

# EAGLESHAM

## SUMMARY OF DATA



# Introduction

This report looks at engagement, comment and demographic data from the East Renfrewshire engagement in Eaglesham. 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](#).

The screenshot displays the 'East Renfrewshire Programme' website. At the top, the logo and name 'East Renfrewshire Programme' are on the left, and the user name 'Fatima Almarwani' with a menu icon is on the right. The main section is titled 'Get involved' and contains the text: 'Add your voice to improve your neighbourhood. Help us transform East Renfrewshire by contributing to the discussion. Click in the town below you are most closely associated with and get involved.' Below this is a text input field with the placeholder 'e.g. sam@smith.com' and a green 'Keep me updated' button. A note states: 'Your email will be used to contact you about project updates. You can unsubscribe at any point. Please read our [privacy policy](#).' A navigation bar below the main section includes links: 'About the project', 'Timeline', 'Latest news', 'Have your say', and 'The team'. The 'PROJECTS' section shows '5 projects' and lists three active projects, each with a launch date of '09 May 2022': 'BARRHEAD', 'NEWTON MEARNS', and 'THORNIEBANK'. Each project entry includes a small icon and a status indicator 'Active'.

# 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.

## Headline figures

**1476** website visitors

**131** respondents

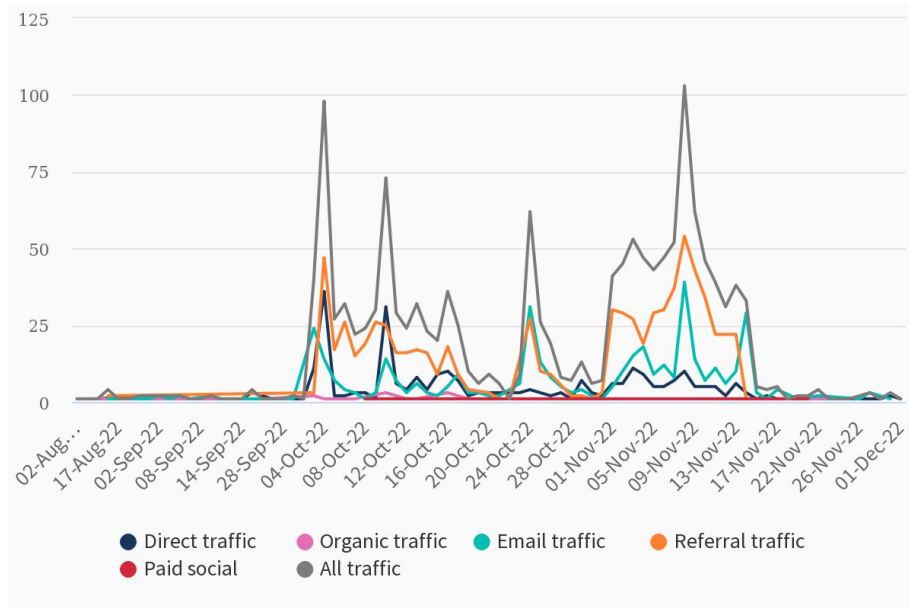
**157** comments

**457** agreements

**132** news subscribers



# Reach



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

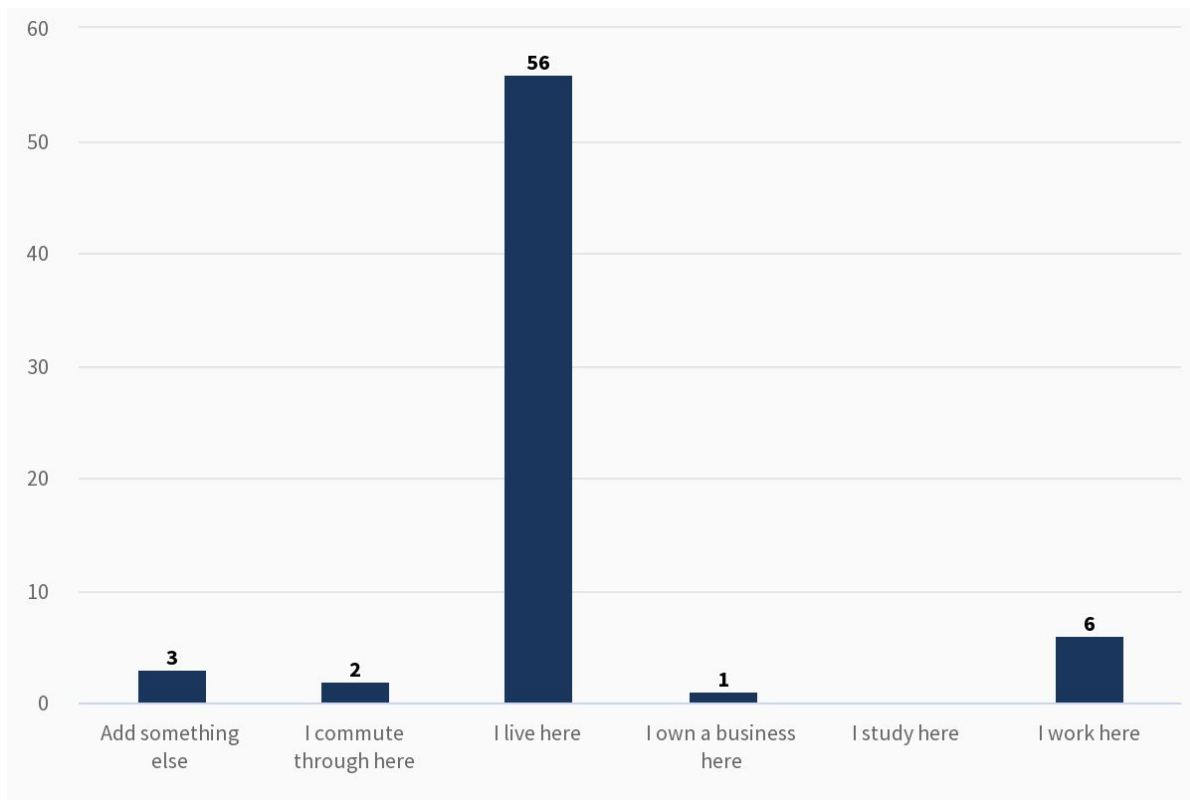
The table below shows these sources broken down by whether the respondent contributed, read a large amount of content, read a small amount of content, or 'bounced' (i.e. left the site without completing any action).

