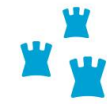


Citizen Survey Report for: Economic Development Plan 2022-2026 Executive Report



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Economic Development Office
Dublin City Council

Report Date: 29/10/2021

Survey Fieldwork: Sept. / Oct. 2021

Report by:



Delve Research
Survey Research & Analysis

www.delve-research.com

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- Online survey, 28th September - 8th October 2021
- 943 respondents from the "Your Dublin, Your Voice" opinion panel
- 20% response rate

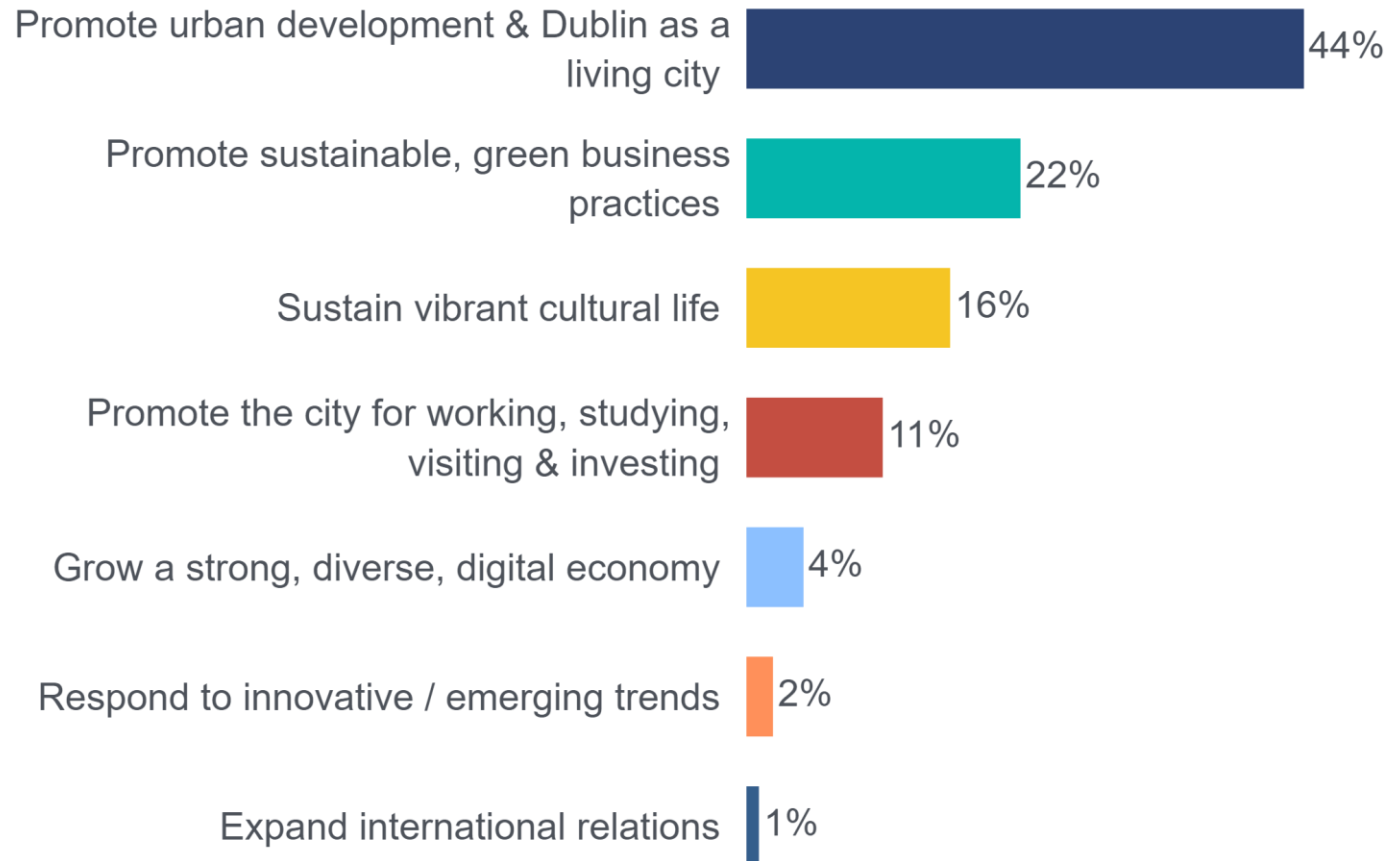
7 Draft Goals

Please choose the 3 draft goals that you feel are most important for the economic development of Dublin City.

