



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

# Your Dublin, Your Voice Community & Involvement March 2019



Executive Report

Survey reference period: March 2019

Report by




**Delve Research**

Survey Research & Analysis


[www.delve-research.com](http://www.delve-research.com)

I.	Summary of Results	2
II.	Background, Respondent Profile	8
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IV.	Community Involvement	18
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X.	What You Like Most About Where You Live	46
XI.	Tourist Bed-Night Tax	50

## Happiness with Quality of Life

- 74% of respondents were quite happy or very happy with their quality of life – up from 71% in 2014 
- Happiness increases among older age groups, and increases in line with monthly income
- Reported happiness is higher among those living in Dublin 5 years or more
- Happiness is positively correlated with perceived air quality, water quality and noise levels
- Happiness is higher among those who see “people / friendliness” as being the best thing about the area where they live

## Community Involvement

- 48% felt part of their local community, similar to the 49% recorded in 2014 
- Feeling part of the community increases with age and is highest among the retired (71%)
- Members of a sports, social or community group were twice as likely to feel part of their community

## Community Involvement (contd.)

- 30% felt that they can have an input into local decision making that affects them. This rises to 41% among over 50s.
- 29% felt that they played an active role in their local community. This increases with age, and is higher among males (34%) than among females (24%).
- Online engagement was the most popular way for 18-34 year olds to get more involved with their local community, while information leaflets were more popular among over 65s
- 15% felt that their opinion is well represented in terms of how they want to see Dublin, as a capital city, improve. This is up from 11% in 2014
- Feeling part of the local community and playing an active role in the local community are positively correlated with overall happiness with quality of life



## Civic Engagement

- In the past 2 years, 73% of respondents had been actively involved in some kind of community based group activity
- This was highest among over 65s (79%)
- Word of mouth is the most common medium for finding out about group activities
- The majority of respondents would consider their local council as a better source of information than their local councillor for social housing, upkeep of the local area, upkeep of roads, and planning / development

## Social Enterprise

- 20% of respondents were aware of social enterprises in the area where they lived. Awareness is highest among those living in Dublin city area codes 1 to 24.

## Local Election Voting Rights

- 79% of respondents were aware that residents of Ireland can vote in local elections, similar to the 80% recorded in 2014
- Awareness is highest among those living in Dublin more than 5 years
- Awareness is significantly lower among non-Irish residents, at 69%



## Environment

- 64% rated water quality in their area as good or excellent
- 54% rated air quality in their area as good or excellent
- 49% rated noise levels in their area as good or excellent
- 18% rated traffic levels in their area as good or excellent
- Male respondents rated water quality higher than female respondents
- Air quality was rated good or excellent by 47% of Dublin City Council area residents, lower than other local authorities

## Accessibility

- Improved footpaths and wheelchair access were among suggestions for improving accessibility in local areas

## What do you like most about where you live?

- Proximity to the city centre, amenities and nature were commonly cited as being respondents' favourite thing about where they live

## Tourist bed-night tax

- 46% would support a tourist bed-night tax, up from 39% in 2014
- Support was highest in the Dublin City Council area at 53%



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- Online survey, 20<sup>th</sup> March – 31<sup>st</sup> March 2019
- 917 respondents, from “Your Dublin, Your Voice” opinion panel
- 25% response rate
- Global margin of error = +/- 3.2%
- Robust panel in existence since 2010, recruitment through various channels

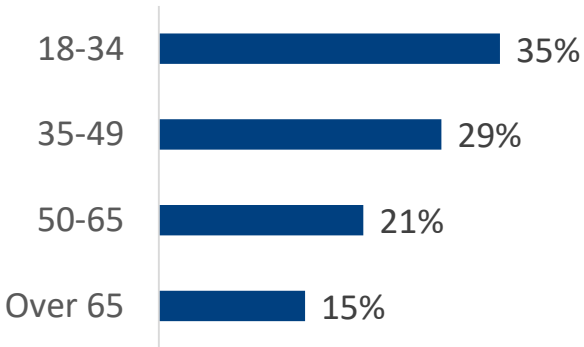


48%

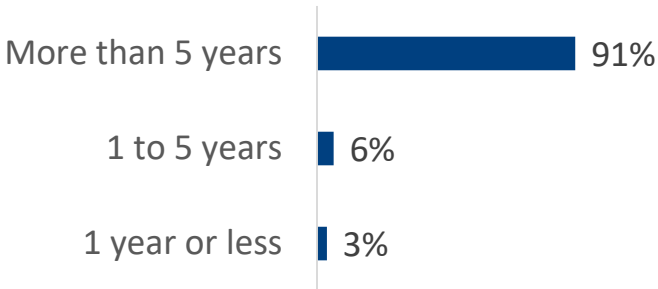


52%

## Age Group

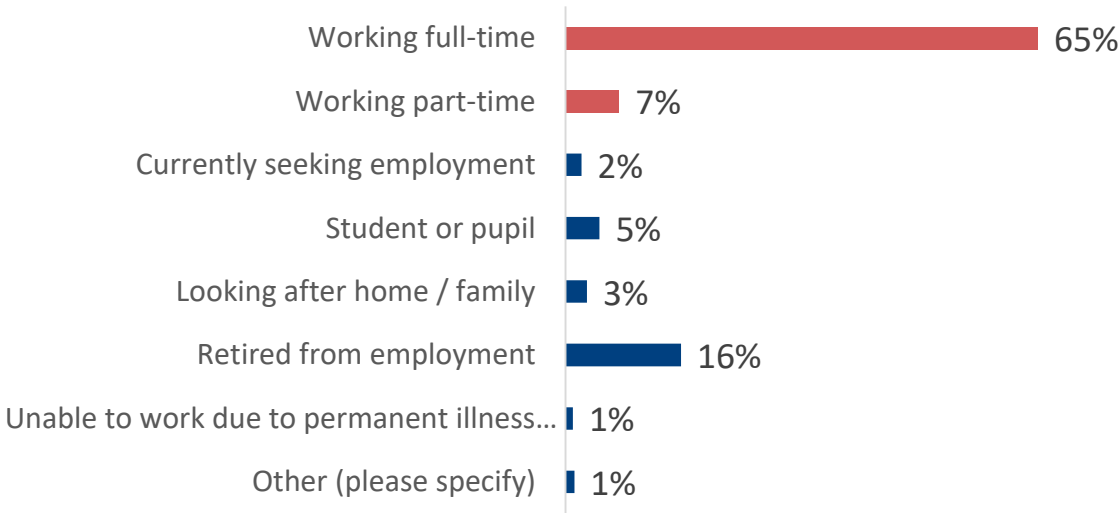


## Time Living in Dublin



27% with dependent children in household

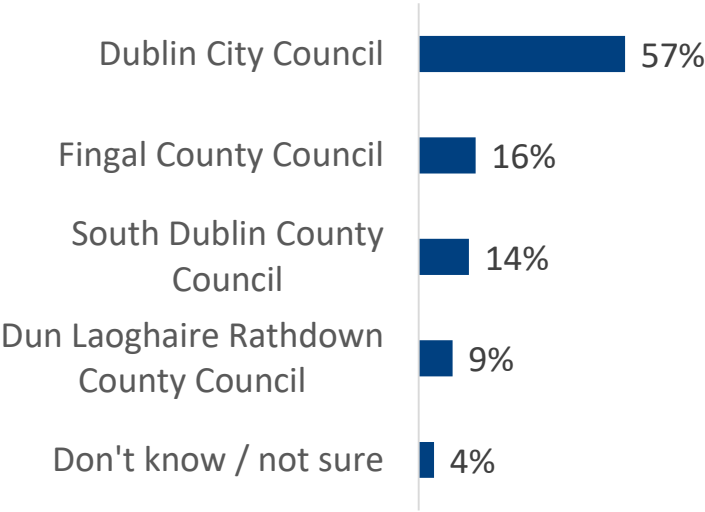
## Employment Status



28 nationalities represented on this survey  
90% Irish



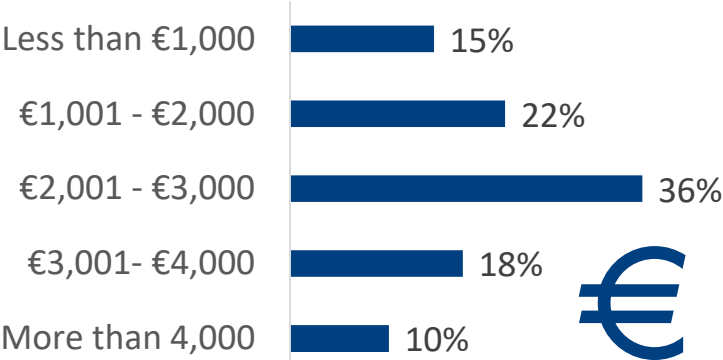
## Local Authority



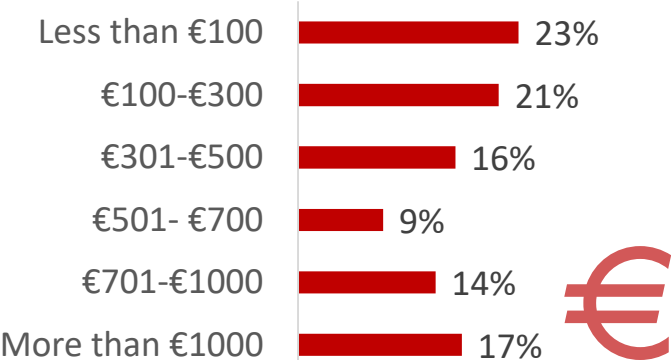
## Current Area of Residence

	%
Dublin 1	2%
Dublin 2	2%
Dublin 3	4%
Dublin 4	3%
Dublin 5	5%
Dublin 6	5%
Dublin 6W	3%
Dublin 7	6%
Dublin 8	9%
Dublin 9	7%
Dublin 10	2%
Dublin 11	5%
Dublin 12	6%
Dublin 13	4%
Dublin 14	3%
Dublin 15	5%
Dublin 16	2%
Dublin 17	1%
Dublin 18	2%
Dublin 20	2%
Dublin 22	2%
Dublin 24	3%
County Dublin	12%
Outside Co Dublin	7%

