



# **City of Edinburgh Council Spaces for People Market Research**

# Methodology

- Online self-completion survey of Edinburgh residents
  - Questionnaire adapted from CEC Spaces for People consultation
  - Survey programmed and hosted by Jump Research
  - Survey link distributed by online panel providers
  - Full dataset achieved – with all respondents required to give an answer to each question (except those asking for open comments)
- Fieldwork conducted between 4<sup>th</sup> and 15<sup>th</sup> March 2021
- Final sample size: n=583
  - Delivers a dataset with a margin of error of between  $\pm 1.14\%$  and  $\pm 4.06\%$  at the 95% confidence limit
- Data weighted by age and gender to match Edinburgh People Survey 2019 profile
- Responses received from all postcode areas within Edinburgh city boundaries
- Research conducted in accordance with Market Research Society Code of Conduct

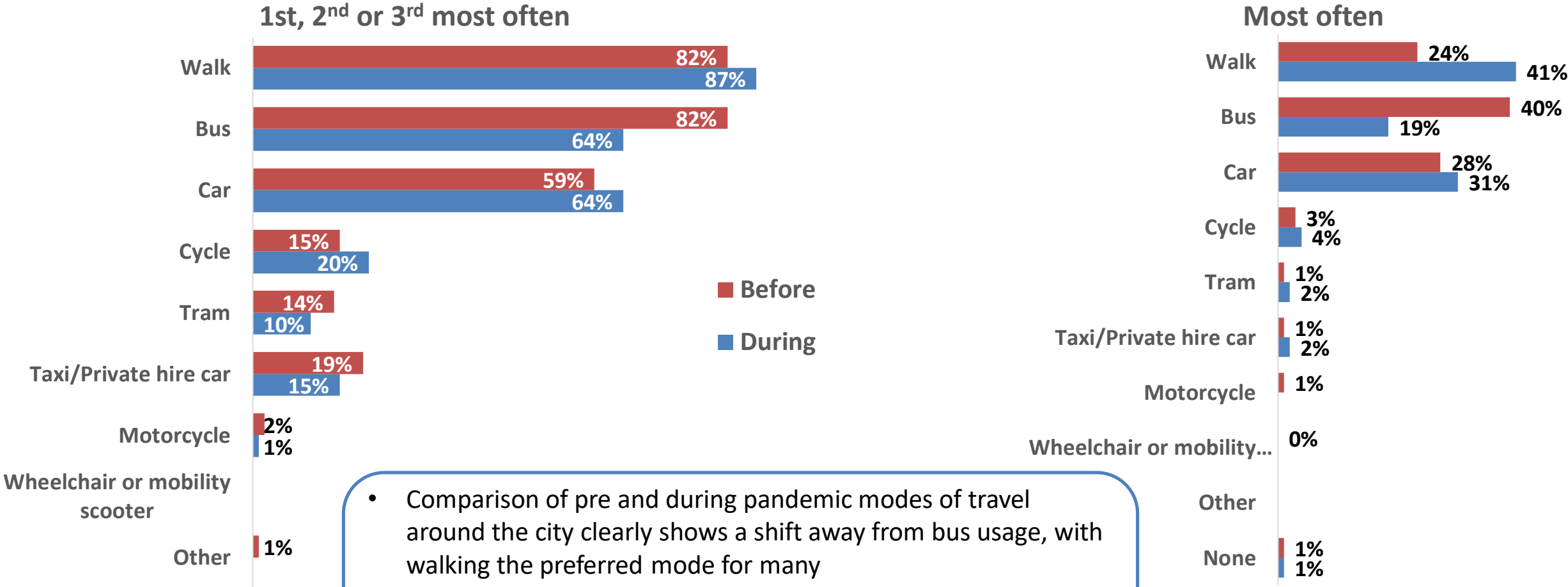
# Sampling

- Sample was provided by working with two online panel partners: Dynata and Panelbase – both members of Market Research Society and ESOMAR, who run panels exclusively for research purposes.
- Each has a sizeable panel of members of the public who have agreed to complete research surveys in exchange for a small financial reward.
- Panel members are recruited using a variety of methods – including in-street interviewing, direct email invitations, online marketing channels across a diverse range of websites, online affiliate partners and networks
- Sample selection for surveys is driven by the profile requirements of each individual survey – in this case, sample was selected based on specific EH postcodes
  - Systems automatically extract at random the panel members who meet all profiling requirements.
  - This process is subjected to quality assurance checks in order to verify that the correct sampling requirements and expectations are met before engaging in the mass deployment of survey invitations.
- Where sample is drawn from different sources, as in this project, the panel companies use third-party digital fingerprint technology to prevent duplication.
- Response rates are monitored daily and additional invitations sent if required.

# Key Observations

- The Covid-19 pandemic changed the way residents currently move around Edinburgh
  - Shift away from using buses as the main mode of transport
  - Increase in cycling and car usage
  - Walking became the most often used mode of transport
- Most Edinburgh residents were familiar with the different types of Spaces for People schemes in place across the city
  - Particularly those in the city centre and on key major thoroughfares
- Levels of support were higher than levels of opposition for all types of existing Spaces for People scheme
  - Those familiar with each type of scheme were more positive towards retention than those unfamiliar with the schemes
- Key benefits were identified as making active travel safer for children and parents, and improving spaces for pedestrians
- The main perceived disadvantages related to increased traffic and congestion
- Amongst those familiar with individual schemes, support for retention outweighed calls for removal in the majority of cases
  - Numbers familiar with individual school schemes were too low to draw any firm conclusions
- In terms of new / recently installed measures, views were fairly evenly split, with a high proportion unsure
  - perhaps not surprising given the likely lack of familiarity with the detail of these measures
    - However, in each area between 3 and 4 in 10 did not want to see any of the new measures removed post pandemic; whilst between 2 and 3 in 10 did not want to see any retained.

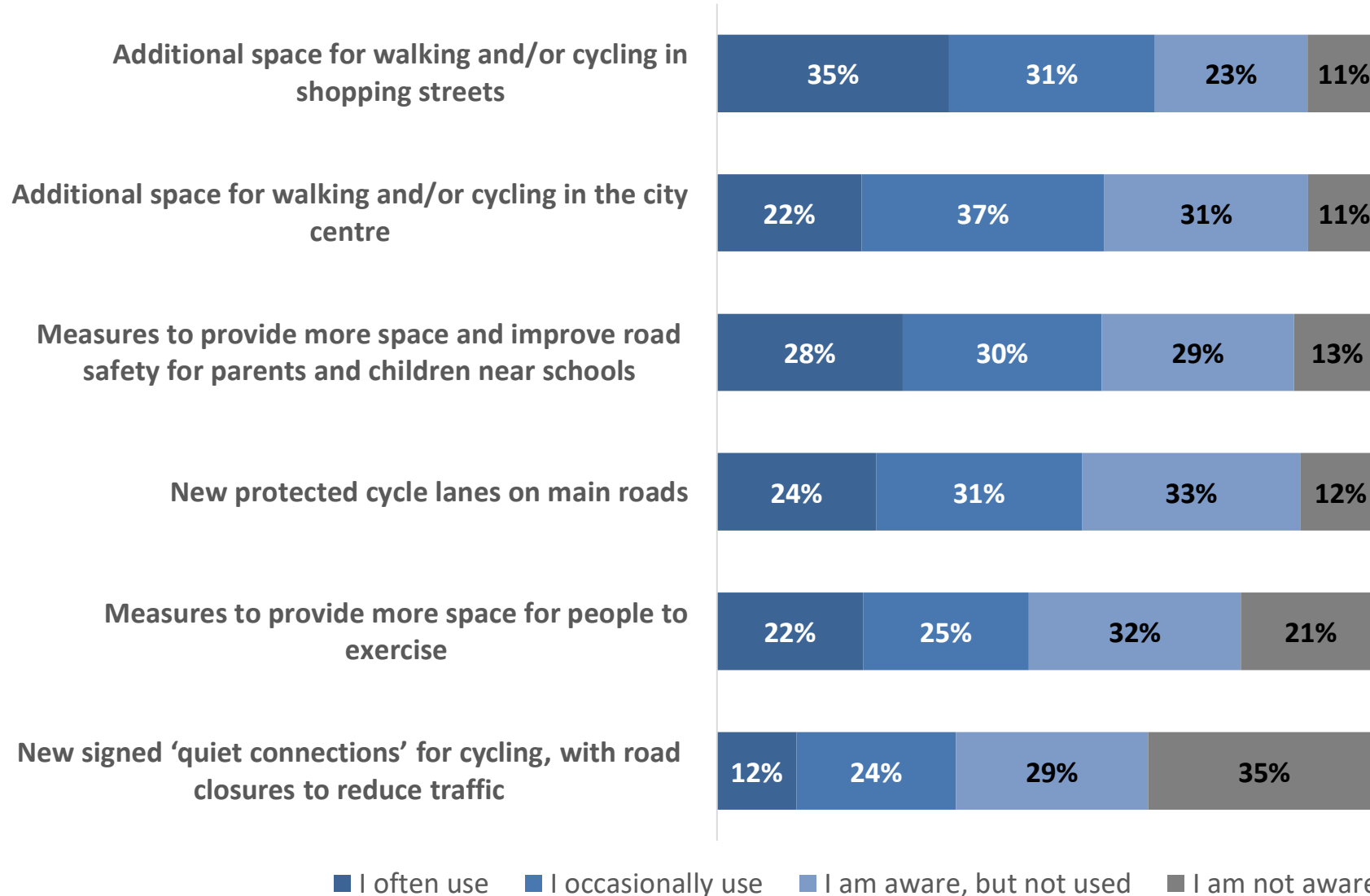
# Forms of transport used



- Comparison of pre and during pandemic modes of travel around the city clearly shows a shift away from bus usage, with walking the preferred mode for many
- At the total level, cycling significantly increased as a preferred method of transport during the pandemic
- Car usage also shows an increase
  - significant at the 90% confidence limit.

