

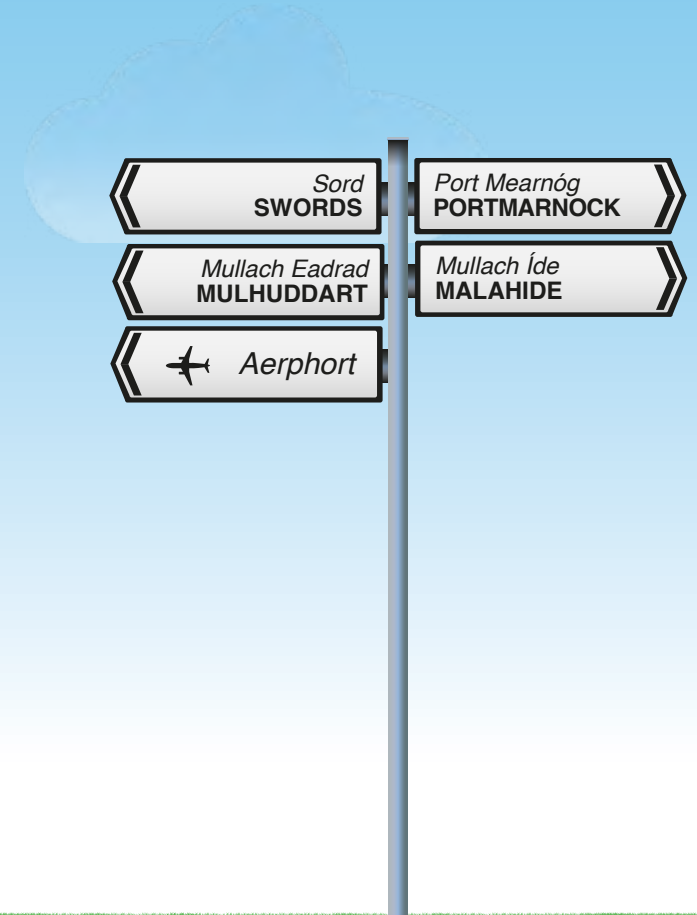
Local Community and Dublin Airport

Sentiment Report



DUBLIN AIRPORT RESEARCH WITH LOCAL FINGAL COMMUNITY CONDUCTED BY RED C RESEARCH LTD.

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Introduction

Welcome to the report of the first independent research study undertaken by daa with residents across the local area. daa undertook this study to gather the views and perspectives of the local community regarding Dublin Airport’s operation and development. The outputs of this research will be used to supplement feedback obtained through existing channels through which daa interacts with community groups and leaders.

The specific objectives of the study were as follows:


OBJECTIVE

Assess attitudes towards Dublin Airport as a neighbour.




OBJECTIVE

Understand positive and negative aspects of the relationship with the airport.




OBJECTIVE

Examine how factors like the experience of noise affect the local community.




OBJECTIVE

Determine emotional sentiment towards the airport.




OBJECTIVE

Review whether specific residential area has an influence on these attitudes.



OBJECTIVE

Assess the impact and perception of community and environmental initiatives.



The results demonstrate the very positive and important role that Dublin Airport plays in the local area but also provides important feedback about the negative aspects of living beside a busy, international airport. Respondents have provided some constructive and helpful direction regarding positive actions daa can take to help grow and improve relationships with our local communities, specifically greater levels of communication on matters of relevance.

Our sincere thanks to the people who participated in this study. It is our intention to run this study every two years, and we look forward to our continued engagement with and support of, our neighbours and local communities.

Methodology

RED C

The survey design, fieldwork and analysis was undertaken by RED C research. RED C was founded in 2003 and has become the fastest growing full-service research company in Ireland and one of the top 120 globally. They are one of the most respected social and political polling companies in Ireland. In 2016, they launched RED C Research UK and in 2023 added Relish Research to the group. RED C are part of the Business Post Group.

Survey Approach

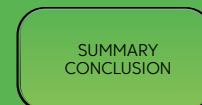
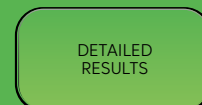
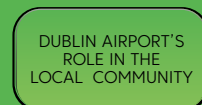
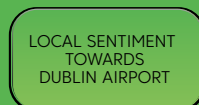
This research was carried out as a face-to-face interview, by trained Red C interviewers. These interviews were recorded on CAPI tablet devices and interviews were conducted door to door within specified catchment areas. Each interviewer was equipped with a map of the area and comprehensive interviewer instructions giving a breakdown of each question within the questionnaire.

Selection of Survey Areas

A local [electoral area or LEA](#), is a local electoral area used by local authorities in Ireland. There are 166 LEAs in Ireland, the boundaries of which are decided by order of the Minister for Housing, Local Government and Heritage. There are 11 LEAs in Dublin, one of which is covered by Fingal County Council. Within Fingal, there are seven districts, of which the following four were selected for this research to cover as broad an area as possible; Swords, Howth-Malahide (covers Portmarnock), Rush-Lusk, and Blanchardstown-Mulhuddart.

Setting Sample Size

500 interviews were carried out among adults aged over 18 who are resident in the specified areas. Research was completed between February 22 and March 26 2024. A sample frame was constructed by Red C in such a way as to allow for robust analysis by different areas; this required setting minimum and target sample sizes per district. Furthermore, interviews were quota controlled across areas in line with CSO demographics to ensure the demographic profile was also representative.



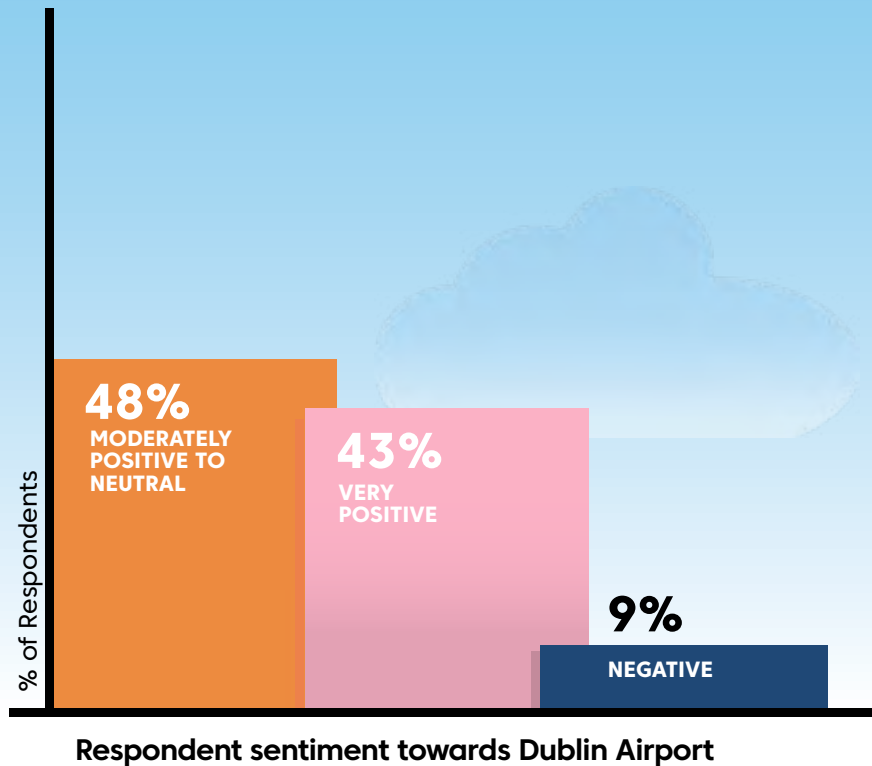
Local sentiment towards Dublin Airport is largely positive

