

# BC SPCA Report

British Columbians' Opinions on Local Governments' Responses to Various Pet Care Issues and Licensing of Pet Care Providers

February 2nd 2018



**MAINSTREET RESEARCH**





# MAINSTREET RESEARCH

## EXECUTIVE SUMMARY

Our findings are based on two surveys - the first conducted on November 23-26, 2017, and the second conducted on January 10-15, 2018.

Both in general and specific terms, the majority of respondents are not aware of their local governments responding to animal care concerns. Just over 56% of respondents said that they were not sure whether their local government responds to pet housing and care problems. 24% of all respondents said their government responded to concerns.

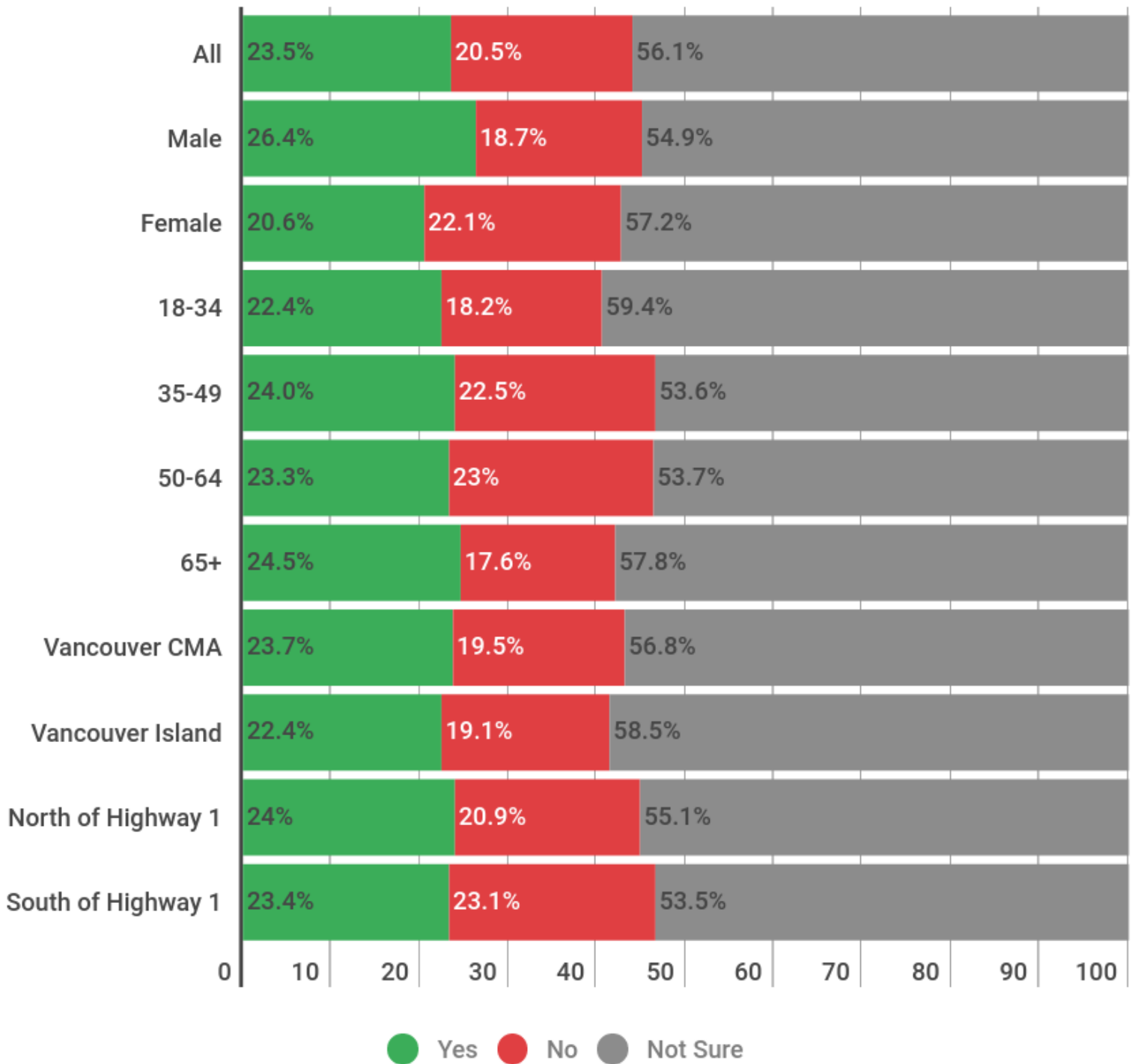
We do not find great differences among gender, age, and regional demographics. The biggest difference was between men and women - 5% more men said that their local government responded to pet concerns. Women were the only demographic where more respondents said that their local government was not responsive than those that said their government are responsive.

