



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

# Your Dublin, Your Voice

## *Biodiversity*

## December 2020



Survey Reference Period: December 2020

Report by



**Delve Research**

Survey Research & Analysis

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

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- Online survey, 8th December - 18th December 2020
  - ☐
- 1,037 respondents from the "Your Dublin, Your Voice" opinion panel
  - ☐
- 21% response rate
  - ☐
- Global margin of error +/- 3%
  - ☐
- Robust panel in existence since 2010, recruitment through various channels

# Respondent Profile

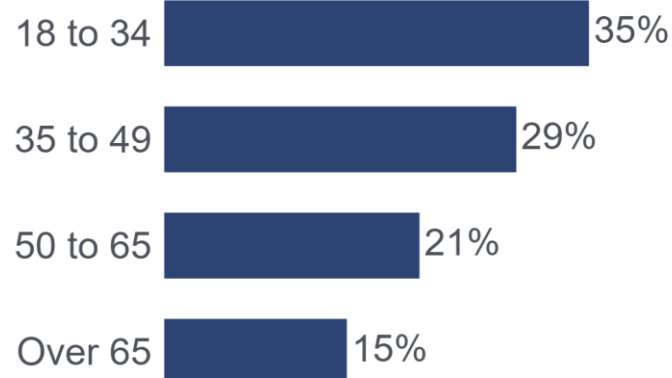


49%

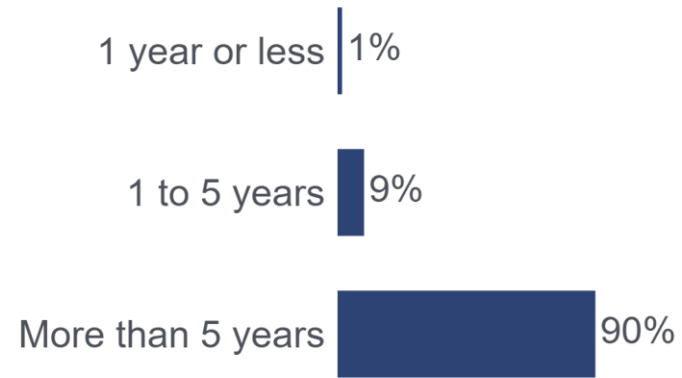


51%

## Age Group

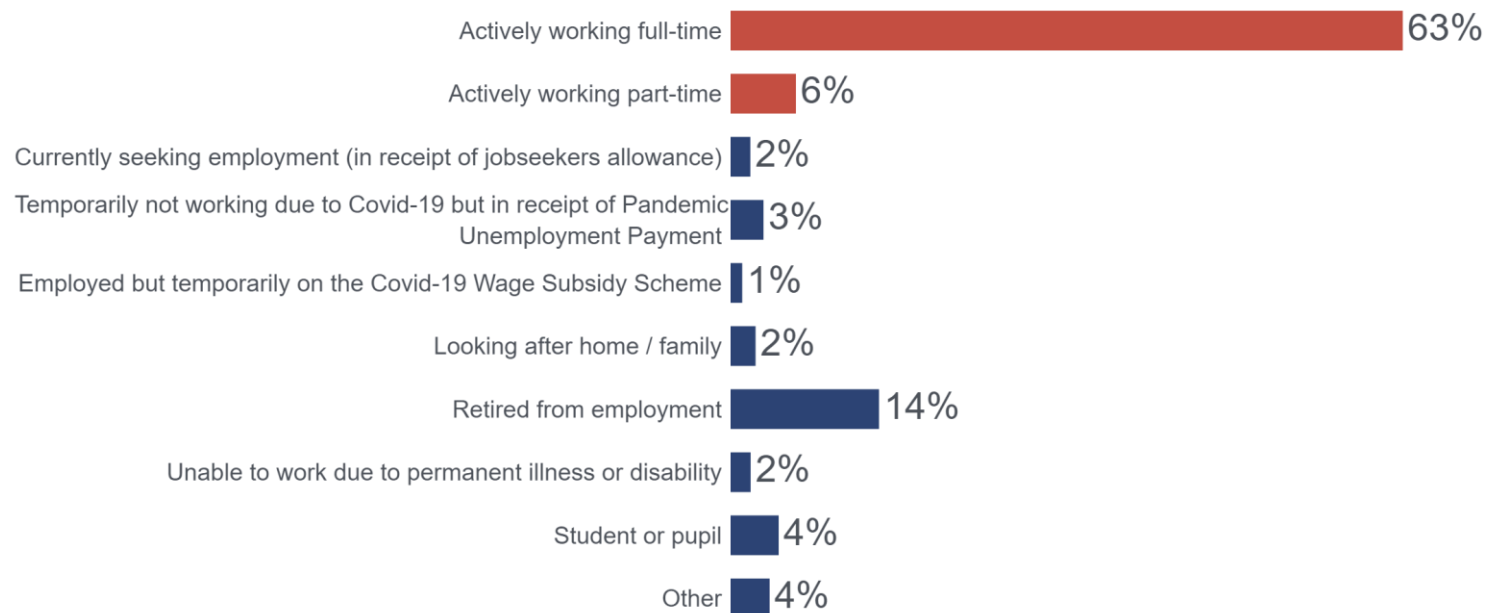


## Time Living in Dublin



21% with dependent children in household

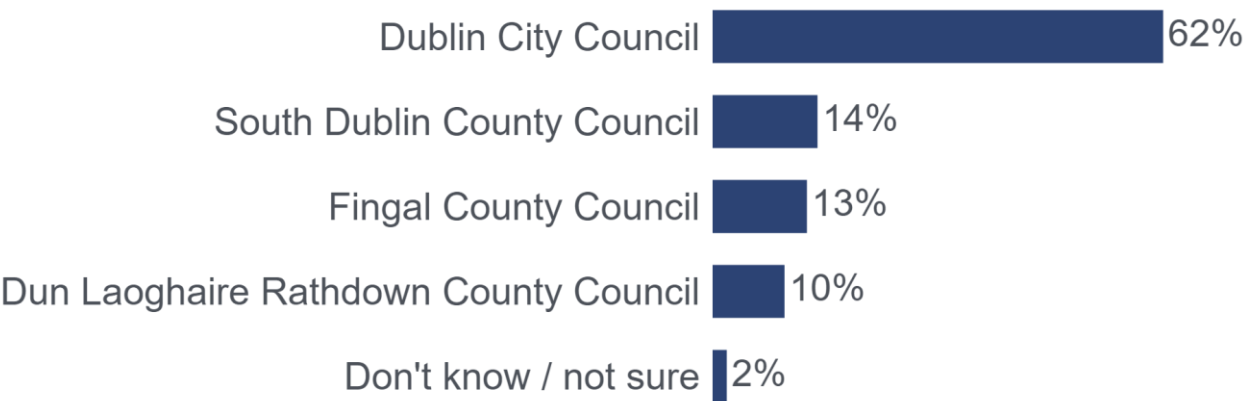
## Employment Status



34 nationalities represented on this survey, 90% Irish



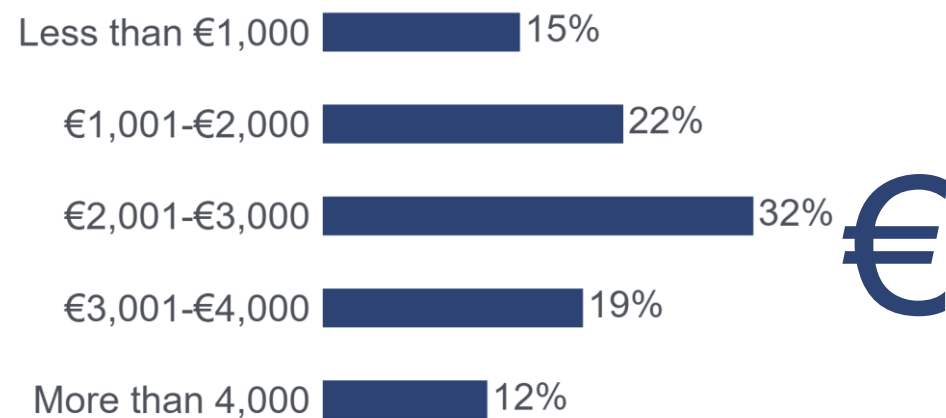
## Local Authority



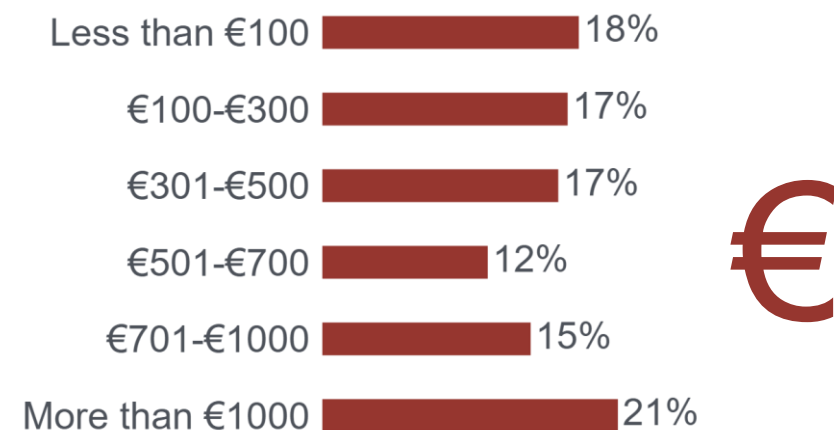
## Current Area of Residence

	%
Dublin 1	2%
Dublin 2	2%
Dublin 3	5%
Dublin 4	4%
Dublin 5	4%
Dublin 6	5%
Dublin 6W	3%
Dublin 7	8%
Dublin 8	9%
Dublin 9	7%
Dublin 10	1%
Dublin 11	4%
Dublin 12	7%
Dublin 13	3%
Dublin 14	4%
Dublin 15	3%
Dublin 16	3%
Dublin 17	1%
Dublin 18	1%
Dublin 20	1%
Dublin 22	1%
Dublin 24	3%
County Dublin	12%
Outside County Dublin	6%
NET	100%

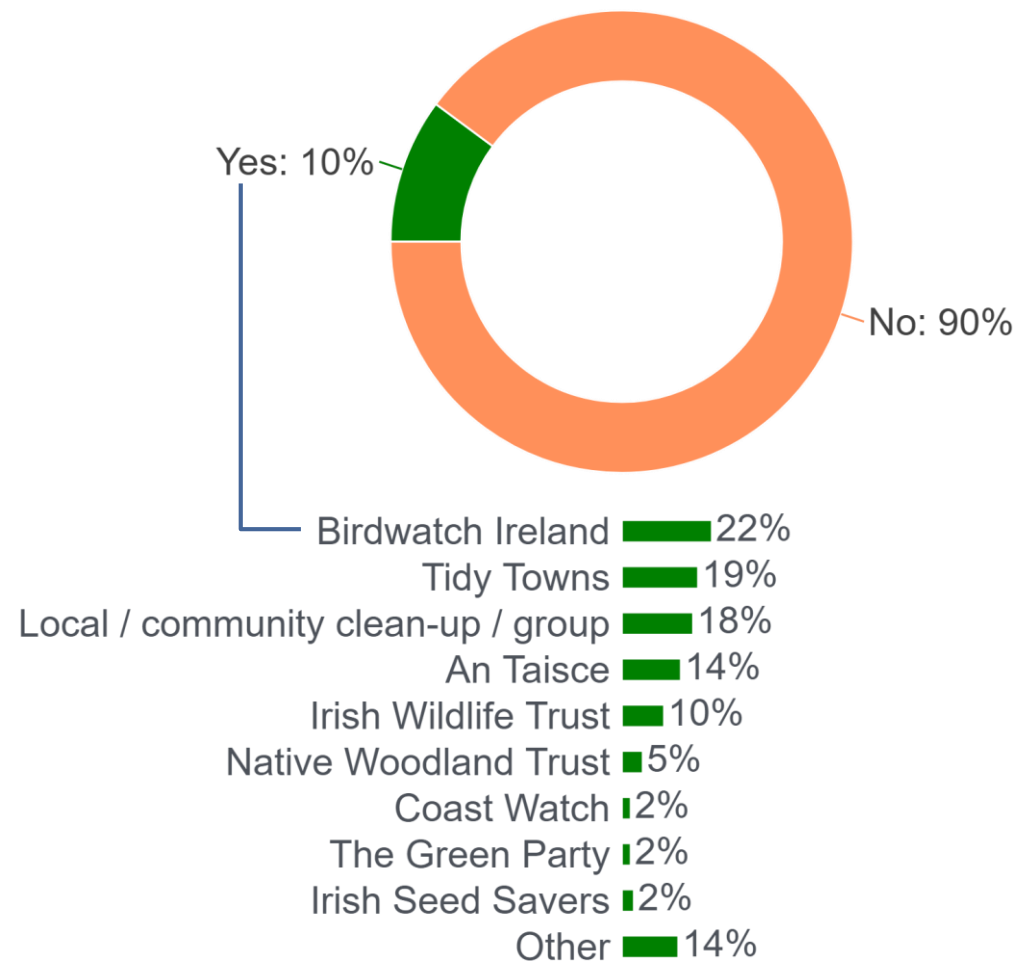
## Monthly Income After Taxes, Before Bills



## Monthly Disposable Income After Bills Are Paid



Are you currently a member of any voluntary organisation that works to promote biodiversity in Ireland, for example, Irish Wildlife Trust, Birdwatch Ireland, An Taisce, Tidy Towns etc.?



