Balbriggan Today; A Summary Socio-Economic Profile



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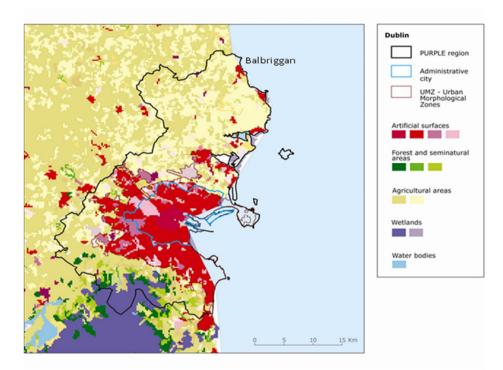
2.0 Balbriggan Today: Summary profile

2.1 Introducing Balbriggan

The historic town of Balbriggan is located on the northern edge of Dublin's Fingal administrative area. A coastal location, it's approximately 32 km north of Dublin city. Balbriggan has experienced huge population growth in the early part of the 2000's as a result of the demand for housing within the wider Dublin region with hundreds of new homes being built. Change presents opportunities for the town, but also a number of challenges such as ensuring that there is sufficient sustainable local employment available to support this growing population.

Balbriggan is the fastest growing town in Ireland, comprising two Electoral Districts (ED's), Balbriggan Urban and Rural. The Rural ED experienced a 71% population growth from 9,615 in 2006 to 16,479 2016, making it one of four of the fastest growing electoral divisions in the State, more than double the population of the Urban ED.

Figure 3 Greater Dublin Area topography



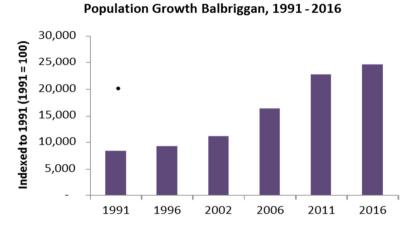
Source: European Environmental Agency



2.1.1 Population

Census 2016 shows that Balbriggan's population now stands at 24,611. It is worth noting however the latest Census introduced a new 'Settlement' category. The Balbriggan settlement population is 21,722.

Figure 4

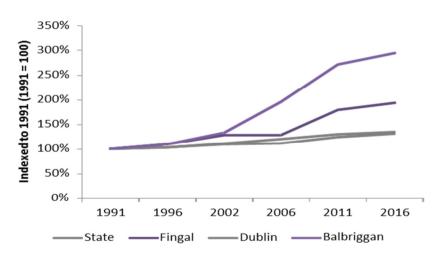


Population Growth Balbriggan, Indexed to 1991

As previously mentioned the majority of population growth has occurred in the Rural Balbriggan ED, which in 1991 accounted for 35%

of Balbriggan's population and, in 2016 accounts for 67% of Balbriggan's population it comprises the large new housing estates of Moylaragh, Flemington and Castleland. In the ten years from 2006 - 2016, the population increase in Balbriggan Urban, has been more modest but still significant. From 2006 – 2016 it increased by 21% from 6,731 to 8,114.

Figure 5



Population Growth Balbriggan, Indexed to 1991



These growth figures are indicative of the rapid population growth Balbriggan has experienced over a 25 year period (94%). By comparison the national population grew by 35% and Dublin's population by 31%. In a Fingal context the population increases in Balbriggan over the last decade are similar to the entire populations of Fingal towns such as Baldoyle, Howth, Lusk, Rush and Skerries.

2.1.2 Age Profile

Fingal is the youngest county in the State with an average population age of 34.3 years. Almost one-third (30.5%) of the population are age dependent (0-14 years) in Balbriggan. 12.2% are 0-5 years compared to 8.5% for the State. A further 10.7% are aged between 15-24 years.

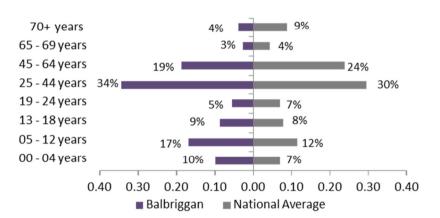
Balbriggan is the youngest town in the state with an average age of 30.8 years, by comparison the average age is:

- 34 years in Fingal;
- 37 years in Dublin; and,
- 37 years nationally.



