

Calgary



Responsible Pet Ownership Bylaw Review

March 2020

Prepared for The City of Calgary by:

Contact: Leger
933 - 17th Avenue SW, Suite 405
Calgary, AB Canada T2T 5R6
www.leger360.com

Leger

Context and Method

- In Fall 2019, The City of Calgary contracted Leger to conduct a city-wide phone survey and focus group research with citizens.
- The research was designed to uncover public awareness and opinions about responsible pet ownership, including perspectives on:
 - Responsible pet ownership
 - Pet licensing and microchipping
 - Satisfaction with the RPO Bylaw overall, and with specific provisions for dogs and cats
 - Suggested changes to the RPO Bylaw
- Leger completed n=800 telephone interviews and four in-person focus groups with Calgary residents in early 2020.

Pet Ownership

- Just over half of Calgarian households own a pet. Including 27% who own dogs, 15% who own cats, and 11% who own both.
- Many non-owners have owned pets in the past (56%) and/or are likely to own pets in the future (38%).

Pet Activity

- The large majority of dog owners let their dog run free in the back yard (91%) or walk their dog in the neighbourhood (95%).
- Many also take their dogs to City facilities, including City parks (74%) and off-leash dog parks (67%).
- Most cats are indoor-only (71%), while others go outside at least sometimes (29%).



Pet Licensing

- Generally, pet licensing is considered important, more so for dogs than for cats. Dogs have more interactions outside the home and thus have higher potential to become a nuisance or threat to the public. In contrast, most cats stay indoors and do not interact with other animals, pets, or the public.
- There is opportunity for The City of Calgary to communicate the benefits of pet licensing to owners, as many (particularly cat owners) fail to see the value in licensing their pet. Some see licensing as an “unnecessary tax” and are unclear on how licensing revenues are used.
- Some of the benefits that may resonate with Calgary pet owners include locating lost pets faster (compared to tattoos or microchips alone); avoiding fines; and supporting City planning and animal services.
- The City can encourage some owners to license their pets by offering incentives and perks to do so, such as discounts on vet services or pet supplies. There is also interest in multi-year licensing, suggesting that there may be some element of hassle that could be removed from the annual renewal process.

- Some believe that not all licenses should cost the same and that not all pets need a license. On this point, The City may consider having different license requirements for different types of pets. For example, more stringent licensing for outdoor cats and large dogs while relaxing the requirement or fee to license indoor-only pets.

Responsible Pet Ownership

- When asked what “responsible pet ownership” means, citizens tend to think about animal welfare just as much as they do about bylaw matters.
- Two issues that appear to be both important to citizens and easy to address (in their view) are (1) picking up after pets, including both dogs and cats; and (2) keeping dogs on leash. More enforcement on these two fronts would be appreciated, although citizens recognize the need to consider the costs of increasing enforcement. Stiffer penalties (especially for repeat offenders) may be better received than increasing the number of bylaw officers ticketing pet owners.



Executive Summary

Responsible Pet Ownership Bylaw

- There may be opportunity to raise awareness of Calgary's Responsible Pet Ownership Bylaw, as there are indications that Calgarians are not aware of it. Less than one-in-ten mention the bylaw as a source of information about the rules for pet ownership; and most Calgarians have not consulted the bylaw. In addition, some of the focus group participants were surprised to learn that cats must be licensed in Calgary.
- Given that many have not consulted the RPO Bylaw, it is not surprising that many do not have an opinion about it.
- Among those who do have an opinion, most tend to be satisfied overall with the RPO Bylaw. Satisfaction increases with pet ownership.
- Calgarians also tend to be satisfied rather than dissatisfied with enforcement of the RPO Bylaw, although there is opportunity to increase satisfaction with enforcement regarding free-roaming cats.

Responsible Dog Ownership

- For the most part, public encounters with dog attacks, free-roaming dogs, and barking dogs appear to be low.
- Citizens appear to be satisfied with how The City regulates dogs, including: regulations for off-leash parks; holding times for stray dogs; and a potential \$100 fine for free-roaming dogs.
- Calgarians are less satisfied with how aggressive dogs are dealt with under the current bylaw, and would like to see more education, training, and stiffer penalties.
- Other suggested changes to the bylaws related to dogs include: regulating dog walkers; mandatory vaccinations; stricter penalties; and more clarity around how "excessive barking" is defined.

Responsible Cat Ownership

- Calgarians tend to agree with a mandatory spay / neuter protocol for cats.
- For the most part, free-roaming cats are not a problem for Calgarians. Citizens are divided on whether cats should be able to roam freely outdoors and whether a \$100 fine is fair.
- Other suggested changes to the bylaws related to cats include: additional licensing requirements for breeders; mandatory clean up after cats; and different rules for outdoor cats.



Other Bylaw Suggestions

- Citizens believe that the number of pets should be limited; with most suggesting two to three pets per household. This range is the same for dogs and cats.
- Citizens also believe there should be limits on the number of dogs being walked by professional dog walkers at any given time, particularly in off-leash areas.
- Calgarians tend to support urban beekeeping and would like to see provisions for: licensing and regular inspections; notifying and warning the community; limiting the number of hives based on the type of property; having proper housing for bees; and keeping bees a specified distance away from schools.
- Calgarians would also like to see strict guidelines for urban hen keeping, including provisions for: licensing and regular inspections; limiting the number of hens based on the type of property; and having proper housing structures.
- Citizens tend to support the addition of bylaw provisions for keeping pigeons and feeding wildlife.



Telephone Survey (n=800)

Data Collection

- Telephone interviews were conducted with a randomly selected sample of n = 800 Calgarians between January 20th to February 4th, 2020.
- Interviews were conducted using 49.5% landline and 50.5% cell phone sample.
- Average length of the interview was 19.5 minutes.

Target Audience

- Residents of Calgary, 18 years of age or older.
- Pet owners (n = 400) and non-pet owners (n = 400).

Analysis

- Data were weighted by age, gender, and quadrant based on the latest City census.
- The margin of error for the study is ±3.5%, 19 times out of 20.

Focus Groups (4 groups)

- The groups were designed to complement the survey findings. Leger completed four in-person focus groups with Calgary residents in March 2020:

Group	Segment	Date	Number of Participants
1	Non-owners	Mar 2	8
2	Owners, licensed	Mar 2	8
3	Dog owners, unlicensed	Mar 5	8
4	Cat owners, unlicensed	Mar 5	8

- Participants were recruited through Random Digit Dialing (RDD), in which postal codes were used to target a specific area / city quadrant and produce the area codes and random numbers within that area.
- All respondents were screened to confirm they were residents of Calgary city proper; aged 18 years or older; not currently or previously employed by The City; or in marketing and communication professions; and not recent participants in focus groups held for The City.

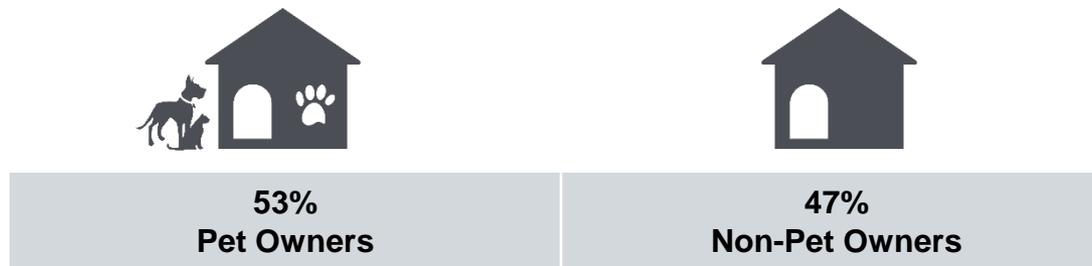


Pet Ownership in Calgary





Pet Owners Vs. Non-pet Owners



Base: Calgarians (n=800)

Do you currently have any cats living in your home?

Do you currently have any dogs living in your home?



Pet Owners



53%
Pet Owners



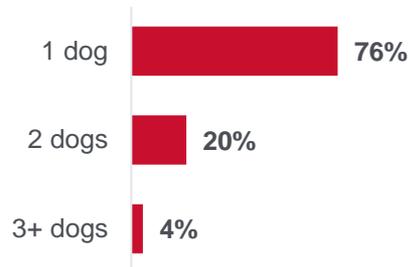
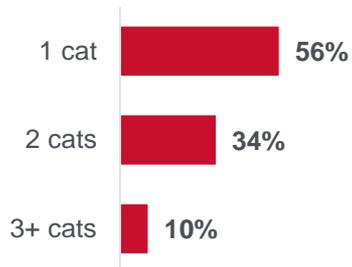
26% Own Cat(s)
(15% Own Only Cats)



37% Own Dog(s)
(27% Own Only Dogs)



11%
Own Both Cats & Dogs



Base: Calgarians (n=800)

Do you currently have any cats living in your home? If so, how many?

Do you currently have any dogs living in your home? If so, how many?



Dog Breeds In Calgary



Base: Dog Owners (n=284)
 What breed(s) of dog(s) do you own?



Non-Pet Owners



**47%
Non-Pet Owners**



**Amongst non-pet owners,
44% have never owned a cat or dog**



**9% owned only
cat(s) previously**

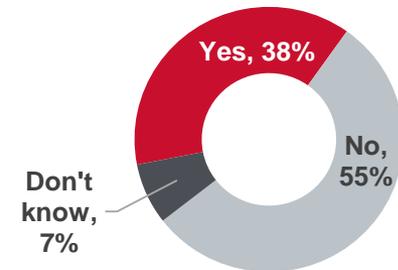


**24% owned only
dog(s) previously**



**23% owned both cats &
dogs previously**

Likelihood of owning a cat or dog in the future:



Base: Non-Pet Owners, n=400
 Have you ever owned a dog, a cat, or both?
 Do you think you [may / may once again] own a dog and/or cat in the future?

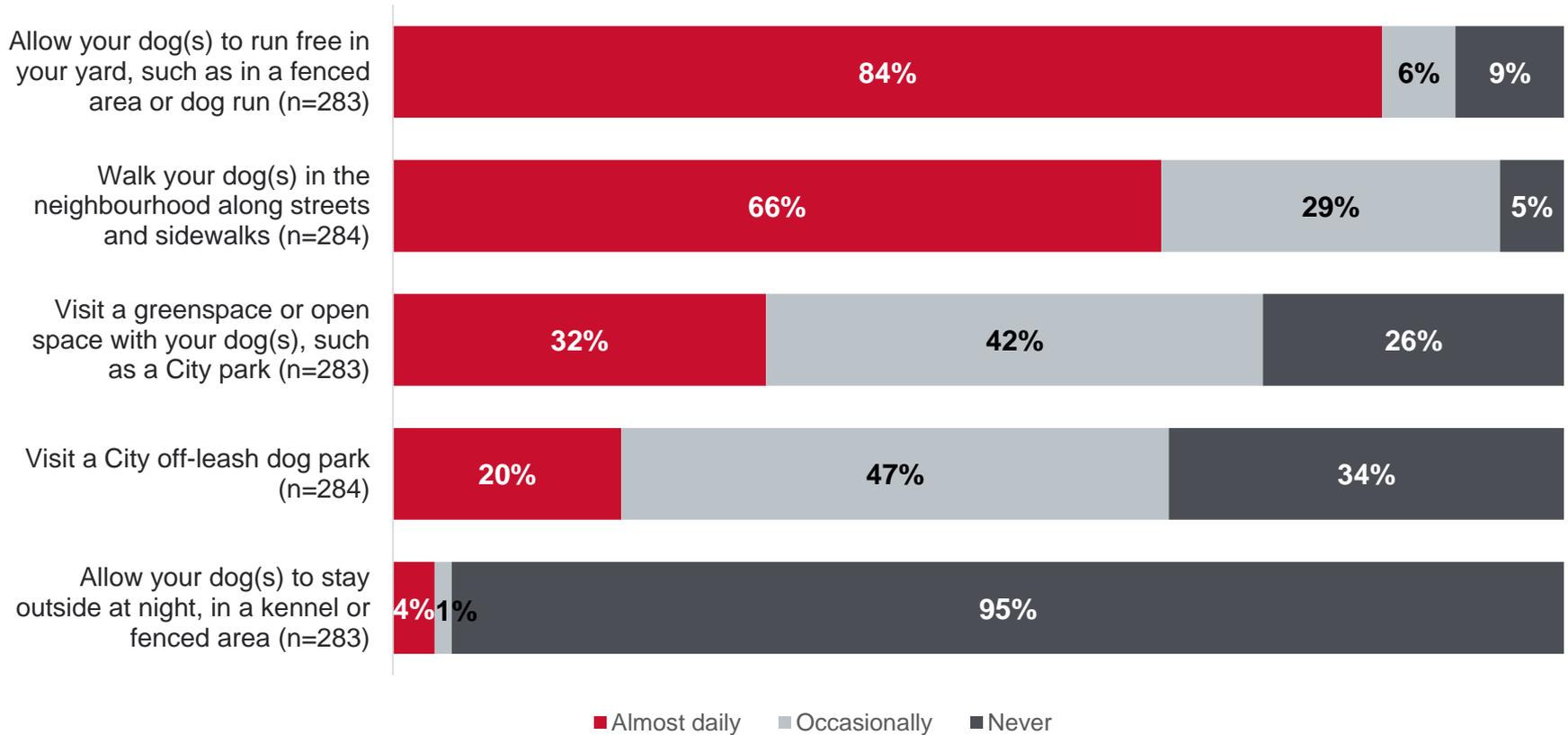


Pet Owner Activities





Dog Owner Activities

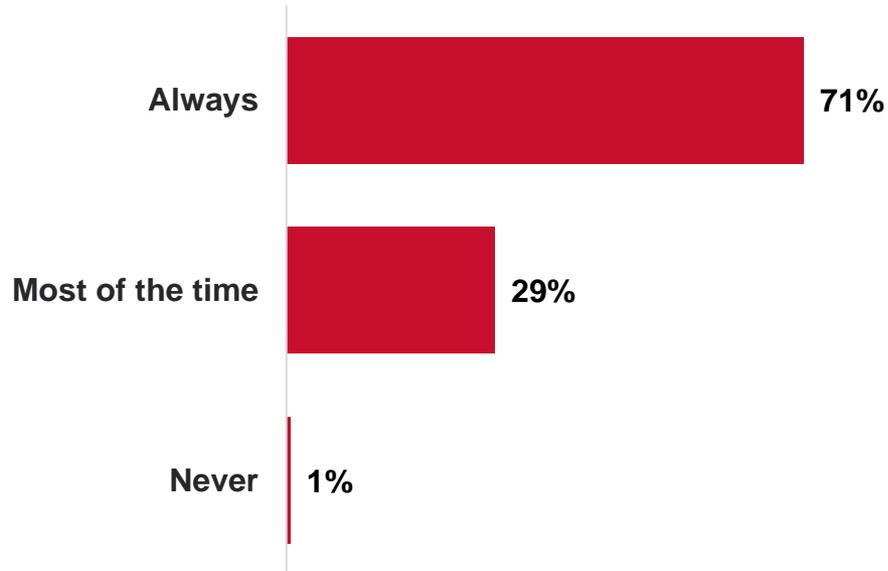


Base: Dog Owners
 For each of the following, please indicate if you do this activity with your dog(s)



Cat Owner Activities

FREQUENCY CAT(S) REMAIN INSIDE THEIR HOME:



Base: Cat Owners

Do your cat(s) remain inside the house always, most of the time, or never?



Responsible Pet Ownership



What Is Responsible Pet Ownership?

❖ Preventing Nuisance Behaviours

- Clean up / Pick up after your pet
- Be aware of noise levels for neighbours
- Have control of your pet in public
- Don't let cats "run wild"
- Have dogs on leash

❖ Getting Your Pet Spayed / Neutered

❖ Licensing Your Pet

❖ Microchipping Your Pet

❖ Caring for Your Pet

- Training
- Vaccinations
- Food, shelter, exercise
- Affection and attention

“

They're not a nuisance in the community. Excessive barking, charging people or other dogs in the dog park.

“

Just being respectful to other people generally, not interfering or disturbing their life.

“

Getting them chipped. It's more important than a license, because if they lose their collar, you can track them with a chip.

