



NOAC

Local Authority Satisfaction Survey 2018/19

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INTRODUCTION

Background

- In 2018, Ipsos MRBI was commissioned by NOAC to conduct a survey among the general public to establish their satisfaction with their Local Authority.
- The first survey, conducted in 2018, surveyed the 10 largest LAs. The second survey, completed in March 2019, was conducted with the 10 medium sized LAs and Galway City. The remaining 10 Local Authorities will be surveyed in 2020.

2018	2019	2020
Dublin City	Kilkenny	Westmeath
Dun Laoghaire-Rathdown	Louth	Laois
Fingal	Wexford	Offaly
South Dublin	Wicklow	Cavan
Cork County	Clare	Sligo
Limerick	Cork City	Roscommon
Galway County	Kerry	Monaghan
Kildare	Waterford City and County	Carlow
Meath	Galway City	Longford
Tipperary	Mayo	Leitrim
	Donegal	

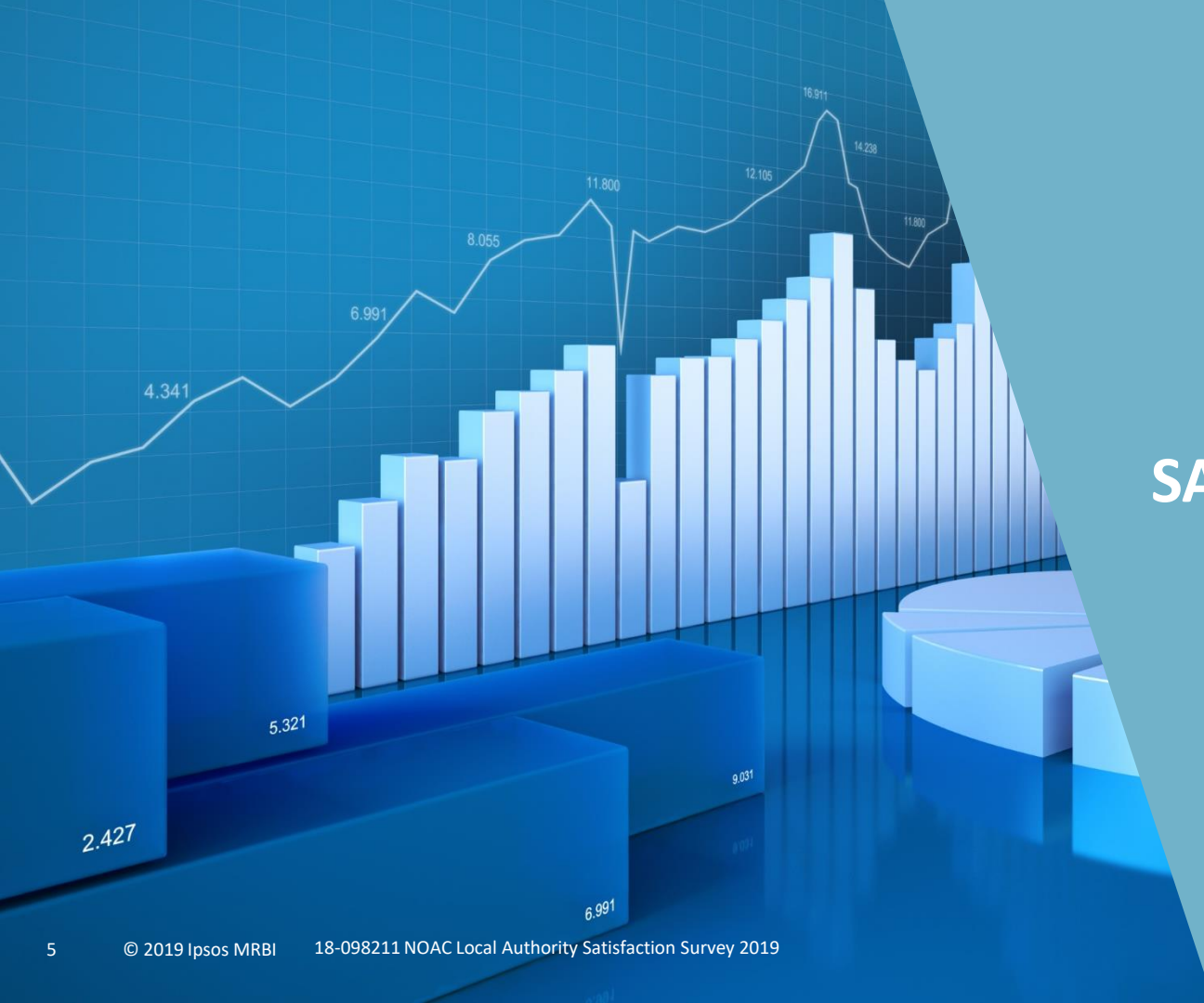
- On completion of the last 10 LAs in 2020, a final report will be produced with data for all 31 LAs, together with a summary infographic to help communicate the findings to a wider audience.



Methodology

- A face-to-face in-home CAPI (Computer Aided Personal Interviewing) methodology was utilised.
- Stratified random sampling was used to ensure that the sample points selected were distributed across the local authority area according to population.
- Quota controls ensured that participants were representative of the Local Authority population by age, gender and social class.
- 100+ interviews were completed per Local Authority.
- **Margin of error for total sample of 1,000 interviews is approx. +/-3%.** Margin of error for individual LA results of 100 interviews is approx. +/- 10%.





