



Customer satisfaction market surveys: design and impact.

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296,214

**WHAT DO THEY THINK OF
US?**



Fingal County Council Residential Satisfaction Survey:

Date: May 2017

Job Reference: 219417



REDC

Methodology and Profile



- 589 face to face interviews
- Residents aged 18+
- Quotas and weighting set to ensure correct demographics
- 50% Male, 50% Female
- 31% (18-34), 40% (35-49), 28% (50+)
- 44% (ABC1), 56% (C2DE)
- Five electoral areas
 - Howth/Malahide (19%), Balbriggan (18%), Mulhuddart (19%), Castleknock (22%), Swords (23%)

Survey Pillars



1. Personal Experience Living in Fingal County
2. Issues of Concern
3. Awareness of Fingal County Council
4. Satisfaction of Fingal County Council
5. Contact with Fingal County Council
6. Communication

KEY FINDING 1

People like living in Fingal

88%
Good for
children

85%
Good quality
of life

76%
Good place
to work

69%
Good Public
Services

79%
Good place to
do business

95%
Good place
to live

76%
Good
Facilities

81%
Good Local
Amenities

87%
Good place
to visit

82%
Strong local
communities

KEY FINDING 2

Lack of awareness of Council

Favourability Rating down (61% v 66%)

Value for Money rating of Council Services down (44% v 55%)

Awareness of Council down (33% v 53%)

Contact with Council down (40% v 47%)

Satisfaction with Council's handling of enquiries down (61% v 74%)

THE DISCONNECT

Local Property Tax

- 49% didn't know LPT is used by Council to improve local services
- 20% awareness in Balbriggan EA

THE DISCONNECT

Swords

- 47% living 20+ years in area
- 94% like living there
- 20% awareness of Council
- 30% unhappy with local public services
- 31% unhappy with enforcement of planning and environment issues
- 30% unhappy with Planning & Development
- Survey was running parallel to Development Plan process
- Fears about plans to grow the town

NEXT STEPS

- Improve awareness of Council
- Improve interaction with customers
- Identify, collect and analyse all available metrics
- Redo Survey in 2019

Questions