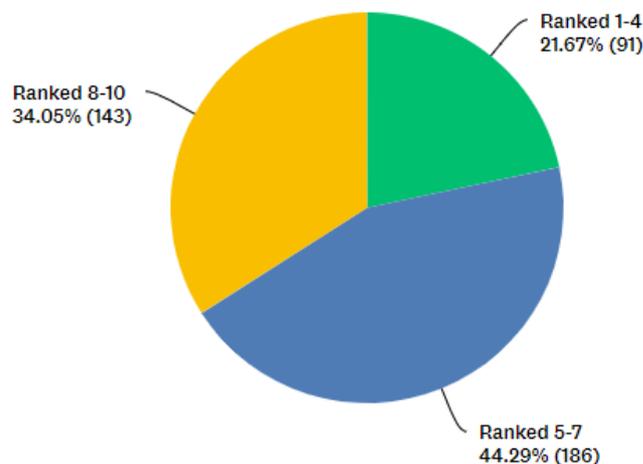


Animal Services – Dog Control Survey Results

Rating of Current Dog Control Service

Over a third (34%) of respondents rated the current dog control service eight or more out of 10. A further 44% rated the service between five and seven.



In response to what MDC currently does well in relation to dog control, the top three themes were:

- Response to complaints/issues, particularly timeliness of response (21%)
- Community approach and how the team interacts with the community (11%)
- Provision of dog poo bins (11%)

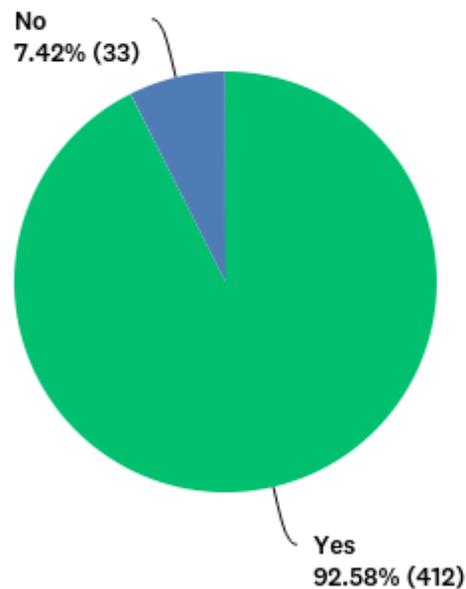
Respondents were also asked what we could do better. The top three themes were:

- Control of roaming and off-leash dogs (25%)
- Stricter enforcement/harsher penalties (10%)
- Lower fees/provide incentives to be a good owner (9%)

This question was also analysed with filters to see responses from dog owners only and rural dog owners only. These filters did not show a significant difference in response compared to the data as a whole.

Support for Introducing a Good Dog Owner Policy

A clear majority (93%) of respondents support the introduction of a good dog owner policy.



The top three reasons given for support were that:

- good owners should be rewarded (41%)
- it would promote good dog ownership (21%)
- it would improve affordability for dog owners (12%)

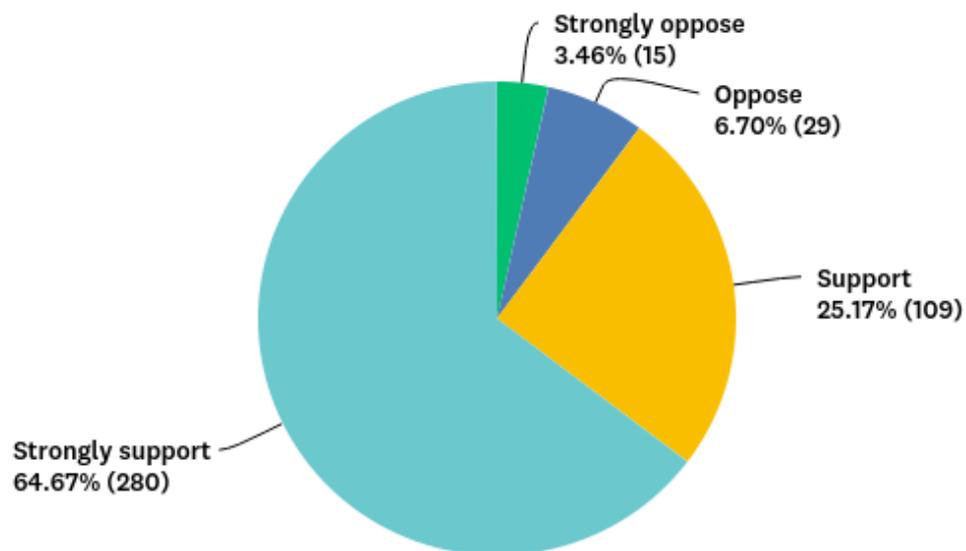
Of those that do not support the introduction of a good dog owner policy, reasons included concerns about the costs involved to meet the criteria and how the policy would be enforced.

The majority of the nine proposed good dog owner criteria are supported, with agreement between 73-96% for all but one criteria. The criteria not supported is completion of an obedience course with only 43% agreeing/strongly agreeing with this requirement.

