

Your Dublin, Your Voice Social Media & Digital Local Services June 2019



Survey reference period: June 2019

Report by



Delve Research
Survey Research & Analysis

www.delve-research.com

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Accessing the Internet

- 95% of respondents accessed the internet from home
- 86% accessed the internet using mobile data

Communicating with Friends & Family

- Whatsapp (91%), text messaging (88%) and email (85%) were the most popular ways of communicating with friends and family. 78% of Whatsapp users use it every day

Social Media Use

- 80% of respondents used social media. Among these, 88% had a Facebook account



88%



65%



65%



64%



62%



29%



21%

Among those with any social media account

- Facebook, Twitter and Instagram were most likely to be used every day

Online Activities

- 91% of respondents go online to get news and current affairs information
- 61% go online to look up information relating to public bodies or to deal with public bodies

Dublin City Council Social Media

- 28% of those who used social media follow Dublin City Council on Twitter



28%



15%



3%



2%

63% do not follow Dublin City Council on any social media

The most common reason for following Dublin City Council's social media is to find out about events happening in the city

Making Dublin City Council Social Media More Useful

- When asked for suggestions for making Dublin City Council's social media more useful, the most common suggestions (20%) related to having up to date / relevant / local information on events and Council activities

Use of Apps for Local Services

- 25% of smartphone users used an app or apps to avail of city / local authority services
- Among these, 79% used a public transport app, 49% used the Dublin Bikes app, 43% used a parking app, and 31% used the Dublin City Public Libraries app
- The most common suggestions for apps were for reporting specific issues (e.g. illegal dumping, illegal parking) at 24% of suggestions, followed by an app to help identify / follow events at 21%

Local Authority Website

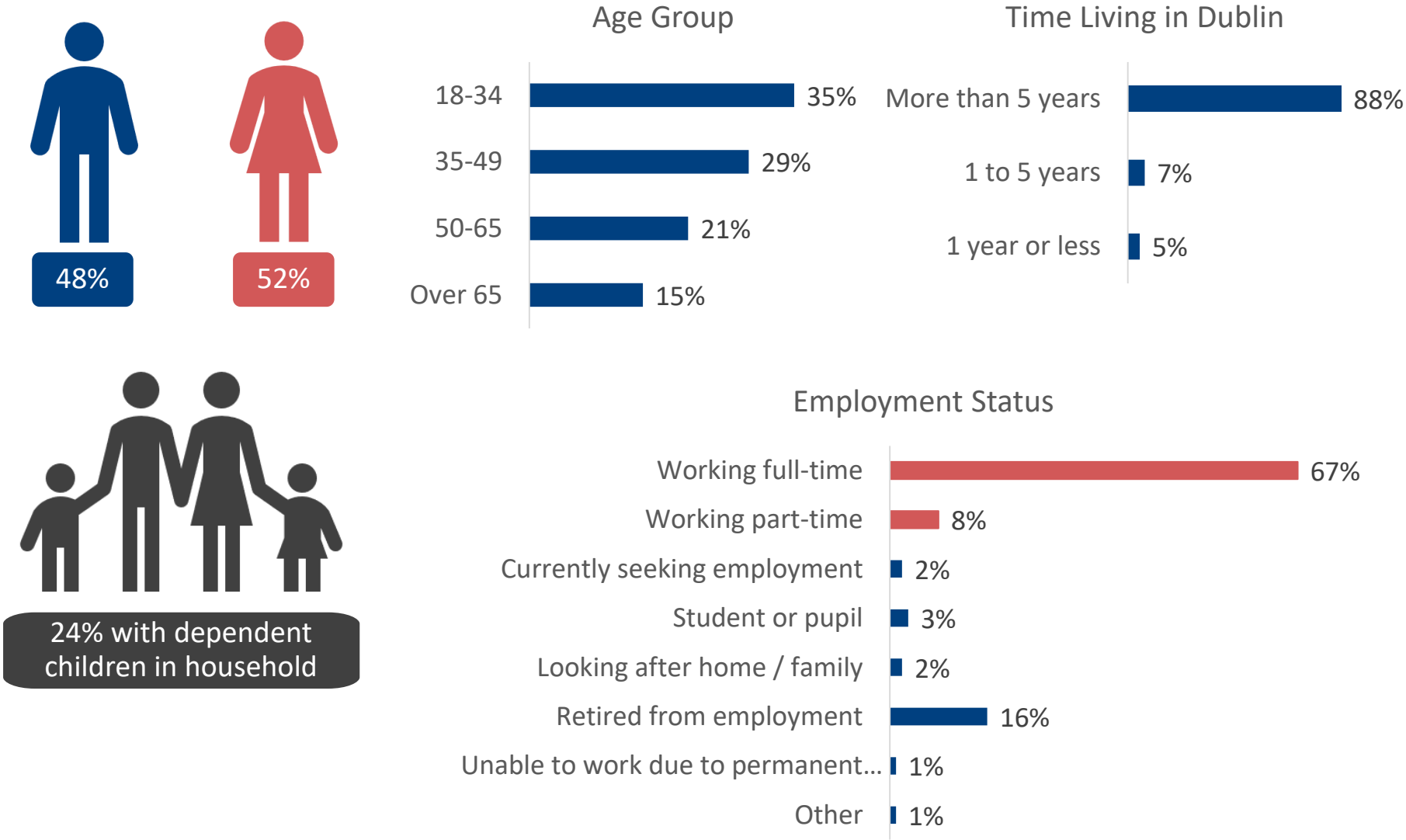
- 84% of respondents had visited their local authority website
- The most common reasons for visiting their local authority website were:
 - To find out about events or other information (67%)
 - To follow up or check on planning permissions, developments etc. (51%)
 - To report any issues (37%)
- The main difficulty in using the Dublin City Council website was around ease of navigation and not being user friendly, cited by 61% of those who reported any difficulty



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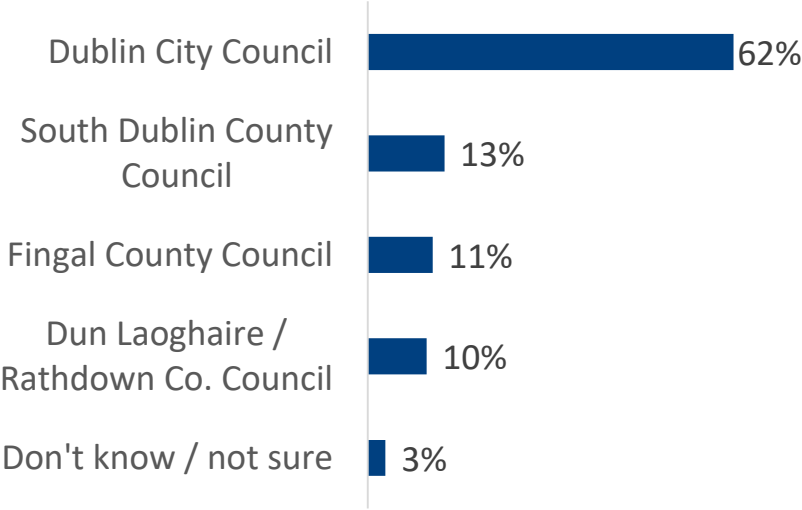
- Online survey, 11th June – 23rd June 2019
- 919 respondents, from “Your Dublin, Your Voice” opinion panel
- 25% response rate
- Global margin of error = +/- 3.2%
- Robust panel in existence since 2010, recruitment through various channels



30 nationalities represented on this survey
90% Irish

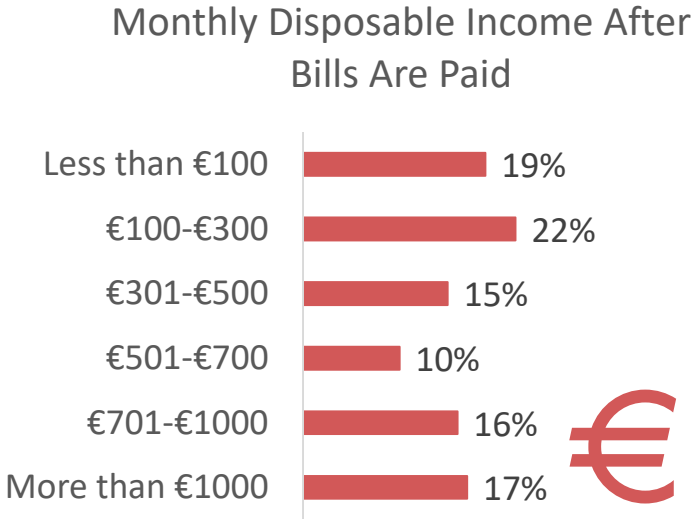
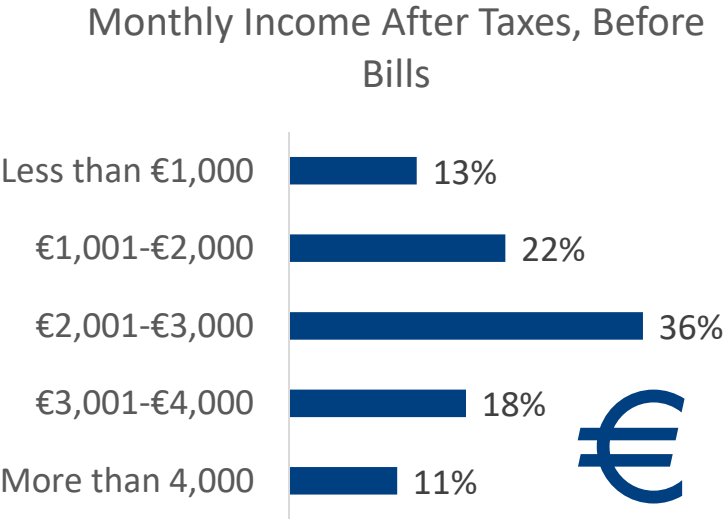


Local Authority

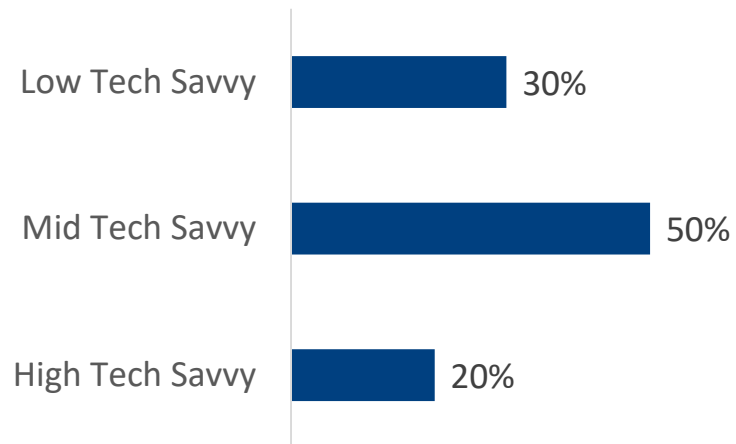


Current Area of Residence

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



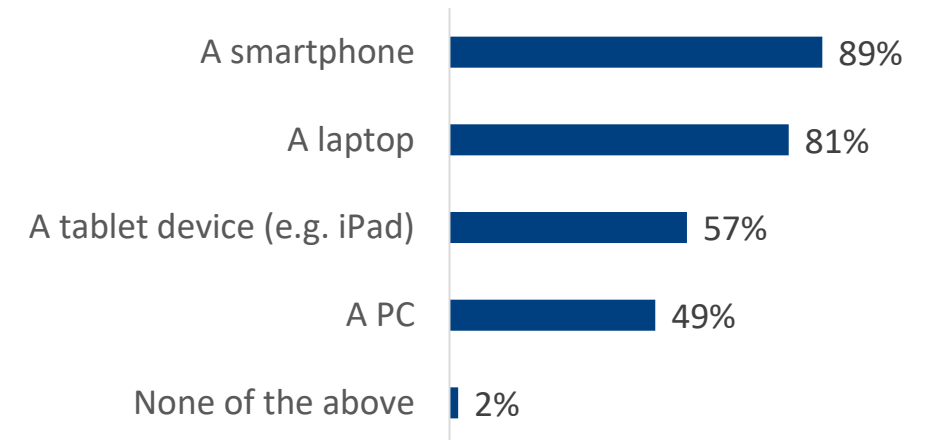
Tech Savvy Profile



Based on ownership of selected tech products / services

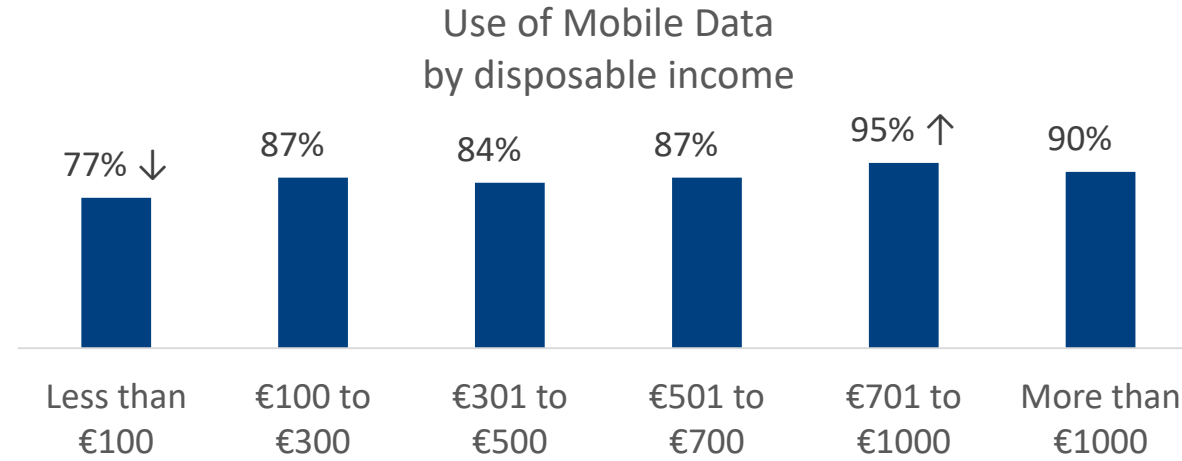
Owning 0 or 1: Low tech savvy
Owning 2 or 3: Mid tech savvy
Owning 4 or 5: High tech savvy

Which of the following do you personally own, or use through your work?