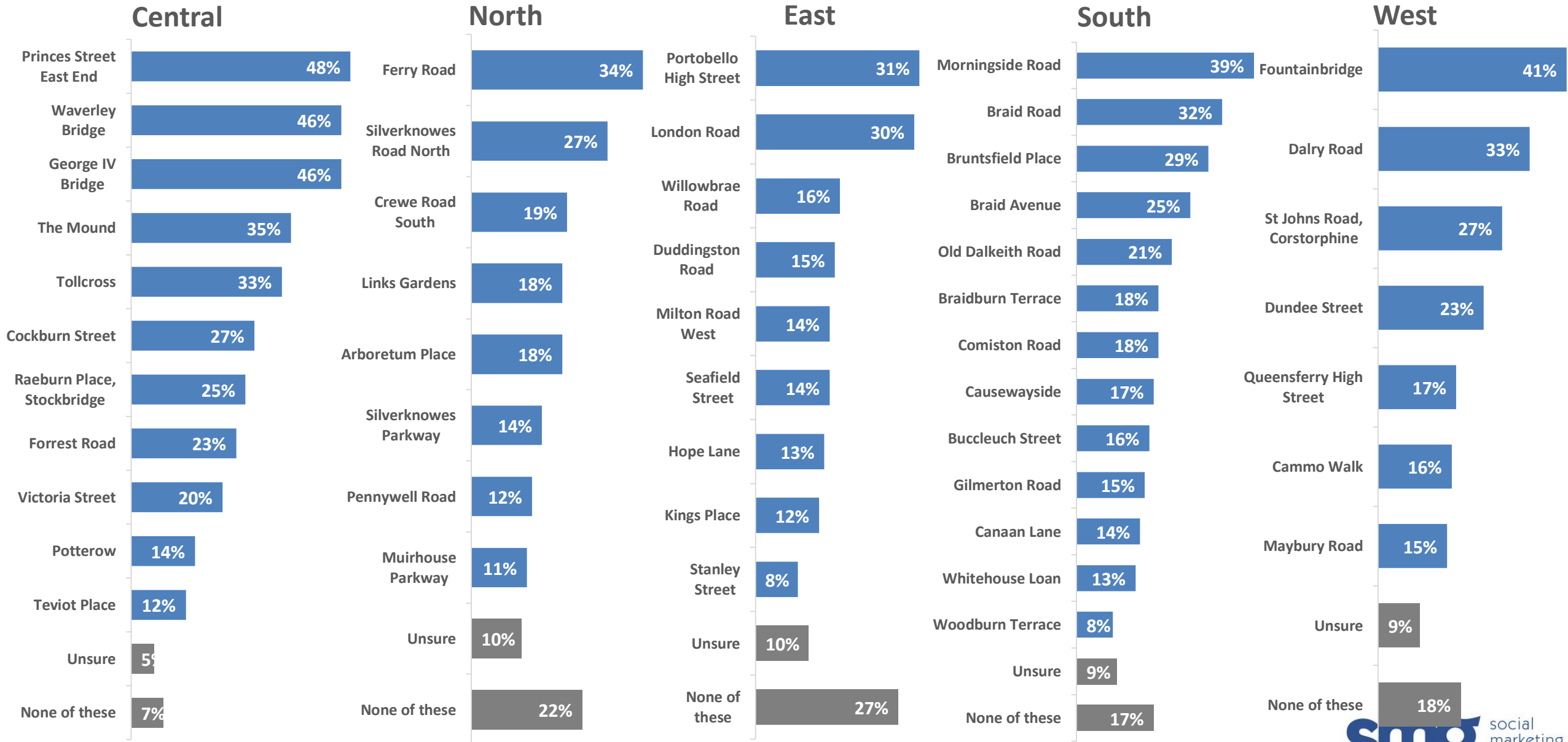
Q18 During the pandemic, what forms of transport have you most often used when travelling around Edinburgh?  
 Q19 Thinking back before the pandemic, what forms of transport did you most often use when travelling around Edinburgh?

# Familiarity with project types



- Respondents were most likely to have used the shopping streets, city centre and school schemes
- Knowledge was lower for the quiet connections for cycling and specific measures to provide more space to exercise.

