

10.00am, Thursday 30 April 2015

## 2014 Edinburgh People Survey Headline Results – referral from the Corporate Policy and Strategy Committee

Item number	8.5
Report number	
Wards	All

### Executive summary

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The Corporate Policy and Strategy Committee on 24 March 2015 submitted a recommendation under Standing Order 28 to the Council in regard to the results of the 2014 Edinburgh People's Survey.

### Links

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<b>Coalition pledges</b>	See attached report
<b>Council outcomes</b>	See attached report
<b>Single Outcome Agreement</b>	See attached report
<b>Appendices</b>	See attached report

# Terms of Referral

## 2014 Edinburgh People Survey Headline Results

### Terms of referral

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1.1 On 24 March 2015, the Corporate Policy and Strategy Committee considered a report which summarised the results of the Edinburgh People Survey in the context of the previous five years of survey research and highlighted the long term positive progress made across the broad range of services.

1.2 The following vote took place:

#### **Motion**

- 1) To note the 2014 Edinburgh People Survey headline results.
- 2) To agree the next steps outlined in paragraphs 3.38 and 3.39 of the report by the Director of Corporate Governance.
- 3) To affirm the Council's commitment to address highlighted priorities and local issues.
- 4) To agree the planned programme of briefings and communications as detailed in Appendix 4 of the report by the Director of Corporate Governance.

- moved by Councillor Burns, seconded by Councillor Howat

#### **Amendment 1**

- 1) To note with concern the results of the 2014 People's Survey which highlighted the increasing dissatisfaction amongst Edinburgh residents with core services provided to all residents.
- 2) To note that the refuse and recycling services had undergone service redesign which had not achieved forecast savings or recycling targets and had seen satisfaction levels drop from 78% to 62% for refuse collection and 84% to 65% for recycling.
- 3) To note the reduction in satisfaction with management of dog fouling from 48% to 30%.
- 4) To further note that the survey showed a worsening trend around management of violent crime, vandalism and graffiti.

- 5) To consider that the Capital Coalition's time in administration was marred by a lack of focus on core services and a failure to address the need for structured change to meet financial savings and continue to deliver improving services.
- 6) To request officers to:
  - report to the relevant Committees with plans to improve performance in refuse collection and recycling within one cycle and to continue to report performance against these plans at every Committee until the trend is reversed;
  - revise the Local Policing Plan and Service Level Agreement with the Edinburgh Division for the forthcoming year to take account of the worsening trend and to deliver improvements in these areas, reporting this through the Police and Fire Scrutiny Committee.

- moved by Councillor Mowat, seconded by Councillor Nick Cook

### **Amendment 2**

- 1) To note the 2014 Edinburgh People Survey headline results.
- 2) To agree the next steps outlined in paragraphs 3.38 and 3.39 of the report by the Director of Corporate Governance.
- 3) To affirm the Council's commitment to address highlighted priorities and local issues.
- 4) To agree the planned programme of briefings and communications as detailed in Appendix 4 of the report by the Director of Corporate Governance.
- 5) To note that the Committee was concerned that, whilst resident satisfaction with the City as a place to live and certain areas of Council performance was consistently high, there were at least a dozen examples where Council performance was now below 60% and had been worsening or had not significantly improved over the last 5 years for example:
  - Feeling able to have a say on local issues and services
  - Management of anti-social behaviour issues
  - Facilities for older people
  - Protection and support for vulnerable people
- 6) To request that for these areas of Council performance, a further report be provided which included;

- Further explanation of the possible reasons for the levels of satisfaction in each of these areas of Council performance
- Actions that could be taken to improve performance in each of these areas of Council performance

- moved by Councillor Burgess, seconded by Councillor Booth

### Voting

The voting was as follows:

For the motion	-	9 votes
For Amendment 1	-	4 votes
For Amendment 2	-	2 votes

### Decision

- 1) To approve the motion by Councillor Burns.
- 2) In terms of Standing Order 28, the requisite number of members required that the decision be referred to the Council as a recommendation.

## For Decision/Action

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- 2.1 The Council is invited to consider the recommendations of the Corporate Policy and Strategy Committee.

## Background reading / external references

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Corporate Policy and Strategy Committee 24 March 2015.

### Carol Campbell

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## Links

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<b>Coalition pledges</b>	See attached report
<b>Council outcomes</b>	See attached report
<b>Single Outcome Agreement</b>	See attached report



# Corporate Policy and Strategy Committee

10.00am, Tuesday, 24 March 2015

## 2014 Edinburgh People Survey Headline Results

Item number 7.4  
Report number  
Executive/routine  
Wards

### Executive summary

This report and its appendices summarise the results of the 2014 Edinburgh People Survey in the context of the previous five years of survey research and highlights the long term positive progress made across a broad range of services. This representative survey of over 5,000 Edinburgh residents aged 16 and over provides a reliable way of tracking resident opinion and satisfaction with universal services over time at ward level and across the city.

The long-term trends remain positive on a broad range of indicators of public perception and Council reputation. The long term trends (2009-11 compared to 2012-14) of the 31 key indicators reported are as follows:

- 11 indicators show an improving trend;
- 12 indicators show no significant change;
- 7 indicators show a worsening trend; and
- 1 indicator was introduced in 2012 and has no comparison data before this.

### Links

Coalition pledges	<a href="#">P15</a> , <a href="#">P24</a> , <a href="#">P31</a> , <a href="#">P33</a> , <a href="#">P35</a> , <a href="#">P44</a> , <a href="#">P49</a>
Council outcomes	<a href="#">CO8</a> , <a href="#">CO9</a> , <a href="#">CO15</a> , <a href="#">CO17</a> , <a href="#">CO18</a> , <a href="#">CO19</a> , <a href="#">CO20</a> , <a href="#">CO21</a> , <a href="#">CO22</a> , <a href="#">CO23</a>
Single Outcome Agreement	<a href="#">SO1</a> , <a href="#">SO2</a> , <a href="#">SO3</a> , <a href="#">SO4</a>

Indicators which show an improving trend include perception of the performance of the Council as an organisation, including overall management of the city, and general perceptions of safety in neighbourhoods after dark.

Indicators which show a worsening trend are generally environmental services (in particular refuse collection) and community safety (in particular the management of dog fouling issues). However 2014's results are slightly below the long-term trends for a range of indicators.

It is possible that a downturn in satisfaction with certain lynchpin services – such as refuse collection, currently undergoing a period of rapid change to deliver more with reduced resources – may have had an impact on the perception of other local environmental services and the Council's reputation overall.

## 2014 Edinburgh People Survey 2014 Headline Results

### Recommendations

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- 1.1 It is recommended that the Corporate Policy and Strategy Committee:
  - 1.1.1 notes the 2014 Edinburgh People Survey headline results;
  - 1.1.2 agrees the next steps outlined in paragraphs 3.38 and 3.39 of the report;
  - 1.1.3 affirms the Council's commitment to address highlighted priorities and local issues; and
  - 1.1.4 agrees the planned programme of briefings and communications (see Appendix Four).

### Background

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- 2.1 The Edinburgh People Survey (EPS) is an annual survey of Edinburgh residents aged 16 and over, asking questions about local government services, quality of life issues and perception of the Council.
- 2.2 The EPS is the largest face-to-face survey undertaken by any UK local authority and provides data at sub-city geographies, which is not possible using the Scottish Household Survey (SHS). In 2014, a total of 5,125 adults were interviewed as part of the EPS, compared to 820 in the most recent year of the SHS (2013).
- 2.3 Results from the EPS are used to enhance business and customer insight while enhancing performance and outcome monitoring across the Council and with partner organisations.
- 2.4 The 2014 EPS was conducted with a broadly similar question set to that used in previous years, but with small changes to the overall structure of the sample. In anticipation of changes to service structures and the national review of ward boundaries, the survey samples were adjusted to provide better data at ward level, instead of focusing at neighbourhood partnership level. The impact of those changes is summarised in the table below.



Sample in 2013	Sample in 2014	2013 margin of error	2014 margin of error
200 interviews	300 interviews	6.9%	5.6%
<i>Wards affected were: Leith, Leith Walk, Meadows / Morningside, Southside / Newington, Pentland Hills, Sighthill / Gorgie, Fountainbridge / Craiglockhart, Colinton / Fairmilehead, Corstorphine / Murrayfield, and Drum Brae / Gyle</i>			
400 interviews	300 interviews	4.9%	5.6%
<i>Wards affected were: Forth, Inverleith, City Centre, Craigmillar / Duddingston, Portobello / Craigmillar and Liberton / Gilmerton</i>			
600 interviews	300 interviews	3.9%	5.6%
<i>Wards affected were: Almond</i>			

- 2.5 While the sampling change varies across wards, the overall impact is an improvement in the reliability of the results. This means all ward level results have equal statistical reliability and will allow good tracking data to be created regardless of future ward boundary changes.
- 2.6 As a result of these changes the target total number of interviews increases from 5,000 to 5,100. The overall accuracy of city-level results is unchanged, with a margin of error at 1.4%.
- 2.7 Due to the higher margins of error associated with smaller sample sizes, historic ward-level data has been more erratic. To ensure fair representation of opinion at ward-level, figures have been reported showing rolling three-year averages. This means that instead of showing a 2009 figure in isolation at ward level (based on a sample of only 200 interviews), EPS results will now show the average score of 2009, 2010 and 2011 (based on a total sample of 600 interviews).
- 2.8 Because small samples have high margins of error, data will normally have higher levels of non-significant variation from year to year. However it is difficult to interpret the overall direction and meaning of data when this year-to-year variation is included and readers are likely to believe that large but non-statistically-significant results are important. This process has helped to limit the number of potentially misleading year-to-year results and shows smoother trends (both positive and negative) than in previous reporting.
- 2.9 To ensure current performance remains transparent and easy to scrutinise, current year results are reported individually throughout the report and appendices, alongside a general estimate of performance relative to forecast ('PRF') which indicates whether the city as a whole or an individual ward is reporting results which are above or below its long-term trend.

## Main report

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- 3.1 The long-term trends remain positive on a broad range of indicators of public perception and Council reputation. However the 2014 results are significantly lower than 2013 results for environmental services, community safety and overall perception of the Council.
- 3.2 This report highlights those areas where substantial changes or long term trends in perception have been identified.
- 3.3 A concise summary of key indicators tracked over the previous five years is included, showing both city-level and ward-level results (see Appendix One).
- 3.4 Most question responses are summarised at city-level and ward-level in the full report in PowerPoint format (see Appendix Two). This report also includes some relevant demographic and performance information to help place findings into context.
- 3.5 All responses to the 2014 survey are shown at city-level as a marked-up questionnaire (see Appendix Three).

### **Overall satisfaction with Council management**

- 3.6 Two indicators are generally interpreted as being indicative of overall perception of the performance of the Council – satisfaction with management of the city and satisfaction with the respondent's neighbourhood. Historically neighbourhood management satisfaction has been higher than city management satisfaction, with the former being influenced more strongly by services received, and the latter being more influenced by the reputation of the organisation as a whole.
- 3.7 In 2014, 67% of respondents were satisfied with the way the Council was managing the city. While this is lower than the 74% recorded in 2013, the longer term picture remains very positive, with satisfaction increasing from 46% (average 2009-11) to 71% (average 2012-14).
- 3.8 Management of the city was significantly influenced by the development of the tram. During the height of tram works, some 40% of all respondents said the reason for their rating of the Council's performance was due to tram works. The 2014 survey shows that some respondents' views are still influenced by the tram, but this now accounts for 8% of all respondents; with 3% of those mentioning the tram still being satisfied overall.
- 3.9 Respondents' reasons for being satisfied / dissatisfied with the Council overall are summarised in the following table.

Reasons for satisfaction / dissatisfaction	Satisfaction with the way the Council is managing the city:		
	Very / Fairly Satisfied	Neither / nor	Very / Fairly Dissatisfied
Good place to live / good area / happy generally	19%	1%	*
No problems / no complaints	14%	1%	-
Run well / well maintained	12%	2%	-
Helpful staff / good services / personal experience	8%	1%	*
Council try their best / relative to circumstances	4%	*	*
Unsure / haven't thought about it	4%	2%	-
Trams	3%	2%	3%
Environmental issues / street cleaning	3%	3%	1%
Always room for improvement	2%	*	-
Roads and pavements	2%	1%	1%
Always upgrading city / good improvements	2%	*	-
Refuse collection / recycling	2%	1%	1%
General mismanagement / high Council Tax	2%	2%	2%
Inadequate provision of facilities	1%	2%	1%
Inadequate level of care for disadvantaged residents / areas	1%	2%	1%
Poor consultation and communication	1%	1%	1%
Antisocial behaviour / crime / safety	1%	1%	1%
General transport issues	1%	*	1%
Council don't take action / follow-up / care	*	1%	1%
Housing availability / affordability	*	1%	1%
General transport issues	1%	*	1%
Other	5%	3%	2%

*Please note that percentages sum to more than 100% as responses are rounded and respondents could give more than one reason for holding a view. In all cases a base of 4,894 is used to calculate percentages (which is all respondents, excluding those who said "don't know").*

*\* indicates that fewer than half of one percent responded in this way  
- indicates that no respondents said this*

- 3.10 As in previous years the main reasons for satisfaction with the Council tend to relate to a general sense of the area being well managed, to having no specific reason to be dissatisfied, and in some cases to positive personal experience. Reflecting the broad range of services the Council provides and the breadth of experiences that respondents have interacting with those services, there is otherwise no clear pattern that identifies dominant issues, however, trams, general mismanagement, and appearance of the physical environment are the three most cited reasons for dissatisfaction by a narrow margin.
- 3.11 Satisfaction with the management of the respondent's neighbourhood was 76% in 2014. This is lower than the figure recorded in 2013 (87%) and 2012 (85%), but higher than in 2011 (74%). The long term performance of this indicator remains positive with the average of 2012-14 (83%) being higher than the average of 2009-2011 (75%).
- 3.12 Changes in satisfaction with neighbourhood management were mirrored in changes to street cleaning, refuse collection, recycling, parks and green spaces, vandalism and graffiti and dog fouling. It is likely that perceptions of these

environmental and community safety services are strongly influential in determining satisfaction with overall neighbourhood management. Some of these indicators are discussed in more detail later in this report.

- 3.13 Respondents are asked what the Council can do to improve the quality of life in their neighbourhood. Responses are summarised in the following table, showing the top ten stated priorities for improvement. As in all previous years of the survey, the largest percentage of individuals felt that no improvements were necessary (33%).

What should be the top priority for improving the quality of life in your neighbourhood? (Base 5,125; top ten answers)	Percentage
Clean up the area / street cleaning	12%
Road improvements / traffic management	10%
Tackle anti-social behaviour	6%
More activities for children and young people	6%
Improve rubbish collection / uplifts	6%
Tackle dog fouling	5%
Improve diversity of local small businesses (retail, food, drink)	5%
Pavement improvements	4%
More affordable / social housing	4%
Improve public amenities / green spaces	3%

### Satisfaction with the city and neighbourhood as a place to live

- 3.14 Satisfaction with the city has historically been higher than satisfaction with neighbourhood. In 2014, 89% of respondents were satisfied with the city as a place to live; this is down from 95% in 2013 and is equal to the lowest score in the last five years. The long term performance on this indicator is flat, with only small differences being reported over five years.
- 3.15 Satisfaction with the neighbourhood as a place to live has fallen from 93% in 2013 to 88% in 2014. However over the previous five years the rating for this indicator has been between 89% and 94% and as result the long term performance of this indicator is flat.

### Council reputation

- 3.16 There are six high-level indicators that relate to the Council's reputation. These indicators are summarised in the table below.

Indicator	Long term trend (2009-11 vs. 2012-14)	2014 result	Performance relative to forecast
"I receive information from the Council in a form that suits me"	Improving	56%	Below forecast
"The Council keeps me informed about the services it provides"	No change	48%	Below forecast
"The Council displays sound financial management"	Improving	24%	Below forecast
"The Council cares about the environment"	Improving	65%	Below forecast
"The Council provides protection and support for vulnerable people"	Improving	52%	Below forecast
"The Council keeps me informed about spending and saving proposals"	New indicator 2012	30%	At forecast

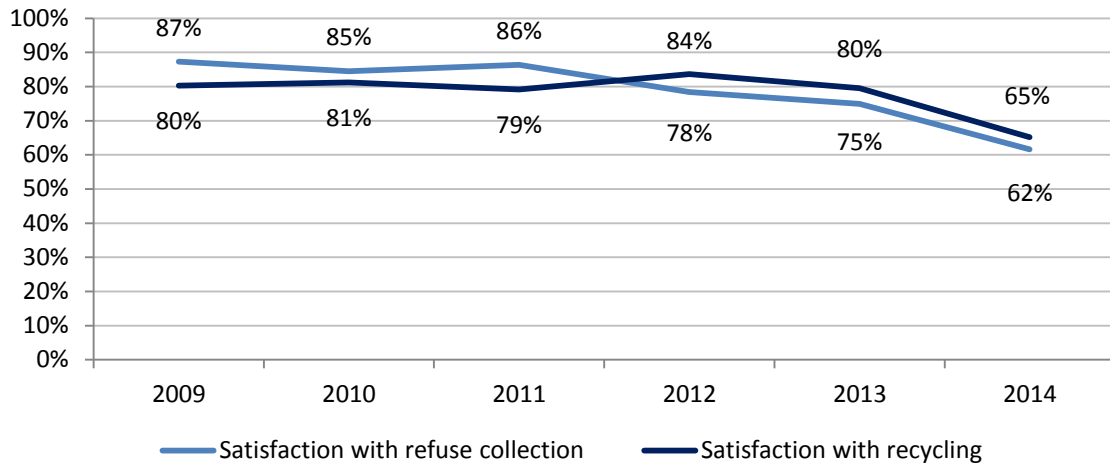
- 3.17 Over the long term, four of the reputation indicators measured by the EPS are improving, however, the 2014 results show a dip which is lower than expected based on previous results. In general, below forecast results are because 2014 results are lower than those recorded in 2013.
- 3.18 Results from the Council's Reputation Tracker survey, conducted with a telephone sample of Edinburgh Residents each month to identify emerging issues and determine the impact of critical events on organisational reputation, tells a broadly consistent story. While the Reputation Tracker covers a shorter time period than the EPS, overall satisfaction with the Council and a range of other indicators of reputation, have remained consistent over time. The general trend of overall satisfaction with the Council is improving, though the change over the previous two years is still too small to be considered significant.
- 3.19 Further information on historic city and ward performance is available in Appendix One and 'the Council and the city' section of Appendix Two.

### **Neighbourhoods, Communities and Local Services**

- 3.20 Aside from satisfaction with the neighbourhood as a place to live and with Council management of the neighbourhood, there are 12 key questions monitored in the EPS which record resident satisfaction with their community and local services. These indicators are summarised in the table below.

Indicator	Long term trend (2009-11 vs. 2012-14)	2014 result	Performance relative to forecast
"My neighbourhood is a place where people from different backgrounds can get on well together"	Improving	81%	Below forecast
Feel able to have a say on local issues	Worsening	34%	At forecast
Street cleaning	No Change	58%	Below forecast
Refuse collection	Worsening	62%	Below forecast
Recycling	Worsening	65%	Below forecast
Parks and green spaces	Improving	78%	Below forecast
Public transport	No change	83%	At forecast
Road maintenance	Worsening	48%	At forecast
Pavement maintenance	No change	50%	Below forecast
Libraries	No change	83%	Below forecast
Facilities for older people	No change	32%	Below forecast
Sport and leisure facilities run by Edinburgh Leisure	No change	63%	Below forecast

- 3.21 Over the long term, six of the indicators show no change – where the average result from 2009 to 2011 was around the same as the average result from 2012 to 2014. Four indicators show a worsening trend. Most of these indicators show a dip in 2014, and are reporting performance which is lower than expected based on previous results. In general, below forecast results are because 2014 results are lower than those recorded in 2013. However refuse collection and recycling now show sustained decreases in satisfaction in recent years, as shown in the graph below.



3.22 Satisfaction with refuse collection had been consistently at or around 87% prior to the introduction of fortnightly waste collection. In each year following the introduction of fortnightly collections there has been a decrease in satisfaction with refuse collection.

3.23 As the recycling facilities were increased and improved – especially communal recycling facilities in the City Centre and other high-density areas – satisfaction with recycling generally increased and started to track satisfaction with refuse collection. For the last six years, satisfaction with these indicators has been closely related, but it was only in 2012 that satisfaction with recycling facilities exceeded satisfaction with refuse collection for the first time. Recycling satisfaction rates fell in 2013, then again in 2014.

3.24 Waste Services experienced a large increase in requests for bin deliveries since the introduction of the new bin/box recycling service to 40,000 residents in September and November 2014. The number of kerbside food waste caddies also increased by 46% for the period August to December 2014. Due to the increased demand, the service intends to provide a dedicated delivery crew for future phases of the new recycling service roll out.

3.25 Further information on historic city and ward performance for all these indicators is available in Appendix One and in the ‘neighbourhoods and communities’, ‘citizen services’ and ‘culture and sport’ sections of Appendix Two.

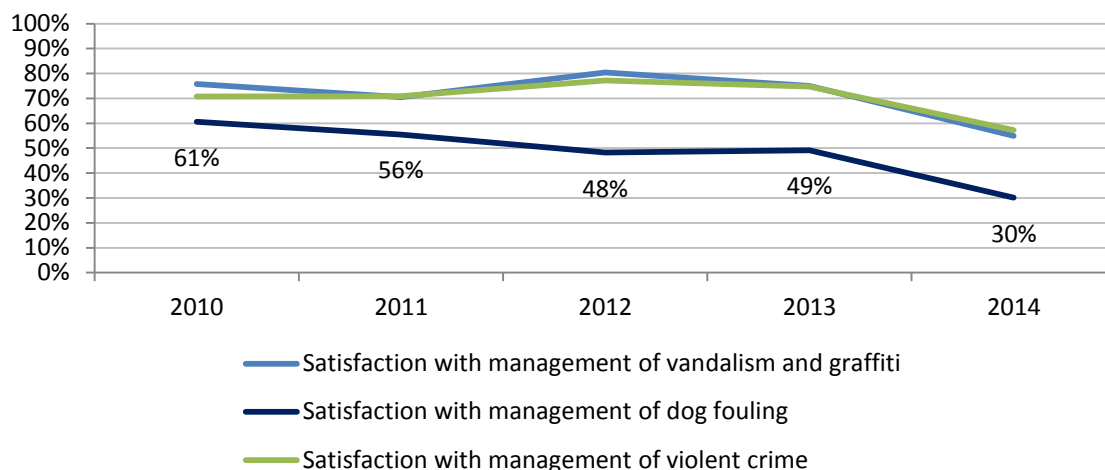
### **Community Safety**

3.26 There are six key questions monitored in the EPS which record resident views on community safety in their neighbourhoods. These indicators are summarised in the table below.

Indicator	Long term trend (2009-11 vs. 2012-14)	2014 result	Performance relative to forecast
Feel safe in neighbourhood after dark	Improving	83%	Below forecast
Street drinking or alcohol-related disorder are <b>not</b> problems in this area	Improving	70%	Below forecast
Management of antisocial behaviour issues	No Change	50%	Below forecast
Management of vandalism and graffiti issues	Worsening	55%	Below forecast
Management of dog fouling issues	Worsening	30%	Below forecast
Management of violent crime issues	Worsening	57%	Below forecast

3.27 Three of these indicators show a worsening trend. While in general the below forecast results are because 2014 results are lower than those recorded in 2013, satisfaction with the management of dog fouling issues has shown a sustained decrease over the previous five years.

3.28 There is no clear pattern in vandalism and violent crime perceptions over the same period of time, though these indicators seem to be moving together and are likely to be reporting on a general sense of how well the council is responding to community safety issues more than specifically about violent crime or graffiti issues. All three of these indicators are shown in the graph below.



3.29 Since the introduction of Police Scotland, recorded crime in Edinburgh increased by 14%, despite a national reduction of around 1% over the same period. Edinburgh's growth has been substantially due to a housebreaking rate which was substantially higher than the national average (69 house breakings per 10,000 population in Edinburgh, compared to 31 nationally) and to an increase in other types of theft. Over the same period there was a decrease in the proportion of Edinburgh crimes solved of around 3% (43% to 40%), this compared to 52% nationally.

3.30 Further information on historic city and ward performance is available in Appendix One and the 'community safety' section of Appendix Two.

## Council-Run Schools

- 3.31 The EPS monitors satisfaction with nursery, primary and secondary schools amongst all residents. It should be noted that these figures are not the views of only parents, but reflect a broader community view of how schools are performing. Results also exclude 'don't know' responses. These three indicators are summarised in the table below.

Indicator	Long term trend (2009-11 vs. 2012-14)	2014 result	Performance relative to forecast
Nursery schools	No change	72%	Below forecast
Primary schools	No change	77%	Below forecast
Secondary schools	Improving	76%	Below forecast

- 3.32 There are no consistent trends with nursery and primary schools satisfaction, however, as with other indicators, there has been a decrease in 2014 relative to 2013 which has resulted in all schools satisfaction being lower than was expected based on previous satisfaction results.