% selecting in top 3



From the Top 3 goals you selected, which do you feel is the most important goal?
% selecting

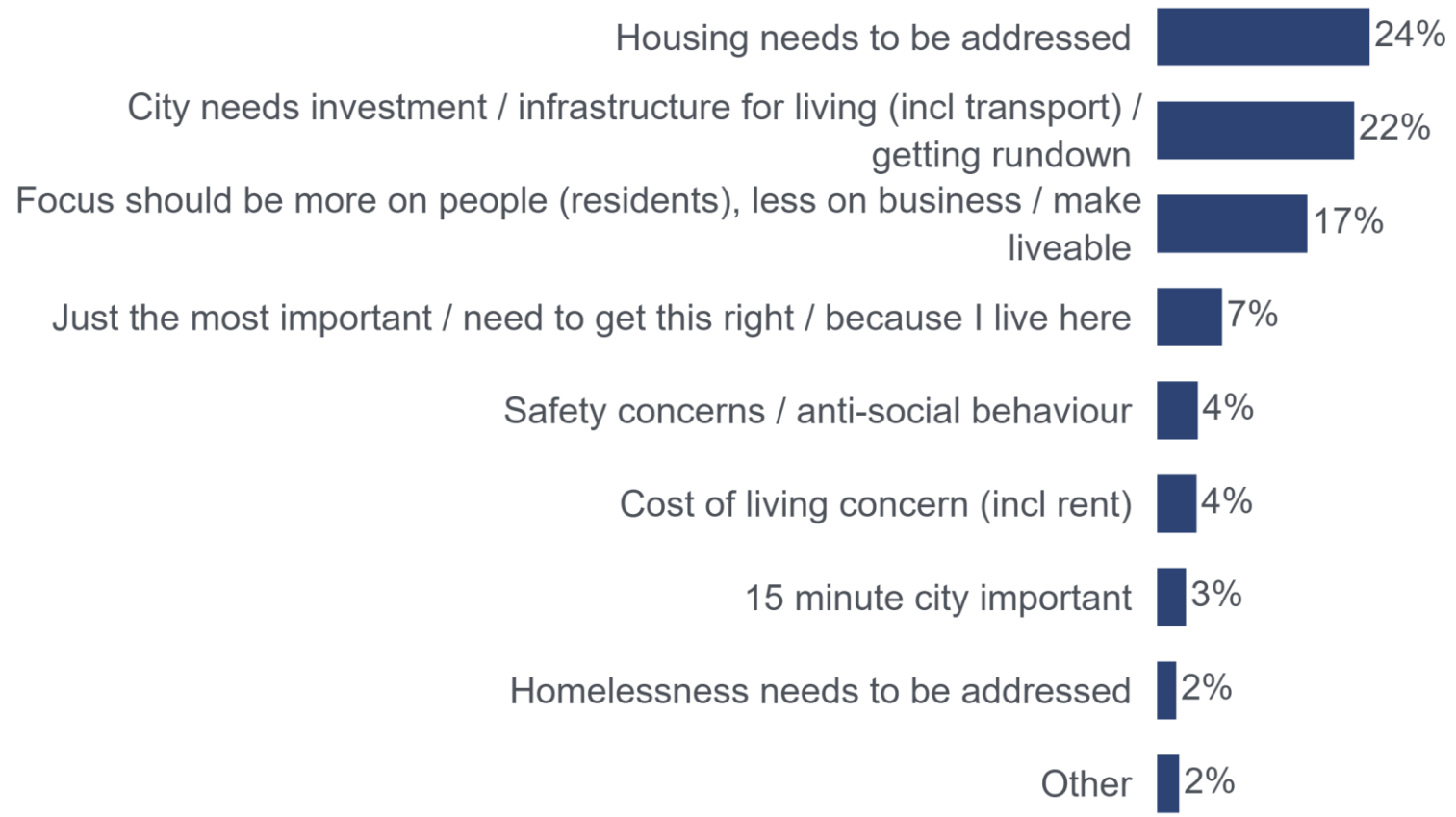


What, if anything, is missing from these goals that you feel is important for the economic development of Dublin City in the next 5 years?



