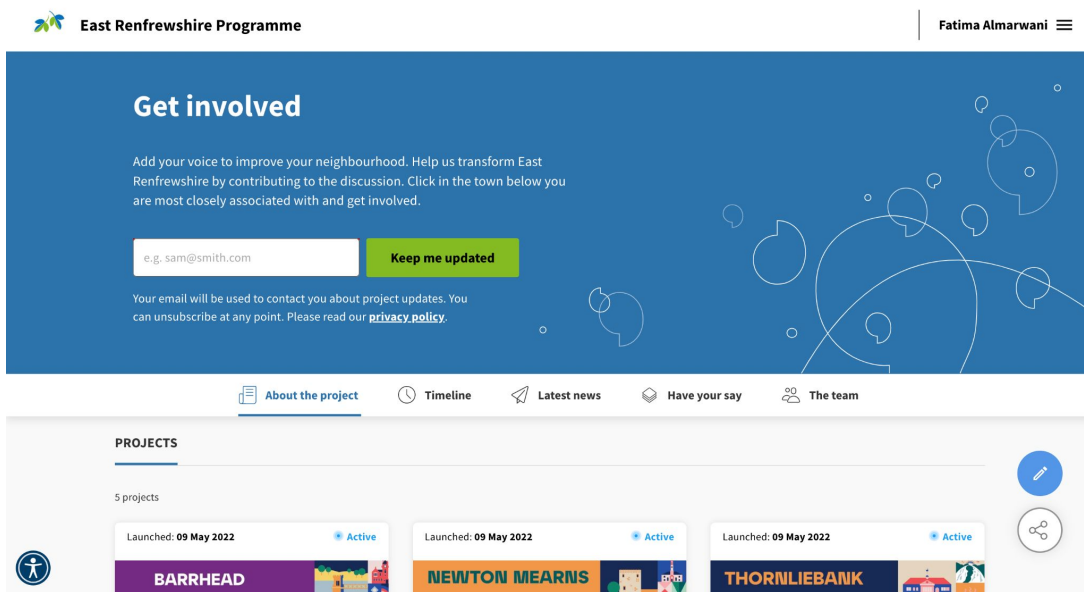


# CLARKSTON SUMMARY OF DATA



# Introduction

This report looks at engagement, comment and demographic data from the East Renfrewshire engagement in Clarkston. 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 shows the 'East Renfrewshire Programme' page on the Commonplace platform. The header includes the programme logo and the name 'East Renfrewshire Programme', with a user profile 'Fatima Almarwani' on the right. The main section is titled 'Get involved' and contains a text box for an email address (e.g., sam@smith.com) and a green 'Keep me updated' button. Below this, 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 is titled '5 projects' and displays three project cards: 'BARRHEAD', 'NEWTON MEARNS', and 'THORNIEBANK'. Each card shows 'Launched: 09 May 2022' and 'Active' status. The 'BARRHEAD' card has a purple header, 'NEWTON MEARNS' has an orange header, and 'THORNIEBANK' has a dark blue header. Each card also features a small map icon. On the right side of the projects section, there are two circular icons: a blue one with a pencil and a white one with a share symbol.

# 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

**2151** website visitors

**226** respondents

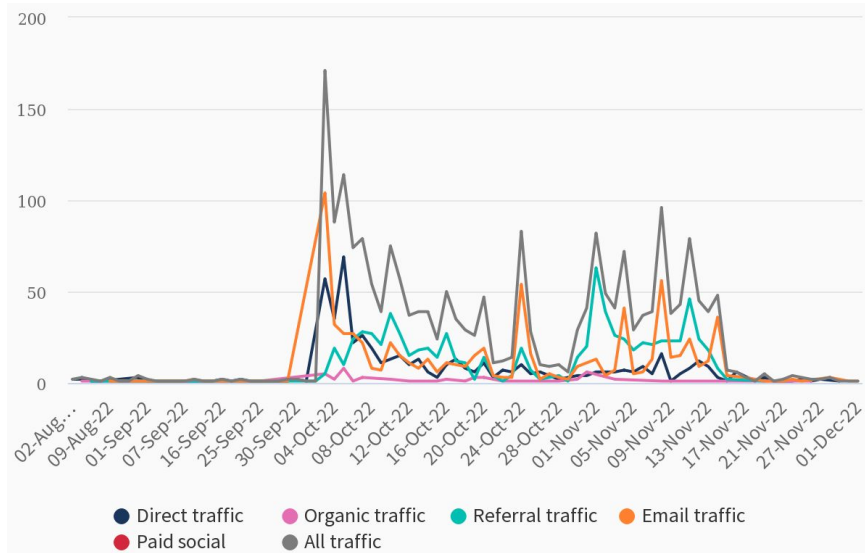
**376** comments

**1381** agreements

**276** news subscribers



# Reach



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

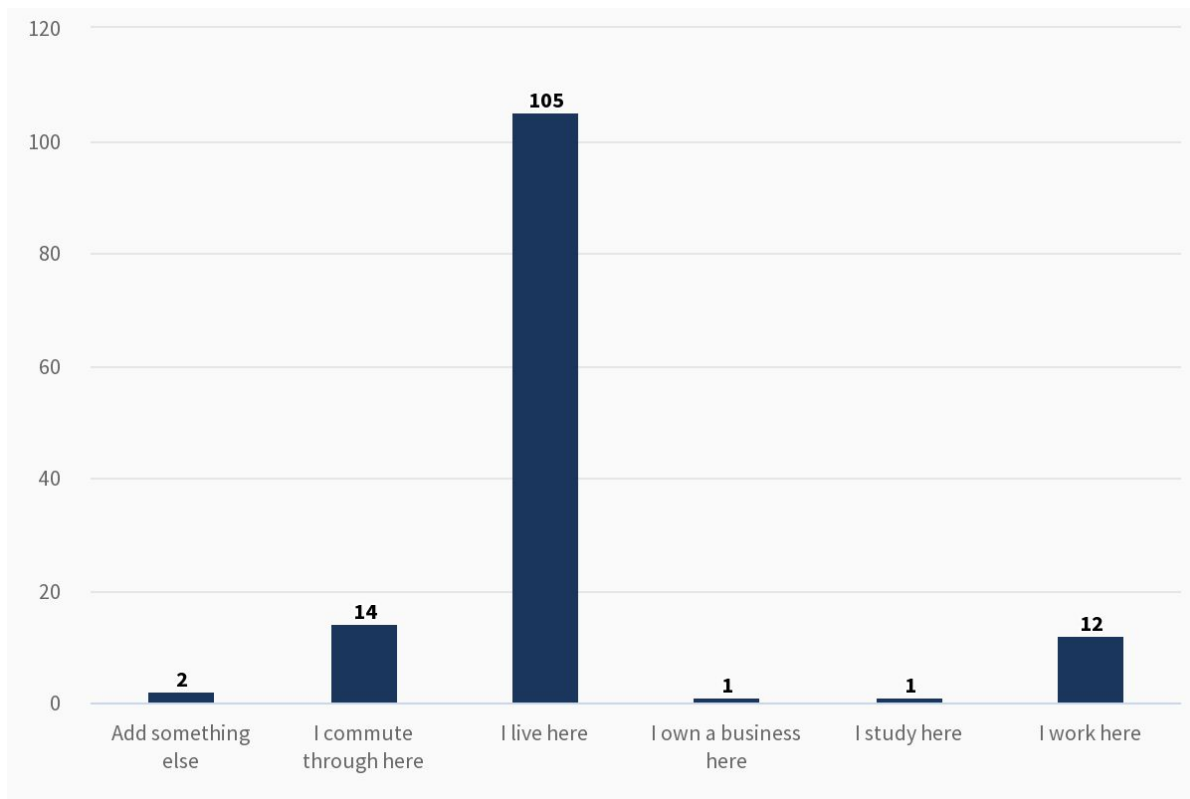
The table below shows these sources broken down by whether the respondent contributed, read a large amount of content, read a small amount of content, or 'bounced' (i.e. left the site without completing any action).