	Visitors	Bounced	Aware	Informed	Contributed
All traffic	1476	700 (47.43%)	331 (22.43%)	255 (17.28%)	190 (12.87%)
Referral traffic	745	401 (53.83%)	157 (21.07%)	95 (12.75%)	92 (12.35%)
Email traffic	413	149 (36.08%)	113 (27.36%)	100 (24.21%)	51 (12.35%)
Direct traffic	292	144 (49.32%)	53 (18.15%)	53 (18.15%)	42 (14.38%)
Organic traffic	24	5 (20.83%)	7 (29.17%)	7 (29.17%)	5 (20.83%)
Paid social	2	1 (50%)	1 (50%)	0 (0%)	0 (0%)

# 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.

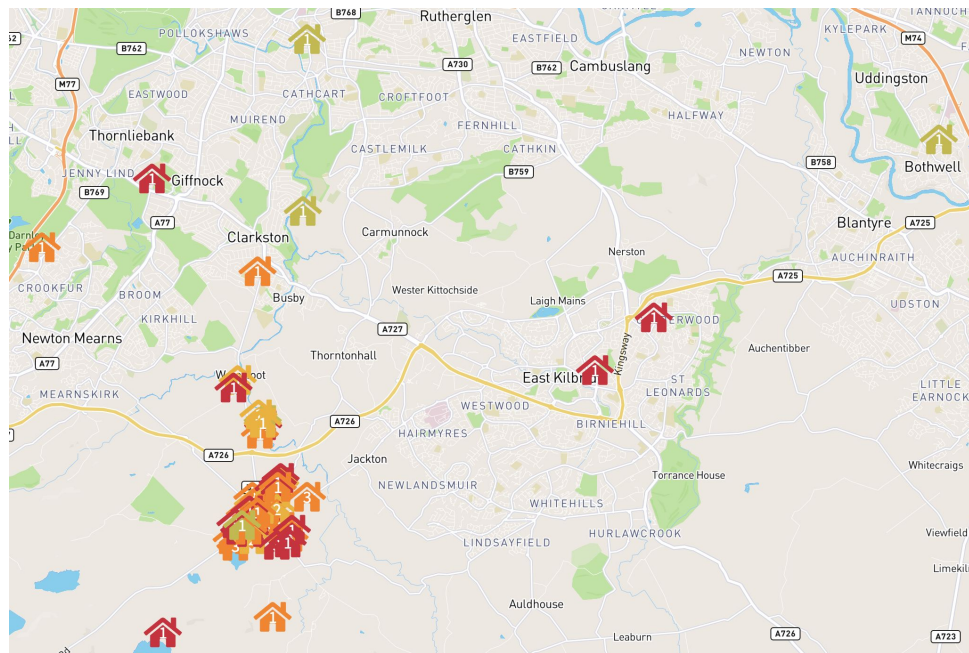
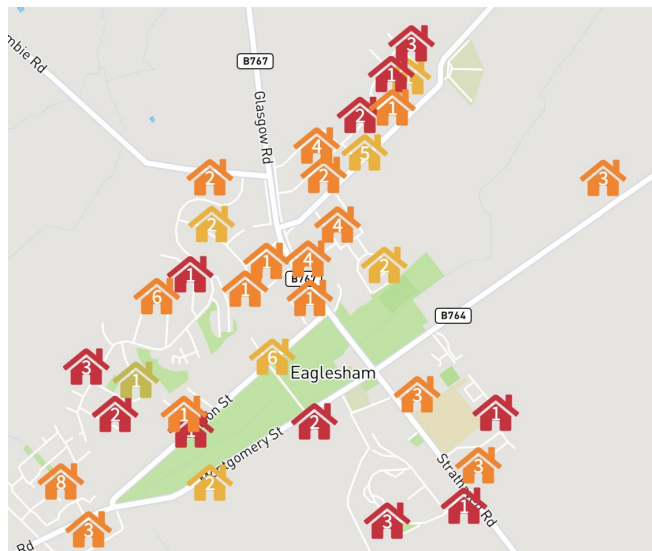
# Connection to area



# Postcode

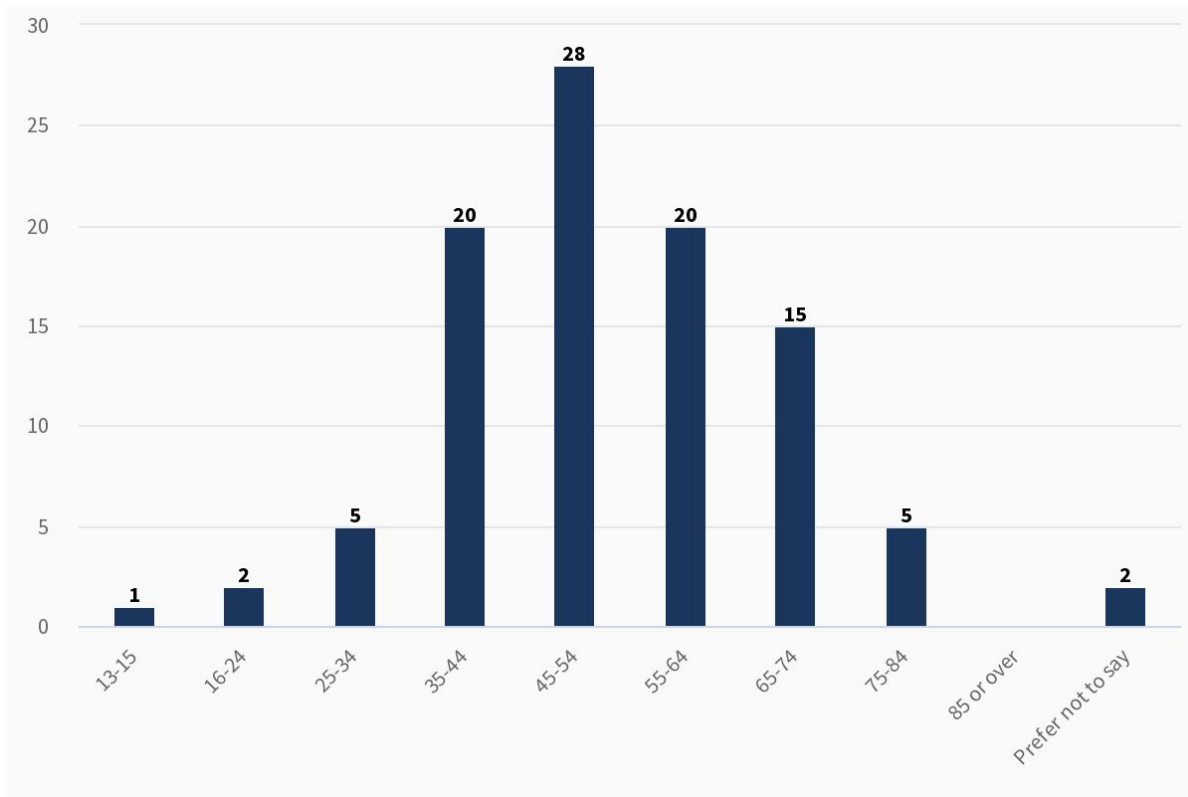
This map shows postcodes from respondents who provided them. The number on each house icon represents the number of respondents from that postcode, and the colour represents the average 'sentiment' from respondents from that postcode.

A live version of the map can be accessed via the project dashboard.

