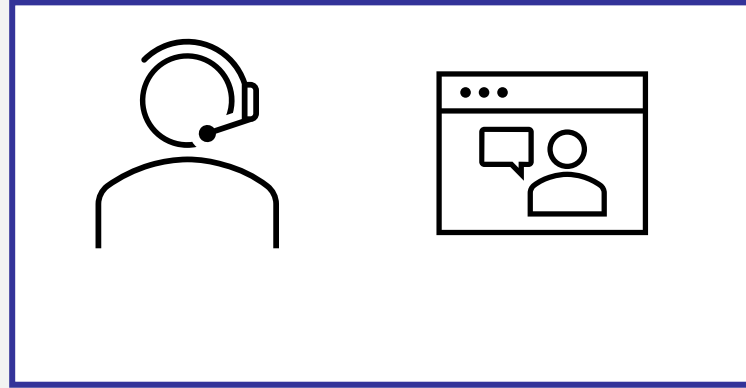




Renfrewshire Resident Survey

Primary Research
Results summary

Overview



- Hybrid research methodology
- 1,016 interview led surveys (telephone and face to face)
- Statistically robust sample c. +/-3%
- Representative sample spread across Renfrewshire

- Augmented by an online survey
- 1,029 interviews online
- Self-selecting sample
- Inclusiveness of opportunity but may provide a more biased view

Ward Response profile

Good representation has been achieved across Renfrewshire for both surveys but online surveys are heavily skewed in some geographical areas.

Electoral Ward	Population	% of population	Interviewer led survey respondents	% of interviewer led survey respondents	Online survey respondents	% of online survey respondents
Bishopton, Bridge of Weir and Langbank	13501	8.8%	100	9.8%	105	12.1%
Erskine and Inchinnan	13820	9.0%	62	6.1%	100	11.5%
Houston, Crosslee and Linwood	13527	8.8%	88	8.7%	98	11.3%
Johnstone North, Kilbarchan, Howwood and Lochwinnoch	12835	8.3%	68	6.7%	127	14.6%
Johnstone South and Elderslie	14233	9.2%	102	10.0%	68	7.8%
Paisley East and Central	11825	7.7%	82	8.1%	29	3.3%
Paisley Northeast and Ralston	9814	6.4%	70	6.9%	21	2.4%
Paisley Northwest	16803	10.9%	117	11.5%	45	5.2%
Paisley Southeast	10193	6.6%	62	6.1%	22	2.5%
Paisley Southwest	13300	8.6%	87	8.6%	37	4.3%
Renfrew North and Braehead	14363	9.3%	103	10.1%	151	17.4%
Renfrew South and Gallowhill	10025	6.5%	75	7.4%	64	7.4%
	154239		1016		867	

NB 164 online respondents did not provide postcode

Tenure Response profile

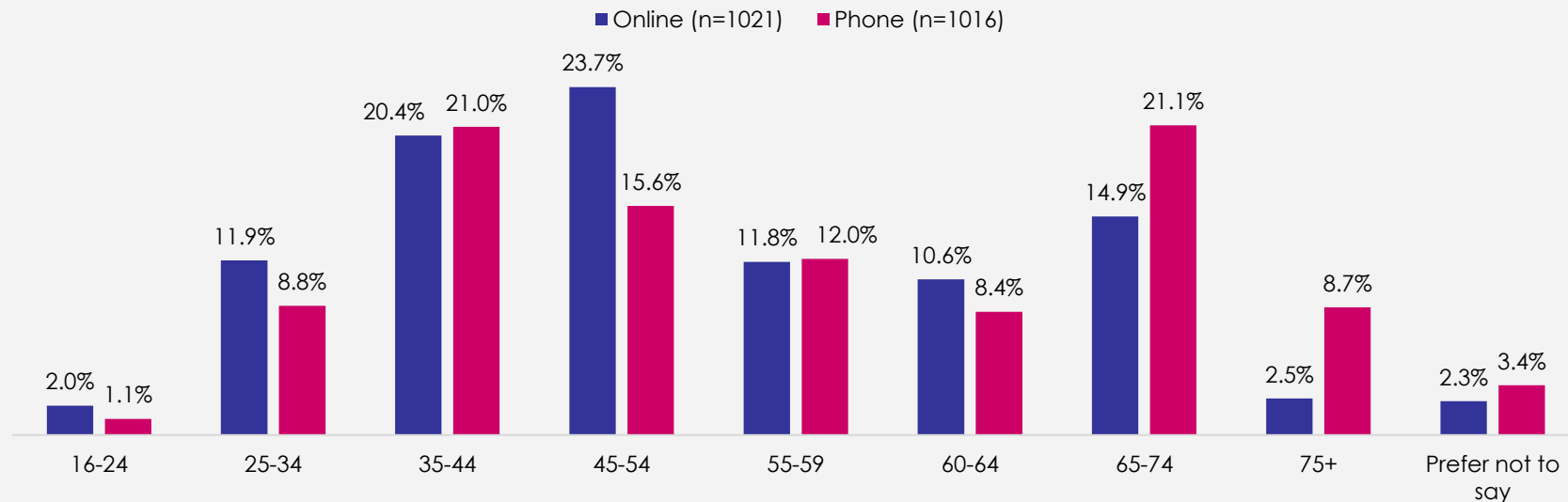
A significantly higher proportion of online respondents were owner occupiers compared to the interviewer led survey and the Renfrewshire population as a whole