As of 2016, 75% of Balbriggan's population is 44 years old or below. Nationally this figure stands at 63%.

Figure 6



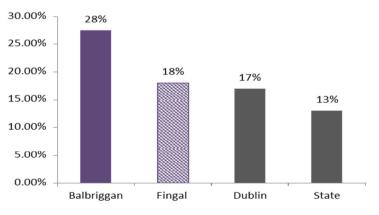
Demographic Comparison

2.1.3 Ethnicity, Nationality & Language

28% of Balbriggan's population was born outside of Ireland. This is significantly higher than the national figure of 13%. 4,060 (19.1%) consider themselves non-Irish nationals. The reduction in percentage can be attributed in part to the number of people being awarded Irish citizenship over the last number of years (a high proportion of which would have been asylum seekers and people of African Origin).

Of other significant note, the Polish community by birthplace represented 5.44% (1,176) of the overall population.

Figure 7



Percentage of Population Born Outside of Ireland, 2016

There are 179 people who identified as Travellers in Balbriggan. According to the Census, the total number of Travellers across Fingal was 1,315.

Language: 906 people indicated that they spoke English either 'not well or not at all'.

*Figures regarding the no. of nationalities & no. of languages spoken in Balbriggan to be confirmed.



2.1.4 Employment, Education & Industry

The National Planning Framework (NPF) Section 4.2 references Balbriggan alongside Navan and Portlaoise as Irelands 'fastest growing towns in the state between 1996 – 2016, where population has grown rapidly, without equivalent increases in jobs'.

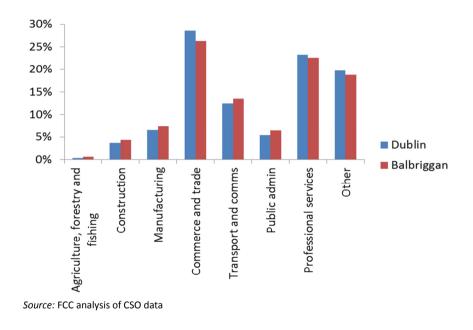
Settlement Name Population 2016 Resident **Total Jobs** Jobs: Resident Workers Workers Navan 30,173 12,190 8,970 0.736 Balbriggan (Settlement) 21,722 3,436 0.411 8,362 Newbridge 22,742 0.677 9,634 6,526 Greystones-Delgany 18,140 7,828 2,514 0.321 Portlaoise 22,050 8,438 8,410 0.997 0.785 Swords 39,248 19,531 15,338

Table X draws on data from Appendix 2 in the NPF

Table x highlights the Jobs: Resident Workers ratio is significantly lower in Balbriggan than it is for either Navan or Portlaoise. Greystones -

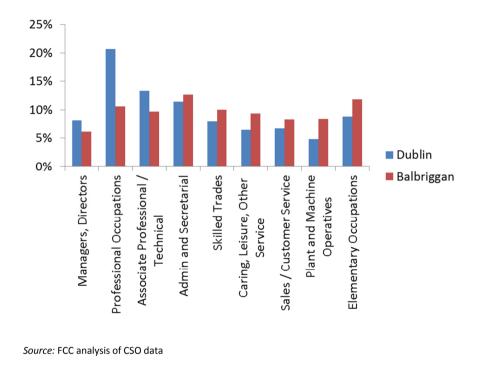
Comhairle Contae Fhine Gall Fingal County Council Delgany is included as it is almost equal distance to Balbriggan to Dublin City Centre and Newbridge for its similar population size.

Figure X Share of workforce in industry groups



The industrial profile of the local workforce largely mirrors that of the wider Dublin economy.

Figure Y Share of workforce in occupation groups



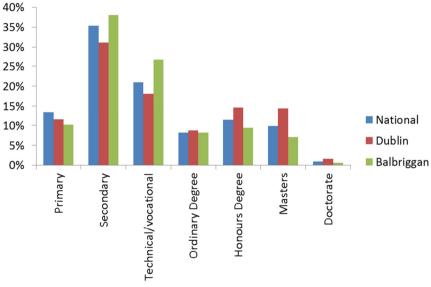
The Balbriggan workforce is comparatively more concentrated in occupation groups with lower average wage levels.