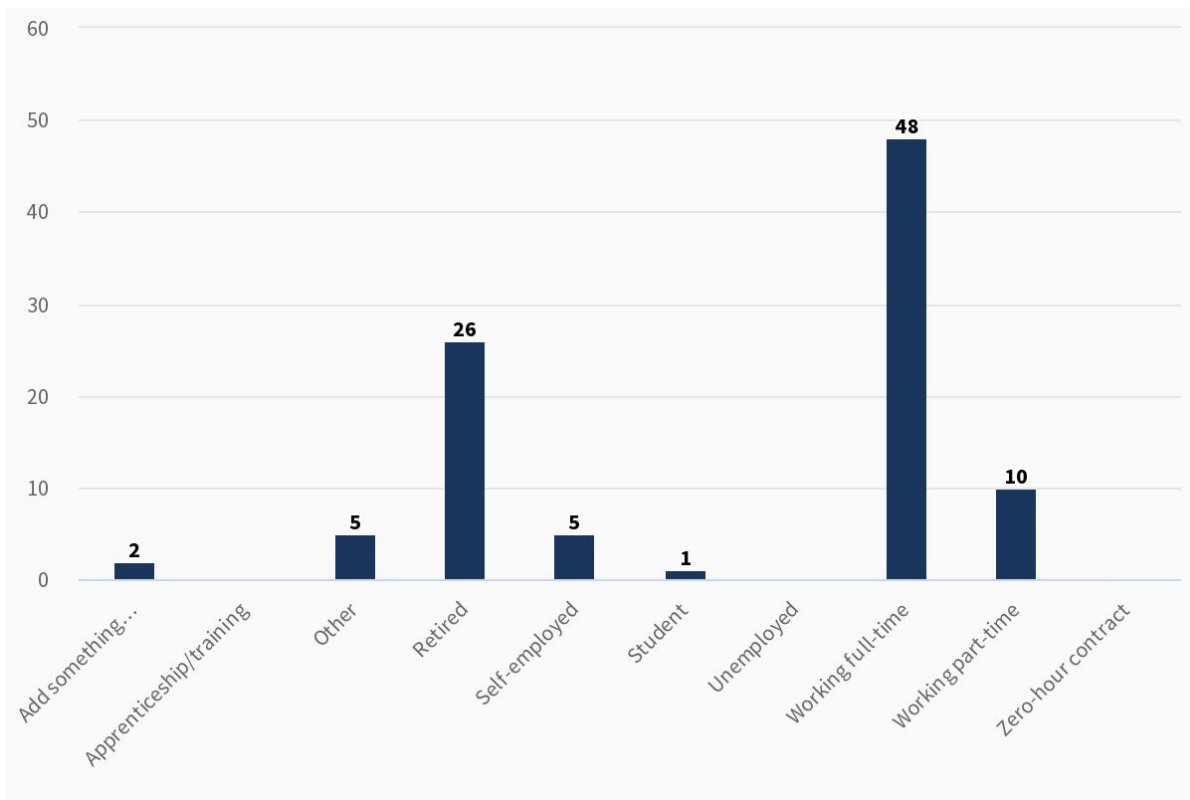




# Age group



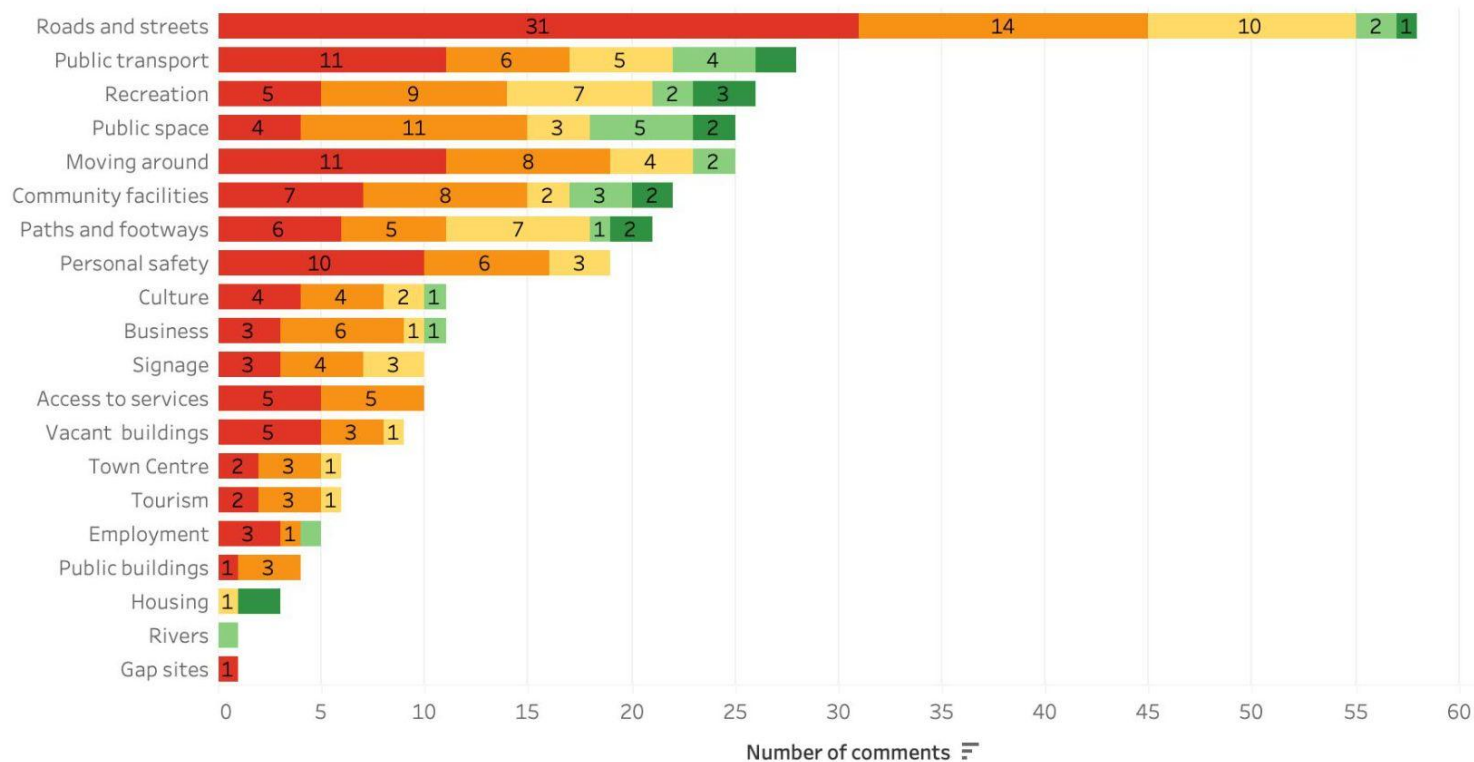
# Employment status



# Comment analysis

# Eaglesham

What does your comment relate to?

