

Urban Hens
for
City of Lethbridge Regulatory Services

Lethbridge Public Opinion Study – February 2019

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Methodology

Population

The city of Lethbridge has a total population of 99,769 residents (2018 census) approximately 80% of which are 18 years of age or older (79,800). A total of 48,883 Lethbridge residents are male (49.0%), 50,697 are female (50.8%) and 18 (0.2%) prefer not to identify. South Lethbridge is home to 32,109 residents (32.2%) while the rapidly expanding west side is now home to 39,960 residents (40.1%). There are 27,700 north Lethbridge residents (27.8%).

Sample

Data Collected by Lethbridge College students in the winter of 2019. Students interviewed 882 randomly selected adult Lethbridge residents by telephone (landline, hybrid and mobile) from February 9 to 13, 2019 under the supervision of CSRL Research Chair, Dr. Faron Ellis. We sincerely thank all those who took time to respond to our survey. Full methodological notes and results from previous CSRL Opinion Studies can be accessed by visiting CSRL web pages at: <https://lethbridgecollege.ca/departments/citizen-society-research-lab>.

Representativeness

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted to even better reflect that of the population (sex, age, and area of the city of Lethbridge).

Confidence

The sample yields a margin of error of ± 3.3 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

IB Commons Call Centre

The CSRL operates as a division of the Centre for Applied Arts and Sciences at Lethbridge College. Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre with support from Lethbridge College Facility Management, Instructional Technology, and Audio Visual teams.

Sponsorship

These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of questions was sponsored by the City of Lethbridge Regulatory Services on behalf of Lethbridge City Council. The CSRL sincerely thanks the City of Lethbridge for its ongoing support of our research efforts.

Urban Hens in Lethbridge

When asked to offer their opinions on a proposal before Lethbridge City Council that would allow for a maximum of four hens to be kept on residential property in Lethbridge a clear majority of residents are opposed (58.6%). Slightly more than two of every five Lethbridge resident are supportive (41.4%). Support is up considerably from only 27.4% in favor when we asked a similar but not identical question in 2012. Some possible explanations for the differences are that concern about roosters has been removed, number of hens is now specified at a maximum of four per household, and a more general increase in awareness of and support for urban agriculture over the past few years.

- Opposition is much more intense than is support. For example, nearly two of every five residents are strongly opposed (37.9%) while a further one in five (20.8%) is somewhat opposed. Conversely, most of the support is moderate (25.9%) compared to only 15.4% strong support.

More than two-thirds (70.1%) of residents do not want tax dollars spent to implement and administer an urban hen program.

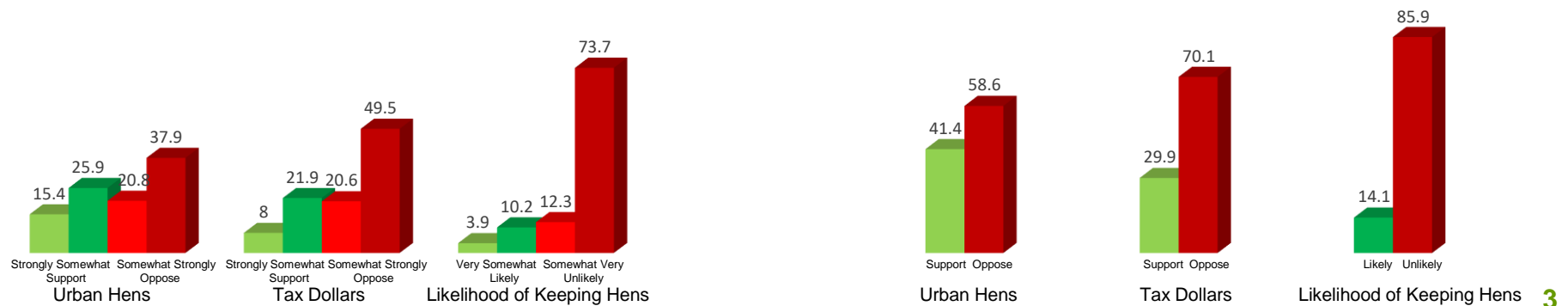
- Nearly half of all residents (49.5%) are strongly opposed to using tax dollars in support of an urban hen program while a further one-fifth (20.6%) are somewhat opposed. Fewer than one in ten Lethbridge residents (8.0%) are strongly support while approximately one in five residents are somewhat supportive (21.9%).

Few Lethbridge residents (3.9%) are very likely to keep hens on their property if council allows backyard chickens. Nearly three-quarters are very unlikely to keep backyard chickens (73.7%).

