

December 2025

Holly Morrin, Dr. Bernie O'Donoghue Hynes
and Alexandria Johnson

2025 Local Government Customer Service Report

Service Awareness, Engagement,
Satisfaction and Sentiment

Document to be cited as:

Morrin, H., O'Donoghue Hynes, B., and Johnson, A. (2025)

2025 Local Government Customer Services Report, December 2025, LGMA Research

ISBN: 978-1-911692-25-6

Foreword

The 2025 Local Government Customer Services Report presents the fifth year of findings from the LGMA's customer service research programme. With over 2,000 respondents participating in a national survey, the findings offer valuable insights into how people interact with their local authorities, what services they use, and how they feel about them. Overall, the data reveals both continuity and change. It highlights areas of consistent satisfaction, such as with libraries and recycling, while also identifying challenges relating to low levels of public awareness about some of our key services.

Sentiment data in 2025 paints a nuanced picture of how the public feel about their local authorities. There was highest agreement that local authorities were improving online services which suggests that efforts to improve digital services and streamline access are having a meaningful impact. The survey also highlights the increasingly multi-channelled nature of public engagement with local authorities. While websites remain the most commonly used channel to engage with local authorities and to source information, the public also connect through email, phone, social media, instant messaging, and in-person. Notably, younger respondents have a preference for social media and instant messaging, while older age groups rely on traditional channels such as in-person contacts, phone and seek information from local radio, newspapers and through contacting councillors. This diversity in engagement methods reflects the growing communication landscape and the need for local authorities to continue to cater for all requirements.

Low levels of awareness about the sector's responsibility for services such as fire services, motor tax, tourism, and climate action highlight the need for continuous communication with the public about what local authorities do and how much is being done.

As we look ahead, this report serves not only as a reflection of engagement and sentiment trends but also as a guide for continuous improvement. It is clear the work of local government is evolving—adapting to new technologies, changing public expectations, and the complexities of modern service delivery. The insights presented here are not just data points. They invite local authority staff to think strategically about how we communicate, how we engage, and how we ensure that the public recognises and values the essential work carried out by their local city and county councils.

Kieran Kehoe
Chair
CCMA Corporate and Emergency Planning Committee

Introduction

Since 2021, the LGMA has been responsible for an annual local government customer service research programme. This includes a national public survey and focus groups. The findings generated are used by local government to help efficiently deliver services for all members of the public. This report captures the results from the national survey, which seeks to find out what people know about local authority services and what their views are on those services.

Each year, one topic relating to service delivery is explored in detail, through additional survey questions and focus groups. The 2025 special theme report The Impact of Branding on Levels of Awareness about Local Authority Services is available on [localgov.ie](https://www.localgov.ie)*.

Contents

This report presents the findings of the 2025 national customer service survey and the trends over the five-year period, 2021-2025.

2025 Survey in Numbers	6
Service Awareness	8
Service Use	12
Satisfaction with Services Used	16
Satisfaction with Roads	22
Channels of Engagement	24
Information Sources	28
Sentiment	32
Summary	40

*<https://www.localgov.ie/research>

Questions addressed by the Survey

How aware are people of the services local authorities provide?

What are the most common services used by the public?

Are people satisfied with local authority services?

How and when do they engage with their authority?

Where do people get information about their local authority?

What is the public's sentiment towards local authorities generally?

Acknowledgments

CCMA Corporate Data Working Group Members have overseen the annual research programme:

- Aidan Blighe, Dublin City Council – Chair
- Catherine McConnell, Mayo County Council
- Donal Brennan, Laois County Council
- Jackie Finney, Westmeath County Council
- Mary Quinn, Leitrim County Council
- Mary Egan, Fingal County Council

Thanks to Bryan Cox and Siobhan McCluskey of REDC for conducting the survey.

Thanks, are also due to all who completed the national survey.

2025 Survey In Numbers

Key Facts

Number of
respondents:

2,014

Survey Dates:

**March 6th to
March 28th, 2025**

Survey Method:

**REDC
Omnibus Panel**

Respondent Profile

Gender

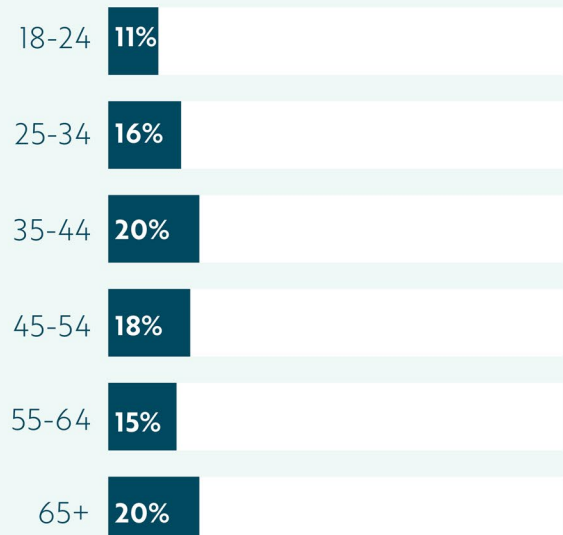


49%
Male

51%
Female



Age

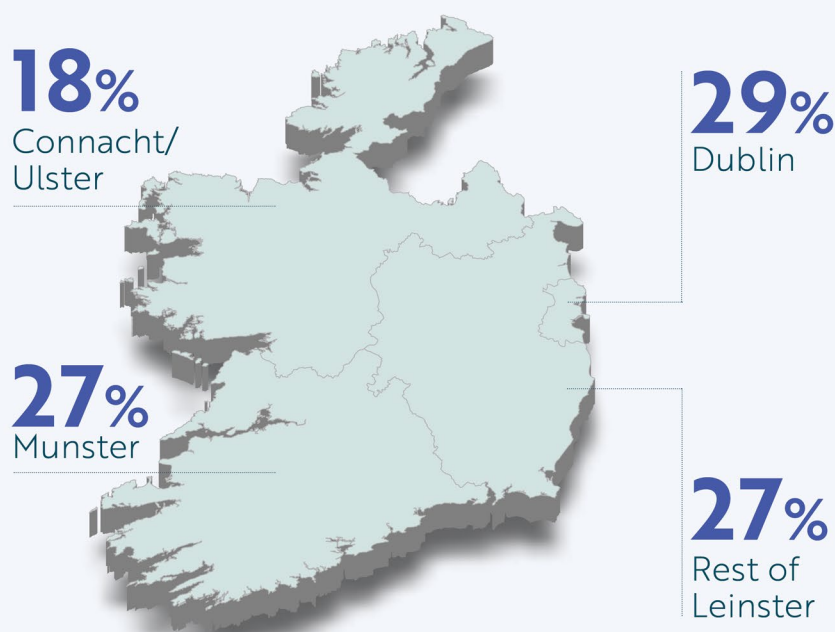


2025 Survey In Numbers (Continued)

Survey Sample

- 2,014 respondents took part in the survey between March 6th and 28th, 2025.
- REDC Research conducted the national survey using REDC’s online omnibus, the RED Line, with boost interviews to ensure adequate sample sizes within each county area.
- Data was weighted across gender, age, region and social class to ensure a nationally representative sample based on latest CSO 2022 Census figures.

Region

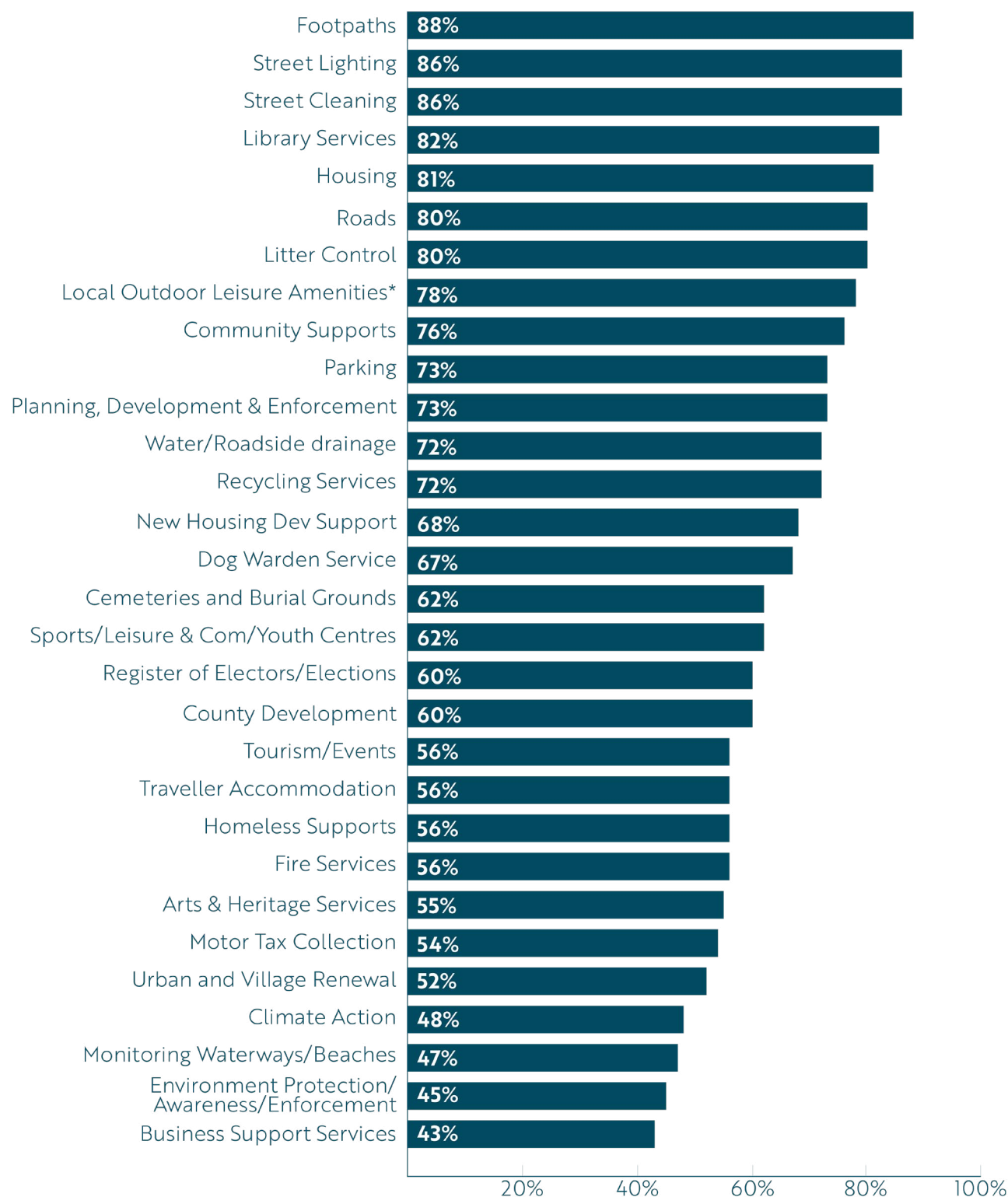


Sense of Belonging



2025 Service Awareness

Local authorities offer a wide range of services to the public. The survey assessed respondents' awareness of local authorities' responsibility in the provision of 30 key services.



*Local Outdoor Leisure Amenities = Parks, playgrounds, sports fields, bathing areas, and open spaces.

2025 Service Awareness (Continued)

Age

In general, awareness of local authority service provision was higher amongst those aged 55 and over, than in younger age groups.

Gender

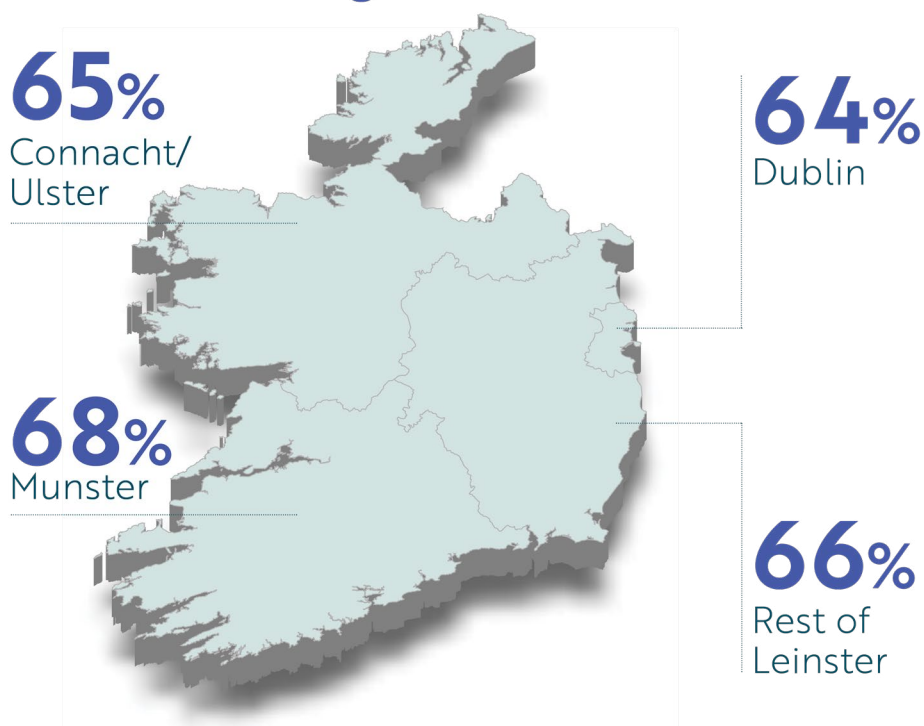
In 2025, females had higher awareness of local authority service provision than males, particularly for 6 services:

- Community Supports **(+6%)**
- New Housing Development Supports **(+6%)**
- Motor Tax Collection **(+6%)**
- Footpaths **(+5%)**
- Street Lighting **(+5%)**
- Local Outdoor Leisure Amenities **(+5%)**

Region

Across the four regions, average awareness of local authority service provision was highest in Munster and lowest in Dublin.

