Corporate Policy and Strategy Committee

10.00am, Tuesday, 25 February 2014

Edinburgh People Survey 2013 Summary Results

Item number	7.4
Report number	
Wards	All

Links

Coalition pledges	P15, P24, P31, P33, P35, P44, P49
Council outcomes	CO8, CO9, CO15, CO17, CO18, CO19, CO20, CO21, CO22, CO23
Single Outcome Agreement	SO1, SO2, SO3, SO4

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Executive summary

Edinburgh People Survey 2013 Summary Results

Summary

This report presents a summary of the results from the 2013 Edinburgh People Survey. This representative[1] survey of 5,000 Edinburgh residents aged 16 and over provides a reliable way of tracking resident opinion and satisfaction with universal services over time and at a Neighbourhood Partnership level as well as across the city.

In order to provide results to committee in the shortest possible timescales, these results cover only the top line findings. Work is ongoing with the consultant and the Business Intelligence Service to provide detailed reports to neighbourhoods and individual service areas which will be reported as appropriate to committees and neighbourhood partnerships as they become available.

The key top line results are:

Satisfaction with the city as a place to live

- 96% were satisfied with the city of Edinburgh as a place to live and 93% were satisfied with their neighbourhood as a place to live.
- Road maintenance was the most frequently mentioned priority for improving neighbourhood quality of life, followed by tackling dog fouling, activities for children and young people, refuse collection and street cleaning.
- Most respondents were happy with their neighbourhood and did not feel any improvements were required.

Satisfaction with Council management

- 74% of residents were satisfied with the way the Council is managing the city and 87% were satisfied with the management of neighbourhoods.
- Most respondents were satisfied with management of the city because they had no experience of problems, felt the city was generally well-managed, thought the city was a nice place to live and that the services provided were good.

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[1] The survey is representative at ward level by age and gender (interlinked), and by tenure. The survey is broadly representative at a city level by ethnicity and gathers other demographic information which allows views to be reported by disability, employment, household size and composition, property type and length of residence.

- The tram was the most frequently mentioned reason for dissatisfaction with the way the Council was managing the city, however, the number of respondents mentioning this continues to decrease year-on-year.

Perceptions of the Council

- All reputational indicators continue to show a positive long-term trend.
- There were fewer people in 2013 than in 2012 agreeing the Council cares about the environment, provides protection and support for vulnerable people, keeps them informed, puts its customers first and displays sound financial management. Further research is required to explore the findings in more depth.

Communities

- Belief that residents from different backgrounds can get on well in Edinburgh shows a positive long-term trend and was 84% in 2013.
- Around a third of residents felt they could have a say or influence decisions that affected their neighbourhood in 2013, this figure is unchanged from 2012.

Community safety

- 91% of residents felt “fairly” or “very” safe in their neighbourhood after dark.
- Levels of satisfaction with the Council’s approach to community safety were generally constant. Resident satisfaction with the management of vandalism and graffiti and antisocial behaviour has increased. Longer term, satisfaction with dog fouling and violent crime is unchanged.
- Street drinking and alcohol related disorder were felt to be slightly more of a problem in 2013 than in 2012.

Financial circumstances

- 56% feel confident about their job prospects in Edinburgh. The number of respondents who feel “very confident” in their current and future job and career prospects in Edinburgh has more than doubled.
- 6% of respondents feel their personal financial situation improved in the last year, while 14% feel it got worse.

Environmental services

- Satisfaction with street cleaning, pavement maintenance and recycling has increased since 2008, though all had small decreases in satisfaction between 2012 and 2013.
- Satisfaction with road maintenance, rubbish collection and public transport has decreased from 2012 to 2013.

- Satisfaction with street lighting increased to 94%, the highest level recorded for this indicator.

Schools

- Satisfaction with nursery, primary and secondary schools increased (excluding "don't know" responses, as in previous years). Satisfaction figures for all schools have tended to move together and are now at the highest levels recorded for all types of school.

Libraries

- Satisfaction with library services increased to 93% in 2013 (excluding "don't know" responses, as in previous years).

Festivals

- More respondents had attended an Edinburgh Festival than recorded in the previous year's survey.
- More respondents felt the festivals made Edinburgh a better place to live.

Appendix one of this report includes the top line results of all questions asked as part of the survey. Many of these indicators require further analysis which will be conducted from February to March 2014 once full data has been received from the consultant. Therefore further analysis is not included in this report.

Appendix two provides extensive background to the way the survey was carried out and the sample achieved.

Recommendations

It is recommended that the Corporate Policy and Strategy Committee:

1. notes the content of this report;
2. notes the Council's commitment to address local issues and priorities;
3. notes the planned actions for dissemination of the findings; and
4. refers the findings to the Edinburgh Partnership for their information and to other partners as the committee feels are appropriate.

Measures of success

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.

Following discussions with senior management teams and staff, further research might be required to explore issues and prioritise areas for improvement.

Financial impact

The Edinburgh People Survey was commissioned through competitive tender. Independent market research company Research Resource were appointed to conduct the fieldwork and the value of the awarded contract was £48,710 (excluding VAT). All costs were met from existing research budgets within the Business Intelligence Service for the financial year 2013/14.

Equalities impact

The survey methodology ensures statistically representative results at neighbourhood partnership 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

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

The priorities for the survey each year are compatible with previous years and relevant to current priorities. Each year consultation takes place to assess to ensure questions are relevant and meaningful. In 2013, as a result of consultation, changes were made to:

- Volunteering – in consultation with EVOC, the volunteering question used in 2013 was reverted to the same wording as that used in 2011;
- Culture and sport – at the request of the service new questions were introduced to monitor levels of physical activity and participation in culture;
- Parks – at the request of the service new questions were introduced to assess engagement and use of parks;
- Travel and transport – in consultation with the Roads Service, these questions were revised;
- Influencing and engaging – in consultation with Member Services a new question was introduced to monitor how the public would influence Council decision-making; and

- Internet access and access to services – in consultation with the Corporate Programme Office a range of new questions were introduced to monitor customer access to services.

Background reading / external references

Appendix one – Edinburgh People Survey 2013 and 2012 comparison top lines

Appendix two – Edinburgh People Survey 2013 technical report

Report

Edinburgh People Survey

1. Background

1.1 The Edinburgh People Survey is the largest annual face-to-face citizen satisfaction survey run by any local authority. It provides statistically reliable data which can be tracked at the city, neighbourhood and ward level, and can be integrated with other information about the city through respondent post codes.

1.2 Each year 5,000 Edinburgh residents aged 16 or over take part, providing a sample of respondents that is representative of all the people who live in Edinburgh. Interviews take place in-street and in respondents' homes to ensure geographical coverage.

1.3 The full sample (5,000) interviews has a margin of error[2] of +/-1.3%, while neighbourhood partnerships have a margin of error of at most +/-5% and individual wards will have no worse than +/-7%. Large samples provide more accurate results and allow change over time to be more easily and precisely determined.

1.4 For more information about the sample, how it is constructed and fieldwork locations, please consult appendix two of this report.

1.5 In 2013 the tender for the Edinburgh People Survey was awarded to independent market research agency Research Resource, who also performed the survey fieldwork in 2012. Research Resource manage fieldworkers to deliver the data and produce descriptive reports, while detailed analysis and reporting is performed by the Business Intelligence Service in Corporate Governance.

1.6 This report presents a summary of the results from the 2013 Edinburgh People Survey, focusing on the top line results which have been previously reported to Corporate Policy and Strategy. Detailed results are being provided to service areas and neighbourhood partnerships and will be referred to committees as appropriate.

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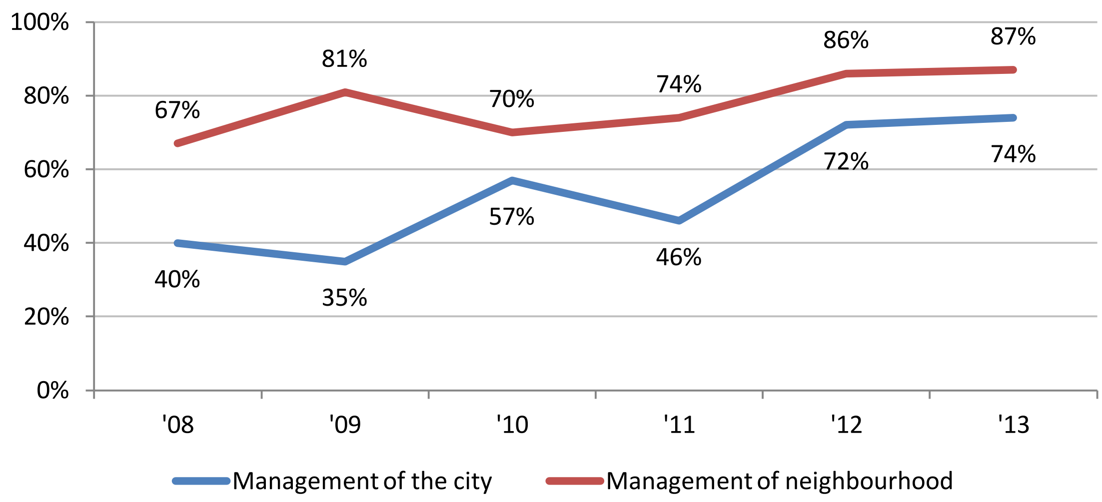
[2] Margin of error is the confidence interval based on a confidence level of 95%, assuming 50% response.

2. Main report

Satisfaction with the city and its management

2.1 Satisfaction with Council management has an overall improving trend and remained around the same from 2012 to 2013. Satisfaction with management of the neighbourhood has been consistently higher than satisfaction with the management of the city, though the gap has significantly reduced since its widest point in 2009. Satisfaction ratings are summarised in the following graph.

Satisfaction with Council management



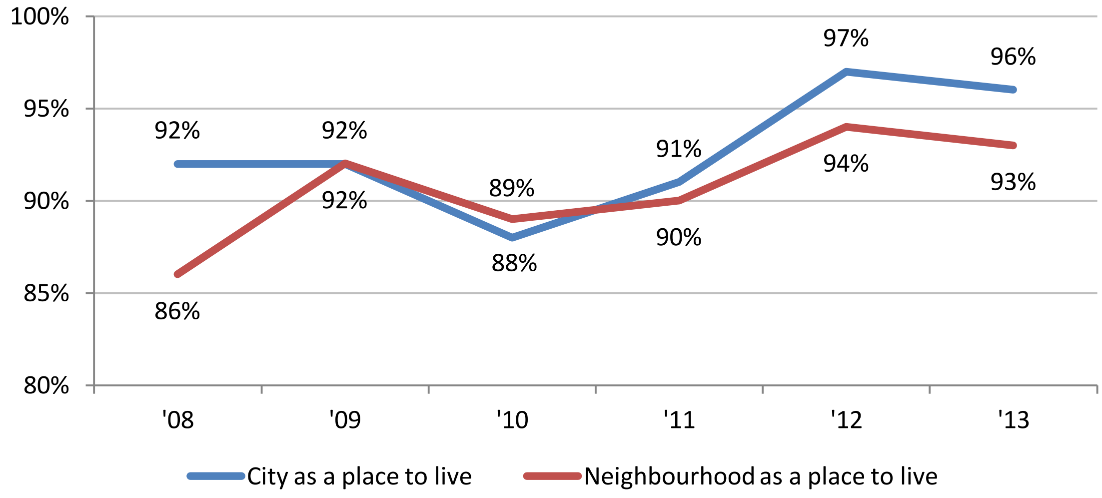
2.2 Successive waves of the Edinburgh People Survey have identified that where respondents do not perceive any problems in their area or have no negative experience of Council services, they are more likely to feel the Council is doing a good job. Experience of specific services is much less likely to be the stated cause of satisfaction. In 2013 the most commonly stated reasons for satisfaction were “never had any problems” (24%); “everything seems to run well” (16%); and “nice place to live” (9%).

2.3 The main reason for dissatisfaction with Council management is, again, not personal experience of specific services. In 2013 16% of respondents mentioned “trams”, stating this as the cause of their dissatisfaction with the Council. In 2012, 18% of respondents were dissatisfied as a result of trams, while in 2011 this was 37%. The decrease in mentions of trams has been associated with a significant increase in satisfaction with management of the city.

Satisfaction with the city as a place to live

2.4 Satisfaction with the city and individual neighbourhoods as places to live are closely related and both indicators remain close to their historic averages. Satisfaction ratings are summarised in the following graph.

Satisfaction with city and neighbourhood as a place to live



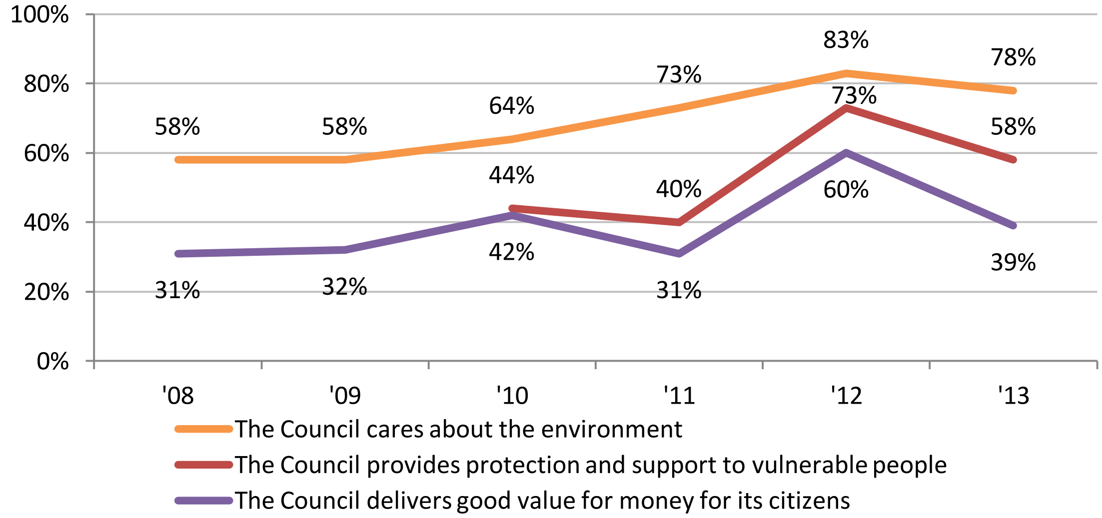
2.5 Both satisfied and dissatisfied respondents are asked what the Council's priority should be for improving the quality of life for people living in the respondent's neighbourhood. In 2012 and 2013, a majority of respondents felt their neighbourhood was a "good area" and that there were no improvements required (55% in 2013, 62% in 2012).