### 2014 results, relative to previous years

- 3.33 The 2014 results of the Edinburgh People Survey include a moderate dip in satisfaction across most indicators which is not readily explained by sampling or actual service changes and has not been noted in feedback from the Council's Reputation Tracker.
- 3.34 There is the possibility that real changes in a small number of dominant services have strongly influenced overall satisfaction results. Refuse collection and management of dog fouling are known to have significant impacts on perception of local government effectiveness.
- 3.35 As resources have been reduced in these service areas, satisfaction results have fallen and may have reached a tipping point, where they begin to dominate the way residents think about the Council as a whole.
- 3.36 The top three sources of complaints about Council services in the period July to December 2014 related to: Waste Services (4,714); Customer Service (555); and Edinburgh Building Services (379), demonstrating the relatively high importance of interactions with waste services to residents.
- 3.37 However it is often easy to overstate the importance of any one year's results. Any survey can over or under-represent views in any one year, and can be contradicted by subsequent data. The Edinburgh People Survey results show a picture of long-term improvement of services and while many 2014 results are lower than those in 2013, this in itself should not be a major cause for concern.
- 3.38 Business Intelligence will work with services to help them further understand these results and place them into an appropriate context to assist with the continued development of services, helping them to balance customer need against the implementation of necessary efficiencies as part of the Council's programme of transformational change.



- 3.39 Business insight will continue to be developed using the EPS, the Council's monthly Reputation Tracker and regular monitoring of complaints across the organisation, and will assist with service planning and improvement. In particular, this work will assist with the BOLD programme and the effective implementation of the new localities.

## Measures of success

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- 4.1 Detailed analysis of the results at corporate and neighbourhood partnership level will be essential to understanding the reasons underlying the changes in satisfaction, and for developing appropriate measures for sustaining performance, as well as addressing issues and areas for improvement.
- 4.2 Following discussions with senior management teams and staff, further research might be required to explore issues and prioritise areas for improvement.

## Financial impact

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- 5.1 The Edinburgh People Survey was commissioned via competitive tender. The independent market research company Progressive Partnership Ltd were appointed to conduct the fieldwork and the value of the awarded contract was £49,990 (excluding VAT). All costs were met from existing Council research budgets within Corporate Governance for the financial year 2014/15.

## Risk, policy, compliance and governance impact

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- 6.1 The Edinburgh People Survey provides perception information which provides insight on operational and financial performance to provide a more rounded view of how services are being delivered and received by citizens. The survey also helps to identify any issues which may be a reputational or service planning risk to the organisation.

## Equalities impact

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- 7.1 The survey methodology ensures statistically representative results at ward level in terms of age and gender and at citywide level for age, gender and ethnicity. The survey is a key tool for understanding how services are received by all citizens.

## Sustainability impact

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- 8.1 The survey provides evidence on citizen perceptions and priorities which will enable services to adapt, to be delivered more efficiently and to understand customer and community needs. Through this improved understanding, it is expected that the survey will have a positive impact on actions around social justice and economic wellbeing.

## Consultation and engagement

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- 9.1 The priorities for the survey each year are compatible with previous years and relevant to current priorities. Each year consultation takes place with users and potential users to ensure questions are relevant and meaningful. However limited space within the survey means it is never possible or desirable to meet all demands.

### Alastair Maclean

Director of Corporate Governance

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## Links

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<b>Coalition pledges</b>	P15:	Work with public organisations, the private sector and social enterprise to promote Edinburgh to investors
	P24:	Maintain and embrace support for our world-famous festivals and events
	P31:	Maintain our City's reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure
	P33:	Strengthen Neighbourhood Partnerships and further involve local people in decisions on how Council resources are used
	P35:	Continue to develop the diversity of services provided by our libraries
	P44:	Prioritise keeping our streets clean and attractive
	P49:	Continue to increase recycling levels across the city and reducing the proportion of waste going to landfill
<b>Council outcomes</b>	CO8:	Edinburgh's economy creates and sustains job opportunities
	CO9:	Edinburgh residents are able to access job opportunities
	CO15:	The public is protected
	CO17:	Clean - Edinburgh's streets and open spaces are clean and free of litter and graffiti
	CO18:	Green - We reduce the local environmental impact of our consumption and production

- CO19: Attractive Places and Well Maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards and maintenance of infrastructure and public realm
- CO20: Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens
- CO21: Safe – Residents, visitors and businesses feel that Edinburgh is a safe city
- CO22: Moving efficiently – Edinburgh has a transport system that improves connectivity and is green, healthy and accessible
- CO23: Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community
- SO1: Edinburgh's Economy Delivers increased investment, jobs and opportunities for all
- SO2: Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health
- SO3: Edinburgh's children and young people enjoy their childhood and fulfil their potential
- SO4: Edinburgh's communities are safer and have improved physical and social fabric

**Single Outcome Agreement**

**Appendices**

- Appendix One – Summary of key indicators
- Appendix Two – Research report on 2014 Edinburgh People Survey
- Appendix Three – Marked-up 2014 Edinburgh People Survey Questionnaire
- Appendix Four – Communications Plan

# 2014 edinburgh people survey

Selected results from the City of Edinburgh Council's Edinburgh People Survey 2009 to 2014. For more information on the Edinburgh People Survey go to the Council's website at: Address for EPS stuff.

	Edinburgh as a place to live						Council management of the city						Neighbourhood as a place to live						Council management of neighbourhood						People from different backgrounds get on well together in this neighbourhood						Feel able to have a say on local issues and services					
	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF
<b>Edinburgh</b>	91%	92%	95%	94%	89%	▼	46%	58%	64%	71%	67%	▼	90%	91%	92%	92%	88%	▼	75%	76%	82%	83%	76%	▼	79%	81%	85%	85%	81%	▼	42%	39%	39%	35%	37%	
Almond	91%	93%	95%	97%	95%		46%	57%	57%	68%	67%	▼	92%	93%	95%	96%	95%		83%	79%	83%	85%	81%		81%	83%	85%	87%	85%		55%	47%	42%	36%	34%	
Pentland Hills	88%	86%	94%	91%	89%	▼	42%	53%	54%	65%	67%		93%	96%	97%	94%	87%	▼	69%	81%	87%	85%	77%	▼	79%	78%	92%	89%	85%	▼	42%	51%	52%	46%	48%	
Drumrae / Gyle	86%	87%	93%	94%	89%	▼	39%	44%	55%	62%	60%	▼	88%	90%	95%	93%	86%	▼	60%	58%	75%	78%	76%	▼	79%	81%	86%	82%	74%	▼	44%	42%	49%	42%	38%	▼
Forth	90%	92%	90%	83%	62%	▼	43%	51%	61%	58%	45%	▼	84%	84%	84%	85%	80%		71%	71%	75%	73%	59%	▼	75%	77%	77%	80%	77%		30%	25%	29%	37%	59%	▲
Inverleith	91%	93%	96%	94%	85%	▼	47%	61%	65%	73%	63%	▼	89%	87%	91%	93%	95%		73%	76%	82%	84%	78%	▼	78%	82%	85%	87%	90%		37%	32%	36%	33%	38%	
Corstor. /Murray.	88%	90%	95%	96%	92%	▼	42%	52%	55%	67%	72%		91%	91%	96%	95%	93%	▼	69%	73%	81%	87%	87%		79%	76%	84%	82%	82%		39%	30%	45%	40%	40%	
Sighthill / Gorgie	88%	89%	90%	89%	85%		41%	50%	57%	63%	59%	▼	83%	88%	84%	82%	77%		67%	65%	65%	68%	68%	▲	76%	81%	74%	74%	72%		36%	34%	31%	28%	28%	
Colinton / Fair.	86%	88%	95%	97%	96%		41%	51%	56%	68%	73%		93%	94%	93%	94%	93%		82%	78%	80%	85%	84%		64%	71%	85%	88%	86%	▼	41%	37%	41%	37%	40%	
Fount. / Craig.	94%	96%	95%	96%	96%		40%	57%	70%	78%	77%	▼	96%	97%	97%	96%	94%		82%	85%	87%	88%	81%	▼	88%	88%	90%	90%	85%	▼	42%	34%	40%	37%	35%	
Meadows / Morn.	94%	96%	97%	98%	97%		58%	77%	81%	86%	75%	▼	97%	97%	96%	96%	98%	▲	83%	85%	89%	89%	82%	▼	83%	92%	96%	93%	86%	▼	48%	51%	49%	41%	39%	▼
City Centre	92%	94%	95%	96%	93%	▼	49%	65%	69%	77%	68%	▼	91%	91%	92%	92%	92%		84%	83%	87%	82%	71%	▼	88%	89%	88%	89%	83%	▼	37%	38%	37%	29%	31%	
Leith Walk	82%	83%	94%	96%	95%		46%	60%	67%	76%	72%	▼	88%	85%	89%	88%	87%		75%	73%	82%	83%	75%	▼	61%	69%	88%	86%	78%	▼	28%	27%	35%	31%	28%	▼
Leith	92%	94%	92%	91%	84%	▼	44%	53%	52%	65%	63%		86%	86%	87%	90%	88%		61%	69%	69%	77%	73%	▼	76%	88%	84%	80%	71%	▼	30%	39%	33%	33%	37%	
Craiglen. / Dudd.	95%	96%	95%	95%	94%		51%	67%	67%	77%	75%	▼	92%	95%	94%	94%	94%		77%	83%	85%	86%	80%	▼	82%	86%	85%	85%	82%	▼	45%	51%	41%	33%	34%	
South. / New.	86%	88%	97%	98%	96%		42%	54%	76%	78%	75%	▼	89%	91%	95%	97%	94%	▼	64%	65%	85%	87%	84%	▼	83%	83%	88%	88%	88%		46%	37%	40%	33%	32%	
Liberton / Gil.	92%	94%	95%	95%	91%	▼	43%	53%	59%	69%	65%	▼	89%	90%	91%	86%	70%	▼	75%	77%	84%	80%	64%	▼	79%	78%	85%	83%	75%	▼	45%	32%	32%	28%	32%	▲
Porto. / Craig.	95%	97%	97%	93%	85%	▼	58%	74%	84%	74%	63%	▼	92%	93%	95%	91%	83%	▼	76%	79%	89%	87%	74%	▼	77%	79%	85%	85%	83%		51%	48%	48%	40%	40%	

	Street cleaning						Refuse collection						Recycling						Parks and green spaces						Public transport						Road maintenance					
	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF
<b>Edinburgh</b>	79%	79%	80%	76%	58%	▼	86%	83%	80%	72%	62%	▼	80%	81%	81%	76%	65%	▼	78%	82%	88%	87%	78%	▼	82%	82%	82%	81%	83%		56%	54%	54%	52%	48%	
Almond	84%	85%	87%	84%	67%	▼	93%	90%	86%	76%	63%	▼	89%	89%	87%	79%	65%	▼	80%	88%	91%	89%	74%	▼	75%	73%	63%	63%	71%	▲	62%	57%	50%	46%	43%	
Pentland Hills	65%	67%	74%	61%	39%	▼	65%	72%	82%	68%	49%	▼	64%	70%	84%	73%	55%	▼	59%	67%	81%	75%	60%	▼	64%	63%	73%	70%	75%		37%	39%	45%	42%	36%	▼
Drumrae / Gyle	71%	73%	76%	72%	56%	▼	81%	71%	68%	64%	66%	▲	73%	72%	70%	74%	78%	▲	68%	74%	85%	89%	84%	▼	80%	73%	78%	81%	93%	▲	42%	39%	40%	46%	50%	
Forth	75%	73%	72%	62%	34%	▼	90%	82%	74%	56%	33%	▼	84%	78%	75%	63%	38%	▼	77%	79%	83%	72%	44%	▼	92%	90%	88%	74%	47%	▼	66%	61%	51%	43%	34%	
Inverleith	80%	82%	85%	80%	60%	▼	86%	85%	82%	73%	56%	▼	69%	79%	82%	80%	69%	▼	81%	84%	90%	88%	78%	▼	76%	77%	82%	81%	79%		46%	64%	63%	61%	47%	▼
Corstor. /Murray.	64%	62%	63%	66%	63%		81%	75%	75%	71%	73%		76%	76%	81%	82%	83%		75%	78%	83%	88%	90%		78%	76%	84%	84%	93%	▲	34%	29%	39%	43%	43%	
Sighthill / Gorgie	77%	78%	74%	67%	53%	▼	82%	77%	67%	64%	72%	▲	79%	79%	71%	69%	70%	▲	76%	81%	77%	74%	66%		89%	85%	77%	77%	91%	▲	61%	51%	47%	51%	58%	▲
Colinton / Fair.	71%	74%	79%	80%	72%	▼	82%	74%	78%	71%	63%		80%	75%	79%	75%	72%		72%	78%	86%	89%	85%	▼	76%	74%	82%	81%	85%		46%	45%	56%	57%	50%	▼
Fount. / Craig.	87%	87%	80%	76%	64%		89%	84%	77%	73%	66%		83%	84%	81%	80%	69%	▼	91%	90%	88%	85%	77%	▼	86%	94%	92%	93%	94%	▼	69%	59%	53%	53%	51%	▲
Meadows / Morn.	79%	87%	90%	85%	69%	▼	78%	90%	86%	78%	64%	▼	59%	76%	80%	80%	67%	▼	82%	95%	95%	95%	89%	▼	83%	92%	91%	90%	88%	▼	52%	72%	71%	64%	41%	▼
City Centre	90%	90%	89%	82%	64%	▼	89%	91%	86%	78%	59%	▼	85%	88%	84%	78%	58%	▼	85%	89%	94%	92%	85%	▼	89%	89%	90%	88%	87%		64%	57%	60%	54%	49%	
Leith Walk	60%	60%	78%	74%	49%	▼	70%	66%	81%	73%	57%	▼	67%	63%	83%	77%	60%	▼	59%	66%	86%	90%	86%	▼	85%	86%	92%	91%	93%		44%	42%	58%	58%	47%	▼
Leith	60%	74%	72%	76%	55%	▼	75%	84%	76%	73%	65%	▼	72%	81%	76%	75%	62%	▼	61%	80%	80%	88%	85%	▼	77%	88%	82%	77%	83%		30%	36%	32%	44%	48%	
Craiglen. / Dudd.	80%	83%	83%	80%	65%	▼	90%	87%	83%	77%	70%	▼	85%	86%	82%	80%	71%	▼	87%	89%	90%	93%	91%		91%	88%	86%	85%	90%	▲	64%	60%	63%	65%	59%	
South. / New.	79%	76%	82%	81%	71%	▼	83%	77%	79%	73%	63%	▼	74%	72%	79%	78%	65%	▼	80%	81%	90%	93%	91%	▼	90%	89%	82%	80%	82%	▲	65%	58%	61%	59%	53%	
Liberton / Gil.	88%	84%	82%	74%	51%	▼	93%	87%	81%	72%	66%		88%	86%	80%	74%	68%		74%	75%	85%	85%	67%	▼	74%	78%	82%	81%	85%	▲	58%	49%	48%	44%	41%	▲
Porto. / Craig.	88%	84%	81%	77%	65%	▼	94%	88%	80%	70%	66%		93%	91%	85%	73%	64%	▼	87%	89%	94%	90%	79%	▼	81%	80%	90%	86%	87%		66%	59%	61%	55%	59%	

	Pavement maintenance						Libraries (excluding "don't know" responses)						Facilities for older people						Sport and leisure facilities run by Edinburgh Leisure																	
	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF						
<b>Edinburgh</b>	62%	61%	62%	60%	50%	▼	88%	87%	89%	87%	83%	▼	33%	33%	38%	35%	32%	▼	68%	69%	71%	71%	63%	▼	65%	69%	71%	71%	63%	▼	65%	70%	65%	64%	54%	▼
Almond	63%	65%	64%	61%	48%	▼	94%	93%	94%	94%	88%	▼	39%	37%	44%	36%	26%	▼	65%	70%	65%	64%	54%	▼	65%	70%	65%	64%	54%	▼	65%	70%	65%	64%	54%	▼
Pentland Hills	37%	40%	52%	48%	32%	▼	75%	86%	95%	93%	91%	▼	41%	37%	50%	39%	27%	▼	46%	43%	60%	57%	46%	▼	46%	43%	60%	57%	46%	▼	46%	43%	60%	57%	46%	▼
Drumrae / Gyle	50%	51%	50%	54%	50%		86%	94%	94%	95%	89%	▼	29%	35%	41%	42%	46%		76%	78%	84%	83%	77%	▼	76%	78%	84%	83%	77%	▼	76%	78%	84%	83%	77%	▼
Forth	68%	60%	54%	46%	34%	▼	90%	83%	84%	73%	48%	▼	33%	33%	34%	31%	26%	▼	70%	69%	71%	64%	47%	▼	70%	69%	71%	64%	47%	▼	70%	69%	71%	64%	47%	▼
Inverleith	55%	66%	65%	61%	47%	▼	95%	86%	86%	80%	72%	▼	27%	30%	37%	35%	38%		71																	

	Feel safe in neighbourhood after dark						Street drinking or alcohol-related disorder are not problems in this neighbourhood						Management of antisocial behaviour issues						Management of vandalism and graffiti issues						Management of dog fouling issues						Management of violent crime issues					
	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF
Edinburgh	80%	82%	85%	87%	83%	▼	70%	73%	78%	77%	70%	▼	69%	69%	72%	67%	50%	▼	76%	76%	75%	70%	55%	▼	62%	55%	51%	43%	30%	▼	78%	73%	74%	70%	57%	▼
Almond	88%	86%	91%	93%	93%	▼	80%	80%	85%	87%	83%	▼	75%	73%	83%	80%	63%	▼	84%	83%	86%	83%	68%	▼	75%	61%	57%	50%	42%	▼	81%	78%	85%	82%	63%	▼
Pentland Hills	88%	93%	94%	89%	80%	▼	68%	79%	83%	83%	78%	▼	58%	70%	80%	75%	50%	▼	64%	73%	84%	77%	51%	▼	44%	49%	61%	51%	18%	▼	71%	65%	74%	75%	60%	▼
Drumbrae / Gyle	78%	84%	88%	88%	84%	▼	75%	78%	79%	78%	78%	▼	65%	68%	67%	63%	55%	▼	73%	73%	73%	67%	55%	▼	43%	48%	52%	45%	26%	▼	69%	75%	78%	70%	55%	▼
Forth	65%	68%	68%	80%	75%	▼	63%	74%	69%	63%	35%	▼	72%	55%	52%	37%	19%	▼	74%	57%	53%	38%	20%	▼	60%	44%	42%	28%	11%	▼	79%	59%	53%	38%	20%	▼
Inverleith	79%	85%	87%	89%	85%	▼	73%	72%	83%	83%	78%	▼	65%	69%	75%	66%	51%	▼	79%	75%	75%	66%	49%	▼	61%	65%	61%	49%	32%	▼	70%	67%	74%	67%	55%	▼
Corstor. /Murray.	82%	85%	91%	94%	94%	▼	73%	79%	82%	84%	89%	▼	74%	79%	71%	69%	64%	▼	80%	82%	76%	73%	67%	▼	52%	47%	52%	48%	33%	▼	85%	86%	77%	71%	67%	▼
Sighthill / Gorgie	69%	73%	77%	81%	75%	▼	66%	73%	75%	72%	61%	▼	59%	63%	67%	67%	51%	▼	64%	65%	69%	70%	54%	▼	48%	43%	42%	40%	26%	▼	69%	65%	72%	74%	58%	▼
Colinton / Fair.	84%	84%	88%	92%	91%	▼	86%	85%	84%	88%	84%	▼	75%	71%	76%	78%	62%	▼	74%	71%	77%	78%	66%	▼	59%	47%	51%	45%	36%	▼	79%	73%	79%	80%	69%	▼
Fount. / Craig.	92%	89%	89%	87%	87%	▼	88%	80%	78%	73%	74%	▼	81%	84%	80%	74%	48%	▼	85%	85%	79%	76%	59%	▼	73%	71%	66%	56%	30%	▼	84%	84%	79%	80%	64%	▼
Meadows / Morn.	87%	91%	93%	95%	93%	▼	76%	76%	72%	75%	84%	▲	66%	76%	70%	69%	59%	▼	70%	77%	75%	74%	61%	▼	64%	74%	65%	59%	46%	▼	73%	66%	64%	62%	57%	▼
City Centre	85%	83%	89%	89%	85%	▼	58%	56%	72%	69%	59%	▼	82%	77%	83%	71%	49%	▼	88%	82%	83%	72%	55%	▼	83%	78%	74%	61%	42%	▼	88%	78%	82%	72%	59%	▼
Leith Walk	75%	75%	80%	82%	79%	▼	60%	59%	67%	68%	65%	▼	57%	53%	61%	59%	43%	▼	64%	59%	66%	62%	48%	▼	45%	35%	46%	38%	22%	▼	66%	53%	60%	62%	57%	▼
Leith	67%	79%	78%	79%	72%	▼	48%	59%	60%	63%	61%	▼	39%	49%	50%	53%	45%	▼	48%	63%	57%	60%	50%	▼	43%	48%	39%	37%	22%	▼	56%	57%	51%	59%	56%	▼
Craigen. / Dudd.	78%	82%	84%	85%	82%	▼	68%	71%	83%	83%	72%	▼	63%	58%	70%	67%	56%	▼	77%	76%	78%	78%	70%	▼	61%	47%	38%	32%	33%	▲	88%	78%	76%	73%	68%	▼
South. / New.	85%	88%	91%	92%	90%	▼	73%	84%	78%	79%	78%	▼	68%	66%	57%	59%	63%	▲	74%	72%	62%	66%	67%	▲	61%	49%	45%	42%	46%	▲	74%	72%	62%	65%	70%	▲
Liberton / Gil.	75%	78%	86%	86%	76%	▼	64%	70%	81%	78%	64%	▼	64%	62%	70%	61%	40%	▼	77%	74%	75%	68%	48%	▼	64%	46%	30%	20%	23%	▲	73%	70%	79%	69%	50%	▼
Porto. / Craig.	78%	79%	82%	85%	80%	▼	67%	74%	77%	73%	62%	▼	79%	83%	85%	74%	56%	▼	87%	88%	84%	77%	66%	▼	66%	58%	45%	38%	31%	▼	86%	82%	79%	73%	69%	▼

	Nursery schools (excluding "don't know" responses)						Primary schools (excluding "don't know" responses)						Secondary schools (excluding "don't know" responses)						Agree "I receive information from the Council in a form that suits me"						Agree "the Council keeps me informed about the services it provides"						Agree "the Council displays sound financial management"					
	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF
Edinburgh	83%	82%	88%	85%	72%	▼	84%	84%	90%	87%	77%	▼	82%	81%	87%	87%	76%	▼	58%	68%	70%	67%	56%	▼	60%	64%	63%	59%	48%	▼	22%	29%	28%	30%	24%	▼
Almond	84%	83%	92%	87%	67%	▼	84%	84%	92%	90%	75%	▼	85%	84%	90%	89%	73%	▼	65%	77%	73%	68%	46%	▼	65%	69%	61%	56%	43%	▼	28%	32%	22%	26%	22%	▼
Pentland Hills	65%	64%	78%	75%	71%	▼	68%	70%	85%	78%	71%	▼	67%	67%	81%	73%	66%	▼	55%	64%	75%	69%	59%	▼	60%	63%	71%	61%	49%	▼	18%	27%	28%	30%	20%	▼
Drumbrae / Gyle	83%	82%	86%	88%	89%	▼	82%	82%	86%	89%	88%	▼	82%	81%	87%	91%	90%	▼	54%	62%	69%	66%	48%	▼	58%	60%	65%	58%	40%	▼	27%	26%	22%	24%	22%	▼
Forth	89%	87%	88%	72%	40%	▼	92%	89%	90%	74%	43%	▼	87%	85%	87%	75%	43%	▼	54%	64%	74%	59%	27%	▼	58%	62%	67%	51%	23%	▼	23%	29%	29%	25%	15%	▼
Inverleith	86%	78%	78%	80%	70%	▼	92%	84%	84%	81%	72%	▼	89%	81%	81%	82%	74%	▼	61%	72%	66%	64%	52%	▼	60%	64%	58%	54%	43%	▼	17%	29%	28%	34%	25%	▼
Corstor. /Murray.	78%	77%	87%	90%	86%	▼	72%	76%	88%	94%	92%	▼	72%	76%	89%	95%	91%	▼	48%	51%	65%	64%	55%	▼	51%	49%	63%	58%	50%	▼	13%	15%	18%	24%	27%	▼
Sighthill / Gorgie	79%	73%	77%	80%	82%	▼	84%	79%	82%	82%	84%	▼	77%	71%	77%	81%	84%	▲	52%	61%	59%	61%	54%	▼	55%	52%	46%	48%	51%	▲	20%	23%	22%	26%	28%	▼
Colinton / Fair.	80%	77%	89%	90%	86%	▼	81%	79%	93%	93%	92%	▼	80%	77%	91%	92%	86%	▼	53%	62%	66%	68%	65%	▼	58%	61%	62%	60%	53%	▼	15%	18%	22%	25%	21%	▼
Fount. / Craig.	92%	95%	96%	90%	73%	▼	94%	96%	97%	92%	80%	▼	90%	94%	95%	91%	75%	▼	54%	67%	69%	65%	55%	▼	58%	65%	63%	59%	47%	▼	22%	31%	24%	28%	26%	▼
Meadows / Morn.	84%	84%	82%	78%	65%	▼	87%	95%	94%	89%	75%	▼	82%	91%	91%	90%	80%	▼	55%	70%	77%	75%	56%	▼	60%	71%	75%	70%	51%	▼	18%	39%	44%	46%	26%	▼
City Centre	88%	89%	90%	82%	54%	▼	85%	86%	87%	83%	59%	▼	85%	87%	88%	83%	56%	▼	56%	70%	68%	66%	51%	▼	58%	65%	62%	59%	45%	▼	22%	38%	31%	33%	19%	▼
Leith Walk	74%	75%	92%	88%	68%	▼	72%	72%	90%	91%	77%	▼	69%	68%	86%	89%	74%	▼	44%	57%	75%	73%	62%	▼	44%	53%	67%	66%	55%	▼	12%	27%	35%	38%	24%	▼
Leith	75%	91%	87%	84%	75%	▼	76%	91%	89%	87%	81%	▼	71%	91%	91%	89%	82%	▼	65%	78%	77%	78%	65%	▼	65%	74%	69%	68%	54%	▼	23%	23%	22%	27%	28%	▼
Craigen. / Dudd.	84%	80%	88%	87%	83%	▼	87%	83%	90%	89%	87%	▼	87%	82%	88%	87%	88%	▼	64%	75%	71%	75%	74%	▼	67%	71%	65%	64%	58%	▼	26%	33%	31%	36%	26%	▼
South. / New.	81%	74%	85%	82%	72%	▼	84%	79%	90%	87%	81%	▼	78%	76%	87%	87%	80%	▼	54%	57%	67%	66%	60%	▼	55%	53%	62%	57%	50%	▼	26%	30%	27%	26%	24%	▼
Liberton / Gil.	85%	87%	91%	90%	79%	▼	86%	86%	90%	91%	80%	▼	83%	85%	88%	91%	79%	▼	62%	71%	64%	60%	58%	▼	62%	67%	57%	54%	54%	▼	15%	21%	19%	22%	23%	▼
Porto. / Craig.	94%	94%	97%	90%	79%	▼	95%	95%	96%	92%	83%	▼	86%	87%	88%	92%	84%	▼	61%	72%	70%	71%	64%	▼	66%	73%	68%	65%	58%	▼	31%	42%	43%	37%	31%	▼

