

# Appendix F

Statistically Valid Phone Survey Results

May 2022

# Saanich People, Pets and Parks - Community Survey



MUSTEL GROUP  
MARKET RESEARCH

## ➤ Foreword

### Introduction

The following report summarizes the findings from a survey of District of Saanich residents regarding people, pets and parks to provide direction for development of a strategy for sharing Saanich's parks.

### Methodology

- A total of 300 interviews were conducted by telephone with a random selection of residents, 18 years of age or over.
- The margin of error on the sample is +/-5.7% at the 95% confidence level.
- Specific steps were taken to ensure the sample is representative of the community at large including:
  - sample drawn at random from an up-to-date database of published residential listings and cell phone listings;
  - next birthday method employed to randomize respondent selection within the household;
  - up to 6 calls made to each household/individual to reduce potential bias due to non-response;
  - final sample weighted by gender within age to match Statistics Canada Census data.

### Methodology, cont.

- Interviewing was conducted by Mustel Group interviewers weekday evenings and during the day on weekends from May 26<sup>th</sup> to June 3<sup>rd</sup>, 2022.
- The questionnaire used is appended.
- Detailed computer tabulations are provided under separate cover.



## ➤ Executive Overview

- One-in-four Saanich residents (24%) visit a public park or beach at least daily; almost half (44%) visit one several times a week or more often.
- Dog owners are more frequent users of parks and beaches, with over half (52%) using them at least daily (65% several times a week or more often).
- When thinking about Saanich parks, the most important factor considered is environmental protection/wildlife habitat connections. This is followed by cleanliness of parks/facilities, community and neighbourhood cohesion/connections, safety, and opportunities to connect with nature.
- When it comes to people and pets sharing Saanich parks, the safety for people is the most important consideration among both dog owners and non-owners.
- Considerable proportions also choose as one of their three top considerations:
  - Location and distribution of off-leash areas (more important to dog-owners);
  - Protection of natural areas and sensitive ecosystems;
  - Waste management; and
  - Safety for dogs/pets (naturally of more concern to dog owners).
- Residents were asked what they see as the main benefits of most Saanich parks being off leash for dogs. The freedom and space for dogs to play and run is appreciated by both dog owners and non-owners. Other benefits include 'good for dog-owners' (play/exercise with dogs) and that dogs can socialize and become less aggressive.
- Irresponsible owners or those not able to control their dog is viewed as the key challenge. There is also concern for the safety of children/people and poorly trained dogs (stated more so by non-dog owners). Waste management and safety issues for dogs are tertiary issues.
- While the majority report positive experiences overall with dogs in parks, half of residents (51%) have had a negative experience or conflict with an off-leash dog in the past (57% of dog owners, 48% of non-owners).
- Having their dog attacked or approached aggressively by another dog is the most frequent report by dog owners. Among non-owners, various issues with aggressive dogs or owners not controlling their dogs are the most common reports.
- The majority (76%) agree that specific areas where dogs are not allowed off-leash will help reduce conflicts.
- With respect to enforcement, opinions are divided as to whether or not there is currently suitable enforcement of dog activity.



## ➤ Executive Overview (cont.)

- All residents were asked if there are any specific locations in the community where they are concerned about dogs being off-leash. A variety of parks, wildlife areas and beaches were cited but not by more than 3-4% each, with Gyro Park and Mount Douglas most frequently listed.
- One-in-three (33%) reside in a household with a dog, with most of this group (80%) having one dog. The dogs tend to be in the mid-range weight size (50-75 lbs.) or tiny (under 25 lbs.).
- Parks are the most common place to exercise dogs (76%) but with considerable proportions also using natural areas/trails (62%) and sidewalks (52%).
- Those using parks with dogs tend to use them daily, with evening hours (4pm or later) the most common time of day to visit.
- A small group, 4%, visit parks with other pets, mainly cats.

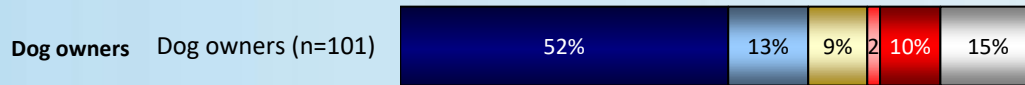
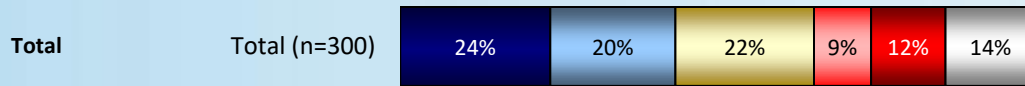