Base: Anything missing from the goals 437

What are your reasons for choosing "Promote urban development & Dublin as a living city" as the most important goal?



What are your reasons for choosing "Promote sustainable, green business practices" as the most important goal?

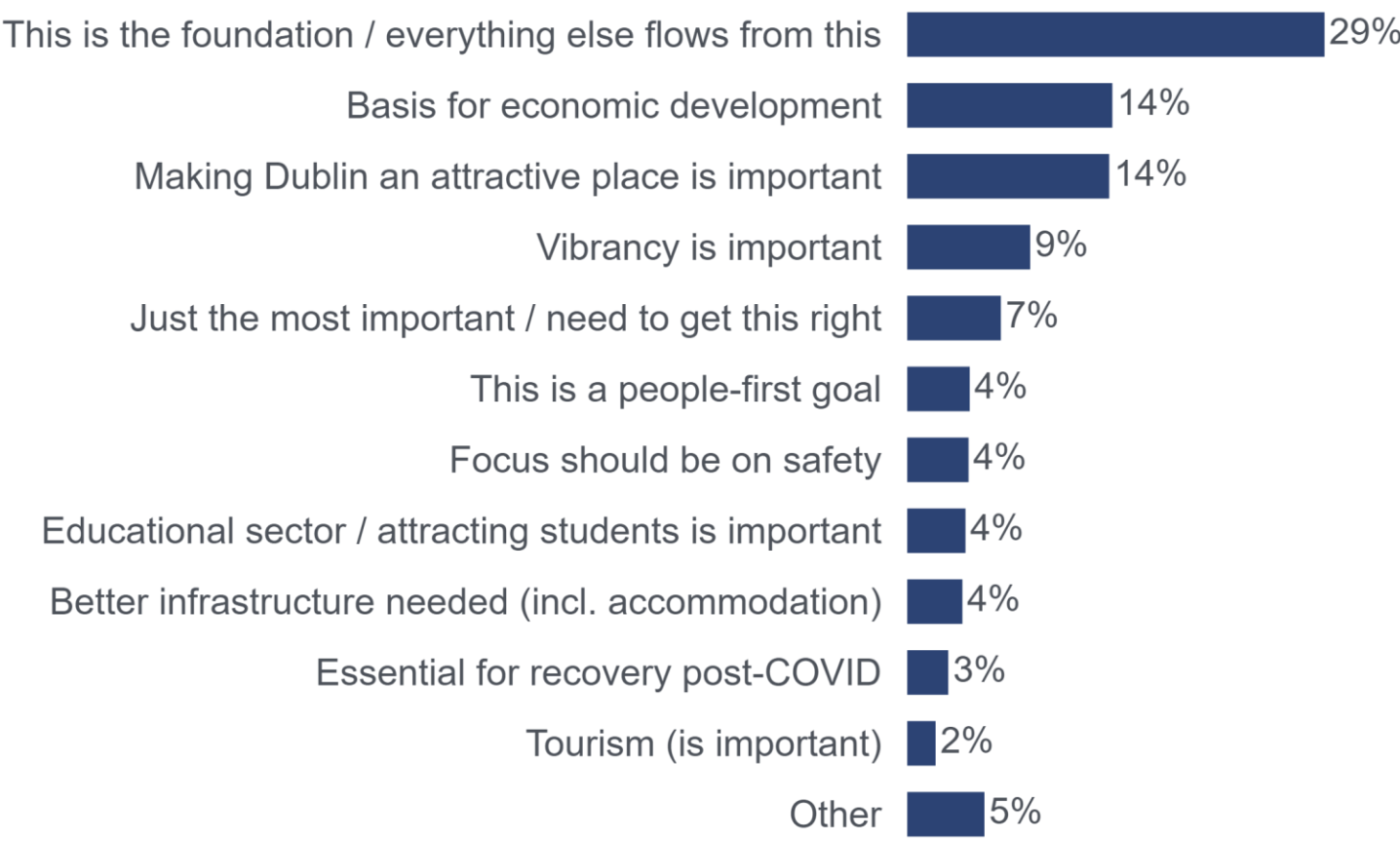


Base: Promote sustainable, green business practices 202

What are your reasons for choosing "Sustain vibrant cultural life" as the most important goal?