# Familiarity with SfP interventions by area

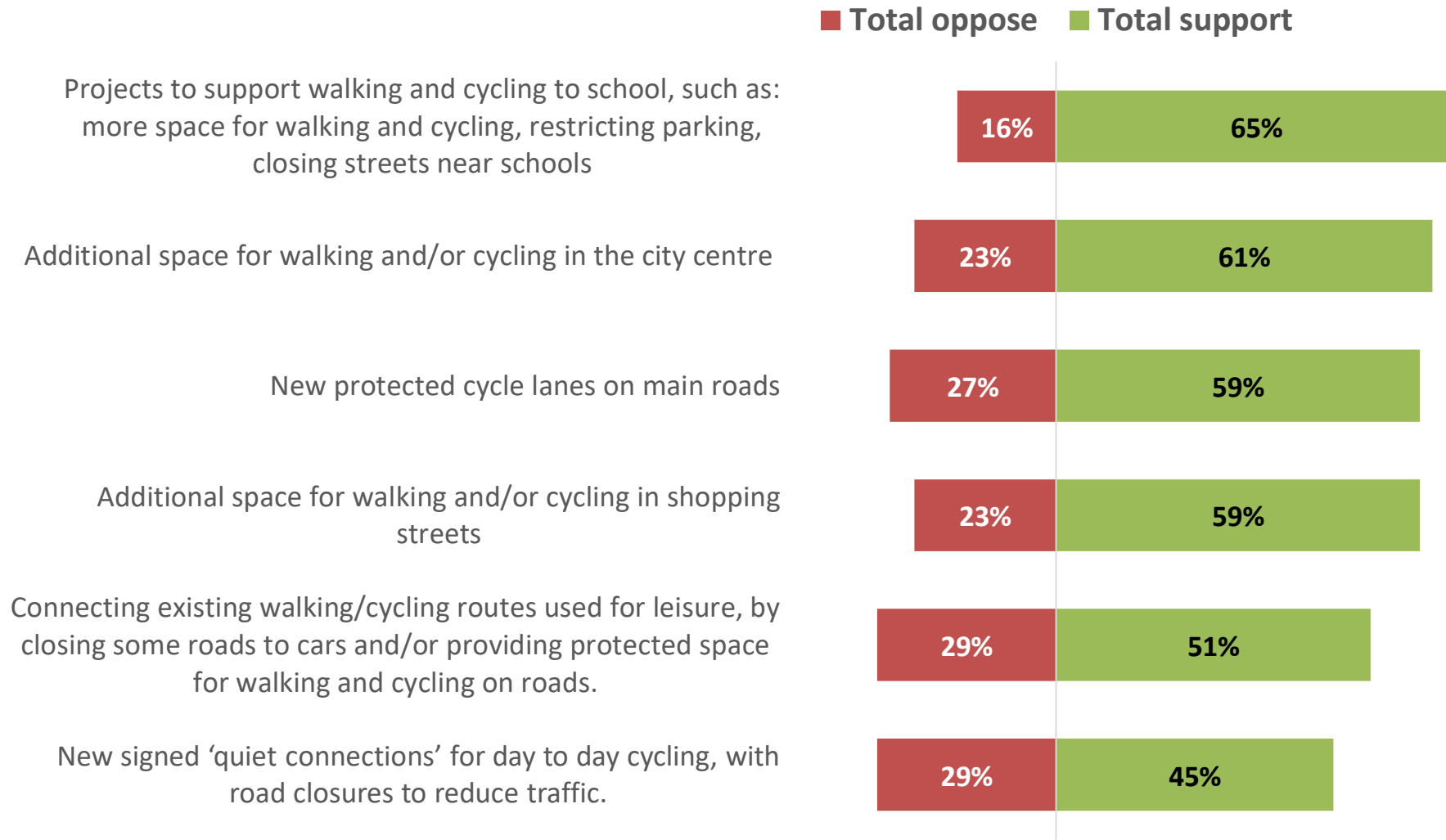


Q. Can you select the streets/roads with Spaces for People measures in area that you are most familiar with?

# Overall Views on Existing Schemes

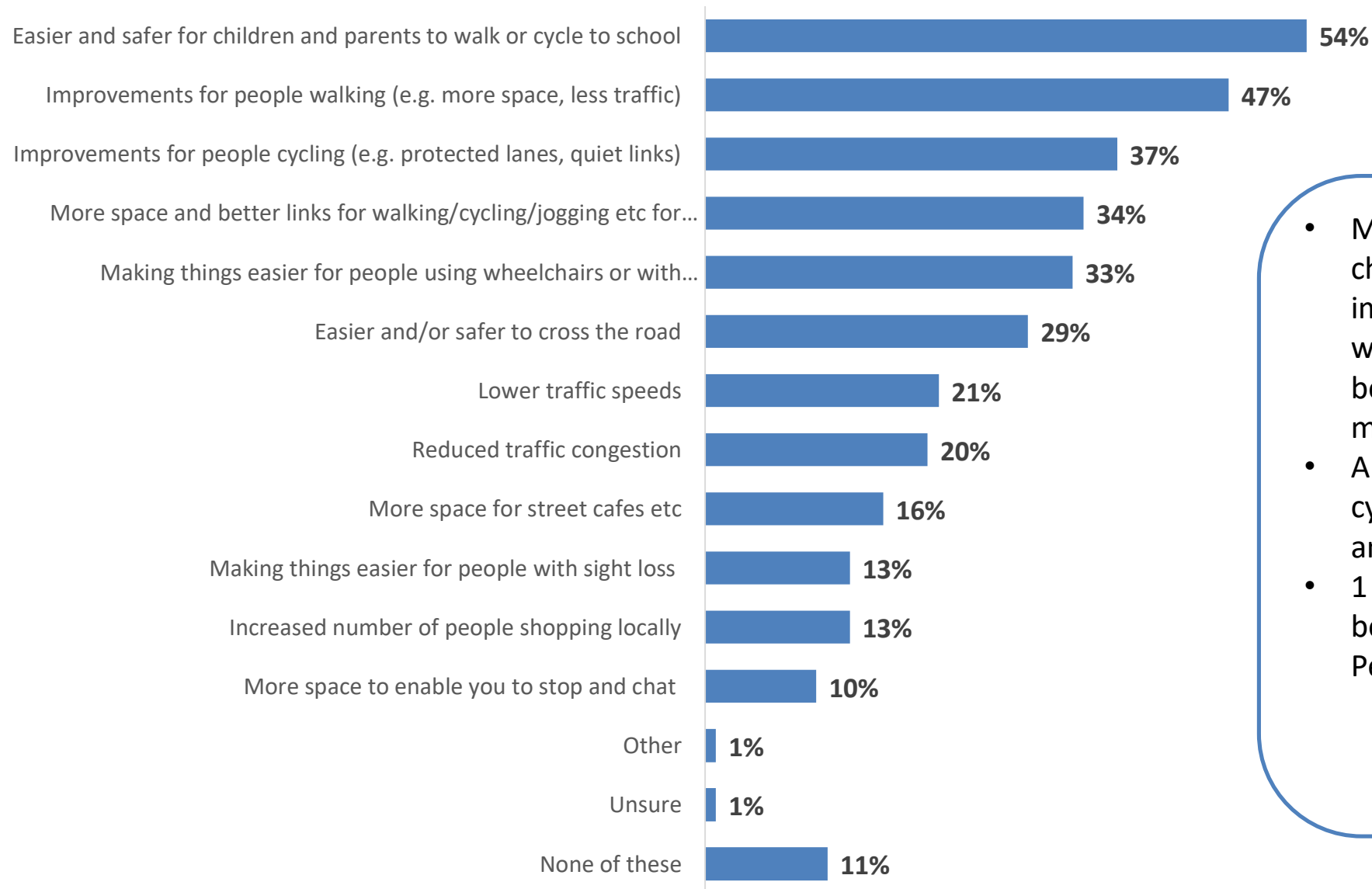


# Overall support / opposition to measures



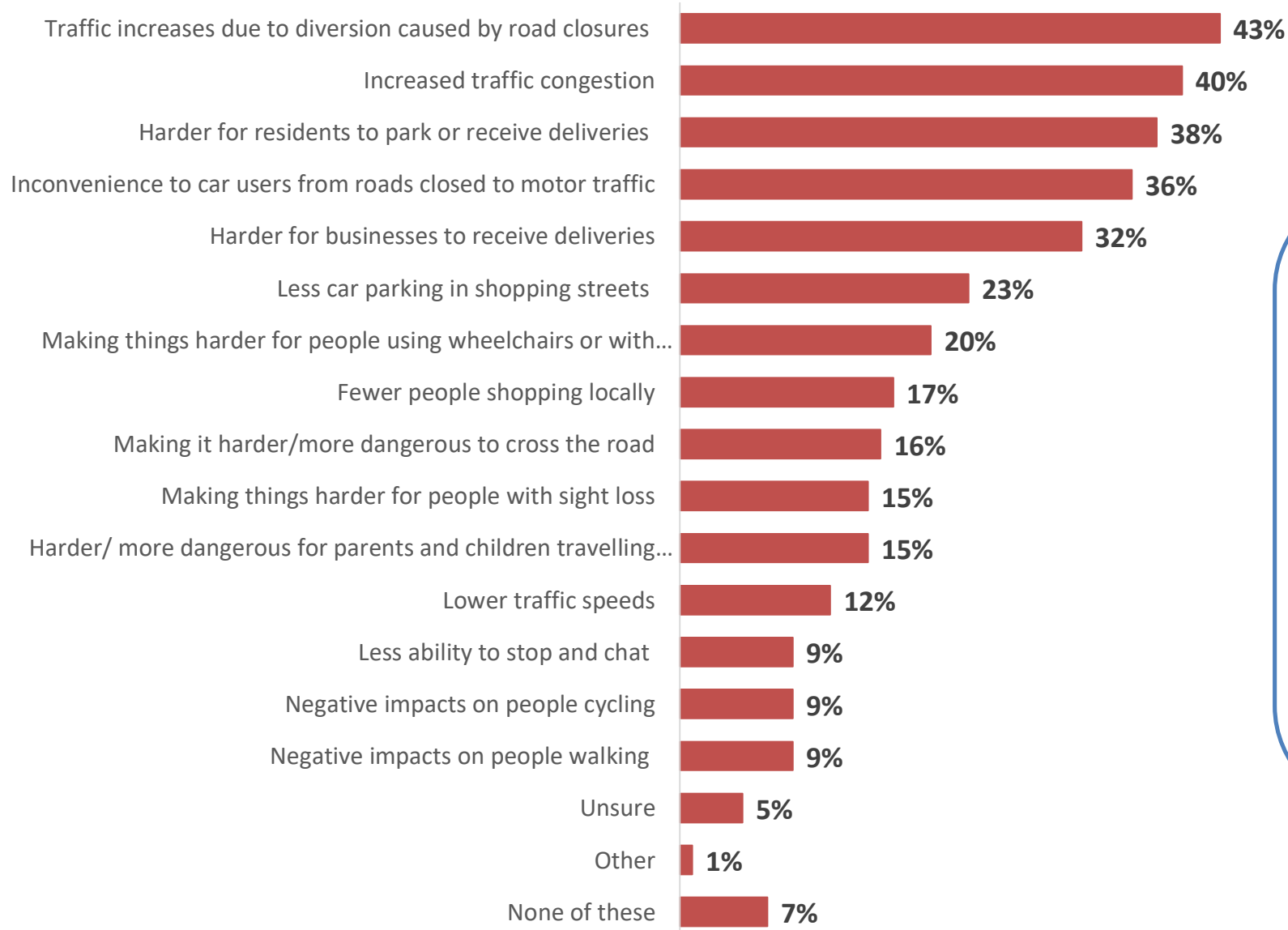
- Looking at the overall support vs oppose data, it is clear that for all measures support significantly outweighs opposition
- Those who had used each measure were more likely to support its retention
- Those with no household access to a car/van were significantly more likely to support retention of all measures than those who had one or more cars
- Those who used a car on Spaces for People streets/roads were significantly more likely to oppose all measures than those using other modes of transport.

# Benefits of retaining measures



- Making active travel safer for children and parents, and improving spaces for pedestrians were the most widely recognised benefits of Spaces for People measures
- A range of other benefits for cycling, exercise, wheelchair users and pedestrians were also noted
- 1 in 10 respondents did not see any benefits of retaining Spaces for People measures
  - Rising to 16% amongst those who used cars on SfP streets/roads

# Disadvantages of retaining measures



- Traffic diversion and congestion were the most widely perceived disadvantages of retaining the measures
- A number of other issues relating to parking, deliveries and general inconvenience were also noted
  - With significantly more car users on SfP roads/streets highlighting these issues
- 7% of respondents could not see any disadvantages to retaining Spaces for People measures

