

'Your Dublin, Your Voice'



Top line Results and Commentary – April 2011



Thanks to everyone that participated!

Dublin City Council and its partners would like to thank you for your time and participation. We really hope that you will continue to engage with us in future surveys and keep active on our 'Your Dublin, Your voice' opinion panel. Please email research@dublincity.ie if you have any queries on this research.

This report presents the top line results with detailed charts available from page 18. A more comprehensive analysis of the results will be posted on www.yourdublinyourvoice.ie



Figure 1. Pictured above are the winners of the 'Your Dublin Your Voice' scenic helicopter tour at the Westin aerodrome in February 2011. Siobhan McNamara (l) and Sorchá O'Brien (r) both from Dublin were the lucky winners.

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. The author of this report was Jamie Cudden, Research Manager, Office of International Relations and Research, Dublin City Council.

Background to "Your Dublin, Your Voice" project:

Dublin City Council in collaboration with the Dublin Regional Authority and the other Dublin local authorities has built up an opinion panel of almost 2,300 members to find out their views on living, working and studying in the city region. This opinion panel is being developed as part of an innovative new engagement initiative called 'Your Dublin, Your Voice'.

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. The detailed results of the first 'Your Dublin, Your Voice' survey (carried out during October to December 2010) are now available at:

www.yourdublinyourvoice.ie and www.facebook.com/yourdublinyourvoice

Selected Quotes from panel members:

Best Things

“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”

Worst Things:

“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!!!”

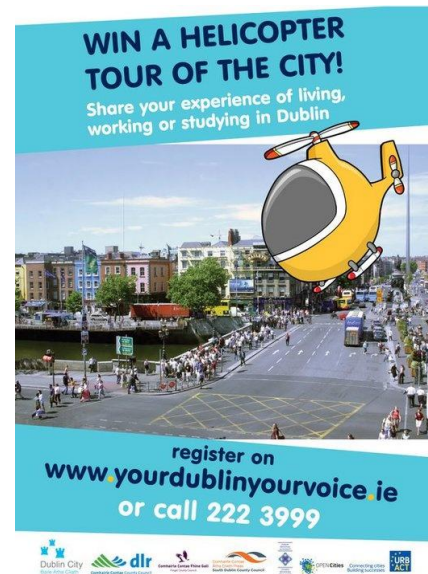
“That it's not exactly clean and safe, that sometimes the "Fair City" is not so fair...”

“Litter and having to watch people do it, some people have no respect for their beautiful city.”

Membership of the panel

Membership of the panel will be ongoing and we will be inviting panel members to participate in regular ongoing surveys. We will make the results of all surveys publicly available so all participants will get a chance to see how their own views match Dublin opinion!

To encourage participation in the panel we are offering a number of Dublin themed 'prizes' for those who complete the second survey which is scheduled to run in 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.



“Hear it, debate it, change it” workshop

We will present the results of the survey at a “*Hear it, debate it, change it*”, workshop in May 2011 to key decision makers across the city-region e.g. local government, policing, business. This will involve open discussion of the concerns raised by our panel with a view to identifying actions to make changes. This group will be tasked with the creation of ideas/solutions to tackle some of these concerns. We commit to posting these outcomes on “Your Dublin Your Voice” website by June 2011.

The results of the first survey

‘In spite of challenging economic times, Dubliners largely upbeat about life in the capital’

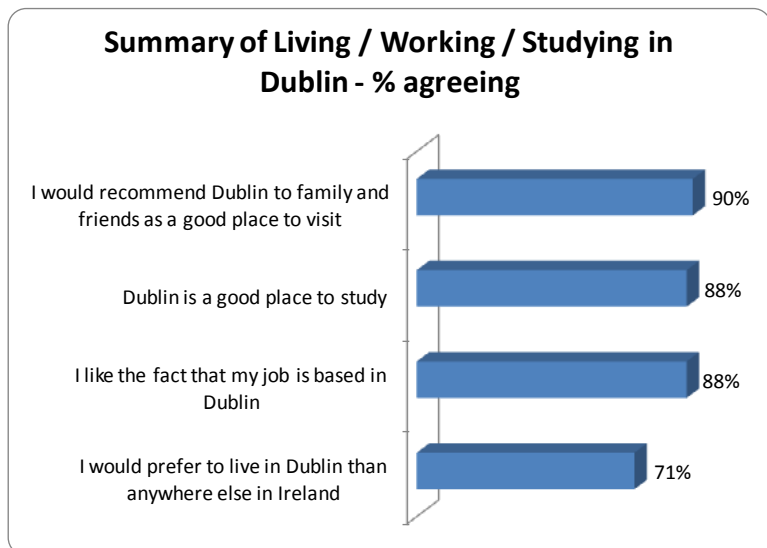
‘Dublin’s top asset is its ‘people’, according to the views of Dublin’s first city region opinion panel’

‘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’

These are some of the initial findings taken from Dublin’s first city region opinion panel (which now has over 2,300 members, over 60 nationalities and all counties of Ireland represented¹) Remarkably in spite of all the economic turmoil of recent times the panel members were upbeat about living, working and studying in Dublin. Almost 90% (over 2,000) of respondents were positive about the fact their job or place of study was in Dublin. A similar percentage would recommend Dublin to family and friends as a great place to visit. The majority of the panel members felt so strongly about Dublin that over 70% would prefer to live in the capital than anywhere else in Ireland.