As would be expected, given the profile of the airport, there is very high awareness of daa as an organisation in the community (94% aware). Sentiment towards Dublin Airport is generally positive. When asked how they felt about Dublin Airport's impact on the local area, 43% of respondents were positive, rating Dublin airport at 9 or 10 out of 10; 48% provided a rating of between 4 and 7 out of 10, which would be considered moderately positive and 9% provided a negative rating of 3 out of 10 or lower. Those aged 18 to 34 were the most likely to award a score of 8 or higher.

Question

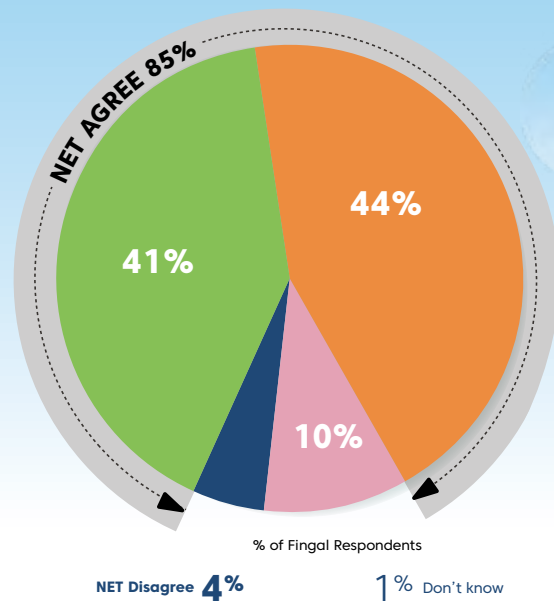
Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500



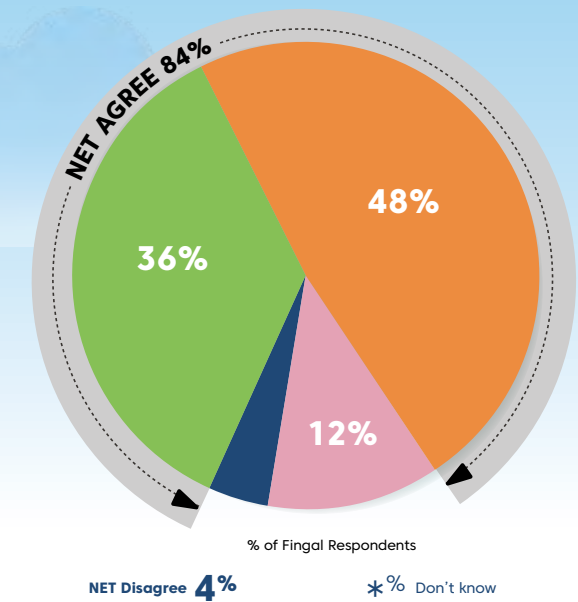
Residents agree that Dublin Airport plays a vital role in the local economy

Dublin Airport fuels job growth in the locality



When asked for the levels of agreement or disagreement with statements made about Dublin Airport, responses show a definitive acknowledgement of the important role that Dublin Airport plays in supporting the local economy. There was the strongest level of agreement with statements regarding fuelling job growth and economic development in the locality with over 80% of respondents in agreement. Less than 5% disagreed that the airport plays pivotal role in this regard.

Having Dublin Airport in the community fuels economic development



Question

I will read out a list of things that people have said about Dublin Airport. For each one I read out, please can you tell me whether you agree or disagree with that statement.



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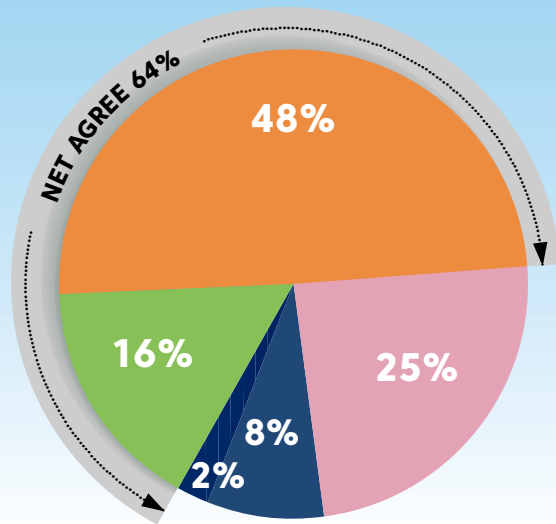


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Majority feel positive airport impacts outweigh the negative

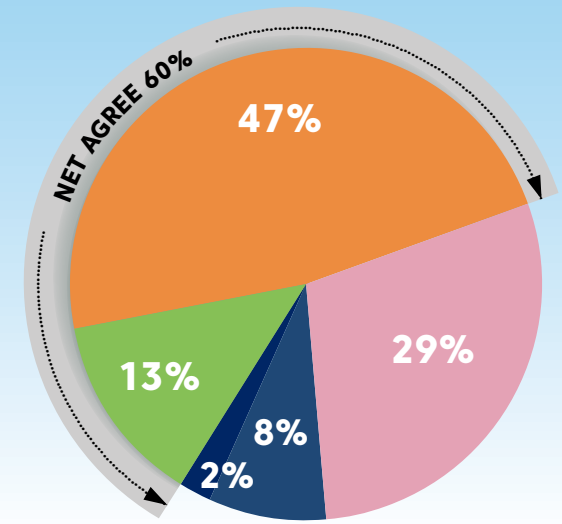
On balance Dublin Airport does more good than harm in the local community



Don't know 1%
Net Disagree 10%

The responses are more distributed regarding Dublin Airport's contribution beyond the economy. When asked if Dublin Airport does more good than harm, and if Dublin Airport is a good corporate citizen, a large proportion – more than 60% of respondents - responded positively. However, over 1/4 of respondents could not agree or disagree with the statements, indicating conflicting views or a lack of certainty regarding the airport's wider contribution. A small proportion - 10% of respondents - disagreed with both statements.

Dublin Airport is a good corporate citizen



Don't know 1%
Net Disagree 10%

Question

I will read out a list of things that people have said about Dublin Airport. For each one I read out, please can you tell me whether you agree or disagree with that statement.



