

ANNUAL SATISFACTION AND BUDGET SURVEY WITH RESIDENTS AND BUSINESSES

- For a number of years Stroud District Council has undertaken consultation through telephone surveys with residents and businesses from across the District on the Council's priorities, budget and general satisfaction with the services provided.
- In 2021, two telephone surveys will be conducted by [Future Focus Research](#), a market and social research company that the Council has used since 2014. One survey will be for residents of the Stroud District and one survey will be for businesses within the Stroud District.
- The residents survey will:
 - Be representative of the adult population of the Stroud District Council area.
 - Be from randomly selected households across the district, broken down into clustered wards reflecting the population and demographics of the wards using the latest 2011 census data.
 - Be completed by anyone in the household who is over 18 and not necessarily the council tax payer, as long as the council tax is paid to SDC.
 - Include 500 interviews using a quota sampling approach to ensure the final survey sample represents the target survey population (broken down by age, gender and geographic area).
 - Be conducted between 10am and 9pm on weekdays or weekends, with a minimum of three attempts at different times and days of the week.
- The business survey will:
 - Be representative of the District's business population.
 - Include 60 interviews with companies with 10 or more employees; and 140 interviews with less than 10 employees.
 - Be with the person at the business most appropriate to take part, likely to be the owner/manager.
 - Be conducted between 10am and 5pm on weekdays, with a minimum of three attempts at different times and days of the week.
- Both surveys will be carried out between 6th and 30th September.
- Following analysis of the survey responses Future Focus will deliver a report that is designed to draw out the key findings and provide analysis of trends or differences amongst the sub-groups of residents and businesses. This will ensure SDC gain a valuable insight into the views and opinions of different types of residents and businesses.
- Future Focus will present to Council in mid-November 2021 and Council members will have an opportunity to ask questions and provide feedback.