## Monthly Income After Taxes, Before Bills Are Paid

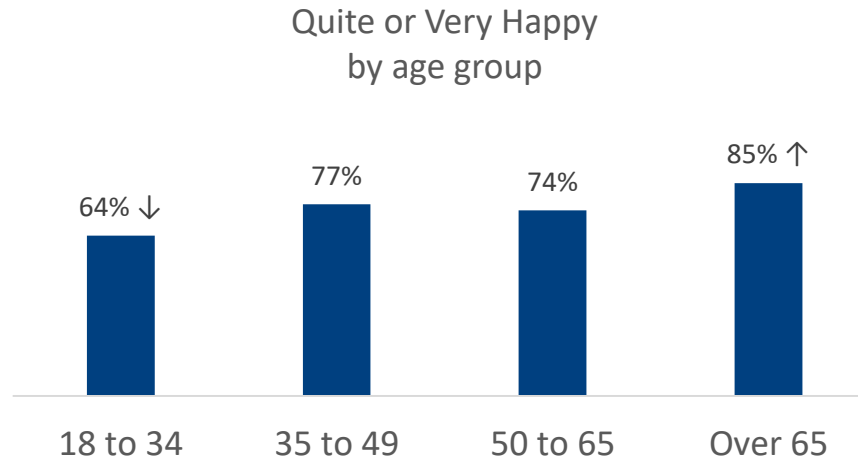


## Monthly Disposable Income After Bills Are Paid



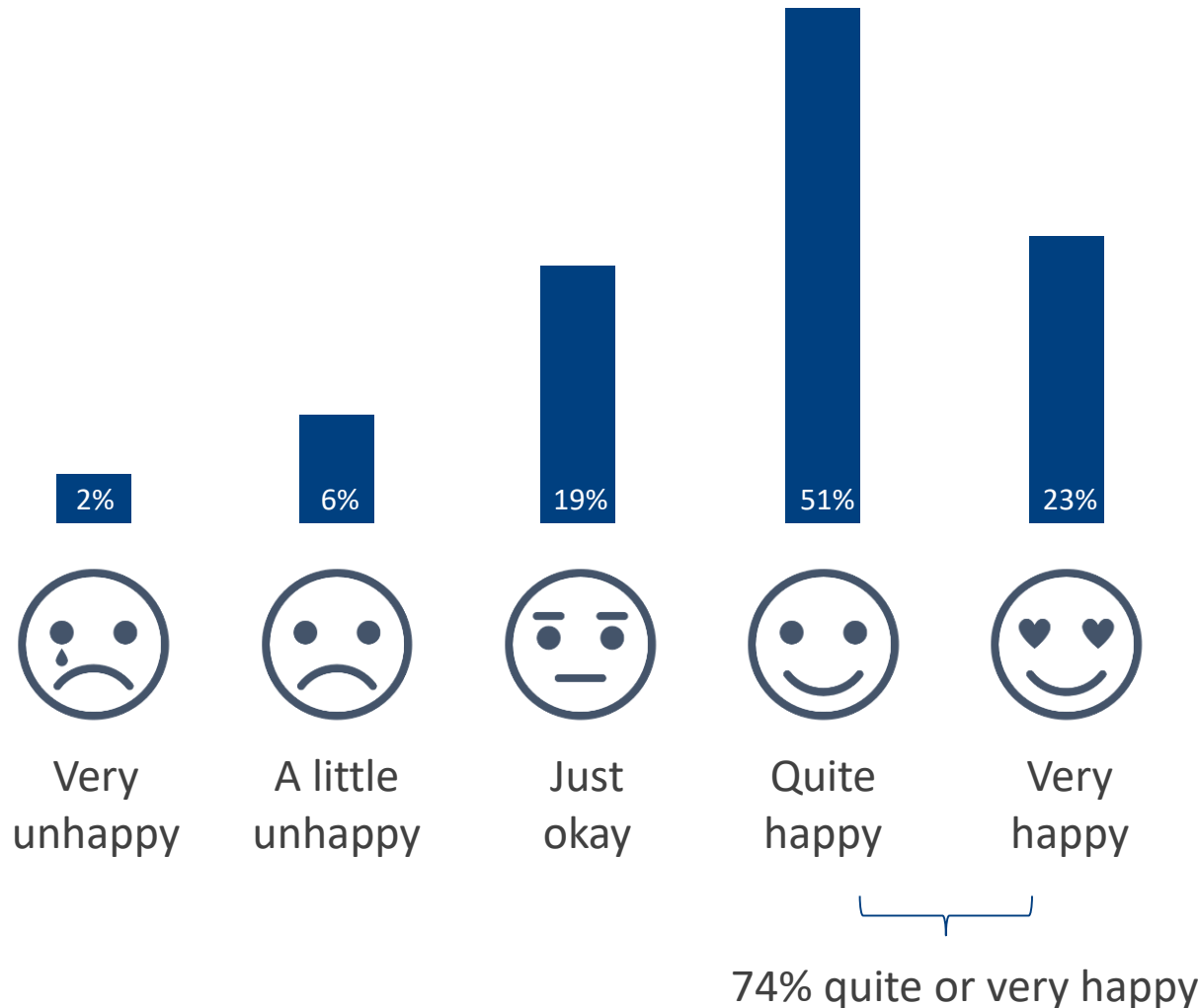
## Conventions used throughout this report:

Where charts are used and there are statistically significant differences between categories, arrows up or down signify statistically significant differences above or below the average for a given measure



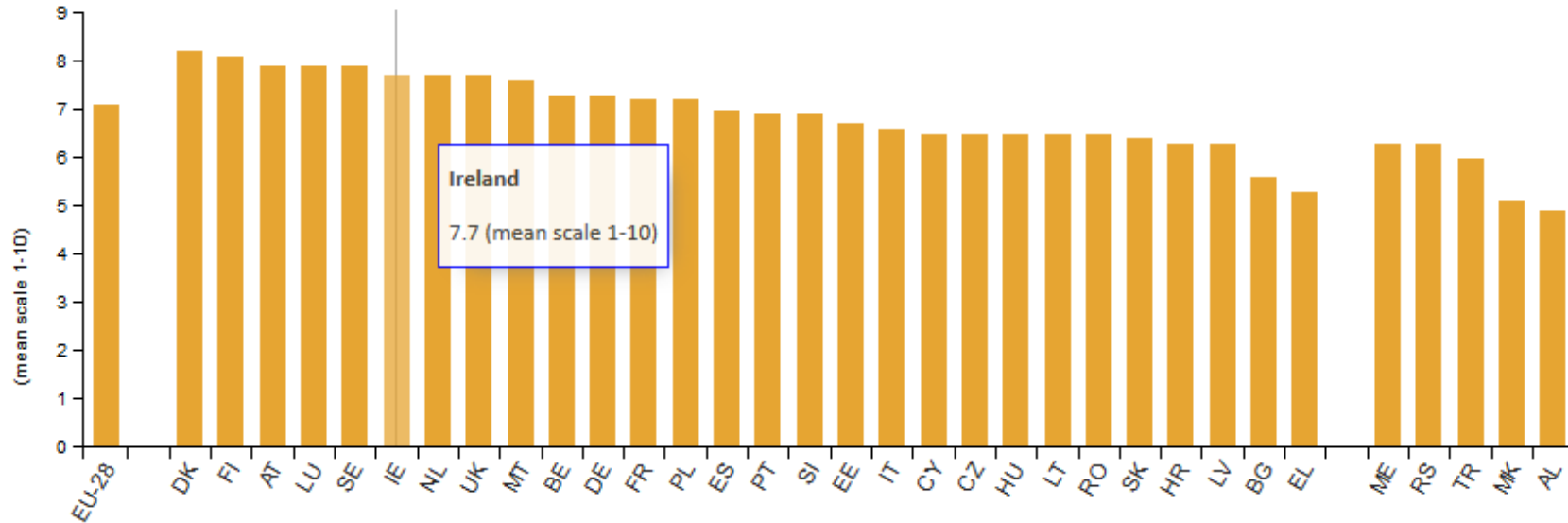
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Taking all things into consideration, overall how happy are you with your life right now?



2014 – 71% quite or very happy

## *Overall life satisfaction in the EU, 2016 (mean scale 1-10)\**



Note: no available data for Iceland, Norway and Switzerland

eurostat 

The average happiness rating among Your Dublin, Your Voice respondents is 3.85 out of 5, which corresponds with the national figure for Ireland reported by Eurostat in 2016.

\* [https://ec.europa.eu/eurostat/statistics-explained/index.php/Quality\\_of\\_life\\_indicators\\_-\\_overall\\_experience\\_of\\_life](https://ec.europa.eu/eurostat/statistics-explained/index.php/Quality_of_life_indicators_-_overall_experience_of_life)

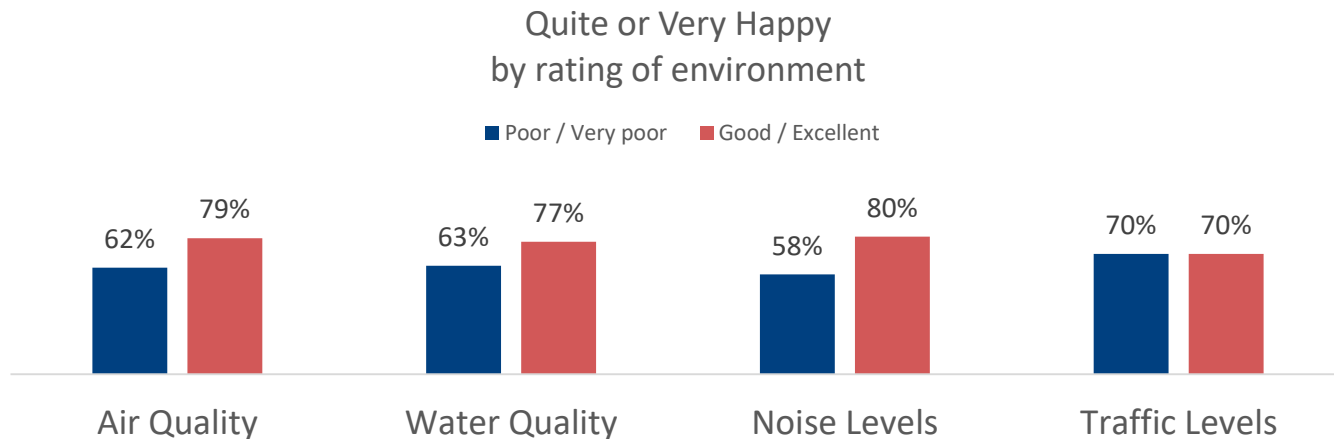


Taking all things into consideration, overall how happy are you with your life right now?