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# Detailed Findings



## ➤ Frequency of Visiting Saanich Parks and Beaches



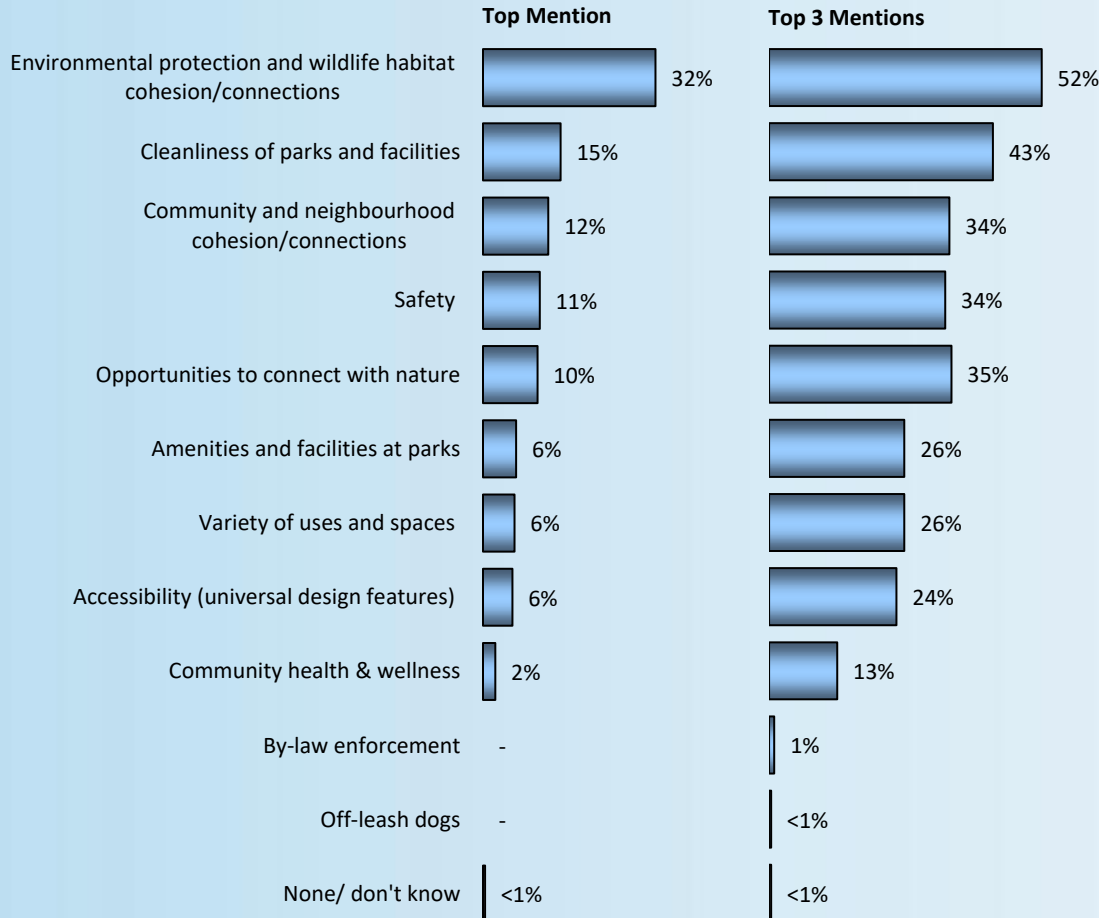
- One-in-four Saanich residents (24%) visit a public park or beach at least daily; almost half (44%) visit one several times a week or more often.
- Dog owners are more frequent users with over half (52%) using local parks or beaches at least daily (65% several times a week or more often).
- The findings do not vary significantly by area, gender or age but families and couples are slightly more frequent users than single people.

Base: Total (n=300), Dog owners (n=101)

Q.1) First of all, how often do you visit Saanich public parks or beaches? Would you say:



## ➤ Top 3 Important Factors to Consider - Saanich Parks



- When thinking about Saanich parks, the most important factor considered is environmental protection/wildlife habitat connections.
- This is followed by cleanliness of parks/facilities, community and neighbourhood cohesion/connections, safety, and opportunities to connect with nature.
- For dog owners, cleanliness is the top priority, whereas environment protection/wildlife is the key consideration among non-dog owners.

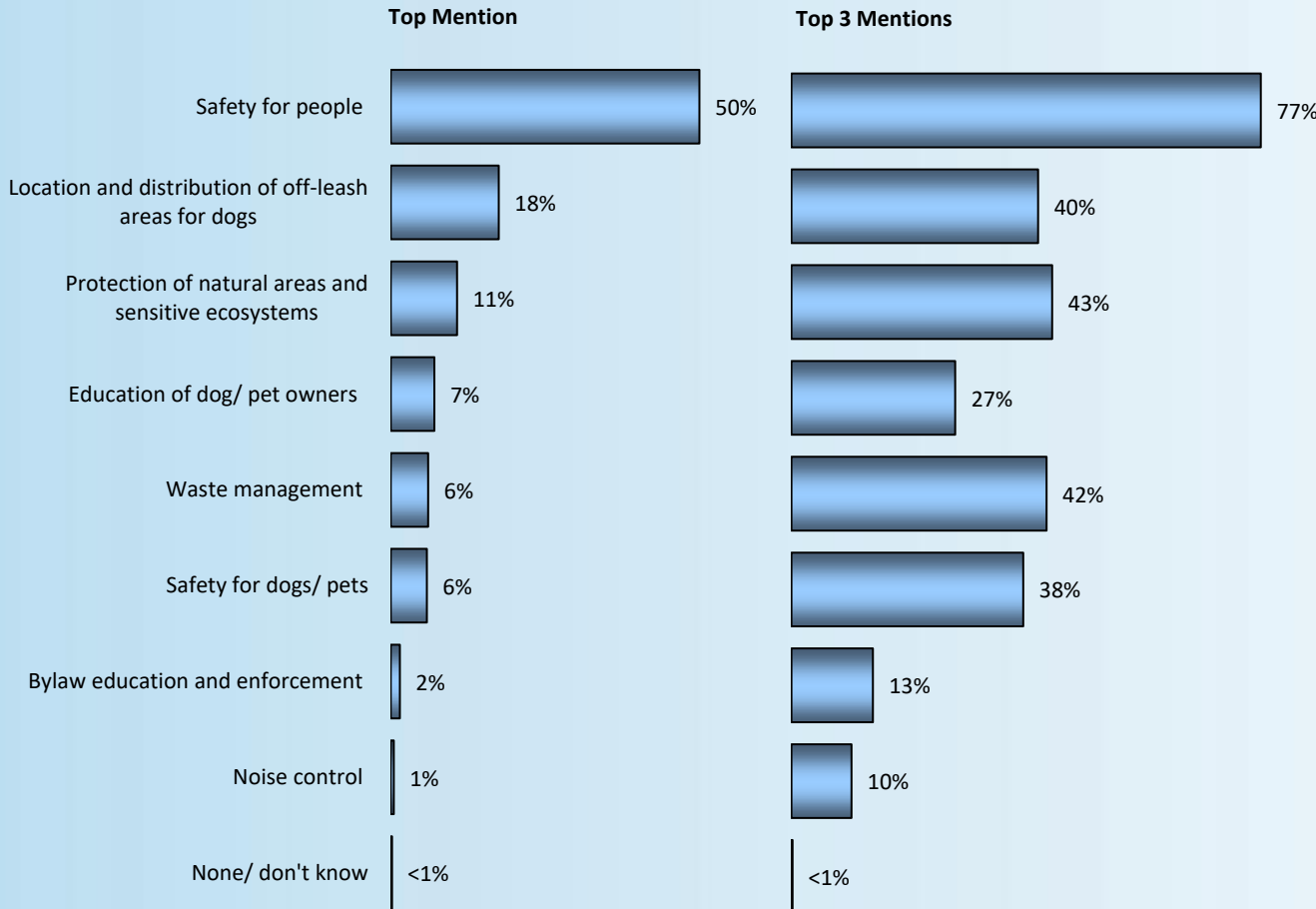
Base: Total (n=300)

Q.2) When thinking about Saanich parks, what do you believe are the top three most important factors to consider?