There were high levels of agreement that Dublin is a great place to live (88%) and a welcoming place (77%), is a city of unique character (86%) and a fun place with lots to see and do (83%).



¹ The age groupings of the panel are corrected to reflect Dublin’s composition as of the Census 2006. Future recruitment phases will target demographic groups currently underrepresented in the panel.

Respondents were positive (88%) that diversity is a good thing for Dublin which probably reflects the growing multicultural & cosmopolitan nature of our capital.

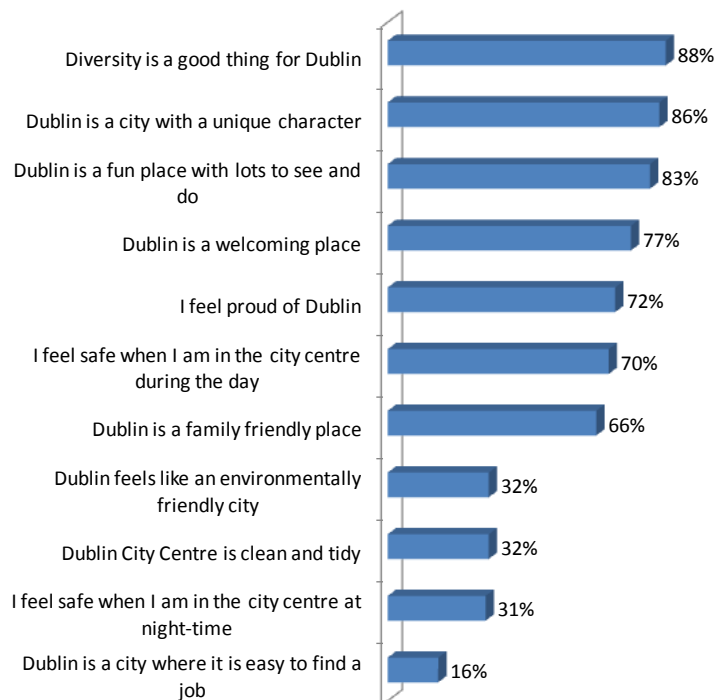
While respondents were generally upbeat and positive about life in the capital there were clear areas of dissatisfaction especially in relation to 'perceptions of safety in the city centre at night'. In fact 56% of respondents had a negative view of safety in the city centre at night which was the most negative rating for all the survey questions. This can be contrasted with the positive views (70%) of safety in the city centre during the day.

The green credentials of the capital were tested with the statement that 'Dublin feels like an environmentally friendly city'. Panel members were extremely critical of Dublin's performance with only 32% of respondents demonstrating positive feelings in this regards.

The overall perceptions of the city centre being clean and tidy were negative with only 32% of respondent's positive in this regard.

The current economic challenges facing the capital were reinforced with the fact that only 16% of respondents felt positive with the statement that 'Dublin is a city where it is easy to find a job'. Over 52% of respondents were negative about this statement making this one of the areas of strongest dissatisfaction along with 'feeling safe in the city centre at night'.