SATISFACTION

Local Area

2018 (92%)

2019 **94%**

Agree that
their 'Local
Area Is A Good
Place To Live'

(76%)

83%

Agree that
their 'Local
Area Is A Good
Place To Work'

(84%)

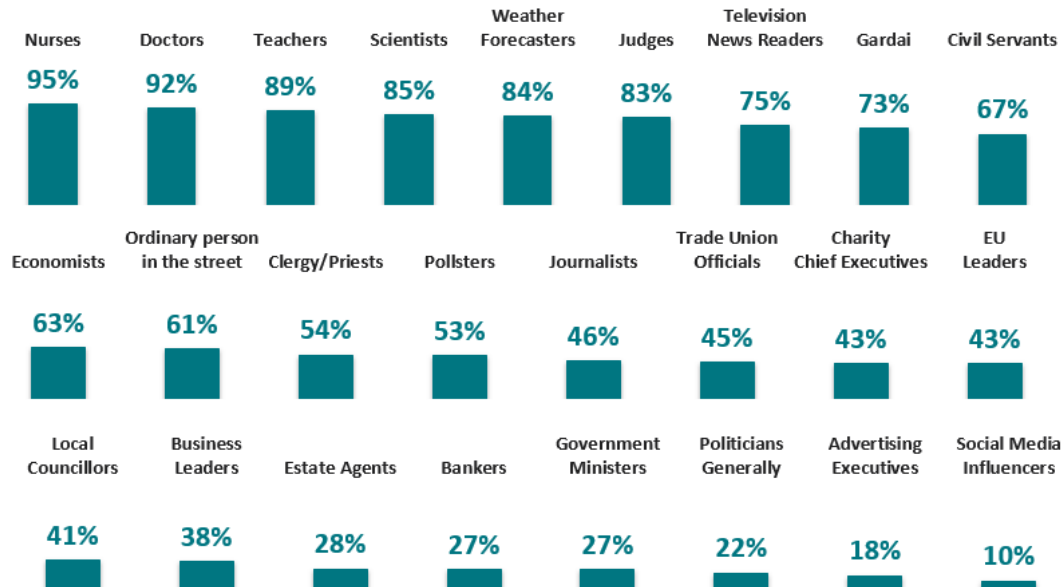
90%

Feel a fairly
strong or very
strong 'Sense
of Belonging to
their Local
Area

Trust – Some Ipsos MRBI Data, For Context

Veracity Index 2019 – Who Do We Trust The Most?

Most Trusted Professions 2019



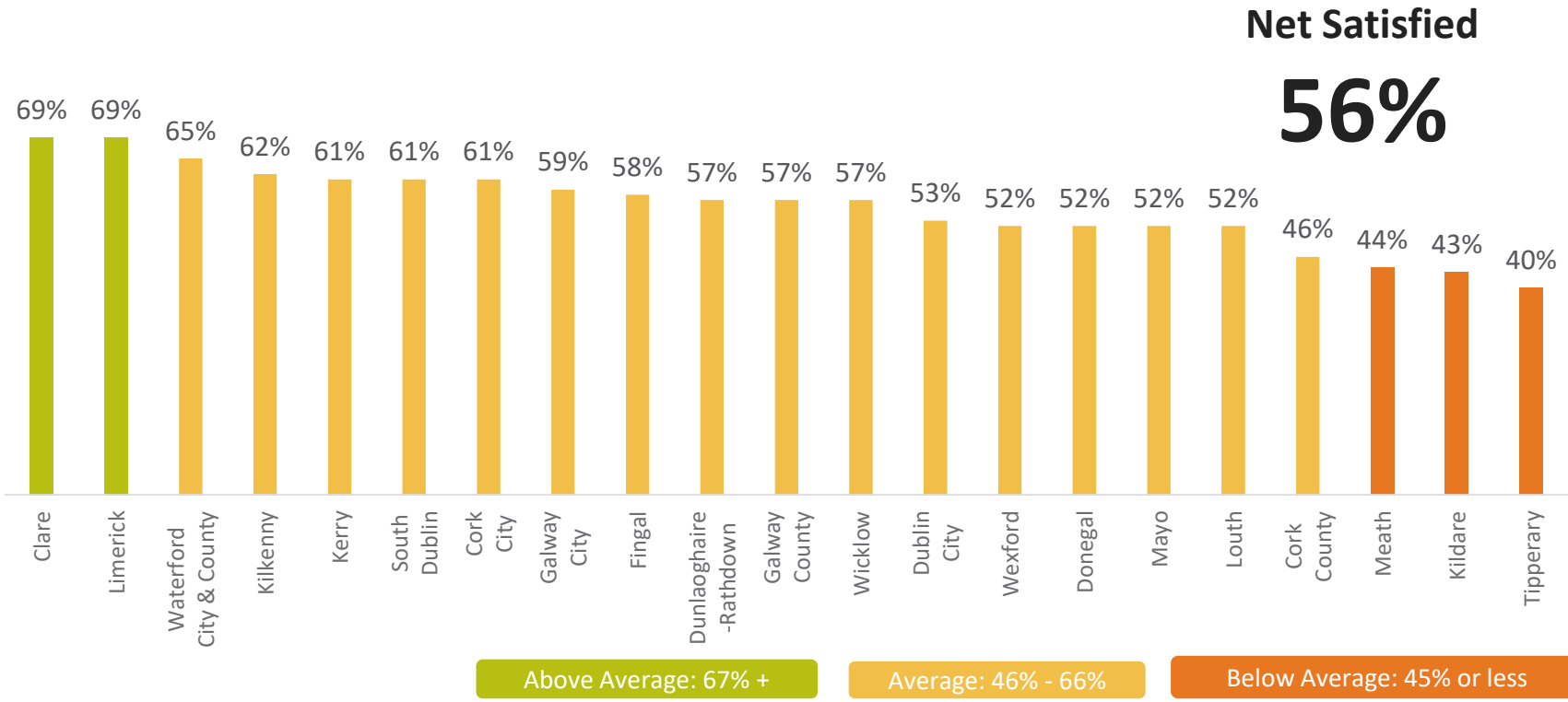
Source: Ipsos MRBI Veracity Index Q4 2018