Reported happiness was lower  
among 18-34 year olds

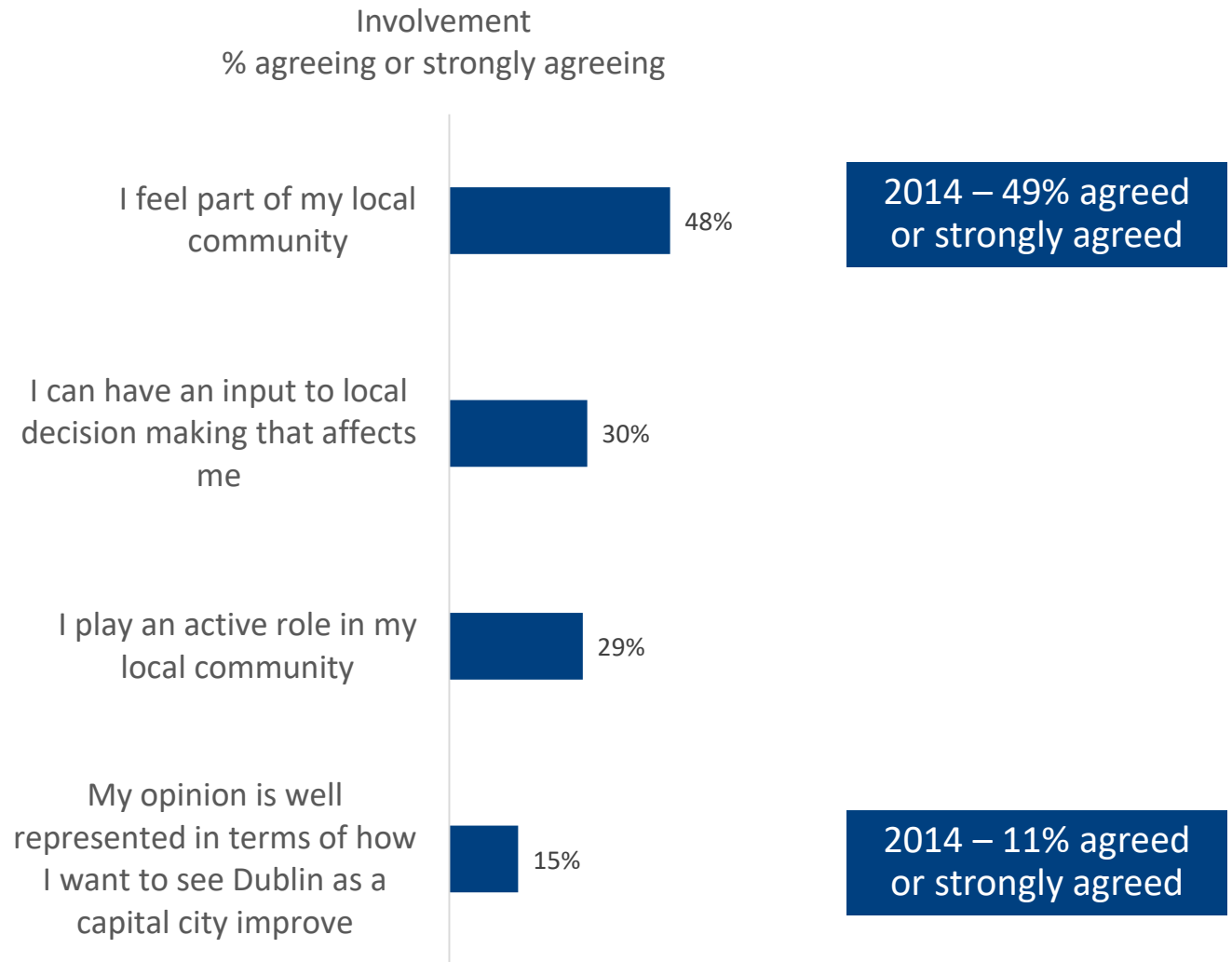
Reported happiness was higher  
among over 65s and retirees

Reported happiness increased  
with monthly income

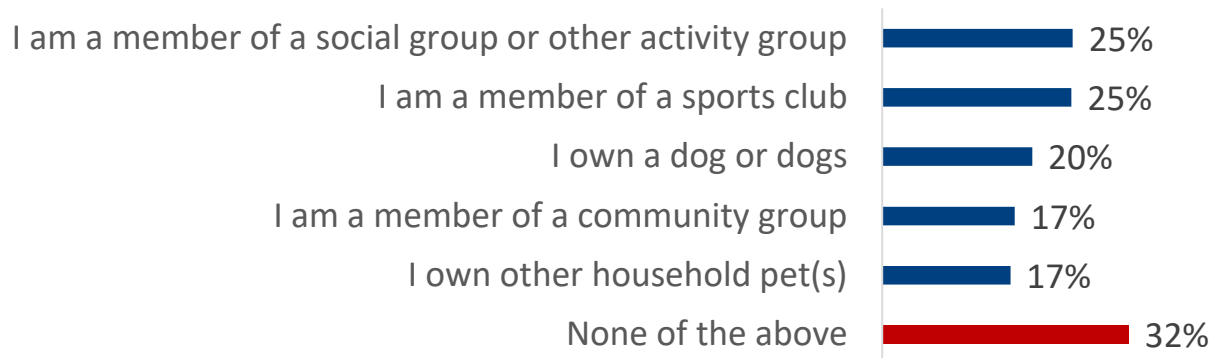


Air Quality, Water Quality and Noise Levels are all positively correlated with happiness  
e.g. 62% of those rating air quality as poor are happy overall, 79% of those rating air  
quality as good are happy overall

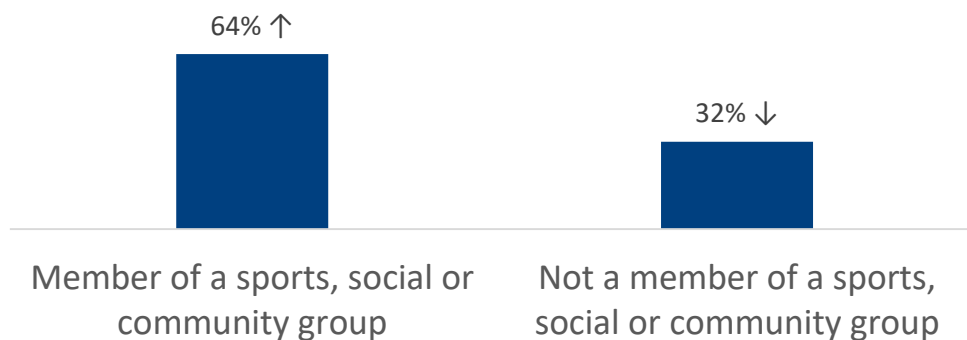
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Which of the following apply to you? Please select as many as apply

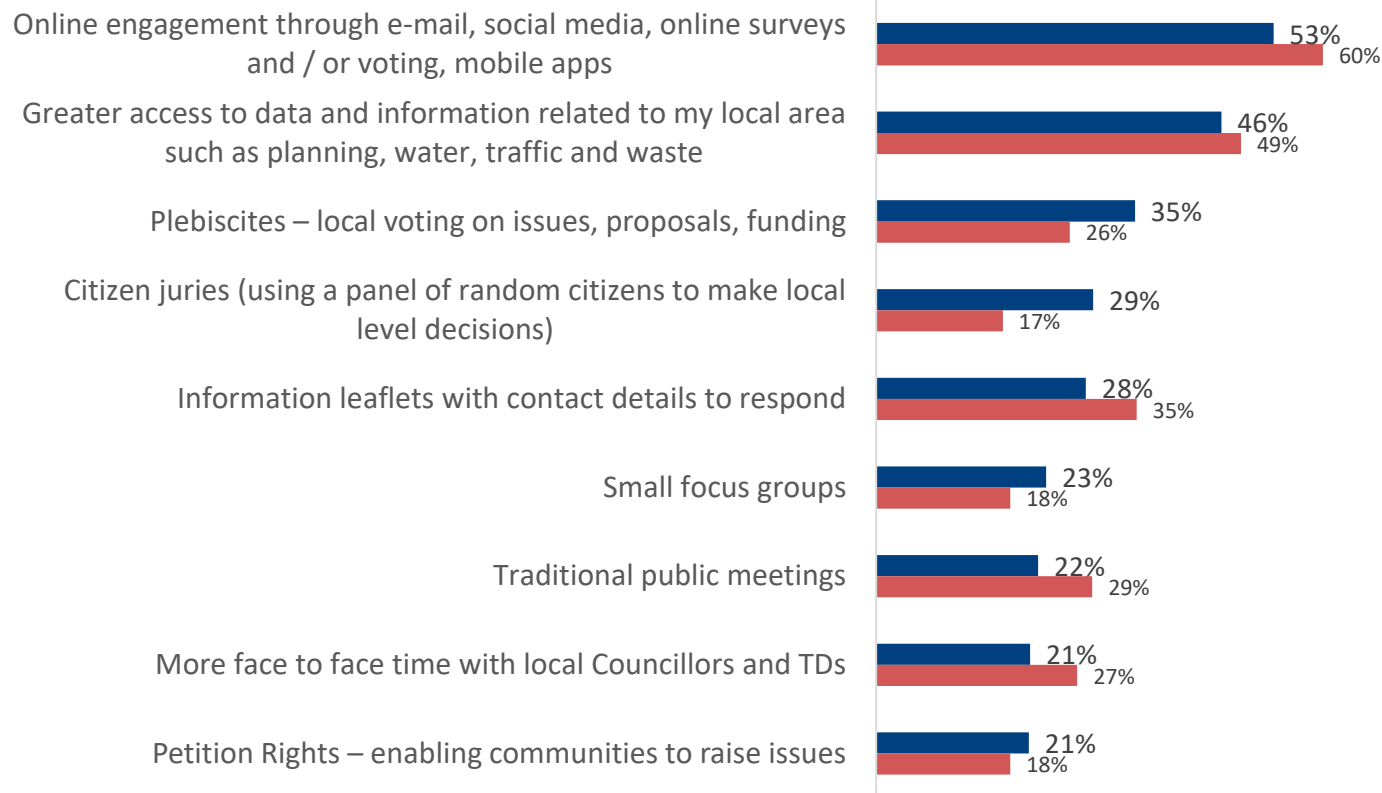


I feel part of my local community  
agreeing or strongly agreeing, by group membership



