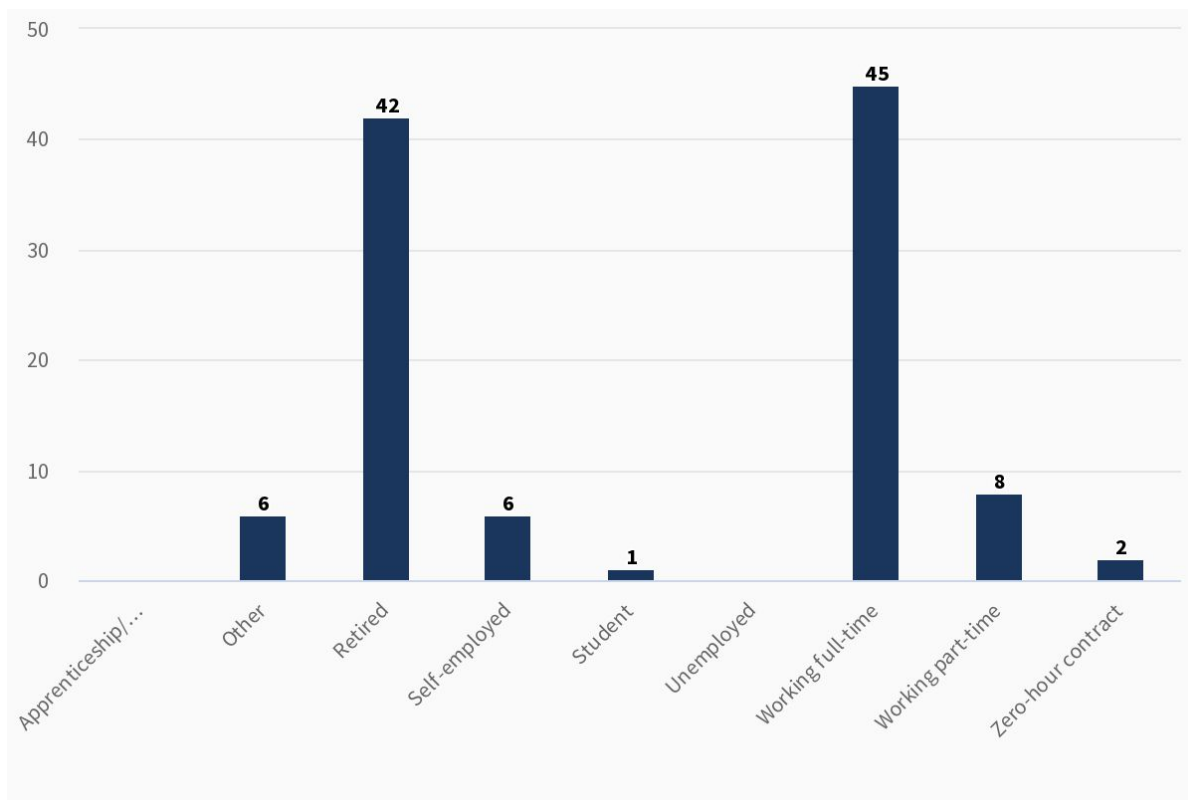
A live version of the map can be accessed via the project dashboard.





Commonplace

# Age group

# Employment status

# Comment analysis

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# Giffnock

## What does your comment relate to?



| Category | Very unhappy | Unhappy | Neutral | Happy | Very happy |
|---|---|---|---|---|---|
| Roads and streets | 44 | 34 | 18 | 6 | 6 |
| Paths and footways | 35 | 25 | 11 | 6 | |
| Moving around | 28 | 22 | 9 | 3 | |
| Personal safety | 15 | 12 | 4 | 3 | |
| Public space | 13 | 12 | 4 | 1 | 2 |
| Community facilities | 3 | 4 | 8 | 3 | 1 |
| Town Centre | 5 | 8 | | | |
| Recreation | 3 | 6 | 3 | 1 | |
| Business | 4 | 7 | 1 | | |
| Public transport | 6 | 3 | 2 | | |
| Drainage | 3 | 3 | 2 | | |
| Culture | 2 | 1 | 2 | | 3 |
| Signage | 5 | 2 | | | |
| Vacant buildings | 1 | 2 | 2 | | |
| Public buildings | 1 | 1 | 2 | 1 | |
| Tourism | 3 | 2 | | | |
| Gap sites | 2 | 2 | | | |
| Rivers | 2 | 1 | 1 | | |
| Housing | 1 | 1 | 1 | | |
| Employment | 1 | 2 | | | |

**How does this place make you feel?**
- Very happy
- Happy
- Neutral
- Unhappy
- Very unhappy

Number of comments

# Giffnock

Map of comments - What does your comment relate to?