Tenure	Renfrewshire	Interviewer led	
		Survey	Online survey
Owner occupied	65.73%	67.1%	84.6%
Rented privately	10.60%	7.9%	5.3%
Rented from housing associations	9.71%	10.2%	4.1%
Rented from local authorities	13.97%	14.8%	5.9%
Total	100.0%	100.0%	100%

(Source: NRS household population projections 2018 based, projected for 2023)

Online survey as younger response profile

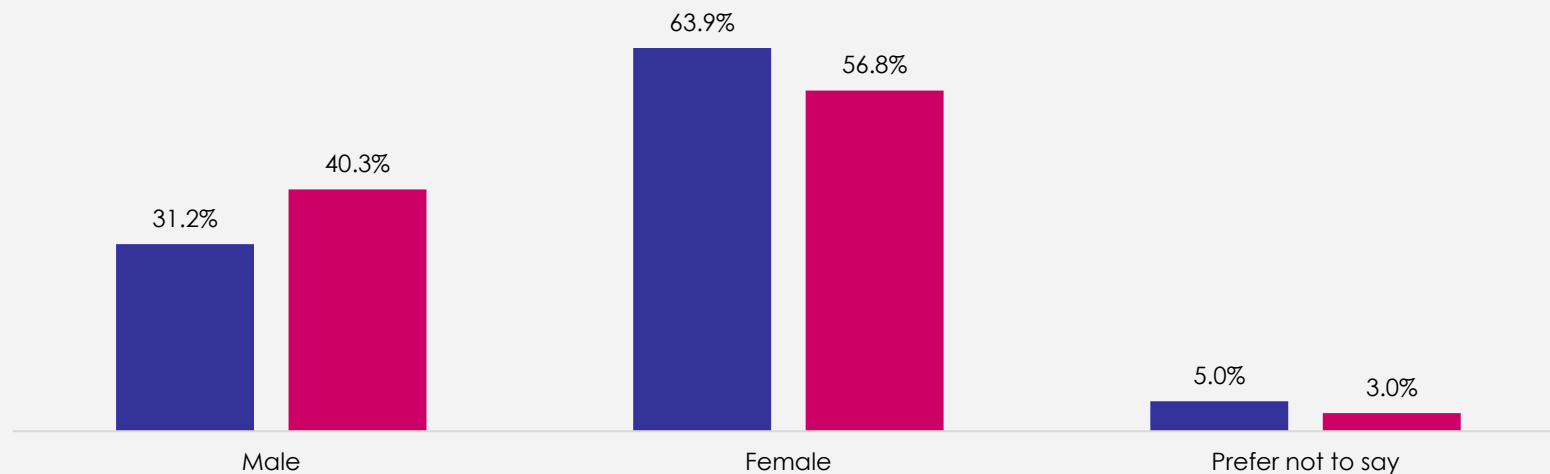
Q16 Which age band best describes you?



More females responded online

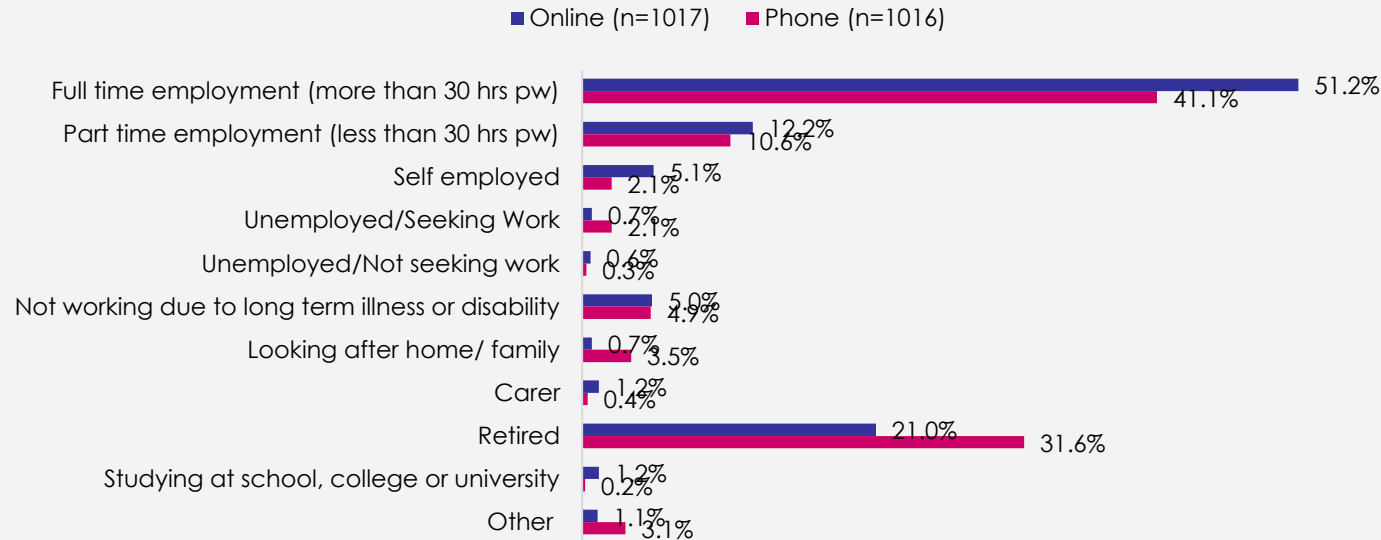
Q21 What is your sex?