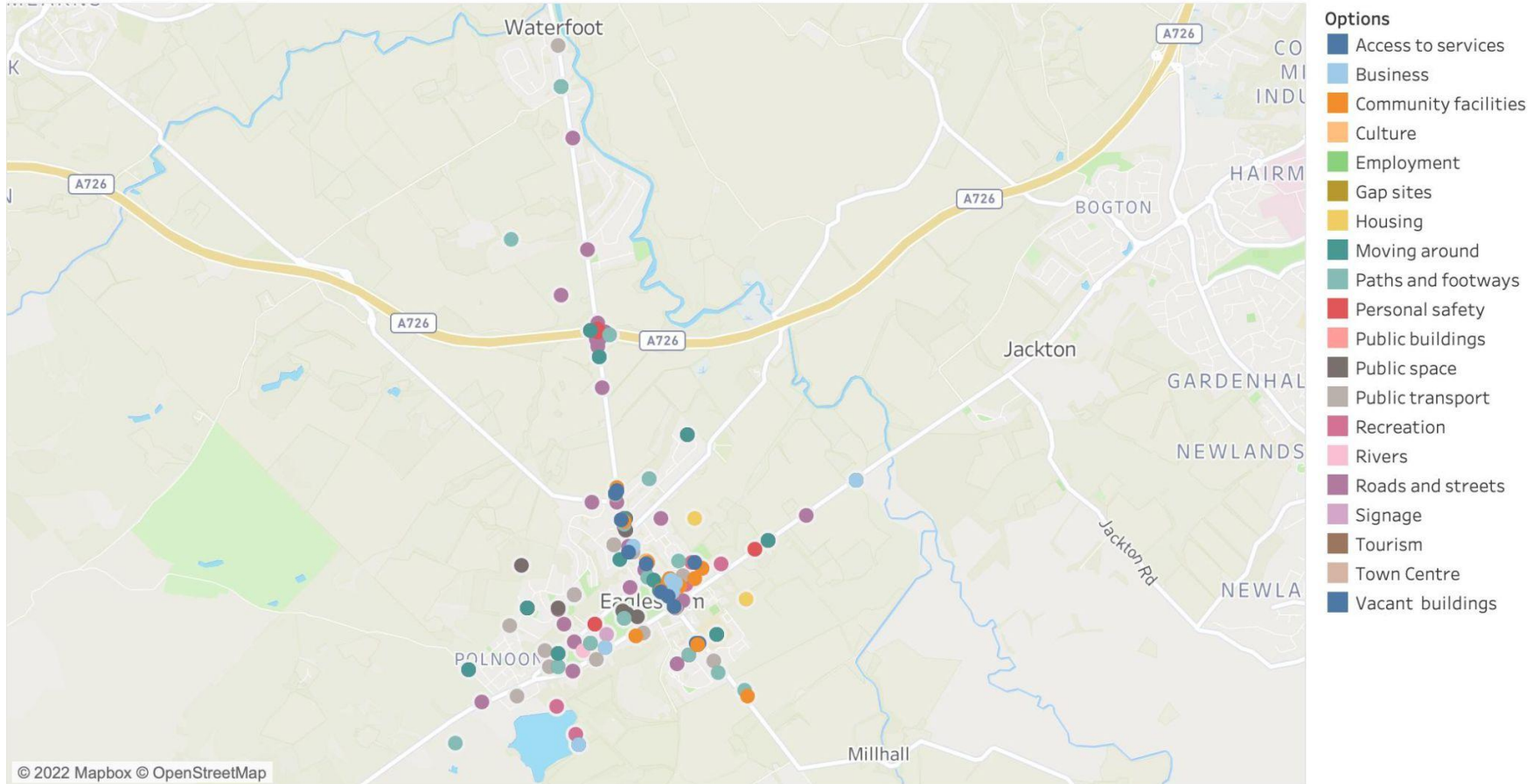


How does this place make you feel?

- Very happy
- Happy
- Neutral
- Unhappy
- Very unhappy

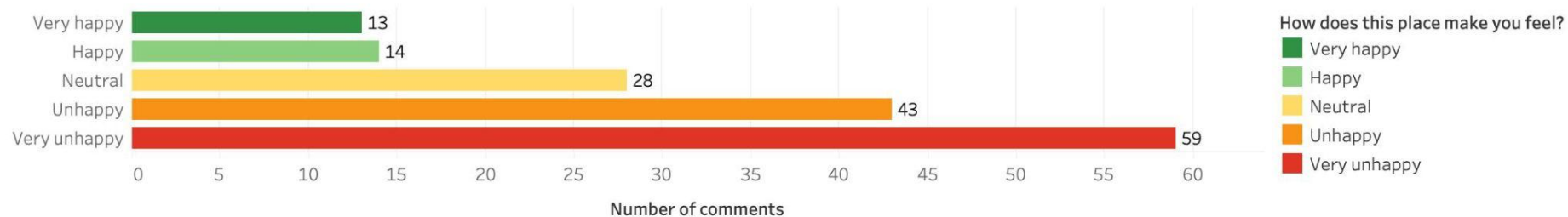
# Eaglesham

Map of comments - What does your comment relate to?