## ➤ Top 3 Important Factors to Consider - **People and Pets** Sharing Parks



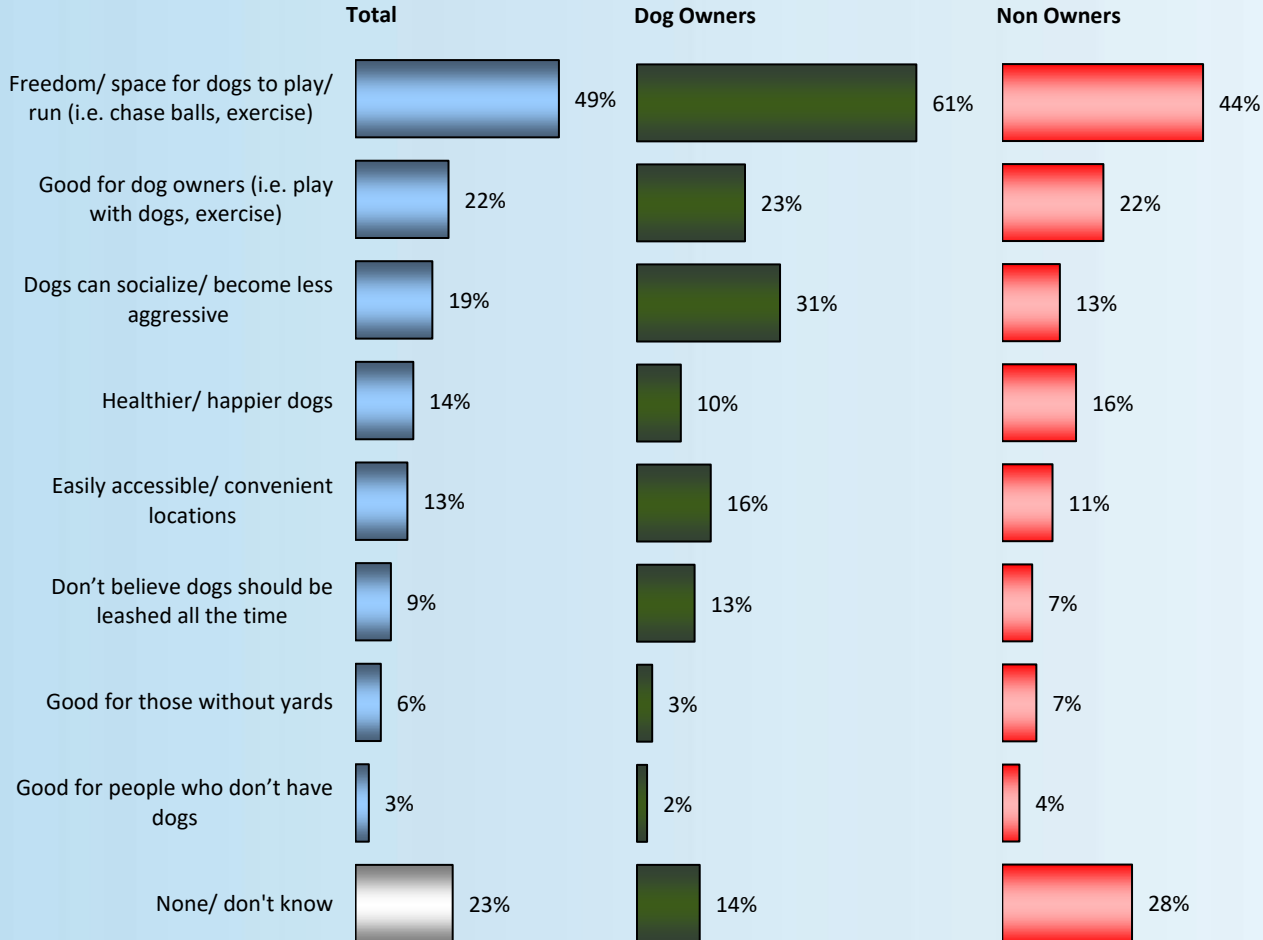
- When it comes to people and pets sharing Saanich parks, the safety for people is the most important consideration among both dog owners and non-owners.
- Considerable proportions also choose as one of their three top considerations:
  - Location and distribution of off-leash areas (more important to dog-owners);
  - Protection of natural areas and sensitive ecosystems;
  - Waste management; and
  - Safety for dogs/pets (naturally of more concern to dog owners).
- Education of dog/pet owners is also important to one-in-four (among both dog owners and non-owners).

Base: Total (n=300)

Q.3) When it comes to people and pets sharing Saanich parks, what do you feel are the top three most important considerations?



