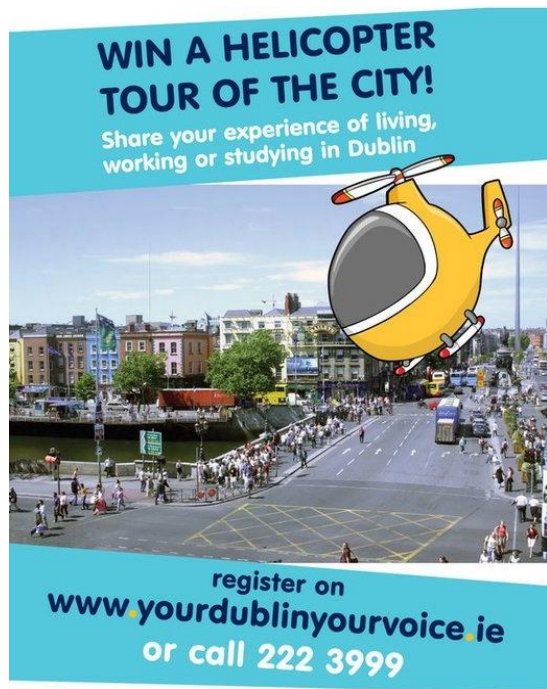


# Your Dublin Your Voice

## Detailed Results of phase 1, April 2011



### 'Your Dublin, Your Voice'



#### Top line Results and Commentary – April 2011



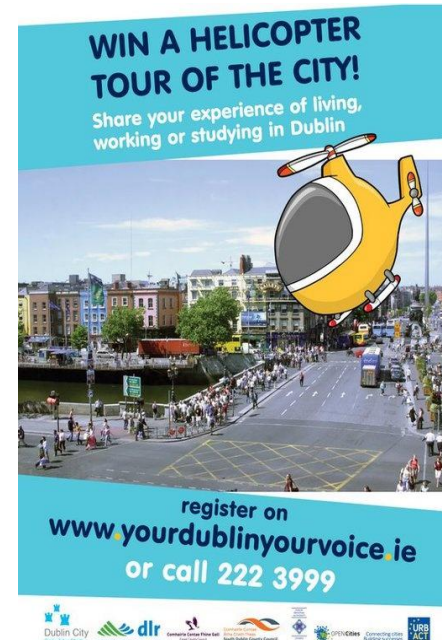
# Background:



- ▶ An initiative of the Office of International Relations and Research, Dublin City Council supported by the Dublin regional authority and the other Dublin authorities.
- ▶ The first 'Your Dublin, Your Voice' survey was carried out during October to December 2010.
- ▶ An opinion panel of almost 2,300 members has been formed to find out their views on living, working and studying in the city region.
- ▶ People from all ages and backgrounds are represented on the panel reflecting the diverse cosmopolitan nature of Dublin - over 50% of respondents have lived outside of Ireland for any period of time, there are also over 60 nationalities and representatives from all 32 counties in Ireland.
- ▶ Membership of the panel will be ongoing where we will be inviting panel members to participate in regular ongoing surveys. [www.yourdublinyourvoice.ie](http://www.yourdublinyourvoice.ie)  
[www.facebook.com/yourdublinyourvoice](https://www.facebook.com/yourdublinyourvoice)
- ▶ This research was developed in collaboration with Delve Research and was conducted in accordance with the Marketing Institute of Ireland's Member Code of Practice. For more information see [www.delve-research.com](http://www.delve-research.com)
- ❖ A commitment that all participants and panel members get a copy of the results.

# Background:

- ▶ Pictured below are the winners of the 'Your Dublin Your Voice' scenic helicopter tour at the Westin aerodrome in February 2011. Sorchá O'Brien (l) and Siobhán McNamara (r) both from Dublin were the lucky winners.



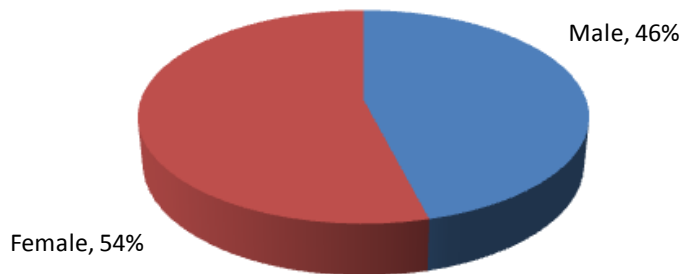
❑ Registration to the panel remains open all year round at [www.yourdublinyourvoice.ie](http://www.yourdublinyourvoice.ie). To encourage participation we are offering a number of Dublin themed 'prizes' for those who complete the second survey which is scheduled to run in March/April 2011. The prizes already confirmed include an exclusive 'Irish Helicopters' scenic helicopter tour of the city (for 4 people), 'Dublin Bus' scenic tours (for 10 people) and an exclusive 'Pat Liddy' walking tour of the city (30 people) which will explore the hidden treasures of medieval and Georgian Dublin.

# Potential Headlines.....

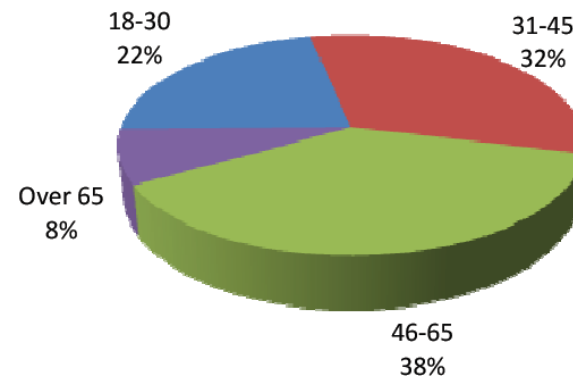
- ▶ ‘In spite of challenging economic times, Dubliners largely upbeat about life in the capital’
- ▶ ‘Dublin’s top asset is its ‘people’ according to the views of Dublin’s first city region opinion panel.’
- ▶ ‘Fix our ‘drugs and begging’ problem in the capital– this is the message from Dublin’s first opinion panel survey’
- ▶ ‘Dublin needs better public transport options – integrated ticketing, real time information, cross city routes and better reliability” - this is the message from Dublin’s first opinion panel survey’

# Panel composition: Age / Gender

**Gender**



**Age Group**



- In total 2,294 people signed up to “Your Dublin Your Voice”
- It is an extremely robust sample and allows for detailed comparative analysis by various demographics.
- Majority of respondents lived in Dublin City Council area - 58%
- A higher proportion of females responded - 54%
- 38% of the respondents are aged between 46-65



# Panel Composition: A diverse panel

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Nationality	Frequency	Percentage
Irish	1,979	86.27%
British	45	1.96%
French	35	1.53%
Polish	22	0.96%
Italian	18	0.78%

- 60 nationalities responded to the survey
- 86% of respondents were Irish.

County	Frequency	Percentage
Dublin	1,280	67.47%
Cork	58	3.06%
Meath	44	2.32%
Kildare	38	2.00%
Tipperary	35	1.85%

- The highest proportion of respondents were from Dublin (68%)
- All 32 counties were represented

# Panel Composition: Connection with Dublin

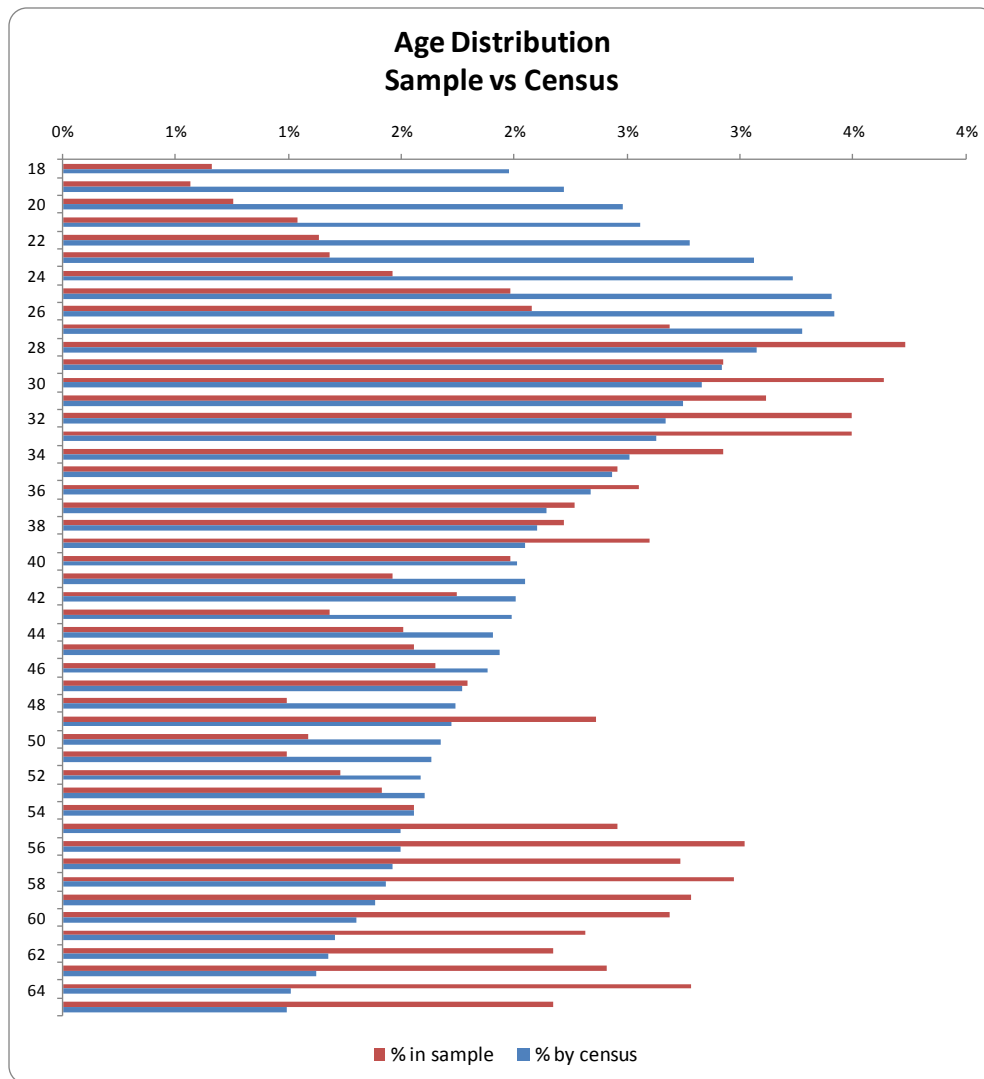
Time living in Dublin	Percentage	Frequency
1 year or less	3%	58
1-5 years	12%	251
More than 5 years	85%	1,750

- Respondents were asked to indicate how long they had lived in Dublin. 85% of Dublin residents had lived in Dublin for more than 5 years.

Ever lived outside of Dublin	Percentage	Frequency
No, never	50%	972
For 1 year or less	22%	428
For 1 to 5 years	18%	349
For more than 5 years	11%	209

- Irish respondents were asked if they had ever lived outside of Ireland. 50% of respondents had lived outside of Ireland for any period of time.

# Panel Composition: Age Distribution



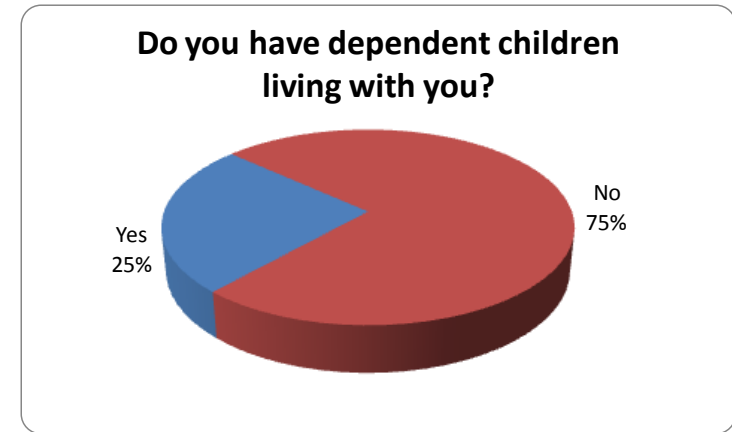
- The age profile of the sample was compared with the age profile of the Dublin City & County population in the 2006 census
- The panel registration sample was underrepresented in the 18 – 26 year old ages and over represented in the 55 year old and over ages
- the average age of the population in the census results was 37.6 years compared to the average age of the sample which was 42.5 years.
- *The topline results of opinion presented are reweighted by age to more accurately represent the population profile.*



# Panel Composition: Employment and Dependent Children

Employment Status	Frequency	Percentage
Working full time	1,283	56%
Working part time	223	10%
Currently seeking employment	145	6%
Students or pupils	138	6%
Looking after home/family	71	3%
Retired from employment	314	14%
Unable to work due to permanent illness or disability	57	2%
Other	63	3%

- The majority (56%) of respondents were in full-time employment



- 75% of the respondents had no dependent children

# Connection with Dublin


Connection with Dublin	Percentage	Count
I work in Dublin	63%	1,452
I study in Dublin	11%	249
I live in Dublin	68%	1,549
I live elsewhere in Ireland and visit Dublin regularly	4%	84
I live elsewhere in Ireland and visit Dublin occasionally	1%	19
Other	2%	39

Local Authority Area	Percentage	Count
Dublin City Council	58%	1,225
Fingal County Council	14%	295
South Dublin County Council	14%	296
Dun Laoghaire Rathdown County Council	10%	198
Don't know / Not Sure	4%	77

- The majority (58%) of Dublin resident respondents were from the Dublin City Council local authority area.

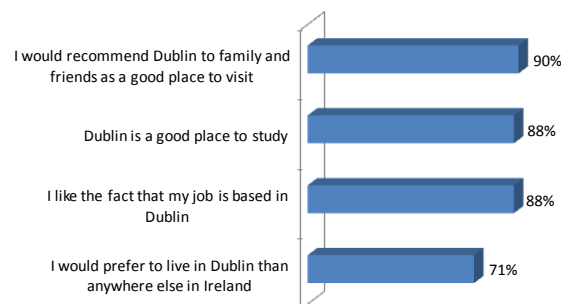
# Presentation of the results

- ▶ Level of agreement on a 5 point scale with a variety of statements. These results are presented in 2 formats:

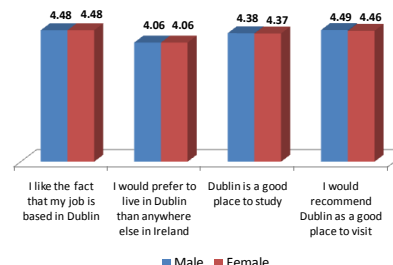
I would recommend Dublin to family and friends as a good place to visit						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
4.45	1	3	5	30	60	

- ▶ - as a percentage of respondents indicating agreement or strong agreement with a statement, e.g. 90% of respondents agreed or strongly agreed with the statement “I would recommend Dublin to family and friends as a good place to visit”.
- ▶ - as an average out of 5 on the 5 point scale, e.g. on a scale of 1 to 5 with 1 being “Strongly disagree” and 5 being “Strongly agree” panellists rated “I would recommend Dublin to family and friends as a good place to visit” at 4.45 out of 5.

Summary of Living / Working / Studying in Dublin - % agreeing



Living / Working / Studying in Dublin by gender



# Presentation of the Results:

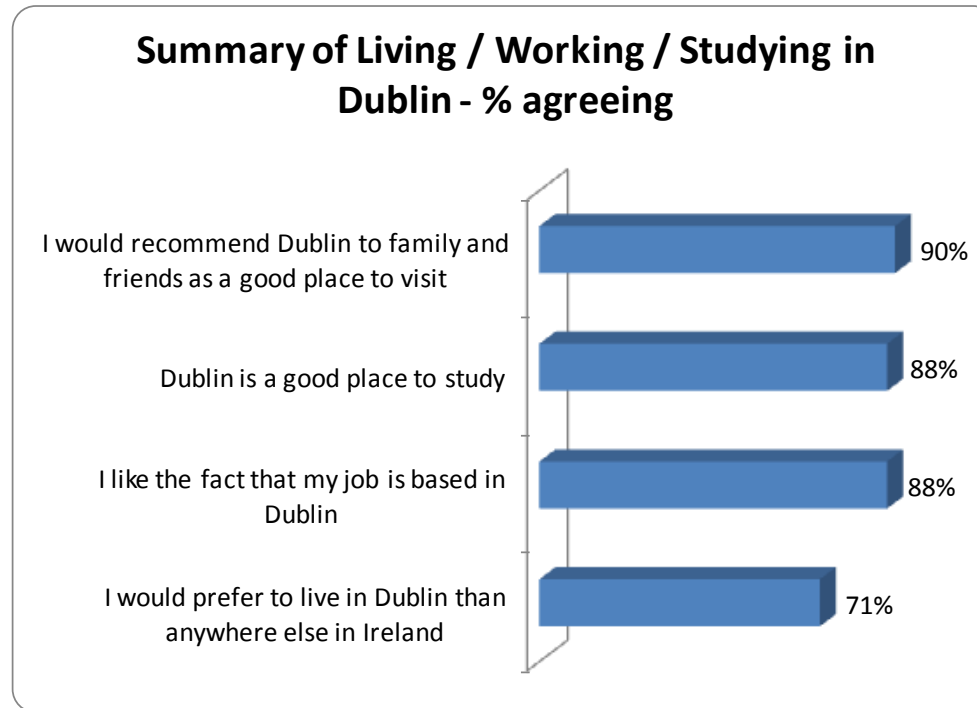
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- ▶ Statistically significant differences between groups of interest are highlighted by an asterisk (\*). This indicates that we can be at least 90% confident that the difference observed in the survey sample is a real difference that exists in the population at large.
- ▶ Because of the large sample size even seemingly small differences can be considered statistically significant. In this report the word “significant” is used in this context.

# Results:

## Living / Working/ Studying in Dublin


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- ▶ This chart summarises the agreement levels with the statements relating to respondents' views on living, working and studying in Dublin.


# Overall Results

## I like the fact that my job is based in Dublin

	% of					Disagree -> Agree	N=1,525
Avg out of 5	1	2	3	4	5		
4.45	1	3	7	25	63		

- 88% of respondents agreed or strongly agreed with the statement “I like the fact that my job is based in Dublin”.

## I would prefer to live in Dublin than anywhere else in Ireland

	% of					Disagree -> Agree	N=2,146
Avg out of 5	1	2	3	4	5		
4.04	3	9	16	23	48		

- 71% of respondents agreed or strongly agreed with the statement “I would prefer to live in Dublin than anywhere else in Ireland”.

## Dublin is a good place to study

	% of					Disagree -> Agree	N=1,647
Avg out of 5	1	2	3	4	5		
4.36	1	2	10	36	52		

- 88% of respondents agreed or strongly agreed with the statement “Dublin is a good place to study”.

## I would recommend Dublin to family and friends as a good place to visit

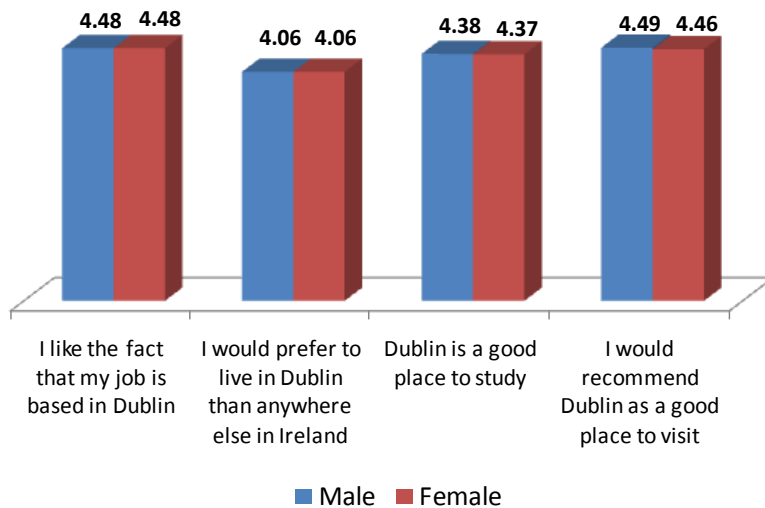
	% of					Disagree -> Agree	N=2,144
Avg out of 5	1	2	3	4	5		
4.45	1	3	5	30	60		

- 90% of respondents agreed or strongly agreed with the statement “I would recommend Dublin to family and friends as a good place to visit”.