**Options**

- Business
- Community facilities
- Culture
- Drainage
- Employment
- Gap sites
- Housing
- Moving around
- Paths and footways
- Personal safety
- Public buildings
- Public space
- Public transport
- Recreation
- Rivers
- Roads and streets
- Signage
- Tourism
- Town Centre
- Vacant buildings

© 2022 Mapbox © OpenStreetMap
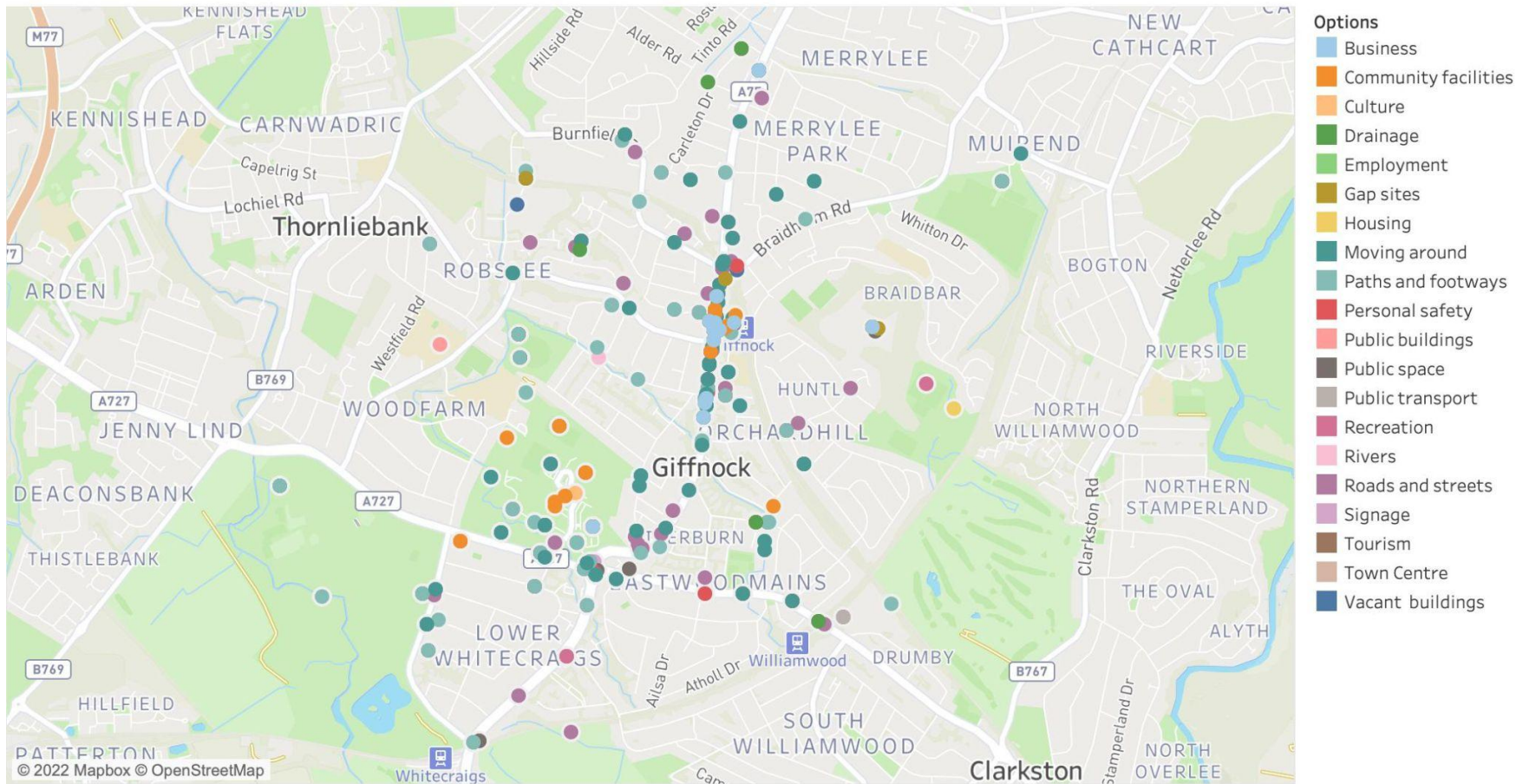
# Giffnock

## How does this place make you feel?



| How does this place make you feel? | Number of comments |
|---|---|
| Very happy | 14 |
| Happy | 19 |
| Neutral | 41 |
| Unhappy | 55 |
| Very unhappy | 72 |