	Agree "the Council cares about the environment"						Agree "the Council provides protection and support for vulnerable people"						Agree "the Council keeps me informed about spending and saving proposals" (from 2012)								
	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF	2009-11	2010-12	2011-13	2012-14	A:2014	PRF			
Edinburgh	65%	73%	78%	75%	65%	▼	42%	52%	57%	61%	52%	▼							37%	30%	
Almond	66%	75%	80%	81%	71%	▼	43%	54%	62%	67%	48%	▼							33%	30%	
Pentland Hills	61%	67%	81%	75%	67%	▼	52%	57%	67%	63%	47%	▼							41%	30%	
Drumbrae / Gyle	65%	69%	74%	70%	63%	▼	45%	50%	54%	60%	57%	▼							41%	23%	▼
Forth	63%	71%	75%	62%	30%	▼	41%	48%	54%	48%	28%	▼							31%	17%	▼
Inverleith	66%	75%	78%	75%	58%	▼	40%	47%	50%	54%	48%	▼							35%	26%	▲
Corstor. /Murray.	54%	56%	66%	67%	74%	▼	33%	38%	43%	53%	64%	▼							38%	32%	▼
Sighthill / Gorgie	57%	63%	61%	62%	61%	▼	37%	44%	45%	52%	51%	▼							30%	33%	▼
Colinton / Fair.	57%	67%	77%	77%	73%	▼	36%	49%	58%	64%	55%	▼							32%	26%	▼
Fount. / Craig.	69%	77%	79%	77%	75%	▼	43%	59%	62%	66%	53%	▼							39%	32%	▲
Meadows / Morn.	64%	76%	84%	82%	75%	▼	38%	57%	78%	75%	54%	▼							51%	30%	▲
City Centre	66																				



edinburgh people survey

2014

◆ EDINBURGH ◆

THE CITY OF EDINBURGH COUNCIL

## background

**The Edinburgh People Survey is an annual tracking study run by City of Edinburgh Council to monitor the attitudes of residents towards the quality of life in Edinburgh and satisfaction with Council services.**

**The survey consults over 5,100 residents annually and is the largest of its kind run by any local authority in Scotland.**

**2014 is the 8<sup>th</sup> wave of the study.**

The key areas covered by the survey included:

- Satisfaction with Edinburgh as a place to live
- Satisfaction with how the City of Edinburgh Council is managing the city
- Satisfaction with various council services delivered locally including refuse collection, recycling, maintenance of roads and pavements, street cleaning, public transport, libraries and schools
- Perceptions of the local neighbourhood, feelings of safety, crime, antisocial behaviour and community cohesion

# method

Data was collected and processed by Progressive Partnership Ltd. Fieldwork was conducted between 14<sup>th</sup> September and 13<sup>th</sup> December 2014.

Interviews were conducted face to face, either in street or in home. Interviews lasted approximately 10 to 12 minutes.

Quotas were set on age, gender, ethnicity, working status and housing tenure.

# sample size

Ward	No.	Ward	No.
Edinburgh	5,125	Fount. / Craig.	238
Almond	309	Mead. / Morn.	305
Pentland Hills	287	City Centre	263
Drumbrae / Gyle	305	Leith Walk	324
Forth	350	Leith	300
Inverleith	289	Craigen. / Dudd.	311
Corstor. / Murray	274	South. / New.	321
Sighthill / Gorgie	349	Liberton / Gil.	327
Colinton / Fair.	256	Porto. / Craig.	317



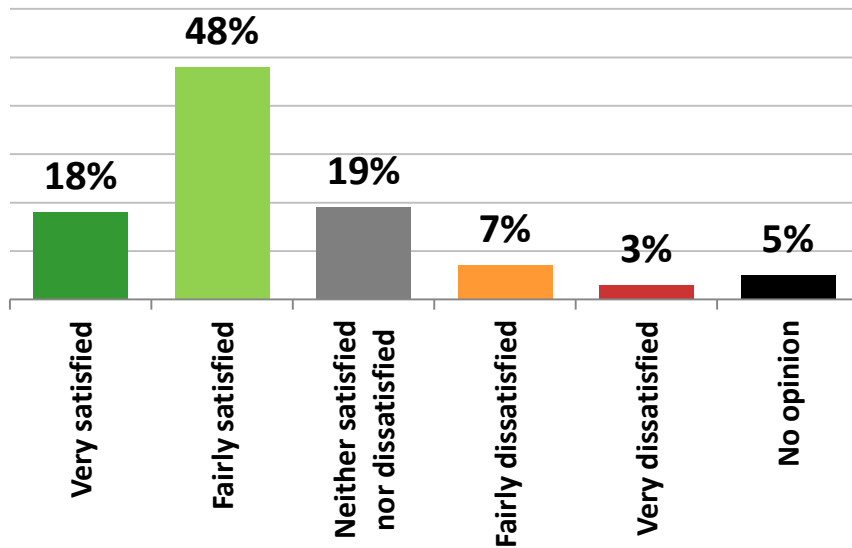


edinburgh people survey

2014

the council and the city

# 67% are satisfied with the way the Council is managing the city

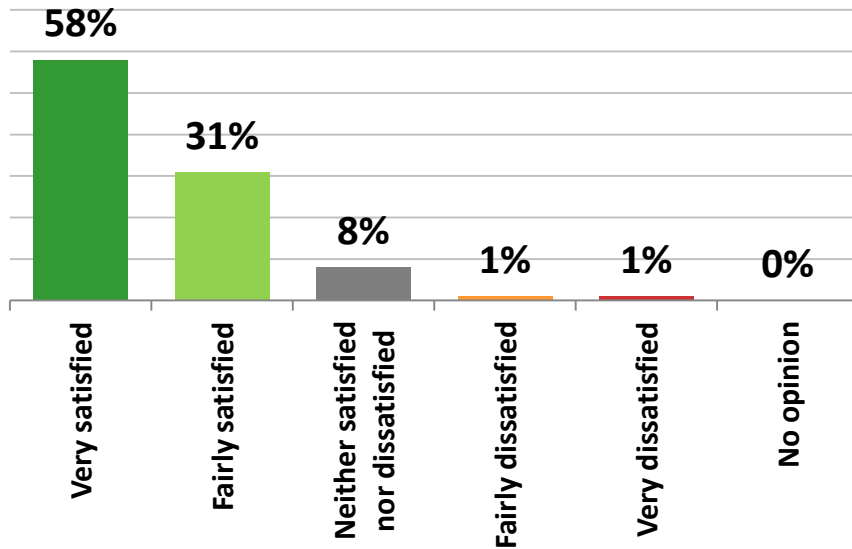


- Satisfaction with the way the Council is managing the city is lower in 2014 compared to 2013 (74%) and 2012 (72%).
- The lowest levels of satisfaction were amongst self-employed people (58% satisfied) and unemployed people (53% satisfied).

## % satisfaction with Council management of the city

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>46%</b>	<b>58%</b>	<b>64%</b>	<b>71%</b>	<b>67%</b>	▼	Fount. / Craig.	40%	57%	70%	78%	77%	▼
Almond	46%	57%	57%	68%	67%	▼	Mead. / Morn.	58%	77%	81%	86%	75%	▼
Pentland Hills	42%	53%	54%	65%	67%		City Centre	49%	65%	69%	77%	68%	▼
Drumbrae / Gyle	39%	44%	55%	62%	60%	▼	Leith Walk	46%	60%	67%	76%	72%	▼
Forth	43%	51%	61%	58%	45%	▼	Leith	44%	53%	52%	65%	63%	
Inverleith	47%	61%	65%	73%	63%	▼	Craigen. / Dudd.	51%	67%	67%	77%	75%	▼
Corstor. / Murray	42%	52%	55%	67%	72%		South. / New.	42%	54%	76%	78%	75%	▼
Sighthill / Gorgie	41%	50%	57%	63%	59%	▼	Liberton / Gil.	43%	53%	59%	69%	65%	▼
Colinton / Fair.	41%	51%	56%	68%	73%		Porto. / Craig.	58%	74%	84%	74%	63%	▼

# 89% are satisfied with Edinburgh as a place to live

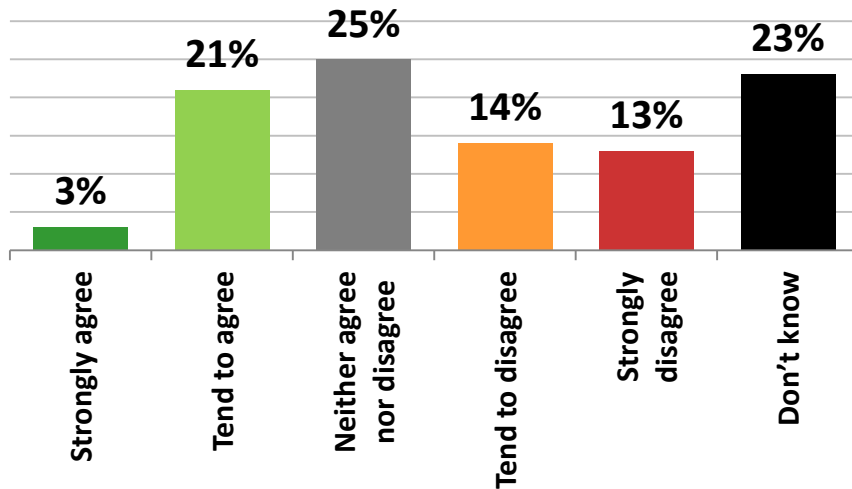


- There has been a decrease in overall satisfaction with Edinburgh as a place to live compared to 2013 (95%).
- The most satisfied were younger (93% of 16 to 24s) and older respondents (91% of over 65s). People with no children in the household were also more likely to be 'very satisfied' (61%) than those with children (51%).
- Students (96%) and ethnic minorities / non-UK citizens (93%) were also more satisfied than average.
- The lowest level of satisfaction was amongst unemployed people (79%).

## % satisfaction with Edinburgh as a place to live

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>91%</b>	<b>92%</b>	<b>95%</b>	<b>94%</b>	<b>89%</b>	▼	Fount. / Craig.	94%	96%	95%	96%	96%	
Almond	91%	93%	95%	97%	95%		Mead. / Morn.	94%	96%	97%	98%	97%	
Pentland Hills	88%	86%	94%	91%	89%	▼	City Centre	92%	94%	95%	96%	93%	▼
Drumbrae / Gyle	86%	87%	93%	94%	89%	▼	Leith Walk	82%	83%	94%	96%	95%	
Forth	90%	92%	90%	83%	62%	▼	Leith	92%	94%	92%	91%	84%	▼
Inverleith	91%	93%	96%	94%	85%	▼	Craigen. / Dudd.	95%	96%	95%	95%	94%	
Corstor. / Murray	88%	90%	95%	96%	92%	▼	South. / New.	86%	88%	97%	98%	96%	
Sighthill / Gorgie	88%	89%	90%	89%	85%		Liberton / Gil.	92%	94%	95%	95%	91%	▼
Colinton / Fair.	86%	88%	95%	97%	96%		Porto. / Craig.	95%	97%	97%	93%	85%	▼

# 24% agree that the Council displays sound financial management

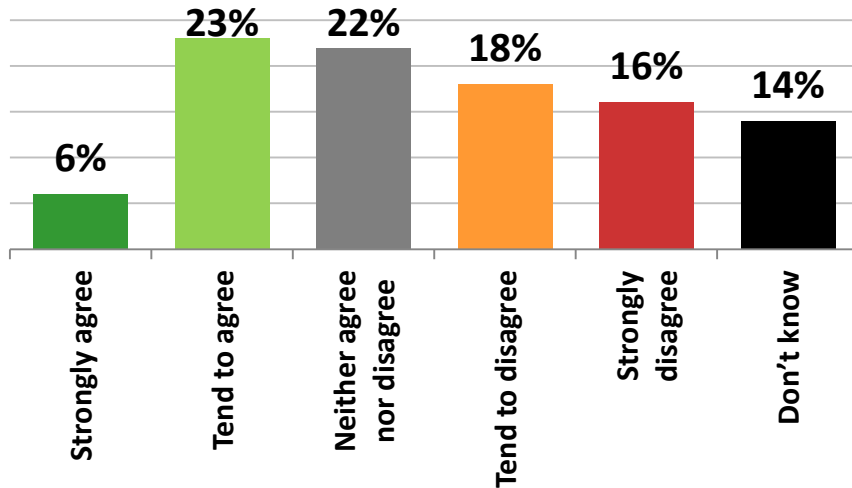


- Agreement is at a similar level to 2013, but lower than 2012.
- Self-employed people were the most likely to disagree with this statement (46% disagreed).
- Students, younger respondents and ethnic minorities / non-UK citizens were more likely than other groups to respond 'don't know'.

## % agree that the Council displays sound financial management

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>22%</b>	<b>29%</b>	<b>28%</b>	<b>30%</b>	<b>24%</b>	▼	Fount. / Craig.	22%	31%	24%	28%	26%	
Almond	28%	32%	22%	26%	22%		Mead. / Morn.	18%	39%	44%	46%	26%	▼
Pentland Hills	18%	27%	28%	30%	20%	▼	City Centre	22%	38%	31%	33%	19%	▼
Drumbrae / Gyle	27%	26%	22%	24%	22%		Leith Walk	12%	27%	35%	38%	24%	▼
Forth	23%	29%	29%	25%	15%	▼	Leith	23%	23%	22%	27%	28%	
Inverleith	17%	29%	28%	34%	25%	▼	Craigen. / Dudd.	26%	33%	31%	36%	26%	▼
Corstor. / Murray	13%	15%	18%	24%	27%		South. / New.	26%	30%	27%	26%	24%	
Sighthill / Gorgie	20%	23%	22%	26%	28%		Liberton / Gil.	15%	21%	19%	22%	23%	
Colinton / Fair.	15%	18%	22%	25%	21%	▼	Porto. / Craig.	31%	42%	43%	37%	31%	▼

# 30% agree that the Council keeps them informed about its spending & saving proposals



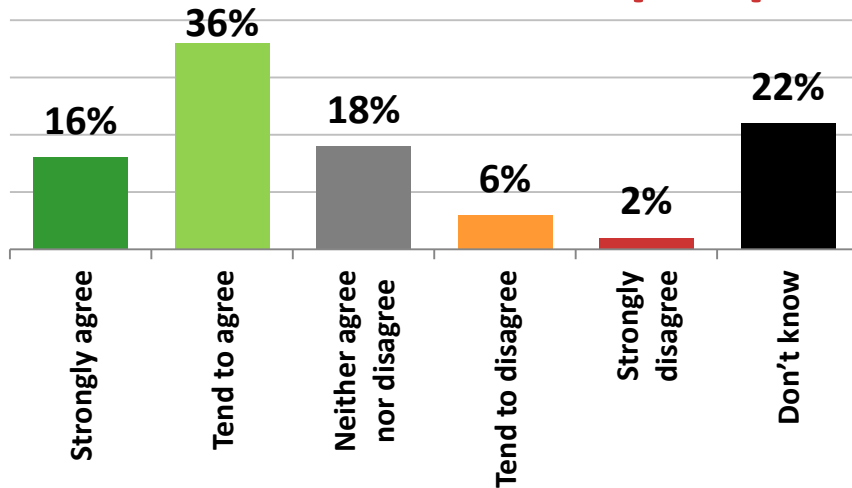
- Agreement that the Council keeps them informed of spending and savings proposals was lower in 2014 compared to previous years.
- A similar pattern of response was evident for this statement; agreement was lower for unemployed people, students and ethnic minorities / non-UK citizens. Younger respondents were also less likely to agree than older respondents. Across all of these groups there were higher than average levels of those who were unsure, rather than higher than average disagreement.



## % agree that the Council keeps them informed about spending and saving proposals (from 2012)

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	-	-	-	<b>37%</b>	<b>30%</b>		Fount. / Craig.	-	-	-	39%	32%	▲
Almond	-	-	-	33%	30%		Mead. / Morn.	-	-	-	51%	30%	▲
Pentland Hills	-	-	-	41%	30%		City Centre	-	-	-	38%	25%	▲
Drumbrae / Gyle	-	-	-	41%	23%	▼	Leith Walk	-	-	-	41%	28%	▲
Forth	-	-	-	31%	17%	▼	Leith	-	-	-	36%	30%	▼
Inverleith	-	-	-	35%	26%	▲	Craigen. / Dudd.	-	-	-	43%	31%	▼
Corstor. / Murray	-	-	-	38%	32%	▼	South. / New.	-	-	-	31%	29%	▲
Sighthill / Gorgie	-	-	-	30%	33%		Liberton / Gil.	-	-	-	34%	43%	▲
Colinton / Fair.	-	-	-	32%	26%	▼	Porto. / Craig.	-	-	-	42%	38%	

# 52% agree that the Council provides protection & support for vulnerable people



- 2014 data shows a decline in agreement compared to 2013 (58%) and 2012 (73%), but is higher than 2010 (44%) and 2011 (39%).
- The highest levels of agreement were amongst older age groups and retired people. Lower levels of agreement were noted amongst unemployed people (41%) and ethnic minorities / non-UK citizens (47%). These groups tended to opt for 'neither nor' and 'don't know' options rather than disagreeing.
- Agreement was at a similar level regardless of having a long term illness or disability or not.

## % agree that the Council provides care and support for vulnerable people

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>42%</b>	<b>52%</b>	<b>57%</b>	<b>61%</b>	<b>52%</b>	▼	Fount. / Craig.	43%	59%	62%	66%	53%	▼
Almond	43%	54%	62%	67%	48%	▼	Mead. / Morn.	38%	57%	78%	75%	54%	▼
Pentland Hills	52%	57%	67%	63%	47%	▼	City Centre	37%	54%	53%	60%	46%	▼
Drumbrae / Gyle	45%	50%	54%	60%	57%	▼	Leith Walk	26%	47%	59%	63%	54%	▼
Forth	41%	48%	54%	48%	28%	▼	Leith	41%	54%	58%	64%	50%	▼
Inverleith	40%	47%	50%	54%	48%	▼	Craigen. / Dudd.	48%	57%	56%	69%	66%	
Corstor. / Murray	33%	38%	43%	53%	64%		South. / New.	50%	45%	46%	45%	51%	
Sighthill / Gorgie	37%	44%	45%	52%	51%		Liberton / Gil.	43%	52%	52%	55%	52%	
Colinton / Fair.	36%	49%	58%	64%	55%	▼	Porto. / Craig.	50%	64%	67%	71%	57%	▼

# demographics

**One of the core responsibilities of a local authority is the care of vulnerable adults. However, historically, most residents have expressed no strong opinion about how well the City of Edinburgh Council performs this duty.**

**Only those who consider themselves to be in this group, or who have close relatives they consider to be in this group, express an opinion with most others stating 'don't know'.**

The key statistics are:

- Around 14% of Edinburgh residents are aged 65 and over, and 2% are over 85. Both of these numbers are expected to increase over time.
- The 'oldest' ward is Corstorphine / Murrayfield, while joint 'youngest' are City Centre and Leith Walk
- However the Portobello / Craigmillar is the ward that reports the highest level of limiting disability or illness, and lowest level of health.

## % of residents aged 65-84 and 85+

WARD	AGED 65-84	AGED 85+	WARD	AGED 65-84	AGED 85+
<b>Edinburgh</b>	<b>12.3%</b>	<b>2.1%</b>	Fount. / Craig.	10.4%	1.8%
Almond	16.4%	2.1%	Mead. / Morn.	9.7%	2.4%
Pentland Hills	15.0%	1.7%	City Centre	7.3%	1.1%
Drumbrae / Gyle	15.8%	2.6%	Leith Walk	7.1%	1.3%
Forth	11.0%	1.6%	Leith	9.4%	1.5%
Inverleith	14.5%	2.9%	Craigen. / Dudd.	16.5%	2.3%
Corstor. / Murray	16.9%	3.6%	South. / New.	10.7%	2.5%
Sighthill / Gorgie	9.8%	1.3%	Liberton / Gil.	13.9%	2.6%
Colinton / Fair.	15.4%	2.2%	Porto. / Craig.	13.2%	1.9%

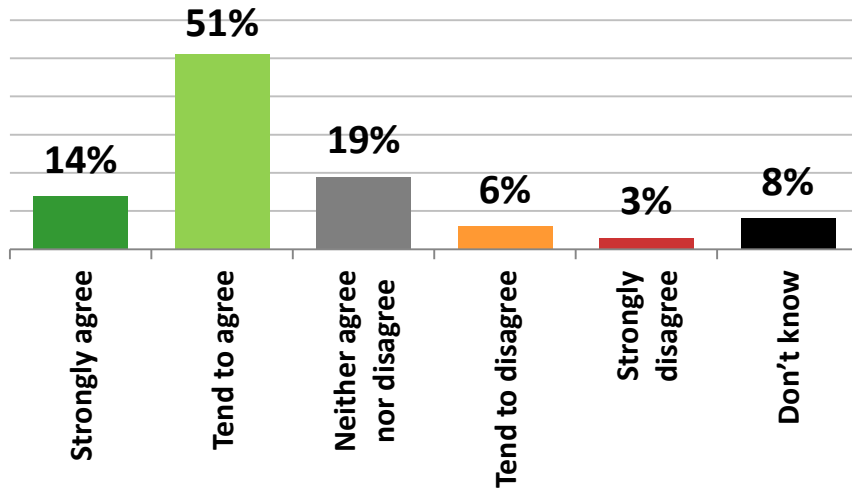
## % whose day-to-day activities are limited by their health

WARD	LIMITED A LOT	LIMITED A LITTLE	NOT LIMITED	WARD	LIMITED A LOT	LIMITED A LITTLE	NOT LIMITED
<b>Edinburgh</b>	7.2%	8.9%	83.9%	Fount. / Craig.	5.4%	7.7%	86.8%
Almond	6.0%	9.1%	84.8%	Mead. / Morn.	4.9%	6.9%	88.2%
Pentland Hills	5.9%	9.1%	85.0%	City Centre	4.7%	6.6%	88.8%
Drumbrae / Gyle	7.6%	9.9%	82.6%	Leith Walk	6.0%	7.6%	86.3%
Forth	8.6%	9.8%	81.7%	Leith	8.1%	9.0%	82.9%
Inverleith	6.3%	8.7%	85.0%	Craigen. / Dudd.	9.0%	10.7%	80.3%
Corstor. / Murray	6.7%	9.3%	84.0%	South. / New.	6.0%	8.1%	85.9%
Sighthill / Gorgie	9.1%	10.0%	80.9%	Liberton / Gil.	10.6%	10.1%	79.4%
Colinton / Fair.	7.2%	8.9%	83.9%	Porto. / Craig.	10.5%	10.6%	78.9%

## % ratings of personal health

WARD	VERY GOOD	GOOD	FAIR	BAD	VERY BAD	WARD	VERY GOOD	GOOD	FAIR	BAD	VERY BAD
<b>Edinburgh</b>	<b>58%</b>	<b>29%</b>	<b>10%</b>	<b>3%</b>	<b>1%</b>	Fount. / Craig.	60%	28%	8%	3%	1%
Almond	60%	29%	9%	2%	1%	Mead. / Morn.	66%	25%	7%	2%	1%
Pentland Hills	59%	29%	9%	3%	1%	City Centre	63%	27%	7%	2%	1%
Drumbrae / Gyle	56%	30%	10%	3%	1%	Leith Walk	58%	30%	9%	3%	1%
Forth	58%	29%	10%	3%	1%	Leith	54%	30%	11%	4%	1%
Inverleith	62%	27%	9%	2%	1%	Craigen. / Dudd.	52%	31%	11%	4%	1%
Corstor. / Murray	60%	28%	9%	3%	1%	South. / New.	62%	26%	8%	3%	1%
Sighthill / Gorgie	51%	31%	12%	5%	1%	Liberton / Gil.	52%	30%	13%	5%	1%
Colinton / Fair.	62%	27%	9%	2%	1%	Porto. / Craig.	52%	29%	12%	5%	2%

# 65% agree that the Council cares about the environment



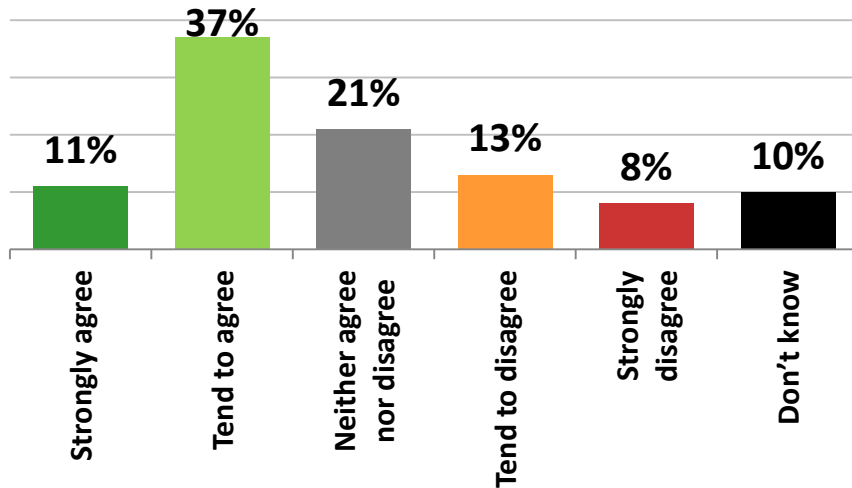
- 2014 has shown a decline in agreement compared to 2011 to 2013, but is similar to levels of agreement in 2010 (64%)
- Agreement was broadly consistent across age and gender. Unemployed people were less likely to agree than other categories of working status – 47% agreed in total. These respondents were more likely to state 'neither agree nor disagree' or 'don't know' rather than disagreeing.