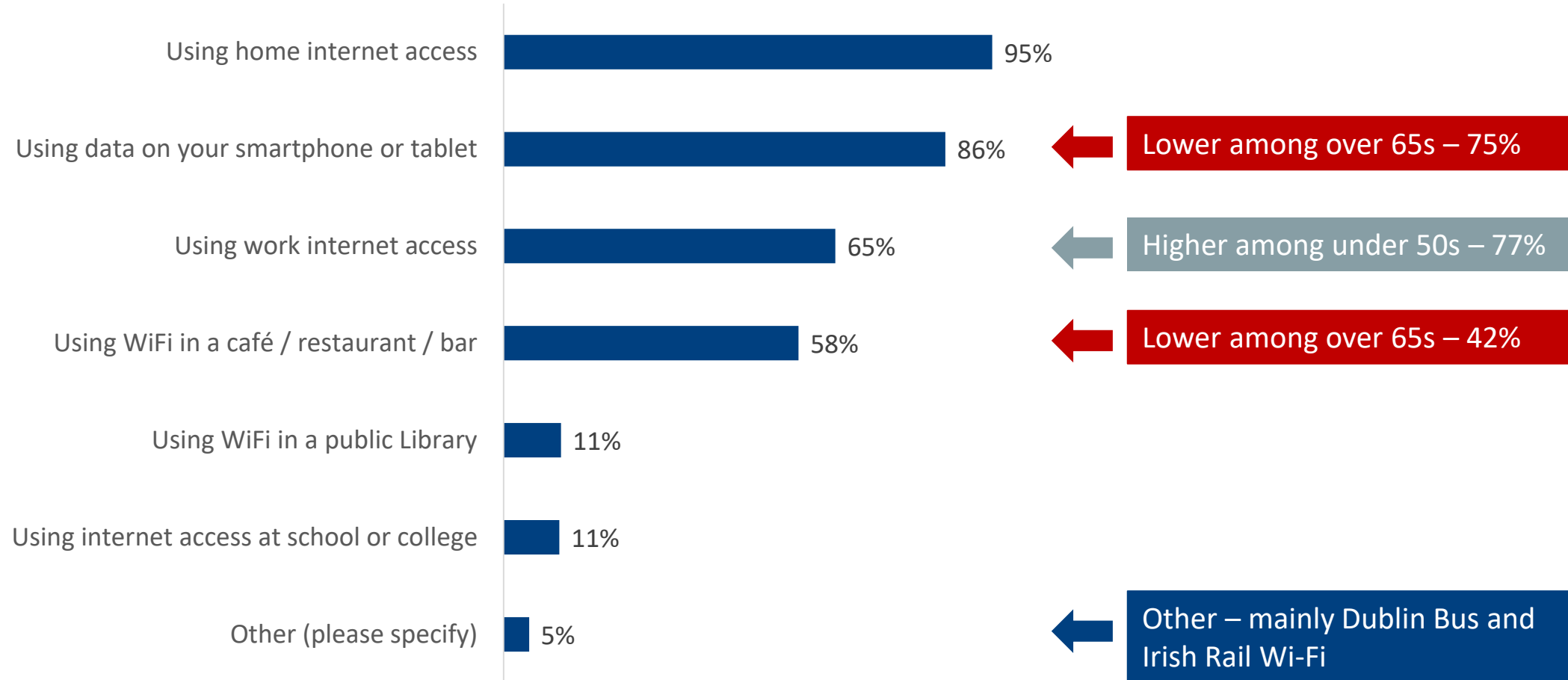
Conventions used throughout this report:

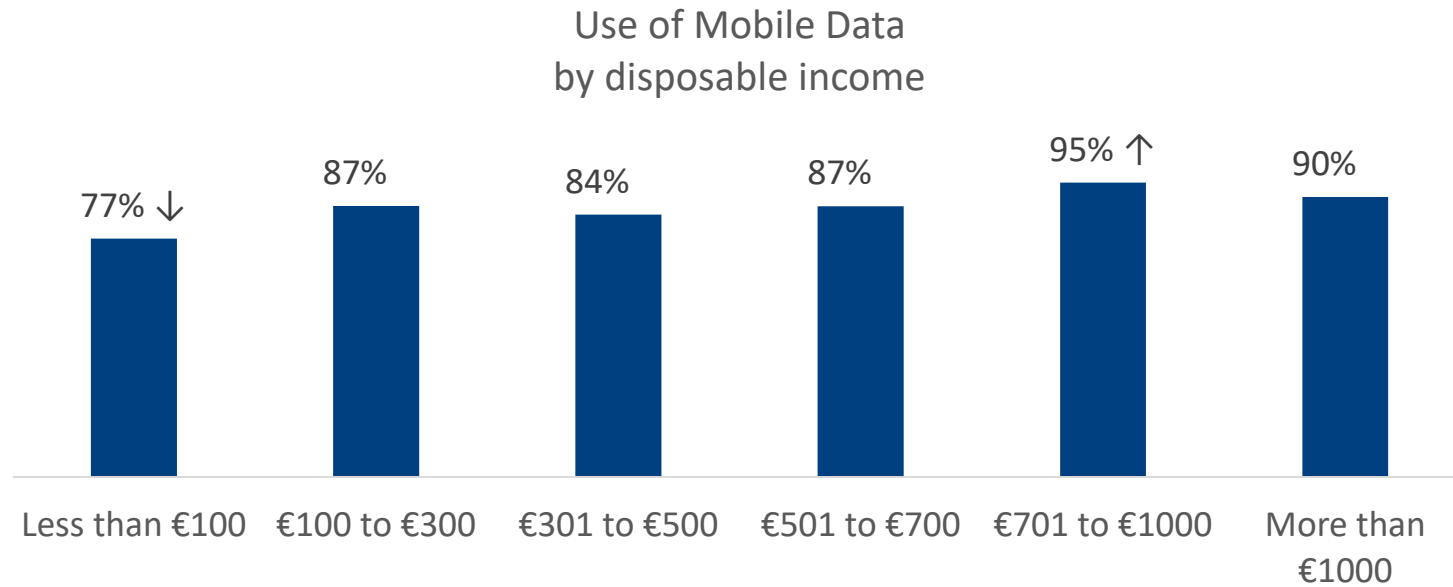
Where charts are used and there are statistically significant differences between categories, arrows up or down signify statistically significant differences above or below the average for a given measure



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Which of the following ways have you accessed the internet in the past month?

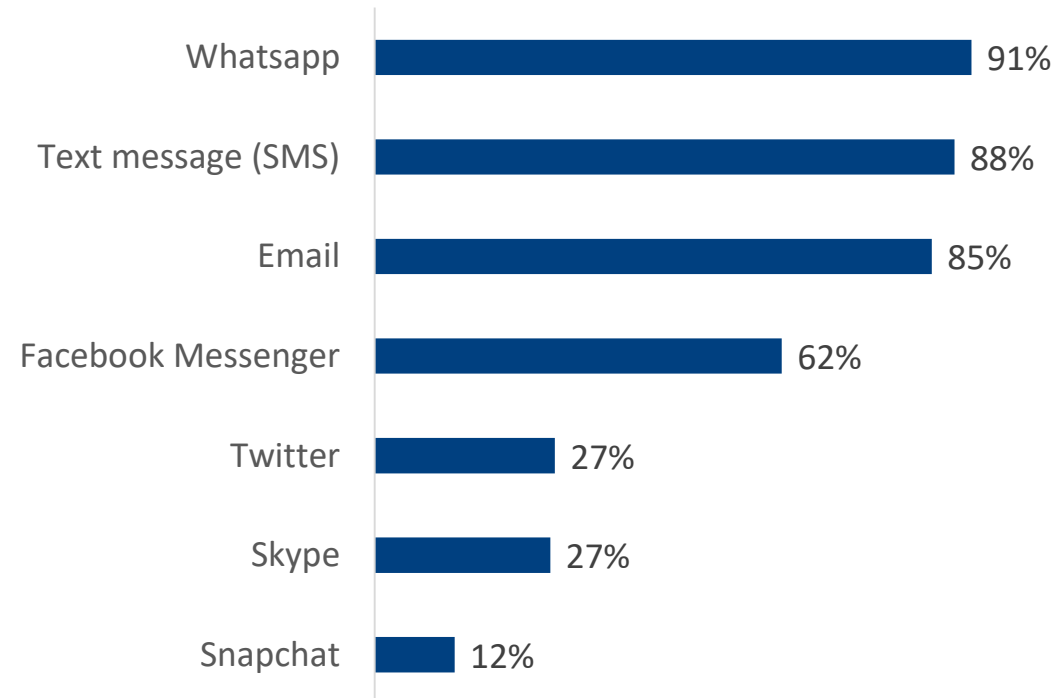




Use of mobile data tends to rise with monthly disposable income

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Do you ever use any of the following ways to communicate with friends or family?

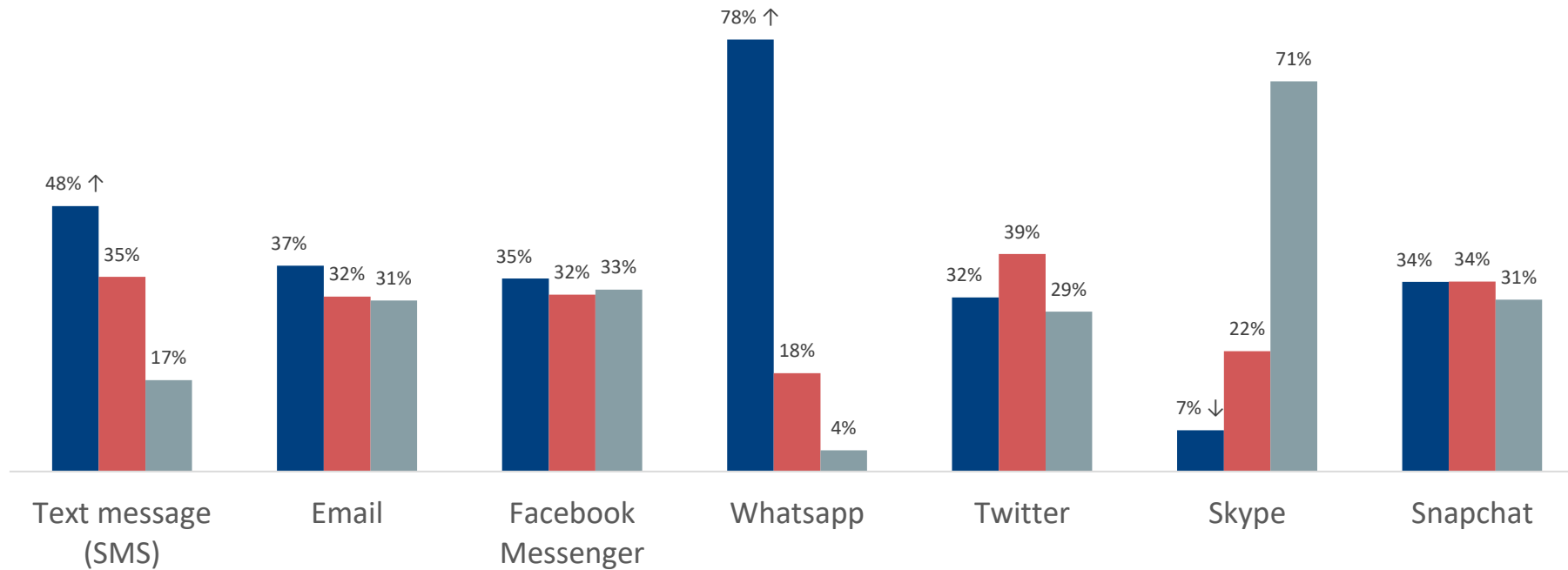


Use of FB Messenger, Whatsapp and Twitter tended to be higher among 18-34 year olds, lower among over 65s

Use of FB Messenger, Whatsapp and Twitter tended to be higher among those at work, and among the tech savvy

