enventure research

STROUD DISTRICT COUNCIL

Resident and Business Surveys 2024

Research report

November 2024

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Research overview

01.

Introduction

Stroud District Council is committed to listening to and engaging with residents, to continuously improve service provision and inform the refresh of the council's strategic plan and the budget setting process for 2025/26.

To achieve this, the Council commissioned a resident survey in line with the Local Government Association's (LGA) benchmarking resident survey question set and guidance to:

- Gain insight from a statistically representative sample of the district's population, to explore satisfaction levels with the council, the services it provides and the perceived value for money
- Benchmark against the five previous iterations of the survey (latest 2023) wherever possible to understand trends and differences
- Benchmark against other local authorities
- Investigate residents' concerns and priorities to inform the strategic plan

The council also wished to gain insight into the views of business owners to understand their perceptions of the council and the local area as a place to run a business.

The Council appointed Enventure Research, an independent research agency, to deliver surveys with residents and businesses in September 2024. This report details the findings from these surveys.

Survey methodology

- Questionnaires were co-designed by the Council and Enventure Research.
- The resident survey used some questions from the LGA question set, which covered topics such as perceptions of and satisfaction with the Council and the services it provides, and perceptions of the local area and community.
- Other questions were also repeated from previous years and new questions were introduced this year.
- The resident survey was undertaken with residents of the Stroud district area aged 18+ using a CATI methodology (Computer Aided Telephone Interviewing) with additional face-to-face on-street interviews carried out to balance quotas with hard-to-reach residents.
- Quotas were set for the resident survey to achieve a sample that was representative of the local population in terms of age group, gender, and local area. Other demographics such as ethnicity and disability, were expected to fall out naturally due to the random nature of the sampling.
- The business survey was undertaken using a CATI methodology and also explored perceptions of the Council and the services it provides, as well as perceptions of the local area.
- Quotas were set for the business survey on business size.
- Interviews took on average 12 minutes.
- The surveys were piloted to check ease of understanding, and that the length was appropriate.
- **500 interviews** were completed with **residents** and **200 interviews** with **businesses** between 2 September and 30 September 2024.

Interpreting the results

As the surveys were completed by samples and not the entire resident or business population of Stroud, results are subject to sampling tolerances. For the resident survey, based on an approximate total Stroud district population of 119,019 (2018 ONS), a sample of 500 responses gives results that are accurate to approximately ±4.4% at the 95% confidence interval.

This report contains various tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer (multiple choice)
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- A response of between 0% and 0.4% will be shown as 0%

For the analysis of certain questions, response options have been grouped together to provide an overall level. For example, in some instances ‘strongly agree’ and ‘tend to agree’ have been grouped and shown as ‘agree’.

Statistical analysis has been used to explore differences in the results provided by key subgroup segments. Where base sizes for groups are not large enough, subgroups have been combined to create larger groups. Subgroup analysis is shown only where statistically significant differences between subgroups at the 95% confidence level have been found using the z-test. However, these should be interpreted with caution, as the smaller base sizes for subgroups means they have a higher margin of error.

Verbatim comments from open-end (free text) questions were read in detail and code frames developed to show thematic analysis and categorisation of themes.

Benchmarking

LGA benchmarking

- Stroud District Council wished to benchmark resident survey results against other local authorities where possible, to provide a robust picture of performance. To allow for benchmarking:
    - The Local Government Association's rigorous methodology guidance, 'Are you being served?', was followed, which asked set questions that could be compared.
    - A representative sample of residents of the borough was achieved to provide a robust level of confidence in the results.
    - The methodology employed enables like-for-like comparison of local results with the LGA's national results.
- The LGA carries out national telephone resident satisfaction polls three times a year. Comparisons in this report are with the LGA polls conducted in June each year. The most recent June survey 2024 (round 38) was conducted by Yonder Data Solutions with a random sample of 1,000 British adults aged 18+.
- Comparisons have not been made for every question as not all questions in the resident survey were asked in the LGA polling survey.

Benchmarking with previous surveys

- Comparisons have been made in this report with the four most recent resident and business surveys conducted on behalf of Stroud District Council to show trends and differences over the last five years.
- When interpreting comparisons, it should be kept in mind that previous waves of the survey were conducted using exclusively telephone interviews, whereas this year's resident survey used a telephone and face-to-face interviewing methodology.
- It should also be kept in mind that the profile of business respondents is likely to be different year on year, and this should also be kept in mind when making comparisons.
- Historical figures quoted in this report have been taken from the 2023 report provided to the Council by Future Focus Research.

Resident survey key findings

02.

Satisfaction with the Council, value for money and keeping residents informed

Many are satisfied with the Council and trust levels have increased since last year, with the Council performing better than the national figure on both metrics

- 68% were either very satisfied or fairly satisfied with the way the Council runs things, consistent with last year (69%).
- 13% were either fairly or very dissatisfied and 18% felt neither satisfied nor dissatisfied.
- Satisfaction with the Council (69%) is higher than the national figure of 55%[1].
- 69% said they trusted the Council either a great deal or a fair amount, an increase since last year from 62%.
- In contrast, 25% said they did not trust the Council either very much or at all.
- The level of trust in the Council (69%) is also above the national figure (53%)[1].
- Older residents (75+) were more likely to be satisfied with the Council and to trust it.

The Council is performing better than the national picture for value for money, but there are mixed views about how well it keeps residents informed

- 47% either strongly agreed or tended to agree that the Council provides value for money, but this has fallen since last year (58%).
- 21% disagreed either strongly or tended to that the Council provides value for money and 30% neither agreed nor disagreed.
- In contrast, 38% agreed their council provides value for money nationally[1], meaning SDC is performing better (47%).
- 51% thought the Council keeps residents either very or fairly well informed, continuing the downwards trend over the last five years.
- 43% thought the Council does not keep residents well informed very well or not at all.
- However, the extent to which the Council keeps residents well informed (51%) is consistent with the national figure (52%)[1].

[1]LGA polling on resident satisfaction with councils round 38 (June 2024)

Perceptions of the Council's performance

Positive increase for acting on resident concerns since last year but half are likely to be on the fence when it comes to advocacy

- 58% thought that the Council acts on the concerns of local residents a great deal or a fair amount, an improvement since last year (53%).
- In contrast, 27% felt the Council did not act on residents' concerns very much or at all.
- The proportion who thought the Council acts on residents' concerns (58%) is above the national figure (47%)[1].
- 38% would speak about the Council positively and 12% would speak negatively.
- The proportion who have no views one way or the other has increased since last year (25% to 50%), resulting in the proportion who would speak positively falling from 53% to 38%.

Majority proportions agree the Council cares about people and businesses, has maintained services to a good standard, and is working to improve the environment

- 60% either strongly agreed or tended to agree that services have been maintained to a good standard, a slight decrease since last year (64%) and continuing the downwards trend.
- 63% strongly agreed or tended to agree that the Council is working to improve the environment, which is consistent with last year (61%) and 2022 (64%).
- 58% strongly agreed or tended to agree that the Council cares about people and businesses that make up communities, which is fairly consistent with last year (55%).
- When asked to suggest three words to describe how they want the Council to be, "efficient" was the most common, suggested by 29%.

[1]LGA polling on resident satisfaction with councils round 38 (June 2024)

Perceptions of the local area, their community and the cost of living

High level of satisfaction with the local area, positive perception of community cohesion and strong sense of belonging, but there's a feeling that roads need improving

- 90% are either very or fairly satisfied with their local area as a place to live, which is consistent with last year (93%) and above the national figure in the LGA polling survey (75%)[1].
- 86% felt very or fairly strongly that they belong to their local area, consistent with last year (88%) and this was particularly high in Stroud Valleys (90%) and among older residents (90% 55+).
- 70% definitely agreed or tended to agree that people from different ethnic backgrounds get on well together in the local area, which is a decrease since 2023 (79%).
- When asked to identify three things that most need improving in the local area, 60% cited the roads and highways and 23% mentioned public transport.

Many are concerned about the cost of living, particularly energy costs and paying their monthly bills

- 74% were very or slightly concerned about the impact of the cost of living for their household and 25% were not concerned.
- Of most concern were energy costs (41%), followed by paying monthly bills (28%) and the cost of housing (19%).
- Younger respondents were more likely to report every financial concern than older people.
- Those in areas of higher deprivation were more likely to say they had concerns with paying monthly bills than those in other areas.

[1]LGA polling on resident satisfaction with councils round 38 (June 2024)

Resident contact with the Council and attitudes towards the funding gap

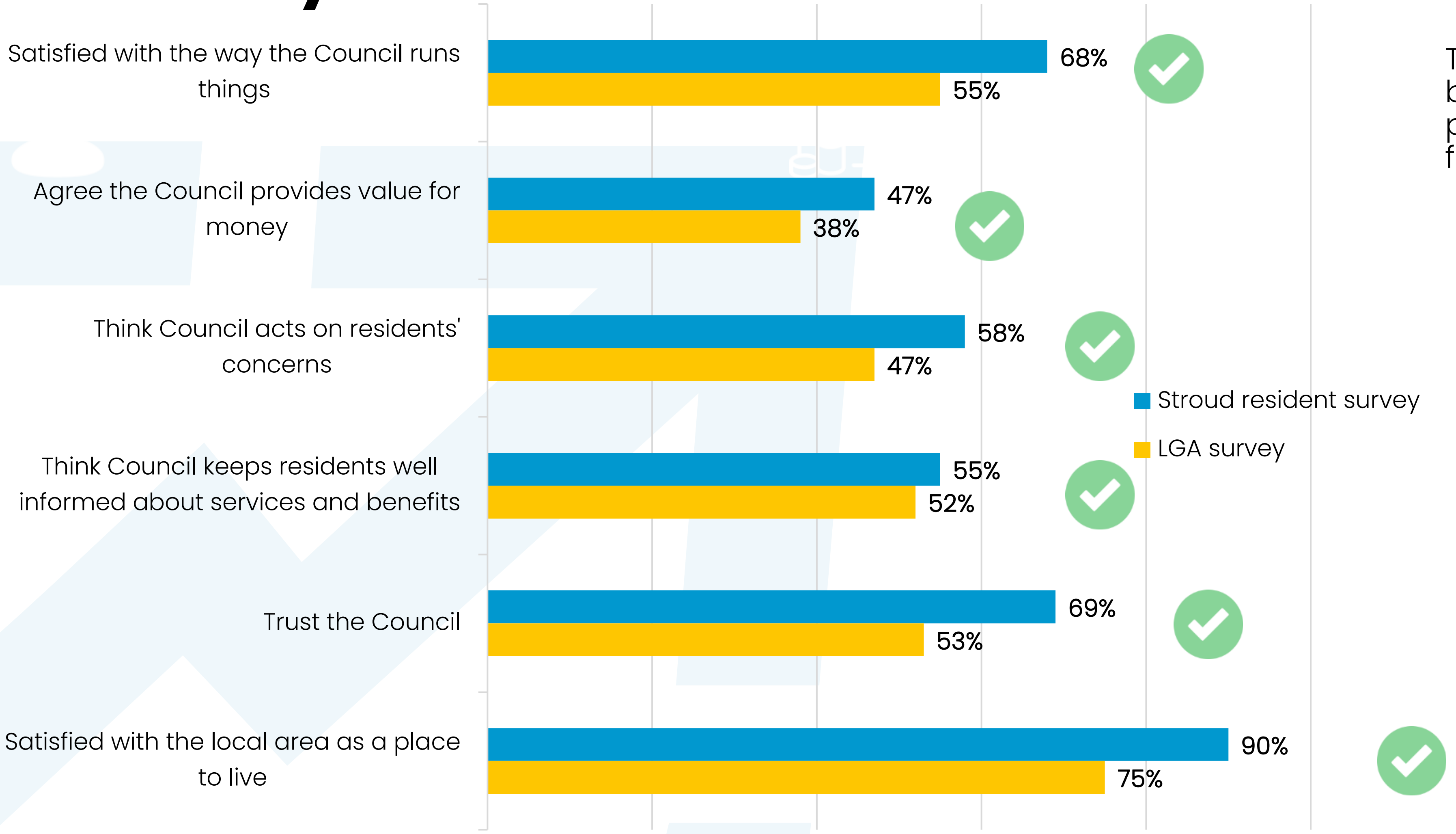
Positive experiences of the Council customer service, but some feel that enquiries could be resolved sooner

- 43% had contacted the Council in the last 12 months, which included 28% by phone and 17% by email.
- 86% agreed that they would be happy to contact the Council again using the same contact method, 7% neither agreed nor disagreed and 7% disagreed.
- 67% agreed that they had no problems accessing the service they needed, 11% neither agreed nor disagreed and 21% disagreed.
- 67% agreed that staff were helpful and efficient, 14% neither agreed nor disagreed and 18% disagreed.
- 75% agreed the information given was clear and easy to follow, 8% neither agreed nor disagreed and 16% disagreed.
- 62% agreed that their enquiry or request was resolved in a timely manner, 10% neither agreed nor disagreed and 26% disagreed.

Most agree with prioritising essential services and there is some agreement with other options to meet the funding gap, but many oppose an increase to Council Tax

- From a series of options for the Council to consider as part of its plan to meet the funding gap:
  - 77% agreed that the Council should prioritise essential services (8% disagreed and 12% neither agreed nor disagreed).
  - 46% agreed that the Council should review staff vacancies and consider options for keeping vacant (18% disagreed and 29% neither agreed nor disagreed).
  - 45% agreed the Council should charge for new services but 28% disagreed (24% neither agreed nor disagreed).
  - 40% agreed that the Council should implement reasonable increases to existing charges but a similar proportion, 37%, disagreed (22% neither agreed nor disagreed).
  - 58% disagreed with an increase to Council Tax (22% agreed and 19% neither agreed nor disagreed).
- When asked, 59% did not suggest any additional services they would be prepared to pay for. Services most commonly suggested included activities, support or services for children and young people (6%), improved public transport (6%) and improved roads (5%).

Resident survey LGA polling survey comparison summary



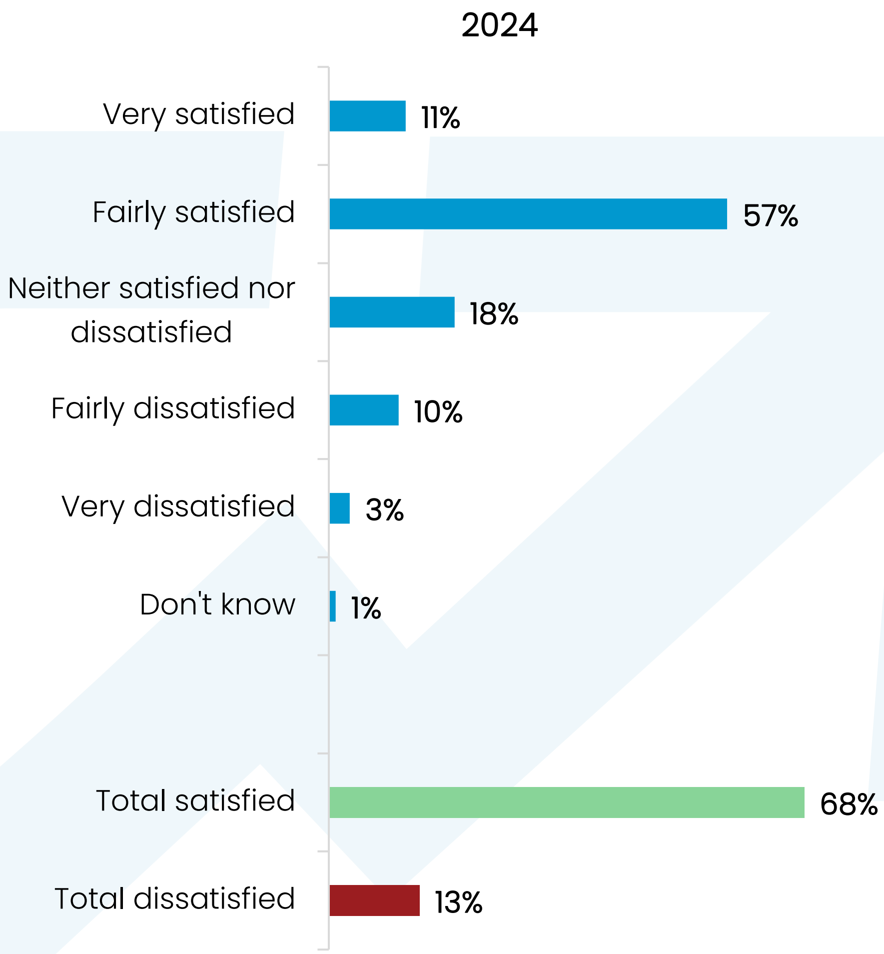
The council is performing better than the national picture in the LGA survey for all measures.

Question: Various
Base: All respondents (Resident survey 2024: 500; LGA Polling Survey June 2024 Round 38: 1,000).

Resident perceptions of the Council and its customer service

03.

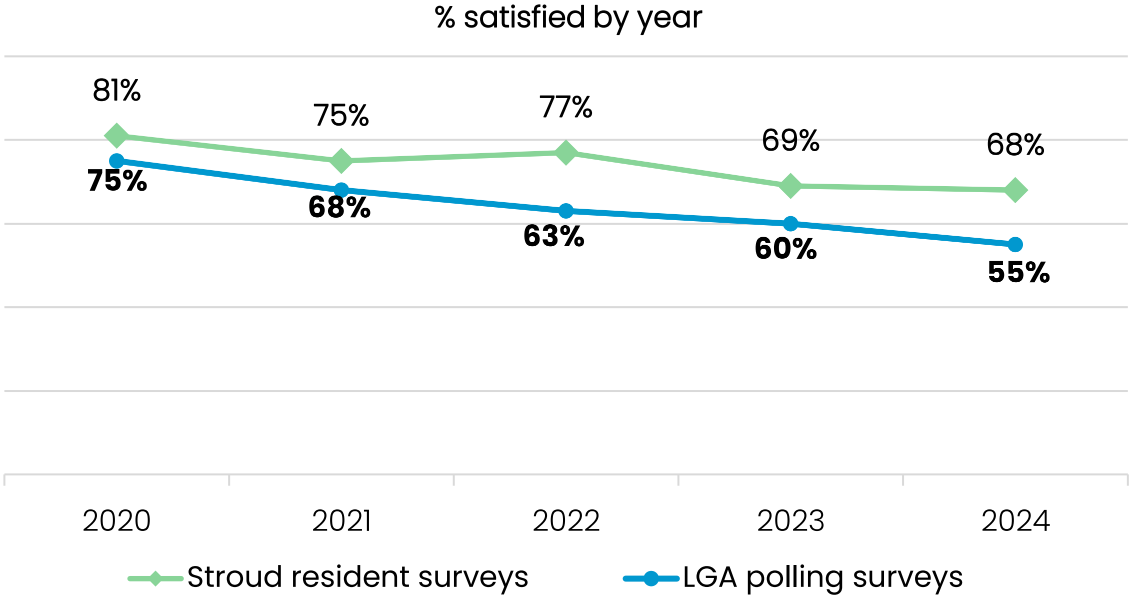
Many are satisfied with the way the Council runs things



In total, two thirds of respondents (68%) were satisfied with the way Stroud District Council runs things, made up of 57% who were 'quite satisfied' and 11% who were 'very satisfied'.

Dissatisfaction was lower at 13% and a further 18% said they were neither satisfied nor dissatisfied, suggesting they may be 'on the fence' regarding their perception of how well the Council is performing.

The level of satisfaction this year is consistent with last year's survey (68%) and is above the LGA national figure (55%), in line with previous years.

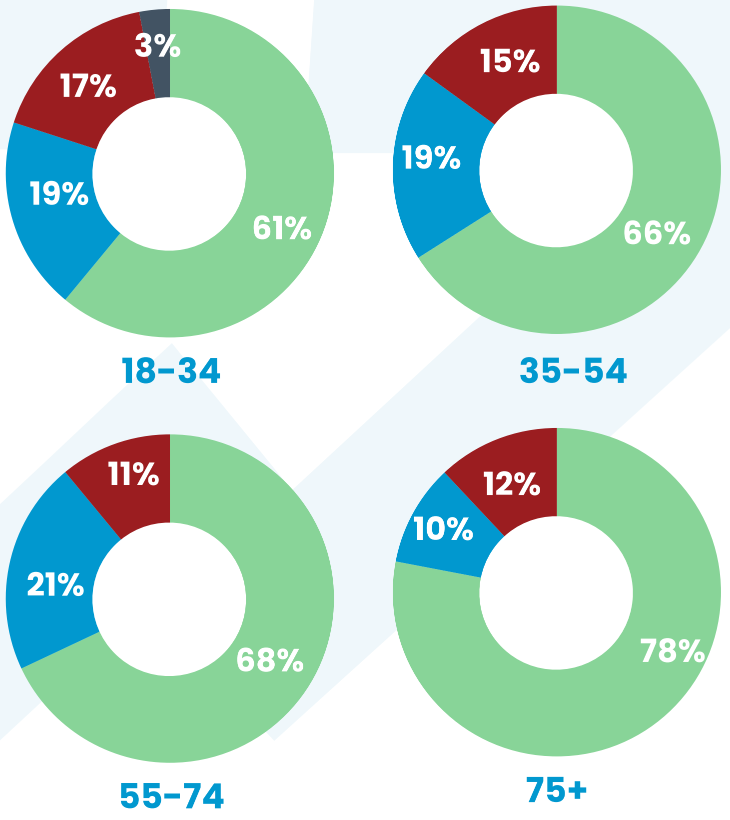


Question: Overall, how satisfied or dissatisfied are you with the way Stroud District Council runs things?
Base: All resident respondents in Stroud resident surveys (500); LGA polling surveys (1,000-1,006)

Variation in satisfaction by subgroups

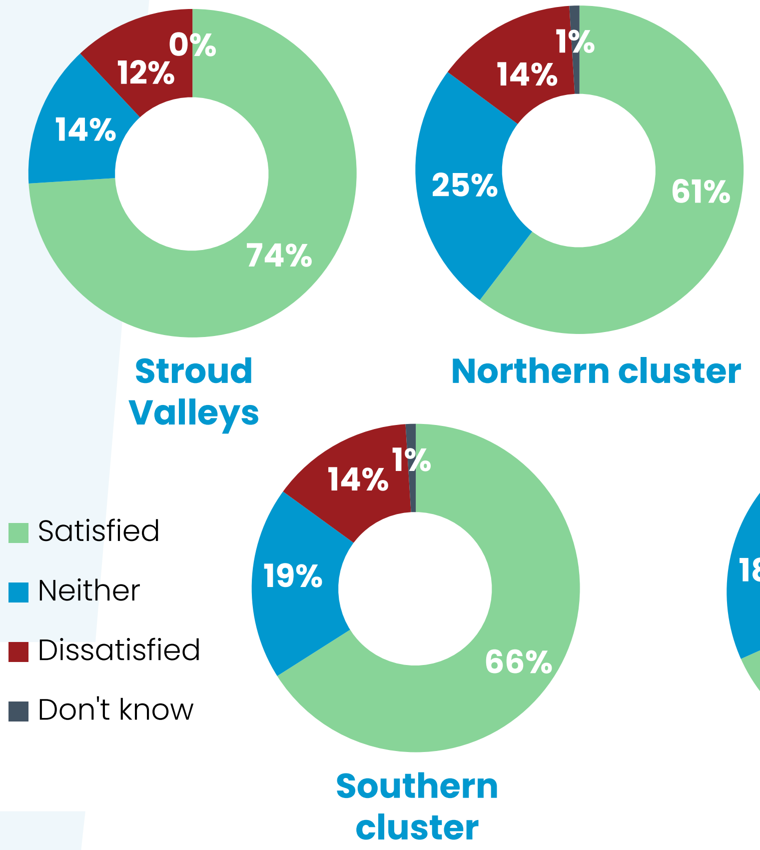
By age

Analysis by demographic subgroups highlights that older respondents were more likely to be satisfied when compared with younger respondents.



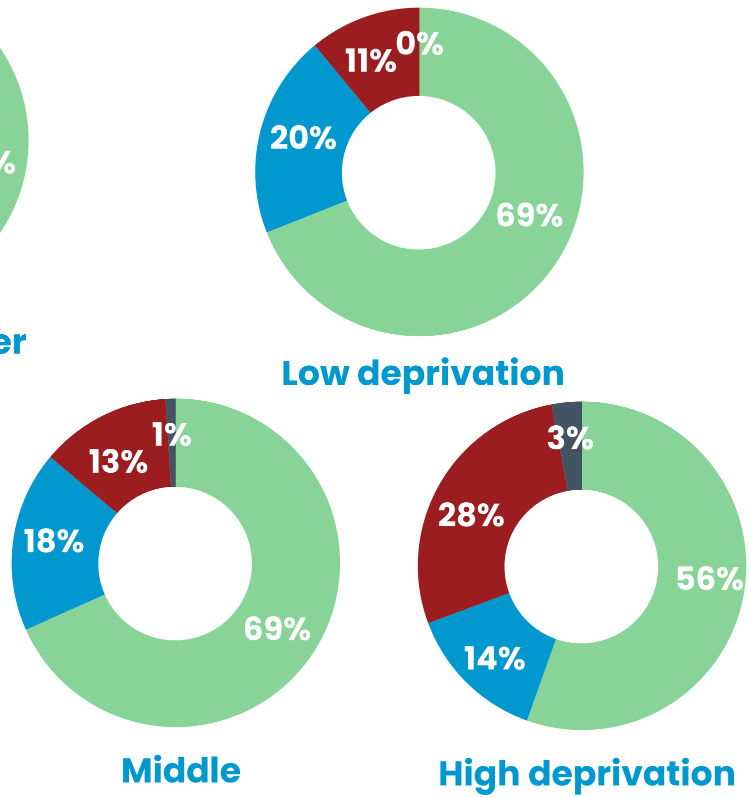
By location

Satisfaction was higher amongst those living in Stroud Valleys, particularly when compared with those living in the Northern cluster.



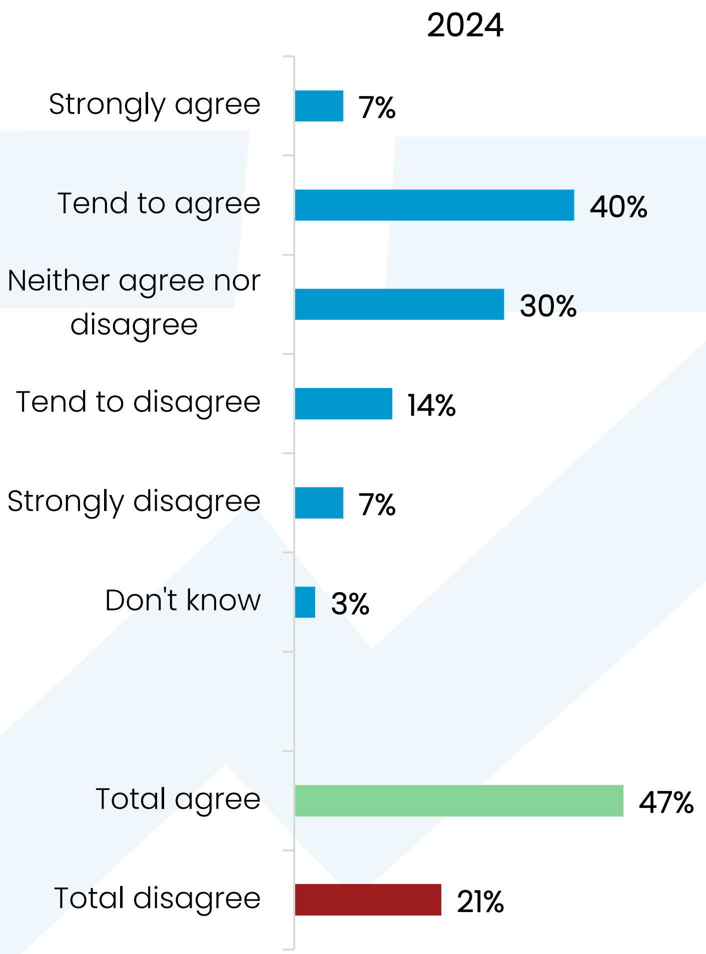
By deprivation levels

Dissatisfaction was highest in areas of high deprivation, particularly when compared with areas of low deprivation.



Question: Overall, how satisfied or dissatisfied are you with the way Stroud District runs things? | Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145); Low deprivation (282); Middle deprivation (175); High deprivation (36)

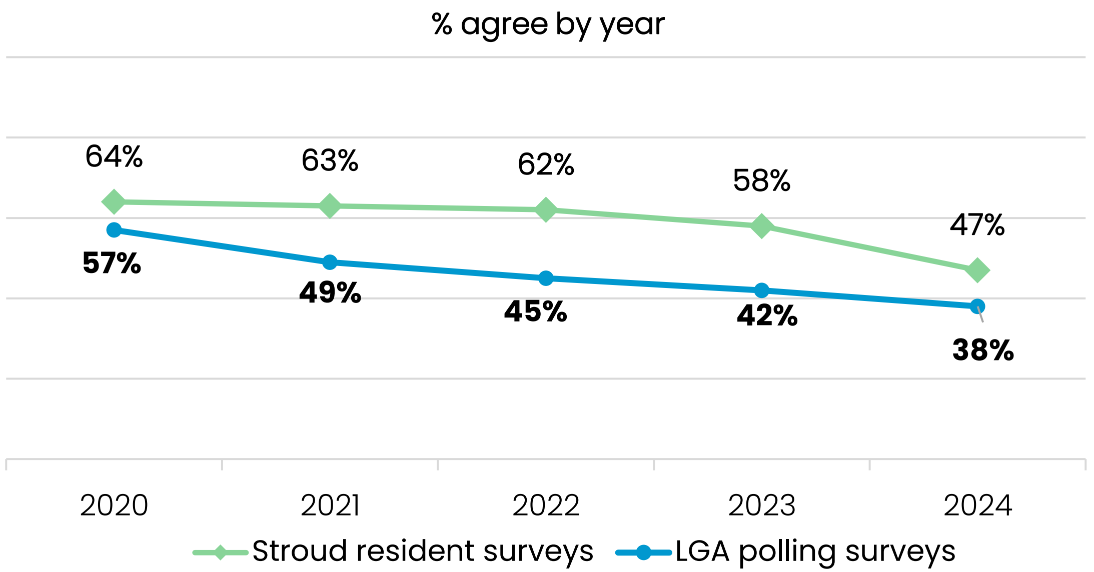
Agreement that the Council provides value for money is above the national figure but has fallen since last year



Just under half (47%) agreed that the Council provides value for money, comprising 7% who 'strongly agree' and 40% who 'tend to agree'. This was higher than disagreement (21% overall).

Three in ten (30%) 'neither agreed nor disagreed', indicating a significant group that may be unsure or indifferent about the Council's value for money.