# Profile - Members of Voluntary Bodies (n=108)



44%

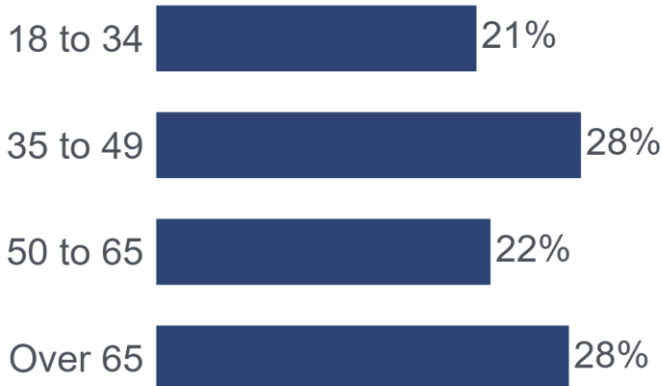


56%

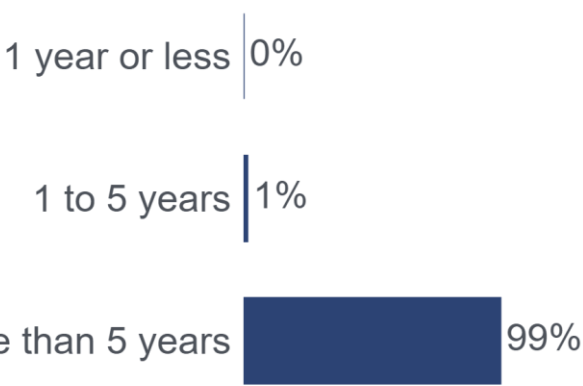


20% with dependent children in household

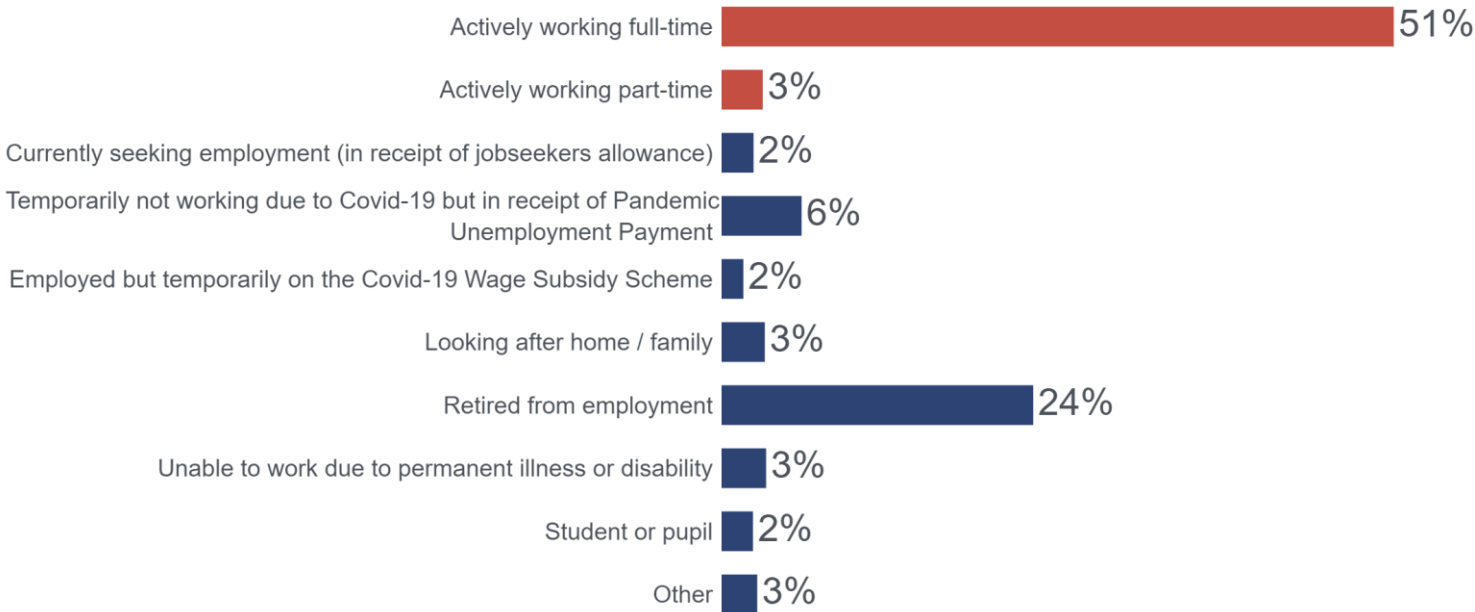
## Age Group



## Time Living in Dublin



## Employment Status



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## **Familiarity with the term “biodiversity”**

- 84% of respondents were familiar with the term "biodiversity" and understood what it means.
- Familiarity was higher among male respondents, increased with education level, and increased with disposable income.

## **Climate and Biodiversity Emergency**

- 64% were aware that a climate and biodiversity emergency was declared in 2019.
- Awareness was lower among those aged 35 to 49 at 58%, and higher among Dublin City Council area residents at 67%.
- 82% of members of voluntary bodies promoting biodiversity were aware of the climate and biodiversity emergency.

## **Designations**

- 78% were aware of the designation of the North Bull Island National Nature Reserve.
- 44% were aware of Dublin Bay's Special Areas of Conservation
- 36% were aware of Dublin Bay's designation as a UNESCO Biosphere Reserve
- 35% were aware of Dublin Bay's Special Protection Areas
- 10% were aware of the Natura 2000 Network at Dublin Bay
- Older respondents tended to be more likely than younger respondents be aware of designations.
- Members of voluntary bodies promoting biodiversity were more likely to be aware of all designations.
- Dublin City Council area residents were more likely than others to have heard of the North Bull Island National Nature Reserve and Dublin Bay's designation as a UNESCO Biosphere Reserve.

## Sources of Information

- Newspaper and articles in magazines were the most common sources of information about biodiversity in Dublin, cited by 52% of respondents. These were followed by TV programmes (39%) and radio programmes (32%).
- Older respondents were more likely than younger respondents to get information from traditional media such as newspapers, TV and radio. Over 65s were less likely than younger respondents to get information from social media.
- A small minority (14% or less) get information about biodiversity from any source once a week or more often.

## Dublin City Biodiversity Action Plan

- 20% of respondents had heard of the Dublin City Biodiversity Action Plan
- Awareness of the Dublin City Biodiversity Action Plan was higher among female respondents (23%) and among those aged 50+ (29%)
- Awareness was also higher among members of voluntary bodies promoting biodiversity (41%) and among those living in Dublin more than 5 years (21%)

## Biodiversity in Dublin – Last Five Years

- 26% of respondents felt that some aspects of biodiversity have been increasing and others have been decreasing over the past five years. This rose to 44% among members of voluntary organisations promoting biodiversity.
- Over 65s were much more likely to perceive an increase in biodiversity than those aged 18 to 34.
- Among those who perceived any loss in biodiversity, 55% felt that land use change and urban development was the greatest cause of this loss.

## Dublin City Compared to Other EU Capitals

- 15% of respondents felt that Dublin City is higher in biodiversity when compared to other EU capitals. 38% felt that Dublin City is lower in biodiversity.
- Those aged 18 to 34 were more likely than others to either perceive Dublin as being higher in biodiversity or lower in biodiversity than other EU capitals (i.e. to have a view one way or the other).
- Respondents who were actively working were significantly more likely to feel that Dublin City is lower in biodiversity.
- More recently established residents (5 years or less) were more likely to feel that Dublin City is lower in biodiversity compared to other EU capitals.

## Changes in Values about Biodiversity – Last Five Years

- 74% felt that biodiversity had become more important to them over the past 5 years, in terms of its importance to their quality of life.
- Those aged 18 to 34 were more likely than others to report an increase in the importance of biodiversity to them (82%).
- 91% of members of voluntary organisations promoting biodiversity reported an increase in the importance of biodiversity to them.
- Self-reported increase in the importance of biodiversity was significantly lower among those with less than €100 per month disposable income (67%).

## Actions Needed to Protect Biodiversity in Dublin

- **Actions by You** – 23% of respondents felt that they could engage more in planting for pollinators and planting wildflowers
- **Actions by Your Community** – 23% of respondents felt that more community gardens / green spaces / communal areas could be developed, and 19% felt that the community could engage more in planting for pollinators and planting wildflowers
- **Actions by Your Local Authority** – 18% of respondents felt that their local authority could support more green areas and 12 felt that their local authority could improve communication / advice / campaigns and signage about biodiversity

## Initiatives You Would Like to See

- 74% of respondents selected “Habitat Restoration” as one of the top 3 initiatives they would like to see. 51% selected “Planting and reducing mowing to help pollinating insects” in their top 3, and 50% selected “Constructing new areas for wildlife” in their top 3.
- Male respondents were more likely than females to favour "Constructing new areas for wildlife", and females were more likely than males to favour "Stricter controls on development".
- Those aged 18 to 34 were more likely than others to favour "Planting and reducing mowing", and "Constructing new areas for wildlife".
- Members of voluntary bodies promoting biodiversity were more likely to favour "Stricter controls on development".
- Those having attained third level degree and higher levels of education were more likely than others to favour "Habitat restoration". Those having attained less than a third level degree were more likely than others to favour "Biodiversity education and outreach".
- Those with higher levels of monthly income were more likely to favour "Habitat restoration". "Biodiversity education and outreach" was lowest among those in the highest income bracket.

## What Activities Have Been Successful to Protect or Improve Biodiversity?

- 42% of respondents felt that the development of wildflower areas, mowing grass less and re-wilding were examples of activities undertaken by Dublin City Council or others in Dublin City to protect or improve biodiversity. Dublin City Council area residents were more likely than others to mention development of wildflower areas as a successful activity.

## Providing for Pollinators

- 88% of respondents felt that Dublin City Council should “Convert some areas of lawn entirely to wildflower meadows in public parks and open spaces”. This was the most popular option for providing for pollinators, followed by “Select more native plants in bedding schemes, even if they are less colourful” (74%) and “Install roof gardens on social housing estates” (69%).
- Female respondents were more likely than males to support installation of roof gardens, reduction in chemical control, and stopping conversion of grass playing pitches.
- 18-34 year-olds were more likely than others to support the installation of roof gardens. Over 65s were more likely than others to support stopping the conversion of grass playing pitches to artificial surfaces.
- Members of voluntary bodies were more likely than non-members to feel that Dublin City Council should avoid cutting grass in some areas, reduce the use of chemical control, and stop converting grass playing pitches to artificial surfaces.
- Support for converting areas of lawn to wildflower meadows was higher among Dublin City Council area residents, as was support for the installation of roof gardens in social housing estates.
- Support for the installation of roof gardens in social housing estates was highest among those working / in the workforce and lowest among retirees.
- Support for the installation of roof gardens, avoiding grass-cutting in some areas and the reduction of use of chemical control all tended to increase with educational achievement.
- Support for the installation of roof gardens was lower among those with less than €100 disposable income, and was highest among those with €501-€700 disposable income.

## Activities to Support Biodiversity – At Home

- 67% of respondents reported that they plant flowers for pollinators.
- 58% feed the birds or other wildlife.
- 58% reported that they use no chemicals in their garden.
- Female respondents were more likely than males to plant flowers for pollinators, plant hedges for wildlife, and to engage in container gardening for wildlife.
- Those aged 18-34 were less likely than others to engage in most of these activities. Respondents aged 50 and over were more likely than younger respondents to feed birds and other wildlife and to put up bird boxes or bat boxes.
- Members of voluntary organisations promoting biodiversity were more likely than non-members to engage in all activities to support biodiversity.
- Respondents in the Dublin City Council local authority area were less likely than others to feed birds or other wildlife, to allow grass to grow longer, or to put up bird / bat boxes. These respondents were more likely than others to engage in container gardening for wildlife.
- Those looking after the home or family were more likely to put up bird or bat boxes, while those with dependent children in the household were more likely than others to engage in all activities except container gardening for wildlife.
- Longer established residents of Dublin tended to be more likely to engage in activities than more recently established residents.
- Respondents in the highest gross income band were more likely than others to put up bird boxes or bat boxes.