Summary 2018 And 2019 Results

	2018	2019
Satisfaction with Local Council	53%	58%
Agree Local Council is Doing a Good Job	47%	54%
Agree Local Council is Open & Transparent	29%	39%
Agree Local Council Promotes Economic Activity	48%	55%
Are Well Informed by Local Council	38%	41%
Local Council Provides Good Value for Money	27%	30%

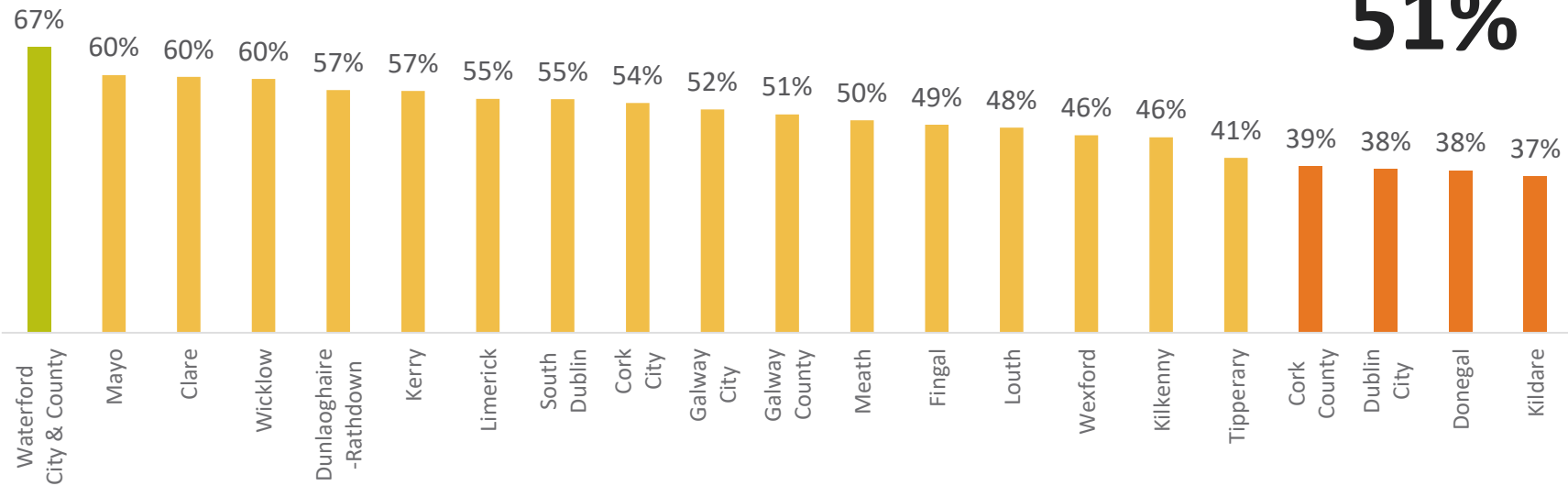


Satisfied With Local Council



Local Council Doing a Good Job