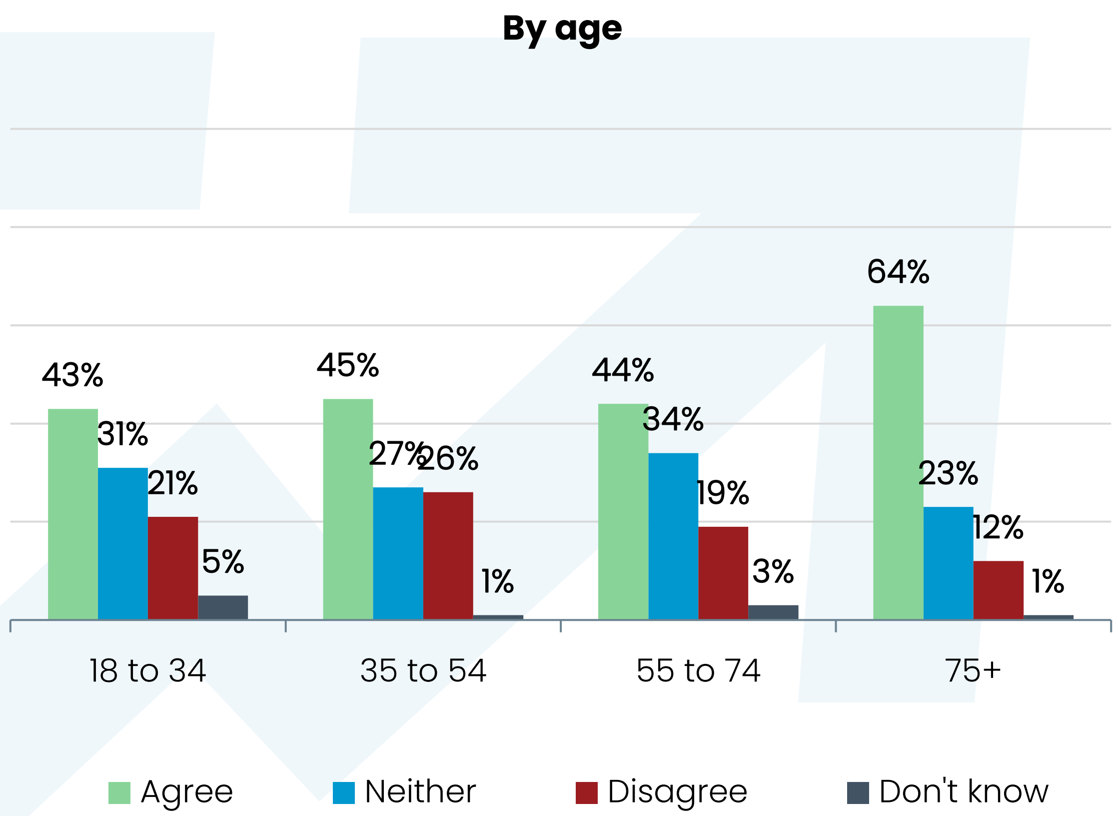
The agreement level is again above the national figure in the LGA survey. Looking at the year-on-year trend shows that the fall in agreement continues, but it should be noted that this is also a national trend.

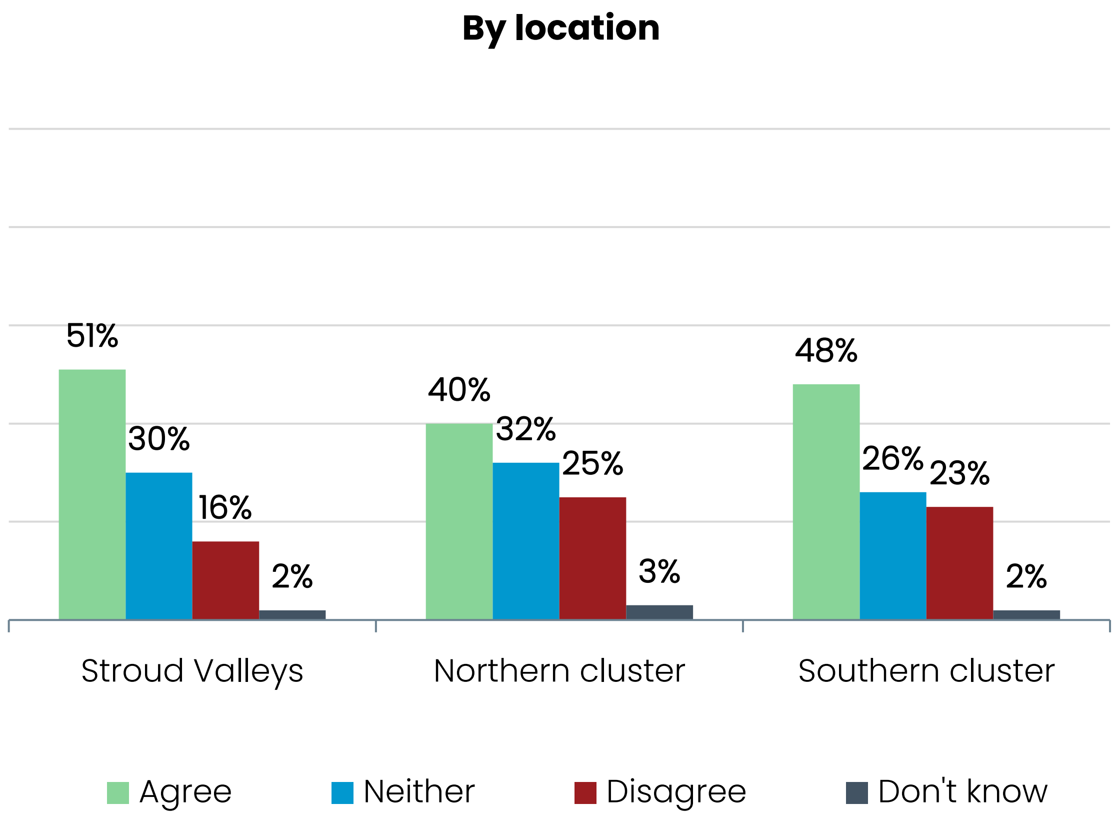


Question: To what extent do you agree or disagree that Stroud District Council provides value for money?
Base: All resident respondents in Stroud resident surveys (500); LGA polling surveys (1,000-1,006)

Agreement with value for money by subgroups

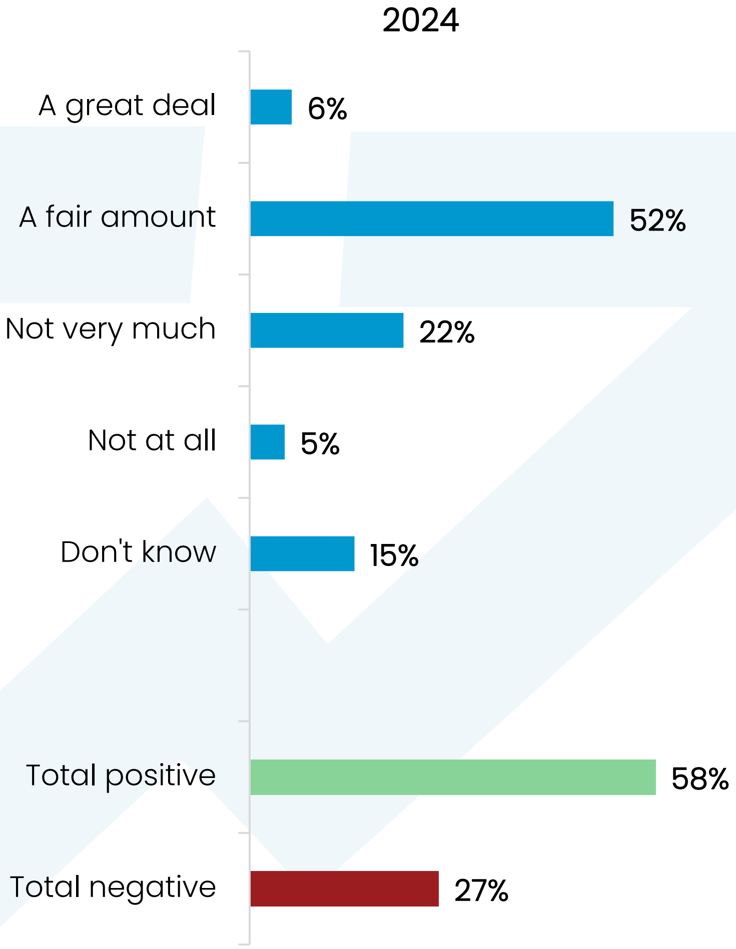
Further analysis shows that those in the oldest age category were more likely to agree that the Council provides value for money than those in the youngest age category. Those aged 18-54, on the other hand, were more likely to disagree than those aged 75+. By location, those in Stroud Valleys were more likely to agree than those in the Northern cluster.





Question: To what extent do you agree or disagree that Stroud District Council provides value for money?
Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

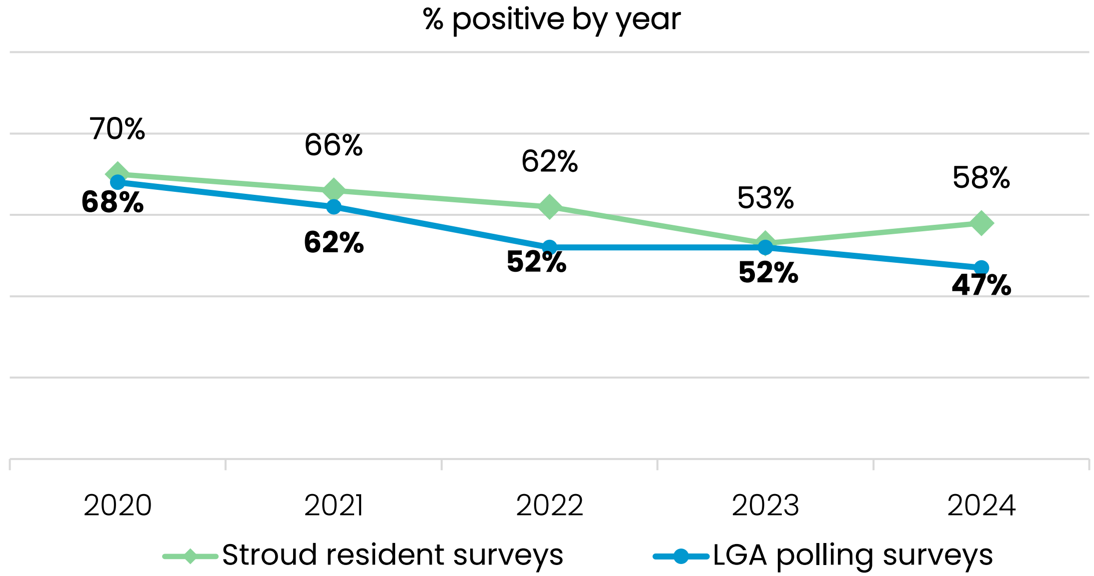
Acting on concerns of local residents is above the national figure and sees an improvement since last year



Overall, 58% thought that the Council acts on the concerns of local residents, with just over a quarter (27%) thinking it did not. The most common response was 'a fair amount' (52%). However, 15% said they did not know.

Like with previous measures, the proportion who thinks the Council acts on concerns is above the national figure, with 47% saying they thought their council did in the LGA survey.

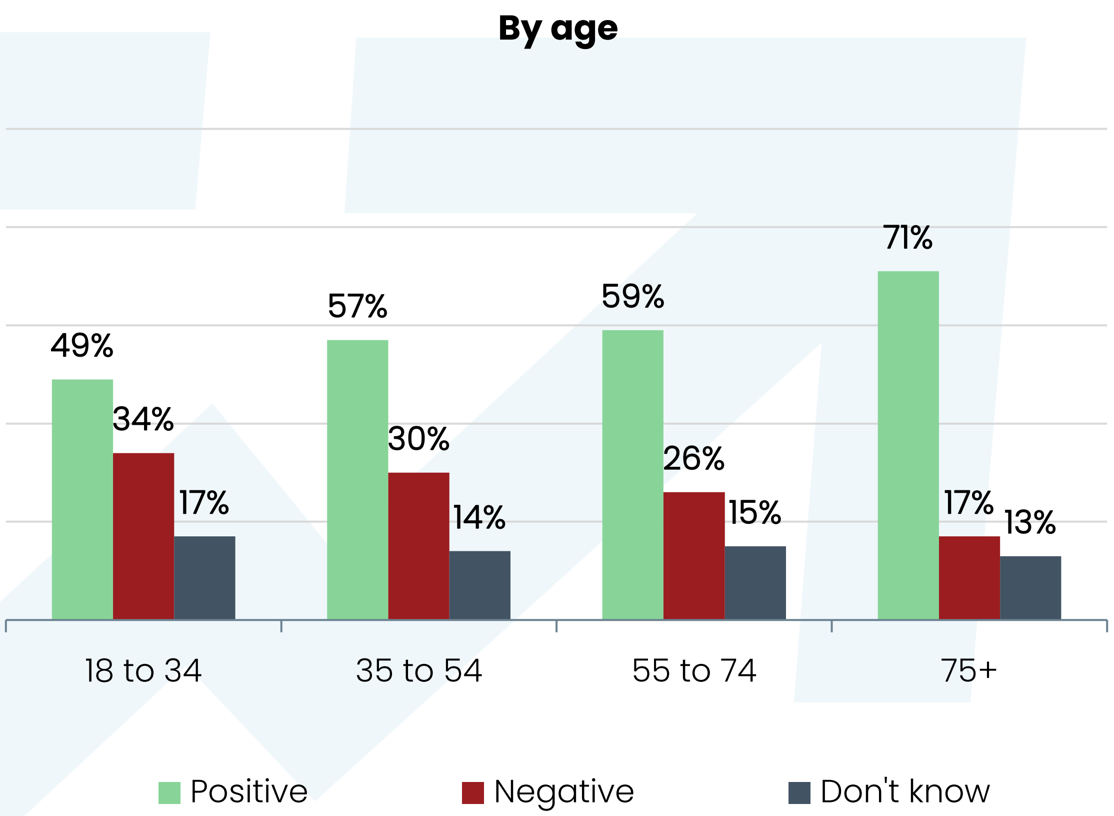
After a steady decline over the previous four years, there has been a small increase since from 53% last year to 58% this year .

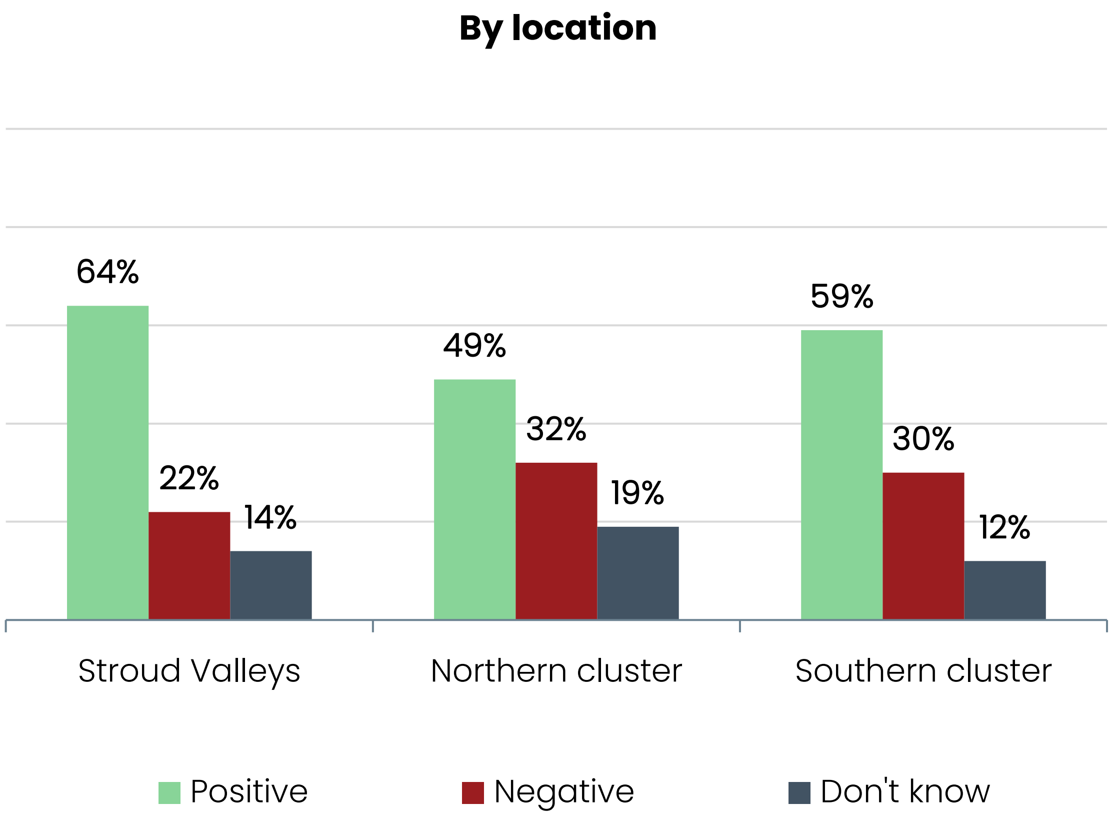


Question: To what extent do you think Stroud District Council acts on the concerns of local residents?
Base: All resident respondents in Stroud resident surveys (500); LGA polling surveys (1,000-1,006)

Acting on concerns of local residents by subgroups

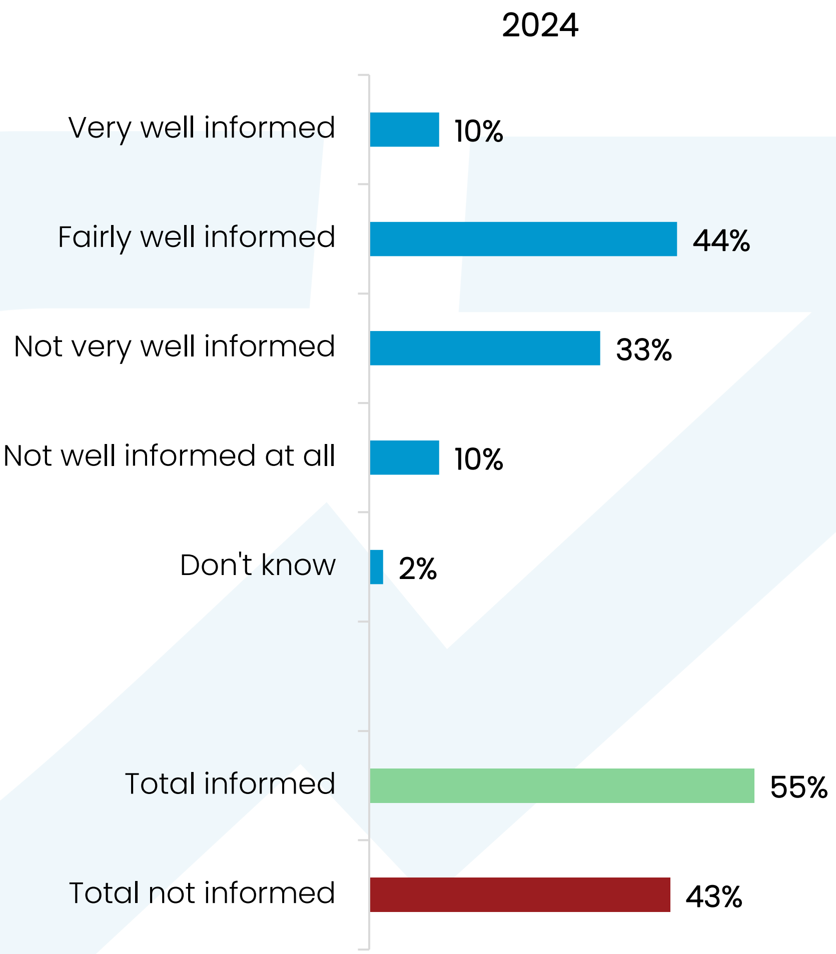
Those aged 75+ were most likely to think the Council acts on concerns, particularly compared with those aged 18-34. Those in the youngest two age groups were more likely to think it does not act on concerns than those in the oldest age group. By location, those from Stroud Valleys were more likely than those from the Northern cluster to think the Council acts on concerns, whereas those in the Northern cluster were more likely to think it did not.





Question: To what extent do you think Stroud District Council acts on the concerns of local residents?
Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

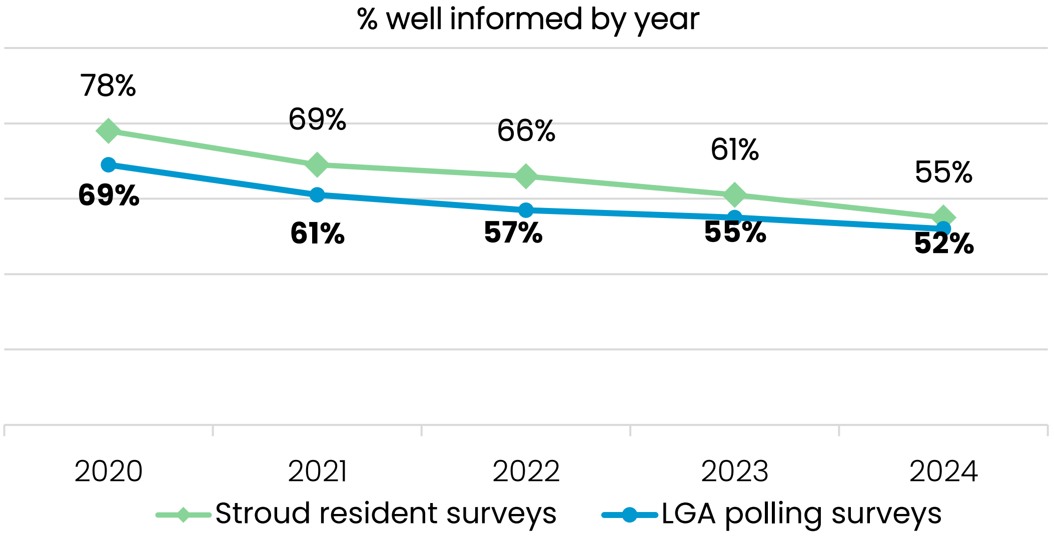
Although there has been a decline in keeping residents well informed, the level is consistent with the national figure



In total, 55% thought that the Council keeps residents well informed about the services and the benefits it provides.

The most common response was that residents are kept 'fairly well informed' (44%). However, four in ten (43%) thought that the Council did not keep residents well informed.

There has been a steady decline in residents perceiving they are kept well informed over the last five years, and this year's level is consistent with the national LGA figure (52%), having been above it in previous years.

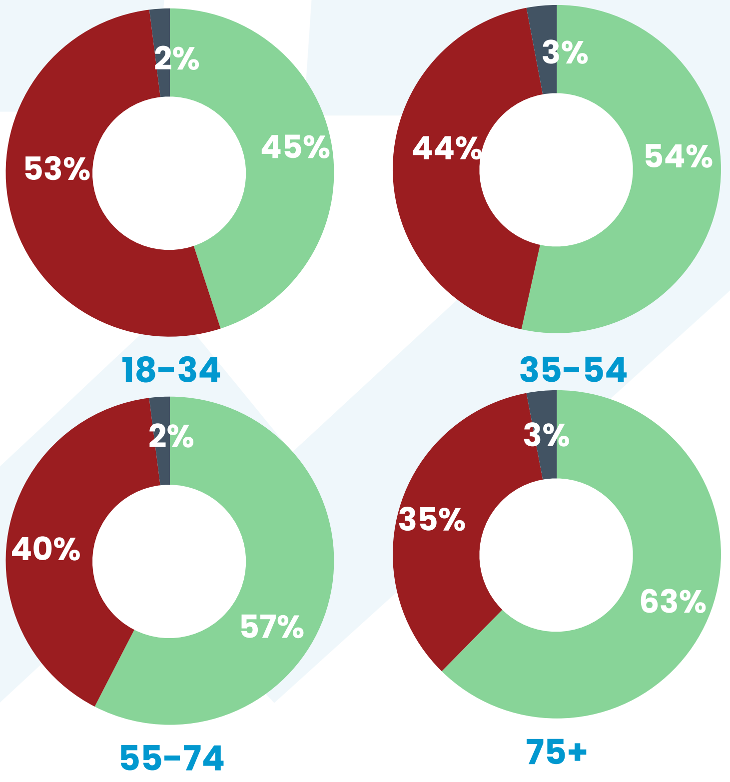


Question: Overall, how well informed do you think Stroud District Council keeps residents about the services and benefits it provides?
Base: All resident respondents in Stroud resident surveys (500); LGA polling surveys (1,000-1,006)

Variation in satisfaction with Council information by age, deprivation levels and location

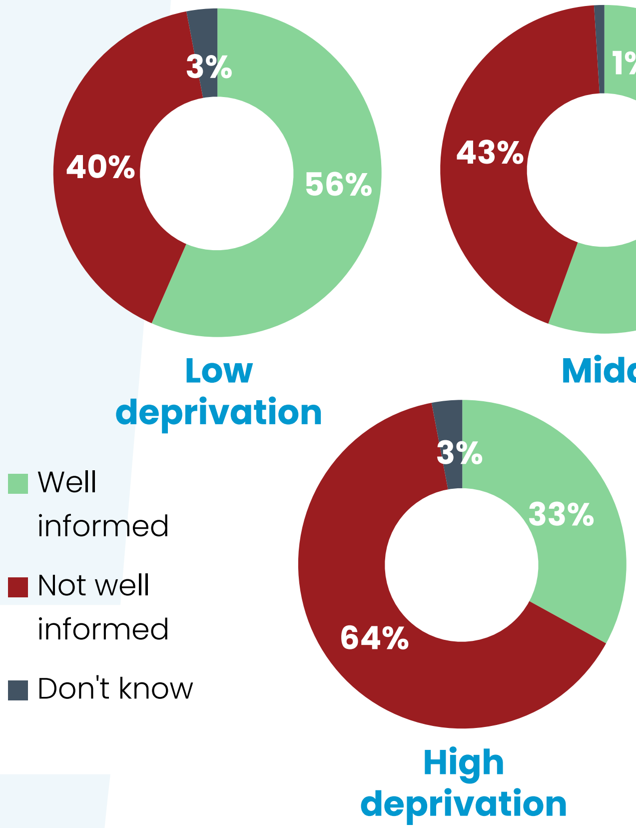
By age

Those aged 18-34 were more likely to think that the Council does not keep residents well informed, particularly when compared with those aged 75+.



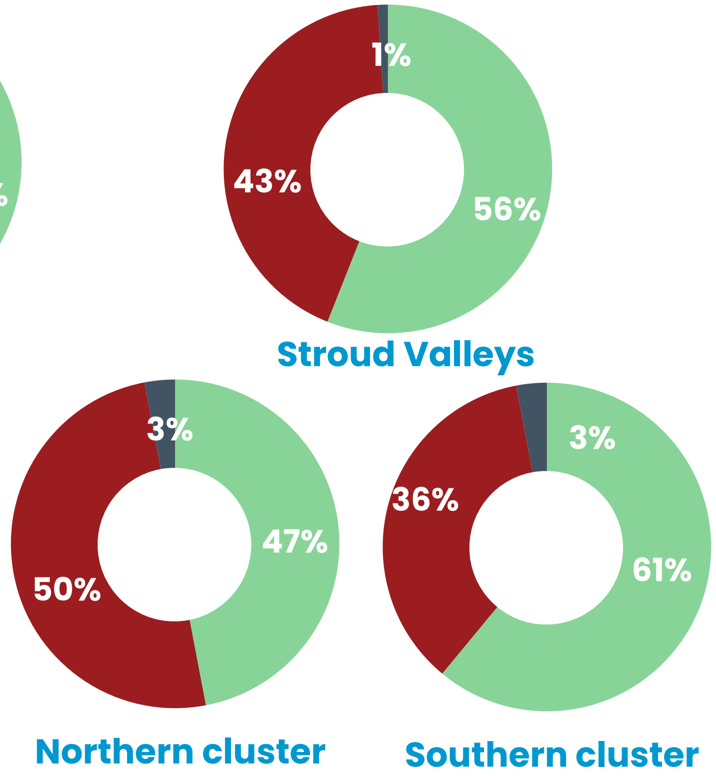
By deprivation levels

Those in areas of higher deprivation were more likely to think the Council does not keep residents well informed than those in other areas.



By location

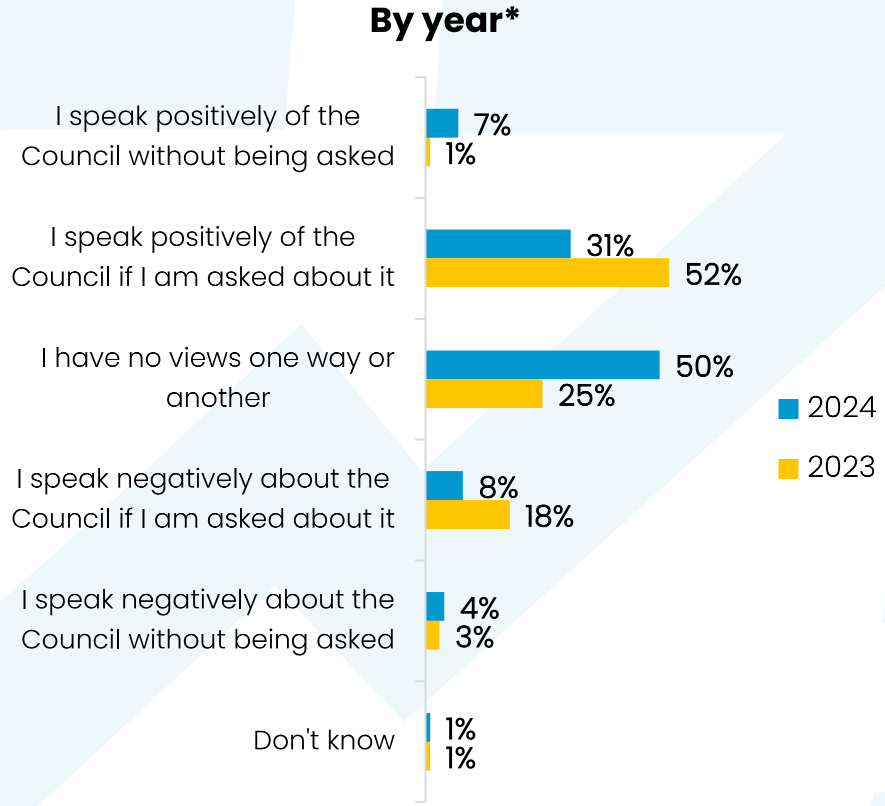
Those in the Northern cluster were more likely to think the Council does not keep residents well informed than those in the Southern cluster.