From the following list, please select the top 3 ways that would help you get involved or more involved in decisions that affect your area  
% selecting in top 3

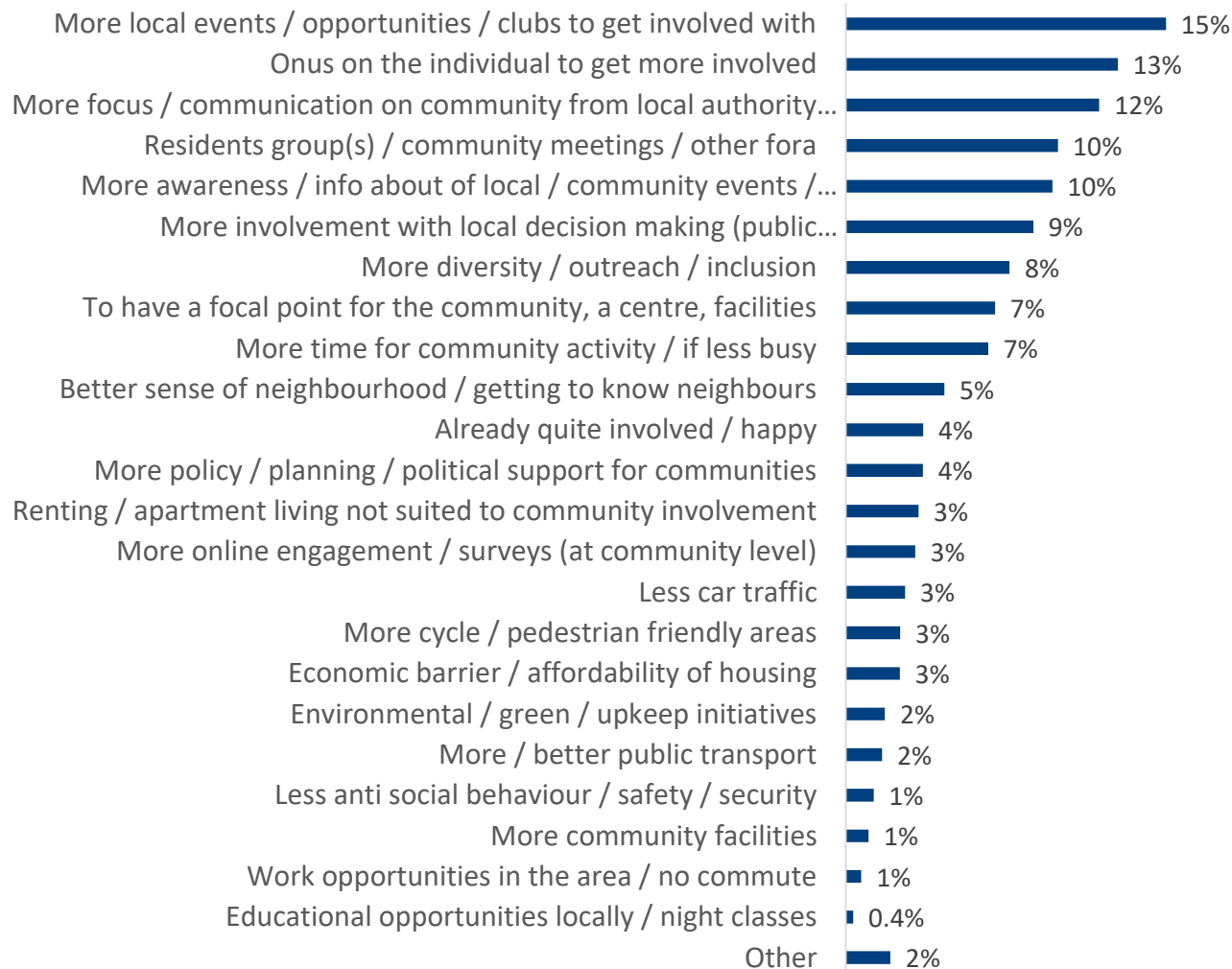
■ 2019 ■ 2014



2019: N=904  
2014: N=1,241

- 85% of those who feel part of their local community are quite or very happy with their life
  - 54% of those who do not feel part of their local community are quite or very happy with their life
- 
- 86% of those who feel they can have an input into local decision making are quite or very happy with their life
  - 60% of those who do not feel they can have an input into local decision making are quite or very happy with their life
- 
- 83% of those who play an active role in their community are quite or very happy with their life
  - 68% of those who do not play an active role in their community are quite or very happy with their life

What, if anything, would make you feel more a part of your community?



What, if anything, would make you feel more a part of your community?

## Typical Comments

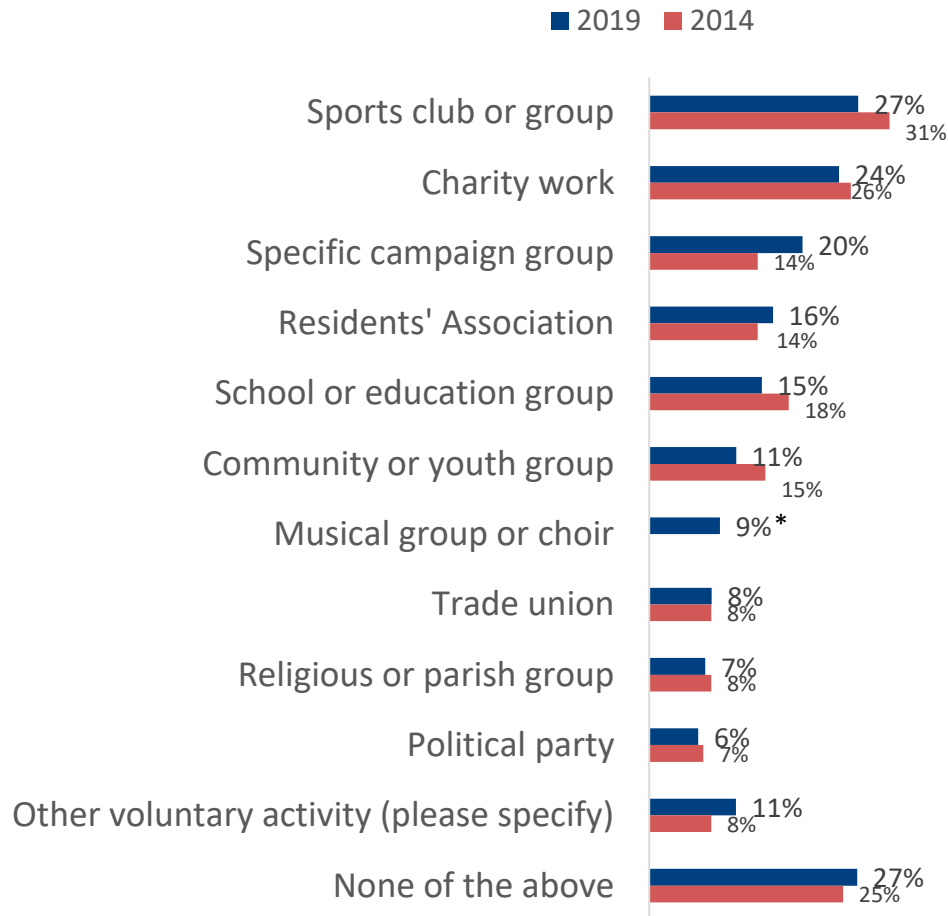
- *More smaller, localised community events. When I was younger, the local Parish Priest took on the role of leading local community events, whether they were community games, cake sales, fundraisers, sports events, charity events. These would be attended by young and old in the community.*
- *I could do so much more to be involved and take part in community events. Some ideas that come to mind are community gardens and circle gatherings/ such as food sharing potlucks (like street feast) or meetings*
- *Dublin has too much of a car culture. The only possibility to bump into each other is with your direct neighbour. There should be more focus on pedestrians, public transport and community areas / activity*
- *Establish a community forum that is not just for local businesses.*
- *More information on what's happening locally. Very little information*



[illegible]

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In the last two years have you been actively involved in any of the following types of groups or activities?