■ Online (n=1008) ■ Phone (n=1016)



Online survey are more likely to be in employment

Q13 Which of the following best describes your employment status?

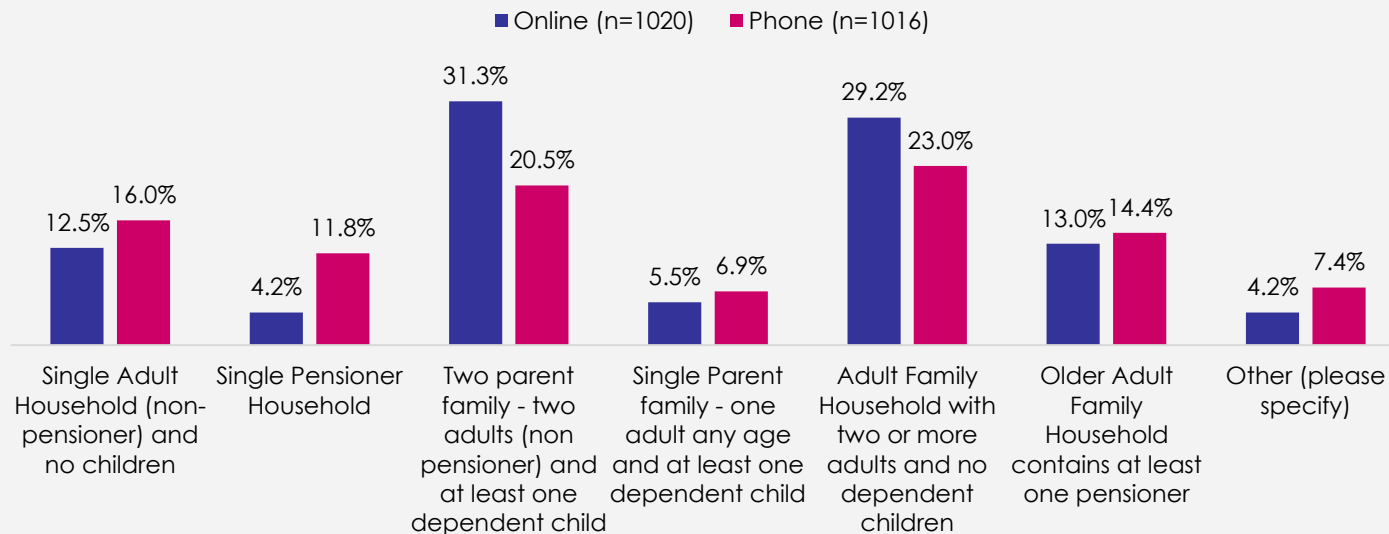


Online
 13% Council
 0.6% On Ren
 2% HSCP

Phone
 4% Council
 0.2% OneRen
 1% HSCP