2.6 However significant numbers suggested "road improvements" (13% in 2013); "tackle dog fouling" (5% in 2013); and "activities for children / young people" (4% in 2013). These suggestions for improvement are commonly mentioned and represent both genuinely perceived problem areas and services which will always be viewed as priorities because they are closely associated with the Council. By contrast, services such as schools, libraries, protection for vulnerable adults and children, and any health or wellbeing issues are less immediately associated with the Council and tend not to be suggested as priorities.

Perceptions of the Council

2.7 All reputational indicators continue to show a positive long-term trend. A range of corporate Council reputation indicators were down in 2013 from their scores in 2012. With the exception of "the Council keeps me informed the services it provides" (where the long-term trend is flat). These results are summarised in the Council reputation indicator graphs (A-D) on the following pages.

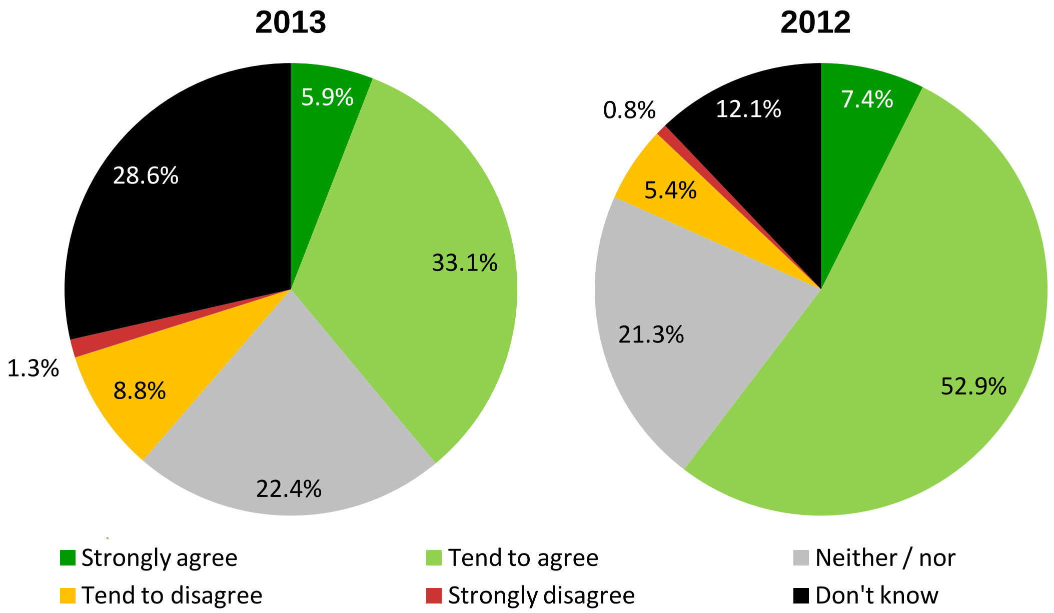
Council reputation indicators (A)



2.8 Perception of value for money is an important indicator for the Council, but the raw satisfaction score often misrepresents the degree of change in the indicator. Most respondents do not have detailed information or personal experience and instead rely on media reports, communications and perceptions of other services to provide a rating. The graphs below indicate that the change in overall satisfaction of 21% is almost entirely due to an increase in the percentage of respondents stating "don't know", rather than a large increase in dissatisfaction.

2.9 On a corporate level, this area is being addressed in existing actions including, for example, the publication material for the Council budget 2014-15 which used innovative visual graphics to demonstrate the Council's spending and saving proposals (as requested by the public during consultation carried out over the past 2 years).

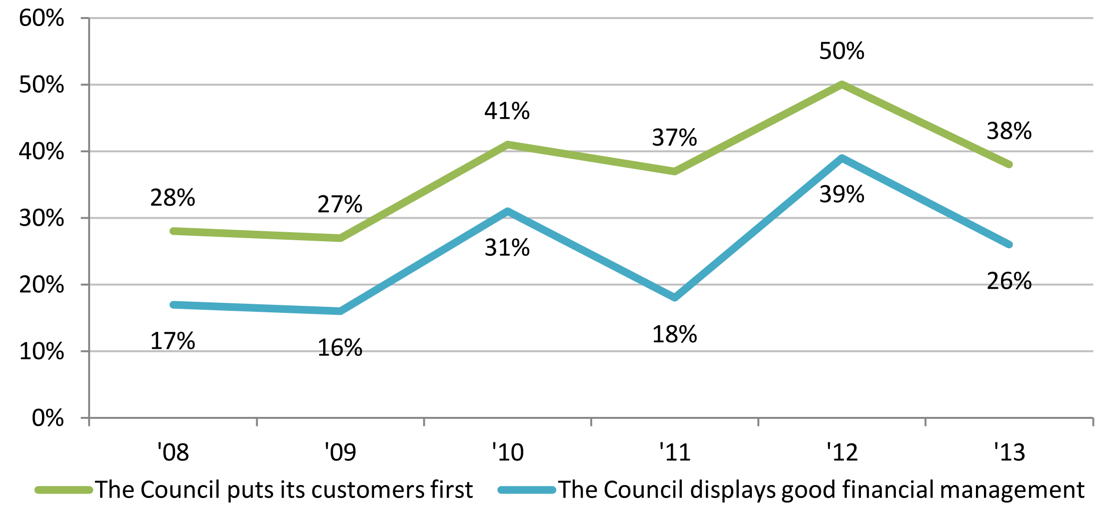
Council delivers good value for money



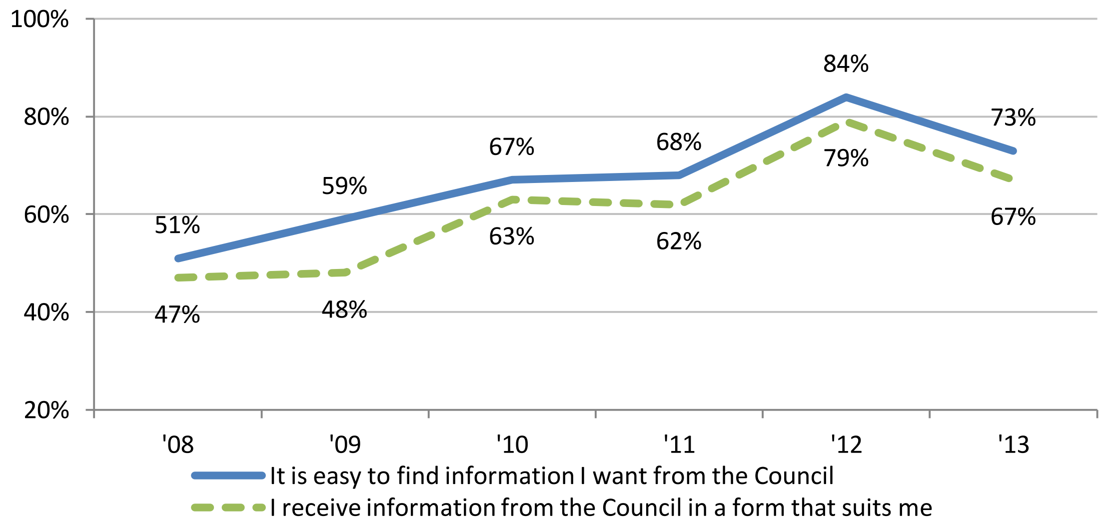
2.10 The public perception of the tram project could be a factor influencing perceptions around value for money, as indicated by the reasons why some respondents were dissatisfied with the way the Council is managing the city. Other issues have either had no effect or an effect that is too small to detect. Research on Property Conservation in 2012 revealed that only 19% of residents were aware of issues. Of these, 73% felt the Council was taking the issues seriously (4% did not) and 66% felt the Council was taking effective steps to address the issue (4% did not).

2.11 Further research will explore the factors influencing public understanding of and perceptions of value for money and how this can be addressed going forward.

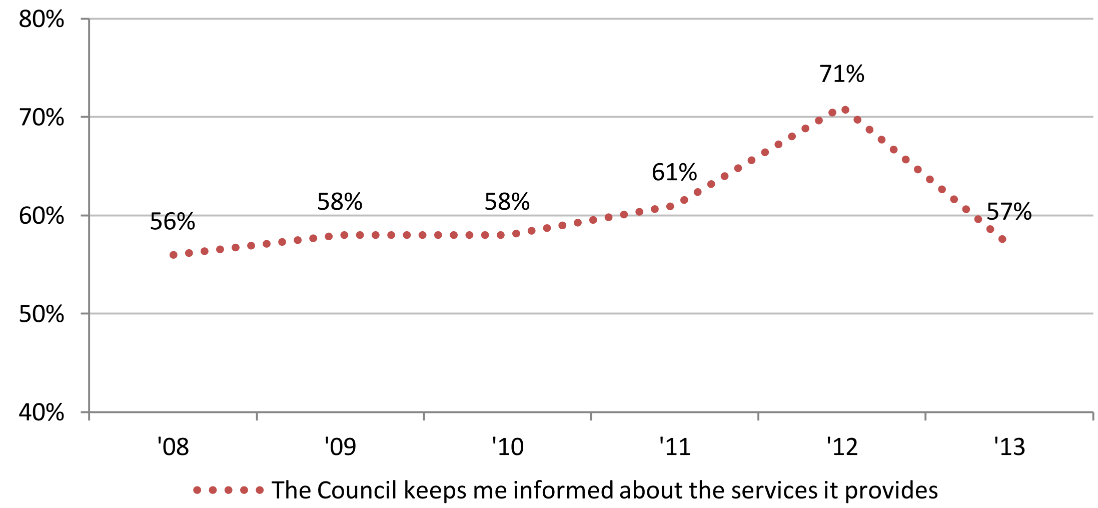
Council reputation indicators (B)



Council reputation indicators (C)



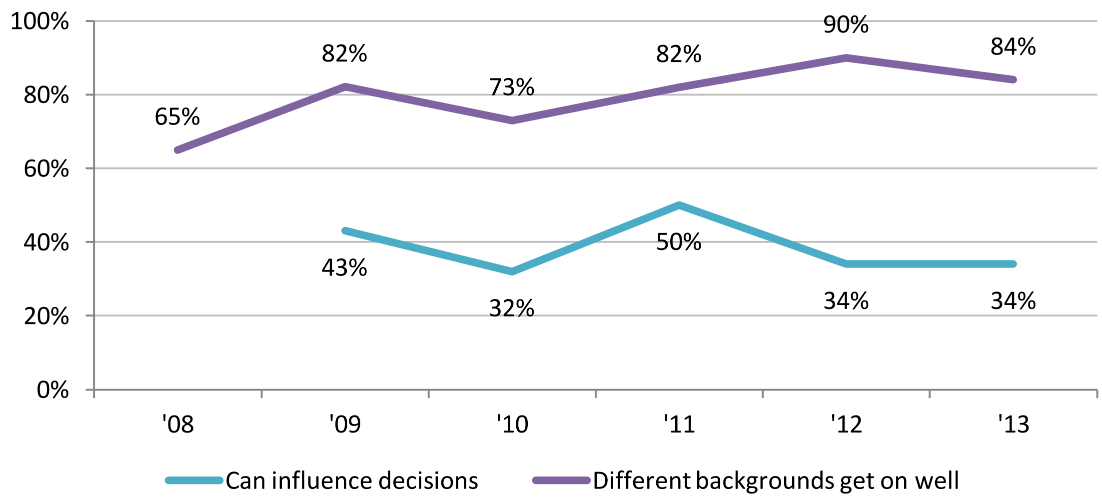
Council reputation indicators (D)



Communities

2.12 Belief that residents from different backgrounds can get on well in Edinburgh shows a positive long-term trend and was 84% in 2013 (down from 90% in 2012). Around a third of respondents felt able to have a say or influence decisions in 2013, which is in line with expectations from previous years of the survey. Most of those who do not state they feel able to influence decisions tend to say they are "not sure" (43% in 2013; 38% in 2012) rather than express a belief that they cannot influence decisions (23% in 2013; 28% in 2012).