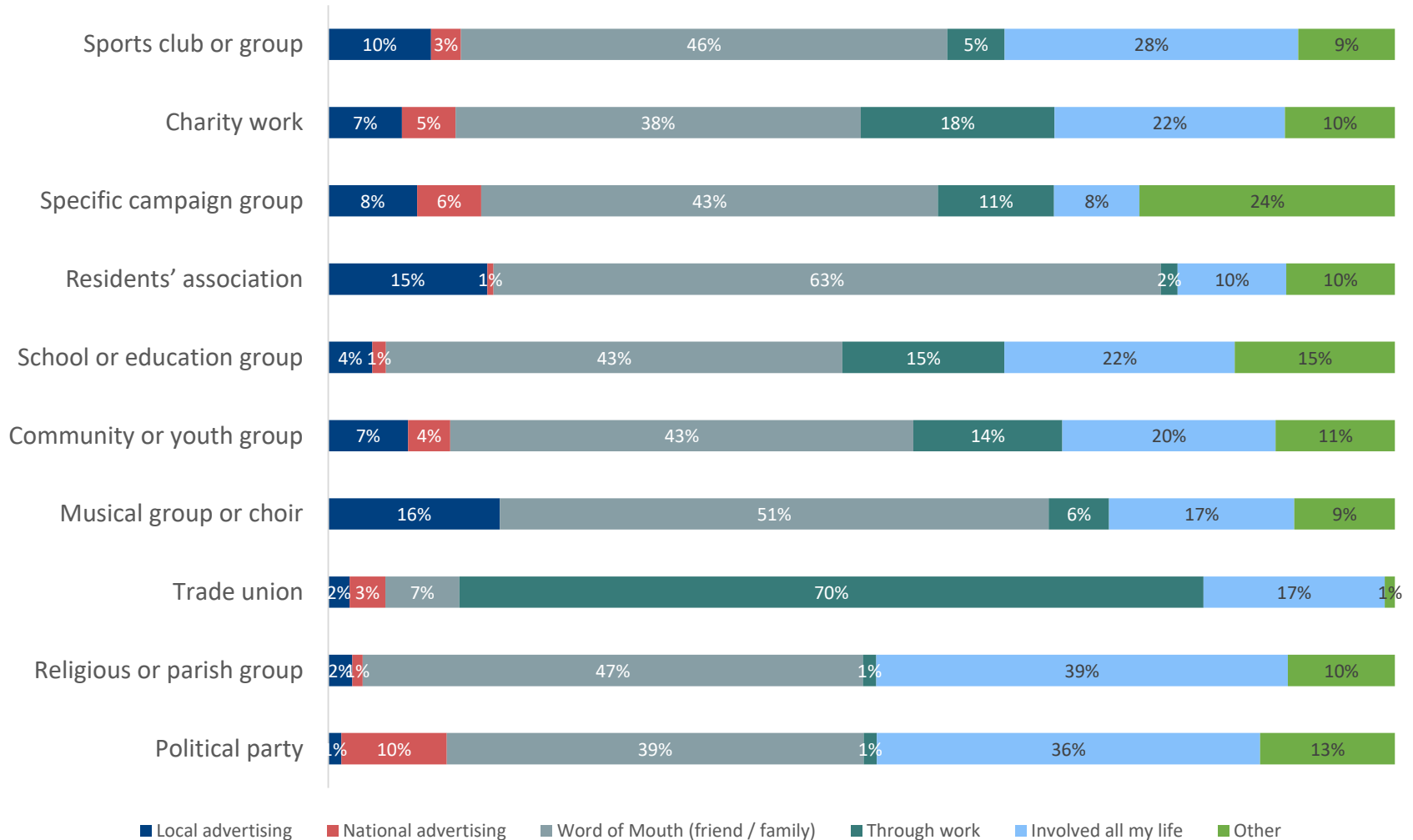


- 73% of respondents involved in some kind of group activity
- 79% of over 65s involved in group activity
- Participation in religious / parish groups highest among over 65s (21%)

\*Category not included in 2014

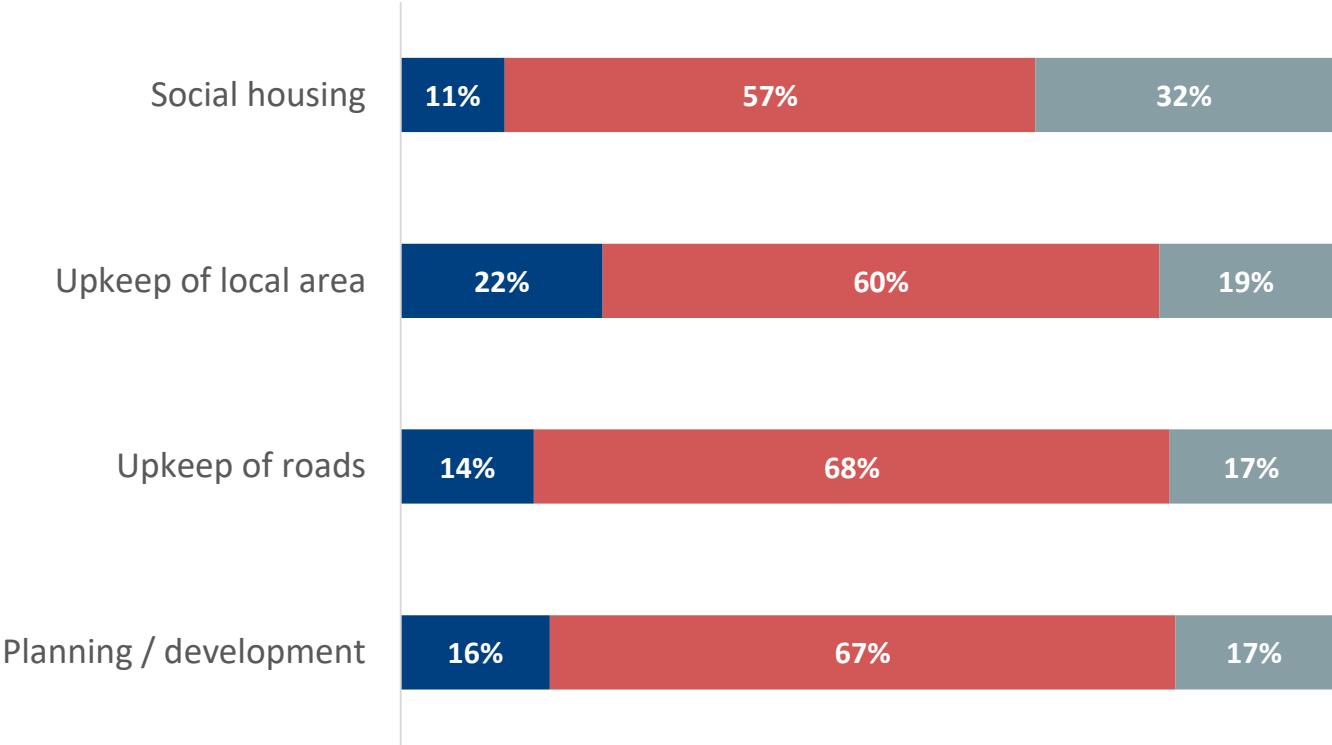
2019: N=916  
 2014: N=1,241

## How did you initially find out about getting involved in:



For each of the following types of query, which is the best source of information for you to access? - Questions about:

■ Local Councillor   ■ Local Authority   ■ Don't know

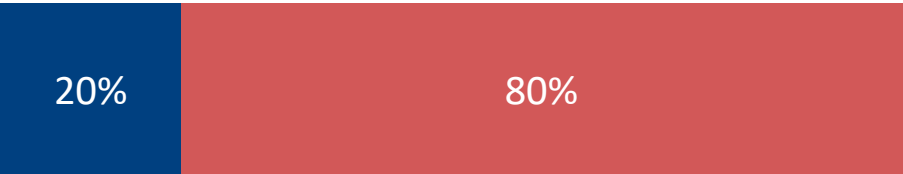




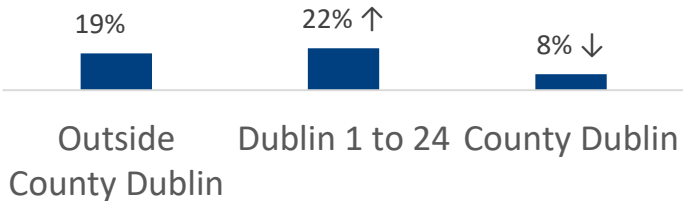
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Are you aware of any Social Enterprises in the area where you live?

■ Yes ■ No



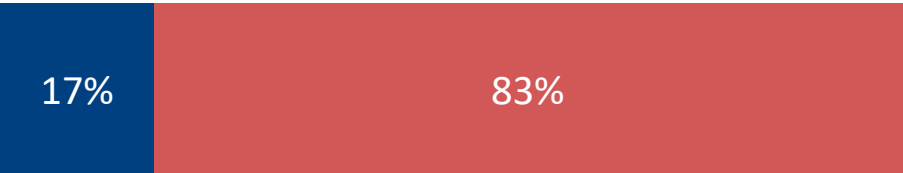
Are you aware of any Social Enterprises in the area where you live?  
by area of residence



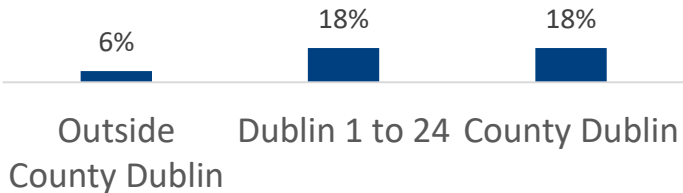
N=908

Are you personally involved with any Social Enterprise(s) in the area where you live?

■ Yes ■ No



Are you personally involved with any Social Enterprise(s) in the area where you live?  
by area of residence



N=197

No significant differences when analysed by other demographics

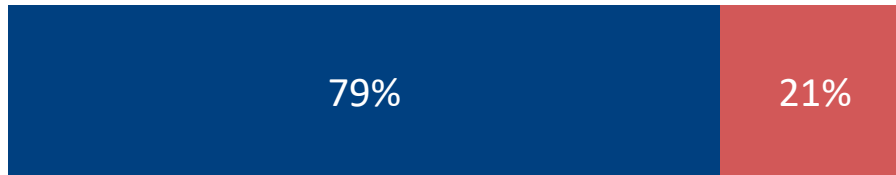


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Did you know that residents in Ireland, not just Irish citizens, can vote in local elections?