## ➤ Main Benefits of Most Saanich Parks Off-Leash (Unprompted)



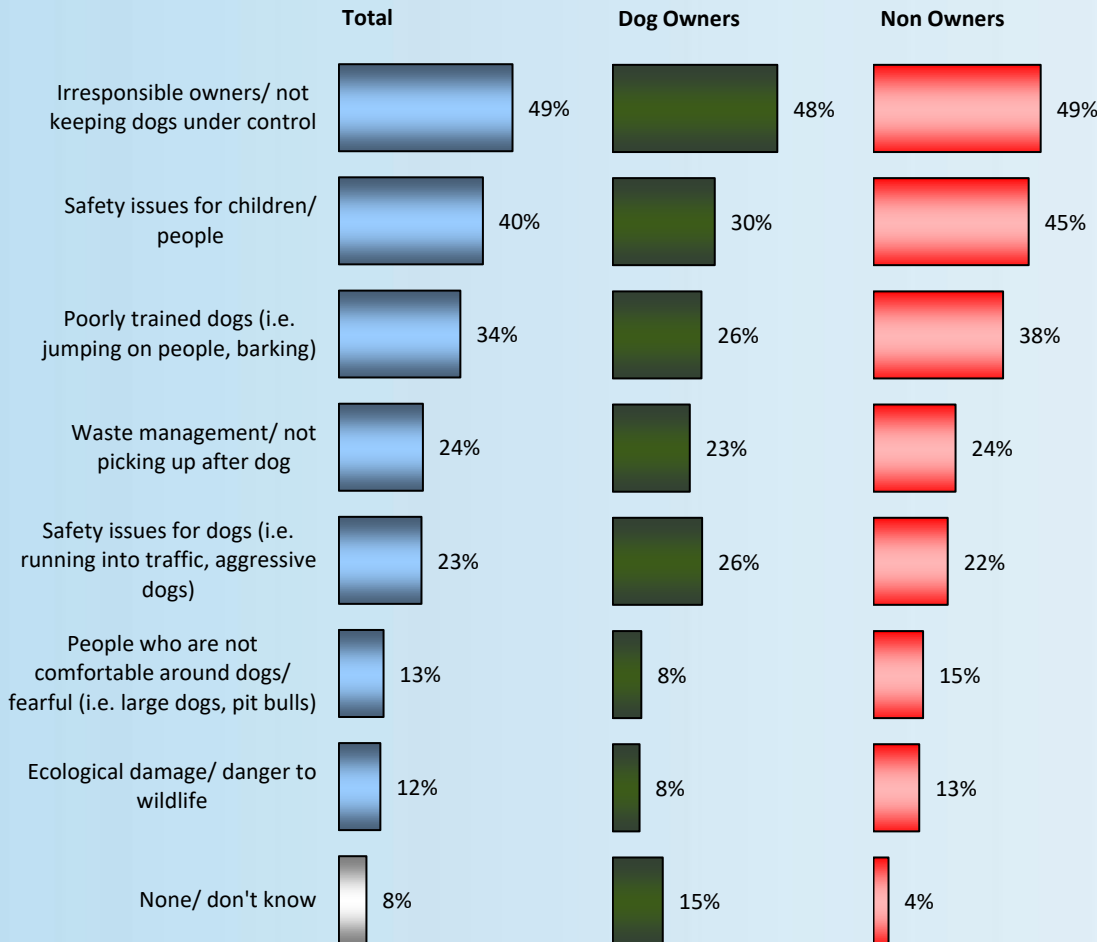
- Residents were asked what they see as the main benefits of most Saanich parks being off-leash for dogs.
- The freedom and space for dogs to play and run is appreciated most by both dog owners and non-owners.
- Other benefits include “good for dog-owners” (play/exercise with dogs) and that dogs can socialize and become less aggressive.

Base: Total (n=300), Dog owners (n=101), Non-owners (n=199)

Q.4) What do you see as the main benefits of most Saanich parks being off-leash for dogs?