Summary of Experience of Dublin
- % agreeing

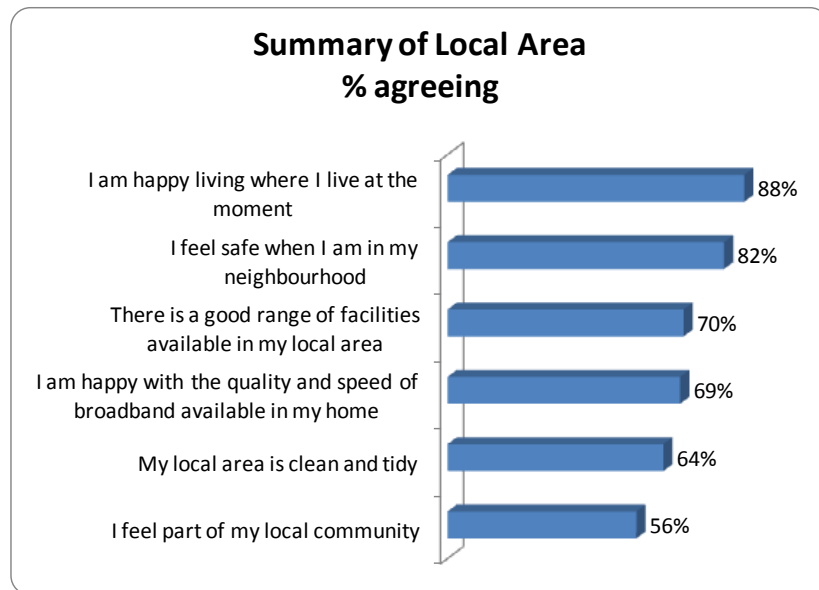


Feelings about local areas

The survey also compared feelings about panel member's local areas and their levels of satisfaction with the facilities on offer, the sense of community and the appearance of their local area.

Over 88% of respondents felt positive about their local area. Panel members were positive about safety (82%), local broadband offer (70%) and the range of facilities available in the local area (70%).

Only 56% of panel members felt positive about the sense of community in their local area making it the lowest



ranked statement on the local area theme. Unsurprisingly those living in Dublin longer than 5 years, older respondents (in particular those over 65) and those with children were more likely to feel part of their local communities.

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.

General Trends

Older respondents (especially retirees) were more positive about Dublin in general and their local areas than the younger generations. For example 97% of retired respondents were happy where they were living at the moment compared with the panel average of 88%. Older respondents especially those over 65 were significantly less likely to feel safe in the city centre at night. For example 26% of those aged 46 and over felt safe in Dublin at night and this rose to 36% among 18-30 year olds.

While younger respondents were still positive about the city they were slightly less enthusiastic about living in the city and more likely to leave Ireland.

Under the 'feeling of community' in local neighborhoods there was a significantly lower rating among respondents aged 18-30 when compared with over 65s. For instance 76% of those aged

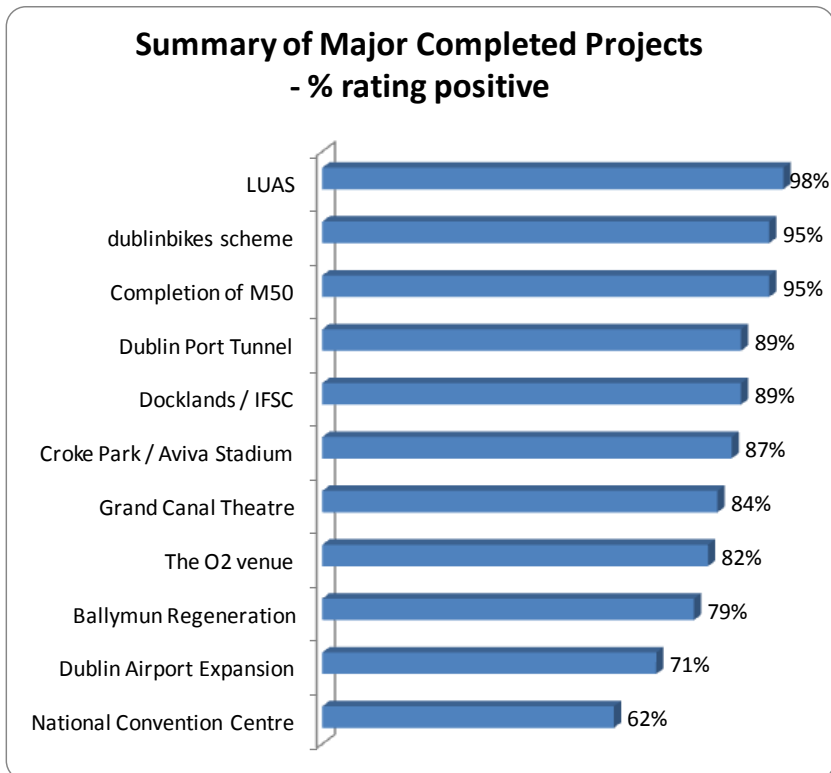
46 and over felt part of their local community and this fell to 39% among 18-30 year olds. There was also a trend for those with higher levels of academic qualifications to have lower levels of agreement under 'feeling of community'.

Major Infrastructure Projects in the city:

Respondents were asked their opinions of the impact that certain infrastructure projects have had on the city. The stand-out projects in terms of positive impact were the LUAS (98%), the Dublin Bikes Scheme (95%) and the completion of the M50 (95%).

It was interesting to note that despite of all the negative media publicity in relation to the Dublin Port Tunnel almost 90% of respondents felt that it has had a positive impact on the city.

The projects with less impact according to panel members were the national convention centre (62% positive) and the Dublin airport expansion (71% positive). These results probably reflect the fact that these projects have just been recently completed so will need more time to demonstrate their benefits.