- A further one in ten (10.2%) is somewhat likely to keep hens should they be allowed while a similar amount (12.3%) is somewhat unlikely to want to raise urban hens.

Urban Hens in Lethbridge (%)

	<u>Hens</u>	<u>Taxes</u>	<u>Will keep hens</u>		<u>Hens</u>	<u>Taxes</u>	<u>Will keep hens</u>
Strongly support (very likely)	15.4	8.0	3.9				
Somewhat support (likely)	25.9	21.9	10.2	Support	41.4	29.9	14.1
Somewhat oppose (unlikely)	20.8	20.6	12.3	Oppose	58.6	70.1	85.9
Strongly oppose (very unlikely)	37.9	49.5	73.7				



Urban Hens in Lethbridge by Selected Demographic Groups

Very few differences of opinion are measured between different demographic groups when Lethbridge residents offer their opinions about backyard chickens. Only age has a significant impact on opinion with younger residents more supportive than are older residents.

- Nearly half of Lethbridge youth (48.3%) supportive. Support peaks amongst those aged 30 to 44 at slightly more than half in favor (54.7%). Older residents (45 to 64 years old) are more opposed (62.6%) as are seniors (67.4%) who are most opposed.
- Although minor differences are measured between genders, areas of the city, household incomes and education levels, none of these differences are large enough to be statistically significant.
- Similar patterns of opinion convergence and divergence were measured in both 2012 and 2019.

Tax Dollars to Implement and Administer an Urban Hen Program by Selected Demographic Groups

Very few differences of opinion are measured between different demographic groups when Lethbridge residents offer their opinions about spending tax dollars to administer an urban hen program. Significant differences are measured between different areas of the city, income levels and age groups, but in no demographic group does a majority of residents support using tax dollars to implement and administer an urban hen program.

- South Lethbridge residents (35.2%) are slightly more supportive than are north (27.9%) and west Lethbridge residents (26.8%).
- Lower-income residents (37.9%) are slightly more supportive than are middle-income (29.2%) and upper-income residents (28.8%).
- Lethbridge youth (45.8%) demonstrate similar support levels as those aged 30 to 44 years (44.8%), both of which are more supportive than older residents.
- Those aged 45 to 64 years (79.4%) are just as opposed as are seniors (78.6%). Further, substantial majorities of both these age groups are strongly opposed, with nearly two-thirds of seniors (65.6%) strongly opposed.

Likelihood of Keeping Urban Hens by Selected Demographic Groups

Very few Lethbridge residents plan to raise backyard chickens if allowed to do so by Lethbridge City Council (14.1%). Of those, less than one in twenty-five (3.9%) are very likely, while a further one in ten (10.2%) are somewhat likely to want to raise backyard chickens. Only age has a significant impact on opinion with younger residents more likely to be planning on raising urban hens than are older residents.

- The vast majority of Lethbridge residents (85.9%) do not plan to keep urban hens even if council approves the practice. Nearly three-quarters of Lethbridge residents (73.7%) are very unlikely to become urban chicken farmers with a further 12.3% somewhat unlikely.
- Younger Lethbridge residents (24.8% for those aged 18 to 29 and 21.7% for those aged 30 to 44) are considerably more likely to consider becoming urban chicken farmers than are middle-aged (10.5%) or senior (4.3%) residents.
- Although minor differences are measured between genders, areas of the city, household incomes and education levels, none of these differences are large enough to be statistically significant.

Urban Hens in Lethbridge by Selected Demographic Groups (condensed) (%)

Gender	Male	Female	Lethbridge
Support	40.9	41.8	41.4
Oppose	59.1	58.2	58.6

Area	South Lethbridge	North Lethbridge	West Lethbridge
Support	44.6	38.6	40.9
Oppose	55.4	61.4	59.1

Household Income	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Support	42.1	43.5	39.4
Oppose	57.9	56.5	60.6

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Support	38.0	49.7	34.6	44.1
Oppose	62.0	50.3	65.4	55.9

Age*	18-29	30-44	45-64	65 and older
Support	48.3	54.7	37.4	32.6
Oppose	51.7	45.3	62.6	67.4

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Urban Hens in Lethbridge by Selected Demographic Groups (full) (%)

Gender	Male	Female	Lethbridge
Strongly support	13.3	17.7	15.4
Somewhat support	27.7	24.0	25.9
Somewhat oppose	19.8	22.1	20.8
Strongly oppose	39.3	36.2	37.9

Area	South Lethbridge	North Lethbridge	West Lethbridge
Strongly support	17.2	13.5	15.2
Somewhat support	27.2	24.9	25.5
Somewhat oppose	17.6	24.5	21.0
Strongly oppose	38.0	37.1	38.3