## Guidance Needed on Activities to Support Biodiversity

- Among those not already engaging in these activities:
  - 36% of felt that guidance on putting up bird boxes or bat boxes would be useful
  - 32% felt that guidance on container gardening for wildlife would be useful
  - 32% felt that guidance on planting hedges for wildlife would be useful
- 18-34 year-old respondents were more likely than older respondents to feel that guidance would be helpful on most activities to support biodiversity.
- Dublin City Council area residents were more likely than others to feel that guidance on putting up bird boxes or bat boxes would be useful to them.
- Those living in Dublin 5 years or less were more likely than longer established residents to feel that guidance on putting up bird boxes or bat boxes and container gardening for wildlife would be useful to them.
- Interest in guidance on putting up bird boxes or bat boxes was lowest among those with less than €100 monthly disposable income

## Taking Part in Activities

- 33% of respondents reported having taken part in practical activities to help the environment, such as beach clean-ups, Tidy Towns initiatives, or local residents group projects.
- 7% had taken part in workshops or talks about biodiversity and nature delivered by Dublin City Council.
- 18% had taken part in workshops or talks about biodiversity and nature delivered by other groups.
- 10% had been a “Citizen Scientist” (for example helping on projects such as the Garden Bird Survey, Explore Your Shore, recording bees or bats in their local area)
- Female respondents were more likely than males to have taken part in practical activities to help the environment, and workshops or talks about biodiversity by groups other than Dublin City Council.
- Respondents aged 50 to 65 were more likely than others to have taken part in workshops or talks about biodiversity by Dublin City Council.
- Dublin City Council area residents were more likely than others to have taken part in practical activities to help the environment.
- Those with up to secondary level education were least likely to have taken part in any of these activities, as were those with less than €100 disposable income per month.

## Encouraging Taking Part in Activities

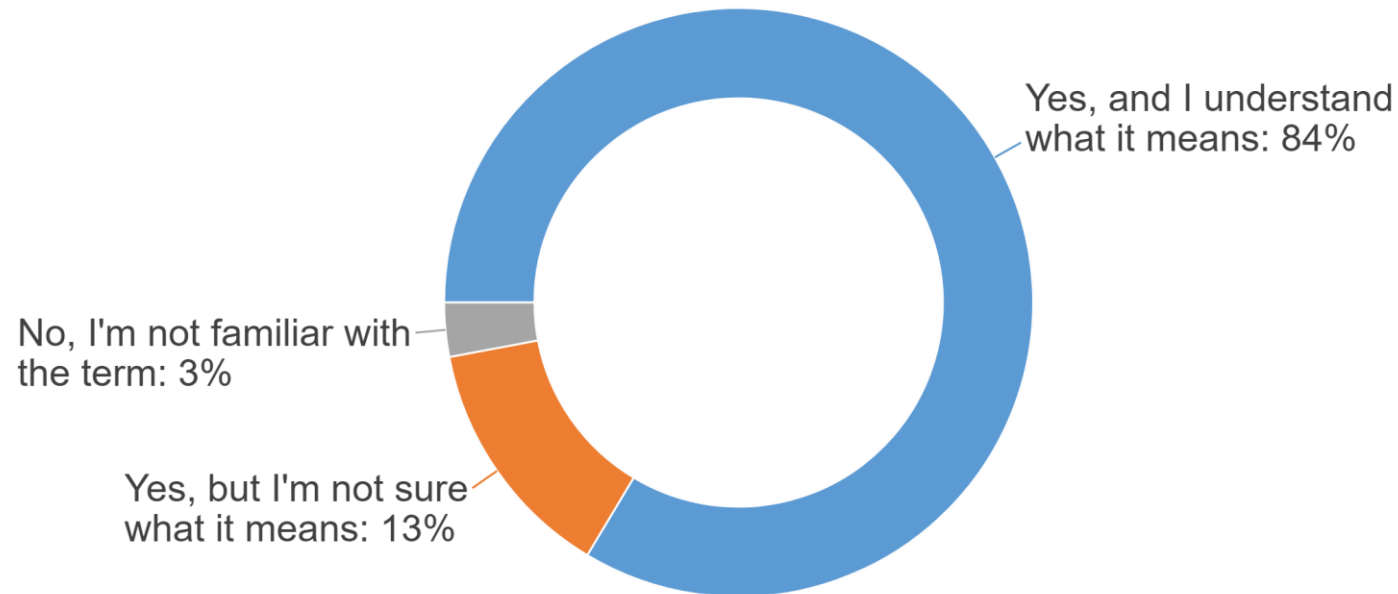
- When asked what would encourage them to take part in activities related to the environment and biodiversity, 29% of respondents said that more information / better understanding of the subject would encourage them, and 29% said that more promotion / communication of events would encourage them.

## Any Further Comments

- When prompted for any further comments on what they would like to see their local authority do to help biodiversity across the city, 21% mentioned a need for more education / information on the topic.
- 15% mentioned “more green areas” at this prompt, and this rose to 26% among 18 to 34 year-olds.

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Are you familiar with the term "biodiversity"?



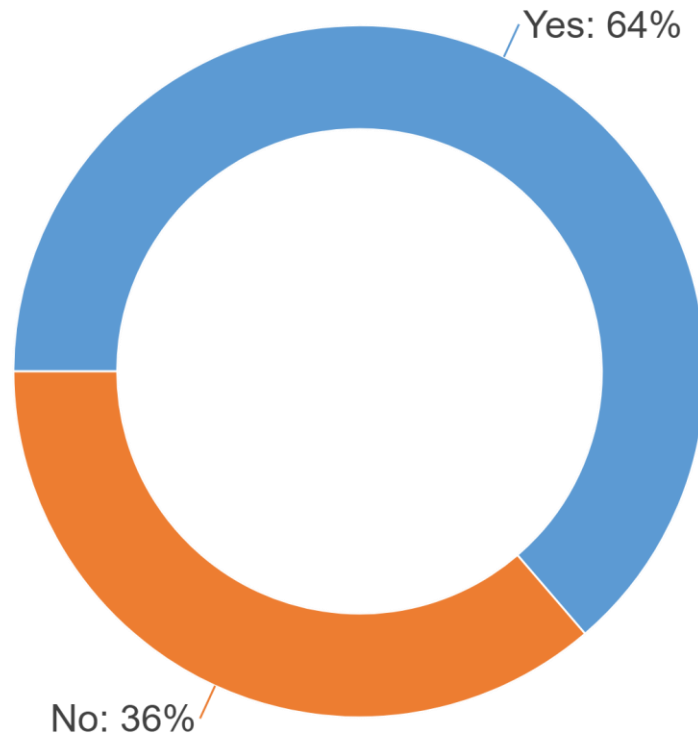
84%

were familiar with the term "biodiversity" and understood what it means

Familiarity with the term "biodiversity" is higher among males and increases with education level and income.

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Were you aware before now that a climate and biodiversity emergency was declared in Ireland in 2019?



64%

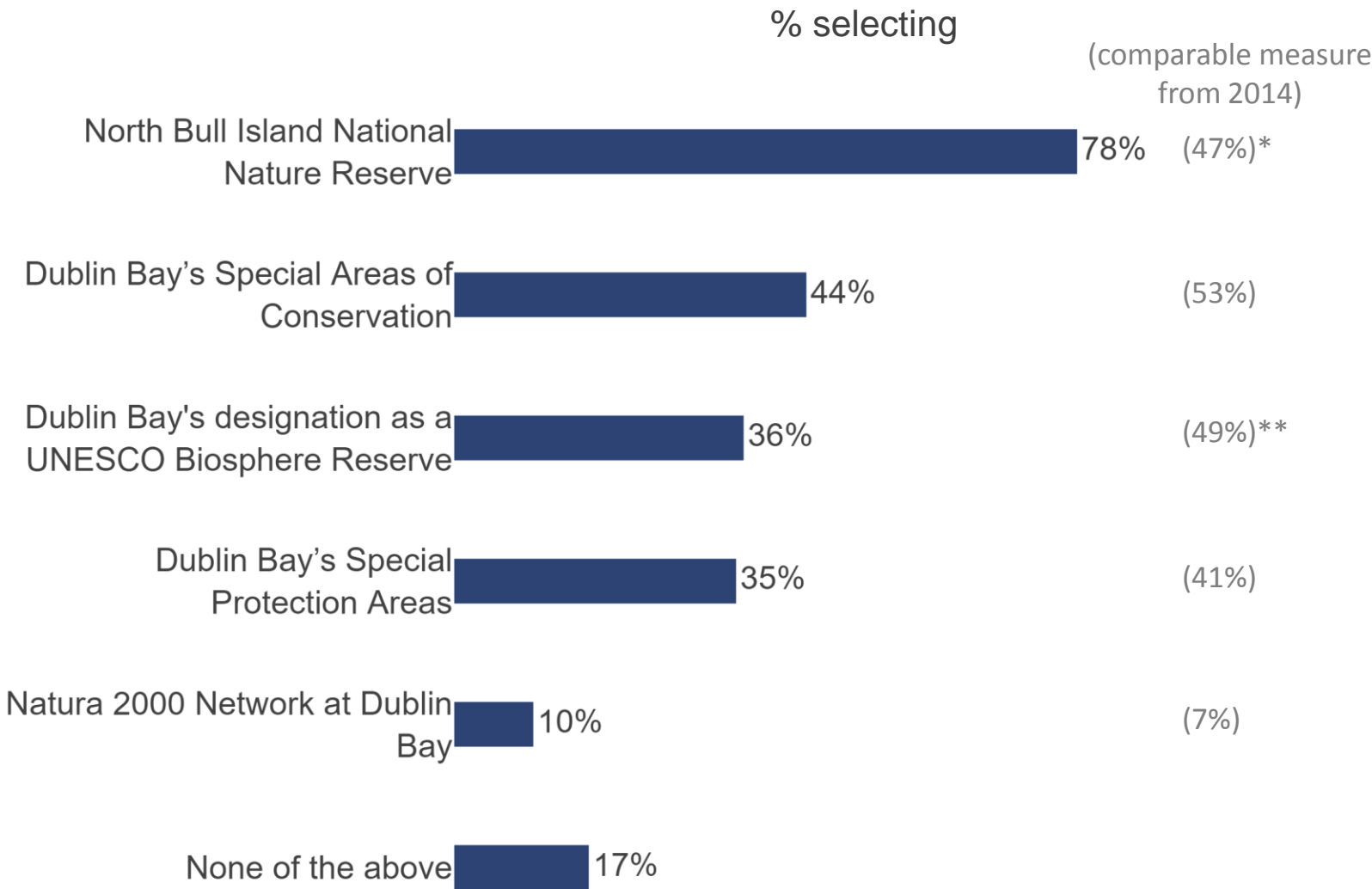
were aware that a  
Climate and Biodiversity  
Emergency was declared  
in 2019

Awareness of the Climate and Biodiversity Emergency is lower among those aged 35 to 49, and higher among those living in the Dublin City Council local authority area.

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Before today's survey, which of the following had you heard of?