Online survey more likely to have children in the household

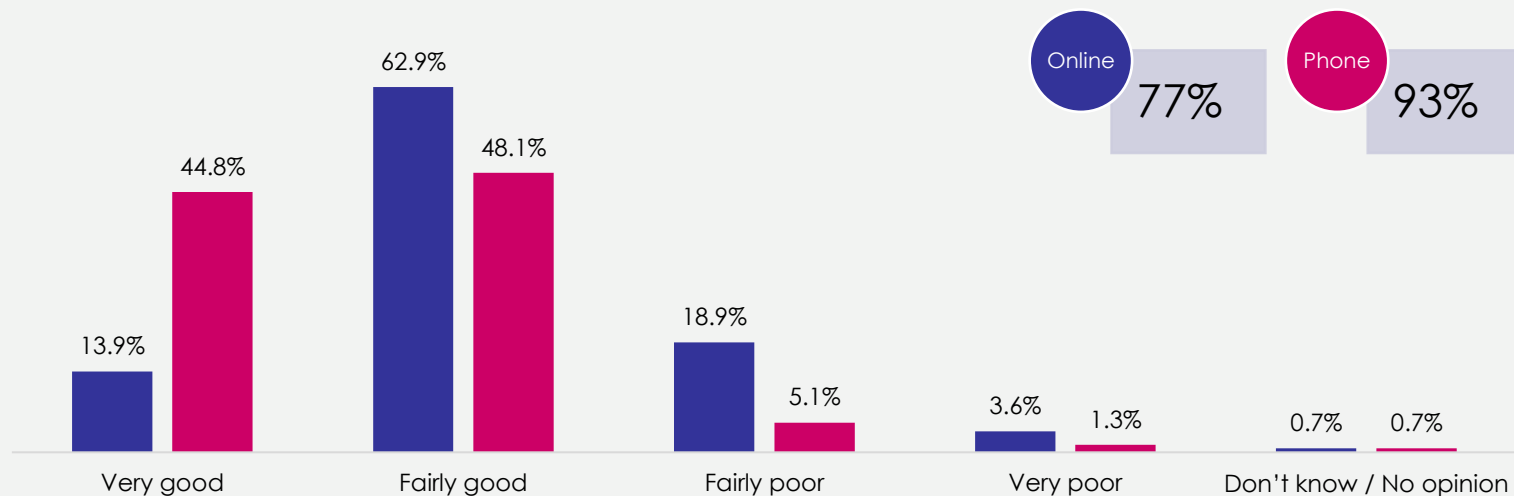
Q12 What best describes your household?



Renfrewshire as a place to live

Q2 How would you rate Renfrewshire as a place to live?

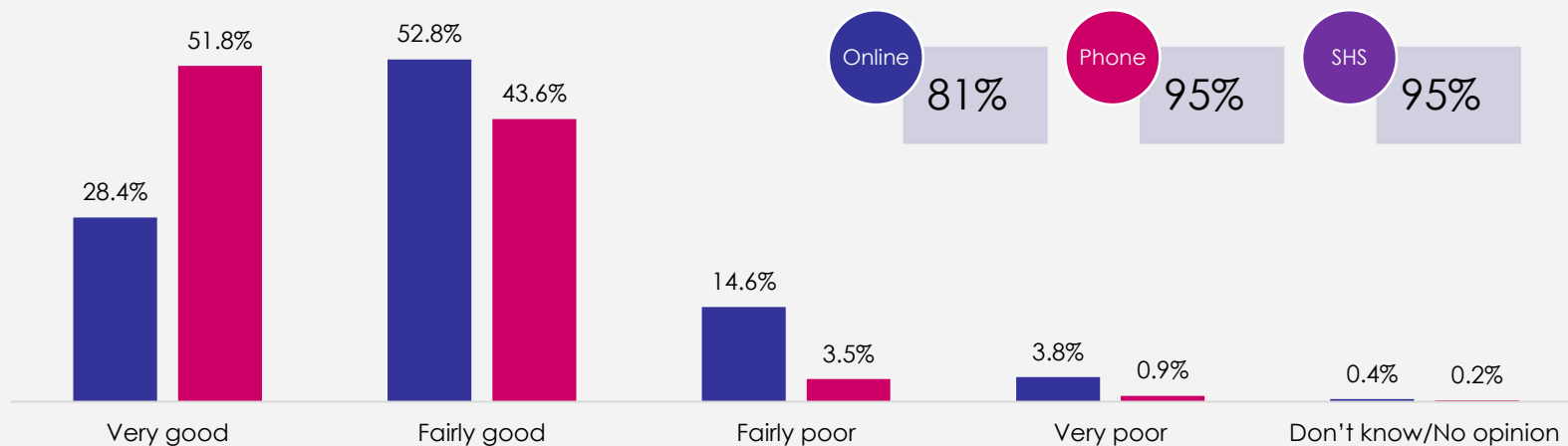
■ Online (n=1026) ■ Phone (n=1016)