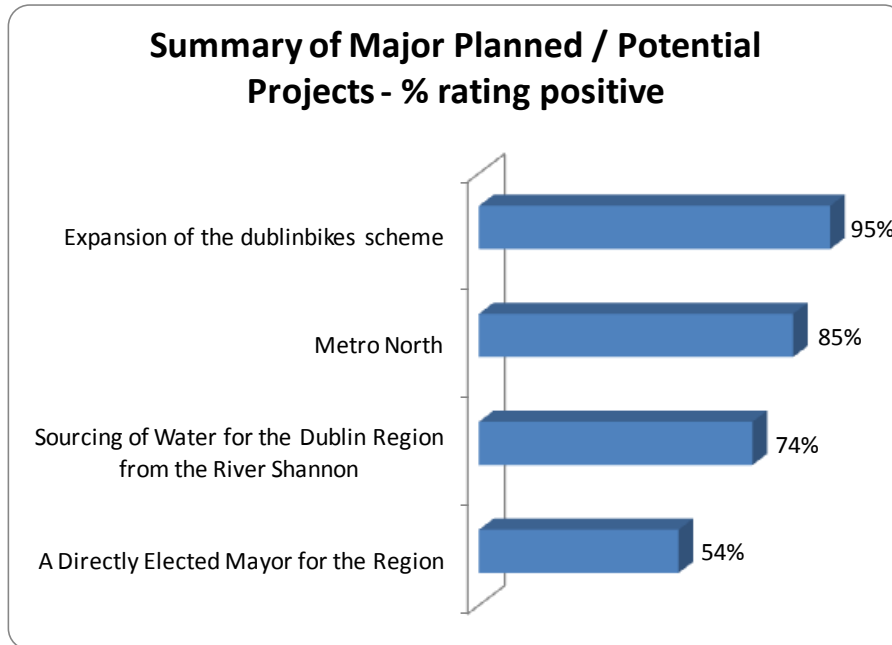


Major Planned Projects:

Panel members were lukewarm (54% positive) on the idea of having a directly elected mayor for the region (in fact over 1 in 3 respondents were unsure of the likely impact). Interestingly there was strongest support for this idea from panel members that had spent time outside of Ireland (and most likely would have experience of living in a city with a strong mayor).

In spite of the high levels of media publicity (both positive and negative) about Metro north over 85% of panel members were positive about the impact this project could have on Dublin (with 47% strongly supporting the idea). A total of 74% of respondents felt that sourcing water for the Dublin Region from the Shannon would be a positive development.

Dublin bikes has to rank as one of the most positive projects that the city has delivered in recent times with an overwhelming majority (95%) of panel members supporting its expansion (and over 66% strongly supporting the idea).



Best and worst things about Dublin

Almost all respondents 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 Dublin's first city region opinion panel on the best and worst things about the capital.

What is the best thing about Dublin?

Respondents were asked to describe unprompted and in their own words the best thing about Dublin. There were over 2,200 comments in response to this question.

- Almost 1 in 3 respondents (31%) cited the people of Dublin as being the best thing about Dublin, mentioning friendliness, humour and warmth among other characteristics. Respondents see these as a unique feature of Dublin.
- 17% considered the range of culture, arts and activities as the best thing about Dublin. The fact that our museums, galleries and libraries are generally free was seen as a real positive by many.
- The compact size of the city was considered to be the best thing by 15% of the panel. The fact the city centre is so close to the mountains, countryside and sea was seen as a real asset.

- 13% felt that the best thing about Dublin was the diverse, vibrant and cosmopolitan character of the city. The multicultural, international feel of the city was seen as an important attribute to many respondents.

Best thing about Dublin	Frequency	Percentage
The people	696	31%
Culture / arts / activities	394	17%
Size of the city / convenience / access to amenities	333	15%
Diverse / cosmopolitan / vibrant / character	292	13%
History / heritage	103	5%
Family / friends / home	94	4%
Location / sea / mountains	89	4%
Parks / green areas / amenities	59	3%
Transport (incl. Luas and dublinbikes)	55	2%
Generally a good city	44	2%
Work opportunities	19	1%
Other	75	3%

Typical comments from the panel members included:

- “Dubliners... witty, honest and upfront”
- “Its compact nature where you can see a city, a fishing harbor and mountains in one day.”
- “The craic, the ceol and the culture.”
- “Vibrant international city with a small town feel.”
- “The multicultural, European feel of the city.”
- “It is the social capital of the world.”
- “That it can accommodate so much change without losing its soul.”
- “Exploring the winding Dickensian cobblestone streets to find a pub, sit by a fire and have a Guinness.”
- “Its multiculturalism, while maintaining an inherent Irish character.”
- “It’s people that counts. They have never lost their generous warmth.”
- “How unique it is from other cities in terms of culture / architecture / people etc.”
- “My home away from home ... where ever you go you’ll always know someone nearby.”
- “That it has the diversity and energy of a young and vibrant 21st century city.”
- “At the moment, the exciting buzz surrounding the Arts. i.e. fine arts, music, film and literature.”
- “There is always plenty to do: theatre, cinema, festivals, events etc.”
- “Art gallery and museums are free, and the libraries are a great resource.”