How often do you use each of the following to communicate with friends or family?
by age group

■ Every day or most days ■ At least once a week (but not every day) ■ At least once a month (but not every week)



78% of
Whatsapp
users use it
every day

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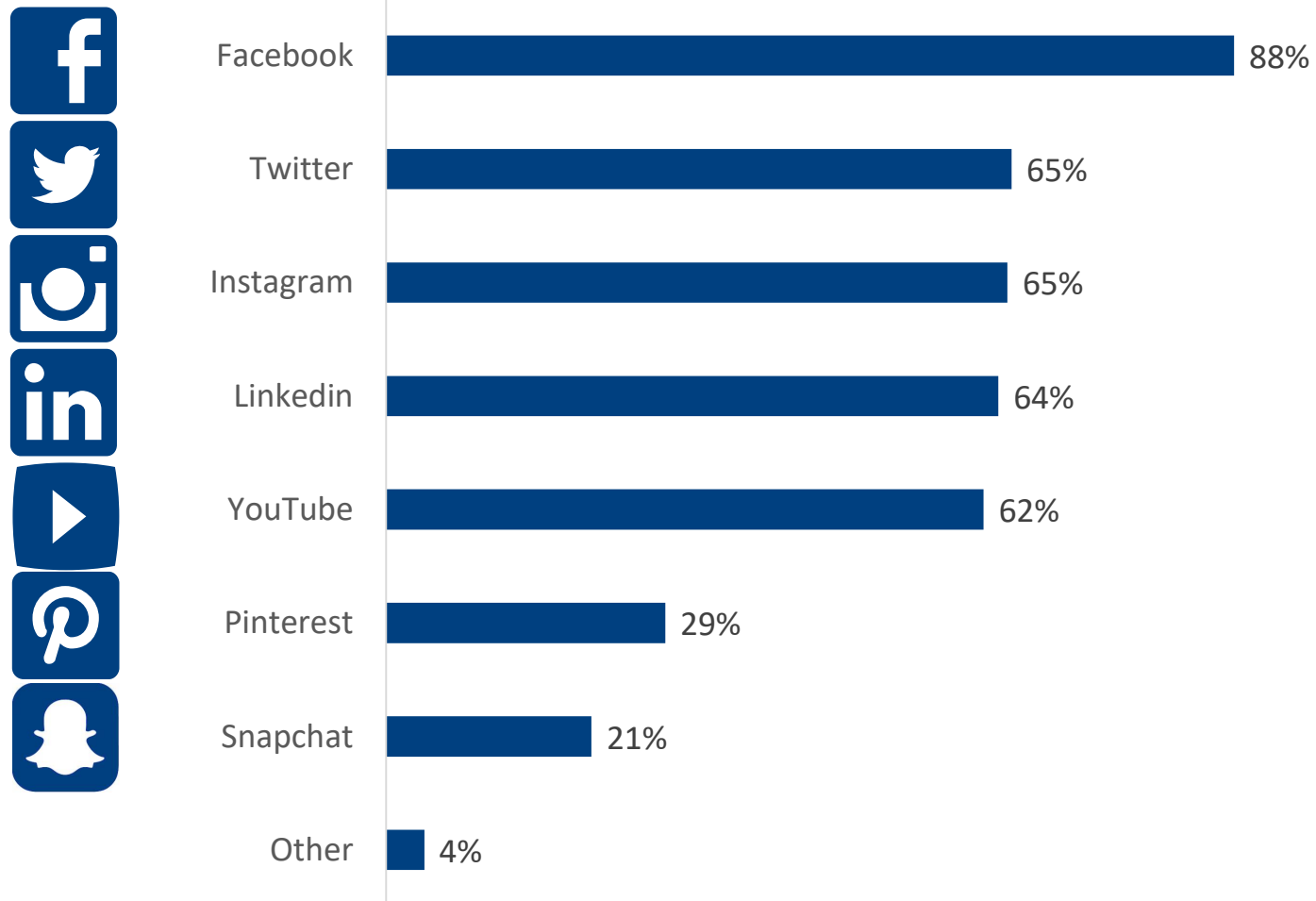
Do you use any online social media?

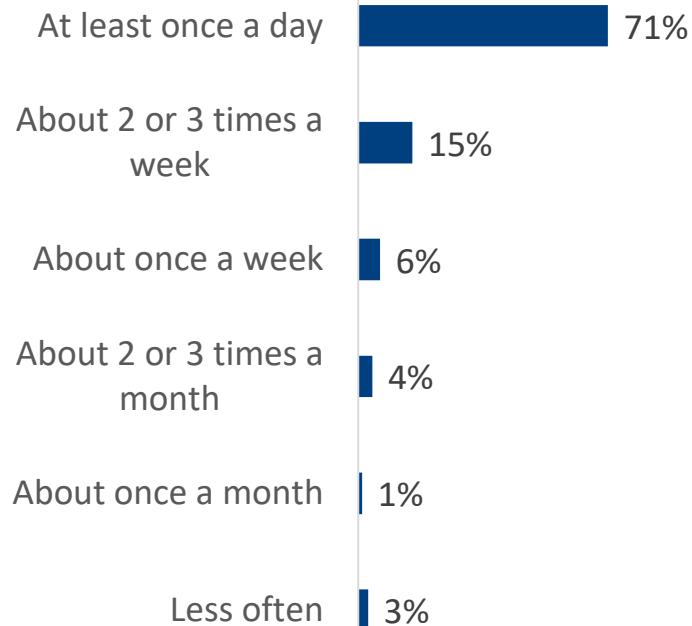


Higher among younger respondents

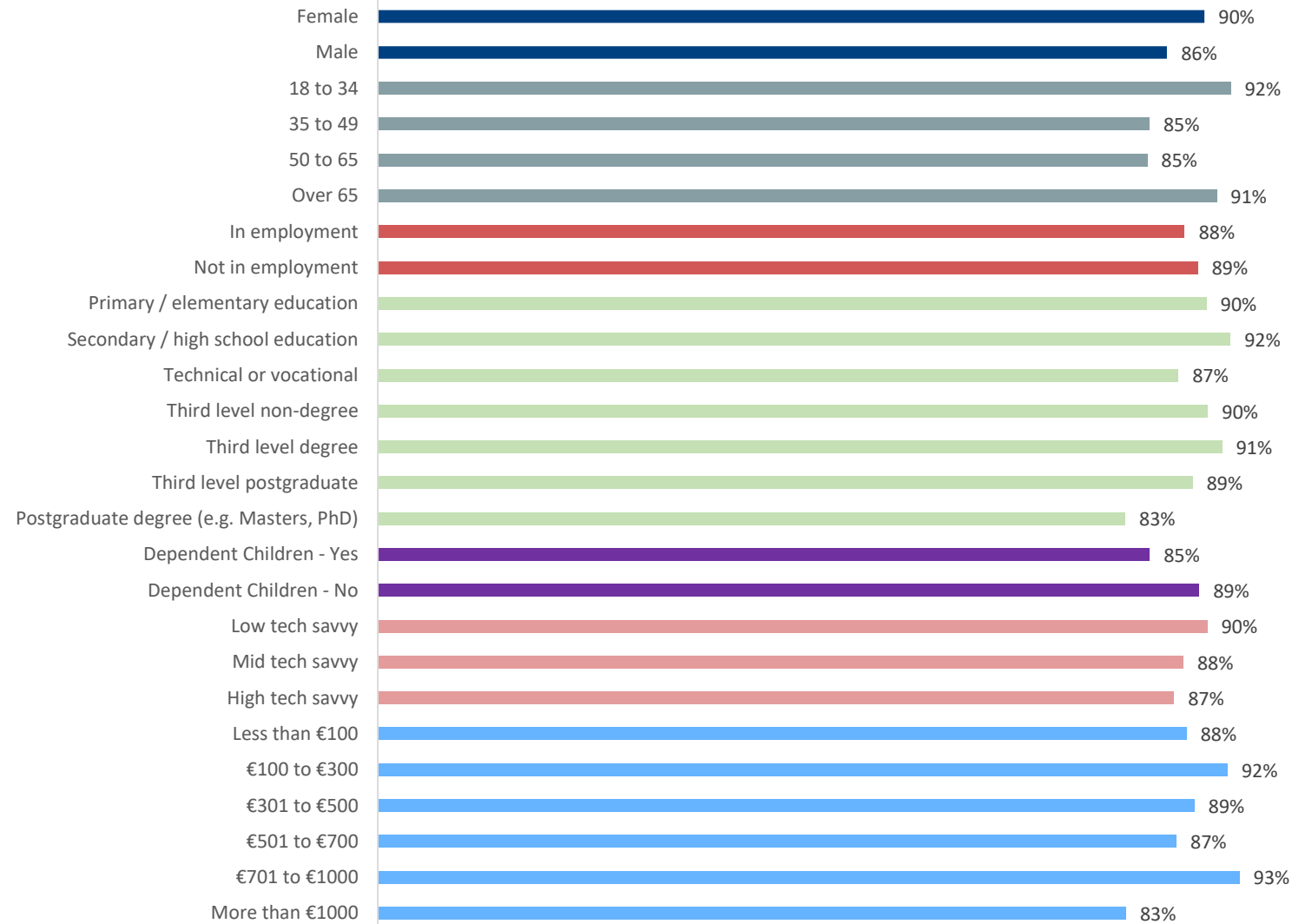
Use tends to rise with educational attainment

Which of the following social media channels do you have an account on?