Education



The level of educational attainment is largely similar to the national position. However, Balbriggan residents are more concentrated in the lower educational groupings than the wider Dublin region

Figure X Highest level of educational attainment

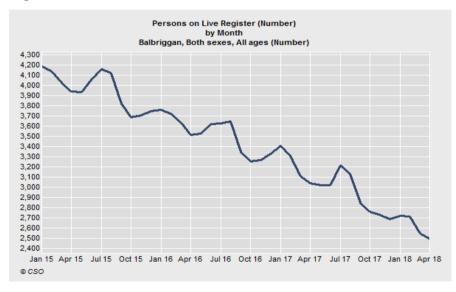


Source: FCC analysis of CSO data

2.1.5 Live Register

Figure X & Y break down the Live Register for the Balbriggan Office¹ which records numbers of people (with some exceptions) registering for Jobseekers Benefit (JB) or Jobseekers Allowance (JA), part-time workers seasonal and casual workers entitled to JB and JA.

Figure X



¹ The Balbriggan INTREO office covers Balbriggan, Skerries, Rush, Lusk, Garristown, Stamullen, Clonalvey, Balrothery, The Naul and Gormanstown



Figure Y Live Register Balbriggan INTREO Office, 31/12/2017

Occupation Major Groups (CSO)	Total
Associate Professional And Technical Occupations	127
Clerical And Secretarial Occupations	360
Craft and Related Occupations	392
Managers and Administrators	246
Other Occupations	310
Personal And Protective Service Occupations	262
Plant And Machine Operatives	444
Professional Occupations	152
Sales And Customer Service Occupations	207
Unknown or no stated occupation or those who never worked	191
Grand Total	2691

Source: DEASP statistics unit

Figure y shows 44.4% of the overall numbers of registrations are concentrated in three occupation major groupings; Plant and Machine



Operatives, Craft and Related Occupations, Clerical And Secretarial Occupations.

The overwhelming majority on the live register are in the 25 – 61 age group, 82.3%. Of the overall case load just under 38% have been registered for one year or more.

Table X Duration by Age on Live register

Sum of live register count		Case Duration				
location	Age	<1yr	1+yr	Grand Total		
Balbriggan	< 25	196	63	259		
	25-61	1408	809	2217		
	62-65	68	147	215		
Grand Total		1672	1019	2691		

Source: DEASP statistics unit

Other payments made from the Balbriggan INTREO office at 31/12/17 include:

 1395 payments to recipients in respect of Rent Supplements – it should be noted that not all recipients of Rent Supplement would be in receipt of a DEASP payment.

- 1005 payments to recipients who are parenting alone (One Parent Family Payments and Jobseeker's Allowance Transition)
- 402 payments to recipients who are availing of employment support measures (Back to Education Allowance and Back to Work Enterprise Allowance).



2.2 Comparative summary

Table Y Balbriggan and comparator towns by distance to City Centre

	Balbriggan	Maynooth	Greystones
Distance to Dublin City Centre	31km	27km	31km
Population 2016	(Urban) 8116	(Maynooth) 15998	(Greystones) 7258
	(Rural) 16495	(Celbridge)15653	(Delgany) 5980
Population TOTAL	24611	31651	13238
HP Deprivation Index 2016 Note: low score = more deprived	2.2	6.6	8.5
Unemployed/III/Disabled	2657	2082	753
Unemployed as %	10.8%	6.6%	5.7%
Under 25 and over 65 Age Dependency Ratio	11575 47.0%	16546 52.3%	7089 53.6%
With Higher Education	3985	9003	4461
% with Higher Education	29.7%	48.9%	51.2%
White Irish % Ethnic Minority	16044 34.8%	24690 22.0%	11580 12.5%
Disabled	3110	3627	1740
% with Disability	12.6%	11.5%	13.1%

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Table X Balbriggan by numbers

	Balbriggan	Fingal	National
Population	21,722	296,020	4,757,976
Average Age	30.8	34.3	37.4
0-5 Years Old	2,182 (12.2%)	10.2%	8.5%
Unemployment	1,708 (16.95%)	10.3%	12.9%
Lone Parents	26.5%	19%	19.9%
People with Disabilities	2,680 (12.3%)	10.8%	13.6%
New Communities	4,060 (19.1%)	18.3%	11.5%

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2.3 Affluence and Deprivation: Small Area Analysis

The Pobal HP Deprivation Index was designed by Trutz Haase and Jonathan Pratschke and provides a method of measuring the relative affluence or disadvantage of a particular geographical area using data compiled from various censuses.