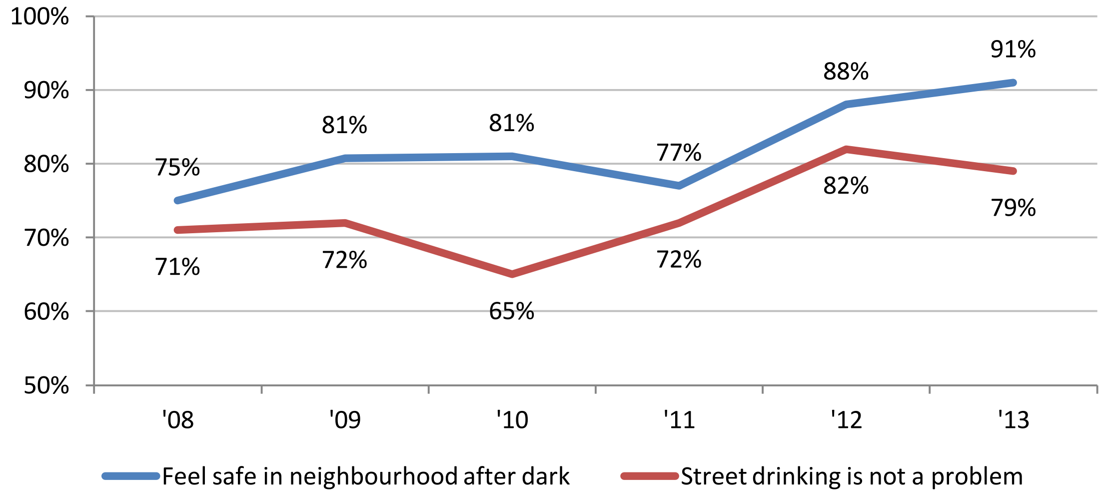
Feel able to have a say on local issues / decisions; and feel people from different backgrounds can get on well together



Community safety

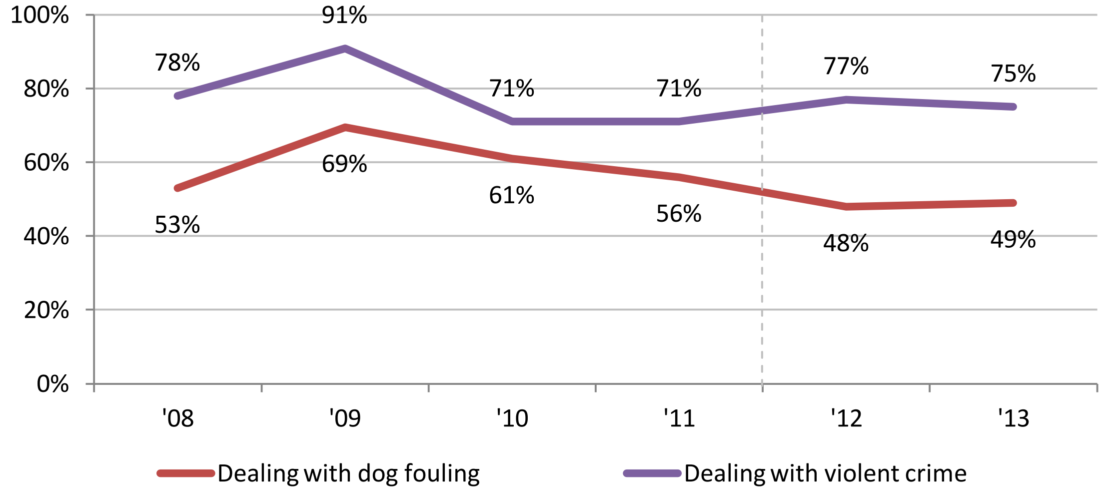
2.13 Edinburgh residents feel safe in their neighbourhoods after dark, with combined ratings for "fairly safe" and "very safe" reaching 91% in 2013, reflecting a long-term improvement in this indicator. The proportion of Edinburgh residents who feel street drinking is a problem increased from 6% in 2012 to 10% in 2013, while the proportion who feel it was not a problem fell from 82% to 79%, however this indicator still shows a long-term favourable trend.

Perception of safety, street drinking

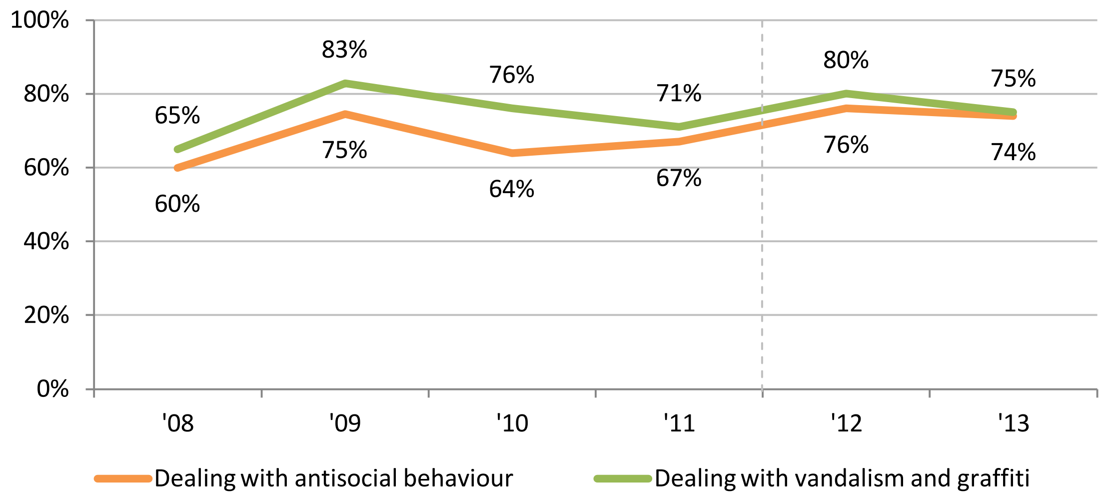


2.14 Satisfaction with the way the Council manages community safety issues remained around the same between 2012 and 2013. From 2012, respondents were allowed to say that they felt a community safety issue was "not a problem" in their area, instead of expressing satisfaction or dissatisfaction. For all of these indicators, performance over the long-term has been mixed, with violent crime perception and dog fouling remaining about the same, while satisfaction with antisocial behaviour and vandalism and graffiti management has improved.

Satisfaction with management of antisocial issues (A), with a change in response scale from 2012 onwards



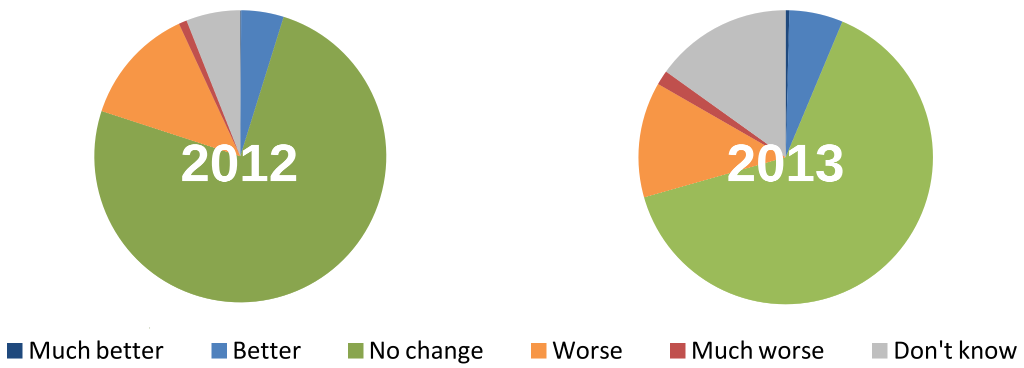
Satisfaction with management of antisocial issues (B), with a change in response scale from 2012 onwards



Financial circumstances

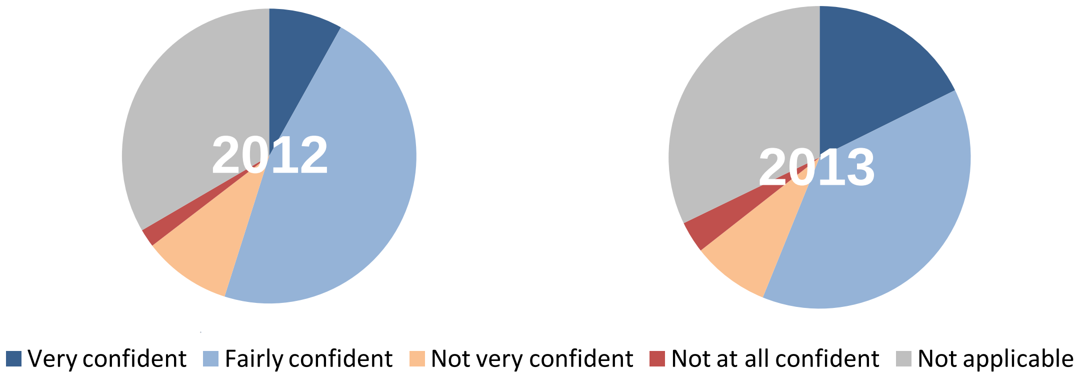
2.15 Respondents were asked about how their personal financial circumstances had changed in the previous year. The results for 2012 and 2013 are similar, with the largest shift being between those stating "no change" and those saying "don't know". In 2012, 5% of residents felt their situation had improved, compared to 6% in 2013. In both 2012 and 2013, 14% of residents felt their financial situation had worsened.

Change in personal financial circumstances in last year



2.16 Respondent optimism about job prospects has changed significantly between 2012 and 2013. The number of respondents who feel very confident in the current and future job and career prospects in Edinburgh has more than doubled (8% in 2012 to 18% in 2013). The total proportion who do not feel confident has remained around the same (12% in both years); the proportion who feel not at all confident is marginally greater in 2013 (just over 3%) than in 2012 (2%).

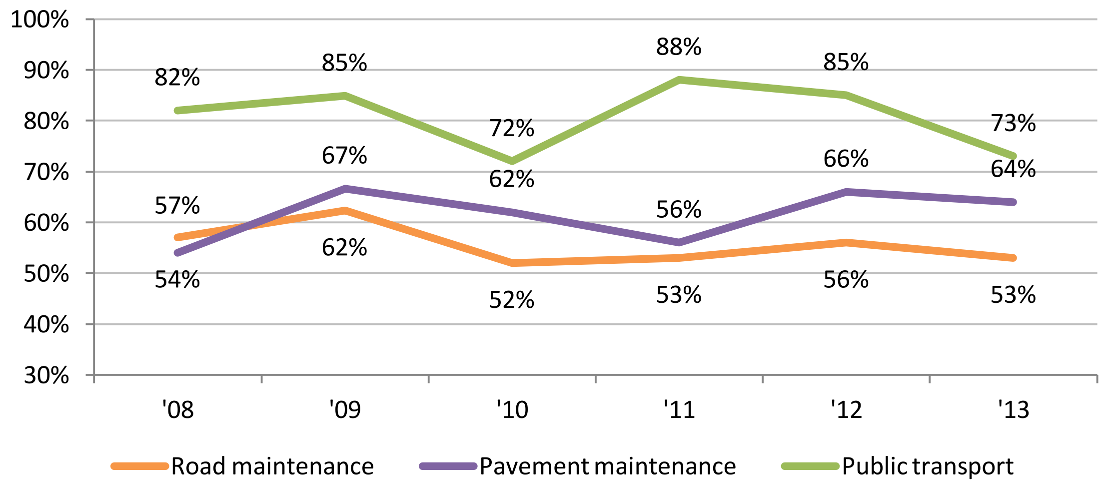
Confidence in job / career prospects in Edinburgh



Environmental services

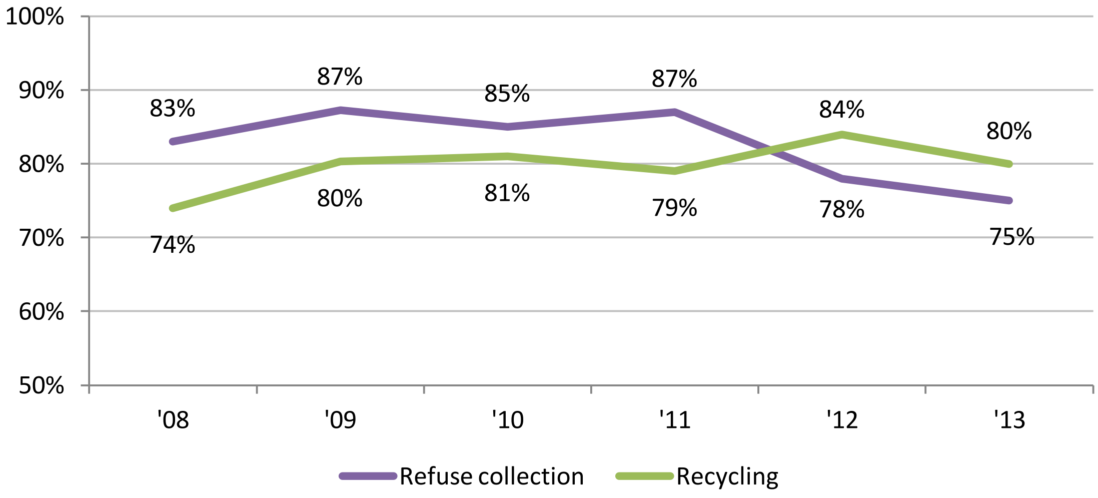
2.17 Satisfaction with infrastructure and public transport is unchanged from 2010 to 2013, however all satisfaction ratings have decreased from 2012 to 2013.

Satisfaction with infrastructure and transport

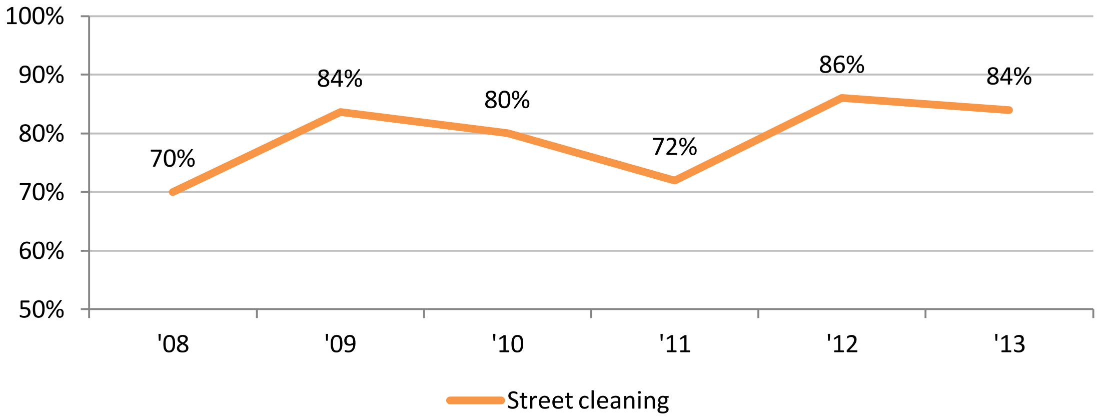


2.18 Satisfaction with street cleaning has increased by 14% since 2008, the largest increase of any of the universal services included in this summary. Over the same period satisfaction with recycling has increased by 6%. Satisfaction with refuse collection reduced to 75% from 78% in 2012. Much of the decrease in satisfaction coincides with the introduction of managed weekly collections in 2012. As new collection methods embed and levels of recycling increase, satisfaction with this service is expected to recover.