## % agree that the Council cares about the environment

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>65%</b>	<b>73%</b>	<b>78%</b>	<b>75%</b>	<b>65%</b>	▼	Fount. / Craig.	69%	77%	79%	77%	75%	▼
Almond	66%	75%	80%	81%	71%	▼	Mead. / Morn.	64%	76%	84%	82%	75%	▼
Pentland Hills	61%	67%	81%	75%	67%	▼	City Centre	66%	76%	79%	77%	65%	▼
Drumbrae / Gyle	65%	69%	74%	70%	63%	▼	Leith Walk	47%	58%	79%	82%	69%	▼
Forth	63%	71%	75%	62%	30%	▼	Leith	68%	77%	74%	75%	63%	▼
Inverleith	66%	75%	78%	75%	58%	▼	Craigen. / Dudd.	69%	79%	81%	82%	75%	▼
Corstor. / Murray	54%	56%	66%	67%	74%		South. / New.	66%	68%	76%	76%	73%	▼
Sighthill / Gorgie	57%	63%	61%	62%	61%		Liberton / Gil.	68%	75%	75%	71%	60%	▼
Colinton / Fair.	57%	67%	77%	77%	73%	▼	Porto. / Craig.	78%	88%	90%	80%	64%	▼

# 48% agree that the Council keeps them informed about the services it provides

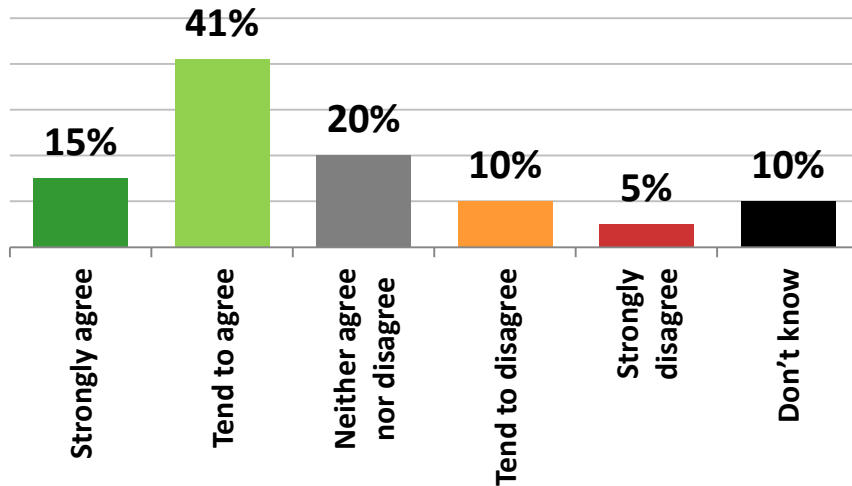


- Agreement is at its lowest level in last six years.
- Again, agreement was lower amongst unemployed people (41% agree) and students (34% agree). The unemployed group had a relatively high level of disagreement (26% disagree), whilst amongst students 23% disagreed and 23% were unsure.
- A lower than average proportion (43%) of ethnic minorities / non UK citizens agreed. This group showed a higher than average proportion responding 'don't know' (19%).
- Agreement increases with age – younger age groups are more likely than older respondents to respond 'don't know'.

## % agree that the Council keeps them informed about the services it provides

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>60%</b>	<b>64%</b>	<b>63%</b>	<b>59%</b>	<b>48%</b>	▼	Fount. / Craig.	58%	65%	63%	59%	47%	▼
Almond	65%	69%	61%	56%	43%	▼	Mead. / Morn.	60%	71%	75%	70%	51%	▼
Pentland Hills	60%	63%	71%	61%	49%	▼	City Centre	58%	65%	62%	59%	45%	▼
Drumbrae / Gyle	58%	60%	65%	58%	40%	▼	Leith Walk	44%	53%	67%	66%	55%	▼
Forth	58%	62%	67%	51%	23%	▼	Leith	65%	74%	69%	68%	54%	▼
Inverleith	60%	64%	58%	54%	43%	▼	Craigen. / Dudd.	67%	71%	65%	64%	58%	▼
Corstor. / Murray	51%	49%	63%	58%	50%	▼	South. / New.	55%	53%	62%	57%	50%	▼
Sighthill / Gorgie	55%	52%	46%	48%	51%	▲	Liberton / Gil.	62%	67%	57%	54%	54%	
Colinton / Fair.	58%	61%	62%	60%	53%	▼	Porto. / Craig.	66%	73%	68%	65%	58%	▼

# 56% agree that they receive information from the Council in a form that suits them

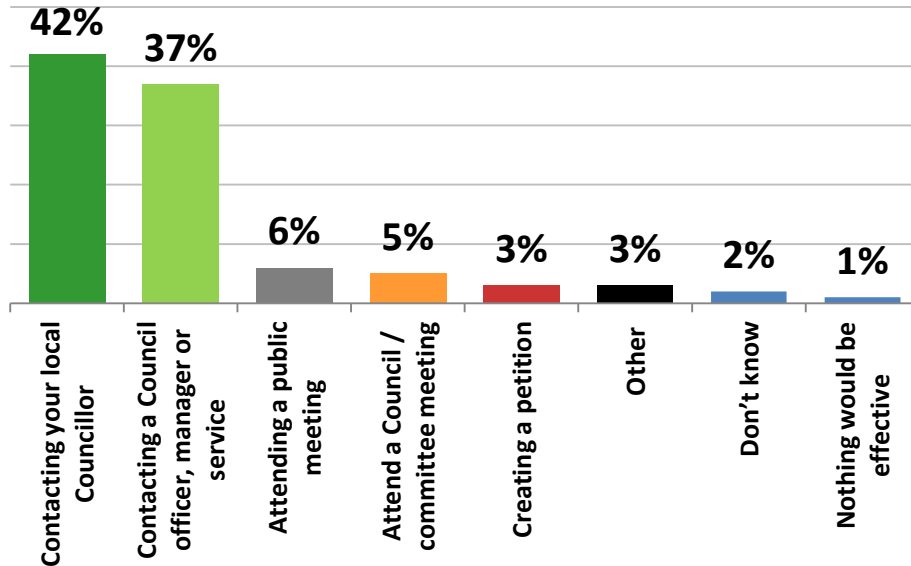


- Agreement with this statement has declined compared to recent years.
- Unemployed people, students and ethnic minorities / non-UK citizens had the lowest levels of agreement – these groups were more likely to state ‘don’t know’ than other sub-sample groups.
- There was also a correlation with age – the older the respondent the more likely they were to agree with the statement. Younger respondents were more likely to state ‘don’t know’ than those in older age groups.

## % agree that they receive information from the Council in a form that suits them

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>58%</b>	<b>68%</b>	<b>70%</b>	<b>67%</b>	<b>56%</b>	▼	Fount. / Craig.	54%	67%	69%	65%	55%	▼
Almond	65%	77%	73%	68%	46%	▼	Mead. / Morn.	55%	70%	77%	75%	56%	▼
Pentland Hills	55%	64%	75%	69%	59%	▼	City Centre	56%	70%	68%	66%	51%	▼
Drumbrae / Gyle	54%	62%	69%	66%	48%	▼	Leith Walk	44%	57%	75%	73%	62%	▼
Forth	54%	64%	74%	59%	27%	▼	Leith	65%	78%	77%	78%	65%	▼
Inverleith	61%	72%	66%	64%	52%	▼	Craigen. / Dudd.	64%	75%	71%	75%	74%	▼
Corstor. / Murray	48%	51%	65%	64%	55%	▼	South. / New.	54%	57%	67%	66%	60%	▼
Sighthill / Gorgie	52%	61%	59%	61%	54%	▼	Liberton / Gil.	62%	71%	64%	60%	58%	
Colinton / Fair.	53%	62%	66%	68%	65%	▼	Porto. / Craig.	61%	72%	70%	71%	64%	▼

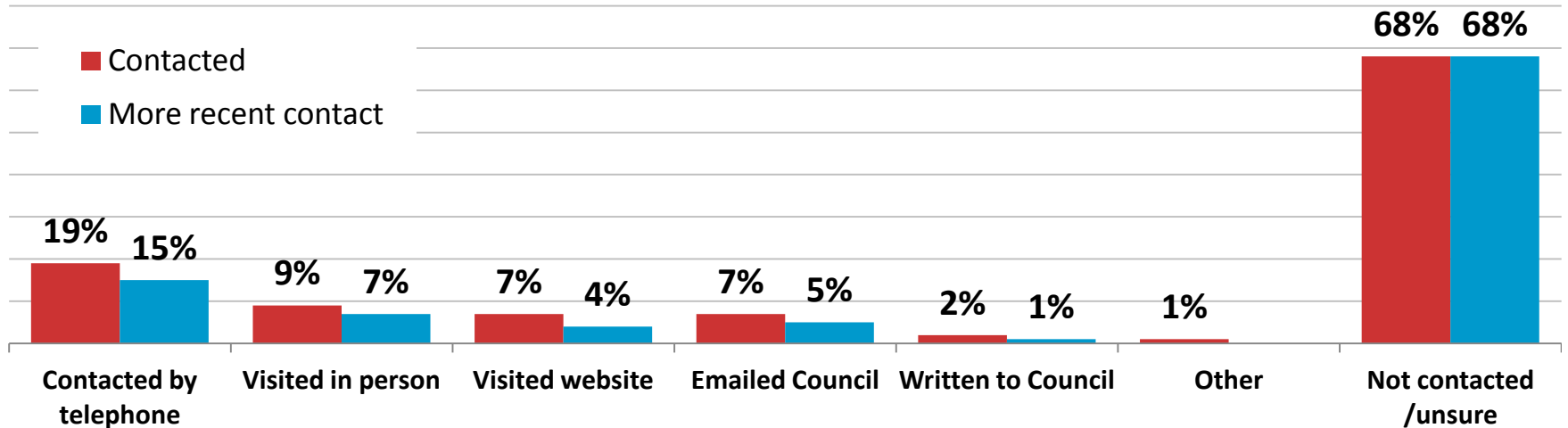
# 42% would contact local councillor in order to influence a council decision



- Contacting your local councillor, or contacting a Council officer, manager or service were the key ways in which respondents would anticipate trying to influence a Council decision.
- These preferences were broadly consistent across the sample, with some variations by working status.
- Contacting the local Councillor was more likely to be mentioned by retired people and those working part time. Contacting a council officer or manager was more often mentioned by full time workers, unemployed and those looking after family.
- Ethnic minorities / non-UK citizens were less likely to state their local councillor than other ethnic groups.

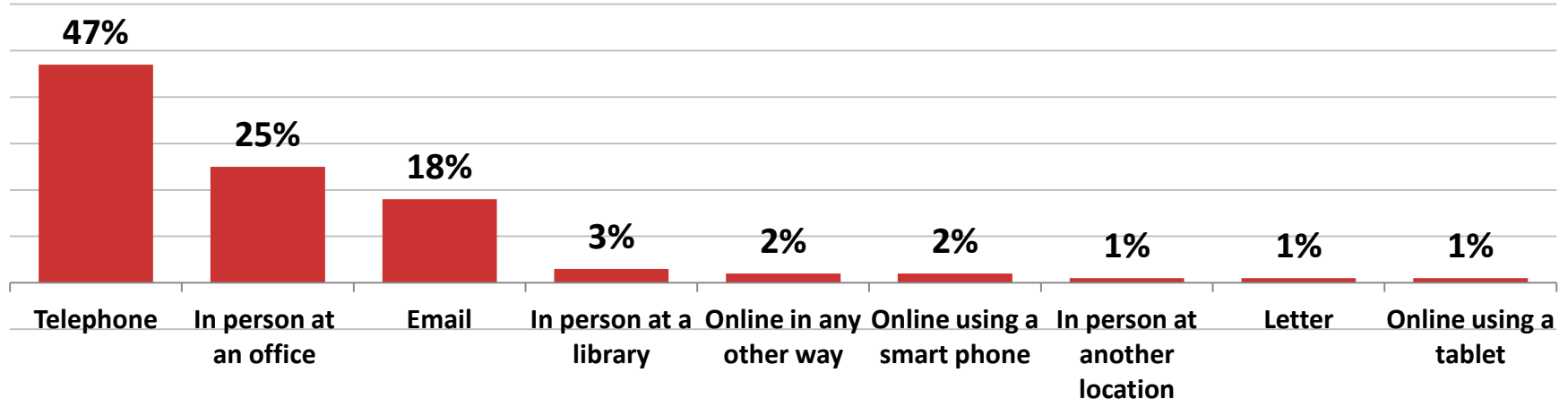
# 32% of respondents felt they had contacted the Council in the last year

- Actual interaction – such as visiting a local library – has tended to be much higher than perceived contact.
- Those most likely to feel they have contacted the Council were households with children, people with a disability, self-employed, unemployed and part time workers.



**47%** of those who feel they have contacted Council in last year, would prefer to use the telephone

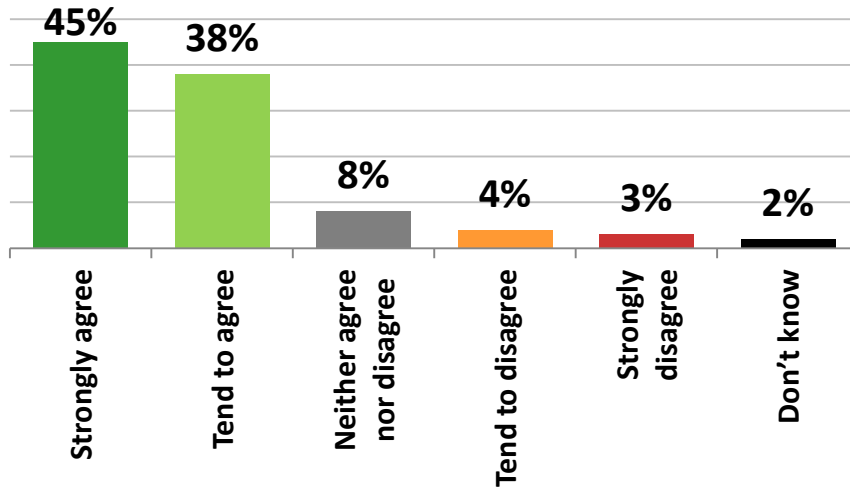
- Telephone is particularly favoured by older respondents, those with a disability and females.
- 60% of those who felt they had made a contact did so by telephone.
- Contacting online remains a low preference, but is higher than non-office locations and letter.





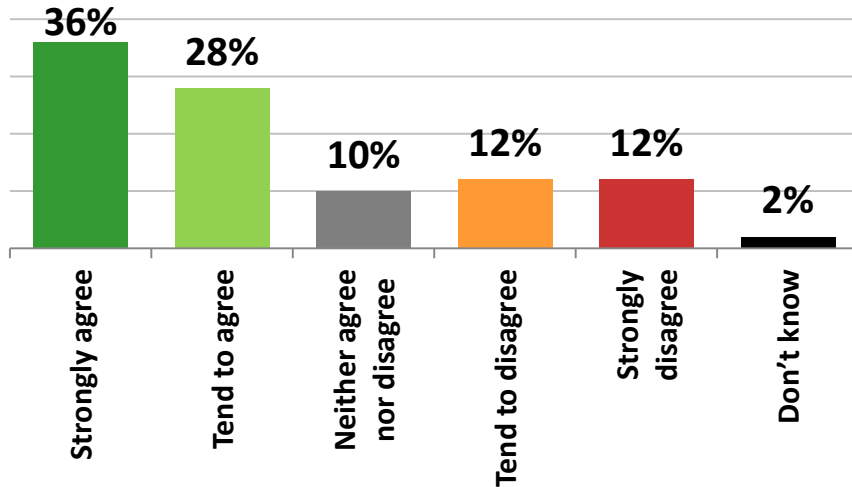
# 83% agree that they were well treated when they last contacted the Council

- The older the respondent, the more likely they were to agree 'strongly'.
- Respondents with a disability were more likely to 'strongly agree' than those with none.



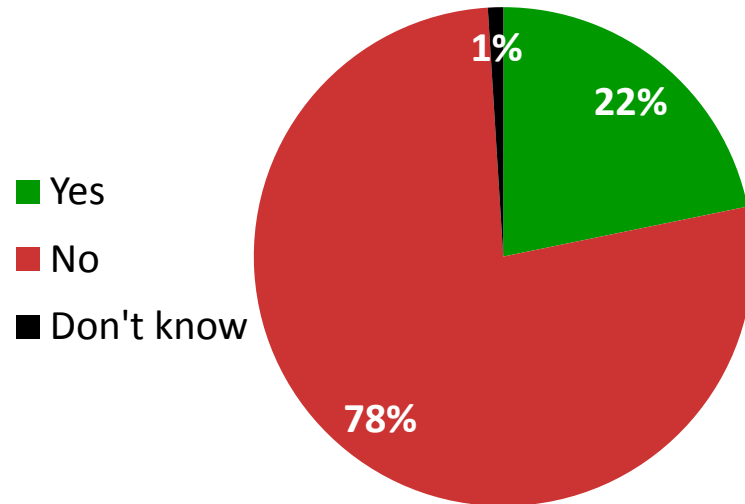
# 64% agree that their query/issue was resolved when they last contacted the Council

- Those most likely to agree that their query was resolved were older respondents, those with a disability and retired people.

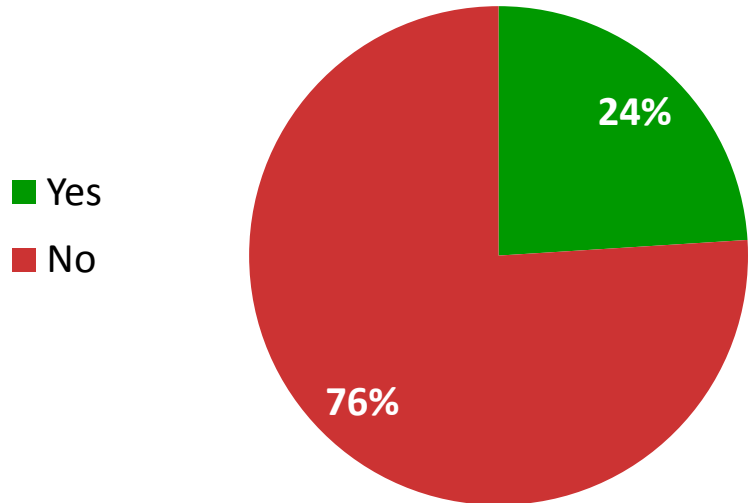


# 22% have requested a service, reported a problem or paid a Council bill on the internet

- Just over one in five respondents have used the internet to request a service, report a problem or pay a bill.
- This proportion was higher amongst 35 to 54 year olds (29%) and those working full time (30%), part time (27%) or self-employed (43%).



# 24% are aware of the Council's neighbourhood-specific Facebook and Twitter pages



- Awareness highest for working respondents – full time (28%), part time (29%), self-employed (30%).
- Females (26%) were more aware than males (21%).
- Those with children in the household were also more aware (28%) than those with no children (22%).
- The least aware were over 65 year olds (13%), unemployed (19%) and ethnic minorities/non-UK citizens (18%).

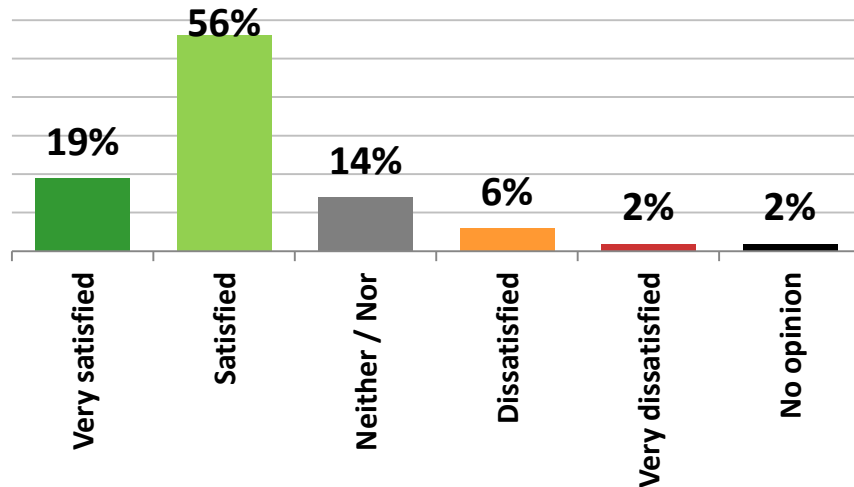


edinburgh people survey

# 2014

neighbourhoods and communities

# 76% satisfied with the way the Council is managing their neighbourhood

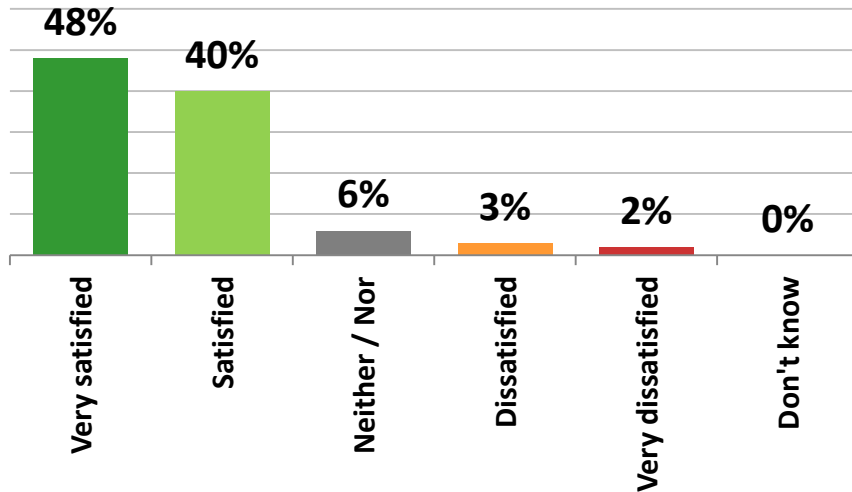


- Satisfaction with Council management of the neighbourhood is lower in 2014 than in 2012 and 2013, but at a similar level to 2011.
- There was no strong correlation with age, gender, disability or children in the household.
- Satisfaction was lower amongst unemployed people (62%) compared to other economic groups.