**Legend — How does this place make you feel?**
- Very happy
- Happy
- Neutral
- Unhappy
- Very unhappy
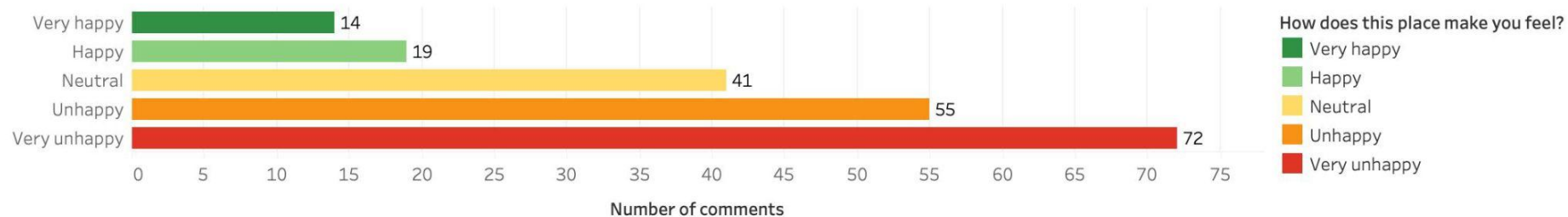
# Giffnock

Map of comments - How does this place make you feel?



How does this place make you feel?
- Very happy
- Happy
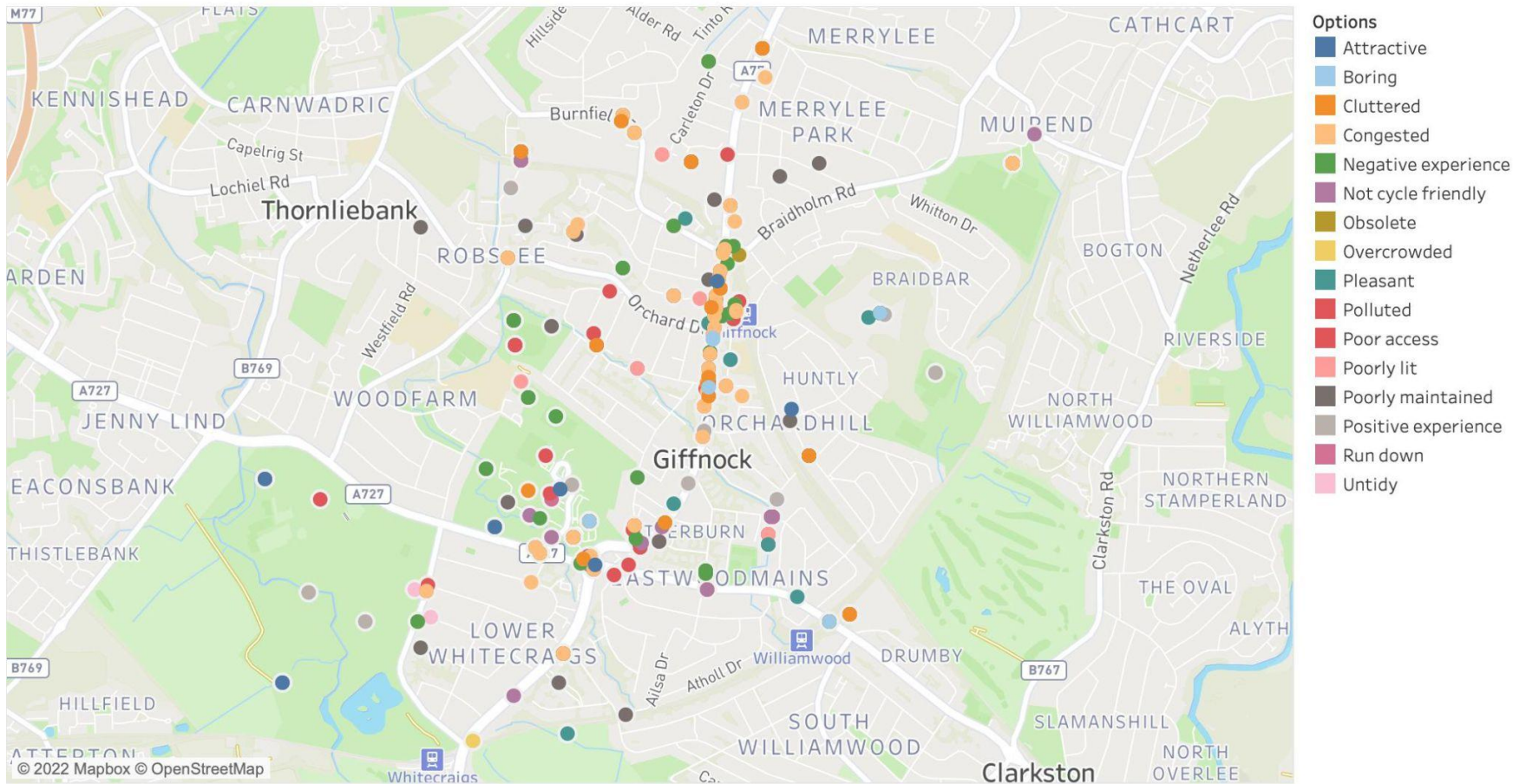- Neutral
- Unhappy
- Very unhappy