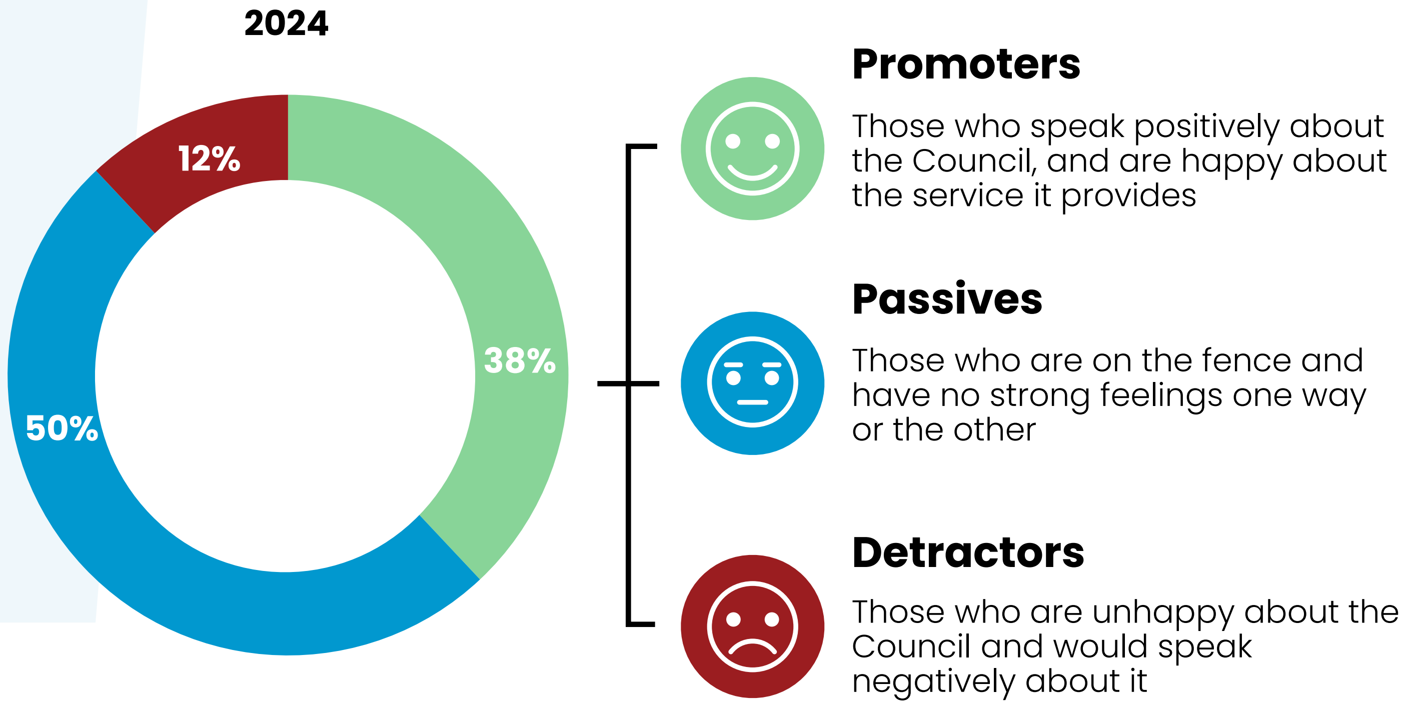


Question: Overall, how well informed do you think Stroud District Council keeps residents about the services and benefits it provides? | Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145); Low deprivation (282); Middle deprivation (175); High deprivation (36)

Residents are more likely to be on the fence when it comes to advocacy for the Council than last year

When it comes to advocacy, a larger proportion of respondents (38%) said they would speak positively about the Council than negatively (12%). Whilst the proportion who would speak positively without being asked has increased since last year from 1% to 7%, those who would speak positively if they are asked has fallen from 52% to 31%. On the other hand, the proportion of those who have no views one way or the other has increased from 25% to 50%.

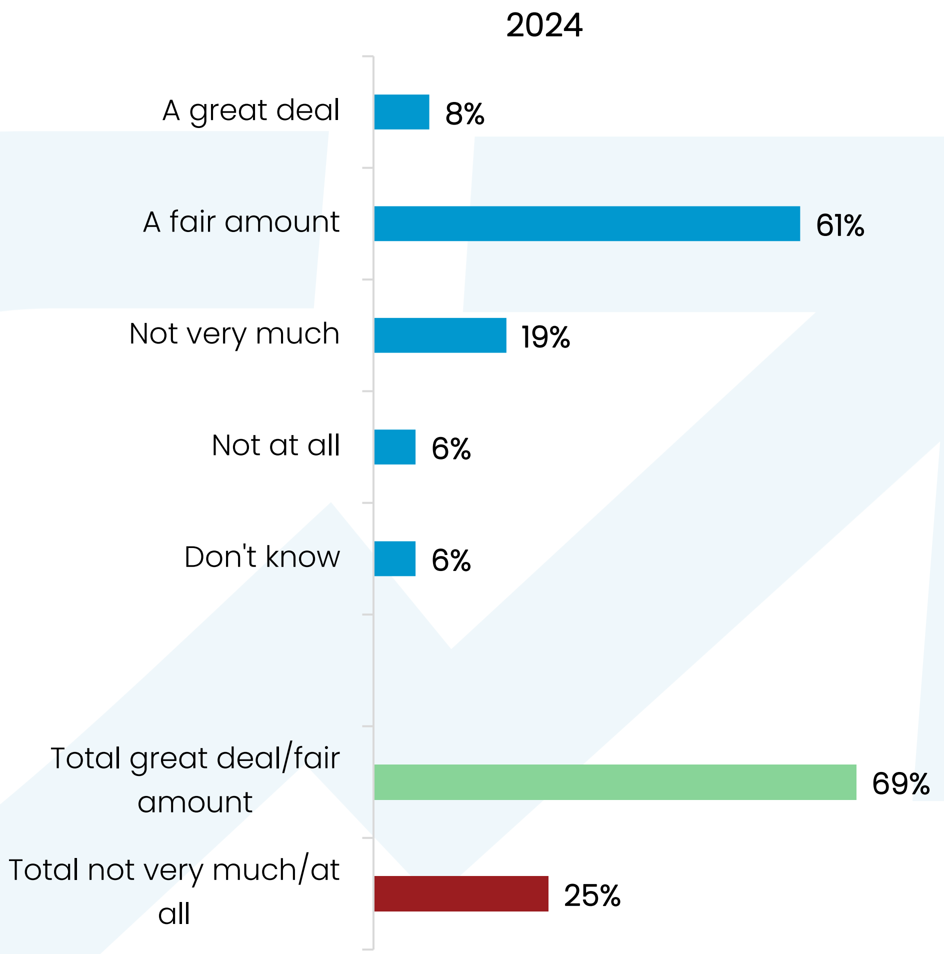




Question: On balance, which of the following statements comes closest to how you feel about Stroud District Council?
Base: All resident respondents 2024 (500); All resident respondents 2023 (500)

*No data from before 2023

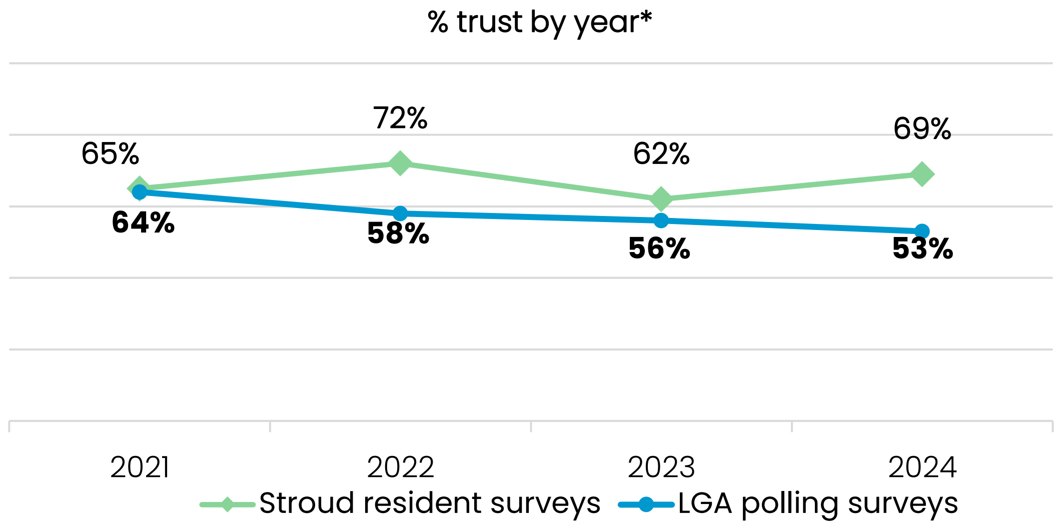
The level of trust in the Council is above the national figure and has seen an increase since last year



Seven in ten (69%) said they trust Stroud District Council 'a great deal' (8%) or 'a fair amount' (61%) and a quarter (25%) said they did not trust the Council.

The LGA survey found that nationally 53% trust their local council a great deal or a fair amount, meaning Stroud District Council is performing better than the national average for a third successive year.

After a fall in the level of trust between 2022 and 2023, there has been an increase in the level of trust in the Council from 62% last year to 69% this year.



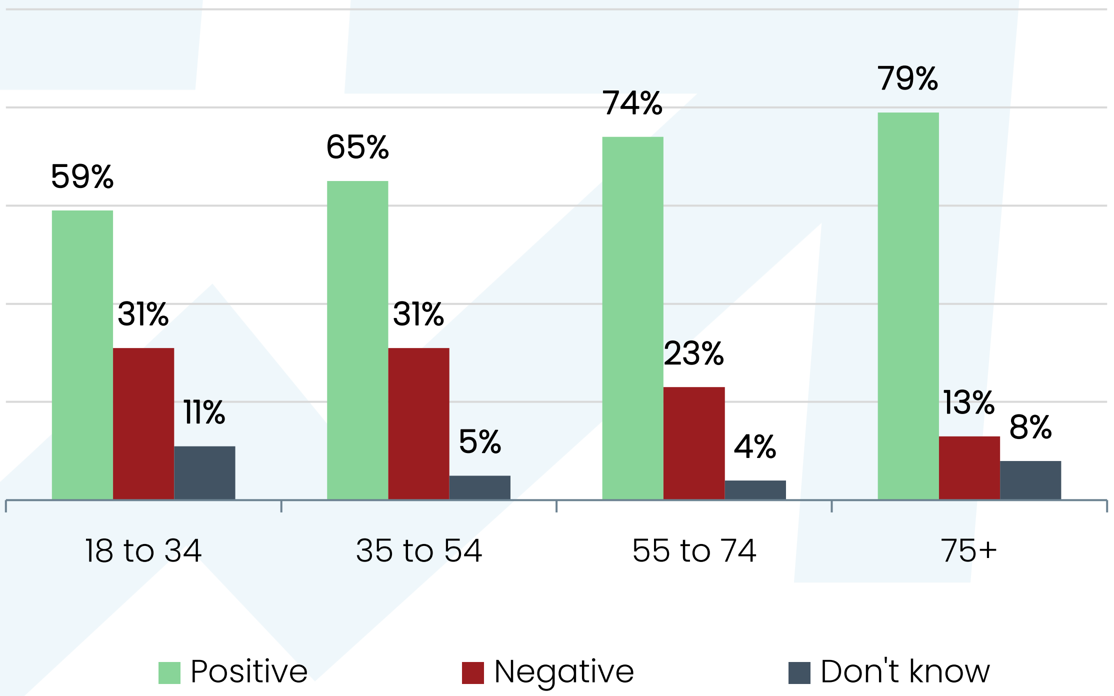
*No data from before 2021

Question: How much do you trust Stroud District Council?
Base: All resident respondents in Stroud resident surveys (500); LGA polling surveys (1,000-1,006)

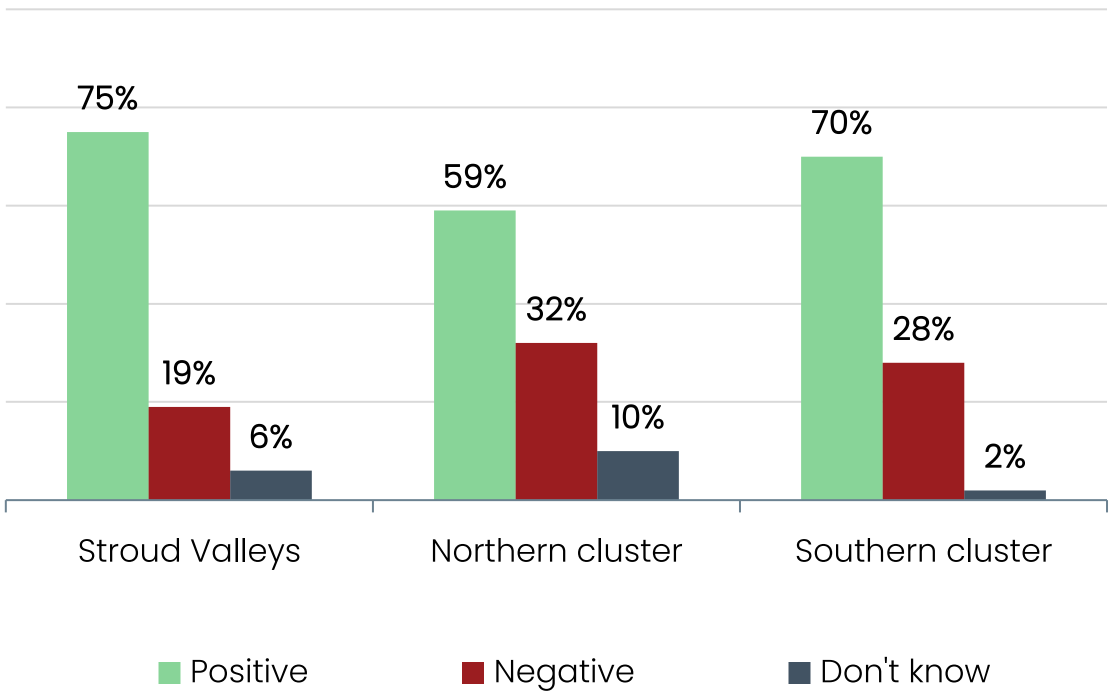
Trust in the Council by subgroups

There was some variation by subgroups, with those aged 18-34 and 35-54 more likely to not trust the Council than residents aged 75+. By location, trust in the Council was higher in Stroud Valleys, particularly in comparison with the Northern cluster.

By age

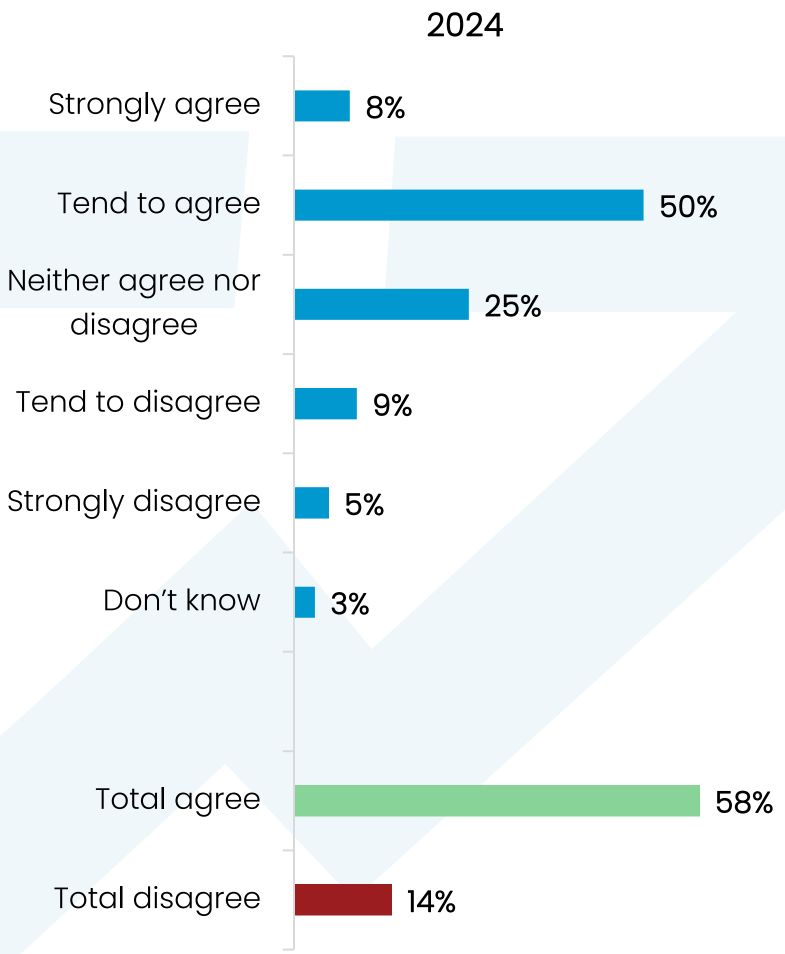


By location



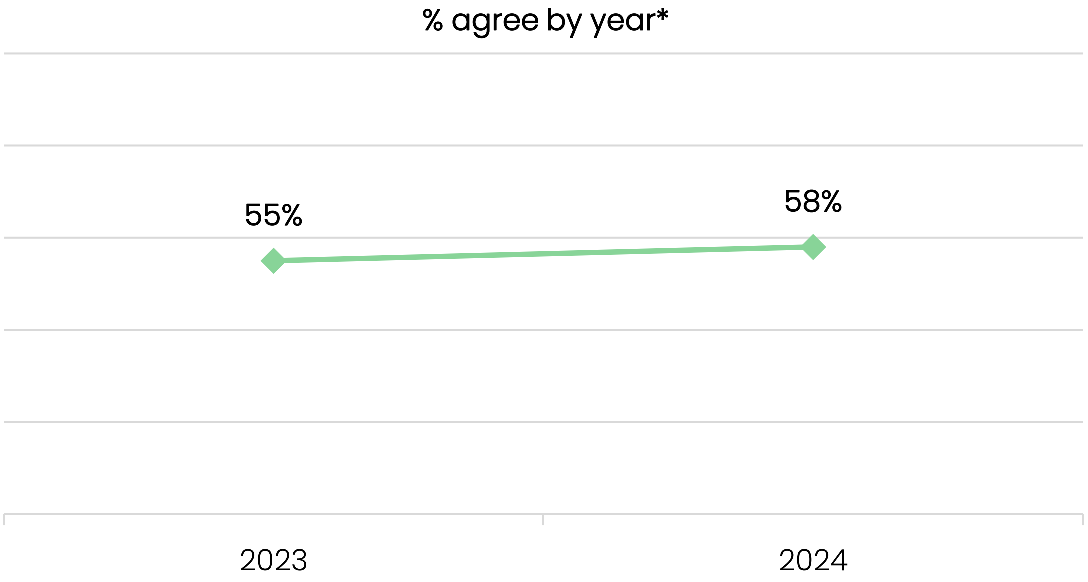
Question: How much do you trust Stroud District Council?
Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

Agreement that the Council cares about people and businesses is fairly consistent with last year



Around six in ten (58%) agreed that they believed the Council cares about the people and businesses that make up local communities, comprising 8% who 'strongly agree' and 50% who 'tend to agree'. This was higher than overall disagreement (14%). A further quarter (25%) 'neither agreed nor disagreed'.

The level of agreement is fairly consistent with last year, when 55% agreed overall.

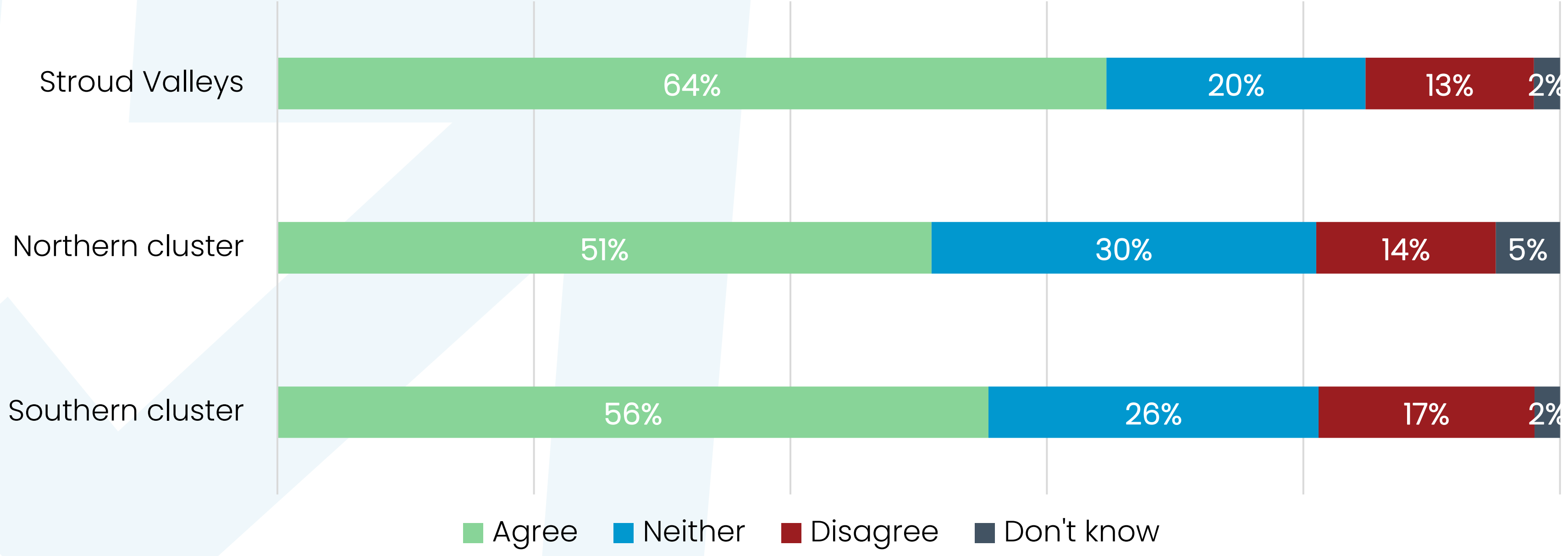


*No data from before 2023

Question: I believe that Stroud District Council cares about the people and businesses that make up our communities
Base: All resident respondents 2024 (500)

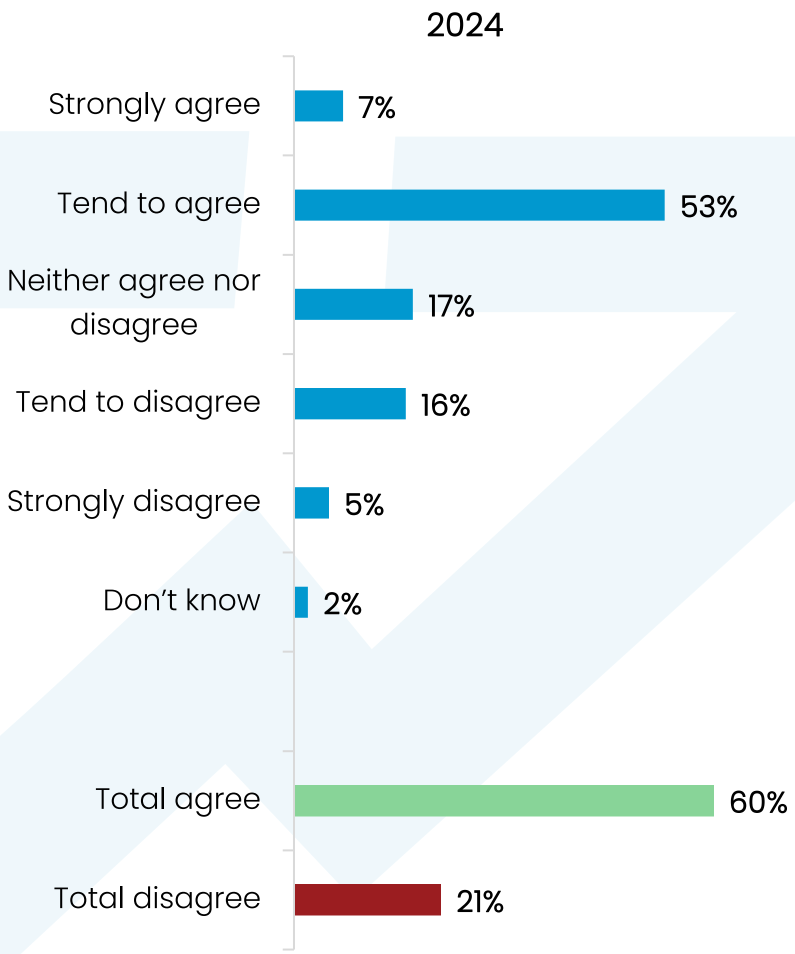
Agreement that the Council cares about people and businesses by area

A larger proportion agreed that the Council cares about people and businesses in the community in Stroud Valleys than in other areas, particularly when compared with the Northern cluster. This was driven by respondents in the Northern cluster being more likely to say they neither agreed nor disagreed.



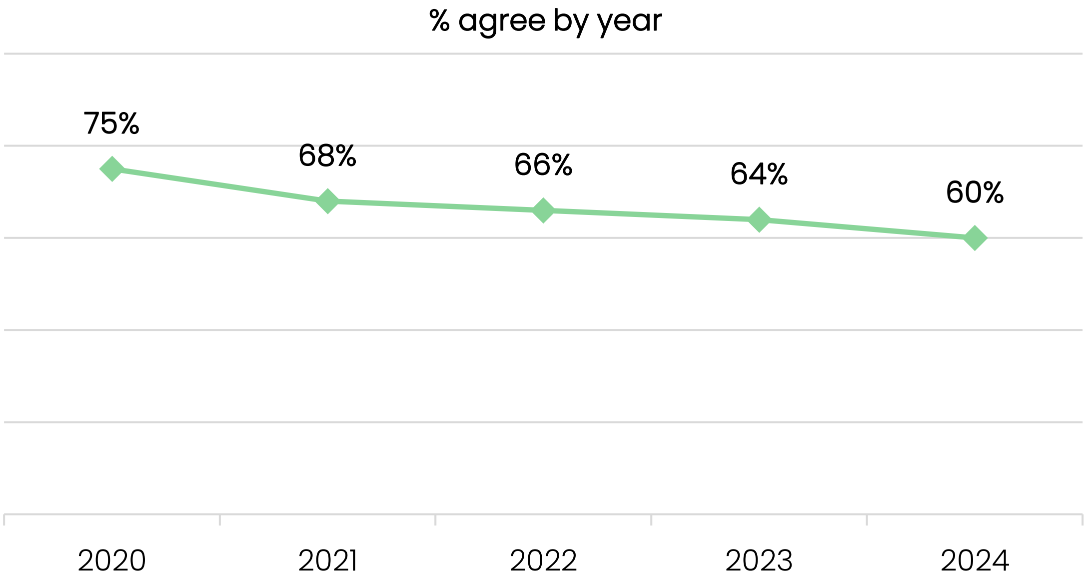
Question: I believe that Stroud District Council cares about the people and businesses that make up our communities
Base: Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

Slight dip in agreement that services have been maintained to a good standard during past few years



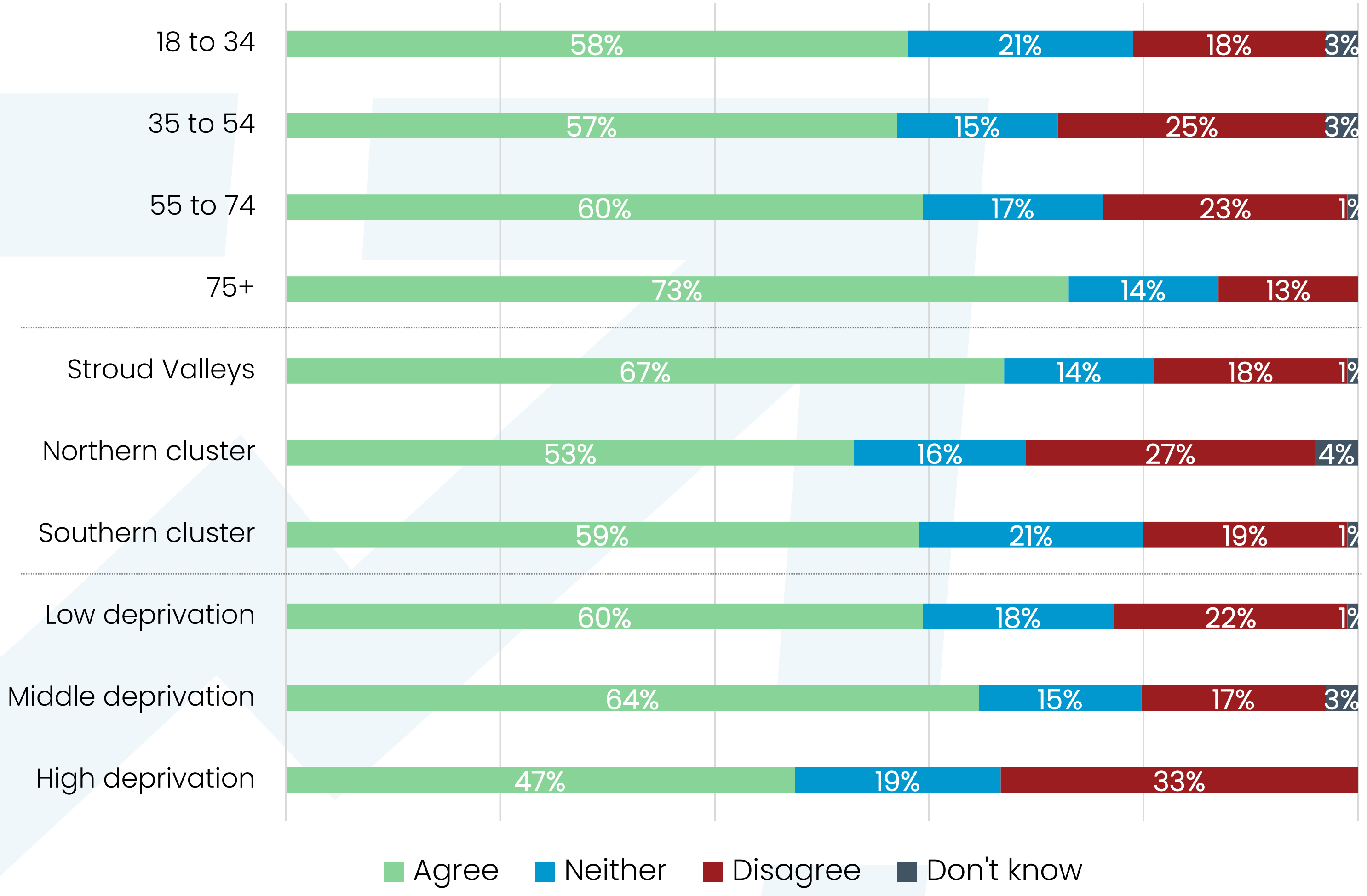
Six in ten (60%) agreed that during the past few years the services provided by the Council have been maintained to a good standard, comprising 7% who 'strongly agree' and 53% who 'tend to agree'. This was higher than disagreement (21% overall). A further 17% 'neither agreed nor disagreed'.

The level of agreement is slightly below last year, when 64% agreed overall and is on a downwards trajectory across the last five years.



Question: Overall during the past few years, the services provided by Stroud District Council have been maintained to a good standard
Base: All resident respondents 2024 (500)

Agreement that the Council maintains services to a good standard by subgroups

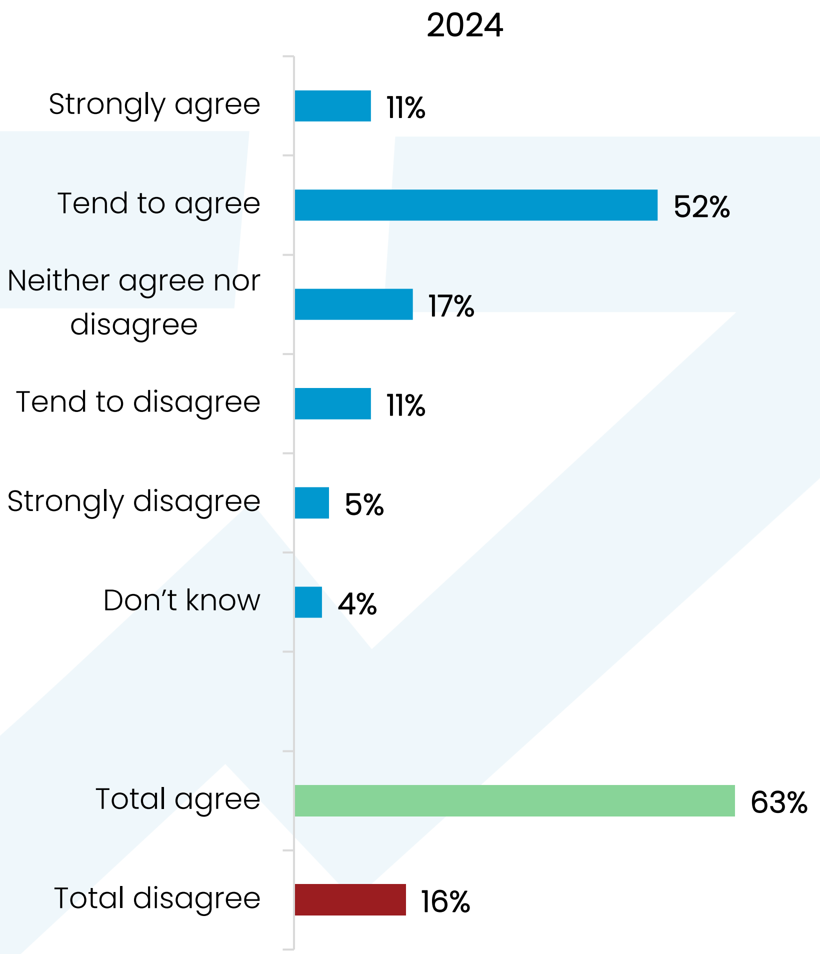


By age, those in the 75+ age group were most likely to agree that services provided by the Council have been maintained to a good standard during the past few years, as were those in Stroud Valleys.