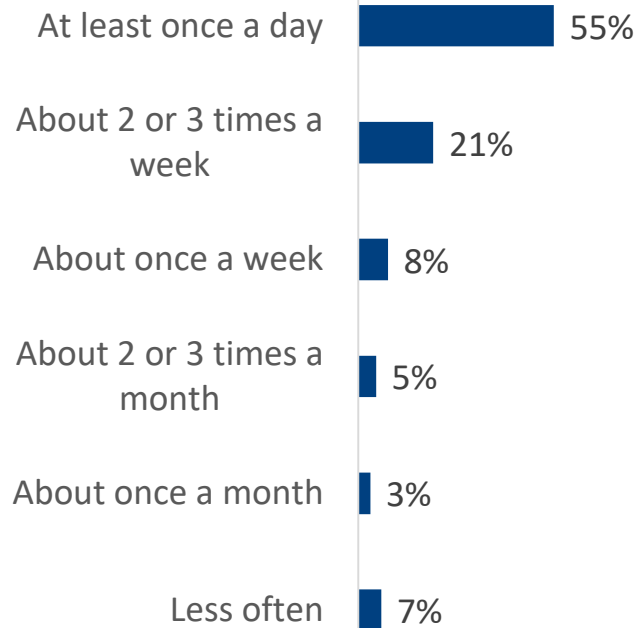




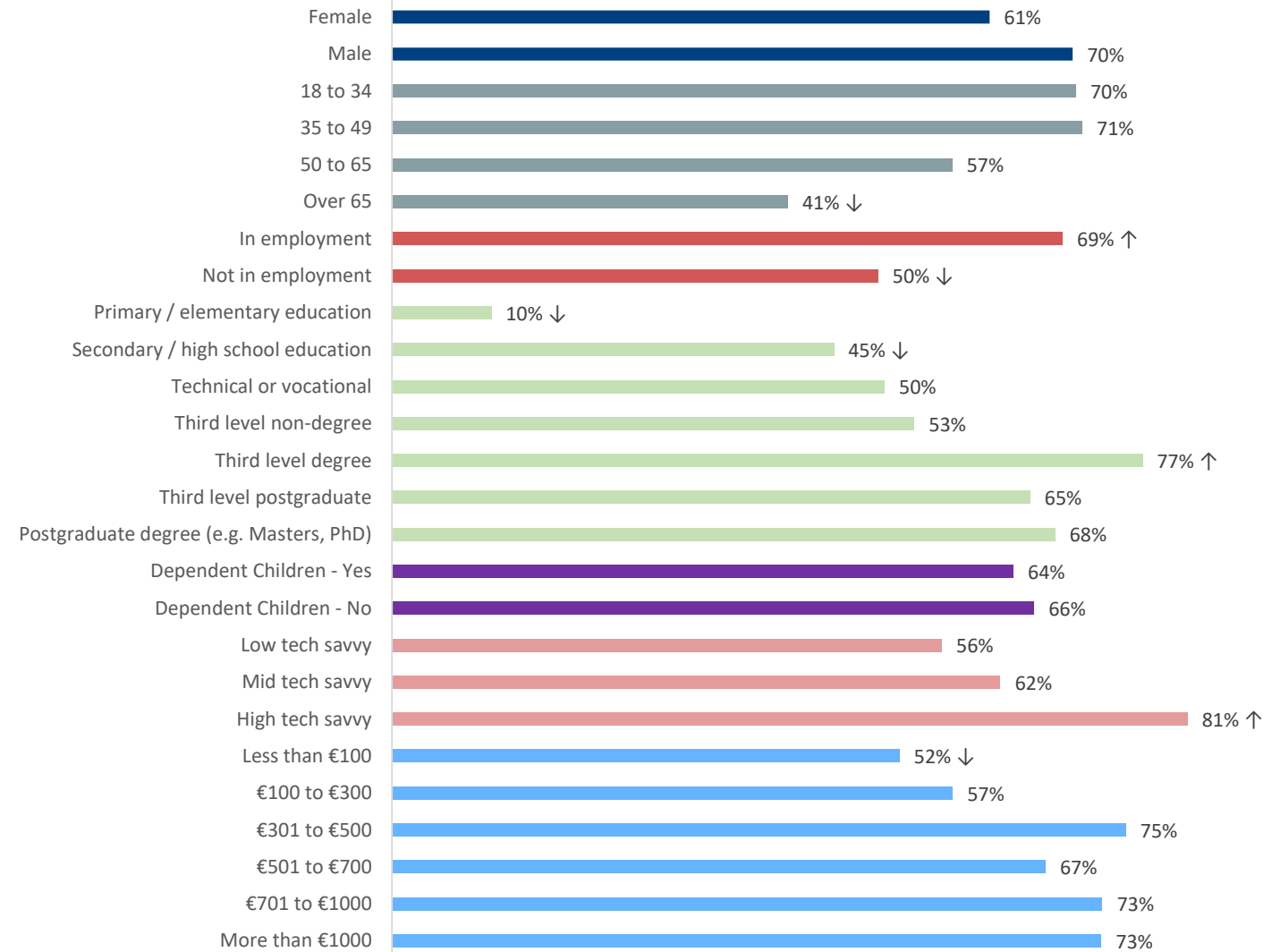
Facebook



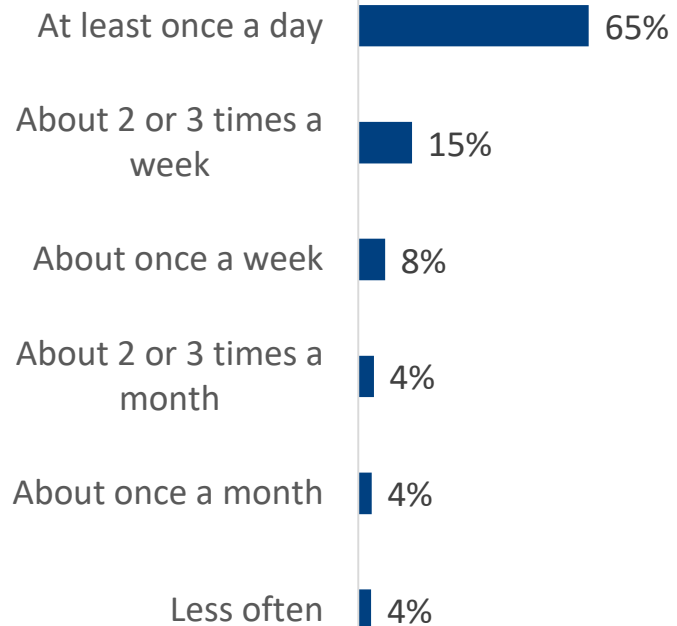
N=708



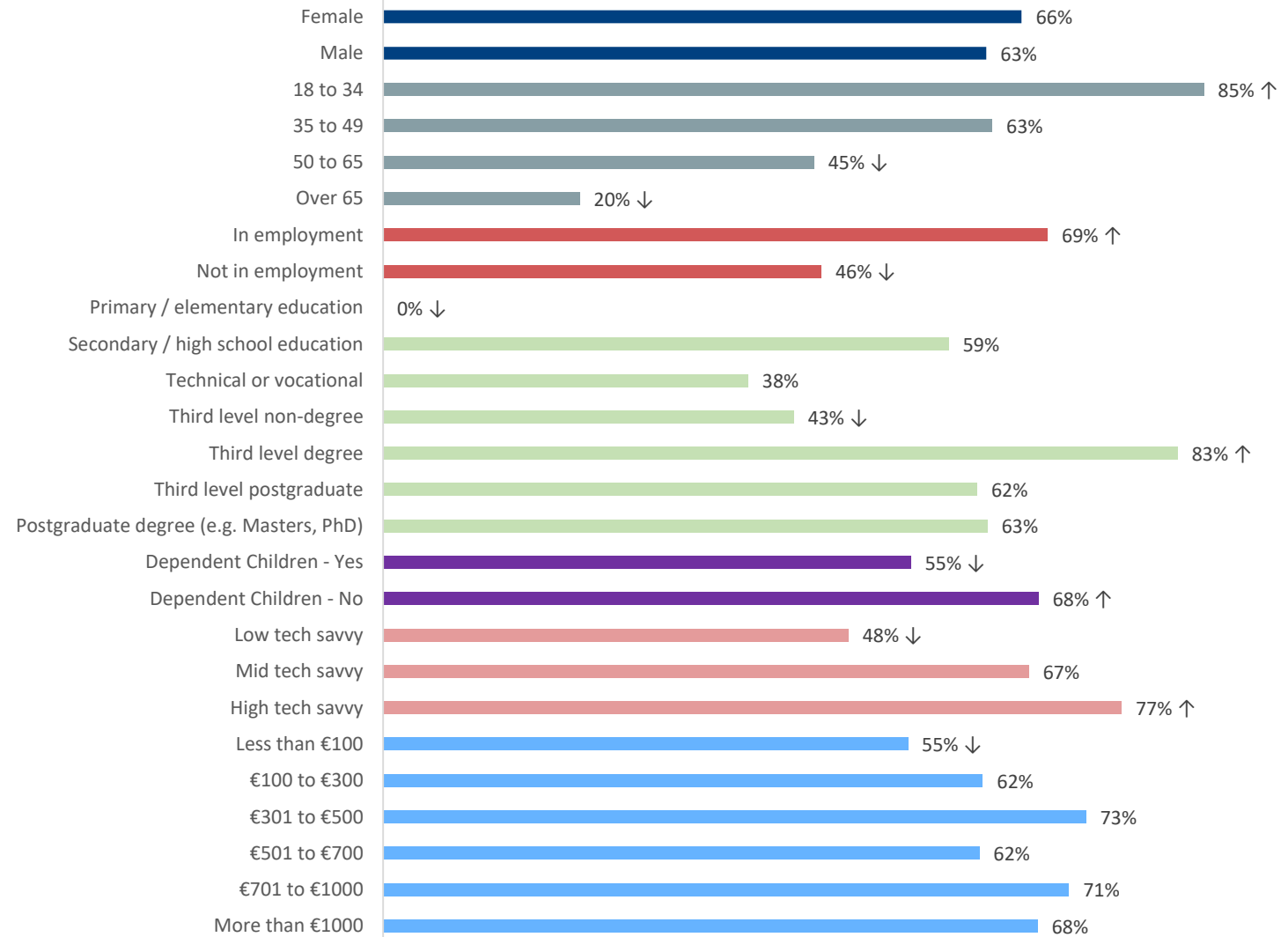
Twitter



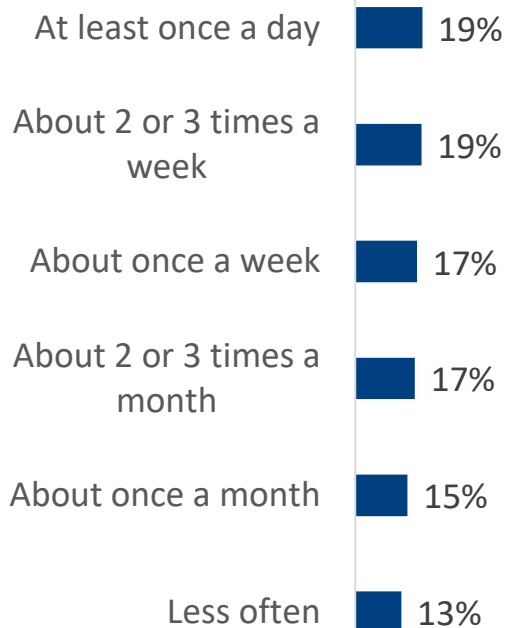
N=708



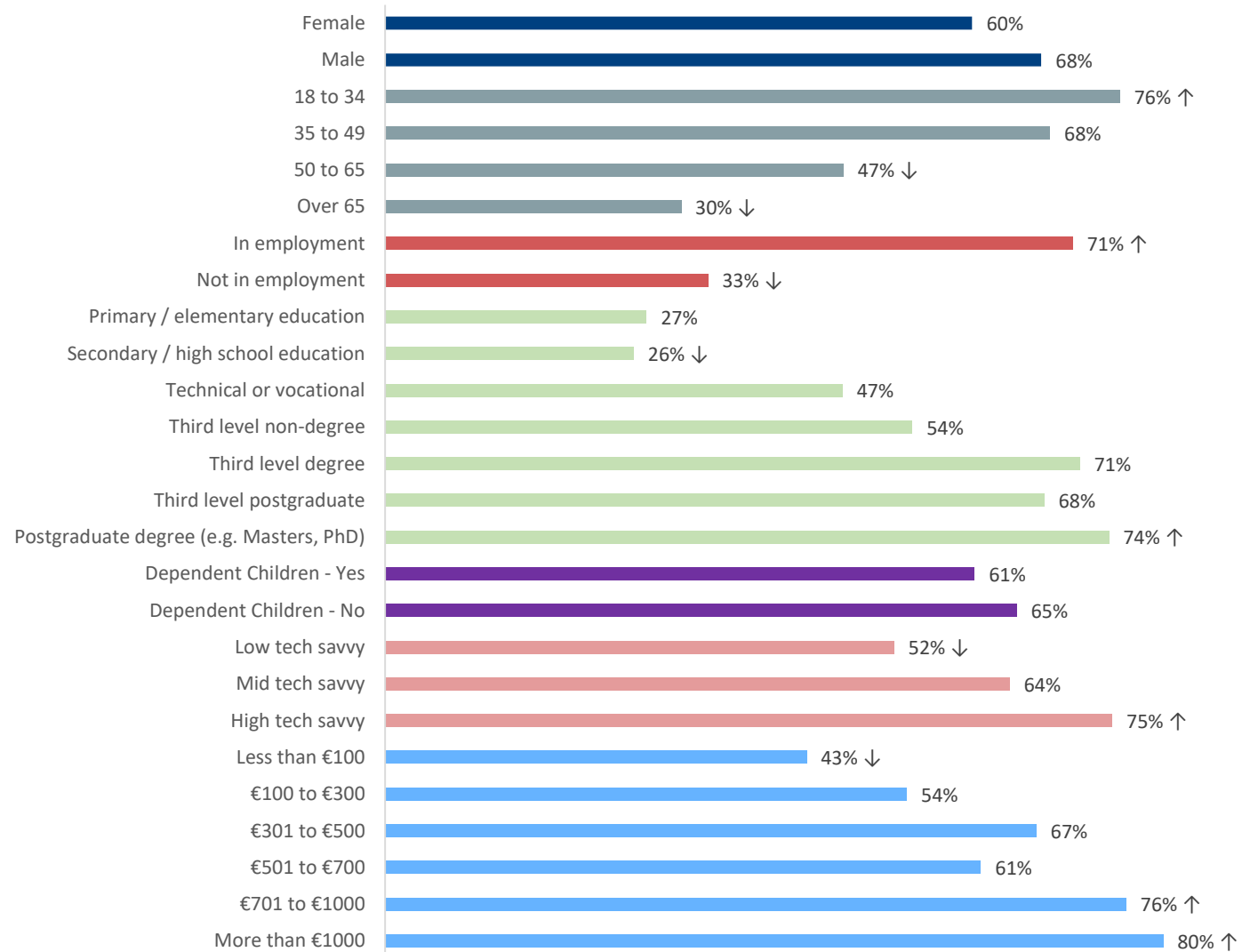
Instagram



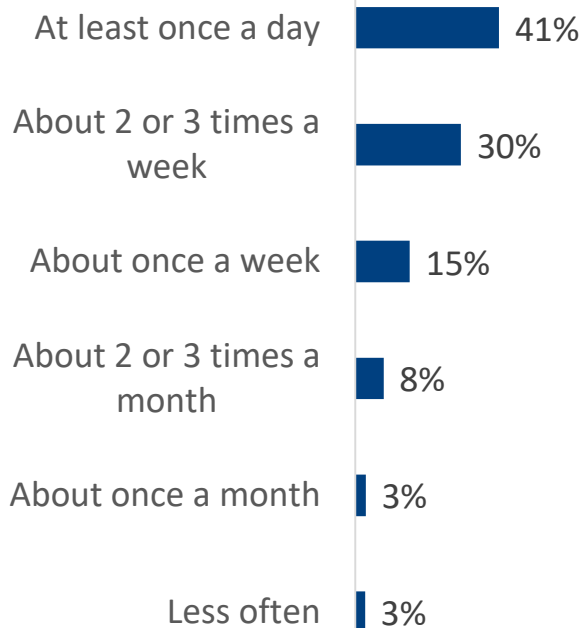
N=708



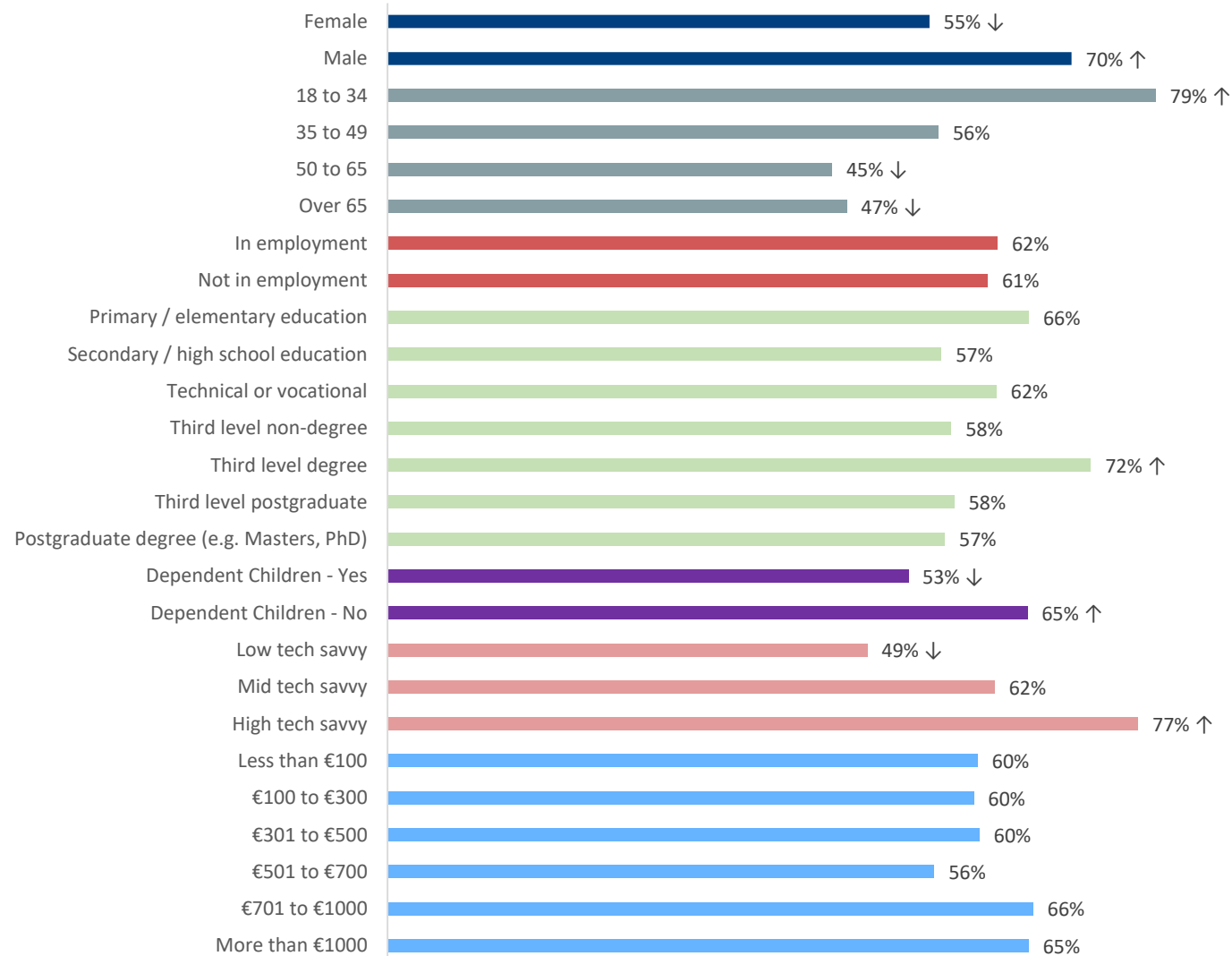
LinkedIn



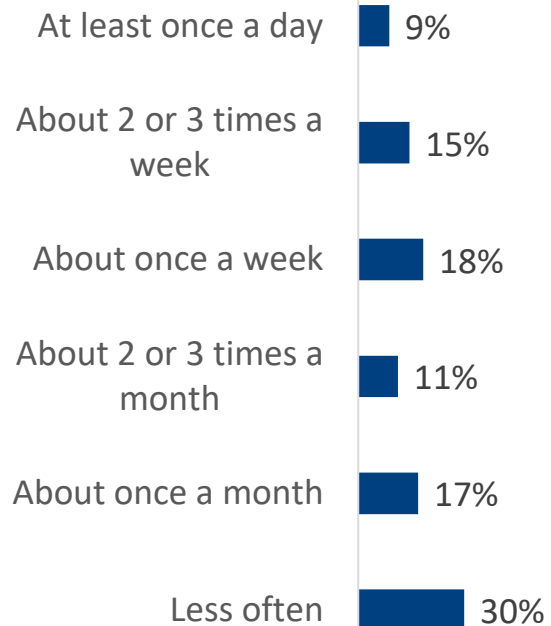