■ Yes ■ No



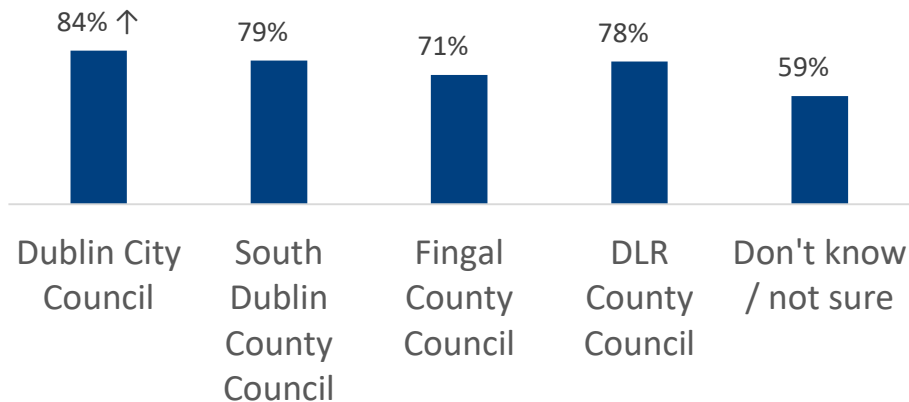
80% were aware in 2014

Higher among males (84%) than among females (75%)

Lower among students (53%) and those looking after home / family (55%)

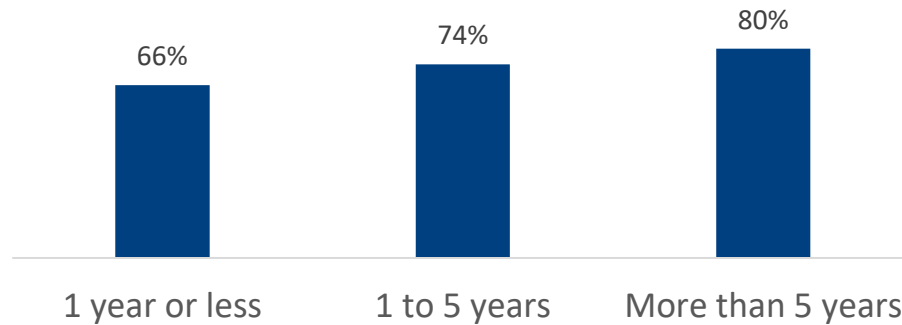
Higher among those with €800 or more disposable income per month (89%)

Aware of Residents' Right to Vote in Local Elections  
by local authority



Higher among those living in the Dublin City Council area (84%)

## Aware of Residents' Right to Vote in Local Elections by time living in Dublin



Higher among those living in Dublin more than 5 years (80%)

## Awareness of Residents' Right to Vote in Local Elections by nationality

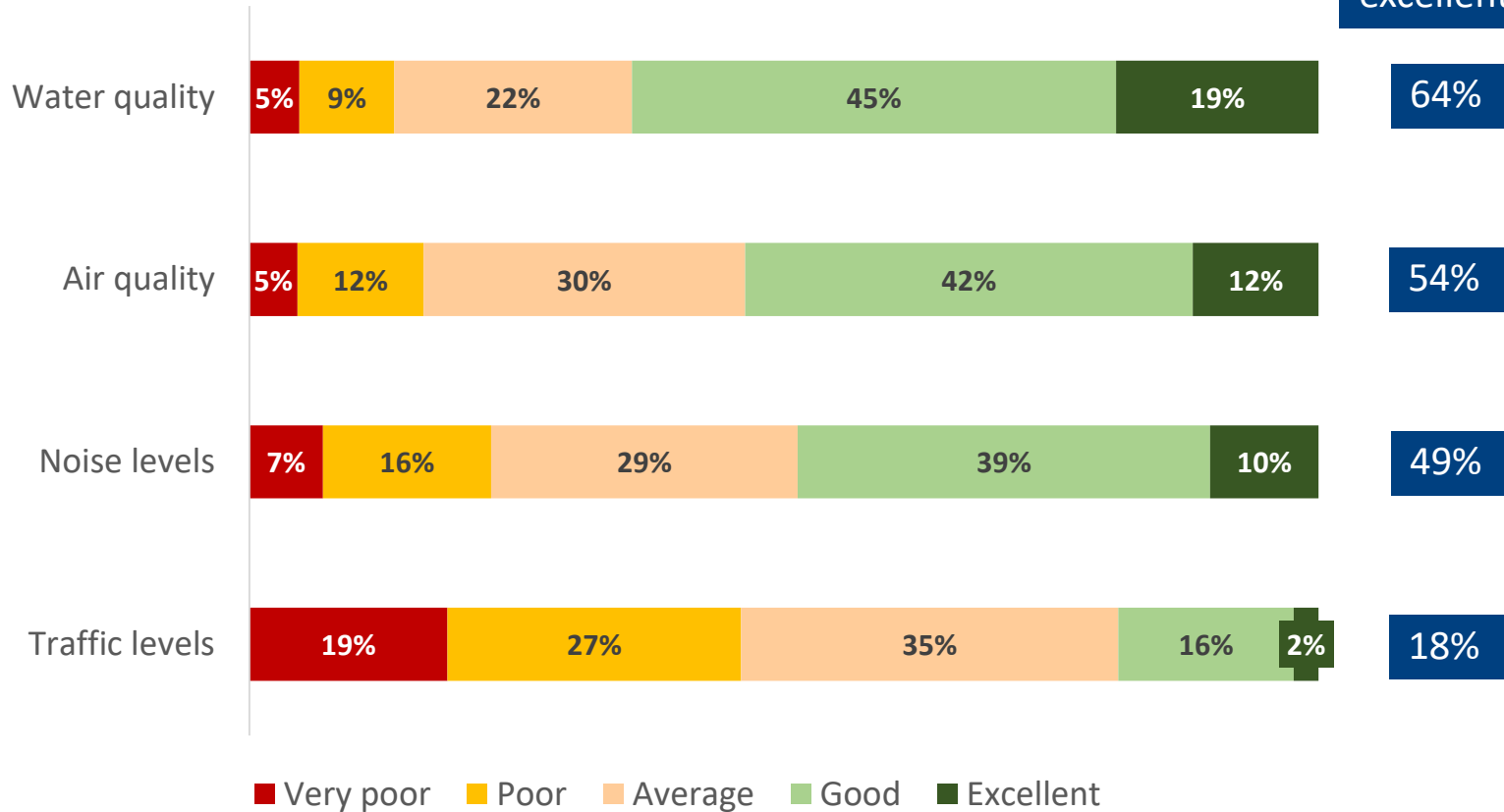


Lower among residents who are not Irish

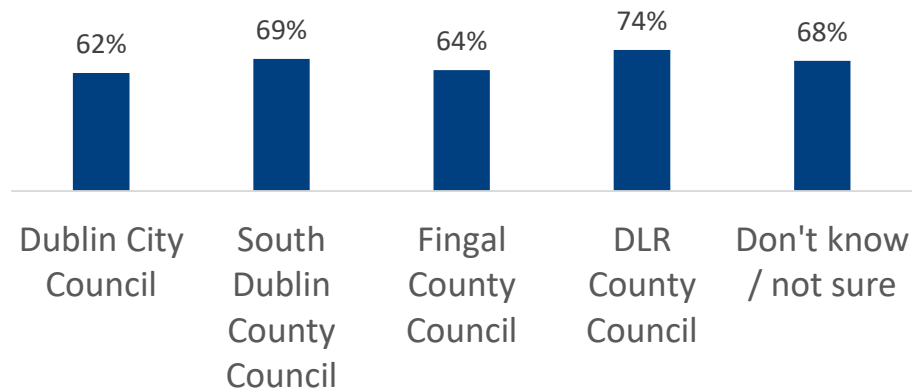
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Thinking about the area where you live, please rate the general quality of the following:

% good or excellent



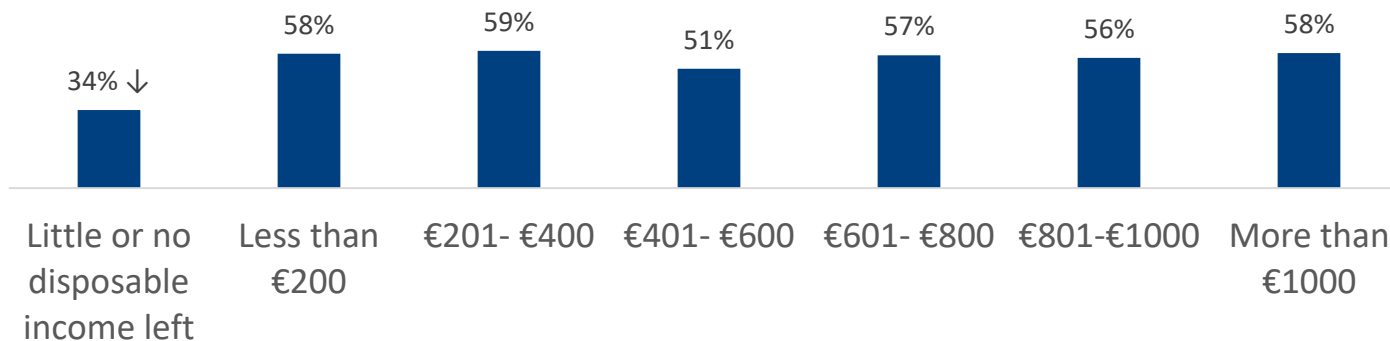
## Rating Water Quality Good or Excellent by local authority



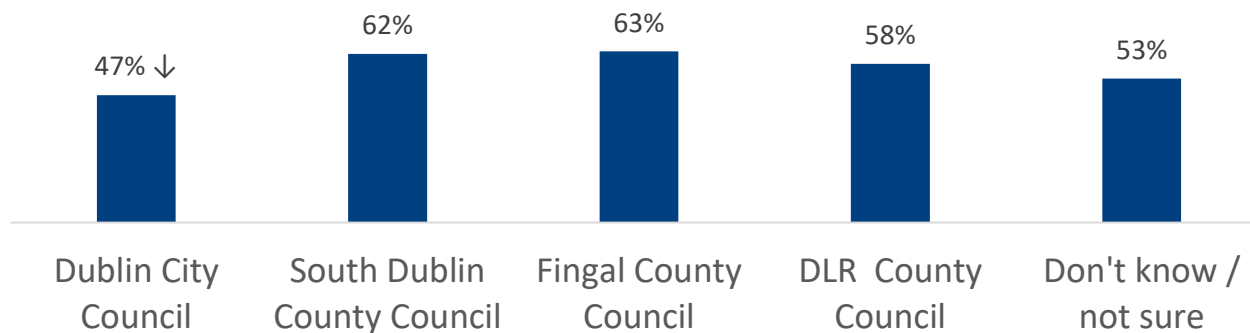
12% rated water quality “very poor” in Fingal, and this is significantly higher than in other areas.