Average awareness levels



Service Awareness/Trend 2021-2025

Some variation in awareness of local authority service provision was noted across the 5-year period, 2021 to 2025.

From 2024 to 2025 decreases in awareness were observed for most services, particularly:

- Environmental Protection & Awareness **(-8%)**
- Urban Village Renewal **(-6%)**
- Water/Roadside Drainage **(-5%)**
- Dog Warden Service **(-4%)**
- County Development **(-4%)**
- Fire Services **(-4%)**

However, awareness about local authority involvement in Tourism/Events increased every year, including 2025, moving from 45% in 2021 to 56% in 2025.

New Housing Development Supports and Dog Warden Services dropped from the high awareness to the medium awareness category.

Similarly, Monitoring Waterways/Beaches and Environmental Protection & Awareness moved from medium awareness to the low awareness category.

Service Awareness / Trend 2021-2025 (Continued)

Service Awareness	2021	2022	2023	2024	2025
Footpaths	87%	92%	90%	90%	88%
Street Lighting	82%	87%	88%	87%	86%
Street Cleaning	86%	88%	91%	88%	86%
Library Services	78%	82%	82%	82%	82%
Housing	79%	82%	84%	83%	81%
Litter Control	81%	86%	86%	83%	80%
Roads	76%	83%	83%	83%	80%
Local Outdoor Leisure Amenities	78%	79%	81%	79%	78%
Community Supports	77%	77%	79%	77%	76%
Parking	63%	72%	74%	73%	73%
Planning, Development & Enforcement	74%	76%	77%	76%	73%
Recycling Services	74%	78%	76%	74%	72%
Water/Roadside drainage	72%	76%	76%	77%	72%
New Housing Development Support	67%	71%	74%	70%	68%
Dog Warden Service	65%	72%	71%	71%	67%
Sports/Leisure & Community/Youth Centres	61%	60%	63%	62%	62%
Cemeteries & Burial Grounds	58%	63%	65%	64%	62%
Register of Electors/Elections	59%	63%	61%	63%	60%
County Development	58%	64%	62%	64%	60%
Tourism/Events	45%	53%	54%	55%	56%
Traveller Accommodation	58%	61%	61%	57%	56%
Homeless Supports	n/a	59%	58%	57%	56%
Fire Services	53%	58%	58%	60%	56%
Arts & Heritage Services	60%	57%	56%	57%	55%
Motor Tax Collection	52%	52%	54%	56%	54%
Urban & Village Renewal	52%	57%	58%	58%	52%
Climate Action *	-	-	-	-	48%
Monitoring Waterways/Beaches	45%	51%	50%	50%	47%
Environ Protect/Aware	48%	55%	55%	53%	45%
Business Support Services	52%	45%	45%	45%	43%

* Climate Action service was added to the survey in 2025

	High Awareness
	Medium Awareness
	Low Awareness

2025 Service Use

96% of respondents had used at least one of the 30 services in the previous 12 months.

Most Used Services in 2025

Recycling	64%
Litter Control	64%
Parking	61%
Roads	61%
Motor Tax Collection	52%
Library Services	40%

Least Used Services in 2025

Dog Warden Service	2%
Homeless Supports	2%
Fire Services	2%
County Development	2%
Traveller Accommodation	1%
Urban & Village Renewal	1%

Age

- More respondents aged **55+** used Recycling Services and Motor Tax than other age groups
- **18–24**-year-olds reported higher use of Litter Control and Sports/Leisure & Community/Youth Centres but lower use of Recycling Services
- Those aged **25–34** were the highest users of Tourism/Events
- More respondents aged **35–44** used Library Services than other age groups

Region

Different patterns of service use were observed across the regions, including:

Dublin

- ▲ Higher use of Litter Bins and Sports/Leisure & Community/Youth Centres
- ▼ Lower use of Motor Tax and Parking

Rest of Leinster

- ▲ Higher use of Parking
- ▼ Lower use of Local Outdoor Leisure Amenities

Munster

- ▼ Lower use of Litter Control

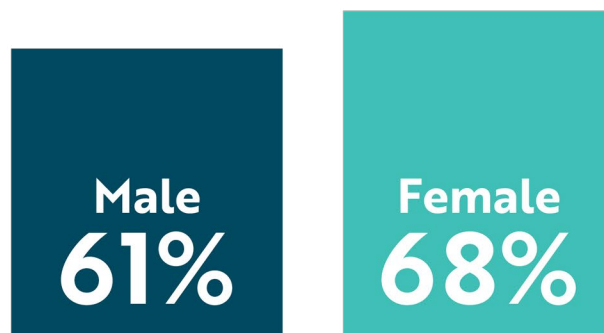
Connacht/Ulster

- ▲ Higher use of Motor Tax Collection

Gender

While the use of local authority services was similar overall, more females reported using Recycling Services than males.

Recycling Services



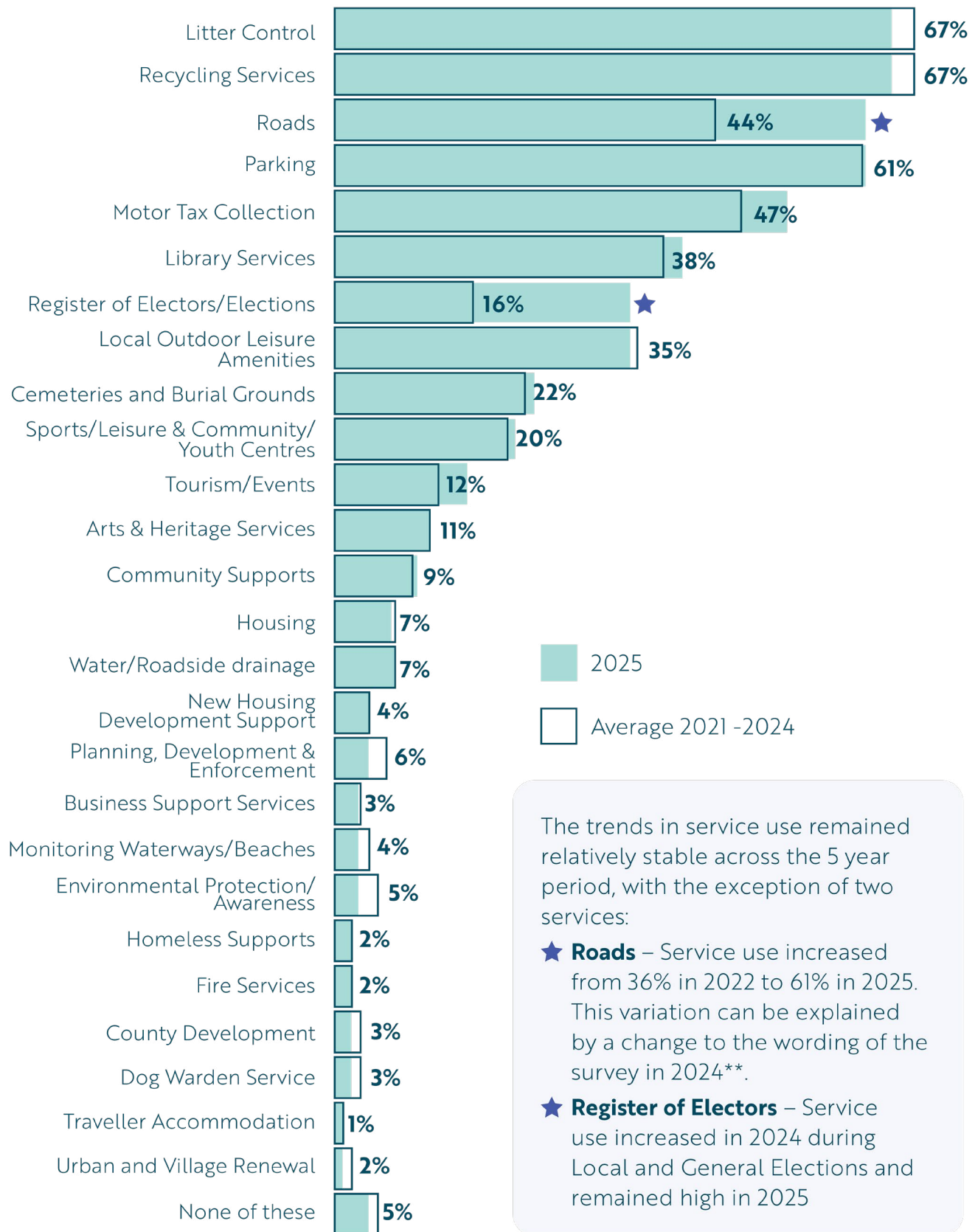
Service Use/Trend 2021-2025

26 Services Used*	2021	2022	2023	2024	2025
Litter Control	64%	70%	67%	65%	64%
Recycling Services	64%	68%	68%	67%	64%
Roads	-	36%	35%	62%	61%
Parking	51%	64%	65%	63%	61%
Motor Tax Collection	43%	48%	49%	47%	52%
Library Services	31%	38%	39%	42%	40%
Register of Electors/Elections	11%	11%	12%	30%	34%
Local Outdoor Leisure Amenities	33%	37%	37%	32%	34%
Cemeteries and Burial Grounds	-	21%	21%	23%	22%
Sports/Leisure & Community/Youth Centres	19%	20%	20%	19%	21%
Tourism/Events	2%	17%	15%	15%	15%
Arts & Heritage Services	9%	13%	11%	11%	11%
Community Supports	7%	10%	8%	9%	9%
Housing	6%	9%	7%	7%	7%
Water/Roadside drainage	-	7%	7%	7%	7%
New Housing Development Support	4%	4%	5%	3%	4%
Planning, Development & Enforcement	7%	6%	5%	4%	4%
Business Support Services	5%	3%	3%	2%	3%
Monitoring Waterways/Beaches	-	5%	4%	3%	3%
Environ Protection/Awareness	8%	4%	5%	4%	3%
Homeless Supports	-	2%	2%	2%	2%
Fire Services	1%	2%	2%	2%	2%
County Development	2%	4%	2%	2%	2%
Dog Warden Service	3%	3%	4%	3%	2%
Traveller Accommodation	1%	2%	1%	1%	1%
Urban and Village Renewal	2%	3%	2%	2%	1%
None of these	7%	5%	4%	5%	4%

* Steet lighting, footpaths, climate action and street cleaning were excluded from the list of 30 service as people had no choice about using those services (n=26 services)

Service Use/Trend 2021-2025 (Continued)

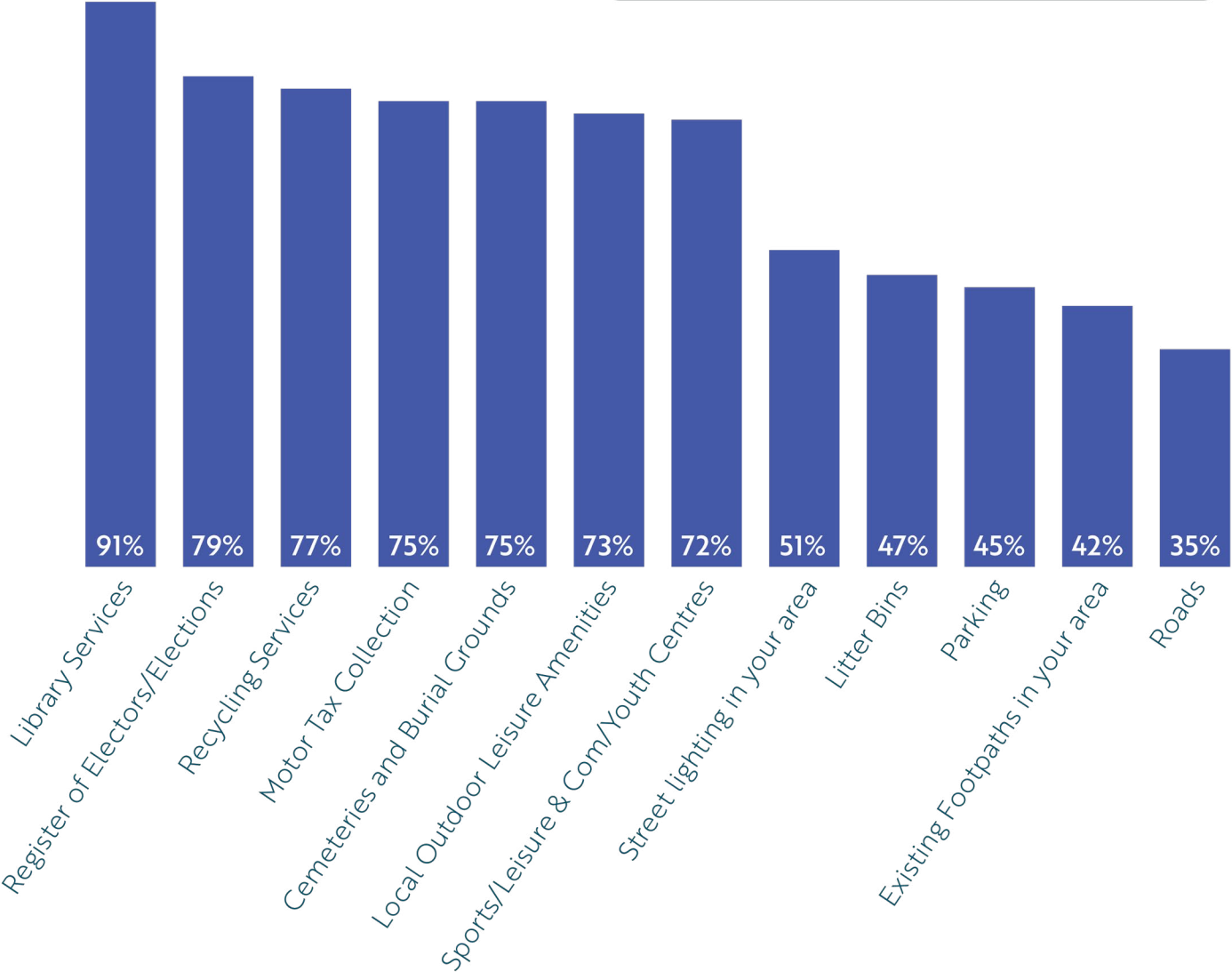
Service Use/Trend Average 2021-2024



** In 2024 the text for this service was changed from 'Roads (e.g., maintenance and improvement of road network)' to a simpler 'Roads' to reduce confusion

2025 Satisfaction with Services Used

Of the 28* services used by respondents, 12 services had at least 400 service users. In 2025, seven of these services had satisfaction rates above 70%.