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# Giffnock

Choose the options that make you feel this way
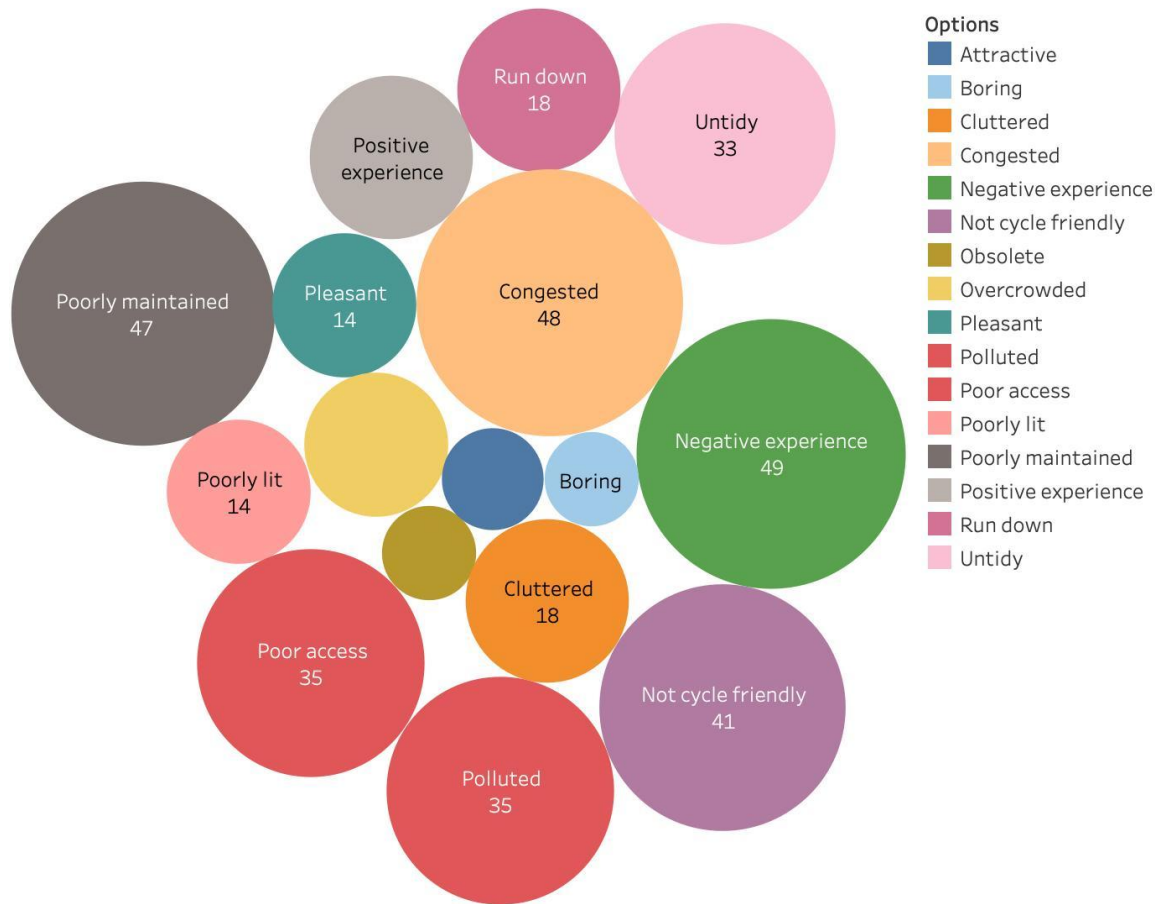


**Options**
- Attractive
- Boring
- Cluttered
- Congested
- Negative experience
- Not cycle friendly
- Obsolete
- Overcrowded
- Pleasant
- Polluted
- Poor access
- Poorly lit
- Poorly maintained
- Positive experience
- Run down
- Untidy

# Giffnock

Map of comments - Choose the options that make you feel this way



Options
- Attractive
- Boring
- Cluttered
- Congested
- Negative experience
- Not cycle friendly
- Obsolete
- Overcrowded
- Pleasant
- Polluted
- Poor access
- Poorly lit
- Poorly maintained
- Positive experience
- Run down
- Untidy

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# Giffnock

Map of comments - Choose the options that make you feel this way - Negative experience