We also find a significant lack of awareness with specific issues except with dogs in hot cars, where only 29.4% of respondents say that they are not sure if local governments respond to dogs trapped in a locked car on a hot day. More respondents say that their local government responds to animals causing a disturbance, dogs in hot cars, and the improper housing of pets. On the other hand, they say that governments are not responding to cats roaming off their property and the improper training of pets.

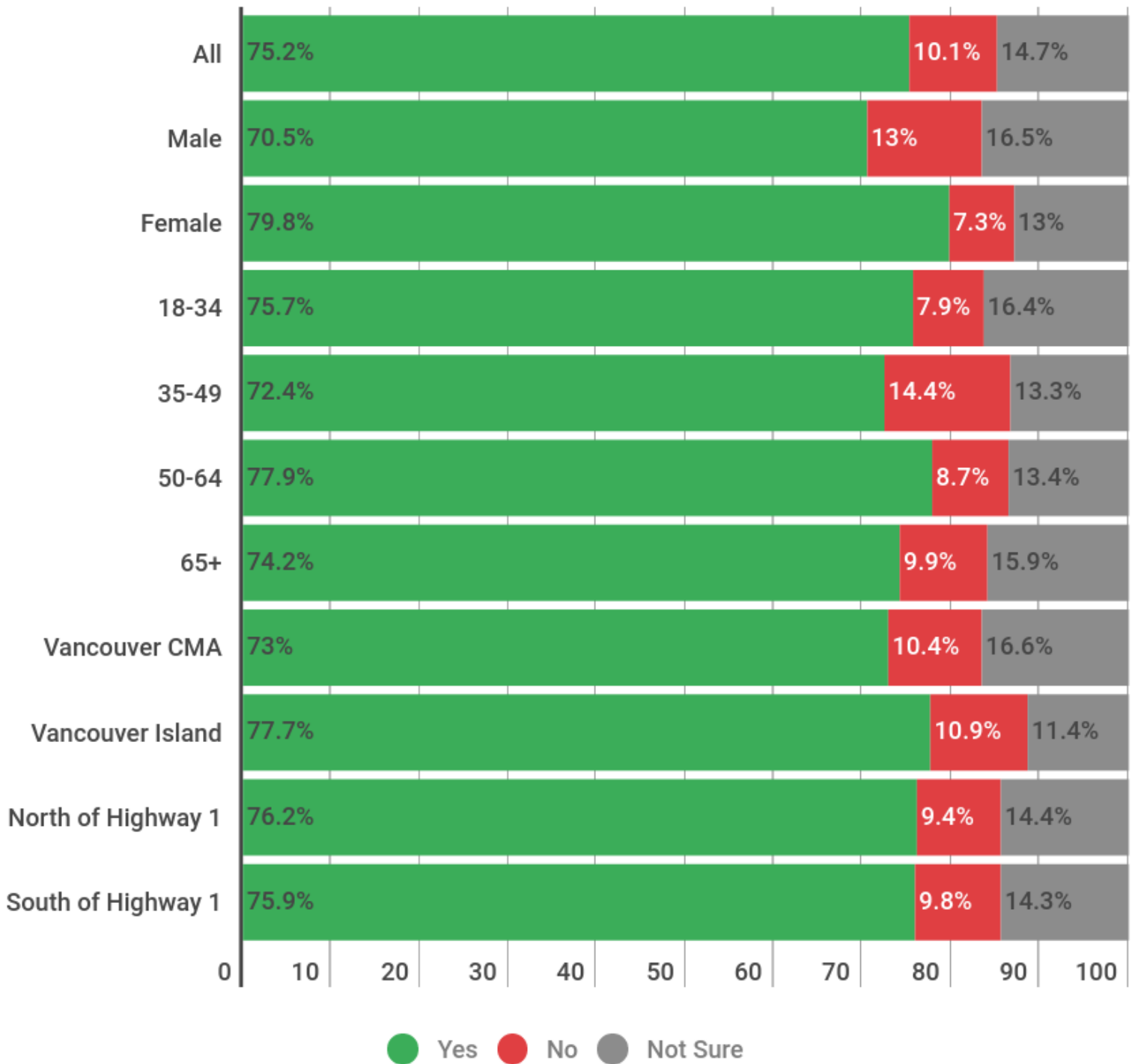
Regarding whether local government should respond to these issues, 75.2% of respondents believe that government should be responsive, 10.1% believe that government should not respond to these issues, with 14.7% undecided. The only significant difference in the demographics is between men and women, with 9.3% more women saying that local government should respond to these issues, while support is lowest in Greater Vancouver (73%). The issue that respondents feel the most strongly about is dogs in hot cars (86.5%) and improper housing of pets (80.2%).