Net Agree
51%

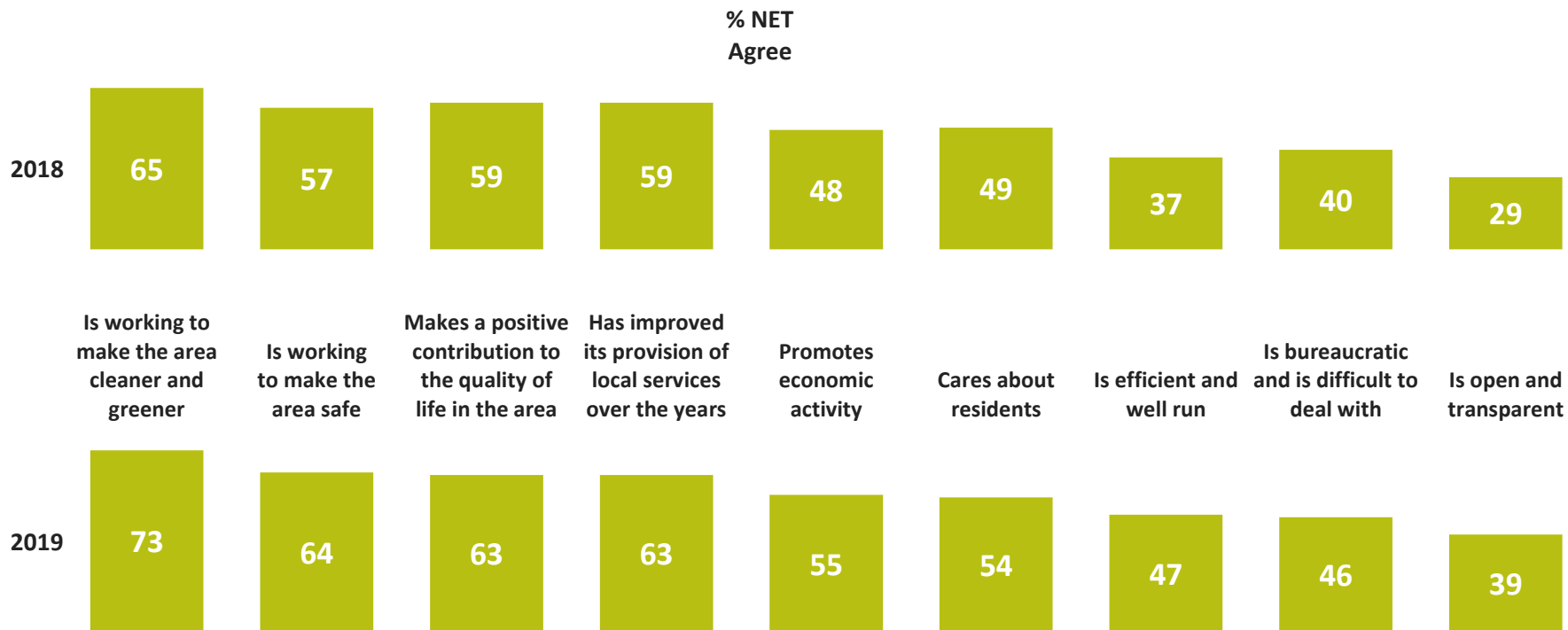


Above Average: 62% +

Average: 41% - 61%

Below Average: 40% or less

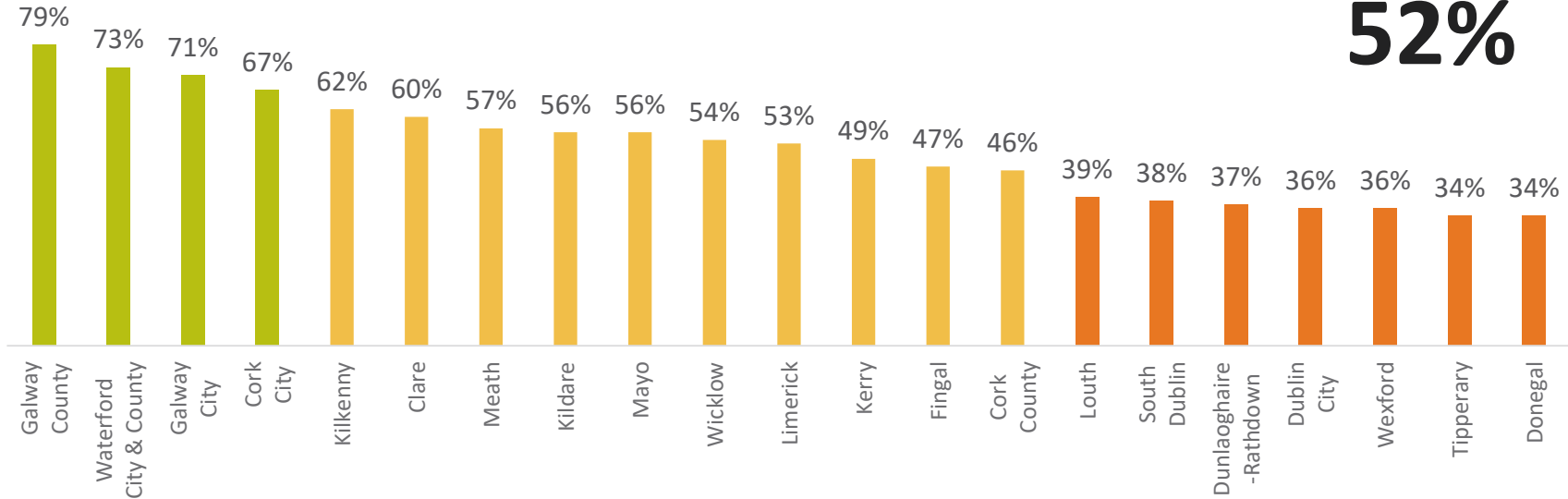
Agreement With Statements About Council



Q.9 Here are some things that other people have said about their Local Council. To what extent do agree or disagree these statements apply to your [Local Council]?
 Base: All Respondents: 1,144