The Small Area Analysis uses the HP Deprivation Index and the data collected at Census 2016 to examine deprivation and socio-economic disadvantage in Fingal. Since 2016 'Small Areas' have been included in the formation of the index. SAs are standardised in size, with a minimum of 50 households and a mean of under 100, thus effectively providing street-level information on the Irish population

There are 16,418 SAs in Fingal, which are not named but are instead identified by SA codes. Given the quantum of SAs, it is not feasible to identify each SA. Under each metric and each LEA, the poorest performing areas are identified by estate name, road name etc. The SA codes area also provided in this analysis and any areas not explicitly identified here can be done so on an interactive map at the following link: <u>http://census.cso.ie/sapmap/</u>



Small Area (SA) level across a suite of metrics namely:

- Population under 18
- Population over 65
- Population who do not primarily speak English
- Population born outside Ireland
- Number of one parent households
- Number of Local Authority/Approved Housing Body houses
- Unemployment rate
- Employment rate
- 3rd level attainment
- Leaving Certificate attainment
- Postgraduate attainment

Population

Balbriggan Urban and Rural EDs have negative Deprivation scores of -3.4 and -0.4 respectively, both rank within the top seven most deprived EDs in Fingal.

Electoral Division	Deprivation Score	Populati on	Category
Ballyboghill	6.8	1,162	Marginally above average
Balscadden	1.0	707	Marginally above average
Clonmethan	4.1	837	Marginally above average
Garristown	2.9	1,628	Marginally above average
Hollywood	5.6	1,397	Marginally above average
Holmpatrick	7.5	3,458	Marginally above average
Lusk	4.7	9,623	Marginally above average
Rush	2.3	9,921	Marginally above average
Skerries	6.2	8,501	Marginally above average
Balbriggan Rural	4	16,495	Marginally below average
Balbriggan Urban	-3.4	8,116	Marginally below average

Total percentage of the population living in an ED classified as deprived: 40.25%. Total number of people in disadvantaged ED: 24,611

However, Small Area statistics show that there are nine disadvantaged areas with Deprivation scores ranging from -10 to -21. This makes up a



significant portion of the town. In total 13,190 people in the Balbriggan EDs live in areas with a negative Deprivation score. In Fingal 26.8% of the population are categorised as Class 5 or higher. In Balbriggan, this percentage rises significantly to 37.2%. Class 5-7 are semi-skilled, unskilled and other.

Across the EDs of Balbriggan Urban and Balbriggan Rural, there are 2,355 people living in small areas that are classified as disadvantaged or very disadvantaged. This represents 9.6% of the total population. The most disadvantaged areas of the ED are clustered in two locations to the north and south of the town centre. To the north, there are high levels of deprivation east of Drogheda street, while to the south, west of the railway line is also particularly disadvantaged.

Age The two youngest (population under 18) SAs in the Balbriggan LEA are those of Westbrook Grove/Rise/Close and Dun Saithne Place/Row, Hamlet Lane, Brega (both 48%). The third youngest population is Kelly's Bay Beach/Pier and Cove in Skerries, followed by Chieftains Road/Crescent (47%) and Moylaragh Grove and Walk (46%), both of which are in Balbriggan.

At the other end of the spectrum, St. Patricks Close and Station Road has the oldest population in Fingal, with 41% of the population over 65, followed by Bath's Road in Balbriggan (37%).