What is the worst thing about Dublin?

Respondents were asked to describe unprompted and in their own words the worst thing about Dublin. There were over 2,200 comments in response to this question.

- There was very strong consensus on the worst things about Dublin with over one in three respondents (36%) of respondents describing anti-social behavior (particularly drink and drug related behavior, crime and safety issues) as being the worst thing about Dublin. There were over 400 mentions of drugs and drug use in the open responses. Many of the panel members feel that this has had a serious impact on the image of the city centre and is something that needs urgent attention from all stakeholders that operate in the city.
- 17% cited litter and the general appearance of the city as the worst thing
- 11% mentioned issues relating to public transport (lack of integrated ticketing and transport infrastructure, lack of orbital routes and issues with reliability)
- Traffic congestion was the fourth most commonly cited negative aspect of Dublin.

Worst thing about Dublin	Frequency	Percentage
Anti social behaviour / crime / safety	798	36%
Litter / cleanliness / appearance	378	17%
Public transport	248	11%
Traffic	221	10%
Expense / cost of living	135	6%
People – rude / apathy / negative / too busy	98	4%
Poor planning, development, maintenance	72	3%
Other	68	3%
Poor leadership, local & national	64	3%
Unemployment, poverty, social exclusion	56	2%
Weather	54	2%
Cycle lanes / facilities	10	1%
Lack of community / civic pride	20	1%
Loss of character, identity, Irishness	19	1%

- “There just seems to have been a general increase in people slipping below the poverty line in and around the city.”
- “Public transportation: it is frustrating, illogical, and inefficient!!!”
- “Crime on main streets and lack of visibility of Gardai”
- “Litter, and having to watch people do it, some people have no respect for their beautiful city.”
- “The number of drug addicts, drunks and beggars in the city centre.”
- “Most public transport has to go through the centre city, not enough peripheral transport.”
- “Public transport is still not integrated as it is in other European cities.”

- “The number of drug addicts with babies/young children who seem to have nowhere to go.”
- “The complete failure of all authorities to tackle anti-social behaviour and crime.”
- “Its transport system, not well thought out - separate LUAS lines, no underground, 30KM speed limit!”
- “Negative attitude of Dubs towards their city and its improvements.”
- “The impact the unpleasant minority of its citizens have on the other residents.”
- “Beggars & drug users / dealers in tourist areas, it is embarrassing.”
- “Organisations not working together for the common good.”
- “The psychological divide between the north and south side.”
- “Feeling unsafe on the streets, when walking home after dark.”
- “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.”
- “The lack of any real integrated planning between services or between agencies.”
- “The distance of its citizens from its leaders. A lack of vision which sometimes exists to make the city better.”
- “Crime, New York style zero tolerance is needed. No joined up planning by local authorities also a huge issue.”
- “The effects of the recession on people and their dreams.”
- “The lack of entertainment options for adults that do not revolve around alcohol.”
- “The fact that Dubliners on the whole do not look after the city enough. it should be cleaner and litter free and we should have a pride in our city.”
- “The weather but we can't do anything about that!!”
- “The dirt and the vomit on our streets.”
- “The fact that it is so expensive (still) even during the recession.”
- “Many people don't much care about its appearance”
- “Not being able to afford to live within 20 miles of the city centre.”
- “That it's not exactly clean and safe, that sometime the "Fair City" is not so fair...”

Ideas for future infrastructure projects for the city

Respondents were asked for solid ideas for a major infrastructure project that would improve the city. 1,093 panel respondents (48%) indicated that they had such an idea and made 1,360 suggestions. 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. Of these suggestions 18% related generally to investment and improvements in public transport, 10% suggested expansion of the LUAS (or even join it up to start with, 8%), an integrated public transport

infrastructure (7%) with integrated ticketing (5%) improvements to the bus network (7%) including real time information and improved reliability.

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%

Some of the key ideas included:

- “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.”
- “Merging of the multiple agencies running the city.”
- “Real time displays at bus stops.”
- “Continuation of the boardwalk to Heuston Station.”
- “Cycle paths throughout the city (not just painted areas of roadway).”
- “Better Public Transport - which starts earlier & runs later.”
- “Implement the Grangegorman DIT project.”
- “Relocate Dublin Port and expand the city eastward; introduce ferry crossings across Dublin Bay.”
- “I think that Dublin City Centre is too focused on vehicular traffic and not on pedestrians. O'Connell Street should be pedestrianised from 10am to 4pm and used during this time to hold markets, entertainment etc.”
- “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.”
- “A bus card system like London that when you reach a certain value spent (ie 4 euro) the rest of your travel that day is free.”