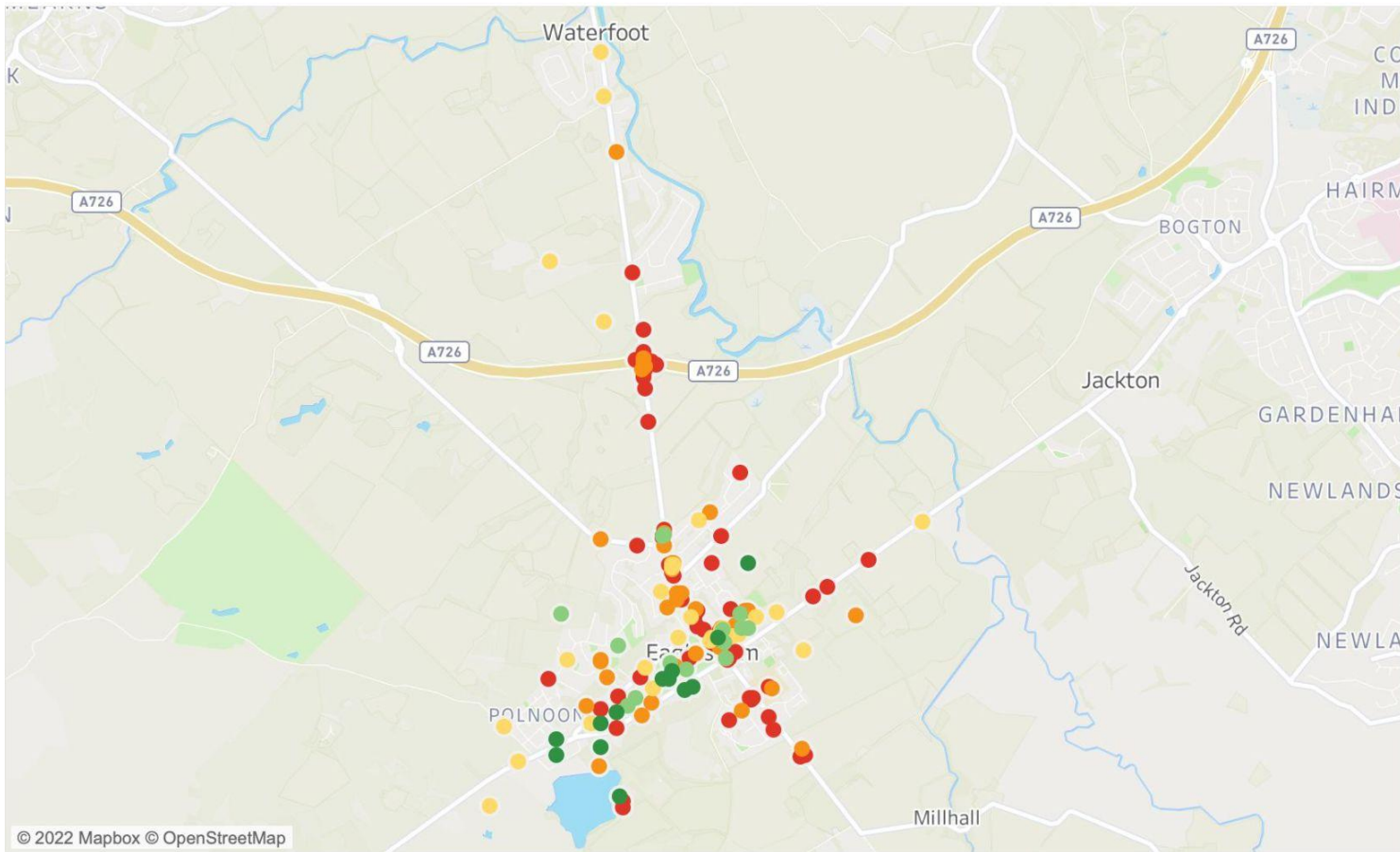
## Eaglesham

How does this place make you feel?



# Eaglesham

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

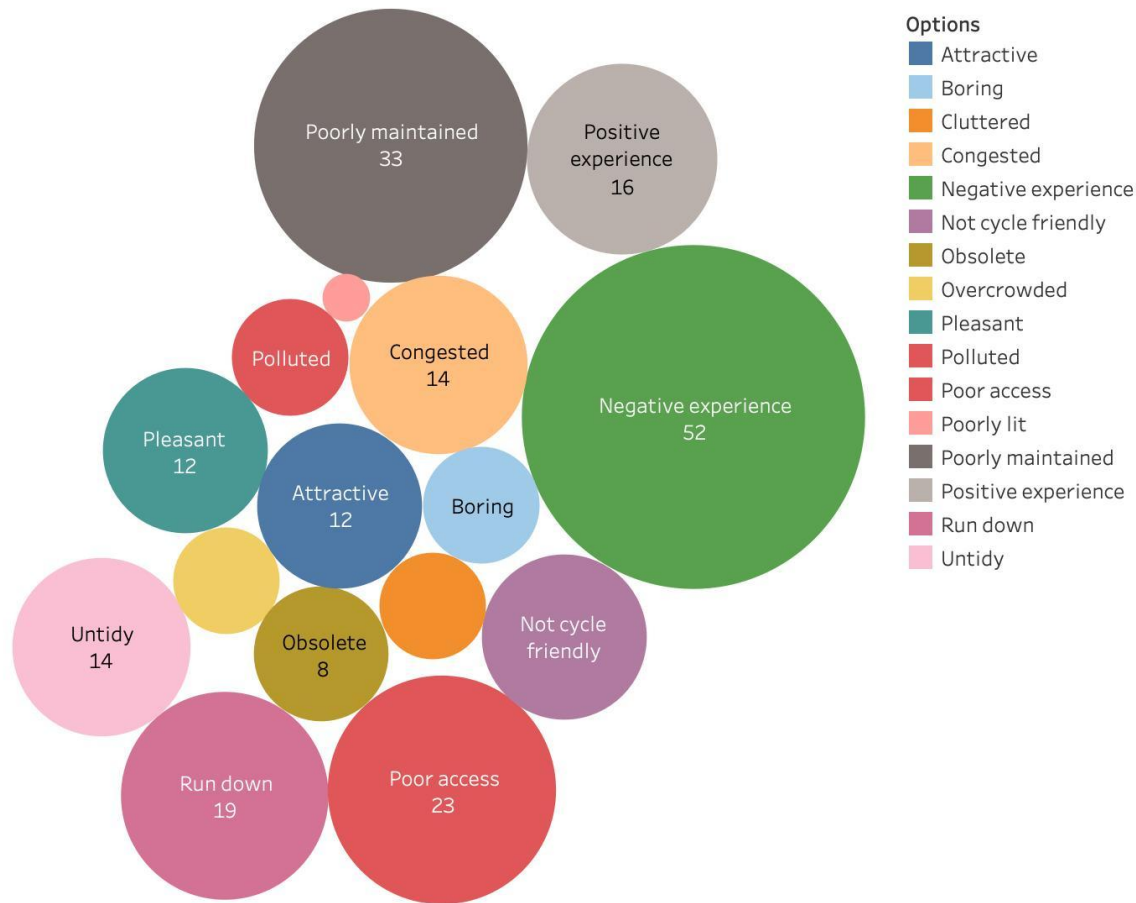


How does this place make you feel?

- Very happy
- Happy
- Neutral
- Unhappy
- Very unhappy

# Eaglesham

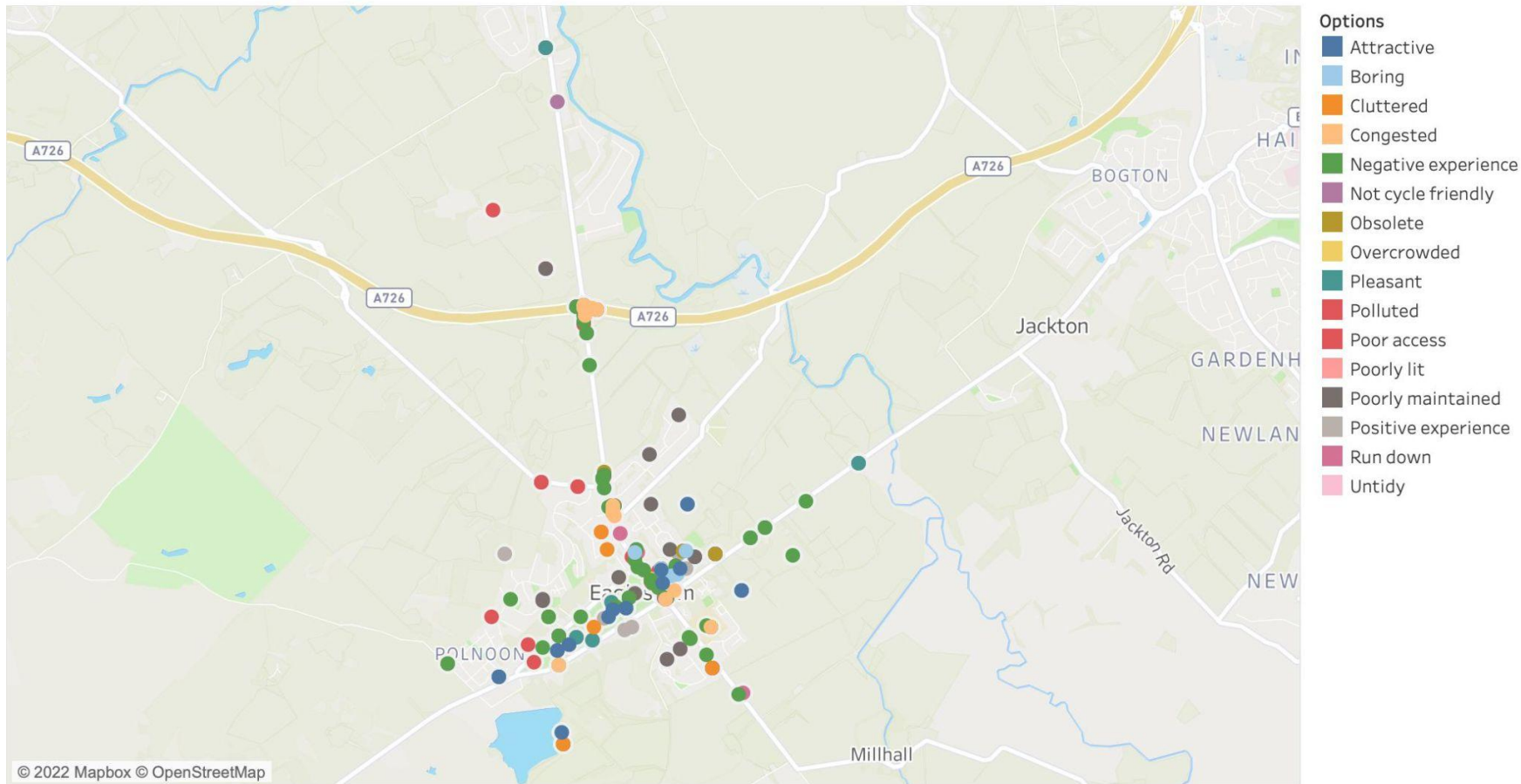
Choose the options that make you feel this way