**Options**

■ Negative experience

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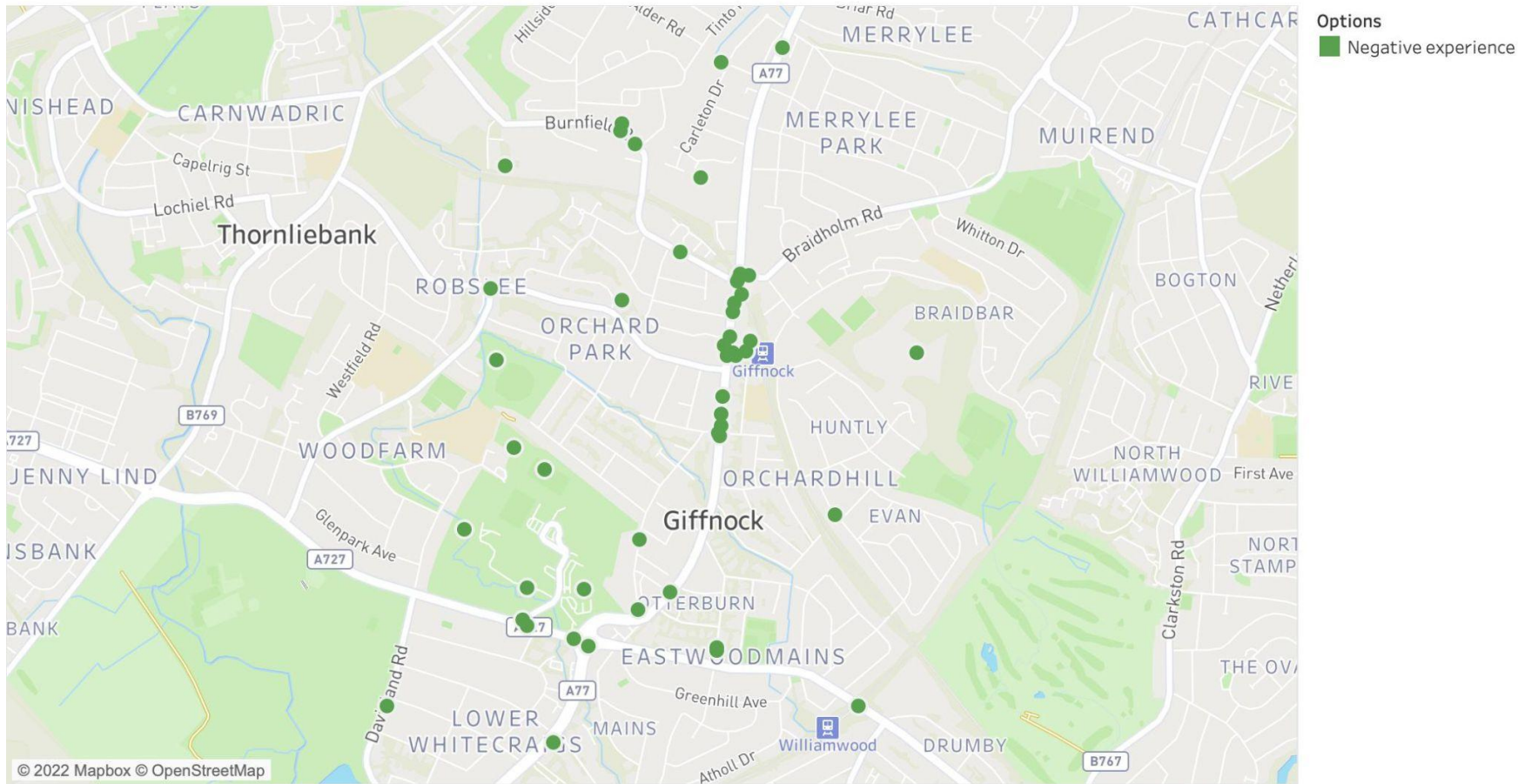
# Giffnock

Map of comments - Choose the options that make you feel this way - Not cycle friendly