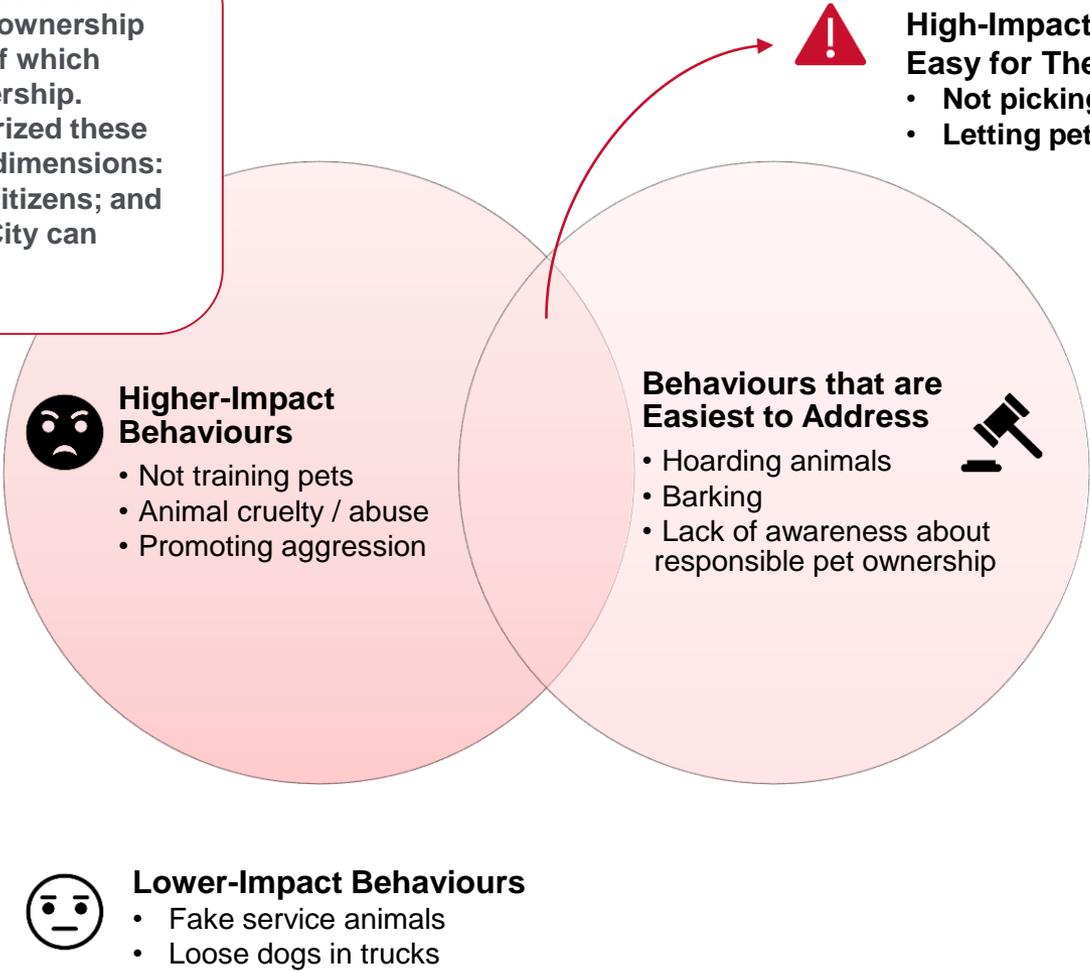
“

Having them licensed. They're not all licensed.



What Are The “Irresponsible” Behaviours?

Participants identified several “irresponsible” pet ownership behaviours, many of which pertain to dog ownership. Participants categorized these behaviours on two dimensions: (1) their impact on citizens; and (2) how easily The City can address them.



Source: Focus groups



What Is The City's Role In Responsible Pet Ownership?

Focus group participants thought The City's role in responsible pet ownership should be education, enforcement, and pet recovery:

- To educate citizens about responsible pet ownership
- To help reunite owners with their lost pets
- To inform citizens about the bylaws / "the rules"
- To enforce the bylaws / fines for breaking rules
- To make it easy for citizens to report irresponsible behaviour (e.g., submit photos and video through the 311 app)

“

Have a system where people know the rules when you have a pet. If everybody knows the rules, you throw in some basic pet care, some people have no clue.

“

Half the people in the city don't even know you should license your cats.

“

On 311, you can take a picture of a pothole, now you can take a picture of a dog barking, show video evidence.

“

If you ever lose an animal, they will return it to you immediately.

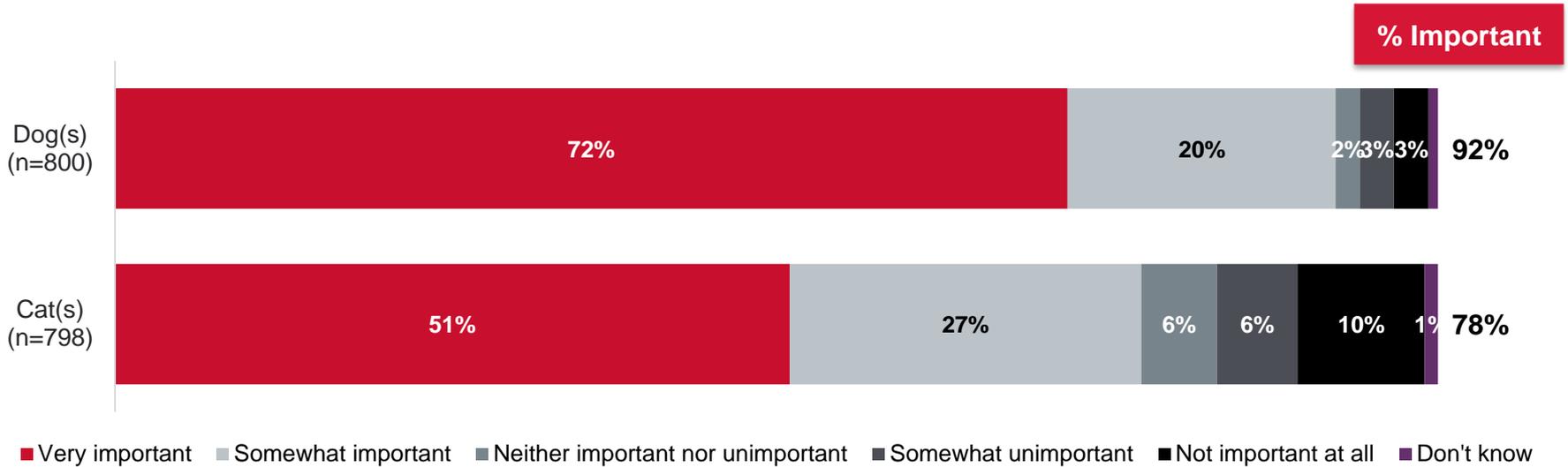


Pet Licensing





Importance of Pet Licensing



Regardless of whether one is a pet-owner or not, **92% of Calgarians believe it is important for pet-owners to purchase a license for their dog.**

Interestingly, **fewer Calgarians, 78%, believe the same to be true for cat-owners.**

Base: Calgarians

How important is it that pet owners purchase a license for their cat(s)?

How important is it that pet owners purchase a license for their dog(s)?

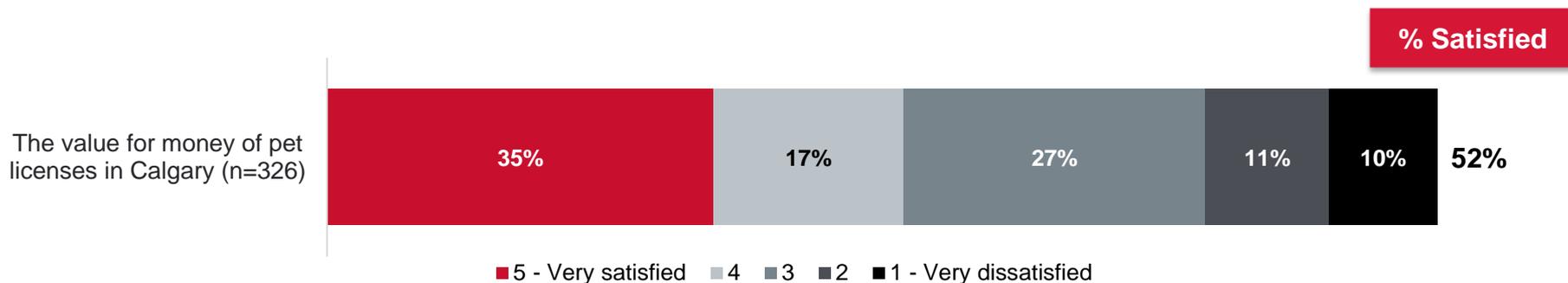


Perceived Value of Pet Licensing

There is opportunity for The City to communicate the benefits of pet licensing to Calgarians

- Many do not see the value
- Some see it as an unnecessary tax
- It is unclear how the licensing revenues are used
- It is unclear how The City benefits from knowing the pet population in Calgary.

Source: Focus groups

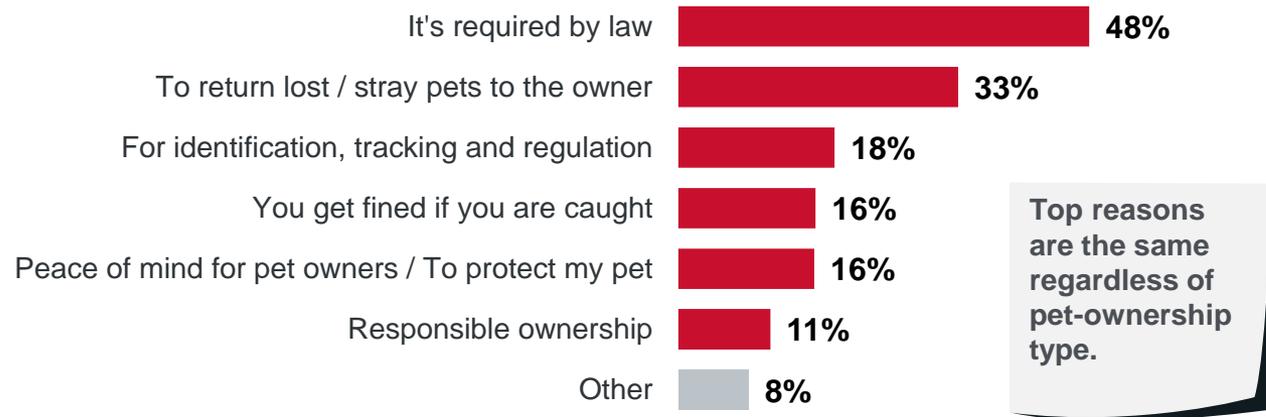


Note: “Don’t know” scores have been excluded. It’s important to note that 21% of respondents selected “Don’t know” for this statement.

Base: Calgary Pet Owners (n=326, excluding “don’t know” responses)
Please rate your level of satisfaction with the following:



Reasons For Annual Pet License Purchase / Renewal



Base: Pet Owners who Purchase/Renew a Pet License most years (n=302)
 What is the main reason you purchase a pet license every year?



Reasons For Annual Pet License Purchase / Renewal

Similar reasons for licensing pets were raised in the focus groups:

- ❖ Owner benefits
 - To locate / return lost pets
 - To avoid penalties / fines
- ❖ Community benefits
 - To encourage responsible pet ownership / hold owners accountable
 - Some buildings / properties require it
- ❖ The City benefits
 - To provide data on the pet population / help with City planning
 - To support City initiatives (e.g., dog parks, housing stray cats)

“

I need to have my dog licensed for my apartment complex. They need to know I'm a responsible pet owner and I have a properly cared for pet in their complex.

“

It encourages all-around care of your pet.

“

As pet owners, we all have to take responsibility. Any pet can get loose and we need funds to pay for people to find them, take care of them, return them to a safe home.

“

A tattoo or microchip will identify 90% of the owners. Licensing is a plus, it's just that extra % that'll help find the animal.

“

I don't know how dog parks are funded, but licensing fees go somewhere. We all benefit from paying the city something. The money goes somewhere.

“

I'm not 100% sure but if you license your animals there's incentives for businesses. You can get a discount.



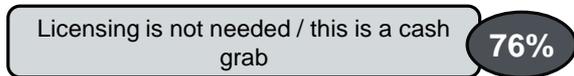
Perceived Benefits of Dog Licensing



MAIN REASONS PURCHASING A DOG LICENSE IS IMPORTANT:



MAIN REASON PURCHASING A DOG LICENSE IS NOT IMPORTANT:



Focus group participants mentioned these specific benefits to licensing dogs:

- Helping owners get their pet back
- Helping people who find the pet (know where to call)
- Avoiding penalties / fines
- Ensuring the safety of the dog

Source: Focus groups

Most pet owners support dog licensing, because it is easier to return a lost or escaped pet (56%), more so than non-pet owners (26%).

Base: Calgarians (Important n=353; not important n=18)
 How important is it that pet owners purchase a license for their dog(s)?



Perceived Benefits of Cat Licensing

MAIN REASONS PURCHASING A CAT LICENSE IS IMPORTANT:

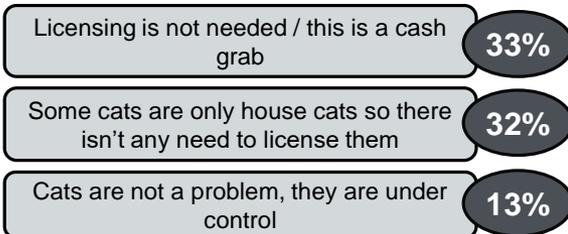


While some focus group participants felt there was little to no benefit to licensing cats, others pointed out these advantages:

- To prevent cat-hoarding behaviours
- To identify the cats in case they get outside

Source: Focus groups

MAIN REASONS PURCHASING A CAT LICENSE IS NOT IMPORTANT:



Pet-owners that do not support licensing indicate that it is unnecessary because cats do not leave their homes (40%).

Base: Calgarians (Important n=325; not important n=68)
How important is it that pet owners purchase a license for their cat(s)?

Encouraging Cat Licensing

How would you convince someone to license their cat?

- Demonstrate the benefits to the owner
- Appeal to their civic duty:
 - “Doing the right thing”
 - “Helps The City control the cat population”
 - “Helps discourage hoarding / abuse”
- Make them aware of the RPO Bylaw: it’s the law
- Scare tactics:
 - “You could lose your cat forever”
 - Increase the fines / penalties
- Offer incentives:
 - Contest draw for free spay / neuter / shots
 - Discounts at pet shops

What are the benefits to cat licensing?

- Trackability / easier to return lost cat
- Protects wildlife (rabbits, squirrels, birds)

“

It comes down to the environmental impact. What are the cats doing to birds and squirrels? Outside cats make a huge difference in wildlife populations.

“

The City probably doesn’t know how many cats there are. They could regulate how many pets a person is allowed to own and determine whether they’re neutered or not.

“

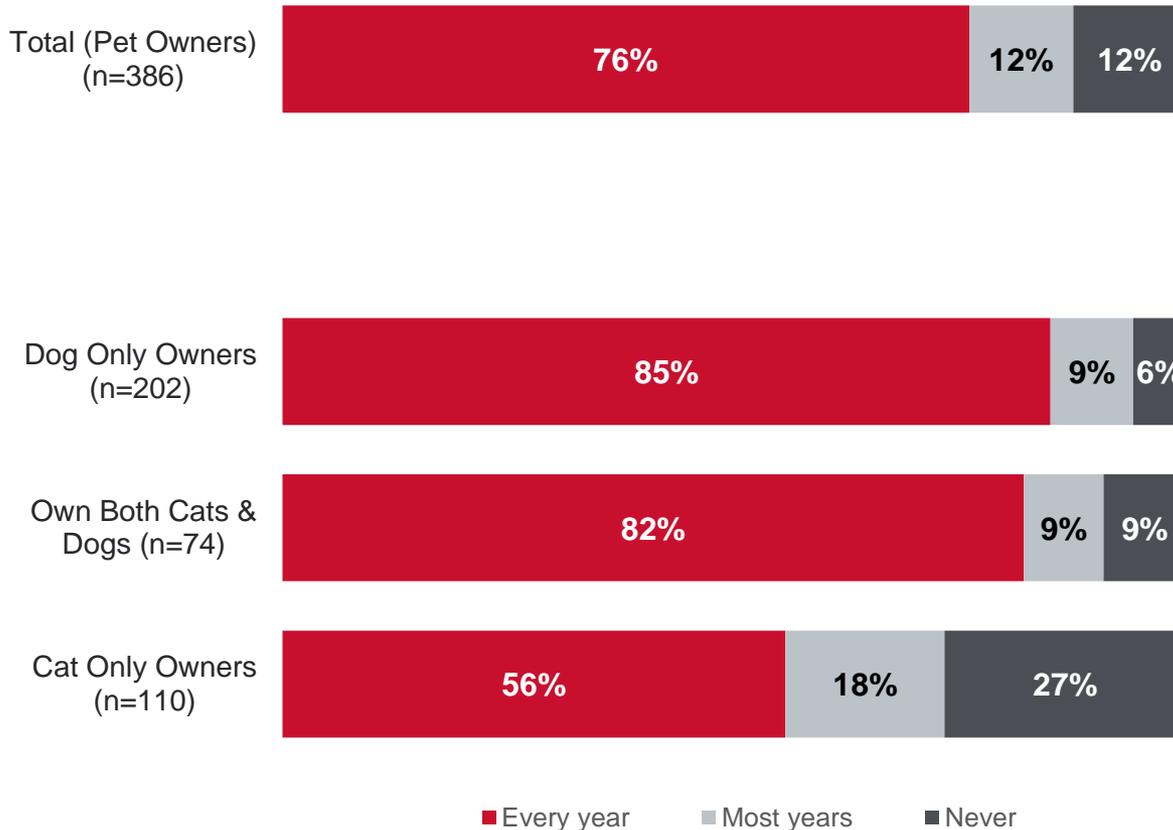
I find it a very negative thing to license cats. That wouldn’t bring in any gold stars for The City to start penalizing people with unlicensed cats.