Lastly, there is strong support for licensing pet care businesses. 58% would like to see licensing province-wide. Support is highest on Vancouver Island and among those 35-54. It is weakest among younger respondents (18-34, 49% support) and men (55%) though even among those groups a majority or near majority support licensing.

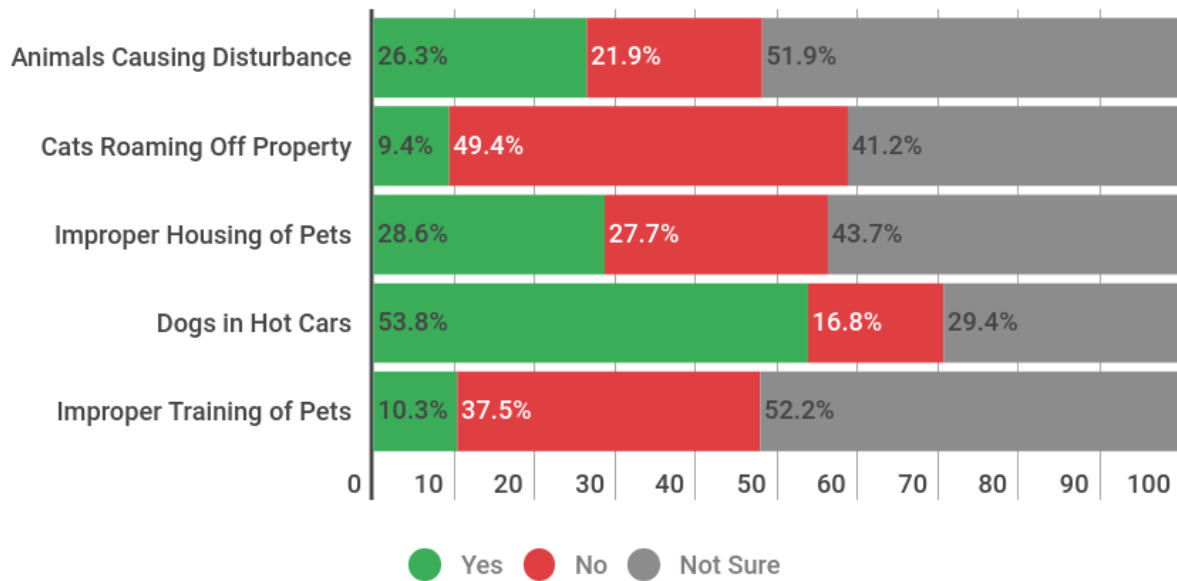
# Does your local government respond to concerns about how pets are housed and provided care?