- “Carpool lanes (or use of bus lane) for cars carrying 3 or more people going to school or work. A school bus scheme where kids can get a school bus directly to schools.”
- “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.”
- “Europe’s biggest indoor activity centre for family fun. It would be excellent for tourism and employment and positive for social reform in Dublin....”
- “Reservoirs for the city, wind farms off Dublin Bay, tidal barrage for the Liffey.”
- “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.”
- “A prison for bankers and dodgy politicians!”
- “Rejuvenate / fill empty buildings in city centre in comparison to other European capitals, Dublin’s use of inner city buildings is awful.”
- “Job creation and training creating an eco park in Dublin, with food growing, reed bed systems, native plants, green play area for adults and children, green buildings all eco and sustainable.”
- “Equip every bus stops with a system similar to the Ciel system in Paris, i.e. knowing exactly when the next bus is coming. It would really save time for every user.”
- “Provide a permanent central street market area e.g Smithfield.”
- “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.”
- “Build a weir at IFSC to keep consistent level in Liffey.”
- “A 'shared taxi' scheme with set or semi-set routes.”
- “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. It would allow Dubliners to rely on public transport for work, etc but have access to a car for Sunday drives, etc. Pollution would be reduced, money would be saved, jobs would be created & parking wouldn't be such a big issue.”
- “Using empty buildings, like the Habitat building on college green, as art galleries for students with cafes, performance spaces etc.”

- “Public free wifi would be brilliant to Dubliners but a major selling point for tourists, in particular business tourism. “
- “Repair / replace Dublin's old & leaking water pipe infrastructure instead of taking water from the Shannon. Install water meters on all properties.”
- “Dedicated bus lanes (separated from cars) similar to Amsterdam that would cost less than metro north. And would not cost the billions of euro.”
- “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.”

Cities that Dublin should be more like

The majority of the respondents felt that Dublin should strive to maintain its unique character (55%) and be wary of attempting to copy other international cities (however many responded that we should copy some of the best international practice while at the same time ensuring that we retain our unique character and identity that is Dublin)

The cities that were cited most regularly were Barcelona, Berlin and Paris (8%). Dublin City Council is already twinned with Barcelona and engages with the city through a program of cultural, economic and tourism engagement. Many panel members found that Dublin could certainly learn a lot in terms of “transport infrastructure (32%)”, “cleaner and better use of the urban environment” (22%) and “culture, arts” (16%)

Other city Dublin should be more like	Frequency	Percentage
Barcelona	86	8%
Berlin	85	8%
Paris	80	8%
Amsterdam	70	7%
London	63	6%
Copenhagen	57	6%
New York	41	4%
Vienna	30	3%
Sydney	29	3%
Munich	27	3%
Stockholm	25	2%
Melbourne	19	2%
Madrid	18	2%
Vancouver	18	2%
Edinburgh	17	2%
Toronto	17	2%
San Francisco	15	1%
Prague	13	1%
Zurich	12	1%
Rome	11	1%
Singapore	10	1%
Other Irish	21	2%
Other International	260	25%

In what ways should Dublin be more like this city?

Respondents who had suggested a city that Dublin should be more like were asked to specify in what ways Dublin could change to be more like the suggested city.

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

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

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 related to cleanliness / environment and 4% related to culture / arts / activities.

The highest concentration of suggestions referred to transport / infrastructure in London.

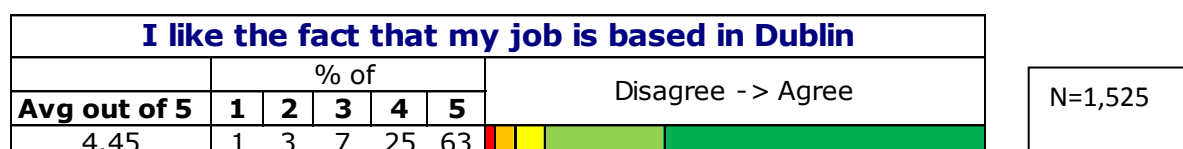
Main cities by suggestion for change	Transport / infrastructure	Cleanliness / environment	Culture / Arts / Activities	Total suggestions
Amsterdam	25%	11%	4%	57
Barcelona	24%	15%	28%	67
Berlin	51%	9%	21%	70
Copenhagen	16%	33%	6%	49
London	65%	9%	20%	54
Munich	50%	18%	5%	22
New York	31%	6%	22%	32
Paris	42%	14%	19%	64
Stockholm	29%	43%	14%	21
Sydney	12%	62%	12%	26
Vienna	27%	55%	0%	22

Graphical Results:

Living / Working / Studying in Dublin

Respondents were asked to indicate their level of agreement with a series of statements relating to living, working and studying in Dublin (if these statements were applicable to them).