“

For every 10 cats that are licensed, you receive free vaccinations or some incentive.



Frequency of Purchasing Or Renewing Pet Licenses



More than 3 in 4 pet owners in Calgary purchase or renew a pet license every year.

Calgarians with only cats in their household are significantly more likely to never purchase or renew a pet license (27%) than Calgarians with only dogs in their household (6% never buy a pet license) and those who have both cats and dog in the same household (9% never buy a pet license).

Those with only dogs in their household (85%) and those who have both cats and dogs in the same household (82%) are significantly more likely to purchase or renew a pet license every year than those with only cats in their household (56% purchase/renew yearly).

Base: Pet Owners
How often do you purchase or renew a pet license?

Barriers To Pet Licensing

Focus group participants noted several barriers to pet licensing:

- ❖ **Perceived lack of value / rationale**
 - There is no benefit
 - Where does the licensing money go?
 - Why do I have to do this?
- ❖ **My pet is already tagged / chipped / tattooed**
- ❖ **Cost to purchase / renew the license**
 - Can't afford to / On a limited budget
 - It's expensive
- ❖ **Not all pets are equal / need a license**
 - Only pets that go outside should be licensed
 - Only large dogs should be licensed
 - Only outdoor cats should be licensed
- ❖ **Attitudes toward government**
 - It's another tax / a cash grab
 - It's none of the government's business
- ❖ **Fear of losing pet (if housing a stray / over the limit / pet misbehaves)**
- ❖ **There is little / no consequence for not licensing**
- ❖ **Complacency**
 - I don't think about it / Nobody reminds me

Source: Focus groups

“

I'm a single mom and I can shell \$45 for my pets. But it's at the bottom of my priority list. It's not a money issue. It's laziness.

“

I'd rather spend money on vet care. It's expensive, I have a limited budget, and vet care is more important.

“

Big dogs should be licensed but little dogs should not. It's not equal. Our dog is with us all day. He goes out but we're watching him.

“

It's another layer of tax and I think we have enough tax. I pay enough in property taxes to pay for animal services to get a stray animal.

“

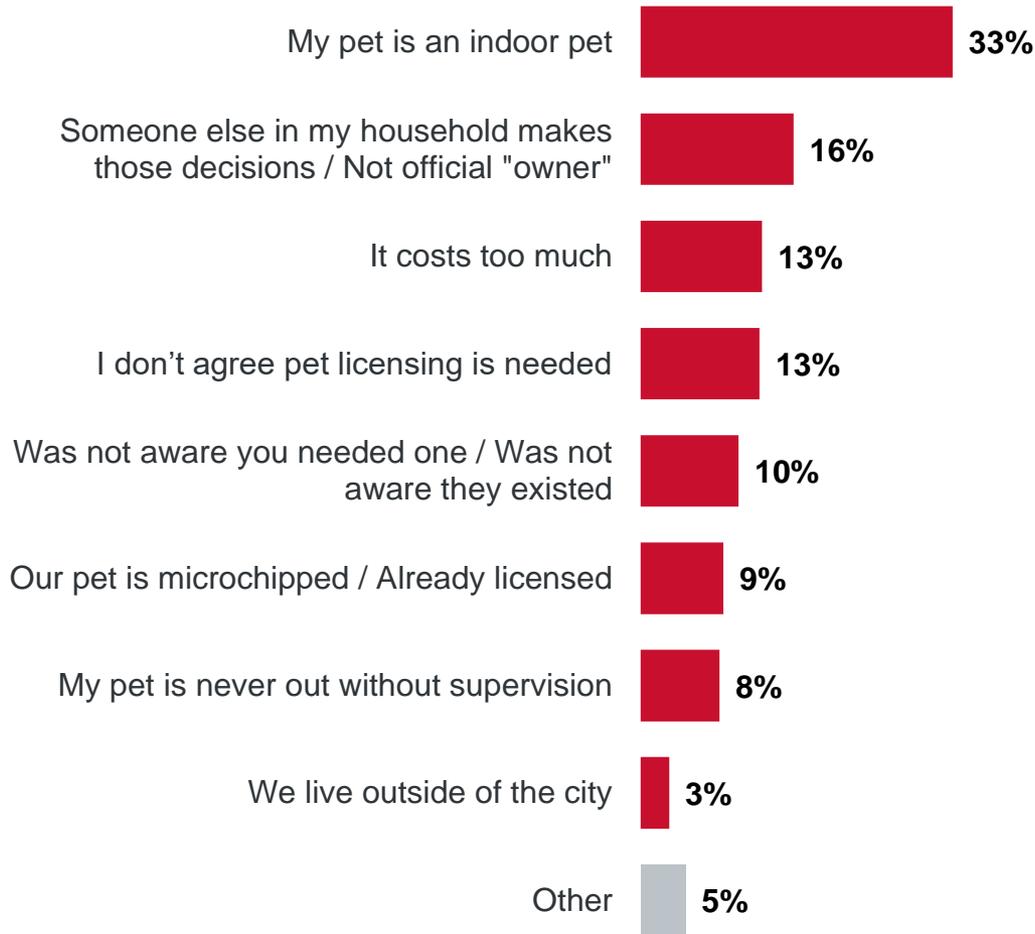
I have dogs and cats. I pay for my dogs but I don't pay for my cats. They don't go outside.

“

It's none of the government's business what I have and what I do.



Reasons For Not Purchasing A Pet License



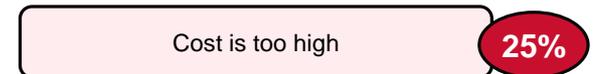
CAT ONLY OWNERS TOP REASON:



DOG ONLY OWNERS TOP REASON:



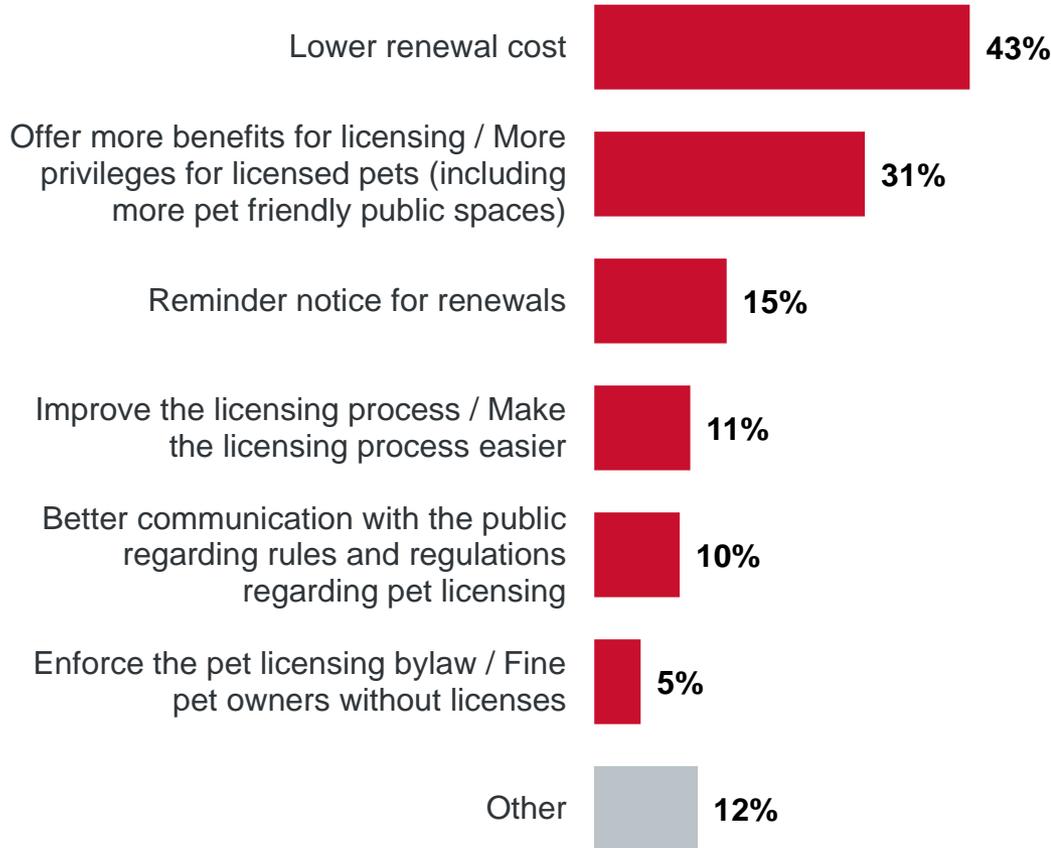
OWN BOTH CATS & DOGS TOP REASON:



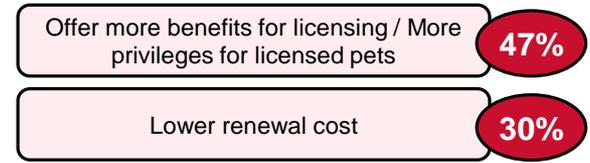
Base: Pet Owners who never Purchase/Renew a Pet License (n=48)
 What is the main reason you do not purchase a pet license?



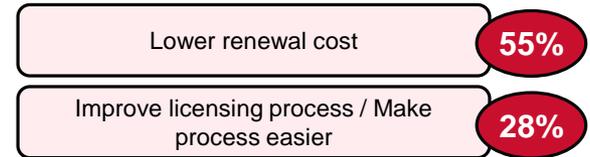
Motivating Annual Pet License Renewals / Purchases



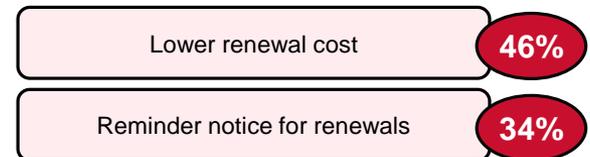
CAT ONLY OWNERS TOP REASONS:



DOG ONLY OWNERS TOP REASONS:



OWN BOTH CATS & DOGS TOP REASONS:



Base: Pet Owners who Purchase/Renew a Pet License most years (n=25)
 What would encourage you to purchase a pet license every year?



Motivating Owners To License Their Pets

According to the focus group participants, The City can motivate pet owners to license their pets by:

- Raising awareness of the need (the bylaw) for licensing, especially in the early stages of buying a pet
- Offering financial incentives to owners (e.g., discounts on vaccinations, pet insurance, partnering with vet services)
- Offering training programs for pet owners
- Providing subsidies for seniors / low-income families
- Demonstrating value: show how revenues are used
- Using license revenues to support initiatives that matter to pet owners: dog parks, pet shelters, etc.
- Enforcing the penalties for not licensing
- Making it easier to license pets online

“

If you prove to me that the majority of missing dogs on social media could be found faster if they were wearing a tag, then okay.

“

If I saw where my money was going, I'd think okay, I'm a jerk, I should probably pay. I don't know what it does. I do all the other good pet things.

“

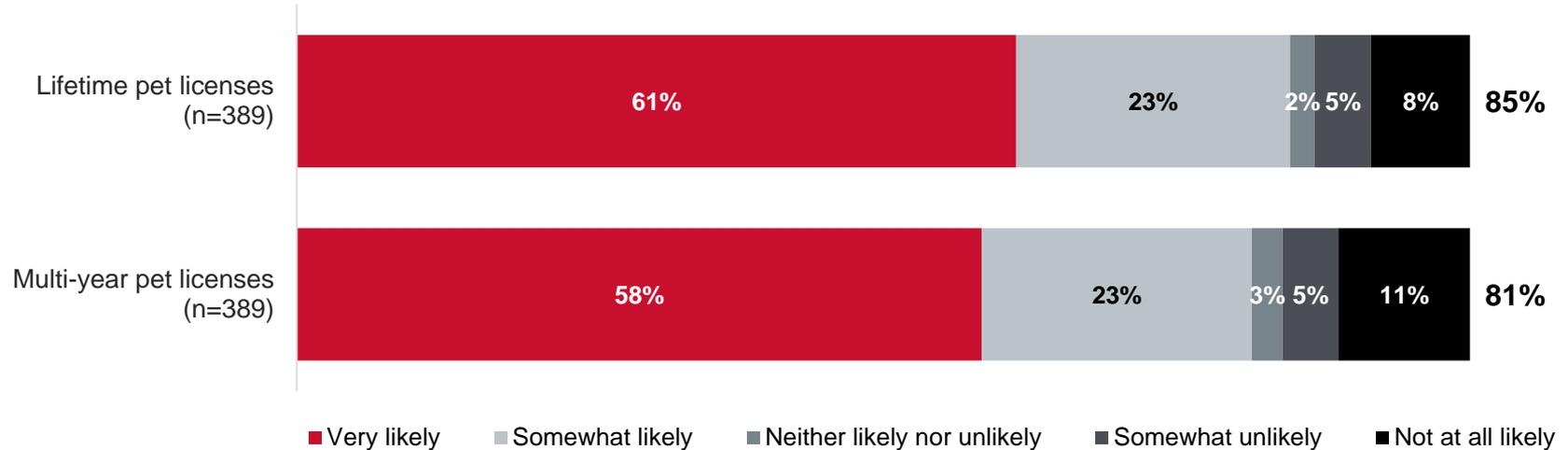
If it was a bigger fine, maybe I would get a license.

“

If the information was there, the benefits of licensing, maybe I would license my dog.



Interest In Lifetime & Multi-year Pet Licenses



Amongst pet-owners who never buy pet licenses...

- 57% would purchase a pet license if multi-year pet licenses were available.
- This rises to 70% when asked about lifetime pet licenses.

Amongst pet-owners who buy pet licenses most years...

- 91% would purchase a pet license if multi-year pet licenses were available.
- This rises to 100% when asked about lifetime pet licenses.

Amongst pet-owners who buy pet licenses yearly...

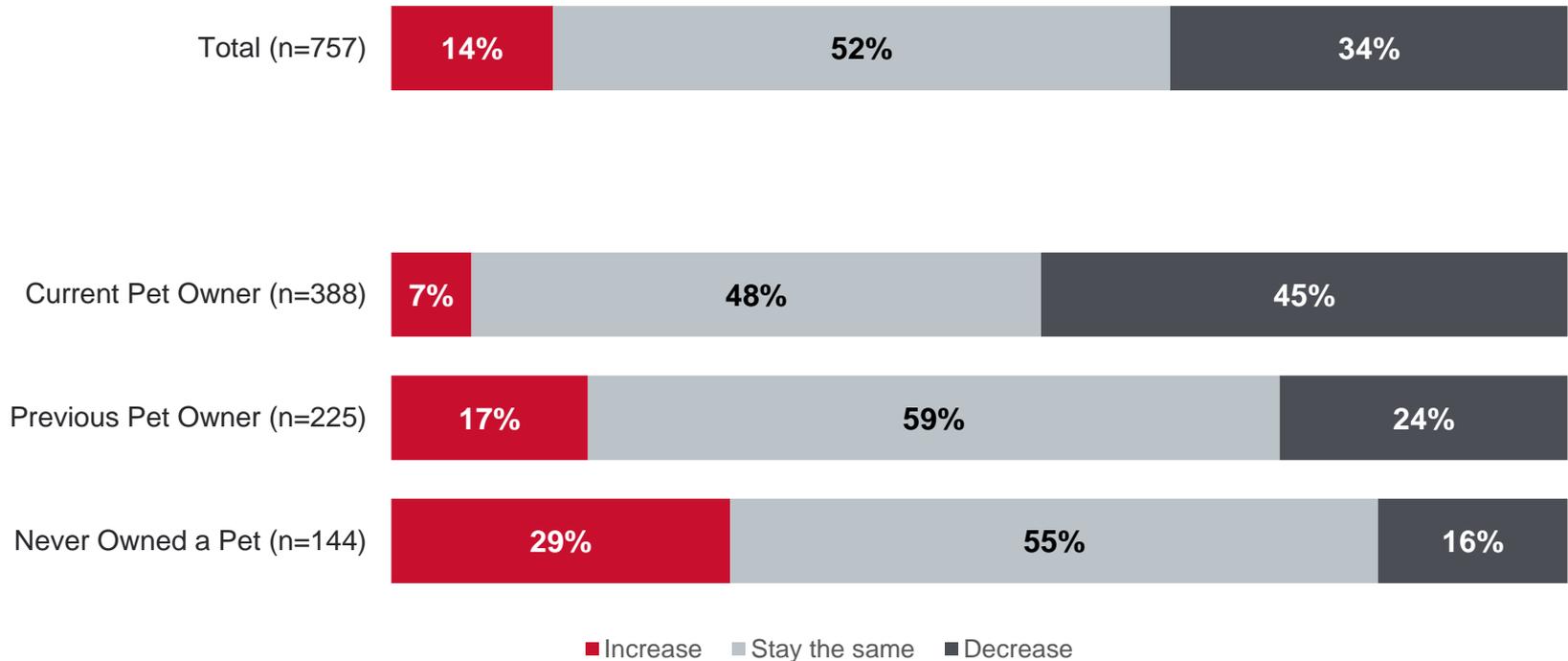
- 85% would purchase a multi-year pet license
- 84% would purchase a lifetime pet license

Base: Pet Owners

Currently, the City of Calgary requires annual renewals of pet licenses. How likely would you purchase a pet license if... The City of Calgary offered...