Those in areas of high deprivation were more likely to disagree, particularly compared with those in areas of middling deprivation.

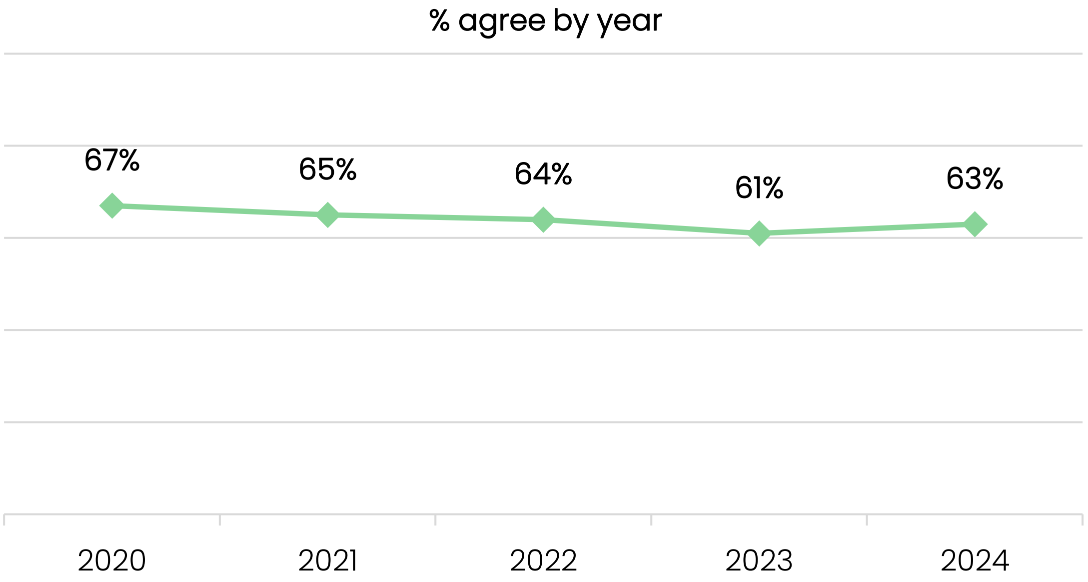
Question: Overall during the past few years, the services provided by Stroud District Council have been maintained to a good standard | Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145); Low deprivation (282); Middle deprivation (175); High deprivation (36)

Satisfaction that the Council is working to improve the environment is consistent with previous years



63% agreed overall that that they were satisfied that the Council is working to improve the environment, comprising 11% who 'strongly agree' and 52% who 'tend to agree'. This was much higher than disagreement (16% overall). A further 17% 'neither agreed nor disagreed'.

The level of agreement is fairly consistent with previous years.

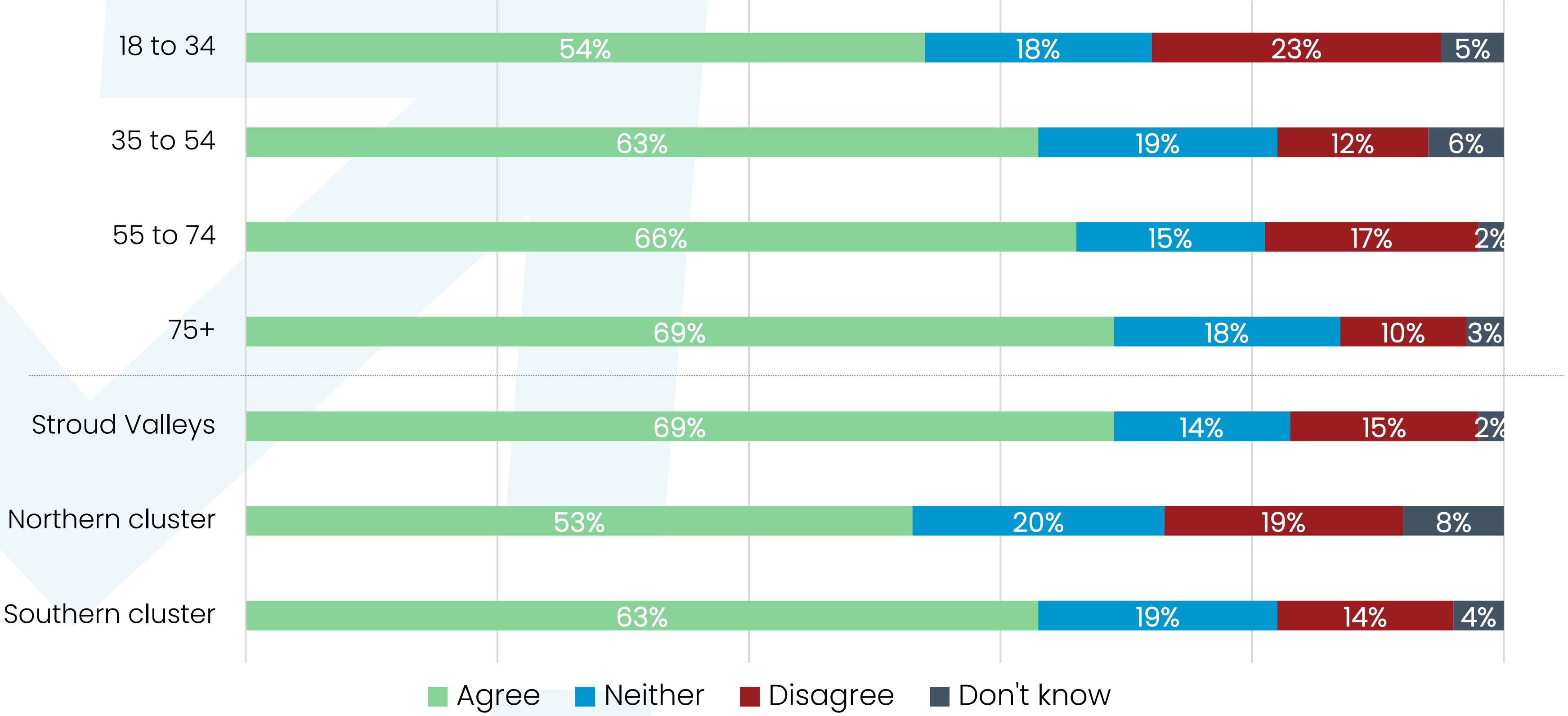


Question: Overall, I am satisfied that Stroud District Council is working to improve the environment
Base: All resident respondents 2024 (500)

Agreement the Council works to improve the environment by subgroups

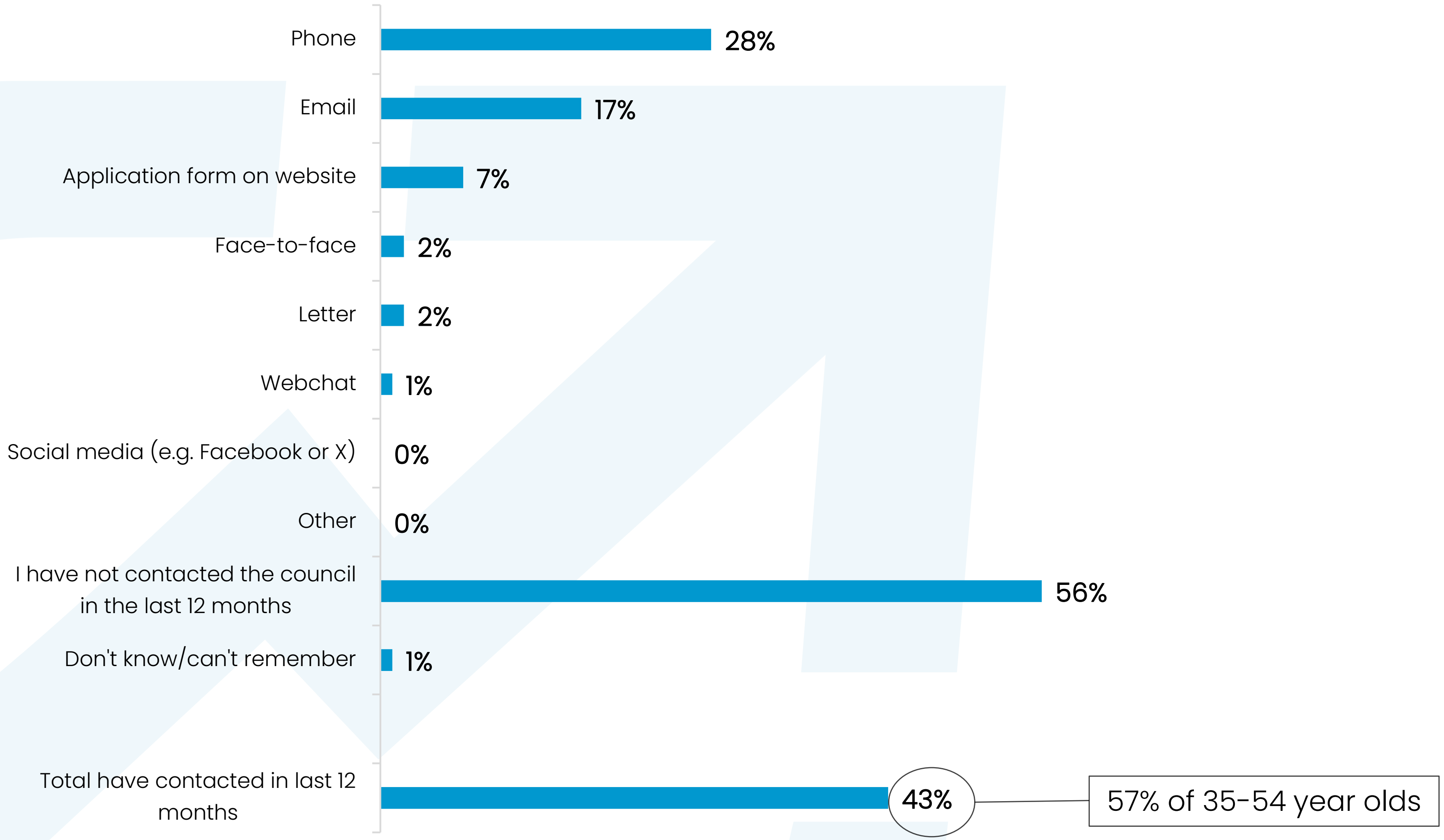
Respondents aged 18-34 were most likely to disagree that the Council works to improve the environment, particularly when compared with those aged 35-54 and 75+.

Again, agreement was high in Stroud Valleys, particularly when compared with the Northern cluster.



Question: Overall, I am satisfied that Stroud District Council is working to improve the environment
Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

A sizeable proportion have contacted the Council in the last 12 months, with by phone the most popular method



In the last 12 months, 43% of respondents had contacted the Council, with by phone the most popular (28%) method.

Contacting the Council by email was the second most common method (17%). Smaller proportions had used the application form on the website (7%) and other ways to get in touch.

By age, those in the 35-54 year old category were most likely to have contacted the Council in the last 12 months (57%).

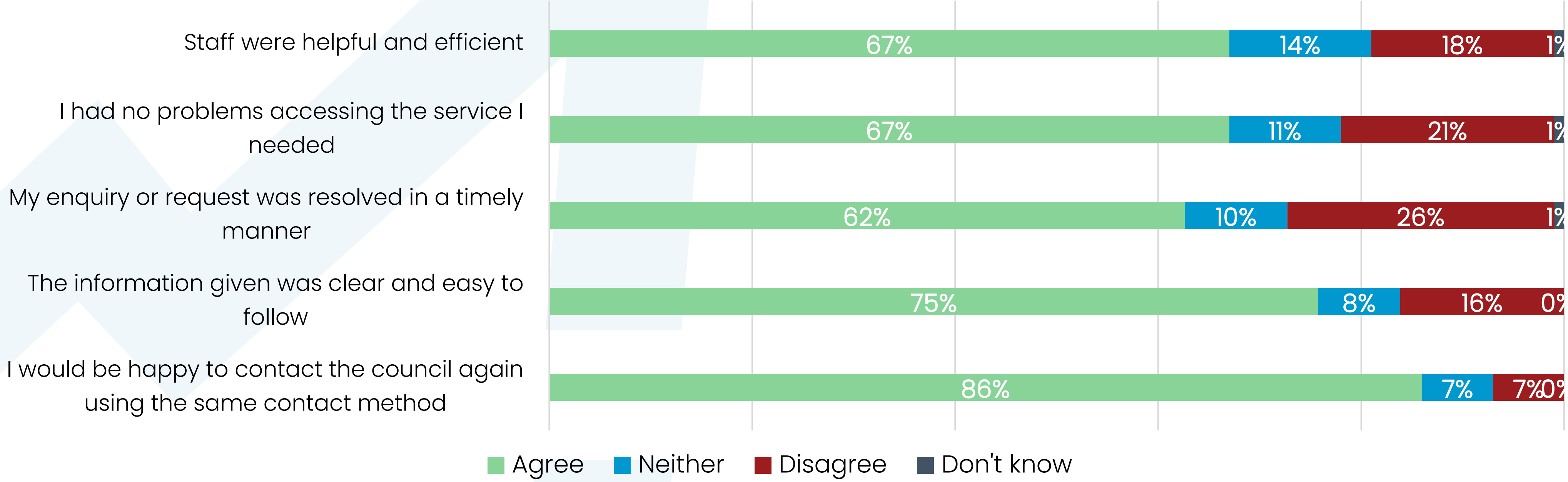
Question: Have you contacted the Council in the last 12 months using any of the following methods?
Base: All resident respondents 2024 (500)

There were some positive experiences of the Council customer service, but there is some feeling that enquiries could be resolved sooner

The vast majority (86%) agreed that they would be happy to use the same method to contact the Council and three quarters (75%) also agreed that they were given information that was clear and easy to follow.

Smaller proportions agreed that staff were helpful and efficient, and they had no problems accessing the service they needed (both 67%). However, around a fifth disagreed with these (18% and 25%).

Although six in ten (62%) agreed that their enquiry or request was resolved in a timely manner, disagreement was the highest for this statement (26%).



Question: Thinking about your contact with the Council, to what extent do you agree or disagree with the following statements?
Base: Resident respondents who had contacted the Council in last 12 months (215)

Many would like to see the Council as efficient

When asked for three words for describing how they would like the Council to be, ‘efficient’ was the most common word. This was followed by ‘honest’, ‘caring’, ‘fair’ and ‘helpful’.

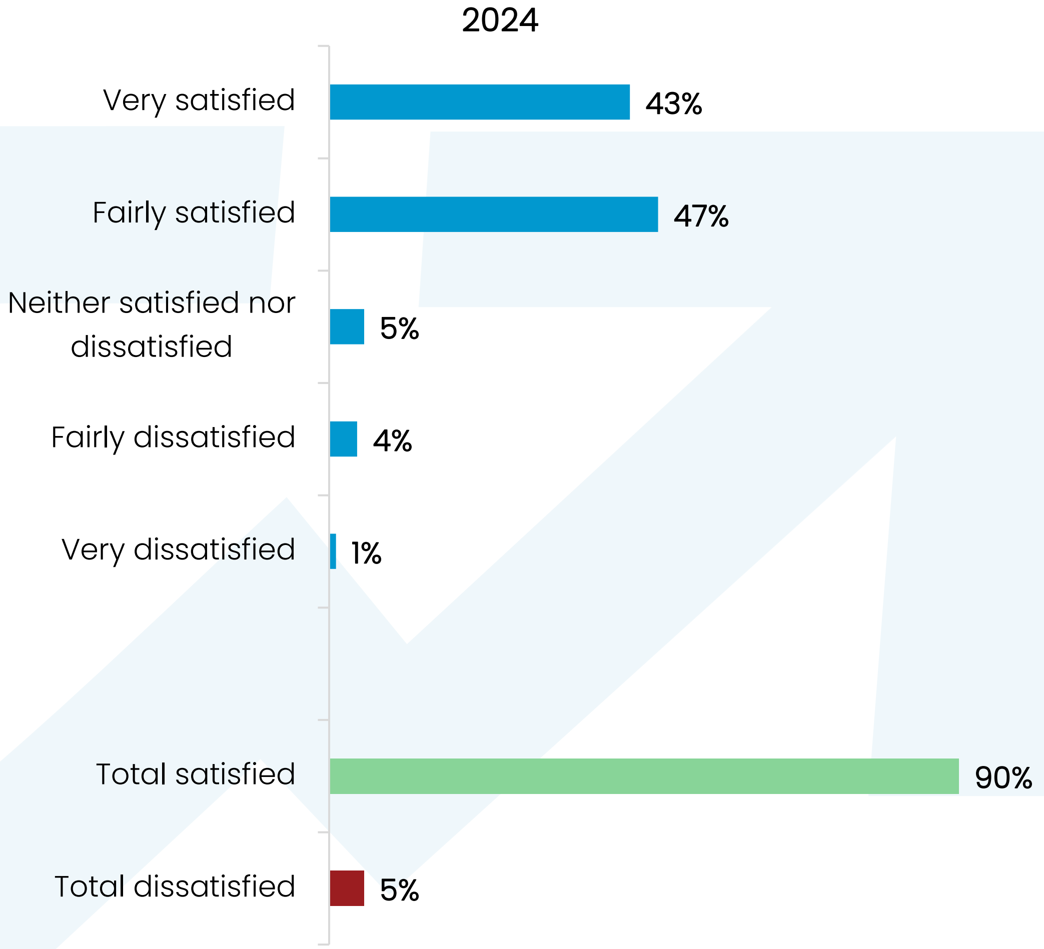
#	Most common	#	%
1	Efficient	146	29%
2	Honest	55	11%
3	Caring	50	10%
4	Fair	46	9%
5	Helpful	46	9%

Question: What three words would you use to describe how you would like your council to be?
Base: All resident respondents 2024 (500)

Resident perceptions of the local area and community

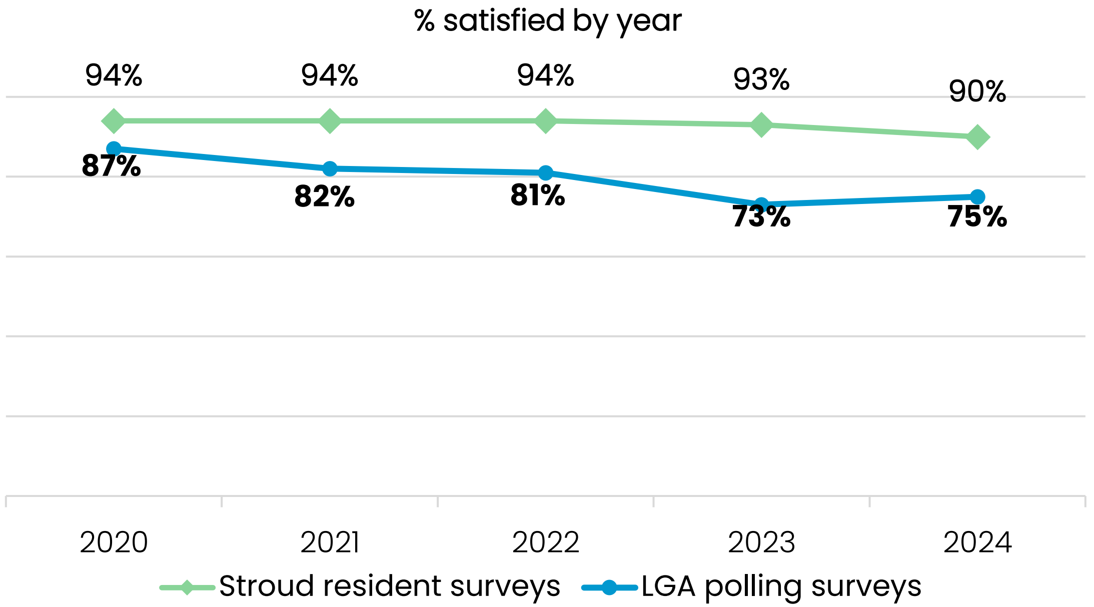
04.

The vast majority are satisfied with their local area as a place to live, above the national average



When asked about the local area as a place to live, 'fairly satisfied' was the most common response (47%), followed by 'very satisfied' (43%), resulting in 90% reporting satisfaction with the local area. By contrast, only 5% reported dissatisfaction.

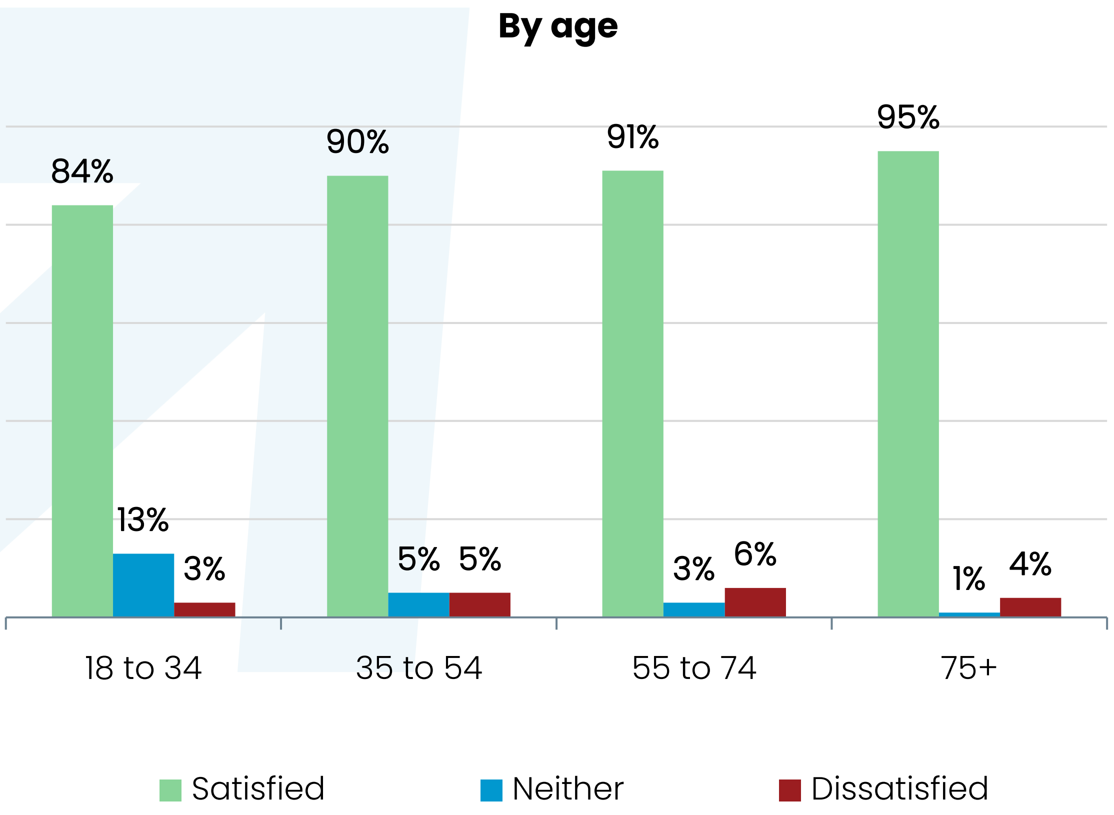
The satisfaction level is relatively consistent with previous years and is higher than that found in the national LGA survey as it has been historically.



Question: Overall, how satisfied or dissatisfied are you with your local area as a place to live?
Base: All resident respondents in Stroud resident surveys (500); LGA polling surveys (1,000-1,006)

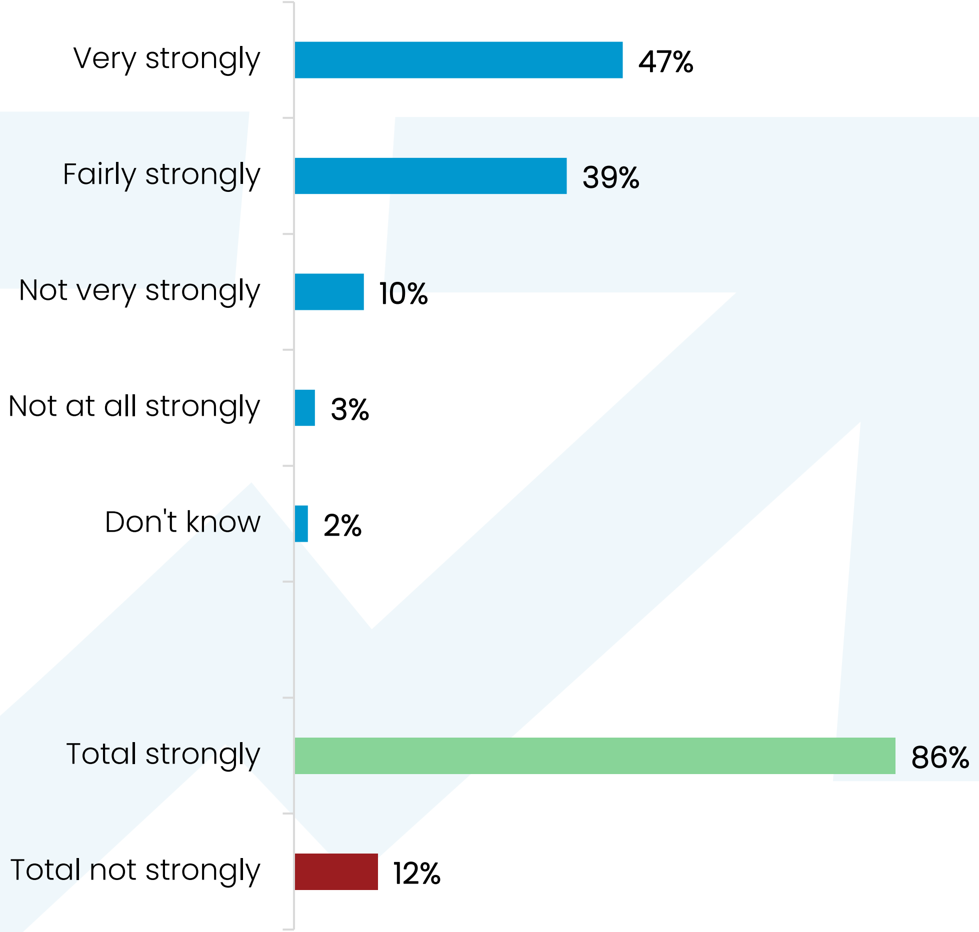
Satisfaction with local area by age group

Subgroup analysis highlights that those in the oldest age category (75+) were most likely to be satisfied with their local area as a place to live, particularly when compared with those aged 18-34. However, those in the youngest age category were more likely to be neither satisfied nor dissatisfied than other age groups.



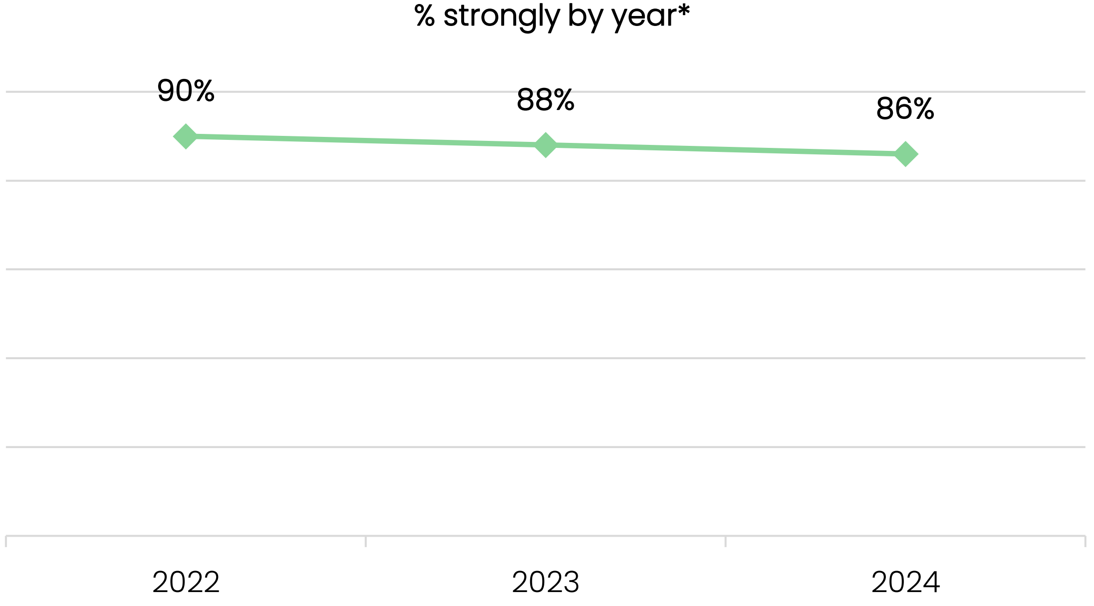
Question: Overall, how satisfied or dissatisfied are you with your local area as a place to live?
Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78)

There is a strong feeling of belonging to the local area amongst residents, consistent with last year



The vast majority (86%) felt a strong sense of belonging to their local area, comprising 47% who felt 'very strongly' and 39% 'fairly strongly'. In contrast, 12% did not feel a sense of belonging to their local area.

The proportion who felt they strongly belonged to their local area is fairly consistent with last year (88%), although it appears to be on a slight downwards trajectory across the last three years.