A large majority - **78%** were aware of the designation of the North Bull Island National Nature Reserve

"None of the above" was highest among 18-34 year olds (26%) and among South Dublin County Council residents (23%)

\*2014=National Special Amenity Area at North Bull Island

\*\*2014=UNESCO Biosphere Reserve at North Bull Island

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Do you get your information about biodiversity in Dublin from any of the following sources? Please select as many as apply

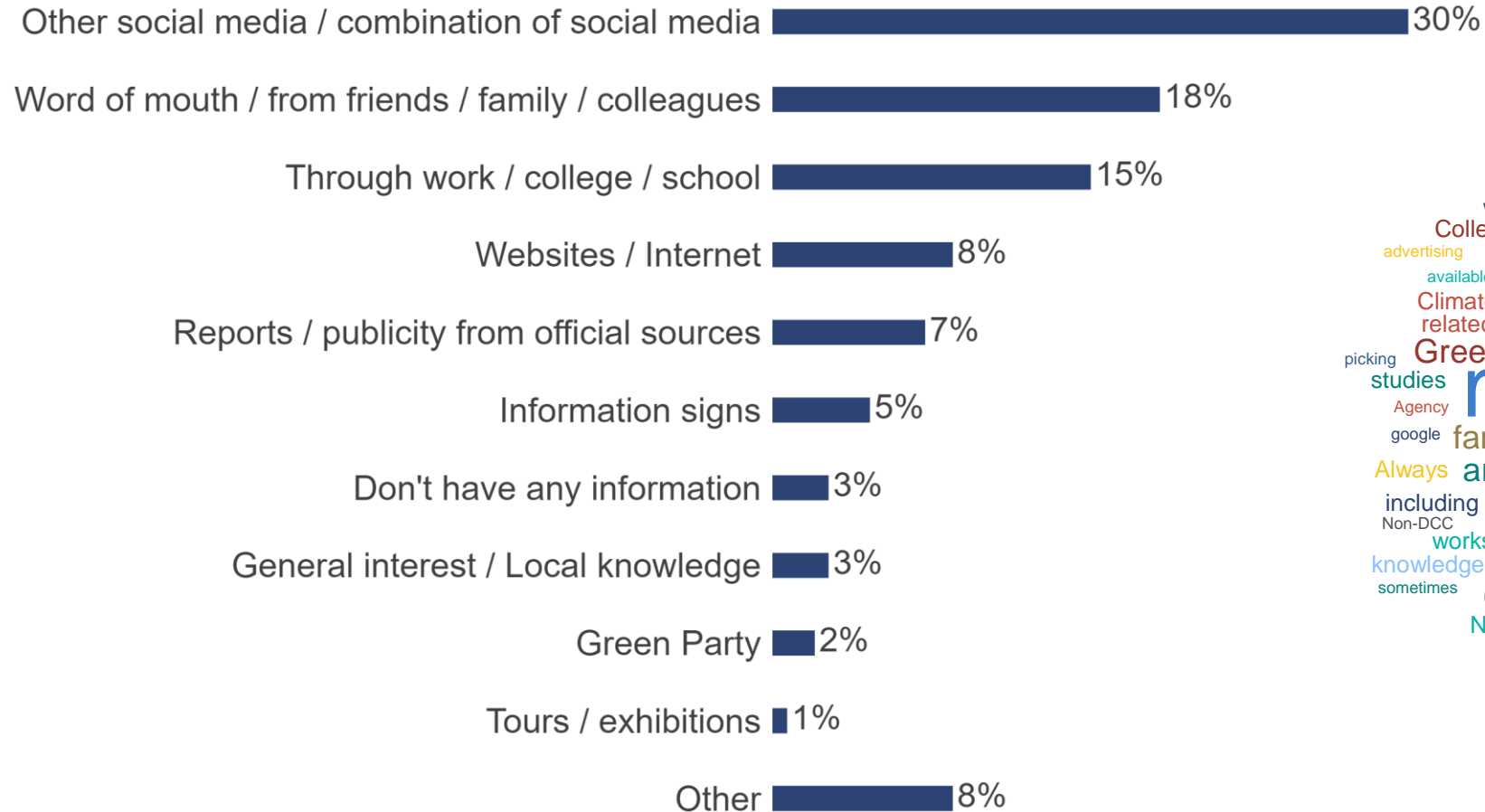
% selecting



Older respondents were more likely than younger respondents to get information from traditional media such as newspapers, TV and radio. Over 65s were less likely than younger respondents to get information from social media.

A small minority (up to 14%) get information about biodiversity from any source once a week or more often.

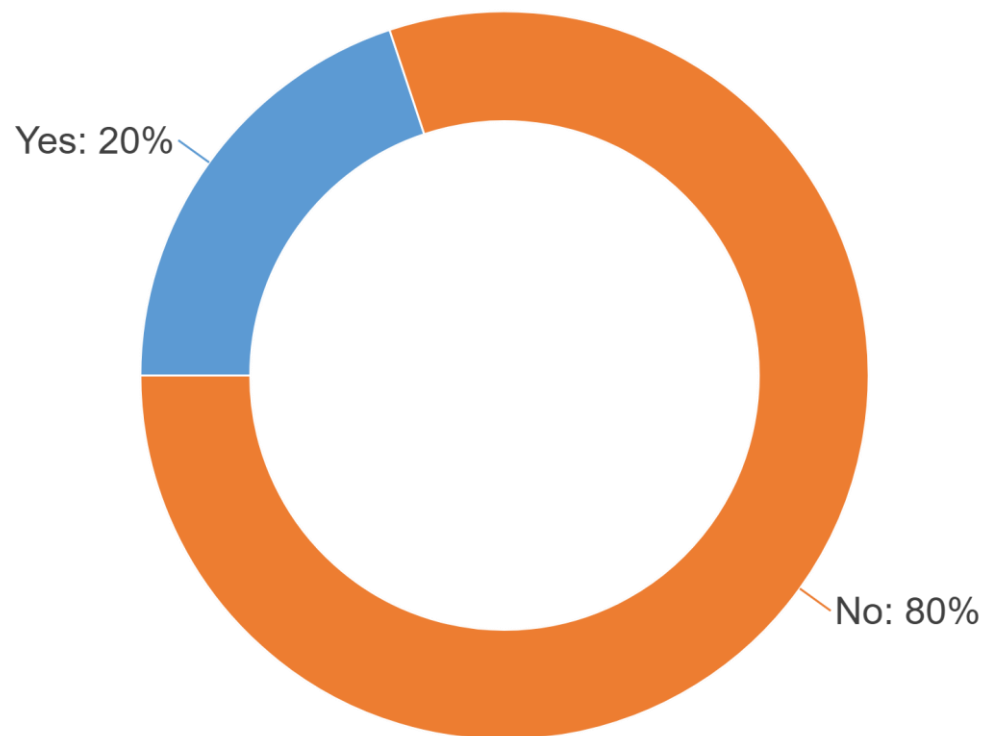
Sources of Information - Other  
n=153



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Before today had you heard of the Dublin City Biodiversity Action Plan?



20%

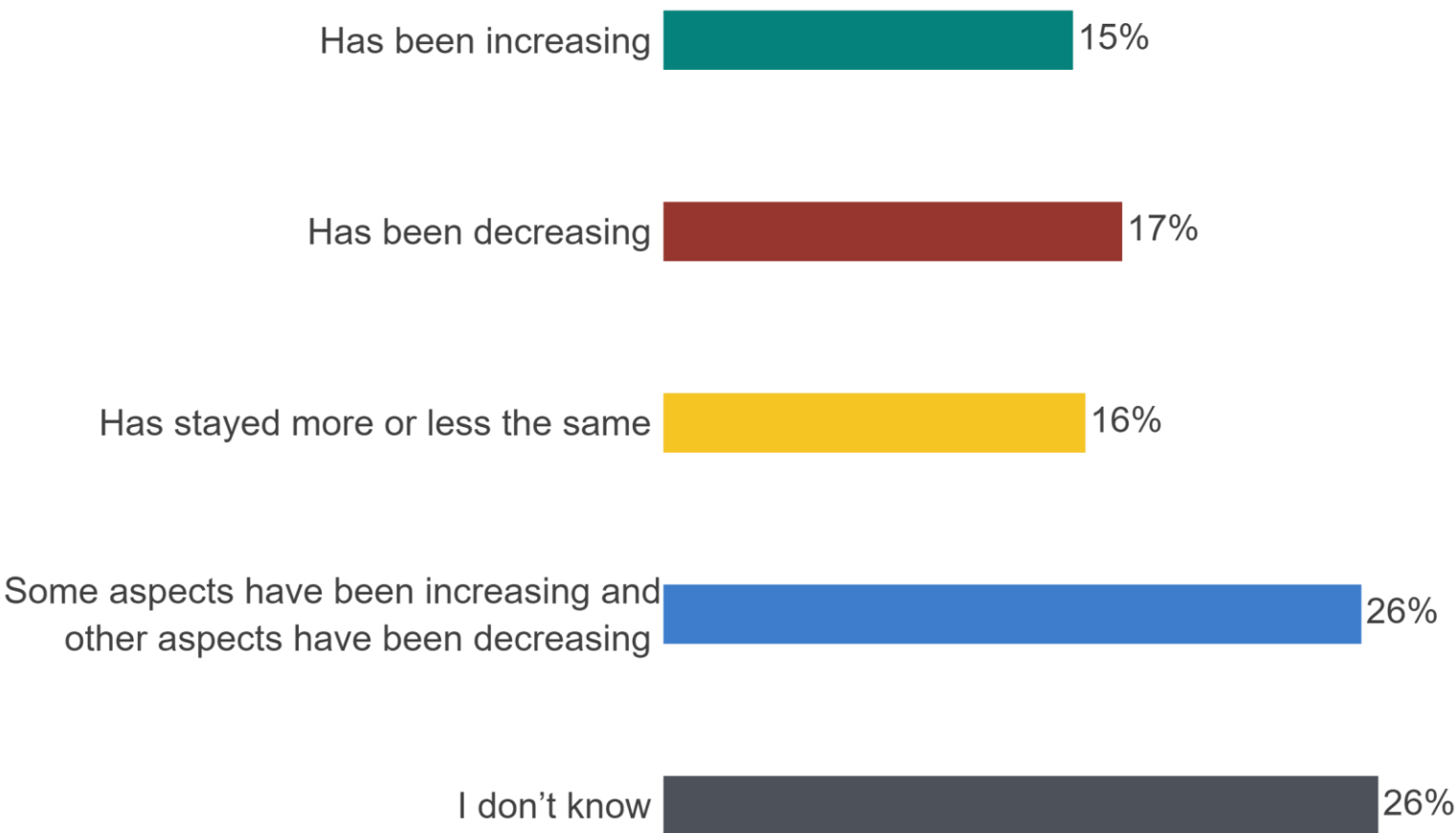
had heard of the Dublin City Biodiversity Action Plan

Awareness of the Dublin City Biodiversity Action Plan was higher among female respondents, among those aged 50+, and among those living in Dublin more than 5 years.

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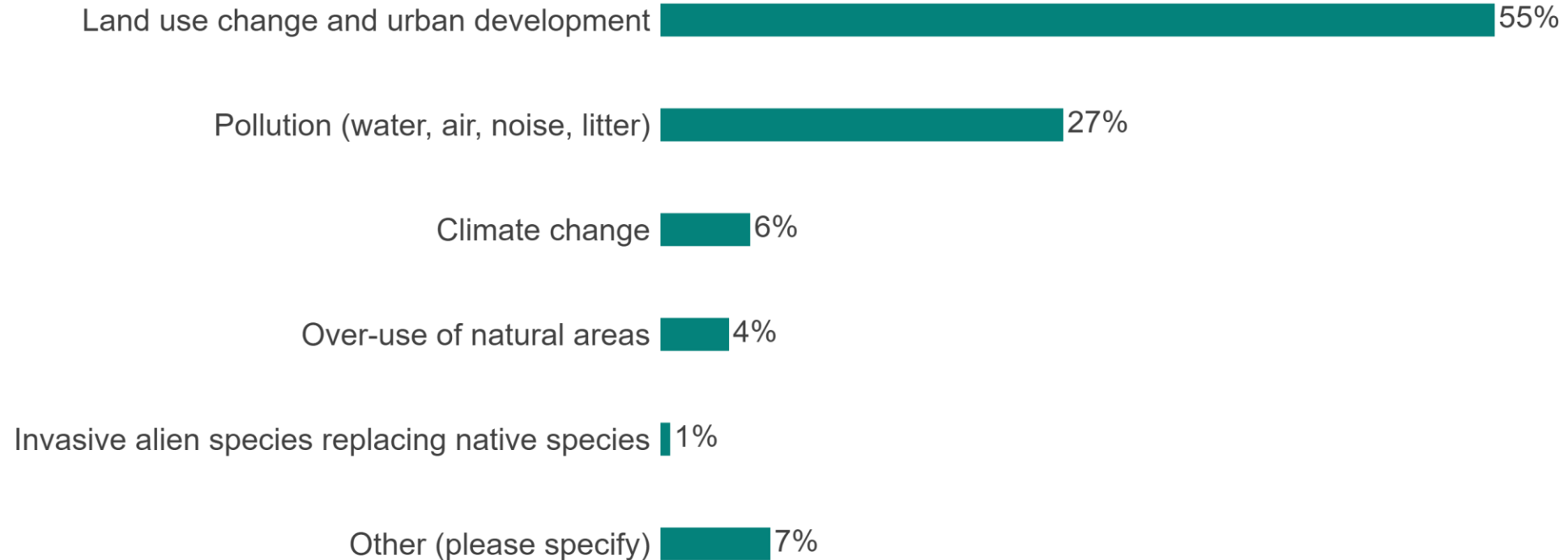
Do you think that Biodiversity in Dublin over the past five years:  
% selecting



The most commonly held view was that some aspects of biodiversity have been increasing and other aspects have been decreasing over the past five years

Over 65s were much more likely to perceive an increase in biodiversity than those aged 18 to 34

What do you think is the greatest cause of biodiversity loss in Dublin:  
(asked only of those who perceive a loss)