Rating of the neighbourhood

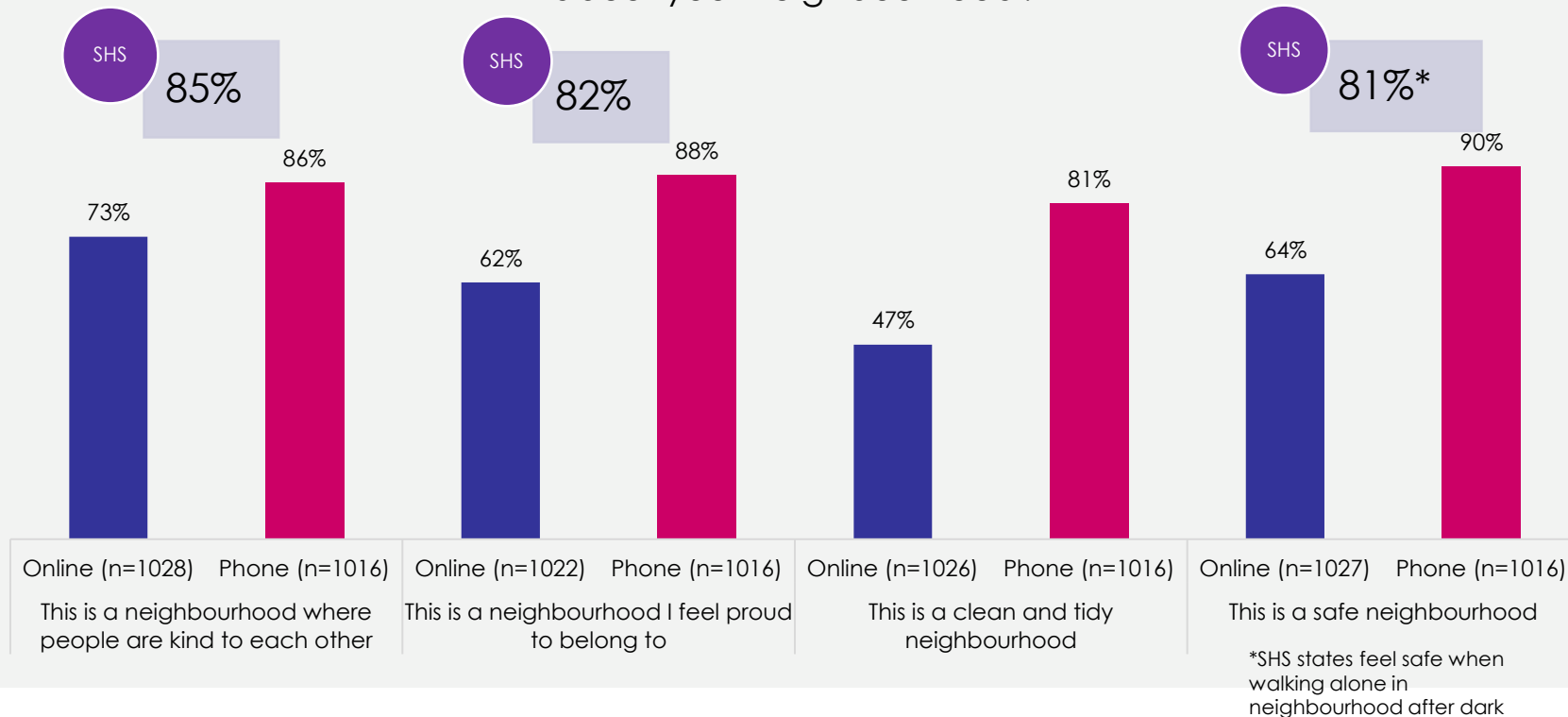
Q3 Thinking about the neighbourhood that you live in, how would you rate it as a place to live?

■ Online (n=1025) ■ Phone (n=1016)