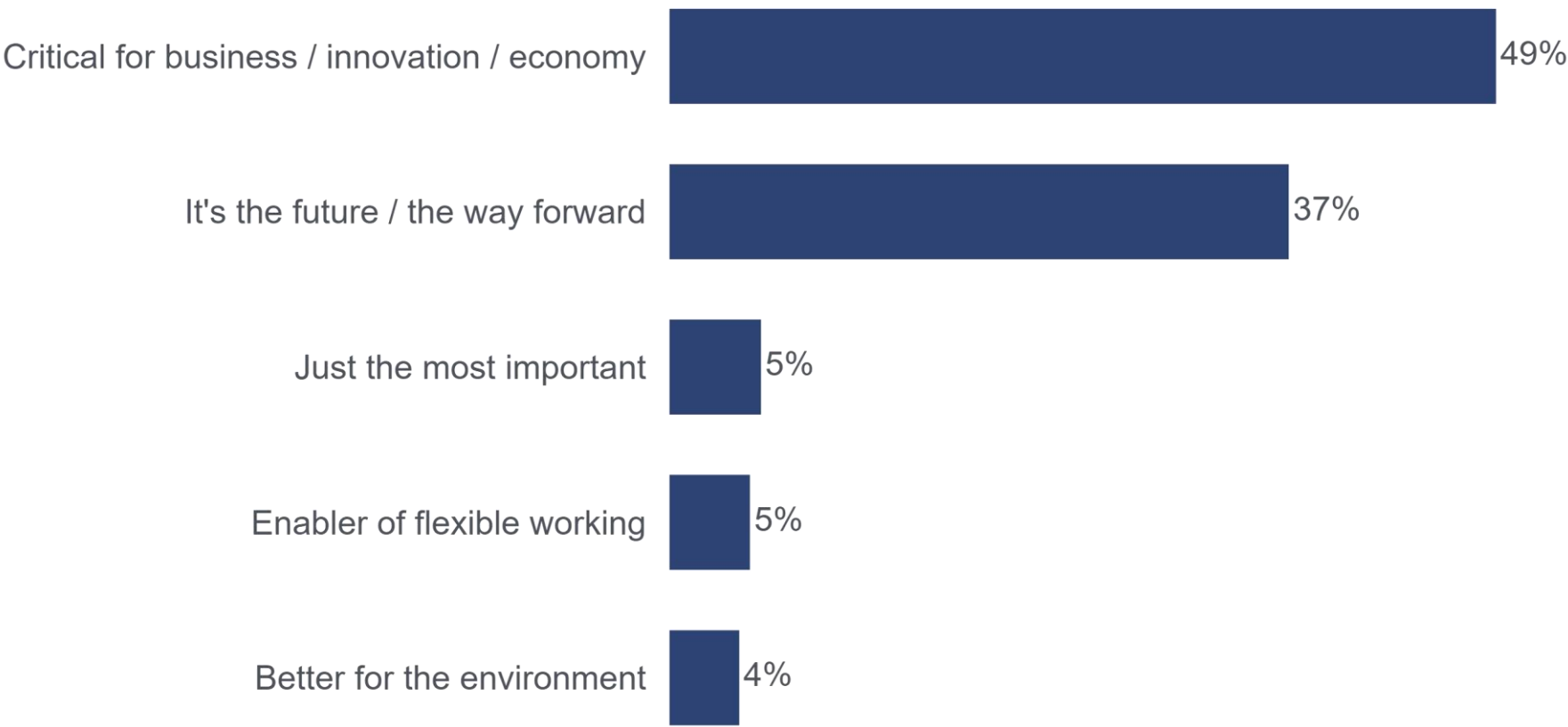


What are your reasons for choosing "Promote the city for working, studying, visiting & investing" as the most important goal?



Base: Promote the city for working, studying, visiting & investing 107

What are your reasons for choosing "Grow a strong, diverse digital economy" as the most important goal?



What are your reasons for choosing "Respond to innovative trends" as the most important goal?