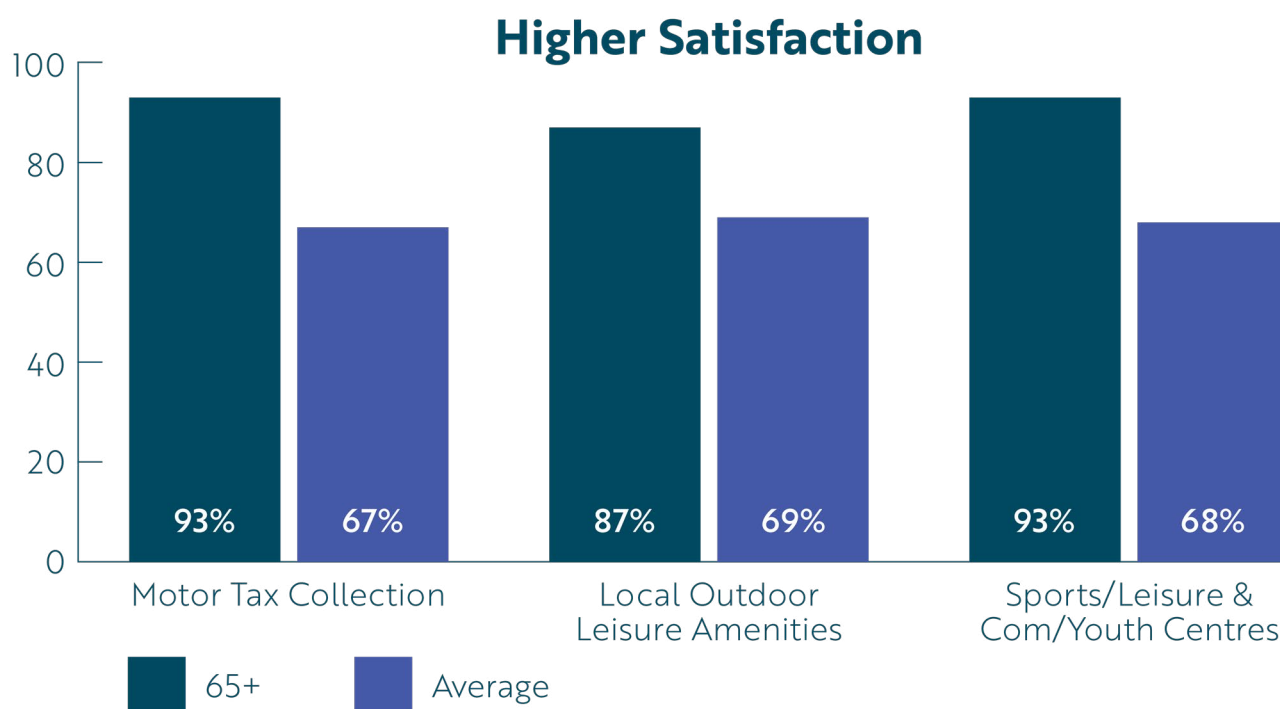


* Steet lighting and footpaths were added to the list of service used when considering satisfaction, street cleaning and climate action were excluded (n=28 services)

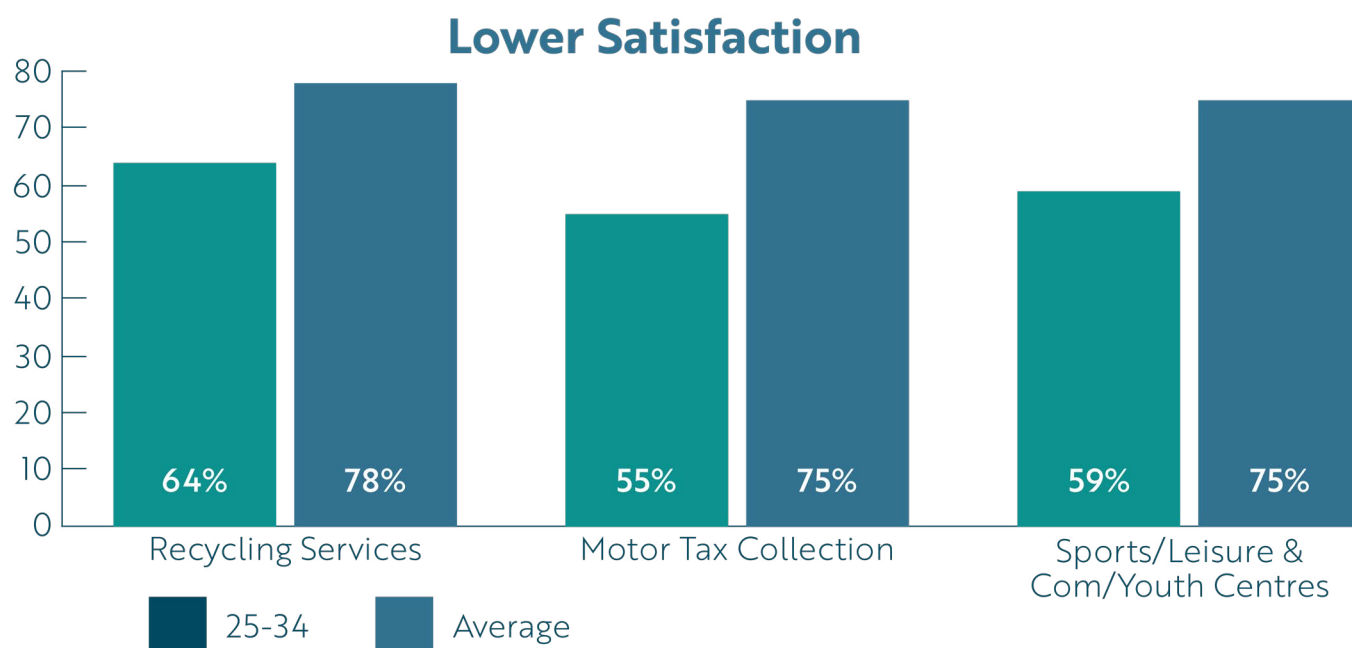
2025 Satisfaction with Services Used (Continued)

Age

Overall, the 65+ group reported the highest satisfaction of all age groups. Satisfaction was particularly high for Motor Tax, Local Outdoor Amenities and Sports/Leisure Centres.



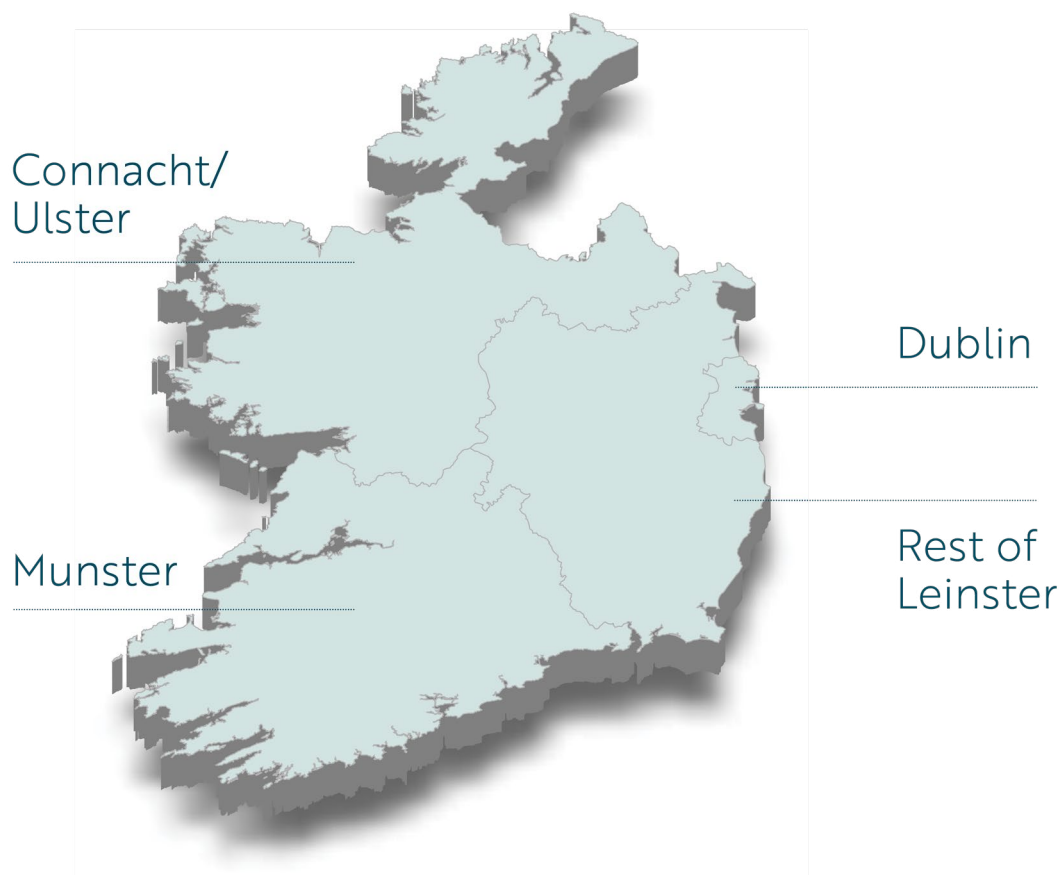
25 to 34-year-olds had the lowest satisfaction with 6 services, particularly Recycling Services, Motor Tax and Sports/Leisure Centres.



2025 Satisfaction with Services Used

Region

- Satisfaction in **Dublin** was higher than in other regions for 9 of the 12 services, especially Street Lighting (62%) and Footpaths (49%).
- Respondents in the **Rest of Leinster** were least satisfied with Local Outdoor Leisure Amenities (65%)
- Satisfaction was lower in **Connacht/Ulster** than other regions for 6 of the 12 services, particularly for Footpaths (34%) and Recycling Services (71%)
- Respondents in **Munster** were most satisfied with Sports/Leisure & Community/Youth Services (79%)



2025 Satisfaction with Services Used (Continued)

Gender

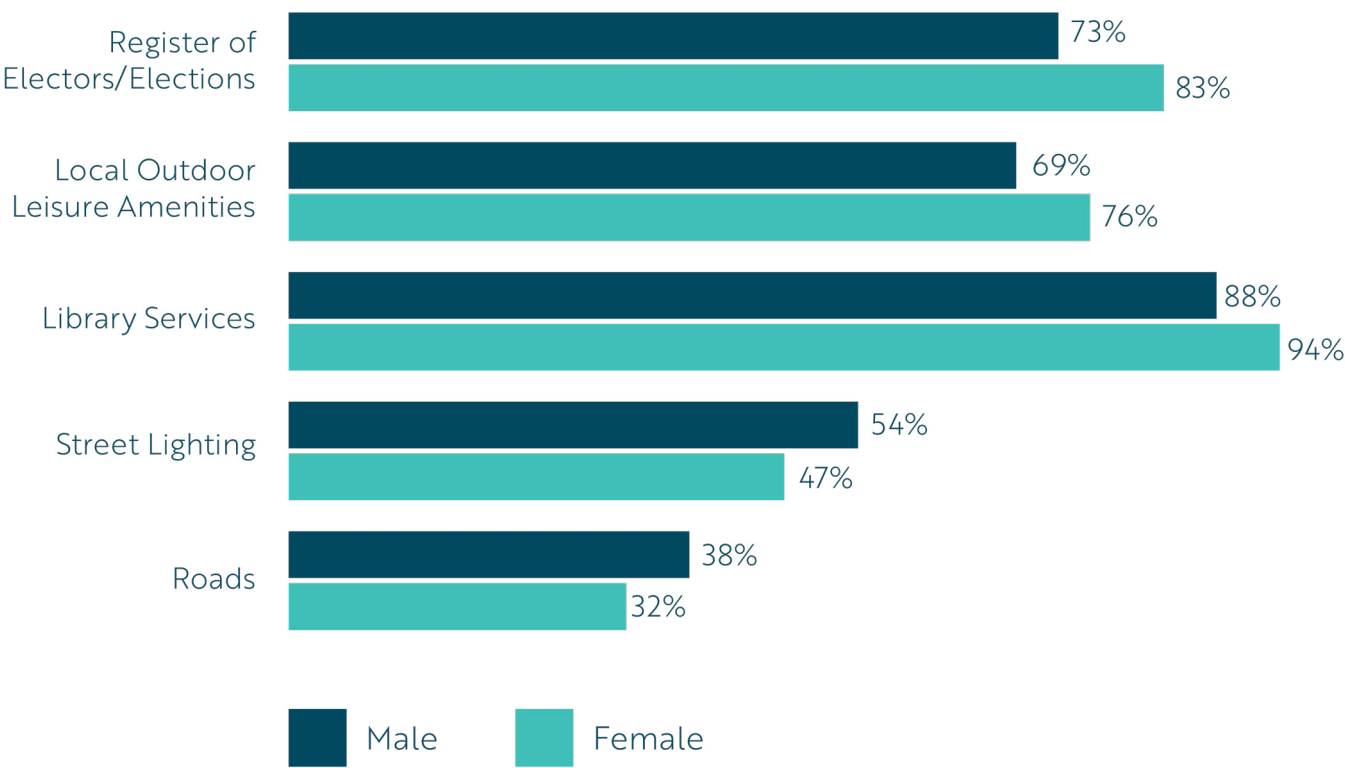
Overall, satisfaction levels varied between genders.