	Visitors	Bounced	Aware	Informed	Contributed
All traffic	2151	932 (43.33%)	450 (20.92%)	378 (17.57%)	390 (18.13%)
Referral traffic	791	417 (52.72%)	143 (18.08%)	109 (13.78%)	122 (15.42%)
Email traffic	763	270 (35.39%)	176 (23.07%)	151 (19.79%)	166 (21.76%)
Direct traffic	542	234 (43.17%)	115 (21.22%)	105 (19.37%)	87 (16.05%)
Organic traffic	54	10 (18.52%)	16 (29.63%)	13 (24.07%)	15 (27.78%)
Paid social	1	1 (100%)	0 (0%)	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.

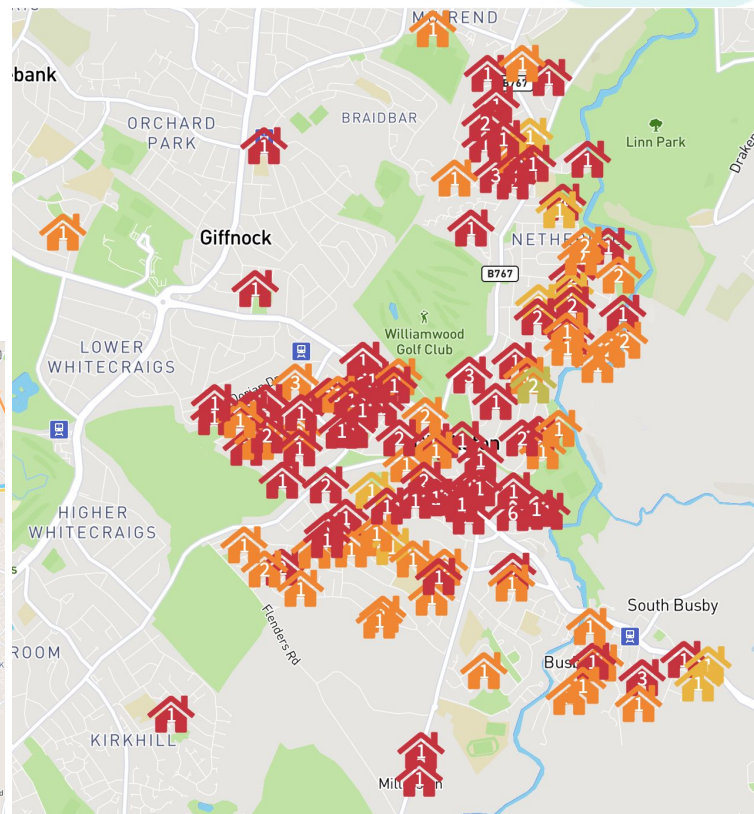
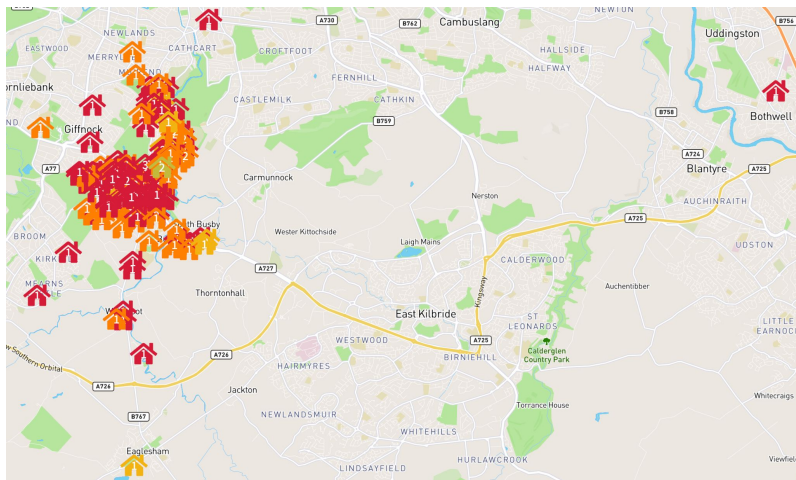
# Connection to area



# Postcode

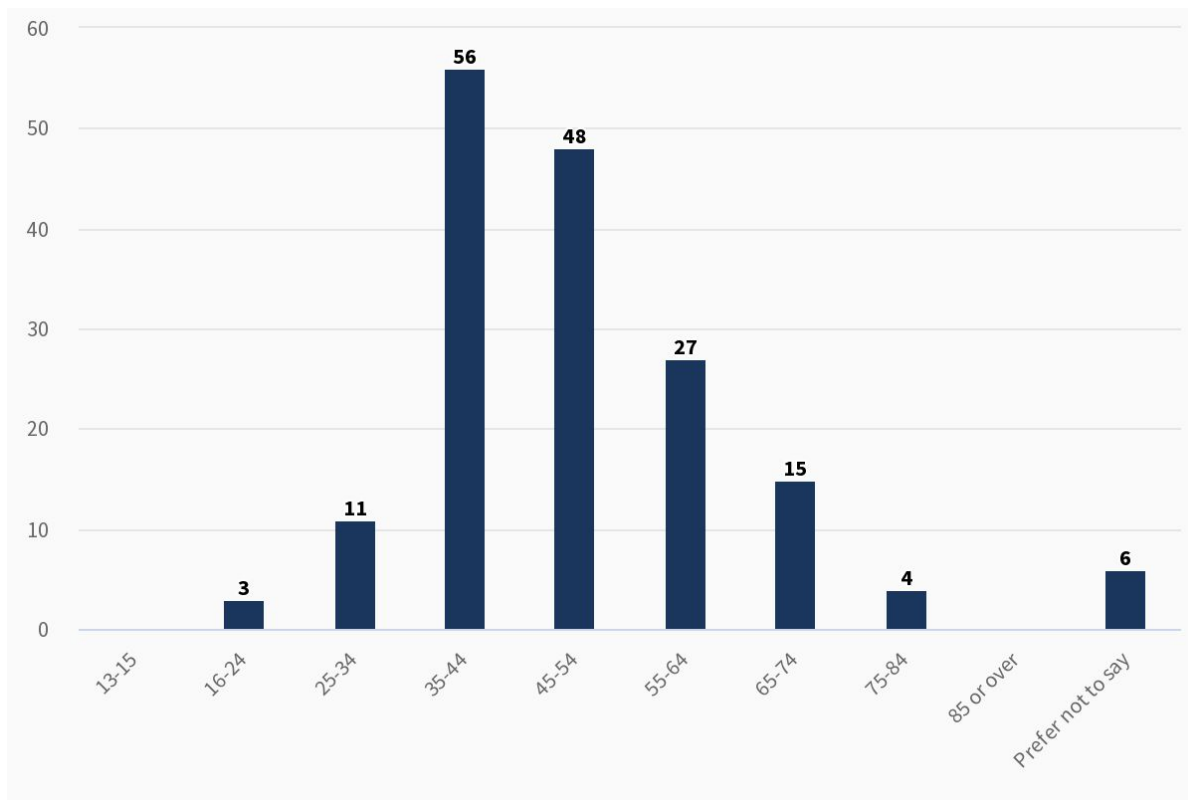
This map shows postcodes from respondents who provided them. The number on each house icon represents the number of respondents from that postcode, and the colour represents the average 'sentiment' from respondents from that postcode.