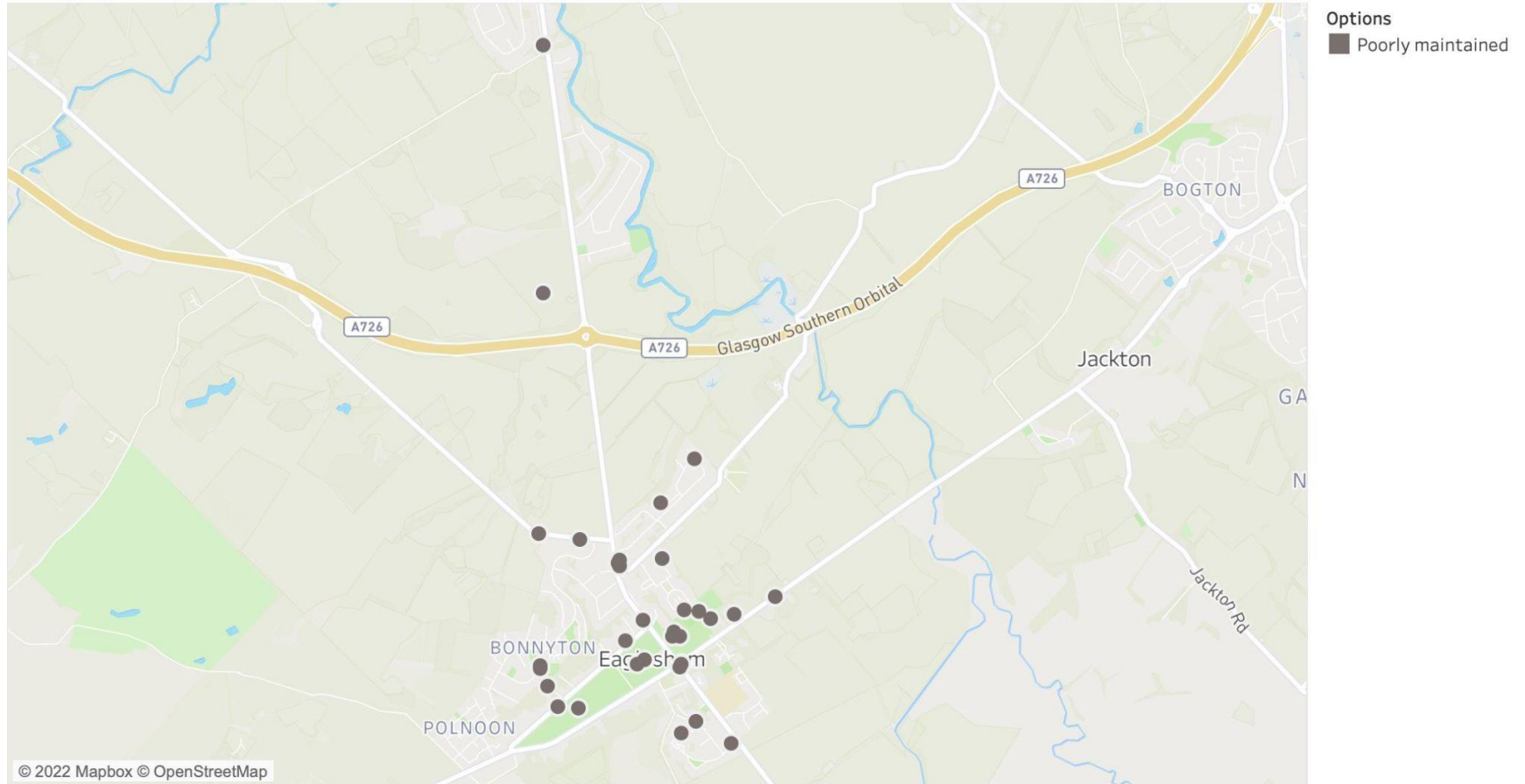
# Eaglesham

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



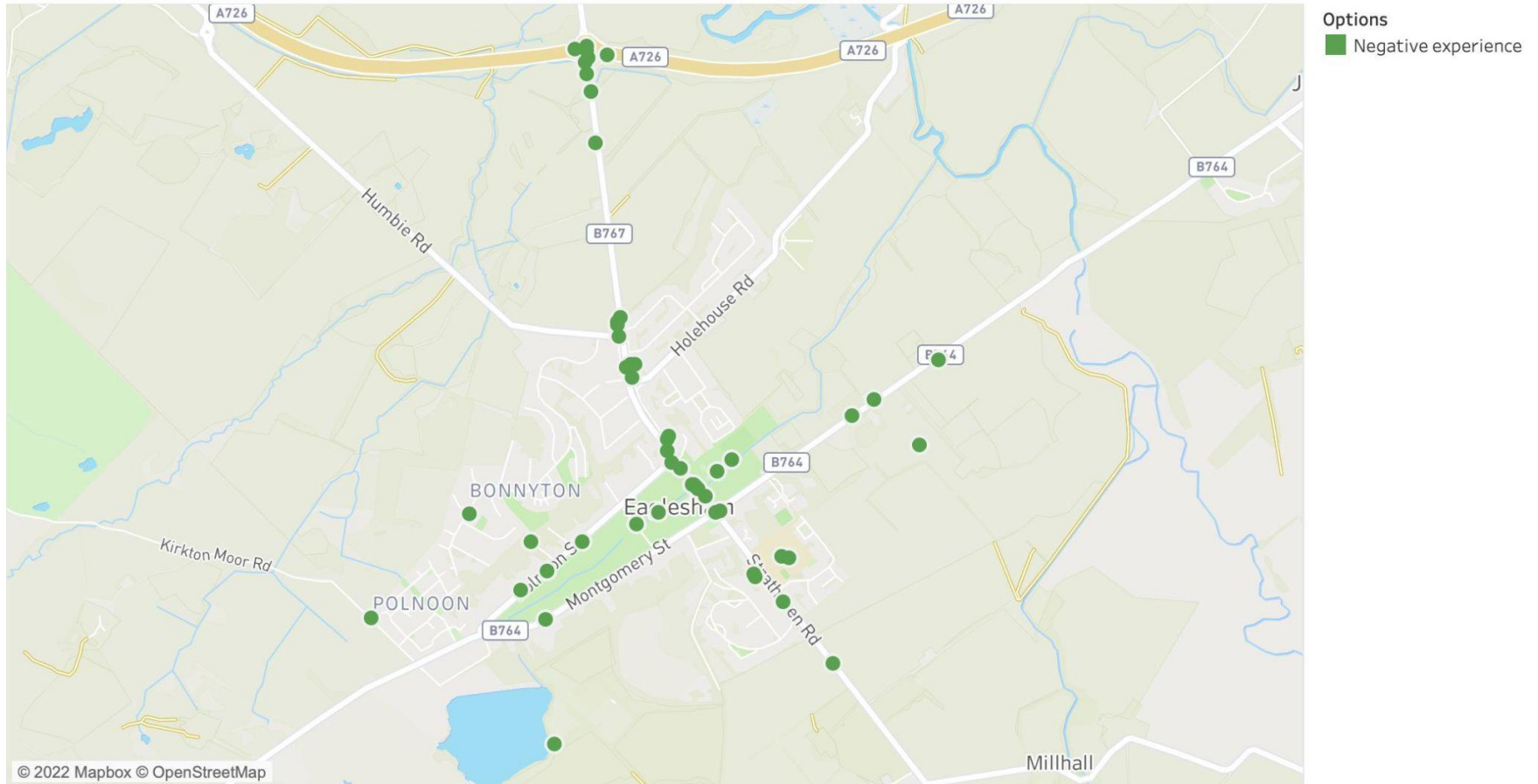
# Eaglesham

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