N=708



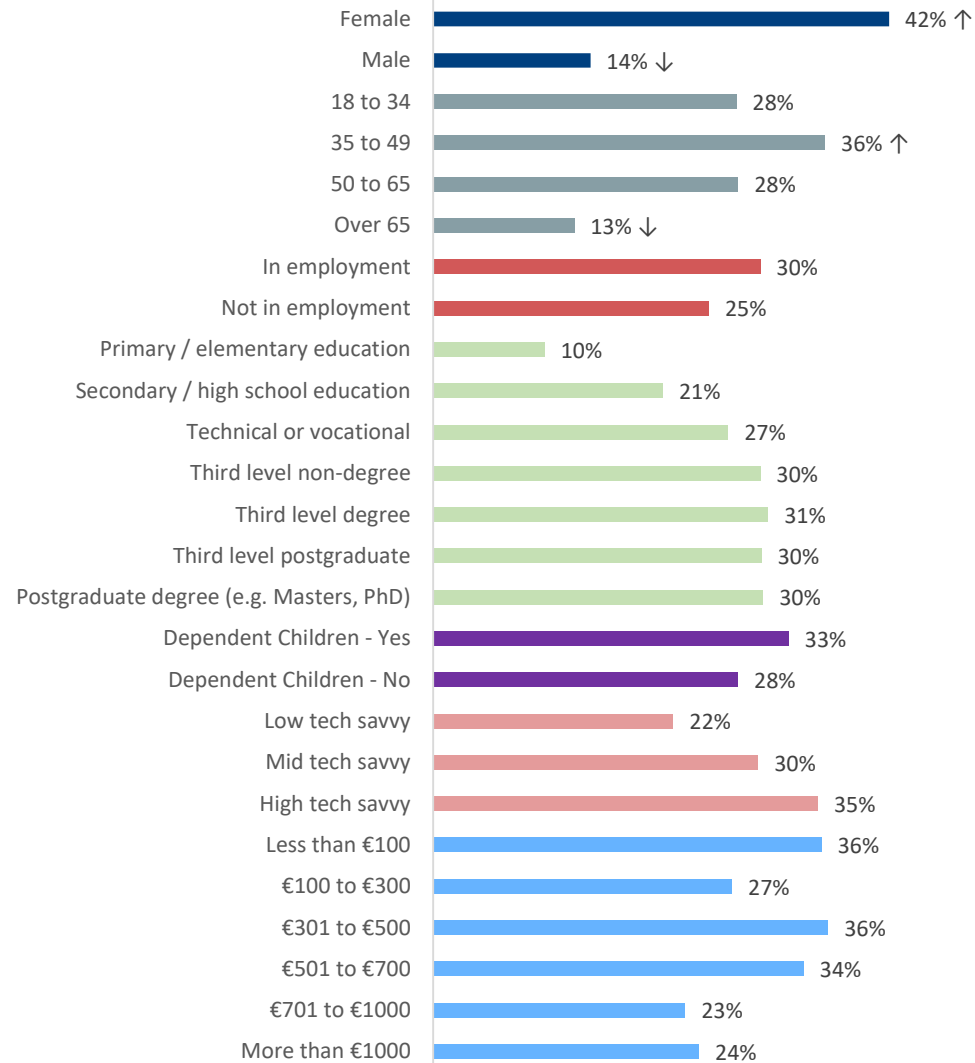
YouTube

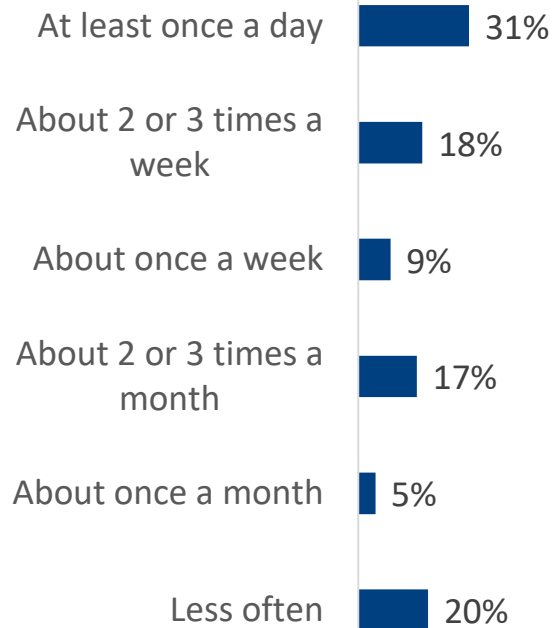


N=708

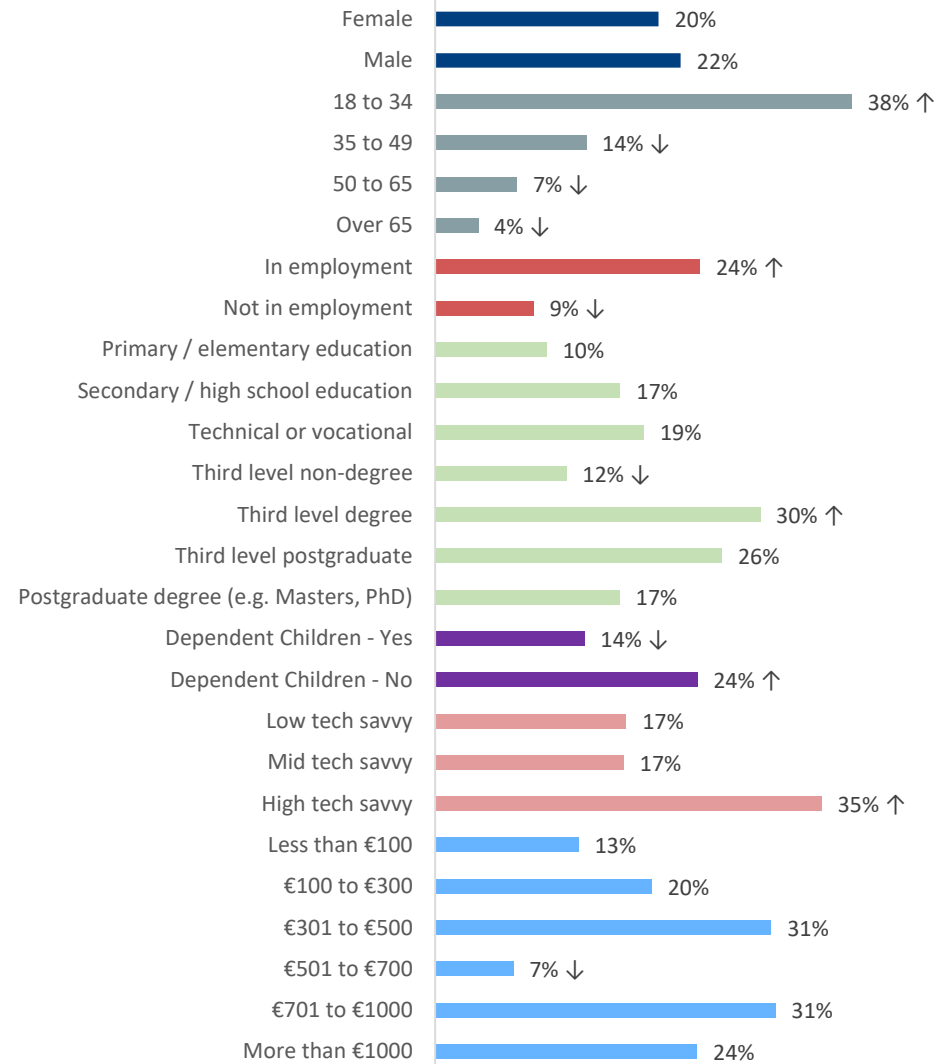


Pinterest





Snapchat



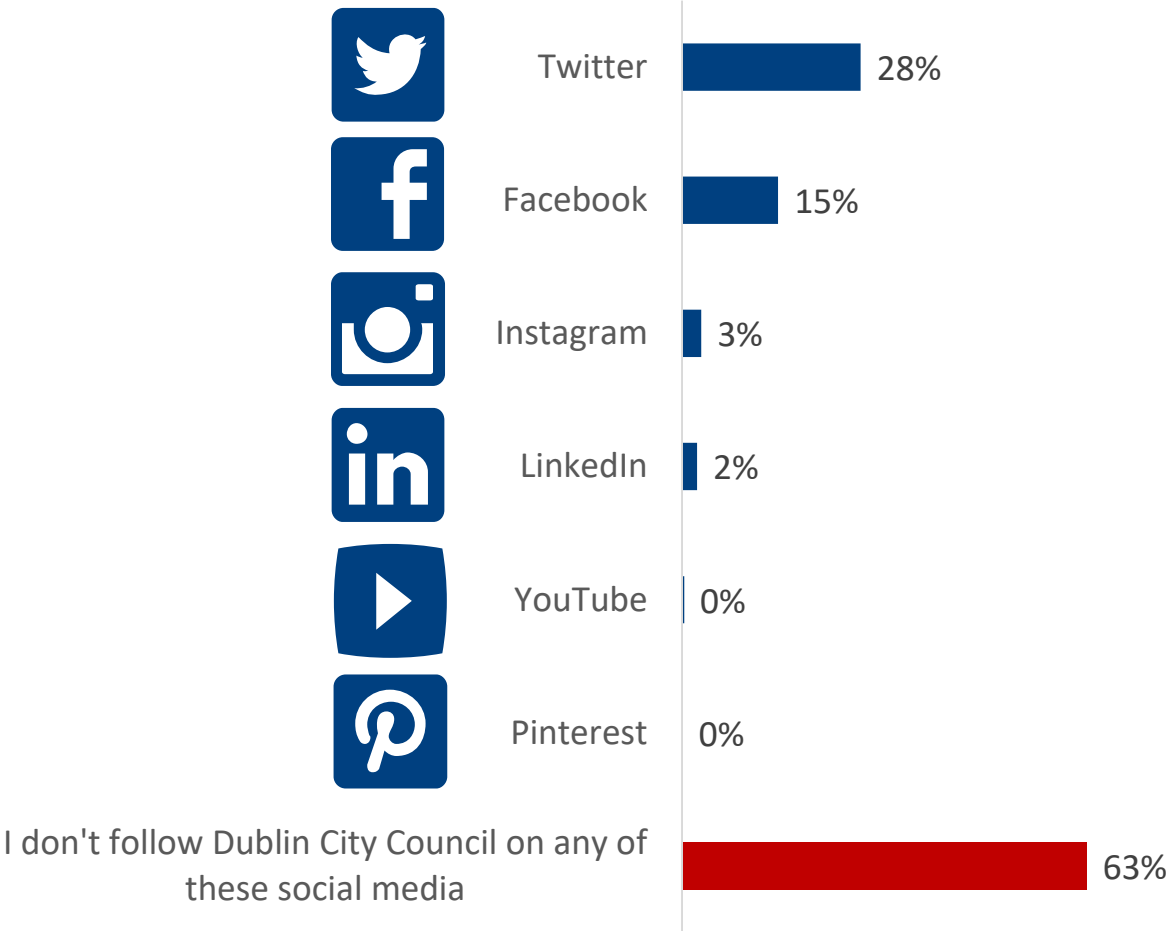
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When you are online, which of the following activities do you engage in at least sometimes?



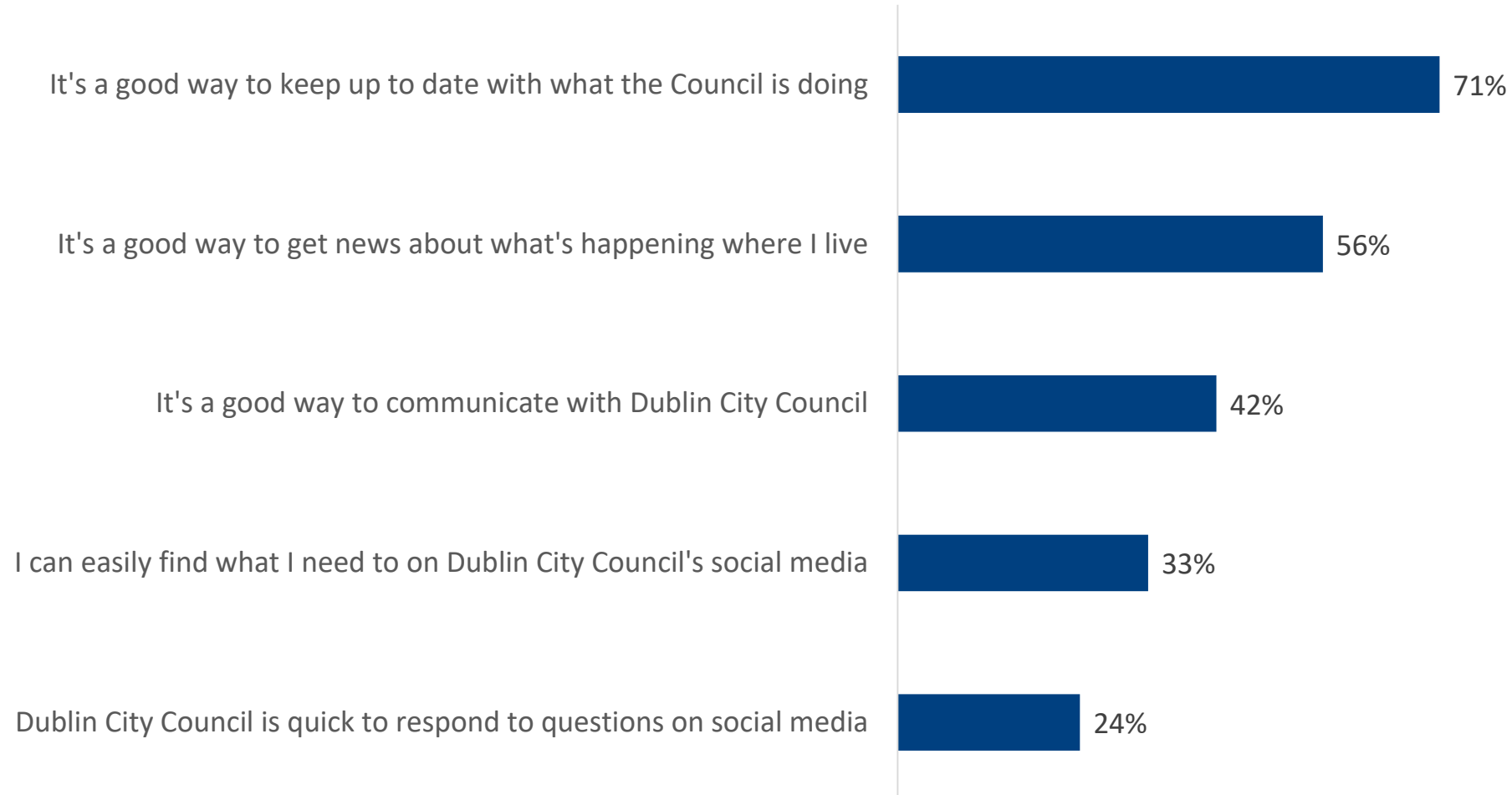