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

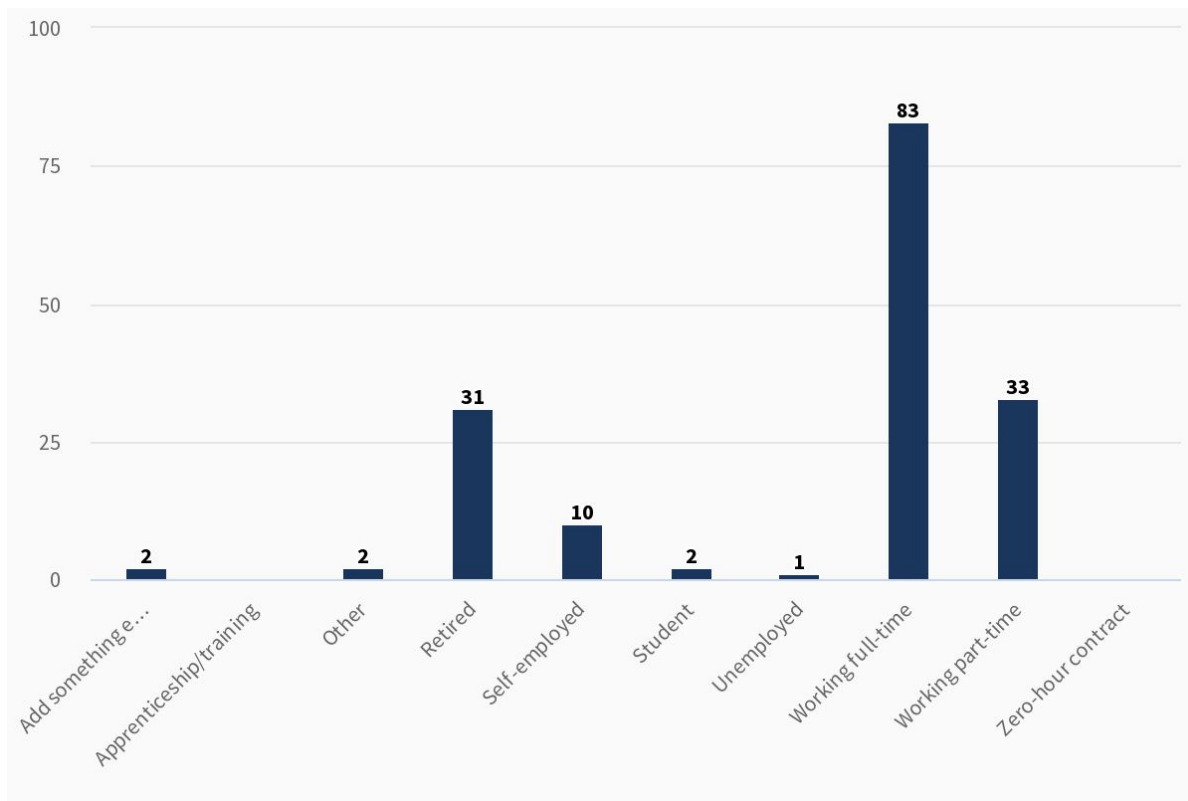




# Age group



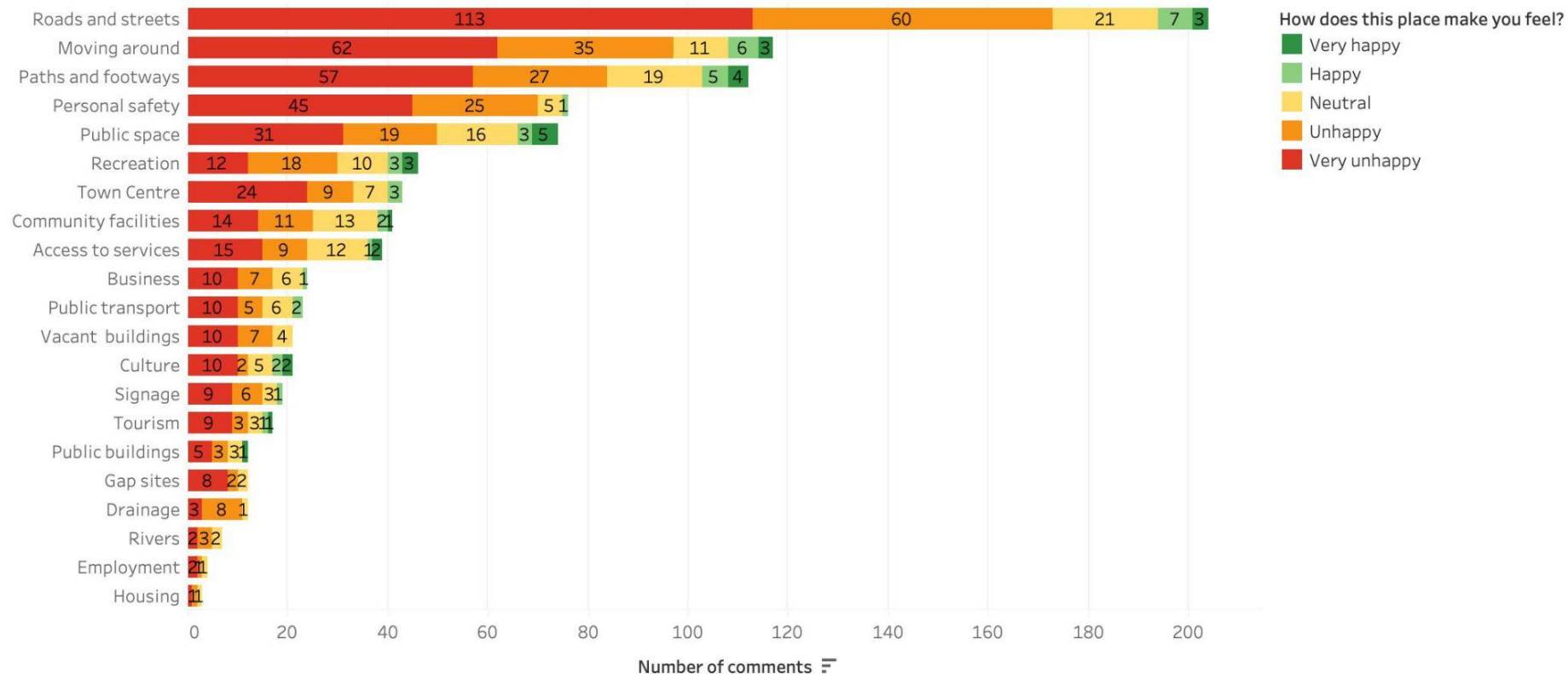
# Employment status



# Comment analysis

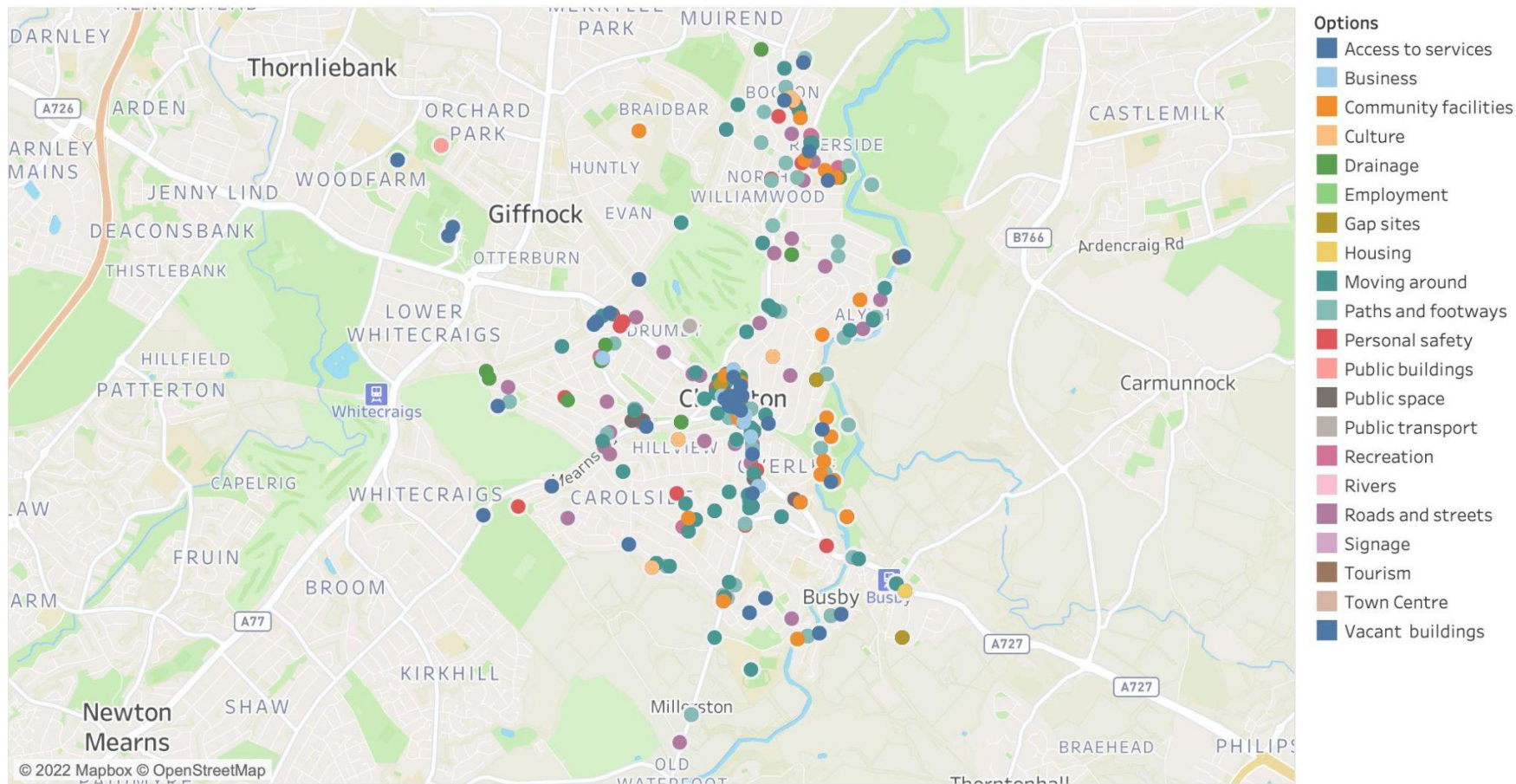