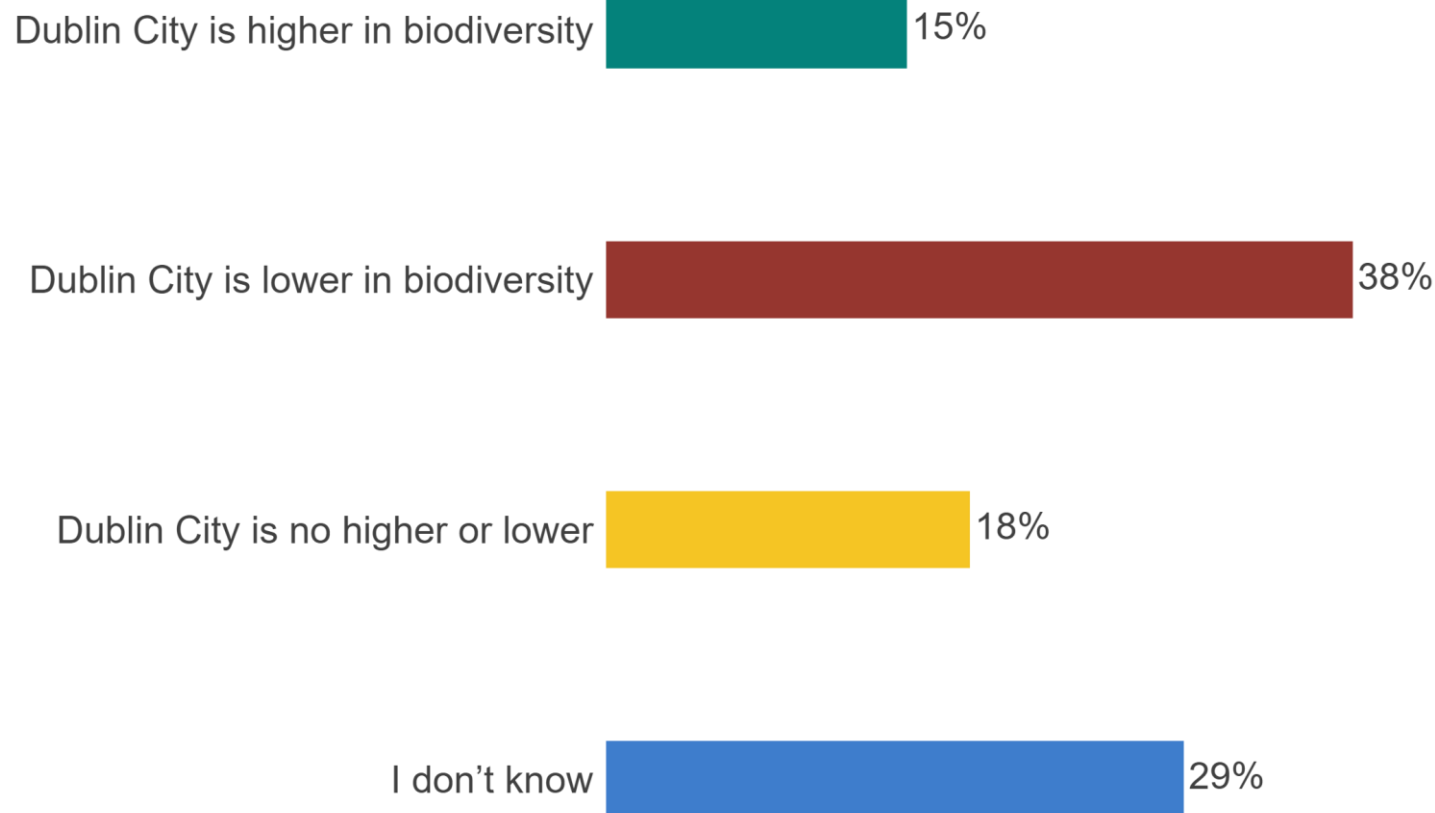
Among those perceiving any biodiversity loss, 55% felt that the greatest cause of this loss was land use change and urban development

"Land use change and urban development" was more likely to be seen as the greatest cause of biodiversity loss in Dublin by respondents living outside the Dublin City Council area.

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Compared to other capital cities in the European Union, do you think that:



15%

felt that Dublin City is higher in biodiversity when compared to other EU capital cities


Those aged 18 to 34 were more likely than others to either perceive Dublin as being higher in biodiversity or lower in biodiversity than other EU capitals. They were the least likely to indicate "I don't know"


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How have your values changed over the past 5 years about biodiversity in terms of its importance to your quality of life?

Biodiversity has become more important to me and my quality of life  74%

Biodiversity has become less important to me and my quality of life  1%

Biodiversity is no more or less important to me and my quality of life  22%

Biodiversity has no importance to me and my quality of life  3%

74%

felt that biodiversity had become more important to them over the past 5 years, in terms of its importance to their quality of life

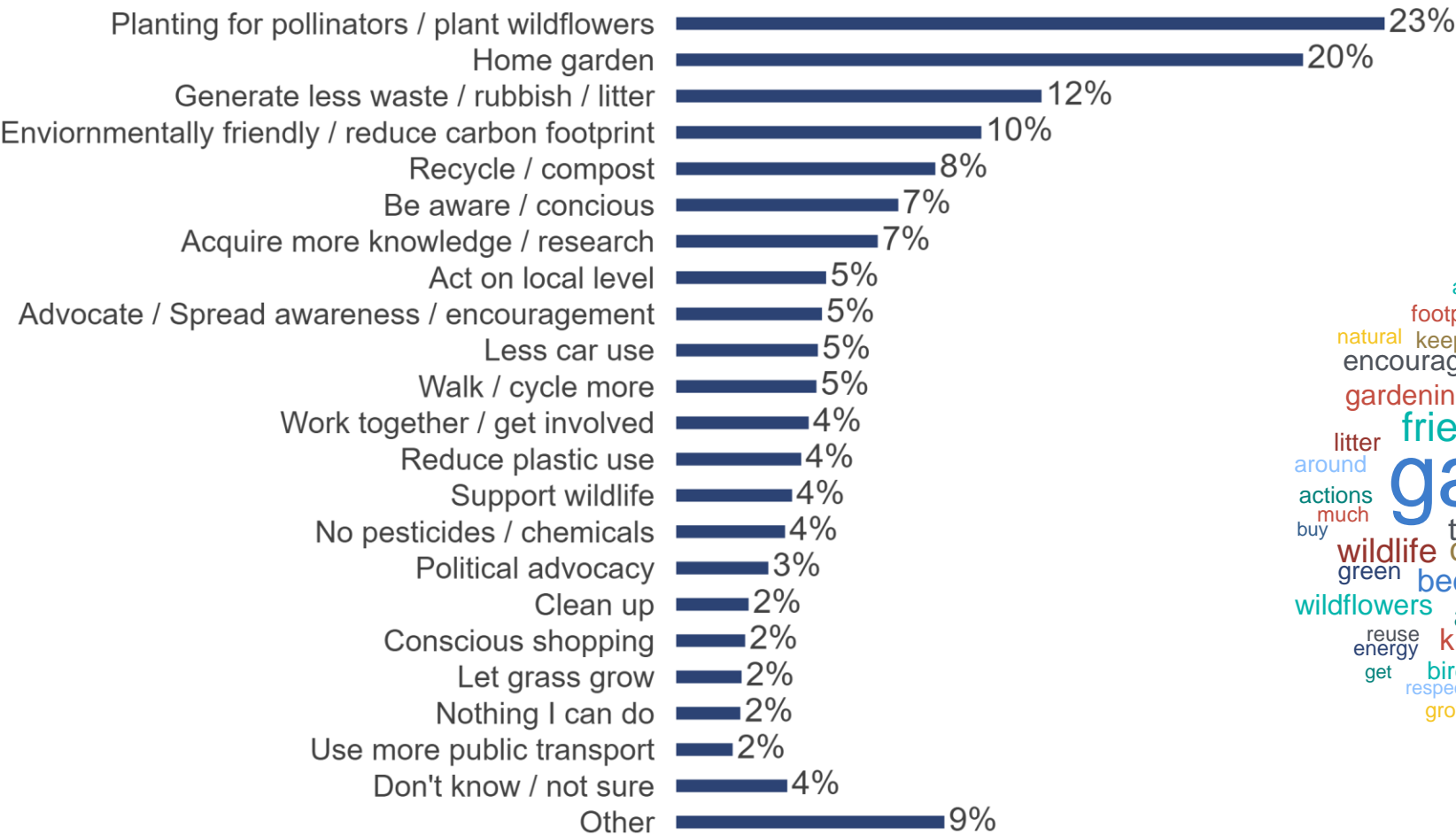
Those aged 18 to 34 were more likely than others to report an increase in the importance of biodiversity to them.

This was also higher among Dublin City Council area residents, and lower among those with less than €100 monthly disposable income.

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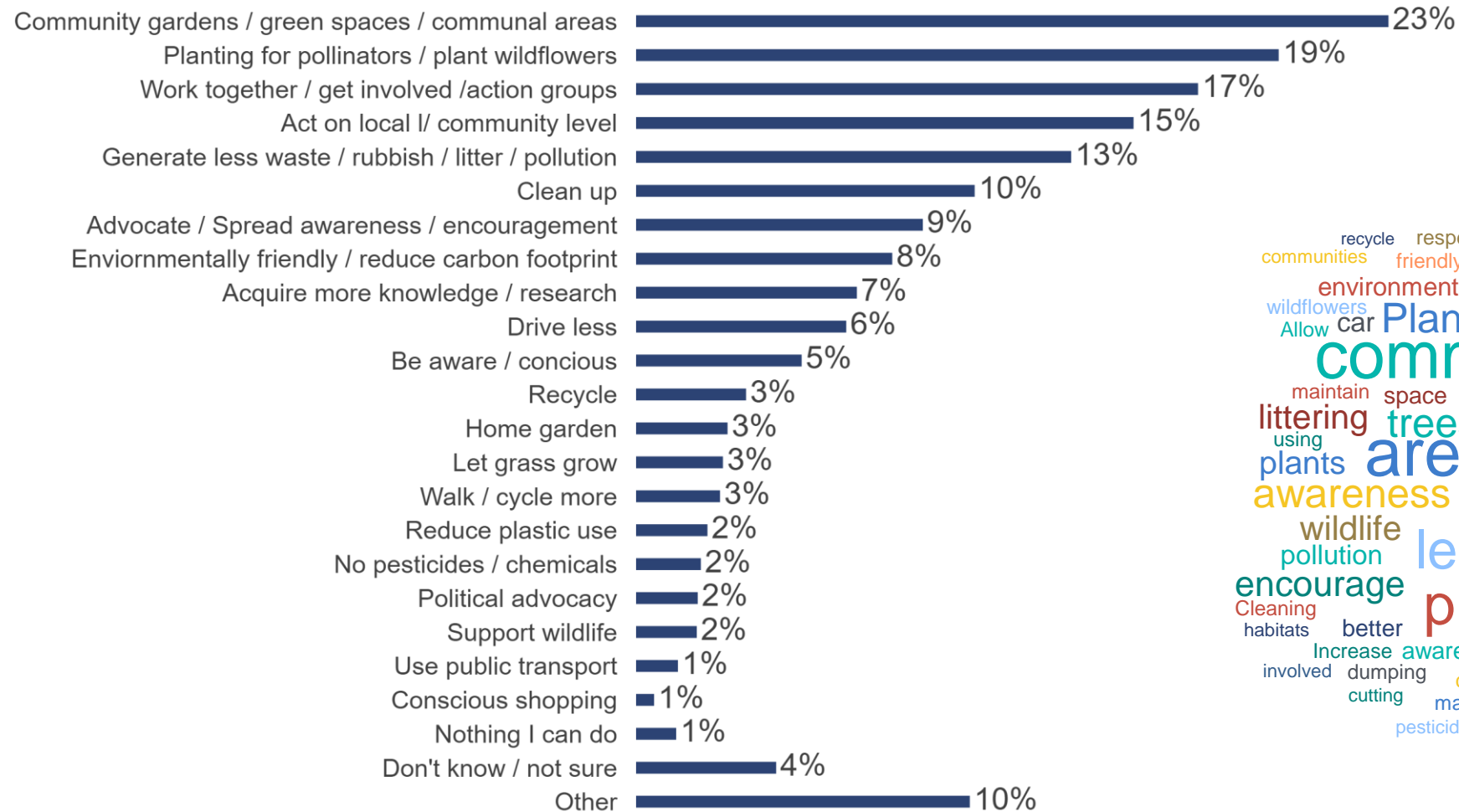
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## What actions do you think need to happen in Dublin to protect and improve biodiversity? - Actions by you