Females were more satisfied than males with:

- 1. Register of Electors **(+11%)**
- 2. Local Outdoor Leisure Amenities **(+7%)**
- 3. Library Services **(+6%)**

Males were more satisfied than females with:

- 1. Street Lighting **(+7%)**
- 2. Roads **(+6%)**



Satisfaction with Services/Trend 2022-2025

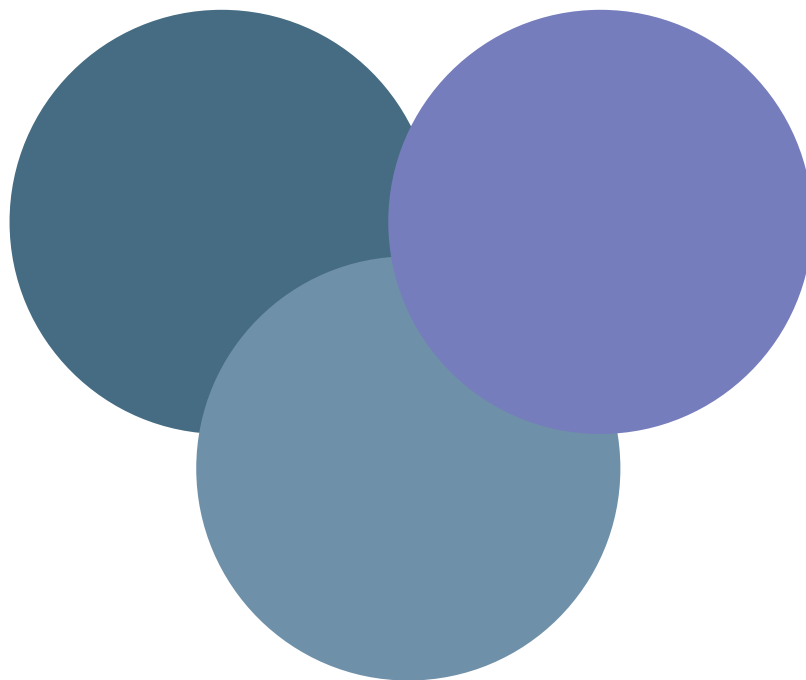
Consistent high satisfaction (above 70%) was recorded for 6 services:

- Library Services
- Register of Electors
- Recycling Services
- Motor Tax Collection
- Cemeteries and Burial Grounds
- Local Outdoor Leisure Amenities

Satisfaction with Sport/Leisure & Community/Youth Centres returned to above 70% in 2025 (72%) following a drop in 2024 to 67%.

Over the four-year period*, satisfaction decreased for Litter Bins and Parking, from 51% in 2022 to 47% and 45%, respectively.

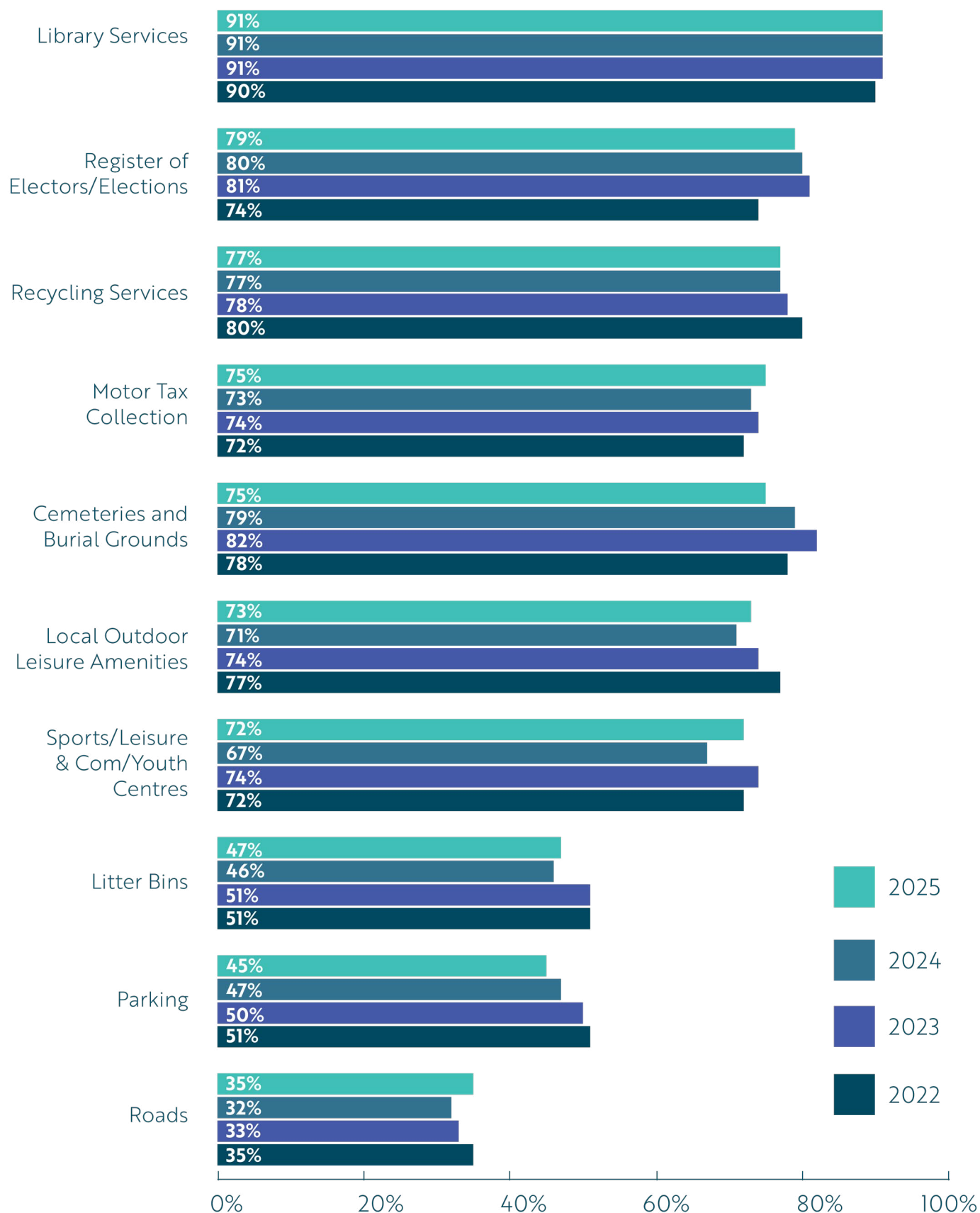
Satisfaction was lowest for Roads in 2025, similar to previous years. However, in 2025, satisfaction increased slightly to 35% compared to 32% in 2024 and 33% in 2023.



* The satisfaction question was introduced to the survey in 2022.

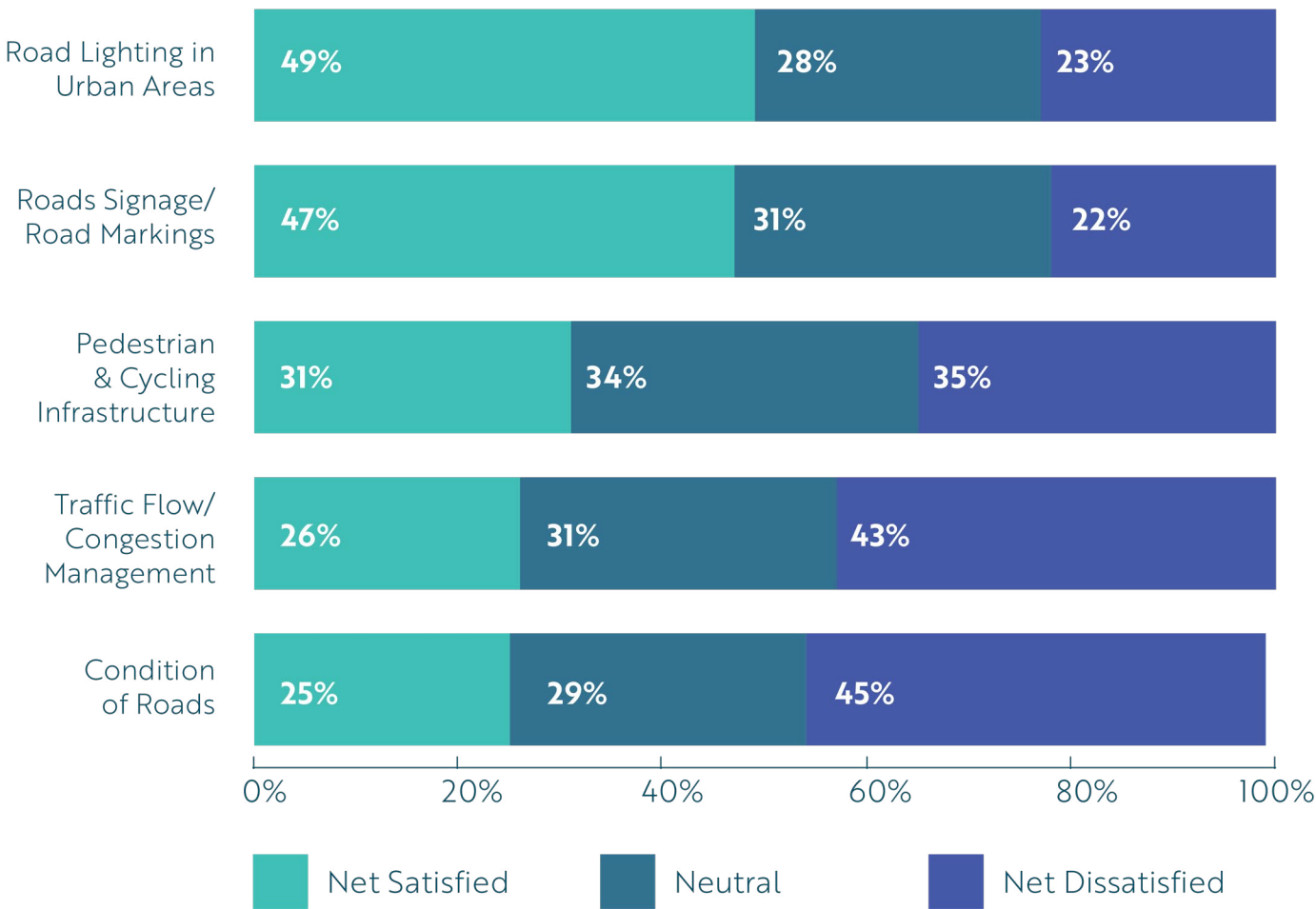
Satisfaction with Services/Trend 2022-2025 (Continued)

NET Satisfaction with Services Used 2022-2025



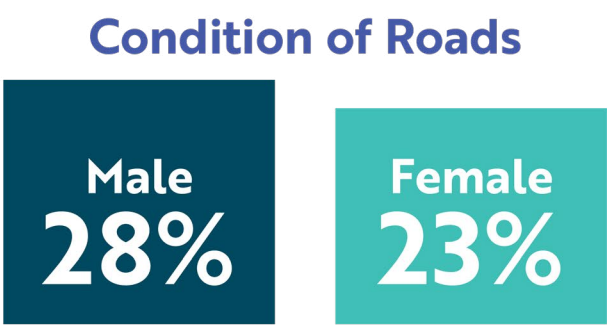
2025 Satisfaction with Roads

Respondents were asked to indicate their level of satisfaction for five elements of road service delivery.



Gender

Satisfaction with roads was similar for males and females for four of the five elements. Males reported a 5% higher satisfaction with Condition of Roads than females.