## ➤ Main Challenges of Dogs Off-Leash in Saanich Parks (Unprompted)

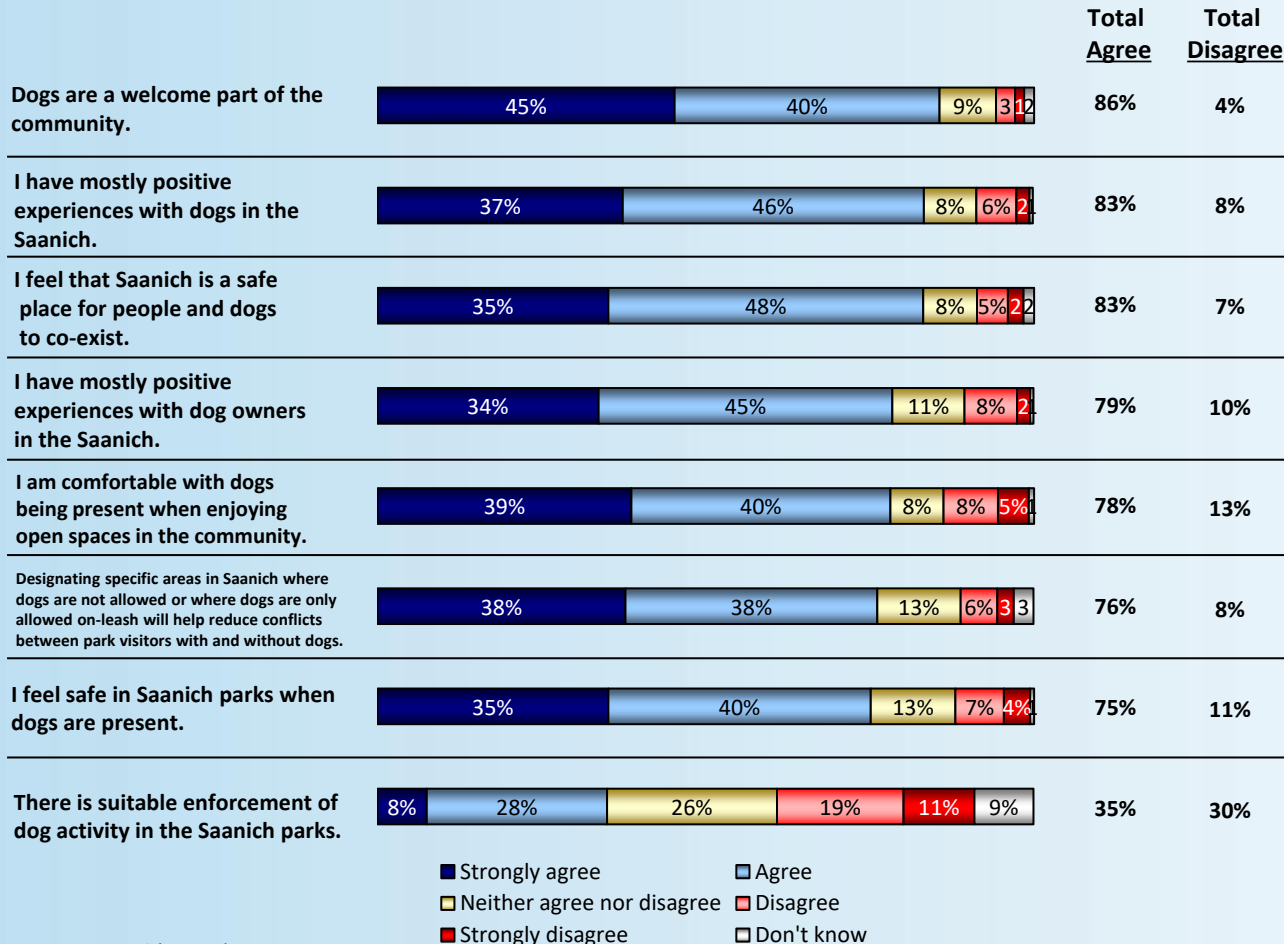


- Both those who own dogs and those who do not see irresponsible owners or those not able to control their dog as the key challenge.
- There is also concern for the safety of children/people, and poorly trained dogs (stated more so by non-dog owners).
- Waste management and safety issues for dogs are tertiary issues listed by both groups.

Base: Total (n=300), Dog owners (n=101), Non-owners (n=199)

Q.5) And what do you see as the main challenges of having dogs off-leash in Saanich parks?

## ➤ Agreement with Statements about Pets and Parks



Base: Total (n=300)

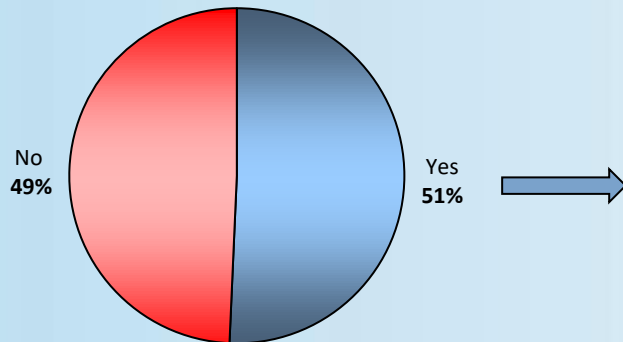
- Agreement levels are high with statements about various aspects of Saanich parks and pets indicating that overall experiences are positive for most.
- Even among non-owners, the majority agree with most statements with the disagree level 18% or less.
- However, the majority (76%) still agree that specific areas where dogs are not allowed off-leash will help reduce conflicts.
- And with respect to enforcement, opinions are divided as to whether or not there is suitable enforcement of dog activity.

Q.6a-h) To what extent do you agree or disagree with the following statements:



## ➤ Negative Past Experience/Conflict With Off-Leash Dog

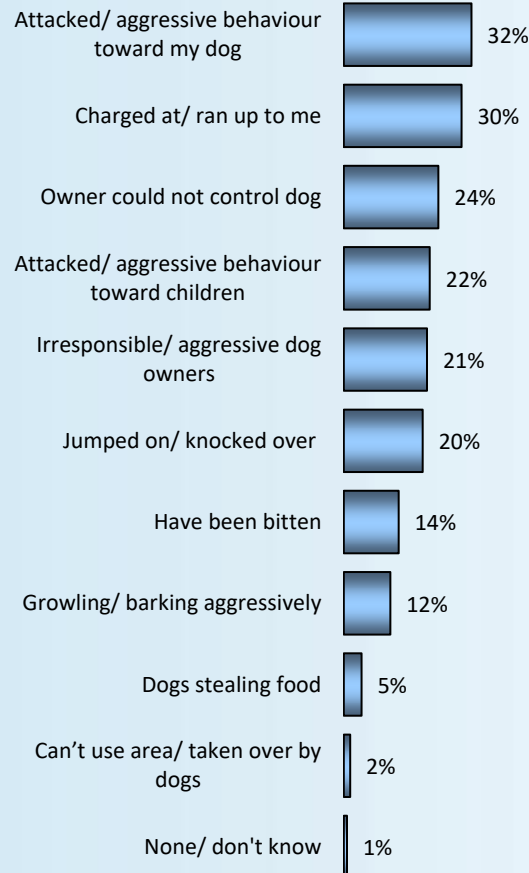
Ever Had Conflict With  
An Off-Leash Dog



Base: Total (n=300)

Q.7) Have you ever had a negative experience or conflict with an off-leash dog?

Type Of Negative Experience



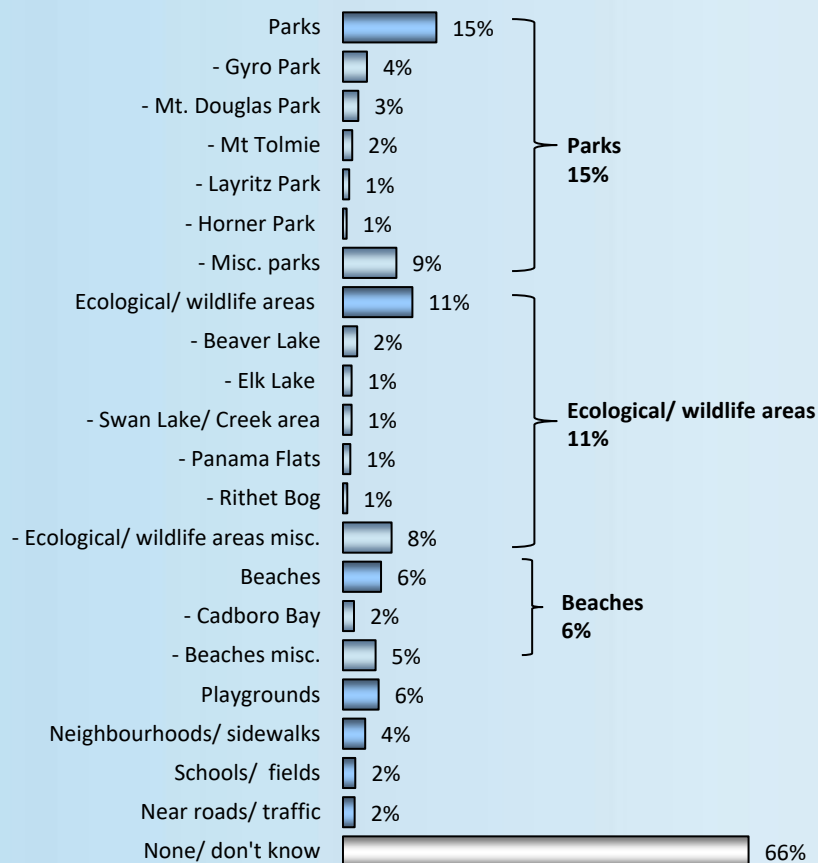
Base: Total ever have had a negative experience or conflict with an off-leash dog (n=153)