No other significant variations by demographics

Rating Air Quality Good or Excellent  
by monthly disposable income

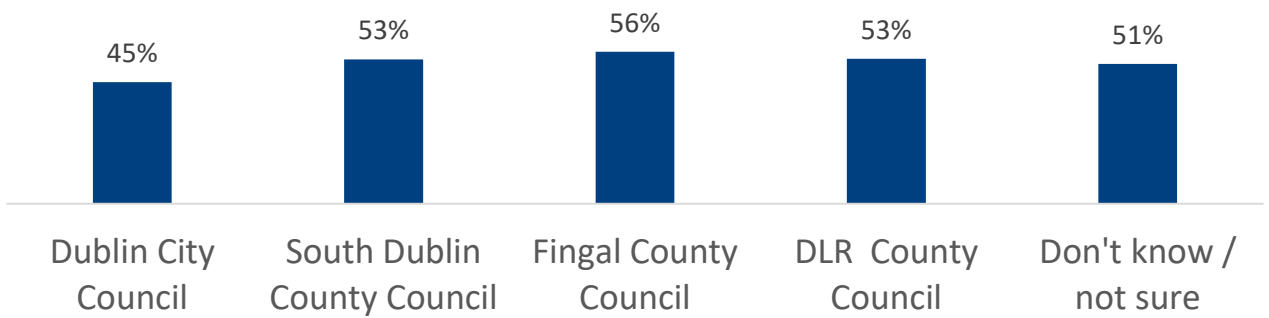


Rating Air Quality Good or Excellent  
by local authority

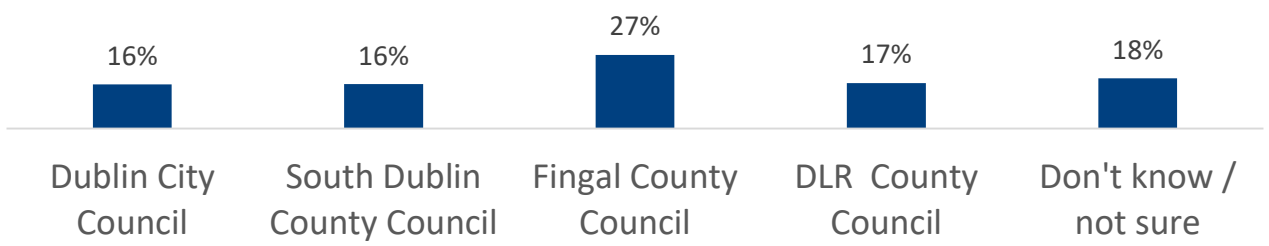


No other significant variations by demographics

Rating Noise Levels Good or Excellent  
by local authority

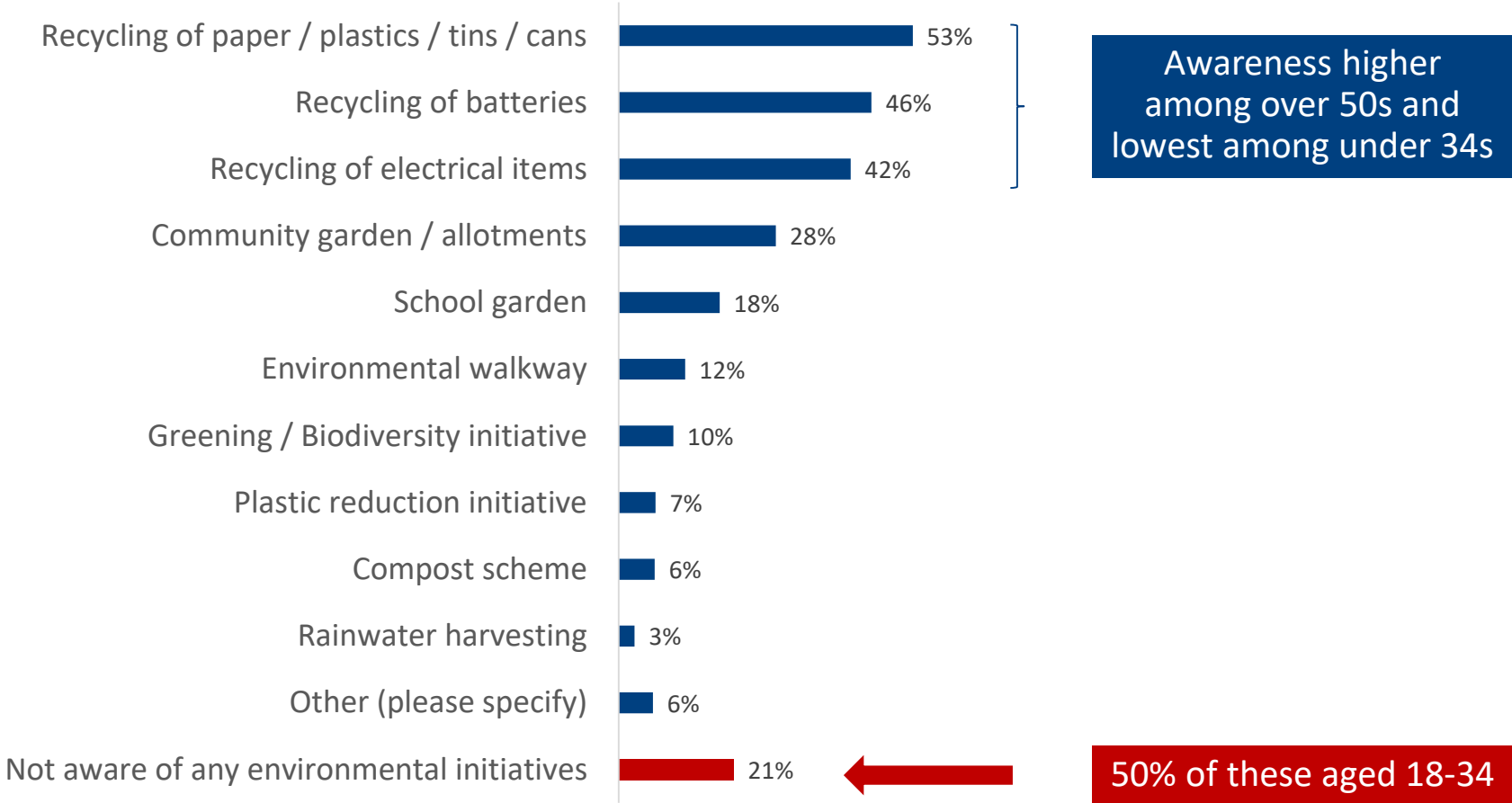


Rating Traffic Levels Good or Excellent  
by local authority



No significant variations by demographics

Are you aware of any environmental initiatives in your area? Please select as many as apply





Initiative / Local Authority	Dublin City Council	South Dublin County	Fingal County Council	DLR County Council	NET
Recycling of paper / plastics / tins / cans	50%	57%	58%	58%	52%
Recycling of batteries	41%	52%	48%	52%	44%
Recycling of electrical items	35% ↓	48%	54%	51%	40%
Community garden / allotments	31%	25%	34%	18%	29%
School garden	15%	24%	20%	21%	17%
Environmental walkway	9%	10%	20% ↑	11%	10%
Greening / Biodiversity initiative	9%	9%	15%	7%	9%
Plastic reduction initiative	4%	7%	7%	16% ↑	6%
Compost scheme	7%	7%	6%	8%	6%
Rainwater harvesting	2%	3%	4%	4%	3%
Other (please specify)	8%	2%	3%	10%	7%
Not aware of any environmental initiatives	22%	21%	18%	13%	21%

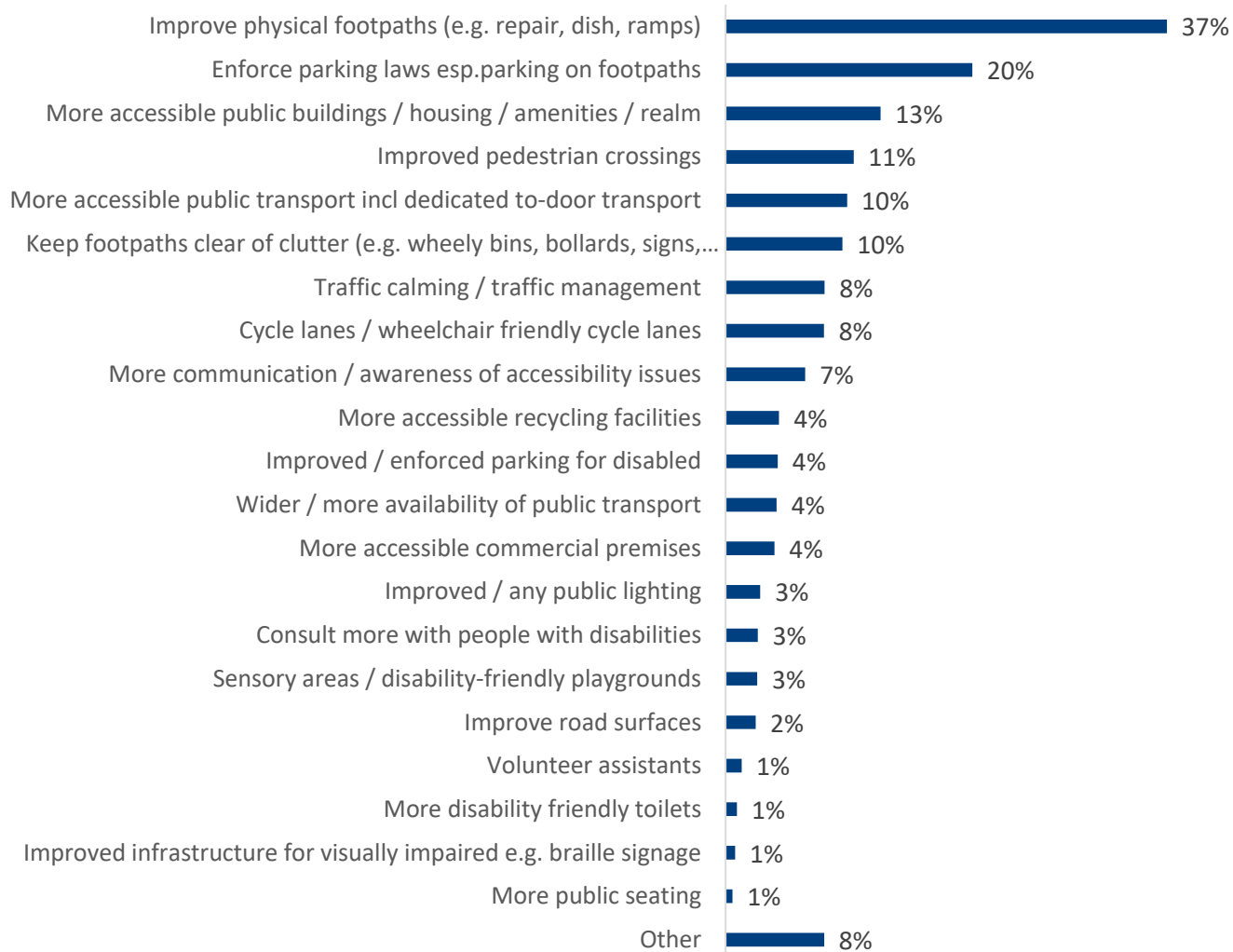
Awareness of recycling of electrical items significantly lower in Dublin City Council area