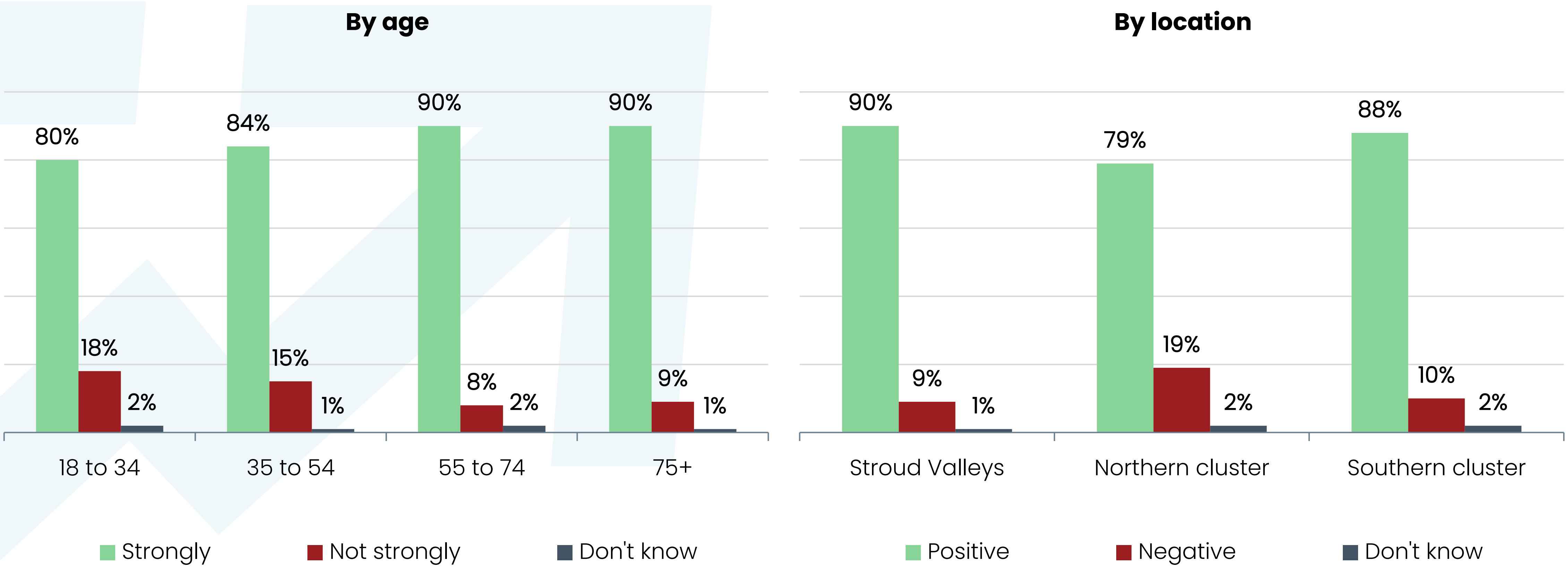


*No data from before 2022

Question: How strongly do you feel you belong to your local area?
Base: All resident respondents 2024 (500)

Feeling of belonging by subgroups

The feeling of belonging was strongest amongst those aged 55-74 and those living in Stroud Valleys. In contrast, those aged 18-34 and 35-54 were more likely to not feel a sense of belonging when compared with those aged 55+, as were those in the Northern cluster when compared with those living in Stroud Valleys.

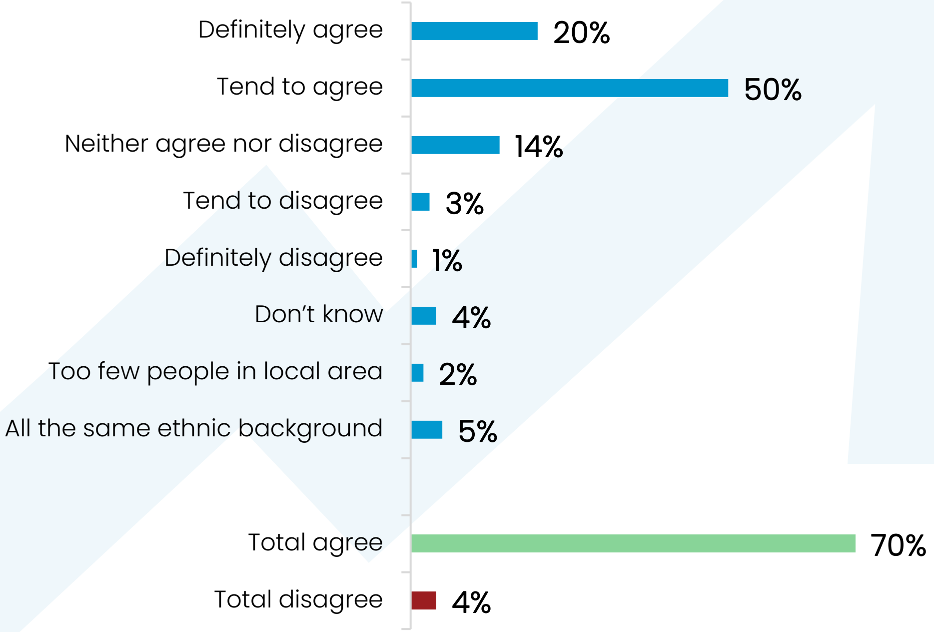


Question: How strongly do you feel you belong to your local area?
Base: 18-34 (95); 35-54 (155); 55-74 (168); 75+ (78); Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

Many still agree that people from different ethnic backgrounds get on well together in local area

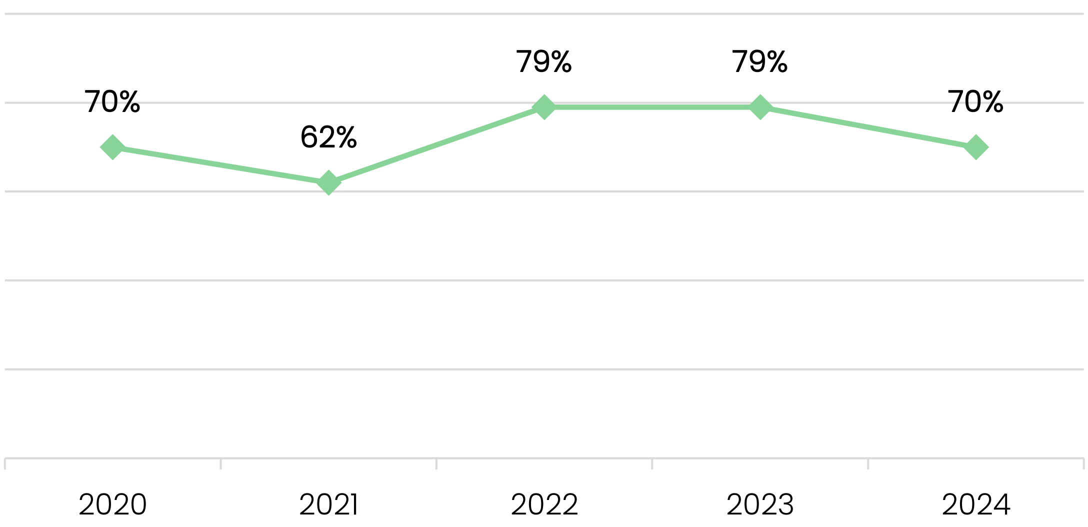
Seven in ten (70%) agreed that their local area is a place where people from different ethnic backgrounds get on well together, comprising 20% who 'definitely agree' and 50% who 'tend to agree'.

Whilst only 4% disagreed, a further 14% neither agreed nor disagreed, not having strong feelings either way.



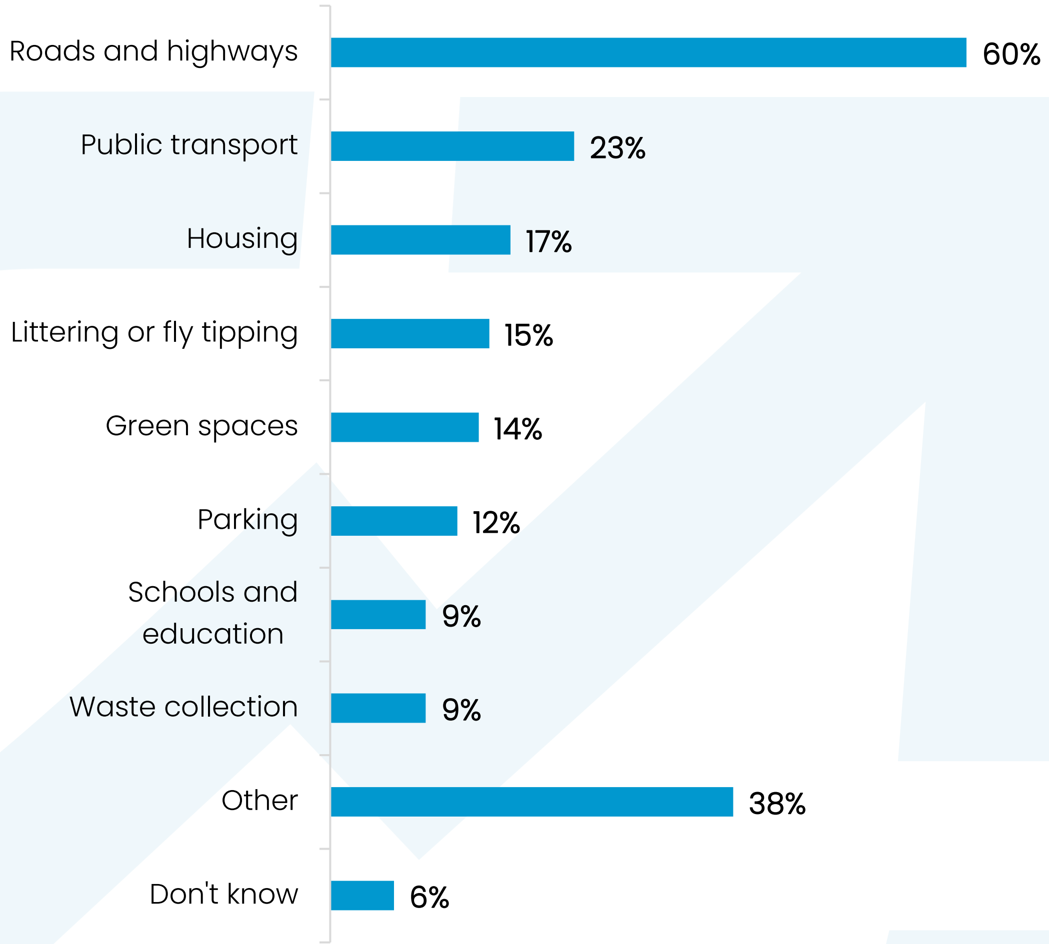
There has been a fall in agreement that people from different ethnic backgrounds get on well together in the local area from 79% last year to 70% this year. However, this is driven by the proportion who 'neither agree nor disagree' increasing from 5% to 14% in the same time period.

% agree by year



Question: To what extent do you agree or disagree that your local area is a place where people from different ethnic backgrounds get on well together?
Base: All resident respondents 2024 (500)

Many want to see roads and highways improved in their local area



When asked to identify three things that most need improving in their local area, roads and highways was by far the most common (60%). A further quarter (23%) said public transport and housing (17%). Littering or fly tipping (15%), green spaces (14%), parking (12%), schools and education (9%) and waste collection (9%) were all selected by smaller proportions of respondents.

Around four in ten (38%) gave an 'other' response. There were a number of common themes:

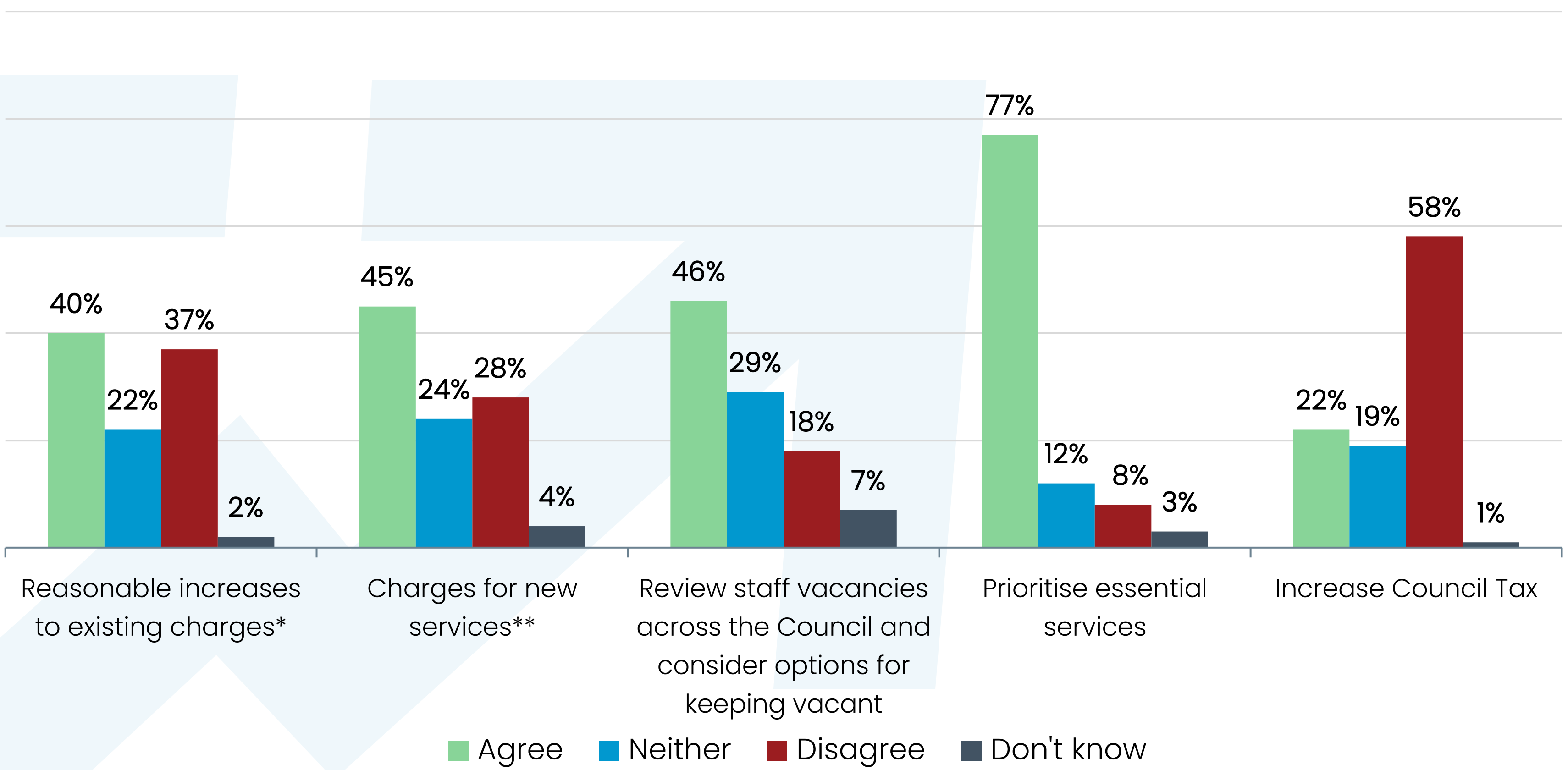
- Services/support/activities for children and young people
- Policing/crime/community safety
- Footpaths/pavements
- More/better/wider range of shops
- More services/general facilities for community
- Leisure/recreation facilities
- Hedgerows/weeding/grass cutting
- Planning/planning applications

Question: What three things do you feel most need improving in your local area? (Unprompted)
Base: All resident respondents (500)

Resident attitudes towards the Council's funding gap

05.

There is some appetite for some options to meet the funding gap, particularly prioritising essential services, but there is not much support for an increase in Council Tax



*(for example, garden waste collection, room hire, pest control, car parking, leisure centre fees)
**(for example, trade waste collection, carbon reduction support, new leisure services, private sector housing repairs)

Respondents were told that the Council forecasts a gap between its income and expenditure of £3.5 million, 16.7% of its budget, by 2027, as a result of rising costs and predicted falls in funding levels. They were then given options for the Council to consider as part of its plans to meet the funding gap.

Over three quarters (77%) agreed with prioritising essential services.

There was some agreement with introducing charges for new services (45%) and reviewing staff vacancies (46%).

There was a fairly even split between agreement and disagreement in regard to reasonable increases to existing charges (40% agree and 37% disagree).

A majority proportion (58%) disagreed with an increase to Council Tax. In comparison, 22% agreed.

Question: To what extent do you agree or disagree with the following options for the Council to consider as part of its plans to meet the funding gap?
Base: All resident respondents (500)

Most cannot think of any additional services they would be prepared to pay for

When asked if there were any additional services they would like the Council to provide which they would be prepared to pay for, 59% did not make a suggestion. Services most commonly suggested included activities, support or services for children and young people (6%), improved public transport (6%) and improved roads (5%).

Theme	Count	%
Nothing/don’t know	297	59%
Activities/support/services for children and young people	30	6%
Improved public transport/more routes	28	6%
Improved roads/safer roads/fix potholes	23	5%
Don't want to pay for anything else/no additional costs	17	3%
Improve existing services/better value for money	12	2%
More/improved leisure facilities	12	2%
Support/activities for older people	12	2%
Cut hedges/maintain verges/weed control	9	2%
More policing/better security	7	1%
Street cleaning/general upkeep of area	7	1%
Improved access to healthcare/doctors/dentists	7	1%
More regular/improved waste and recycling collection	7	1%

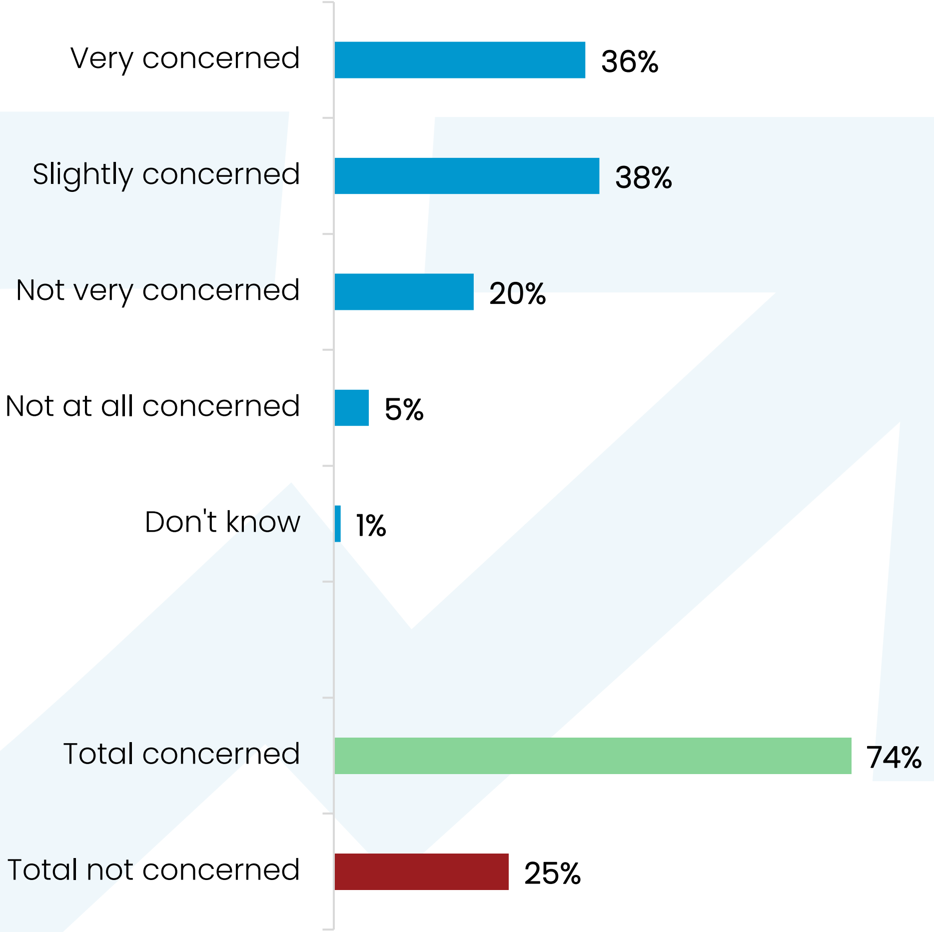
Themes with frequency of 7+ comments are included in table

Question: What additional services would you like the Council to provide which you would be prepared to pay for?
Base: All resident respondents (500)

Resident experience of the cost of living

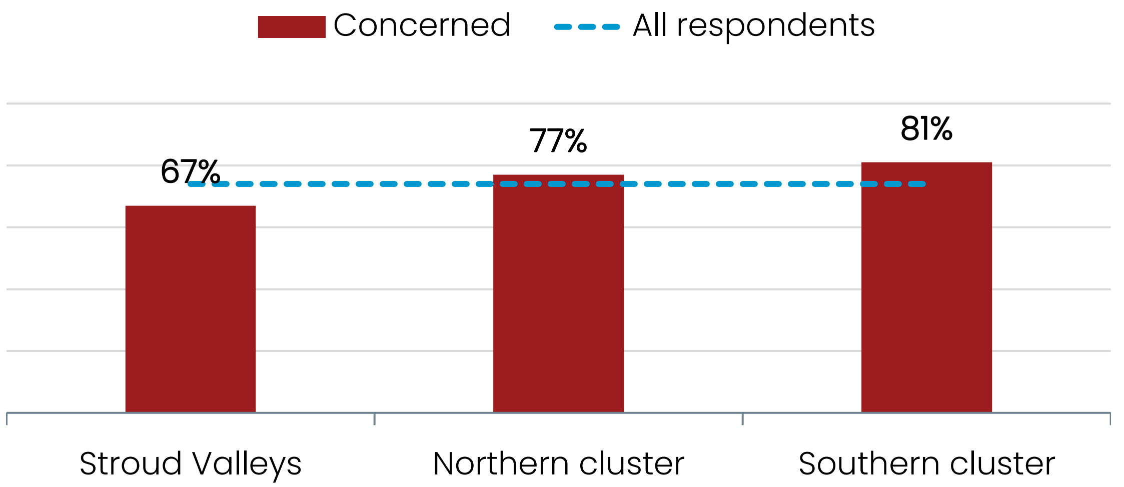
06.

Three quarters feel concerned about the impact of the cost of living on their household



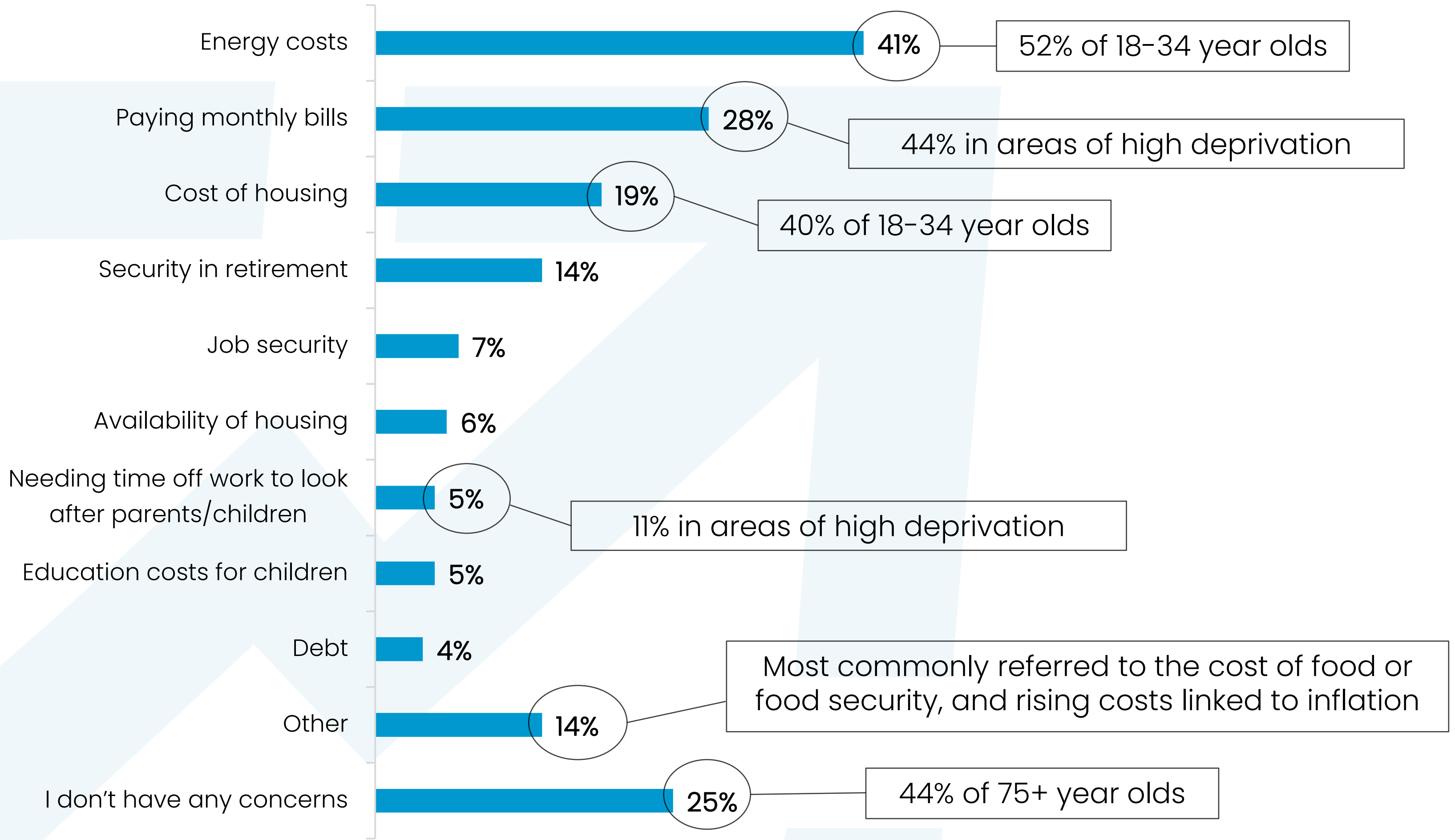
In total, 74% said they feel concerned about the impact of the cost of living on their household, with an even split between 'very concerned' (36%) and 'slightly concerned' (38%). In contrast, 25% were not concerned.

By area, those in the Northern and Southern clusters were more likely to be concerned about the cost of living than those living in Stroud Valleys.



Question: How concerned are you about the impact of the cost of living for your household?
Base: All resident respondents (500); Stroud Valleys (209); Northern cluster (146); Southern cluster (145)

Energy costs, paying monthly bills and the cost of housing are key concerns



When asked about concerns regarding their future security, the most common concern was energy costs (41%), followed by paying monthly bills (28%) and the cost of housing (19%).

In contrast, 25% said they did not have any concerns. This was most likely to be those aged 75+. Younger people, on the other hand, were more likely to report every concern than older residents.

Those in areas of high deprivation were more likely to say they had concerns with paying monthly bills (44%) and needing time off work to look after parents or children (11%) than those in areas of low deprivation.

Question: What are your main concerns, if any, regarding your future financial security?
Base: All resident respondents (500)

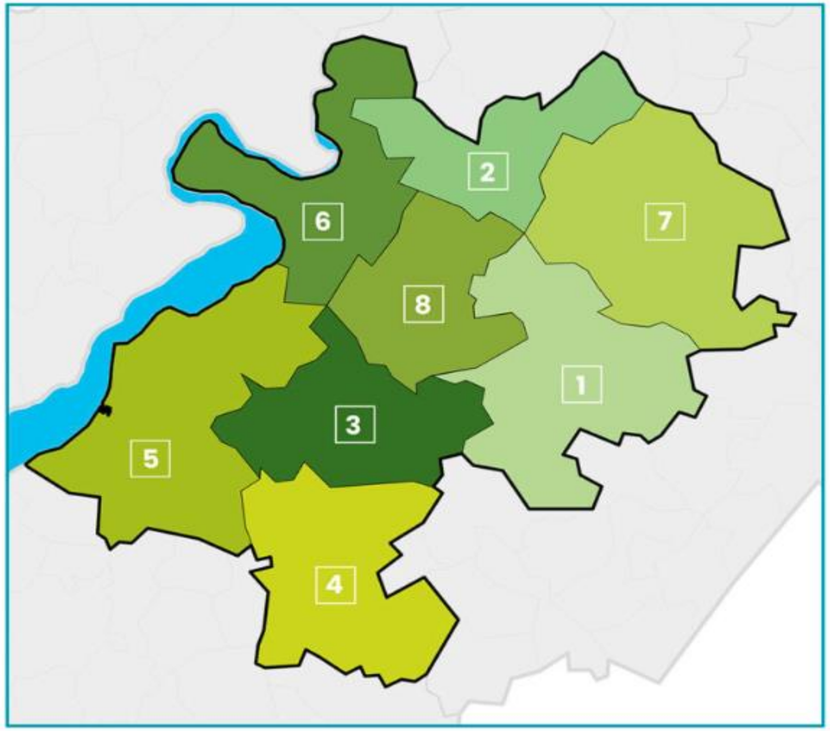
Resident survey respondent profile

07.

Location

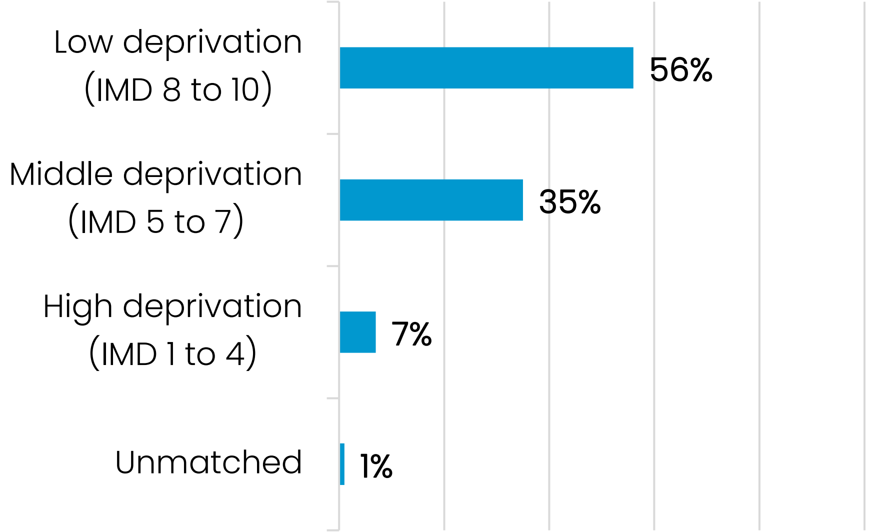
Postcodes were collected in the survey to map responses to local area within the local authority area. Local areas were then mapped to clusters.

Local areas respondents lived in



#	Local area	%
1	Stroud Valleys	42%
2	Gloucester Fringe	8%
3	Cam and Dursley	16%
4	Wotton Under Edge	7%
5	Berkeley	6%
6	Severn Vale	3%
7	Cotswold	5%
8	Stonehouse	12%

Deprivation levels[1]



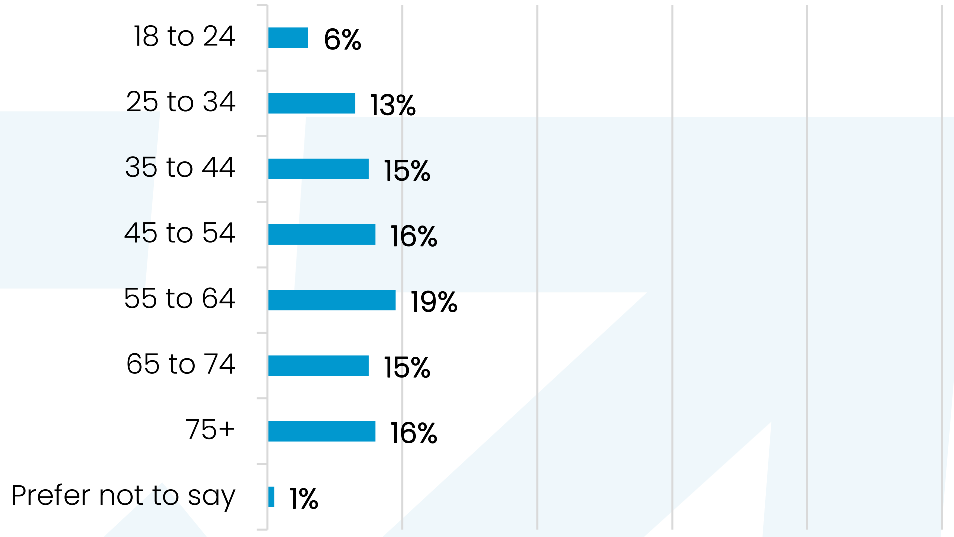
Clusters	%
Stroud Valleys	42%
Northern cluster	29%
Southern cluster	29%

Base: All resident respondents (500)

[1]Small areas in England are ranked from most deprived to least deprived and divided into 10 equal groups, ranging from most deprived 10 per cent to the least deprived 10 per cent using the latest data from 2019. For analysis IMD deciles were mapped to postcodes and in this report areas of higher deprivation equate to deciles 1-3, middle 4-7 and lower 8-10.