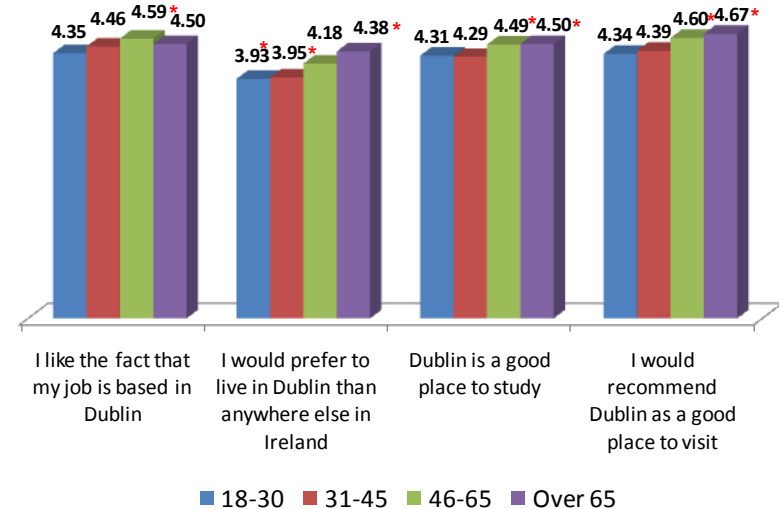


# Living / Working / Studying in Dublin

Living / Working / Studying in Dublin  
by gender



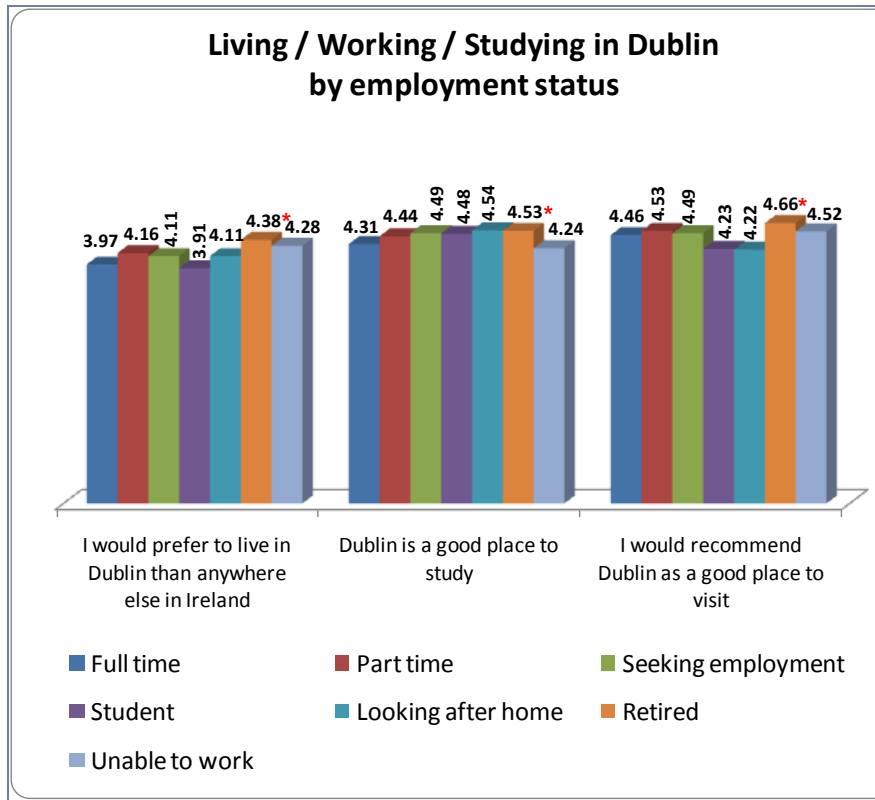
Living / Working / Studying in Dublin  
by age group



• There were no significant differences in attitudes when analysed by gender.

• Older respondents tended to have more positive views on Dublin as a place to live, work or study.

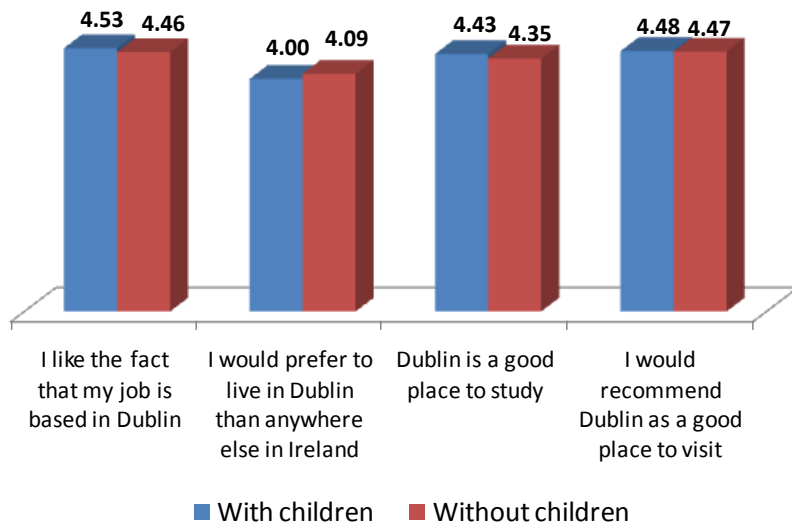
# Living / Working / Studying in Dublin



- Retired respondents were most likely to indicate agreement with the statements relating to living, working or studying in Dublin.

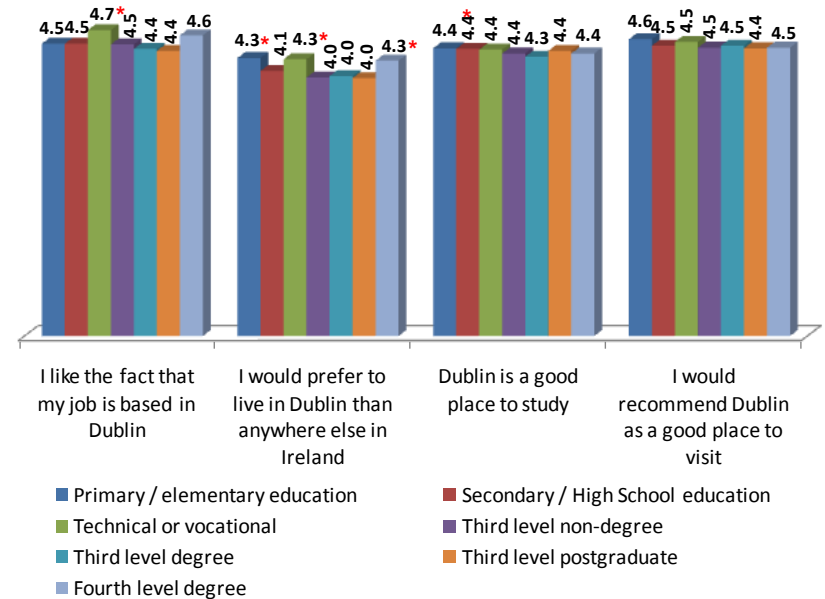
# Living / Working/ Studying in Dublin

Living / Working / Studying in Dublin  
by presence of children



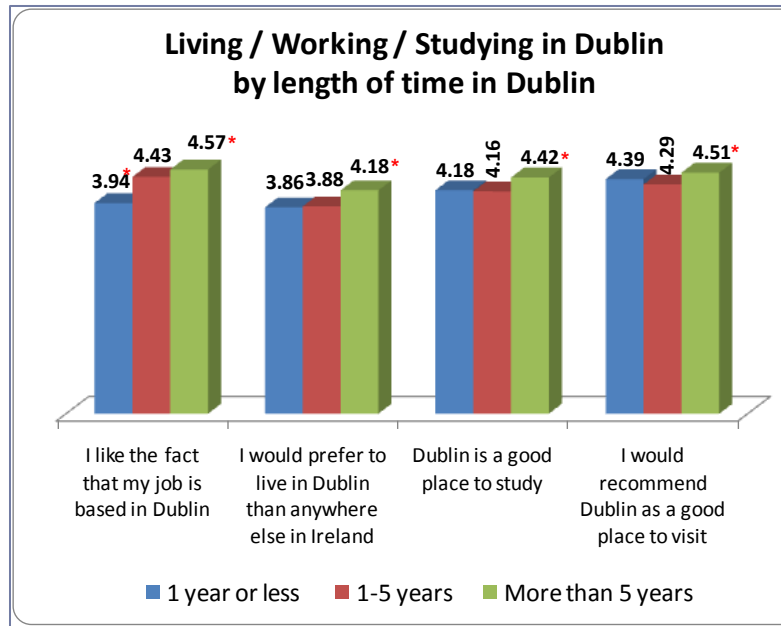
- There were no significant differences in attitudes when analysed by gender.

Living / Working / Studying in Dublin  
by education

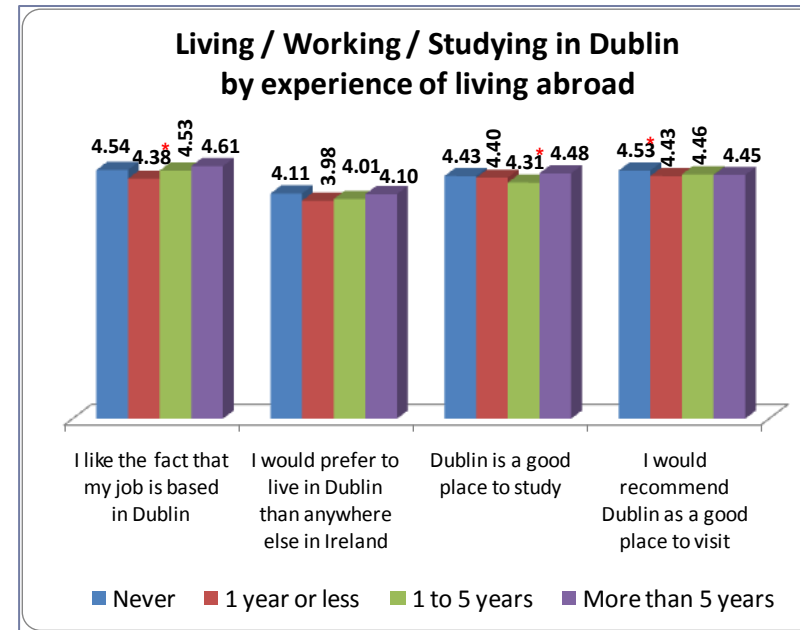


- Those with technical or vocational qualifications were most likely to like the fact that their job was based in Dublin.

# Living / Working/ Studying in Dublin

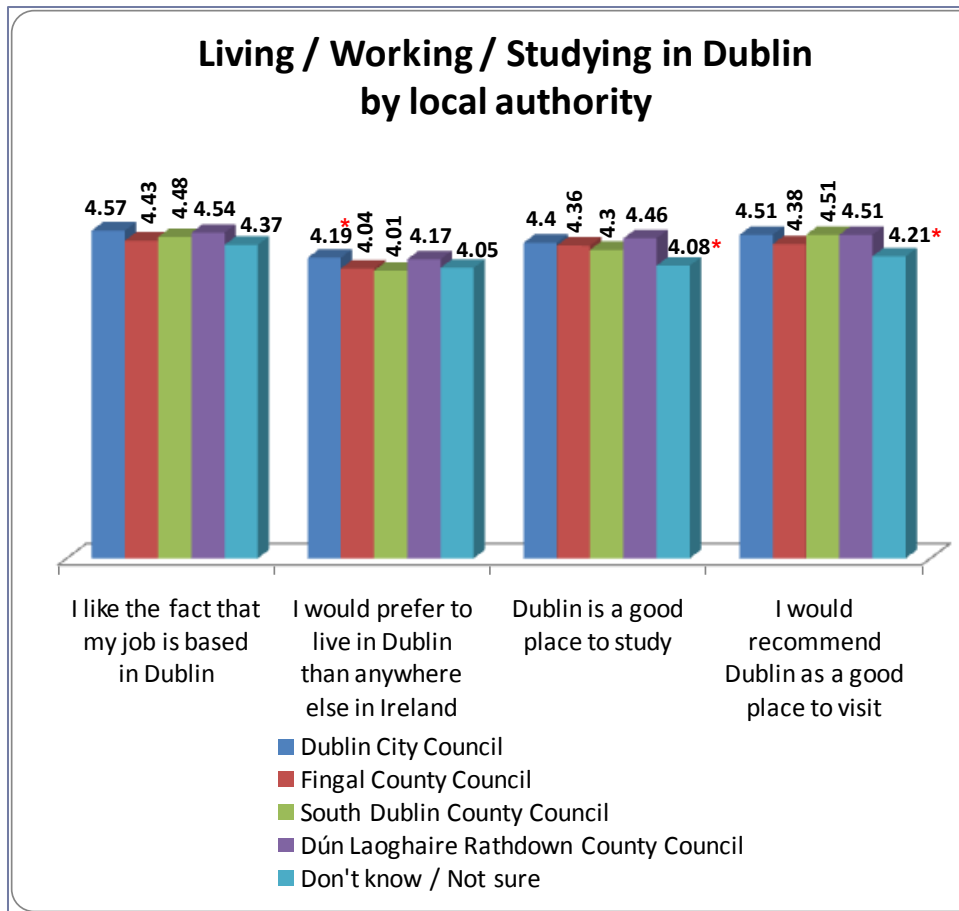


- Those living in Dublin for more than 5 years tended to have more positive views of living, working or studying in Dublin.



- Respondents who had lived outside of Ireland for 1 year or less were less likely than others to like the fact that their job was based in Dublin. Those who had lived outside of Ireland for 1 to 5 years were least likely to consider Dublin a good place to study, and those who had never lived outside of Ireland were most likely to recommend Dublin as a place to visit.

# Living / Working / Studying in Dublin



- Respondents living in the Dublin City Council local authority area were most likely to indicate a preference for living in Dublin than anywhere else in Ireland.

- Respondents who were unsure of or didn't know their local authority were least likely to consider Dublin a good place to study or to recommend Dublin as a good place to visit.

# Experience of Dublin

**Summary of Experience of Dublin**  
- % agreeing



- The chart summarises the agreement levels with the statements relating to respondents' experience and perceptions of Dublin in descending order



# Experience of Dublin

Dublin is a welcoming place										
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
3.91	1	6	16	56	21					

N=2,266

77% of respondents agreed or strongly agreed with the statement “Dublin is a welcoming place”.

Dublin is a family friendly place										
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
3.70	2	10	21	49	17					

N=2,213

66% of respondents agreed or strongly agreed with the statement “Dublin is a family friendly place”.

Dublin is a fun place with lots to see and do										
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
4.07	1	5	12	51	32					

N=2,267

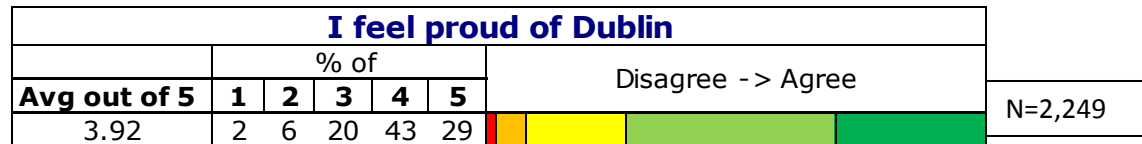
83% of respondents agreed or strongly agreed with the statement “Dublin is a fun place with lots to see and do”.

Diversity is a good thing for Dublin										
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
4.29	1	3	9	43	45					

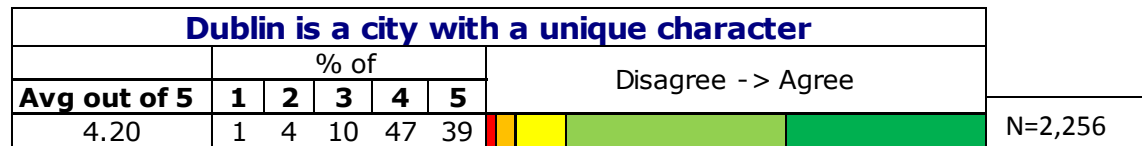
N=2,256

88% of respondents agreed or strongly agreed with the statement “Diversity is a good thing for Dublin”.

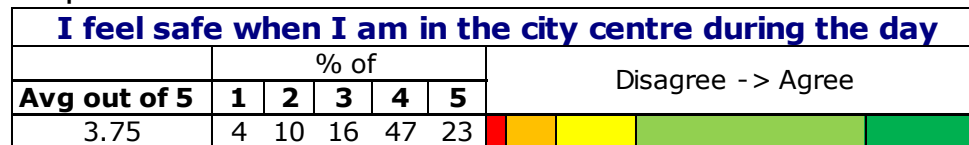
# Experience of Dublin



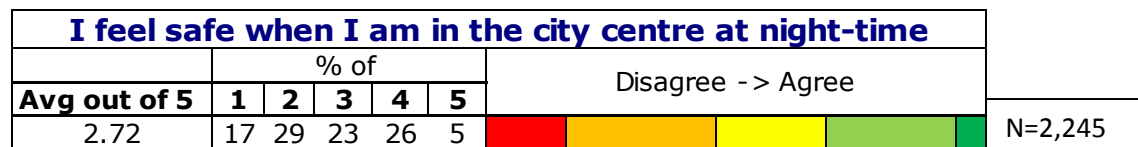
72% of respondents agreed or strongly agreed with the statement “I feel proud of Dublin”.



86% of respondents agreed or strongly agreed with the statement “Dublin is a city with a unique character”.




70% of respondents agreed or strongly agreed with the statement “I feel safe when I am in the city centre during the day”.




31% of respondents agreed or strongly agreed with the statement “I feel safe when I am in the city centre at night time”.

# Experience of Dublin

<b>Dublin feels like an environmentally friendly city</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
2.89	10	30	29	25	7	


N=2,242

32% of respondents agreed or strongly agreed with the statement “Dublin feels like an environmentally friendly city”.

<b>Dublin City Centre is clean and tidy</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
2.81	13	30	25	27	5	

N=2,257

32% of respondents agreed or strongly agreed with the statement “Dublin City Centre is clean and tidy”.

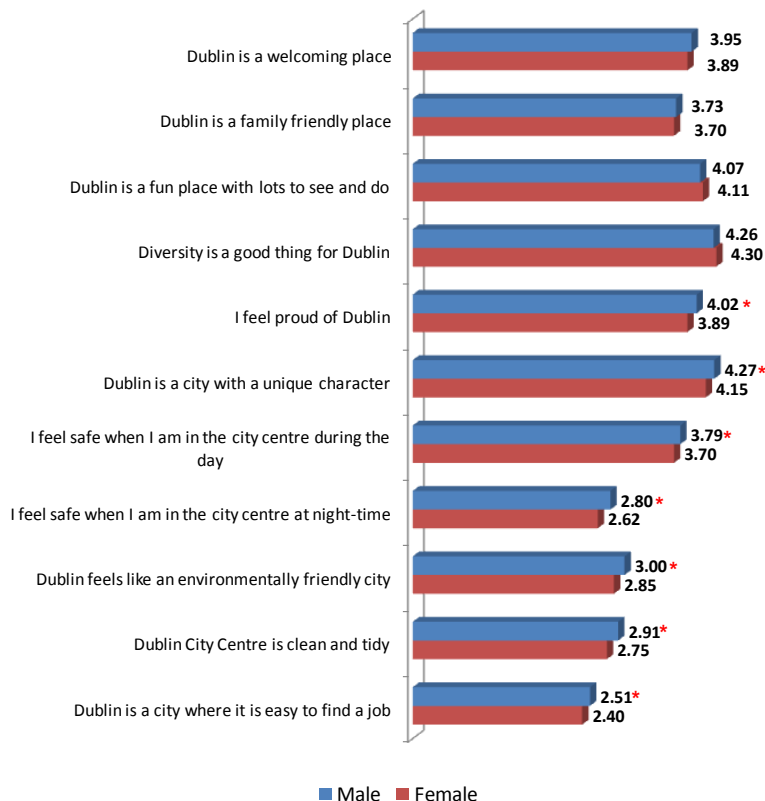
<b>Dublin is a city where it is easy to find a job</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
2.46	21	31	33	13	3	

N=2,046

16% of respondents agreed or strongly agreed with the statement “Dublin is a city where it is easy to find a job”. 225 respondents indicated “Don’t know / not applicable in response to this, and are excluded from this analysis.