% I	Population under 1	8	% Pop	oulation over 6	5
SA ID	ED	%	SA ID	ED	%
267003004	Balbriggan Urban	47.2	267123022	Skerries	41
267002007	Balbriggan Rural	46.8	267003019	Balbriggan Urban	36.5
267123006	Skerries	46.7	267094011	Holmpatrick	34.6
267002021	Balbriggan Rural	46.5	267118020	Rush	33.3
267002004	Balbriggan Rural	46.3	267003015	Balbriggan Urban	30.5
267002047	Balbriggan Rural	46.2	267003017	Balbriggan Urban	26.7
267123003	Skerries	45.9	267123030	Skerries	26.7
267002016	Balbriggan Rural	45.3	267003007	Balbriggan Urban	26.2
267002026	Balbriggan Rural	45.1	267002037	Balbriggan Rural	26.1
267002017	Balbriggan Rural	45	267094012	Holmpatrick	25.6
267123004	Skerries	43.9	267123020	Skerries	25.2
267002013	Balbriggan Rural	43.6	267123024	Skerries	24
267003001	Balbriggan Urban	43.6	267123021	Skerries	23.1
267104013 267104020	Lusk Lusk	43.5 43.5	267094007 267123031	Holmpatrick Skerries	22.2 22.1



Language & Diversity

A small area either side of Drogheda Street, between SuperValu and Convent Lane, has both the highest percentage of non-English speakers (81%) and the highest proportion of people born outside Ireland (66%) in the Balbriggan LEA. In both instances, these figures are significantly greater than the next highest. Of the residents of Bremore Pastures, 58% of people do not primarily speak English, while 44% were born outside Ireland. Similarly the Railway Street/George's Hill/Railway Street area in the town centre comprises of 57% of people who do not speak English as their first language and 54% of people born outside of Ireland. Trimleston and Convent Lane also have high percentages on both metrics, while 50% of the people in Moylaragh Avenue and Moylaragh Park also do not primarily speak English.

Highest % Language	English Not	Primary	ſ	Highest Ireland	% Born (Outside
SA ID	ED	%		SA ID	ED	%
267003010	Balbriggan Urban	81.05		267003010	Balbriggan Urban	65.79
267002027	Balbriggan Rural	57.51		267003012	Balbriggan Urban	53.79
267003012	Balbriggan Urban	56.55		267003013	Balbriggan Urban	46.62
267002023	Balbriggan Rural	53.05		267002023	Balbriggan Rura	45.43
267003013	Balbriggan Urban	51.35		267002027	Balbriggan Rura	44.21
267002003	Balbriggan Rural	50.64		267002009	Balbriggan Rura	42.47
267003009	Balbriggan Urban	47.30		267002011	Balbriggan Rura	40.65
267002011	Balbriggan Rural	46.75		267003011	Balbriggan Urban	40.17
267002022	Balbriggan Rural	46.43		267002003	Balbriggan Rura	38.78
267002047	Balbriggan Rural	46.03		267002019	Balbriggan Rura	37.64
267002009	Balbriggan Rural	45.78		267003009	Balbriggan Urban	37.39
267002016	Balbriggan Rural	44.88		267002022	Balbriggan Rura	37.20
267002044	Balbriggan Rural	44.71		267002044	Balbriggan Rura	36.25
267118017/02	Rush	40.83		267002029	Balbriggan Rura	36.08
267003011	Balbriggan Urban	40.60		267002005	Balbriggan Rura	35.43



Housing and Household Composition

The highest concentration of one parent households is again also found in the small areas in Balbriggan, and in particular, Pinewood Green Court/Lawn (38%), Dun Saithne Place/Row, Hamlet Lane and Brega (36%) and Pinewood Green Hill/Avenue (35%). Mourne Park/Grove/Drive/Court in Skerries and Dun Saithe Road in Balbriggan (both 34%) have the fourth and fifth highest rates respectively.

Turning to accommodation rented from local authorities and AHBs, again there is a very high concentration located in Balbriggan, primarily so in Pinewood Green Road (72%) and Pinewood Green Court/Lawn (65%), while the second highest concentration of LA/AHB housing is found in Mourne Park/Grove/Drive/Court in Skerries (68%). LA/AHB housing is also very prominent in Dun Saithne Place/Row, Hamlet Lane and Brega, Pinewood Green Hill/Avenue and Dun Saithe Road in Balbriggan (all 59%),