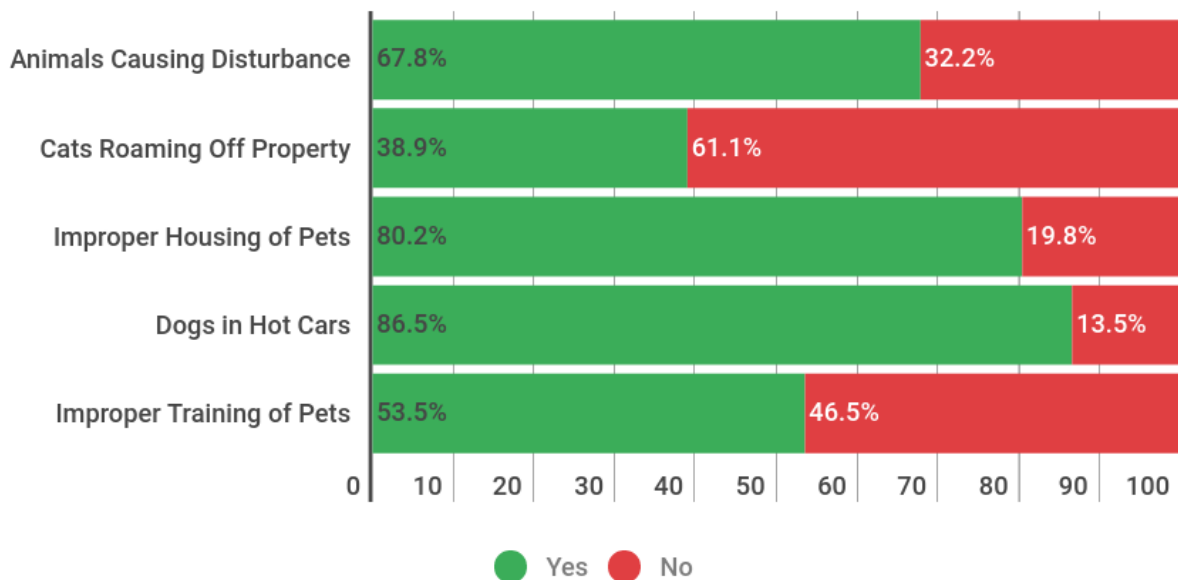
# Should your local government respond to concerns about how pets are housed and provided care?