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Do you follow Dublin City Council on any of the following social media platforms?

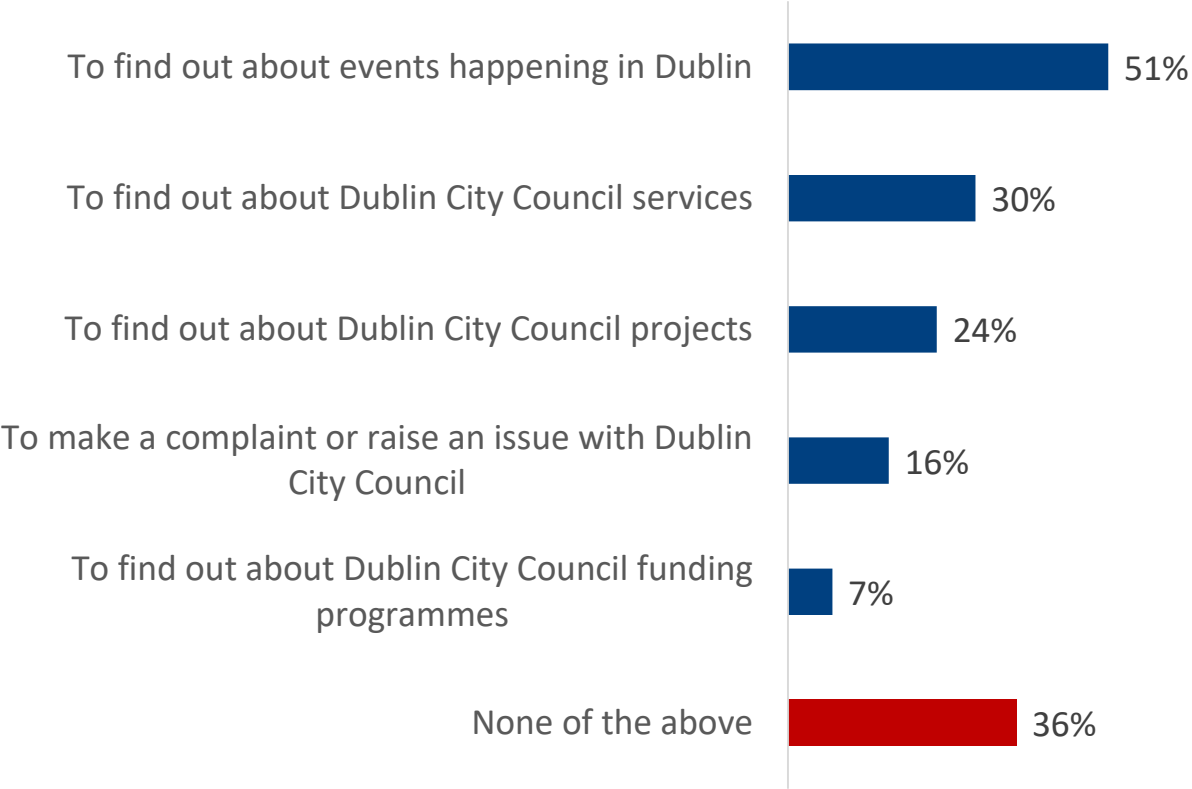


Summary of Perceptions of Dublin City Council on Social Media

% agreeing or strongly agreeing

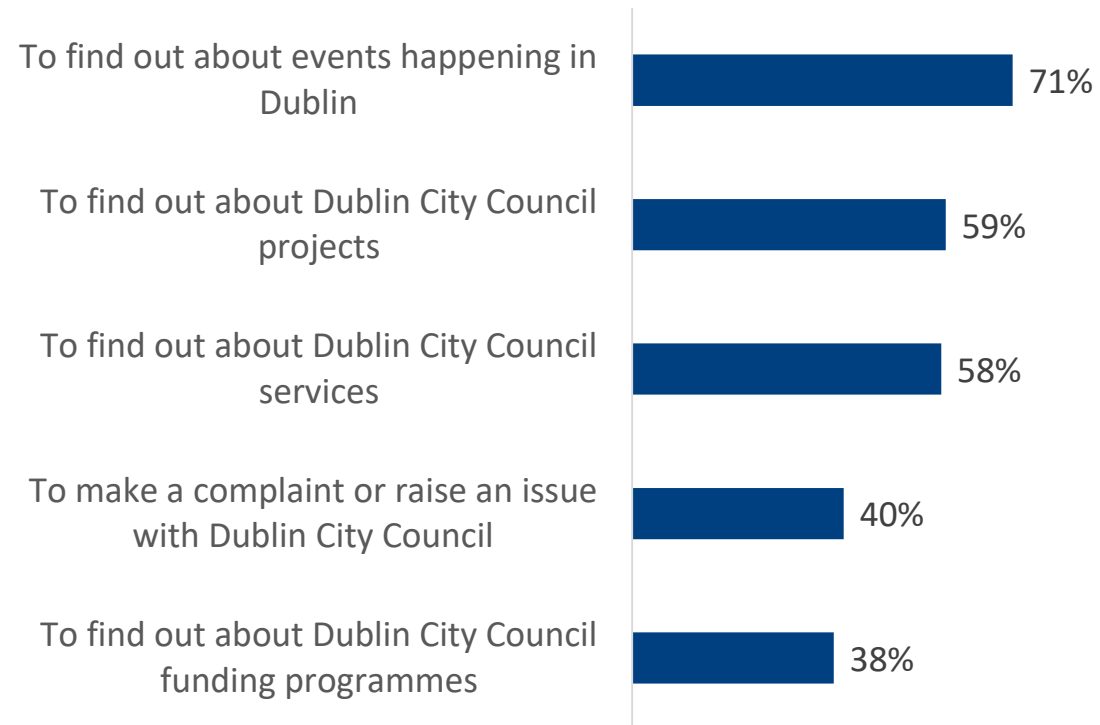


Have you ever used social media for any of the following purposes?
% selecting



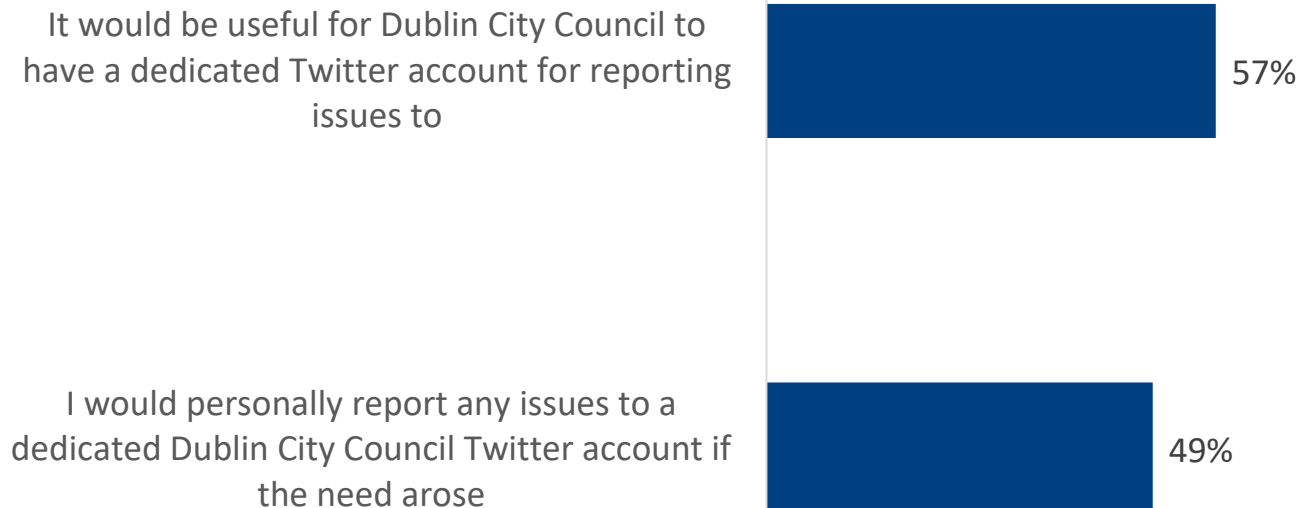
No significant differences when analysed by demographics