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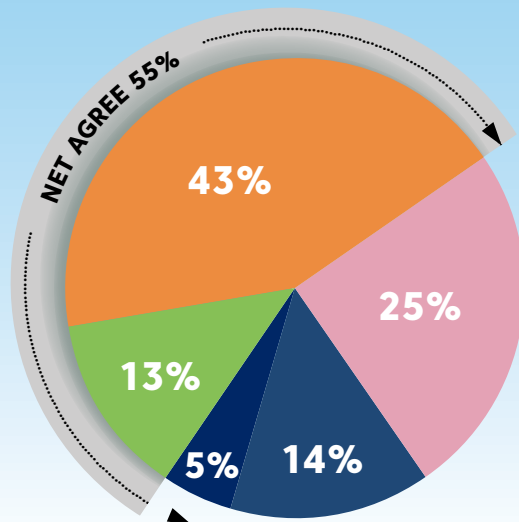


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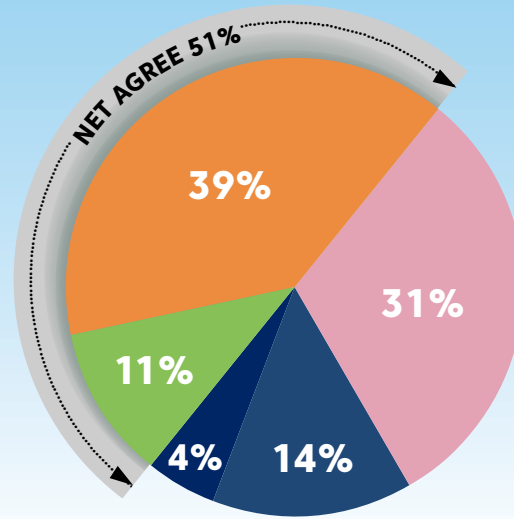
Dublin Airport as a neighbour

Dublin Airport is helping to improve the quality of life in the local community



Don't know *
Net Disagree 19%

Dublin Airport is a trustworthy neighbour



Don't know 1%
Net Disagree 18%

When it came to statements regarding Dublin Airport improving the quality of life in the community and being a trustworthy neighbour, over half of respondents answered positively and agreed with these statements. Those disagreeing with the statements comprised close to 20% of respondents. A further quarter could neither disagree nor agree.

There was one negative statement ('Dublin Airport does as little as they can for the community'); just under 1/3 of respondents agreed with this statement but an equal proportion disagreed. This demonstrates a high level of polarity in the responses.

Question

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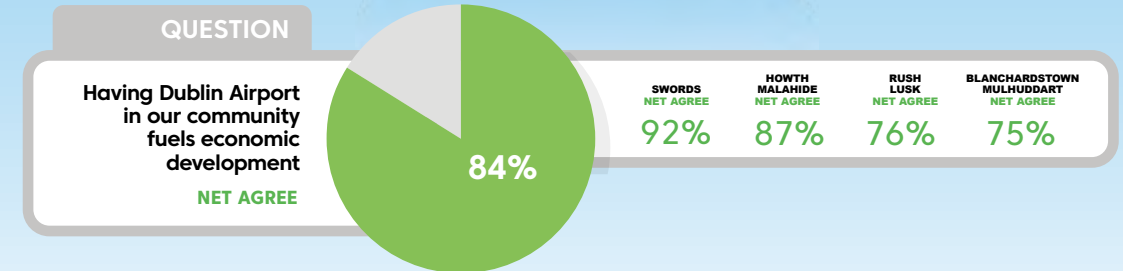
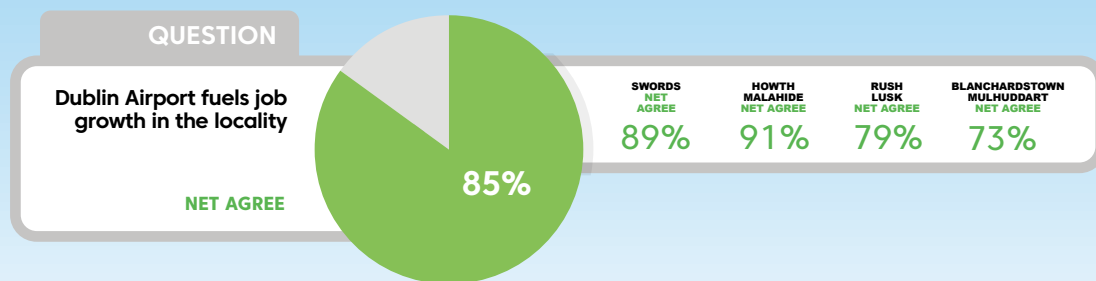
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Communities are aligned on positive economic impact

When these statements were analysed by the residential location of the respondent, there are differences in the patterns of response. This could be influenced by a number of factors such as proximity to the airport, benefits assumed by location, such as access to the airport’s Community Fund, and indeed, noise impact.

However, notwithstanding these factors, the two elements where there is very strong agreement across all areas is around the economic role the airport plays. This seems to be well-known and well-understood.



Question

I will read out a list of things that people have said about Dublin Airport. For each one I read out, please can you tell me whether you agree or disagree with that statement.