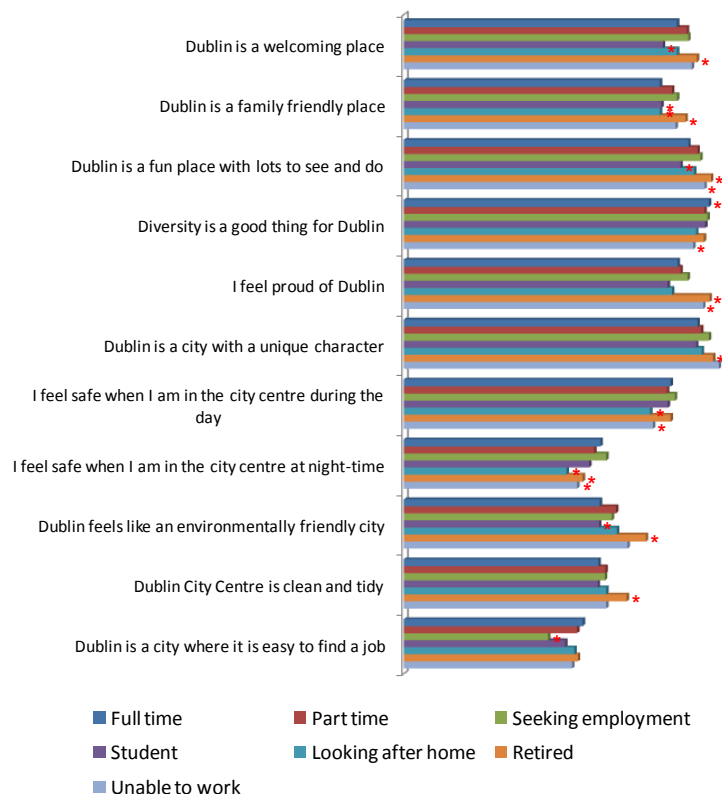
# Experience of Dublin

**Experience of Dublin  
by gender**



•Male respondents tended to have higher levels of agreement than females with the statements relating to experience of Dublin.

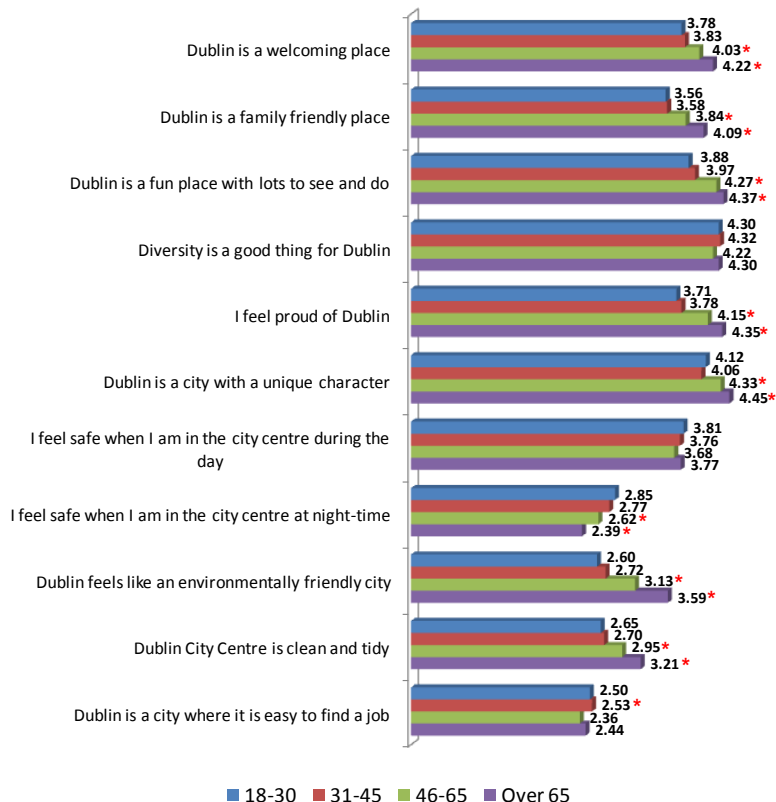
**Experience of Dublin  
by employment status**



•Retired respondents tended to indicate more positive experiences of Dublin.

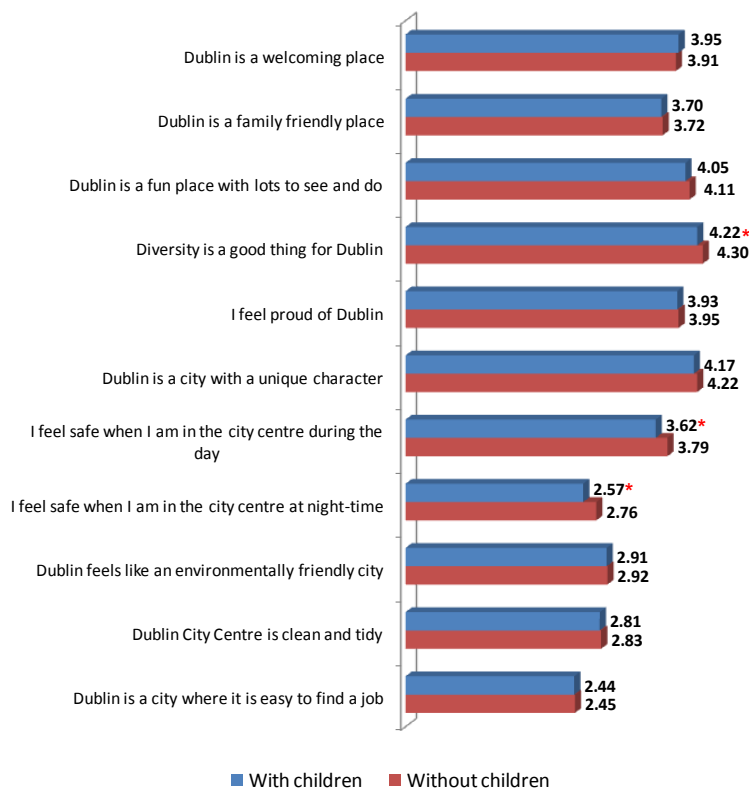
# Experience of Dublin

**Experience of Dublin  
by age group**



• Respondents aged 46 and over indicated higher levels of agreement in regards to safety in the city centre at night

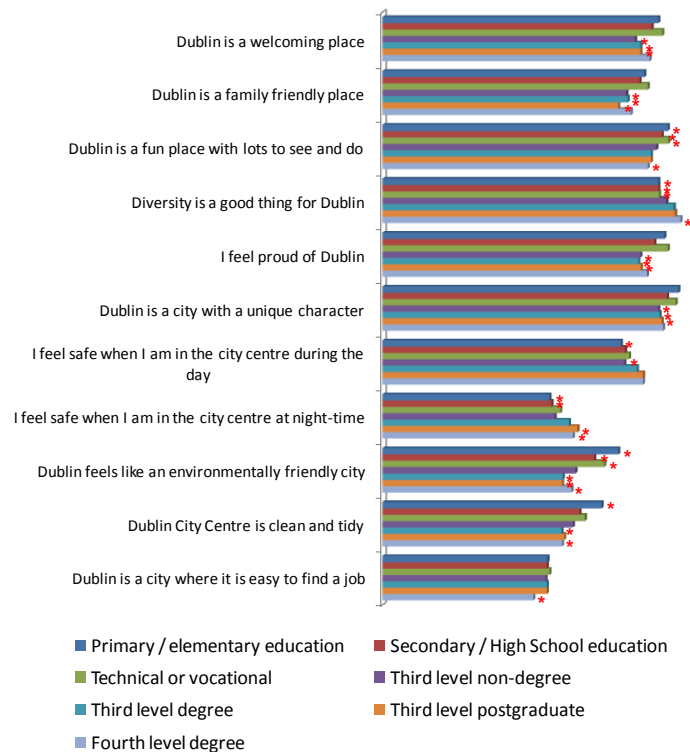
**Experience of Dublin  
by presence of children**



• Respondents with dependent children in their household were less likely to feel safe in the city centre during the day and at night-time.

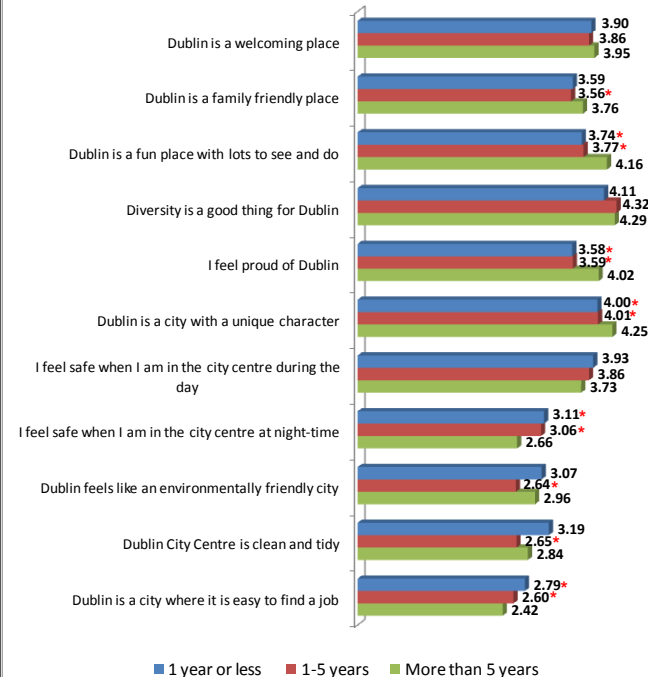
# Experience of Dublin

Experience of Dublin  
by education



• Respondents with higher levels of education achieved tended to have less positive perceptions of Dublin being an environmentally friendly city and of the city centre being clean and tidy. E.g. 22% of postgraduates felt that Dublin was environmentally friendly compared with the panel average of 32%.

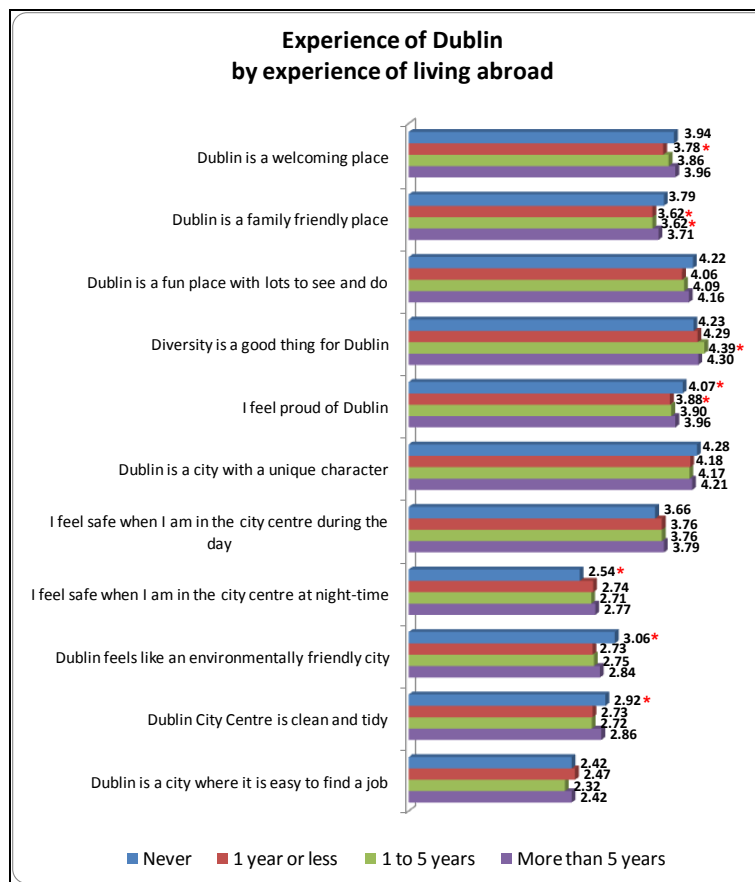
Experience of Dublin  
by length of time in Dublin



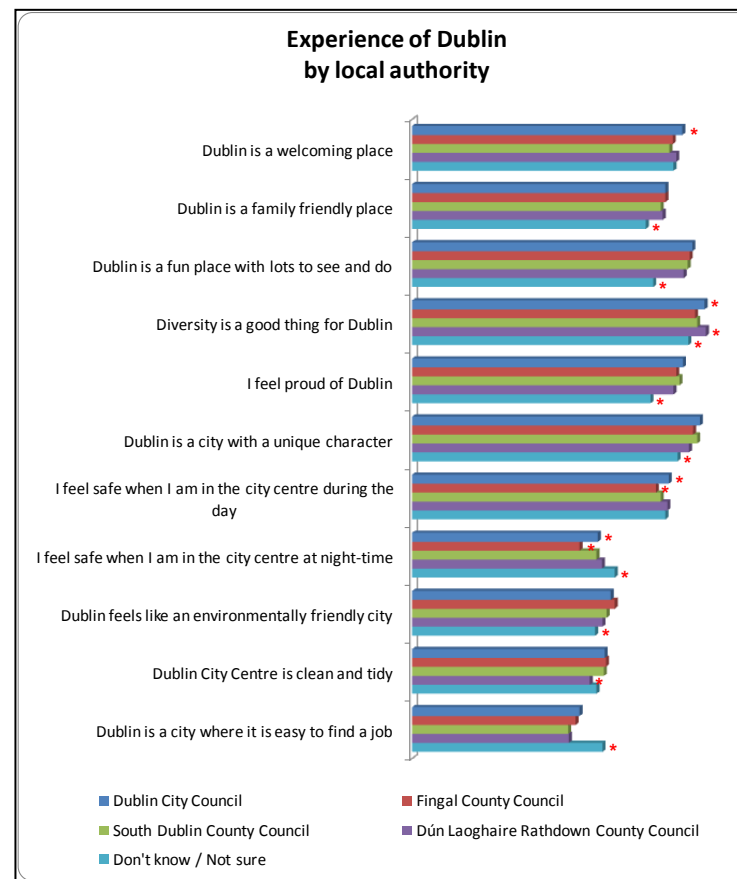
• Respondents living in Dublin for more than 5 years tended to have more positive experiences of Dublin as a welcoming, friendly and fun place with a unique character. Those more recently arrived in Dublin tended to feel safer in the city centre during the day and at night, and also were more likely to feel that Dublin was a place where it was easy to find a job.



# Experience of Dublin



• Respondents who had never lived outside of Ireland were more likely to feel that Dublin was an environmentally friendly city and that Dublin city centre was clean and tidy.




• Respondents living in the Dublin City Council local authority area were most likely to feel that Dublin is a welcoming place, and that diversity is a good thing for Dublin.

## Summary of Local Area % agreeing



# Local Area

I am happy living where I live at the moment										N=2,294
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
4.28	1	5	5	39	49					


•88% of respondents agreed or strongly agreed with the statement “I am happy living where I live at the moment”.

I feel part of my local community										N=2,294
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
3.55	3	18	23	33	23					

•56% of respondents agreed or strongly agreed with the statement “I feel part of my local community”.

I feel safe when I am in my neighbourhood										N=2,294
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
4.08	1	6	10	47	35					

•82% of respondents agreed or strongly agreed with the statement “I feel safe when I am in my neighbourhood”.

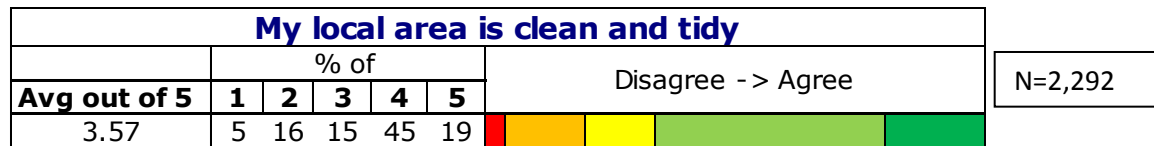
There is a good range of facilities available in my local area										N=2,294
	% of					Disagree -> Agree				
Avg out of 5	1	2	3	4	5					
3.79	2	14	13	43	27					

•70% of respondents agreed or strongly agreed with the statement “There is a good range of facilities available in my local area”.

# Local Area



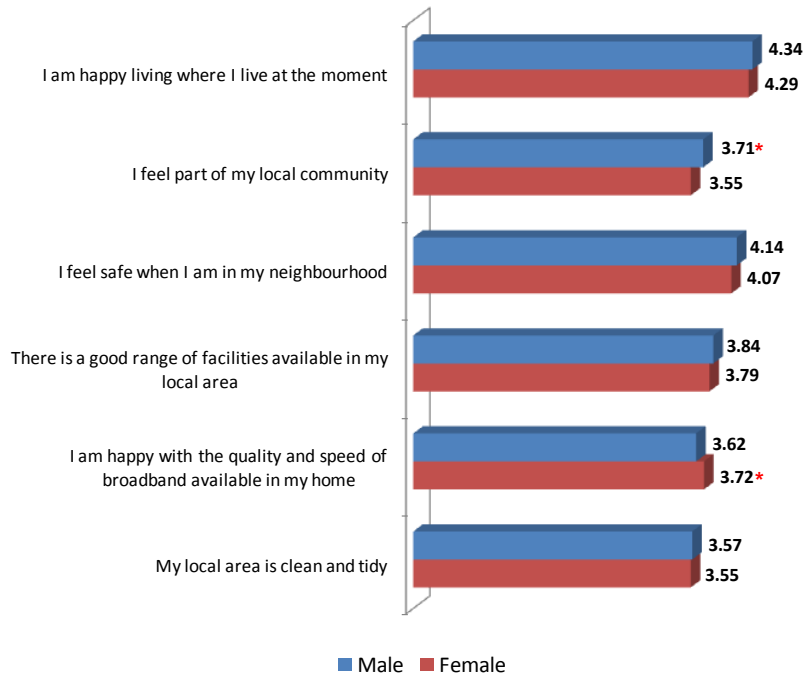
- 69% of respondents agreed or strongly agreed with the statement “I am happy with the quality and speed of broadband available in my home”.



- 64% of respondents agreed or strongly agreed with the statement “My local area is clean and tidy”.

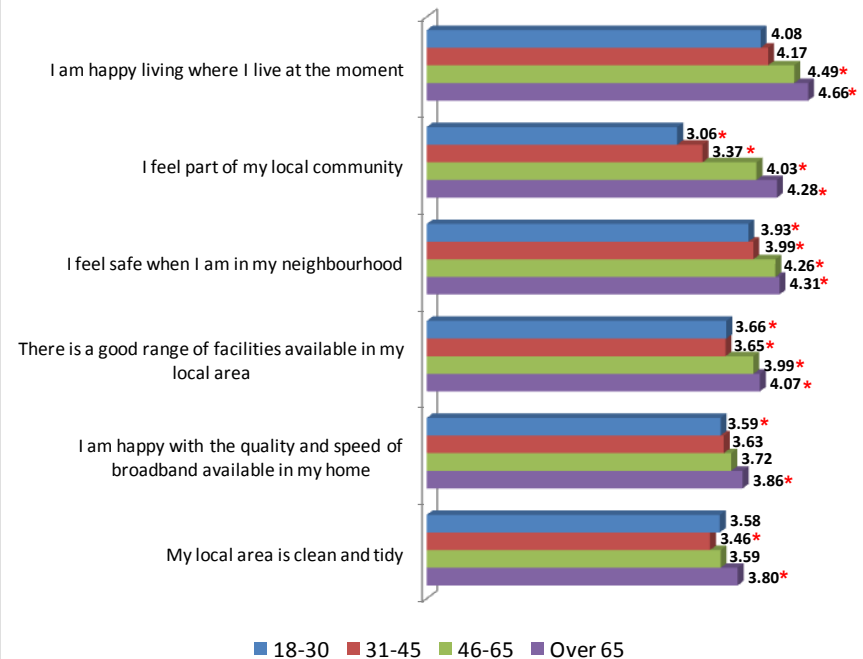
# Local Area

**Local Area  
by gender**



•Male respondents felt more part of their local community than female respondents, and female respondents were happier with the quality and speed of broadband in their area.