# Views on Specific Existing Schemes

School	Familiar with	Retain (total)	Remove (total)	School	Familiar with	Retain (total)	Remove (total)
Bonaly Primary	5%	5%	5%	Leith Walk Primary	13%	7%	6%
Boroughmuir High School	18%	7%	6%	Longstone Primary	5%	8%	6%
Brunstane Primary	2%	7%	4%	Lorne Primary	5%	5%	4%
Bruntsfield Primary	10%	6%	5%	Murrayburn Primary	4%	4%	5%
Buckstone Primary	2%	4%	4%	Parsons Green Primary	4%	7%	4%
Carrick Knowe Primary	5%	5%	5%	Pentland Primary	3%	5%	4%
Castleview Primary	2%	5%	4%	Pirniehall Primary	6%	6%	4%
Corstorphine Primary	13%	6%	5%	Preston Street Primary	6%	5%	4%
Craigentenny Primary	4%	5%	4%	Prestonfield Primary	3%	4%	3%
Craigour Park Primary	2%	3%	4%	Rudolf Steiner School	3%	4%	4%
Currie Primary	6%	6%	3%	Sciennes Primary	6%	6%	4%
Dalry Primary	10%	6%	4%	South Morningside Primary	11%	6%	5%
Davidsons Mains Primary	7%	6%	4%	St Catherine's RC Primary	3%	5%	4%
Ferryhill Primary	3%	5%	4%	St Francis/ Niddrie Mill Primary	4%	4%	4%
Granton Primary	7%	5%	3%	St Georges School	6%	5%	3%
Gylemuir Primary	3%	3%	4%	St John Vianney RC Primary	2%	4%	4%
Hermitage Park Primary	4%	5%	4%	The Royal High School	9%	6%	5%
Holy Cross RC Primary	4%	4%	3%	Victoria Primary	4%	4%	4%
James Gillespies Primary	8%	4%	4%	<b>Unsure</b>	<b>20%</b>	<b>46%</b>	<b>46%</b>
Juniper Green Primary	2%	6%	5%	None		17%	34%

- Familiarity with the measures at individual schools was low, not surprising given these are relevant only to specific elements of the sample
- Views on removal / retention were also expressed by a minority
- Almost half of the sample said they were unsure which should be retained or removed

Q5a Can you select the schools with Spaces for People measures that you are most familiar with?

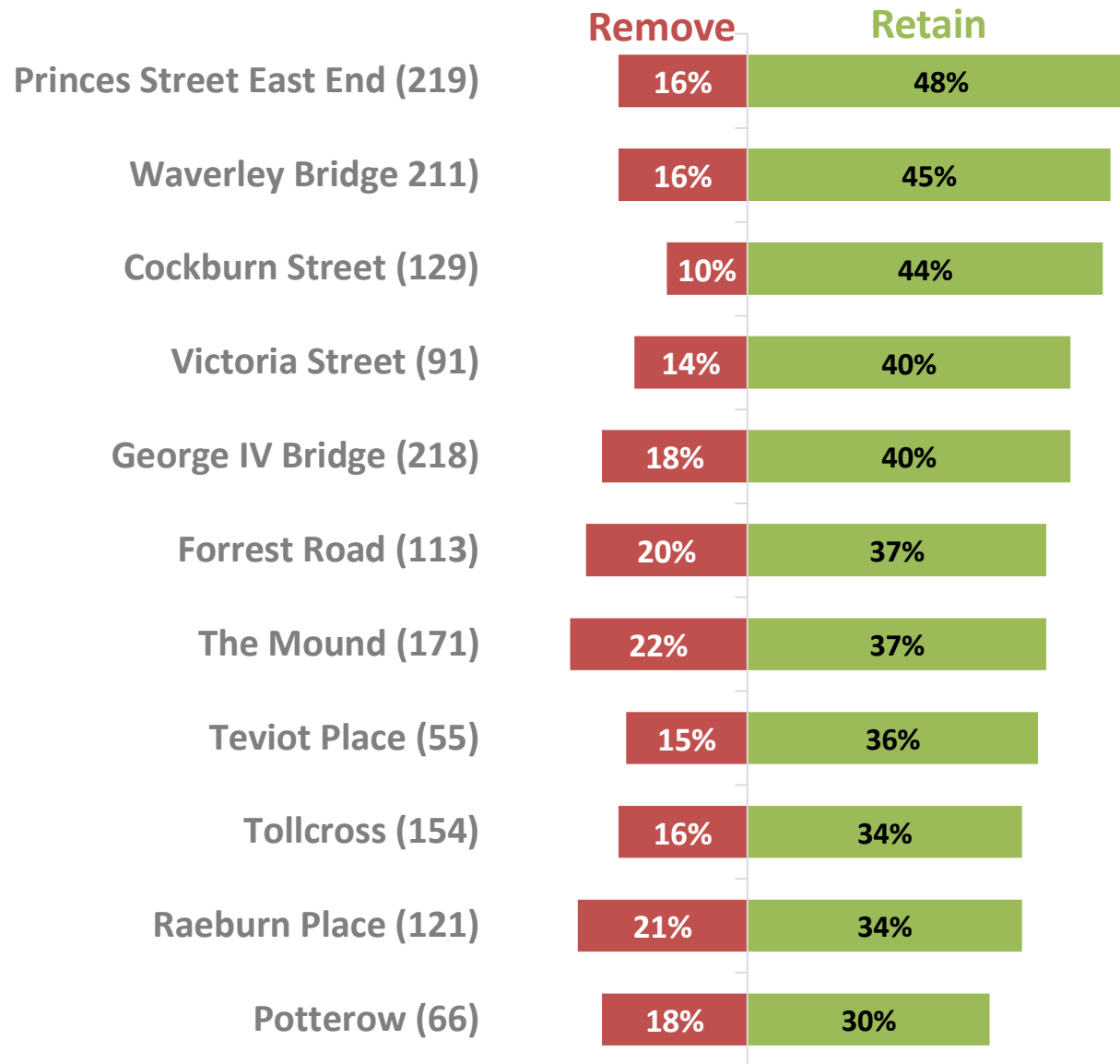
Q10a Please select any schools with Spaces for People measures already in place that you would particularly like to remain following the pandemic.

Q12a Please select any schools with Spaces for People measures already in place that you would particularly like to be removed following the pandemic.

## Views on retaining / removing measures based on those most familiar with measures at each school

School	Retain	Remove	Base	School	Retain	Remove	Base
Bonaly Primary	14%	14%	14	Leith Walk Primary	40%	11%	45
Boroughmuir High School	23%	16%	56	Longstone Primary	40%	0%	15
Brunstane Primary	44%	22%	9	Lorne Primary	38%	0%	16
Bruntsfield Primary	30%	18%	33	Murrayburn Primary	14%	14%	14
Buckstone Primary	0%	0%	6	Parsons Green Primary	15%	0%	13
Carrick Knowe Primary	31%	13%	16	Pentland Primary	20%	10%	10
Castleview Primary	50%	17%	6	Pirniehall Primary	29%	6%	17
Corstorphine Primary	30%	11%	44	Preston Street Primary	24%	6%	17
Craigentiny Primary	27%	13%	15	Prestonfield Primary	17%	8%	12
Craigour Park Primary	33%	0%	6	Rudolf Steiner School	0%	20%	10
Currie Primary	18%	6%	17	Sciennes Primary	35%	13%	23
Dalry Primary	34%	6%	32	South Morningside Primary	24%	18%	33
Davidsons Mains Primary	18%	23%	22	St Catherine's RC Primary	50%	0%	8
Ferryhill Primary	0%	33%	9	St Francis/ Niddrie Mill Primary	9%	9%	11
Granton Primary	30%	17%	23	St Georges School	27%	13%	15
Gylemuir Primary	10%	30%	10	St John Vianney RC Primary	29%	14%	7
Hermitage Park Primary	67%	7%	15	The Royal High School	22%	22%	27
Holy Cross RC Primary	23%	8%	13	Victoria Primary	17%	17%	12
James Gillespies Primary	19%	23%	26				
Juniper Green Primary	44%	33%	9				