# Clarkston

What does your comment relate to?



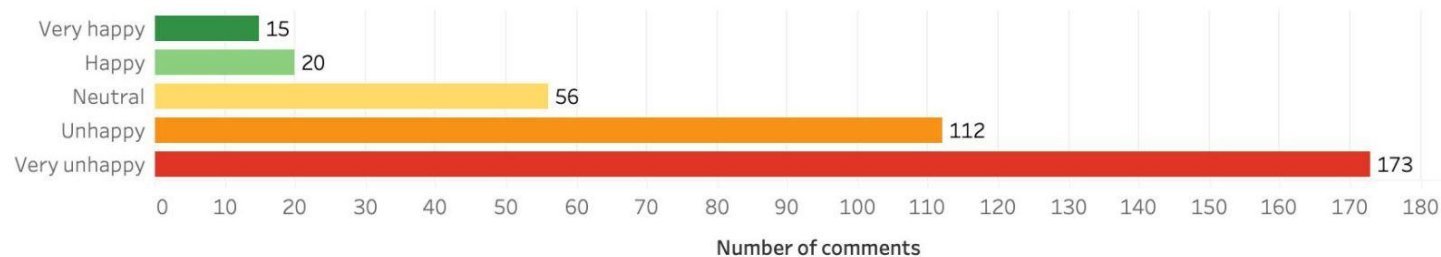
# Clarkston

Map of comments - What does your comment relate to?



## Clarkston

How does this place make you feel?