Common theme – Need to remain relevant / move with the times

Base: Respond to innovative / emerging trends 19

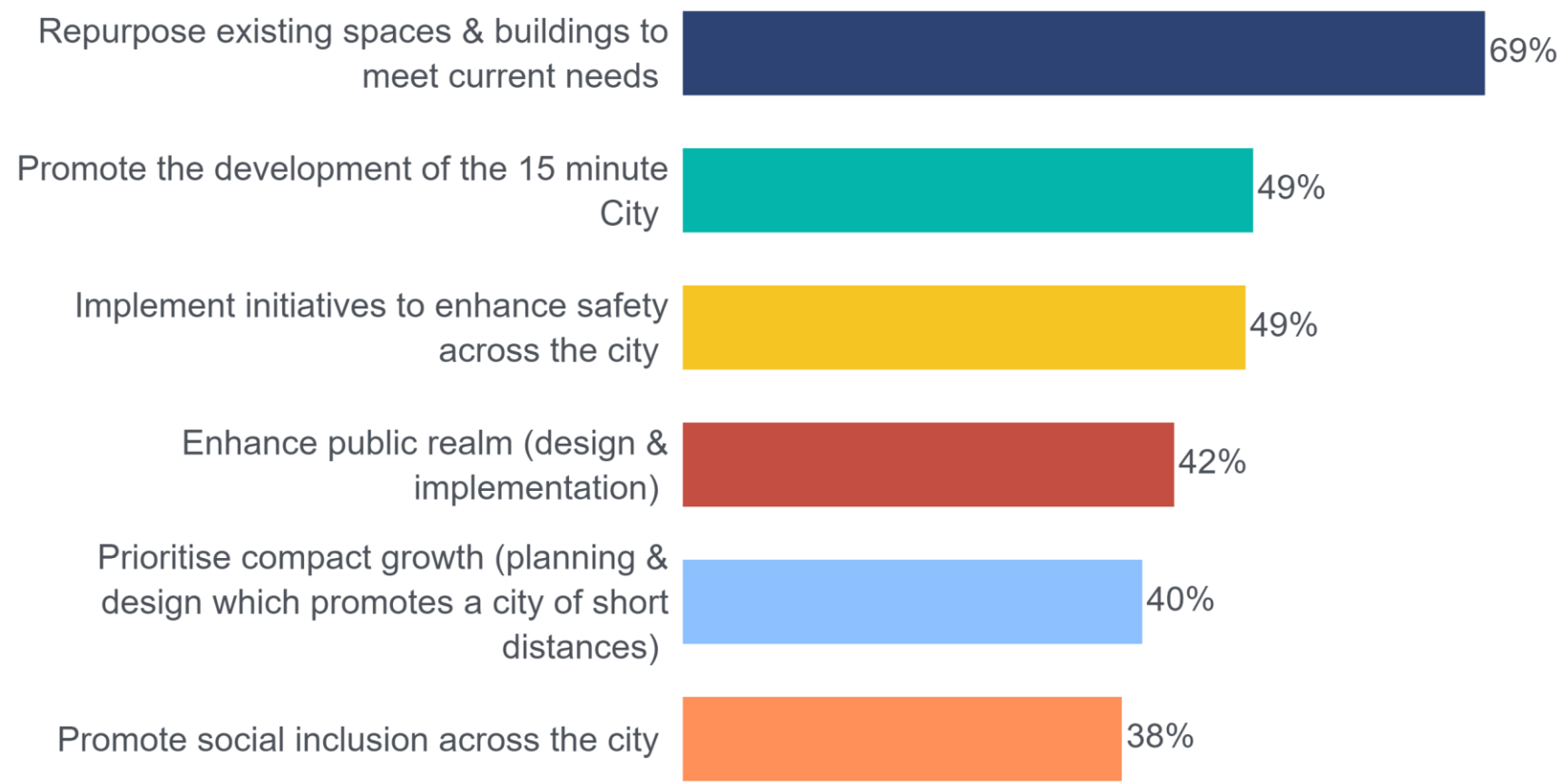
What are your reasons for choosing "Expand international relations" as the most important goal?