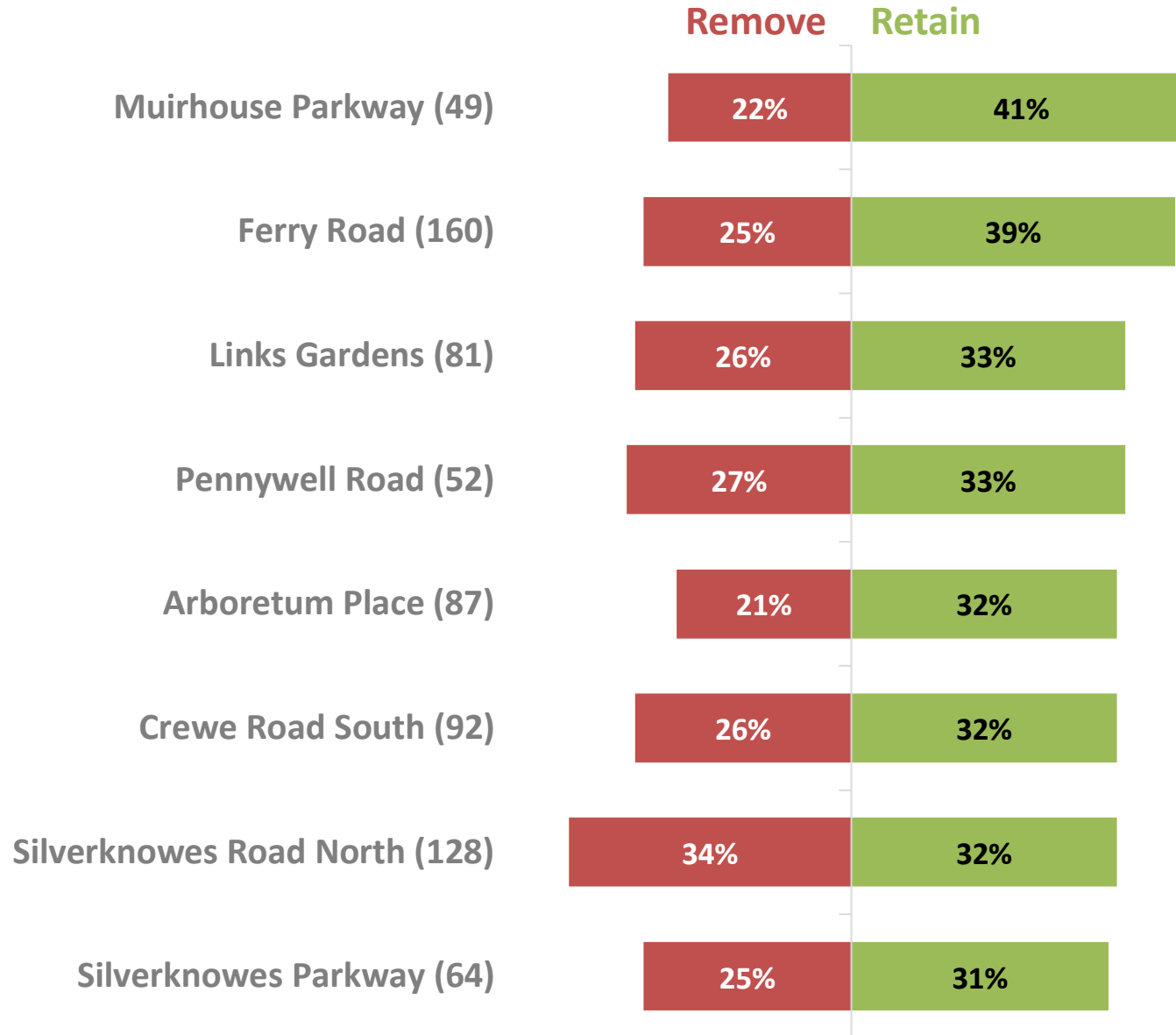
NOTE: Very small base sizes



- Amongst those most familiar with each measure in Central Edinburgh, support for their retention was higher than amongst the sample as a whole
- 5 of the 11 measures were supported for retention by 40% or more of those familiar with the measure
- 2 in 10 wanted schemes on The Mound, Forrest Road and Raeburn Place removed

Note: individual base sizes shown in ( )

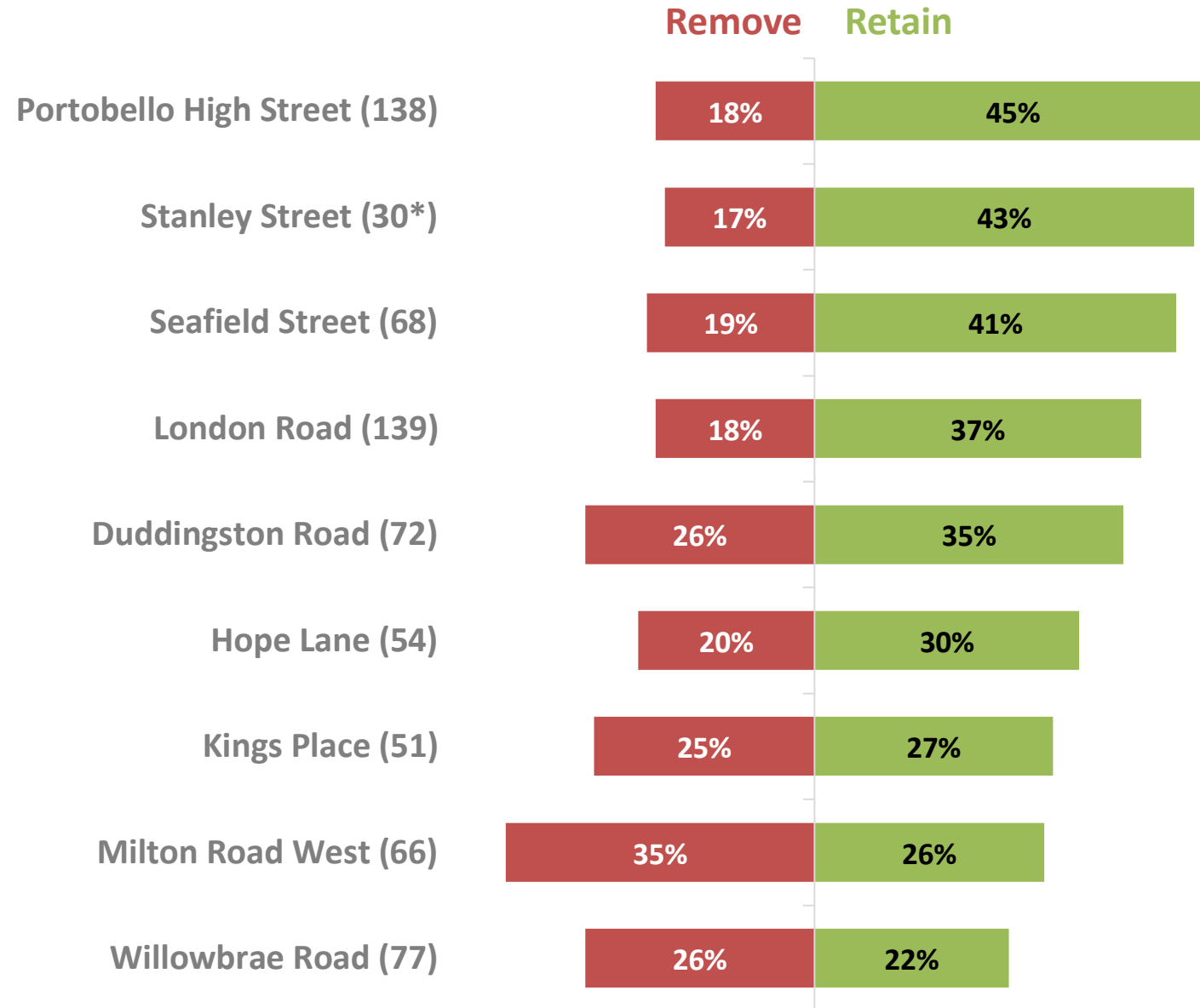
Q. Please select any streets or roads with Spaces for People measures already in place in that you would particularly like to remain/be removed following the pandemic.



- Amongst those familiar with the specific measures, support clearly outweighed opposition for:
  - Muirhouse Parkway, Ferry Road and Arboretum Place
- However, many of the measures in North Edinburgh attracted broadly similar proportions advocating retention and removal
- Overall, the Silverknowes Road North closure attracted the greatest level of opposition of the North Edinburgh measures.

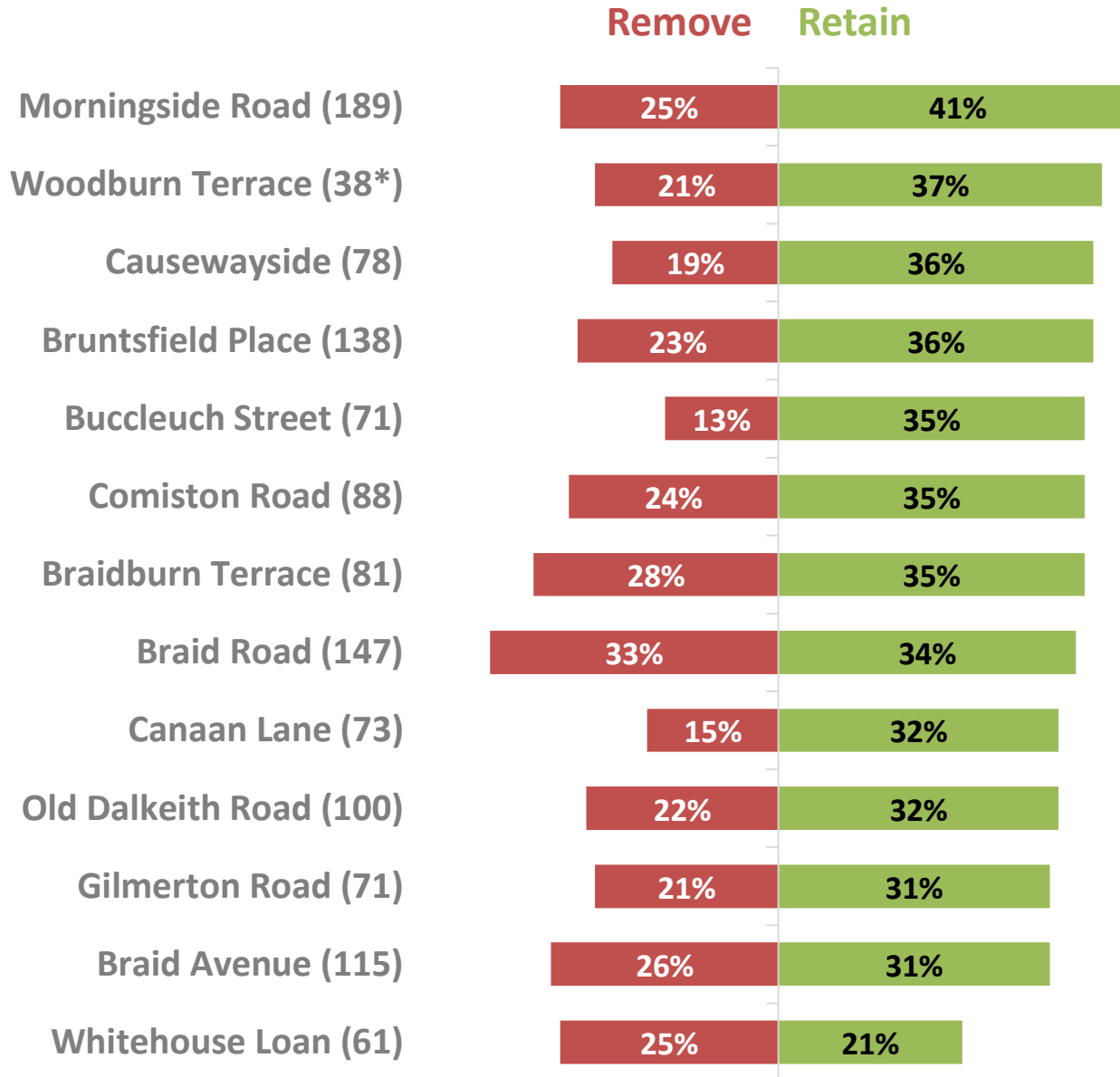
Q. Please select any streets or roads with Spaces for People measures already in place in that you would particularly like to remain/be removed following the pandemic.