**Options**
- ▉ Not cycle friendly
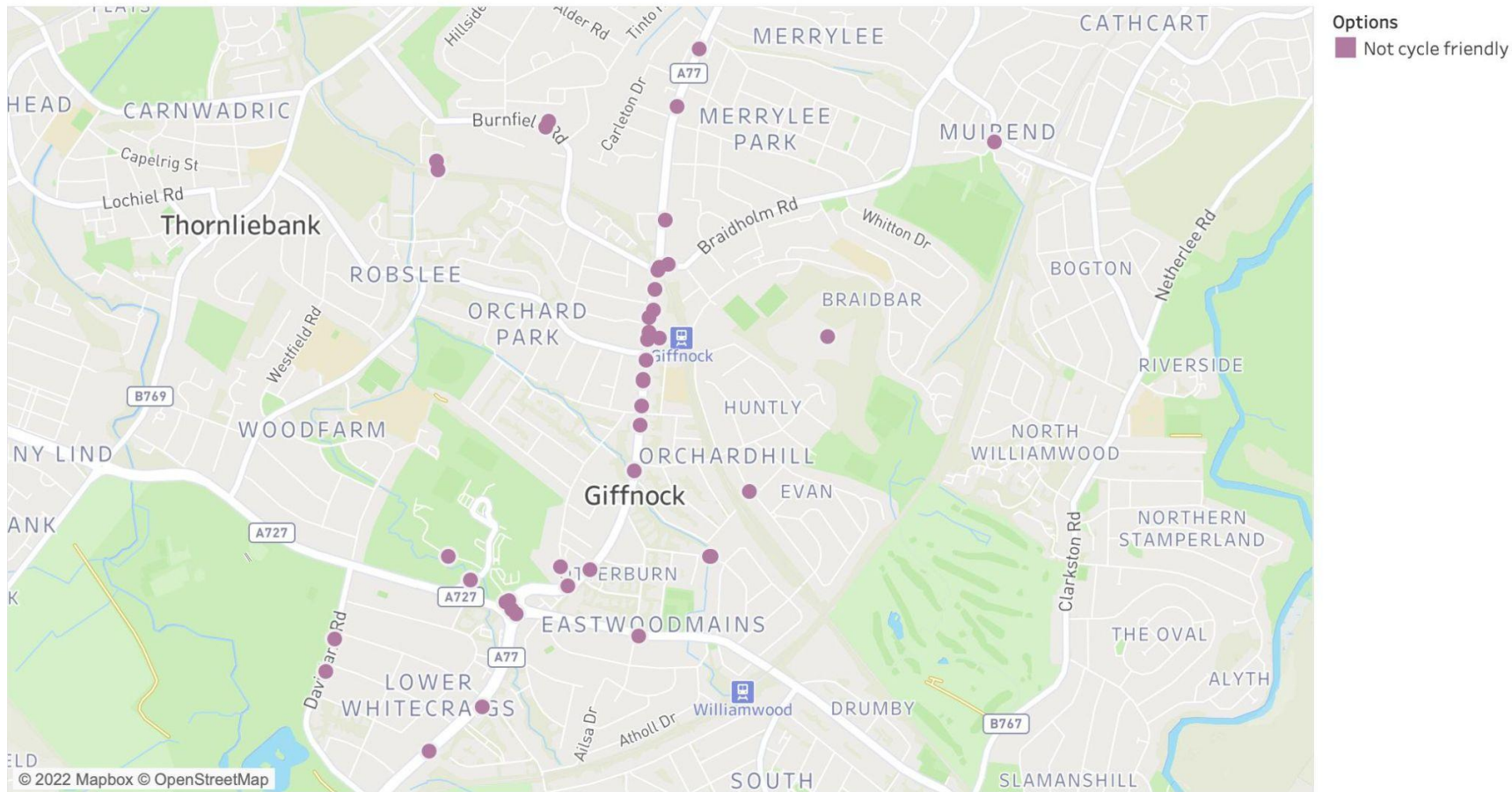
# Giffnock

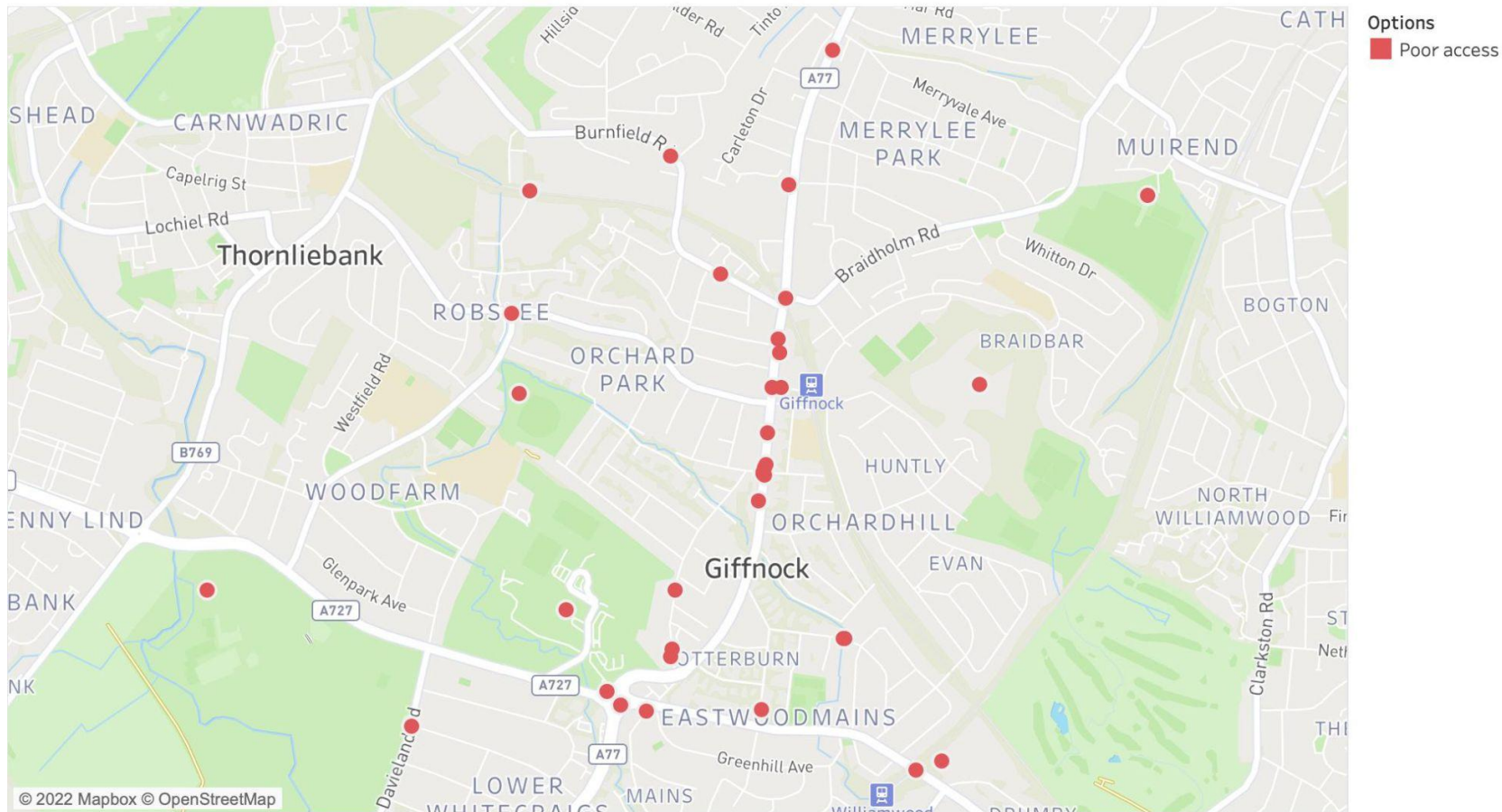Map of comments - Choose the options that make you feel this way - Poorly maintained