Local Council Promotes Economic Activity

Net Agree
52%

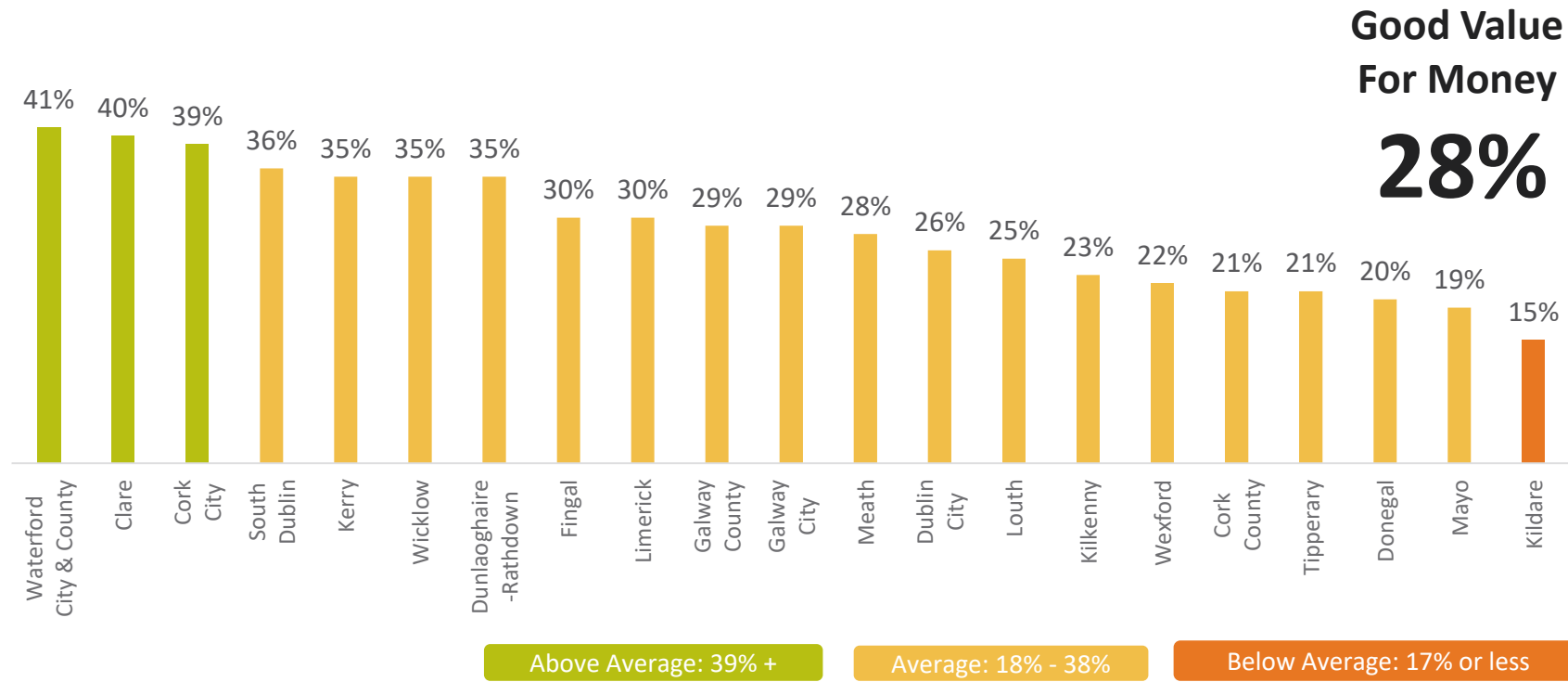


Above Average: 63% +

Average: 42% - 62%

Below Average: 41% or less

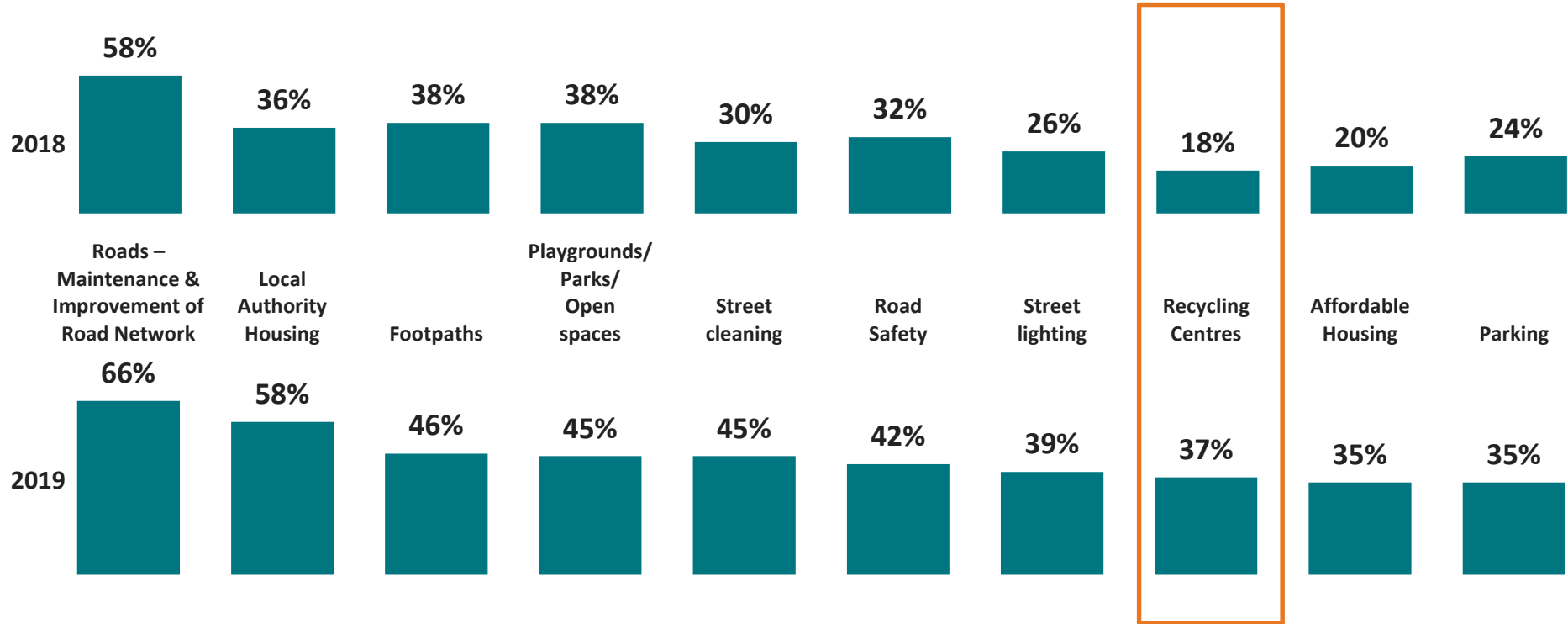
Local Council Provides Value for Money