Pet License Fees For Additional Pets



Compared to non-pet owners, significantly more current pet owners feel per pet license fees should decrease with each additional pet.

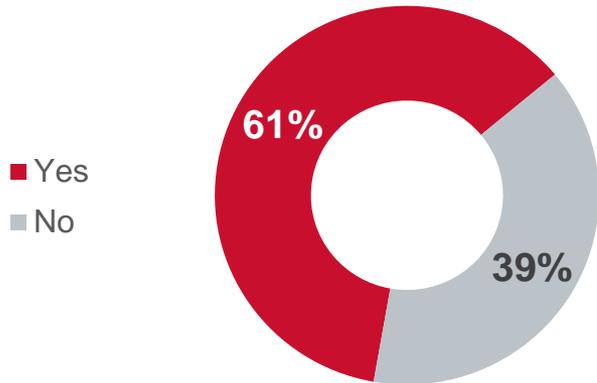
Compared to current pet-owners and previous pet-owners, significantly more non-pet owners feel per pet license fees should increase with each additional pet.

Base: Pet Owners
Should license fees per pet increase, decrease or stay the same with each additional pet in a home?

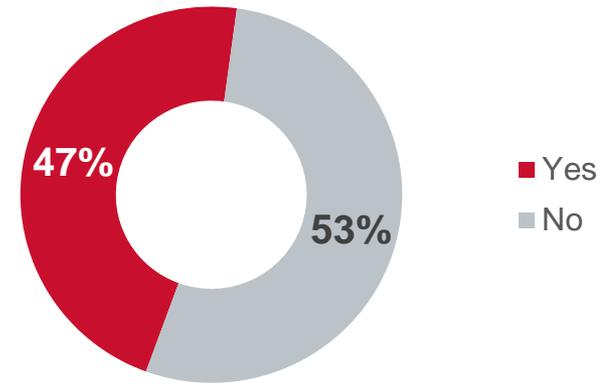


Pet License Fees For Additional Pets

61% Feel License Fees Should Increase For Animals With Known Aggressive Behaviour



47% Feel Breeds With A History Of Aggressive Behaviour Should Have Higher License Fees



72% of those who have never owned a pet feel animals with known aggressive behaviour should have increased license fees (vs. 56% agreement from current pet-owners).

Current pet-owners are significantly more likely to disagree animals with known aggressive behaviour should have increased license fees (44%) than those who have never owned a pet (28%).

72% of those who have never owned a pet feel specific breeds with a history of aggressive behaviour should have higher licensing fees (vs. 53% agreement from previous pet owners, and 33% agreement from current pet-owners).

Current pet-owners are significantly more likely to disagree certain breeds should have higher license fees (67%) than previous pet owners (47%) and those who have never owned a pet (28%).

Base: Pet Owners
 Should license fees increase for animals with known aggressive behaviour? (n=757)
 Should breeds with a history of aggressive behaviour have higher license fees? (n=777)

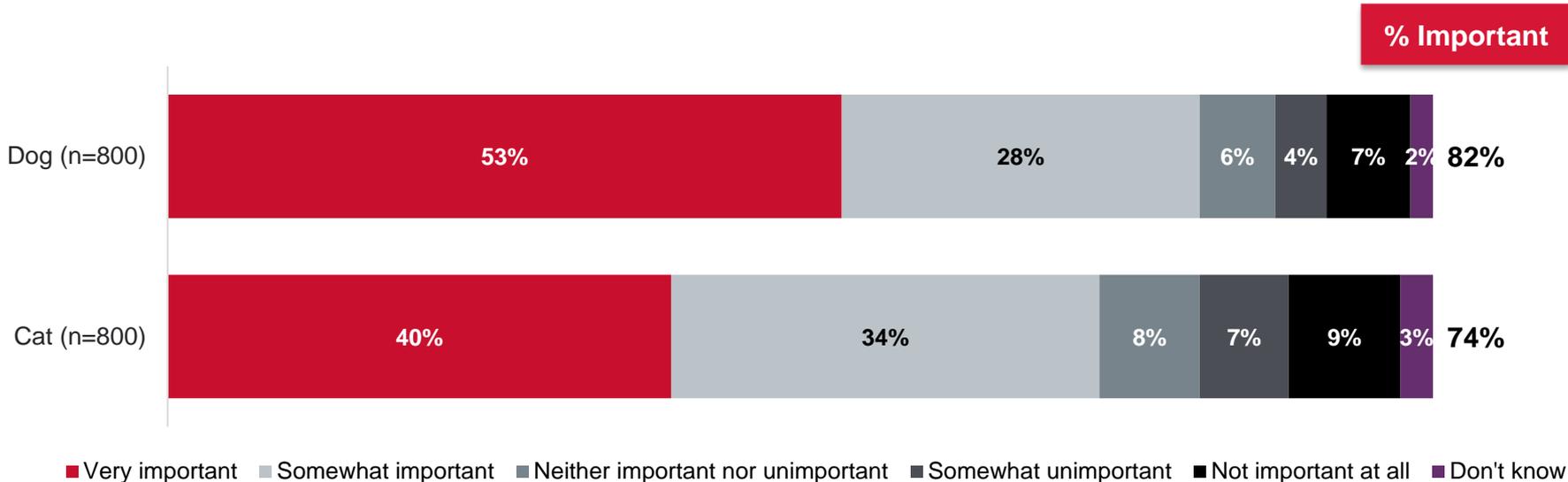


Microchipping





Importance of Microchipping Pets



Current Pet-Owners are more likely to agree that microchipping cats is not important (20%), more so than Non-Pet Owners (11%).

However, Current Pet-Owners are more likely to agree that microchipping dogs is important (85%), more so than Non-Pet Owners (78%).

Base: Calgarians

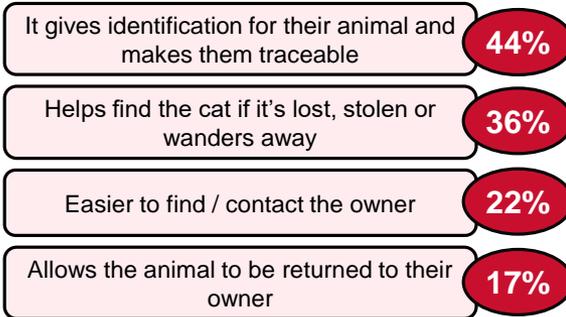
How important is that that pet owners microchip their cat?

How important is that that pet owners microchip their dog?

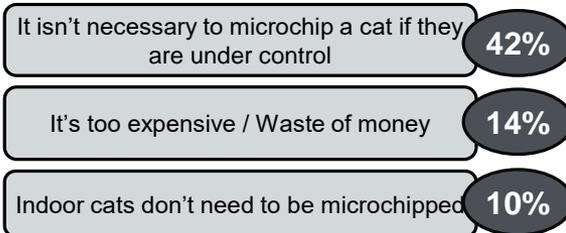


Main Reasons For Pet-owners To Microchip Their Pets

MAIN REASONS MICROCHIPPING CATS ARE IMPORTANT:



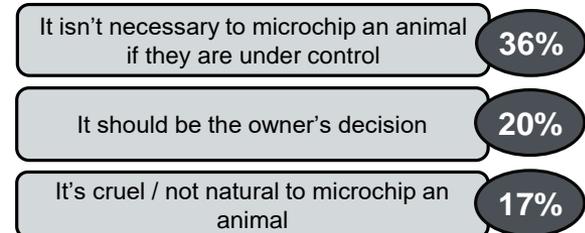
MAIN REASONS MICROCHIPPING A CAT IS NOT IMPORTANT:



MAIN REASONS MICROCHIPPING DOGS ARE IMPORTANT:



MAIN REASONS MICROCHIPPING A DOG IS NOT IMPORTANT:



Base: Calgaryans

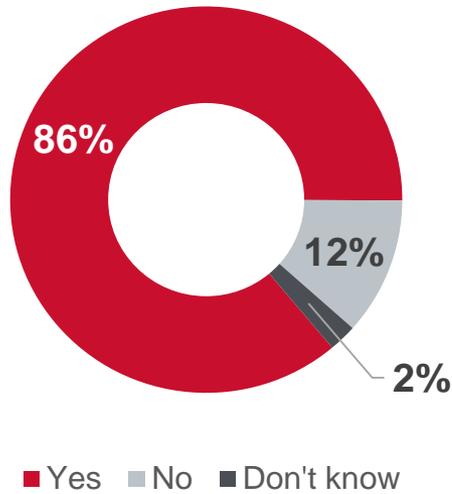
What is the main reason you feel microchipping a cat is important (n=273)? Not important (n=56)?

What is the main reason you feel microchipping a dog is important (n=334)? Not important (n=50)?



Microchipping Cats During Pet License Renewal / Purchase

SHOULD MICROCHIPPING CATS FOR \$7.00 WHEN YOU RENEW OR PURCHASE A LICENSE FOR YOUR CAT BECOME STANDARD PRACTICE?



86% of cat owners feel microchipping for a small fee (\$7.00+GST) when you purchase or renew a license for your cat should become standard practice.



Base: Cat Owners (n=190)

Currently there is a pilot program when you purchase a new license or renew a license for your cat wherein you can get the cat microchipped for \$7.00 + GST, which is the cost of the chip. Do you feel this pilot program should become standard practice at The City?



Awareness And Understanding of The Current RPO Bylaw





Information Source For Pet Ownership Rules

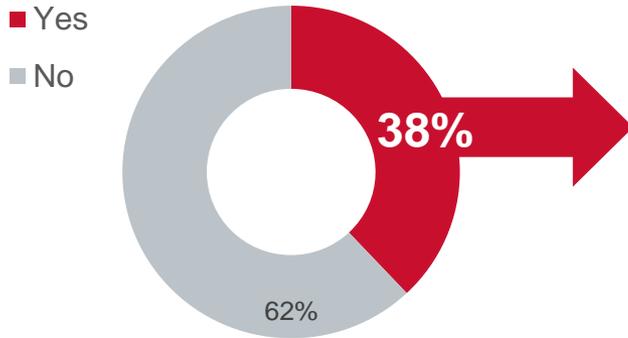


Base: Calgarians (n=798)
 If you need information about the rules about pet ownership in Calgary, where would you look?

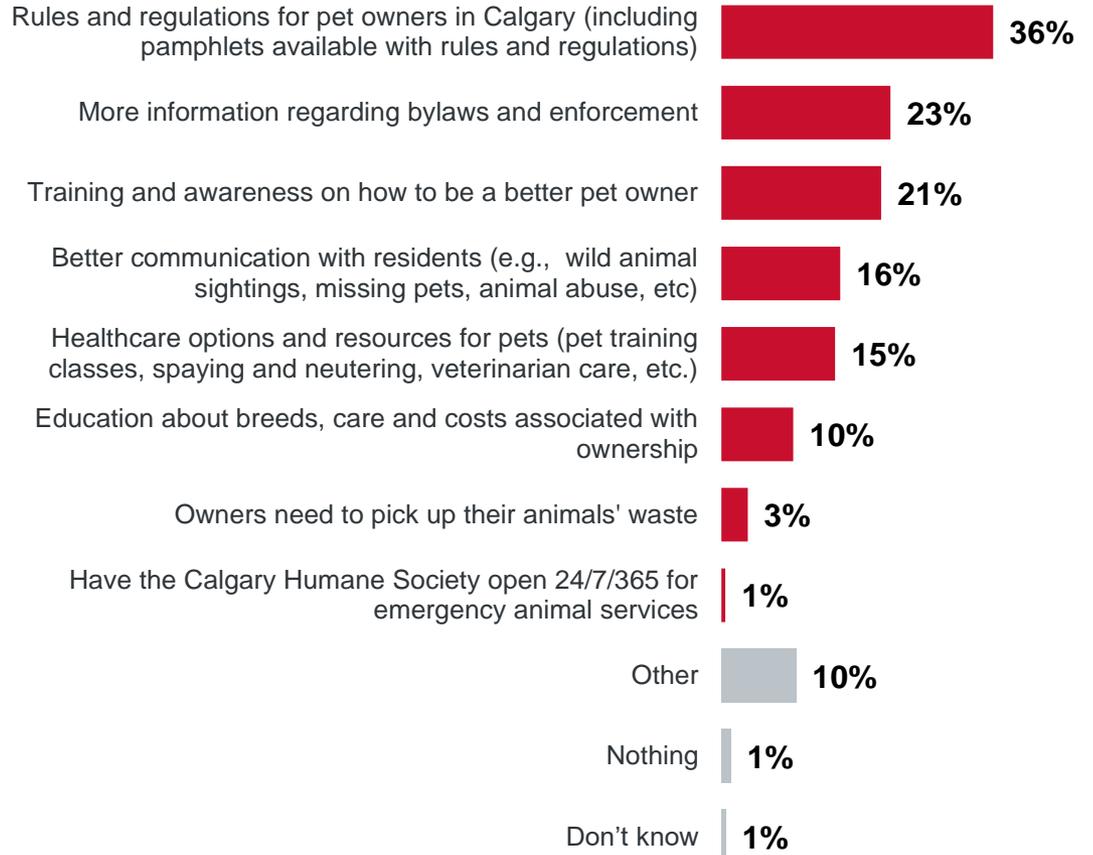


Information Needs For Pet Owners

Is there any specific information related to being a responsible pet owner which you feel should be readily available?



Information that should be readily available:

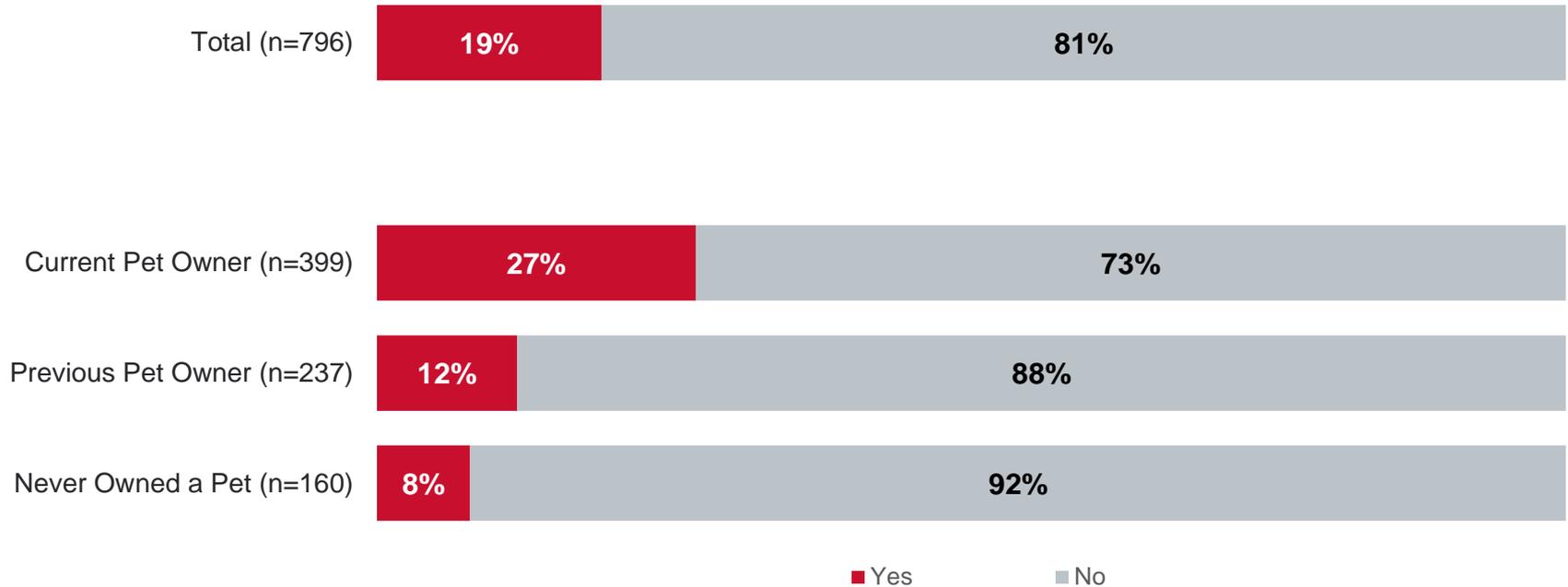


Base: Calgarians

Is there any specific information related to being a responsible pet owner in Calgary which you feel should be made readily available to assist pet owners? (n=722)
 What information should be more available? (n=272)



Consulting The City of Calgary Responsible Pet Ownership Bylaw



Current Pet Owners are significantly more likely to have consulted The City of Calgary Responsible Pet Ownership Bylaw than Non-Pet Owners.

Amongst those that have consulted The City of Calgary Responsible Pet Ownership Bylaw, 96% found what they were looking for.