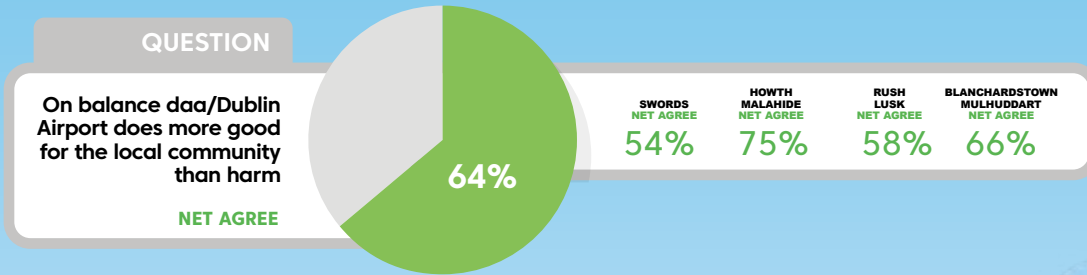


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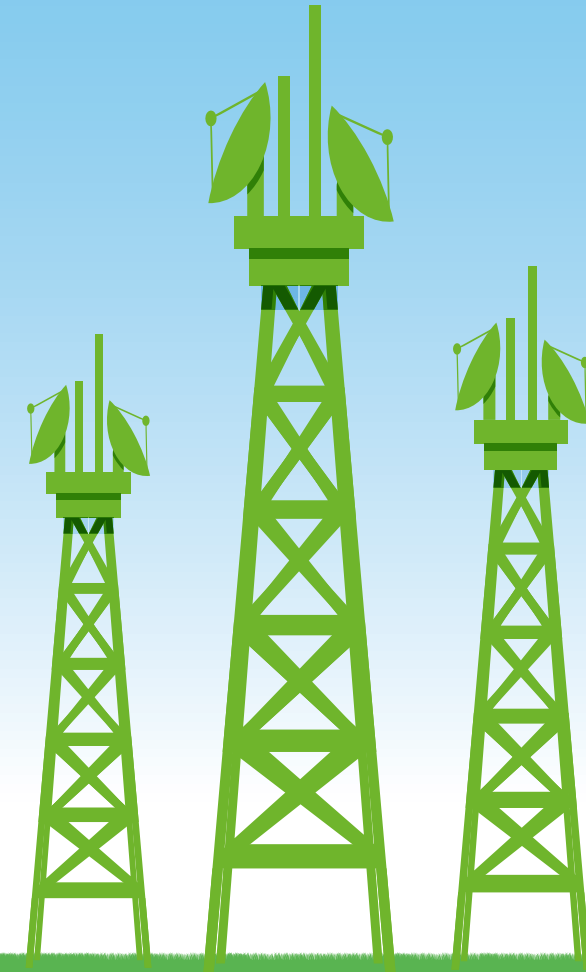
Over half of respondents across all four areas agreed with the statement that Dublin Airport does more good for the local community than harm. Highest agreement was in Howth- Malahide (75% agreement) while at the lower end of the scale was Swords (54% agreement).

Question

I will read out a list of things that people have said about Dublin Airport. For each one I read out, please can you tell me whether you agree or disagree with that statement.

- AGREE STRONGLY
- SOMEWHAT AGREE
- NEITHER
- SOMEWHAT DISAGREE
- STRONGLY DISAGREE

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart.; n=500



There is only slight variation in scores between areas

Respondents living in Howth-Malahide were also the most positive about dad's efforts to improve the quality of life in the community (64% agreement). There is not a huge amount of difference in the agreement scores of Blanchardstown/Mulhuddart, Rush/Lusk and Swords on this statement at 53%, 52% and 49% respectively.

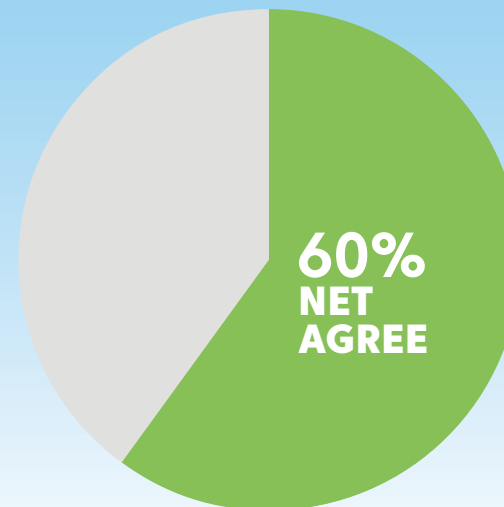
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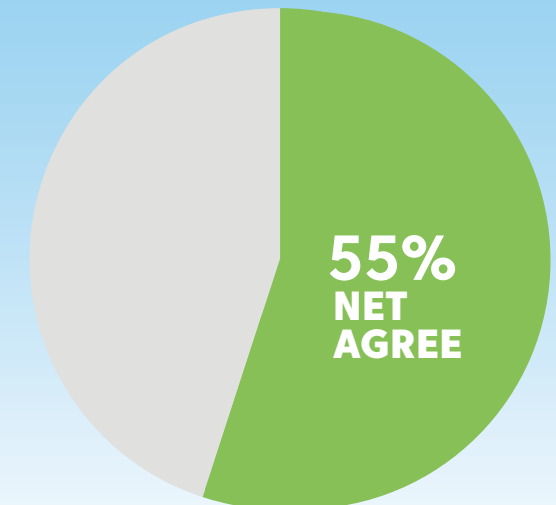
- AGREE STRONGLY
- SOMEWHAT DISAGREE
- SOMEWHAT AGREE
- STRONGLY DISAGREE
- NEITHER

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart n=500

Dublin Airport is a good corporate citizen



Dublin Airport is helping to improve the quality of life in the community



SWORDS NET AGREE	HOWTH MALAHIDE NET AGREE	RUSH LUSK NET AGREE	BLANCHARDSTOWN MULHUDDART NET AGREE
53%	68%	53%	60%

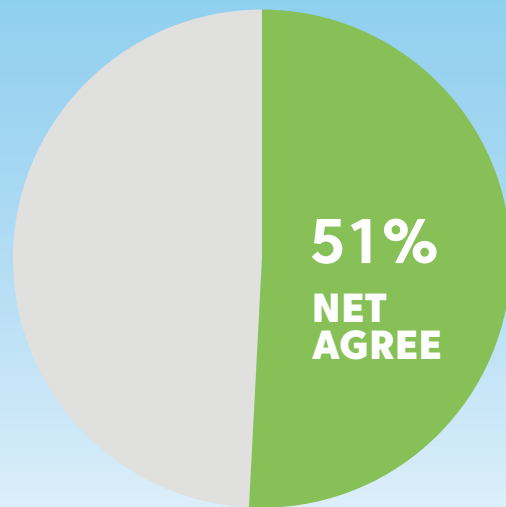
SWORDS NET AGREE	HOWTH MALAHIDE NET AGREE	RUSH LUSK NET AGREE	BLANCHARDSTOWN MULHUDDART NET AGREE
49%	64%	52%	53%



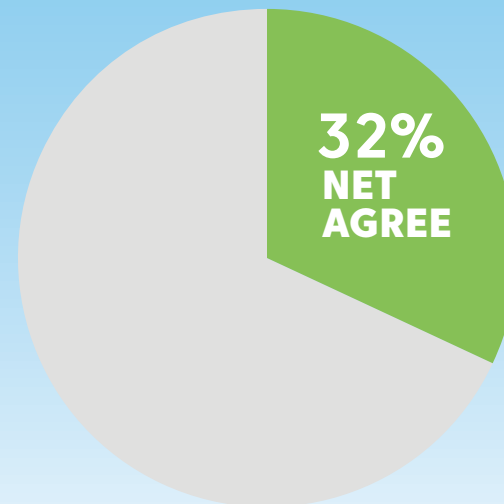
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Dublin Airport is a trustworthy neighbour



Dublin Airport does as little as it can for the community



When asked if Dublin Airport is a trustworthy neighbour, just over half of all respondents (51%) agreed with the statement. This is highest in Howth/Malahide (57%) but falls to 40% in the Swords area. Those resident in Rush-Lusk were the most likely to agree with the statement that Dublin Airport does as little as they can for the community. This is likely driven by the fact that this area does not directly benefit from Dublin Airport’s Community Fund or other such initiatives.

Question

I will read out a list of things that people have said about Dublin Airport. For each one I read out, please can you tell me whether you agree or disagree with that statement.