Awareness of Environmental Walkway highest in Fingal County Council area

Awareness of plastic reduction initiative highest in Dun Laoghaire Rathdowney area

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## Can you suggest any accessibility initiatives that would benefit your area?



Can you suggest any accessibility initiatives that would benefit your area?

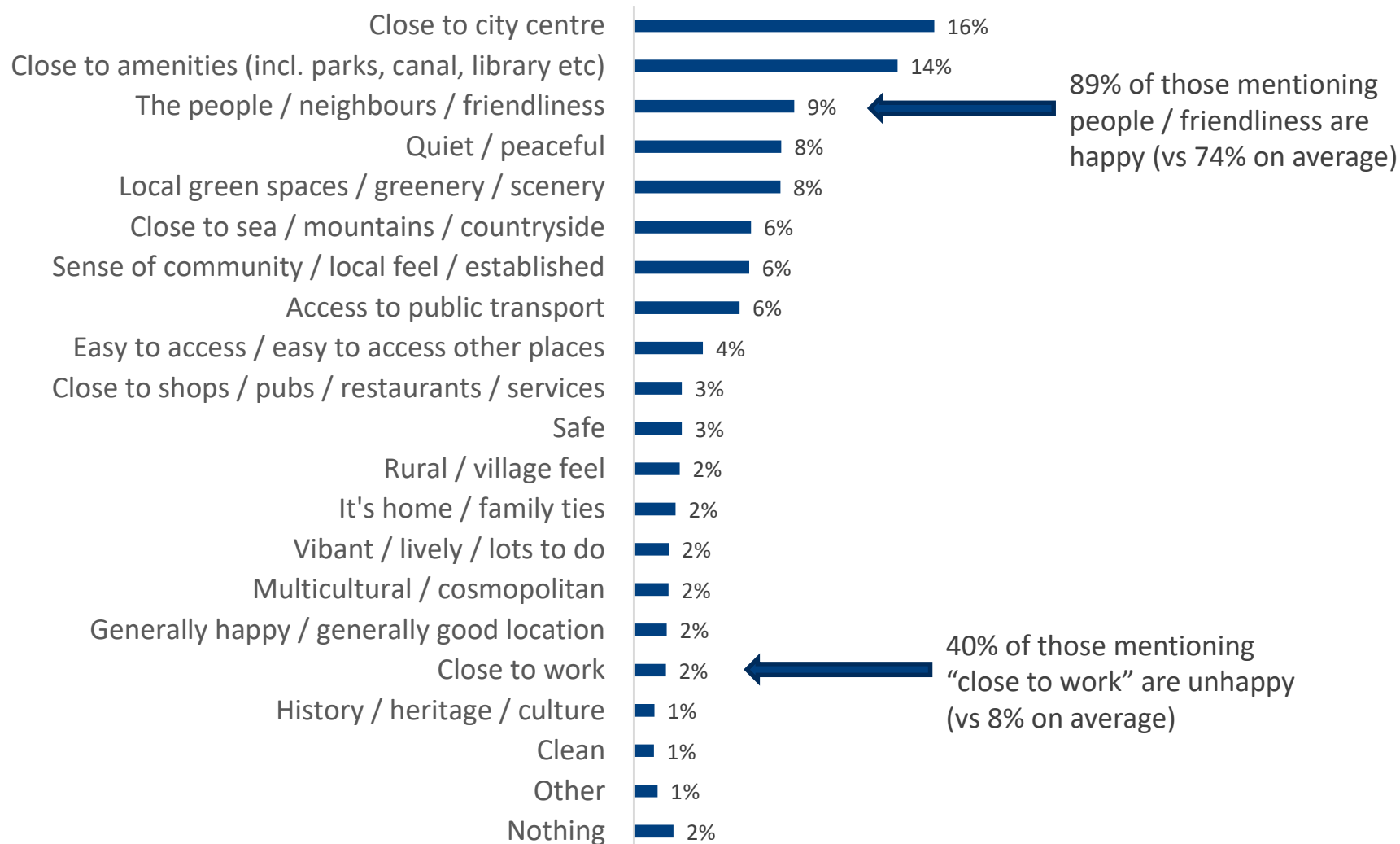
## Typical Comments

- *The footpaths and roads are in a bad state, I can imagine it is difficult for anyone with a physical disability to get around*
- *Survey of footpaths to ensure dips are present, paths are wide enough & commercial obstructions such as shop signs are removed.*
- *There are some pavements that are in a bad state of repair in my area, repairing these is a simple way to make life easier for everyone. Also, there are a lot of cars that park on the pavement not leaving enough space for wheelchairs, buggies etc to get around. There are also some local shops that don't have disability reserved parking outside.*
- *As in most parts of Dublin, people deliberately and selfishly park their vehicles on pedestrian walkways and cycle lanes preventing access to wheelchair and mobility vehicle users.*
- *Access to local park could be improved. Wheelchair access is only feasible to an individual (not being pushed) through one access point of 3 (not signposted),*



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## What do you like most about the area where you live? (first mentions)



What do you like most about the area where you live?

Typical Comments

- *Close to the city centre, everything on your doorstep*
- *Relatively close to the city centre with direct bus routes*
- *Location, proximity to Phoenix park, well served by public transport*
- *Access to the canal, public transport links, parks*
- *The people, the accessibility to town, the amount of green space*
- *Friendliness and help of neighbours*
- *It is quiet, clean, close to the city centre with excellent transport links*
- *Being beside the beach and close to the mountains, which are two of the best amenities to live beside make me feel happy every day.*
- *The community spirit. the accessibility of the parks. The closeness of Dublin mountains*

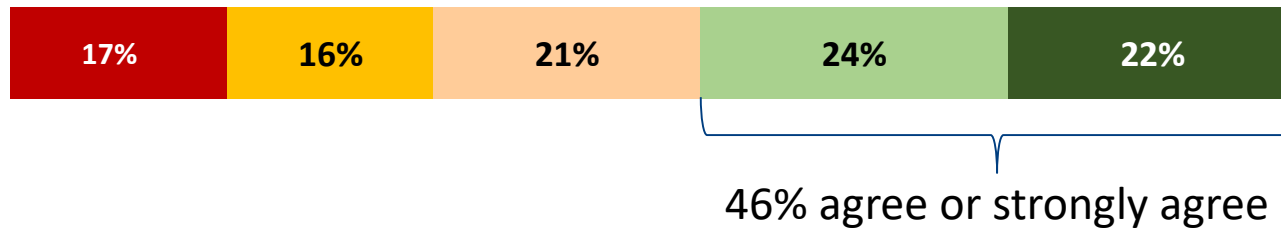


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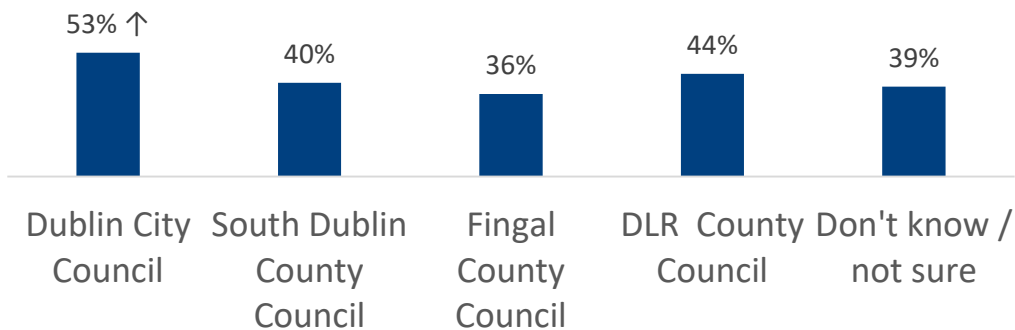
Internationally, some cities levy a tourist / visitor tax based on bed nights. To what extent do you agree that such a tax should be levied by local authorities in Ireland, to meet specific local needs?

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



39% agreed or strongly agreed in 2014

Support for tourist bed-night tax  
by local authority area



Support highest in Dublin  
City Council area

# END

For further information please contact:

- Economic Development Office
- Dublin City Council
- 01 222 5611
- [research@dublincity.ie](mailto:research@dublincity.ie)



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council