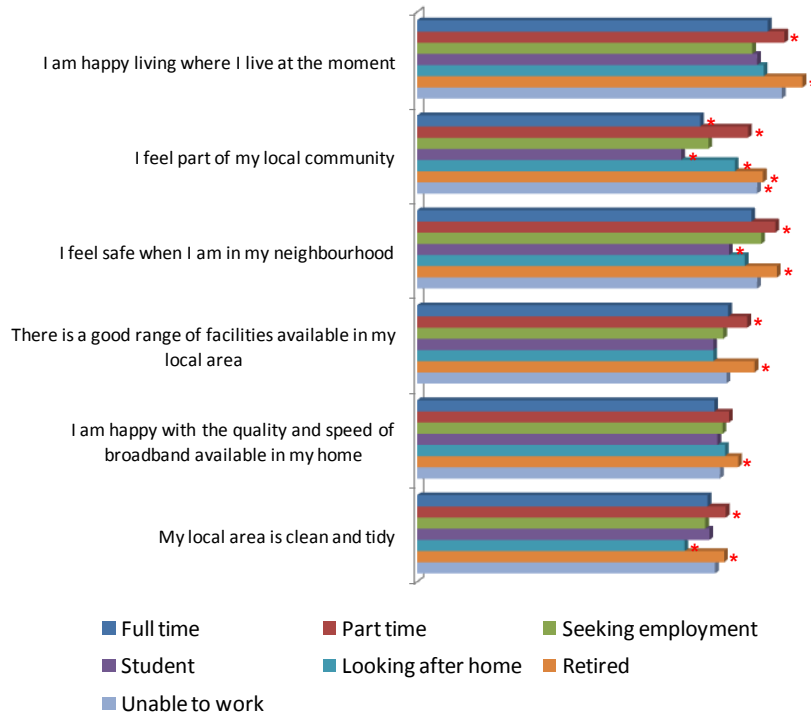
**Local Area  
by age group**



•Respondents aged 46 and over tended to be more positive about their local area than those in younger age groups. For instance 76% of those aged 46 and over felt part of their local community and this fell to 39% among 18-30 year olds

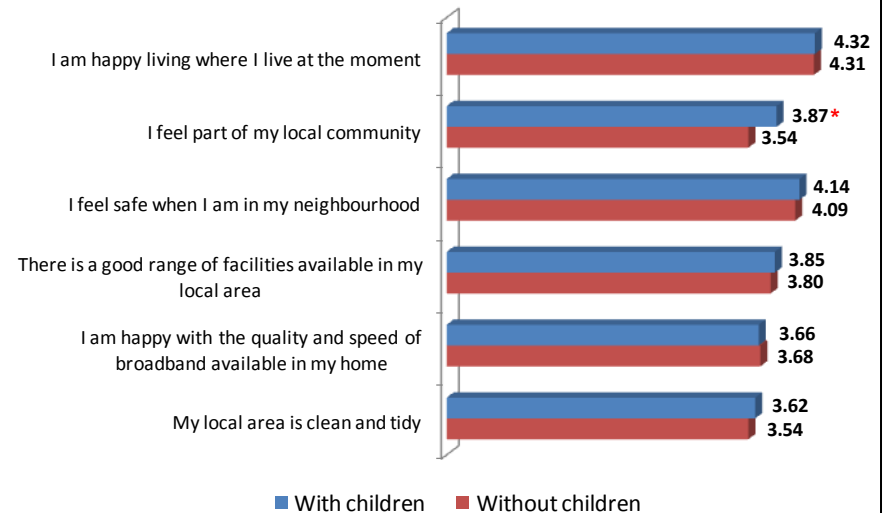
# Local Area

**Local Area  
by employment status**



- Retired people and part-time workers tended to indicate the highest level of agreement with statements relating to their local area.
- For example 97% of retired respondents were happy where they were living at the moment compared with the panel average of 88%.

**Local Area  
by presence of children**

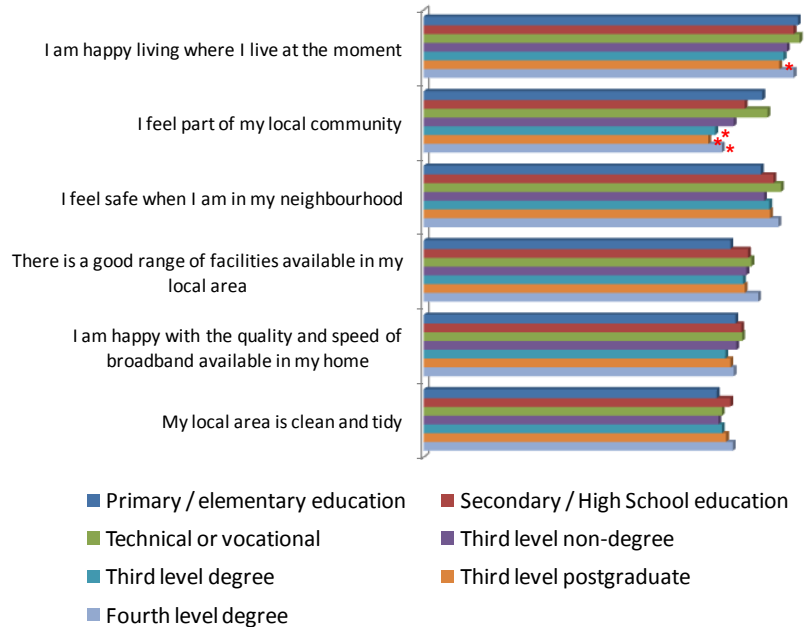


- Respondents with dependent children living in the household were significantly more likely than those without to feel a part of their local community

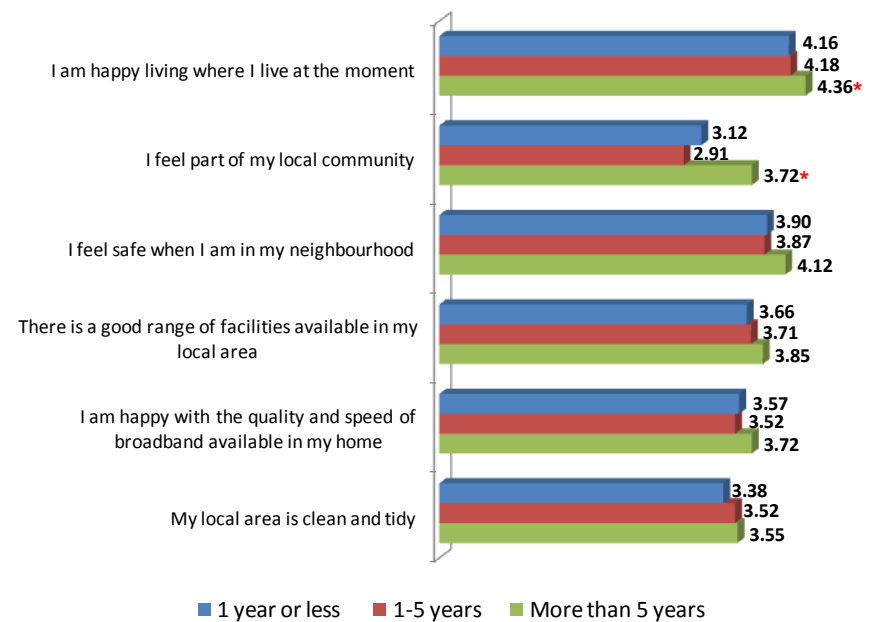


# Local Area

**Local Area  
by education**



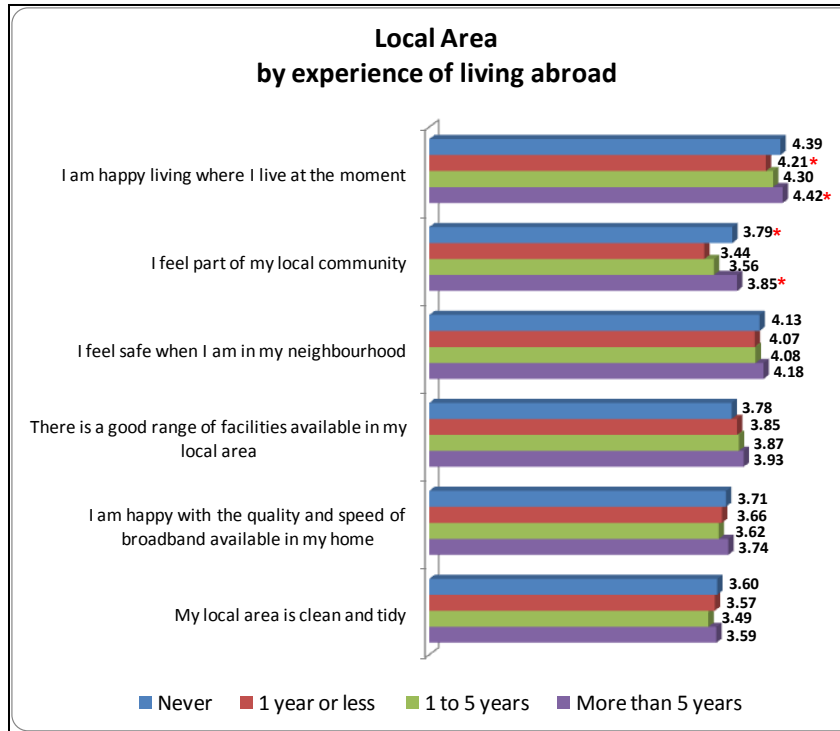
**Local Area  
by length of time in Dublin**



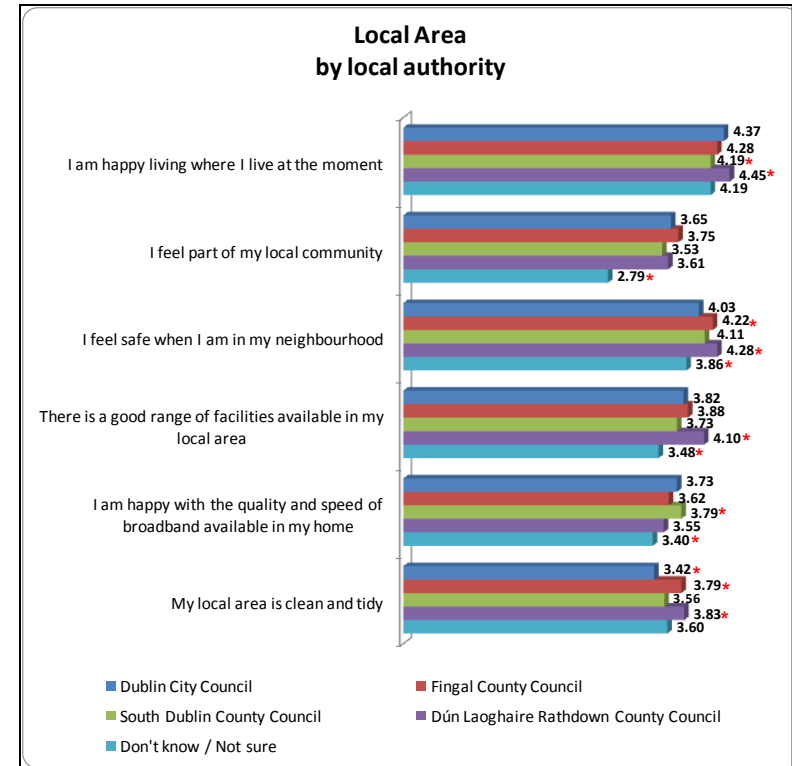
- ▶ Respondents with higher levels of education achieved tended to feel less part of their local community than others.

- Those living 5 years or more in Dublin were significantly more likely to be happy with where they were living and to feel part of their community.

# Local Area



• Those respondents who had lived for more than 5 years outside of Ireland were most likely to indicate that they were happy living where they were at the moment and that they felt part of their local community.



• Respondents who were not sure of or didn't know who their local authority was were least likely to feel part of their local community. Residents of Dun Laoghaire - Rathdown were most likely to be happy with where they were living, to feel safe in their neighbourhood and to be happy with the range of facilities in their area.

# The Best things about Dublin

Best things about Dublin	Percentages	Frequency
The people	31%	696
Culture / arts / activities	17%	394
Size of the city / convenience / access to amenities	15%	333
Diverse / cosmopolitan / vibrant / character	13%	292
History / heritage	5%	103
Family / friends / home	4%	94
Location / sea / mountains	4%	89
Parks / green areas / amenities	3%	59

Almost all respondents (2,200) took time to describe in their own words the best and worst thing about Dublin. In spite of this being an open question a clear consensus emerges from the opinion panel on the best and worst things about the capital.

# Selected Quotes – Best Thing

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- ▶ “Dubliners... witty, honest and upfront”
- ▶ “Dublin is a “Vibrant international city with a small town feel”
- ▶ “Its multiculturalism, while maintaining an inherent Irish character”
- ▶ “That it has the diversity and energy of a young and vibrant 21st century city”
- ▶ “The Craic, the Ceol and the Culture”

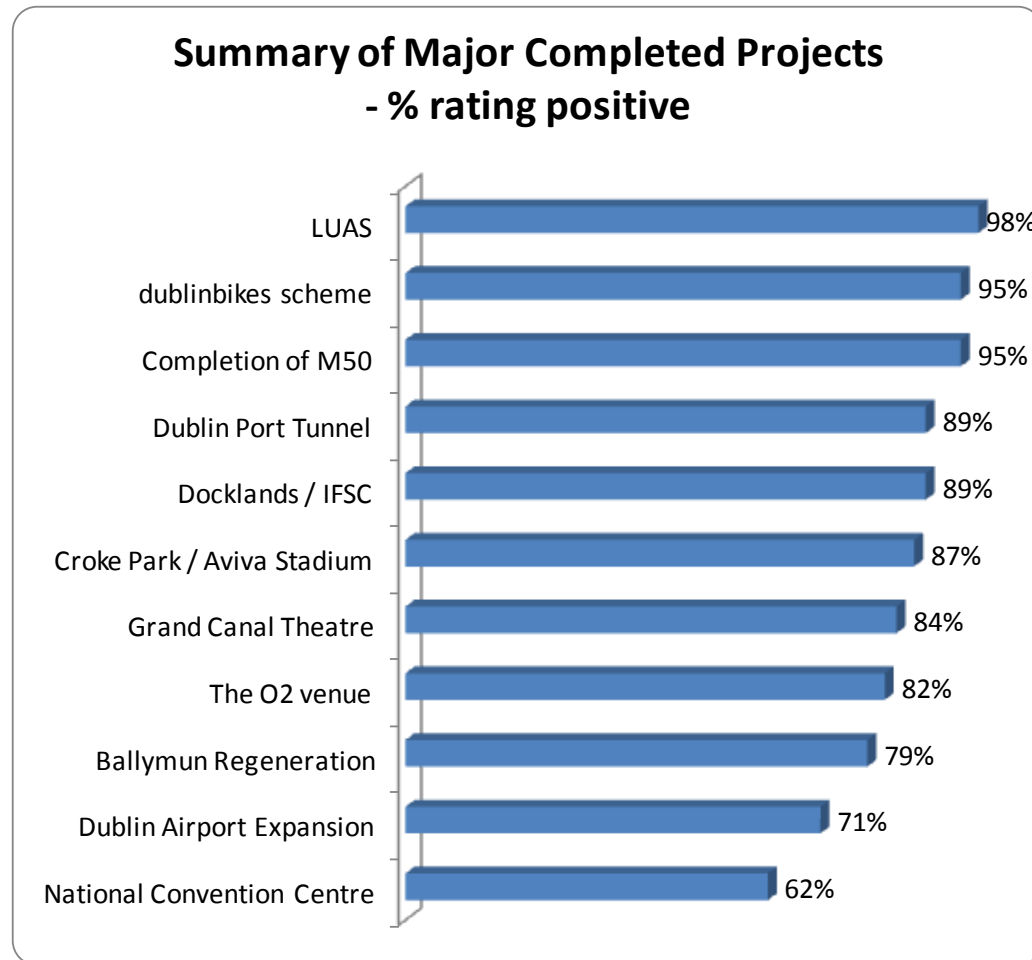
# The Worst things about Dublin – Open Responses categorised

The worst things about Dublin	Percentages	Frequency
Anti social behaviour / crime / safety	36%	789
Traffic / transport / cycle lanes	21%	378
Litter / cleanliness / appearance	17%	248
Expense / cost of living	6%	221
People – rude / apathy / negative / too busy	4%	135
Poor planning, development, maintenance	3%	98
Poor leadership, local & national	3%	72
Unemployment, poverty, social exclusion	3%	68
Weather	2%	64
Loss of character, identity, Irishness	1%	56

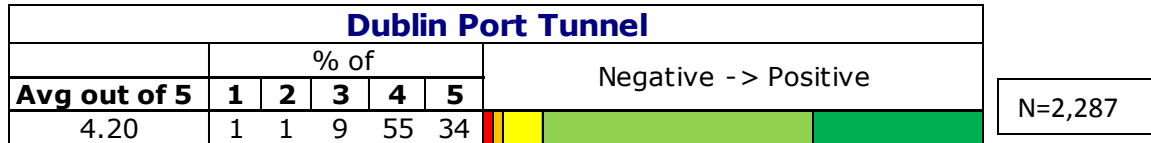
# Selected Quotes – Worst Thing

- ▶ “The fact that the good things I like and can avail of sit side by side with a parallel life and community that is excluded and under resourced.”
- ▶ “Public transportation: it is frustrating, illogical, and inefficient!!!”
- ▶ “That it's not exactly clean and safe, that sometimes the "Fair City" is not so fair...”
- ▶ “Litter, and having to watch people do it, some people have no respect for their beautiful city.”

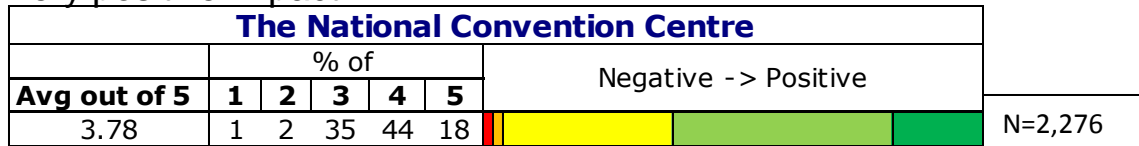
# Major Planned / Potential Projects



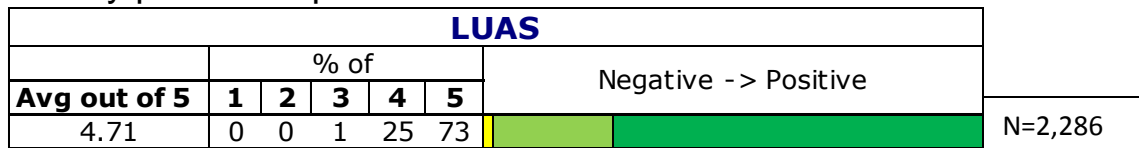
# Major Completed Projects



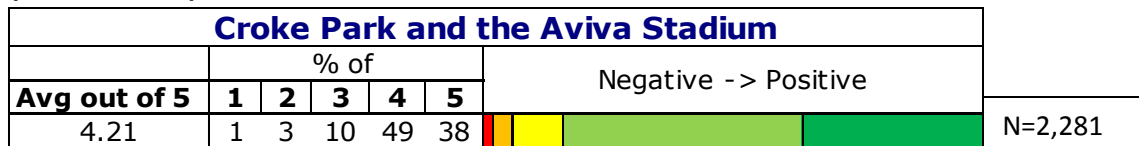
- 89% of respondents felt that Dublin Port Tunnel had a positive or very positive impact.