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Dublin Airport is in the top 3 local organisation that contributes most positively to the local community

At the start of the survey, and unprompted by any references to Dublin Airport or other organisations, respondents were asked to name companies that come to mind when they think of those that contribute most positively to their local community. Looking at the aggregate picture, Dublin Airport was placed highly, in third position overall after Lidl and SuperValu. Other companies named spontaneously by respondents included Aldi, Aer Lingus, Tesco and Bank of Ireland. Reviewing responses by area of residency, Dublin Airport is the top mention in Swords; second in importance after SuperValu in Howth-Malahide; fourth in importance behind Lidl, SuperValu and Aldi in Blanchardstown-Mulhuddart, and fifth in Rush-Lusk after Lidl, SuperValu, Tesco and Aldi.



Question

Thinking of all types of companies in your area, which one do you feel contributes most positively to the local community?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart, n=500



Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

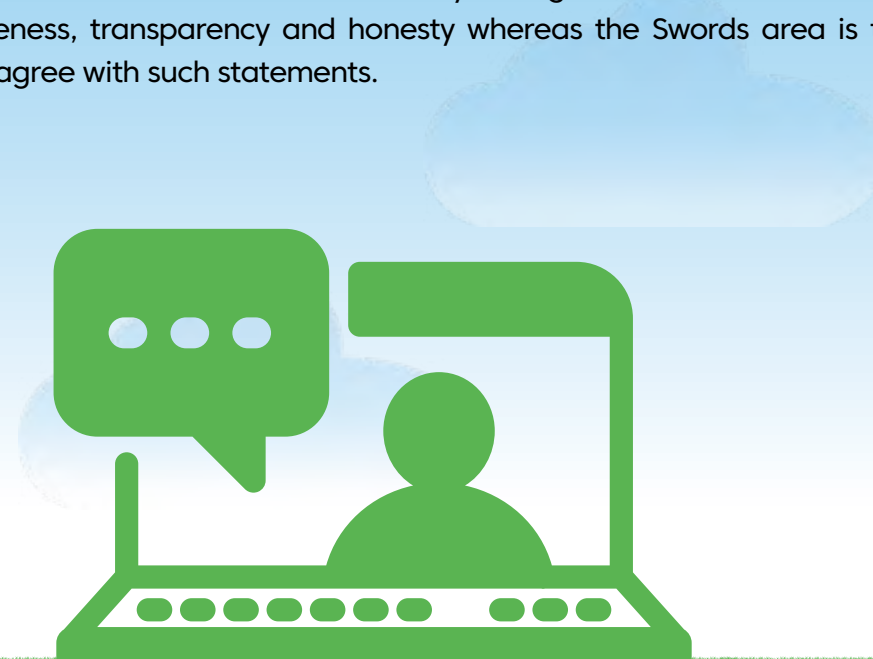
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Residents would appreciate better and more regular communication

Respondents were asked to indicate their agreement or disagreement with a range of statements regarding Dublin Airport and its engagement and communications with the local community.

Close to half (46%) of the respondents agreed that Dublin Airport is open and transparent with its local community, with over 1/4 disagreeing with this. There is a very similar distribution of responses for statements regarding honesty in communication with local citizens and leaders; responsiveness to community issues or concerns; and providing clear communication to the public about issues affecting local community. When asked whether they felt that Dublin Airport is doing less for the community than it has done historically, the majority of respondents could not agree or disagree with the statement, perhaps representing the proportion of new residents in these areas. However, 37% agreed and 15% disagreed.

Looking at the responses to these statements by area of residence, there are some clear and significant differences in responses depending on location. Howth-Malahide residents are the most likely to agree with the statements regarding openness, transparency and honesty whereas the Swords area is the least likely to agree with such statements.



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Housing is the top issue for local residents

While the airport clearly plays an important role in the local community, when asked what the most important local issues or problems are, over 40% mentioned housing. Housing was the top issue across all communities, with one fifth of respondents referencing this without prompting.

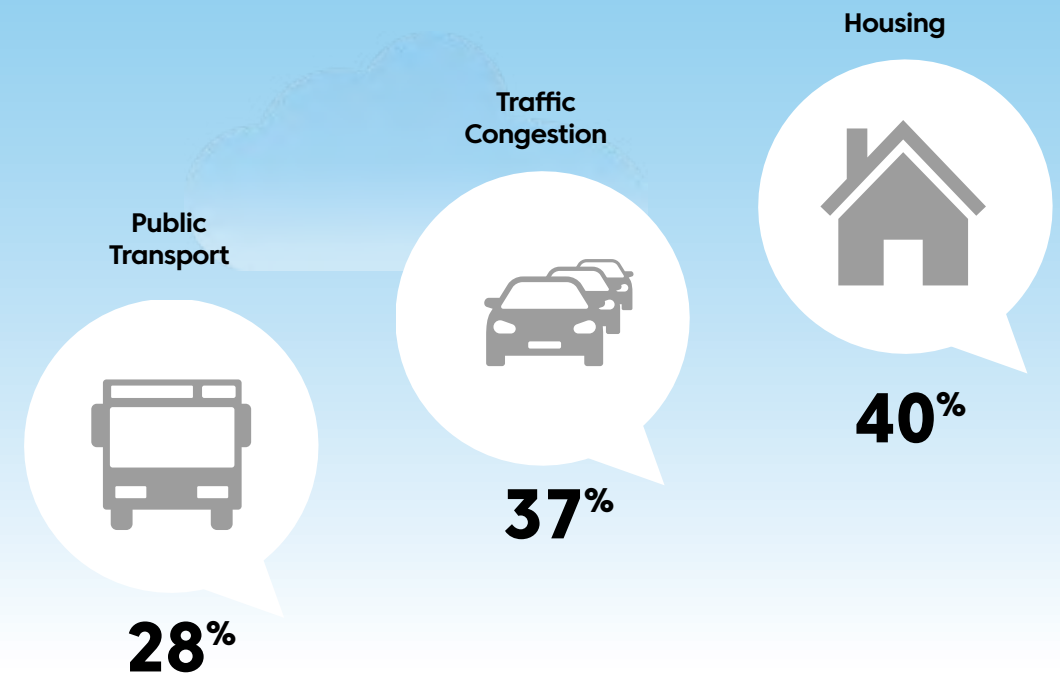
Other important issues mentioned include road and traffic congestion, public transport, health services and parking. Flight noise and flight paths were ranked 6th overall, with 7% referencing this as an issue unprompted, rising to 23% when prompted responses were included

While crime/law and order and vandalism were mentioned by 10% unprompted, the overall proportion mentioning this as a top issue was 21% once unprompted mentions were included.