	Highest % of one parent households					6 LA/Voluntary Housi accommodation 2016
SA ID	ED	%		SA	A ID	ED
267002046	Balbriggan Rural	37.8			267002045	Balbriggan Rural
267002007	Balbriggan Rural	36.31			267123005	Skerries
267002048	Balbriggan Rural	35.29			267002046	Balbriggan Rural
267123005	Skerries	33.59			267002007	Balbriggan Rural
267002015	Balbriggan Rural	33.58			267002048	Balbriggan Rural
267104021	Lusk	33.33			267002015	Balbriggan Rural
267002039	Balbriggan Rural	29.45			267123009	Skerries
267002045	Balbriggan Rural	29.17			267118026	Rush
267002026	Balbriggan Rural	28.3			267104021	Lusk
267002009	Balbriggan Rural	26.61			267002029	Balbriggan Rural
267002029	Balbriggan Rural	26.32			267091002	Garristown
267118021	Rush	26.32			267003019	Balbriggan Urban
267123029	Skerries	26.32			267002039	Balbriggan Rural
267002016	Balbriggan Rural	26.17			267002016	Balbriggan Rural
267002005	Balbriggan Rural	26.14			267104007	Lusk

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%

71.88

67.94

64.63 59.22

58.82

58.21 55.56

53.85

51.39 48.87

47.79

38.54

37.67 34.9

33

Employment

Unemployment in the LEA is primarily concentrated in the Balbriggan area, with the highest concentration found in the areas of Railway Street and George's Hill in the town centre (22%) and in Pinewood Green Hill/Avenue (21%). In Skerries, the SAs of Mourne Park/Grove/Drive/Court (20%) and Mourne View/Wild Cat Lane (19%) have excessively high levels of unemployment while a rate of 20% is also recorded in the Bremore Pastures area of Balbriggan (82%). The highest at work rate is in Seabrook in Rush, followed by the Lusk SAs of Netterville Place/Norseman's Walk/Perrin Way/Joyce Road/Raheny Lane (80%), Dun Emer and Forge View (both 79%). The fifth highest at work rate is in Castleland Park View in Balbriggan (72%).

Highes	st Unemployme	ent
SA ID	ED	%
267003012	Balbriggan Urban	22.45
267002048	Balbriggan Rural	20.94
267123005	Skerries	19.61
267002027	Balbriggan Rural	19.61
267123009	Skerries	18.90
267002044	Balbriggan Rural	18.78
267002045	Balbriggan Rural	18.35
267002046	Balbriggan Rural	17.97
267003013	Balbriggan Urban	17.95
267002005	Balbriggan Rural	17.53
267002015	Balbriggan Rural	17.05
267003008	Balbriggan Urban	16.89
267002007	Balbriggan Rural	16.18
267002003	Balbriggan Rural	15.26
267003016	Balbriggan Urban	15.23



Education

Low	Lowest % Third Level				st % Third Level	
	Qualification			Q	ualification	
SA ID	ED	%		SA ID	ED	%
267003019	Balbriggan Urban	18.39		267104016	Lusk	75.69
267002045	Balbriggan Rural	21.02		267123003	Skerries	74.78
267002048	Balbriggan Rural	22.03		267104010/02	Lusk	73.64
267104022	Lusk	22.22		267002043	Balbriggan Rural	73.31
267123009	Skerries	23.08		267123012	Skerries	72.29
267104021	Lusk	23.36		267094006/02	Holmpatrick	71.31
267003018	Balbriggan Urban	23.47		267123006	Skerries	70.86
267118026	Rush	24.23		267003013	Balbriggan Urban	70.79
267003021	Balbriggan Urban	24.32		267123013	Skerries	70.63
267054002	Clonmethan	26.34		267118017/02	Rush	70.55
267002046	Balbriggan Rural	26.70		267123008	Skerries	69.36
267123005	Skerries	27.02		267118025	Rush	68.75
267118028	Rush	27.40		267104026	Lusk	68.08
267118020	Rush	28.70		267123011	Skerries	68.06
267003017	Balbriggan Urban	31.82		267104020	Lusk	67.14

Bath Road in Balbriggan has the lowest proportion of third level graduates in the LEA (18%), followed by Pinewood Green Road (21%) and Pinewood Green Hill/Avenue (22%). The fourth and fifth lowest attainment rates are in Kelly Park in Lusk (22%) and Mourne View/Wild

Cat Lane in Skerries (23%). Again, the highest levels of third level qualifications are in Netterville Place/Norseman's Walk/Perrin Way/Joyce Road/Raheny Lane in Lusk (76%), followed by Kelly's Bay in Skerries (75%) and Forge View in Lusk (74%).