## % satisfaction on the way that the Council is managing the neighbourhood

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>75%</b>	<b>76%</b>	<b>82%</b>	<b>83%</b>	<b>76%</b>	▼	Fount. / Craig.	82%	85%	87%	88%	81%	▼
Almond	83%	79%	83%	85%	81%		Mead. / Morn.	83%	85%	89%	89%	82%	▼
Pentland Hills	69%	81%	87%	85%	77%	▼	City Centre	84%	83%	87%	82%	71%	▼
Drumbrae / Gyle	60%	58%	75%	78%	76%	▼	Leith Walk	75%	73%	82%	83%	75%	▼
Forth	71%	71%	75%	73%	59%	▼	Leith	61%	69%	69%	77%	73%	▼
Inverleith	73%	76%	82%	84%	78%	▼	Craigen. / Dudd.	77%	83%	85%	86%	80%	▼
Corstor. / Murray	69%	73%	81%	87%	87%		South. / New.	64%	65%	85%	87%	84%	▼
Sighthill / Gorgie	67%	65%	65%	68%	68%	▲	Liberton / Gil.	75%	77%	84%	80%	64%	▼
Colinton / Fair.	82%	78%	80%	85%	84%		Porto. / Craig.	76%	79%	89%	87%	74%	▼

# 88% satisfied with their neighbourhood as a place to live



- Whilst remaining at a very high level, satisfaction with neighbourhoods has declined compared to 2012 (94%) and 2013 (93%).
- There was broad consistency in this finding across factors such as age and gender.
- Unemployed people were the least likely to be satisfied (74%).
- People with a disability or long term illness were slightly less satisfied (84%) than those with none (89%).



## % satisfaction with their neighbourhood as a place to live

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>90%</b>	<b>91%</b>	<b>92%</b>	<b>92%</b>	<b>88%</b>	▼	Fount. / Craig.	96%	97%	97%	96%	94%	
Almond	92%	93%	95%	96%	95%		Mead. / Morn.	97%	97%	96%	96%	98%	▲
Pentland Hills	93%	96%	97%	94%	87%	▼	City Centre	91%	91%	92%	92%	92%	
Drumbrae / Gyle	88%	90%	95%	93%	86%	▼	Leith Walk	88%	85%	89%	88%	87%	
Forth	84%	84%	84%	85%	80%		Leith	86%	86%	87%	90%	88%	
Inverleith	89%	87%	91%	93%	95%		Craigen. / Dudd.	92%	95%	94%	94%	94%	
Corstor. / Murray	91%	91%	96%	95%	93%	▼	South. / New.	89%	91%	95%	97%	94%	▼
Sighthill / Gorgie	83%	88%	84%	82%	77%		Liberton / Gil.	89%	90%	91%	86%	70%	▼
Colinton / Fair.	93%	94%	93%	94%	93%		Porto. / Craig.	92%	93%	95%	91%	83%	▼

**Satisfaction with neighbourhood as a place to live is a complex indicator which reflects a number of factors including local government services, personal income, social life, health and feelings of safety and security.**

**Because financial security strongly impacts on many other aspects of life, it is not surprising that average satisfaction with neighbourhood strongly relates to benefit claimant numbers in a ward.**

## **benefit claimant count**

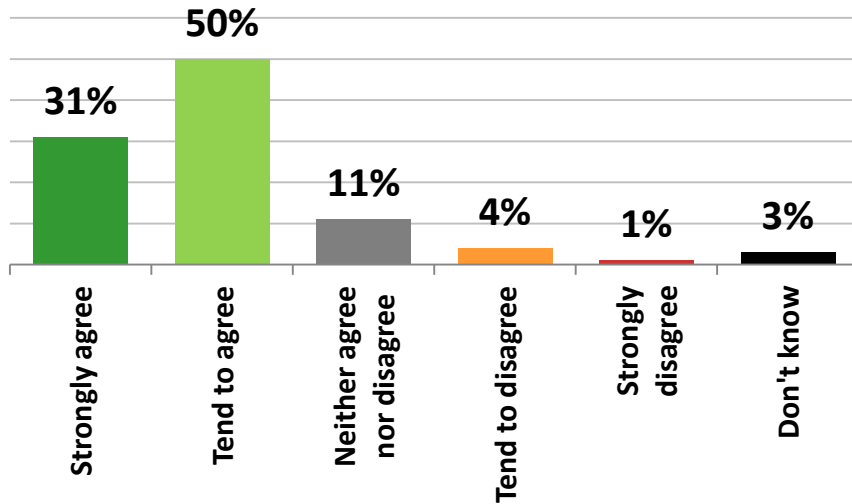
The key statistics are:

- More than 8,000 Edinburgh residents claimed Job Seekers' Allowance and more than 5,000 claimed income support
- Benefit counts were lowest in Corstorphine / Murrayfield
- The three wards with the highest claimant counts were Forth, Sighthill / Gorgie and Liberton Gilmerton. These were also the wards with the lowest neighbourhood satisfaction scores

## benefit claimant count, by benefit

WARD	JOB SEEKERS ALLOWANCE	DISABILITY LIVING ALLOWANCE	INCOME SUPPORT	WARD	JOB SEEKERS ALLOWANCE	DISABILITY LIVING ALLOWANCE	INCOME SUPPORT
<b>Edinburgh</b>	<b>8,055</b>	<b>22,645</b>	<b>5,250</b>	Fount. / Craig.	350	915	185
Almond	185	810	155	Mead. / Morn.	260	865	120
Pentland Hills	300	875	210	City Centre	410	810	115
Drumbrae / Gyle	240	1,075	215	Leith Walk	655	1,330	210
Forth	975	2,115	715	Leith	740	1,565	365
Inverleith	295	895	155	Craigen. / Dudd.	470	1,540	350
Corstor. / Murray	200	635	135	South. / New.	380	1,195	210
Sighthill / Gorgie	1,085	2,700	760	Liberton / Gil.	650	2,390	590
Colinton / Fair.	225	840	175	Porto. / Craig.	635	2,090	585

# 81% agree that their neighbourhood is a place where people of different backgrounds get along

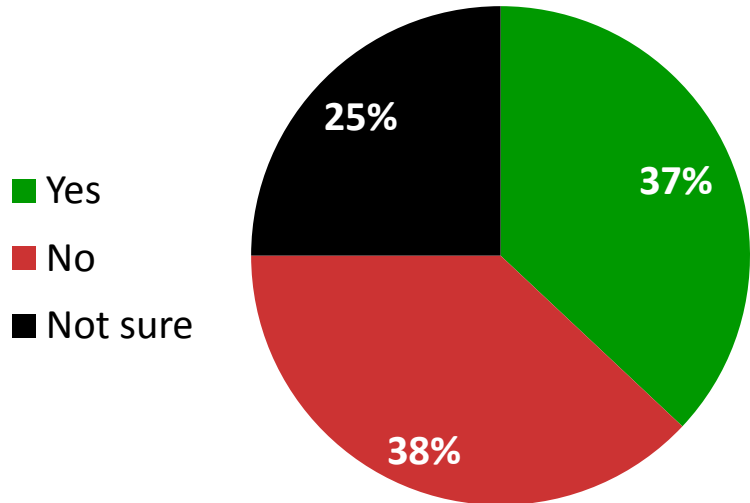


- There has been a slight decline in agreement compared to 2013 (84%).
- This finding was broadly consistent across sub-groupings within the sample. Unemployed people, however, demonstrated a lower level of agreement (68% agree).
- The overall level of agreement was also similar between ethnic minorities (85%) and non-ethnic minorities (81%). Ethnic minorities/non-UK citizens were, however, more likely to 'strongly agree' (39%).

## % agree that their neighbourhood is a place where people of different backgrounds can get along

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>79%</b>	<b>81%</b>	<b>85%</b>	<b>85%</b>	<b>81%</b>	▼	Fount. / Craig.	88%	88%	90%	90%	85%	▼
Almond	81%	83%	85%	87%	85%		Mead. / Morn.	83%	92%	96%	93%	86%	▼
Pentland Hills	79%	78%	92%	89%	85%	▼	City Centre	88%	89%	88%	89%	83%	▼
Drumbrae / Gyle	79%	81%	86%	82%	74%	▼	Leith Walk	61%	69%	88%	86%	78%	▼
Forth	75%	77%	77%	80%	77%		Leith	76%	88%	84%	80%	71%	▼
Inverleith	78%	82%	85%	87%	90%		Craigen. / Dudd.	82%	86%	85%	85%	82%	▼
Corstor. / Murray	79%	76%	84%	82%	82%		South. / New.	83%	83%	88%	88%	88%	
Sighthill / Gorgie	76%	81%	74%	74%	72%		Liberton / Gil.	79%	78%	85%	83%	75%	▼
Colinton / Fair.	64%	71%	85%	88%	86%	▼	Porto. / Craig.	77%	79%	85%	85%	83%	

# 37% feel that they have a say on local issues and services

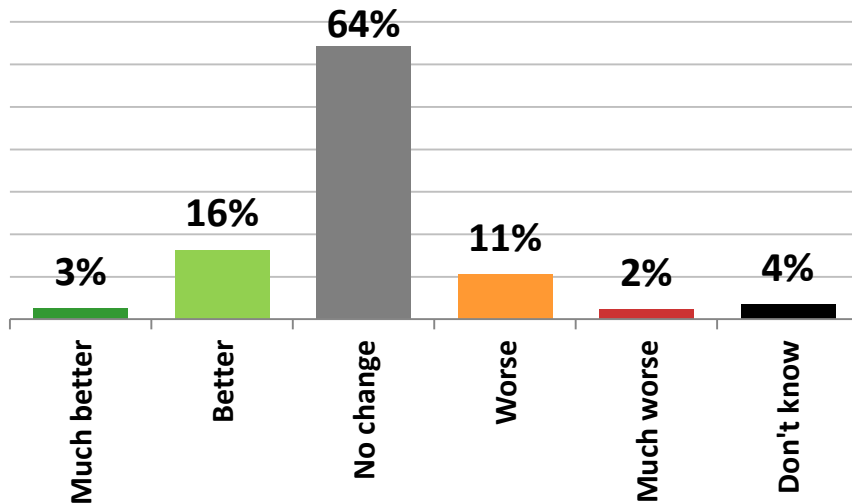


- Just over one third feel that they are able to have a say on things happening or how Council services are run in the local area.
- Older respondents were more likely to feel that they have a say than those in the younger age groups – 43% of those aged 45 +, compared to 32% of under 45 year olds.
- Lower levels were also noted for unemployed people (27%), students (24%) and ethnic minorities/non-UK citizens (29%).

## % agree that they have a say on local issues and services

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>42%</b>	<b>39%</b>	<b>39%</b>	<b>35%</b>	<b>37%</b>		Fount. / Craig.	42%	34%	40%	37%	35%	
Almond	55%	47%	42%	36%	34%		Mead. / Morn.	48%	51%	49%	41%	39%	▼
Pentland Hills	42%	51%	52%	46%	48%		City Centre	37%	38%	37%	29%	31%	
Drumbrae / Gyle	44%	42%	49%	42%	38%	▼	Leith Walk	28%	27%	35%	31%	28%	▼
Forth	30%	25%	29%	37%	59%	▲	Leith	30%	39%	33%	33%	37%	
Inverleith	37%	32%	36%	33%	38%		Craigen. / Dudd.	45%	51%	41%	33%	34%	
Corstor. / Murray	39%	30%	45%	40%	40%		South. / New.	46%	37%	40%	33%	32%	
Sighthill / Gorgie	36%	34%	31%	28%	28%		Liberton / Gil.	45%	32%	32%	28%	32%	▲
Colinton / Fair.	41%	37%	41%	37%	40%		Porto. / Craig.	51%	48%	48%	40%	40%	

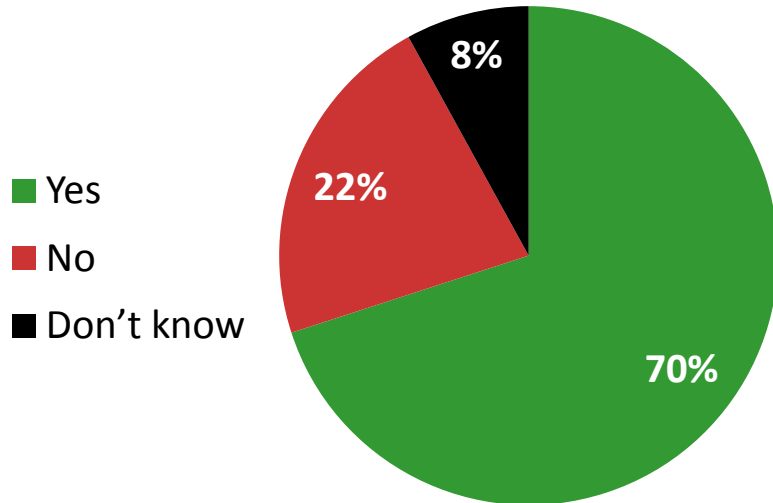
# 19% report improving personal financial circumstances in the last 12 months



- Excluding those who say “don’t know,” 20% have better or much better circumstances than a year ago, compared to the 2013 figure of only 7% better or much better.
- Exc “don’t know,” 13% feel their circumstances have gotten worse, compared to 17% in 2013.
- In 2011, 9% felt their circumstances had improved in the last year, while 32% felt they were worse.
- 80% confident of their future career prospects in Edinburgh in 2014, compared to 83% in 2013 and 82% in 2012; however this is up from 64% in 2011.



**70%** believe that new buildings and spaces have improved the appearance of their neighbourhood



- In total, 44% of respondents reported that new buildings or public spaces had been developed in their neighbourhood in the last 5 years.
- Of these, 70% saw these developments as an improvement to the area.
- The perception that new developments have been an improvement was lower amongst self-employed people (55%).
- Older respondents tended to be slightly less likely to be positive (67% of 45+) than younger respondents (73% of under 45s).

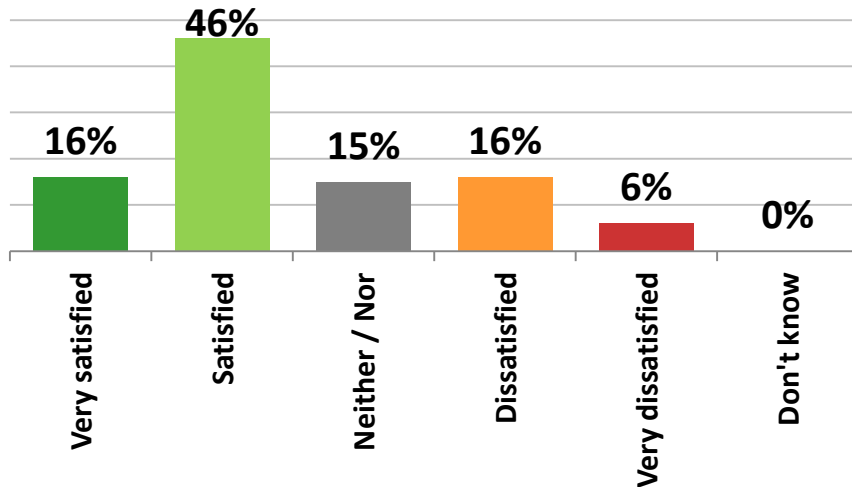


edinburgh people survey

2014

citizen services

# 62% satisfied with the refuse collection

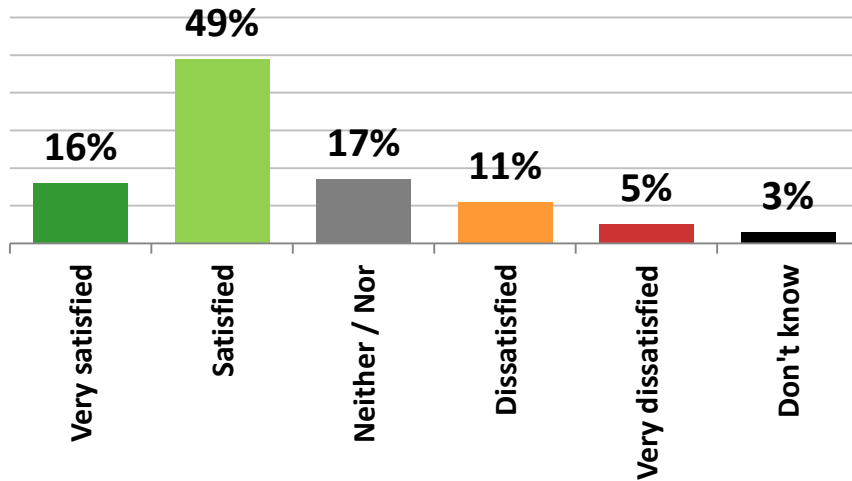


- Whilst the majority remain satisfied with the refuse collection service, satisfaction is at the lowest level recorded by the EPS or any of its predecessor surveys.
- Levels of satisfaction are broadly consistent across a number of sub-groups. However, younger respondents (66% of 16 to 24 year olds) and older respondents (68% of over 65s) tended to express higher levels of satisfaction.

## % satisfaction with refuse collection

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>86%</b>	<b>83%</b>	<b>80%</b>	<b>72%</b>	<b>62%</b>	▼	Fount. / Craig.	89%	84%	77%	73%	66%	
Almond	93%	90%	86%	76%	63%	▼	Mead. / Morn.	78%	90%	86%	78%	64%	▼
Pentland Hills	65%	72%	82%	68%	49%	▼	City Centre	89%	91%	86%	78%	59%	▼
Drumbrae / Gyle	81%	71%	68%	64%	66%	▲	Leith Walk	70%	66%	81%	73%	57%	▼
Forth	90%	82%	74%	56%	33%	▼	Leith	75%	84%	76%	73%	65%	▼
Inverleith	86%	85%	82%	73%	56%	▼	Craigen. / Dudd.	90%	87%	83%	77%	70%	▼
Corstor. / Murray	81%	75%	75%	71%	73%		South. / New.	83%	77%	79%	73%	63%	▼
Sighthill / Gorgie	82%	77%	67%	64%	72%	▲	Liberton / Gil.	93%	87%	81%	72%	66%	
Colinton / Fair.	82%	74%	78%	71%	63%		Porto. / Craig.	94%	88%	80%	70%	66%	

# 65% satisfied with recycling

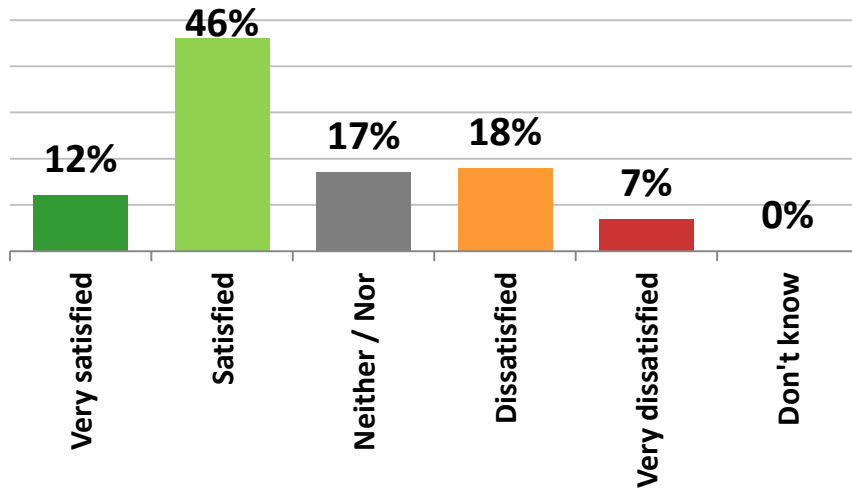


- As per previous findings, whilst the majority are satisfied with recycling in Edinburgh, the proportion is lower than in recent years.
- There was very little variance in this finding across the sample. Older respondents were, however, more likely to state that they are satisfied (72% of over 65s) than those from the younger age groups.

## % satisfaction with recycling

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>80%</b>	<b>81%</b>	<b>81%</b>	<b>76%</b>	<b>65%</b>	▼	Fount. / Craig.	83%	84%	81%	80%	69%	▼
Almond	89%	89%	87%	79%	65%	▼	Mead. / Morn.	59%	76%	80%	80%	67%	▼
Pentland Hills	64%	70%	84%	73%	55%	▼	City Centre	85%	88%	84%	78%	58%	▼
Drumbrae / Gyle	73%	72%	70%	74%	78%	▲	Leith Walk	67%	63%	83%	77%	60%	▼
Forth	84%	78%	75%	63%	38%	▼	Leith	72%	81%	76%	75%	62%	▼
Inverleith	69%	79%	82%	80%	69%	▼	Craigen. / Dudd.	85%	86%	82%	80%	71%	▼
Corstor. / Murray	76%	76%	81%	82%	83%		South. / New.	74%	72%	79%	78%	65%	▼
Sighthill / Gorgie	79%	79%	71%	69%	70%	▲	Liberton / Gil.	88%	86%	80%	74%	68%	
Colinton / Fair.	80%	75%	79%	75%	72%		Porto. / Craig.	93%	91%	85%	73%	64%	▼

# 58% satisfied with street cleaning



- There has been a sharp decline in satisfaction with street cleaning compared to recent years (84% satisfied in 2013).
- Those least likely to state satisfaction were self-employed (48%) and 55 to 64 year olds (51%).
- Satisfaction was higher amongst under 25 year olds (65%), students (65%) and ethnic minorities/non-UK citizens (64%).

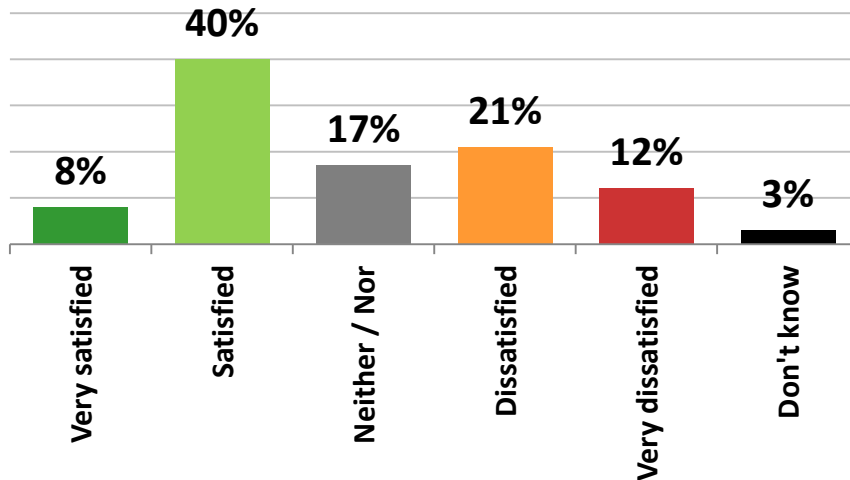
## % satisfaction with street cleaning

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>79%</b>	<b>79%</b>	<b>80%</b>	<b>76%</b>	<b>58%</b>	▼	Fount. / Craig.	87%	87%	80%	76%	64%	
Almond	84%	85%	87%	84%	67%	▼	Mead. / Morn.	79%	87%	90%	85%	69%	▼
Pentland Hills	65%	67%	74%	61%	39%	▼	City Centre	90%	90%	89%	82%	64%	▼
Drumbrae / Gyle	71%	73%	76%	72%	56%	▼	Leith Walk	60%	60%	78%	74%	49%	▼
Forth	75%	73%	72%	62%	34%	▼	Leith	60%	74%	72%	76%	55%	▼
Inverleith	80%	82%	85%	80%	60%	▼	Craigen. / Dudd.	80%	83%	83%	80%	65%	▼
Corstor. / Murray	64%	62%	63%	66%	63%		South. / New.	79%	76%	82%	81%	71%	▼
Sighthill / Gorgie	77%	78%	74%	67%	53%	▼	Liberton / Gil.	88%	84%	82%	74%	51%	▼
Colinton / Fair.	71%	74%	79%	80%	72%	▼	Porto. / Craig.	88%	84%	81%	77%	65%	▼



# 48% satisfied with maintenance of roads

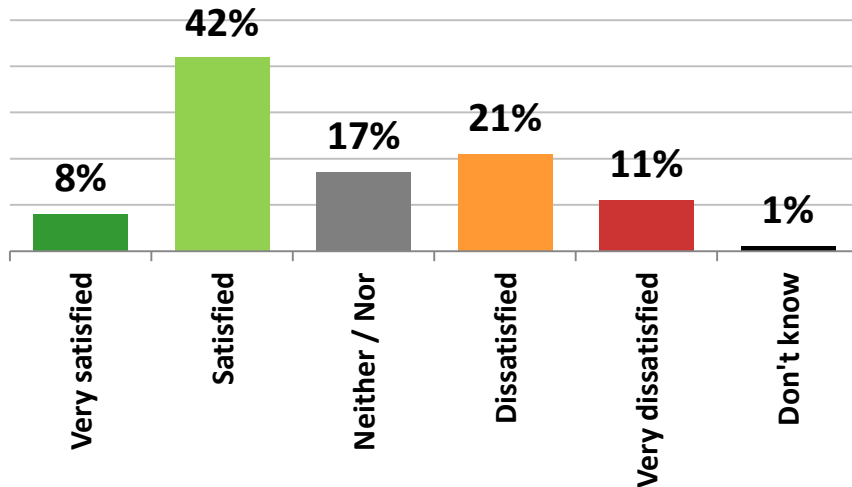
- Satisfaction was lower in 2014 compared to recent years.
- The lowest levels of satisfaction were expressed by self-employed people and the older age groups (especially 55 to 64 year olds).