Question

Thinking specifically of this area where you live, what would you say is the most important local topic / issue / problem if any?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500



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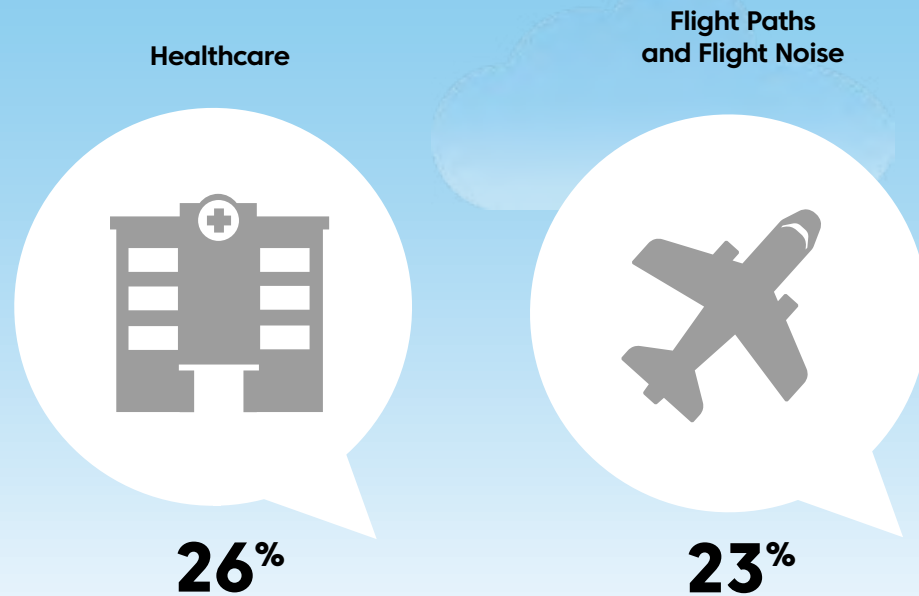
DETAILED RESULTS

SUMMARY CONCLUSION



Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500



When the responses to these statements are reviewed by local area, the results are quite different. In Swords, flight noise and flight paths were ranked in second position as a key issue at 39%, with housing ranked at the top at 46%. In Howth-Malahide, flight noise flight paths ranked 5th in importance (22%) while roads and traffic congestion, housing, parking and health services all ranked higher on the list. In Rush-Lusk, flight noise and flight paths did not make the top five list which comprised lack of services, public transport, housing, health services and roads traffic congestion, each of which were rated higher in importance.

Similarly, in Blanchardstown-Mulhuddart, flight noise did not make the top five list. For residents of this area, the top five issues were crime/law and order and vandalism, roads and traffic congestion, housing, public transport and parking.

Question

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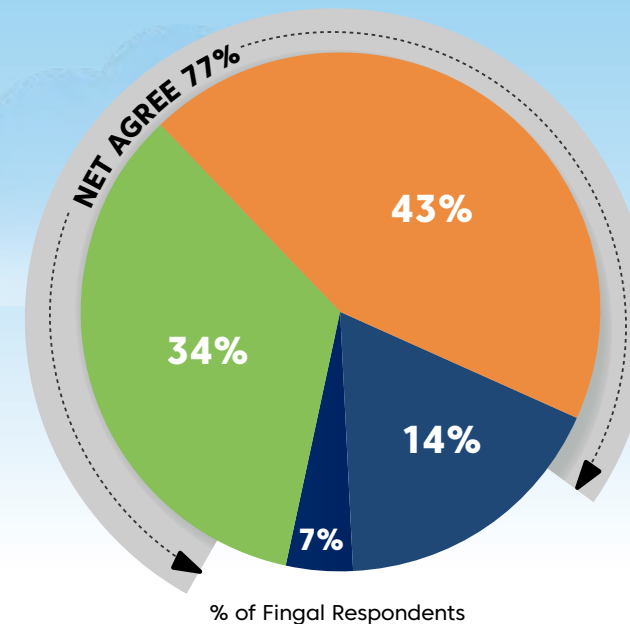
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A majority support the further development of Dublin Airport

There is support for the expansion of Dublin Airport among local residents, with a net positive support at 77%. There is little difference between the areas in terms of the breakdown of support, with the strongest being in Howth/Malahide (80%) and Blanchardstown (78%) but followed closely by Swords (75%) and Rush/Lusk (72%).

Local support for the expansion of Dublin Airport



Question

To what extent do you support or are you against further development of Dublin Airport?



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Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

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However, there are concerns regarding the impact of development

This is not to say that there isn't concern amongst communities around the impact that the future development of Dublin Airport might have on the local community. Concern is far stronger in Swords than in other areas which could be deemed unsurprising given their proximity to the airport and exposure to aircraft noise. However, when assessing levels of opposition to further development of the airport, Swords residents are not significantly different than other areas. This may reflect the important role the airport plays in the local economy.

NET SUPPORT

Swords	75%
Howth/Malahide	80%
Rush/Lusk	72%
Blanchardstown	78%

NET OPPOSE

Swords	23%
Howth/Malahide	18%
Rush/Lusk	24%
Blanchardstown	19%

Question

To what extent do you support or are you against further development of Dublin Airport?

AGREE STRONGLY

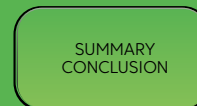
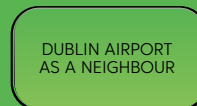
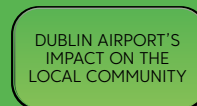
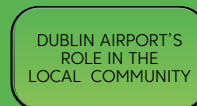
SOMEWHAT AGREE

NEITHER

SOMEWHAT DISAGREE

STRONGLY DISAGREE

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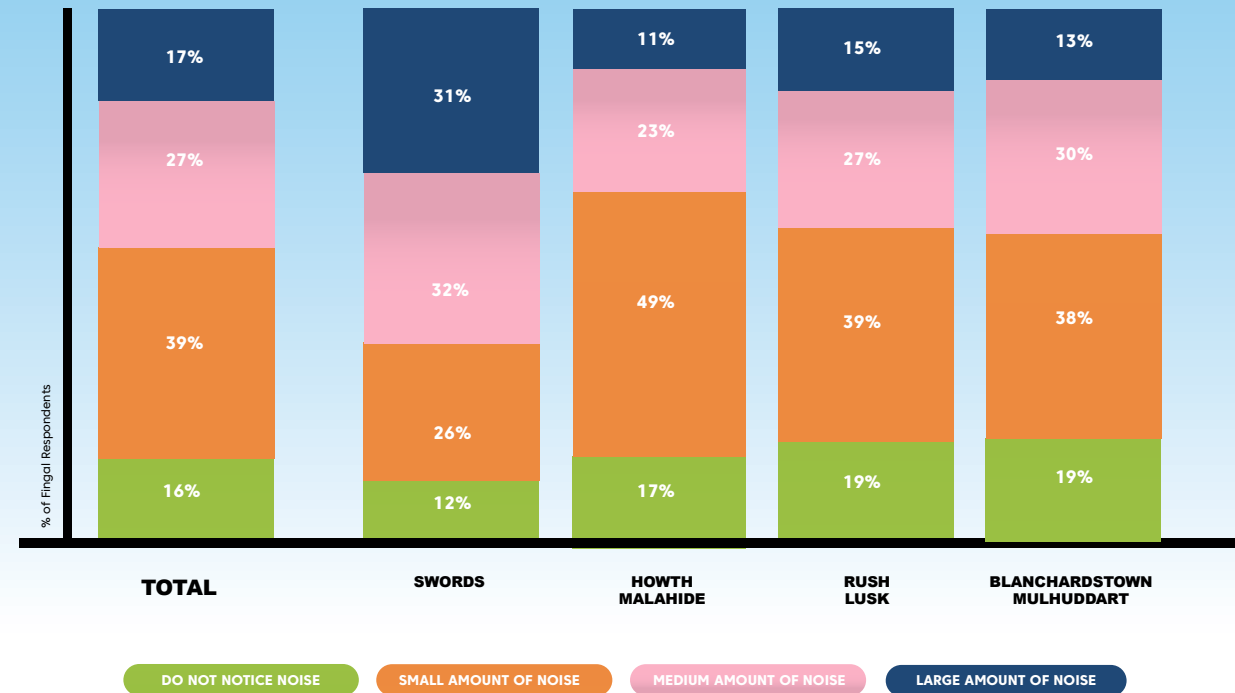
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Just under half of the community experience aircraft noise