Base: Calgarians

Have you consulted The City of Calgary Responsible Pet Ownership Bylaw to find specific information related to pet ownership in Calgary? (n=796)

Were you able to find what you were looking for? (n=140)

Based on your understanding of the bylaw on responsible pet ownership in Calgary, are there any specific changes you feel are needed? (n=668)



Satisfaction With The RPO Bylaw

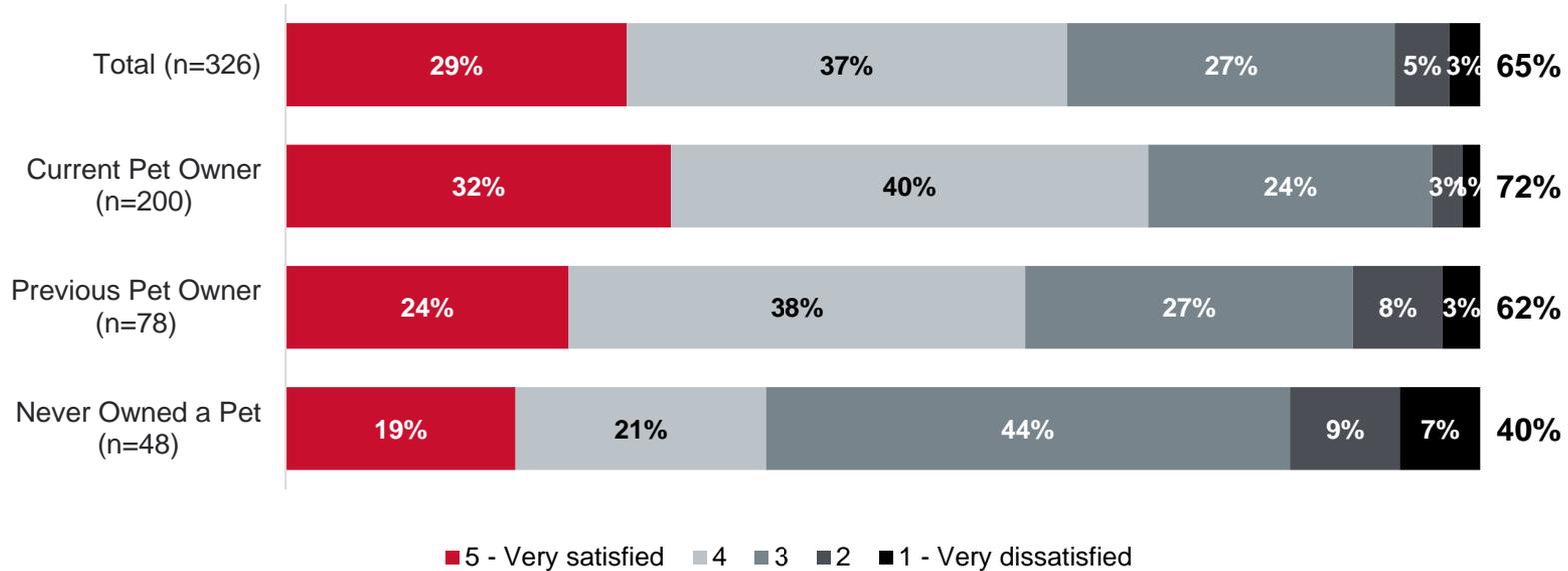




Satisfaction With The RPO Bylaw

Overall Satisfaction with The City of Calgary Responsible Pet Ownership Bylaw:

% Satisfied



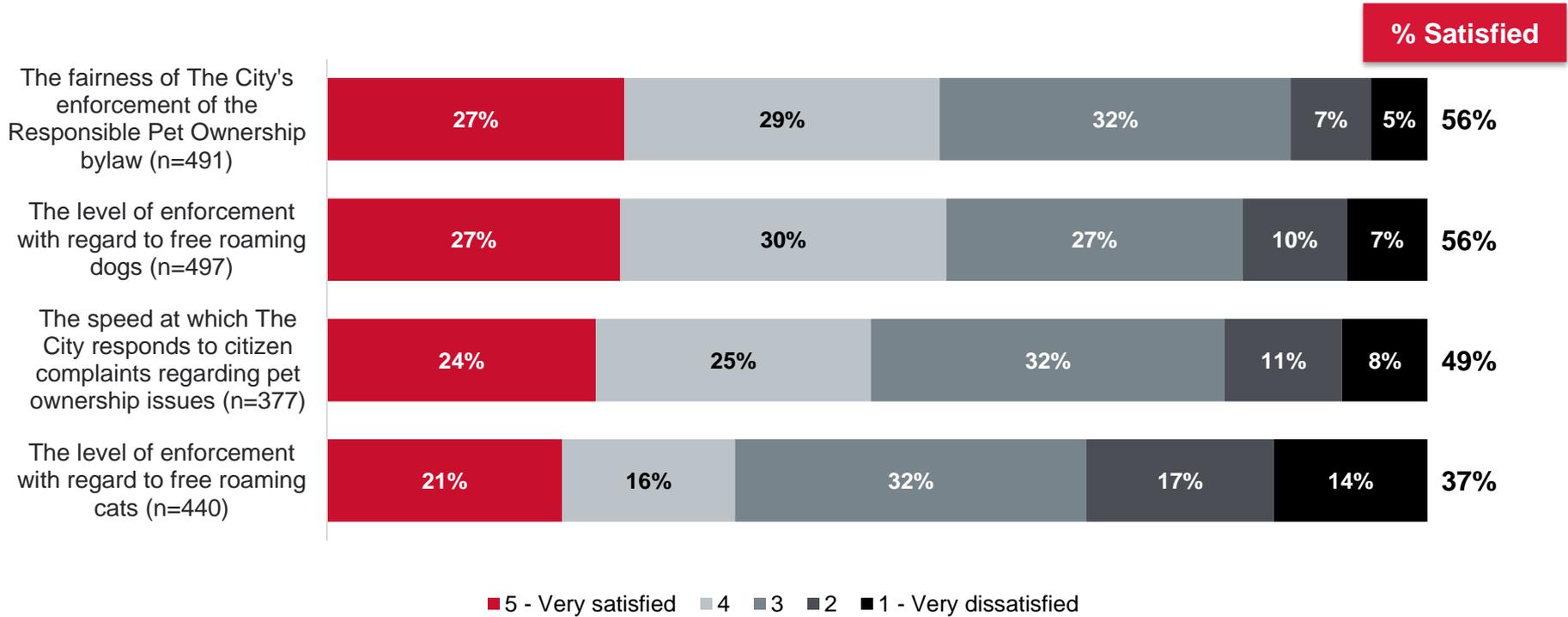
65% of Calgarians are satisfied with The City of Calgary Responsible Pet Ownership Bylaw. Satisfaction increases with pet ownership.

Note: "Don't know" scores have been excluded. It's important to note that 56% of respondents selected "Don't know"

Base: Calgarians (don't know responses are removed)
 Overall, how satisfied are you with The City of Calgary Responsible Pet Ownership Bylaw?



Satisfaction with Enforcement



Calgarians are comparatively less satisfied with aspects of enforcing the Responsible Pet Ownership Bylaw, highlighting an opportunity for improvement. Satisfaction increases with pet ownership.

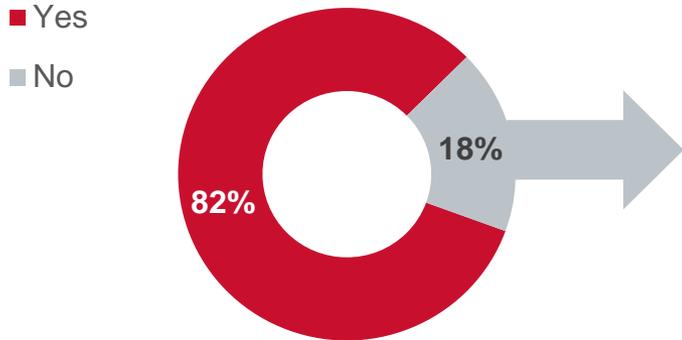
Note: "Don't know" scores have been excluded. It's important to note that 37% to 50% of respondents selected "Don't know"

Base: Calgarians (don't know responses are removed)
Please rate your level of satisfaction with the following:

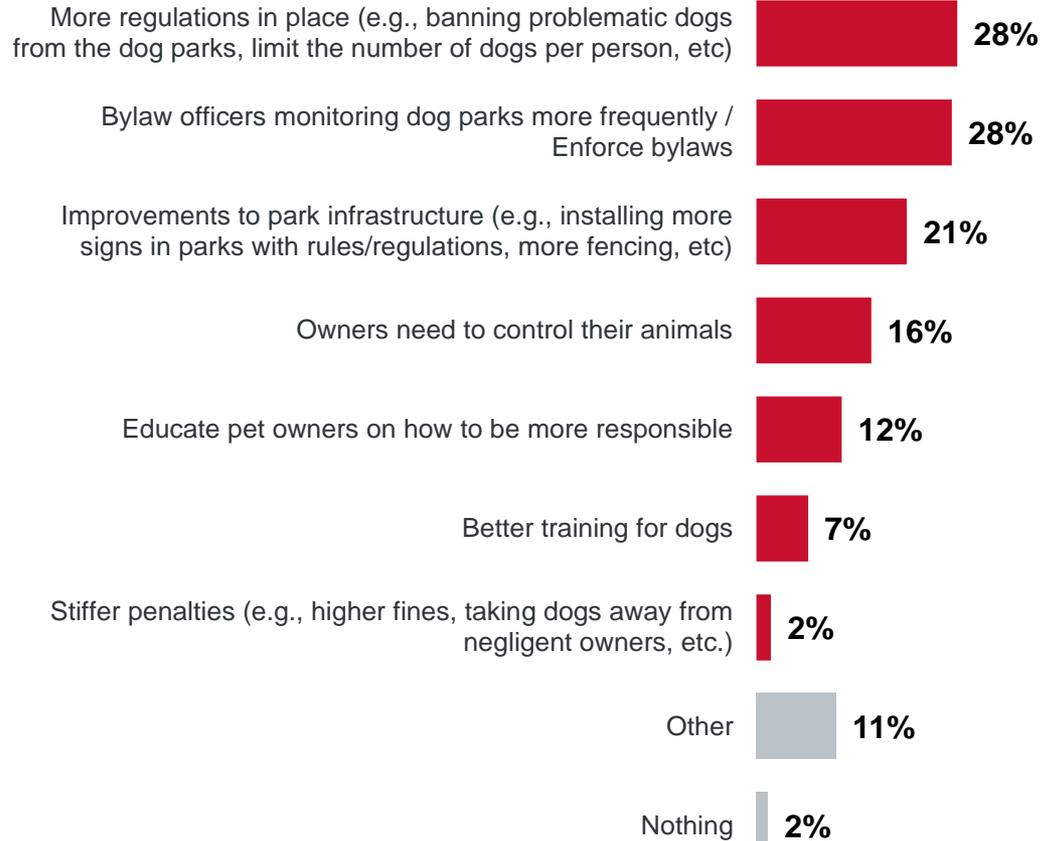


Opinions on Regulations for Off-Leash Parks

Do you feel there are adequate regulations in place within off-leash parks to protect the safety of people and their pets?



Additional regulation suggestions:



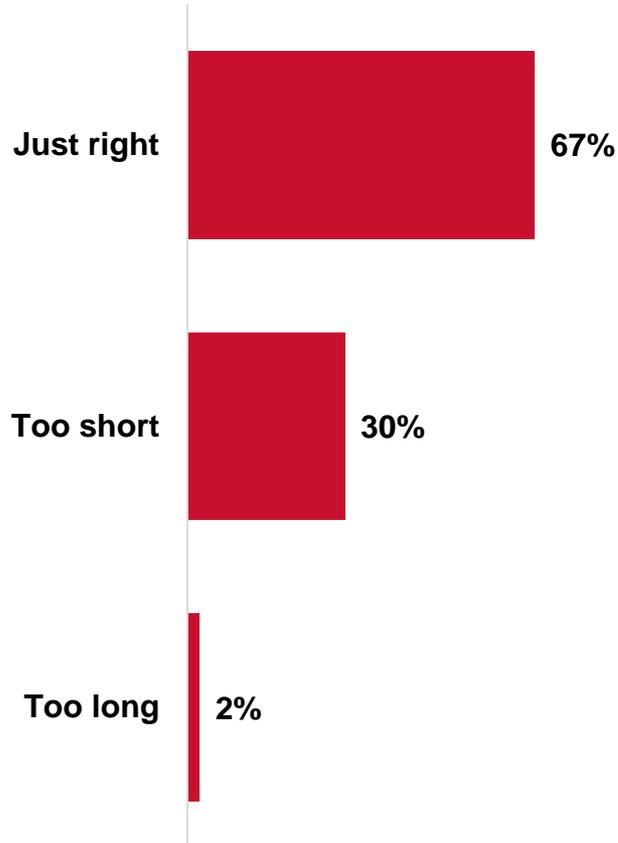
Base: Calgarians

Do you feel there are adequate regulations in place within off-leash parks to protect the safety of people and their pets? (n=320)

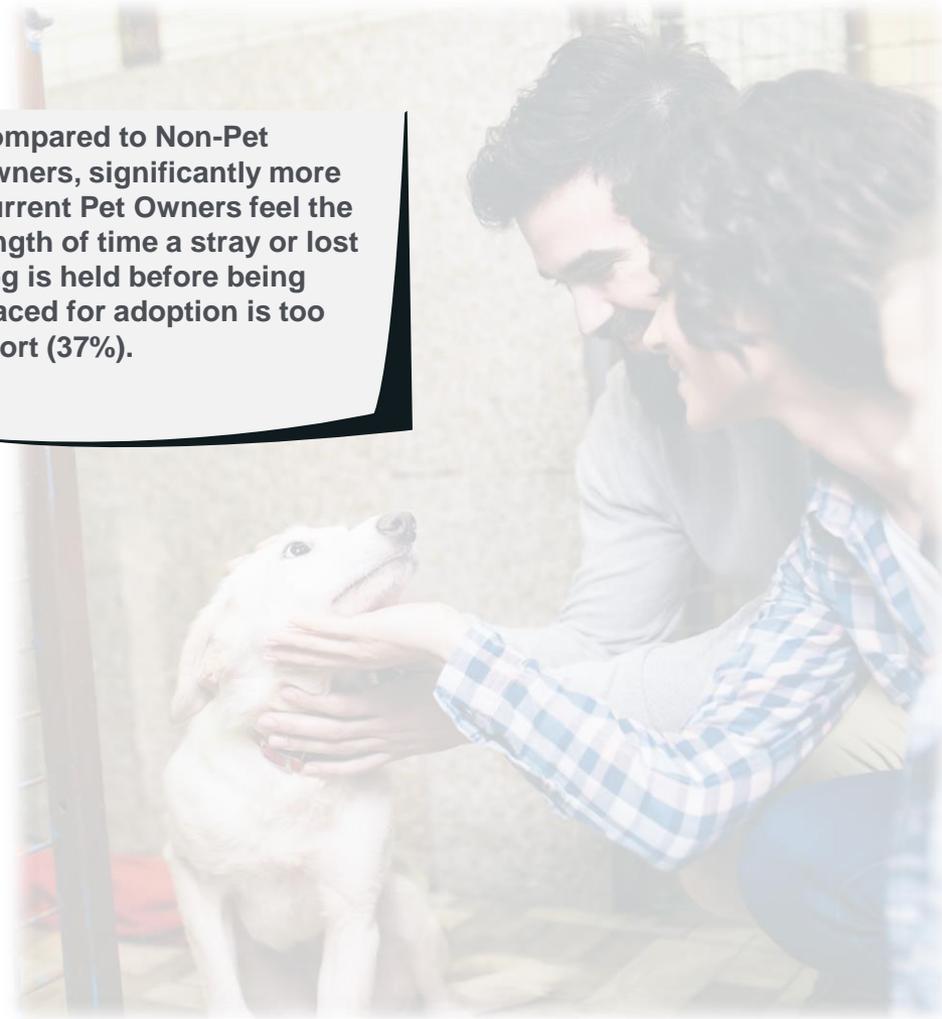
What additional regulations are needed? (n=53)



Opinions on the Length of Time Dogs are Held Before Being Placed For Adoption



Compared to Non-Pet Owners, significantly more Current Pet Owners feel the length of time a stray or lost dog is held before being placed for adoption is too short (37%).