Satisfaction with waste collection

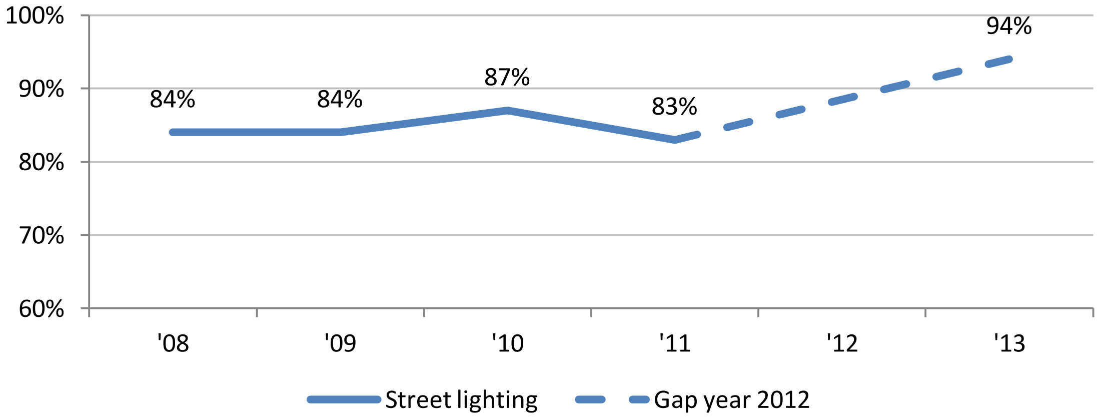


Satisfaction with street cleaning



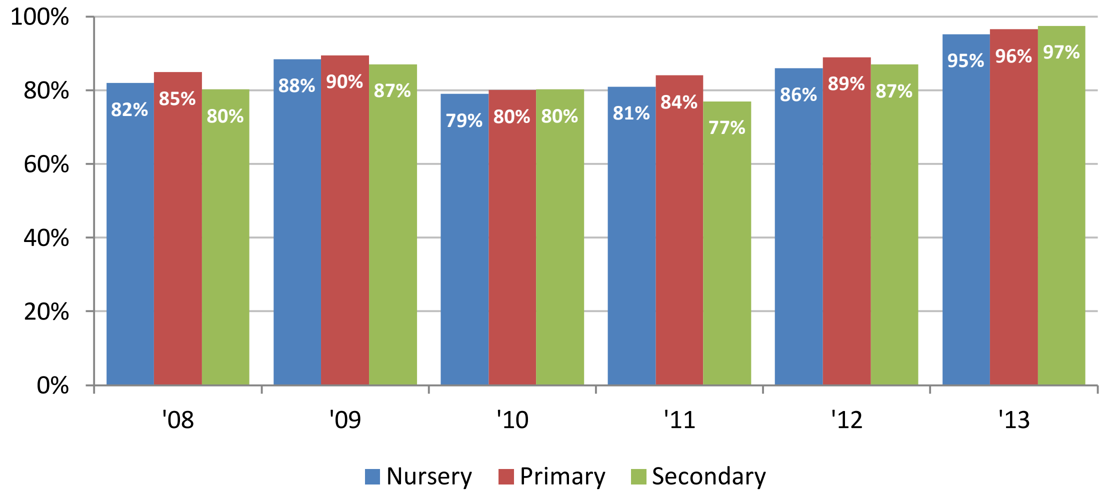
2.19 Following the 2011 Edinburgh People Survey, street lighting satisfaction was moved to a bi-annual indicator. The 2013 results show satisfaction with street lighting reaching a new high, which may be the result of the pilot and roll-out of white light street lighting in the city since the 2011 survey, which most involved in the pilot scheme viewed as an improvement over yellow street lights.

Satisfaction with street lighting



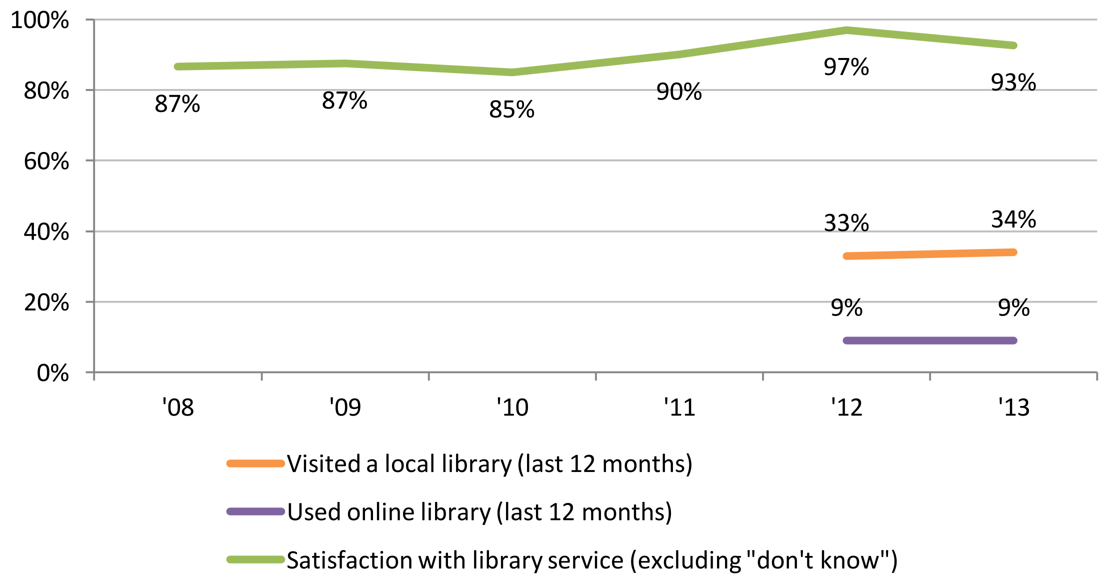
2.20 Respondents of all ages, with and without children, are asked to rate nursery, primary and secondary schools in their neighbourhood. The graphic below summarises these ratings, which are all calculated excluding “don’t know” responses. In 2013, satisfaction was 94% with nursery schools; 95% with primary schools; and 96% with secondary schools. Satisfaction figures for all schools have tended to move together and are now at the highest levels recorded for all types of school.

Satisfaction with schools (excluding “don’t know”)



2.21 Use of both local libraries and the online library service are unchanged from 2012 to 2013 – the only years for which these figures are available. In 2013 satisfaction with the library service decreased to 93% from 97% in 2012, however satisfaction is still higher than the service’s long-term average satisfaction figure of around 87%.

Use, satisfaction: library services (excluding “don’t know”)



2.22 In 2012 the number of residents who reported attending any of the Edinburgh Festivals in the previous two years was 57%. In 2013 this figure had increased to 64%.

2.23 In 2013, 77% of respondents felt Festivals made the city a better place to live, up from 68% in 2012. In both years, less than 1% of respondents felt they made the city a worse place to live and around 15% were unsure what difference the Festivals made. All survey respondents were asked whether they felt the Edinburgh Festivals make Edinburgh a better place to live, a worse place to live, or make no difference. This figure is strongly associated with attendance at Festivals: those who have attended are more likely to feel the city is better because of them; those who have not attended are more likely to feel they make the city worse.

Next steps

2.24 The analysis that follows the receipt of the Edinburgh People Survey top line results will run through the first quarter of 2014. Individual service areas will receive detailed briefings on their own questions and individual teams and neighbourhood partnerships will be provided with tailored presentations throughout 2014. This information will be referred to committees as appropriate and all reports will be made available to partners and the public.

2.25 Commitment to actions on how each service area is addressing priorities and areas for improvement will be agreed by the Corporate Management Team and reported to Committee. Further analysis and research will be undertaken to explore the results in more detail in order to target actions appropriately.

2.26 Information and analysis for the BOLD work stream has been and will continue to be prioritised; this group has already received several briefings in relation to customer and citizen information derived from the Edinburgh People Survey results.

2.27 Business Intelligence, the Communications Service and individual services will work together to provide information to staff and the media as appropriate. Services will create and communicate “you said, we’re doing” information in a form that meets the needs of their own customers and stakeholders.

2.28 The findings of the Edinburgh People Survey are extensively used within the organisation and by partners to monitor progress against outcomes and understand their customers. The survey will continue to be used in public performance reporting and internal self-assessment processes to ensure appropriate focus on customer needs and priorities.

2.29 Following a successful six month trial of a monthly surveying mechanism, Business Intelligence is currently considering a number of options for the delivery of citizen satisfaction and reputation monitoring. In order to ensure the Council can be more responsive in meeting challenges to reputation, information is needed more frequently than the Edinburgh People Survey timescales allow. The balance of questions between the Edinburgh People Survey and any approved Reputation Tracker is under review, with implementation of a tracker in summer 2014 (pending Corporate Management Team approval), and the annual survey revised for autumn 2014.

3. Recommendations

3.1 It is recommended that the Policy and Strategy Committee:

3.1.1 notes the content of this report;

3.1.2 notes the Council's commitment to address local issues and priorities;

3.1.3 notes the planned actions for dissemination of the findings; and

3.1.4 refers the findings to the Edinburgh Partnership for their information and to other partners as the committee feels are appropriate.

Alastair Maclean

Director of Corporate Governance

Links

Coalition pledges	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
Council outcomes	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
Single Outcome Agreement	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
Appendices	Appendix one – Edinburgh People Survey 2013 and 2012 comparison top lines. Appendix two – Edinburgh People Survey 2013 technical report	

Appendix One – Edinburgh People Survey 2013 and 2012

Comparison top line results.

DEMOGRAPHICS

A	Sex	2013	2012
	Male	47.2%	48.4%
	Female	52.8%	51.6%

B	Age Coded	2013	2012
	16-24	14.9%	15.5%
	25-34	15.8%	18.2%
	35-44	22.3%	19.7%
	45-54	13.3%	14.5%
	55-59	6.7%	5.8%
	60-64	9.0%	8.3%
	65-74	12.5%	12.9%
	75+	5.4%	5.1%
	Refused	0.0%	0.1%

C	Working status	2013	2012
	Working - Full time (30+ hrs)	42.1%	39.8%
	Working - Part-time (9-29 hrs)	10.9%	12.7%
	Self employed	2.4%	1.0%
	Unemployed	4.5%	4.9%
	Not working - retired	24.2%	25.4%
	Not working - looking after house/children	4.3%	6.7%
	Not working - invalid/disabled	2.5%	1.8%
	Not working - carer	0.4%	0.2%
	Student	8.6%	6.9%
	Other	0.1%	0.6%

D	Do you have any long-term illness, health problem or disability?	2013	2012
	Yes	14.0%	9.6%
	No	86.0%	90.4%

E1	No. of adults in household	2013	2012
	1	18.4%	18.0%
	2	58.9%	61.0%
	3	15.8%	14.2%
	4	6.5%	6.3%
	5	0.2%	0.3%
	6	0.0%	0.1%

E2	No. of children (aged up to 15 years incl) in household. If none type in '0'	2013	2012
	1	16.9%	18.4%
	2	10.8%	11.3%
	3	2.2%	1.9%
	4	0.3%	0.2%
	5	-	0.0%
	6	0.1%	0.0%
	None	69.8%	68.1%

F	Which of the following ethnic groups do you consider you belong to?	2013	2012
	Scottish	85.6%	83.7%
	English	0.9%	1.7%
	Welsh	0.1%	0.1%
	Northern Irish	0.4%	0.2%
	British	1.3%	2.0%
	Irish	1.4%	1.1%
	Gypsy/Traveller	0.0%	0.0%
	Polish	3.2%	4.8%
	Other European Union Group	1.6%	1.3%
	Any other white ethnic group	0.9%	0.3%
	Any mixed or multiple ethnic groups	0.1%	0.1%
	Pakistani, Pakistani Scottish or Pakistani British	1.3%	2.1%
	Indian, Indian Scottish or Indian British	1.0%	1.1%
	Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0.1%	0.1%
	Chinese, Chinese Scottish or Chinese British	1.1%	0.6%
	Other Asian	0.1%	0.1%
	African, African Scottish or African British	0.6%	0.4%
	Caribbean, Caribbean Scottish or Caribbean British	0.1%	0.0%
	Black, Black Scottish or Black British	0.0%	0.1%
	Other Black background	0.1%	0.0%
	Arab	0.0%	0.1%
	Other ethnic group	0.0%	0.1%
	Prefer not to say	0.0%	0.0%

G	Which of these best describes the ownership of your home?	2013	2012
	Buying with a loan/mortgage	48.2%	45.7%
	Owned without any loan outstanding	18.8%	21.5%
	Rented from Council	10.5%	10.5%
	Rented from housing association	6.2%	5.9%
	Rented from private landlord	15.7%	15.7%
	Temporary Accommodation	0.1%	0.1%
	Tied Accommodation	0.0%	0.0%
	Student Accommodation	0.3%	0.1%
	Other	0.2%	0.2%
	Refused	0.0%	0.3%

Appendix One – Edinburgh People Survey 2013 and 2012 comparison top lines

H	What type of property do you live in?	2013	2012
	Detached or semi-detached house	28.7%	34.0%
	Terraced house or four-in-a-block	27.4%	23.9%
	Tenement flat	32.4%	28.7%
	Multi-storey flat	1.4%	2.1%
	Other flat	9.7%	10.4%
	Sheltered accommodation	0.4%	0.3%
	Other (state)	0.1%	0.7%

I	How long have you been in your current home?	2013	2012
	Less than 2 years	15.4%	12.6%
	2 years - less than 5 years	20.4%	23.9%
	5 years - less than 10 years	20.2%	22.7%
	10 years or more	44.0%	40.5%
	Don't know	0.0%	0.3%

J	Number of cars or light vans in household (If none, type '0'):	2013	2012
	1	48.7%	45.9%
	2	20.8%	18.1%
	3	3.0%	2.2%
	4	0.8%	0.1%
	5	0.0%	-
	None	26.7%	33.7%

COMMUNITY AND NEIGHBOURHOOD

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?	2013	2012
	Very satisfied	58.4%	57.2%
	Fairly satisfied	34.8%	36.8%
	Neither satisfied nor dissatisfied	2.9%	2.3%
	Fairly dissatisfied	1.7%	0.9%
	Very dissatisfied	0.4%	0.3%
	No opinion	1.7%	2.5%
	% satisfied	**93.2%**	**94.0%**

Q2	Q2coded What should be the top priority for improving the quality of life in your neighbourhood?	2013	2012
	Good area/happy with neighbourhood/no improvements required/don't know	54.6%	62.2%
	Road improvements/ traffic management/ road safety measures/drainage maintenance	12.9%	15.0%
	Tackle dog fouling	4.8%	2.6%
	Activities for children/young people	4.4%	3.2%
	Improve rubbish collection/clean up rubbish/uplifts	4.0%	2.4%
	Clean up the area/ clean up pavements/ street cleaning/ cleansing	3.1%	5.0%
	Improved/more shopping facilities/amenities/entertainment and leisure facilities/community centre	2.3%	2.4%
	Tackle anti-social behaviour/ get rid of undesirables	2.3%	1.5%
	Parking improvements	1.8%	1.7%
	Housing improvements/ more affordable housing	1.7%	1.4%
	Better police service/ more police patrols	1.0%	0.9%
	Improved public transport/transportation links	0.8%	0.6%
	Recycling facilities	0.6%	0.2%
	Street lighting	0.2%	0.4%
	More security measures/improved personal safety	0.2%	0.5%
	Reduce vandalism/graffiti	0.1%	0.1%
	More jobs/employment opportunities	1.1%	0.9%
	No comment	1.3%	1.5%
	Other	2.8%	1.8%