- 62% of respondents felt that the National Convention Centre had a positive or very positive impact.




- 98% of respondents felt that LUAS had a positive or very positive impact.



- 79% of respondents felt that the Ballymun Regeneration had a positive or very positive impact.




# Major Completed Projects

Docklands / IFSC						
	% of					
Avg out of 5	1	2	3	4	5	Negative -> Positive
4.21	1	2	8	53	36	


N=2,280

- 89% of respondents felt that the Docklands / IFSC developments had a positive or very positive impact.

dublinbikes scheme						
	% of					
Avg out of 5	1	2	3	4	5	Negative -> Positive
4.63	0	1	4	26	69	

N=2,280

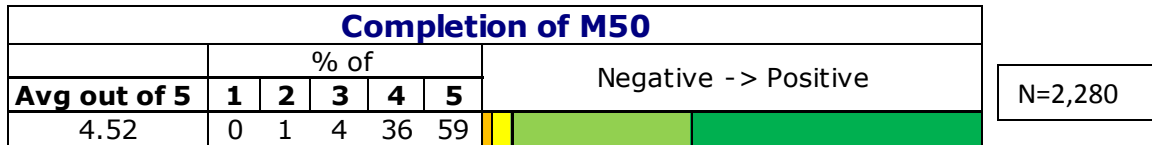
- 95% of respondents felt that the dublinbikes scheme had a positive or very positive impact.

Dublin Airport expansion						
	% of					
Avg out of 5	1	2	3	4	5	Negative -> Positive
3.89	2	6	21	43	28	

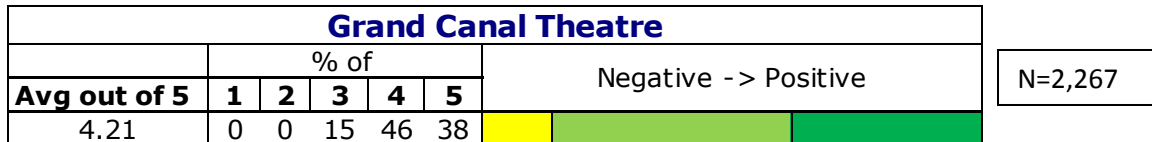
N=2,279

- 71% of respondents felt that the expansion of Dublin Airport had a positive or very positive impact.

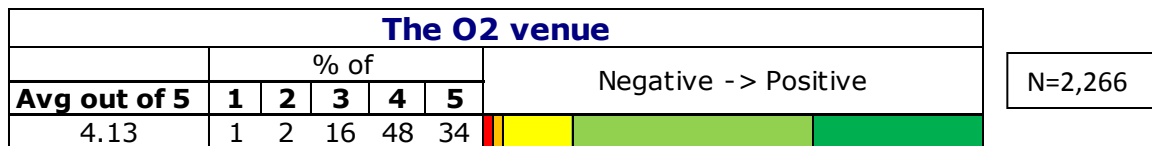
# Major Completed Projects



- 95% of respondents felt that the completion of the M50 had a positive or very positive impact.



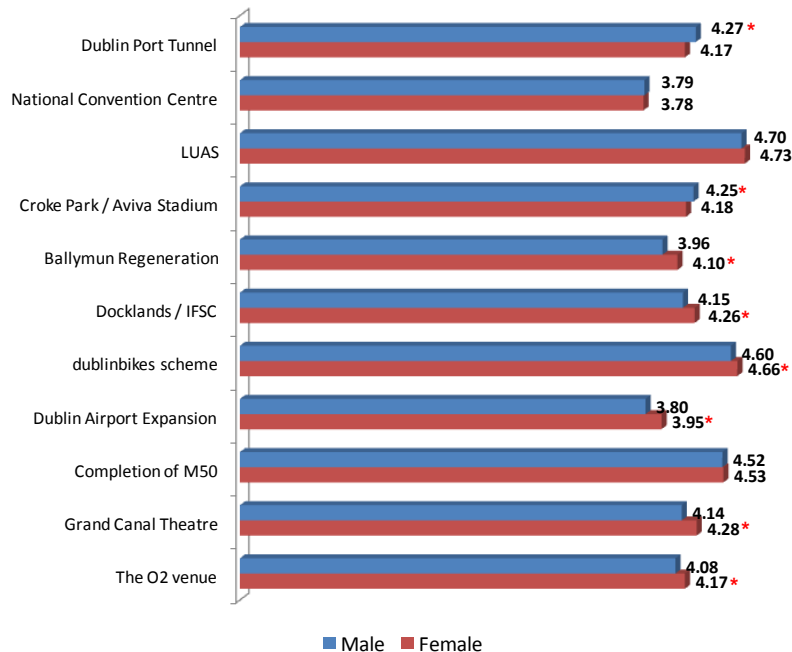
- 84% of respondents felt that the Grand Canal Theatre had a positive or very positive impact.



- 82% of respondents felt that the O2 venue had a positive or very positive impact.

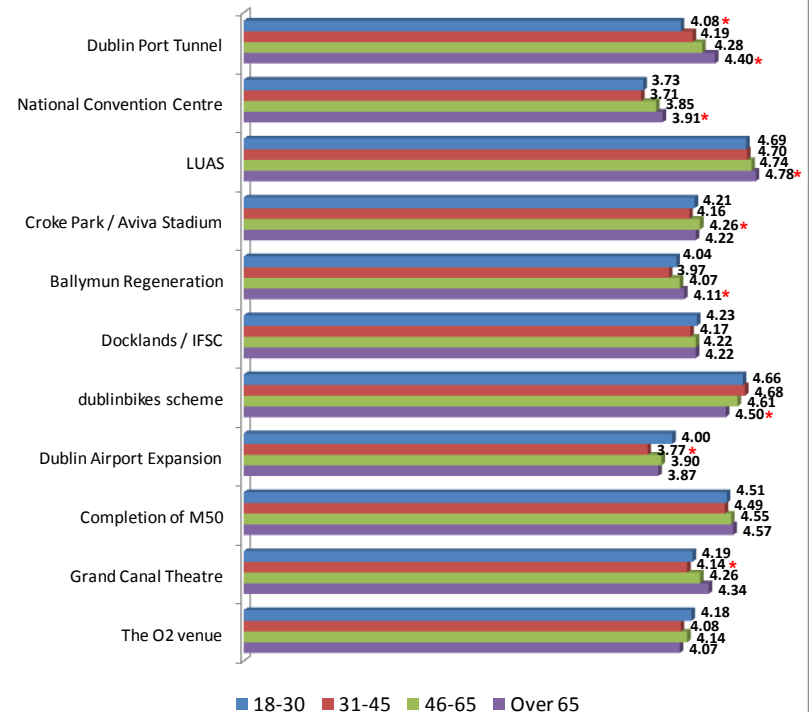
# Major Completed Projects

**Major Completed Projects  
by gender**



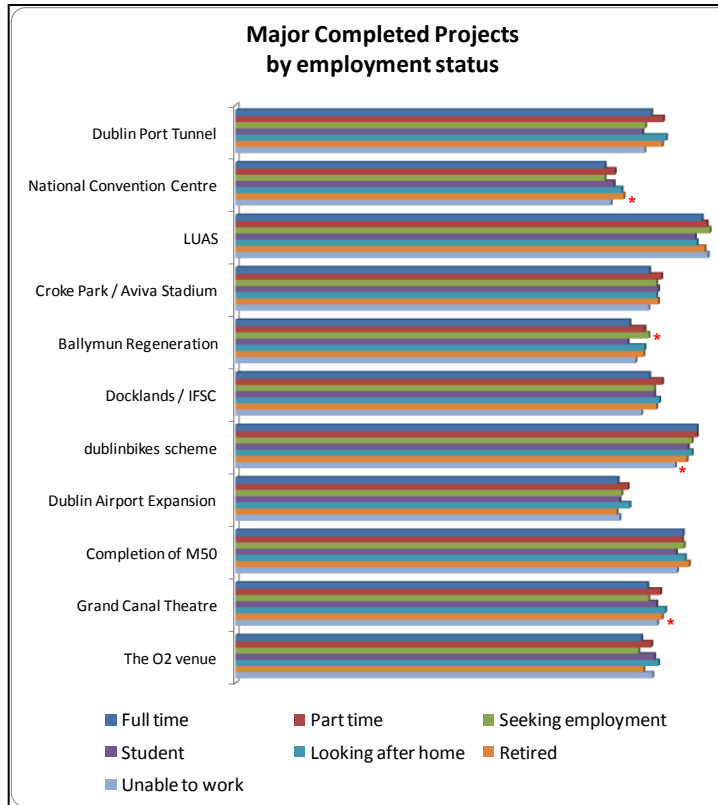
- Male respondents were more likely than female respondents to give positive ratings to the Dublin Port Tunnel and to the Croke Park / Aviva Stadium developments.
- Female respondents gave more positive ratings to Ballymun Regeneration, Docklands / IFSC development, the dublinbikes scheme, Dublin Airport expansion, the Grand Canal Theatre and The O2 Venue.

**Major Completed Projects  
by age group**

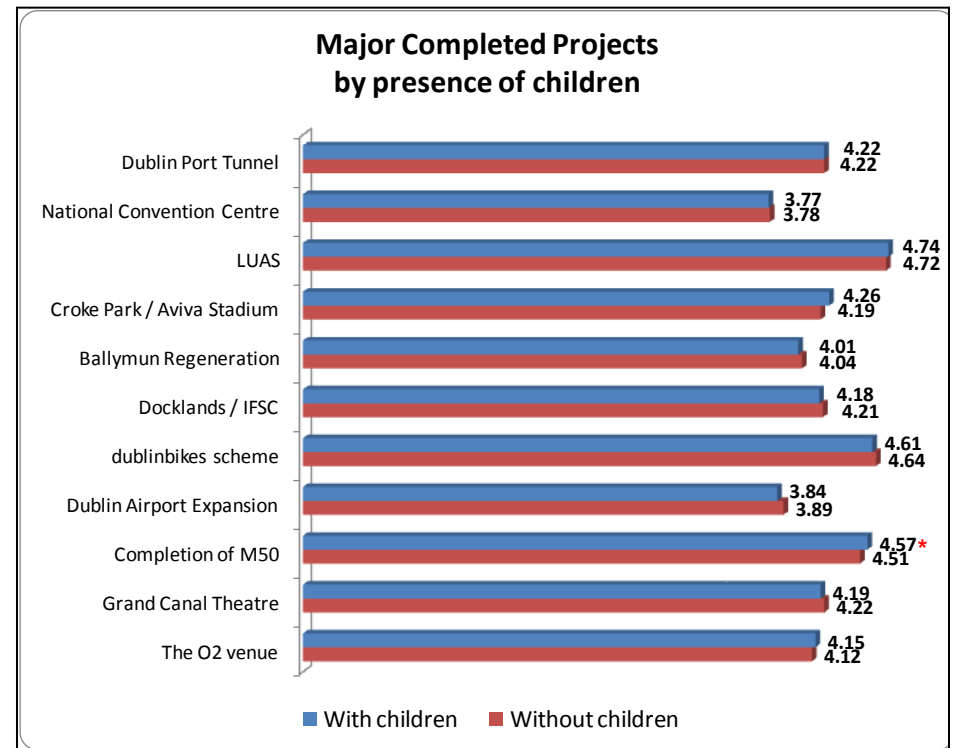


- Respondents aged 65 or over tended to give more positive ratings to major completed projects than younger respondents. The exception to this was the dublinbikes scheme, for which younger age groups gave more positive ratings.

# Major Completed Projects

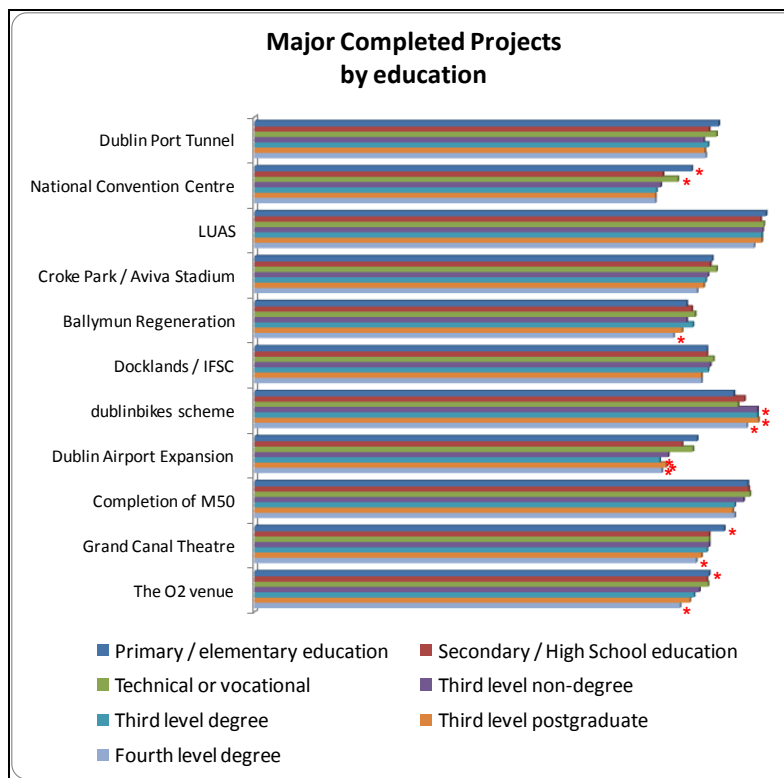


•Retired respondents were most likely to give positive ratings to the National Convention Centre and the Grand Canal Theatre. Those seeking employment were most likely to give positive ratings to Ballymun Regeneration. Respondents who were unable to work were least likely to give positive ratings to the dublinbikes scheme.

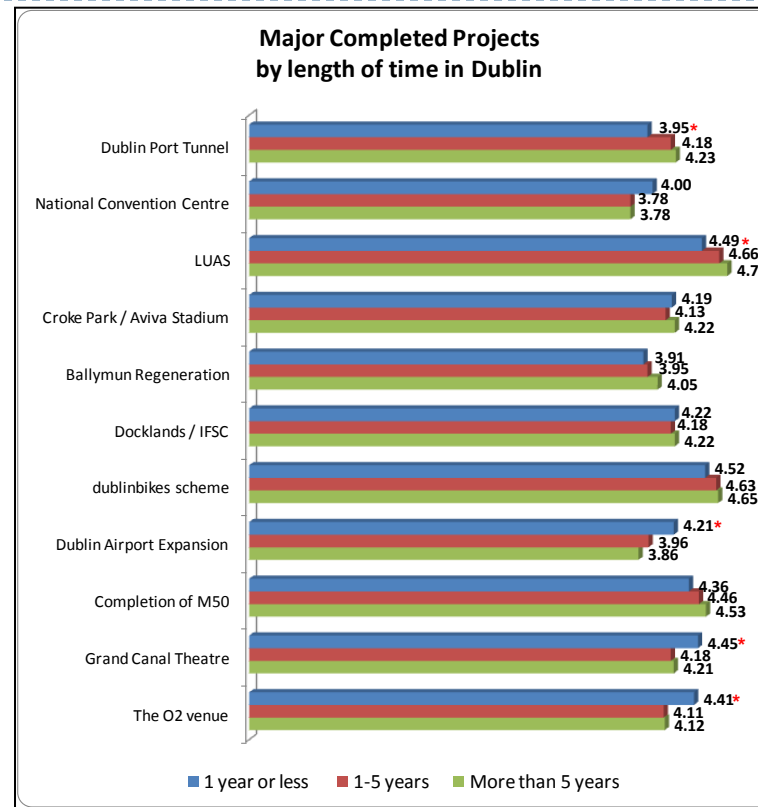


•Respondents with dependent children living in their household rated the completion of the M50 more positively than those without children.

# Major Completed Projects



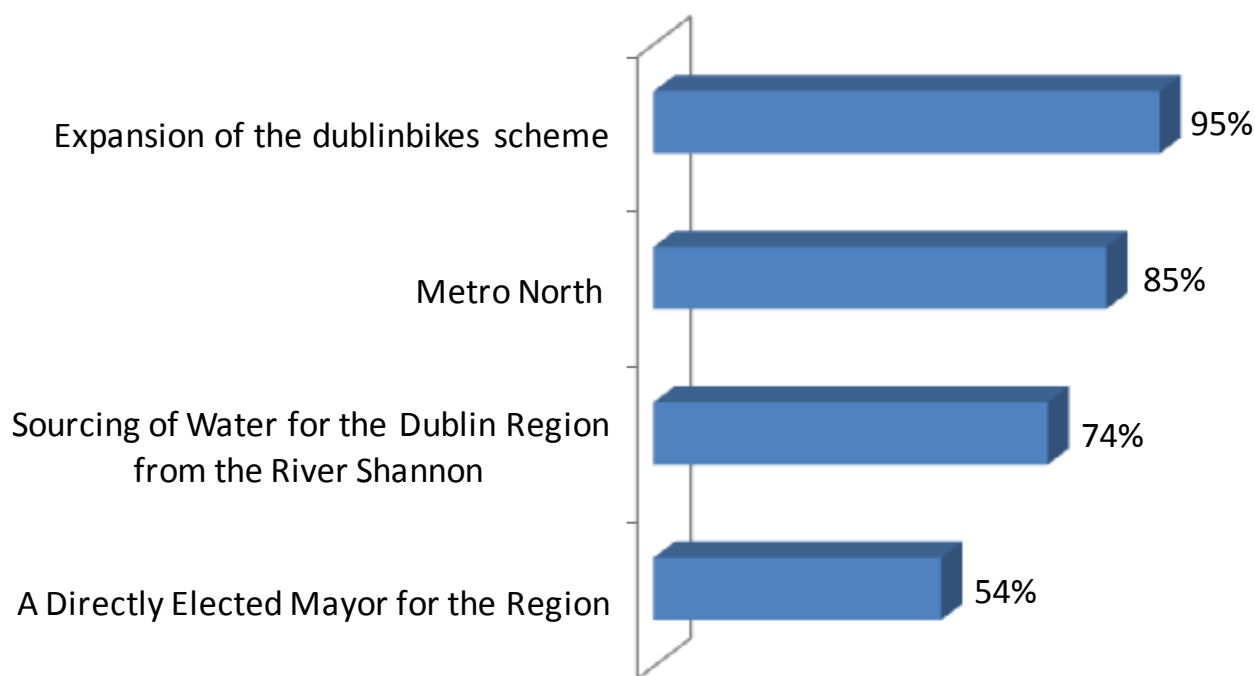
•Those with primary and technical / vocational qualifications were more likely to give positive ratings to the National Convention Centre. Those with higher levels of education were more likely than others to give positive ratings to the dublinbikes scheme and less likely than others to give positive ratings to the Dublin Airport expansion, the Grand Canal Theatre and the O2 venue.



•Respondents who had lived in Dublin for 1 year or less were less likely than others to give positive ratings to Dublin Port Tunnel and LUAS, but were more likely than others to give positive ratings to Dublin Airport's expansion, the Grand Canal Theatre and the O2 venue.

# Potential Projects

## Summary of Major Planned / Potential Projects - % rating positive



# Major Planned / Potential Projects

A Directly Elected Mayor for the Region											
	% of					Negative -> Positive					
Avg out of 5	1	2	3	4	5						
3.59	7	6	33	31	23	<div><div></div><div></div><div></div><div></div><div></div></div>					N=2,288

- 54% of respondents felt that a directly elected mayor for the Dublin Region would have a positive or very positive impact.

Metro North												
	% of					Negative -> Positive						
Avg out of 5	1	2	3	4	5							
4.19	4	5	6	38	47	<div><div></div><div></div><div></div><div></div><div></div></div>						N=2,284

- 85% of respondents felt that Metro North would have a positive or very positive impact.