Common theme – Need good international relations to survive / thrive

Base: International relations 8

Priorities for Each Goal

What do you feel should be the priority areas of work for Dublin City Council under the goal of
“Promote urban development & Dublin as a living city”
% selecting in top 3

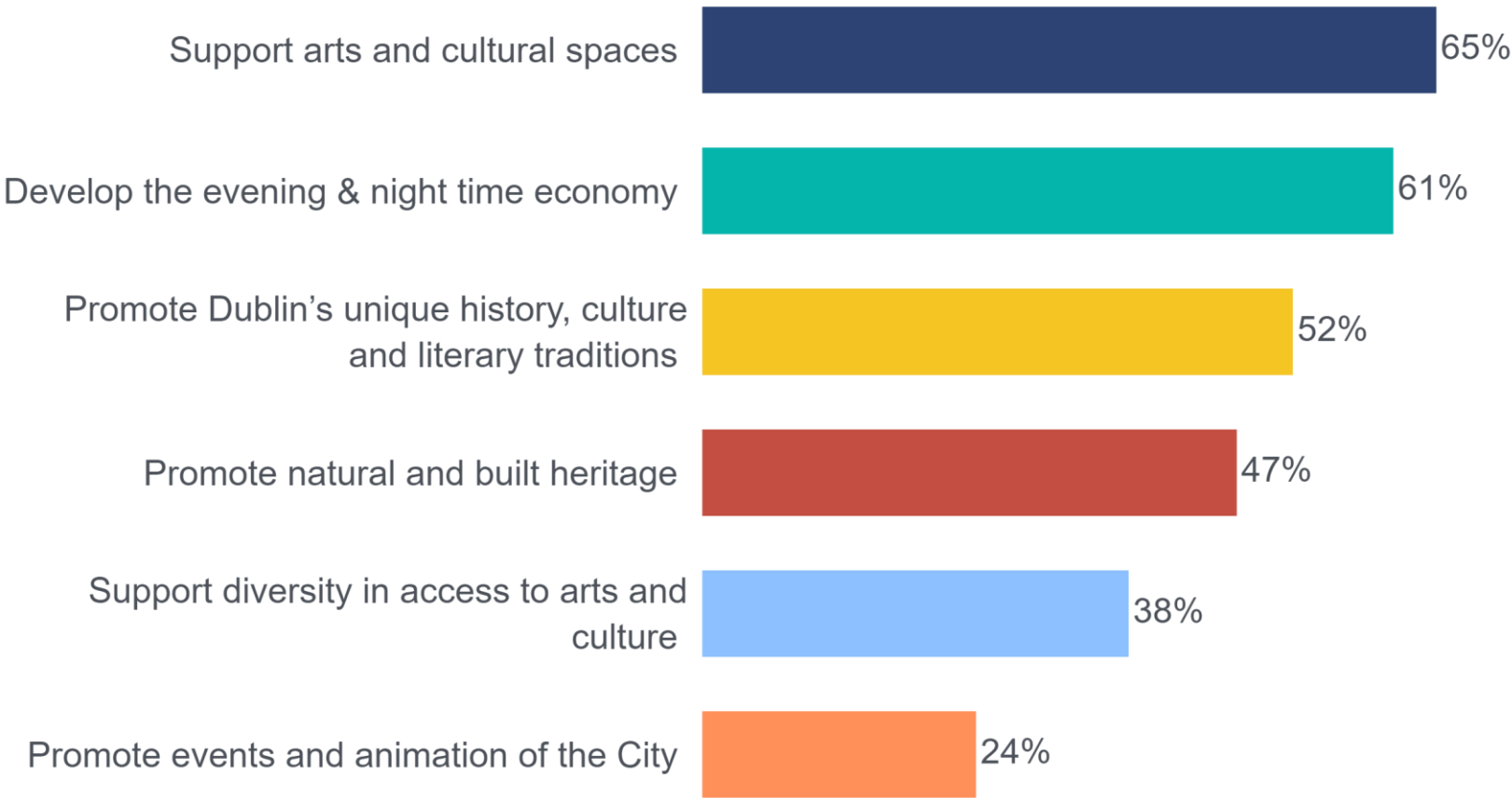


- Safety initiatives are a higher priority among females and over 65s.
- The 15 minute city resonates more with those aged 18-34, as well as among those with higher monthly income.
- “Promote social inclusion” is ranked third among those in the lowest monthly income band.