In the future, how likely would you be to use Dublin City Council social media for the following purposes?
% likely or very likely



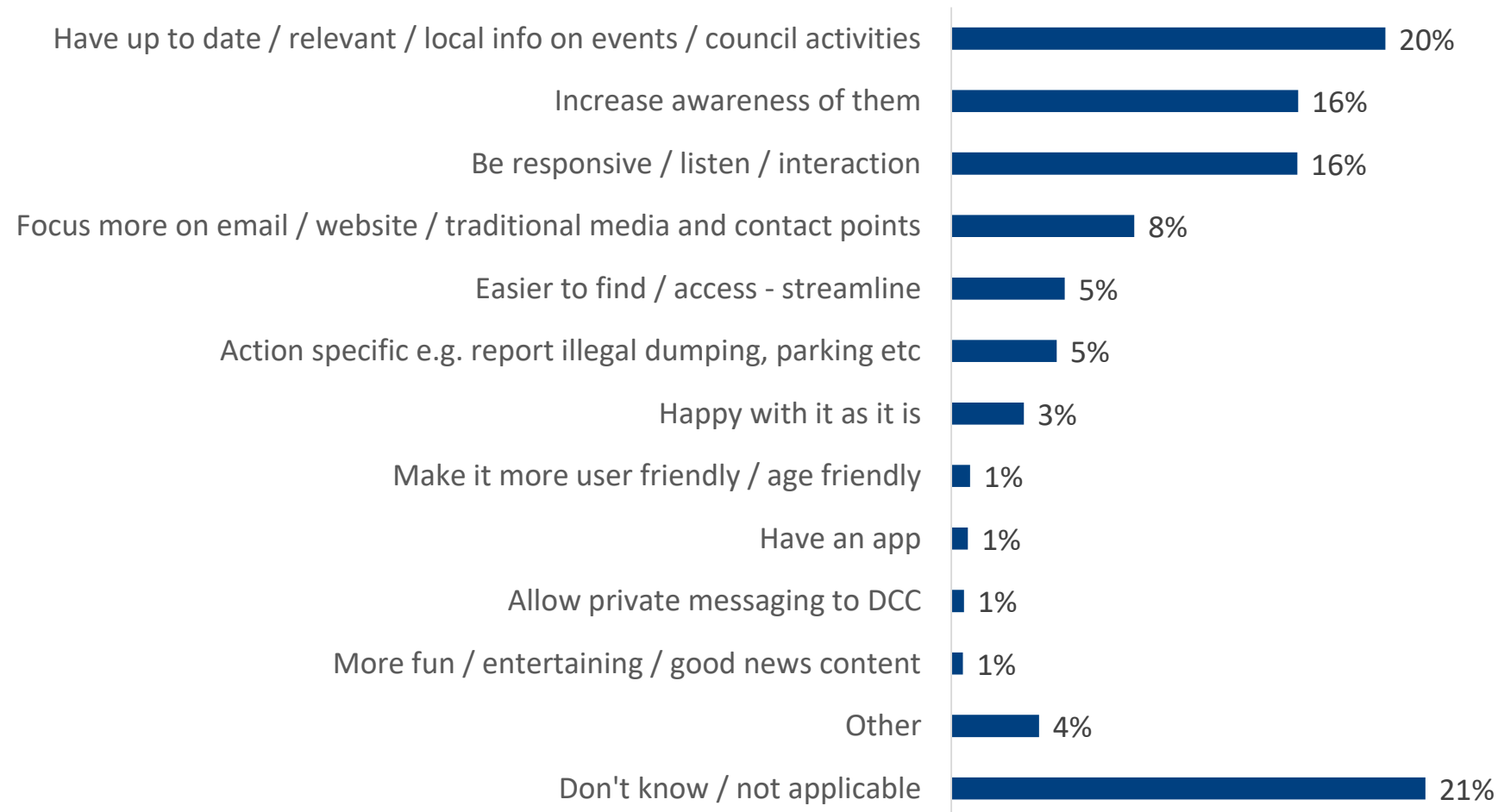
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Summary of Reporting Issues via Twitter % agreeing or strongly agreeing



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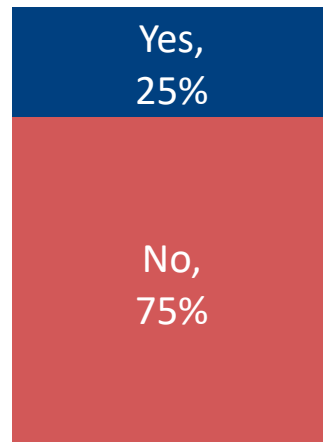
What can Dublin City Council do to make its social media accounts more useful to you?
% mentions





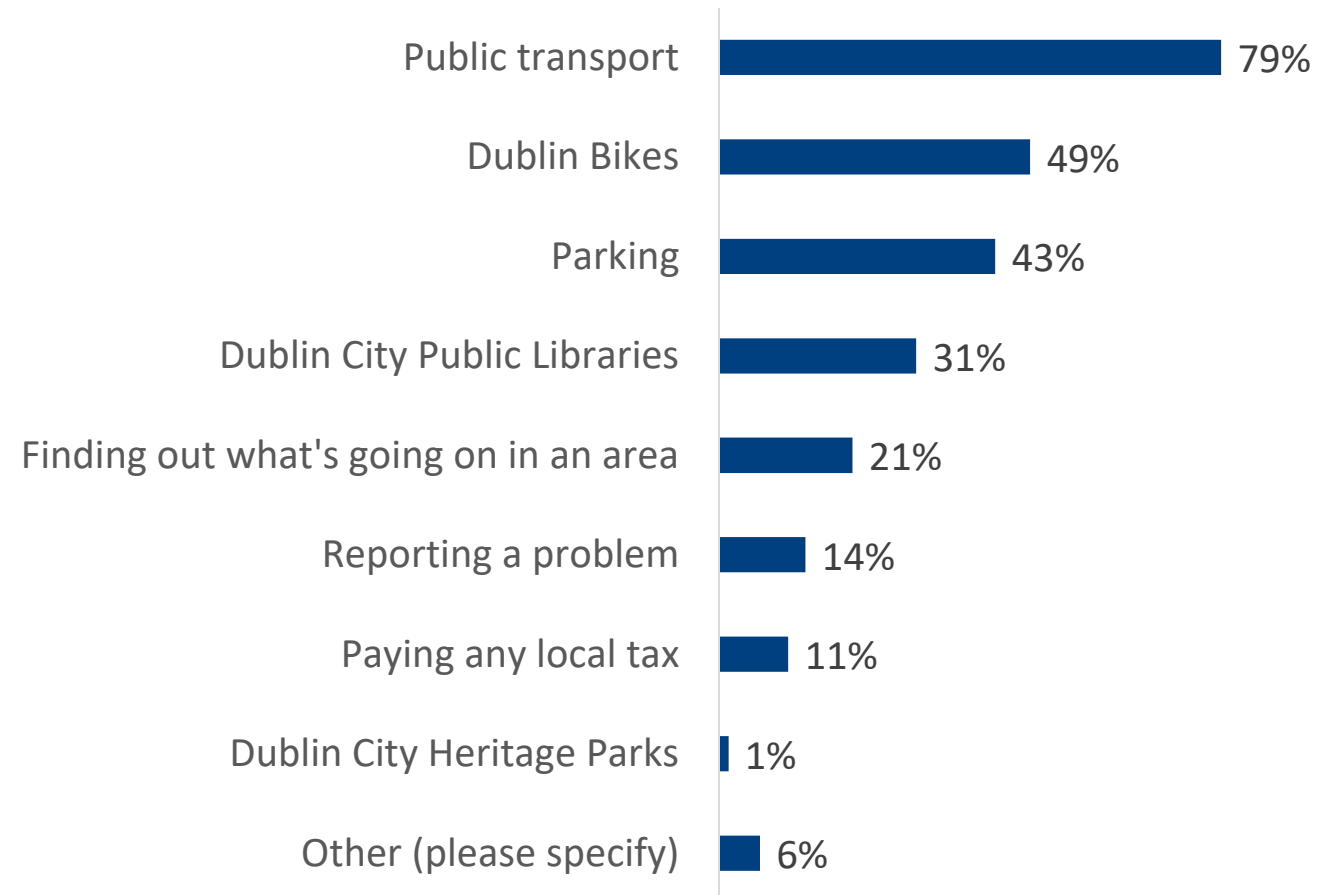
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Do you use any apps on your smartphone to avail of any city / local authority services?



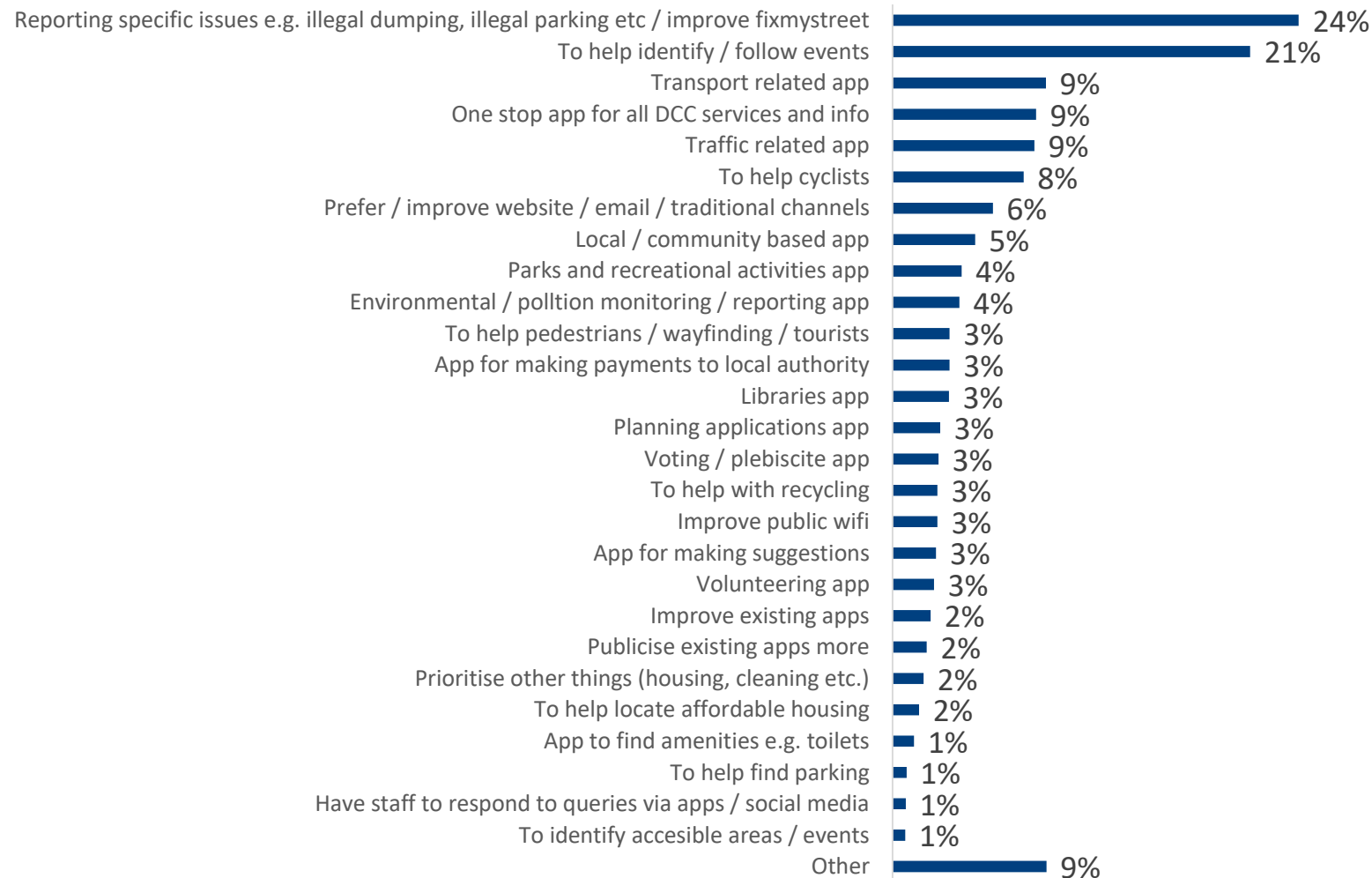
N=804

What local services do you use an app to help you with?
% selecting



Suggestions for apps or other digital technologies that could make Dublin or your local area a better place to visit, live, work or study in