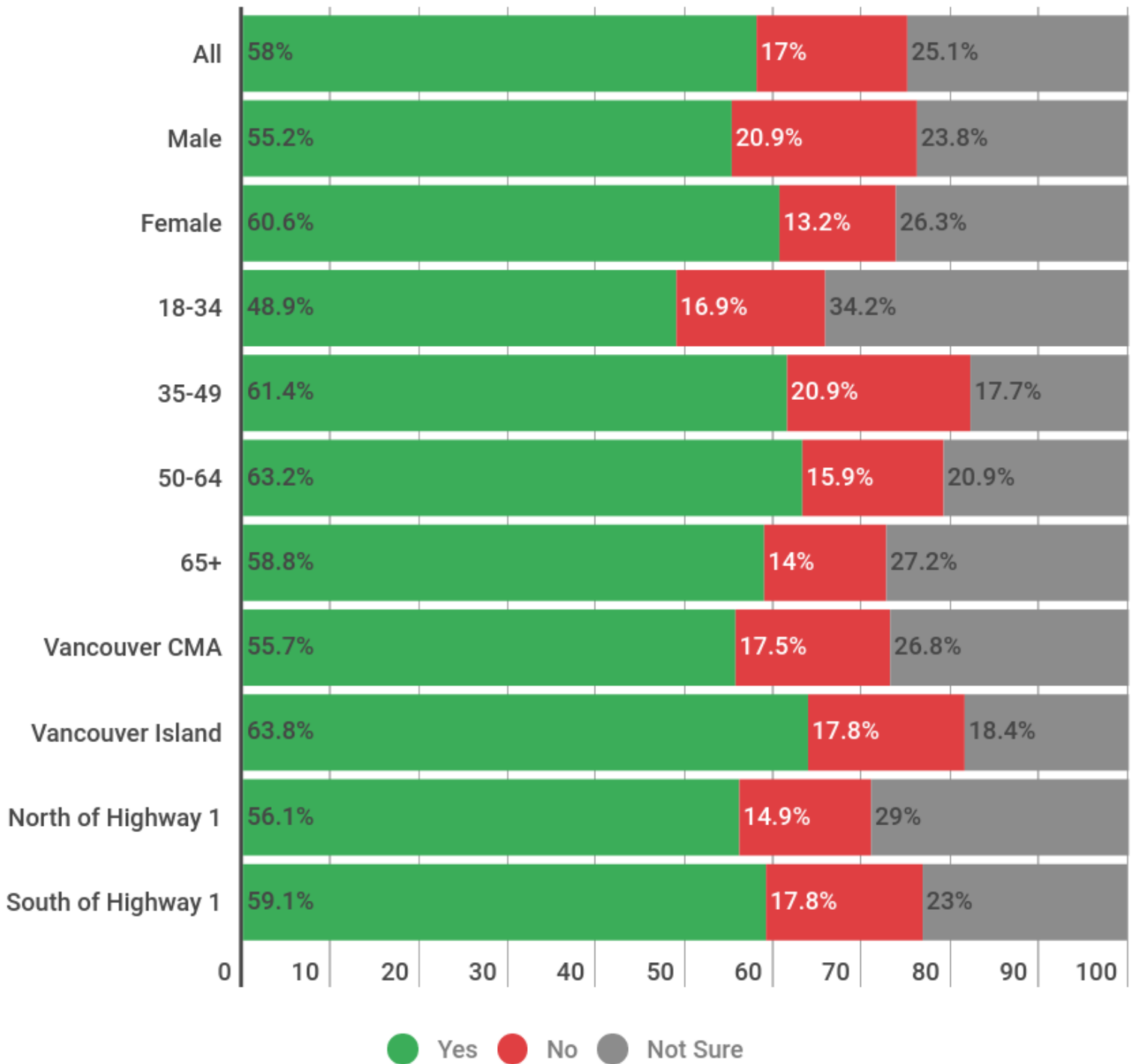
# Does your local government respond to these specific concerns about how pets are housed and provided care?



# Should your local government respond to these specific concerns about how pets are housed and provided care?



# Should pet care businesses in your community be registered and inspected? Examples include animal daycares, animal groomers, and dog walkers.



# BREAKOUTS

## Does your local government respond to concerns about how pets are housed and provided care?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	23.5%	26.4%	20.6%	22.4%	24%	23.3%	24.5%	23.7%	22.4%	24%	23.4%
No	20.5%	18.7%	22.1%	18.2%	22.5%	23%	17.6%	19.5%	19.1%	20.9%	23.1%
Not Sure	56.1%	54.9%	57.2%	59.4%	53.6%	53.7%	57.8%	56.8%	58.5%	55.1%	53.5%
Unweighted Frequency	2734	929	1805	134	332	887	1381	897	613	609	615
Weighted Frequency	2734	1346	1388	736	665	755	578	1052	499	653	530