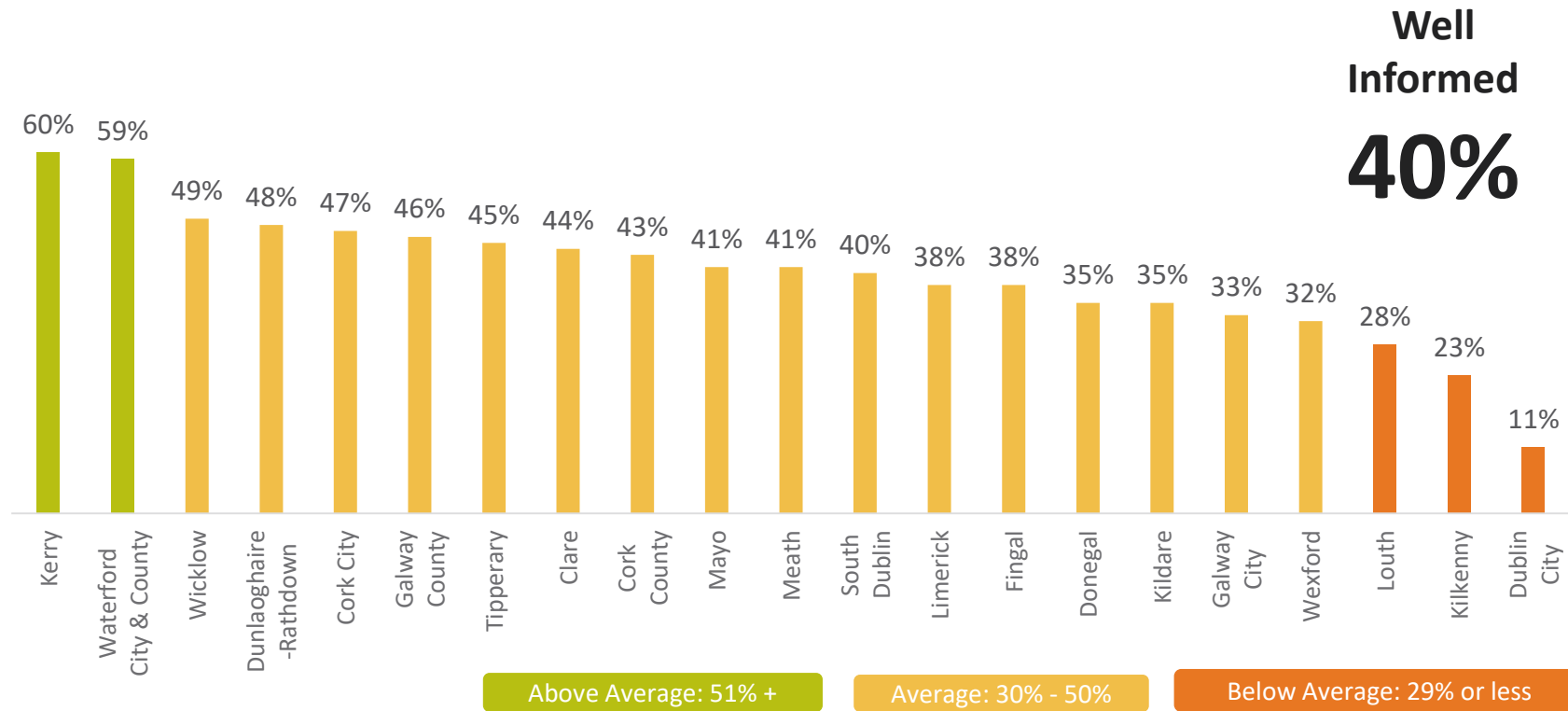
AWARENESS & ACCESS

TOP 10 – Awareness Of Services



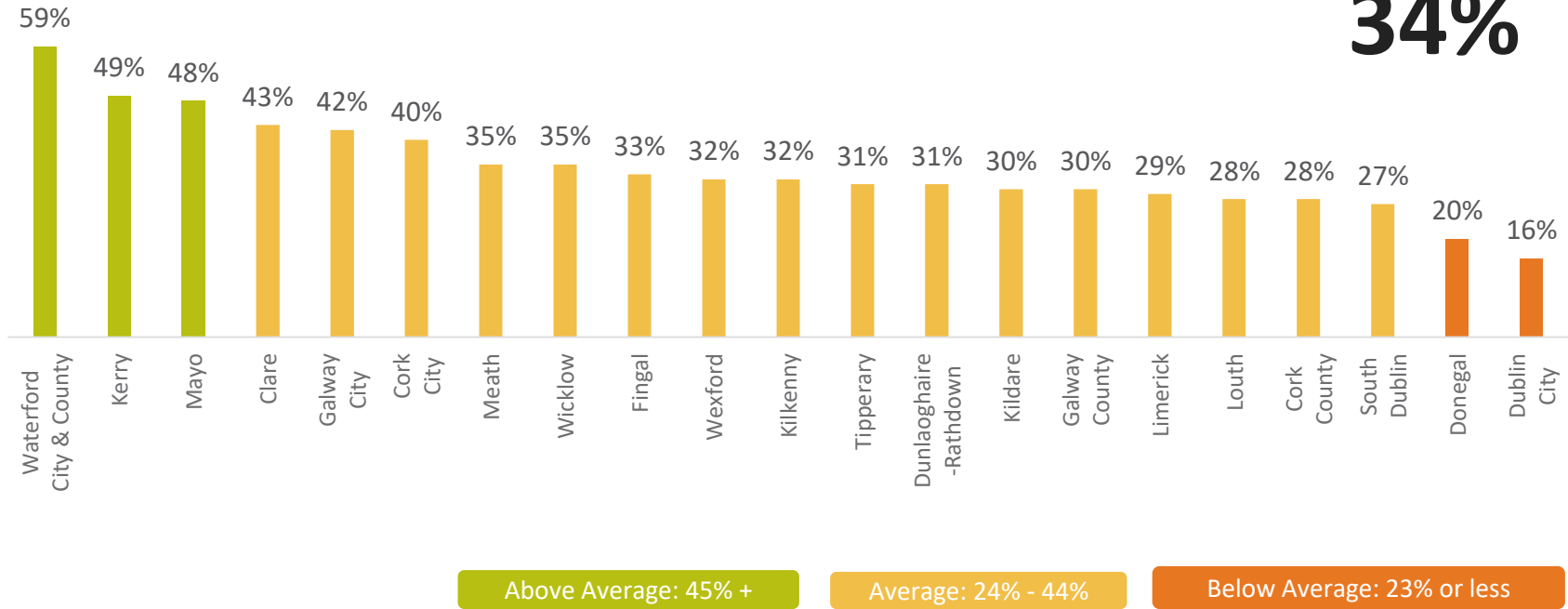
Q.10 What services do you think [Local Council] provides or are responsible for?
Base: All Respondents: 1,144