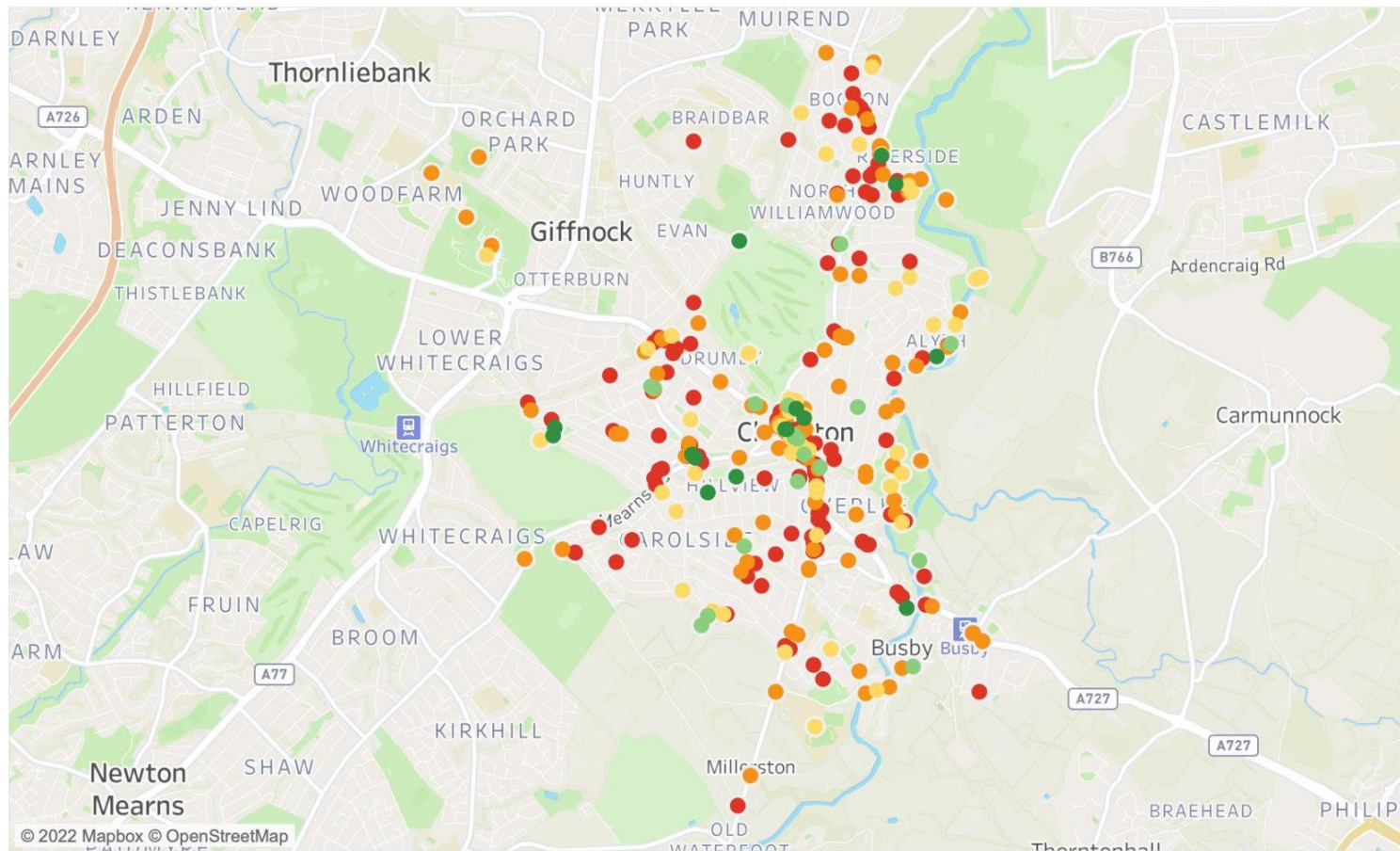
How does this place make you feel?

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



# Clarkston

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

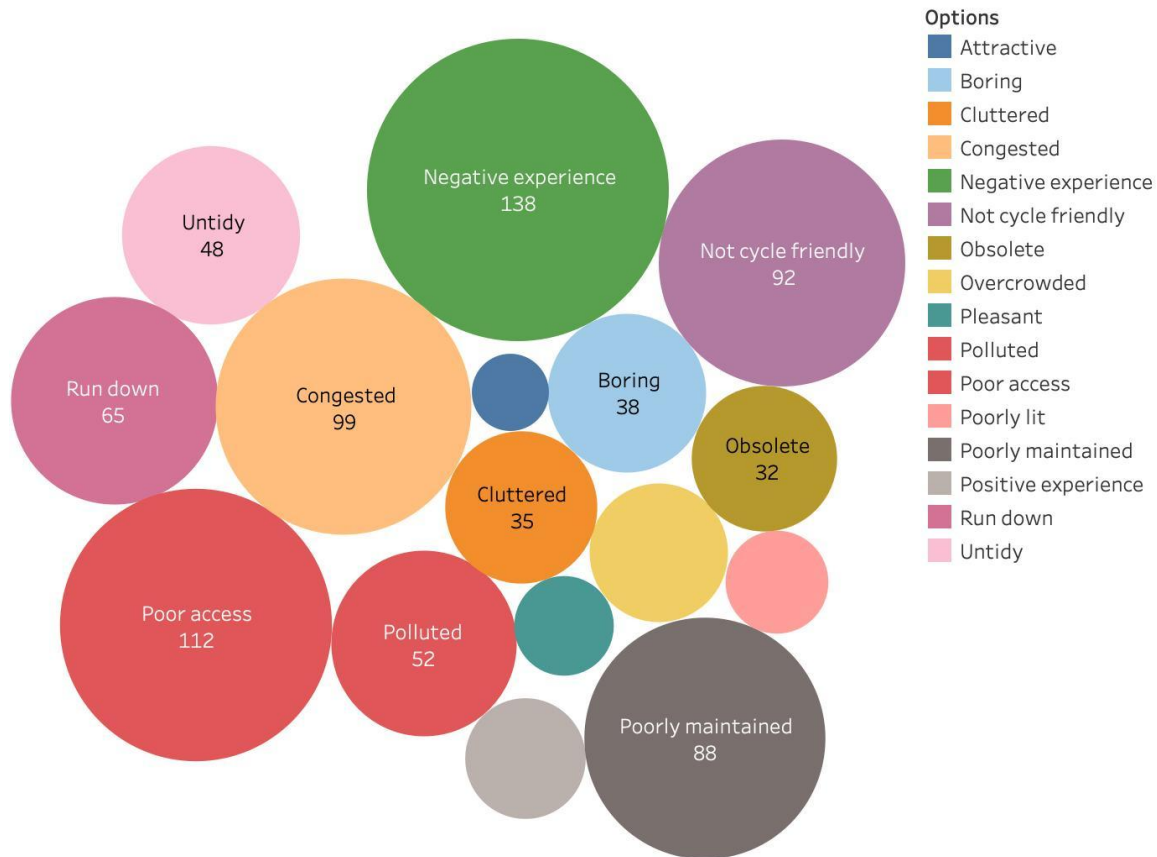


How does this place make you feel?