2025 Satisfaction with Roads (Continued)

Age

Satisfaction varied slightly across the age groups. 18–24-year-olds had higher satisfaction with three road factors:

- Condition of Roads **(32%)**
- Road Signage/Markings **(54%)**
- Street Lighting **(54%)**

Respondents aged 65+ had higher satisfaction for:

- Traffic Flow/Congestion Management **(31%)**

Region

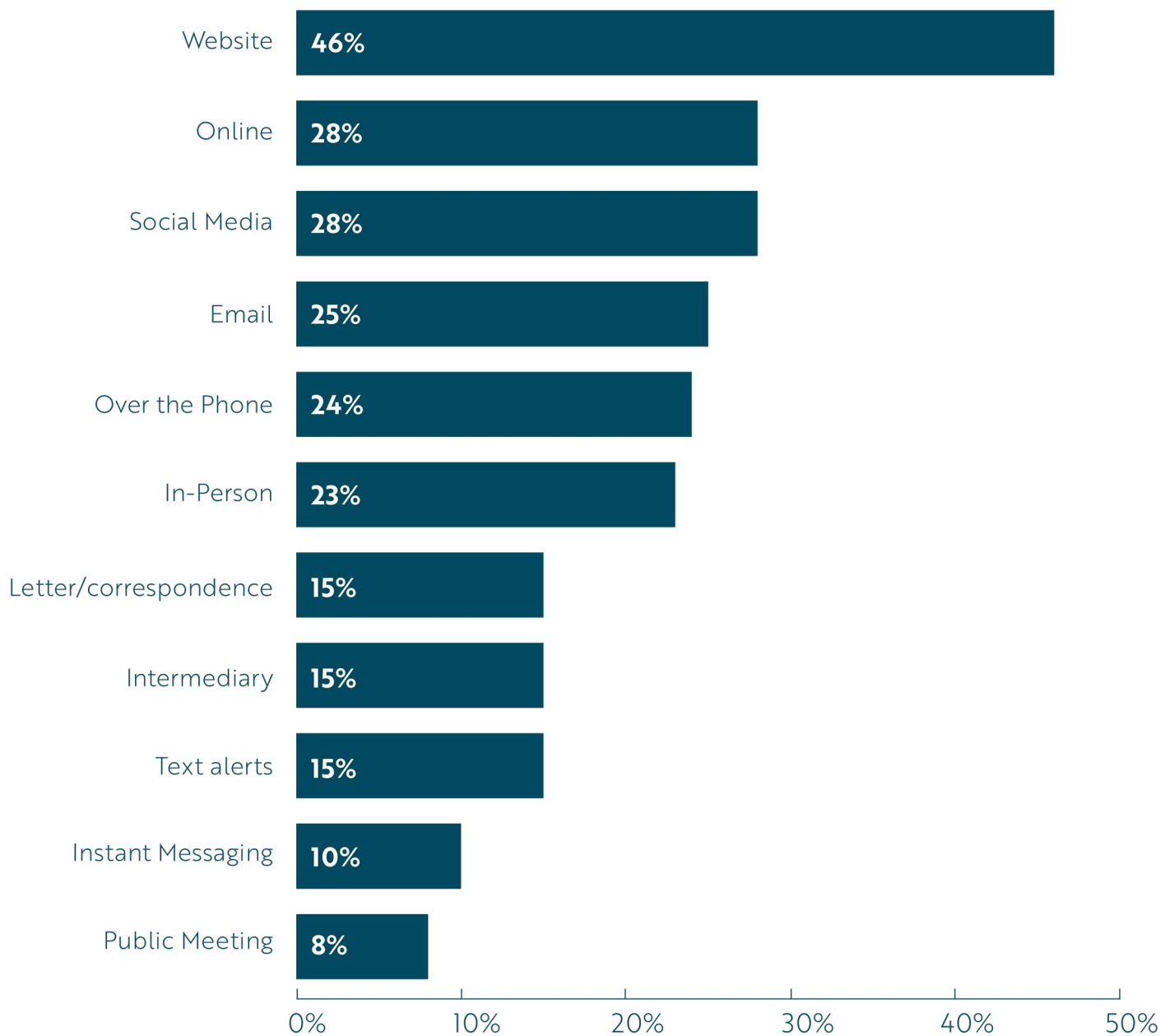
Dublin had the highest satisfaction levels overall. However, satisfaction levels varied regionally across the five areas of road service delivery. There was least satisfaction for Condition of Roads outside Dublin and least satisfaction with Traffic Flow/Congestion in Dublin.

Satisfaction with Services	Dublin	Rest of Leinster	Munster	Connacht/ Ulster
Road Lighting in Urban Areas	54%	47%	50%	45%
Roads Signage/Road Markings	52%	46%	47%	43%
Pedestrian & Cycling Infrastructure	39%	30%	28%	23%
Condition of Roads	31%	23%	23%	24%
Traffic Flow/Congestion Management	23%	26%	28%	29%



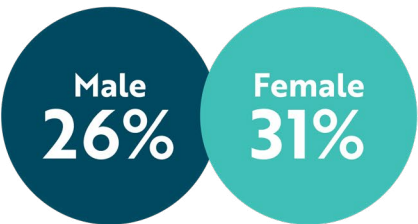
2025 Channels of Engagement

Websites were the most popular channel used to engage with local authorities within the past 12 months.



Gender

Males were slightly more engaged across all channels except Social Media in 2025.



2025 Channels of Engagement (Continued)

Age

- 18-24

Higher engagement via Social Media and Instant Messaging
- 35-44

Highest engagement across most channels, indicating a preference for a diversity of channels amongst this age group
- 55+

Lower engagement across most channels, particularly Social Media

Region

Dublin	<div><div>↑</div><div>Higher engagement via Website (51%)</div><div>↓</div><div>Lower In-person engagement (17%)</div></div>
Munster	<div><div>↓</div><div>Lower engagement with Website (41%) and Online channels (20%)</div></div>
Connacht /Ulster	<div><div>↑</div><div>Higher engagement In-Person (32%) and Letter/Correspondence (20%)</div></div>
Rest of Leinster	<div><div>↑</div><div>Higher engagement across most channels</div></div>

Channels of Engagement/ Trend 2021-2025

The data for channel of engagement used within the previous twelve months was compared across the five years.

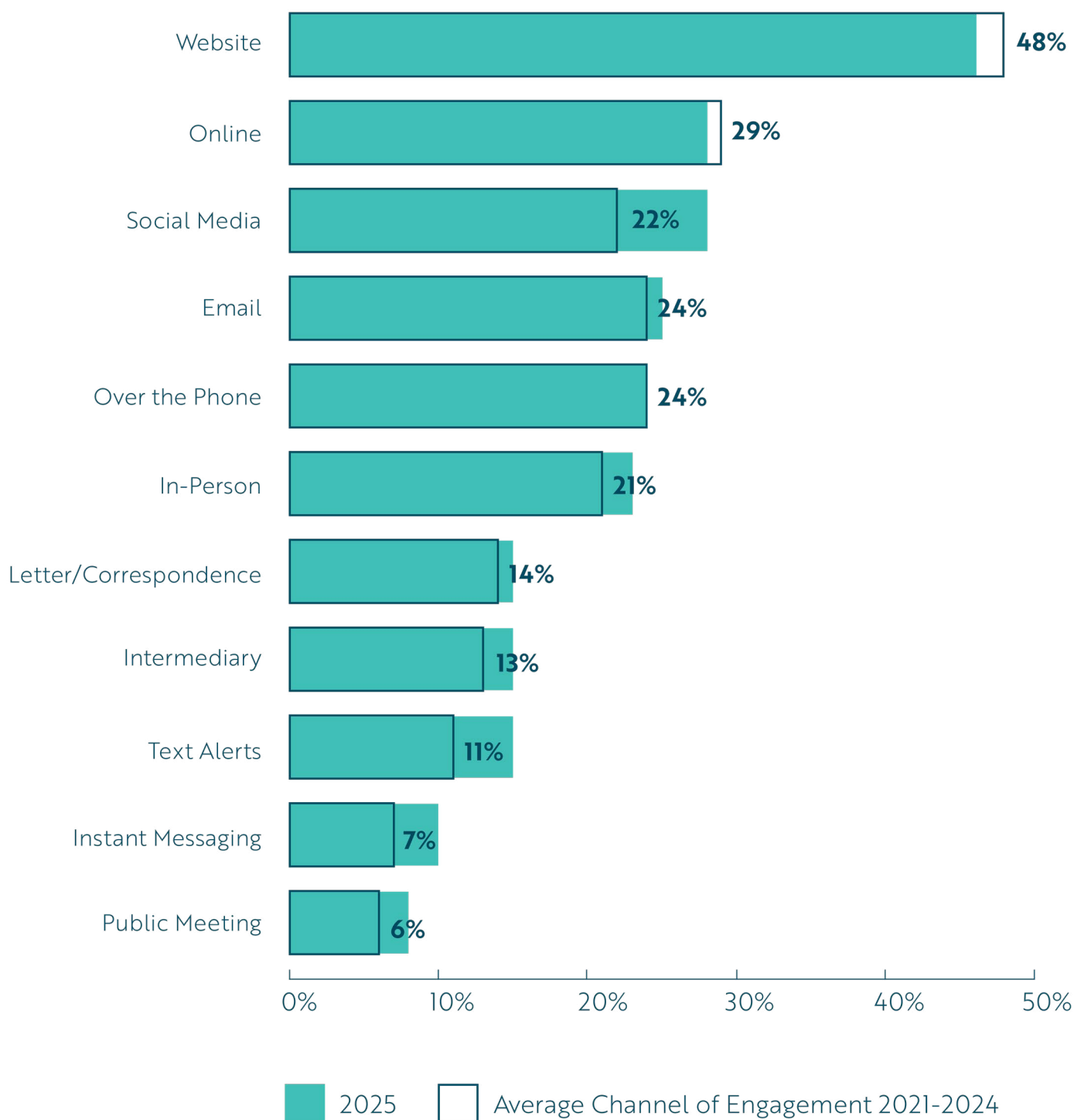
- **Websites** were the most important channel each year, although there was a small drop in usage in 2025 to 46% compared with an average 48% over the previous 4 years
- Consistent use of **Online**, **Phone** and **Email** as channels of engagement with about a quarter of people using each
- Increase in **In-Person** engagements and **Public Meetings** post pandemic, with a one percentage point drop in 2025 compared to 2024
- Increase each year in engagement via **Social Media** and **Text Alerts**
- Stable engagement with **Letter/Correspondence**
- **Instant Messaging** category introduced in 2024 with a small increase in 2025

Channels Used <12 Months	2021	2022	2023	2024	2025
Website	46%	47%	50%	48%	46%
Online	-	28%	31%	28%	28%
Social Media	19%	20%	23%	25%	28%
Email	24%	24%	24%	24%	25%
Over the Phone	24%	24%	25%	24%	24%
In-Person	14%	21%	24%	24%	23%
Letter/ Correspondence	12%	12%	15%	15%	15%
Intermediary	13%	11%	13%	16%	15%
Text Alerts	-	10%	11%	13%	15%
Instant Messaging	-	-	-	7%	10%
Public Meeting	4%	5%	7%	9%	8%



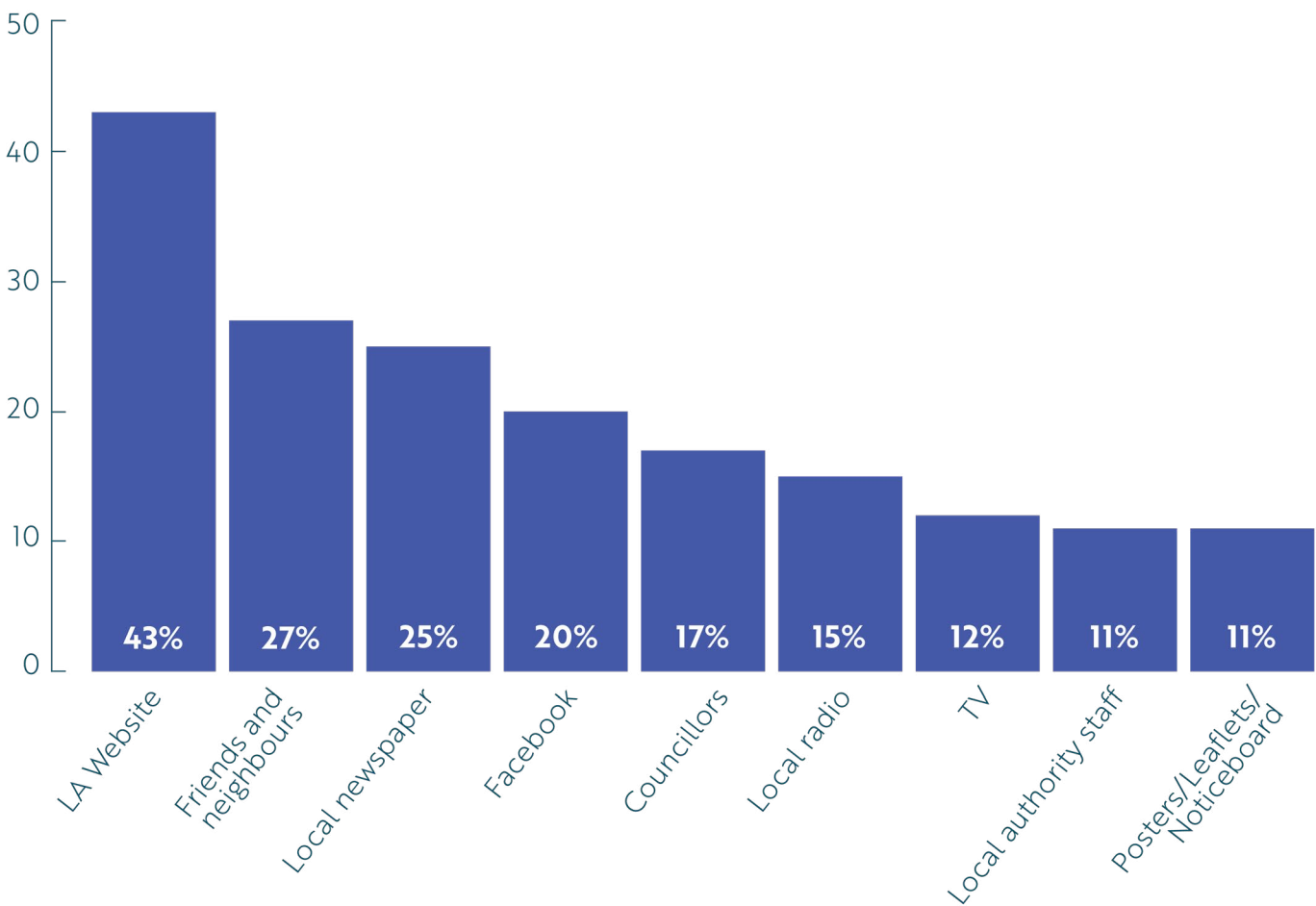
Channels of Engagement/Trend 2021-2025 (Continued)