What do you feel should be the priority areas of work for Dublin City Council under the goal of
“Promote sustainable, green business practices”
% selecting in top 3

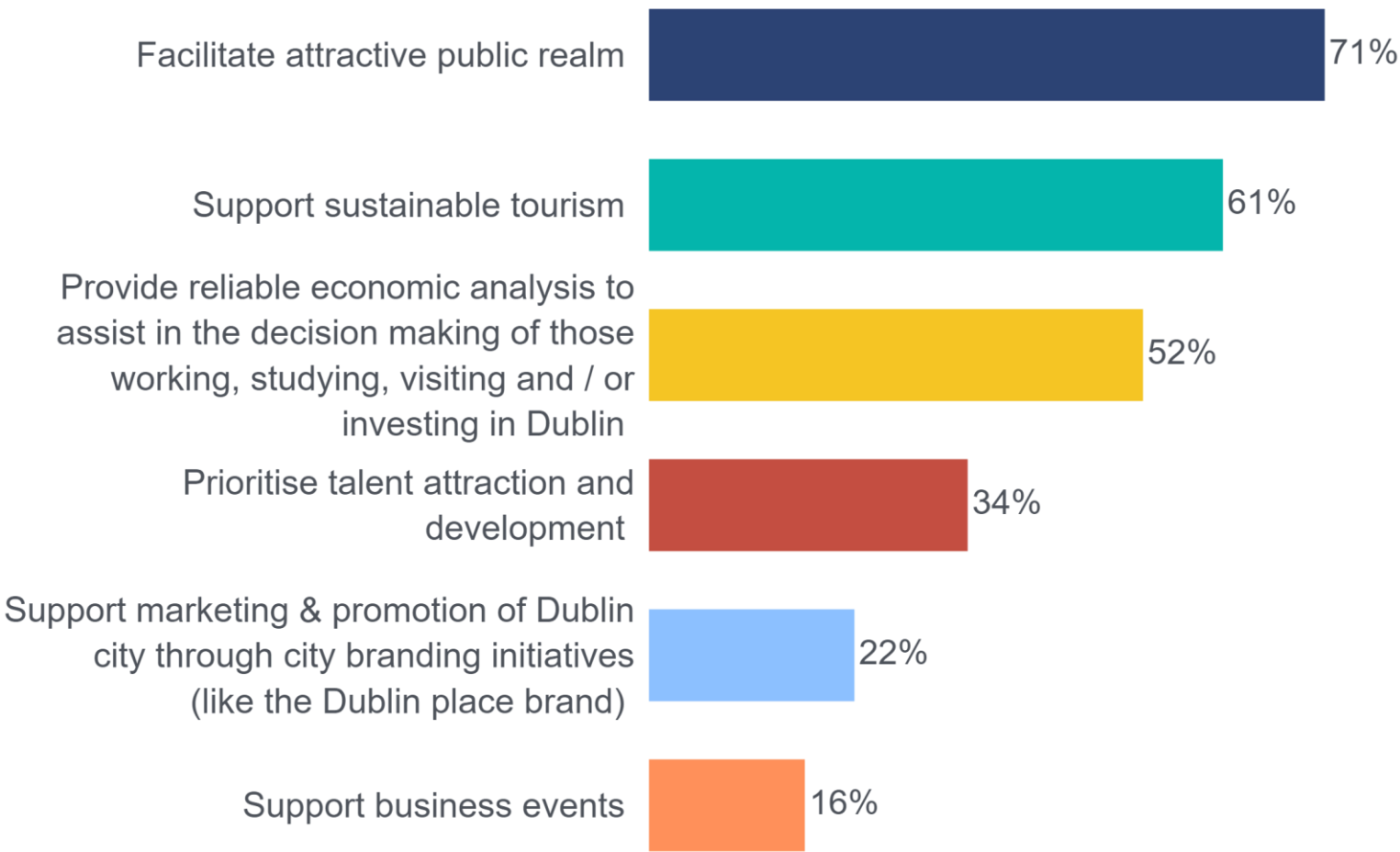


What do you feel should be the priority areas of work for Dublin City Council under the goal of
“Sustain vibrant cultural life”
% selecting in top 3