- Half of residents (51%) have had a negative experience or conflict with an off-leash dog in the past (57% of dog owners, 48% of non-owners).
- Having their dog attacked or approached aggressively by another dog is the most frequent report by dog owners.
- Among non-owners various issues with aggressive dogs, or owners not controlling their dogs are the most common reports.

Q.8) Can you briefly describe your experience?



## ➤ Specific Locations Of Concern



- All residents were asked if there are any specific locations in the community where they are concerned about dogs being off-leash.
- A variety of parks, wildlife areas and beaches were cited but not by more than 3-4% each, with Gyro Park and Mount Douglas most frequently listed.

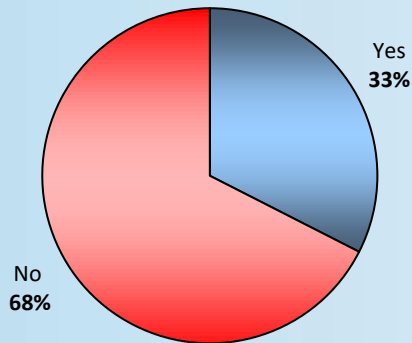
Base: Total (n=300)

Q.9) Are there any specific locations in your community where you are concerned about dogs being off-leash?

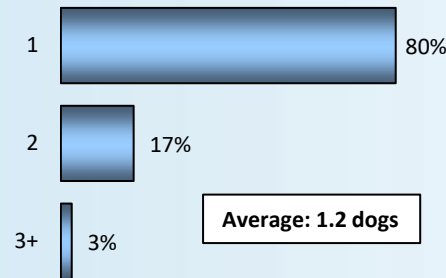


## ➤ Dog Ownership

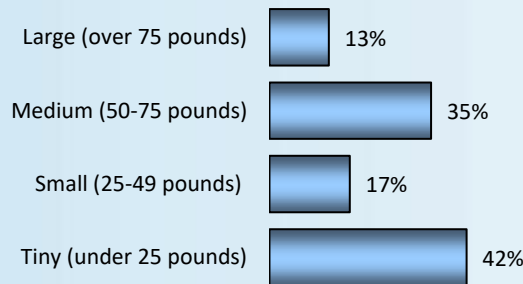
Currently Own/  
Household Has A Dog



Number Of Dogs



Size Of Dogs



- One-in-three (33%) reside in a household with a dog, with most of this group (80%) having one dog.
- The results are relatively consistent by area.
- The dogs tend to be in the mid-range weight size (50-75 lbs.) or tiny (under 25 lbs.).

Base: Total (n=300)

Q.10) Do you currently own a dog or does your household have a dog?

Base: Total dog owners (n=101)

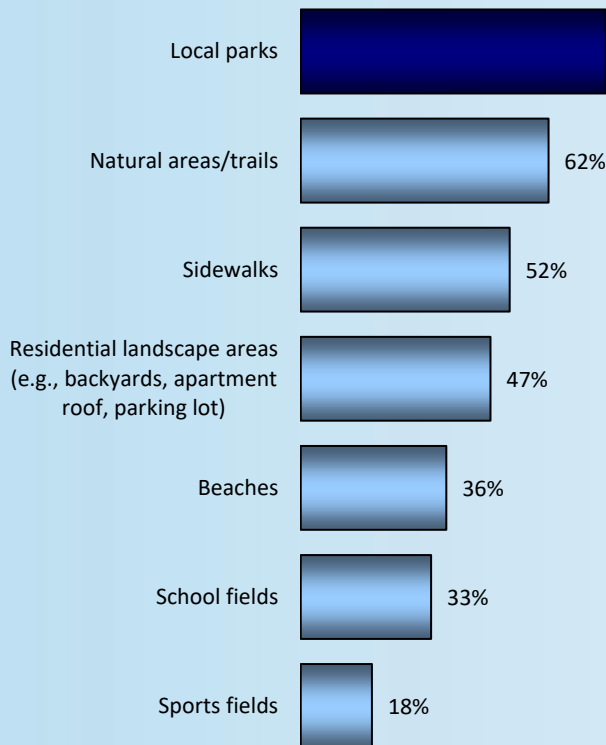
Q.11) How many dogs does your household have?

Q.12) What size is your dog(s)?