Informed By Local Council



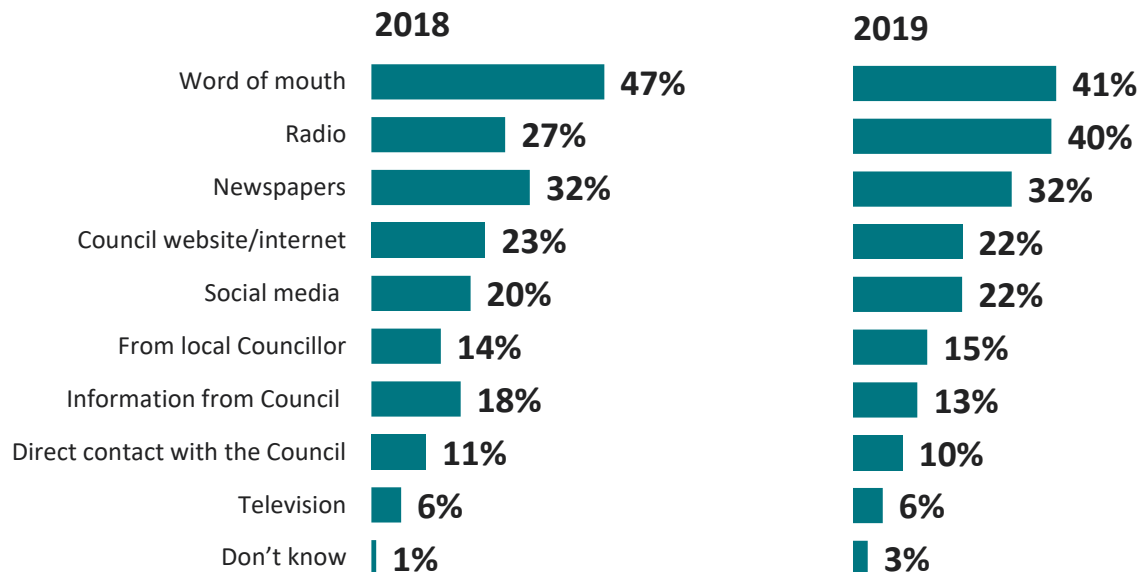
Local Council Is Open And Transparent

Net Agree
34%



How Find Out About Local Council

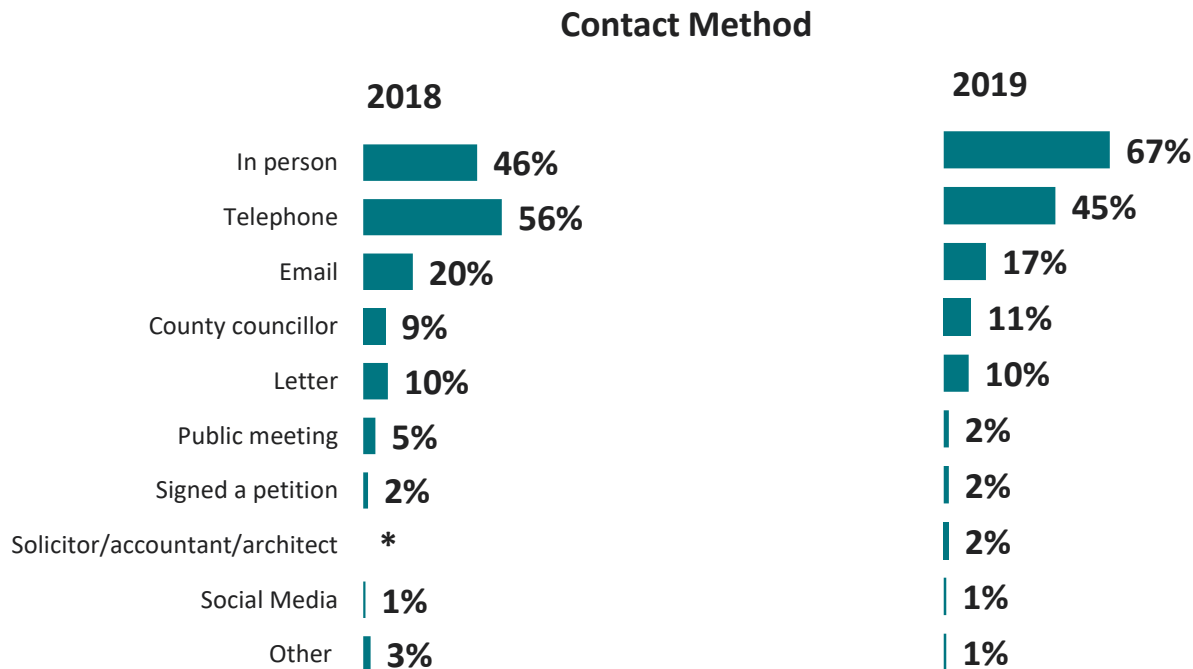
All with Some Knowledge



Q.16 How do you find out about [Local Council]?

Base: All Respondents: 1144

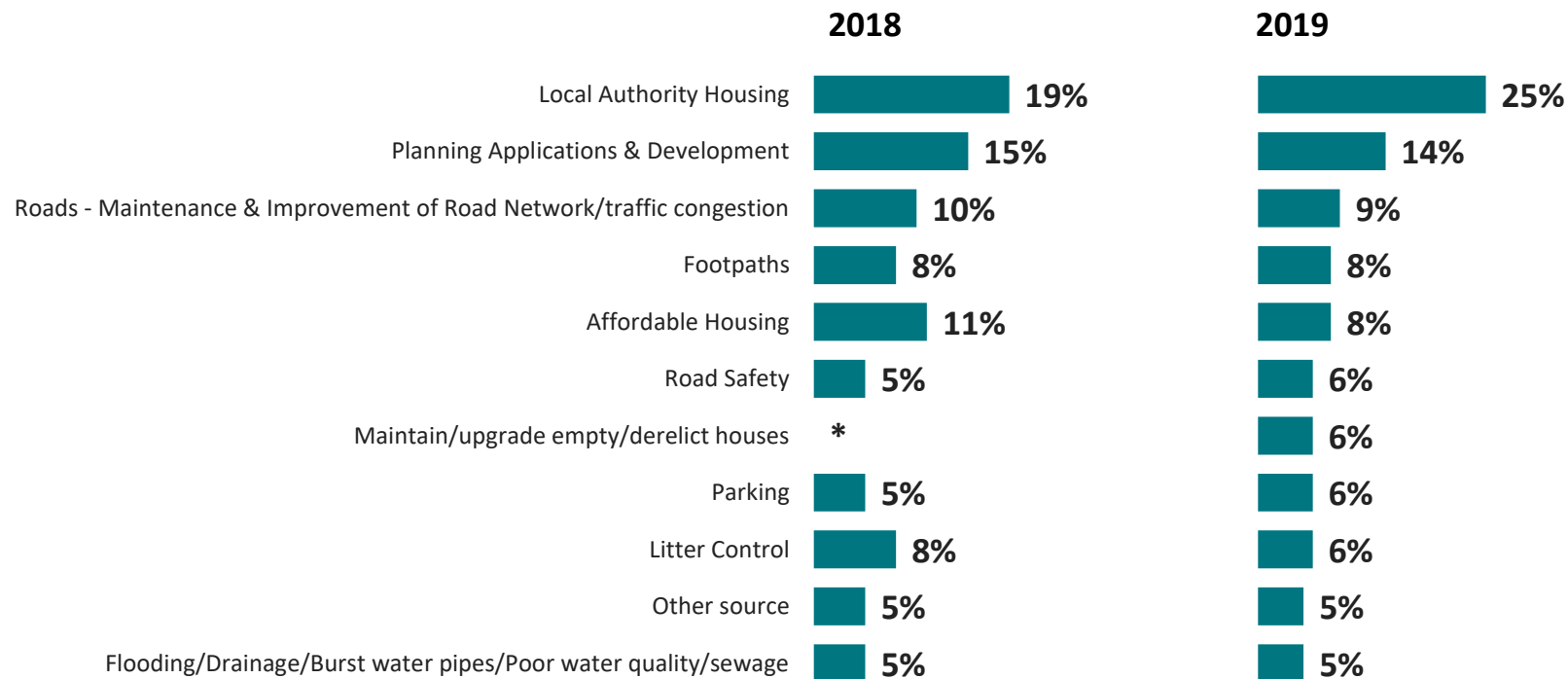
How Contacted Local Council In Last 5 Years



Q.22 How did you contact [Local Council] (in the past five years)?

Base: All who contacted Local Council: 357

Reasons For Contact



Q.23 For which of the following reasons did you contact [Local Council] in the last 5 years?
 Base: All who contacted Local Council : 357



KEY POINTS

Key Points

The vast majority of respondents agree their local area is a good place to live and work, and have a strong sense of belonging. This commitment to community is something to be welcomed and fostered.

It is widely recognised that the Council is responsible for local infrastructure, mainly roads, parks and housing. On balance, the Local Councils are seen to be doing a good job, even if residents are not convinced they are getting value for money.

Most residents do not agree that they feel informed or that their Local Council is open and transparent. The opportunity, therefore, is to:

- make residents more aware of the range of services undertaken by Councils (and, by extension, the value for money they receive).
- be proactive in making contact with residents, so not just residents with problems get to interact with their Council.
- Use all channels available – enabling residents to use digital channels is important, but the preference is still for traditional methods of communicating and these should continue to be offered.





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