- 88% of respondents agreed or strongly agreed with the statement “I like the fact that my job is based in Dublin”. This figure excludes those who indicated “Not applicable to me” in response to this question (599 respondents).



1 = Strongly disagree

2 = Disagree

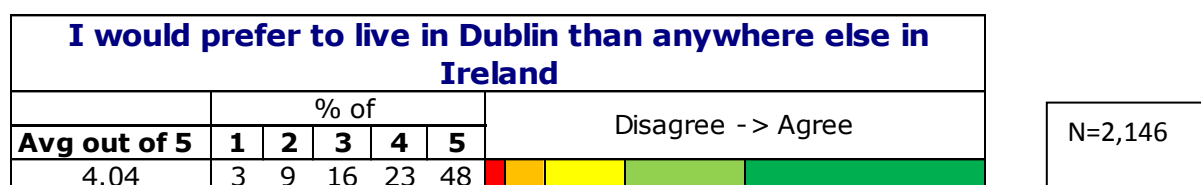
3 = Neither agree nor disagree

4 = Agree

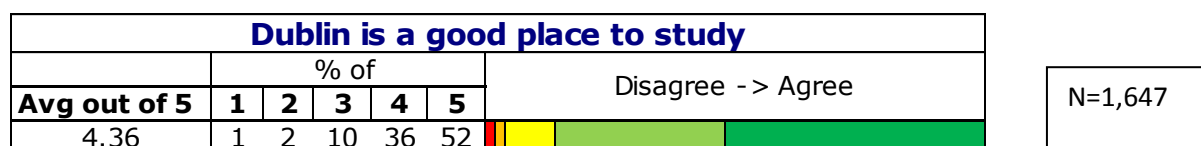
5 = Strongly agree



- 71% of respondents agreed or strongly agreed with the statement “I would prefer to live in Dublin than anywhere else in Ireland”. This figure excludes those who indicated “Not applicable to me” in response to this question (113 respondents).



- 88% of respondents agreed or strongly agreed with the statement “Dublin is a good place to study”. This figure excludes those who indicated “Not applicable to me” in response to this question (531 respondents).



- 90% of respondents agreed or strongly agreed with the statement “I would recommend Dublin to family and friends as a good place to visit”. This figure excludes those who indicated “Not applicable to me” in response to this question (100 respondents).

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

N=2,144

Experience of Dublin

Respondents were asked to indicate their level of agreement with a series of statements relating to their perceptions of Dublin.

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

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

N=2,266

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

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

N=2,213

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

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


N=2,267

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

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


N=2,256

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

I feel proud of Dublin						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
3.92	2	6	20	43	29	


N=2,249

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

Dublin is a city with a unique character						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
4.20	1	4	10	47	39	

N=2,256

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

I feel safe when I am in the city centre during the day						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
3.75	4	10	16	47	23	

N=2,256

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

I feel safe when I am in the city centre at night-time						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
2.72	17	29	23	26	5	


N=2,245

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

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

N=2,242

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

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

N=2,257

- 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.

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

N=2,046

Local Area

Respondents were asked to indicate their level of agreement with a series of statements relating to their local area.

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

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

N=2,294

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

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

N=2,294

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

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

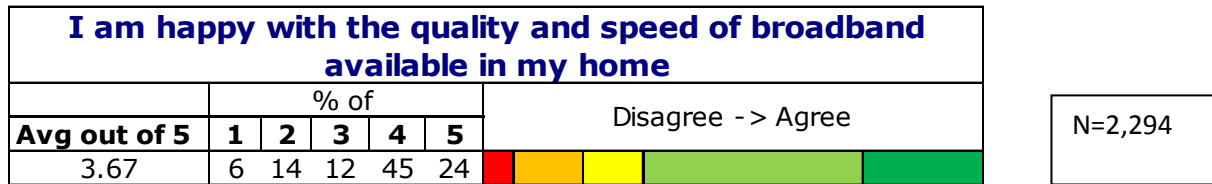
N=2,294

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

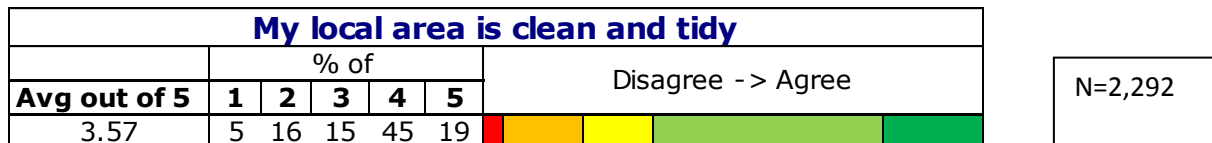
There is a good range of facilities available in my local area						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
3.79	2	14	13	43	27	