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

# Clarkston

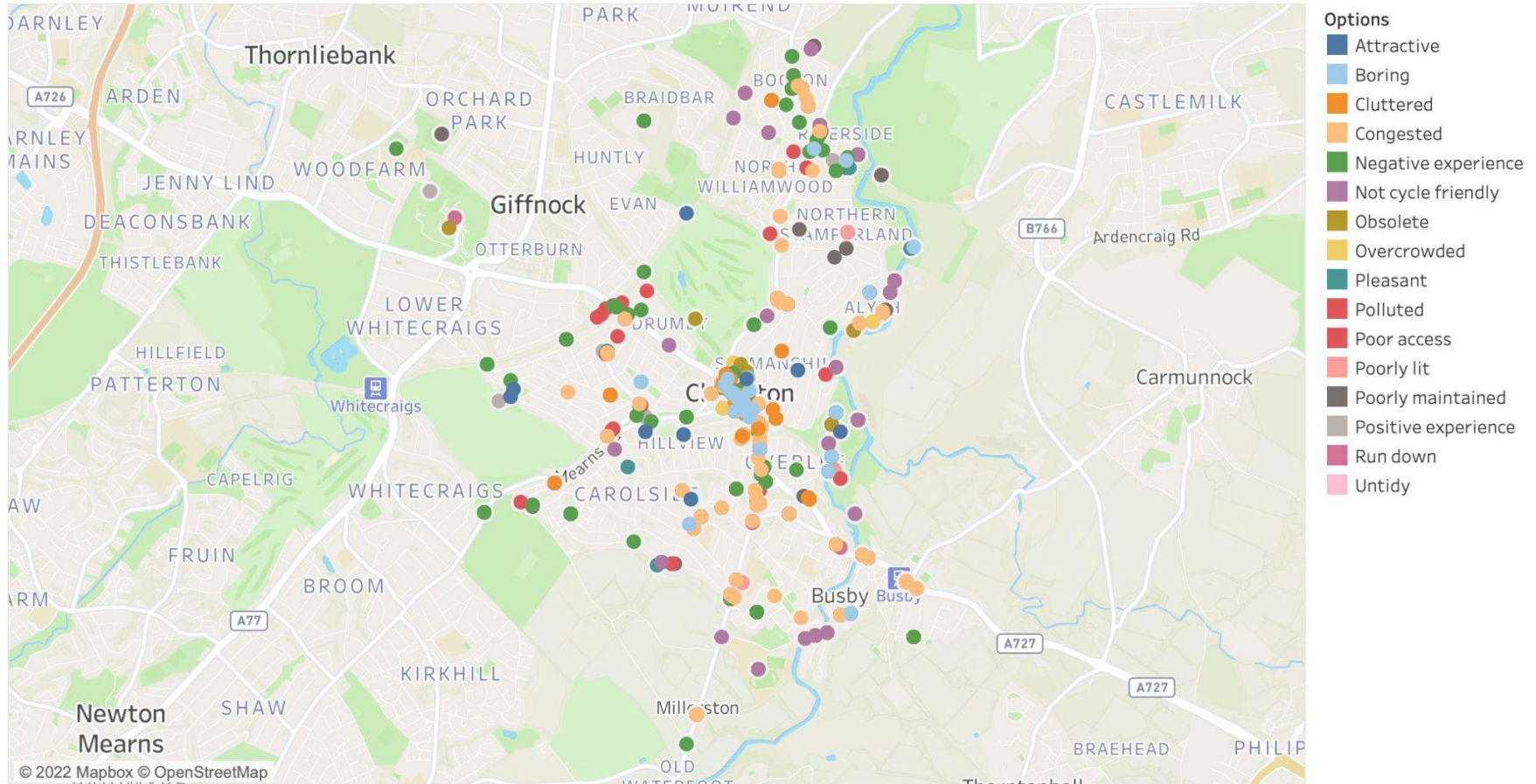
Choose the options that make you feel this way