% mentions



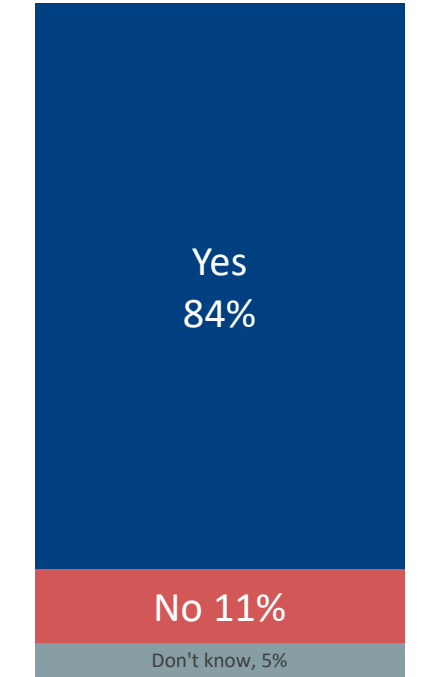
App for reporting issues up from 8% of suggestions in 2012

Events app unchanged from 21% of suggestions in 2012



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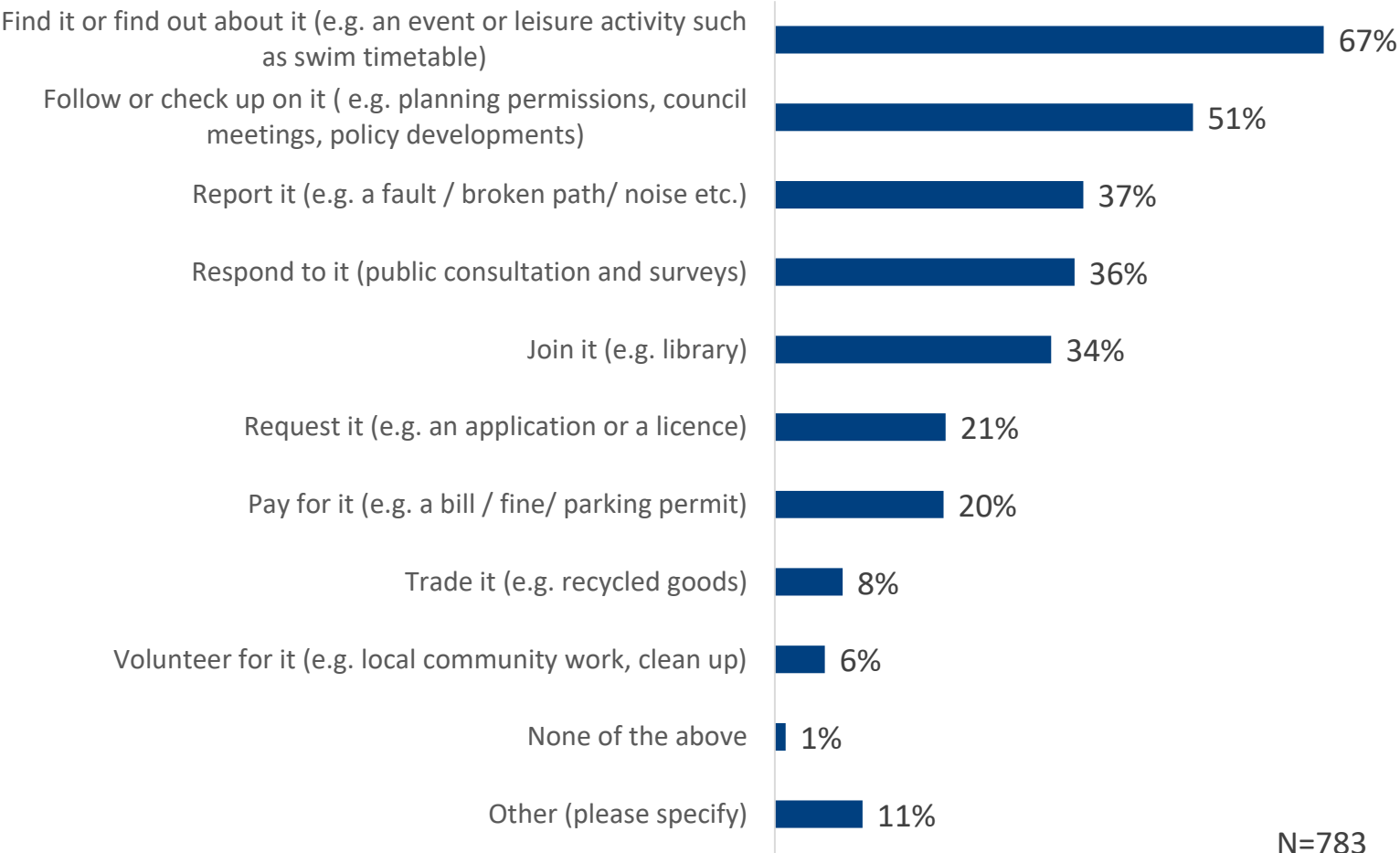
Have you ever visited the website of your local city or county council?



2012 – 80% Yes

N=918

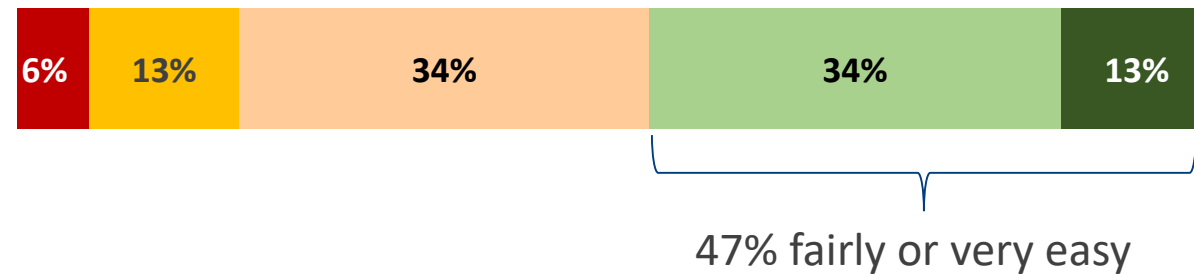
Which of the following have you ever done on your local city or county council website?
% selecting



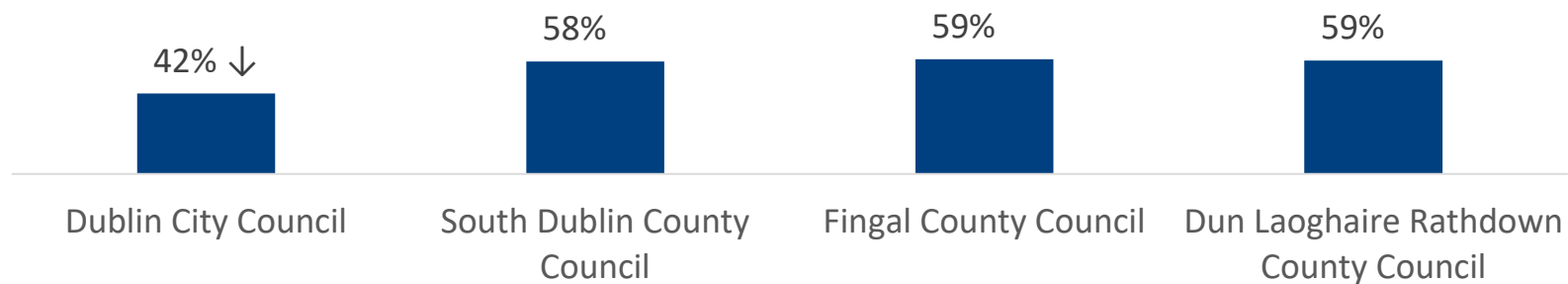
N=783

On the last occasion you visited it, how easy or difficult was it to use your local authority website?

■ Very difficult ■ Somewhat difficult ■ Just okay ■ Fairly easy ■ Very easy

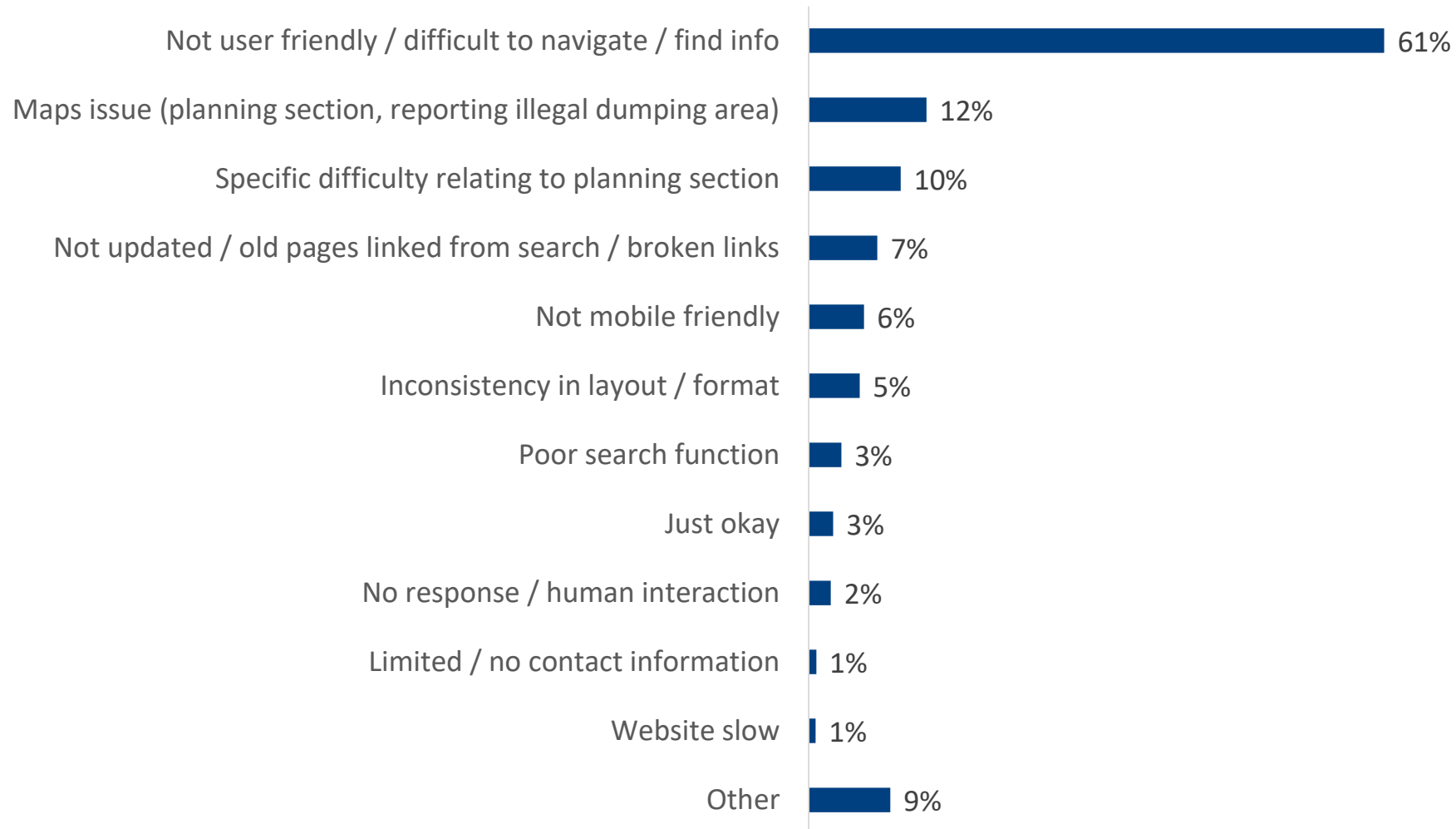


On the last occasion you visited it, how easy or difficult was it to use your local authority website?
% fairly or very easy by local authority



Difficulties Using Local Authority Website

Difficulties using local authority website % mentions (DCC residents only)



N=241 DCC residents who rated ease of use of website as less than easy



END

For further information please contact:

- Economic Development Office
- Dublin City Council
- 01 222 5611
- research@dublincity.ie