Average Channels of Engagement 2021-2024 Compared to 2025 Channels of Engagement



2025 Information Sources

Of 19 information sources, nine were used by more than 10% of respondents. An additional 11% selected 'None of These.'



For the remaining 10 information sources usage rates were below 10%:

- Other Websites
- National Newspaper
- Texts Alerts
- LA Newsletter
- National Radio
- Instagram
- LA Apps
- Twitter
- LinkedIn
- Other



2025 Information Sources (Continued)

Age

Respondents aged **65+** were more reliant on **official** and **traditional sources of information** including:

- 49%** Local Authority Website
- 36%** Local Newspaper
- 28%** Contacting Councillors
- 27%** Local radio
- 19%** Local Authority Staff

The youngest cohort (**18-24**) had the highest engagement with:

- 40%** Friends and Neighbours
- 26%** TV
- 21%** Instagram

Region

- Respondents in **Munster** reported a higher use of Local Radio (24%) and Local Newspaper (27%)
- Respondents in **Connacht/Ulster** reported a higher use of Friends and Neighbours (29%) and reported lower use of Local Authority Website (41%)
- Highest use of Local Authority Website (47%) and Facebook (20%) was in **Rest of Leinster**
- Respondents in **Dublin** were more likely to use Posters/Leaflets (15%) and less likely to use Local Radio (5%) and Local Newspapers (20%)

Gender

There was little variation in information sources used by males and females.

Information Sources/ Trend 2022-2025

There was minimal variation to the trend for most information sources used over the 4-year period*. Three variances of note were:

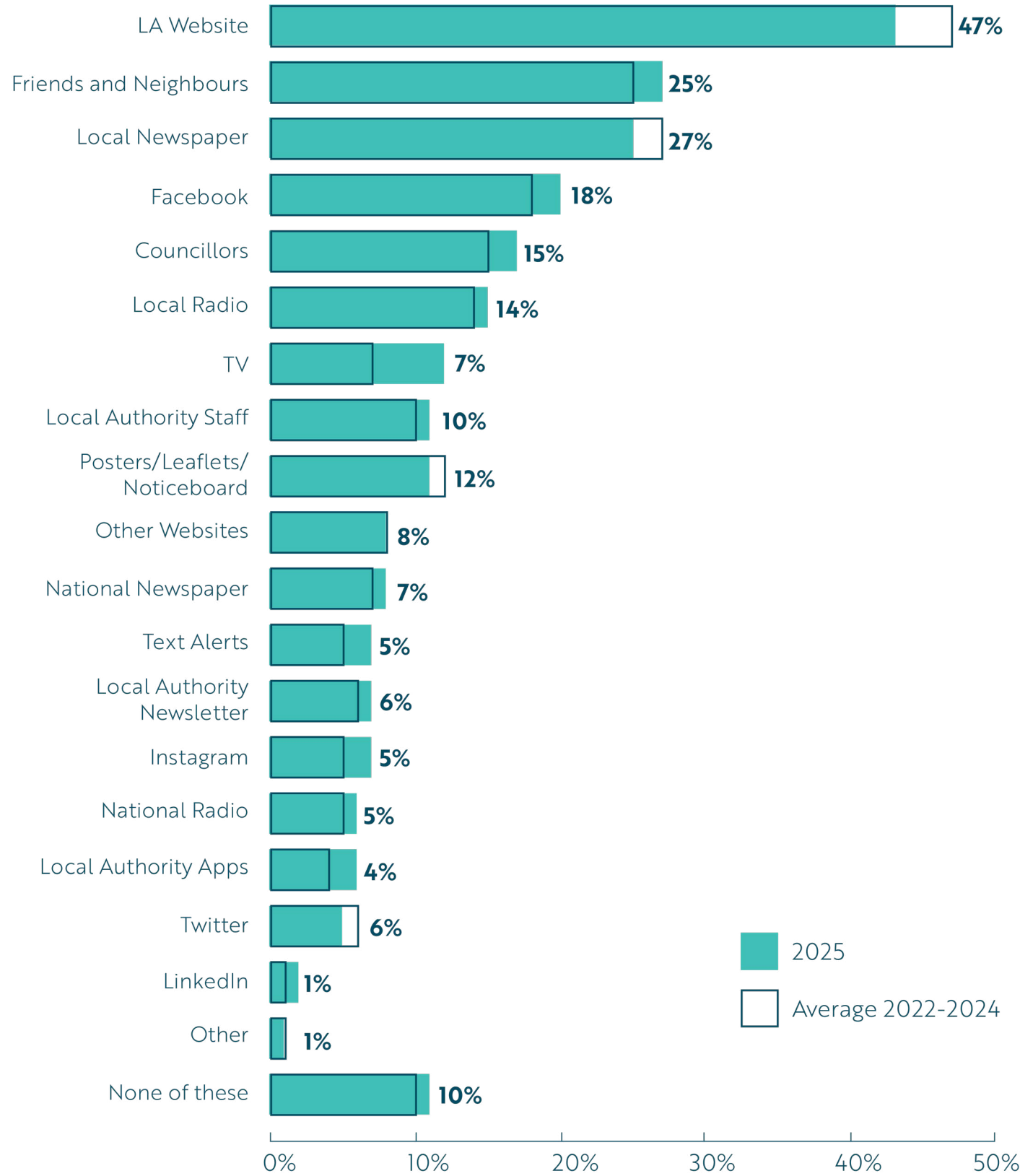
- A decrease in use of **Local Authority Websites** from 49% in 2023 to 43% in 2025
- A decrease in use of **Local Newspaper** from 30% in 2022 to 25% in 2025
- An increase in the use of **TV** as an information source from 5% in 2022 to 12% in 2025

Sources of Information	2022	2023	2024	2025
LA Website	47%	49%	45%	43%
Friends and Neighbours	25%	28%	22%	27%
Local Newspaper	30%	30%	21%	25%
Facebook	19%	19%	17%	20%
Councillors	16%	16%	13%	17%
Local Radio	15%	16%	12%	15%
TV	5%	10%	7%	12%
Local Authority Staff	11%	10%	10%	11%
Posters/Leaflets/Noticeboard	12%	13%	10%	11%
Other Websites	9%	8%	7%	8%
National Newspaper	7%	9%	6%	8%
Text Alerts	4%	5%	5%	7%
Local Authority Newsletter	6%	6%	5%	7%
Instagram	4%	6%	5%	7%
National Radio	5%	6%	5%	6%
Local Authority Apps	4%	5%	4%	6%
Twitter	7%	8%	4%	5%
LinkedIn	1%	2%	1%	2%
Other	1%	1%	1%	1%
None of these	11%	9%	10%	11%

*The information sources question was introduced to the survey in 2022.

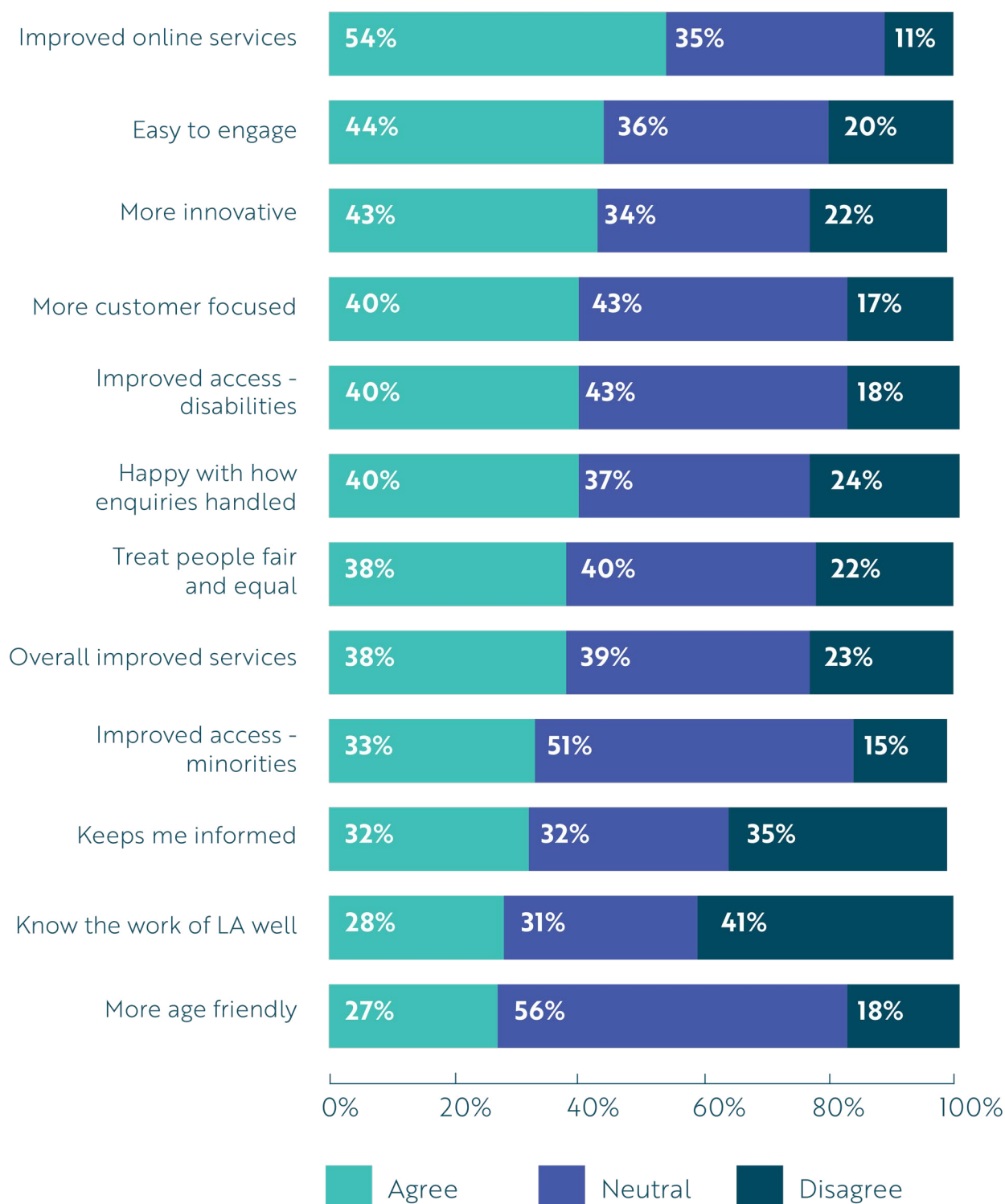
Information Sources/Trend 2022-2025 (Continued)

Average Information Sources used 2022-2024 Compared to 2025 Information Sources



2025 Sentiment

The survey included 12 sentiment statements. Respondents were asked the extent to which they agreed with the statements. The results provide an indication of the public's sentiment in relation to the selected topics. The majority of people agree or are neutral about services, with a minority being dissatisfied.



2025 Sentiment (Continued)

Age

Those aged **65+** had the highest levels of agreement for 10 of 12 sentiment statements. For two sentiments, agreement was 12 percentage points higher the national total:

- 66%** Improved Online Services
- 52%** More Customer Focused

The **18-24s** had the highest levels of agreement for two sentiments:

- 46%** Overall Improved Services
- 40%** Improved Access - Minorities

Region

- Respondents in **Connacht/Ulster** had the lowest levels of agreement for all 12 sentiment statements
- Respondents in the **Rest of Leinster** had higher levels of agreement across 7 of the 12 sentiment statements

Gender

Agreement levels were similar for males and females for most sentiments except two.