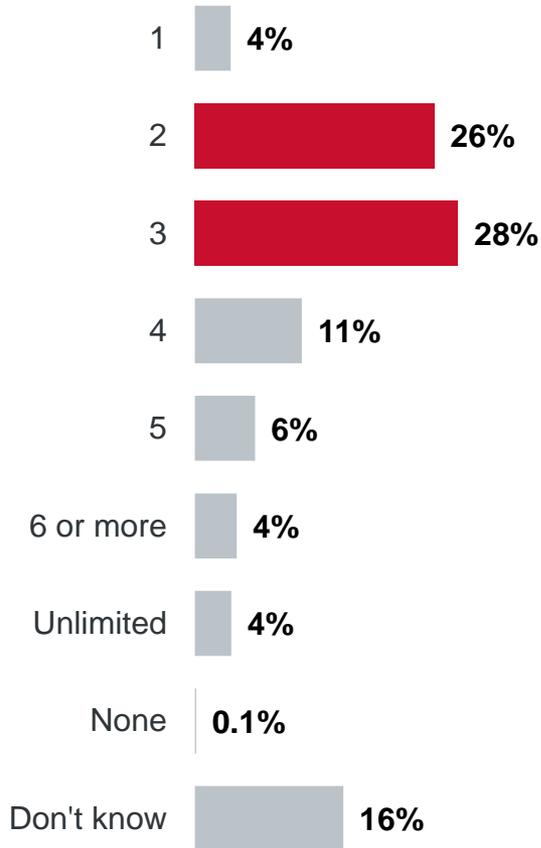
Base: Calgarians (n=753)

Presently, stray dogs without ID are held for 4 days, and with ID are held for 10 days before being placed for adoption. Do you feel the length of holding stray dogs is too long, too short, or just right?

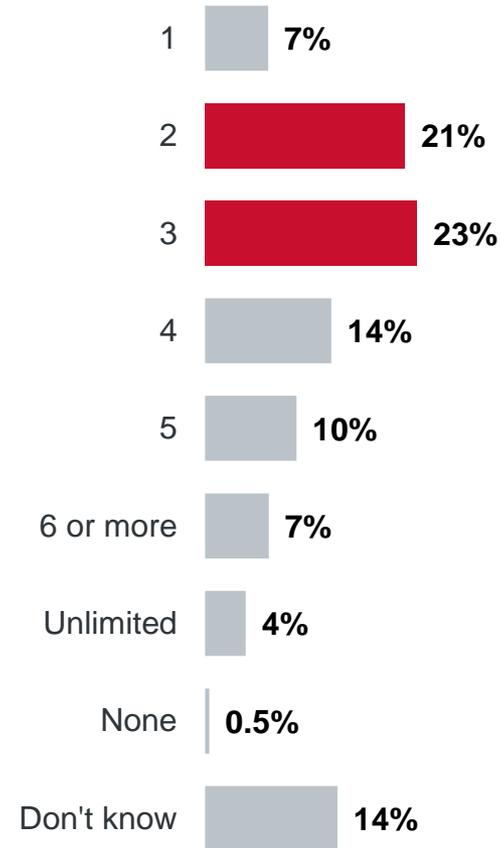


Perspectives on Pet Limits

MAXIMUM NUMBER OF DOGS:



MAXIMUM NUMBER OF CATS:



Base: Calgarians

What is the maximum number of dogs that should be allowed in a household? (n=781; excluding "prefer not to answer/refused" responses)

What is the maximum number of cats that should be allowed in a household? (n=783; excluding "prefer not to answer/refused" responses)



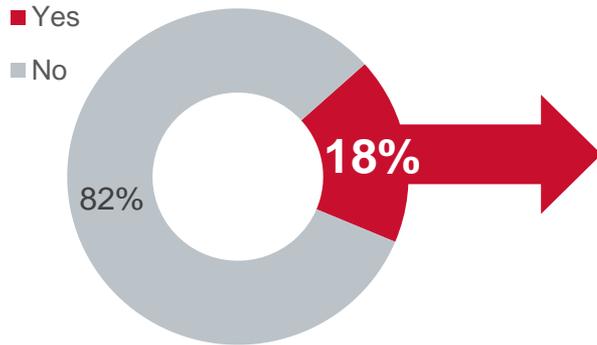
Opinions & Suggestions To Change The Current RPO Bylaw





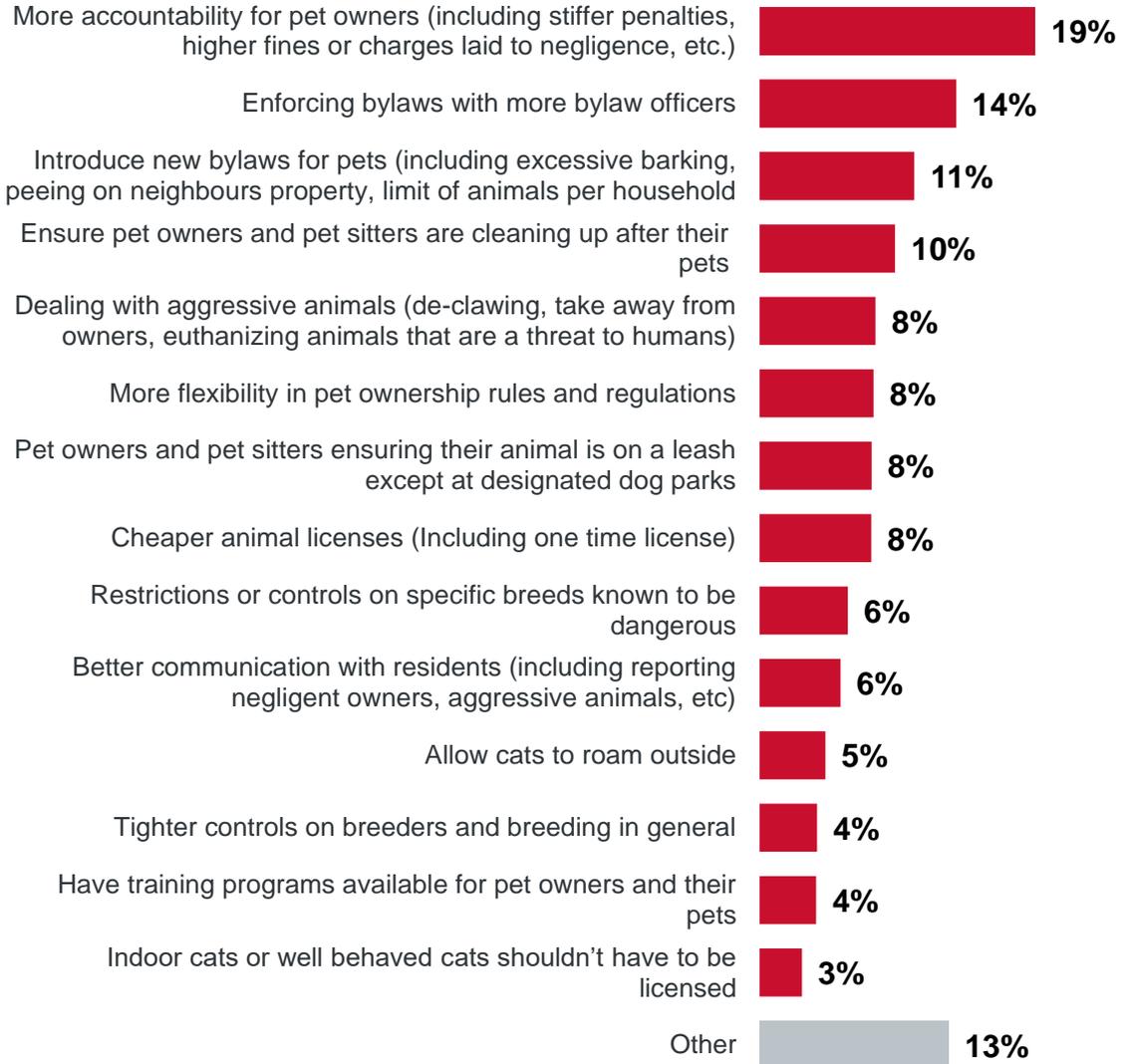
Suggested Changes To The Responsible Pet Ownership Bylaw

Based on your understanding of the bylaw on responsible pet ownership in Calgary, are there any specific changes you feel are needed?



Introduction of new pet bylaws (28%) and ensuring pet owners always have their pets on a leash (with the exception of designated off-leash areas; 26%) are the top suggestions from those that have never owned pets.

- These are among the fewest suggested changes from Current Pet Owners, 3% and 6% respectively.



Base: Calgarians (n=124)
What are the changes needed?



Opinions About The Cat Bylaw

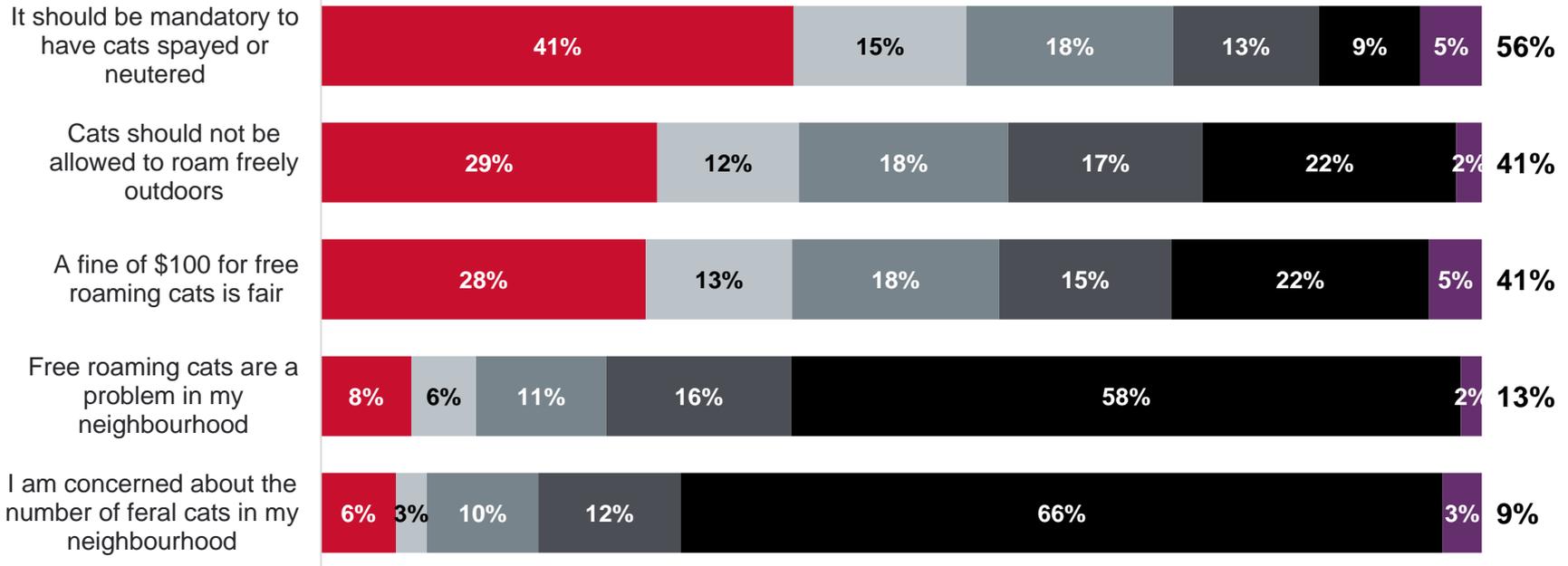




RPO Bylaw Modifications For Cats

■ 5 - Strongly agree ■ 4 ■ 3 ■ 2 ■ 1 - Strongly disagree ■ Don't know

% Agree



Calgarians are divided when it comes to whether cats should be allowed to roam freely outdoors.

- 41% agree cats should not be allowed to roam freely outdoors.
- 39% disagree and believe cats should be allowed to roam freely outdoors.

56% feel it should be mandatory to have cats spayed or neutered.

- Compared to non-pet owners (43%), significantly more current pet owners (61%) and previous pet owners (55%) agree it should be mandatory for cats to be neutered or spayed.

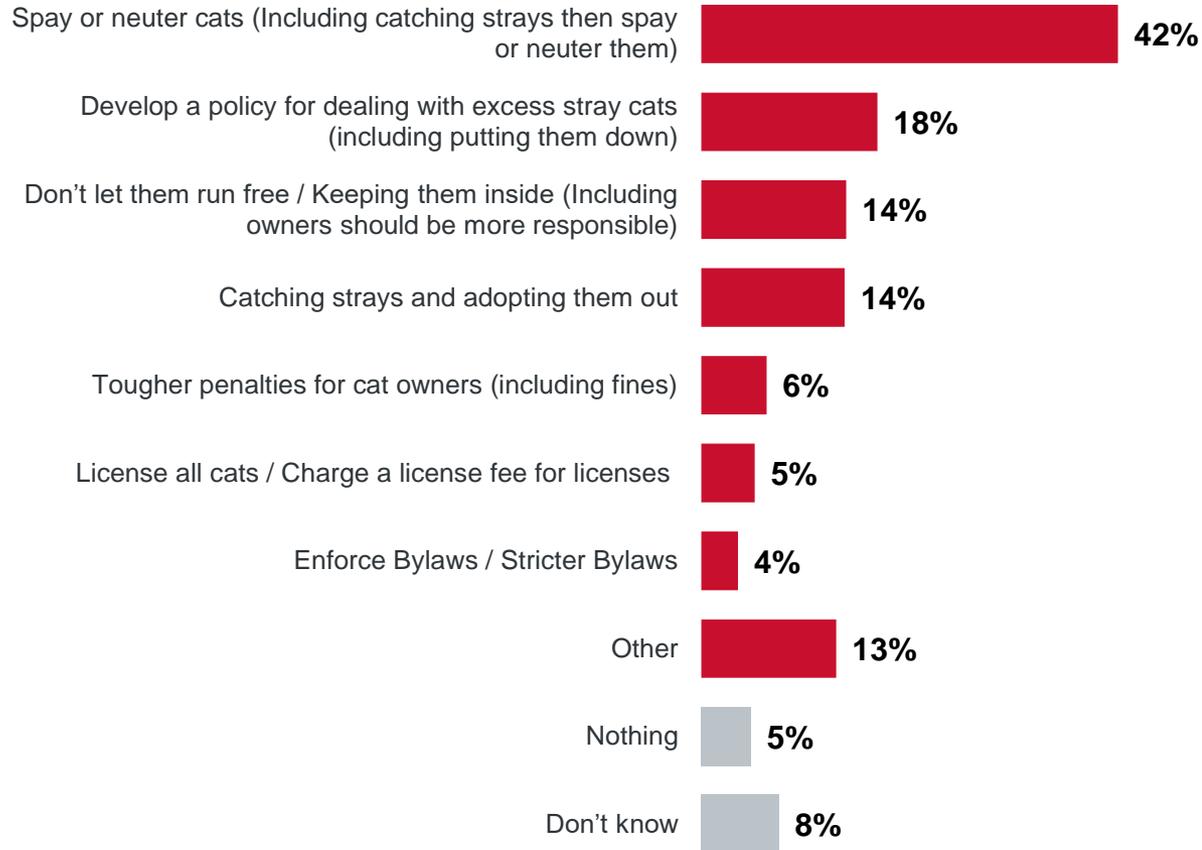
Current owners are more likely to disagree that the \$100 fine for free-roaming cats is fair (40% vs. 28% from those who have never owned a pet).

Current Pet Owners are more likely to disagree about being concerned about the number of feral cats in their neighbourhood (82% vs. 74% from Non-Pet Owners).

Base: Calgarians (n=800)
For each of the following, please indicate your level of agreement...



How To Reduce The Overpopulation of Feral Cats



Current and Previous Pet owners place spaying or neutering cats as the top recommendation to reduce the overpopulation of feral cats.

- Current pet owners second highest recommendation was that owners should be more responsible and keep their cats inside.

Amongst Calgarians who have never owned a pet, the top recommendation was to develop a policy to deal with this issue, including policies around euthanizing feral cats.

- This was one of the last recommendations amongst current pet-owners.
- This was the second most recommended amongst previous pet-owners.

Base: Calgarians (n=68)
 What should be done to reduce the overpopulation of feral cats in Calgary?

Cat Bylaw Suggestions

- Mandatory spay / neuter except licensed breeders
- Require additional licensing to breed cats
- Enforce the bylaw
- Mandatory leashes for outdoor cats
- Clean up after cats if outdoors / roaming
- Make licensing a prerequisite for veterinary services
- Have different rules for outdoor cats (e.g., vaccines need to be up to date)

“

I know very few cats are ever kept on property. Leashes should be mandatory .

“

You should have to pick up their feces. If they have roaming cats, they should have to clean it up. Dog owners have to.