**Options**
- Poorly maintained

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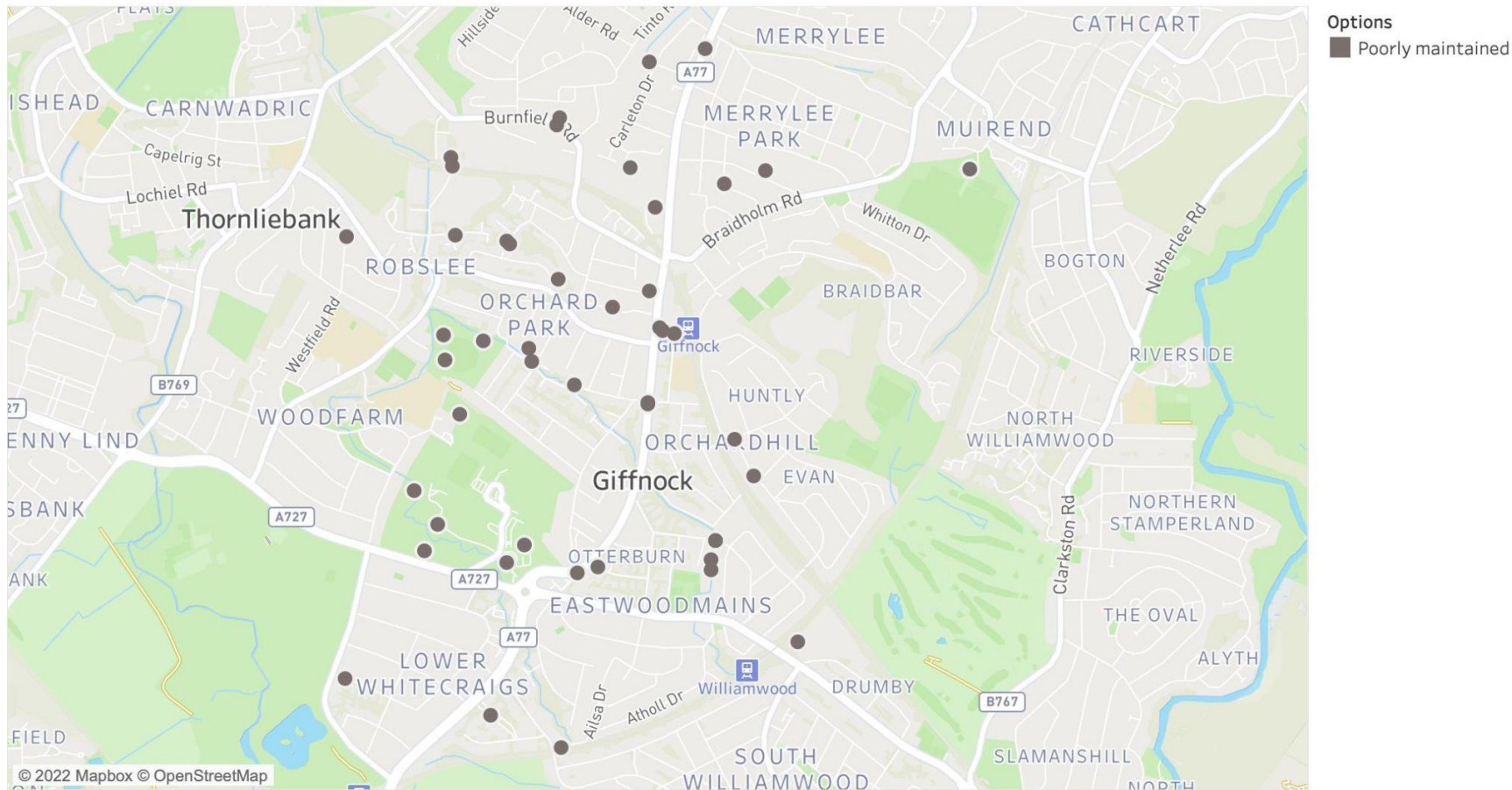
# Giffnock

