

Ipsos Public Affairs



City of Regina

REGINA
Infinite Horizons

Public Perceptions Research

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FINAL REPORT

Off-Leash Dog Parks

JAMIE DUNCAN

Vice President, Canada Public Affairs

jamie.duncan@ipsos.com | 403.969.3235

ASHLEY VOGELI

Research Assistant, Canada Public Affairs

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GAME CHANGERS



OVERVIEW

Methodology

These are the results of The City of Regina's Off Leash Dog Park Perception Research.

A total of 600 telephone interviews have been conducted with a randomly selected representative sample of Regina residents aged 18 years or older.

Interviews were conducted between June 11 – June 29, 2015.

The data has been weighted to ensure the age/gender distribution reflects that of the actual population in Regina according to the most recent Census data.



Summary of Key Findings

OFF-LEASH DOG PARK RESEARCH

Key Findings

OVERALL CITY PERFORMANCE ASSESSMENT

PERCEPTIONS ABOUT QUALITY OF LIFE IN REGINA ARE HIGH AND IS ON THE RIGHT TRACK.

- ◆ 95% of respondents rank the overall quality of life in Regina today as good.
- ◆ **Three-quarters (74%)** of Regina residents agree that **Regina is on the right track to be a better city 10 years from now.**

OVERALL, RESIDENTS ARE SATISFIED WITH THE CITY'S PROGRAM AND SERVICE DELIVERY

- ◆ **87%** of respondents are satisfied with the level and quality of services and programs provided by The City of Regina.
- ◆ **18%** of those people are very satisfied and **69%** are somewhat satisfied.

PERCEIVED VALUE PROPERTY TAXES IS ALSO STRONG.

- ◆ **72%** of respondents report receiving good value for their tax dollars while **6%** of say that they receive very poor value.

OFF-LEASH DOG PARK RESEARCH

Key Findings

OVERALL SATISFACTION WITH THE CITY'S PARK SERVICES

RESIDENTS ARE SATISFIED WITH THE QUALITY OF CITY PARKS AND GREEN SPACES.

- ◆ **92%** of respondents are satisfied with the overall quality of city parks and green spaces.
- ◆ Satisfaction with all aspects of parks and green spaces provided by The City ranges from 88-95%.
- ◆ Satisfaction with all aspects of off-leash dog parks ranges from 54-59%. It is important to note that results suggest (by the perceived levels of satisfaction) that citizens believe that there are designated, unfenced off-leash dog parks in Regina today, when there are no such designated areas.

DOG PARK USAGE AND AWARENESS

- ◆ The majority of respondents (**64%**) do not have a dog living in their household.
- ◆ **One-quarter (25%)** of respondents report visiting an off-leash dog park in Regina at least once in the past 12 months, somewhere between 1 – 10 times.



OFF-LEASH DOG PARK RESEARCH

Key Findings

ATTITUDES ABOUT OFF-LEASH DOG PARKS

THERE IS WIDESPREAD AGREEMENT THAT OFF-LEASH DOG PARKS ARE IMPORTANT.

- ◆ Eight-in-ten (82%) still agree that *“off-leash dog parks are important for a city like Regina.”*
- ◆ Eight-in-ten (82%) agree that *“providing designated and FENCED off-leash dog parks is important to overall community safety.”*
- ◆ Eight-in-ten (82%) agree that they *“support the idea of off-leash dog parks throughout the city.”*

SUPPORT FOR OFF-LEASH DOG PARKS

THERE IS WIDESPREAD SUPPORT FOR INCREASING THE NUMBER OFF-LEASH DOG PARKS IN REGINA.

- ◆ Seven-in-ten (72%) respondents **support (strongly or somewhat) increasing the number of designated off-leash dog parks**, while 20% strongly or somewhat strongly oppose the idea.
- ◆ Just over half of respondents (53%) support increasing **designated, fenced** off-leash dog parks, while 37% support increasing **both designated fenced** off-leash dog parks, and **designated unfenced** off-leash areas equally.