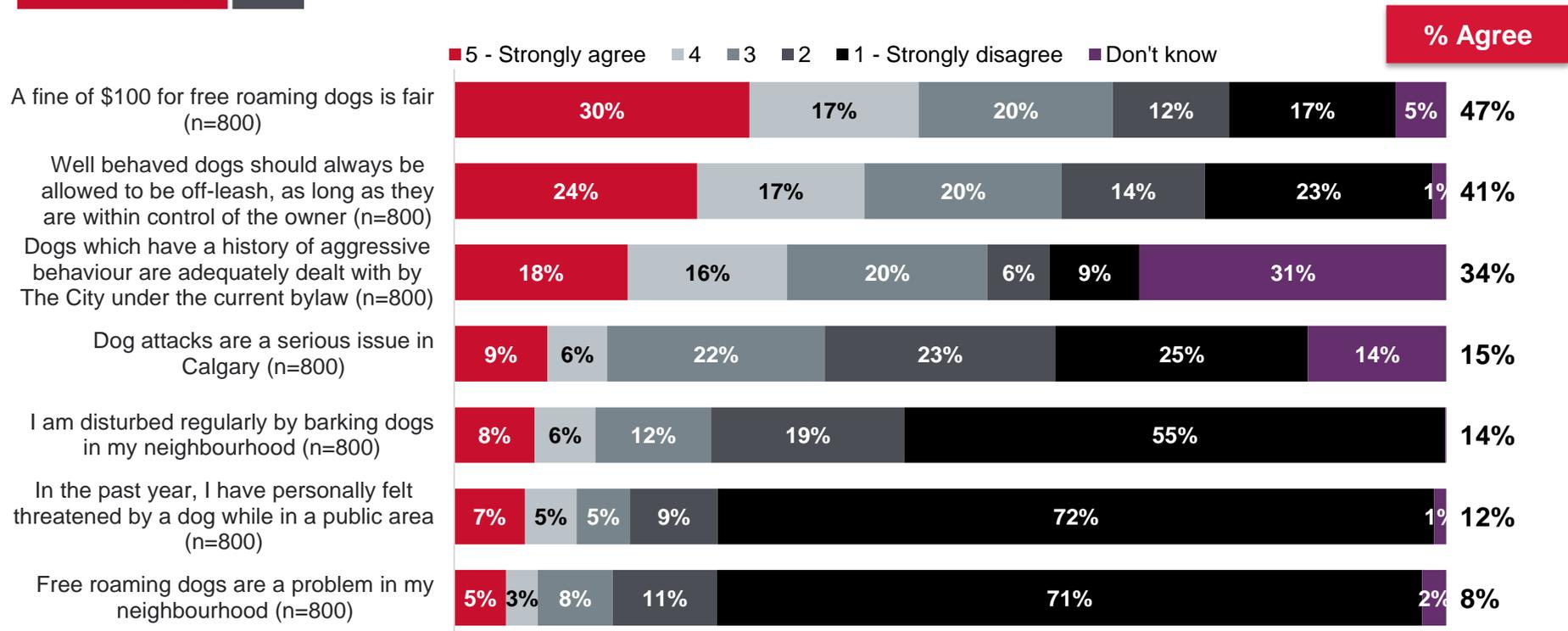


Opinions About The Dog Bylaw





RPO Bylaw Modifications For Dogs



Current pet owners are significantly less likely to be bothered by barking dogs in their neighbourhood (80% disagree vs. 67% from non-pet owners).

- Those that have never owned a pet (22% agree), followed by those who have previously owned a pet (17%) are significantly more likely to report being disturbed regularly by barking dogs in their neighbourhoods (vs. 10% from current pet-owners who are regularly disturbed).

81% have not felt personally threatened by a dog while in a public area in the past year, while 12% of Calgarians have.

- Current pet owners (86% disagree) and previous pet owners (85% disagree) are more likely to disagree that they have felt personally threatened by a dog while in a public area than amongst Calgarians who have never owned a pet (65% disagree).
- Calgarians who have never owned a pet are more likely to agree to have felt personally threatened by a dog while in a public area in the past year (23% vs. 11% from previous pet owners, and 9% from current pet owners).

Among Calgarians who have never owned a pet, 25% believe dog attacks are a serious issue in Calgary (vs. 11% for Current Pet-Owners) and **54% believe well behaved dogs should not be allowed off-leash**, even if they're within the control of their owner (vs. 32% from Current Pet-Owners).

Base: Calgarians (n=800)
For each of the following, please indicate your level of agreement...

Dog Bylaw Suggestions

- Mandatory spay / neuter except licensed breeders
- Mandatory vaccinations
- Do not leave dogs unattended in vehicles
- Enforce the bylaw
 - Increase the fine for unlicensed dogs
 - Fines for fraudulent service dogs
- Raise awareness of the bylaw
- Define excessive barking: specify unacceptable durations, times of day
- Clarify whether or not dogs can be tethered unattended in public (e.g., while at a shop)

“ Every dog barks, right?
Is it if they're barking in a
backyard for more than ten
minutes?
There has to be some
measurement.

“ There should be more checks
on the household and family
for the suitability of pets.

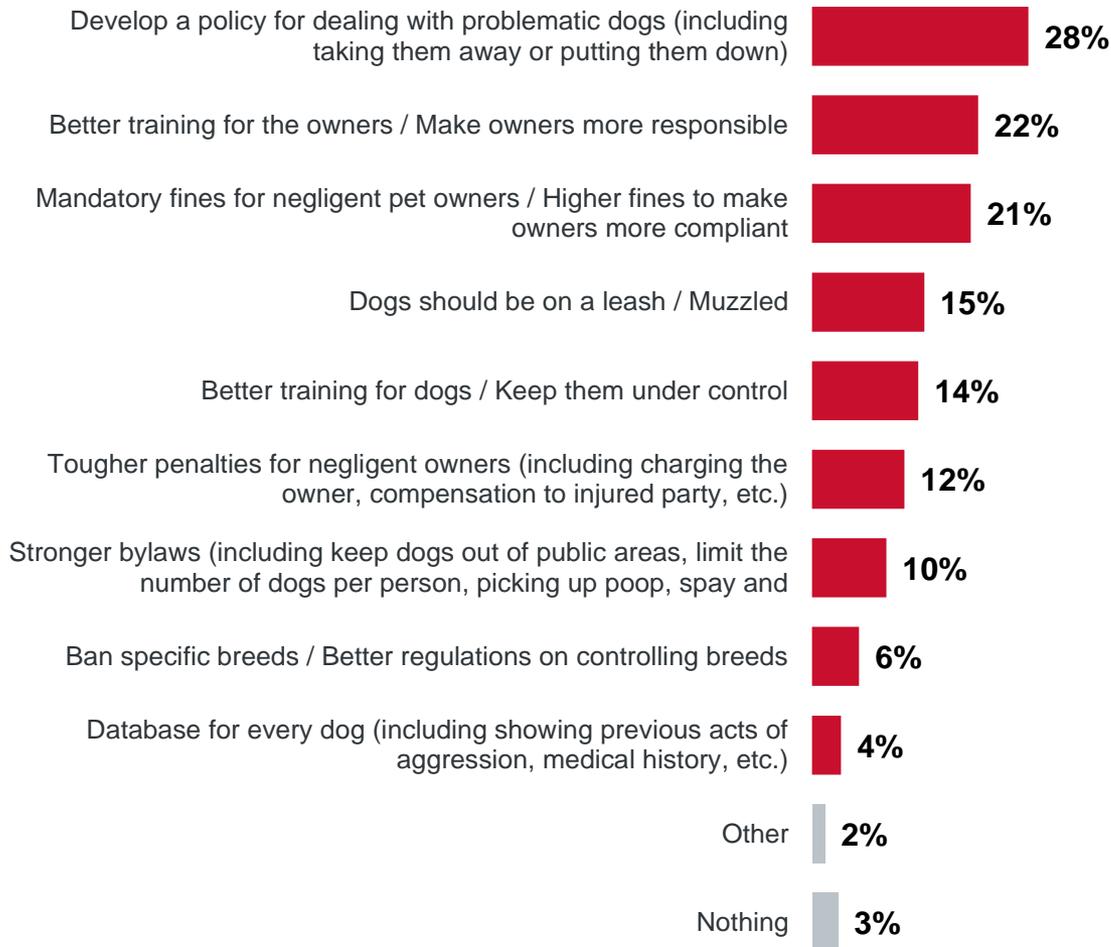


Aggressive / Vicious Dogs





How To Deal With Aggressive Dogs



Current pet-owners recommend developing a policy for aggressive dogs, followed by holding pet-owners more accountable (e.g., owners are better trained for pets).

Previous pet-owners also recommend developing a policy for aggressive dogs. However, their second highest recommendation includes having mandatory fines for negligent pet-owners.

Lastly, **Calgarians who have never owned a pet's** top recommendation include having mandatory fines for negligent pet-owners, followed by having a policy developed for aggressive dogs.

***Rounding**

Base: Calgarians (n=119)
 What changes should be made in dealing with aggressive dogs?

How should we define “vicious dogs”?

Participants thought that dogs who exhibit the following behaviours could be considered vicious:

- Aggressive behaviour / Growling
- Biting / Attacking people / other pets
- History of attacks

Some felt this designation could be assigned to certain breeds, while others felt that a dog’s behaviour reflects on the owner irrespective of breed.

Who should decide if a dog is vicious?

- A neutral third party (not the owner or complainant / victim)
- A professional (veterinarian, trainer, expert)

How should vicious dogs be managed?

- With professional training
- By wearing a muzzle
- With medications, if necessary
- By euthanasia, as a last resort

“

You have to know the difference between an aggressive animal versus an excited animal.

“

There should be training for both the animal and the owner, tailored to the breed and type of person.

“

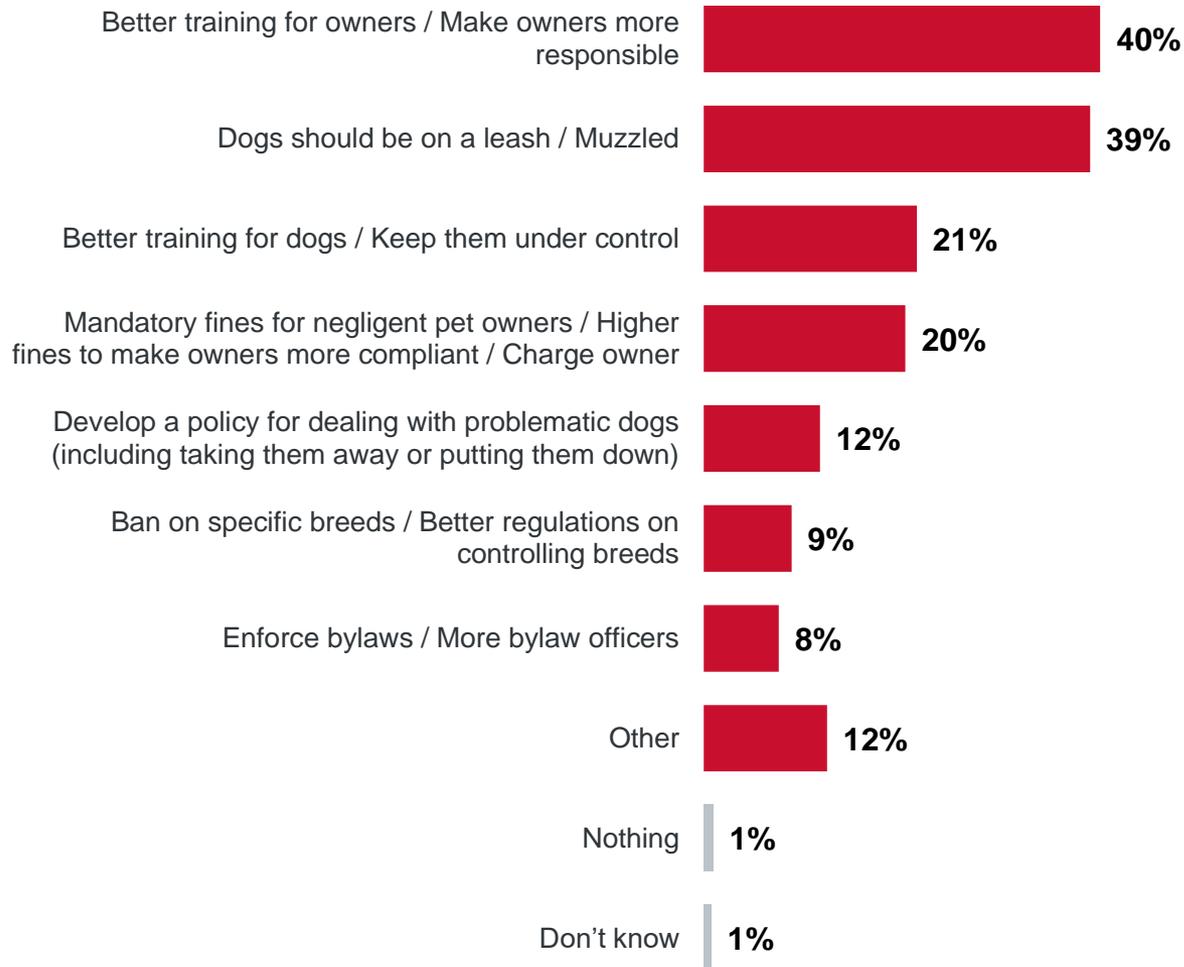
A third party should determine if the dog is vicious, appointed vets or other professional.

“

It has nothing to do with breed, it’s about ownership.



How To Reduce Dog Attacks



Holding owners accountable for their pets, as well as dogs being leashed or muzzled are the top two recommendations to reduce dog attacks by Calgarians across all types (pet owners vs. non-pet owners)

- Amongst those who have never owned a pet, dogs being leashed or muzzled was the top recommendation.

***Rounding**

Base: Calgarians (n=130)
 What do you think should be done to reduce instances of dog attacks?



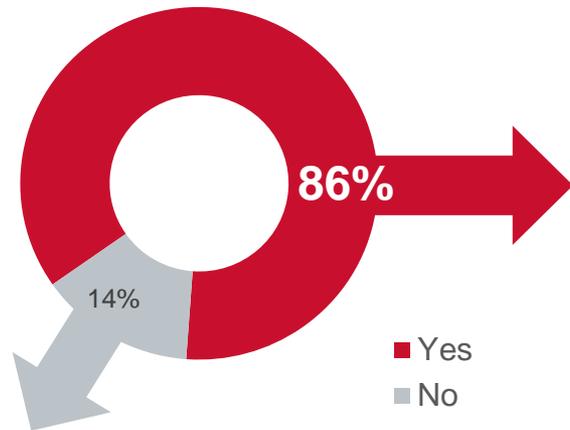
Professional Dog Walkers



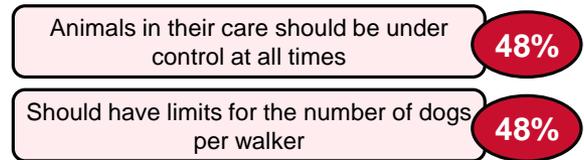


Dog Walker Regulations For Off-Leash Dogs

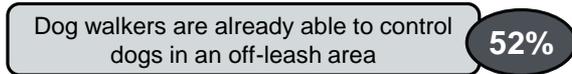
86% AGREE REGULATIONS FOR DOG WALKERS ARE NEEDED WITH RESPECT TO THE NUMBER OF OFF-LEASH DOGS UNDER THEIR CONTROL



TOP REASONS WHY REGULATIONS ARE NEEDED:



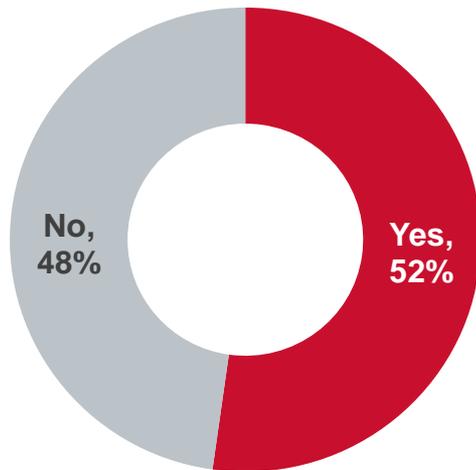
TOP REASON WHY REGULATIONS ARE NOT NEEDED:



Base: Calgarians

Do you feel there should be regulations in place for dog walkers with respect to the number of off-leash dogs under their control at once in an off-leash area? (n=758)
 Why do you feel this way? (n=745)

52% OF CALGARIANS FEEL DOG WALKERS SHOULD REQUIRE A SPECIAL PERMIT



61% of those who have never owned a pet feel dog walkers should require a special permit (vs. 49% from current pet owners)

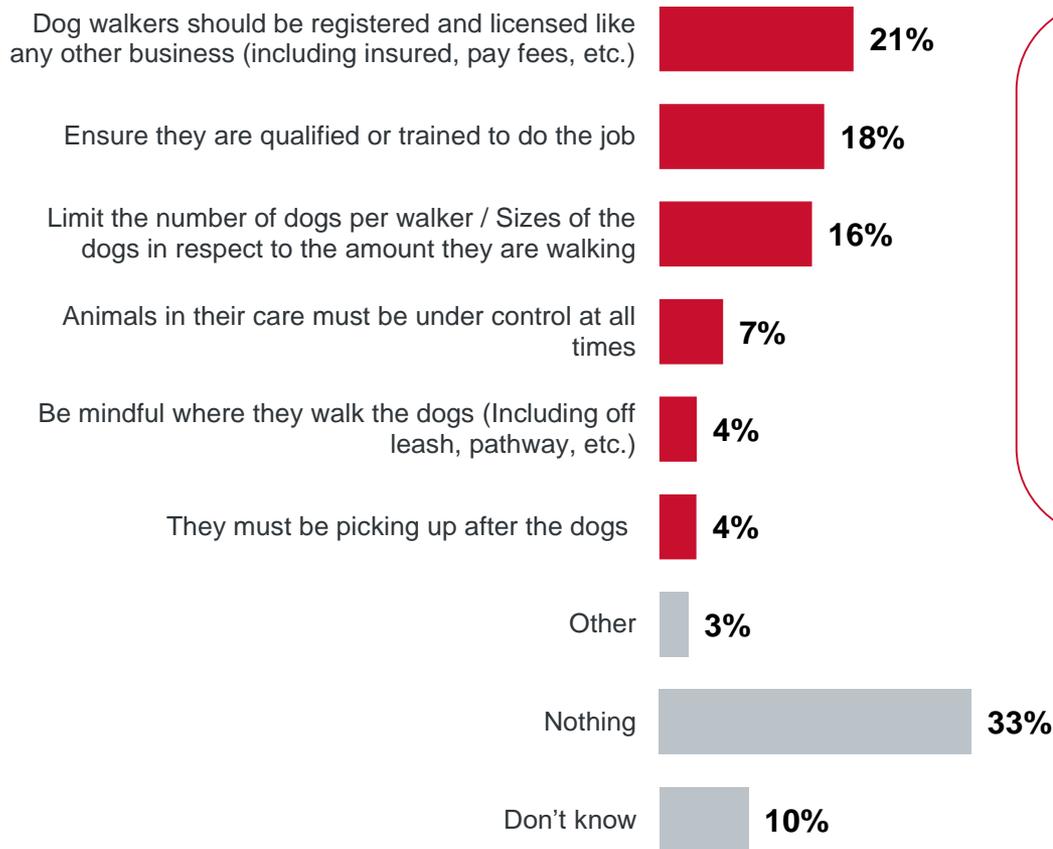
51% of current pet owners feel dog walkers do not need special permits (vs. 39% from those who have never owned a pet).