Highest % with no Leaving Cert			Highes	te	
SA ID	ED	%	SA ID	ualification ED	%
267003021	Balbriggan Urban	58.56	267123011	Skerries	25.00
267104022	Lusk	58.08	267094006/02	Holmpatrick	20.90
267003019	Balbriggan Urban	55.75	267123006	Skerries	20.53
267123009	Skerries	53.44	267123008	Skerries	19.65
267104021	Lusk	51.09	267123003	Skerries	19.57
267002045	Balbriggan Rural	48.30	267123025	Skerries	18.06
267002048	Balbriggan Rural	48.02	267123012	Skerries	17.75
267118026	Rush	46.92	267123010	Skerries	16.94
267123005	Skerries	45.56	267123020	Skerries	16.89
267003017	Balbriggan Urban	45.45	267094007	Holmpatrick	16.79
267123023	Skerries	44.44	267123016	Skerries	16.67
267003018	Balbriggan Urban	43.37	267123018	Skerries	16.67
267002037	Balbriggan Rural	42.32	267123013	Skerries	16.25
267118020	Rush	42.17	267118011	Rush	16.23
267003023	Balbriggan Urban	40.57	267104016	Lusk	16.02



The Curran Park/Craoibhin Park SA has the highest percentage of the population without a Leaving Cert in the LEA (59%), followed by Kelly Park in Lusk (58%) and Bath Road in Balbriggan (56%). The fourth highest is Mourne View/Wild Cat Lane in Skerries (53%), followed by Hand's Lane (51%).

In contrast, the highest postgraduate attainment rate is in The Way/The Lawn/The Walk in Skerries (25%), Barnageeragh outside Skerries (21%) and Kelly's Bay (21%) in Skerries.

Summary

From analysing the CSO Census data alongside the spatial distribution through the HP Pobal maps, a relatively clear picture of the deprivation in the LEA emerges. The most deprived areas are found in the urban centres of Balbriggan (Pinewood Green Avenue, Pinewood Green Lawn, Dun Saithne Park, Dun Saithne Park, Dun Saithne Close, Dun Saithne Court, Dun Saithne Green, Dun Saithne Grove and Newhaven Court).



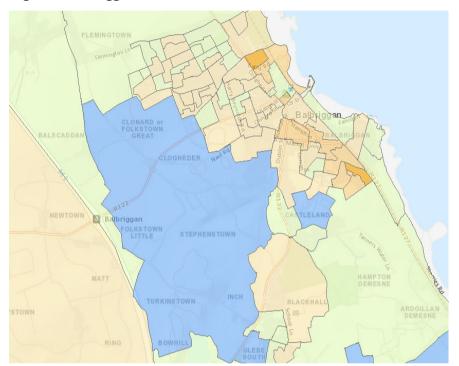


Figure X Balbriggan Relative HP Index Score

Figure Y Lowest Pobal HP Deprivation Index Scores by SA Fingal

SA Code	Electoral Division	Small Area	Score
267029026	Blanchardstown-Coolmine	Whitestown Crescent	-21.45
267002045	Balbriggan Rural	Pinewood Green Rd	-20.97
267030009	Blanchardstown-Corduff	Corduff Way/Gardens	-20.53
267029018	Blanchardstown-Coolmine	Fortlawn Avenue	-20.37
267003019	Balbriggan Urban	Bath Road	-20.26
267131013	Swords- Glasmore	St. Cronan's	-19.97
267029017	Blanchardstown-Coolmine	Fortlawn Drive	-19.77
267098004	Kilsallaghan	Rivermeade Drive	-19.64
267032009	Blanchardstown-Corduff	Dromheath	-19.28
267002048	Balbriggan Rural	Pinewood Avenue/Hill/Close	-19.09

Relative Index Score	Category	Colour
Over 30	Extremely affluent	
20 to 30	Very affluent	
10 to 20	Affluent	
0 to 10	Marginally above average	
0 to -10	Marginally below average	
-10 to -20	Disadvantaged	
-20 to -30	Very disadvantaged	
Below -30	Extremely disadvantaged	



2.4 Residential Survey findings: Balbriggan Summary (Red C)

Fingal County Council conducted a benchmark Residential Satisfaction Survey in 2010 and May 2017 in order to assess resident's satisfaction with the Council's provision of services. The purpose of the survey was to understand attitudes and opinions among residents of the service provided by the council which will in turn help the Council provide the highest level of customer service to its residents.