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)?	2013	2012
	Yes	33.5%	34.3%
	No	23.2%	28.1%
	Not sure	43.3%	37.6%

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?"	2013	2012
	Strongly agree	29.6%	35.4%
	Tend to agree	54.8%	54.3%
	Neither agree nor disagree	8.8%	6.9%
	Tend to disagree	1.7%	0.8%
	Strongly disagree	0.6%	0.1%
	Don't know	4.5%	2.5%
	% agree	**84.4%**	**89.7%**

Q5	Have you undertaken any work or activities on a voluntary basis for any of these types of groups or organisations at any time in the last 12 months?	2013	2012
	Children's Group (e.g. playgroup, mothers and toddlers groups)	1.9%	1.4%
	Children's activities associated with schools, for example, school trips, sports days, discos, in the classroom	1.6%	1.3%
	Youth groups (e.g. scouts, guides, youth clubs etc), children's activities (outside school)	1.6%	0.9%
	Sport / exercise (coaching or organising)	1.0%	-
	Church, religion or faith based group	4.6%	4.0%
	Caring organisation e.g. helping older people, people with disabilities	0.9%	0.8%
	Safety, first aid	0.1%	-
	The environment, animals	0.4%	-
	Justice / human rights	0.3%	-
	Politics	0.2%	-
	Local community / neighbourhood groups / citizen's groups, including community councils	0.8%	0.4%
	Hobbies / recreational / arts / social clubs	1.5%	0.6%
	Tenants Group, housing association or residents association	0.1%	0.1%
	Trade union activities	0.1%	0.1%
	Public service (e.g. school, hospital, police or local government service)	0.3%	0.1%
	Professional Society or Organisation	0.2%	0.2%
	Other	0.1%	0.5%
	Not involved in volunteering	87.3%	90.2%

Q6	On average, how many hours have you volunteered per week?	2013	2012
	Less than 1 hour a week	5.3%	6.9%
	1-2 hours a week	24.9%	63.4%
	3-5 hours a week	41.8%	
	6-9 hours a week	20.5%	19.3%
	10-13 hours a week	3.4%	5.7%
	14 hours or more a week	1.2%	1.6%
	Don't know	2.9%	3.0%

PHYSICAL ACTIVITY

Q7	In the last four weeks, have you done any of the activities listed on this card?	2013	2012
	Walking (at least 30 minutes for any purpose)	34.4%	57.2%
	Swimming	12.1%	14.1%
	Football	5.8%	5.9%
	Cycling	6.7%	3.4%
	Keep fit / aerobics	10.6%	8.9%
	Multi-gym use / weight training	7.3%	8.8%
	Golf	4.5%	5.3%
	Running / jogging	4.2%	3.8%
	Snooker / billiards / pool	0.7%	0.9%
	Dancing	1.5%	2.8%
	Bowls	1.2%	0.5%
	Other	0.4%	0.6%
	None of these	39.7%	30.4%

Q8	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?	2013	2012
	1	4.0%	-
	2	19.3%	-
	3	17.2%	-
	4	16.8%	-
	5	9.4%	-
	6	2.7%	-
	7	15.8%	-
	None	14.8%	-

NEIGHBOURHOOD SERVICES

Q9	How satisfied or dissatisfied are you with the quality of new buildings and the spaces around them in your local area?	2013	2012
	Very satisfied	30.7%	40.2%
	Fairly satisfied	46.0%	46.5%
	Neither satisfied nor dissatisfied	8.5%	7.6%
	Fairly dissatisfied	1.5%	0.6%
	Very dissatisfied	0.2%	0.1%
	No opinion	13.2%	5.1%
	% satisfied	**76.7%**	**86.7%**

Q10	How satisfied or dissatisfied are you with the following services in your local neighbourhood?		
a)	**Maintenance of roads**	**2013**	**2012**
	% satisfied	**52.7%**	**55.9%**
	Very satisfied	8.3%	12.1%
	Fairly satisfied	44.4%	43.8%
	Neither satisfied nor dissatisfied	15.9%	20.6%
	Fairly dissatisfied	21.7%	16.7%
	Very dissatisfied	6.9%	2.8%
	Don't know	2.7%	4.1%

b)	Maintenance of pavements / footpaths	2013	2012
	% satisfied	**63.9%**	**65.8%**
	Very satisfied	12.5%	15.7%
	Fairly satisfied	51.4%	50.1%
	Neither satisfied nor dissatisfied	16.1%	18.3%
	Fairly dissatisfied	15.8%	11.9%
	Very dissatisfied	3.0%	2.2%
	Don't know	1.2%	1.8%

c)	Street lighting	2013	2012
	% satisfied	**93.9%**	**-**
	Very satisfied	36.8%	-
	Fairly satisfied	57.1%	-
	Neither satisfied nor dissatisfied	3.9%	-
	Fairly dissatisfied	1.2%	-
	Very dissatisfied	0.4%	-
	Don't know	0.5%	-

d)	Street cleaning	2013	2012
	% satisfied	**83.6%**	**85.7%**
	Very satisfied	33.1%	30.8%
	Fairly satisfied	50.5%	54.9%
	Neither satisfied nor dissatisfied	8.3%	8.2%
	Fairly dissatisfied	6.6%	4.3%
	Very dissatisfied	1.0%	0.5%
	Don't know	0.5%	1.2%

e)	Rubbish collection service	2013	2012
	% satisfied	**74.9%**	**78.4%**
	Very satisfied	24.5%	30.1%
	Fairly satisfied	50.4%	48.3%
	Neither satisfied nor dissatisfied	11.8%	11.9%
	Fairly dissatisfied	10.5%	7.1%
	Very dissatisfied	1.8%	1.0%
	Don't know	1.0%	1.6%

f)	Recycling	2013	2012
	% satisfied	**79.6%**	**83.7%**
	Very satisfied	25.9%	33.3%
	Fairly satisfied	53.7%	50.4%
	Neither satisfied nor dissatisfied	10.1%	8.9%
	Fairly dissatisfied	6.5%	5.0%
	Very dissatisfied	1.5%	0.6%
	Don't know	2.4%	1.9%

g)	Parks or other green spaces	2013	2012
	% satisfied	**90.8%**	**92.7%**
	Very satisfied	53.2%	46.0%
	Fairly satisfied	37.6%	46.7%
	Neither satisfied nor dissatisfied	2.9%	4.4%
	Fairly dissatisfied	1.4%	1.1%
	Very dissatisfied	0.2%	0.2%
	Don't know	4.8%	1.7%

h)	Public transport	2013	2012
	% satisfied	**73.2%**	**85.4%**
	Very satisfied	44.4%	49.0%
	Fairly satisfied	28.8%	36.4%
	Neither satisfied nor dissatisfied	2.8%	4.2%
	Fairly dissatisfied	1.6%	0.8%
	Very dissatisfied	0.3%	0.3%
	Don't know	22.0%	9.3%

i)	Sport and leisure facilities run by Edinburgh Leisure	2013	2012
	% satisfied	**71.5%**	**77.4%**
	Very satisfied	37.3%	41.4%
	Fairly satisfied	34.2%	36.0%
	Neither satisfied nor dissatisfied	2.2%	9.3%
	Fairly dissatisfied	1.6%	1.6%
	Very dissatisfied	0.2%	0.6%
	Don't know	24.5%	11.2%

Appendix One – Edinburgh People Survey 2013 and 2012 comparison top lines

j)	Facilities for older people	2013	2012
	% satisfied	**37.8%**	**34.3%**
	Very satisfied	12.6%	13.7%
	Fairly satisfied	25.2%	20.6%
	Neither satisfied nor dissatisfied	2.9%	10.1%
	Fairly dissatisfied	1.2%	1.2%
	Very dissatisfied	0.4%	0.3%
	Don't know	57.7%	54.3%

k)	Nursery schools	2013	2012
	% satisfied	**51.5%**	**50.3%**
	Very satisfied	26.9%	28.0%
	Fairly satisfied	24.6%	22.3%
	Neither satisfied nor dissatisfied	1.6%	7.2%
	Fairly dissatisfied	0.8%	0.5%
	Very dissatisfied	0.2%	0.2%
	Don't know	45.9%	41.8%

l)	Primary schools	2013	2012
	% satisfied	**55.0%**	**55.1%**
	Very satisfied	28.8%	30.1%
	Fairly satisfied	26.2%	25.0%
	Neither satisfied nor dissatisfied	1.3%	6.3%
	Fairly dissatisfied	0.7%	0.5%
	Very dissatisfied	0.0%	0.3%
	Don't know	42.9%	37.8%

m)	Secondary schools	2013	2012
	% satisfied	**54.2%**	**51.9%**
	Very satisfied	29.0%	29.3%
	Fairly satisfied	25.2%	22.6%
	Neither satisfied nor dissatisfied	1.0%	7.1%
	Fairly dissatisfied	0.4%	0.4%
	Very dissatisfied	0.0%	0.3%
	Don't know	44.2%	40.3%

PARKS AND GREENSPACE

Q11	During your normal travel (such as going to work, school or the shops) do you walk or cycle through a park, green space or woodland?	2013	2012
	Yes	18.8%	-
	No	80.9%	-
	Not sure	0.3%	-

Q12	On how many days in the last week did you visit a park, green space or woodland in Edinburgh for any reason other than travelling through?	2013	2012
	1	7.0%	-
	2	13.8%	-
	3	4.9%	-
	4	4.2%	-
	5	1.9%	-
	6	0.4%	-
	7	2.3%	-
	None	65.5%	-

Q13	I'm going to read out a list of some reasons why people visit parks. For each one can you tell me if you have visited a park, green space or woodland in Edinburgh for this reason in the last year:	2013	2012
	Take part in sport	5.9%	-
	Walk dog	14.6%	-
	Exercise	19.8%	-
	Take a child to a park	18.5%	-
	None	49.6%	-

LIBRARIES

Q14	Have you visited a library in your neighbourhood in the last 12 months?	2013	2012
	Yes	33.6%	32.5%
	No	66.2%	65.9%
	Not sure	0.2%	1.6%

Q15	Have you used the online library service in the last 12 months?	2013	2012
	Yes	9.2%	9.0%
	No	89.2%	90.2%
	Not sure	1.6%	0.8%

Q16	Overall, how satisfied or dissatisfied are you with the library service?	2013	2012
	Very satisfied	28.6%	31.1%
	Fairly satisfied	7.9%	9.4%
	Neither satisfied nor dissatisfied	1.6%	7.2%
	Fairly dissatisfied	1.0%	0.0%
	Very dissatisfied	0.3%	0.1%
	No opinion	60.6%	52.1%
	% satisfied	**36.5%**	**40.5%**

COMMUNITY SAFETY

Q17 How satisfied or dissatisfied are you with the way the following are dealt with in your local neighbourhood at present?

a)	Violent crime	2013	2012
	% satisfied	**34.3%**	**33.5%**
	Very satisfied	13.3%	16.4%
	Fairly satisfied	21.0%	17.1%
	Neither satisfied nor dissatisfied	4.3%	4.7%
	Fairly dissatisfied	1.2%	0.7%
	Very dissatisfied	0.5%	0.3%
	Don't know	5.5%	4.2%
	Not an issue in your neighbourhood	54.2%	56.6%

b)	Vandalism and graffiti	2013	2012
	% satisfied	**39.7%**	**41.6%**
	Very satisfied	12.9%	17.6%
	Fairly satisfied	26.8%	24.0%
	Neither satisfied nor dissatisfied	6.1%	5.3%
	Fairly dissatisfied	2.0%	1.3%
	Very dissatisfied	0.7%	0.5%
	Don't know	4.6%	3.0%
	Not an issue in your neighbourhood	47.1%	48.3%

c)	Antisocial behaviour	2013	2012
	% satisfied	**43.0%**	**41.2%**
	Very satisfied	12.8%	17.3%
	Fairly satisfied	30.2%	23.9%
	Neither satisfied nor dissatisfied	6.3%	7.2%
	Fairly dissatisfied	2.5%	1.8%
	Very dissatisfied	1.1%	0.6%
	Don't know	5.2%	3.7%
	Not an issue in your neighbourhood	41.9%	45.5%

d)	Dog fouling	2013	2012
	% satisfied	**36.1%**	**32.6%**
	Very satisfied	9.7%	14.0%
	Fairly satisfied	26.4%	18.6%
	Neither satisfied nor dissatisfied	13.1%	16.2%
	Fairly dissatisfied	12.6%	10.1%
	Very dissatisfied	8.6%	5.7%
	Don't know	3.1%	3.0%
	Not an issue in your neighbourhood	26.4%	32.3%

Q18	Is street drinking or alcohol related disorder a problem in your neighbourhood?	2013	2012
	Yes	10.0%	5.5%
	No	78.9%	82.1%
	Not sure	11.1%	12.5%

Q19	How safe do you feel in your neighbourhood after dark?	2013	2012
	Very safe	50.5%	36.0%
	Fairly safe	40.7%	51.6%
	A bit unsafe	4.3%	5.3%
	Very unsafe	0.8%	0.6%
	Don't know	3.8%	6.6%
	% feel safe	**91.2%**	**87.6%**

NEIGHBOURHOOD MANAGEMENT

Q20	**To what extent are you satisfied or dissatisfied with the way the Council is managing your neighbourhood?**	**2013**	**2012**
	Very satisfied	36.6%	38.8%
	Fairly satisfied	50.8%	46.7%
	Neither satisfied nor dissatisfied	4.7%	6.0%
	Fairly dissatisfied	2.0%	2.0%
	Very dissatisfied	0.4%	0.8%
	No opinion	5.5%	5.8%
	% satisfied	**87.4%**	**85.5%**