## % satisfaction with maintenance of roads

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>56%</b>	<b>54%</b>	<b>54%</b>	<b>52%</b>	<b>48%</b>		Fount. / Craig.	69%	59%	53%	53%	51%	▲
Almond	62%	57%	50%	46%	43%		Mead. / Morn.	52%	72%	71%	64%	41%	▼
Pentland Hills	37%	39%	45%	42%	36%	▼	City Centre	64%	57%	60%	54%	49%	
Drumbrae / Gyle	42%	39%	40%	46%	50%		Leith Walk	44%	42%	58%	58%	47%	▼
Forth	66%	61%	51%	43%	34%		Leith	30%	36%	32%	44%	48%	
Inverleith	46%	64%	63%	61%	47%	▼	Craigen. / Dudd.	64%	60%	63%	65%	59%	
Corstor. / Murray	34%	29%	39%	43%	43%		South. / New.	65%	58%	61%	59%	53%	
Sighthill / Gorgie	61%	51%	47%	51%	58%	▲	Liberton / Gil.	58%	49%	48%	44%	41%	▲
Colinton / Fair.	46%	45%	56%	57%	50%	▼	Porto. / Craig.	66%	59%	61%	55%	59%	

# 50% satisfied with maintenance of pavements and footpaths

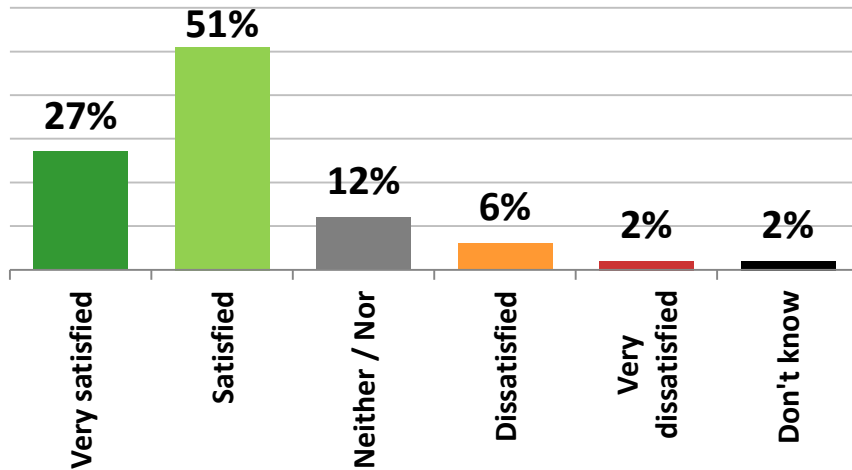


- Satisfaction was lower in 2014 compared to recent years.
- The older the respondent the less likely they were to state that they were satisfied with the maintenance of pavements and footpaths – 41% of over 55 year olds, compared to 60% of under 35 year olds.
- Self-employed people were also less likely than average to be satisfied (35%).
- Interestingly, people with a disability or long term health issues were less satisfied (46%) than those with no such issues (51%).

## % satisfaction with maintenance of pavements and footpaths

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>62%</b>	<b>61%</b>	<b>62%</b>	<b>60%</b>	<b>50%</b>	▼	Fount. / Craig.	75%	73%	67%	64%	53%	
Almond	63%	65%	64%	61%	48%	▼	Mead. / Morn.	58%	76%	78%	73%	51%	▼
Pentland Hills	37%	40%	52%	48%	32%	▼	City Centre	76%	77%	76%	71%	57%	▼
Drumbrae / Gyle	50%	51%	50%	54%	50%		Leith Walk	46%	45%	63%	63%	52%	▼
Forth	68%	60%	54%	46%	34%		Leith	37%	47%	46%	54%	51%	▼
Inverleith	55%	66%	65%	61%	47%	▼	Craigen. / Dudd.	72%	70%	66%	68%	62%	
Corstor. / Murray	37%	36%	46%	48%	45%		South. / New.	70%	61%	67%	65%	57%	
Sighthill / Gorgie	63%	58%	59%	61%	58%		Liberton / Gil.	70%	60%	59%	56%	46%	
Colinton / Fair.	49%	51%	64%	62%	52%	▼	Porto. / Craig.	74%	69%	64%	58%	55%	

# 78% satisfied with parks or other green spaces

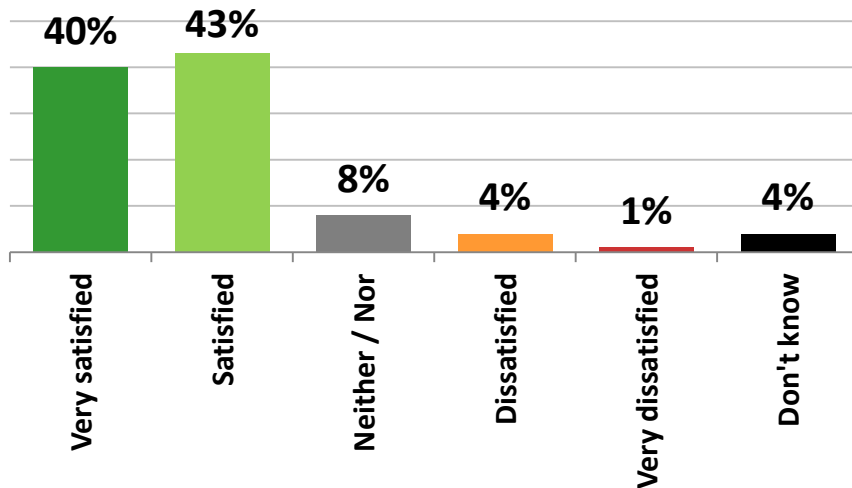


- Satisfaction is lower than in 2012 and 2013, but is at a similar level to years previous.
- Younger respondents (81% of 16 to 24s), older respondents (83% of over 65s), people with no children at home (80%) and students (86%) were the most likely to be satisfied with parks and green spaces.
- Lower levels of satisfaction were noted amongst unemployed people (72%), and people with children in the household (71%).

## % satisfaction with parks and green spaces

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>78%</b>	<b>82%</b>	<b>88%</b>	<b>87%</b>	<b>78%</b>	▼	Fount. / Craig.	91%	90%	88%	85%	77%	▼
Almond	80%	88%	91%	89%	74%	▼	Mead. / Morn.	82%	95%	95%	95%	89%	▼
Pentland Hills	59%	67%	81%	75%	60%	▼	City Centre	85%	89%	94%	92%	85%	▼
Drumbrae / Gyle	68%	74%	85%	89%	84%	▼	Leith Walk	59%	66%	86%	90%	86%	▼
Forth	77%	79%	83%	72%	44%	▼	Leith	61%	80%	80%	88%	85%	▼
Inverleith	81%	84%	90%	88%	78%	▼	Craigen. / Dudd.	87%	89%	90%	93%	91%	
Corstor. / Murray	75%	78%	83%	88%	90%		South. / New.	80%	81%	90%	93%	91%	▼
Sighthill / Gorgie	76%	81%	77%	74%	66%		Liberton / Gil.	74%	75%	85%	85%	67%	▼
Colinton / Fair.	72%	78%	86%	89%	85%	▼	Porto. / Craig.	87%	89%	94%	90%	79%	▼

# 83% satisfied with public transport



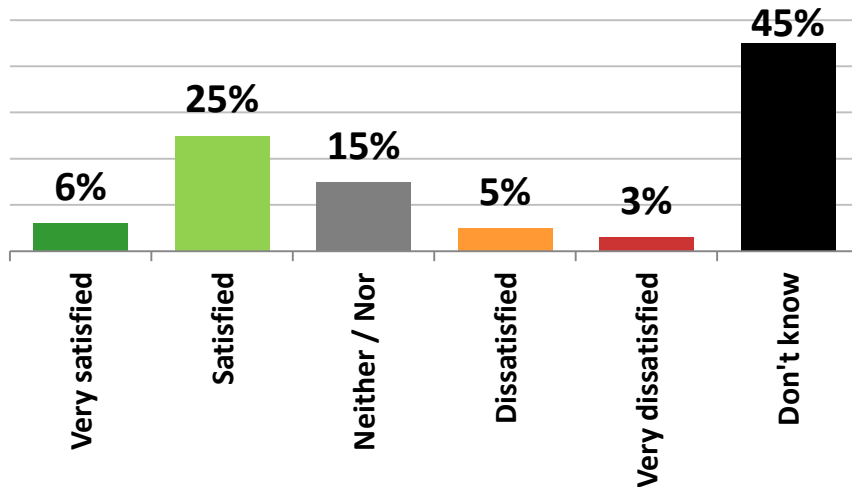
- Given the recent introduction of the trams system, it is encouraging to note that satisfaction with public transport has increased in 2014 from 73% in 2013.
- Those most likely to express satisfaction were younger respondents (87% of 16 to 24s), older respondents (88% of over 65s), students (88%) and retired people (86%).
- People with children in the household tended to be less satisfied (78%) than those with no children (85%).

# % satisfaction with public transport

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>82%</b>	<b>82%</b>	<b>82%</b>	<b>81%</b>	<b>83%</b>		Fount. / Craig.	86%	94%	92%	93%	94%	▼
Almond	75%	73%	63%	63%	71%	▲	Mead. / Morn.	83%	92%	91%	90%	88%	▼
Pentland Hills	64%	63%	73%	70%	75%		City Centre	89%	89%	90%	88%	87%	
Drumbrae / Gyle	80%	73%	78%	81%	93%	▲	Leith Walk	85%	86%	92%	91%	93%	
Forth	92%	90%	88%	74%	47%	▼	Leith	77%	88%	82%	77%	83%	
Inverleith	76%	77%	82%	81%	79%		Craigen. / Dudd.	91%	88%	86%	85%	90%	▲
Corstor. / Murray	78%	76%	84%	84%	93%	▲	South. / New.	90%	89%	82%	80%	82%	▲
Sighthill / Gorgie	89%	85%	77%	77%	91%	▲	Liberton / Gil.	74%	78%	82%	81%	85%	▲
Colinton / Fair.	76%	74%	82%	81%	85%		Porto. / Craig.	81%	80%	90%	86%	87%	



# 32% satisfied with facilities for older people

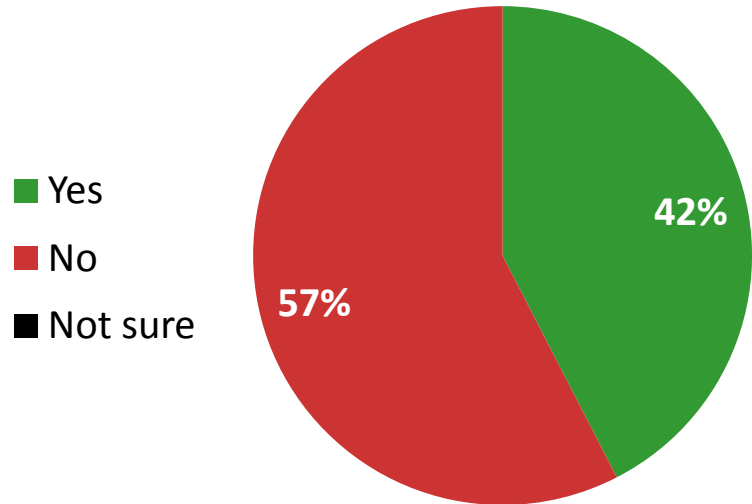


- Across the total sample 31% are satisfied with facilities for older people. Amongst those who expressed an opinion (excluding 'don't know') the proportion satisfied is 58%.
- Satisfaction with services for older people was slightly lower in 2014 compared to 2012 (34%) and 2013 (38%).
- Satisfaction with such services was highest amongst the over 65 year olds – 57% of total sample, and 70% of those who expressed an opinion (excluding 'don't know').

## % satisfaction with facilities for older people

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>33%</b>	<b>33%</b>	<b>38%</b>	<b>35%</b>	<b>32%</b>	▼	Fount. / Craig.	36%	40%	37%	35%	23%	▼
Almond	39%	37%	44%	36%	26%	▼	Mead. / Morn.	28%	33%	46%	39%	28%	▼
Pentland Hills	41%	37%	50%	39%	27%	▼	City Centre	39%	37%	37%	25%	20%	▼
Drumbrae / Gyle	29%	35%	41%	42%	46%		Leith Walk	27%	27%	32%	27%	22%	▼
Forth	33%	33%	34%	31%	26%	▼	Leith	16%	22%	27%	33%	33%	
Inverleith	27%	30%	37%	35%	38%		Craigen. / Dudd.	29%	28%	34%	36%	40%	
Corstor. / Murray	38%	34%	38%	40%	46%	▲	South. / New.	26%	25%	28%	23%	21%	▼
Sighthill / Gorgie	33%	29%	26%	25%	38%	▲	Liberton / Gil.	32%	37%	39%	35%	28%	▼
Colinton / Fair.	40%	41%	46%	40%	32%	▼	Porto. / Craig.	31%	31%	41%	43%	42%	

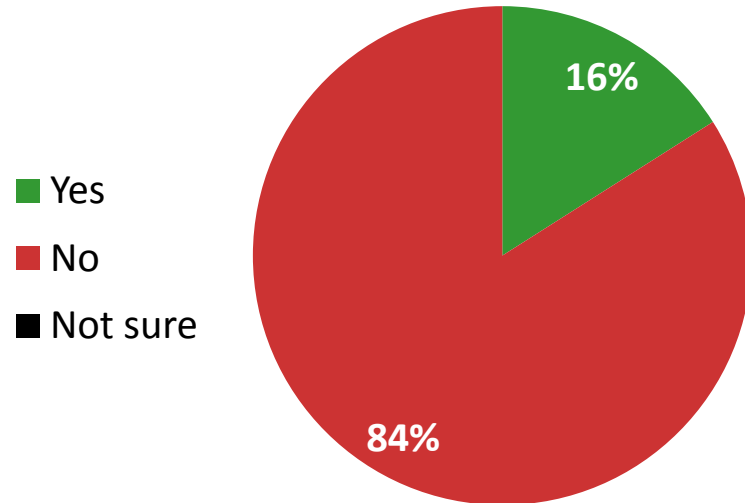
# 42% have visited neighbourhood library in the past 12 months



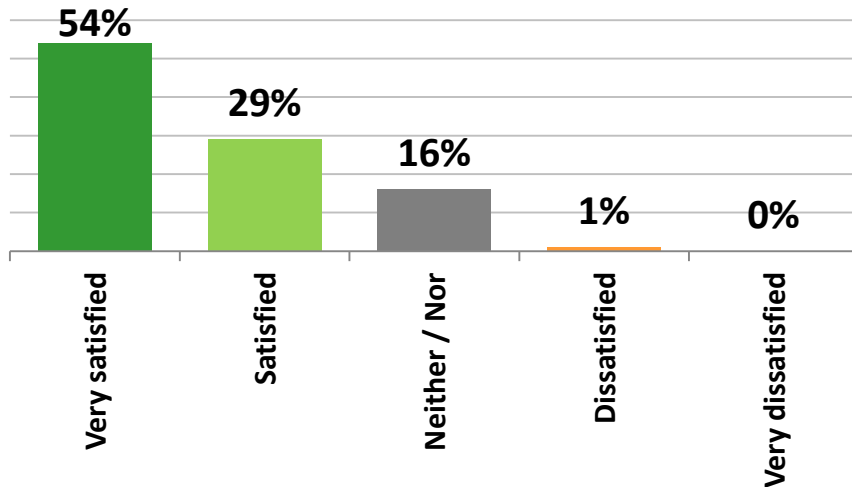
- Library visits were highest amongst females (47%), part time workers (48%), students (55%) and retired people (48%).
- People with children at home were also more likely to have visited a library (46%) than those who did not have children in the household (41%).
- People with a disability or long term illness were more likely to have visited a library (47%) than those without such issues (41%).

# 16% have used the online library service in the past 12 months

- Usage of the online library service was highest amongst students (35%), self-employed (22%), ethnic minorities/non-UK citizens (29%) and 16 to 24 year olds (26%).



# 83% satisfied with the library service (excluding 'don't know')



- Satisfaction with the library service has decreased in 2014 compared to 2013 (93%), but is at a similar level to 2012 (85%).
- Female respondents tended to be more satisfied (86%) than males (79%).
- Students (89%), retired people (88%) and part time workers (88%) also tended to be more satisfied than average.

## % satisfaction with libraries (excluding 'don't know')

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>88%</b>	<b>87%</b>	<b>89%</b>	<b>87%</b>	<b>83%</b>	▼	Fount. / Craig.	94%	96%	95%	94%	88%	▼
Almond	94%	93%	94%	94%	88%	▼	Mead. / Morn.	84%	91%	88%	86%	89%	
Pentland Hills	75%	86%	95%	93%	91%	▼	City Centre	93%	96%	93%	92%	88%	▼
Drumbrae / Gyle	86%	94%	94%	95%	89%	▼	Leith Walk	86%	87%	96%	95%	89%	▼
Forth	90%	83%	84%	73%	48%	▼	Leith	88%	94%	93%	86%	73%	▼
Inverleith	95%	86%	86%	80%	72%	▼	Craigen. / Dudd.	92%	89%	90%	89%	91%	
Corstor. / Murray	75%	76%	93%	93%	90%	▼	South. / New.	89%	87%	79%	80%	90%	▲
Sighthill / Gorgie	91%	77%	59%	58%	82%	▲	Liberton / Gil.	92%	95%	95%	96%	90%	▼
Colinton / Fair.	82%	75%	89%	89%	92%		Porto. / Craig.	92%	95%	97%	92%	82%	▼

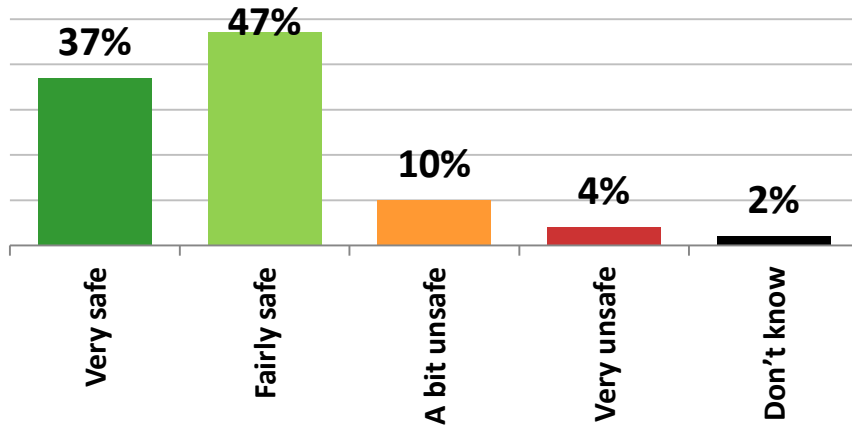


edinburgh people survey

2014

community safety

# 83% feel safe in their neighbourhood after dark



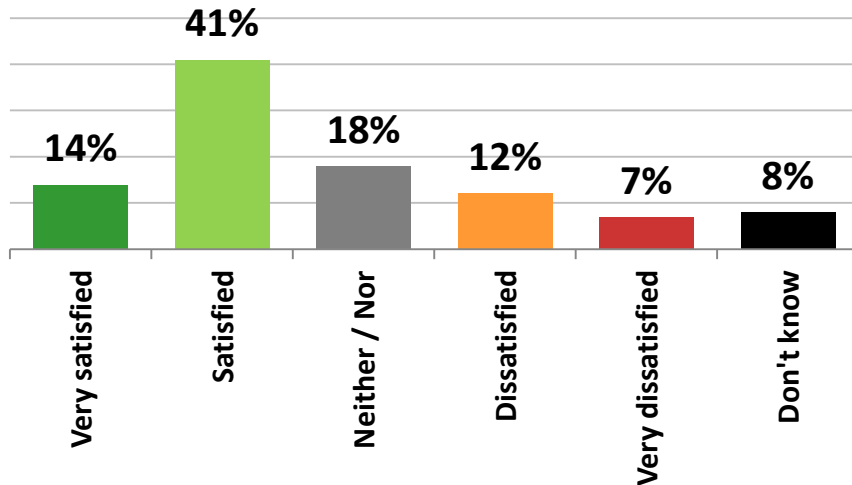
- Perceptions of feeling safe in the neighbourhood after dark are lower in 2014 compared to recent years.
- Perceptions of safety after dark were lower amongst females (79%), unemployed people (73%), over 65 year olds (77%) and people with a disability or long terms illness (73%).



## % agree that they feel safe in their neighbourhood after dark

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>80%</b>	<b>82%</b>	<b>85%</b>	<b>87%</b>	<b>83%</b>	▼	Fount. / Craig.	92%	89%	89%	87%	87%	
Almond	88%	86%	91%	93%	93%		Mead. / Morn.	87%	91%	93%	95%	93%	▼
Pentland Hills	88%	93%	94%	89%	80%	▼	City Centre	85%	83%	89%	89%	85%	▼
Drumbrae / Gyle	78%	84%	88%	88%	84%	▼	Leith Walk	75%	75%	80%	82%	79%	
Forth	65%	68%	68%	80%	75%		Leith	67%	79%	78%	79%	72%	▼
Inverleith	79%	85%	87%	89%	85%	▼	Craigen. / Dudd.	78%	82%	84%	85%	82%	▼
Corstor. / Murray	82%	85%	91%	94%	94%		South. / New.	85%	88%	91%	92%	90%	▼
Sighthill / Gorgie	69%	73%	77%	81%	75%	▼	Liberton / Gil.	75%	78%	86%	86%	76%	▼
Colinton / Fair.	84%	84%	88%	92%	91%		Porto. / Craig.	78%	79%	82%	85%	80%	▼

# 55% satisfied with how vandalism and graffiti is dealt with (excluding 'not an issue in neighbourhood')

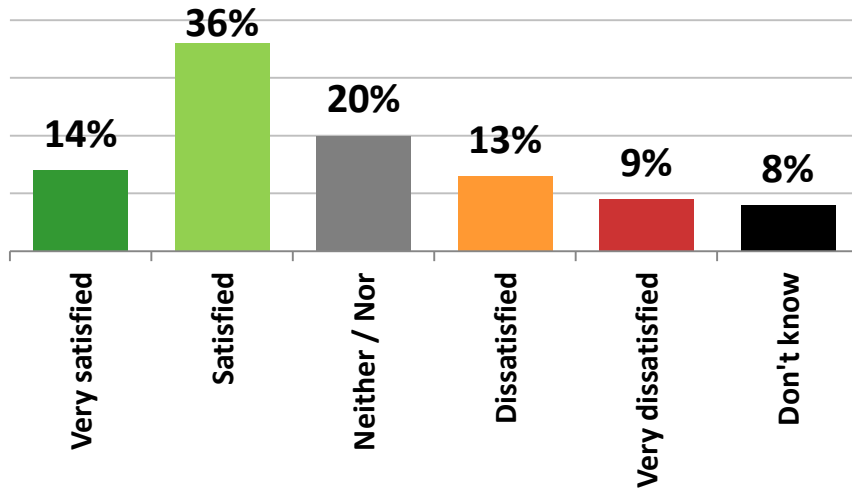


- Satisfaction with how vandalism and graffiti is dealt with is at its lowest level for a number of years.
- Respondents with children in the household were less satisfied (49%) than those with no children at home (57%).
- Unemployed people (48%) also tended to be less satisfied than other groups in the sample.
- Older respondents (63% of over 65 year olds) were more likely to be satisfied than those in younger age groups.

## % satisfaction with management of vandalism and graffiti

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>76%</b>	<b>76%</b>	<b>75%</b>	<b>70%</b>	<b>55%</b>	▼	Fount. / Craig.	85%	85%	79%	76%	59%	▼
Almond	84%	83%	86%	83%	68%	▼	Mead. / Morn.	70%	77%	75%	74%	61%	▼
Pentland Hills	64%	73%	84%	77%	51%	▼	City Centre	88%	82%	83%	72%	55%	▼
Drumbrae / Gyle	73%	73%	73%	67%	55%	▼	Leith Walk	64%	59%	66%	62%	48%	▼
Forth	74%	57%	53%	38%	20%	▼	Leith	48%	63%	57%	60%	50%	▼
Inverleith	79%	75%	75%	66%	49%	▼	Craigen. / Dudd.	77%	76%	78%	78%	70%	▼
Corstor. / Murray	80%	82%	76%	73%	67%		South. / New.	74%	72%	62%	66%	67%	▲
Sighthill / Gorgie	64%	65%	69%	70%	54%	▼	Liberton / Gil.	77%	74%	75%	68%	48%	▼
Colinton / Fair.	74%	71%	77%	78%	66%	▼	Porto. / Craig.	87%	88%	84%	77%	66%	▼

# 50% satisfied with the way antisocial behaviour is dealt with (excluding 'not an issue in neighbourhood')

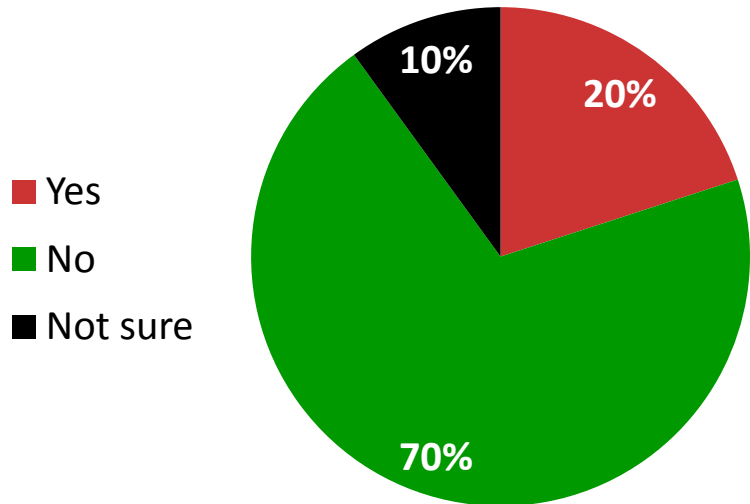


- Satisfaction with how antisocial behaviour is dealt with is at its lowest level for a number of years.
- Those least likely to be satisfied were unemployed people (42%), people with children at home (45%), and people with a disability or long term illness (45%).
- Satisfaction was slightly higher amongst over 65 year old respondents (56%).