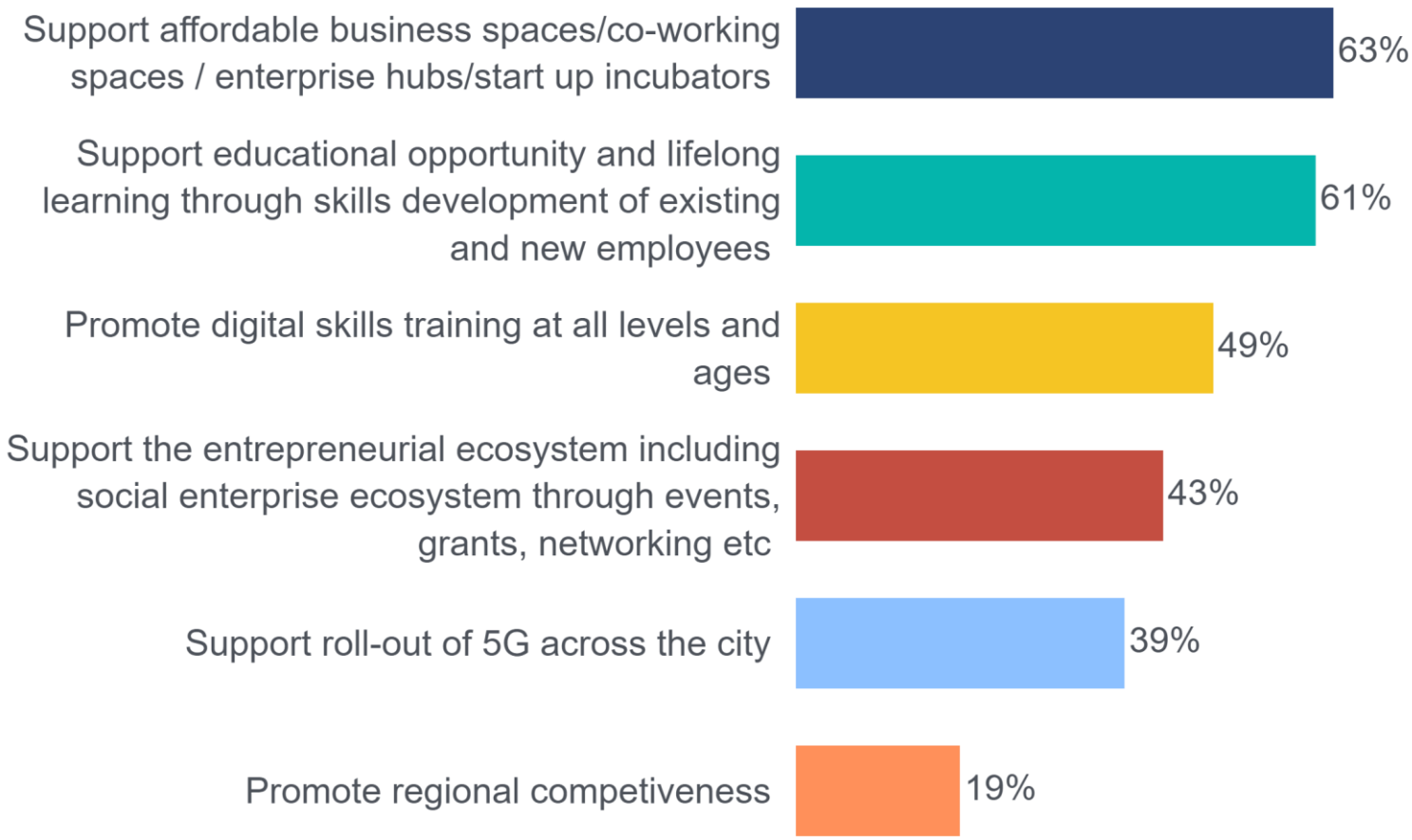


- “Develop the evening and night-time economy” was the highest priority among male respondents as well as among younger respondents.

What do you feel should be the priority areas of work for Dublin City Council under the goal of
“Promote the city for working, studying, visiting and investing”
% selecting in top 3



What do you feel should be the priority areas of work for Dublin City Council under the goal of
“**Grow a strong, diverse, digital economy**”
% selecting in top 3



- Support for digital skills training is a priority for 60% of over 65s.
- Supports for lifelong learning and for digital skills training are higher priorities among lower income groups.

What do you feel should be the priority areas of work for Dublin City Council under the goal of
“Responding to innovative / emerging trends”
% selecting in top 3



- “Support city centre as retail trends change” is the top priority for over 65s with 81% versus 3rd priority with 41% for 18-34 year olds.

What do you feel should be the priority areas of work for Dublin City Council under the goal of “**Expand international relations**”
% selecting in top 3



For further information please
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