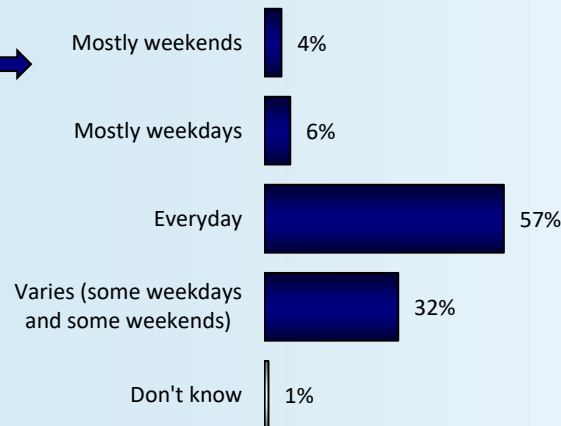


## ➤ Dog Exercise Location

Location

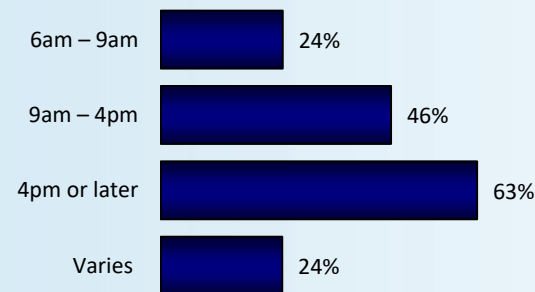


Days Of Park Visits



- Parks are the most common place to exercise dogs (76%) but with considerable proportions also using natural areas/trails (62%) and sidewalks (52%).
- Parks tend to be used daily with evening hours (4pm or later) the most common time of day to visit.

Time Of Park Visits



Base: Total dog owners who exercise their dogs at local parks (n=77)

Base: Total dog owners (n=101)

Q.13) Where do you generally exercise your dog(s)?

Q.14) Do you visit local parks with your dog(s):

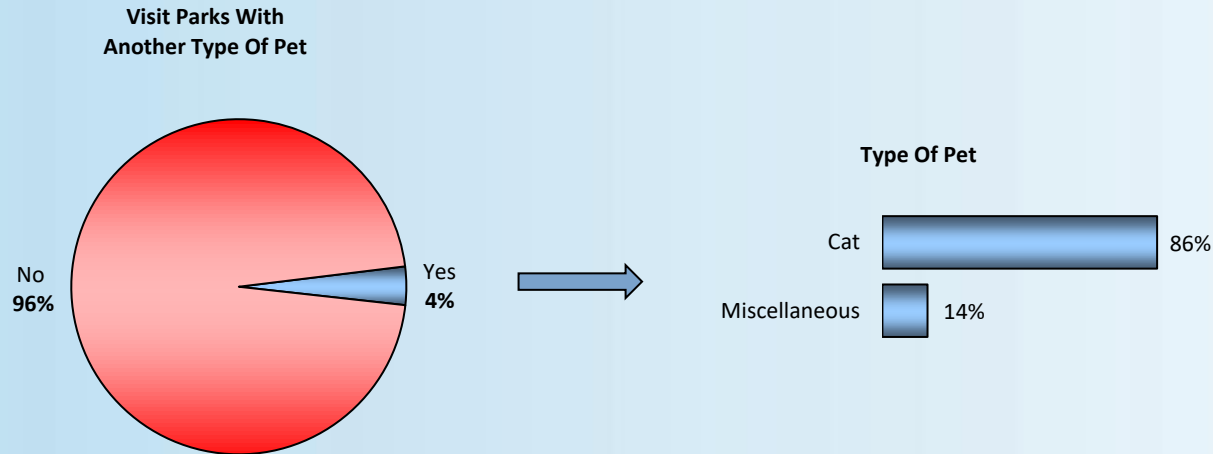
Q.15) Which of the following times of day do you usually visit Saanich parks with your dog(s)





## ➤ Visit Saanich Parks with Other Pets

- A small group, 4%, visit parks with other pets, mainly cats.



Base: Total (n=300)

Q.16) Do you visit a Saanich Park with any pet other than a dog?

Base: Total visit with another pet (n=8\*)

Q.17) What type of pet do you visit with?  
\*Caution small base size



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# Demographics



## Demographic Profile

	<u>Total</u> (300) %
<b>Gender</b>	
Male	48
Female	52
<b>Age</b>	
18 to 34	13
35 to 44	28
45 to 54	15
55 to 64	17
65 to 74 years	15
75 years and over	13
Prefer not to say	<1
<b>Household Composition</b>	
Single with no children at home	18
Couple with no children at home	33
A family/ single parent household with children under 18 at home	31
A family/ single parent household with adult children only at home	18
Prefer not to say	1
<b>Years Residency In Saanich</b>	
<10 years	16
10 – 19	25
20 – 29	22
30 – 39	15
40 – 49	13
50+ years	9
Prefer not to say	1

	<u>Total</u> (300) %
<b>Household Income</b>	
Less than \$60,000	15
\$60,000 - \$99,999	20
\$100,00 - \$139,999	22
Above \$140,000	24
Prefer not to say	19
<b>Ethnic Background</b>	
Canadian	40
European	35
British Isles	20
South Asian	5
Chinese	4
Other Asian	3
Aboriginal (First Nations, Metis or Inuit)	2
French Canadian	1
African	1
Latin/ South American	<1
Oceania	<1
Miscellaneous	1
Prefer not to say	6



## Demographic Profile

	<u>Total</u> (300) %
<b>FSA</b>	
<b>South</b>	<b>35</b>
V6X (South Saanich)	24
V9A (Vic West/ Esquimalt)	5
V8V (Cook St Village/ West Fairfield/ Harris Green/ Humboldt Valley/ James Bay)	2
V8T (SE Burnside/ North Park Hillside-Quadra/ Rock Bay/ West Oaklands)	2
V9B (West Highlands/ North Langford/ View Royal)	2
<b>Middle</b>	<b>25</b>
V8Z (Middle Saanich)	25
<b>East</b>	<b>25</b>
V8N (East Saanich)	16
<b>Southeast</b>	<b>25</b>
V8P (Southeast Saanich)	16
V8R (North Oak Bay/ North Fernwood/ North Jubilee/ South Jubilee/ East Oakwoods)	14
<b>North</b>	<b>9</b>
V8Y (Northeast Saanich)	7
V9E (Northwest Saanich)	2



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# Questionnaire

## INTRO/SCREENER

Hello, I'm \_\_\_ of Mustel Group, a professional opinion polling firm. Today we are conducting a short survey on behalf of the District of Saanich regarding local community topics (less than 10 min. on average). We are not selling or soliciting anything and all responses are confidential.