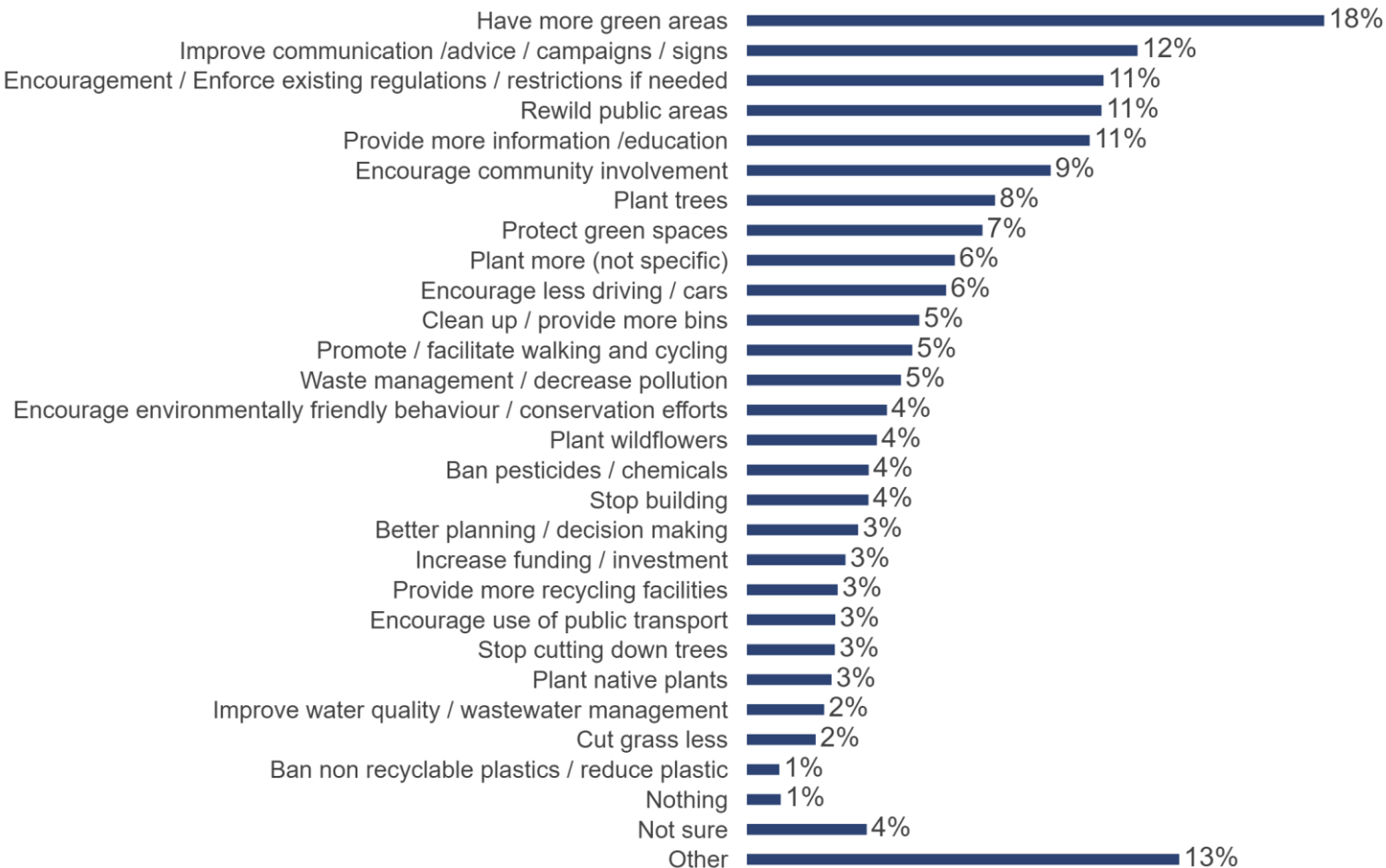
Respondents replied in their own words, categories were applied after data collection.

What actions do you think need to happen in Dublin to protect and improve biodiversity? - Actions by your community



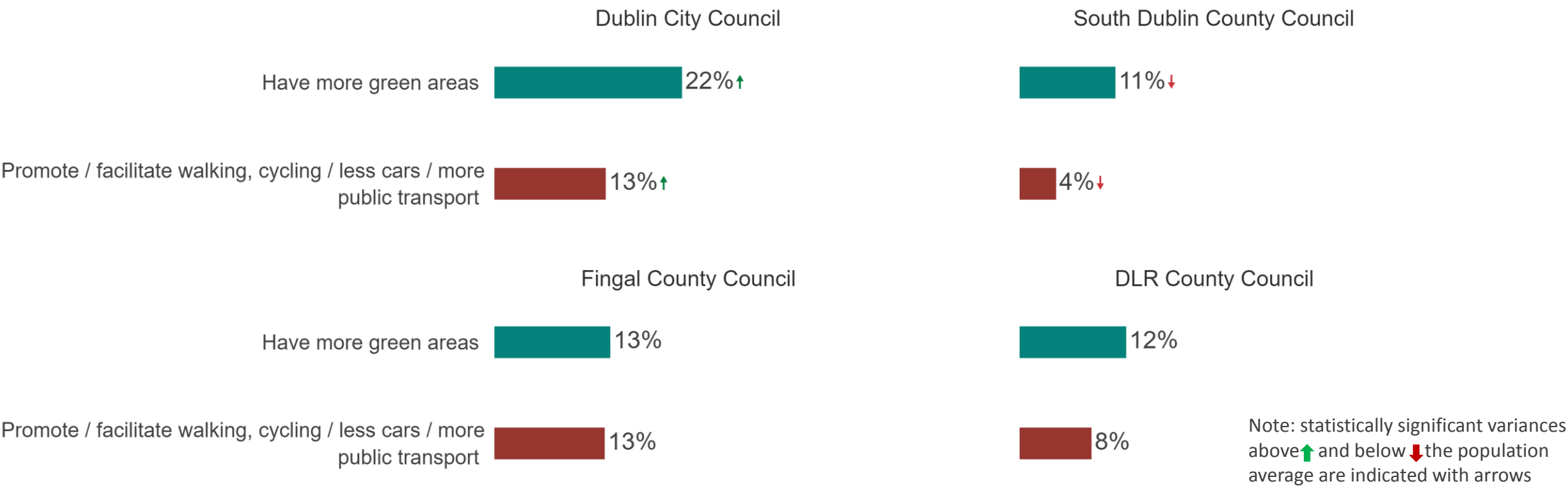
Respondents replied in their own words, categories were applied after data collection.

## biodiversity? - Actions by your local authority



Respondents replied in their own words, categories were applied after data collection.

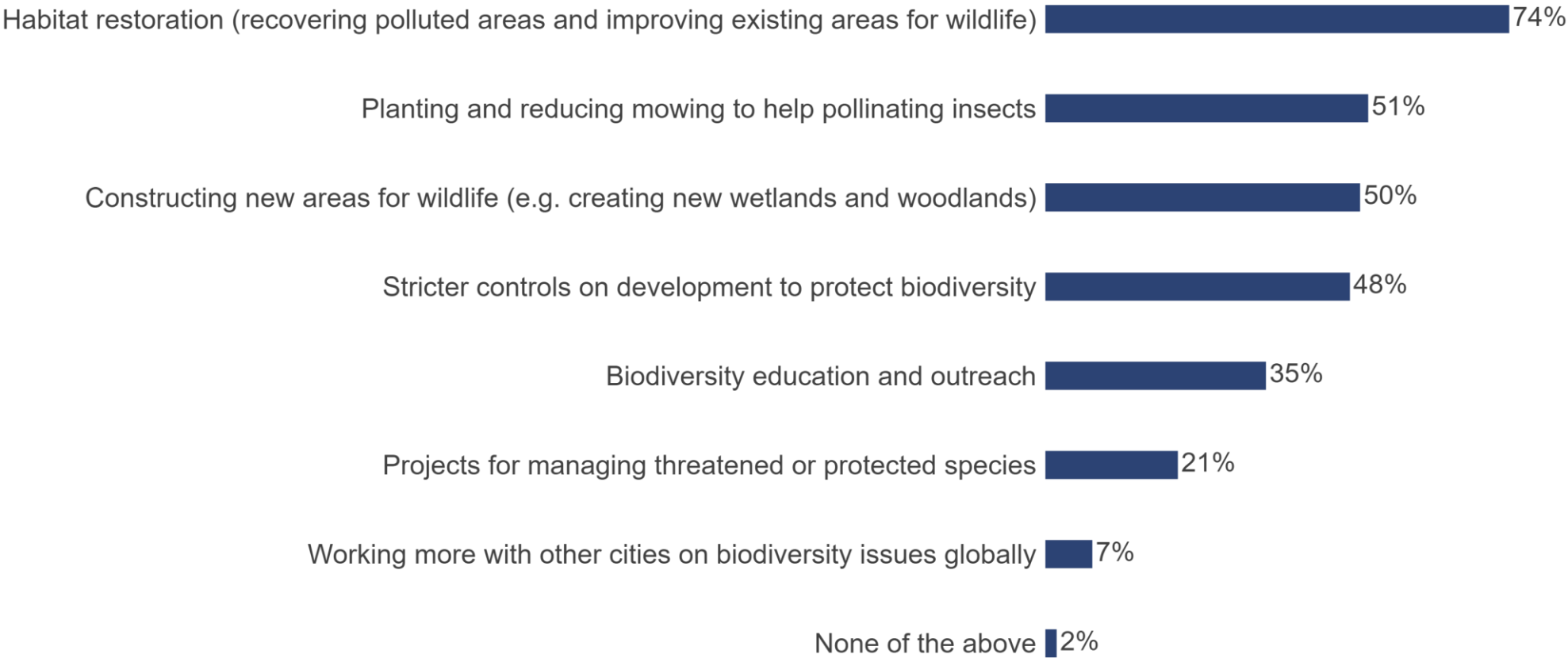
## What actions do you think need to happen in Dublin to protect and improve biodiversity? - Actions by your local authority



At this prompt Dublin City Council area residents were more likely than others to mention "Have more green areas" and "Promote / facilitate walking, cycling / less cars / more public transport"

Which of the following initiatives for biodiversity would you like to see Dublin City Council carry out more of? Please select your top 3 from the following list

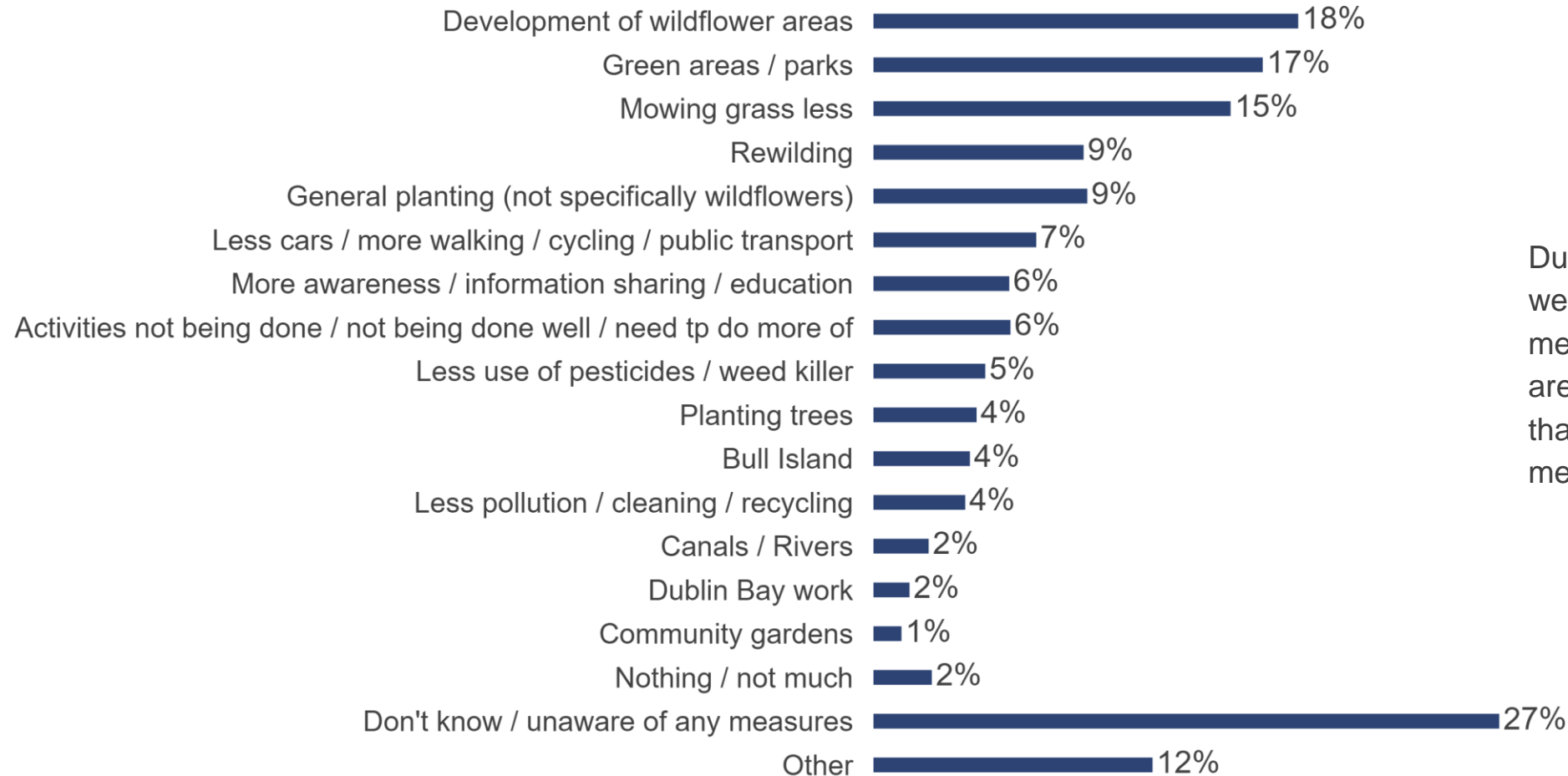
% selecting in top 3



"Habitat restoration" was most popular among those at work, those with higher educational attainment, and those with higher monthly income.