	Male	Female
Improved Online Services	51%	57%
Overall Improved Services	35%	40%

Sentiment/Trend 2021-2025

Communications and Service Provision

Sentiment Statements

- It is simple and easy to interact with my local authority
- I am happy with how my enquiries are handled*
- My local authority keeps me informed about what they are doing
- I know my local authority well through seeing advertisements and contacting them

Trend

Decrease in agreement for 2 of the 4 sentiment statements related to Communications and Service Provision:

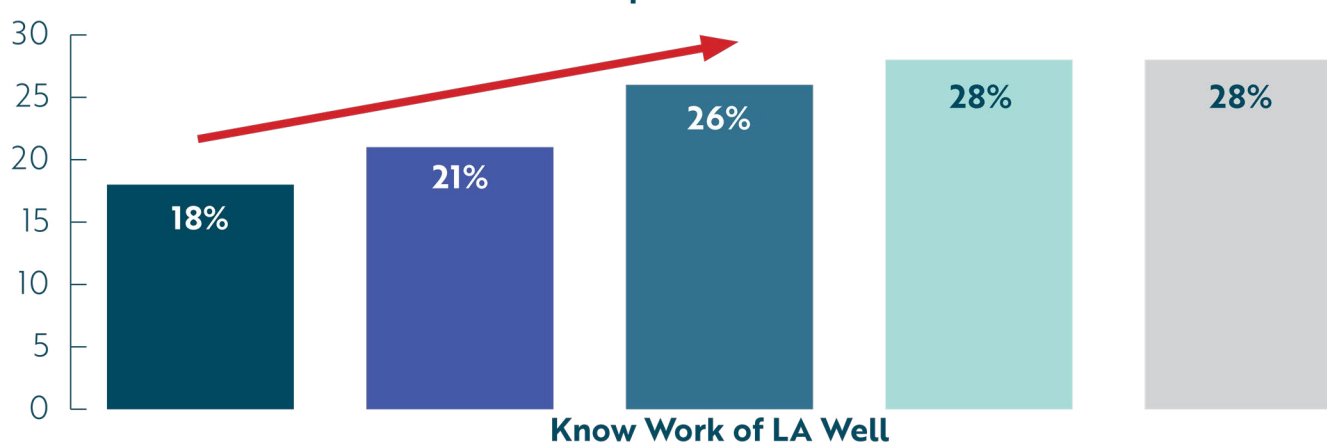
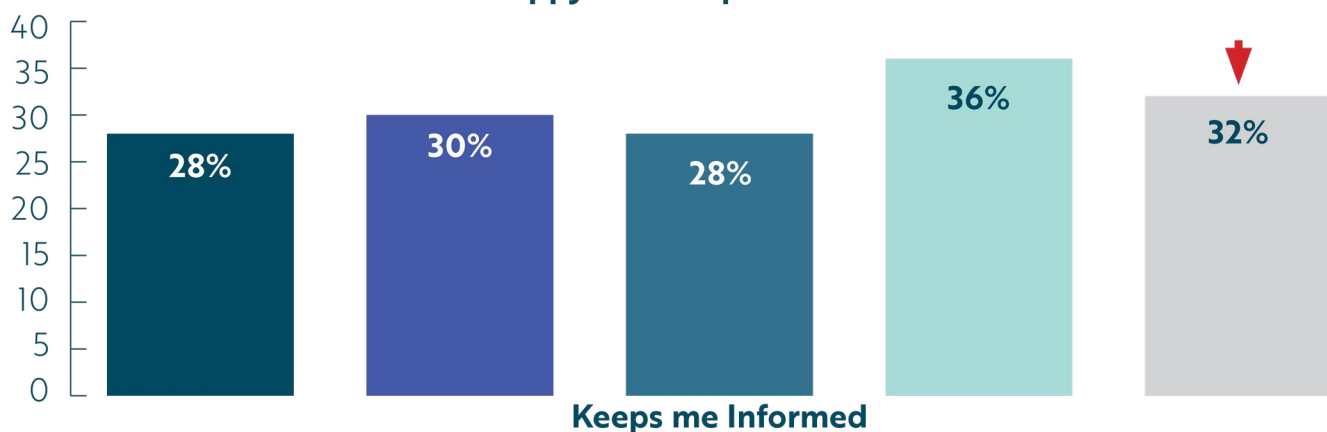
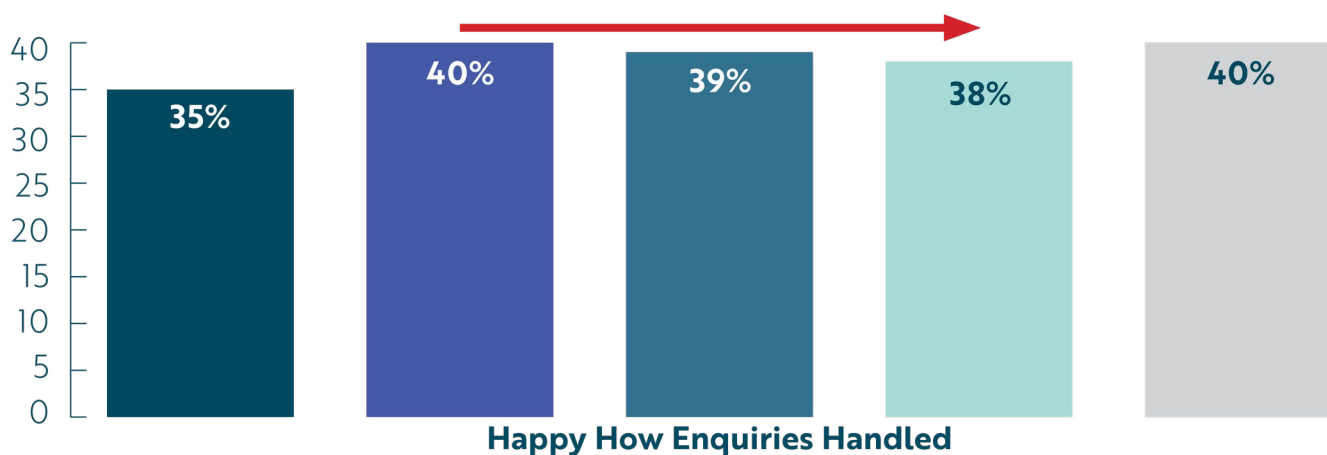
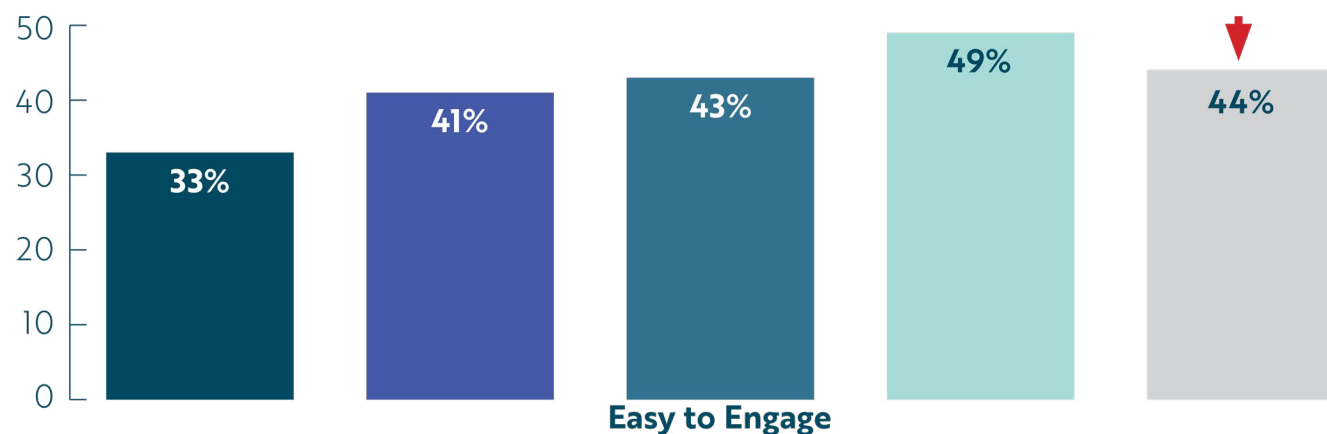
- Easy to engage
- Keeps me informed

'I know the work of my local authority well' increased from 18% in 2021 to 28% in 2024 and 2025.

Agreement with 'I am happy with how my enquiries are handled' remained relatively stable since 2021.

*Sentiment question asked only to respondents that used a local authority service.

Sentiment/Trend 2021-2025 (Continued)



Sentiment/Trend 2021-2025

Equality and Access

Sentiment Statements

- My local authority treats people in a fair and equal way
- There has been improved access to services and decision making for people with disabilities
- There has been improved access to services and decision making for minorities
- My local authority has become more age friendly over the past 3 years*

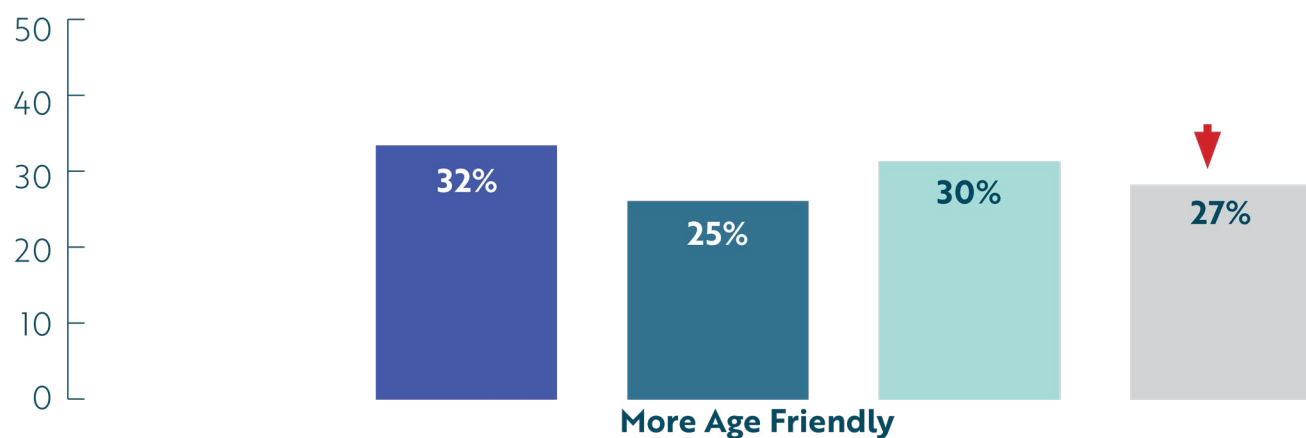
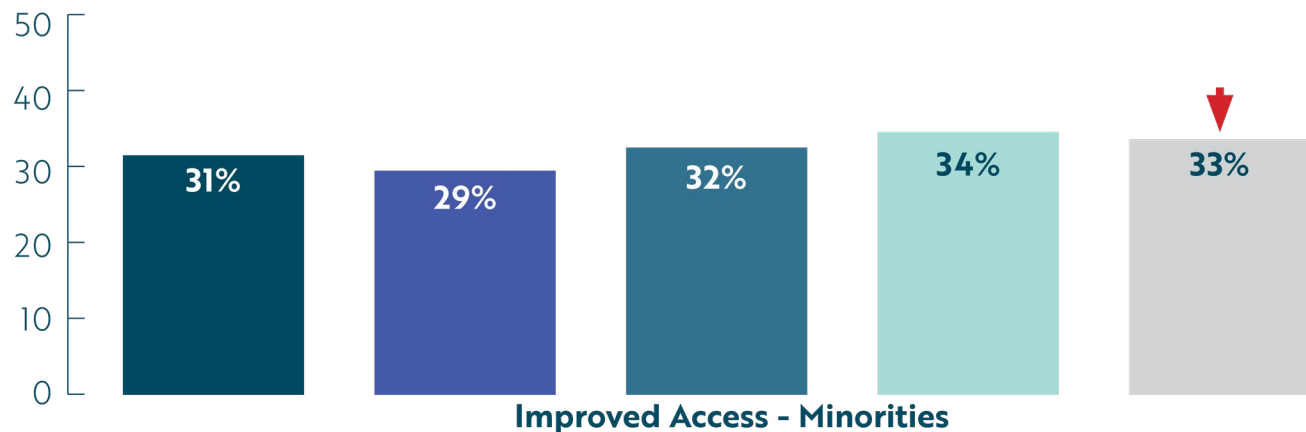
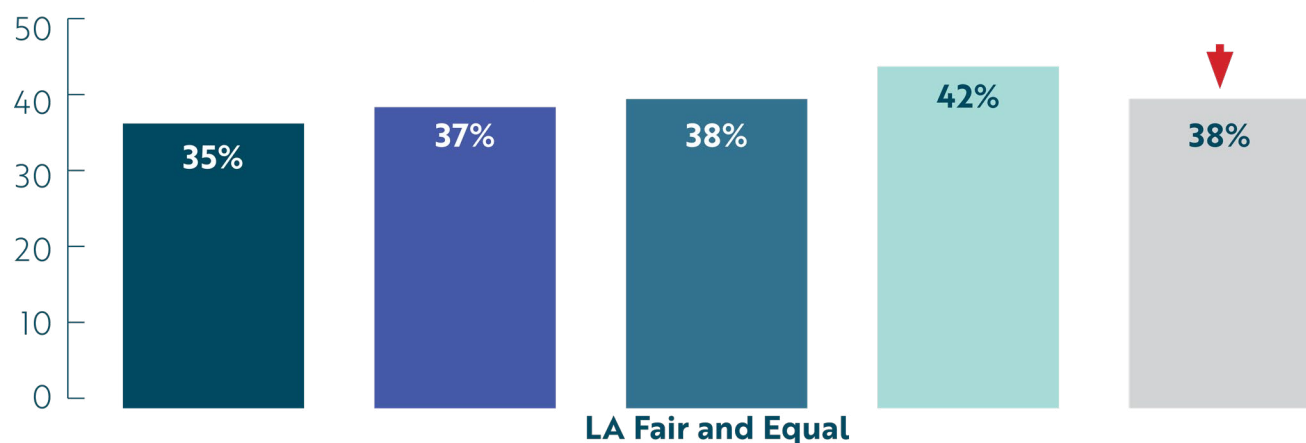
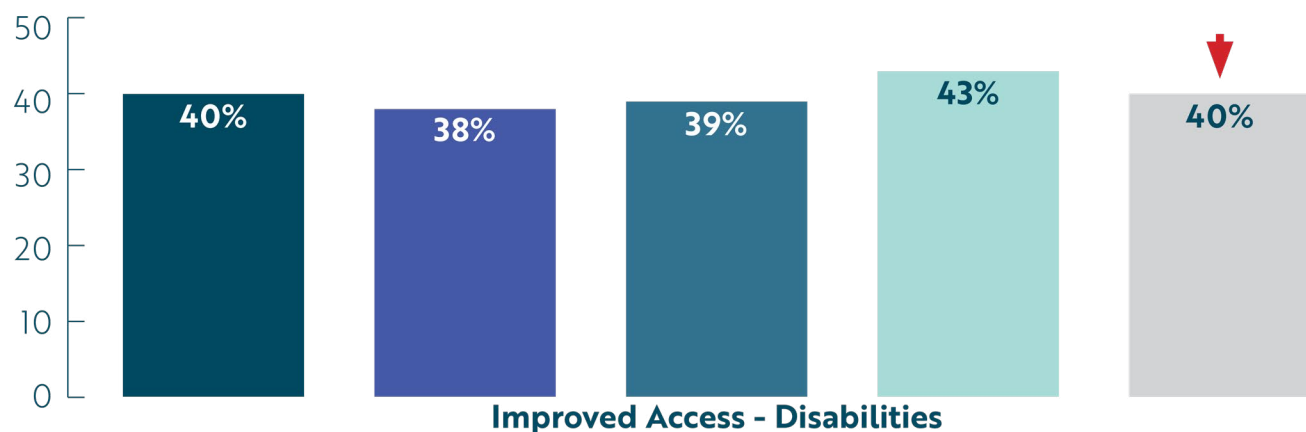
Trend