Respondents were asked to describe their personal experience regarding the noise generated by flights departing from or arriving into Dublin Airport. Looking at the total picture, 55% stated that they noticed either no aircraft noise at all or a small amount. In contrast, 27% stated that they noticed a medium amount of noise whilst 17% stated that they noticed a large amount of aircraft noise, giving a net result of 44% who experience some level of aircraft noise.

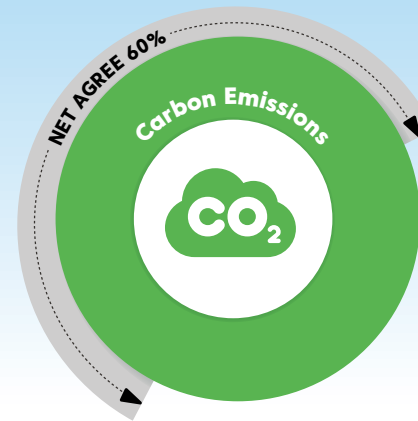
Looking at the results by area, as may be expected, there are some significant differences depending on the area in which respondents are living. Just under half of those resident in Howth-Malahide state they notice a small amount of noise, while 17% state they do not notice any noise. Residents of Swords are the most likely to notice a large amount of noise with 31% of those surveyed responding in this manner. Blanchardstown-Mulhuddart and Rush-Lusk have a similar breakdown to each-other, with close to 60% stating they notice a small amount of noise or none at all and just over 40% stating that they notice a large or medium amount of noise.



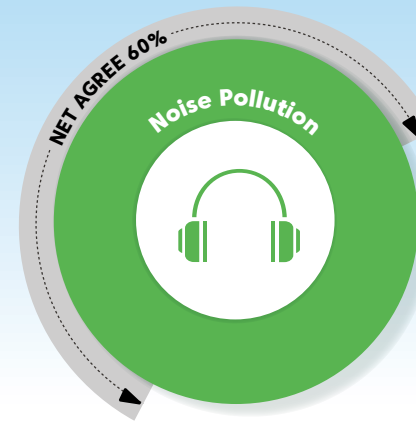
Carbon emissions, noise and air quality are primary sustainability focus areas

Respondents were asked to select the three environmental topics that they believe are of greatest importance to Dublin Airport, and on which the airport should focus in coming years. Three specific focus areas were clear; carbon emissions, noise pollution and air quality. Each of these achieved between 60% and 70% of the votes of all respondents.

Respondents identified the no. 1 environmental area of focus for Dublin Airport as



Respondents identified the no. 2 environmental area of focus for Dublin Airport as



Respondents identified the no. 3 environmental area of focus for Dublin Airport as



Question

In your opinion, please select the top three environmental topics that you see as being of most significant importance to Dublin Airport that should be focused on in the coming year.

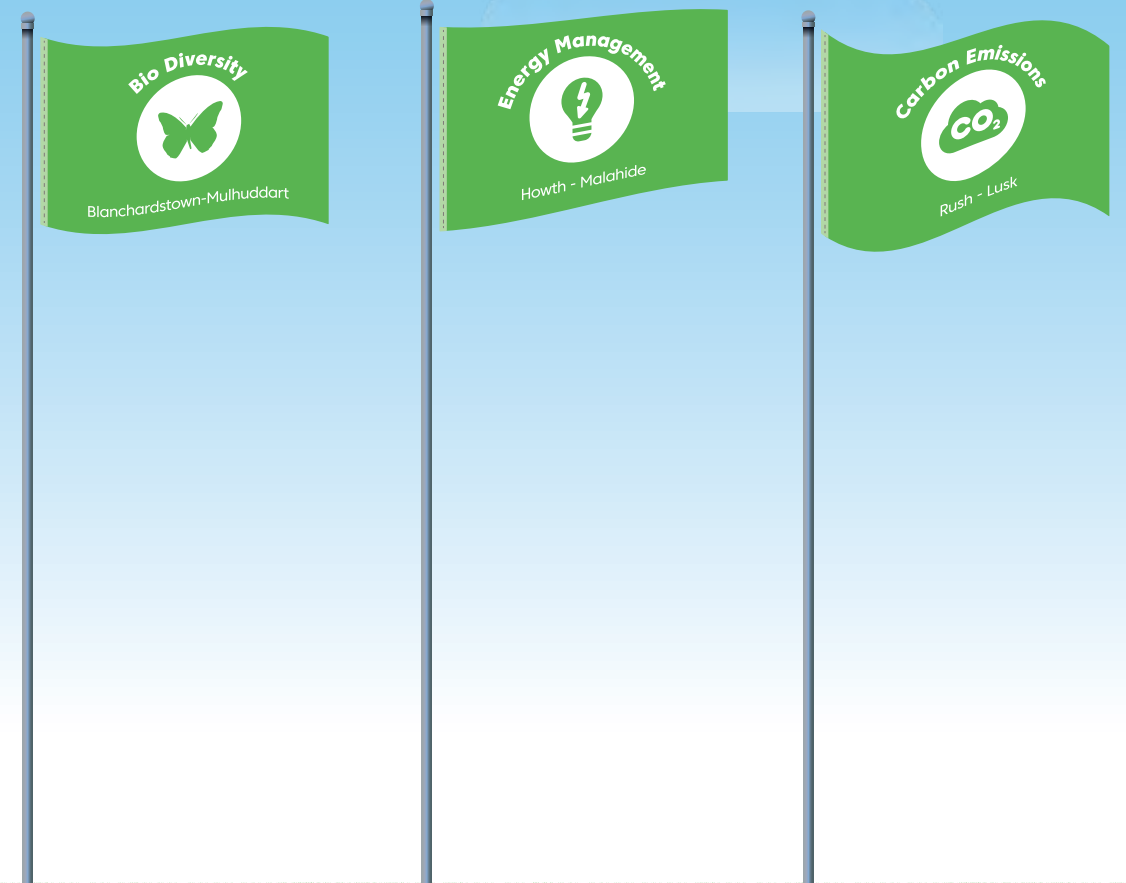
- AGREE STRONGLY
- SOMEWHAT DISAGREE
- SOMEWHAT AGREE
- STRONGLY DISAGREE
- NEITHER

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500

Some variation in priorities across residential areas

While local areas were quite consistent in their views of the importance of other factors such as biodiversity and energy management, within the top three, there was some variation by area of residence.