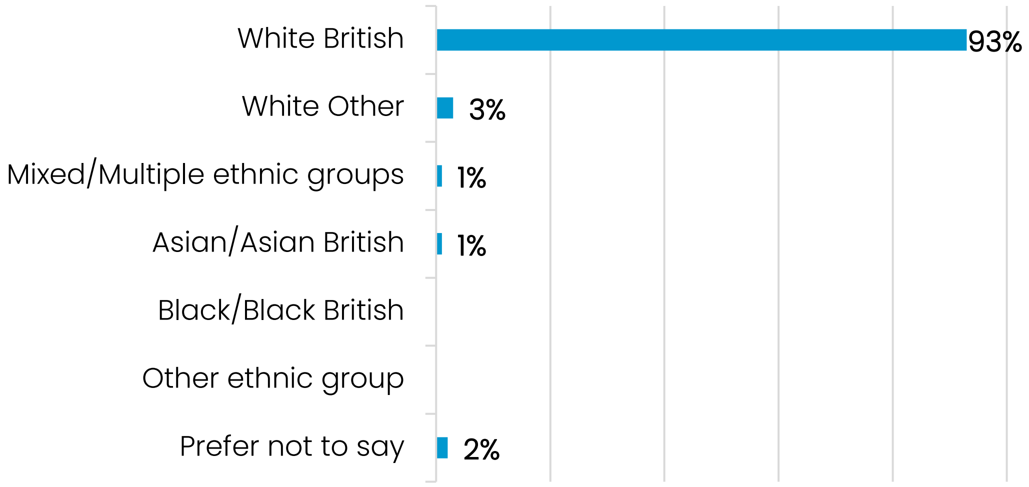
Demographics

Age group

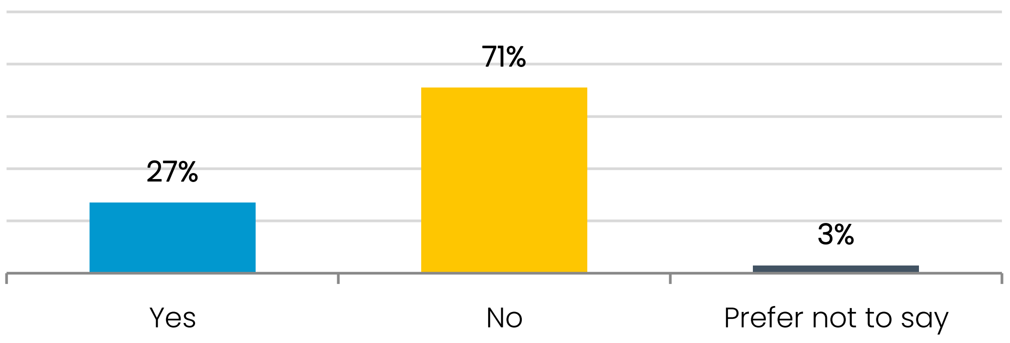


Sex

Ethnic group



Long-term condition(s) or illness(es)



Questions: Please tell me which of the following age bands you fall into / What is your sex? | Base: All resident respondents (500)

Questions: What is your ethnic group? / Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?
Base: All resident respondents (500)

Business survey key findings

08.

Satisfaction with the Council, value for money and keeping residents informed

Satisfaction with the way the Council runs things is consistent with last year but there have been falls in the perceived value for money and being kept informed

- 61% strongly agreed or tended to agree that they were satisfied with the way the Council runs things, consistent with last year (62%).
- 17% disagreed and 23% neither agreed nor disagreed.
- 48% agreed the Council provides value for money, similar to residents (47%), but on a downwards trajectory since 2022 (66%) and lower than last year (56%).
- 18% disagreed that the Council provides value for money and 29% neither agreed nor disagreed.
- 53% think the Council does not keep businesses well informed about the services and benefits it provides.
- In contrast, 43% thought the Council keeps businesses well informed, a decrease since last year (51%), continuing the downwards trend.

Majority proportions agree the Council cares about people and businesses, has maintained services to a good standard, and is working to improve the environment

- 62% agreed that the services provided by the Council have been maintained to a good standard, which is fairly consistent with last year (65%), but continues the downwards trend from 75% in 2021.
- Agreement that the Council is working to improve the environment has decreased from 74% in 2023 to 69% this year.
- 59% agreed that the Council cares about the people and businesses that make up communities, which was an increase since last year (55%) and was consistent with residents (58%).

Contact with the Council, and customer and business services

There were positive experiences of the Council's customer services and most want to hear from the Council by email

- 21% had contacted the Council in the last 12 months, with email the most common way of getting in touch (13%).
- Of those who had contacted the Council in the last 12 months, 90% said they would be happy to contact it again using the same method that they had used previously and 83% agreed that the information they were given was clear and easy to follow.
- Three quarters of those who had contacted the Council in the last 12 months agreed that staff were helpful and efficient (74%), they had no problems accessing the service they needed (74%) and their enquiry or request was resolved in a timely manner (76%).
- 68% said they would like to receive information from the Council by email and 25% wanted to by letter.

Some access information for businesses on the Council and find it useful and would find a range of other support services useful, but there is low awareness of The Natural Place

- 36% said they access the Council's website and, of these, 92% find the information on it useful.
- The majority of those who use the website said they did not know what could be changed to improve the website or that it was already good as it is.
- 96% had not seen The Natural Place website, which the Council hosts to promote the district as a business and investment destination and 4% said they had seen it.
- When asked what business support services from the Council would be most useful, 34% cited health and safety, which was most common.
- 27% would find grants useful, 23% employment and apprenticeships, 22% newsletters and communication, and 22% information on business grants and/or loans.
- When asked to identify one thing the Council could do to help facilitate growth and increase employment, the most common issue was not knowing or that there were no issues (43%).

Perceptions of the local area, business impacts on the environment and cost of living

Proximity to home is a key reason for being located in the district, there is high satisfaction with the local area, and many are considering their environmental impact

- When asked why they set their business up in the area, 47% cited the proximity to home, which was most common.
- 24% had set up their business in the area due to the availability of commercial or office space.
- 81% agreed that they were satisfied with their local area as a place to do business, but this has decreased since last year (96%) due to the proportion who neither agreed nor disagreed increasing from 2% to 13%.
- 84% said they are considering the environmental impact of their business.
- Of those that are considering the environmental impact of their business, 69% said they were reducing energy use, 60% were introducing environmentally friendly policies, 53% were monitoring their environmental impact and 46% were prioritising eco-friendly suppliers.

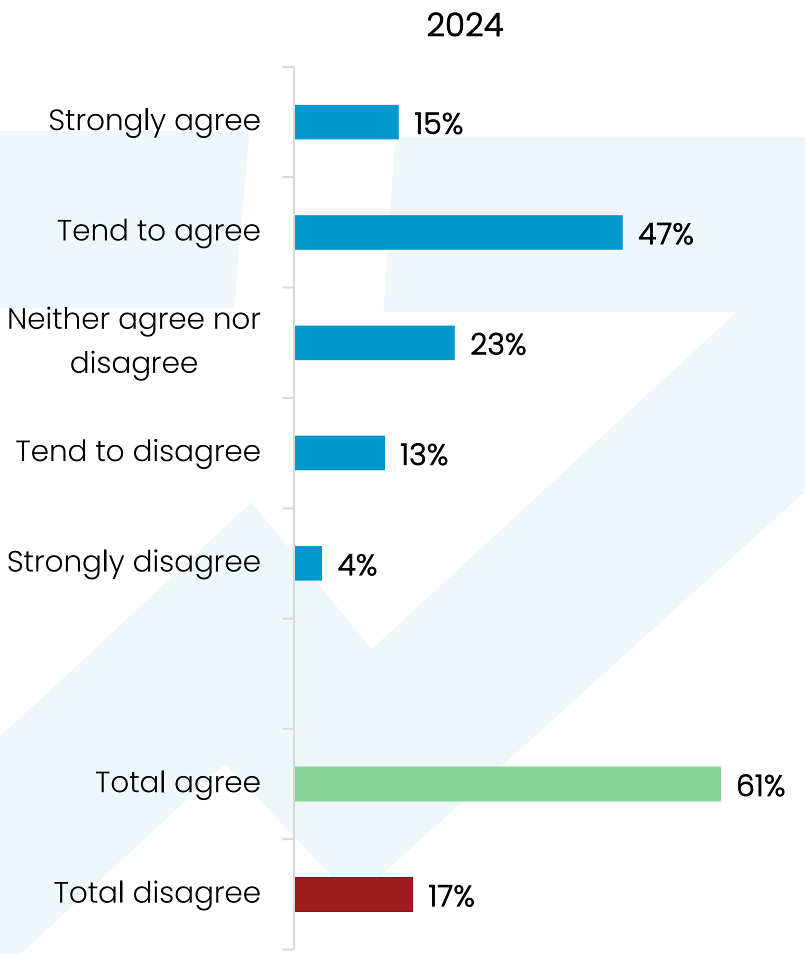
The cost of living is having a negative impact on supply chains, customer spend and financial situations for many businesses

- 61% felt that the cost of living was having a negative impact on their supply chain.
- 56% thought it had had a negative impact on their customers' spend.
- 53% said it had had a negative impact on their business's financial situation.
- 47% said the cost of living had had a negative impact on their cashflow.
- Smaller proportions felt the cost of living had had a negative impact on employees (33%), their ability to recruit skilled staff (23%) and to recruit unskilled staff (21%).
- When asked about significant issues affecting their business, increasing costs or overheads were most common (24%), closely followed by the cost of living crisis or decreased customer spending power (23%).

Business perceptions of the Council and support services

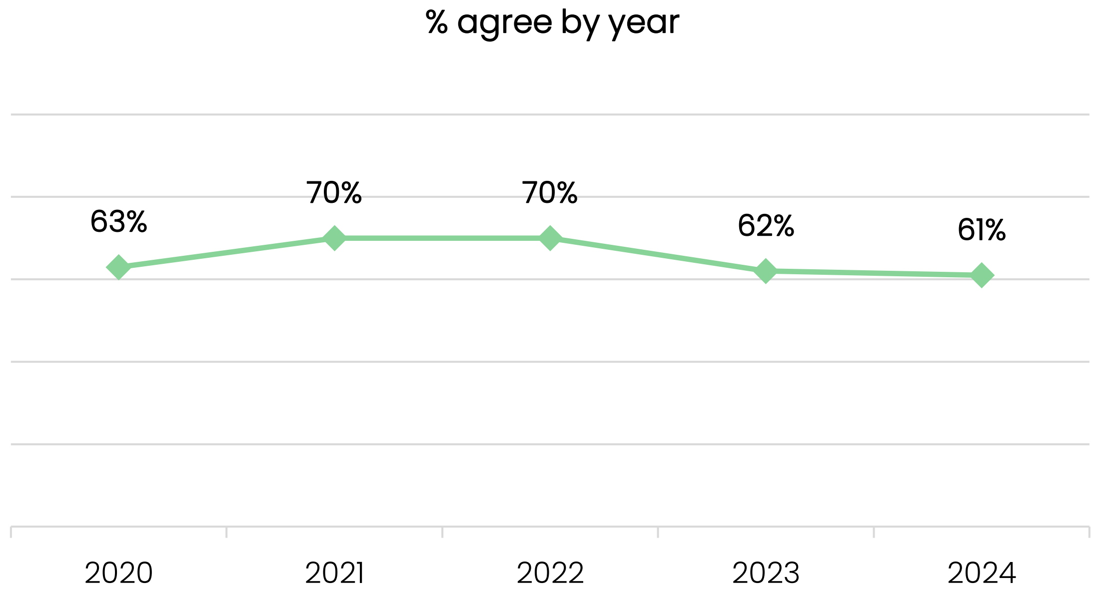
09.

Satisfaction with the way the Council runs things is consistent with last year



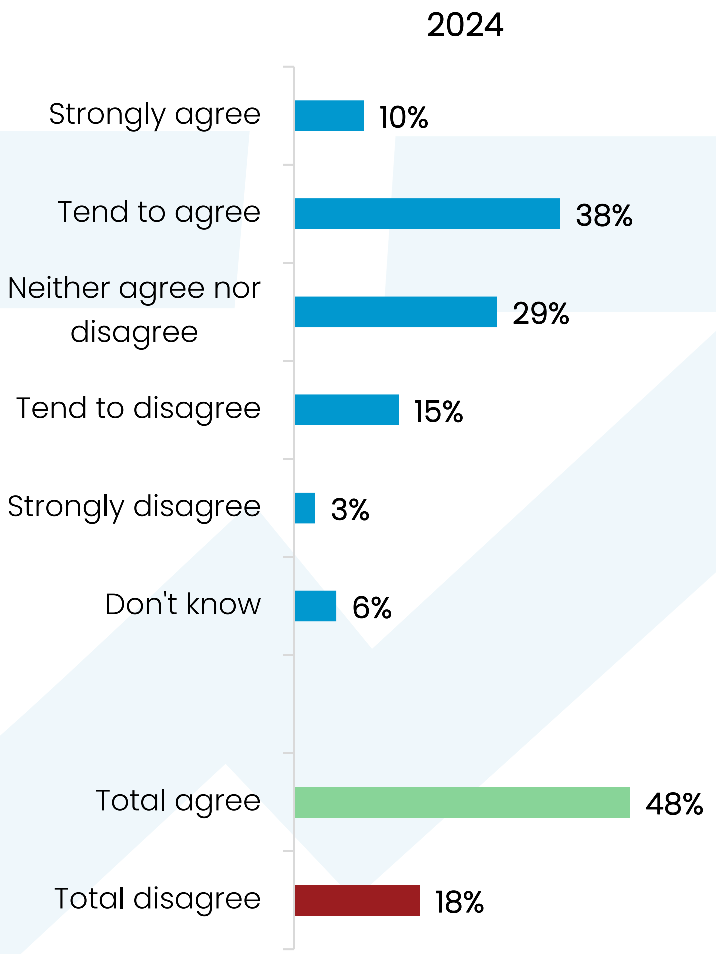
Overall, six in ten (61%) agreed that they were satisfied with the way Stroud District Council runs things, with 15% saying they 'strongly agreed' and 47% saying they 'tend to agree'. In contrast, 17% disagreed (13% 'tend to disagree' and 4% 'strongly disagreed') and a further quarter (23%) 'neither agreed nor disagreed'.

The level of agreement is consistent with last year, when 62% agreed overall that they were satisfied with the way the Council runs things.



Question: Overall, I am satisfied with the way Stroud District Council runs things
Base: All business respondents 2024 (200)

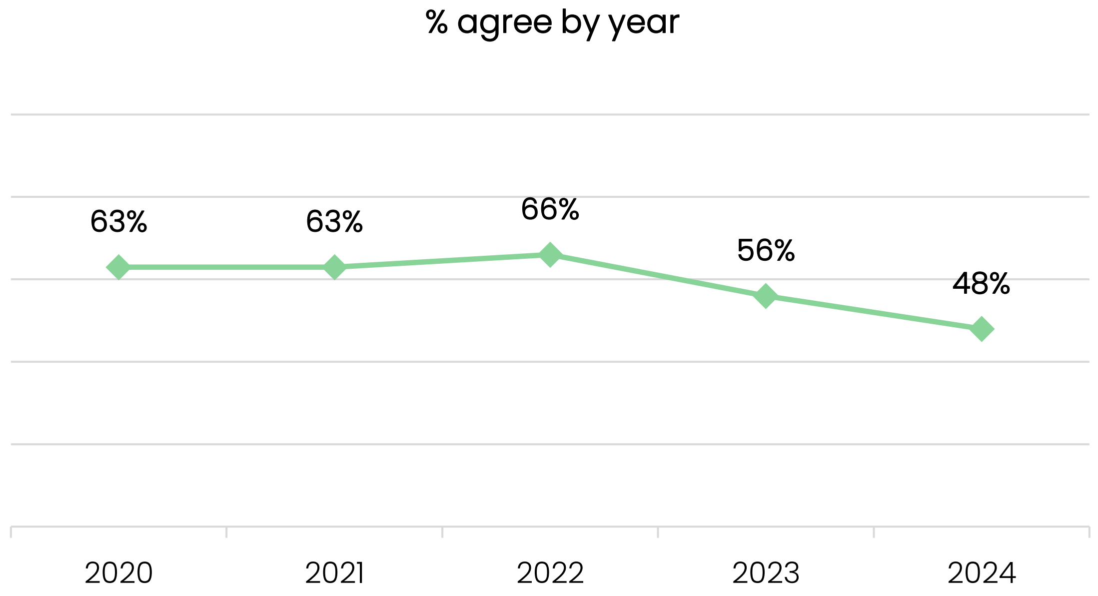
As also seen with residents, agreement that the Council provides value for money has fallen since last year



Just under half (48%) agreed overall that Stroud District Council provides value for money, a similar proportion to residents (47%).

'Tend to agree' was the most common response (38%) and a further 10% 'strongly agreed'. Three in ten (29%) 'neither agreed nor disagreed' and 18% disagreed overall.

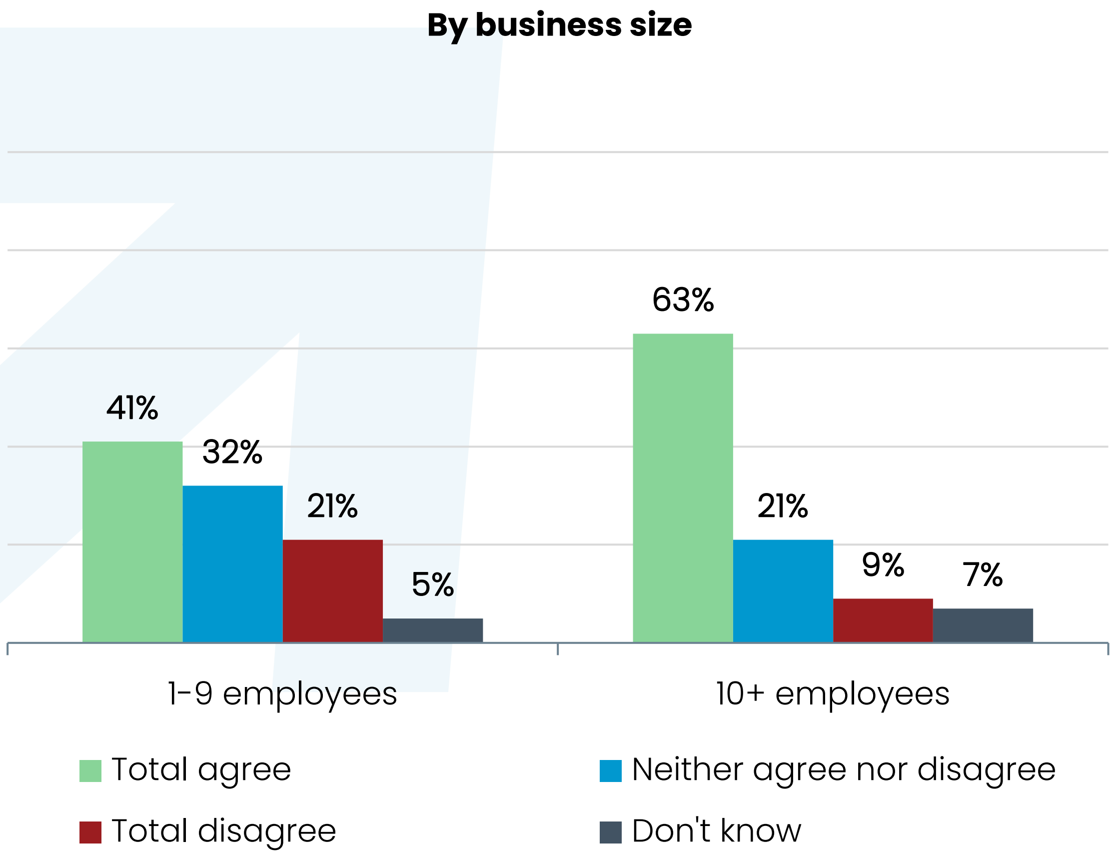
Looking at the year on year trend, there has been another fall in agreement, from 56% last year to 48% this year.



Question: I agree that Stroud District Council provides value for money
Base: All business respondents 2024 (200)

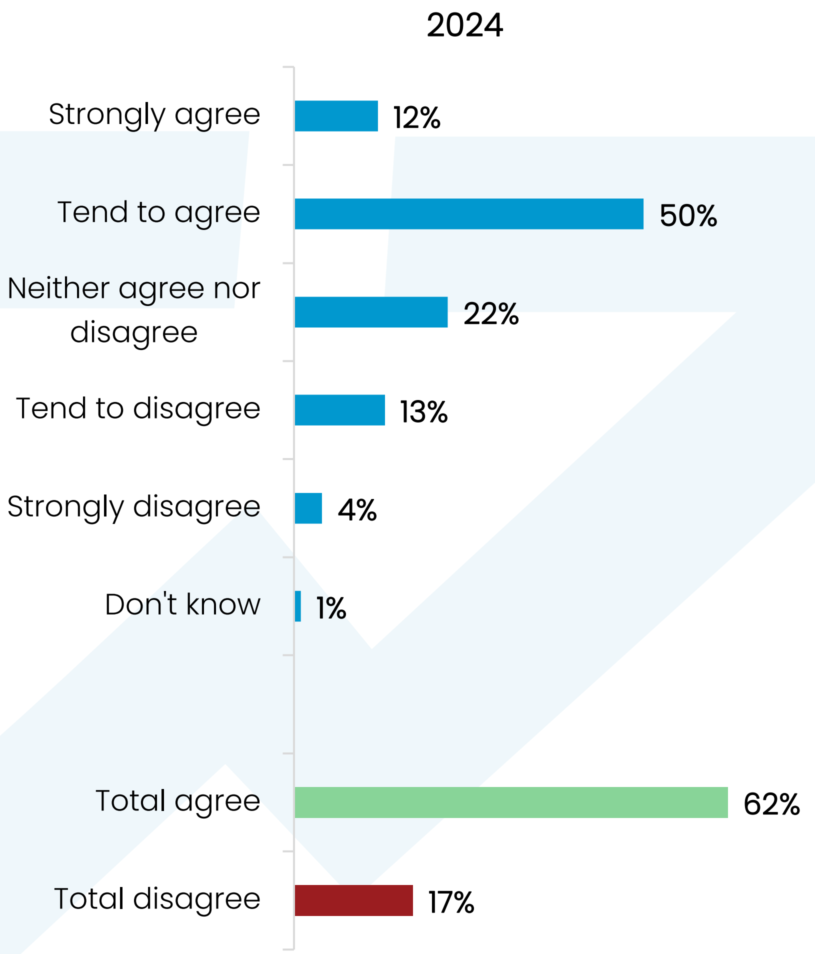
Agreement with value for money by business size

Respondents from larger businesses were more likely to agree that the Council provides value for money than those from smaller businesses.



Question: I agree that Stroud District Council provides value for money
Base: 1-9 employees (140); 10+ employees (57)

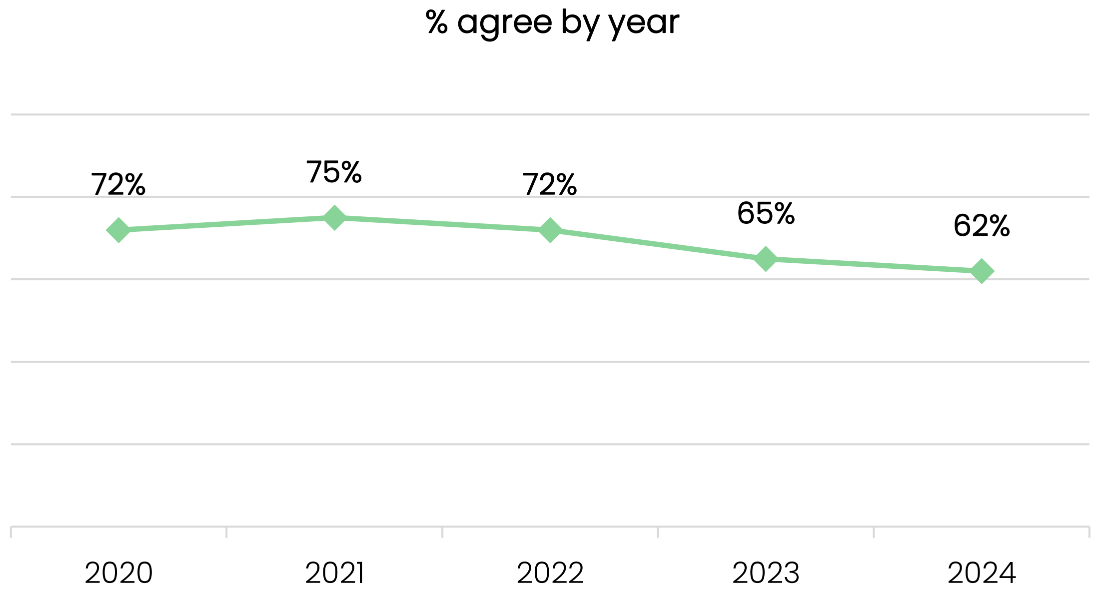
Agreement that the Council maintains services to a good standard is consistent with last year



Six in ten (62%) agreed overall that Stroud District Council maintains services to a good standard, a similar proportion to residents (60%).

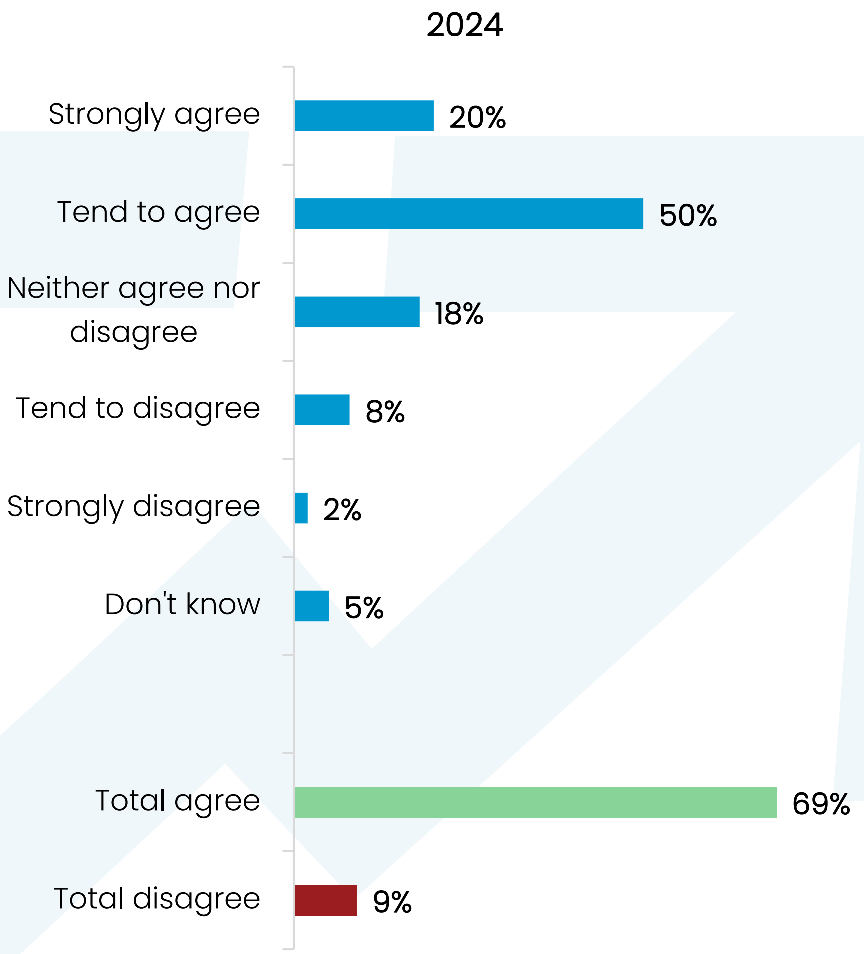
'Tend to agree' was the most common response (50%) and a further 12% 'strongly agreed'. Around a fifth (22%) 'neither agreed nor disagreed' and 17% disagreed overall.

Looking at the year on year trend, the result is fairly consistent with last year but is still tracking below the agreement levels seen between 2020 and 2022.



Question: Overall, the services provided by Stroud District Council have been maintained to a good standard
Base: All business respondents 2024 (200)

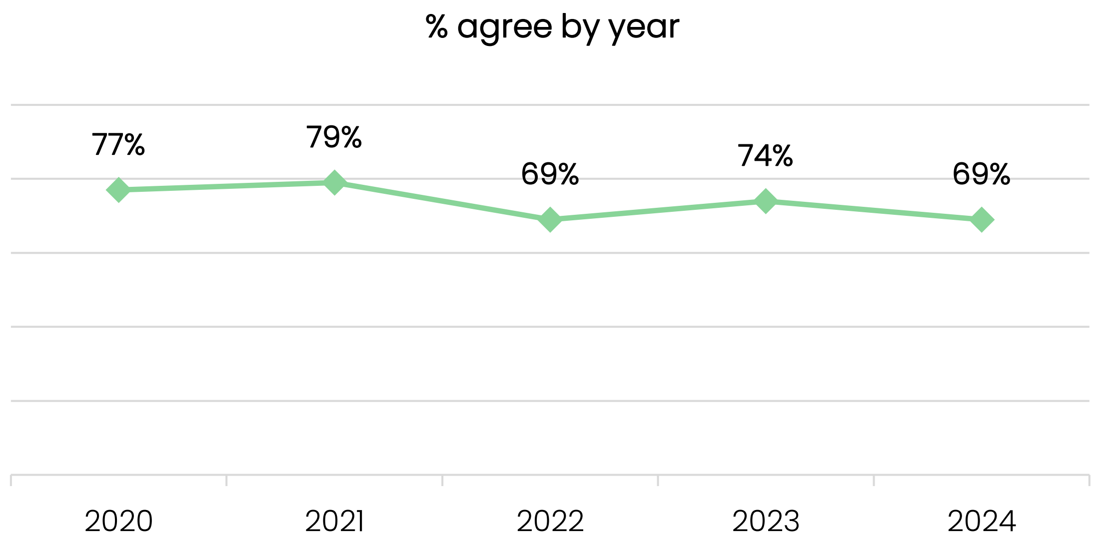
Agreement the Council is working to improve the environment has dropped back to the same level as 2022



Overall, seven in ten (69%) agreed that Stroud District Council is working to improve the environment, comprising 20% who 'strongly agreed' and 50% who 'tend to agree'. A further 18% 'neither agreed nor disagreed' and 9% disagreed overall.

The agreement level among business respondents (69%) was slightly above the agreement level of resident respondents (63%).