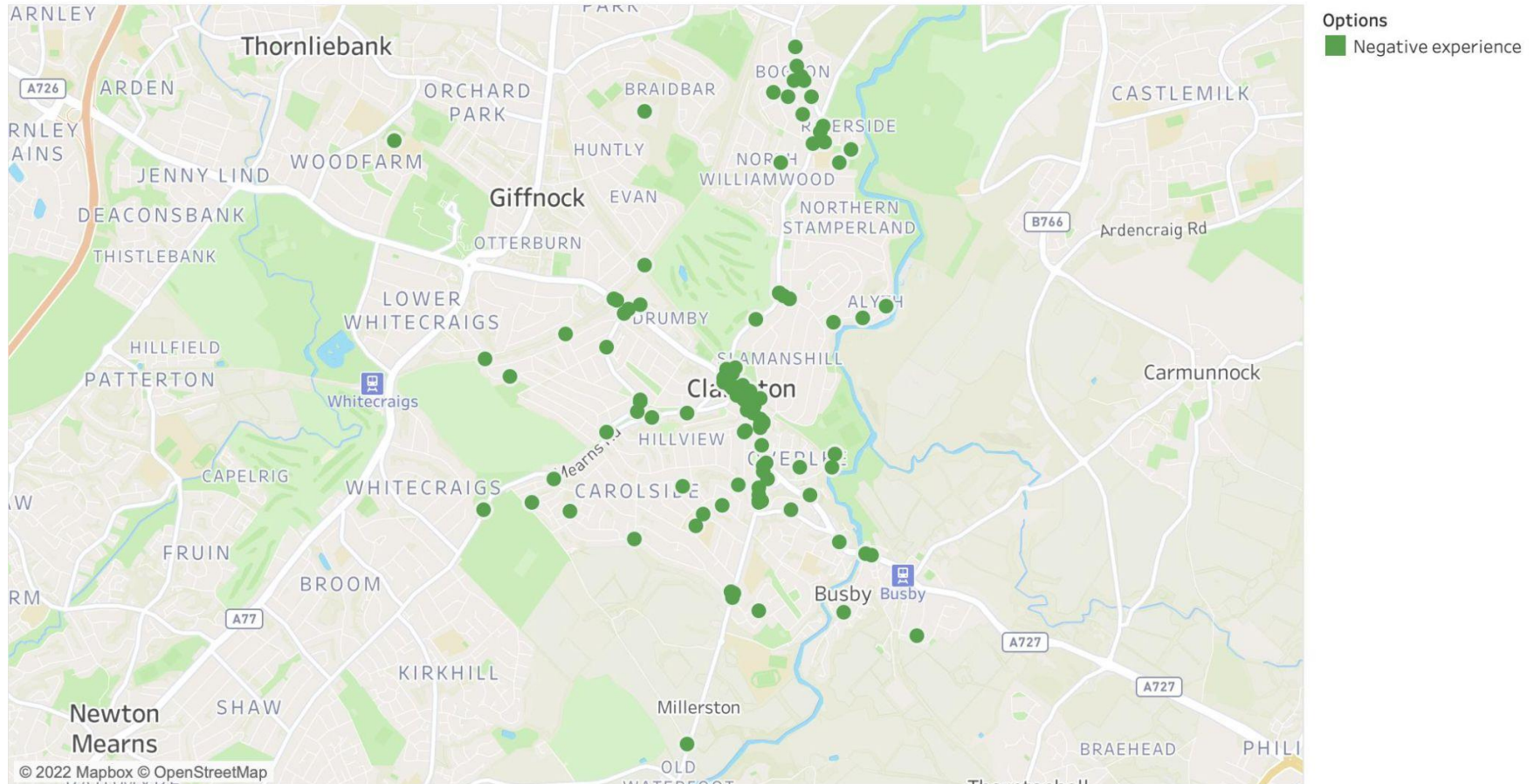
# Clarkston

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



## Clarkston

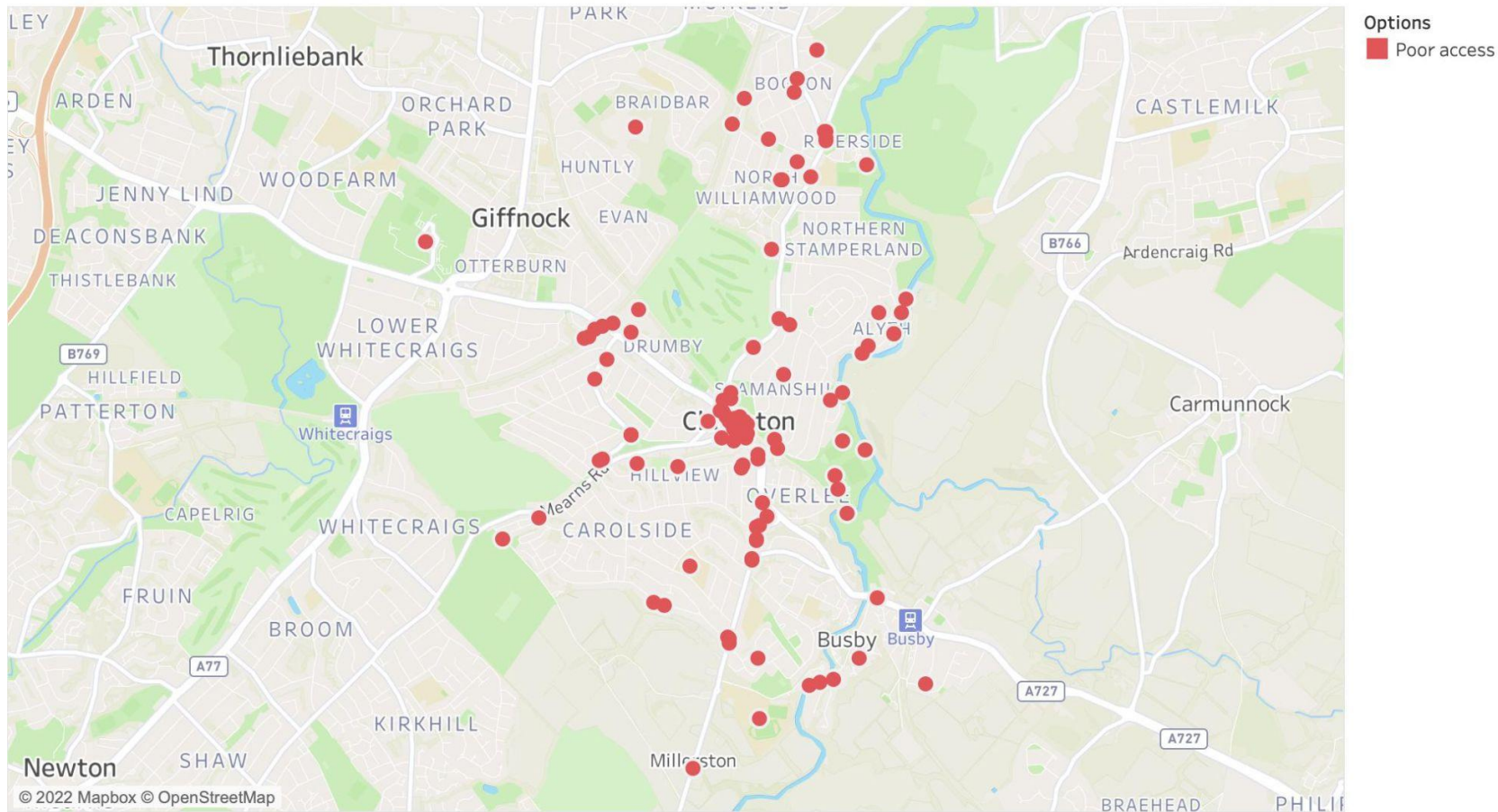
Map of comments - Choose the options that make you feel this way - Negative experience