In particular, the Blanchardstown-Mulhuddart area focused less on carbon emissions and air quality and more on noise pollution. Carbon emissions was rated highest by those in Rush-Lusk, Swords and Howth-Malahide. There was some variation in the rating of second and third most important among these areas. For Rush-Lusk, air quality and noise pollution were second and third rated. In Howth-Malahide, noise pollution was rated second, followed by air quality. For residents of Swords, noise pollution and air quality were assigned equal importance.



Question

In your opinion, please select the top three environmental topics that you see as being of most significant importance to Dublin Airport that should be focused on in the coming years

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500



Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500

Community Fund and Charity Partners are the most recognised Dublin Airport initiatives

In a two-part question, respondents were first asked to name (without prompting) any initiatives underway by Dublin Airport to support the local community. The highest level of spontaneous awareness was of Dublin Airport's sponsorship of charities - this achieved a 30% awareness rate. The second highest unprompted awareness was for the Dublin Airport Community Fund at 19%, followed by local community events, school's outreach programme, scholarships and WebTrak flight monitoring. Once provided with a list to establish prompted levels of awareness, the Dublin Airport Community Fund achieved the highest overall awareness levels, followed closely by charity sponsorship, delivery of local community events, and school's outreach.

Looking at the results across different areas, there is consistency of awareness across areas with the exception of the Community Fund which has low levels of awareness outside its catchment area.



30%
awareness

- ◀◀
- INTRODUCTION
- LOCAL SENTIMENT
TOWARDS
DUBLIN AIRPORT
- DUBLIN AIRPORT'S
ROLE IN THE
LOCAL COMMUNITY
- DUBLIN AIRPORT'S
IMPACT ON THE
LOCAL COMMUNITY
- DUBLIN AIRPORT
AS A NEIGHBOUR
- ADDITIONAL
FINDINGS
- DETAILED
RESULTS
- SUMMARY
CONCLUSION
- ▶▶

Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500

Noise impact and proximity to the airport should influence where support is offered

When asked if the respondent had personally benefited from any of the initiatives, the delivery of local community events achieved the highest score of 10%. This was followed by the charity sponsorship, the WebTrak flight monitoring system and the Community Fund. There were some variations depending on residency with Howth-Malahide scoring highest on community events and Swords scoring highest on charity sponsorship and the WebTrak flight monitoring system.

The majority of respondents agree that spend should be prioritised in areas most impacted by noise. Over half of the respondents agreed with this prioritisation approach, with the second most popular approach being one based on distance radius. However, there were differences in scores depending on the location of residence of the respondents. Residents of Rush-Lusk preferred a prioritisation of spend based on distance radius.



Question

Where do you think daa should prioritise spending via the Community Fund?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk and Blanchardstown-Mulhuddart; n=500

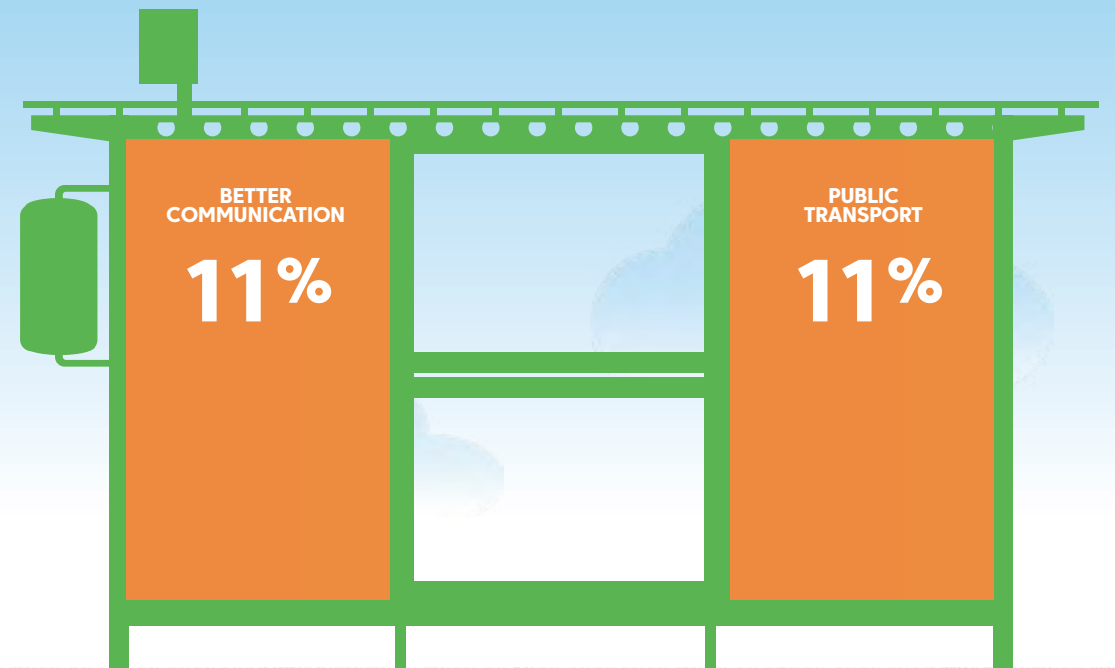


Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500

Improved communication from Dublin Airport and better public transport are top community asks

When respondents were asked what areas Dublin Airport should focus on to supplement the initiatives already underway, the top two rated focus areas were communication with the local community and the improvement of public transport, each of which were identified by 11% of respondents. In the next position for 8% of respondents is reduction of the impact of noise pollution. Completing the top five rated focus areas are the desire for the airport to be more honest and transparent and finally, to support local young people. A significant proportion of respondents did not have any options to add to this list.



Question

What, if anything, would you like to see Dublin Airport do in your community?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500



Q. Thinking of Dublin Airport. Using a scale of 1 to 10 where 1 is very negative and 10 is very positive, how do you feel about Dublin Airport in regard to their impact on your local area?

Base: All adults 18+ in LEAs: Swords, Howth-Malahide, Rush-Lusk, and Blanchardstown-Mulhuddart; n=500

DUBLIN AIRPORT RESEARCH
WITH LOCAL COMMUNITY

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