There were decreases in agreement for all 4 of the sentiment statements related to Equality and Access in 2025. This compares to an increase for all statements in 2024.

The biggest decrease was for 'my local authority treats people in a fair and equal way', from 42% in 2024 to 38% in 2025. However, agreement levels were on par with 2023.

*Sentiment added in 2022.

Sentiment/Trend 2021-2025 (Continued)



Sentiment/Trend 2021-2025

Improvements in Customer Service

Sentiment Statements

- My local authority has become more customer focused over the past 3 years*
- My local authority has become more innovative over the past 3 years**
- My local authority has improved online digital services over the past 3 years***
- The level of service provided has improved over the past 3 years

Trend

There were decreases in agreement for all 4 of the sentiment statements related to Improvements in Customer Service in 2025. This theme saw the most variation in agreement levels.

Improved Online Services, More Customer Focused and Overall Improved Services fell in 2025 but remained higher than 2023.

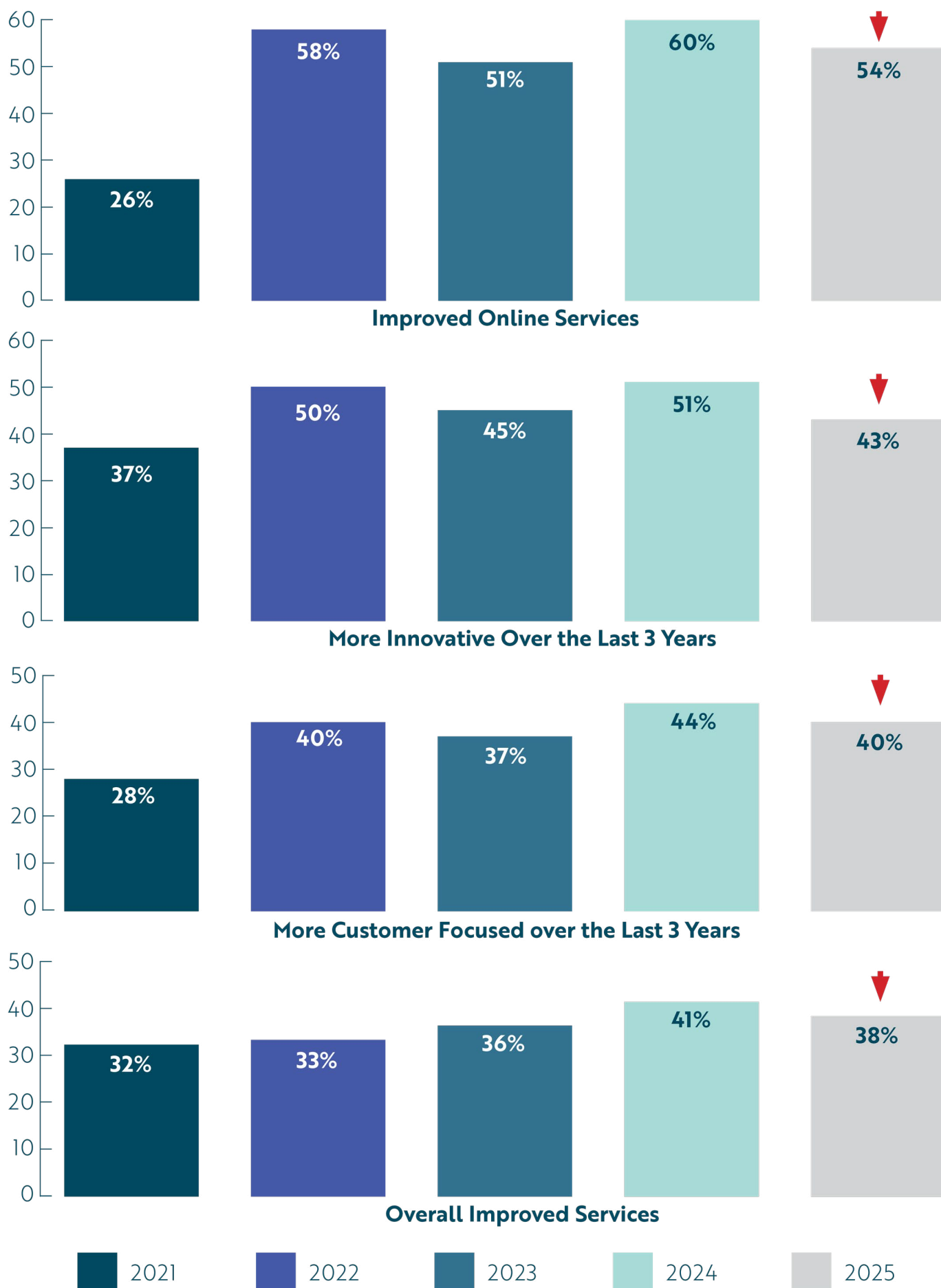
More Innovative fell by 8 percentage points in 2025, down from 51% in 2024 to 43%.

*In 2021 it was in the past 5 years.

**In 2021 it was in the past 5 years.

***In 2021 the wording was 'my local authority is doing enough to provide digital services.' In 2022 the wording was changed to 'my local authority is doing a good job providing online digital services.'

Sentiment/Trend 2021-2025 (Continued)



Summary/2025 Customer Service Findings



Service Awareness

High awareness (over 70%) of local authority service provision for 13 of 30 services

Lowest awareness for Business Support Services (43%) and Environmental Protection (45%)



Service Use

Most used services = Litter Control, Recycling Services and Parking **>60%**

Least used services = Traveller Accommodation, Homeless Supports, Fire Services, Business Support Services **<3%**



Service Satisfaction

Satisfaction highest for Library Services, Register of Electors and Recycling Services. **Lowest satisfaction** for Roads (35%)

Consistent high satisfaction (above 70%) for 6 services



Channels of Engagement

Website was the **most popular channel** to engage with local authorities (46%)

Increased engagement via Social Media and Text Alerts



Sources of Information

Top 3 information sources = LA Websites (43%), Friends & Neighbours (27%) and Local Newspapers (25%)

Small decrease in number of respondents using LA Websites and Local Newspapers



Sentiment

Highest agreement with 'Improved Online Services' (54%), 'Easy to Engage with LA' (44%) and 'LA is Becoming More Innovative' (43%)

Decrease in agreement with 9 of 12 sentiments

Summary/2025 Customer Service Findings (Continued)

Age

Youngest Respondents (18-24)

- **Lower overall service awareness** and lower use of Recycling, Litter Control, Parking and Motor Tax
- **Higher engagement** via Social Media and Instant Messaging
- **Higher agreement** with 'Improved Access for Minorities' and 'Overall Improved Services'. **Less likely to agree** that 'LA Improving Online Services'

Oldest Respondents (65+)

- **Higher overall service awareness** and higher use of Recycling Services, Motor Tax and Cemeteries/Burial Grounds
- **Higher use of traditional information sources** – Local Newspapers, LA Staff, Local Radio and Councillors
- **Higher satisfaction** with services overall
- **Higher levels of agreement** for 'Improved Online Services', 'LA More innovative', 'Easy to Engage with LA' and 'LA More Customer Focused'

Region

Dublin

- **Lower awareness** levels of local authority service provision, except for Sports/Leisure & Community/Sports Centres. **Lower use** but **higher satisfaction** with Roads
- **Lower** In-Person engagements. **Higher use** of Websites

Rest of Leinster

- **Higher use** of Parking. **Lower use** of Local Outdoor Leisure Amenities

Munster

- **More likely to use** local information sources e.g., Local Radio
- **Lowest engagement** via Website and Online
- **Lowest satisfaction** with Roads

Connacht/Ulster

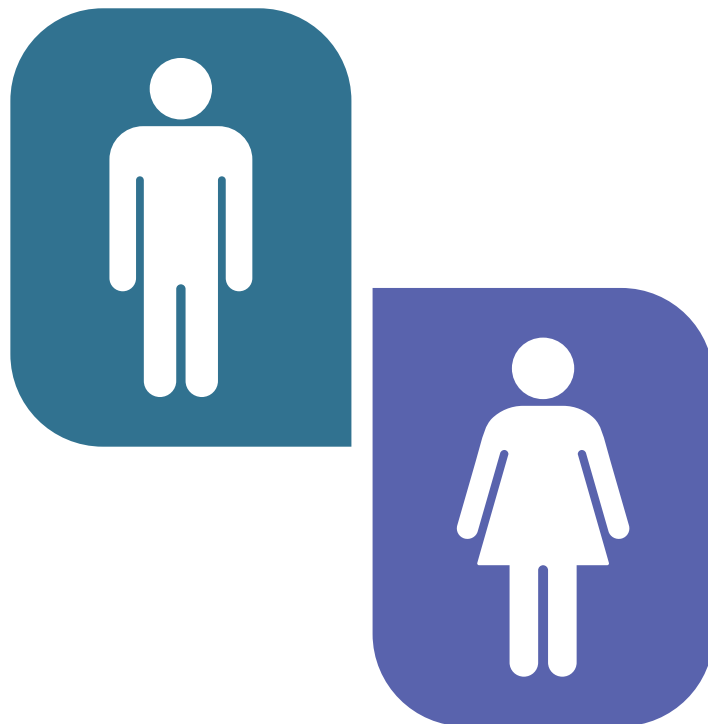
- **Higher** in person engagements
- **Lowest levels of agreement** for all 12 sentiment statements.
- **Lowest satisfaction** with 11 of the 13 services.

Summary/2025 Customer Service Findings & Trend

Gender

The variances between the genders were minimal, with a few exceptions:

- Females had **higher awareness** than males about local authority service provision
- Females **used Recycling Services** more than males
- On average, males were slightly **more engaged** across all channels except social media
- Males had **lower agreement** with 'LA Improved Online Services' and 'Overall Improved Services'



Summary/2025 Customer Service Findings & Trend

(Continued)

Trend

Awareness: From 2024 to 2025 small decreases in awareness were observed for most services

Services Use: Service use remained relatively stable across the 5 year period, increases noted for Register of Electors

Satisfaction: From 2022 to 2025, consistent high satisfaction (above 70%) was for 6 of 13 services

Channels of Engagement: Overall, there was an increase in the number of channels being used. Websites were the most important channel each year. Gradual increases noted for Social Media and Text Alerts

Information Sources: Minimal variation for most information sources, except an increase for TV and small decrease for Websites and Local Newspapers

Sentiment: Decrease in agreement for 10 of the 12 sentiment statements. Biggest decrease with 'More Innovative' and 'Improved Online Services' when compared with 2024.