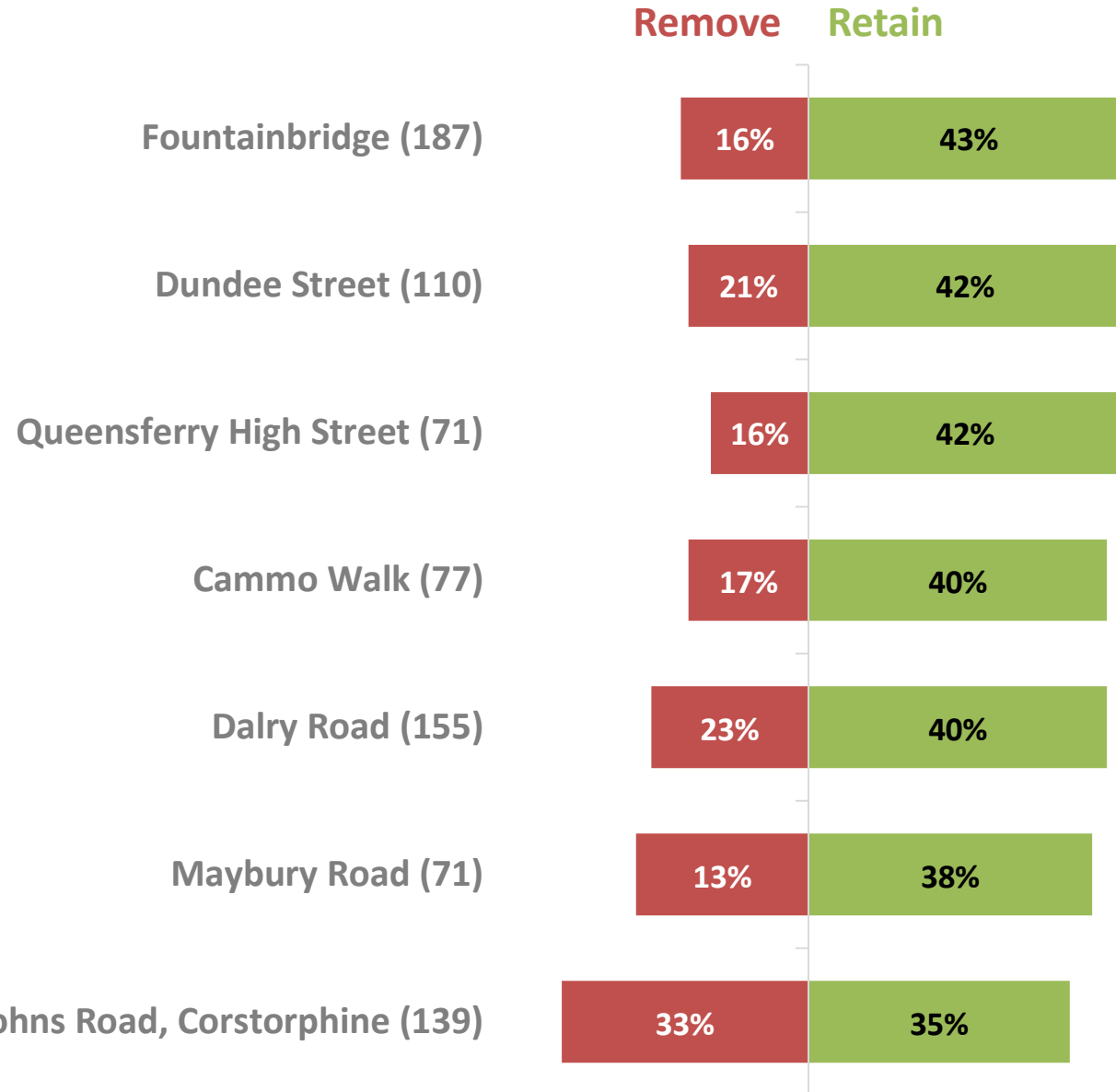
- Amongst those most familiar with each measure in East Edinburgh, support was greater for retention than removal for 6 of the 9 measures
- Opposition was strongest for Milton Road West measures with just over a third wanting to see these removed, whilst a quarter supported keeping them in place
- Measures at Kings Place and Willowbrae Rodd attracted similar levels of support and opposition.

Q. Please select any streets or roads with Spaces for People measures already in place in that you would particularly like to remain/be removed following the pandemic.



- Amongst those most familiar with the measures, the proportion who thought they should be retained was higher than the proportion who thought they should be removed for most measures
- Key exceptions were Braid Road and Whitehouse Loan where support and opposition to the measures was similar.

Q. Please select any streets or roads with Spaces for People measures already in place in that you would particularly like to remain/be removed following the pandemic.

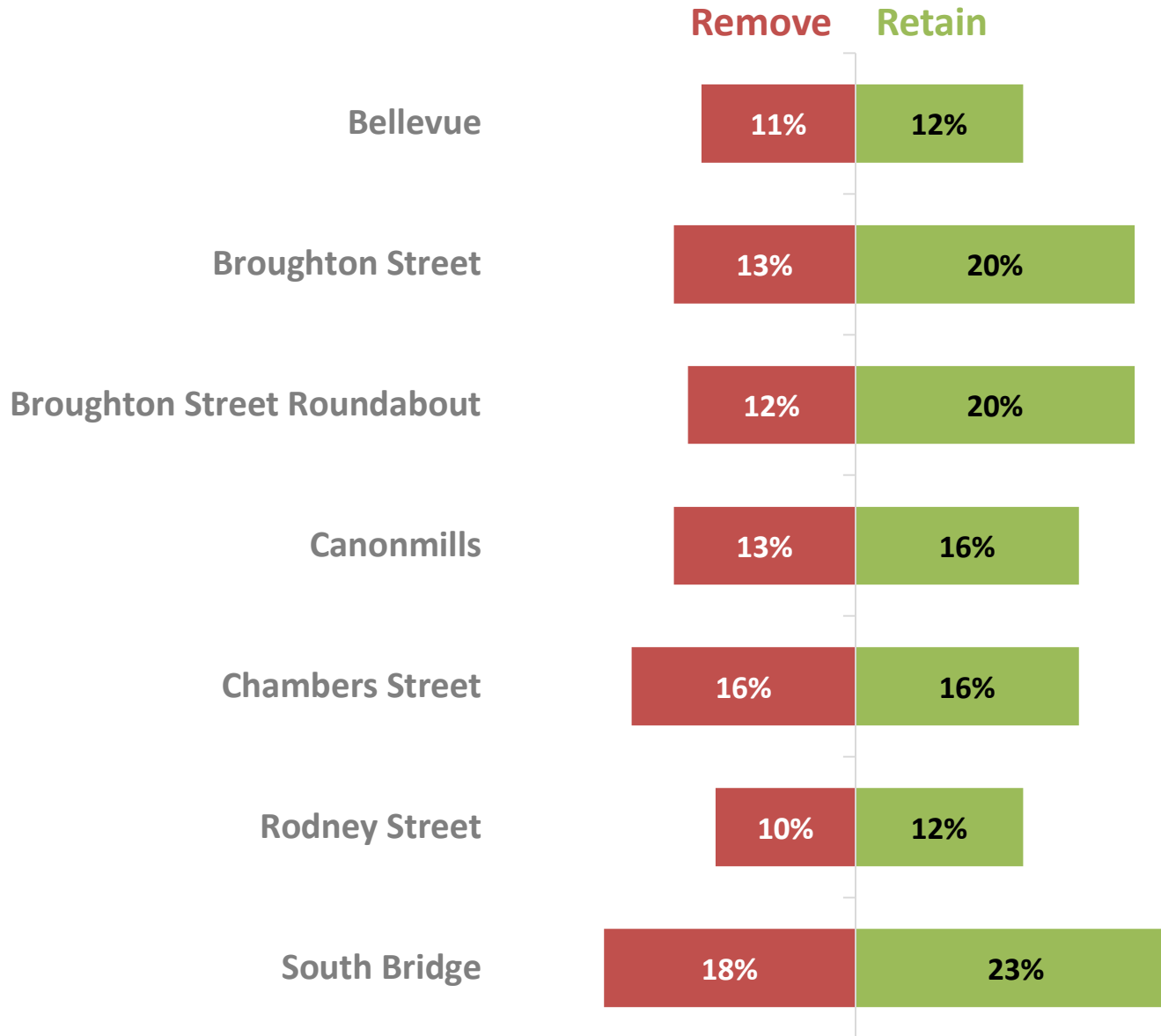


- Data for those most familiar with the schemes, shows a greater level of desire to see them retained than removed
- The one exception is St John's Road, Corstorphine where similar numbers want these measures retained as want them removed post pandemic.