N=2,294

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



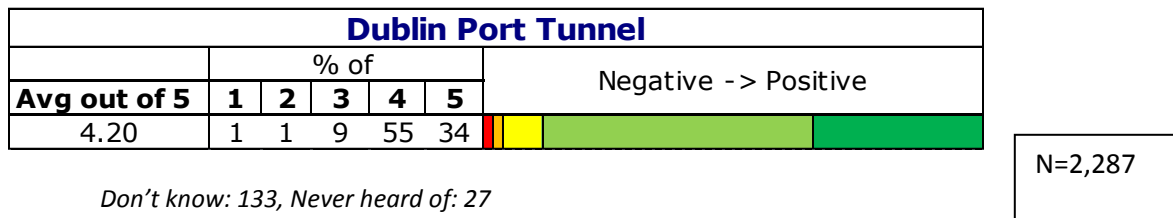
- 64% of respondents agreed or strongly agreed with the statement “My local area is clean and tidy”.



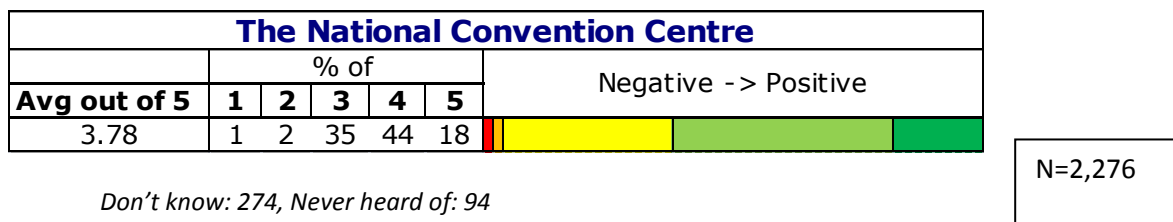
Major Completed Projects

Respondents were asked to give their assessment of the impact of completed major projects for people living, working or studying in Dublin. Respondents were also given the option of indicating “Don’t know” or “I have never heard of this project”, and these figures are noted below and excluded from the assessment of impact.

- 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.

LUAS						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
4.71	0	0	1	25	73	

N=2,286

Don't know: 7, Never heard of: 6

- 87% of respondents felt that the Croke Park and Aviva Stadium developments had a positive or very positive impact.

Croke Park and the Aviva Stadium						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
4.21	1	3	10	49	38	

N=2,281

Don't know: 64, Never heard of: 9

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

Ballymun Regeneration						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
4.04	1	2	18	52	27	

N=2,280

Don't know: 232, Never heard of: 113

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

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

N=2,280

Don't know: 72, Never heard of: 27

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

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

N=2,280

Don't know: 31, Never heard of: 10

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

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

N=2,279

Don't know: 175, Never heard of: 18

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

Completion of M50						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
4.52	0	1	4	36	59	

N=2,280

Don't know: 57, Never heard of: 23

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

Grand Canal Theatre						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
4.21	0	0	15	46	38	

N=2,267

Don't know: 98, Never heard of: 37

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

The O2 venue						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
4.13	1	2	16	48	34	

N=2,266

Don't know: 89, Never heard of: 16

Major Potential Projects

Respondents were asked to give their assessment of what the impact would be of a selection of planned or potential major projects for people living, working or studying in Dublin. Respondents were also given the option of indicating “Don’t know” or “I have never heard of this project”, and these figures are noted below and excluded from the assessment of impact.

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

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	

N=2,288

Don't know: 169 respondents, Never heard of: 131 respondents

- 85% of respondents felt that Metro North 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	

N=2,284

Don't know: 99, Never heard of: 47

- 95% of respondents felt that expansion of the dublinbikes scheme 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

Don't know: 42, Never heard of: 23

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

Sourcing of water for the Dublin Region from the River Shannon						
	% of					Negative -> Positive
Avg out of 5	1	2	3	4	5	
3.87	5	9	12	44	30	

N=2,274

Don't know: 296, Never heard of: 241

Appendix

► 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 the Dublin Region 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 and the other project partners.

► 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 13th to December 20th 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.

► 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 top line results of opinion presented in this report are re-weighted by age to more accurately represent the population profile

Statistically significant differences between groups indicate 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.

Project Partners:

“Your Dublin, Your Voice”, is an initiative of the four Dublin Local Authorities representing the Dublin City Region– Dublin City Council, South Dublin County Council, Fingal County Council and Dún Laoghaire-Rathdown County Council. The lead partner is the Office of International Relations and Research based in Dublin City Council. We wish to also acknowledge the support of the European Commission through the URBACT programme and the OPENCities project.

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

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

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.