## Should your local government respond to concerns about how pets are housed and provided care?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	75.2%	70.5%	79.8%	75.7%	72.4%	77.9%	74.2%	73%	77.7%	76.2%	75.9%
No	10.1%	13.0%	7.3%	7.9%	14.4%	8.7%	9.9%	10.4%	10.9%	9.4%	9.8%
Not Sure	14.7%	16.5%	13.0%	16.4%	13.3%	13.4%	15.9%	16.6%	11.4%	14.4%	14.3%
Unweighted Frequency	2734	929	1805	134	332	887	1381	897	613	609	615
Weighted Frequency	2734	1346	1388	736	665	755	578	1052	499	653	530

## Should pet care businesses in your community be registered and inspected? Examples include animal daycares, animal groomers, and dog walkers.

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	58%	55.2%	60.6%	48.9%	61.4%	63.2%	58.8%	55.7%	63.8%	56.1%	59.1%
No	17%	20.9%	13.2%	16.9%	20.9%	15.9%	14%	17.5%	17.8%	14.9%	17.8%
Not Sure	25.1%	23.8%	26.3%	34.2%	17.7%	20.9%	27.2%	26.8%	18.4%	29%	23%
Unweighted Frequency	2734	929	1805	134	332	887	1381	897	613	609	615
Weighted Frequency	2734	1346	1388	736	665	755	578	1052	499	653	530

## Does your local government respond to animals causing a disturbance, like dogs barking?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	26.3%	26.9%	25.7%	28.7%	25.7%	24.1%	26.6%	27.3%	27.4%	26.3%	23.2%
No	21.9%	23%	20.7%	23.9%	24%	21%	17.9%	16.1%	25.9%	25.5%	21.5%
Not Sure	51.9%	50.1%	53.6%	47.3%	50.3%	54.9%	55.5%	56.6%	46.6%	48.2%	55.4%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Does your local government respond to cats roaming off their property?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	9.4%	10.7%	8.1%	11.5%	10.7%	7%	8.3%	7.4%	7.8%	13.3%	11.1%
No	49.4%	49.3%	49.5%	55.8%	46.4%	48.3%	46.2%	42.4%	58.1%	44.3%	51.3%
Not Sure	41.2%	40%	42.4%	32.7%	43%	44.7%	45.5%	50.1%	34.1%	42.4%	37.6%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Does your local government respond to improper housing of pets, like those kept outside without shelter?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	28.6%	32.7%	24.5%	27.8%	30.9%	27.6%	28%	29.1%	27%	35.5%	24.4%
No	27.7%	25.2%	30.2%	30.5%	29.9%	26.6%	23.1%	25.9%	27.3%	25.9%	32.4%
Not Sure	43.7%	42.1%	45.3%	41.6%	39.2%	45.9%	48.9%	45.1%	45.7%	38.7%	43.2%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Does your local government respond to dogs in hot cars?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	28.6%	32.7%	24.5%	27.8%	30.9%	27.6%	28%	29.1%	27%	35.5%	24.4%
No	27.7%	25.2%	30.2%	30.5%	29.9%	26.6%	23.1%	25.9%	27.3%	25.9%	32.4%
Not Sure	43.7%	42.1%	45.3%	41.6%	39.2%	45.9%	48.9%	45.1%	45.7%	38.7%	43.2%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Does your local government respond to improper training of pets?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	53.8%	52.9%	54.6%	48.7%	55.8%	54.6%	56.9%	54.3%	61.5%	42.4%	51.7%
No	16.8%	18%	15.6%	20.4%	16.5%	16.4%	13.2%	13.5%	15.3%	20.5%	20.6%
Not Sure	29.4%	29%	29.7%	31%	27.7%	28.9%	29.8%	32.2%	23.3%	37%	27.7%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Does your local government respond to improper training of pets?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	10.3%	12.2%	8.5%	14.2%	10.2%	8.4%	8.2%	10.1%	9.5%	11%	11.2%
No	37.5%	37.5%	37.5%	38.5%	41.1%	37.5%	32.1%	33.1%	38%	38.5%	42.2%
Not Sure	52.2%	50.3%	54%	47.3%	48.8%	54.2%	59.7%	56.7%	52.5%	50.5%	46.6%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Should your local government respond to animals causing a disturbance, like dogs barking?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	67.8%	67.7%	67.9%	60.2%	63.0%	73.8%	75.1%	69.3%	69.9%	66.1%	64.3%
No	32.2%	32.3%	32.1%	39.8%	37.0%	26.2%	24.9%	30.7%	30.1%	33.9%	35.7%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Should your local government respond to cats roaming off their property?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	38.9%	41.2%	36.6%	43.8%	32.8%	38.2%	40.5%	38.7%	38.0%	36.7%	42.2%
No	61.1%	58.8%	63.4%	56.2%	67.2%	61.8%	59.5%	61.3%	62.0%	63.3%	57.8%
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Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280