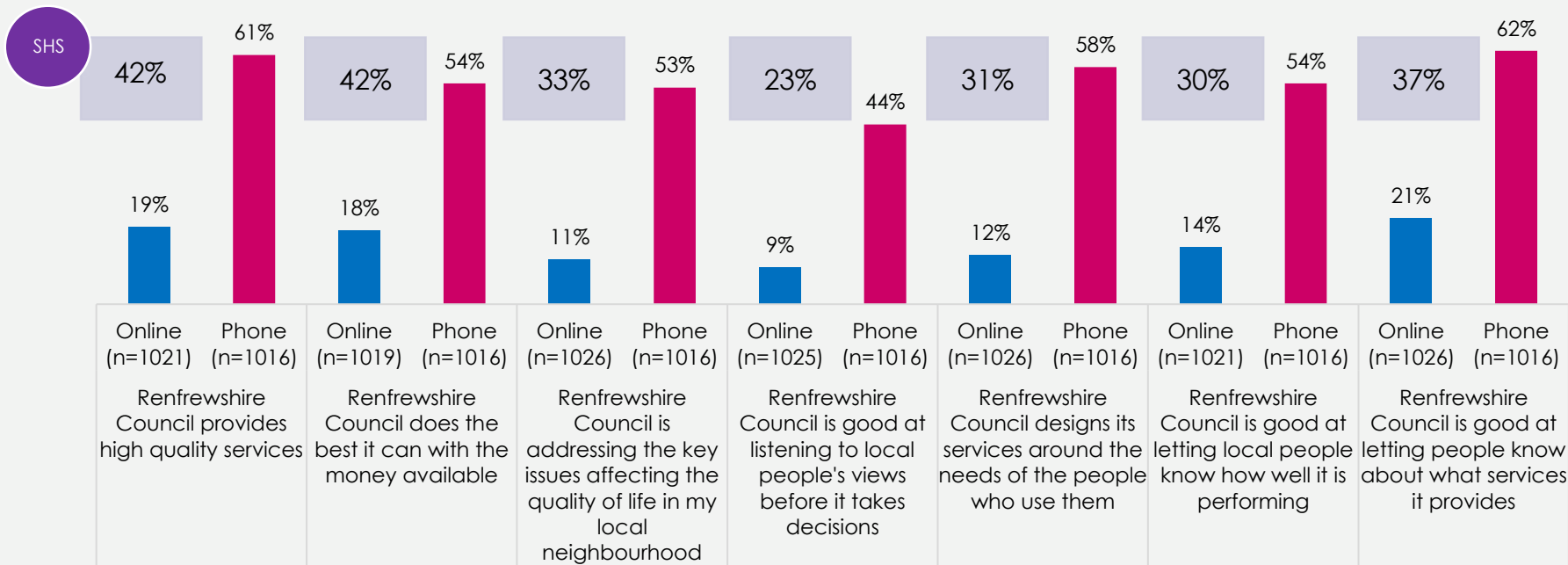
Neighbourhood perceptions

Q4 How strongly do you agree or disagree with each of these statements about your neighbourhood?



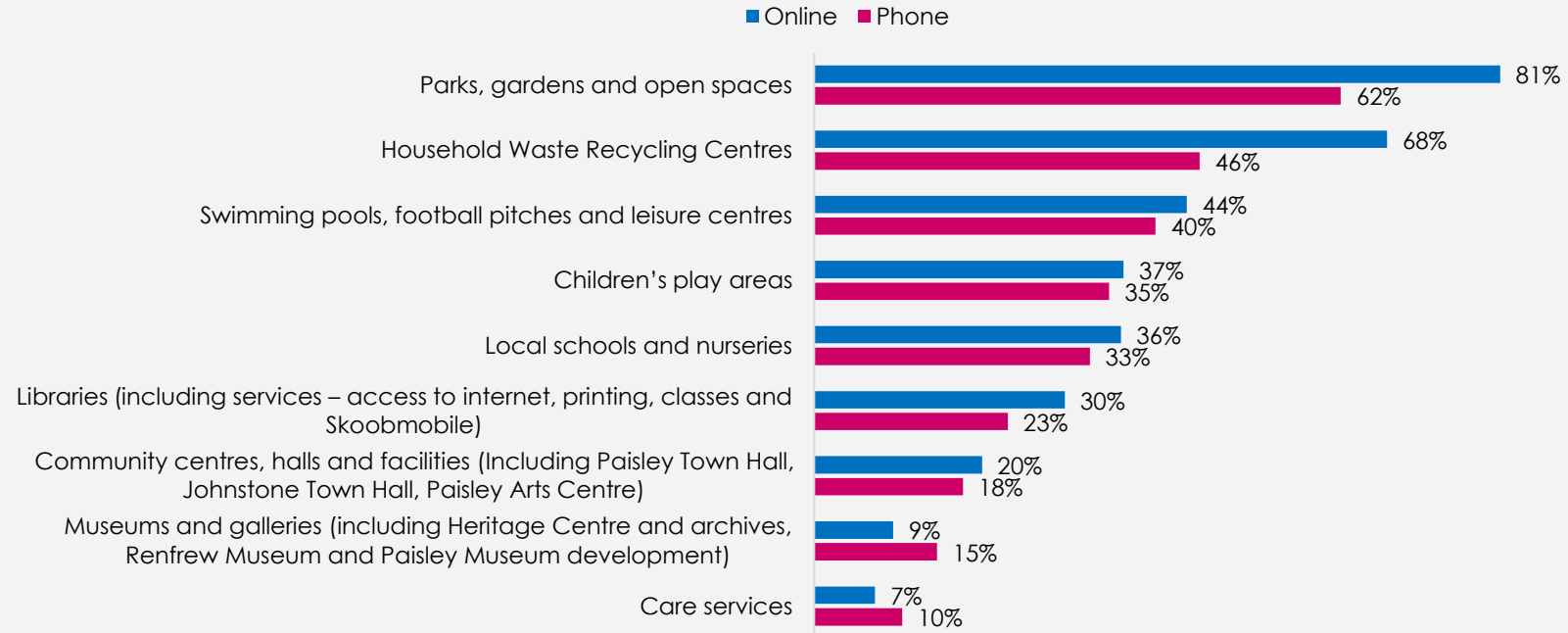
Perceptions of Council services

Q5 This is a list of statements that could be used to describe a local council.
To what extent do you agree or disagree that they apply to Renfrewshire Council?