This question was also analysed with filters to see responses from dog owners only and rural dog owners only. These filters did not show a significant difference in response compared to the data as a whole.

Support for Desexing Menacing Dogs

A clear majority (90%) of respondents support the desexing of all menacing dogs.

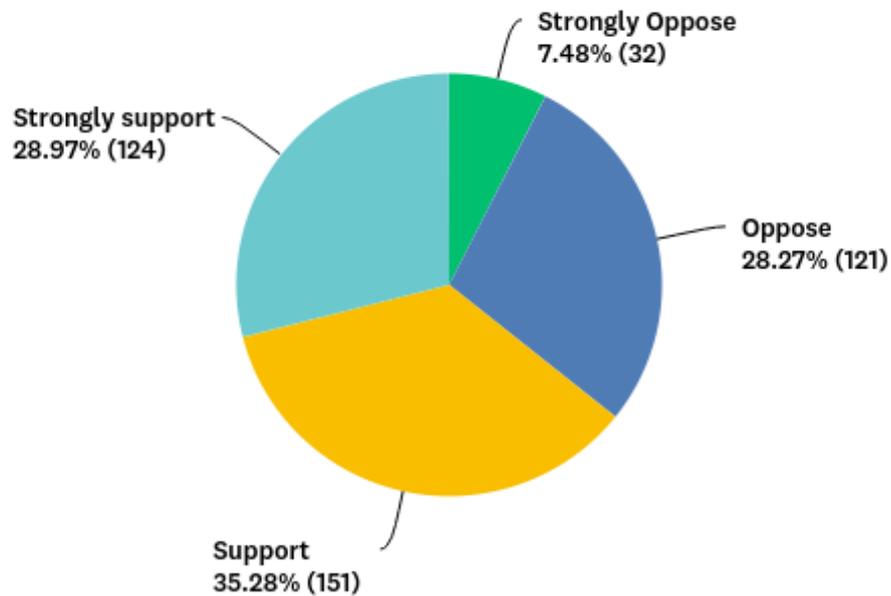


Of those that do not support the desexing of menacing dogs, reasons included an uncertainty of the meaning of menacing and that owners are responsible for menacing dogs and aggressive traits are not passed down.

This question was also analysed with filters to see responses from dog owners only and rural dog owners only. These filters did not show a significant difference in response compared to the data as a whole.

Support for Dedicated Dog Exercise Area

A majority (64%) of respondents support the provision of a dedicated dog exercise area.



When broken down further, the results show that a dedicated dog exercise area is supported by 57% of dog owners and 85% of non-dog owners.

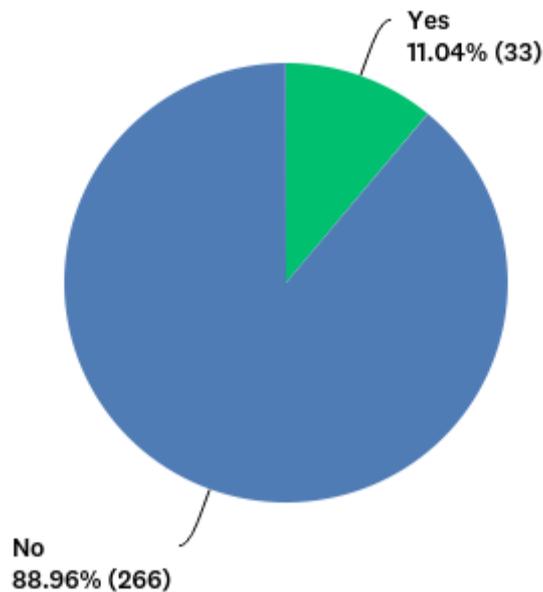
Many potential locations for a dedicated dog exercise area were suggested, although the only clear theme is Henley Lake, with 22% of respondents identifying it as a good location. In response to what facilities should be provided the main responses were that the area be fenced (21%), water (13%), dog poo bins (12%) and obstacles/play equipment (10%).

Those who do not support a dedicated dog exercise area stated the cost or that there are already plenty of places to walk dogs as the reason.

This question was also analysed with filters to see responses from rural residents only. This filter did not show a significant difference in response compared to the data as a whole.

Willingness to Pay a Higher Dog Registration Fee for Additional Services

A clear majority (89%) of dog owners are not willing to pay a higher registration fee for any other services.



Of those who indicated they would pay a higher registration fee, while there are no strong themes, the most common services stated were stricter enforcement, additional patrols, and provision of obedience courses and dog play areas.

Survey Demographics

Dog owners make up 72% of respondents. The majority of these (89%) had one or two dogs.

The majority of respondents (62%) live in urban areas and 33% live rurally. The remaining 5% indicated they live outside the district.

There was fairly even representation across three older age groups but those aged 35 or under make up just 11% of respondents. The majority (66%) of respondents were women. Ethnicity is strongly weighted by people who identify as New Zealand European but this is in keeping with the demographic profile of the district.