TRANSPORT

Q21	**Which of the following forms of transport have you used to get around Edinburgh in the last month?**	**2013**	**2012**
	Bus or coach	47.9%	69.3%
	Drive car or van	55.7%	50.6%
	Passenger in car or van	31.9%	41.1%
	Motorcycle, scooter or moped	0.4%	0.3%
	Taxi or minicab	11.6%	19.0%
	Train	4.6%	-
	Bicycle	8.2%	4.7%
	On foot	56.8%	72.3%

Q22 And how many days in the last week have you travelled in this way? (2013)

	1	2	3	4	5	6	7	None
Bus or coach	11.8%	21.2%	21.4%	20.1%	15.9%	2.4%	1.9%	5.4%
Drive car or van	2.0%	5.9%	8.2%	10.5%	14.3%	5.3%	52.9%	0.9%
Passenger in car or van	15.0%	27.9%	19.7%	15.7%	6.5%	1.6%	4.2%	9.4%
Motorcycle, scooter or moped	5.6%	22.2%	27.8%	11.1%	5.6%	0.0%	16.7%	11.1%
Taxi or minicab	27.4%	14.1%	5.8%	1.9%	0.0%	0.3%	0.2%	50.3%
Train	28.9%	17.2%	3.9%	3.9%	2.2%	0.0%	0.4%	43.5%
Bicycle	8.2%	18.3%	21.2%	12.0%	23.8%	5.3%	8.4%	2.9%
On foot	7.8%	26.7%	14.3%	14.6%	8.4%	3.6%	21.0%	3.7%

Q23	As a cyclist, how safe do you feel using the roads in Edinburgh?	2013	2012
	Very safe	15.9%	23.7%
	Fairly safe	53.8%	46.6%
	A bit unsafe	18.8%	19.8%
	Very unsafe	2.2%	3.0%
	Don't know	9.4%	6.9%
	% feel safe	**69.7%**	**70.3%**

PERSONAL FINANCIAL CIRCUMSTANCES

Q24	How has your personal financial situation changed over the last 12 months?	2013	2012
	Much better	0.4%	0.1%
	Better	5.9%	4.7%
	No change	64.3%	75.3%
	Worse	12.7%	13.1%
	Much worse	1.6%	0.9%
	Don't know / prefer not to say	15.1%	6.0%

Q25	How confident are you about your current and future job / career prospects in Edinburgh?	2013	2012
	Very confident	17.7%	8.1%
	Fairly confident	38.5%	46.8%
	Not very confident	8.3%	9.7%
	Not at all confident	3.4%	2.0%
	Not applicable	32.2%	33.4%
	% feeling confident	**56.2%**	**54.9%**

FESTIVALS AND CULTURE

Q26	Have you attended any Festival in Edinburgh in the last two years?	2013	2012
	Yes	64.3%	56.6%
	No	34.9%	42.4%
	Don't know	0.8%	1.0%

Q27	Do you believe the Festivals make Edinburgh a better or worse place to live?	2013	2012
	Better	77.2%	68.3%
	No difference	6.3%	16.8%
	Worse	0.9%	0.3%
	Don't know	15.5%	14.6%

Q28	Outside of the Festivals, have you been to any of the following in Edinburgh in the last year?	2013	2012
	Theatre	29.8%	-
	Live music or concert	34.3%	-
	Museum	18.9%	-
	Art gallery	13.6%	-
	None	41.3%	-

Appendix One – Edinburgh People Survey 2013 and 2012 comparison top lines

THE COUNCIL

Q29 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?

a)	The Council cares about the environment	2013	2012
	% agree	**77.5%**	**83.5%**
	Strongly agree	20.9%	19.5%
	Tend to agree	56.6%	64.0%
	Neither/ nor	8.7%	9.4%
	Tend to disagree	2.0%	1.0%
	Strongly disagree	0.4%	0.1%
	Don't know	11.4%	16.1%

b)	The Council provides protection and support for vulnerable people	2013	2012
	% agree	**58.2%**	**73.0%**
	Strongly agree	15.6%	21.9%
	Tend to agree	42.6%	51.1%
	Neither/ nor	8.2%	9.8%
	Tend to disagree	1.7%	1.0%
	Strongly disagree	0.4%	0.1%
	Don't know	32%	16%

c)	It is easy to find information I want from the Council	2013	2012
	% agree	**72.5%**	**84.2%**
	Strongly agree	23.8%	29.6%
	Tend to agree	48.7%	54.6%
	Neither/ nor	8.4%	8.6%
	Tend to disagree	3.4%	0.8%
	Strongly disagree	0.8%	0.1%
	Don't know	15%	6%

d)	I receive information from the Council in a form that suits me	2013	2012
	% agree	**67.0%**	**79.5%**
	Strongly agree	22.3%	25.4%
	Tend to agree	44.7%	54.1%
	Neither/ nor	12.8%	10.8%
	Tend to disagree	3.7%	1.5%
	Strongly disagree	0.4%	0.1%
	Don't know	16%	8%

e)	The Council keeps me informed about their spending and saving proposals	2013	2012
	% agree	**36.4%**	**44.8%**
	Strongly agree	7.9%	10.5%
	Tend to agree	28.5%	34.3%
	Neither/ nor	17.5%	22.8%
	Tend to disagree	14.4%	11.6%
	Strongly disagree	5.6%	2.0%
	Don't know	26%	19%

f)	The Council takes account of residents views when making decisions	2013	2012
	% agree	**40.4%**	**54.8%**
	Strongly agree	6.6%	10.0%
	Tend to agree	33.8%	44.8%
	Neither/ nor	19.9%	24.6%
	Tend to disagree	9.6%	5.1%
	Strongly disagree	1.9%	0.9%
	Don't know	28%	15%

g)	The Council puts its customers first	2013	2012
	% agree	**37.6%**	**50.5%**
	Strongly agree	5.7%	6.6%
	Tend to agree	31.9%	43.9%
	Neither/ nor	24.0%	27.1%
	Tend to disagree	7.8%	5.2%
	Strongly disagree	1.7%	0.9%
	Don't know	29%	16%

h)	The Council delivers good value for money for its citizens	2013	2012
	% agree	**39.0%**	**60.3%**
	Strongly agree	5.9%	7.4%
	Tend to agree	33.1%	52.9%
	Neither/ nor	22.4%	21.3%
	Tend to disagree	8.8%	5.4%
	Strongly disagree	1.3%	0.8%
	Don't know	29%	12%

i)	The Council displays sound financial management	2013	2012
	% agree	**26.2%**	**39.1%**
	Strongly agree	3.3%	4.0%
	Tend to agree	22.9%	35.1%
	Neither/ nor	23.1%	28.5%
	Tend to disagree	10.6%	5.7%
	Strongly disagree	5.1%	1.6%
	Don't know	35%	25%

CONTACTING THE COUNCIL

Q30	If you wanted to influence a Council decision, which one of these things do you think would be most effective?	2013	2012
	Contacting your local Councillor	21.1%	-
	Contacting a Council officer, manager or service	32.3%	-
	Creating a petition	1.2%	-
	Attending a public meeting	5.2%	-
	Attend a Council / committee meeting	2.1%	-
	Other	0.7%	-
	Don't know	30.2%	-
	Do not feel anything would be effective	7.2%	-

Q31	From this list, please say if you have done any of the following things in the last year	2013	2012
	Visited the Council in person	8.6%	-
	Contacted the Council by telephone	20.5%	-
	Emailed the Council	2.1%	-
	Written to the Council	1.0%	-
	Visited the Council website	2.2%	-
	Other - please specify	0.1%	-
	Don't remember	2.5%	-
	Have not contacted in the last 12 months	72.6%	-

Q32	And which of these contacts was the most recent?	2013	2012
	Visited the Council in person	16.4%	-
	Contacted the Council by telephone	69.1%	-
	Emailed the Council	5.3%	-
	Written to the Council	2.4%	-
	Visited the Council website	5.2%	-
	Other - please specify	0.4%	-
	Don't remember	1.3%	-

Q32	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	2013	2012
	In person at an office	14.7%	-
	In person at a library	0.9%	-
	In person at another location	0.3%	-
	Telephone	71.1%	-
	Email	7.0%	-
	Letter	3.1%	-
	Online using a smart phone	0.3%	-
	Online using a tablet	1.5%	-
	Online in any other way	0.7%	-
	Through social media, such as Twitter or Facebook	0.2%	-
	Other - please specify	0.2%	-

Q33	Still thinking about your most recent contact, to what extent do you agree or disagree with each of these statements?		
a)	**I was well treated**	**2013**	**2012**
	% agree	**92.6%**	**85.8%**
	Strongly agree	41.9%	49.5%
	Tend to agree	50.7%	36.3%
	Neither/ nor	3.2%	3.1%
	Tend to disagree	1.6%	1.5%
	Strongly disagree	0.4%	0.9%
	Don’t know	2.2%	8.7%

b)	My query / issue was resolved	2013	2012
	% agree	**78.3%**	**79.0%**
	Strongly agree	30.8%	47.4%
	Tend to agree	47.5%	31.6%
	Neither/ nor	9.0%	5.8%
	Tend to disagree	7.1%	4.7%
	Strongly disagree	2.4%	1.6%
	Don’t know	3.2%	8.9%

COMMUNICATIONS

Q34	Have you ever used the internet or mobile apps?	2013	2012
	Yes	76.2%	-
	No	23.8%	-

Q35	I'm going to read out a list of things that some people use the internet or their mobile phone for, for each one can you tell me whether this is something you've done in the last year: (Base, those who have used the internet or mobile apps, yes at Q34).	2013	2012
	Used internet banking	76.9%	-
	Bought something over the internet	93.6%	-
	Requested a service from the Council, reported a problem or paid a Council bill on the internet	18.3%	-
	None	3.5%	-

Q36	Looking at this list, please tell me all the ways you usually access the internet at home.	2013	2012
	Dial-up connection	0.6%	0.6%
	Normal broadband connection	67.5%	70.3%
	Superfast broadband connection	22.5%	1.3%
	Mobile device (e.g. smart phone or mobile-enabled tablet PC)	36.6%	13.2%
	Do not access the internet at home	1.6%	23.8%
	Don't know	-	1.0%
	Pilot interview	-	1.0%

Q37	And what ways do you usually access the internet when not at home?	2013	2012
	Mobile device (e.g. smart phone or mobile-enabled tablet PC)	55.7%	-
	At the home of a friend or family member	1.0%	-
	At work	24.3%	-
	At a library in Edinburgh (either WiFi or using a library computer)	6.2%	-
	Through WiFi on public transport	2.7%	-
	At pubs, cafes or internet cafes (either WiFi or using a computer available)	4.7%	-
	Do not access the internet outside of home	29.4%	-

Q38	Were you aware that the Council has neighbourhood specific Facebook pages and Twitter accounts for a range of services?	2013	2012
	Yes	31.0%	14.9%
	No	69.0%	85.1%

Appendix One – Edinburgh People Survey 2013 and 2012 comparison top lines

THE CITY

Q39	Thinking about Edinburgh as a whole, how satisfied or dissatisfied are you with it as a place to live?	2013	2012
	Very satisfied	62.5%	66.0%
	Fairly satisfied	33.0%	31.2%
	Neither satisfied nor dissatisfied	2.2%	1.4%
	Fairly dissatisfied	0.8%	0.3%
	Very dissatisfied	0.2%	0.1%
	No opinion	1.4%	1.0%
	% satisfied	**95.5%**	**97.2%**

Q40	To what extent are you satisfied or dissatisfied with the way the Council is managing the city?	2013	2012
	Very satisfied	31.2%	31.9%
	Fairly satisfied	42.7%	40.2%
	Neither satisfied nor dissatisfied	9.3%	10.5%
	Fairly dissatisfied	7.9%	5.0%
	Very dissatisfied	1.4%	2.2%
	No opinion	7.4%	10.1%
	% satisfied	**73.9%**	**72.1%**

Q41	Why do you say this?	2013	2012
	Trams	15.9%	17.7%
	General Mismanagement/poor use of funds/high council tax	6.0%	4.8%
	Roads and pavements	6.4%	4.2%
	General transport issues	0.8%	1.1%
	Environmental issues/Street cleaning	2.1%	0.4%
	Refuse collection/ recycling	1.9%	0.5%
	Housing	1.1%	0.4%
	School condition/closures/ class size	0.4%	0.1%
	Poor consultation and communication	0.4%	0.1%
	Parking	0.5%	0.7%
	Other	6.6%	4.2%
	Nice place to live/good place to live/good city	8.5%	21.0%
	Everything seems to run well/ well managed/ do their best/good job	16.2%	11.7%
	Never had any problems/no issues/no complaints/ ok	23.9%	17.5%
	Always upgrading city/good improvements	1.0%	1.4%
	Happy with services/good services	6.3%	9.6%
	Don't know/no opinion	14.5%	17.4%
	Always room for improvement	3.2%	0.2%

Edinburgh People's Survey 2013

Technical Report

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1. OVERVIEW

1.1 Introduction and Background

This report summarises the technical aspects of City of Edinburgh Council's Edinburgh People's Survey which was carried out during the autumn of 2013.

The autumn 2013 Edinburgh People Survey (EPS) was the seventh such survey to be carried out. Initially known as the Annual Neighbourhood Survey, the first survey was carried out in 2007 and, year on year, the survey methodology has been refined and the questionnaire augmented to ensure that the City of Edinburgh Council understands citizen satisfaction with quality of life and services in the City. The EPS is now embedded in the Council's local and strategic service planning and decision making and is a key part of the Council's commitment to engage and consult with its customers.

The core requirement of the survey was the delivery of 5,000 completed interviews with a representative sample of Edinburgh residents, providing good coverage of postcodes across the City.

1.2 Methodology

The survey was undertaken utilising a hybrid face to face survey methodology, comprising face to face interviews undertaken across the city at specified locations and also door to door interviews in order to ensure that coverage across the City was achieved both in terms of geography and demographics.

2. QUESTIONNAIRE DESIGN AND PILOTING

2.1 Questionnaire Design

The mix of questions in the EPS varies slightly from year to year, reflecting the needs of the Council. The 2012 questionnaire was therefore amended in line with current requirements. There are a number of key indicators which have been monitored year on year and have been consistent in questionnaire design. These are:

- Satisfaction with the quality of Council services and neighbourhood services/ issues;
- Satisfaction with the way the Council is managing neighbourhoods and the city;
- Communications and contact with the Council;
- Perceptions of quality of life; and
- Priorities for improvement and value for money.