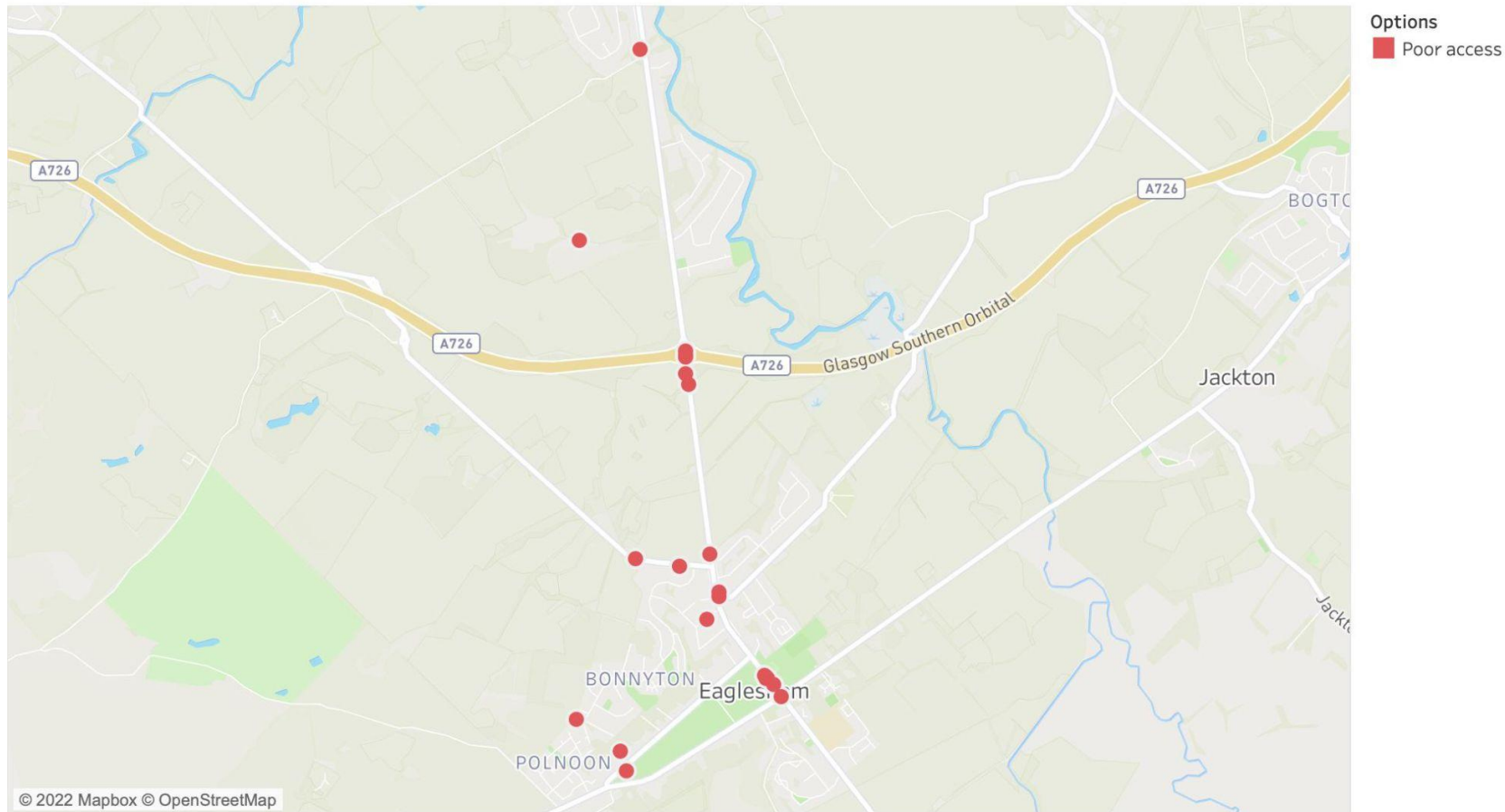
## Eaglesham

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



# Eaglesham

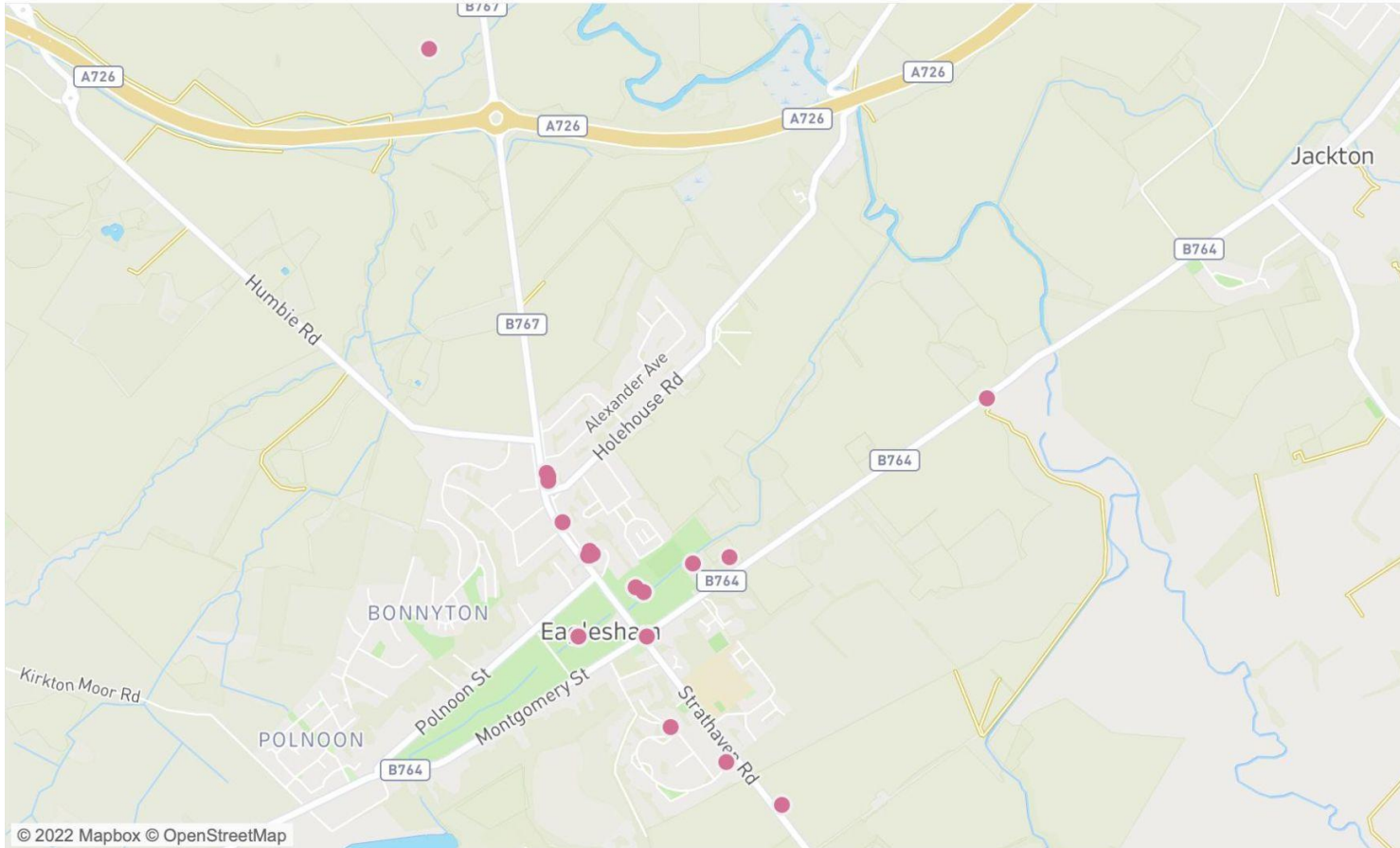
Map of comments - Choose the options that make you feel this way - Poor access