## % satisfaction with management of antisocial behaviour issues

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>69%</b>	<b>69%</b>	<b>72%</b>	<b>67%</b>	<b>50%</b>	▼	Fount. / Craig.	81%	84%	80%	74%	48%	▼
Almond	75%	73%	83%	80%	63%	▼	Mead. / Morn.	66%	76%	70%	69%	59%	▼
Pentland Hills	58%	70%	80%	75%	50%	▼	City Centre	82%	77%	83%	71%	49%	▼
Drumbrae / Gyle	65%	68%	67%	63%	55%	▼	Leith Walk	57%	53%	61%	59%	43%	▼
Forth	72%	55%	52%	37%	19%	▼	Leith	39%	49%	50%	53%	45%	▼
Inverleith	65%	69%	75%	66%	51%	▼	Craigen. / Dudd.	63%	58%	70%	67%	56%	▼
Corstor. / Murray	74%	79%	71%	69%	64%		South. / New.	68%	66%	57%	59%	63%	▲
Sighthill / Gorgie	59%	63%	67%	67%	51%	▼	Liberton / Gil.	64%	62%	70%	61%	40%	▼
Colinton / Fair.	75%	71%	76%	78%	62%	▼	Porto. / Craig.	79%	83%	85%	74%	56%	▼

# 70% do not consider street drinking and alcohol-related disorders to be a problem in their neighbourhood



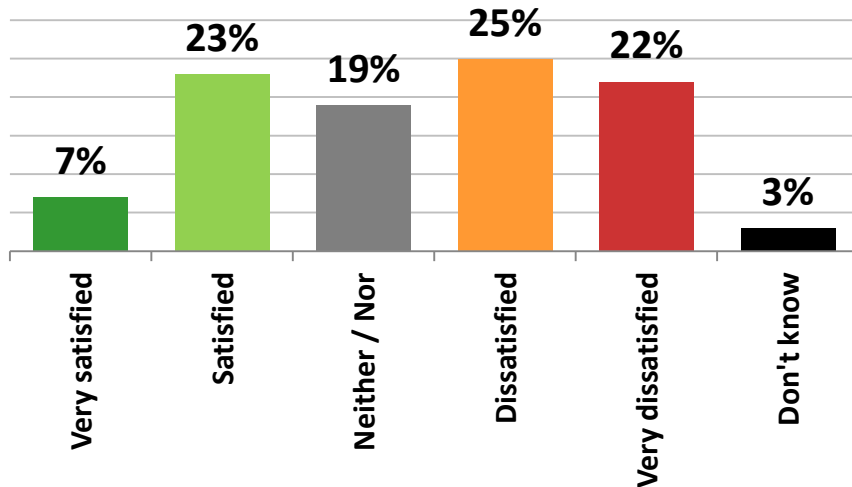
- There has been a decline in the proportion of people who see street drinking and alcohol related disorder as a problem in their neighbourhood compared to 2012 (82%) and 2013 (79%).
- Unemployed people were more likely to report street drinking as an issue in their neighbourhood (34%) than other groups. It was also more likely than average to be mentioned by people whose working status was looking after family (29%) and long term sick (27%).

## % state that street drinking and alcohol related disorders are NOT issues in their neighbourhood

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>70%</b>	<b>73%</b>	<b>78%</b>	<b>77%</b>	<b>70%</b>	▼	Fount. / Craig.	88%	80%	78%	73%	74%	
Almond	80%	80%	85%	87%	83%		Mead. / Morn.	76%	76%	72%	75%	84%	▲
Pentland Hills	68%	79%	83%	83%	78%	▼	City Centre	58%	56%	72%	69%	59%	▼
Drumbrae / Gyle	75%	78%	79%	78%	78%		Leith Walk	60%	59%	67%	68%	65%	
Forth	63%	74%	69%	63%	35%	▼	Leith	48%	59%	60%	63%	61%	
Inverleith	73%	72%	83%	83%	78%	▼	Craigen. / Dudd.	68%	71%	83%	83%	72%	▼
Corstor. / Murray	73%	79%	82%	84%	89%		South. / New.	73%	84%	78%	79%	78%	
Sighthill / Gorgie	66%	73%	75%	72%	61%	▼	Liberton / Gil.	64%	70%	81%	78%	64%	▼
Colinton / Fair.	86%	85%	84%	88%	84%		Porto. / Craig.	67%	74%	77%	73%	62%	▼

# 30% satisfied with the way dog fouling is dealt with

(excl. 'not an issue in neighbourhood')



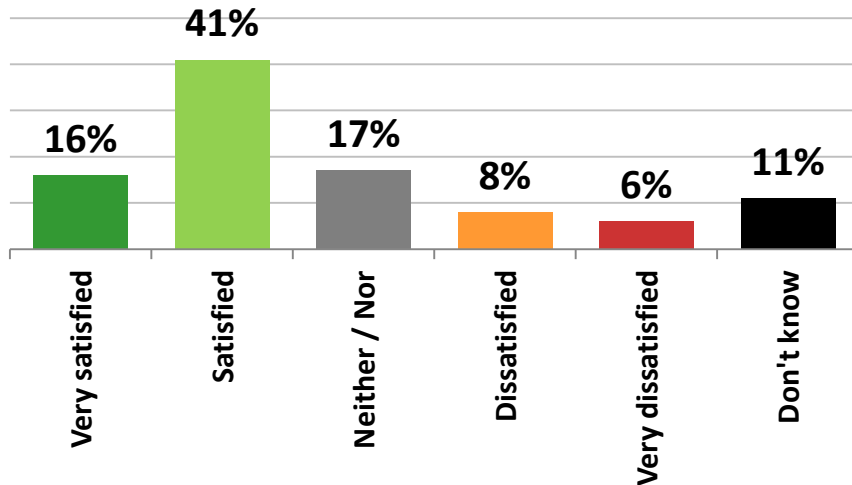
- Satisfaction with the way in which dog fouling is dealt with is at its lowest level for a number of years.
- People with children in the household tended to be less satisfied (24%) than those with no children (33%).
- A higher level of satisfaction was noted amongst young people (40% of 16 to 24 year olds) and students (40%).



## % satisfaction with management of dog fouling issues

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>62%</b>	<b>55%</b>	<b>51%</b>	<b>43%</b>	<b>30%</b>	▼	Fount. / Craig.	73%	71%	66%	56%	30%	▼
Almond	75%	61%	57%	50%	42%		Mead. / Morn.	64%	74%	65%	59%	46%	▼
Pentland Hills	44%	49%	61%	51%	18%	▼	City Centre	83%	78%	74%	61%	42%	▼
Drumbrae / Gyle	43%	48%	52%	45%	26%	▼	Leith Walk	45%	35%	46%	38%	22%	▼
Forth	60%	44%	42%	28%	11%	▼	Leith	43%	48%	39%	37%	22%	▼
Inverleith	61%	65%	61%	49%	32%	▼	Craigen. / Dudd.	61%	47%	38%	32%	33%	▲
Corstor. / Murray	52%	47%	52%	48%	33%	▼	South. / New.	61%	49%	45%	42%	46%	▲
Sighthill / Gorgie	48%	43%	42%	40%	26%	▼	Liberton / Gil.	64%	46%	30%	20%	23%	▲
Colinton / Fair.	59%	47%	51%	45%	36%		Porto. / Craig.	66%	58%	45%	38%	31%	

# 57% satisfied with the way violent crime is dealt with (excluding 'not an issue in neighbourhood')



- 2014 has seen a sharp decline in the proportion who state that they are satisfied with the way that violent crime is dealt with compared to previous years.
- Satisfaction was lower in households with children (50%) than those with no children (60%).
- Older respondents tended to be more satisfied than those in the younger age groups.

## % satisfaction with management of violent crime issues

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>78%</b>	<b>73%</b>	<b>74%</b>	<b>70%</b>	<b>57%</b>	▼	Fount. / Craig.	84%	84%	79%	80%	64%	▼
Almond	81%	78%	85%	82%	63%	▼	Mead. / Morn.	73%	66%	64%	62%	57%	
Pentland Hills	71%	65%	74%	75%	60%	▼	City Centre	88%	78%	82%	72%	59%	▼
Drumbrae / Gyle	69%	75%	78%	70%	55%	▼	Leith Walk	66%	53%	60%	62%	57%	
Forth	79%	59%	53%	38%	20%	▼	Leith	56%	57%	51%	59%	56%	
Inverleith	70%	67%	74%	67%	55%	▼	Craigen. / Dudd.	88%	78%	76%	73%	68%	
Corstor. / Murray	85%	86%	77%	71%	67%		South. / New.	74%	72%	62%	65%	70%	▲
Sighthill / Gorgie	69%	65%	72%	74%	58%	▼	Liberton / Gil.	73%	70%	79%	69%	50%	▼
Colinton / Fair.	79%	73%	79%	80%	69%	▼	Porto. / Craig.	86%	82%	79%	73%	69%	



edinburgh people survey

2014

council schools

**Edinburgh is a prominent centre of education and has a large and growing student population.**

**But in recent years there has been a growth in the number of children who live in the city.**

**The number of children is expected to increase over the next twenty years, with much of Edinburgh's total growth coming from increases in the oldest and youngest age groups.**

## **young people in edinburgh**

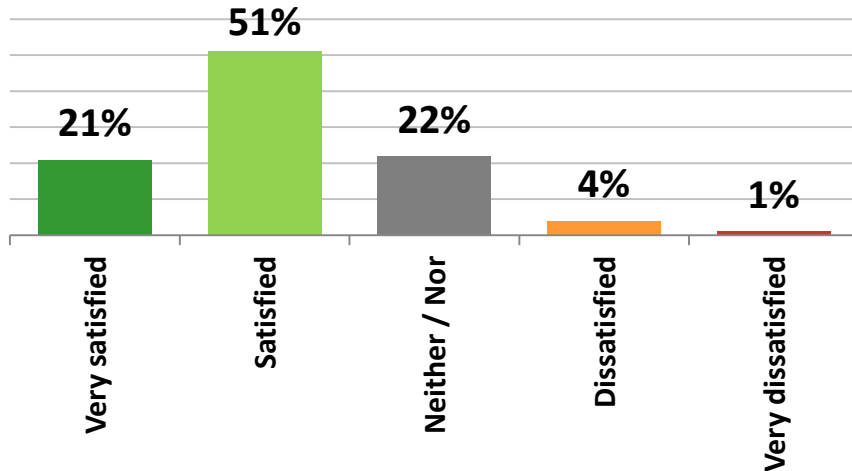
The key statistics are:

- Just over 15% of Edinburgh's population is made up of people under the age of 16.
- Almost 8% of Forth ward's population is under the age of five, compared to a city average of only 5.5%
- Almond and Colinton / Fairmilehead have the highest percentage of children aged between 5 and 15
- City Centre has the lowest number of children in each category, with a rate that is less than half the city average

# % ward population made up of children and young people

WARD	AGED UP TO 4 YEARS	AGED 5 YEARS UP TO 11 YEARS	AGED 12 YEARS UP TO 15 YEARS	WARD	AGED UP TO 4 YEARS	AGED 5 YEARS UP TO 11 YEARS	AGED 12 YEARS UP TO 15 YEARS
Edinburgh	5.5%	6.0%	3.7%	Fount. / Craig.	4.4%	4.3%	2.7%
Almond	6.0%	8.7%	5.1%	Mead. / Morn.	4.0%	4.8%	3.0%
Pentland Hills	5.3%	7.7%	4.9%	City Centre	2.7%	2.5%	1.6%
Drumbrae / Gyle	5.7%	6.7%	4.3%	Leith Walk	4.7%	3.5%	1.8%
Forth	7.8%	8.0%	4.5%	Leith	6.3%	4.4%	2.5%
Inverleith	5.1%	5.9%	4.0%	Craigen. / Dudd.	5.2%	5.6%	3.3%
Corstor. / Murray	5.8%	6.6%	4.2%	South. / New.	3.9%	4.6%	2.5%
Sighthill / Gorgie	6.1%	5.6%	3.2%	Liberton / Gil.	6.7%	7.6%	4.9%
Colinton / Fair.	6.3%	8.3%	5.5%	Porto. / Craig.	7.2%	8.1%	4.6%

# 72% satisfied with nursery schools (excluding 'don't know')



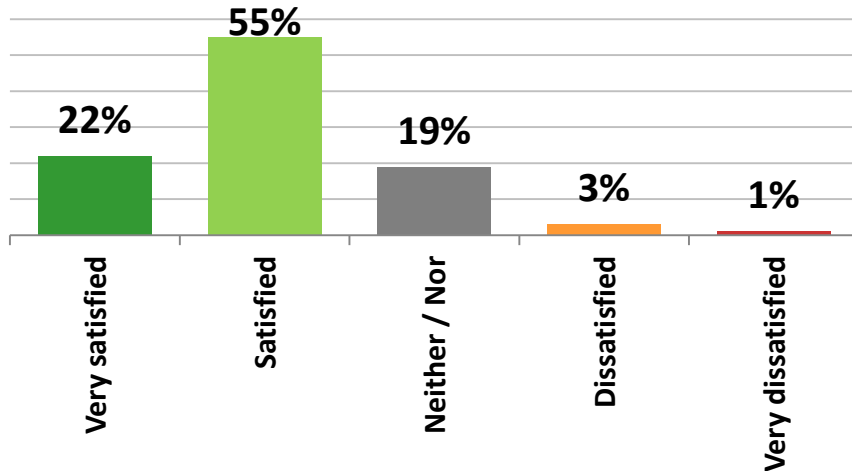
- Although the majority remain satisfied, the proportion satisfied with nursery schools is lower in 2014 than it has been in recent years.
- The highest levels of satisfaction were amongst females (76%), part time workers (75%), and people whose working status is looking after their family (80%).
- Ethnic minorities/non-UK citizens tended to be slightly less satisfied (66%) than non ethnic minorities (73%).

## % satisfaction with nursery schools (excluding 'don't know')

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>83%</b>	<b>82%</b>	<b>88%</b>	<b>85%</b>	<b>72%</b>	▼	Fount. / Craig.	92%	95%	96%	90%	73%	▼
Almond	84%	83%	92%	87%	67%	▼	Mead. / Morn.	84%	84%	82%	78%	65%	▼
Pentland Hills	65%	64%	78%	75%	71%	▼	City Centre	88%	89%	90%	82%	54%	▼
Drumbrae / Gyle	83%	82%	86%	88%	89%		Leith Walk	74%	75%	92%	88%	68%	▼
Forth	89%	87%	88%	72%	40%	▼	Leith	75%	91%	87%	84%	75%	▼
Inverleith	86%	78%	78%	80%	70%	▼	Craigen. / Dudd.	84%	80%	88%	87%	83%	▼
Corstor. / Murray	78%	77%	87%	90%	86%		South. / New.	81%	74%	85%	82%	72%	▼
Sighthill / Gorgie	79%	73%	77%	80%	82%		Liberton / Gil.	85%	87%	91%	90%	79%	▼
Colinton / Fair.	80%	77%	89%	90%	86%	▼	Porto. / Craig.	94%	94%	97%	90%	79%	▼



# 77% satisfied with primary schools (excluding 'don't know')

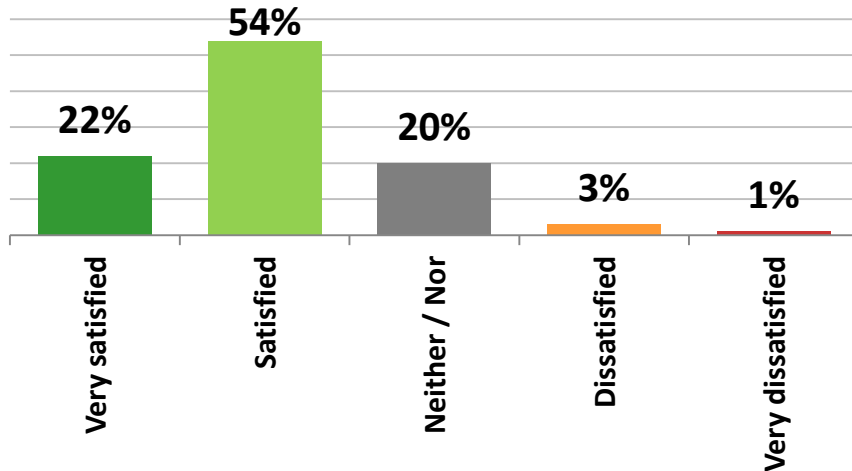


- Although the majority remain satisfied, the proportion satisfied with primary schools is lower in 2014 than it has been in recent years.
- The highest levels of satisfaction were amongst females (80%), part time workers (79%), and people whose working status is looking after their family (83%).
- Again ethnic minorities/non-UK citizens tended to be slightly less satisfied (70%) than non ethnic minorities (77%).

## % satisfaction with primary schools (excluding 'don't know')

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>84%</b>	<b>84%</b>	<b>90%</b>	<b>87%</b>	<b>77%</b>	▼	Fount. / Craig.	94%	96%	97%	92%	80%	▼
Almond	84%	84%	92%	90%	75%	▼	Mead. / Morn.	87%	95%	94%	89%	75%	▼
Pentland Hills	68%	70%	85%	78%	71%	▼	City Centre	85%	86%	87%	83%	59%	▼
Drumbrae / Gyle	82%	82%	86%	89%	88%		Leith Walk	72%	72%	90%	91%	77%	▼
Forth	92%	89%	90%	74%	43%	▼	Leith	76%	91%	89%	87%	81%	▼
Inverleith	92%	84%	84%	81%	72%	▼	Craigen. / Dudd.	87%	83%	90%	89%	87%	
Corstor. / Murray	77%	76%	88%	94%	92%		South. / New.	84%	79%	90%	87%	81%	▼
Sighthill / Gorgie	84%	79%	82%	82%	84%		Liberton / Gil.	86%	86%	90%	91%	80%	▼
Colinton / Fair.	81%	79%	93%	93%	92%	▼	Porto. / Craig.	95%	95%	96%	92%	83%	▼

# 76% satisfied with secondary schools (excluding 'don't know')



- Again, the majority are satisfied with secondary schools in 2014. However, the proportion satisfied is lower than 2012 and 2013, but at a similar level to 2011.
- Similar to previous findings, the highest levels of satisfaction were amongst females (79%), part time workers (78%), and people whose working status is looking after their family (84%).
- Ethnic minorities/non-UK citizens tended to be slightly less satisfied (64%) than non ethnic minorities (77%).

## % satisfaction with secondary schools (excluding 'don't know')

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>82%</b>	<b>81%</b>	<b>87%</b>	<b>87%</b>	<b>76%</b>	▼	Fount. / Craig.	90%	94%	95%	91%	75%	▼
Almond	85%	84%	90%	89%	73%	▼	Mead. / Morn.	82%	91%	91%	90%	80%	▼
Pentland Hills	67%	67%	81%	73%	66%	▼	City Centre	85%	87%	88%	83%	56%	▼
Drumbrae / Gyle	82%	81%	87%	91%	90%		Leith Walk	69%	68%	86%	89%	74%	▼
Forth	87%	85%	87%	75%	43%	▼	Leith	71%	91%	91%	89%	82%	▼
Inverleith	89%	81%	81%	82%	74%	▼	Craigen. / Dudd.	87%	82%	88%	87%	88%	
Corstor. / Murray	72%	76%	89%	95%	91%	▼	South. / New.	78%	76%	87%	87%	80%	▼
Sighthill / Gorgie	77%	71%	77%	81%	84%	▲	Liberton / Gil.	83%	85%	88%	91%	79%	▼
Colinton / Fair.	80%	77%	91%	92%	86%	▼	Porto. / Craig.	86%	87%	88%	92%	84%	▼

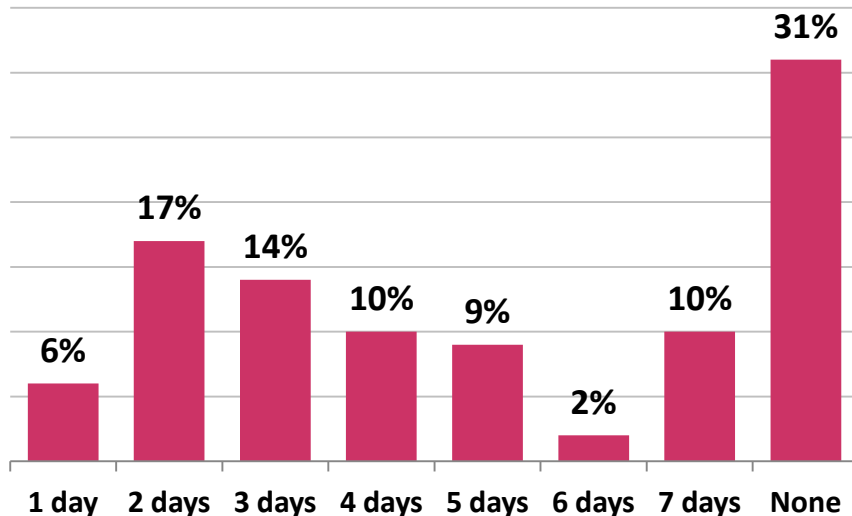


edinburgh people survey

2014

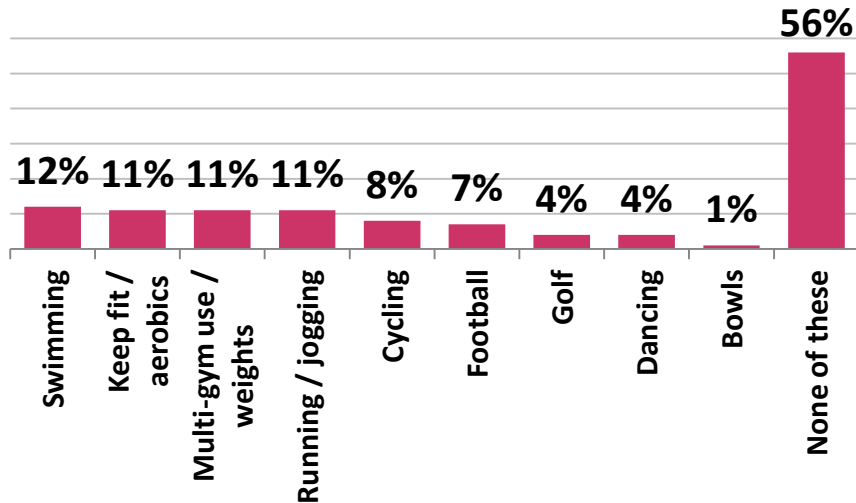
culture and sport

# 69% have undertaken physical activity in last week



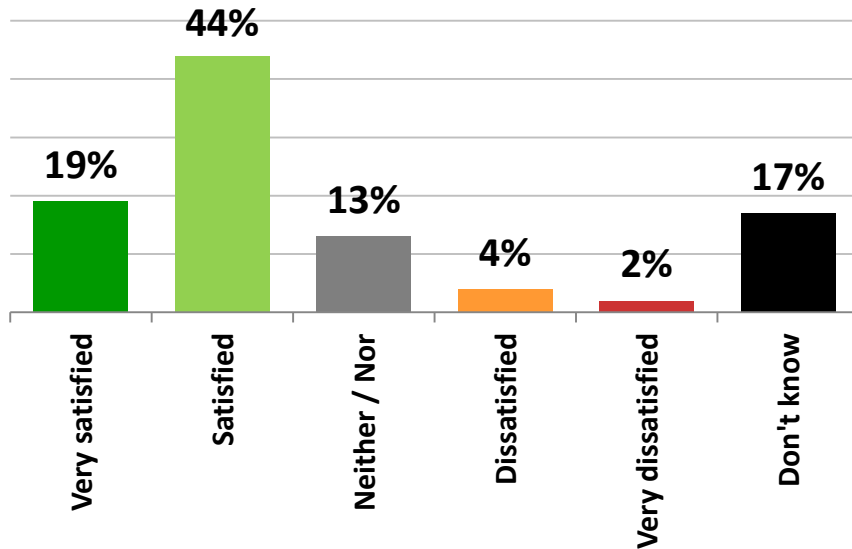
- 69% of respondents reported having undertaken physical activity for at least 30 minutes on at least one day in the last week.
- The average number of days spent exercising across the total sample was 2.5.
- Those most likely to have exercised in the last week were younger respondents (79% of under 45s), people with children at home (75%), students (88%) and ethnic minorities/non-UK citizens (79%).
- Those least likely to have exercised were people with a disability or long term illness (42%), older respondents (45% of over 65s) and unemployed people (57%).

# 44% have engaged in at least one of these activities in last 4 weeks



- Participation in activities was highest amongst males (48%), students (73%), younger respondents (67% of 16 to 24s; 56% of 25 to 34s) and those with no disabilities or long term illnesses (48%).
- Lower levels of activity were evident amongst females (40%), unemployed people (26%), people who look after family (27%) and people with a disability or long term illness (21%).