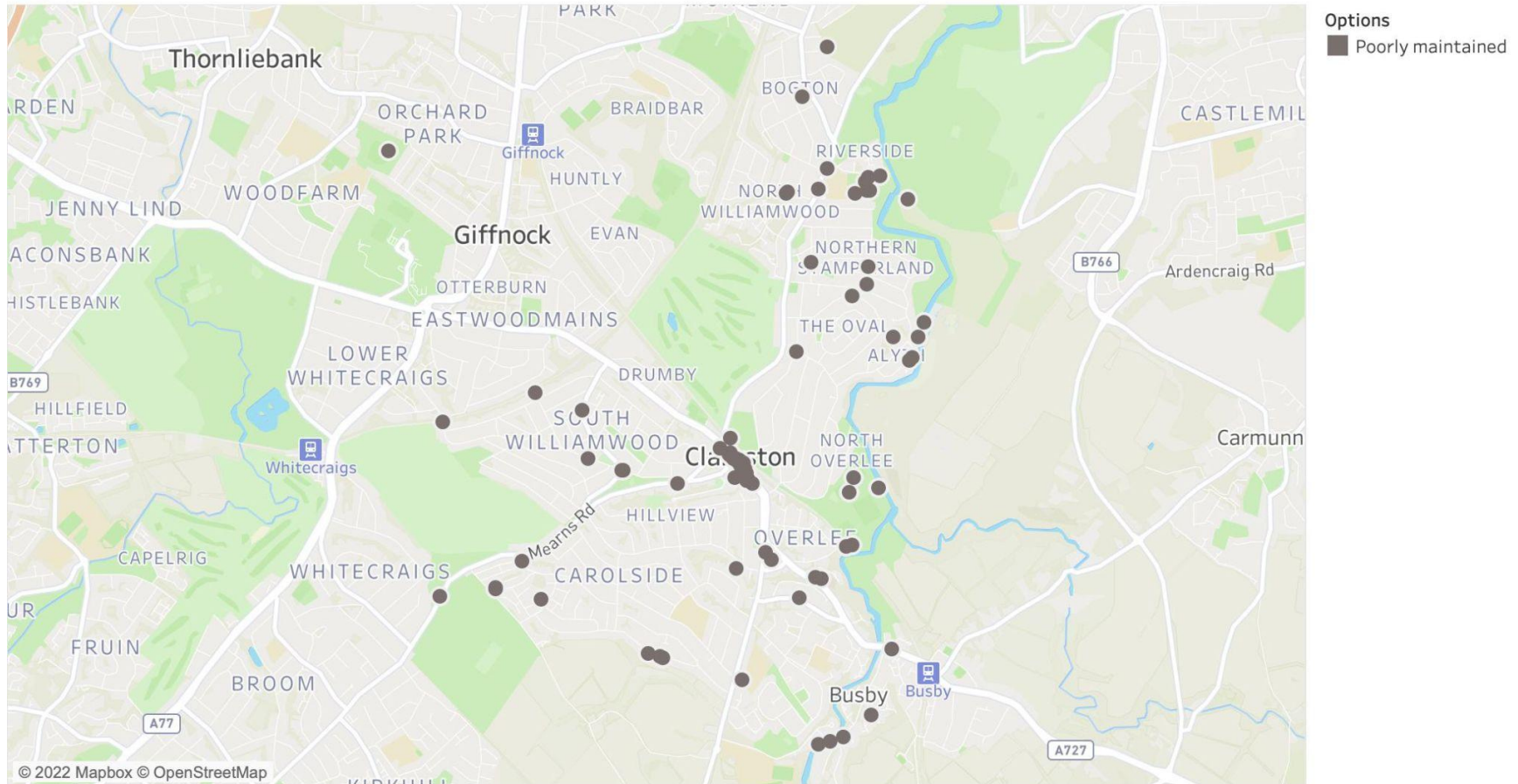
# Clarkston

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



# Clarkston

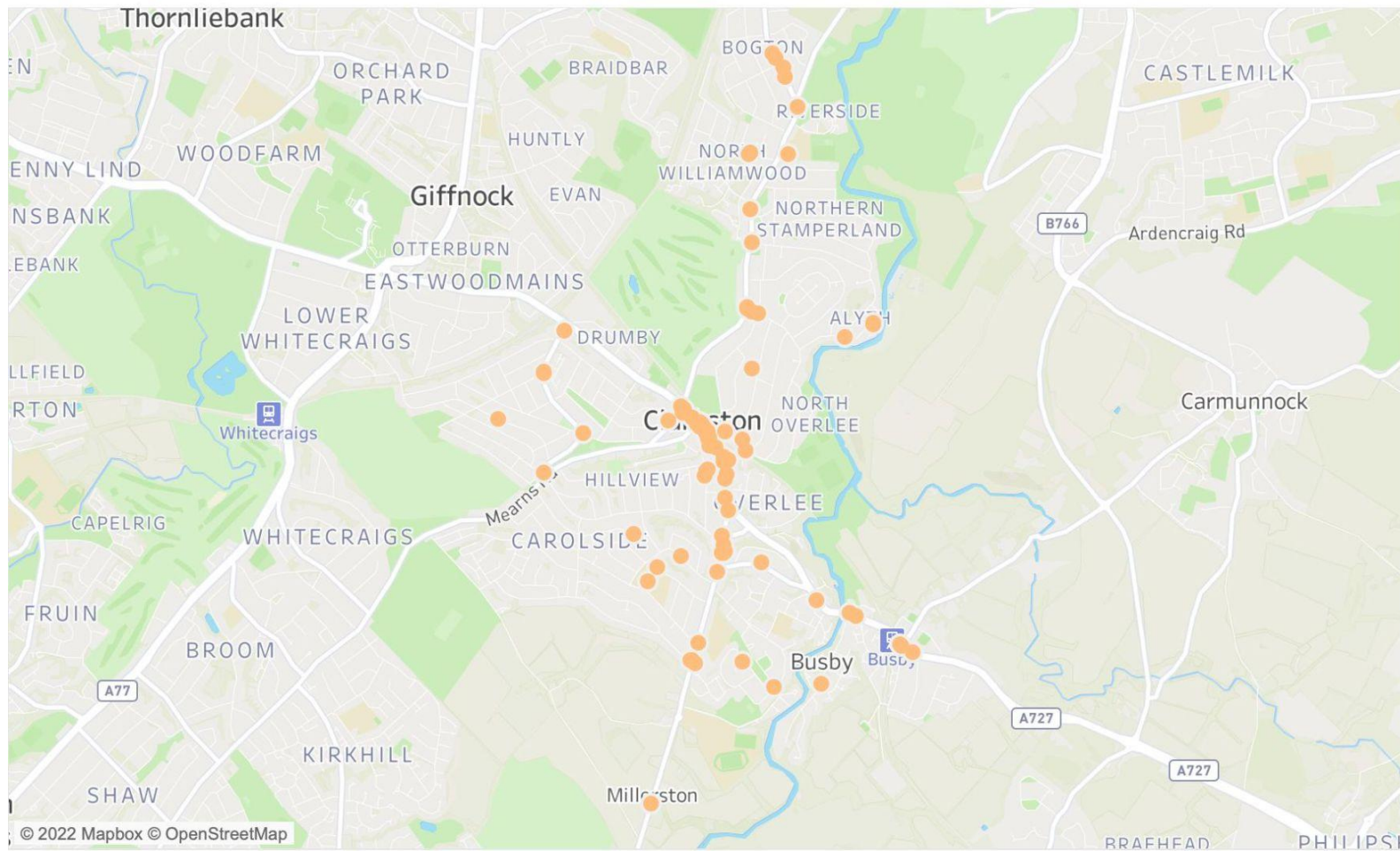
Map of comments - Choose the options that make you feel this way - Poorly maintained





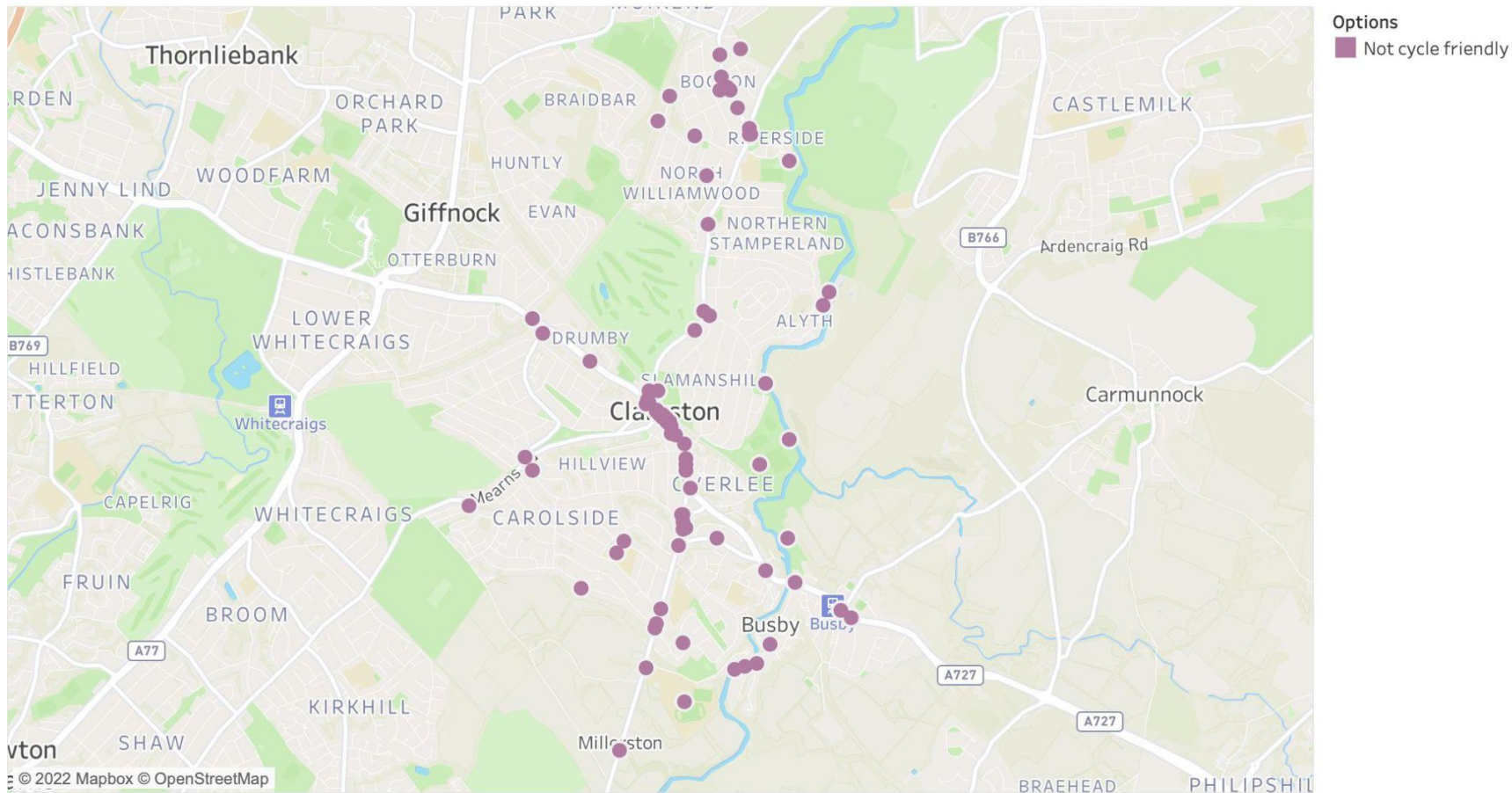
# Clarkston

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



# Clarkston

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



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