# Eaglesham

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

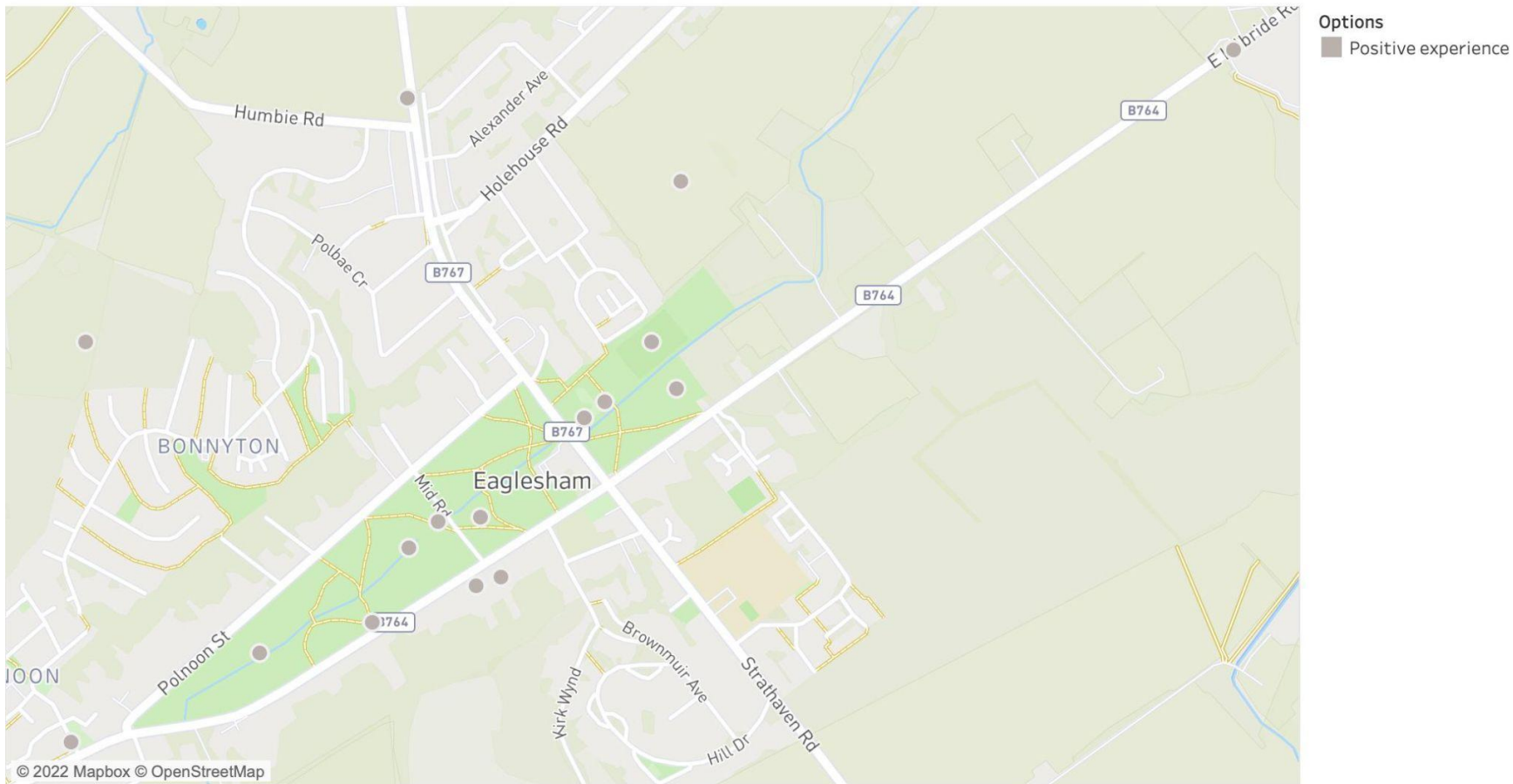


Options

Run down

# Eaglesham

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



**Get in touch**  
**hello@commonplace.is**