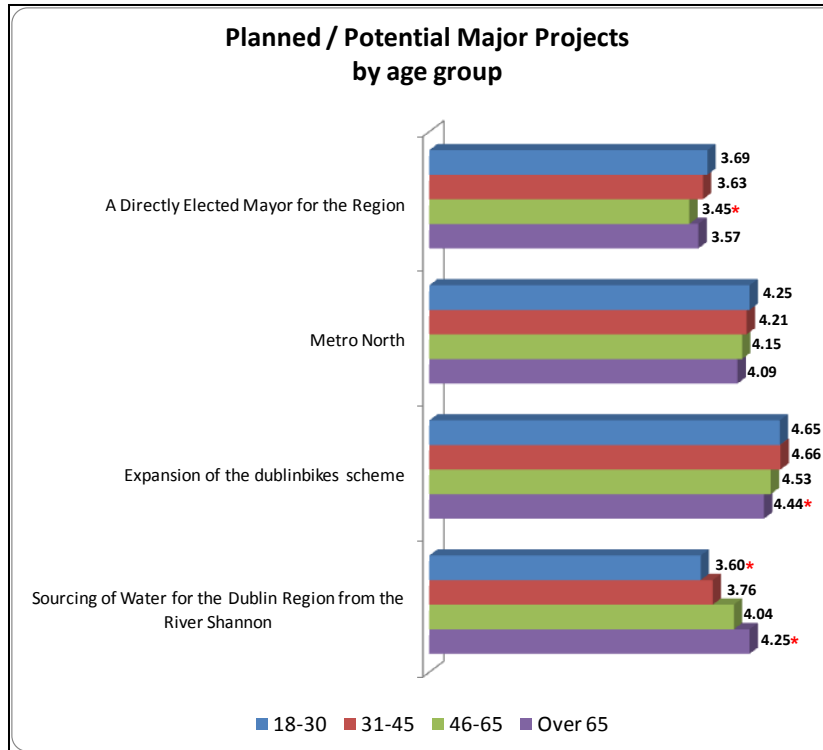
Expansion of the dublinbikes scheme											
	% of					Negative -> Positive					
Avg out of 5	1	2	3	4	5						
4.60	0	1	4	29	66						N=2,281

- 95% of respondents felt that expansion of the dublinbikes scheme would have a positive or very positive impact.

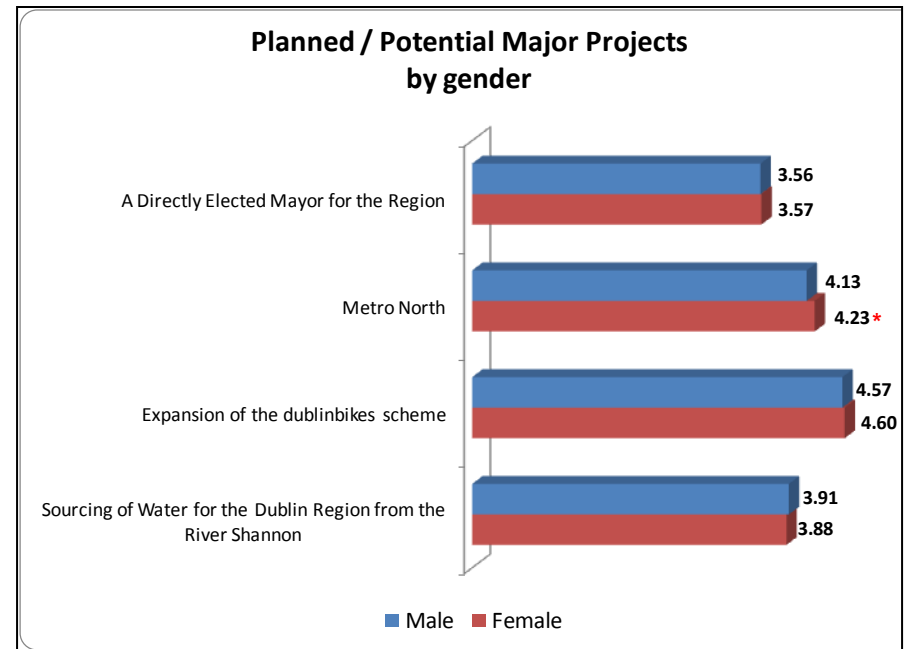
Sourcing of water for the Dublin Region from the River Shannon											N=2,274
	% of					Negative -> Positive					
Avg out of 5	1	2	3	4	5						
3.87	5	9	12	44	30	<div><div></div><div></div><div></div><div></div><div></div></div>					

- 74% of respondents felt that sourcing water for the Dublin Region from the River Shannon would have a positive or very positive impact.

# Major Planned / Potential Projects



- Respondents in the 46-65 year old age group were less favourable than others towards having a directly elected mayor for Dublin, and younger respondents were more favourable towards an expansion of the dublinbikes scheme. Support for sourcing water from the River Shannon increased as the age of respondent increased, from 41% among 18-30 year olds to 78% among those aged over 65.

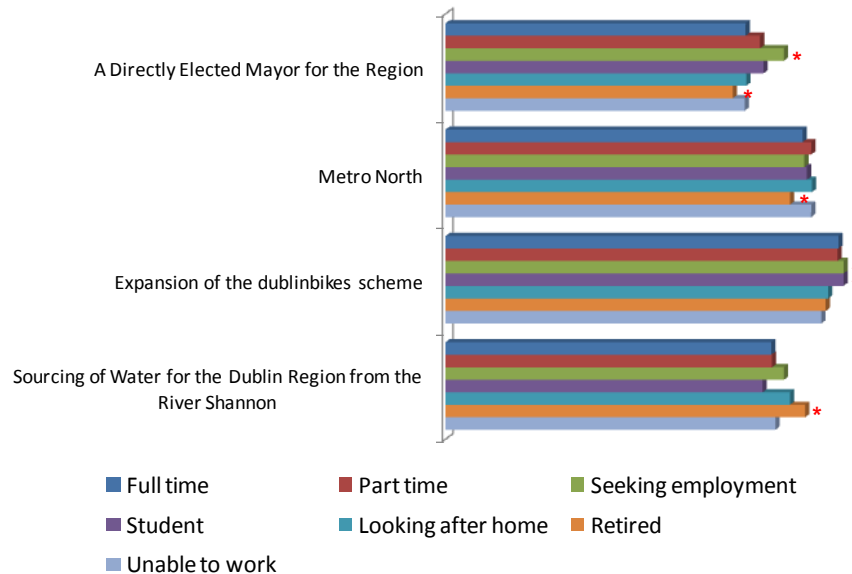


- Female respondents were more favourable towards Metro North than male respondents.



# Major Planned / Potential Projects

**Planned / Potential Major Projects  
by employment status**

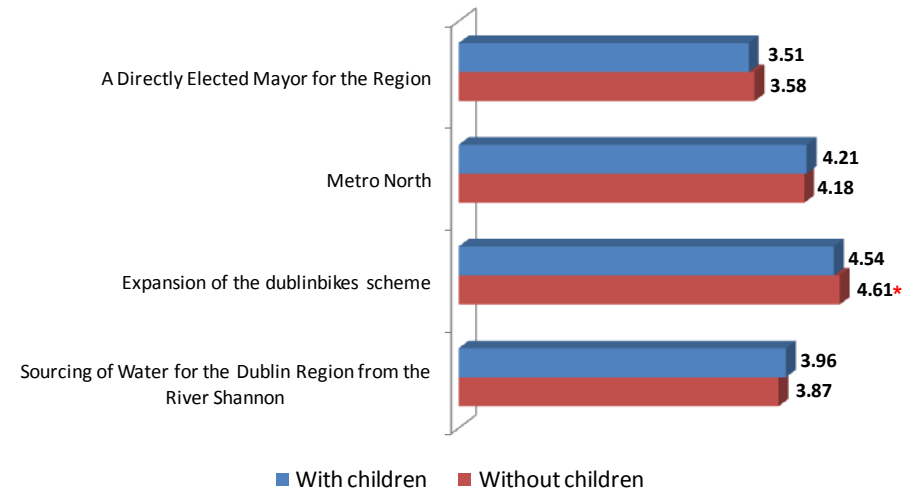


•Retired respondents were least favourable towards having a directly elected mayor for Dublin, while those seeking employment were more favourable towards this idea than others.

-Retired respondents were also less favourable than others towards Metro North, and were the most favourable group towards sourcing water from the River Shannon.

-Students and those seeking employment were the groups most favourable towards the expansion of the dublinbikes scheme.

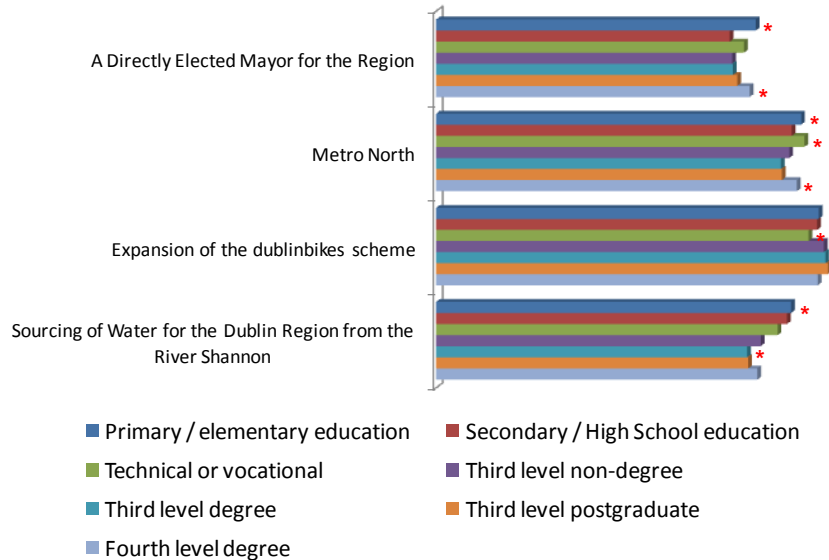
**Planned / Potential Major Projects  
by presence of children**



•Respondents who did not have dependent children were more favourable towards the expansion of the dublinbikes scheme than those with dependent children.

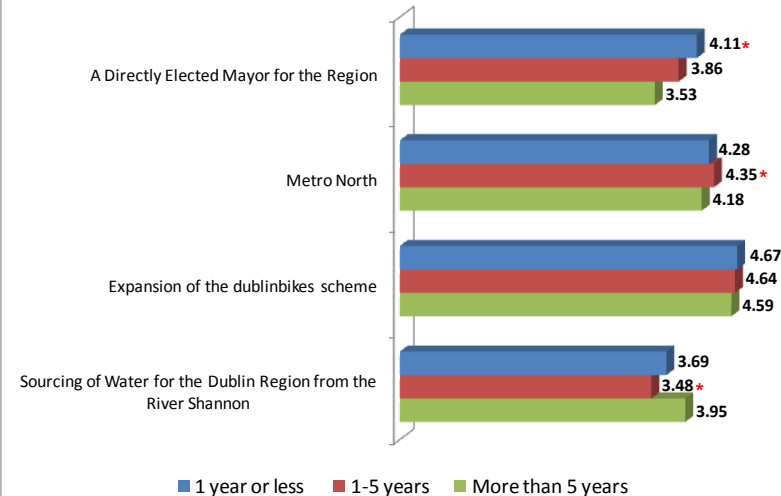
# Major Planned / Potential Projects

**Planned / Potential Major Projects  
by education**



- Support for a directly elected mayor for Dublin was highest among those with primary education and among those with a fourth level degree. Support was also high among these groups for Metro North, along with those with technical or vocational qualifications.
- Respondents with technical or vocational qualifications were less favourable than others towards an expansion of the dublinbikes scheme. Support for sourcing of water from the River Shannon tended to decrease as education level rose.

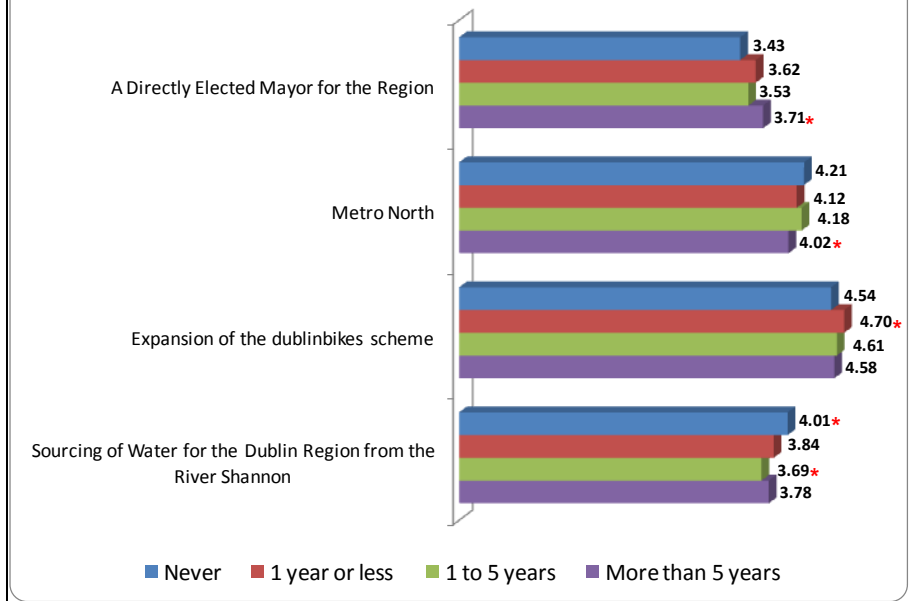
**Planned / Potential Major Projects  
by length of time in Dublin**



- Respondents living in Dublin for 1 year or less were more favourable than others towards having a directly elected mayor for Dublin.
- Those living in Dublin for 1 to 5 years were the group most favourable towards Metro North and least favourable towards sourcing water from the River Shannon.

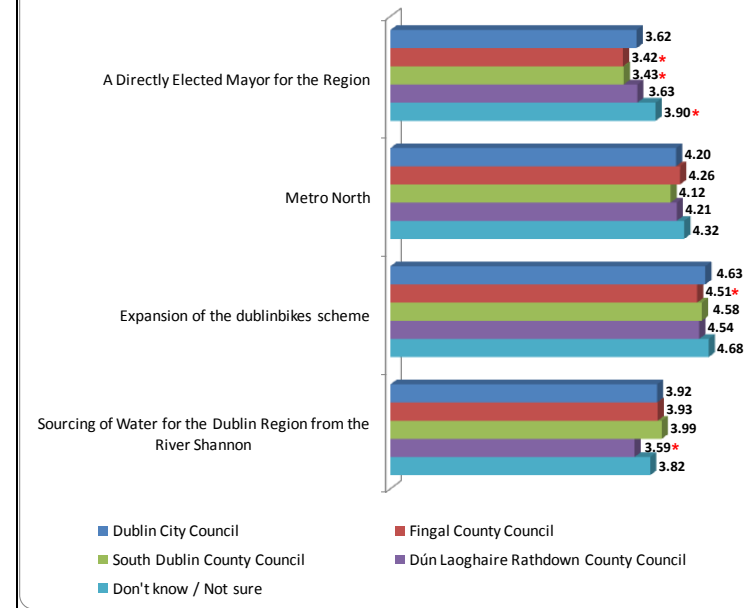
# Major Planned / Potential Projects

**Planned / Potential Major Projects  
by experience of living abroad**



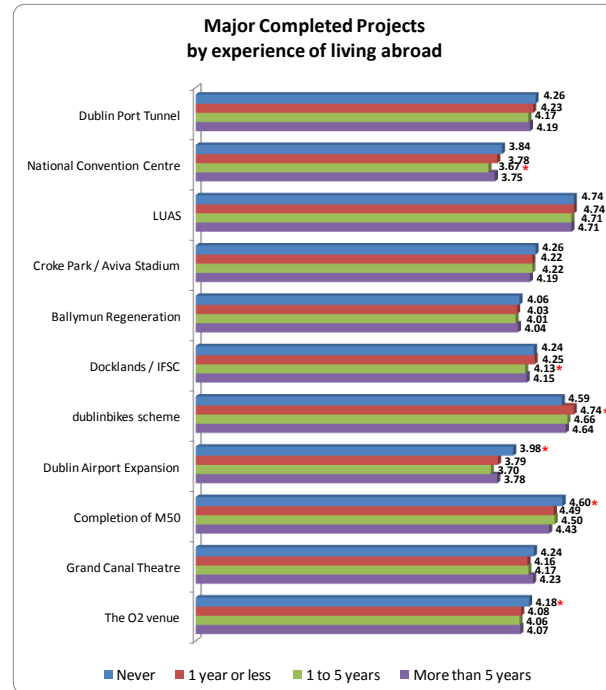
- Respondents who had lived abroad for more than 5 years were more favourable than others towards having a directly elected mayor for Dublin, and respondents in this group were less favourable than others towards Metro North.
- Those who had lived abroad for 1 year or less were more favourable than others towards the expansion of the dublinbikes scheme.
- Respondents who had never lived abroad were more favourable than others towards sourcing water from the River Shannon.

**Planned / Potential Major Projects  
by local authority**

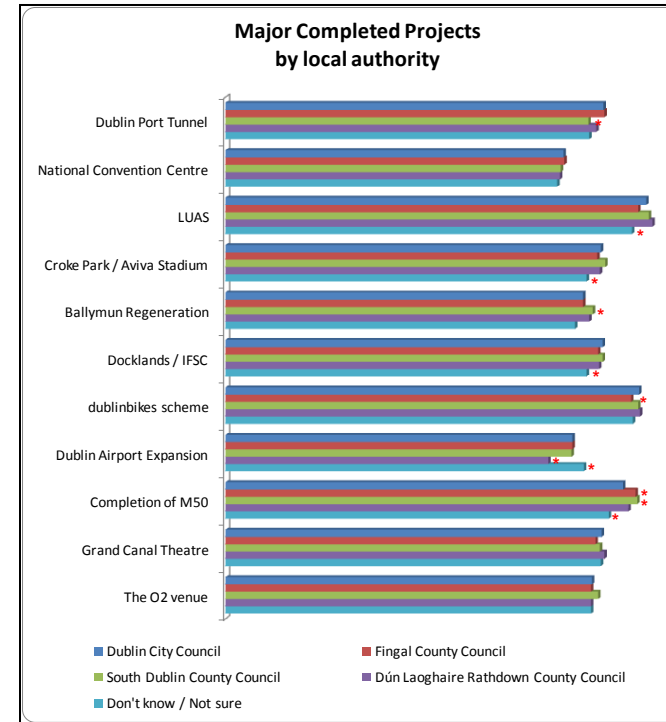


- Respondents living in Fingal and South Dublin local authority areas were less favourable than others towards having a directly elected mayor for Dublin.
- Respondents in the Fingal local authority area were less favourable than others towards expansion of the dublinbikes scheme.
- Respondents in the Dun Laoghaire Rathdown local authority area were less favourable than others towards sourcing water from the River Shannon.

# Major Completed Projects



• Respondents who had lived outside of Ireland for 1 to 5 years were less likely than others to give positive ratings to the National Convention Centre and the Docklands / IFSC developments. Those who had lived abroad for less than 1 year were most likely to give positive ratings to the dublinbikes scheme. Respondents who had never lived outside of Ireland were most likely to give positive ratings to the expansion of Dublin Airport, the completion of the M50 and the O2 venue.