Once an initial draft questionnaire was agreed internally within the Council, Research Resource piloted the questionnaire to ensure that it worked well in an operational sense.

2.2 Pilot Survey

A total of 20 interviews were carried out to pilot the 2013 EPS questionnaire. These were carried out at Scotmid in Corstorphine. The pilot took place on the 16th September 2012.

The key issue raised in the pilot was the length of the survey which was taking a minimum of 15 minutes to complete with almost half of pilot interviews taking 20 minutes to complete. this was outwith the desired 10 to 15 minute interview as had been the case previously with the EPS and ANS. This was perceived to be too long for an in street interveiw and it was felt that the reaction of respondents to the survey was negative in relation to the length. A key recommendation of the pilot was therefore to shorten the questionnaire.

A number of other recommendations were made on changes to the questionnaire, the majority of which were operational and related to a requirement for further routing in the questionnaire and the addition of 'none' or 'don't know' categories at a couple of questions. The Council then made amendments to the questionnaire in light of this feedback and also reduced the length of the survey by removing some questions.

The final version of the questionnaire is available in Appendix 1.

3. INTERVIEWING AND QUALITY CONTROL

In advance of interviewing, all interviewers received a full and detailed briefing on the project. This briefing ensured that interviewers understood the purpose of the exercise and were fully aware of the requirements of the questionnaire. Interviewers were briefed on the 24th September. A total of 16 interviewers were employed on this project.

All interviewing and quality control was carried out in line with our ISO20252 accreditation and the Market Research Society Code of Conduct.

The following outlines the key elements relating to our processes:

- **Training and experience**: All interviewers were fully trained and experienced in delivery of similar projects, and the majority had worked on 4 previous EPS surveys.
- **Authentication: A**ll interviewers carried photographic Market Research Society identification. The Council was provided with a full list of interviewer names and identification numbers in order that if there are any concerns regarding security, the Council could quickly check the validity of any individual about whom queries are raised.
- **Interviewing process:** individual interviewers carried out the following procedures:
  - showed their ID card,
  - explained who had commissioned the survey and its purpose,
  - showed residents a letter of authentication from the Council,
  - stressed the confidentiality of the interview,
  - advised that the interview would be conducted in accordance with the Code of Conduct of the Market Research Society,
  - gave an estimate of how long the interview was likely to last,
- **Closing the interview:** Following an interview, each respondent was given a ‘thank you’ card. This card gave details of how to contact the MRS and Research Resource. This would allow respondents to raise any queries that they may have after conclusion of the interview and provide validation of the process.
- **Validation**: 10% or each interviewer’s work was back checked, to ensure that the interview was carried out in full and in the manner expected. Key questions were also asked in order to validate the demographic information collected. An issue was raised with one particular interviewers responses to the survey question on locality, where one interviewer was identified as having recorded more ‘none’ responses than others. This interviewer’s work was validated to a higher level than others in order to ensure that all surveys had been carried out in the appropriate manner and to validate the response to this particular question. 88% of this interviewers work was subsequently validated and gaps in the data filled, where possible.

4. SAMPLE SIZE AND ACHIEVING A REPRESENTATIVE SAMPLE

Targets were set for interviewing achievement to ensure the achievement of data accurate to +/-5% at Neighbourhood Partnership area level. This equated to a total of 5,000 interviews, split across 17 wards.

Within this there were a number of points to note:

- Quotas were set at ward level across the city, to achieve data accurate to +/-5% (based upon a 50% estimate at the 95% level of confidence) at neighbourhood partnership level.
- To ensure sufficient coverage across areas, at least three survey locations were selected per ward or six per neighbourhood partnership, whichever was greater. Where this did not provide sufficient geographical or demographic coverage, door to door interviewing was utilised.
- At ward level interlocking quotas on the basis of age and gender, to represent the demographic profile of that ward were set.
- The city wide sample was to be representative of the housing and employment status of the city.
- The city wide sample was to achieve at least 10% and no more than 15% of interviews with respondents from ethnic minority backgrounds.

The Almond Neighbourhood Partnership Area was the largest geographically and covered a number of different, and very separate, communities. As such, it was proposed to increase the number of interviews in the Almond area to 600, spread across the six neighbourhoods of Almond in a way which reflects the population of those areas (25 at Ratho Station, 25 at Newbridge, 100 at Davidson Mains, 100 at Barnton and Crammond, 100 at Kirkliston, 250 at South Queensferry).

At the Council level, the proposed sample size of 5,000 would provide data accurate to $\pm$1.38%. The table overleaf shows the target sample size, per ward and neighbourhood partnership area along with 2011 Population Estimates[3].

[3] http://www.sns.gov.uk/

Neighbourhood Partnership Area	NP Population	Sample Size (Accuracy)	Ward	Ward Population	Sample Size (Accuracy)
Almond	20,636	600 (±3.94%)	Almond	20,636	600 (±3.94%)
Western Edinburgh	38,045	400 (±5%)	Drum Brae/ Gyle	19,679	200 (±7%)
			Corstorphine/ Murrayfield	18,366	200 (±7%)
Pentlands	40,248	400 (±5%)	Pentland Hills	18,916	200 (±7%)
			Collinton/ Fairmilehead	21,332	200 (±7%)
South West	57,295	400 (±5%)	Sighthill/ Gorgie	33,873	200 (±7%)
			Foutnainbridge/ Craiglockhart	23,422	200 (±7%)
South Central	66,106	400 (±5%)	Meadows/ Morningside	33,606	200 (±7%)
			Southside/ Newington	32,500	200 (±7%)
Liberton/Gilmerton	27,200	400 (±5%)	Liberton/ Gilmerton	27,200	400 (±5%)
Portobello/ Craigmillar	20,242	400 (±5%)	Portobello/ Craigmillar	20,242	400 (±5%)
Craigentinny/ Duddingston	21,501	400 (±5%)	Craigentinny/ Duddingston	21,501	400 (±5%)
City Centre	23,896	400 (±5%)	City Centre	23,896	400 (±5%)
Forth	26,029	400 (±5%)	Forth	26,029	400 (±5%)
Leith	52,288	400 (±5%)	Leith	22,103	200 (±7%)
			Leith Walk	30,185	200 (±7%)
Inverleith	28,214	400 (±5%)	Inverleith	28,214	400 (±5%)
Total	**421,700**	**5,000 (±1.38%)**		**421,700**	**5,000 (±1.38%)**

5. FIELDWORK OUTCOMES

A total of 5,058 interviews were achieved with residents of City of Edinburgh Council. Interviewing took place between 24th September and the 25th November. Interviewing was undertaken at a total of 75 interviewing locations across Edinburgh.

At a mid point in survey fieldwork, a full list of postcodes within which interviews had been achieved to date was provided to the Council. Utilising this data, GIS mapping was undertaken to allow an understanding to be developed of the geographical areas where coverage had been achieved. Following this, fieldwork was refocused in a small number of geographical areas in order to ensure that sufficient coverage was achieved across the full geography of the City. This resulted in more focused targeting of some geographical areas and a greater proportion of door to door interviews being achieved.

A full list of these locations, the number of interviews achieved at each location is provided in Appendix 2.

This level of achievement for resident interviews provides data accurate to ±1.38%, based upon the 95% level of confidence at the 50% estimate.

In terms of the desired achievement of providing data accurate to ±5% at Neighbourhood Partnership level, this was also achieved, with the number of interviews achieved at Neighbourhood Partnership level being in excess of ±5% in all cases, as can be seen in the table overleaf.

The data is also capable of allowing a picture within each Ward, with the greatest level of accuracy being ±3.9% in Almond ward and the lowest level of accuracy being ±6.9%

The table overleaf illustrates the achieved sample sizes by ward and neighbourhood partnership area and also the level of accuracy associated with the achieved sample sizes.

Neighbourhood Partnership Area	NP Population	Sample Size (Accuracy +/-)	Ward	Ward Population	Sample Size (Accuracy +/-)
Almond	20,636	604 (3.9%)	**Almond**	20,636	**604 (3.9%)**
Western Edinburgh	38,045	425 (4.7%)	**Drum Brae/ Gyle**	19,679	**220 (6.6%)**
			Corstorphine/ Murrayfield	18,366	**205 (6.8%)**
Pentlands	40,248	406 (4.8%)	**Pentland Hills**	18,916	**206 (6.8%)**
			Collinton/ Fairmilehead	21,332	**200 (6.9%)**
South West	57,295	407 (4.8%)	**Sighthill/ Gorgie**	33,873	**206 (6.8%)**
			Foutnainbridge/ Craiglockhart	23,422	**201 (6.9%)**
South Central	66,106	400 (4.9%)	**Meadows/ Morningside**	33,606	**201 (6.9%)**
			Southside/ Newington	32,500	**199 (6.9%)**
Liberton/Gilmerton	27,200	397 (4.9%)	**Liberton/ Gilmerton**	27,200	**397 (4.9%)**
Portobello/ Craigmillar	20,242	400 (4.9%)	**Portobello/ Craigmillar**	20,242	**400 (4.9%)**
Craigentinny/ Duddingston	21,501	398 (4.9%)	**Craigentinny/ Duddingston**	21,501	**398 (4.9%)**
City Centre	23,896	404 (4.8%)	**City Centre**	23,896	**404 (4.8%)**
Forth	26,029	406 (4.8%)	**Forth**	26,029	**406 (4.8%)**
Leith	52,288	411(4.8%)	**Leith**	22,103	**200 (6.9%)**
			Leith Walk	30,185	**211 (6.7%)**
Inverleith	28,214	400 (4.9%)	**Inverleith**	28,214	**400 (4.9%)**
Total	**421,700**	**5058 (1.37%)**		**421,700**	**5058 (1.37%)**

Thereafter, quotas for survey achievement were set which will ensure that there was representation at Ward level in terms of age and gender. The following tables illustrate the target quotas for the survey which were based upon the proportion of residents (based upon 2011 GROS mid-year population estimates) within each Ward which fall within age and gender categories, then details the proportion achieved through the survey and finally the difference between the two figures. As shown, whilst there is some small variation in achievement based upon population projections, the difference is marginal.

Target Quotas

Multi Member Ward	Male 16-24	Male 25-44	Male 45-64	Male 65+	Female 16-24	Female 25-44	Female 45-64	Female 65+	% of total interviews
Almond	6%	14%	17%	10%	5%	15%	19%	13%	12%
City Centre	11%	25%	10%	4%	14%	23%	9%	5%	8%
Colinton / Fairmilehead	8%	15%	17%	9%	6%	15%	19%	12%	4%
Corstorphine / Murrayfield	5%	15%	16%	10%	6%	16%	17%	15%	4%
Craigentinny / Duddingston	6%	17%	15%	9%	6%	18%	16%	13%	8%
Drum Brae / Gyle	7%	15%	16%	9%	6%	16%	18%	13%	4%
Forth	7%	19%	14%	7%	7%	21%	16%	9%	8%
Fountainbridge / Craiglockhart	10%	25%	10%	5%	10%	22%	11%	7%	4%
Inverleith	6%	19%	14%	8%	6%	21%	15%	11%	8%
Leith	6%	26%	12%	5%	7%	26%	12%	6%	4%
Leith Walk	5%	29%	10%	4%	7%	29%	9%	6%	4%
Liberton / Gilmerton	7%	15%	15%	9%	7%	17%	18%	12%	8%
Meadows / Morningside	10%	22%	11%	5%	13%	21%	11%	8%	4%
Pentland Hills	10%	13%	17%	9%	9%	15%	18%	11%	4%
Portobello / Craigmillar	7%	15%	15%	8%	7%	18%	18%	11%	8%
Sighthill / Gorgie	8%	26%	12%	6%	8%	22%	11%	8%	4%
Southside / Newington	13%	19%	10%	6%	15%	17%	11%	9%	4%
Total	8%	20%	13%	7%	8%	20%	14%	10%	100%

Achieved Quotas	Achieved Quotas									Difference between achieved quotas and target quotas									
	Male				Female				% of total	Male				Female				% of total
Multi Member Ward	16-24	25-44	45-64	65+	16-24	25-44	45-64	65+		16-24	25-44	45-64	65+	16-24	25-44	45-64	65+	
Almond	6%	13%	17%	10%	5%	17%	19%	13%	12%	0%	0%	0%	0%	0%	2%	0%	0%	0%
City Centre	10%	24%	11%	6%	13%	24%	8%	4%	8%	0%	-1%	1%	2%	0%	0%	-1%	-1%	0%
Colinton / Fairmilehead	6%	16%	17%	10%	7%	16%	19%	12%	4%	-3%	0%	0%	1%	1%	1%	0%	0%	0%
Corstorphine / Murrayfield	5%	15%	16%	9%	4%	17%	20%	15%	4%	0%	0%	0%	0%	-2%	1%	2%	0%	0%
Craigentinny / Duddingston	6%	17%	14%	10%	6%	17%	16%	14%	8%	-1%	0%	0%	0%	0%	-1%	0%	1%	0%
Drum Brae / Gyle	5%	14%	13%	10%	5%	20%	19%	14%	4%	-2%	-1%	-3%	0%	-1%	4%	1%	1%	0%
Forth	7%	18%	15%	6%	7%	21%	16%	10%	8%	0%	-1%	0%	-1%	0%	1%	0%	0%	0%
Fountainbridge / Craiglockhart	10%	24%	11%	4%	8%	25%	9%	8%	4%	0%	-1%	1%	-1%	-2%	3%	-2%	1%	0%
Inverleith	5%	20%	14%	8%	7%	21%	15%	12%	8%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Leith	6%	26%	12%	6%	7%	23%	15%	7%	4%	0%	0%	-1%	1%	0%	-3%	3%	0%	0%
Leith Walk	4%	32%	9%	5%	7%	29%	9%	4%	4%	-1%	3%	0%	0%	0%	0%	0%	-2%	0%
Liberton / Gilmerton	8%	15%	15%	9%	7%	17%	18%	12%	8%	1%	0%	0%	0%	0%	-1%	0%	-1%	0%
Meadows / Morningside	12%	22%	10%	5%	13%	17%	11%	8%	4%	2%	0%	0%	0%	0%	-3%	0%	1%	0%
Pentland Hills	10%	14%	17%	8%	10%	13%	17%	12%	4%	0%	1%	0%	-1%	1%	-1%	-1%	0%	0%
Portobello / Craigmillar	8%	14%	16%	8%	7%	19%	18%	11%	8%	0%	-1%	0%	0%	0%	1%	0%	0%	0%
Sighthill / Gorgie	8%	25%	10%	7%	8%	21%	13%	8%	4%	0%	0%	-1%	1%	0%	-1%	2%	0%	0%
Southside / Newington	11%	22%	11%	6%	14%	18%	12%	8%	4%	-2%	2%	0%	0%	-2%	0%	1%	-1%	0%
Total	**7%**	**19%**	**14%**	**8%**	**8%**	**20%**	**15%**	**10%**	**100%**	**-1%**	**-1%**	**1%**	**1%**	**-1%**	**0%**	**1%**	**1%**	**0%**

Tenure Profile

Analysis of previous EPS data indicates that tenure is a significant influence on resident perception of the Council. As such, it was perceived to be critical to ensure that the tenure profile of interviews was representative of the overall tenure profile of Edinburgh residents. Whilst the target was set at the overall city wide level, in order that this could be practically managed through fieldwork, loose targets were set for interviewers in relation to the tenure profile at Ward level. These were set on the basis of CEC Tenure Profile Estimates in relation to CEC tenants, RSL tenants, Private rented sector (which also includes student and 'other' accommodation) and owner occupation. The table below illustrates the difference between CEC Tenure Profile estimates and the profile of achieved interviews. As shown, there is little difference between the two at the overall City level.