# What Activities Have Been Successful?

In your opinion, what activities or measures have been successfully taken by Dublin City Council or others in Dublin City to protect or improve biodiversity?



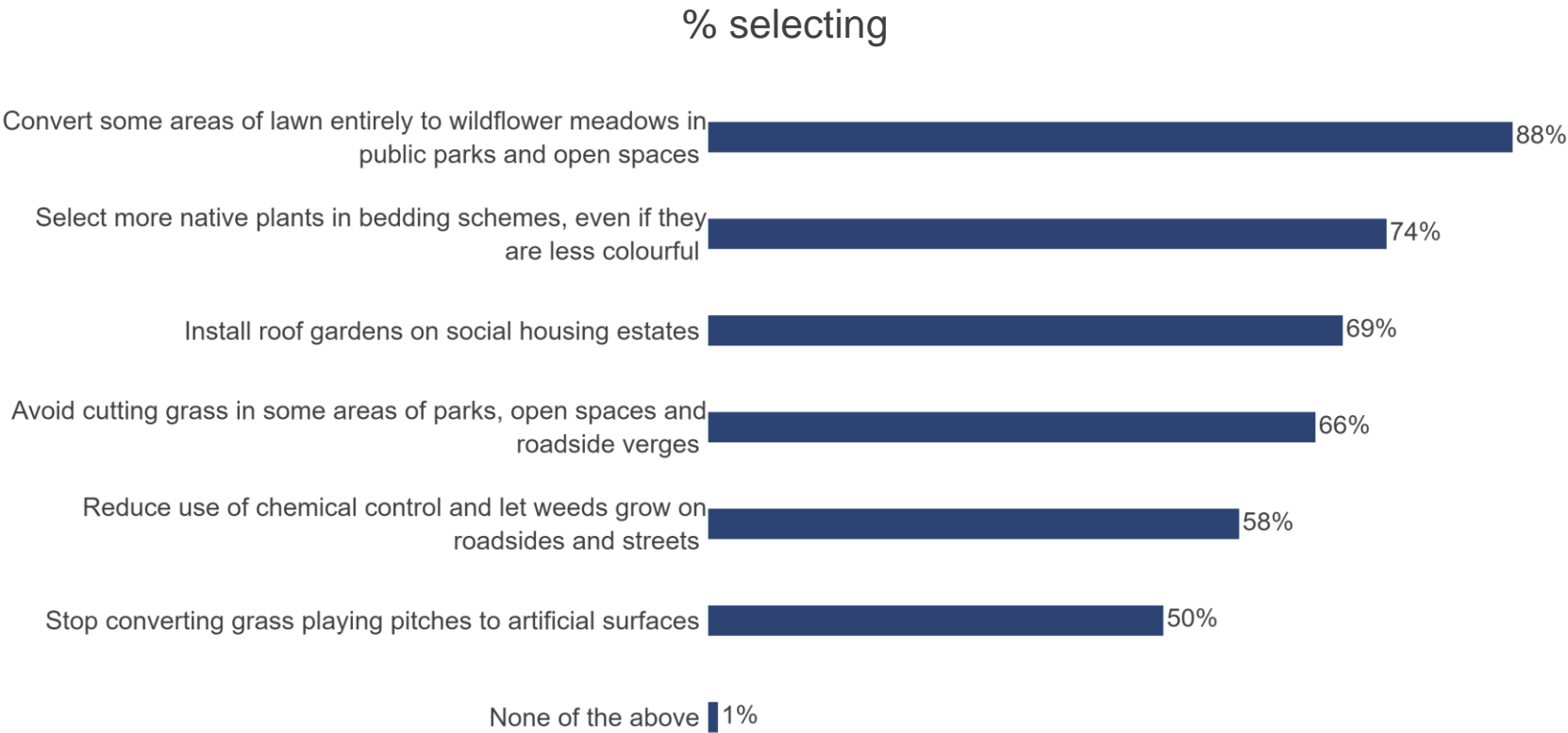
Dublin City Council area residents were more likely than others to mention development of wildflower areas at this prompt, and less likely than others to be unaware of any measures.

Respondents replied in their own words, categories were applied after data collection.

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Over the past five years, Dublin City Council has been trying to provide for pollinators such as bees, butterflies and other insects.  
Which of the following activities would you agree that Dublin City Council should do as part of this?

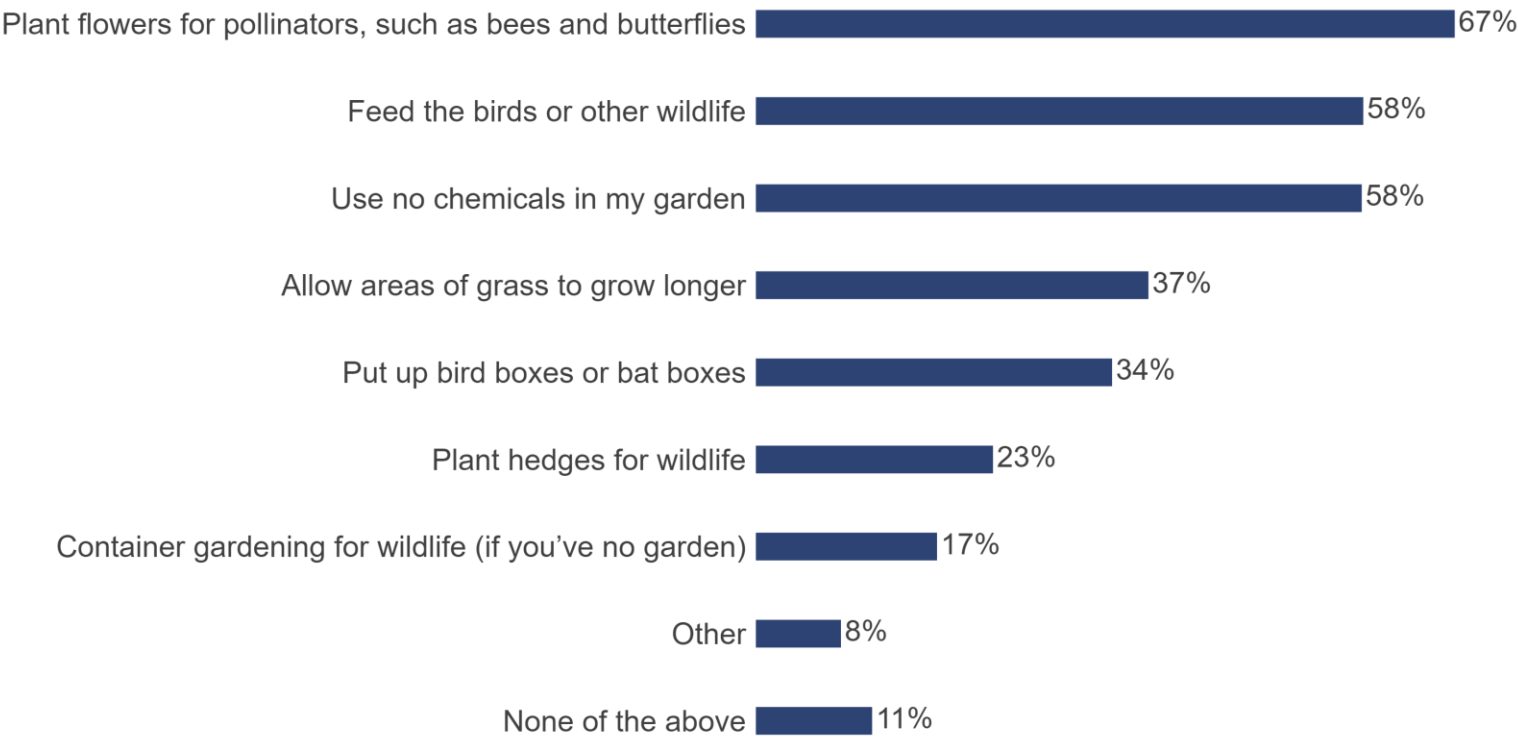


18-34 year-olds were more likely than others to support the installation of roof gardens.  
Support for converting areas of lawn to wildflower meadows was higher among Dublin City Council area residents, as was support for the installation of roof gardens in social housing estates.  
Support for the installation of roof gardens in social housing estates was highest among those working / in the workforce and lowest among retirees.  
Support for the installation of roof gardens increased with educational attainment and was lower among those with less than €100 disposable income

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Do you do any of the following at home? Please select as many as apply.  
% selecting



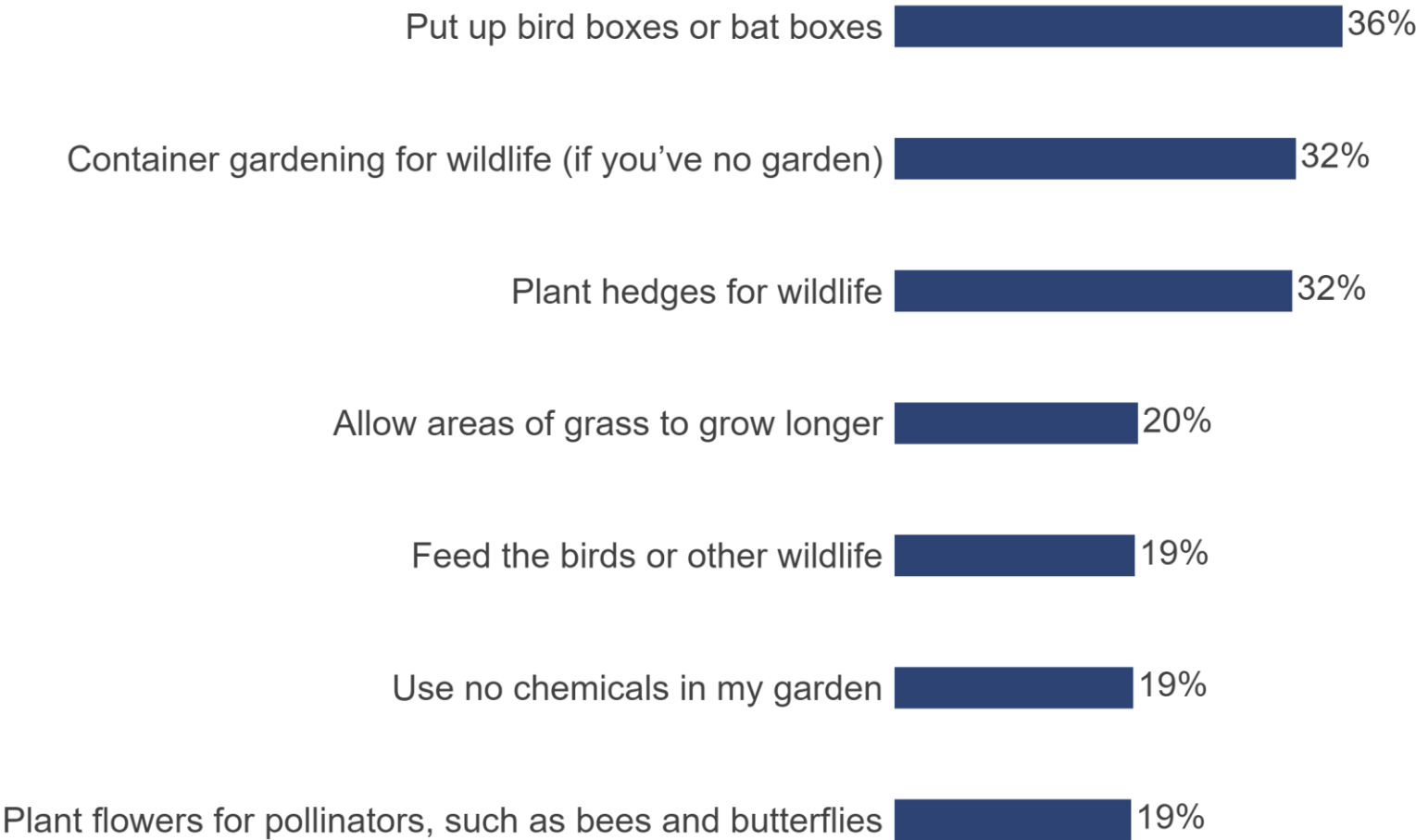
Those aged 18-34 were less likely than others to engage in most of these activities. Retirees were more likely than others to feed birds or other wildlife.