• Respondents who did not know or were not sure of their local authority were less likely than others to give positive ratings to LUAS, Croke Park / Aviva Stadium. The Docklands / IFSC developments and the completion of the M50. This group was most likely to give positive ratings to the expansion of Dublin Airport. Respondents in the South Dublin County Council local authority area were less likely than others to give positive ratings to the Dublin Port Tunnel and were the most likely to give positive ratings to the completion of the M50. Respondents from Fingal were least likely to give positive ratings to the dublinbikes scheme and those from Dun Laoghaire Rathdown were least likely to give positive ratings to the expansion of Dublin Airport

# Ideas for future projects:

-Over 50% of the suggestions related to public transport improvements. This topic was clearly a major area of concern for the members of the panel

Infrastructure Idea	Frequency	Percentage
General investment in Public Transport	247	18%
Expand Luas	140	10%
Investment in cycle lanes / cycle friendly facilities	125	9%
Connect Luas lines	109	8%
Integrated / linked Public Transport	89	7%
Bus - QBC, realtime updates, routes etc	94	7%
Pedestrianisation / green area development	64	5%
Integrated ticketing for Public Transport	62	5%
Road / tunnel infrastructure	59	4%
Cultural / Arts / Sports project	54	4%
River / Canal / Dock development	38	3%
IT / Broadband infrastructure	21	2%
Local amenity investment	16	1%
Other	242	18%

# Ideas for future projects:

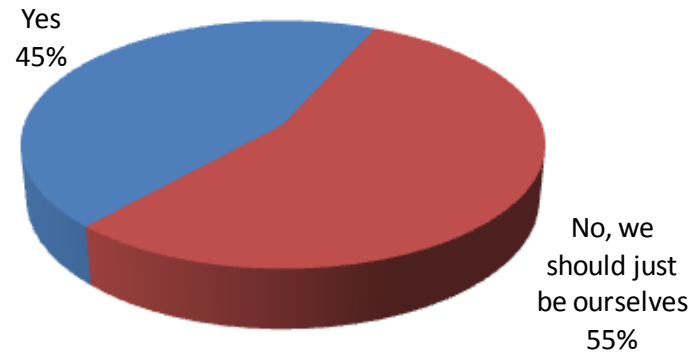
- ▶ “Install a water barrier that would always keep the Liffey at a level whereby it could be used as an amenity for visitors and the people. The barrier could also be used to generate electric power.”
- ▶ “Public free wifi would be brilliant to Dubliners but a major selling point for tourists, in particular business tourism.”
- ▶ “Using empty buildings, like the Habitat building on college green, as art galleries for students with cafes, performance spaces etc.”
- ▶ “A car rental scheme whereby you pay a certain amount per month & have use of a car. Would work in a similar way to the bike scheme... It works well in Paris.
- ▶ “More cross-town bus routes (most routes now start and terminate in city centre, necessitating 2 bus trips if you want to go from suburb to suburb.”
- ▶ “Speedy integration (ticketing and linking of different forms) of public transport system.”
- ▶ “Each household / apt. block (where possible) should harvest rainwater for their own use. It shouldn't be necessary to use the Shannon.”
- ▶ “Doing some work on the canals to make them a tourist attraction and beauty and nature spots, something like you might see in the UK.”

# Ideas for future projects:

- ▶ “Development of former ESB power station at the Pigeon House (now owned by Dublin City Council) as a major visitor attraction displaying the history of Dublin Port and the City's dependence on the sea and seafaring.”
- ▶ “Bike rack attached to the front of buses (it's available in the US and New Zealand). You attach your bike to the rack on the front of the bus so you can use the bus and cycle thereby decreasing the number of people in cars.”
- ▶ ”A Dublin based university (linked to one of the existing colleges e.g.Trinity) specifically focused on the arts which exploits Dublin's international reputation as a City of writers, poets and musicians (Behan, Joyce, Beckett, Bono, Geldof, Kavanagh) - I have global clients who just love this aspect of the Ireland.We should exploit it more.”
- ▶ “Bring back the trolley cars from the fifties.”
- ▶ “Something similar to what's done in Swedish cities - a garden, landscaped area to be exclusively used as a meeting point (AWAY from the city centre) where drug addicts can go, instead of on the boardwalk, city streets etc. it seems to have worked wonders in the cities it is in already.”
- ▶ “Cycle paths throughout the city (not just painted areas of roadway).”

# Comparing Dublin

**Is there any city that Dublin should be more like?**



Other city Dublin should be more like	Percentage	Frequency
Barcelona	8%	86
Berlin	8%	85
Paris	8%	80
Amsterdam	7%	70
London	6%	63
Copenhagen	6%	57



# In what way should Dublin be more like this city?

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Ways Dublin Could Change	Percentage	Frequency
Improved transport/coordinated infrastructure	32%	260
Cleanliness / environment / public space	22%	173
Culture / Arts / Activities	16%	126
Improved Safety	7%	56
Improved traffic / pedestrianisation	6%	49
More cycle friendly	5%	41
People – warm, friendly, welcoming, civic pride	5%	37
Planning / Architecture	4%	30
Other	4%	32

- 43% related to transport suggestions of which mainly related to improved public transport and infrastructure (32% of all responses), and 22% of suggestions related to cleanliness, the city environment in general and attractiveness of public spaces.

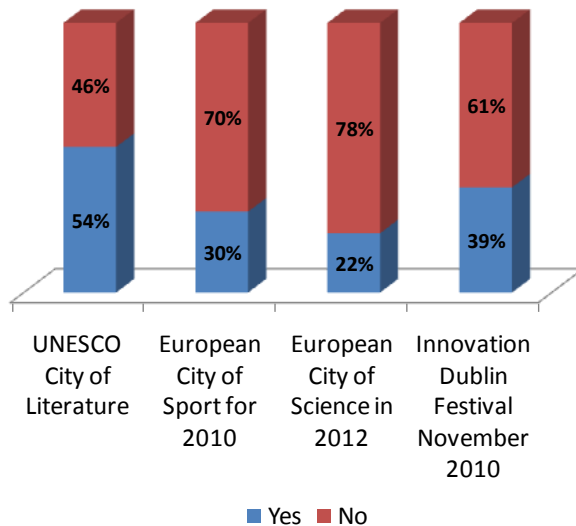
# In what way should Dublin be more like this city?

Main cities by suggestion for change	Transport/ infrastructure	Cleanliness/ environment	Culture/ Arts/ Activities	Total Suggestions
Amsterdam	25%	11%	4%	57
Barcelona	24%	15%	28%	67
Berlin	51%	9%	21%	70
Copenhagen	16%	33%	6%	49
London	65%	9%	20%	54
Munich	50%	18%	5%	22
New York	31%	6%	22%	32

- The table below shows the breakdown of the top 3 suggestions by each of the main cities mentioned that Dublin could be more like. The table reads across, so for example 25% of suggestions mentioned along with Amsterdam related to transport / infrastructure, 11% of suggestions mentioned along with Amsterdam related to cleanliness / environment and 4% related to culture / arts / activities.
- The highest concentration of suggestions referred to transport / infrastructure in general.

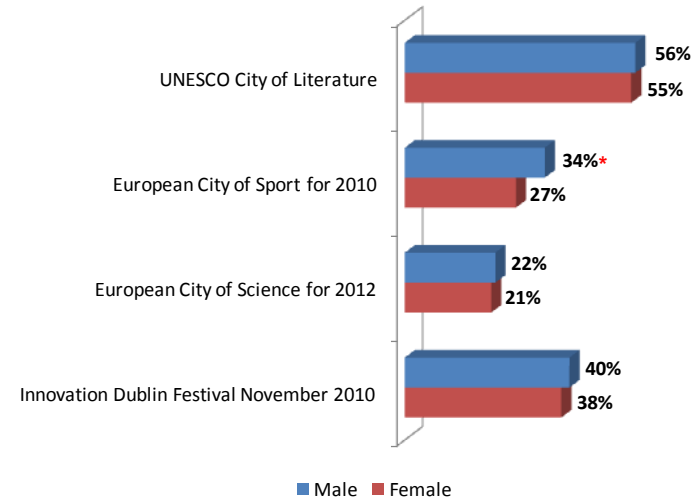
# Dublin's Designations

**Awareness of Designations**



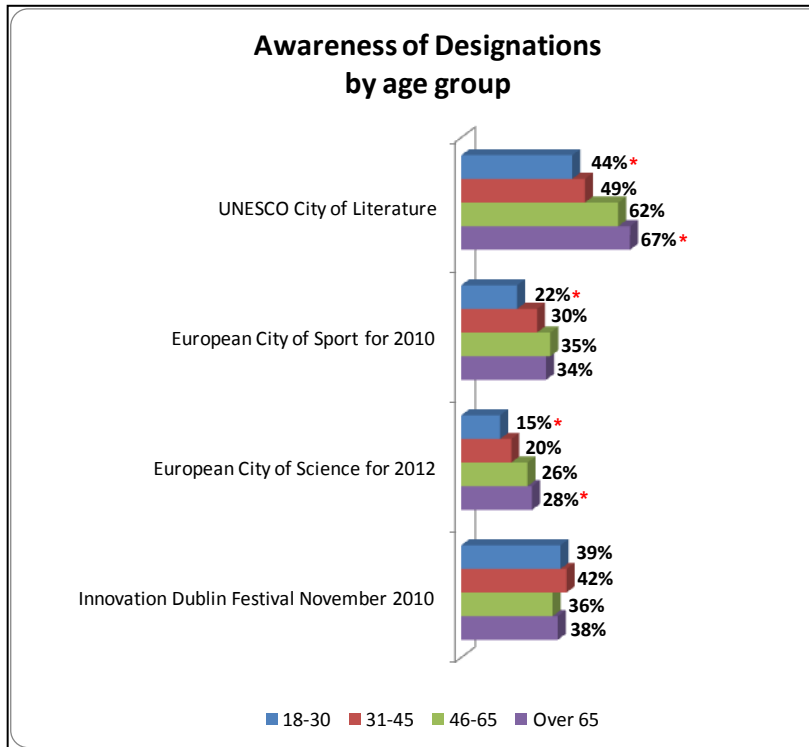
• Respondents were asked to indicate if they were aware of Dublin's various designations. Awareness was highest for Dublin's designation as a UNESCO City of Literature, with 54% of respondents aware of this designation. Awareness was lowest for Dublin's designation as European City of Science 2012.

**Awareness of Designations  
by gender**



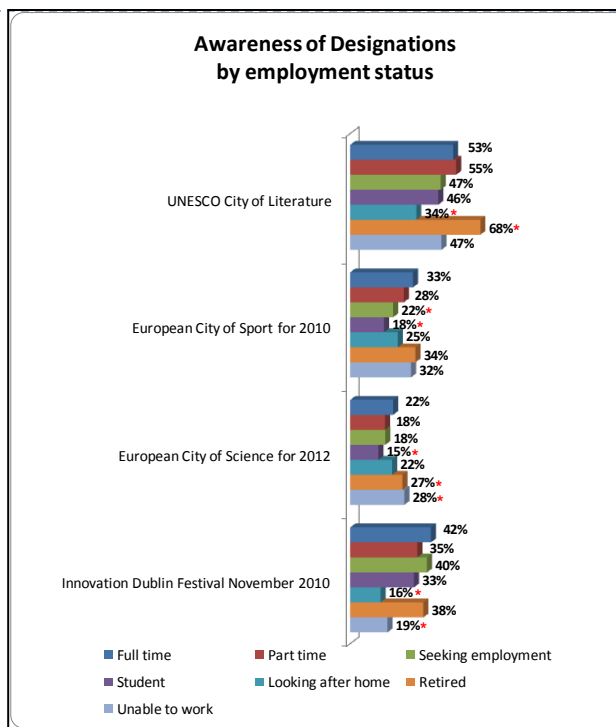
• Male respondents were more likely than female respondents to be aware of Dublin's designation as European City of Sport 2010.

# Dublin's Designations



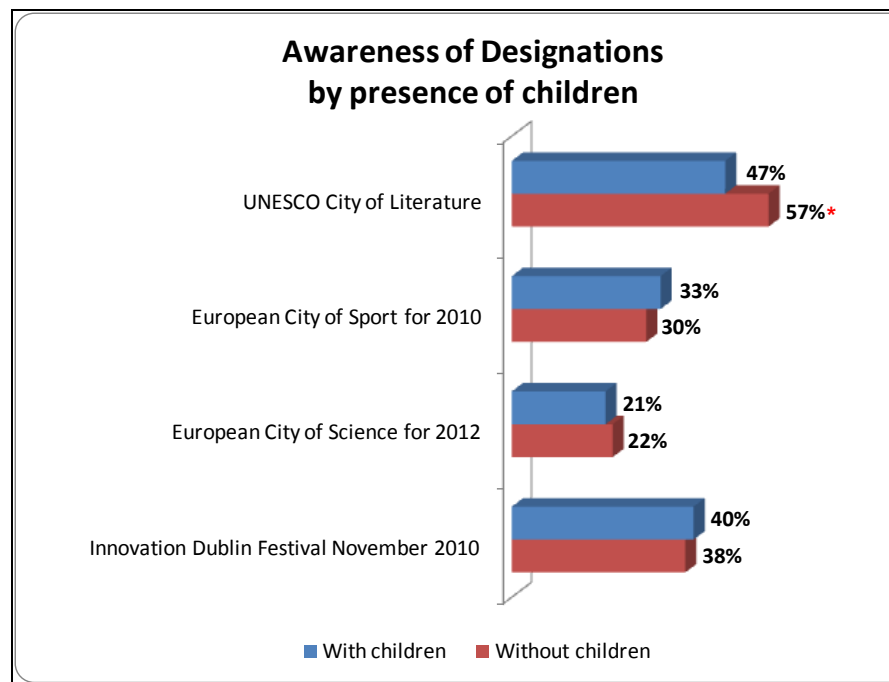
- Awareness of Dublin's designations as a UNESCO City of Literature and as European City of Science 2012 increased by age of respondent.
- Awareness of Dublin's designation as European City of Sport 2010 was lowest among the 18 to 30 age group.

# Dublin's Designations



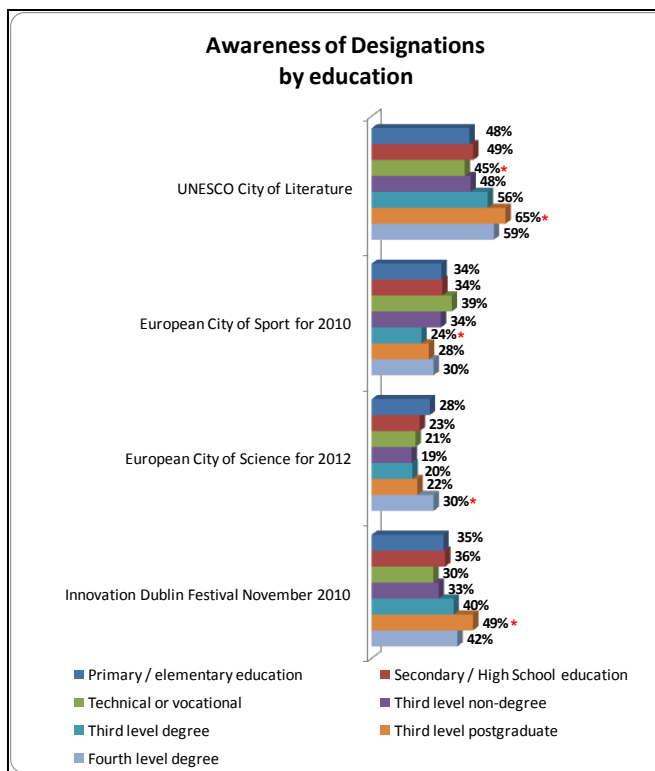
•Retired respondents were most likely to be aware of Dublin's designation as a UNESCO City of Literature, while those looking after the home were least likely to be aware of this designation.

•Students and respondents seeking employment were the groups least aware of Dublin's designation as European City of Sport 2010. Students were also least likely to be aware of Dublin's designation as European City of Science 2012, while those working from home had the lowest awareness of the Innovation Dublin Festival.

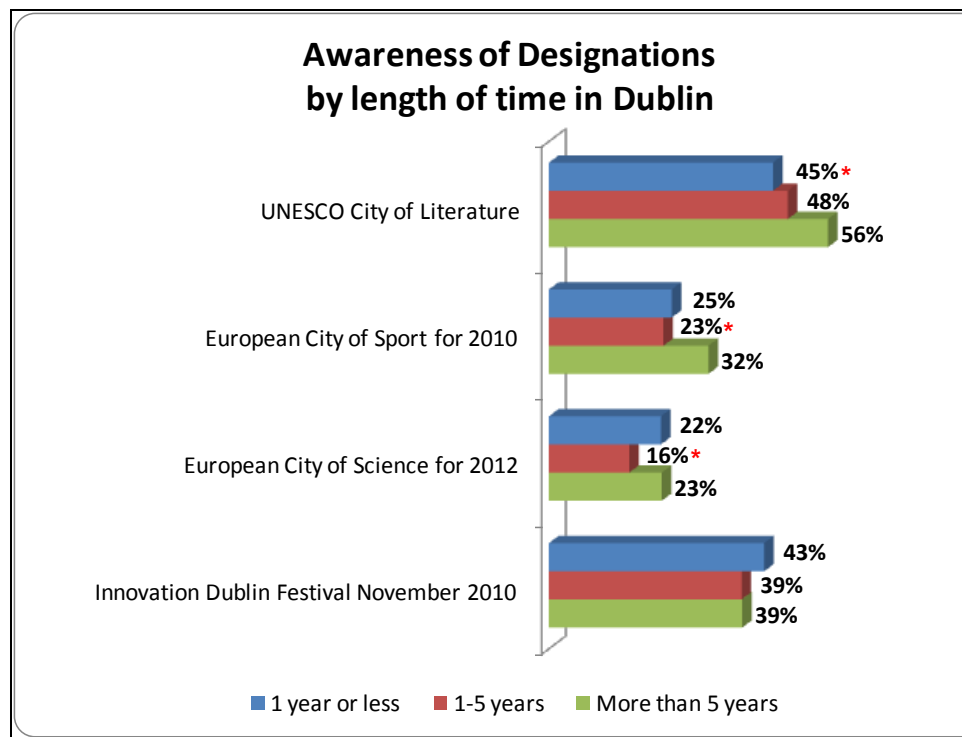


•Respondents with dependent children in their household had higher levels of awareness of Dublin's designation as a UNESCO City of Literature than those without children.

# Dublin's Designations



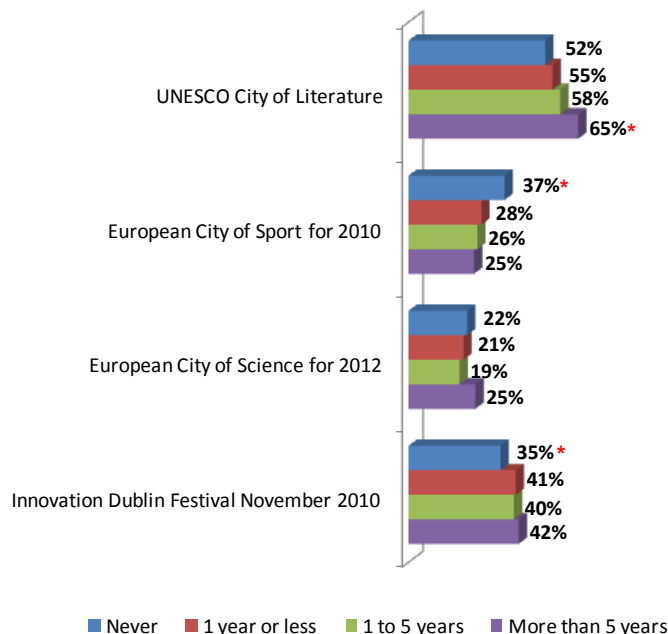
- Awareness of Dublin's designation as a UNESCO City of Literature tended to increase by education level. Awareness of Dublin's designation as European City of Sport 2010 was lowest among respondents with a third level degree.
- Respondents with a fourth level degree had the highest levels of awareness of Dublin's designation as European City of Science 2012. Awareness of the Innovation Dublin Festival 2010 was highest among those with a third level postgraduate qualification



- Respondents living in Dublin for 1 year or less were least likely to be aware of Dublin's designation as a UNESCO City of Literature.
- Those living in Dublin for 1 to 5 years were least likely to be aware of Dublin's designations as European City of Sport 2010 and European City of Science 2012.