- A. Just to make sure we are calling the right area may I have your postal code? \_ \_ \_ \_ \_
- B. To randomize our survey, may I please speak with the [male/female] in your household who is the [youngest/oldest] adult 18 years of age or over? ARRANGE CALLBACK IF NECESSARY.

RECORD GENDER (OBSERVE):  MALE  FEMALE  OTHER  PREFER NOT TO SAY

*We are calling today to conduct a brief survey among residents of Saanich on the topic of pets in parks. Data collected from this survey will be presented in aggregate only and will be used to support recommendations to Council regarding people/pet policies for parks in the future.*

*This collection of personal information is authorized under Charter and section 26(c) of the Freedom of Information and Protection of Privacy Act. The information will be used for parks planning.*

*Questions about the collection of this information may be directed to:  
Josh O'Neill, General Manager Mustel Group  
3058 West 36<sup>th</sup> Avenue  
604-742-2245*

*Questions about privacy can be directed to the District's Privacy Officer at: 770 Vernon Avenue, Victoria BC, V8W 2W7, 250-475-1775, [foi@saanich.ca](mailto:foi@saanich.ca).*

## QUESTIONS

In Saanich, pet owners bring a variety of pets/animals with them when visiting parks such as horses, cats, birds, etc. but the vast majority of pets observed are dogs. This is why existing rules and policies focus mainly on dogs in parks. Currently Saanich is unique in that most of Saanich's parks allow dogs to be off-leash, so long as the dogs are kept under the effective control of their owners. Recently there has been growing calls from residents for Saanich to review policies and regulations relating to pets in parks.

1. First of all, how often do you visit Saanich public parks or beaches? Would you say:
  - Daily or more than once per day
  - Several times a week
  - About once a week
  - About once every 2-3 weeks
  - About once a month
  - Less often

2. When thinking about Saanich parks, what do you believe are the top three most important factors to consider? (rank order top 3)

- Environmental protection and wildlife habitat
- Community and neighbourhood cohesion/connections
- Amenities and facilities at parks
- Variety of uses and spaces
- Accessibility (universal design features)
- Safety
- Community health & wellness
- Opportunities to connect with nature
- Cleanliness of parks and facilities
- Other (please specify): \_\_\_\_\_

3. When it comes to people and pets sharing Saanich parks, what do you feel are the top three most important considerations? (rank order top 3)

- Safety for people
- Safety for dogs/pets
- Waste management
- Noise control
- Bylaw education and enforcement
- Education of dog/pet owners
- Protection of natural areas and sensitive ecosystems
- Location and distribution of off-leash areas for dogs?
- Other (please specify): \_\_\_\_\_

4. What do you see as the main benefits of most Saanich parks being off-leash for dogs?

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5. And what do you see as the main challenges of having dogs off-leash in Saanich parks?

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6. To what extent do you agree or disagree with the following statements: RANDOMIZE ORDER OF STATEMENTS

SCALE: Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree

- a. I am comfortable with dogs being present when enjoying open spaces in the community.
- b. I feel safe in Saanich parks when dogs are present.
- c. I have mostly positive experiences with dogs in the Saanich.
- d. I have mostly positive experiences with dog owners in the Saanich.
- e. I feel that Saanich is a safe place for people and dogs to co-exist.
- f. There is suitable enforcement of dog activity in the Saanich parks.
- g. Dogs are a welcome part of the community.
- h. Designating specific areas in Saanich where dogs are not allowed or where dogs are only allowed on-leash will help reduce conflicts between park visitors with and without dogs.

7. Have you ever had a negative experience or conflict with an off-leash dog?

- YES
- NO (SKIP TO Q8)

8. IF YES: Can you briefly describe your experience?

9. Are there any specific locations in your community where you are concerned about dogs being off-leash? SPECIFY \_\_\_\_\_

10. Do you currently own a dog or does your household have a dog?

- YES
- NO SKIP TO Q16

11. How many dogs does your household have?

12. What size is your dog(s)?

- Large (over 75 pounds)
- Medium (50-75 pounds)
- Small (25-49 pounds)
- Tiny (under 25 pounds)

13. Where do you generally exercise your dog(s)?

- Local parks
- Sidewalks
- School fields
- Sports fields
- Natural areas/trails
- Residential landscape areas (e.g., backyards, apartment roof, parking lot)
- Beaches
- Other: please specify \_\_\_\_\_



IF USE LOCAL PARKS in Q12 ASK Q.13/14:

14. Do you visit local parks with your dog(s):

- Mostly weekends
- Mostly weekdays, or
- Everyday
- Varies (some weekdays and some weekends)

15. Which of the following times of day do you usually visit Saanich parks with your dog(s) (check all that apply):

- 6am – 9am
- 9am – 4pm
- 4pm or later
- Varies

16. Do you visit a Saanich Park with any pet other than a dog?

- Yes
- No

If “YES” TO Q16, ASK Q17.

17. What type of pet do you visit with?

## BASIC DATA

Just a few final questions to help us make sure our sample represents different groups in the community.

18. Into which of the following age categories may I place you?

- 18 to 24 years
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 years or better

19. Which of the following best describes your current household? READ

- Single with no children at home
- A couple with no children at home
- A family/single parent household with children under 18 at home
- A family/single parent household with adult children only at home Other (SPECIFY)  
\_\_\_\_\_

20. How many years have you lived in the District of Saanich?

21. Which of these ranges best describes your current total annual household income before taxes?

- Less than \$60,000
- \$60,000- \$100,000
- \$100,000 - \$140,000
- Above \$140,000
- Prefer not to answer

22. Which category or categories best describes the ethnic or cultural origins of your ancestors?

SELECT ALL THAT APPLY

- Canadian
- British Isles
- French Canadian
- European
- Aboriginal (First Nations, Métis or Inuit)
- Chinese
- South Asian
- Other Asian
- Caribbean
- Latin/South American
- African
- Arab
- Oceania
- Other – Specify \_\_\_\_\_
- Prefer not to say

#### CLOSING

Finally, in case my supervisor needs to verify this survey, may I please have your first name or initials \_\_\_

***Thank you very much for your input; have a good day/evening!***