Map of comments - Choose the options that make you feel this way - Congested



**Options**
- Congested

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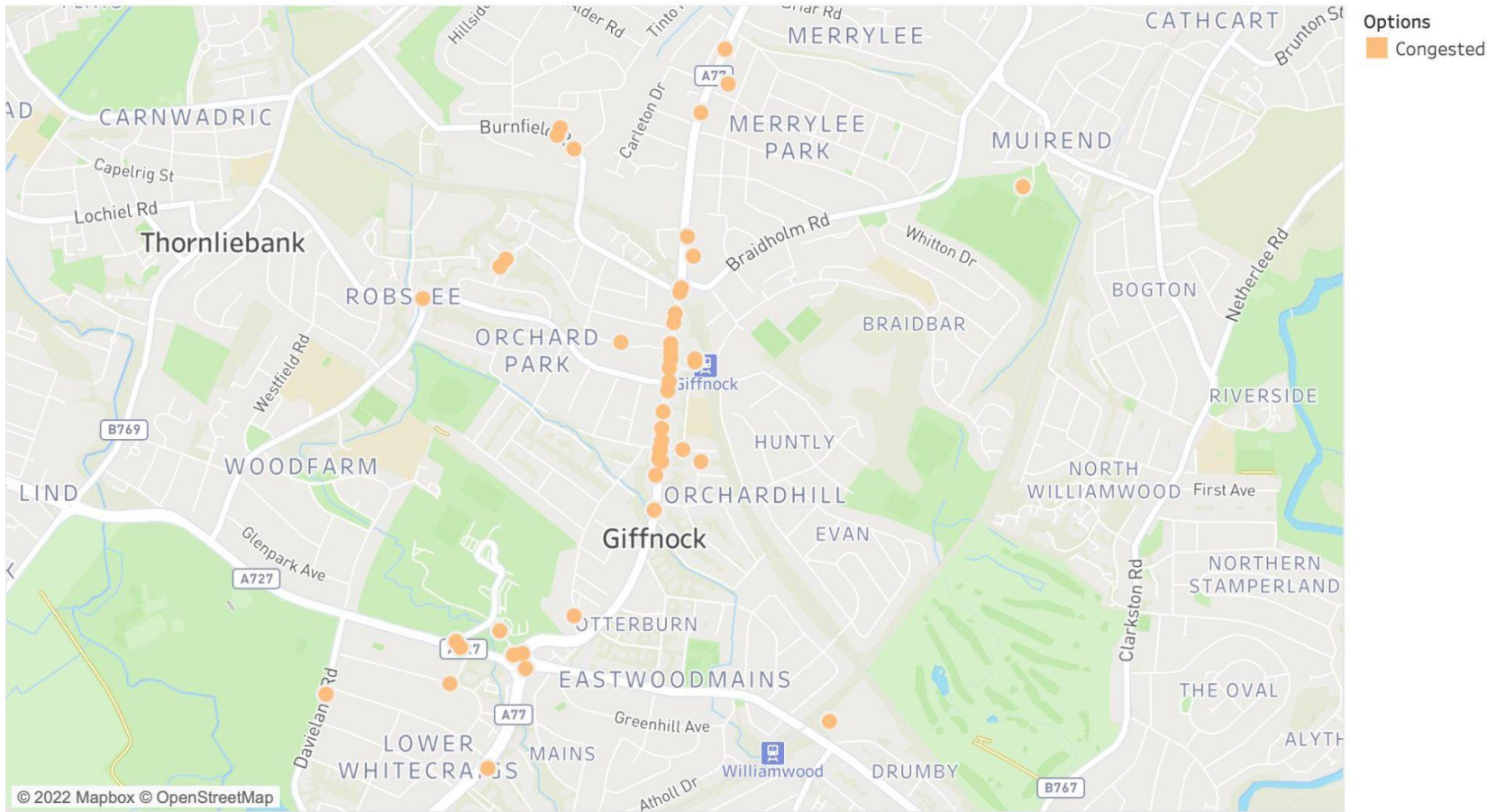
# Giffnock

Map of comments - Choose the options that make you feel this way - Poor access



**Options**
■ Poor access

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# Giffnock

Map of comments - Choose the options that make you feel this way - Polluted



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# Get in touch

hello@commonplace.is

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