	Target					Achieved					Difference				
Multi Member Wards	No of interviews	% CEC Tenants	% RSL	% PRS	% Owners	No of interviews	% CEC Tenants	% RSL	% PRS	% Owners	Total	% CEC Tenants	% RSL	% PRS	% Owners
Almond	600	5%	2%	7%	87%	604	6%	2%	6%	86%	4	1%	0%	0%	0%
City Centre	400	2%	10%	39%	49%	404	2%	9%	39%	50%	4	0%	-1%	0%	1%
Colinton/ Fairmilehead	200	6%	3%	7%	85%	200	7%	2%	6%	85%	0	1%	-1%	-1%	0%
Corstorphine/ Murrayfield	200	2%	2%	12%	84%	205	2%	2%	12%	84%	5	0%	0%	0%	0%
Craigentinny/ Duddingston	400	14%	3%	12%	71%	398	14%	3%	12%	71%	-2	0%	0%	0%	0%
Drum Brae/ Gyle	200	7%	5%	8%	81%	220	4%	3%	11%	83%	20	-3%	-2%	3%	2%
Forth	400	26%	9%	12%	54%	406	26%	9%	12%	53%	6	0%	1%	0%	-1%
Fountainbridge/ Craiglockhart	200	3%	8%	23%	67%	201	3%	7%	30%	60%	1	0%	-1%	7%	-7%
Inverleith	400	4%	3%	20%	74%	400	4%	3%	20%	73%	0	0%	0%	1%	-1%
Leith	200	12%	11%	22%	56%	200	15%	11%	24%	51%	0	4%	-1%	2%	-5%
Leith Walk	200	2%	10%	30%	59%	211	9%	9%	26%	56%	11	7%	0%	-3%	-3%
Liberton/ Gilmerton	400	21%	7%	7%	66%	397	20%	7%	7%	66%	-3	-1%	0%	1%	0%

Meadows/ Morningside	200	1%	3%	31%	66%	201	0%	3%	31%	66%	1	-1%	0%	0%	0%
Pentland Hills	200	10%	8%	5%	78%	206	7%	7%	7%	79%	6	-3%	0%	2%	1%
Portobello/ Craigmillar	400	20%	14%	7%	59%	400	19%	15%	7%	59%	0	-1%	0%	0%	0%
Sighthill/ Gorgie	200	23%	9%	20%	50%	206	24%	9%	19%	49%	6	1%	0%	-1%	-1%
Southside/ Newington	200	6%	6%	21%	68%	199	7%	6%	21%	66%	-1	1%	0%	1%	-1%
Total	**5000**	**10%**	**6%**	**16%**	**68%**	**5058**	**11%**	**6%**	**16%**	**67%**	**58**	0%	0%	0%	-1%

Ethnicity

With regard to ethnic origin, the desire was to ensure that a minimum analysable sub group of between 10% and 15% of the survey sample was of non-white British ethnic origin in order that this group could be analysed with some degree of confidence.

A total of 588 non-white British were interviewed in the survey, representing 12% of our sample. This is in line with the population projections currently held by the Council and can be analysed with ±4% accuracy levels, based upon the 95% level of confidence and a 50% estimate.

Again, targets relating to ethnicity were set for interviewers on a Ward by Ward basis, representative of the profile of ethnics in each area. Unfortunately, there was no up to date data available relating to the ethnic profile at this level, however, the ethnic origin of secondary school pupils in each area was used as a proxy calculation as this is a good indicator of areas where there is a greater prevalence of non-white British residents. In light of the lack of up to date information on the ethnic profile of Edinburgh residents, interviewers were afforded flexibility in this. The table below illustrates the estimated target and achieved profiles.

Multi Member Wards	Target interviews	% non white ethnicity[4]	Target non white ethnic interviews	Achieved interviews	No of Interviews non white ethnic interviews	% non white ethnic interviews
Almond	600	3%	18	604	19	3%
City Centre	400	19%	76	404	84	21%
Colinton/ Fairmilehead	200	11%	22	200	19	10%
Corstorphine/ Murrayfield	200	11%	22	205	20	10%
Craigentinny/ Duddingston	400	14%	56	398	50	13%
Drum Brae/Gyle	200	11%	22	220	15	7%
Forth	400	8%	32	406	31	8%
Fountainbridge/ Craiglockhart	200	9%	18	201	37	18%
Inverleith	400	16%	64	400	67	17%
Leith	200	20%	40	200	30	15%
Leith Walk	200	20%	40	211	38	18%
Liberton/Gilmerton	400	11%	44	397	45	11%
Meadows/ Morningside	200	19%	38	201	34	17%
Pentland Hills	200	8%	16	206	15	7%
Portobello/ Craigmillar	400	7%	28	400	31	8%
Sighthill/ Gorgie	200	9%	18	206	16	8%
Southside/ Newington	200	19%	38	199	37	19%
Total	**5000**	**12%**	**592**	**5058**	**588**	**12%**

[4] based upon mean estimates for sec pupils in NP areas (2009)

6. UNDERSTANDING SAMPLING ERRORS

The level of accuracy associated with the data is also referred to the sampling error. This is the plus-or-minus figure reported in association with the sample size. For example, our target was to achieve data accurate to ±5%, which means that we can be 'sure' that if 50% of our survey respondents had answered in a certain way then we could be 95% sure that the true percentage if every single Edinburgh resident had been asked would be between 45% (50 – 5) and 55% (50 + 5).

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers, as we have done with this survey, use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between 45% and 55%.

The other factor that affects the level of accuracy is the percentage of your sample that picks a particular answer. If 99% of your sample said "Yes" and 1% said "No," the chances of error are remote, irrespective of sample size. However, if the percentages are 51% and 49% the chances of error are much greater. The sampling error estimates that we have used are based upon the worst case percentage of 50%.

7. DATA PREPARATION AND ENTRY

Research Resource undertook all data preparation and processing in-house. 100% of questionnaires were edited and checked for completion before data entry takes place.

10% of each data entry person's work was checked for quality control purposes. This is done by undertaking 'double data entry'. Where any problems are highlighted, 100% of that data entry person's work will be checked.

NUMBER OF INTERVIEWS PER LOCATION

Row Labels	Count of S1
Almond	**604**
Craigleith Retail Park	2
Davidson Mains - Main Street	12
Door to Door - Almond	63
Drumbrae Library	6
Main Street - Davidson Mains	8
Pennywell shops	9
Pilton shops	3
Rannoch Centre	1
Sainsburys Craigleith	5
Scotmid - Barnton	59
Scotmid - Boswell Parkway	5
Scotmid - Crewe Road North	4
Scotmid - Granton Road	1
Scotmid - Hamilton Road	1
Scotmid - Kirkliston	83
Scotmid - Newbridge	13
Scotmid - Rannoch Terrace	5
Scotmid - Restalrig Road South	1
Scotmid - Scotstoun Grove	88
Scotmid - South Queensferry	96
Scotmid - The Loan South Queensferry	41
Tesco - Crammond	98
City Centre	**404**
City Centre Haymarket	2
Door to Door - City Centre	385
Easter Road	1
Ferry Road	7
Leith Walk Post Office	4
Sainsburys Craigleith	1
Scotmid - Leith Walk	1
Scotmid - Lindsay Road	2
Waitrose - Morningside Road	1
Colinton / Fairmilehead	**200**
Buckstone Terrace shops	23
Colinton library	2
Colinton shops	2
Door to Door - Colinton/ Fairmilehead	88
Oxgang shops	51
Scotmid - Balerno	2
Scotmid - Oxgangs Road North	27
Waitrose - Morningside Road	5

Corstorphine/ Murrayfield	**205**
Corstorphine library	33
Corstorphine Post Office	23
Craigleith Retail Park	1
Craigmillar Library	1
Door to Door - Corstorphine/ Murrayfield	103
Drumbrae Leisure Centre	1
Rannoch Centre	9
Scotmid - Rannoch Terrace	5
Scotmid - Saughton Road North	17
Scotmid - St John's Road	12

Craigentinny / Duddingston	**398**
Craigentinny Post Office	50
Craigmillar Library	3
Door to Door - Craigentinny/Duddingston	121
Duddingston shops	63
Leith Walk Post Office	1
Parsons Green	50
Scotmid - Restalrig Road	13
Scotmid - Restalrig Road South	97

Drumbrae/ Gyle	**220**
Corstorphine Post Office	2
Craigleith Retail Park	1
Craigmillar shops	4
Door to Door - Drumbrae / Gyle	2
Drumbrae Leisure Centre	21
Drumbrae Library	37
Farmfoods Ferry Road	1
Rannoch Centre	63
Scotmid - Barnton	1
Scotmid - Rannoch Terrace	80
Scotmid - Restalrig Road South	8

Forth	**406**
Craigleith Retail Park	2
Davidson Mains - Main Street	6
Door to Door - Forth	18
Door to Door - Granton	26
Door to Door - Newhaven	25
Door to Door - Pilton	39
Door to Door - Trinity	43
Farmfoods Ferry Road	18
Ferry Road	3
Main Street - Davidson Mains	1
Pennywell shops	55
Pilton shops	65
Rannoch Centre	1
Royston shops	35
Sainsburys Craigleith	6
Scotmid - Boswell Parkway	27
Scotmid - Crewe Road North	25
Scotmid - Granton Road	4
Scotmid - Pilton	2
Scotmid - Rannoch Terrace	4
Tesco - Crammond	1

Fountainbridge / Craiglockhart	**201**
Door to Door - Craiglockhart	19
Door to Door - Fountainbridge / Craiglockhart	49
Door to Door - Slateford	25
Fountainbridge library	47
Morningside Road Waitrose	1
Portobello library	1
Scotmid - Polwarth Gardens	36
Slateford Road shops	20
Waitrose - Morningside Road	3

Inverleith	**400**
Craigleith Retail Park	82
Craigmillar shops	2
Door to door - Blackhall	25
Door to Door - City Centre	1
Door to Door - Drylaw	55
Door to Door - Inverleith	157
Drumbrae Library	1
Farmfoods Ferry Road	17
Pilton shops	2
Sainsburys Craigleith	12
Scotmid - Crewe Road North	1
Scotmid - Hamilton Place	19
Scotmid - Raeburn Place	25
Scotmid - Restalrig Road South	1

Leith	**200**
Craigmillar shops	2
Door to Door - Leith	30
Duddingston shops	1
Easter Road	8
Ferry Road	72
Leith shops	13
Leith Walk Post Office	17
Lidl - Calder Road	1
Ocean Terminal	10
Scotmid - Lindsay Road	38
Scotmid - Restalrig Road	2
Scotmid - Restalrig Road South	6

Leith Walk	**211**
Corstorphine Post Office	1
Craigmillar Library	1
Door to Door - Leith Walk	30
Easter Road	51
Ferry Road	13
Leith shops	1
Leith Walk Post Office	54
Ocean Terminal	2
Scotmid - Leith Walk	52
Scotmid - Lindsay Road	5
Scotmid - Nicholson Street	1

Liberton / Gilmerton	397
Craigmillar Library	3
Craigmillar shops	2
Door to Door - Liberton/ Gilmerton	263
Fountainbridge library	5
Moredun Library, Moredun Park Road	16
Morrisons, Gilmerton Road	107
Scotmid - Moredurn	1

Meadows / Morningside	201
Craigleith Retail Park	1
Door to Door - Meadows / Morningside	67
Ferry Road	1
Minto Street	4
Morningside Road Waitrose	63
Scotmid - Nicholson Street	5
Scotmid - South Queensferry	1
Scotmid - Warrander Park	12
Waitrose - Morningside Road	47

Pentland Hills	206
Corstorphine Post Office	1
Door to Door - Pentland Hills	105
Lidl - Calder Road	1
Scotmid - Balerno	93
Scotmid - Gorgie Road	1
Scotmid - Newbridge	5

Portobello / Craigmillar	400
Craigmillar Library	109
Craigmillar shops	51
Door to Door - Portobello / Craigmillar	21
Minto Street	1
N M R Londis	50
Portobello High Street	73
Scotmid - Bath Street	40
Scotmid - Duddingston Park South	50
Scotmid – Portobello	5

Sighthill/ Gorgie	**206**
Corstorphine Post Office	7
Door to Door - Sighthill/ Gorgie	169
Lidl - Calder Road	3
Lidl - Dalry Road	8
Scotmid - Calder Road	7
Scotmid - Gorgie Road	4
Scotmid - Kingsknowe Road North	1
Scotmid - Morningside	7
Southside / Newington	**199**
Corstorphine Post Office	8
Craigmillar shops	4
Door to Door - Prestonfield	12
Door to Door - Southside / Newington	62
Mayfield Road	25
Minto Street	40
Sainsburys Craigleith	1
Scotmid - Nicholson Street	38
Scotmid - Warrander Park	9
Grand Total	**5058**