Base: Calgarians
Should dog walkers require a special permit? (n=775)



Suggested Rules For Professional Dog Walkers



Suggestions from focus group participants regarding Professional Dog Walkers include:

- Dog Walkers
 - Should be licensed
 - Should have background checks
 - Should have a limited number of dogs
 - Should be held accountable for the dogs
 - Should have requirements for licensing (e.g., volunteer a minimum number of hours)
- Provisions for Dogs
 - Should have health checks
 - Should be properly trained

Source: Focus Groups

43% of current pet-owners are more likely to agree The City doesn't need to consider new rules for professional dog walking businesses than Non-Pet Owners (17%).

Base: Calgarians (n=672)

Are there any rules you think The City should consider for professional dog walking businesses?

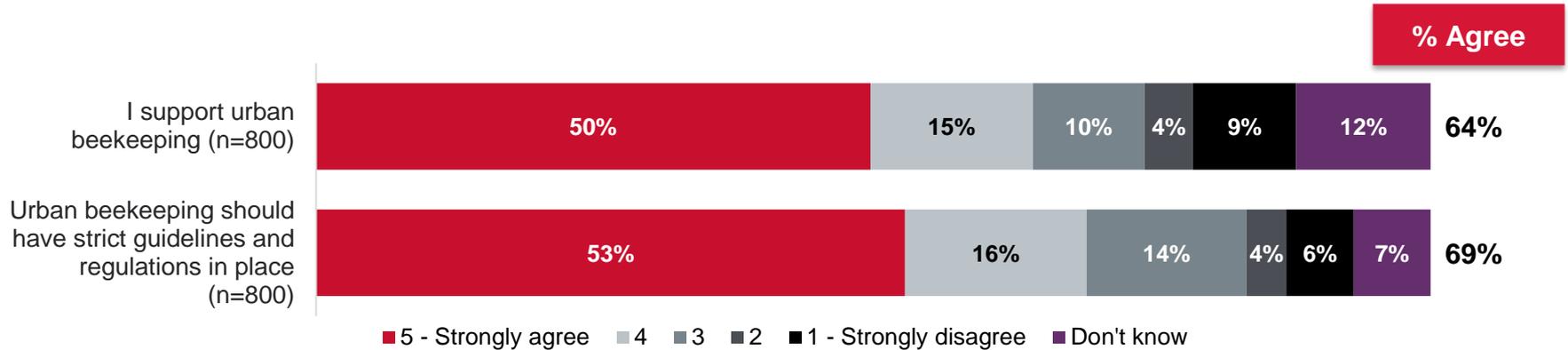


Other RPO Bylaw Issues: Hens, Bees, Wildlife





Urban Beekeeping



Suggestions from focus group participants regarding urban beekeeping include:

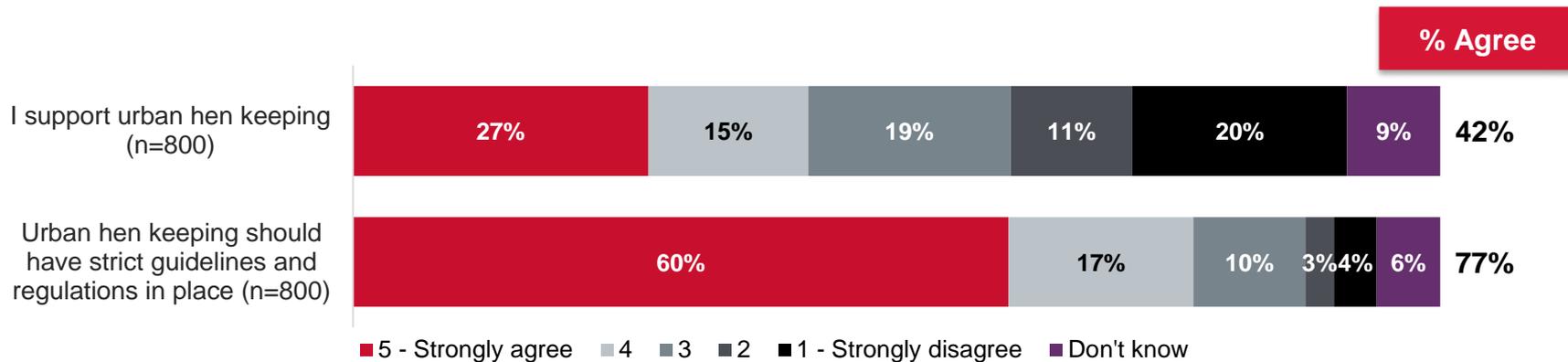
- Consider safety issues: bee stings and allergies.
- Must-have rules include: licensing and regular inspections; warning signs in the neighbourhood about bees; limiting the number of hives based on the type of property (e.g., not on apartment balconies); having proper housing for bees; and keeping bees a specified distance away from schools.

Source: Focus groups

64% of Calgarians support urban beekeeping, with 69% believing it should have strict guidelines and regulations in place.



Urban Hen Keeping



Suggestions from focus group participants regarding urban hen keeping include:

- Consider safety issues: chickens attract mice and lice, which could create unsanitary / unhealthy conditions.
- Consider nuisances like noise and odours.
- Must-have rules include: licensing and regular inspections; limiting the number of hens based on the type of property; and having proper housing structures.

42% of Calgarians support urban henkeeping, with 77% believing it should have strict guidelines and regulations in place.

Base: Calgarians
 I support urban hen keeping
 Urban hen keeping should have strict guidelines and regulations in place



Wildlife

Feeding wildlife, such as squirrels, should be prohibited (n=800)



I am concerned about nuisance wildlife in my area of the City (n=800)



The Responsible Pet Owner Bylaw should include regulations regarding keeping of pigeons (n=800)

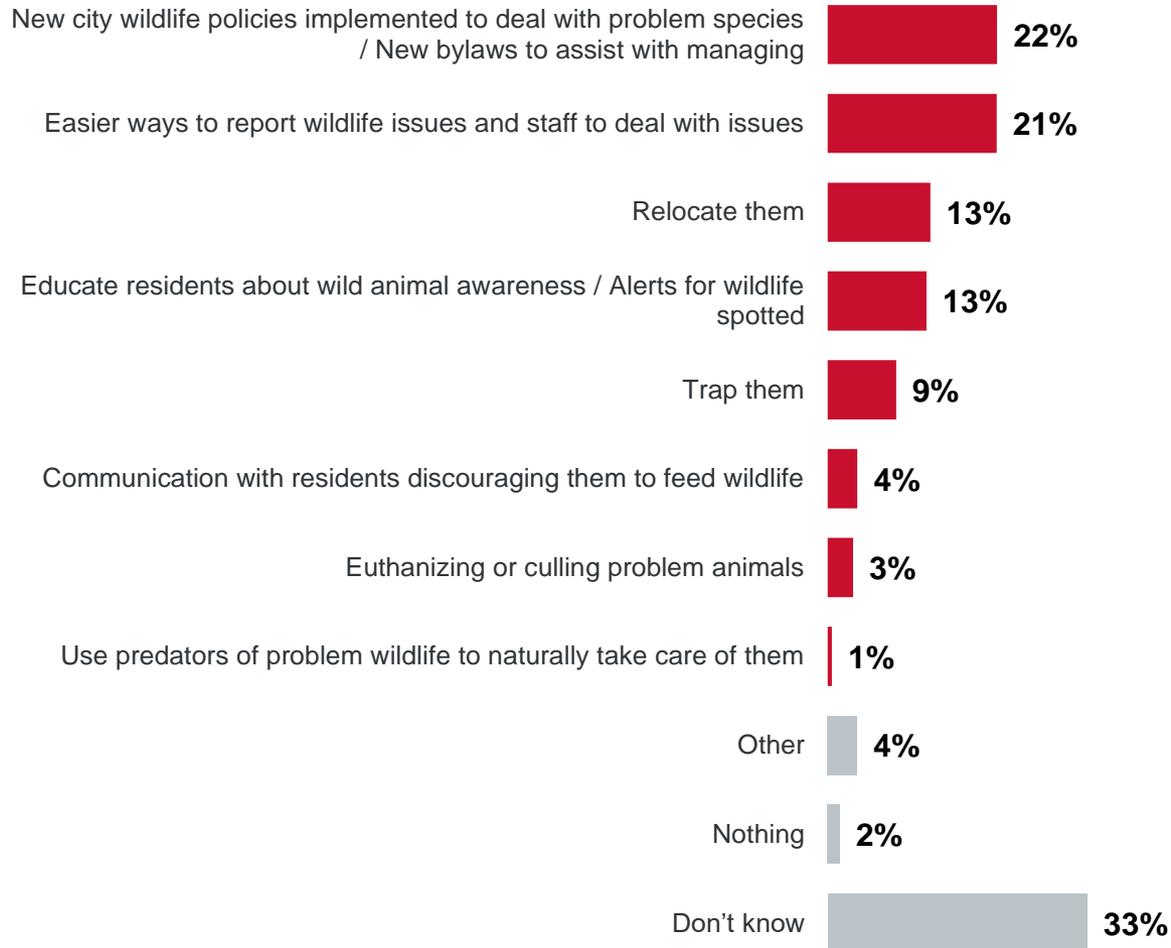


■ 5 - Strongly agree ■ 4 ■ 3 ■ 2 ■ 1 - Strongly disagree ■ Don't know

Base: Calgarians
For each of the following, please indicate your level of agreement.



Managing Nuisance Wildlife



Base: Calgarians (n=187)
 What do you feel The City should do differently with respect to managing nuisance wildlife?



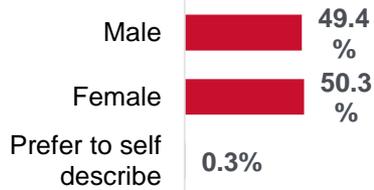
Demographics



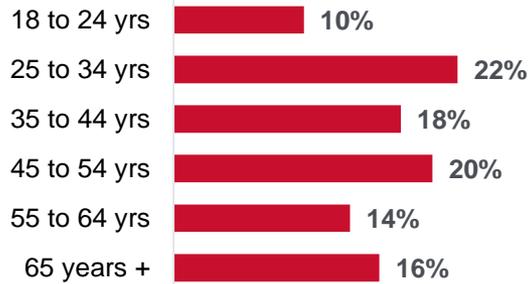


Demographics

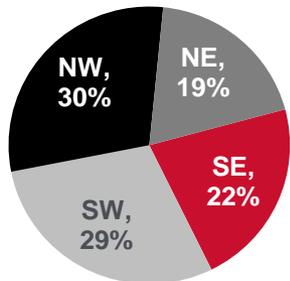
GENDER



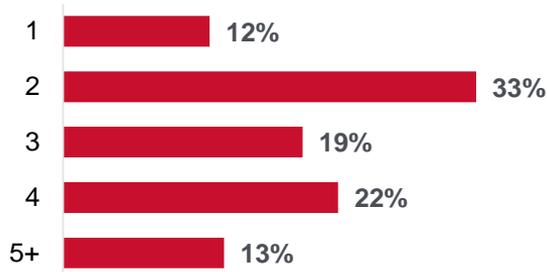
AGE



QUADRANT



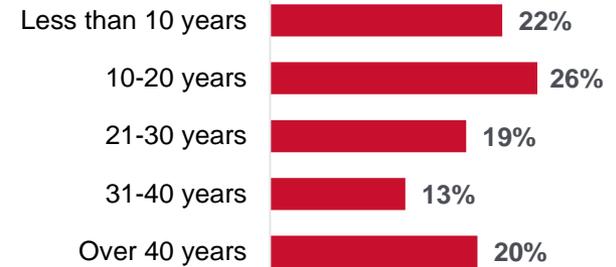
NUMBER OF PEOPLE IN HOUSEHOLD



CHILDREN IN HOUSEHOLD



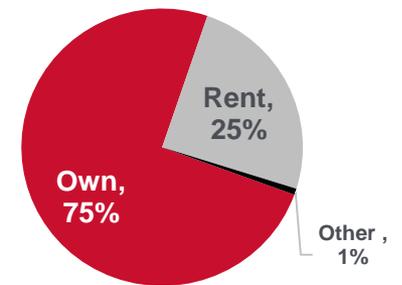
TENURE IN CALGARY



RESPONSIBLE FOR PROPERTY TAX/RENT



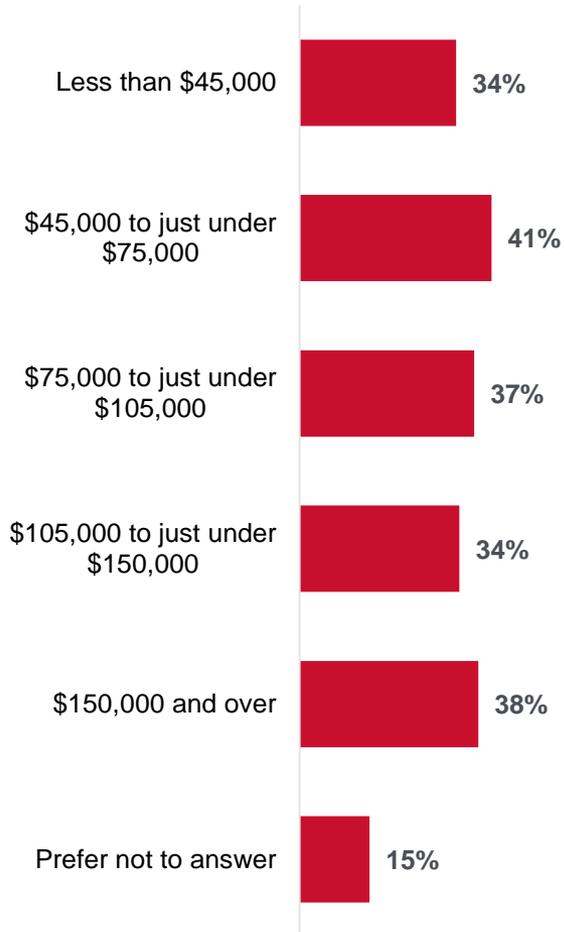
RESIDENCE



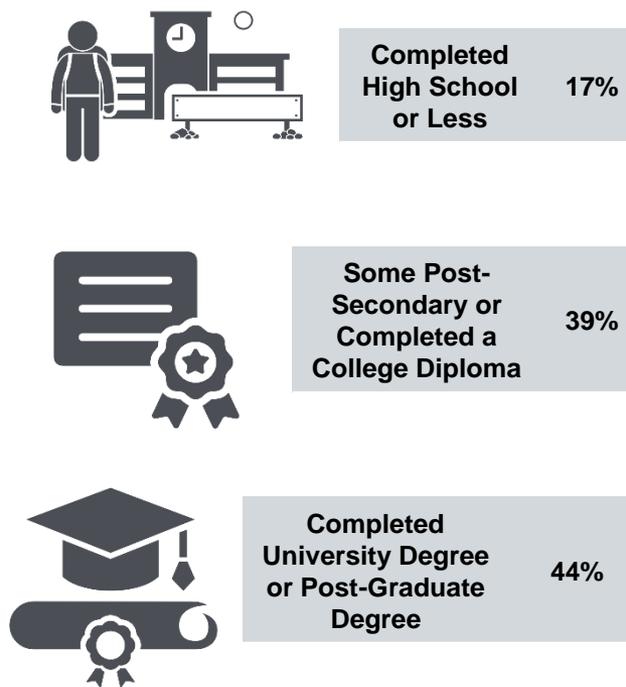


Demographics

ANNUAL INCOME



EDUCATION



OWN OR OPERATE OWN BUSINESS



Yes	16%
No	84%

EMPLOYMENT STATUS