## Should your local government respond to improper housing of pets, like those kept outside without shelter?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	80.2%	75.2%	85.1%	78.8%	76.5%	83.5%	82%	78.2%	80.9%	80.1%	82.2%
No	19.8%	24.8%	14.9%	21.2%	23.5%	16.5%	18%	21.8%	19.1%	19.9%	17.8%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
Weighted Frequency	1287	634	653	347	313	355	272	395	386	226	280

## Should your local government respond to dogs in hot cars?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	86.5%	83%	90%	81.9%	84.5%	88.7%	92.1%	85.3%	88.1%	82.0%	89.8%
No	13.5%	17%	10%	18.1%	15.5%	11.3%	7.9%	14.7%	11.9%	18.0%	10.2%
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## Should your local government respond to improper training of pets?

	All	Male	Female	18-34	35-49	50-64	65+	Vancouver CMA	Vancouver Island	North of Hwy 1	South of Hwy 1
Yes	53.5%	50.1%	56.8%	60.2%	50.8%	53%	48.7%	53.1%	52.2%	51.5%	57.5%
No	46.5%	49.9%	43.2%	39.8%	49.2%	47%	51.3%	46.9%	47.8%	48.5%	42.5%
Unweighted Frequency	1287	509	778	64	188	427	608	383	408	203	293
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## METHODOLOGY STATEMENT

The analysis in this report is based on results of two surveys. The first was conducted between 23 November and 26 November 2018 among a sample of 2374 adults, 18 years of age or older, living in British Columbia. The second was conducted between 10 January and 15 January, among a sample of 1287 adults, 18 years of age or older, living in British Columbia. The survey was conducted using Interactive Voice Recording. Respondents were interviewed on both landlines and cellular phones. The survey is intended to represent the voting population of British Columbia.

This survey was conducted by Mainstreet Research and has been sponsored by the BCSPCA.

The sampling frame was derived from both a national telephone directory compiled by Mainstreet Research from various sources and random digit dialing. The survey that dialed from the directory was conducted as a stratified dial of the following regions: Vancouver CMA, Vancouver Island, and the BC Interior. In the case of random digit dials, respondents were asked the additional question of what region of the province they resided in. In both cases, respondents were dialed at random.

At least two attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and two days to maximize the chances of making contact with a potential respondent. Interviewing was also spread as evenly as possible across the field period.

The questionnaire used in this survey is available in this report and online at [www.mainstreetresearch.ca](http://www.mainstreetresearch.ca). Questions are asked as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question.

The sample was weighted by population parameters from the Canada 2016 Census for adults 18 years of age or older in Canada. The population parameters used for weighting are age, gender, and region.

The margin of error for the first poll is +/- 1.87% at the 95% confidence level. The margin of error for the second poll is +/- 2.73% at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

In addition to sampling error, one should bear in mind that the wording of questions and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Moreover, all sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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