Those looking after the home or family were more likely to put up bird or bat boxes, as were those with dependent children in the household.

Respondents in the highest gross income band were more likely than others to put up bird boxes or bat boxes.

Would guidance from Dublin City Council on doing any of the following be useful to you?

% selecting - base = those not already engaging in this activity



18-34 year-olds were more likely than older respondents to feel that guidance would be helpful on most activities to support biodiversity

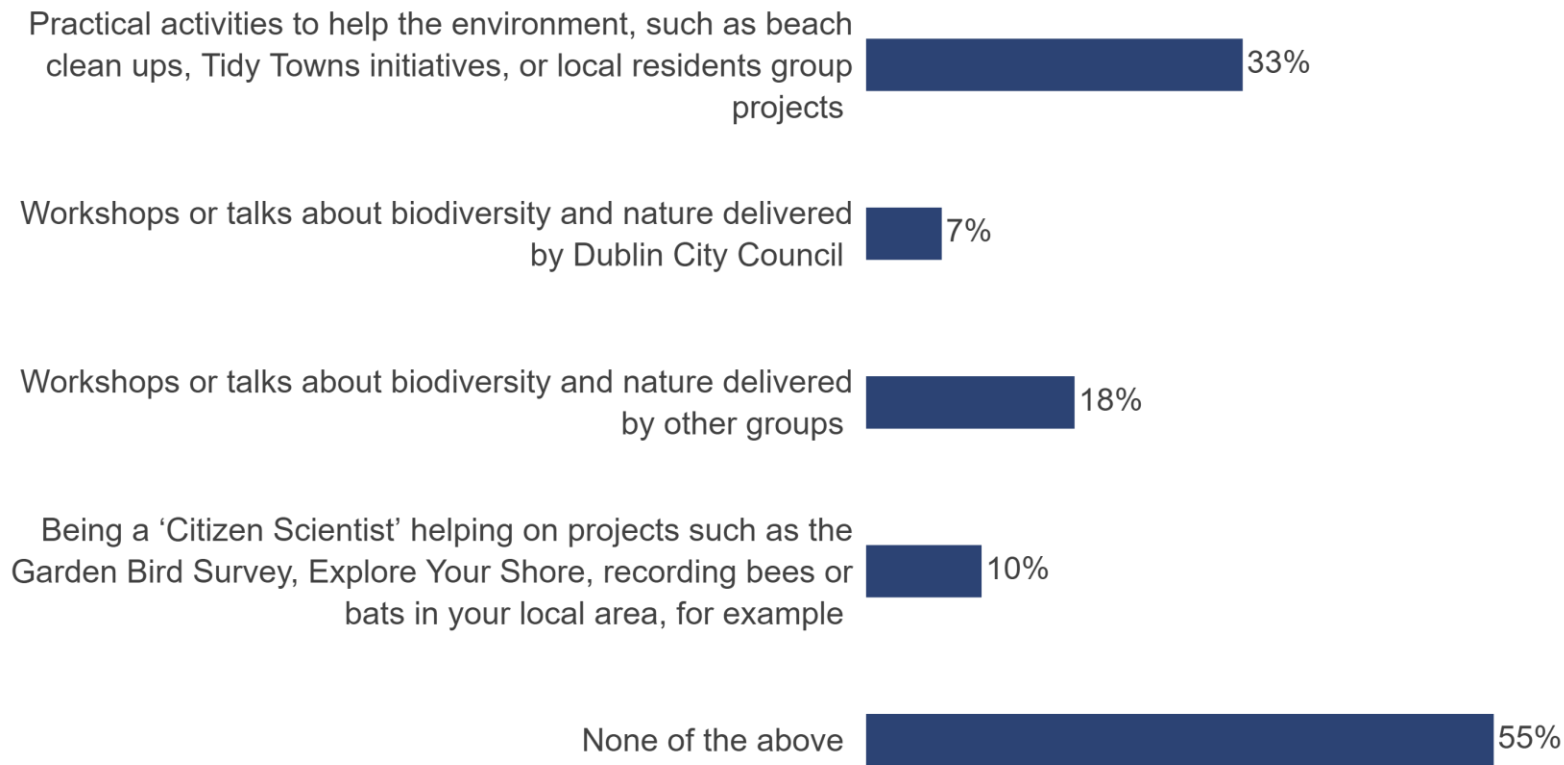
Dublin City Council area residents were more likely than others to feel that guidance on putting up bird boxes or bat boxes would be useful to them.

Interest in guidance on putting up bird boxes or bat boxes was lowest among those with less than €100 monthly disposable income

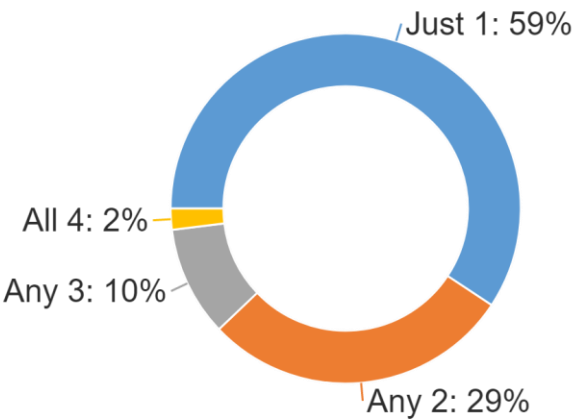
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Have you ever taken part in any of the following activities? Please select as many as apply.  
% selecting



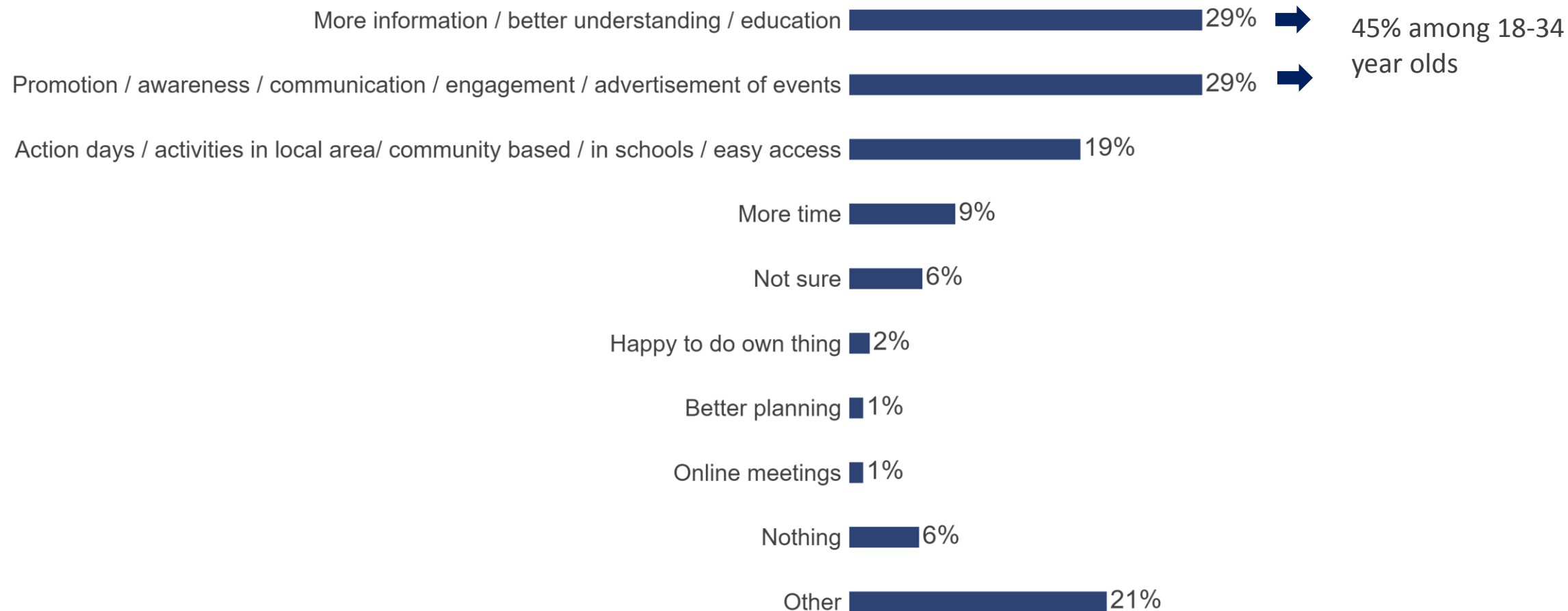
Among those engaging in activities, the majority (59%) had engaged in just one:



Those with up to secondary level education were least likely to have taken part in any of these activities.

What, if anything, would encourage you to take part in activities related to the environment and biodiversity?

base = those not engaging in any activities



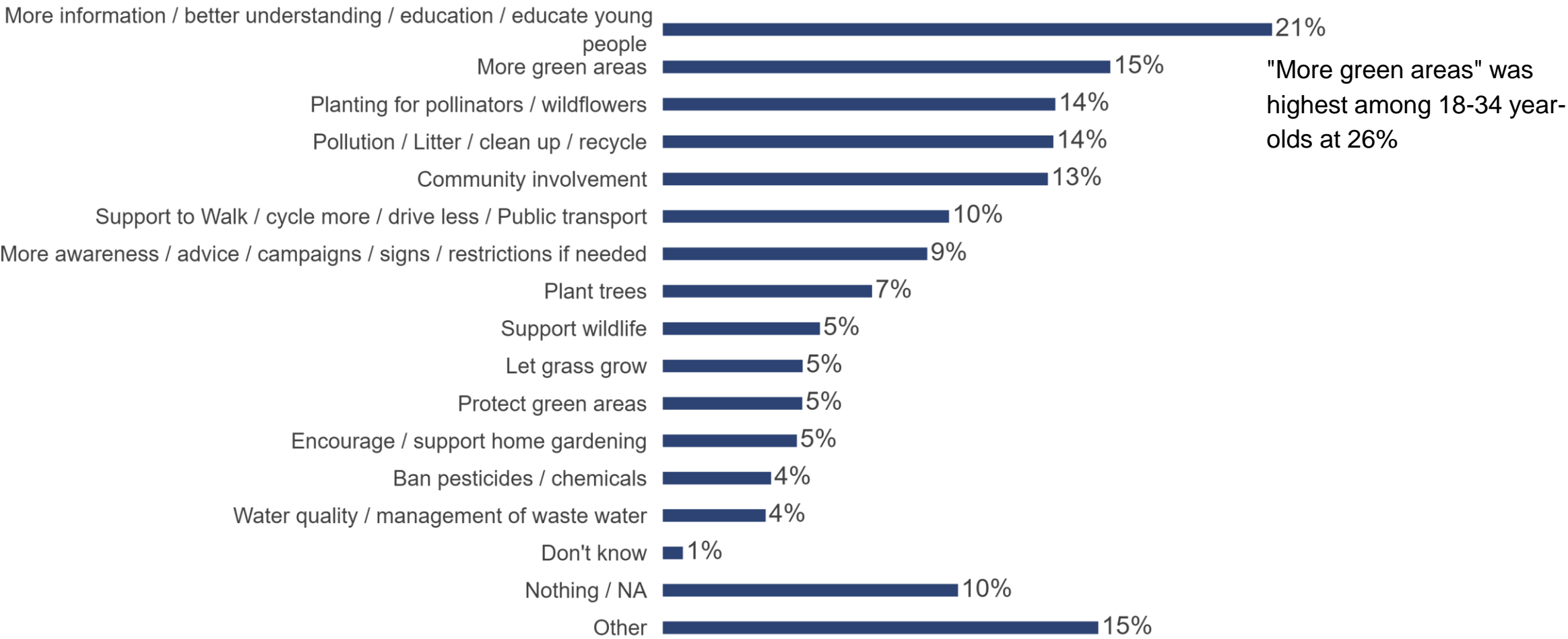
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# Any Further Comments?

If you have any further comments or suggestions on what you would like to see your local authority do more of / do in a new way to help biodiversity across the city, please describe here.



Respondents replied in their own words, categories were applied after data collection.

# END

For further information please contact:

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