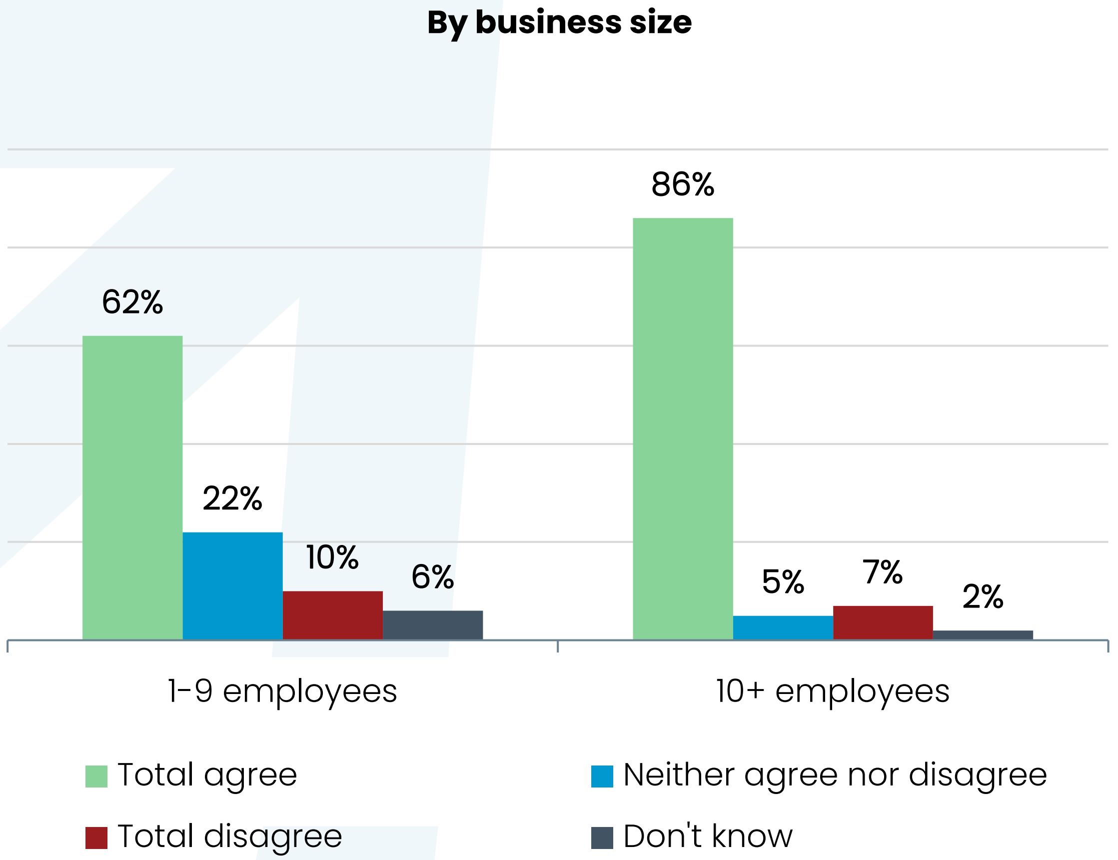
Looking at the year on year trend, there has been a slight fall in agreement since last year (74%), back to the 2022 level and below levels in 2020 and 2021.



Question: Overall, I am satisfied that Stroud District Council is working to improve the environment
Base: All business respondents 2024 (200)

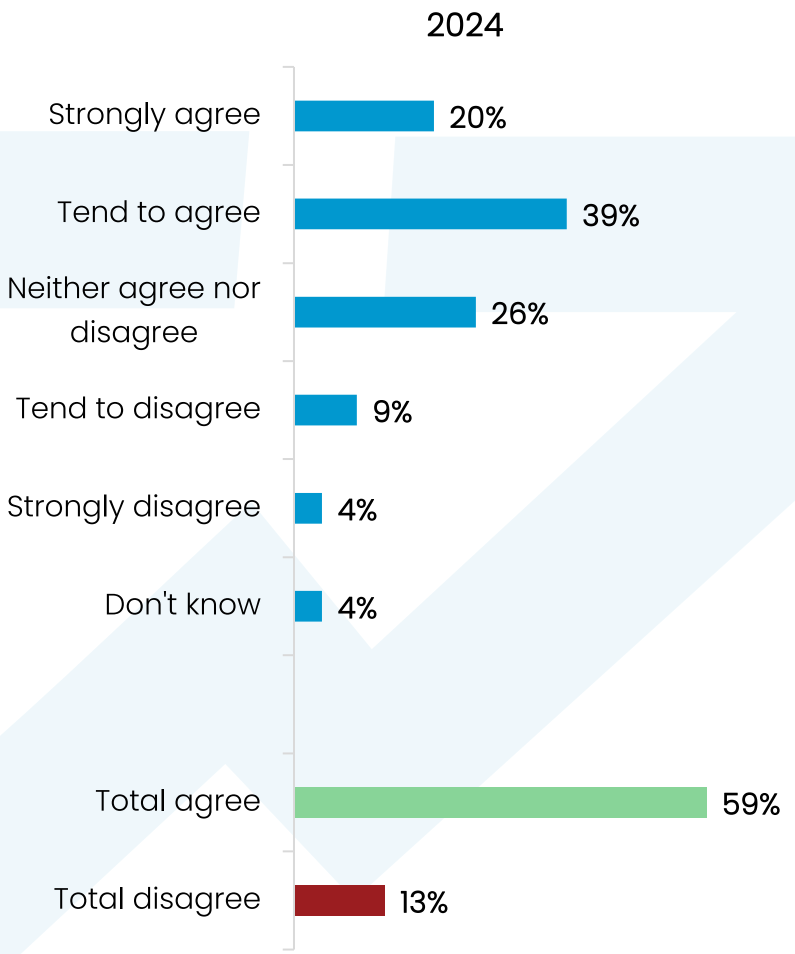
Agreement that the Council works to improve the environment by business size

Again, respondents from larger businesses were more likely to agree that they were satisfied that the Council is working hard to improve the environment than those at smaller businesses. On the other hand, those working for smaller businesses were more likely to say they 'neither agreed nor disagreed'.



Question: Overall, I am satisfied that Stroud District Council is working to improve the environment
Base: 1-9 employees (140); 10+ employees (57)

Slight increase in agreement that the Council cares about people and businesses

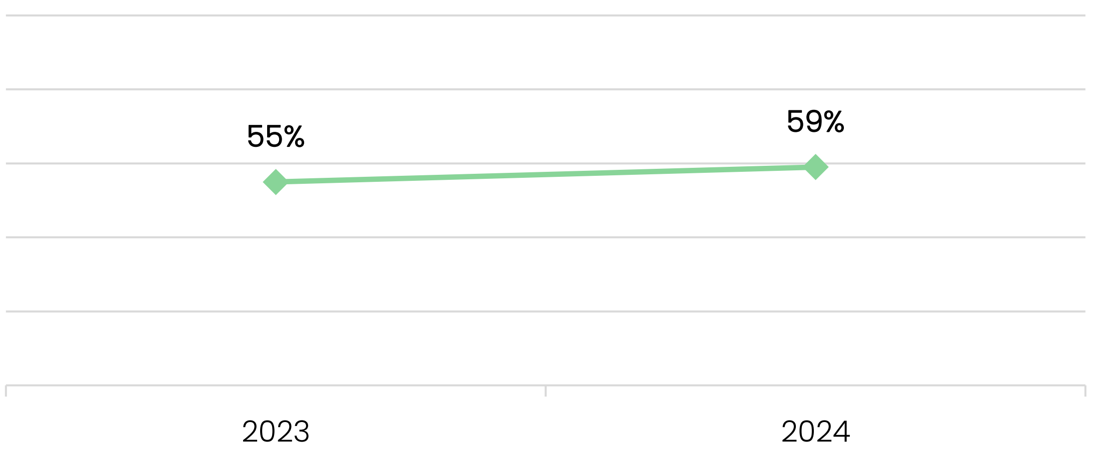


Six in ten business respondents (59%) agreed overall that the Council cares about the people and businesses that make up communities, comprising 20% who 'strongly agree' and 39% who 'tend to agree'. A further quarter (26%) 'neither agreed nor disagreed', whilst 13% disagreed overall.

The agreement level of business respondents (59%) was consistent with agreement amongst resident respondents (58%).

There has been a slight increase in agreement since last year, from 55% to 59%.

% agree by year*

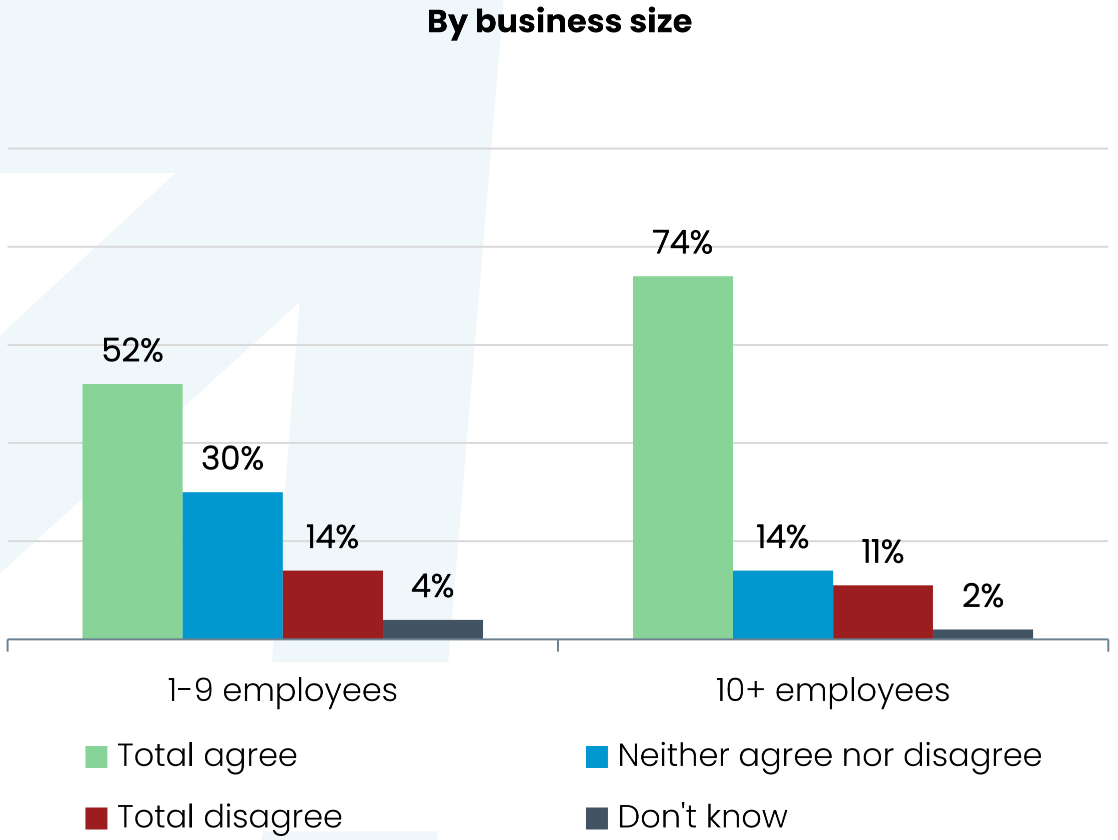


*No data from before 2023

Question: I believe that Stroud District Council cares about the people and businesses that make up our communities
Base: All business respondents 2024 (200)

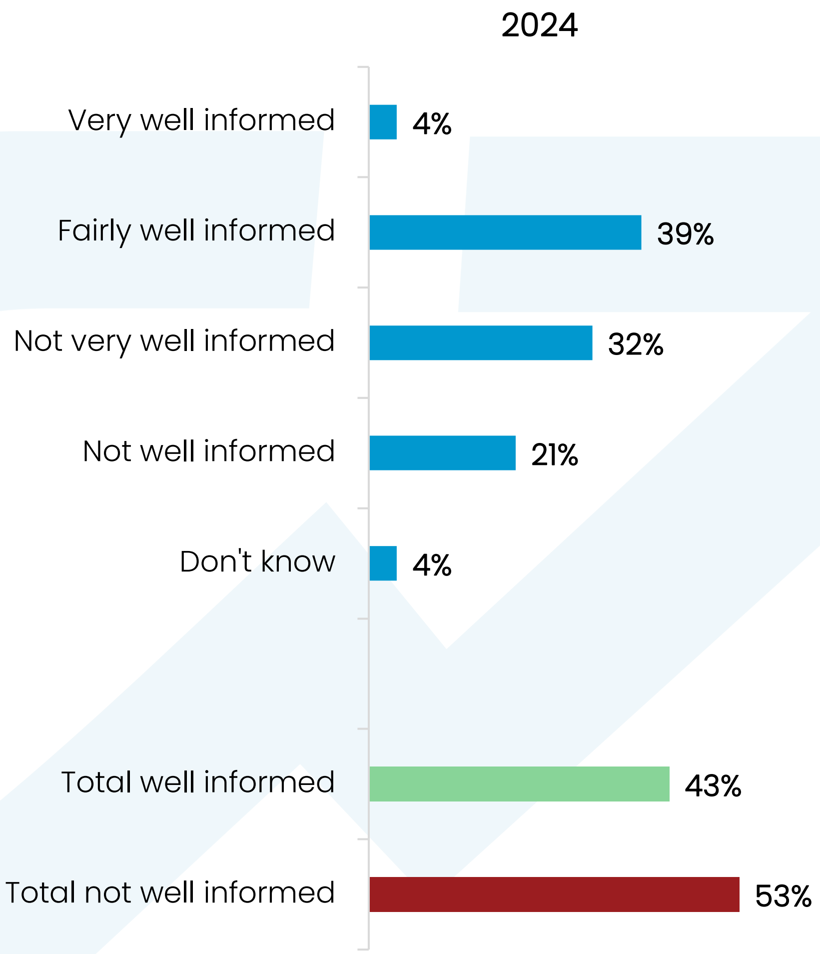
Agreement that the Council cares by business size

Respondents from larger businesses were more likely to agree that the Council cares about people and businesses than those at smaller businesses. However, this was driven by the latter being more likely to say they 'neither agreed nor disagreed'.



Question: : I believe that Stroud District Council cares about the people and businesses that make up our communities
Base: 1-9 employees (140); 10+ employees (57)

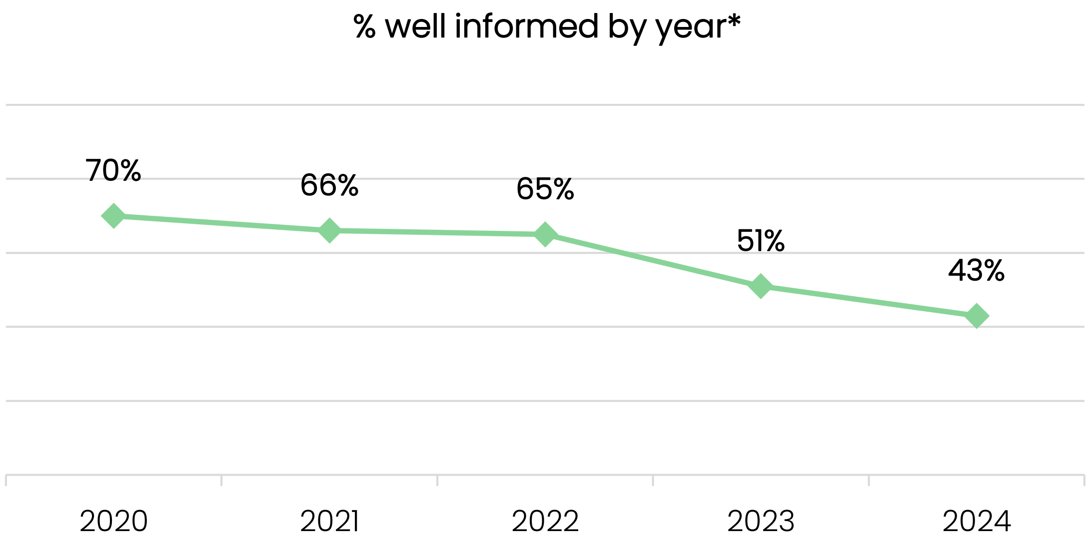
Over half do not feel well informed about services and benefits, a fall since last year



More businesses thought the Council did not keep them well informed about services and benefits (53%), than keeps them well informed (43%). However, the most common response was still that the Council keeps businesses 'fairly well informed' (39%).

Looking at the year on year trend, there has been another fall in the proportion of those who felt well informed since last year from 51% to 43%,.

The fall in being kept informed mirrors the trajectory for the resident survey, which also saw a decline since 2023.

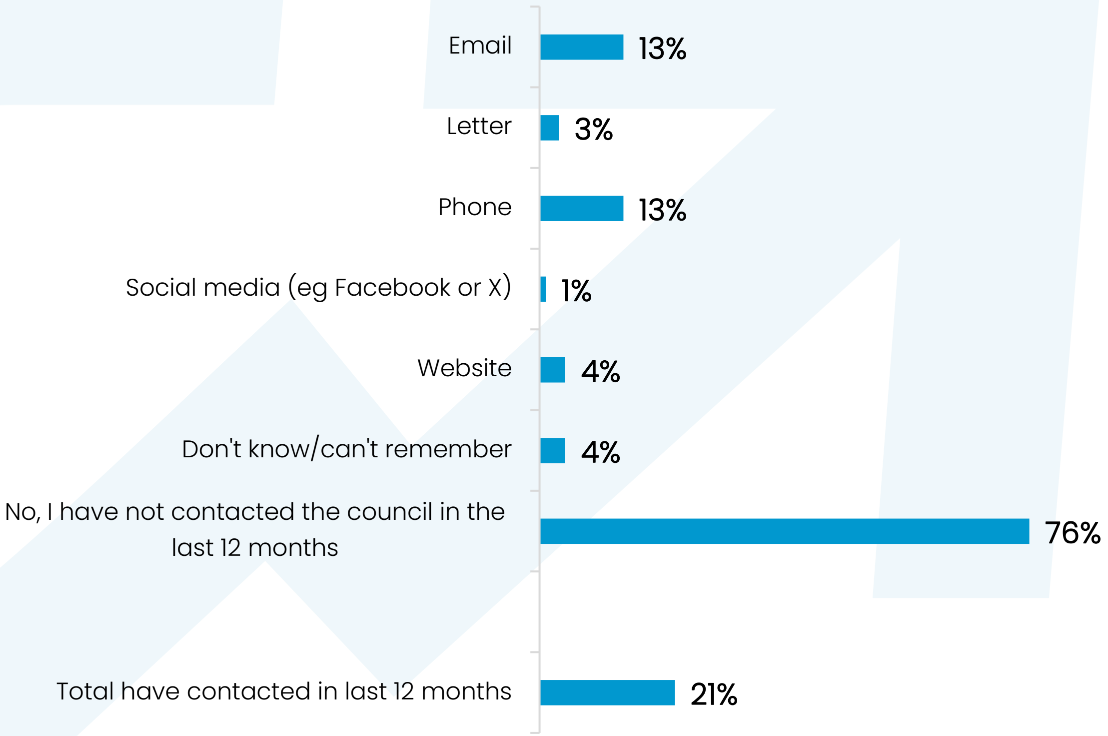


Question: Overall, how well informed do you think Stroud District Council keeps businesses about the services and benefits it provides?
Base: All business respondents 2024 (200)

The majority have not been in contact with the Council in the last 12 months

The majority of business respondents (76%) had not contacted the Council in the last 12 months, but the most common way of contacting was by email (13%). Of those that had contacted the Council, for planning was the most common matter, closely followed by waste and recycling or street cleaning.

Contacting the Council



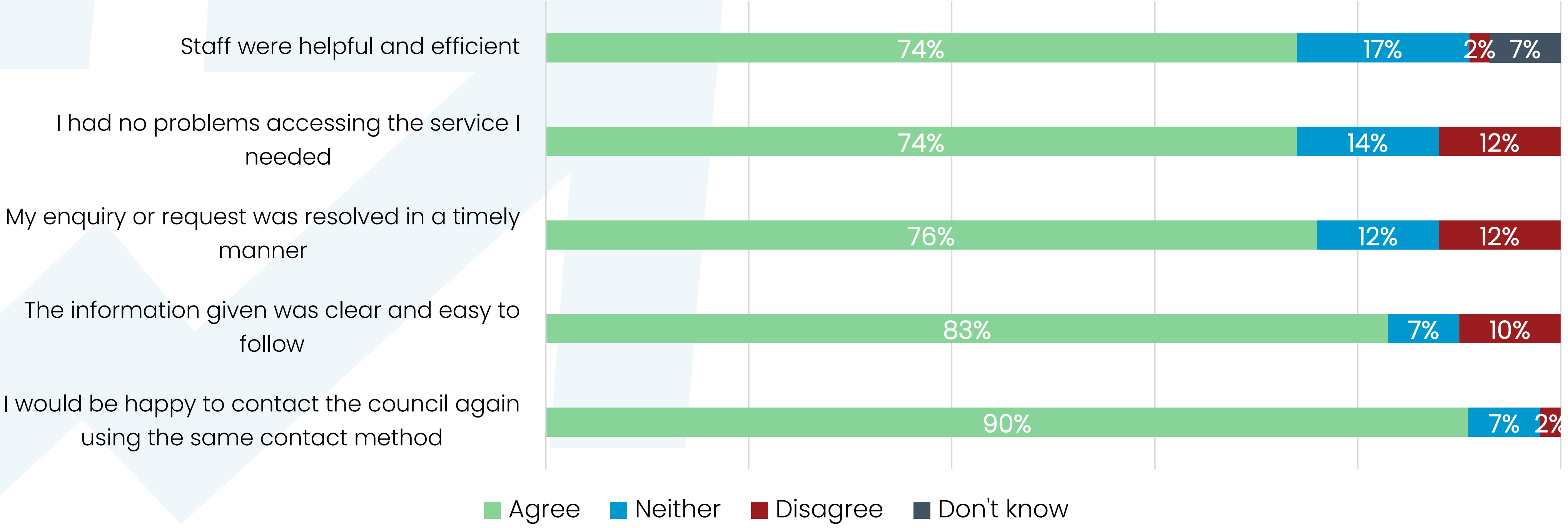
Matter concerning

Matter	#
Planning	9
Waste & recycling/street cleaning	8
Business rate issue/rate relief	6
Licensing	5
Food Safety, Health & Safety, Environmental Protection	3
Building control	3
Grants available	2
Housing	1
Don't know	1
Other	12

Question: Have you contacted the Council in the last 12 months using any of the following methods? | Base: All business respondents 2024 (200)
Question: What was the matter concerning? | Base: Businesses that had contacted the Council in last 12 months (42)

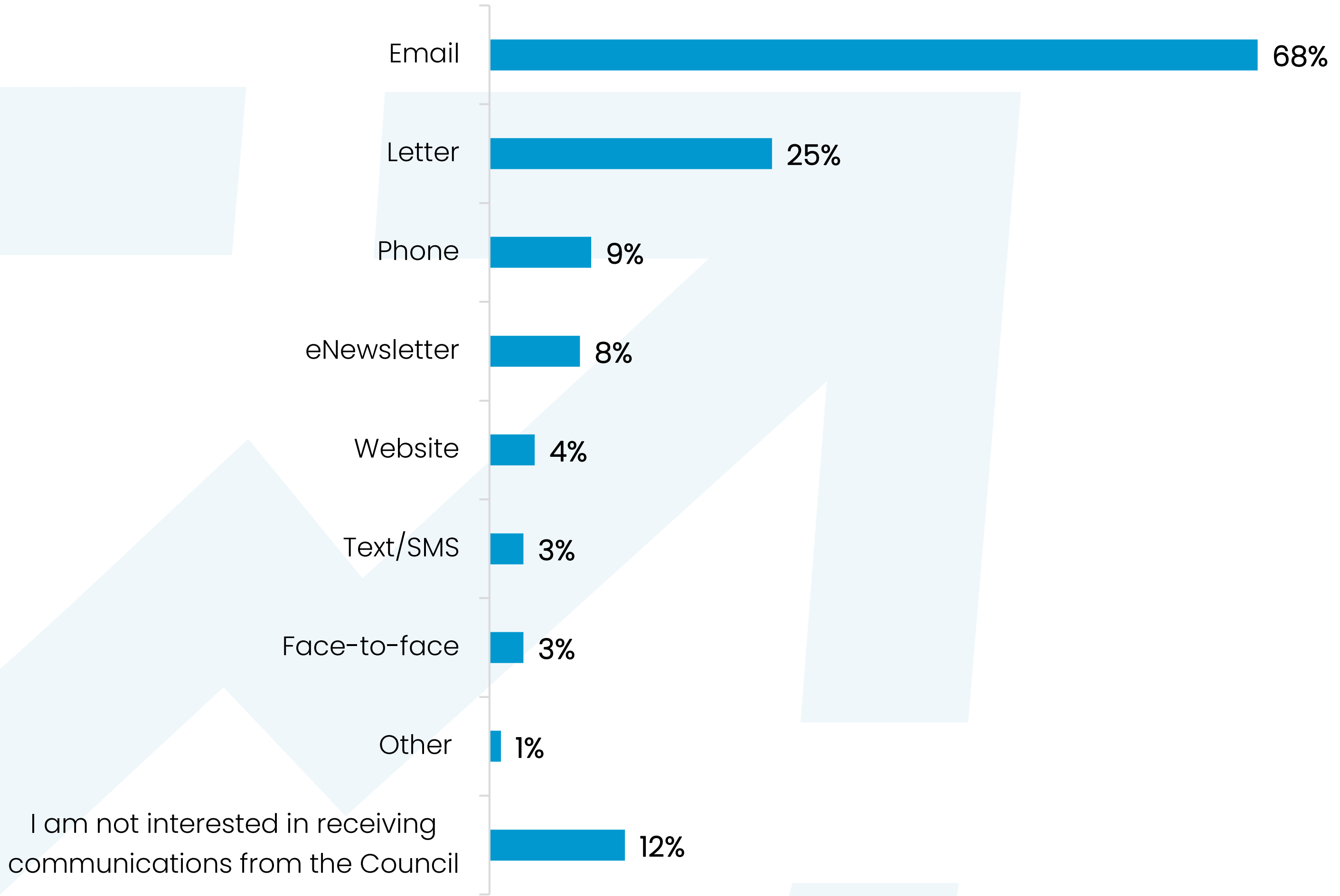
There were positive experiences of the Council customer service amongst businesses

Majority proportions agreed with each statement about the Council customer service. However, it should be kept in mind that base sizes are small.



Question: Thinking about your contact with the Council, to what extent do you agree or disagree with the following statements?
Base: Businesses that had contacted the Council in last 12 months (42)

Email is the most popular preferred way of hearing from the Council



When asked how they would like to receive information from the Council, the most popular way was by email (68%).

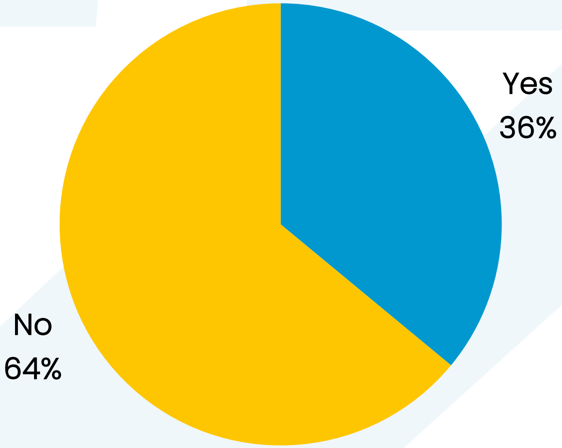
A further quarter (25%) said they wanted to hear from the Council by letter.

Much smaller proportions wished to hear from the Council via other methods.

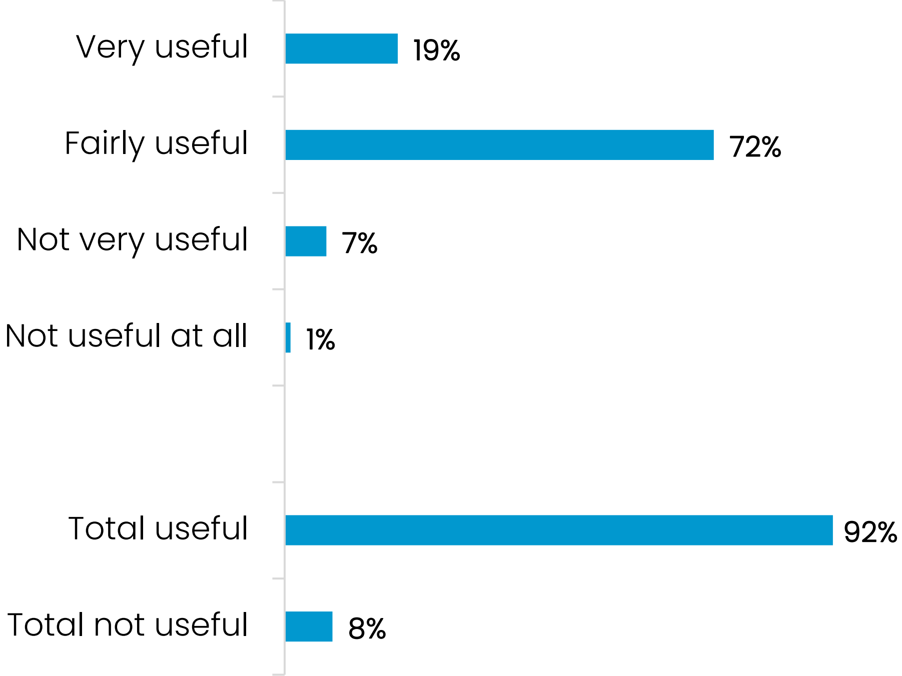
Question: How would you like to receive communication from the Council?
Base: All business respondents 2024 (200)

Some access information for businesses on the Council website, finding it useful

Just over a third (36%) said they accessed the Council's website for information about services and support on offer to businesses.



When asked about the usefulness of the information, the most common response was that it was 'fairly useful' (72%) and a further fifth (19%) found it 'very useful'. This results in 92% overall finding the information useful.



Question: Do you access the Council's website for information about services and support on offer to businesses? | Base: All business respondents 2024 (200)
Question: How useful do you find the information provided? | Base: Businesses who accessed the website (72)

Of those that access the website, the vast majority do not think anything needs changing

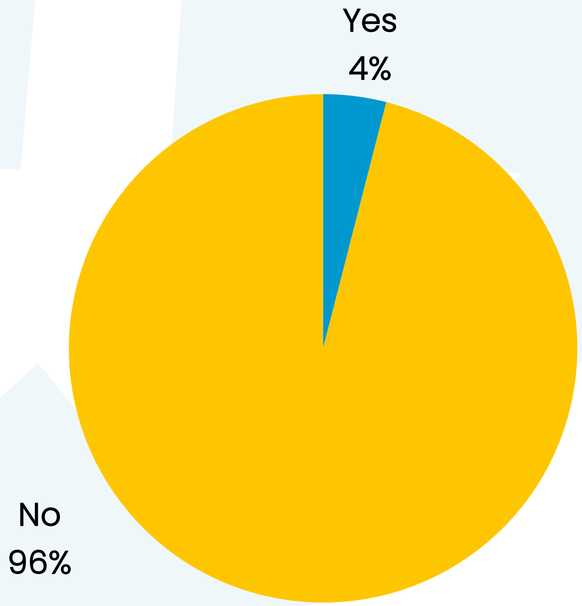
Respondents were asked to suggest one thing that would improve the website content. By far, the most common response was that nothing needed changing or it was fine as it was.

