

**QUESTION NO 15**

**By Councillor Rust for answer by the  
Convener of the Transport and  
Environment Committee at a meeting  
of the Council on 11 March 2021**

**Question** (1) Given the strategic importance of the ETRO/SFP retention survey and the scale of the number of schemes it relates to (around 120) which means the outcome will shape decision making impacting nearly everyone in Edinburgh directly or indirectly, what pre-testing of the survey was carried out and what was the scale and profile of the test sample?

**Answer** (1)

**Question** (2) Specifically, what was the methodology used to ensure bias was removed and questions were structured to support ease of comprehension across residents and businesses

**Answer** (2)

**Question** (3) How was sampling for this pre-testing undertaken for all resident groups in Edinburgh according to age, location, mobility, socio-economic group, road user groups etc?

**Answer** (3)

**Question** (4) How was the sampling for pre-testing of the business survey undertaken e.g. by business sector, size etc?

**Answer** (4)

**Question** (5) Who carried out this pre-testing and how was it reported?

**Answer** (5)