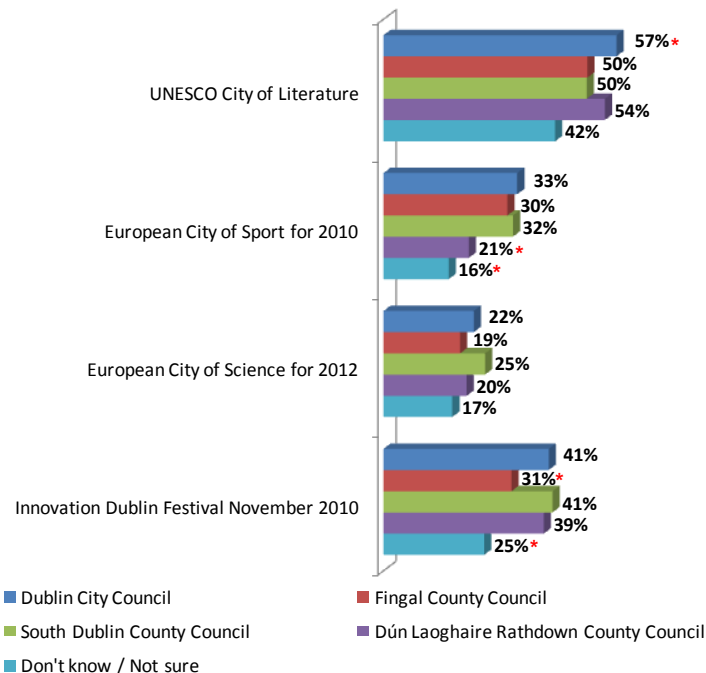
# Dublin's Designations

**Awareness of Designations  
by experience of living abroad**



- Respondents who had lived abroad for more than 5 years were most likely to be aware of Dublin's designation as a UNESCO City of Literature, while those who had never lived abroad were most likely to be aware of Dublin's designation as European City of Sport 2010.
- Those who had never lived abroad were least likely to be aware of the Innovation Dublin Festival 2010.

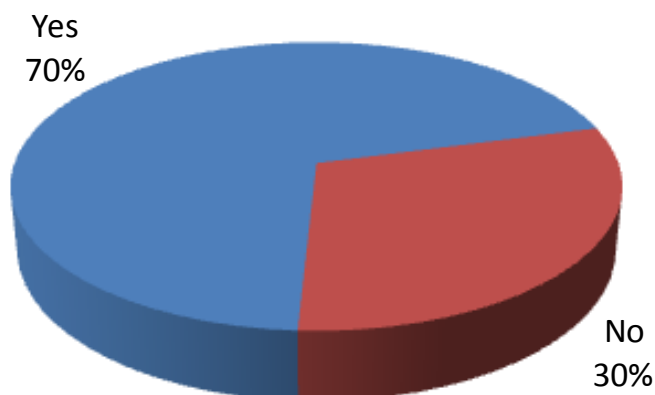
**Awareness of Designations  
by local authority**



- Residents of Dublin City Council's local authority area were most likely to be aware of Dublin's designation as a UNESCO City of Literature.
- Respondents from Dun Laoghaire Rathdown and those who were not sure of their local authority were least likely to be aware of Dublin's designation as European City of Sport 2010.
- Residents of Fingal and those who were not sure of their local authority were least likely to be aware of the Innovation Dublin Festival 2010.

# Focus Group Participation

## Would take part in focus group(s)



- 70% of respondents indicated that they would be interested in following up on their comments and experience of living, working or studying in Dublin.



# The Small Print:

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## ▶ **Scope and Objectives**

- ▶ The target population of the panel recruitment process consisted of any members of the public living, working or studying in Dublin.
- ▶ **The objectives of the exercise were twofold:**
- ▶ To recruit members to an opinion panel which would be owned by Dublin City Council and which could be used on an ongoing basis for research study purposes. To measure panel members' attitudes and opinions about various aspects of living, working and studying in Dublin

## ▶ **Questionnaire Design**

- ▶ The panel recruitment and survey instrument were designed in full and detailed consultation with Dublin City Council.

## ▶ **Methodology**

- ▶ Members of the public were invited by various means to become members of the Your Dublin, Your Voice panel by signing up via an online registration form. Those without internet access were able to register for inclusion on the panel by telephone, which was facilitated by Dublin City Council's Customer Services Centre. The pilot registration phase ran from October 13<sup>th</sup> to December 20<sup>th</sup> 2010.
- ▶ Promotion of the registration process included street advertising, mail-shot with waste bills, online advertising and local media editorial coverage. Panel registrants were also incentivised to refer family and friends to the registration website.
- ▶ A prize of 2 vouchers for 2 people for a helicopter tour of Dublin was offered as an incentive for people to register their details as panel members. The prize draw was conducted shortly after the initial panel registration phase was completed.

# The Small Print:

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- ▶ **Sample Validity**
- ▶ The sample size of 2,294 respondents is extremely robust and allows for detailed comparative analysis by various demographics.
- ▶ The age profile of the sample differs from that of the population. Therefore topline results of opinion presented in this report are re-weighted by age to more accurately represent the population profile

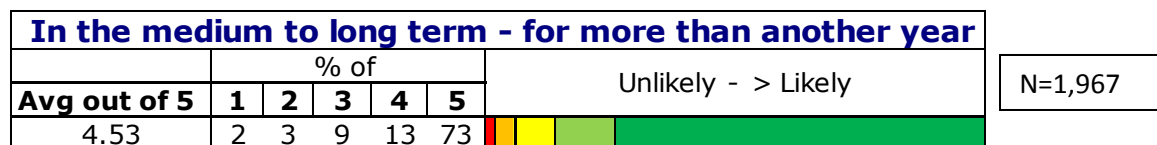
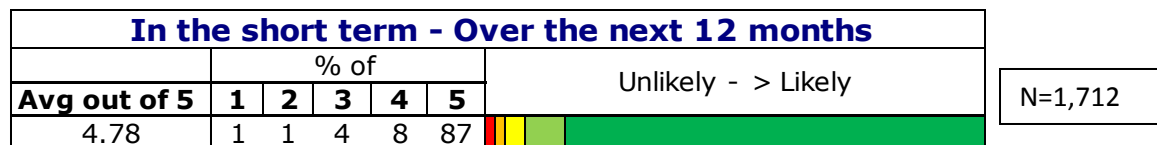
# Project partners

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- ▶ **The Office of International Relations and Research based in Dublin City Council** is responsible for the development of indicators that monitor and benchmark Dublin's performance. The Office also develops and commissions research that yields a better understanding of the key strategic areas that influence future city success. [research@dublincity.ie](mailto:research@dublincity.ie)
- ▶ **Delve Research** was established in March 2004 by Daniel Sheahan. Delve Research provides a full range of marketing research services and research consultancy, including the design, administration and analysis of telephone, paper based, online and face to face surveys. Satisfied clients come from a wide range of industries, including financial services, agribusiness, retail, hospitality and the professional services sector, as well as the public sector. Delve Research reports are prepared by Daniel Sheahan in accordance with the Marketing Institute of Ireland's Member Code of Practice. For more information see [www.delve-research.com](http://www.delve-research.com)
- ▶ **Acknowledgements:**
- ▶ We would like to thank all those that participated in the first survey and joined our opinion panel. We are also very grateful for the support of Dún Laoghaire-Rathdown, South Dublin, Fingal and the Dublin Regional authority. Thanks also to Irish Helicopters for their support and also to everyone who assisted with the recruitment of panel members, questionnaire design and analysis of the results.

# Additional Analysis: Likelihood of staying in Dublin

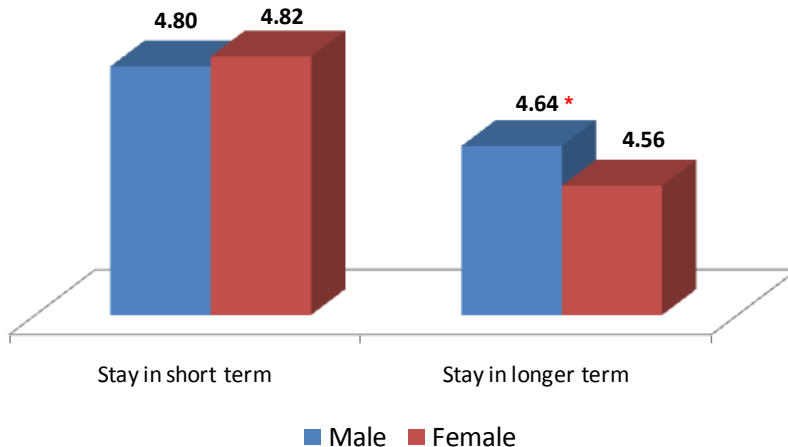


Residents of Dublin were asked to indicate their likelihood of staying in Dublin in the short term and in the medium to long term.

- 95% of respondents were likely or very likely to stay in Dublin in the short term
- 86% were likely or very likely to stay in Dublin in the medium to long term.

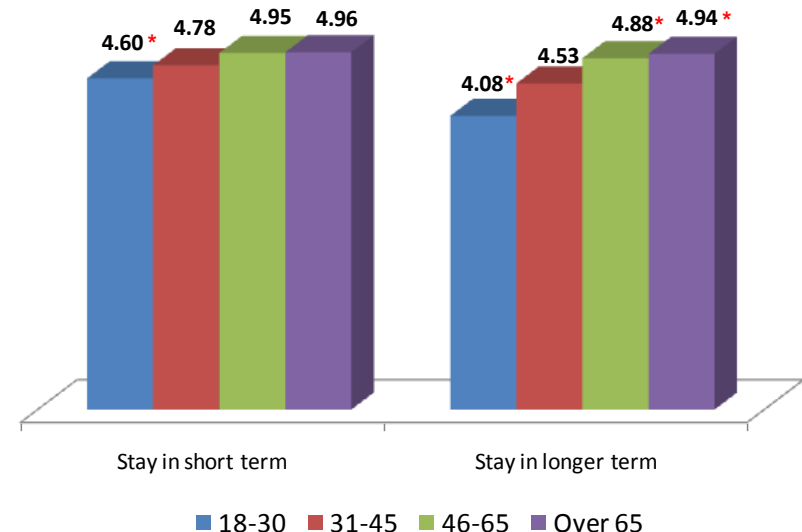
# Likelihood of staying in Dublin

**Likelihood of Staying in Dublin  
by gender**



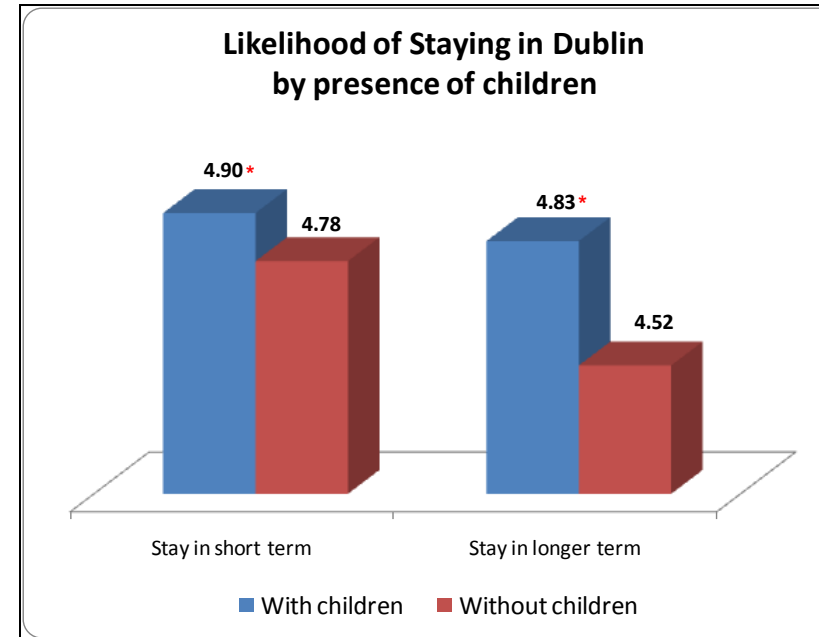
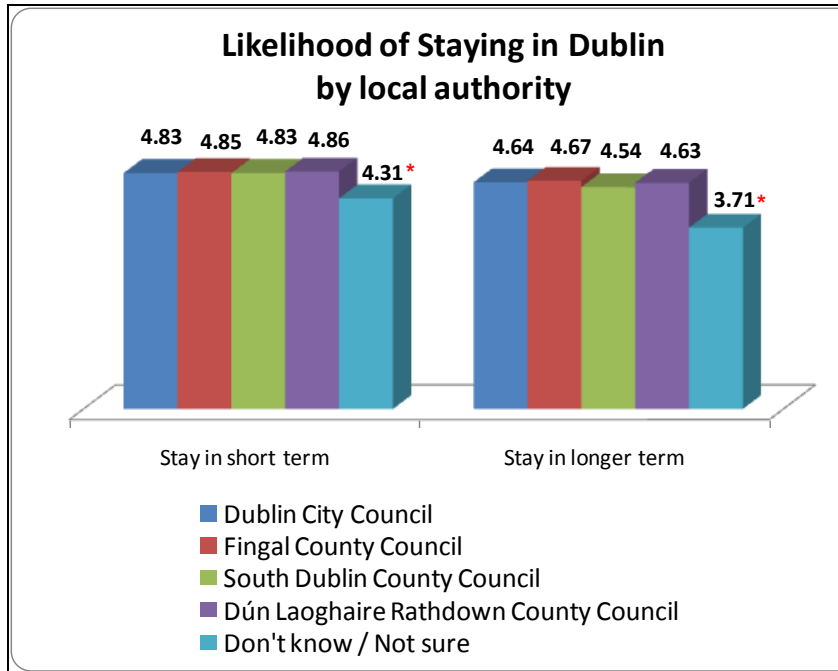
•Male respondents were significantly more likely to anticipate staying in Dublin in the medium to long term.

**Likelihood of Staying in Dublin  
by age group**



•Younger respondents were significantly less likely than older respondents to anticipate staying in Dublin in both the short and longer terms.

# Likelihood of staying in Dublin

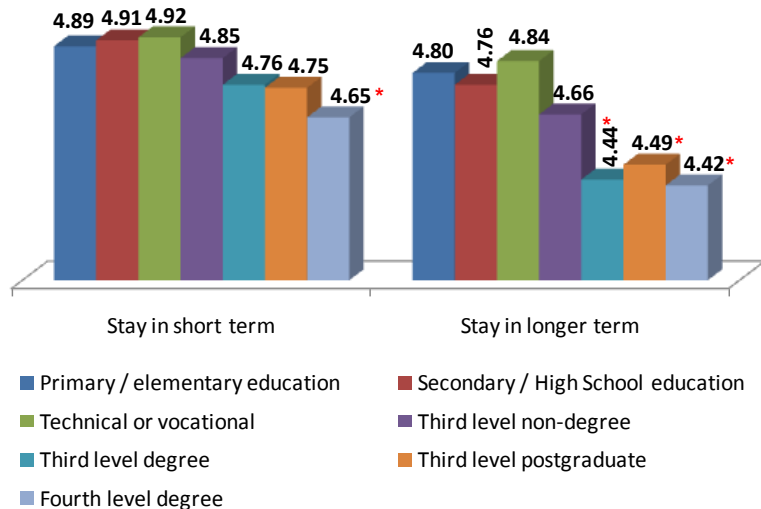


• There were no significant differences in likelihood of staying in Dublin when analysed by local authority, however respondents who did not know or were not sure who their local authority was were significantly less likely than others to stay in Dublin in the short and medium terms.

• Those with dependent children were significantly more likely to stay in Dublin in the short and longer terms than those without dependent children in their household.

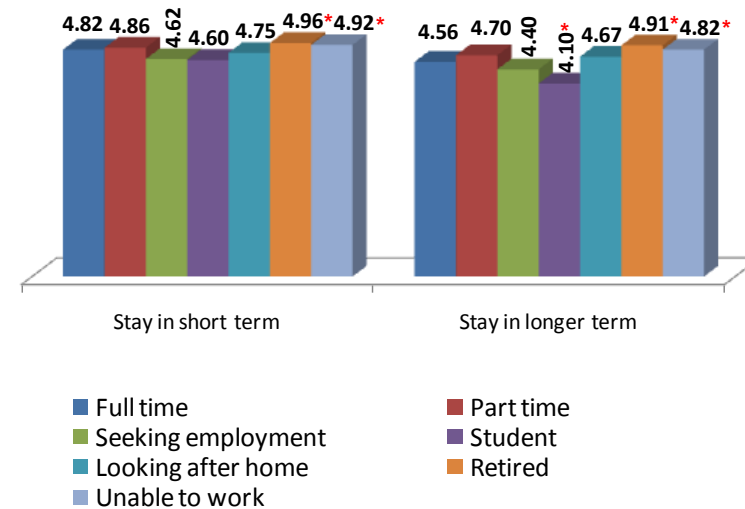
# Likelihood of staying in Dublin

Likelihood of Staying in Dublin  
by education



- Those respondents with higher levels of education were significantly less likely than others to anticipate staying in Dublin in the longer term.

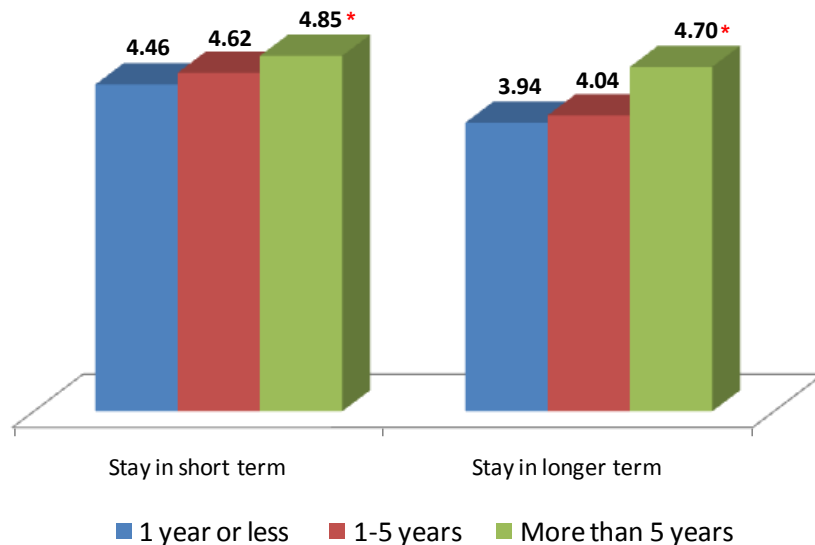
Likelihood of Staying in Dublin  
by employment status



- Retired people and those unable to work due to disability were most likely to stay in Dublin in the short and longer terms, while students were least likely to anticipate staying in Dublin in the longer term.

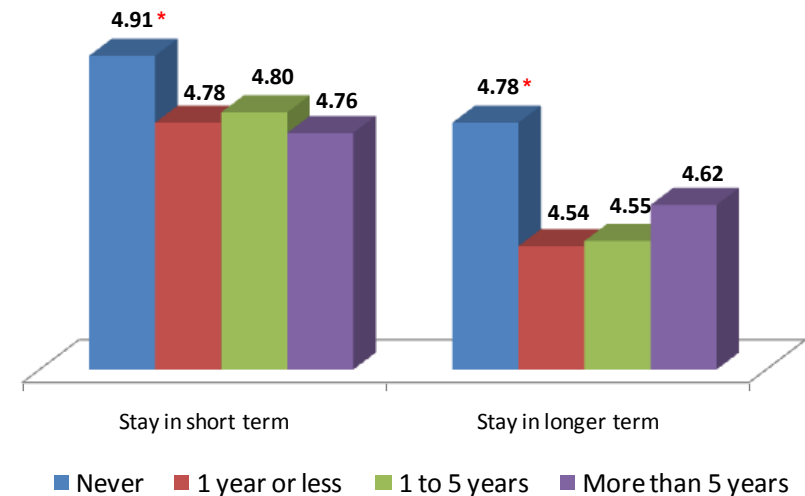
# Likelihood of staying in Dublin

**Likelihood of Staying in Dublin  
by length of time in Dublin**



- Those who had been living in Dublin for 5 years or more were significantly more likely than others to stay in Dublin in the short and longer terms.

**Likelihood of Staying in Dublin  
by experience of living abroad**



- Those who had never lived outside of Ireland were significantly more likely than others to stay in Dublin in the short and longer terms.



# Reasons unlikely to stay in Dublin

Reasons unlikely to stay in Dublin	Percentage	Frequency
I will be finishing my course of study	13%	11
I want to move for a better quality of life elsewhere	68%	57
For economic / employment reasons	46%	39
I want to move nearer to family or friends	14%	12
Other	20%	17