Theme	Count
Nothing/don't know/no issues/already good	48
More user friendly/intuitive/easier to navigate	8
Clear/better organised information	7
Better search function/easier to find information	6
Have people to speak to/provide contact numbers	3
Update/modernise	2
Not as good since redesign	2
Make it more useful for businesses	2
Fix glitches	1
Improved planning portals/easier to use	1
Quicker registration process for electoral roll	1
Signposting to other references/external information	1
Rebuild from scratch	1

Question: What one thing, if anything, do you think could improve the website content?
Base: Businesses who accessed the website (72)

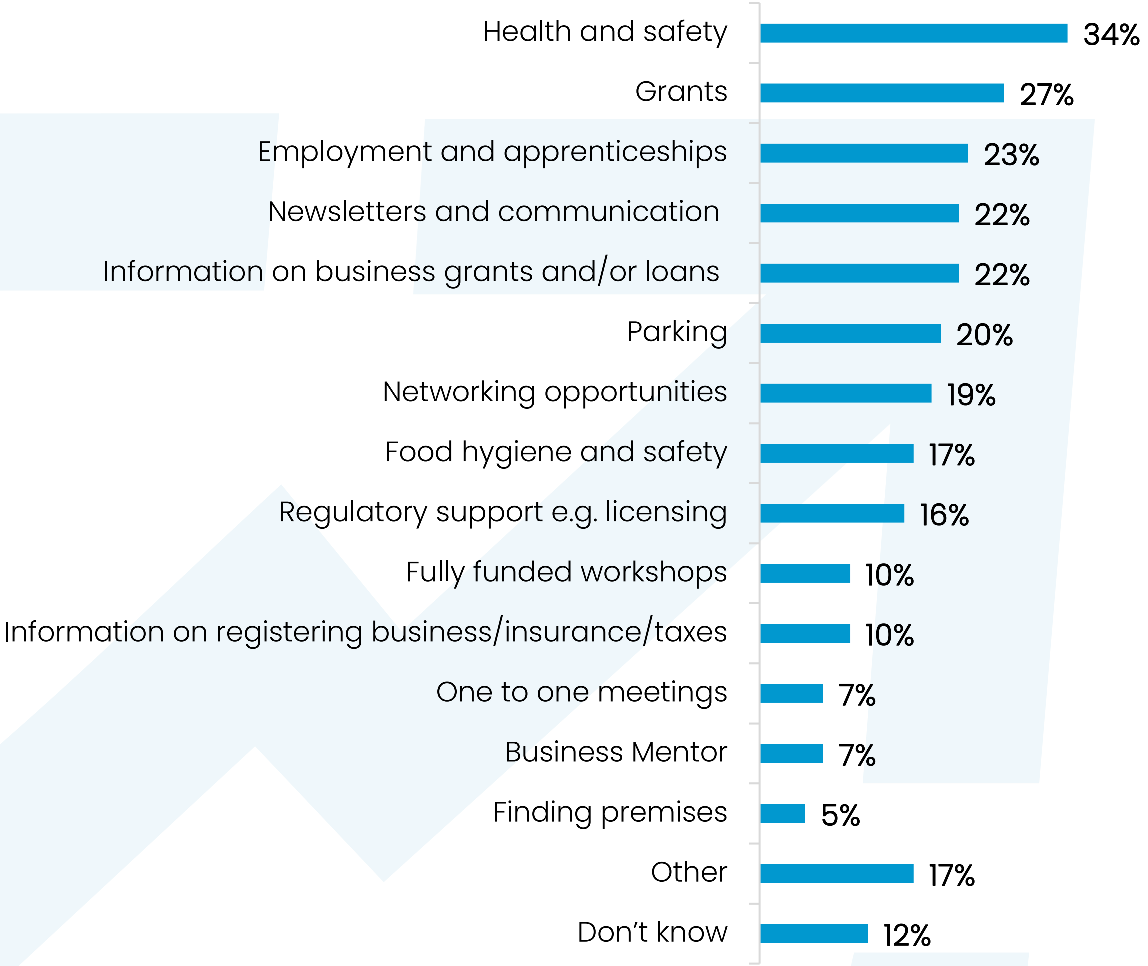
There is low awareness of The Natural Place website

Stroud District Council provides a promotional website to promote the district as a business and investment destination. When asked if they had seen the website, only eight respondents had (4%).



Question: Stroud District Council provides a promotional website to promote the district as a business and investment destination, The Natural Place. Have you seen the website? | All business respondents 2024 (200)

Businesses would find a range of support services useful, with health and safety and grants seen as most useful



When asked what business support services from the Council would be most useful, health and safety was most popular (34%).

Over a quarter (27%) would find grants useful, whilst employment and apprenticeships (23%), newsletters and communication (22%), information on business grants and/or loans (22%) and parking (20%) were all popular.

17% said ‘other’, which was most likely to be that they did not need anything.

A further 12% said they did not know.

Question: What business support services provided by Stroud District Council are most useful to your business?
Base: All business respondents 2024 (200)

A few would like to see reduced costs, business rates or rents

When asked to identify one thing that the Council could do to help facilitate growth and increase employment, many said they did not know or that it was not an issue, which was the most common theme. This was followed by the theme that reduced costs, business rates or rents would help facilitate growth and increase employment. Tidying up and improving the town centre and parking were also common themes.

Theme	Count	%
Don't know/not an issue	86	43%
Reduce costs/business rates/rents	24	12%
Improve/tidy up the town centre/more investment	16	8%
More/free/cheaper parking	13	7%
Better public transport/transport links	9	5%
Improve roads/fix potholes/fewer roadworks	9	5%
More shops/fewer empty shops	9	5%
More communication/provide information/promote support available	7	4%
Invest in tourism/raise profile/encourage visitors	7	4%
Listen to/engage with businesses/understand their needs	6	3%
More support to businesses generally	6	3%
More housing/encourage people to move into area	5	3%

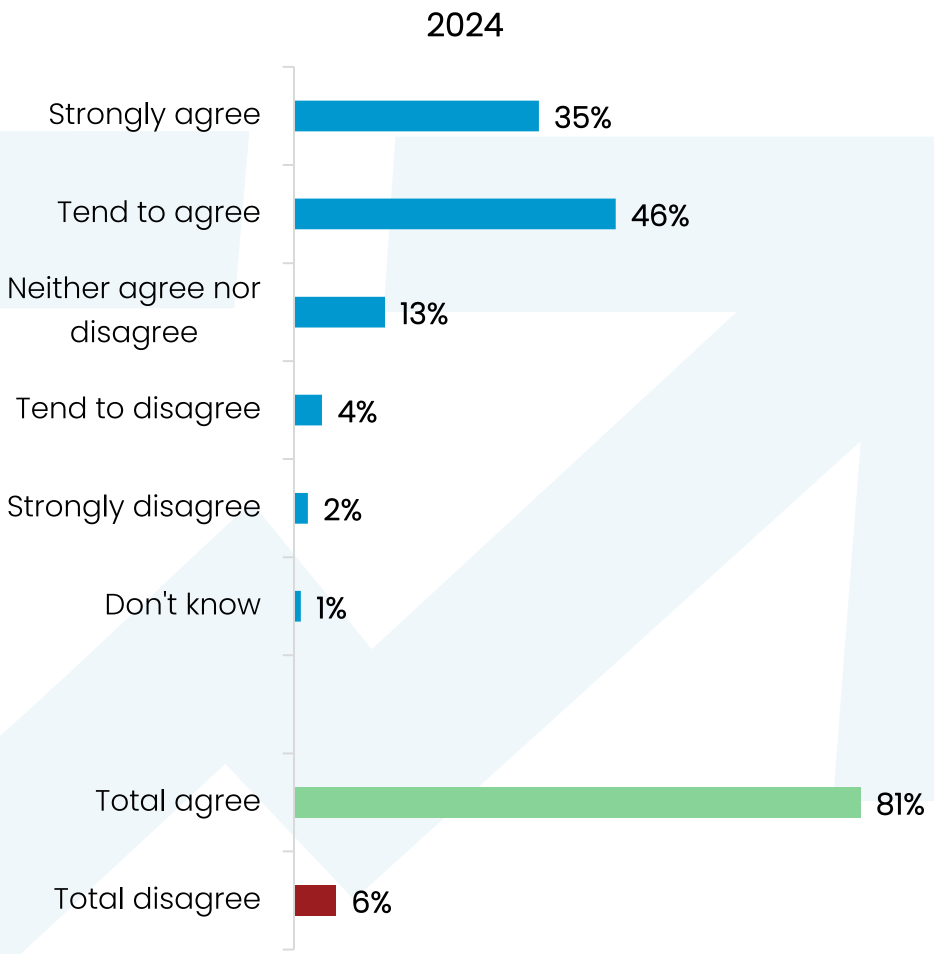
Theme	Count	%
Improve planning/speed up requests	5	3%
Support for new businesses/with setting up a business	5	3%
Support recruitment/advertise job opportunities	5	3%
More grants/funding/financial support	4	2%
Promote business networks/connect businesses	4	2%
Support with environmental/sustainability issues	4	2%
Promote/advertise local businesses	4	2%
Promote/support apprenticeships	3	2%
More education/training pathways	2	1%
Support with finding business premises	2	1%
Less red tape/bureaucracy	2	1%
Improve broadband provision	1	1%
Bring the banks back	1	1%

Question: What one thing do you feel the District Council can do to help facilitate growth and increase employment?
Base: All business respondents 2024 (200)

Business perceptions of the local area

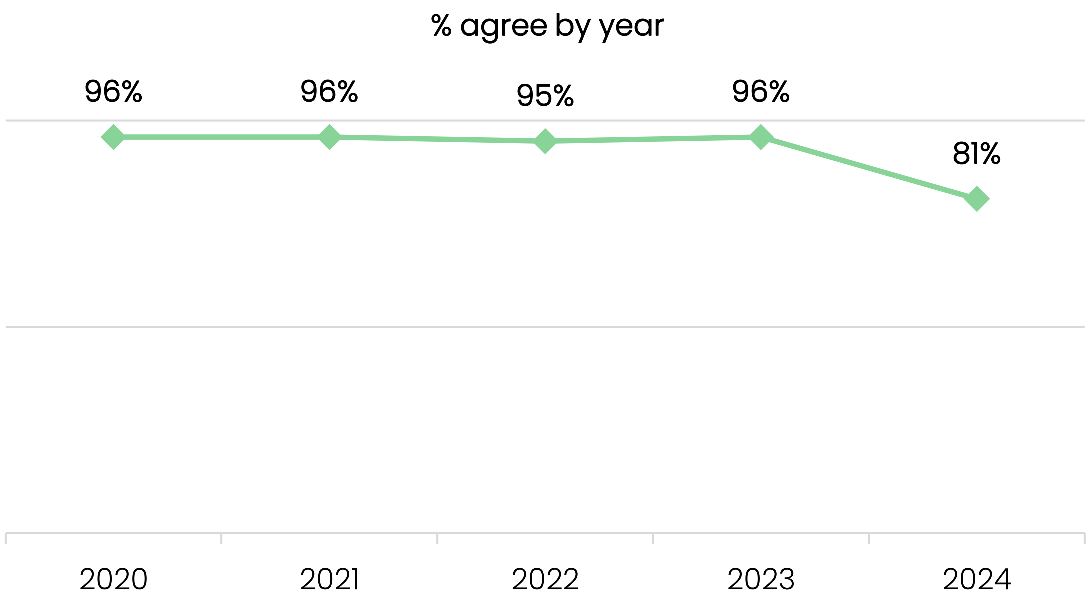
10.

Despite a fall since last year, satisfaction with the local area as a place to do business is still high



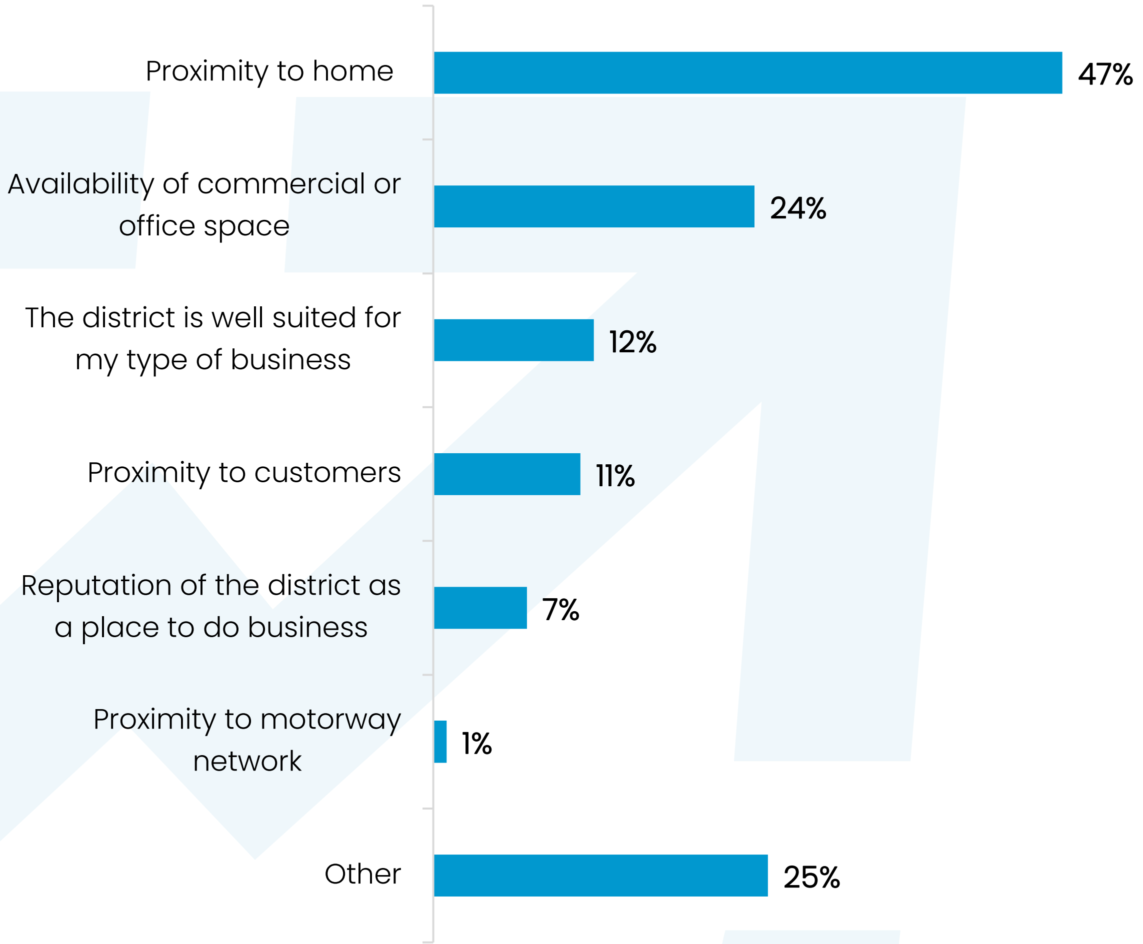
In total, eight in ten (81%) agreed that they were satisfied with the local area as a place to do business, with 35% saying they 'strongly agreed' and 46% who 'tend to agree'.

The level of agreement has seen a decline since last year, from 96% to 81% this year. However, this is largely driven by the proportion saying they 'neither agreed nor disagreed' increasing from 2% to 13% in the same time period.



Question: Overall, I am satisfied with my local area as a place to do business
Base: All business respondents 2024 (200)

Proximity to home is the most important decision factor for deciding to locate business in the area



When asked why they set their business up in the area, the most common reason among business respondents was the proximity to their home (47%).

A further quarter (24%) cited the availability of commercial space.

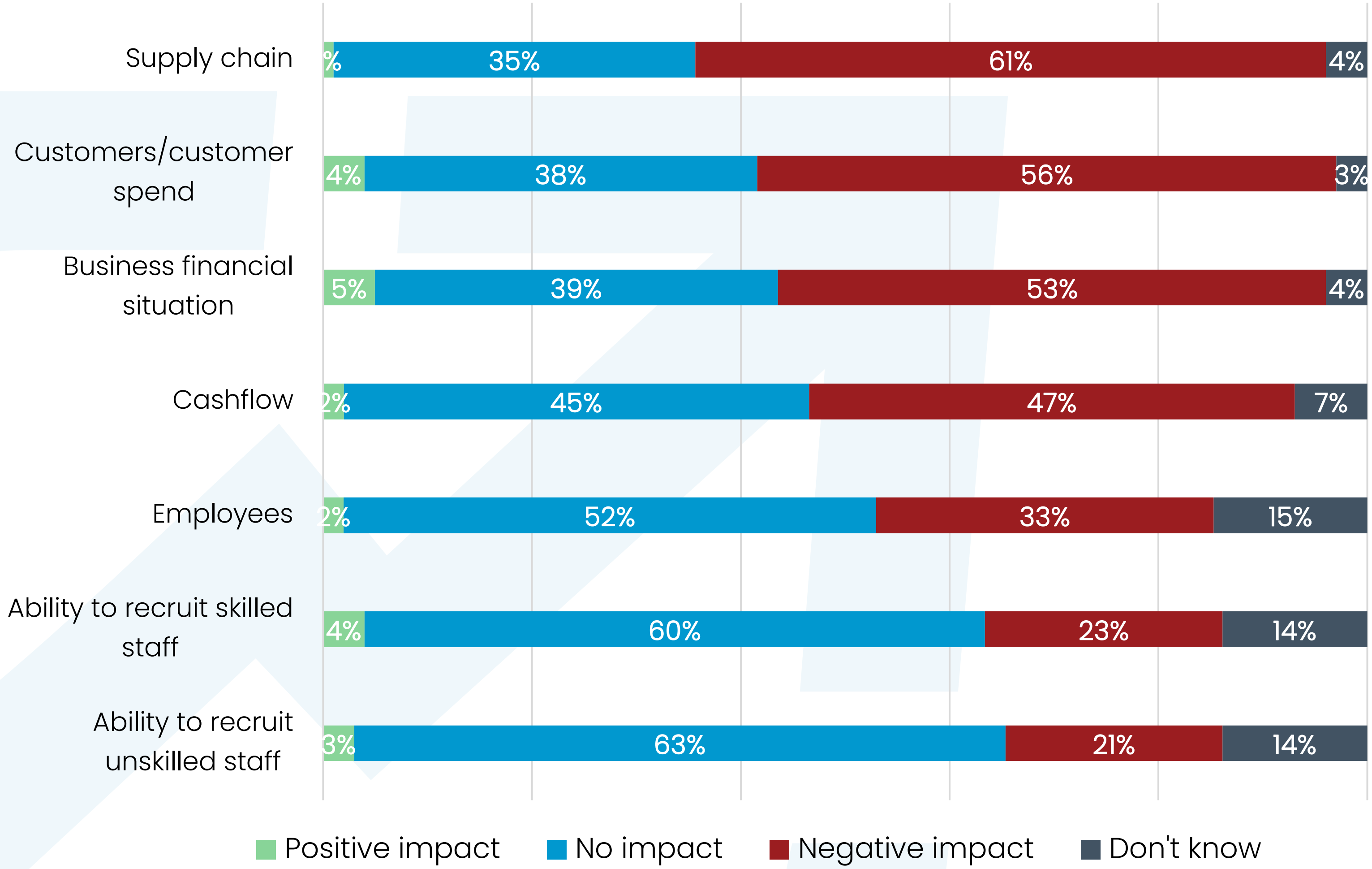
Smaller proportions mentioned the district being well-suited to their business (12%), the proximity to customers (11%), the reputation of the district (7%) and the proximity to the motorway network (1%).

A quarter (25%) gave an 'other' response. This was most likely to be that the respondent did not know, as someone else had made the decision.

Question: Why did you set your business up in this area? (Unprompted)
Base: All business respondents 2024 (200)

Business experience of the cost of living

Cost of living is having a negative impact, particularly on financial situations, customer spend and supply chains



Businesses were asked if the cost of living had had an impact on various aspects of their business.

The largest negative impact was on supply chains (61%), followed by customer spend (56%) and the financial situation of the business (53%).

There was a fairly even split between no impact (45%) and a negative impact (47%) in regard to cash flow.

Smaller proportions said the cost of living had a negative impact on their ability to recruit skilled staff (23%) and unskilled staff (21%).

By business size, those at smaller businesses were more likely to say the cost of living had a negative impact on their cashflow (53%) than those at larger businesses with 10 or more employees (33%). Larger businesses were more likely to say there was a negative impact on their ability to recruit skilled staff (33% compared with 19%).

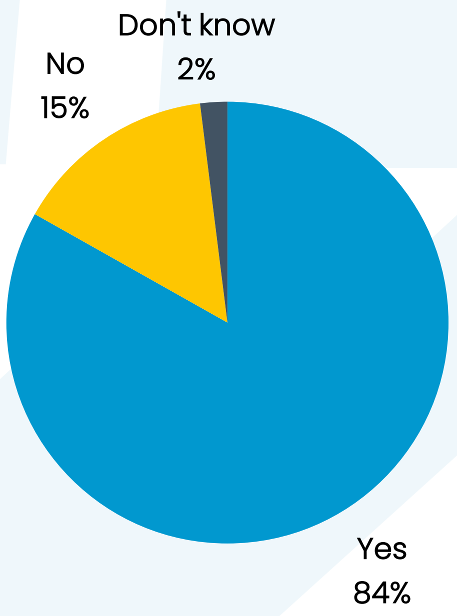
Question: Has the impact of the cost of living had a positive or negative impact on the following?
Base: All business respondents (200)

Environmental impact of businesses

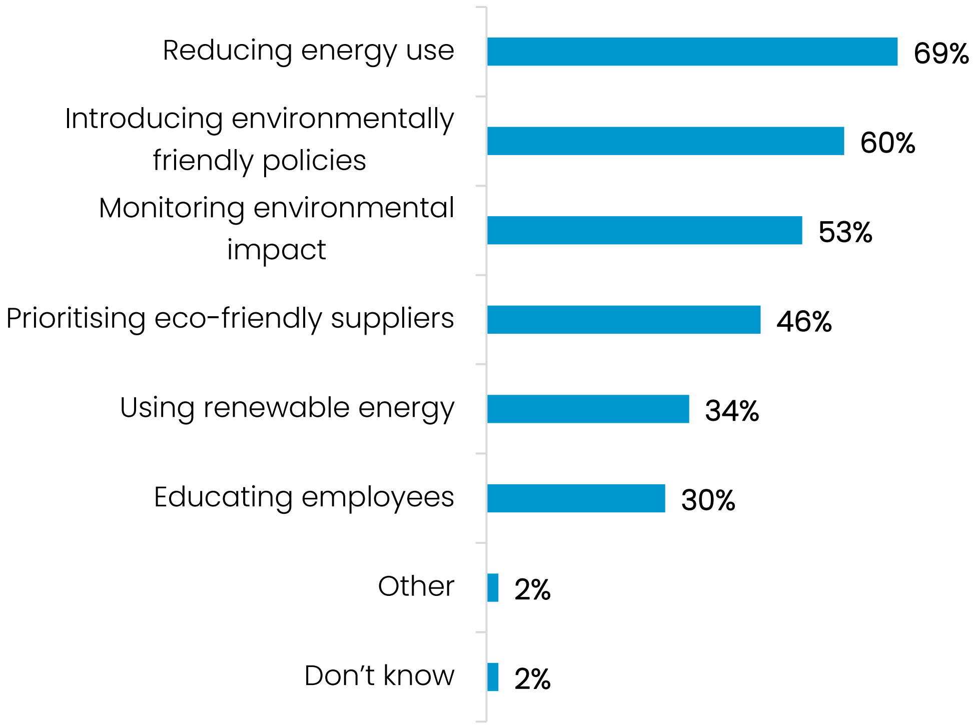
12.

In line with last year, the majority are considering their environmental impact

The vast majority of businesses surveyed said they were considering their environmental impact (84%). This is higher than last year (77%).



The most popular step was to reduce energy use (69%), which was also most common last year. A further six in ten (60%) had introduced environmentally friendly policies and over half (53%) were monitoring their environmental impact. Prioritising eco-friendly suppliers was also common (46%).



Question: Are you considering the environmental impact of your business? | Base: All business respondents 2024 (200)
Question: What steps are you taking? | Base: Businesses who were considering the environmental impact of their business (167)

Business challenges and issues

13.

Increasing costs and the cost of living were common significant issues affecting businesses

When asked to identify up to three significant issues that affects their business, increasing costs and overheads were most common, closely followed by the cost of living crisis and the impact on customer spending. The third most common theme was not knowing or that there were no issues.

Theme	Count	%
Increasing costs/overheads	47	24%
Cost of living crisis/customer spending power	45	23%
Don't know/no issues	33	17%
Footfall/fewer customers visiting	28	14%
Recruitment/staff turnover	25	13%
Parking availability/charges	25	13%
Lack of public transport/poor transport links	17	9%
Downturn in sales/business	13	7%
Road quality/potholes	13	7%
Appearance/upkeep of local area	13	7%

Theme	Count	%
Roadworks/road closures	11	6%
Finding appropriate business premises	10	5%
Business rates/high taxes	9	5%
Cashflow	8	4%
Minimum wage increase	7	4%
Competition from other businesses/online sales	7	4%
Legislation/regulations/red tape	7	4%
Accessing funding/grants	6	3%
Accessibility of town/local area	6	3%
Forward planning/uncertainty/long term sustainability	6	3%

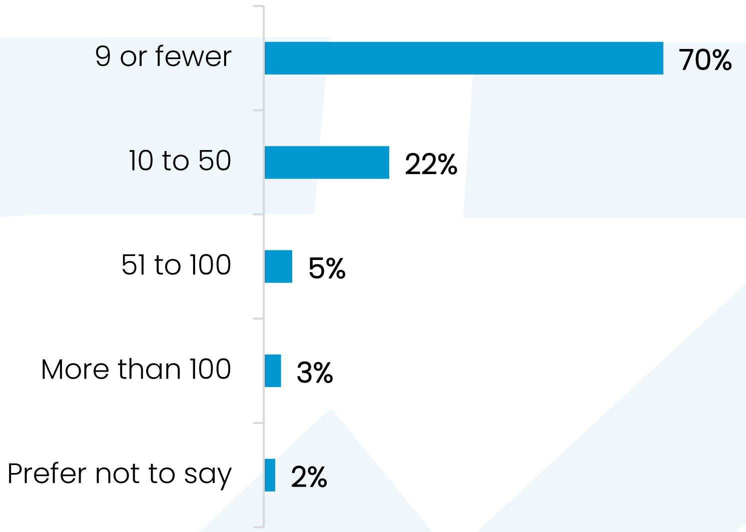
Question: And finally, what are the 3 most significant issues currently for your business? (20 most common)
Base: All business respondents 2024 (200)

Business survey respondent profile

14.

Business respondent profile

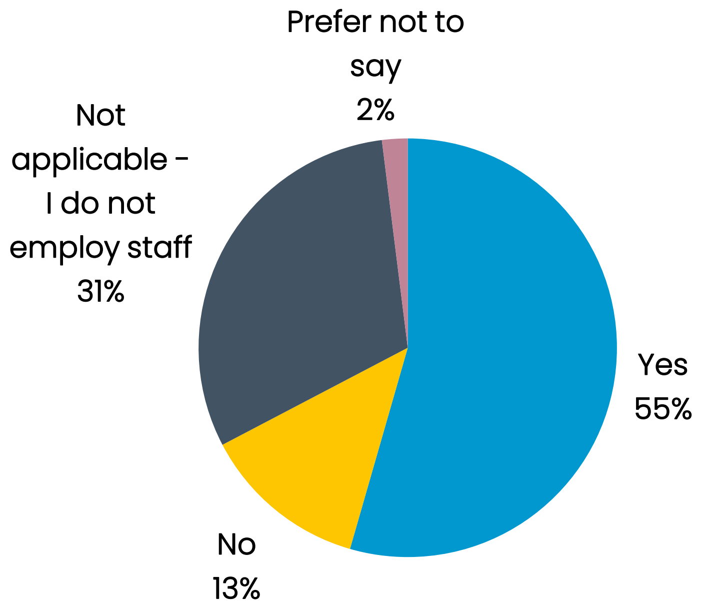
Business size



Location

Local area	%
Stroud Valleys	78%
Gloucester Fringe	-
Cam and Dursley	5%
Wotton Under Edge	1%
Berkeley	-
Severn Vale	1%
Cotswold	10%
Stonehouse	7%

Pay the real living wage

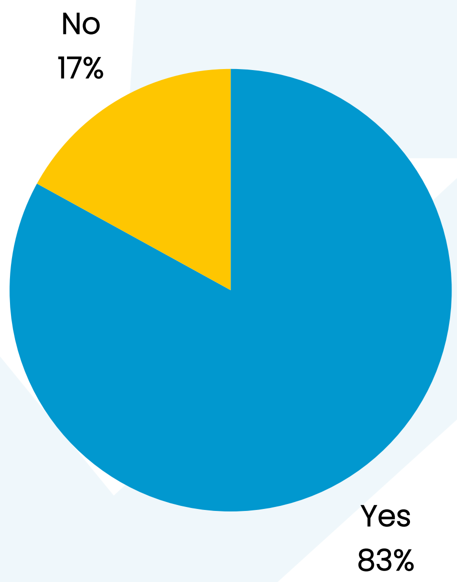


14% of those paying the real living wage had registered on the real living wage website

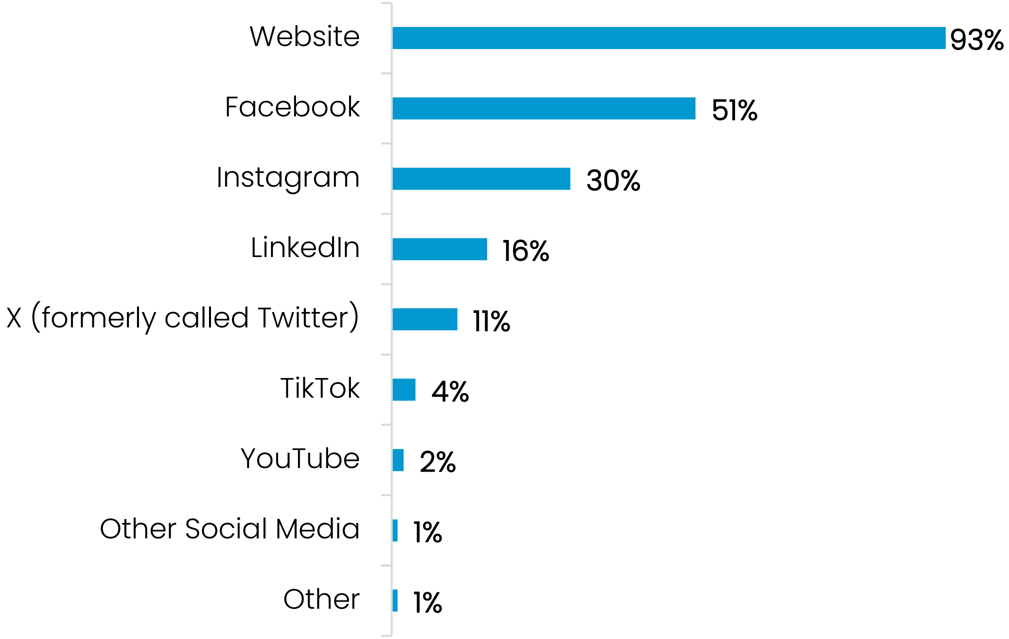
Questions: What size is your company or business (number of employees)? | If you employ staff, do you pay the real living wage (£12 per hour) as a minimum? | Have you registered on the real living wage website? Base: All business respondents (200) | Businesses paying the real living wage (110)

Online presence

The vast majority of businesses surveyed had an online presence (83%).



This presence was most commonly a website (93%) and presence on Facebook (51%) and Instagram (30%) were also common.



Those working at larger businesses were more likely to say they had an online presence (96%) than those working at smaller businesses (77%).

Almost two thirds (64%) said they did not have an online shopping capability, but some did to book services (16%), to buy goods (8%) and both (11%).

Question: Does your business have an online presence? | Base: All business respondents 2024 (200) | Questions: What kind of online presence is this? | Does your business have online shopping capability e.g. the ability to book services or purchase goods online? | Base: Businesses with online presence (166)

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