Q. Please select any streets or roads with Spaces for People measures already in place in that you would particularly like to remain/be removed following the pandemic.

# **Views on Schemes Currently Being / Still To Be Installed**

# Central Edinburgh

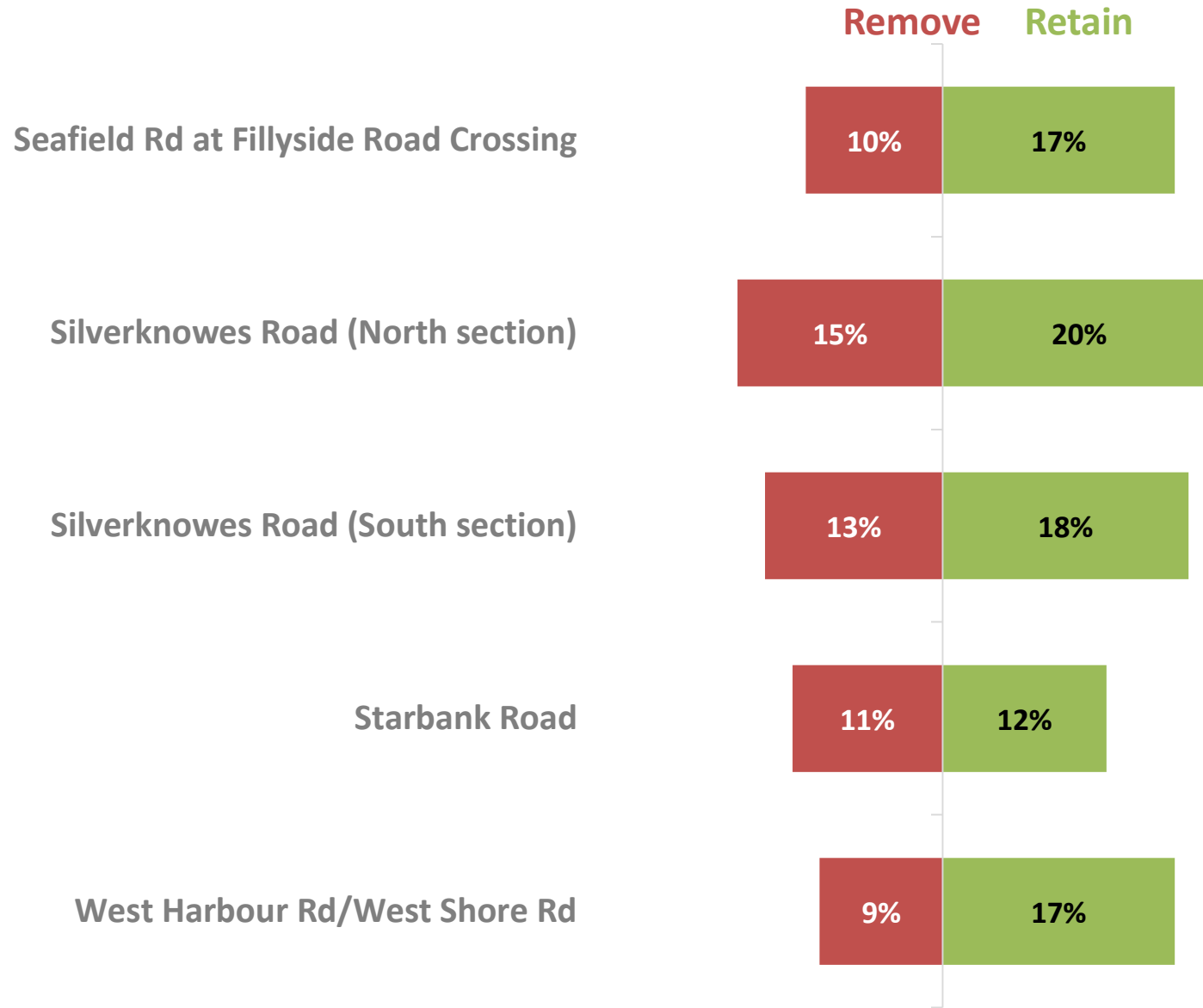


Remove:  
**None 36%**  
Unsure 34%

Retain:  
**None 29%**  
Unsure 26%

- At the overall level, 36% do not think any of the measures in Central Edinburgh should be removed, and 29% do not think any should be retained
- In terms of individual schemes, levels of support are highest for those at South Bridge, Broughton St (and roundabout)
- However, measures at South Bridge also attract higher levels of opposition than others.

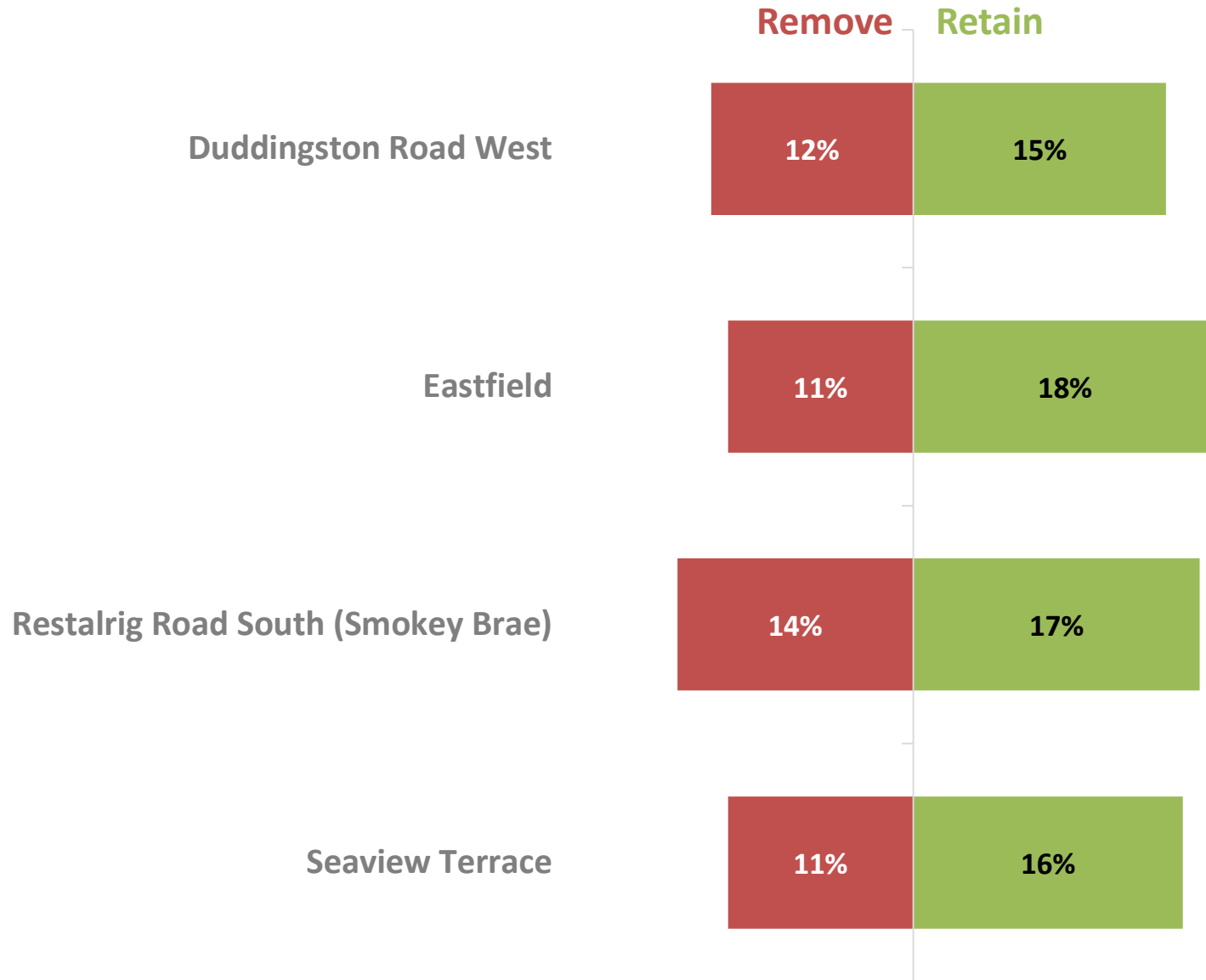
Q. Please select here any streets or roads with measures currently being installed, or due for installation, that you would particularly like to stay in place/be removed following the pandemic.



Remove: **None 38%**  
 Unsure 39%

Retain: **None 29%**  
 Unsure 35%

- Almost 4 in 10 think none of the new measures in North Edinburgh should be removed compared with 1 in 3 who think none should be retained
- Levels of support for retaining the individual measures are broadly consistent and outweigh the numbers who wish to see these removed
- One exception is Starbank Road where levels of support and opposition are equal
- High levels of uncertainty are recorded here.