The findings in the report were based on 589 face to face interviews that have been conducted amongst residents aged 18+ living in Fingal. Interviews have been conducted within the following electoral areas:

Howth/Malahide, Balbriggan, Mulhuddart, Castleknock, Swords

Quotas and weighting were set to ensure that the demographics of each area were represented correctly.

Table X County rating levels

	Location				
	Howth/ Malahide	Balbriggan	Mulhuddart	Castleknock	Swords
A place to live	98%	88%	94%	99%	94%
	(87%)	(92%)	(98%)	(95%)	(93%)
A place to Visit	92%	71%	92%	93%	86%
	(83%)	(73%)	(80%)	(79%)	(84%)
A place to do business	82%	61%	93%	82%	77%
	(66%)	(52%)	(73%)	(80%)	(83%)
A place to do	84%	64%	92%	76%	69%
work	(64%)	(53%)	(73%)	(80%)	(83%)

Base: All Fingal Residents, n=589

NOTE: Bracketed figures () denote 2010 data

Sentiment is up amongst residents with ratings of Fingal experiencing growth in terms of being a good place to live, visit, do business and work. Satisfaction is significantly lower in Balbriggan on all measures. 41% of those surveyed in the Balbriggan area had been living there for less than 10 years as compared to 29% as an average across Fingal.



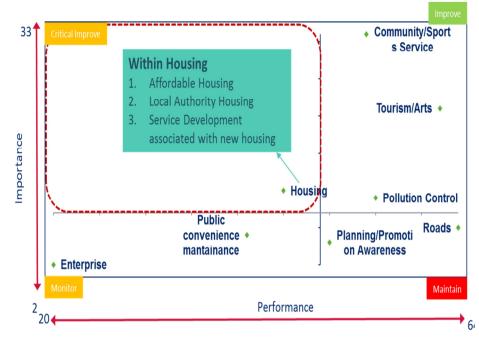
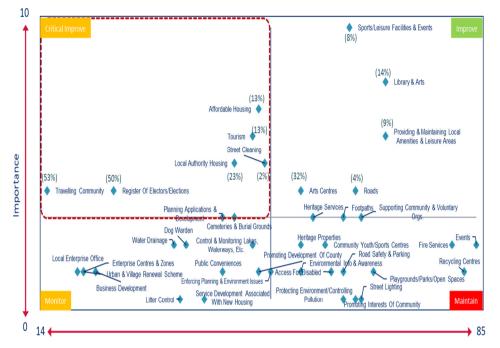


Figure Y Regression Analysis – Balbriggan (Drivers of Satisfaction Fingal Country Council)

Figure Z Drivers Analysis – Balbriggan



Base: All Balbriggan Residents – 127

Housing is a key pillar to focus on in order to drive satisfaction with Fingal County Council amongst Balbriggan residents. Base: All Balbriggan Residents – 127

Improving Affordable Housing, Tourism, Local Authority Housing and Street Cleaning will help drive satisfaction in Balbriggan.



2.5 Other

Of the total number of residents surveyed regarding sense of identity with the county (Fingal) it was found to be lowest amongst those living in Balbriggan (30% not strongly) as compared an average of 16% (not strongly) across the county.

Nearly a quarter (23%) of residents are aware of the 2011-2017 Fingal Development Plan. Awareness of the 2017-2023 Development plan is lower; only 15% have heard of this plan. Awareness is lower in Balbriggan across both plans.

Half of residents surveyed (49%) are unaware that Local Property Tax contributes to improving the quality of local services and facilities, with a further 10% unsure. Awareness is lowest amongst those in Balbriggan, however 58% of Balbriggan residents surveyed, the highest average across the area, feel FCC provide overall value for money for the services it provides.

