

Understanding Edinburgh





Why do we need this research?

Since 2021, Diffley Partnership have delivered a high-quality survey delivering insights into Scotland's behaviours and attitudes towards society, the economy, and the environment.

While this quarterly 'Understanding Scotland' tool has filled a vital gap in research, we recognise that decision-making is often motivated by local-level information gathering, especially for stakeholders operating in select areas of Scotland.

That is why we are delighted to introduce our Understanding Edinburgh tracker, that will measure in-depth social attitudes with regularity in Scotland's capital city.

Methodology

We will work closely with you to design a questionnaire that gathers the most relevant insights to meet your organisation's needs.

Surveys would be conducted using the ScotPulse online panel. Every 6 months we will survey 1,000 residents of Edinburgh. We use this methodology for almost all of our survey research, including for studies on behalf of the Scottish Government, third-sector organisations and private-sector businesses.

When it comes to analysis, our team of skilled researchers will use the most cutting-edge techniques to investigate key relationships in the data.



Regularity of Research

Our Understanding Edinburgh research will not only equip you with the granular insights into the city that your organisation requires, but it will provide the option to do this with regularity, similarly to our Understanding Scotland and Understanding Business trackers.

This research would be conducted biannually - opening up the potential for modules to be repeated to view shift in public opinion over time.

Potential Themes and Modules

Tourism - Visitor levy, fringe festival, Airbnb

Transit - Bus/tram expansion, travel via Waverley/Haymarket

Health - Food and drink, access to health services, drug and alcohol use

Crime and Criminal Justice - Perceptions of violent crime, extremism

Communities - Housing, identity/pride, neighbourhood cohesion, bins/litter

Local economy - Employment/skills, city centre development, cost of living



A tall, white, lattice-structured tower, likely the Edinburgh Control Tower, is shown against a clear blue sky. The tower has a distinctive diamond-patterned facade and a rounded top section.

Case Study: Edinburgh Airport

Edinburgh Airport commissioned Diffley Partnership to survey residents of the City of Edinburgh and surrounding areas about their experiences with the Edinburgh airport and their perspectives on its potential expansion.

The sample included residents in the City of Edinburgh, East Lothian, Falkirk, Fife, Midlothian and West Lothian.

The survey was commissioned in 2019 and again in 2020, allowing for comparative analysis. The survey achieved 1,030 responses in 2019 and 952 responses in 2020.



Case Study: Homes for Scotland

Taylor Wimpey commissioned The Diffley Partnership and Rettie & Co to develop and test a new approach of conducting primary research to inform the Housing Need & Demand Assessment (HNDA) process for the Edinburgh City area.

The ‘old-style’ HNDA surveys were conducted face to face or via telephone; however these methods are costly, time consuming and difficult. The Diffley Partnership instead used an established online panel.

The survey received 865 responses from households in the City of Edinburgh area. It demonstrated there is an easy and robust approach available to local authorities and Scottish Government to gather data on existing housing need and produced estimates which could be used to inform HNDAs and policy decisions.



Get in Touch

Lets discuss how Diffley Partnership can support your organisation's strategy in Edinburgh.

Contact us today for a tailored consultation and research proposal.

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