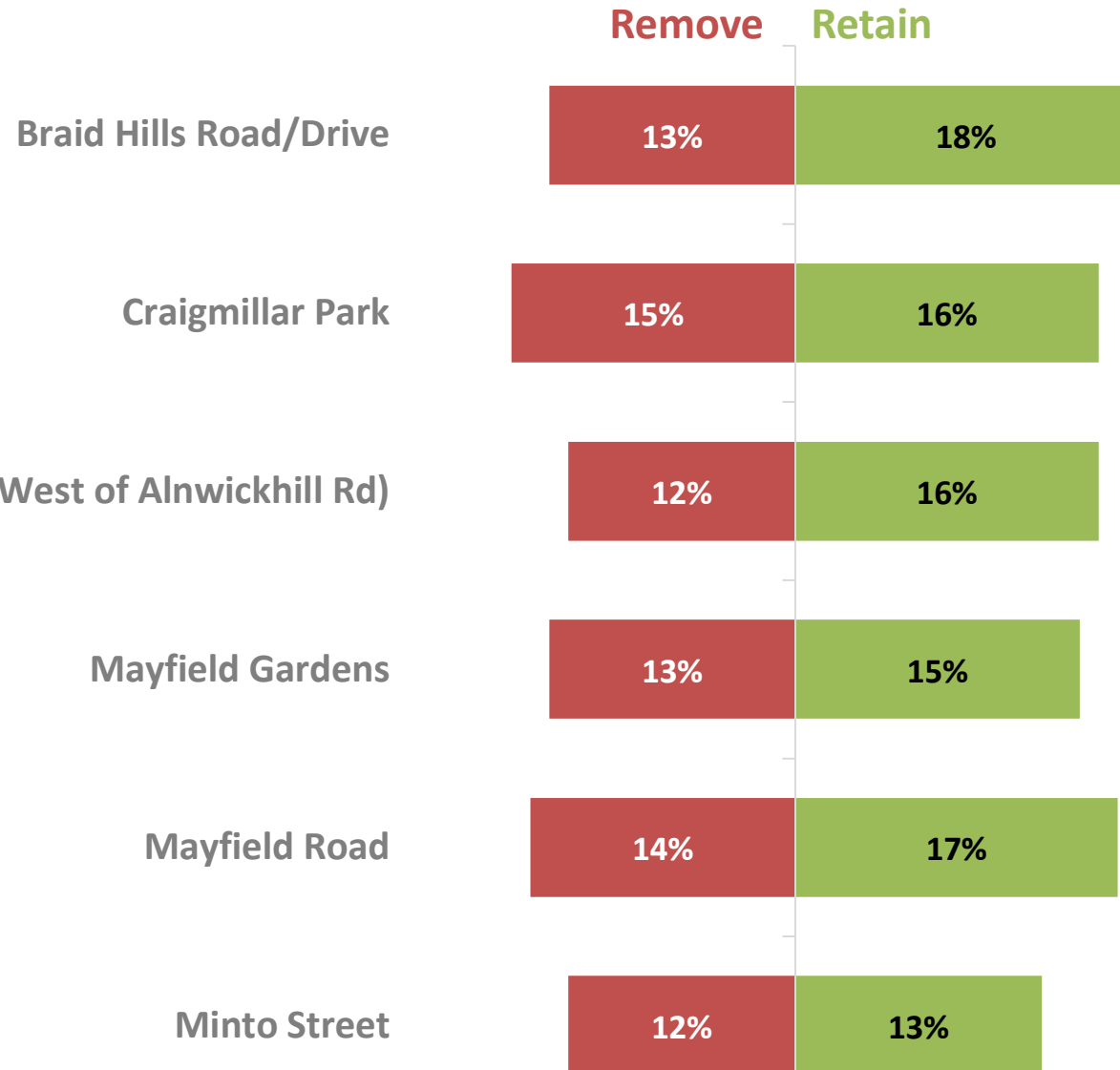


Remove: **None 39%**  
 Unsure 40%

Retain: **None 29%**  
 Unsure 40%

- 4 in 10 do not want any of the new measures to be removed, while 3 in 10 do not want any retained
- At the individual level, support is broadly consistent, as is opposition, with no individual measure particularly favoured or rejected
- High levels of uncertainty are recorded here.

Q. Please select here any streets or roads with measures currently being installed, or due for installation, that you would particularly like to stay in place/be removed following the pandemic.



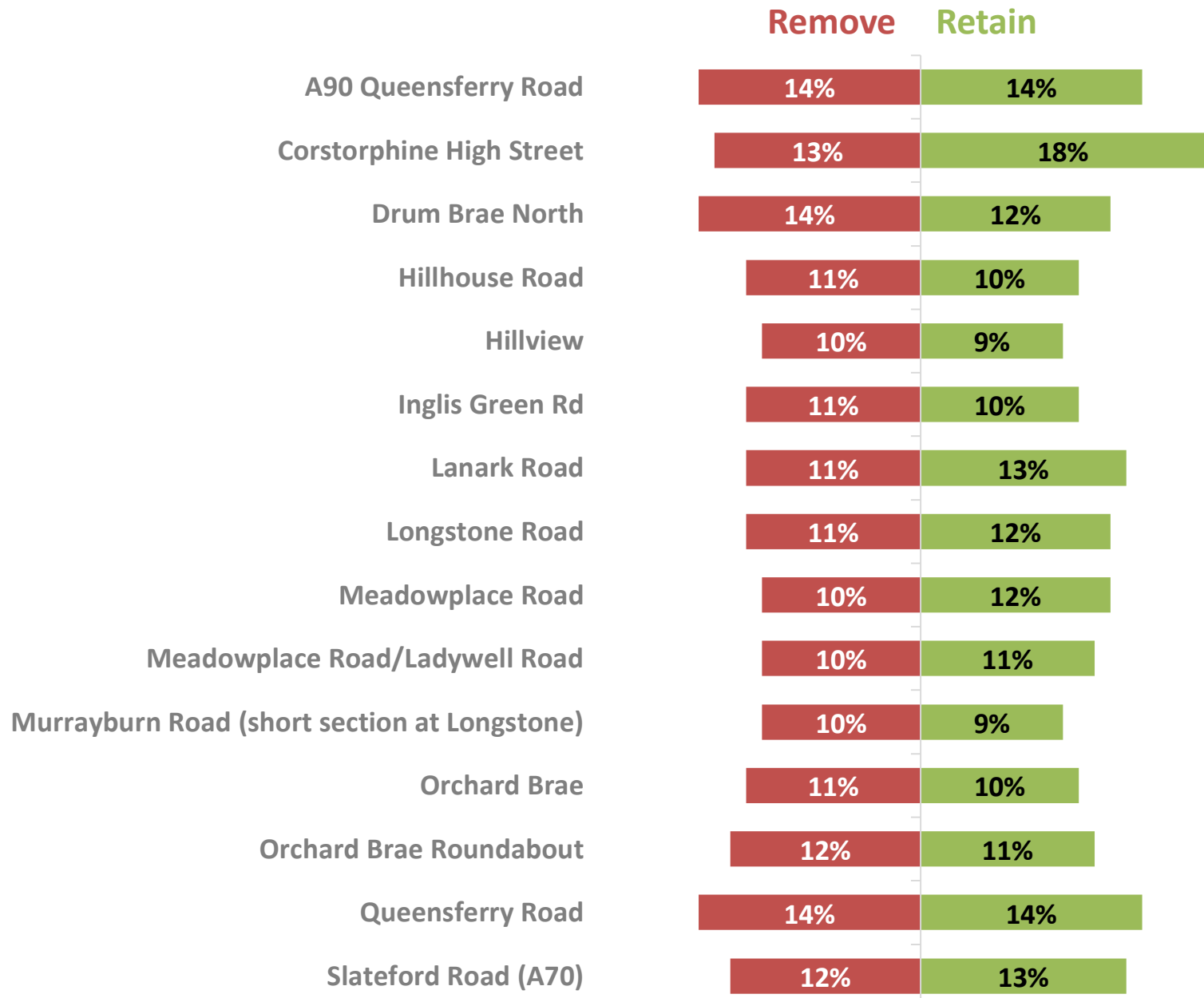
Remove: **None 38%**  
 Unsure 37%

Retain: **None 29%**  
 Unsure 37%

- Almost 1 in 4 thought none of the new measures in South Edinburgh should be removed, and 1 in 3 thought none should be retained
- Across the individual measures similar levels of support existed for retention, with marginally fewer keen to see these removed
- Minto Street and Craigmillar Park received equal levels of support / opposition
- At the overall level, a significant proportion of respondents were unsure whether new measures in South Edinburgh should be retained or removed.

Q. Please select here any streets or roads with measures currently being installed, or due for installation, that you would particularly like to stay in place/be removed following the pandemic.





Remove:  
**None 37%**  
 Unsure 33%

Retain:  
**None 28%**  
 Unsure 29%

- At the overall level, 37% do not think any of the new measures should be removed, while 28% do not think any should be retained
- Around 1 in 10 support each of the new measures staying in place, with the exception of Corstorphine High St which is supported by almost 2 in 10
- Levels of opposition are similar at around 1 in 10.

Q. Please select here any streets or roads with measures currently being installed, or due for installation, that you would particularly like to stay in place/be removed following the pandemic.