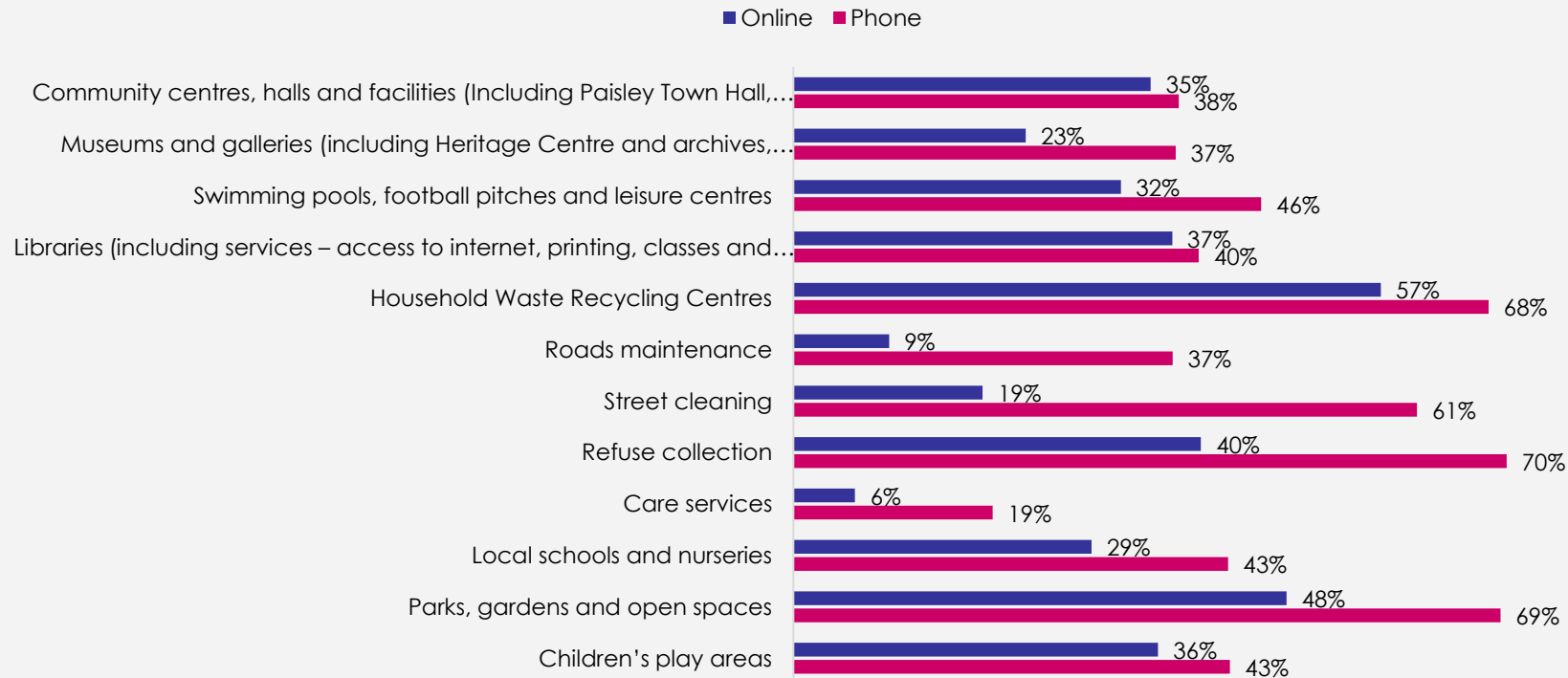
Service usage - ranked

Q6 How often do you use the following Council and partner services?
(% using at least once a month)



Service satisfaction (all respondents)

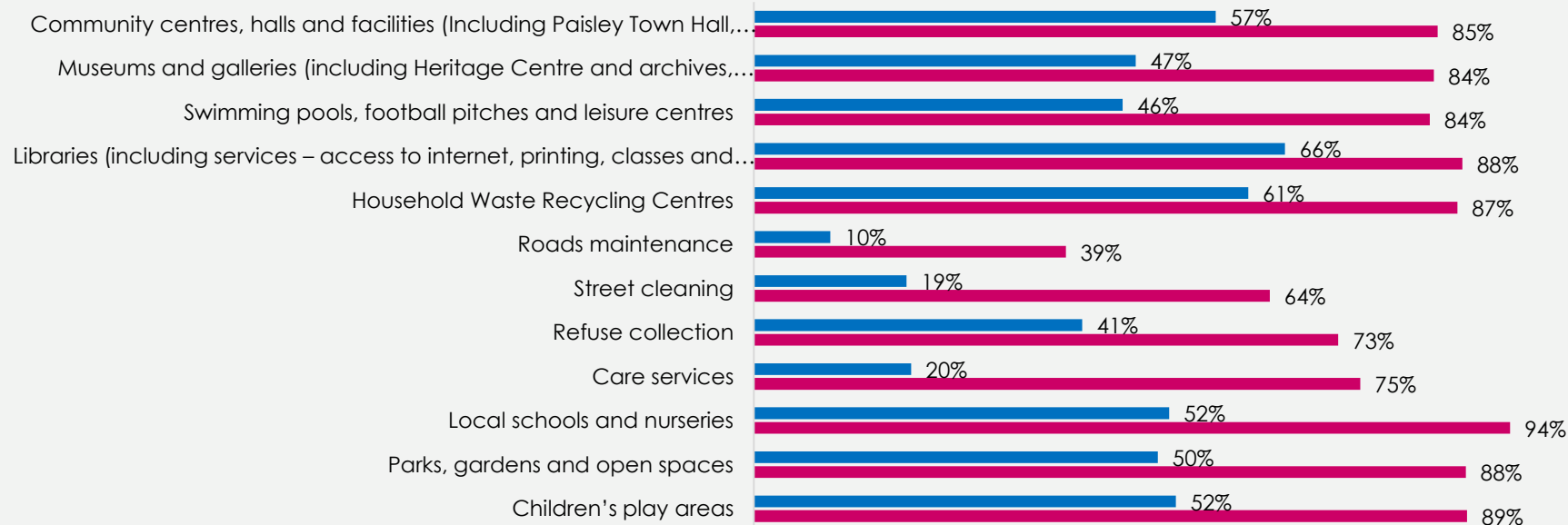
Q7 How satisfied are you with the following services? (all respondents)