# 63% satisfied with sports and leisure facilities run by Edinburgh Leisure



- Satisfaction with sports and leisure facilities is lower in 2014 compared to 2012 (77%) and 2013 (71%) but at a similar level to 2011 (64%).
- Amongst those who expressed an opinion (excluding 'don't know'), 77% were satisfied.
- There was very little variance in this finding across the profile of the sample.
- Self-employed people (68%) and unemployed people (72%) who expressed an opinion were slightly less satisfied than other working status groups.



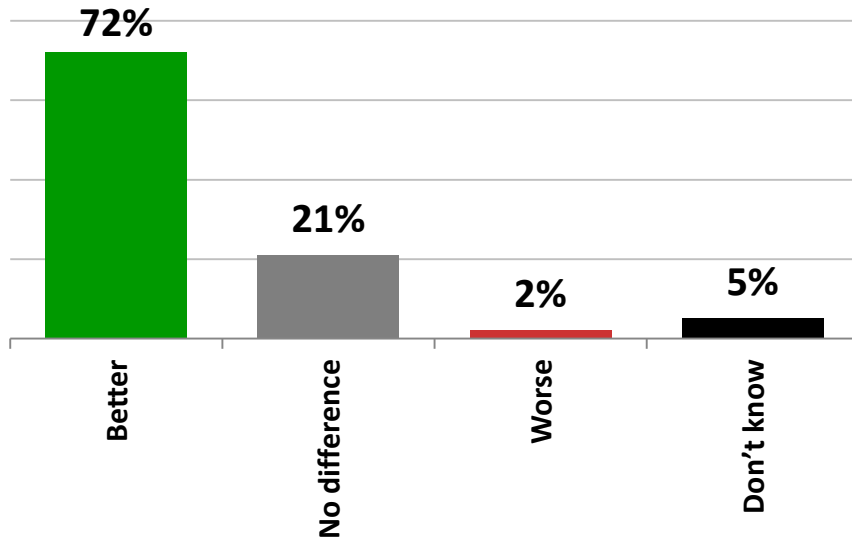
## % satisfaction with sports and leisure facilities run by Edinburgh Leisure

WARD	09/11	10/12	11/13	12/14	A:14	PRF	WARD	09/11	10/12	11/13	12/14	A:14	PRF
<b>Edinburgh</b>	<b>68%</b>	<b>69%</b>	<b>71%</b>	<b>71%</b>	<b>63%</b>	▼	Fount. / Craig.	80%	83%	83%	81%	67%	▼
Almond	65%	70%	65%	64%	54%	▼	Mead. / Morn.	69%	83%	86%	82%	63%	▼
Pentland Hills	46%	43%	60%	57%	46%	▼	City Centre	84%	85%	82%	77%	62%	▼
Drumbrae / Gyle	76%	78%	84%	83%	77%	▼	Leith Walk	67%	68%	75%	80%	70%	
Forth	70%	69%	71%	64%	47%	▼	Leith	53%	65%	61%	75%	71%	
Inverleith	71%	66%	68%	67%	65%		Craigen. / Dudd.	73%	75%	73%	70%	69%	
Corstor. / Murray	64%	64%	74%	76%	74%		South. / New.	76%	66%	65%	69%	74%	▲
Sighthill / Gorgie	64%	63%	54%	56%	62%	▲	Liberton / Gil.	63%	64%	65%	65%	57%	
Colinton / Fair.	62%	61%	67%	65%	54%	▼	Porto. / Craig.	61%	65%	76%	79%	68%	▼

# 58% attended a festival in Edinburgh last year

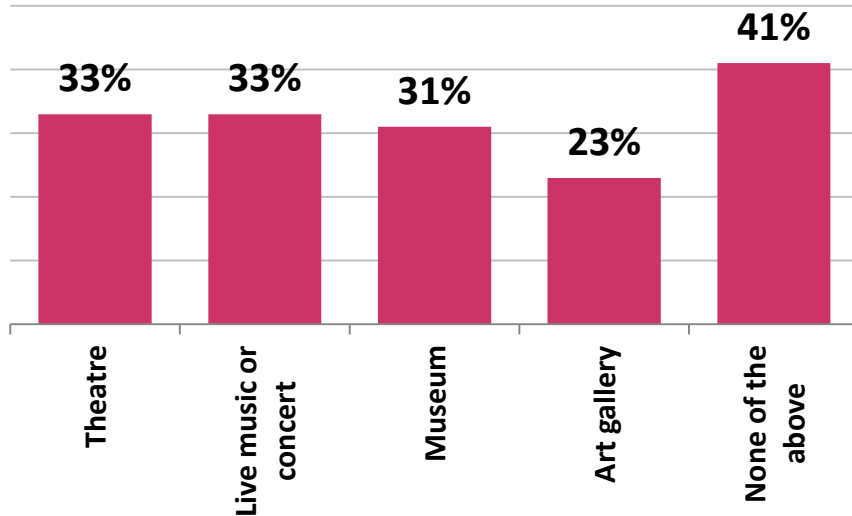
- Respondents in the younger age groups were more likely to have attended a festival than those in the older age groups – 66% of 16 to 44 year olds, compared to 50% of over 45 year olds.
- Attendance was also higher amongst full time (72%) and part time (68%) workers, self employed (72%) and students (69%).
- Attendance levels were lower for unemployed people (33%) and people with a disability or long term illness (38%).

# 72% believe the festivals make Edinburgh a better place to live



- Those who were most likely to believe that Edinburgh is a better place because of the festivals were people in employment and students.
- Unemployed people tended to be more ambivalent, with 53% considering Edinburgh to be a better place and 34% considering the festivals to make no difference.

# 59% have attended a cultural event or venue in the last year



- A mix of cultural events and venues have been visited by Edinburgh residents.
- These events and venues were less likely to have been visited by unemployed people (30% visited), older age groups (45% of over 65s visited) and people with a disability (39% visited).

## **business intelligence provides support across the council in:**

- analysis
- performance monitoring
- customer insight
- service planning and improvement
- research design, commissioning and project management

**please contact us for more information about this survey and our other services**

**David F Porteous**

*Senior Business Intelligence Officer*

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# Technical Appendix

## Methodology:

- The data for the 2014 Edinburgh People Survey was collected and processed by Progressive Partnership Ltd.
- The data was collected by face to face interviews – in street and in-home
- The target group for this research study was residents of City of Edinburgh Council.
- The target sample size was 5100, and the final achieved sample size was 5125.
- Fieldwork was undertaken between 14<sup>th</sup> September and 13<sup>th</sup> December 2014.
- Respondents were selected using a stratified random sampling technique, whereby interviewers worked to specified quota controls on key sample criteria, and selected respondents randomly within these quotas.
- Quotas were set on age, gender, working status, housing tenure and ethnicity. All quotas were achieved with the exception of working status and housing tenure. This means that the final sample is over representative of unemployed people, retired people, and those living in Council properties. Full time workers and owner occupiers are slightly under-represented. Weighting of data has shown that these differences from census data have not significantly impacted on top line findings for key performance indicators. The final data used for reporting purposes was not weighted.

# Technical Appendix

- In total, 41 interviewers worked on data collection.
- Each interviewer's work is validated as per the requirements of the international standard ISO 20252. Validation was achieved by re-contacting (by telephone) a minimum of 10% of the sample to check profiling details and to re-ask key questions from the survey. Where telephone details were not available re-contact may have been made by post. All interviewers working on the study were subject to validation on their work.
- Quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample. The overall sample size of 5,125 provides a dataset with an approximate margin of error of between  $\pm 0.27\%$  and  $\pm 1.36\%$ , calculated at the 95% confidence level (market research industry standard). Each ward sub sample of 300 provides a dataset with an approximate margin of error of between  $\pm 0.27\%$  and  $\pm 5.67\%$ .
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

# Edinburgh People Survey 2014

Survey version 0.5

## INTRODUCTION – INTERVIEWER READ OUT

Hello, my name is ... .. [SHOW BADGE]. I'm undertaking a survey on behalf of the City of Edinburgh Council. Do you have a few minutes to spare to answer some questions?

## MONITORING AND DEMOGRAPHICS

Location of interview: [EXACT LOCATION – E.G. "Meadowbank Sports Centre"]

--

Day of interview	M	T	W	T	F	S	S
Date of interview (DD/MM/YYYY)							
Interview length	minutes						

Is the City of Edinburgh Council your local council?

Yes	1	
No	2	THANK AND CLOSE

Postcode

--	--	--	--	--	--	--	--

### INTERVIEWER CODE WARD:

Almond	1
Pentland Hills	2
Drumrae/ Gyle	3
Forth	4
Inverleith	5
Corstorphine/ Murrayfield	6
Sighthill/ Gorgie	7
Colinton / Fairmilehead	8
Fountainbridge / Craiglockhart	9
Meadows / Morningside	10
City Centre	11
Leith Walk	12
Leith	13
Craigentinny / Duddingston	14
Southside / Newington	15
Liberton / Gilmerton	16
Portobello / Craigmillar	17

### A – SEX

Male	1
Female	2

B – EXACT AGE:

--

### C – [SHOWCARD] Working status:

Working - Full time (30+ hrs)	1
Working - Part-time (9-29 hrs)	2
Self employed	3
Unemployed	4
Not working - retired	5
Not working - looking after house/children	6
Not working - invalid/disabled	7
Not working – carer	8
Student	9
Other (please specify)	10

### D – Do you have any long-term illness, health problem or disability?

Yes	1
No	2

### E – People in household [WRITE IN NUMBER]

No of adults	
No of children (aged up to 15 yrs incl.)	
<b>IF NONE WRITE '0'</b>	



**F – [SHOWCARD] Which of the following ethnic groups do you consider you belong to? [SELECT ONE ONLY]**

<b>WHITE</b>	
Scottish	1
English	2
Welsh	3
Northern Irish	4
British	5
Irish	6
Gypsy/Traveller	7
Polish	8
Other European Union Group (Please write in)	9
Any other white ethnic group (Please write in)	10
<b>MIXED OR MULTIPLE ETHNIC GROUPS</b>	
Any mixed or multiple ethnic groups (Please write in )	11
<b>ASIAN, ASIAN SCOTTISH OR ASIAN BRITISH</b>	
Pakistani, Pakistani Scottish or Pakistani British	12
Indian, Indian Scottish or Indian British	13
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	14
Chinese, Chinese Scottish or Chinese British	15
Other (Please write in)	16
<b>AFRICAN, CARIBBEAN OR BLACK</b>	
African, African Scottish or African British	17
Caribbean, Caribbean Scottish or Caribbean British	18
Black, Black Scottish or Black British	19
Other (Please write in)	20
<b>OTHER ETHNIC GROUP</b>	
Arab	21
Other (Please write in)	22
Prefer not to say	23

**G – [SHOWCARD] Which of these best describes the ownership of your home?**

Buying with a loan/mortgage	1
Owned without any loan outstanding	2
Rented from Council	3
Rented from housing association	4
Rented from private landlord	5
Temporary Accommodation	6
Tied Accommodation	7
Student Accommodation	8
Other (STATE)	9

**H – How long have you been in your current home?**

Less than 2 years	1
2 years – less than 5 years	2
5 years – less than 10 years	3
10 years or more	4

**I – Number of cars or light vans in household:  
IF NONE WRITE '0'**

--

<b>QUALITY OF LIFE</b>
------------------------

**Q1** Thinking of your neighbourhood area, by which I mean the area within a 15 minute walk of your home, how satisfied or dissatisfied are you with this area as a place to live?

Very satisfied	47.6
Fairly satisfied	40.4
Neither satisfied nor dissatisfied	6.3
Fairly dissatisfied	3.4
Very dissatisfied	1.9
No opinion	0.3

**Q2** What should be the top priority for improving the quality of life in your neighbourhood?

[UNPROMPTED, PROBE FULLY FOR A COMPLETE RESPONSE]

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**Q3** Do you feel that you are able to have a say on things happening or how Council services are run in your local area (neighbourhood or community)?

Yes	37.2
No	37.9
Not sure	24.9

**Q4** How much do you agree or disagree with the following statement. "My neighbourhood within a 15/20minute walk of my home is a place where people from different backgrounds can get on well together?"

Strongly agree	31.0
Tend to agree	50.0
Neither agree nor disagree	10.9
Tend to disagree	3.9
Strongly disagree	1.4
Don't know	2.7

<b>SPORT PARTICIPATION</b>
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**Q5 [SHOWCARD] In the last four weeks, have you done any of the activities listed on this card?**

Swimming	12.5	
Football	7.0	
Cycling	8.2	
Keep fit / aerobics	11.4	
Multi-gym use / weight training	11.2	
Golf	4.0	
Running / jogging	11.0	
Dancing	3.6	
Bowls	1.0	
None of these	56.4	

**Q6 In the past week, on how many days have you done a total of 30 min or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places?**

**[RECORD NUMBER OF DAYS – MINIMUM 0, MAXIMUM 7]**

	<b>[PROMPT – Confirm response is just for the last seven days.]</b>
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<b>NEIGHBOURHOOD</b>
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**Q7 Have there been any new buildings or public spaces developed in your neighbourhood in the last five years?**

Yes	44.5	<b>GO TO Q8</b>
No	38.6	<b>GO TO Q9</b>
Don't know	16.9	<b>GO TO Q9</b>

**Q8 Do you think these buildings or public spaces improved the overall appearance of your neighbourhood?**

Yes	31.2	<b>GO TO Q9</b>
No	9.8	<b>GO TO Q9</b>
Don't know	3.5	<b>GO TO Q9</b>

**Q9 [SHOWCARD] How satisfied or dissatisfied are you with the following services in your local neighbourhood?**

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know
Maintenance of roads	7.8	39.8	16.6	21.1	12.1	2.6
Maintenance of pavements / footpaths	8.0	41.9	17.5	20.7	10.7	1.2
Street cleaning	12.4	45.9	16.9	17.9	6.7	0.3
Rubbish collection service	15.6	46.0	15.4	16.3	6.3	0.4
Recycling	16.3	48.8	16.5	10.9	4.7	2.7
Parks or other green spaces	26.8	51.1	11.9	5.8	2.3	2.1
Public transport	40.3	43.0	8.4	3.6	1.0	3.8
Sport and leisure facilities run by Edinburgh Leisure	19.3	44.2	13.0	4.3	2.0	17.2
Facilities for older people	6.3	25.3	15.4	4.9	2.8	45.4
Nursery schools	12.0	29.6	12.9	2.4	0.6	42.5
Primary schools	13.8	34.3	11.8	2.2	0.6	37.3
Secondary schools	13.6	33.4	12.4	2.0	0.5	38.1

## LIBRARIES

**Q10** Have you visited a library in your neighbourhood in the last 12 months?

Yes	42.3
No	57.5
Not sure	0.2

**Q11** Have you used the online library service in the last 12 months?

Yes	15.8
No	83.7
Not sure	0.5

**Q12** Overall, how satisfied or dissatisfied are you with the library service?

Very satisfied	32.4
Fairly satisfied	17.8
Neither satisfied nor dissatisfied	9.5
Fairly dissatisfied	0.7
Very dissatisfied	0.2
No opinion	39.4

## COMMUNITY SAFETY

**Q13** [SHOWCARD] How satisfied or dissatisfied are you with the way the following are dealt with in your local neighbourhood at present?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know	Not an issue in your neighbourhood
Violent crime	10.5	25.9	10.7	5.4	3.8	7.3	36.5
Vandalism and graffiti	9.9	28.0	12.7	8.4	4.9	5.2	30.8
Antisocial behaviour	9.8	25.7	14.1	9.2	6.1	5.7	29.3
Dog fouling	5.8	19.8	16.4	21.2	18.8	2.8	15.3

**Q14** Is street drinking or alcohol related disorder a problem in your neighbourhood?

Yes	20.3
No	70.1
Not sure	9.6

**Q15** How safe do you feel in your neighbourhood after dark?

Very safe	36.7
Fairly safe	46.6
A bit unsafe	10.4
Very unsafe	4.3
Don't know	2.0

## OVERALL SATISFACTION WITH NEIGHBOURHOOD

**Q16** To what extent are you satisfied or dissatisfied with the way the Council is managing your neighbourhood?

Very satisfied	19.4
Fairly satisfied	56.3
Neither satisfied nor dissatisfied	14.2
Fairly dissatisfied	5.7
Very dissatisfied	2.0
No opinion	2.4

<b>TRAVEL AND TRANSPORT</b>
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**Q17 [ONLY ASK THOSE IDENTIFIED AS EMPLOYED FULL TIME, PART-TIME, SELF-EMPLOYED AND STUDENTS – 1,2,3,4,9 @ qC] [TICK ALL THAT APPLY]**

**Do you work or study in Edinburgh?**

Work	47.3	
Study	11.2	
Neither work nor study in Edinburgh	3.5	
Don't know	0.1	

**Q18 [ONLY ASK THOSE IDENTIFIED AS EMPLOYED FULL TIME, PART-TIME, SELF-EMPLOYED AND STUDENTS – 1,2,3,4,9 @ qC]**

**Which of the following best describes you? [SHOWCARD]**

Work or study mainly at home	4.4	<b>GO TO Q20</b>
Work mostly at one place which is not my home	51.3	<b>GO TO Q19</b>
No fixed place of work or study	4.0	<b>GO TO Q19</b>
Don't know	0.4	<b>GO TO Q20</b>

**Q19 How do you usually travel to your main place of work or study (including school)?**

**[NB If more than one way is mentioned, ask for the longest part of the journey by distance]**

Driving a car or van	19.8
Passenger in a car or van	1.6
On foot	10.9
Bus, minibus or coach	18.9
Train	0.8
Taxi	0.2
Bicycle	2.7
Motorcycle, scooter or moped	0.1
Tram	0.1
Other	0.2

## FINANCIAL WELLBEING

**Q20** How has your personal financial situation changed over the last 12 months?

Much better	2.7
Better	16.4
No change	64.4
Worse	10.6
Much worse	2.3
Don't know / prefer not to say	3.6

**Q21** How confident are you about your current and future job / career prospects in Edinburgh?

Very confident	17.1
Fairly confident	40.6
Not very confident	9.6
Not at all confident	4.6
Not applicable	28.0

## EDINBURGH FESTIVALS

**Q22** Have you attended any Festival in Edinburgh in the last two years?

Yes	58.3	
No	41.5	<b>[PROMPT – Including the whole, year round programme and Hogmanay?]</b>
Don't know	0.3	<b>[PROMPT – Including the whole, year round programme and Hogmanay?]</b>

**Q23** Do you believe the Festivals make Edinburgh a better or worse place to live?

Better	71.6
No difference	21.4
Worse	2.1
Don't know	4.8

**Q24** Outside of the Festivals, have you been to any of the following in Edinburgh in the last year?

Theatre	32.4
Live music or concert	33.1
Museum	30.6
Art gallery	23.3
None of the above	41.5

## THE COUNCIL

**Q25** [SHOWCARD] I'm going to read out a number of statements about the Council. Please can you tell me to what extent you agree or disagree with each one?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
The Council cares about the environment	14.3	50.8	19.0	5.7	2.6	7.6
The Council provides protection and support for vulnerable people	15.8	35.8	17.7	6.0	2.4	22.3
I receive information from the Council in a form that suits me	14.6	41.1	20.1	9.6	5.0	9.6
The Council keeps me informed about the services it provides	11.0	37.4	20.6	13.2	8.1	9.7
The Council keeps me informed about	6.1	23.4	22.0	18.2	16.2	14.1

their spending and saving proposals						
The Council displays sound financial management	3.4	20.5	25.2	14.4	13.2	23.3

**Q26 [SHOWCARD] If you wanted to influence a Council decision, which one of these things do you think would be most effective?**

Contacting your local Councillor	43.5
Contacting a Council officer, manager or service	37.8
Creating a petition	3.4
Attending a public meeting	6.4
Attend a Council / committee meeting	5.6
Other (Please specify)	3.3
[Spontaneous] Don't know	2.0
[Spontaneous] Do not feel anything would be effective	0.8

**Q27 [SHOWCARD] From this list, please say if you have done any of the following things in the last year [RECORD ALL THAT APPLY. IF OPTION 7 OR 8, SKIP TO Q34]**

**Q28 And which of these contacts was the most recent? [RECORD ONE]**

	All interactions	Most recent contact
Visited the Council in person	9.2	7.2
Contacted the Council by telephone	18.7	15.5
Emailed the Council	6.9	4.6
Written to the Council	1.9	0.7
Visited the Council website	6.5	3.6
Other – please specify	0.7	0.4
Don't remember	4.4	0.1
Have not contacted in the last 12 months	63.5	

**Q29 And thinking about your most recent contact, if you could have contacted the Council about this in any way, which contact method would you have used? [RECORD ONE]**

	Preferred
In person at an office	7.9
In person at a library	0.8
In person at another location	0.4
Telephone	15.1
Email	5.7
Letter	0.3
Online using a smart phone	0.5
Online using a tablet	0.4
Online in any other way	0.7
Through social media, such as Twitter or Facebook	0.1
Other – please specify	0.2

**Q30 [SHOWCARD] Still thinking about your most recent contact, to what extent do you agree or disagree with each of these statements?**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know



I was well treated	14.4	12.1	2.6	1.4	1.0	0.6
My query / issue was resolved	11.5	9.0	3.3	3.9	3.9	0.5

**Q31** Have you ever requested a service from the Council, reported a problem or paid a Council bill on the internet?

Yes	21.7
No	77.6
Don't know	0.7

**Q32** Were you aware that the Council has neighbourhood specific Facebook pages and Twitter accounts for a range of services?

Yes	23.5
No	76.5

**Q33** Thinking about Edinburgh as a whole, how satisfied or dissatisfied are you with it as a place to live?

Very satisfied	58.4
Fairly satisfied	31.0
Neither satisfied nor dissatisfied	8.4
Fairly dissatisfied	1.2
Very dissatisfied	0.5
No opinion	0.5

**Q34** To what extent are you satisfied or dissatisfied with the way the Council is managing the city?

Very satisfied	18.4
Fairly satisfied	48.1
Neither satisfied nor dissatisfied	18.8
Fairly dissatisfied	6.7
Very dissatisfied	3.5
No opinion	4.5

**Q35** Why do you say this?

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[THANK AND CLOSE]

Project Title and Code		Edinburgh People Survey 2014		
Stakeholders:	Information Required:	Information Provider:	Frequency of Communication:	Method of Communication:
Elected members	Council reputation Perceptions of the Council (inc. reasons and areas for improvement) Overview of all results for city Plan to communicate results more widely	PM, BI	Once.	Report for Policy and Strategy Committee. Briefing note to Council Leader. Attendance at Policy and Strategy Committee.
Council Management Team	Council reputation Perceptions of the Council (inc. reasons and areas for improvement) Overview of all results for city Plan to communicate results more widely	PM, BI	Once.	Report to Council Management Team. Briefing note for CMT.
Neighbourhood Partnerships	Overview of all results for city Overview of all results for their neighbourhood Areas for improvement	Neighbourhood Managers to communicate results. Business Intelligence to provide presentations.	Once.	Results to be distributed March 15.
Customers of services	Overview of appropriate results by service area Information about how action is taken on these results	Appropriate services to disseminate their own results as previously provided by Business Intelligence.	Once.	As appropriate to customer group, to be determined by service managers.
The public	Briefing provided to Edinburgh Evening News Report on CPOL All reports on Council website	Communications Service Members Services PM, BI (in practice, Kevin Kelly)	Once.	EEN to be briefed CPOL Reports uploaded
All staff	Briefing to Customer Services Staff Briefing to Sfc performance colleagues Briefing to all Council Staff	PM, BI Communications Service	TBC	Email Briefing to comms
Partners	Edinburgh Community Safety Partnership Edinburgh Partnership	PM, BI Policy & Strategy Committee	Once	Briefing Report referral
<b>CORPORATE GOVERNANCE</b>				
Alastair Maclean	Council reputation Perceptions of the Council (inc. reasons and areas for improvement) Communications questions Culture and Sport questions Overview of all results for the city Issues / problems / risks Plan to communicate the results	PI, BI	Once	

	more widely			
Communications	Perceptions of the Council (inc. reasons and areas for improvement) Communications questions	PM, BI	Once.	
Customer Services	Perceptions of the Council Contact methods and satisfaction ICT use	PM, BI	Once.	
Culture and Sport	Culture and Sport questions Transport question (as they relate to physical activity)	PM, BI	Once	
BOLD Project Team	Overview of all results for the city Locality satisfaction information Contact methods and satisfaction ICT use	PM, BI	Ongoing	Integration with locality profiles reporting
<b>SERVICES FOR COMMUNITIES</b>				
Services for Communities Senior Management Team	Council reputation Perceptions of the Council (inc. reasons and areas for improvement) Overview of all results for city Plan to communicate results more widely	PM, BI		TBC.
Neighbourhoods	Overview of all results for city Overview of all results for their neighbourhood Areas for improvement	PM, BI	Once.	
Transport	Transport questions Culture and Sport questions (as they relate to Transport)	PM, BI	Once.	
<b>CHILDREN AND FAMILIES</b>				
Children and Families Senior Management Team	Schools questions	PM, BI	Once.	TBC.
<b>ECONOMIC DEVELOPMENT</b>				
Economic Development Senior Management Team	Economic Development questions	PM, BI	Once.	TBC.
<b>HEALTH AND SOCIAL CARE</b>				
Health and Social Care Senior Management Team	Customer first, value for money, sport and leisure, parks, older people, vulnerable people	PM, BI Davina Fereday	Once.	TBC.