Service satisfaction (excluding DK)

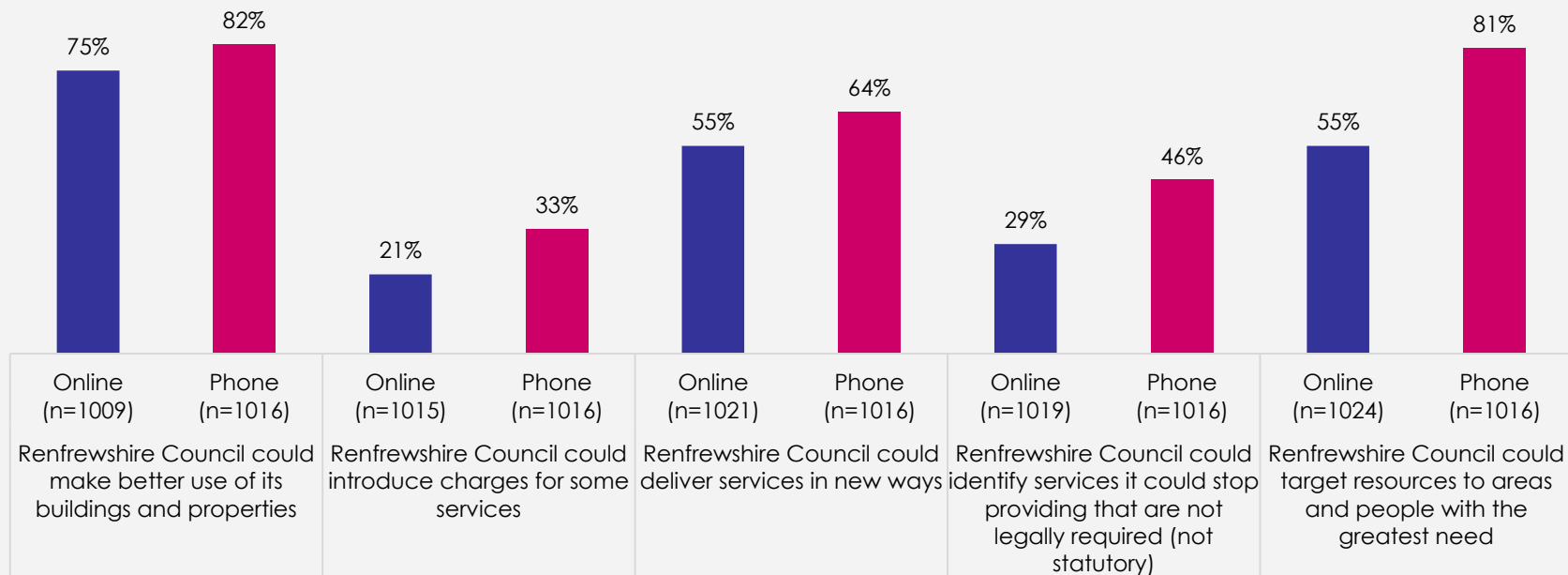
Q7 How satisfied are you with the following services? (excluding don't know responses)

■ Online ■ Phone



Balancing budgets

Q8 The Council may need to take a different approach to help balance its budget in the future. How strongly do you agree or disagree that they should look at doing each of these?



Priorities – ranked

Q9 On a scale of 1 to 5 where 1 is not at all important and 5 is absolutely essential, how would you score these priorities? (excludes don't know)

■ online ■ Phone



Financial management

Q15 Which of the following best describes how you say your household is currently managing financially?

■ Online (n=1026) ■ Phone (n=1016)