Household Income	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Strongly support	12.9	16.8	15.0
Somewhat support	29.2	26.7	24.4
Somewhat oppose	21.8	21.9	17.2
Strongly oppose	36.1	34.7	43.3

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly support	13.9	21.1	13.2	14.6
Somewhat support	24.1	28.7	21.4	29.5
Somewhat oppose	22.3	20.5	23.3	18.4
Strongly oppose	39.8	29.8	42.1	37.5

Age*	18-29	30-44	45-64	65 and older
Strongly support	20.8	20.6	13.3	10.3
Somewhat support	27.5	34.6	24.1	22.3
Somewhat oppose	26.1	18.4	20.4	18.5
Strongly oppose	25.6	26.5	42.2	48.9

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Tax Dollars to Implement and Administer an Urban Hens Program by Selected Demographic Groups (condensed) (%)

Gender	Male	Female	Lethbridge
Support	28.6	32.9	29.9
Oppose	71.4	67.1	70.1

Area*	South Lethbridge	North Lethbridge	West Lethbridge
Support	35.2	27.9	26.8
Oppose	64.8	72.1	73.2

Household Income*	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Support	37.9	29.2	28.8
Oppose	62.1	70.8	71.2

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Support	29.0	32.9	26.4	33.7
Oppose	71.0	67.1	73.6	66.3

Age*	18-29	30-44	45-64	65 and older
Support	45.8	44.8	20.6	21.4
Oppose	54.2	55.2	79.4	78.6

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Tax Dollars to Implement and Administer an Urban Hens Program by Selected Demographic Group (full) (%)

Gender	Male	Female	Lethbridge
Strongly support	6.1	10.5	8.0
Somewhat support	22.5	22.3	21.9
Somewhat oppose	20.9	20.0	20.6
Strongly oppose	50.5	47.3	49.5

Area*	South Lethbridge	North Lethbridge	West Lethbridge
Strongly support	12.8	7.7	4.1
Somewhat support	22.3	20.2	22.8
Somewhat oppose	19.0	24.0	19.4
Strongly oppose	45.8	48.1	53.8

Household Income*	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Strongly support	9.2	9.3	4.3
Somewhat support	28.7	19.8	24.5
Somewhat oppose	28.7	19.0	17.9
Strongly oppose	33.3	51.9	53.3

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly support	10.5	8.1	6.5	8.7
Somewhat support	18.5	24.9	19.9	25.3
Somewhat oppose	25.9	23.7	20.7	13.8
Strongly oppose	45.1	43.4	52.9	52.2

Age*	18-29	30-44	45-64	65 and older
Strongly support	18.2	6.7	4.5	4.9
Somewhat support	27.6	38.1	16.2	16.5
Somewhat oppose	29.6	18.7	20.6	12.9
Strongly oppose	24.6	36.6	58.8	65.6

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Likelihood of Keeping Urban Hens on Property by Selected Demographic Groups (condensed) (%)

Gender	Male	Female	Lethbridge
Likely	14.4	14.0	14.1
Unlikely	85.6	86.0	85.9

Area	South Lethbridge	North Lethbridge	West Lethbridge
Likely	17.6	11.7	12.8
Unlikely	82.4	88.3	87.2

Household Income	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Likely	14.9	14.0	14.6
Unlikely	85.1	86.0	85.4

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Likely	12.0	15.6	15.4	13.0
Unlikely	88.0	84.4	84.6	87.0

Age*	18-29	30-44	45-64	65 and older
Likely	24.8	21.7	10.5	4.3
Unlikely	75.2	78.3	89.5	95.7

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Likelihood of Keeping Urban Hens on Property by Selected Demographic Groups (full) (%)

Gender	Male	Female	Lethbridge
Very likely	3.7	4.3	3.9
Somewhat likely	10.7	9.6	10.2
Somewhat unlikely	15.3	9.8	12.3
Very unlikely	70.3	76.2	73.7

Area	South Lethbridge	North Lethbridge	West Lethbridge
Very likely	5.0	4.2	2.7
Somewhat likely	12.5	7.5	10.1
Somewhat unlikely	10.4	15.9	11.3
Very unlikely	72.1	72.4	75.9

Household Income	Under \$40,000	\$40,001 to \$100,000	Over \$100,000
Very likely	5.0	3.7	3.2
Somewhat likely	10.0	10.3	11.4
Somewhat unlikely	10.0	15.7	10.3
Very unlikely	75.1	70.3	75.1

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Very likely	2.4	5.8	4.1	3.1
Somewhat likely	9.6	9.8	11.3	9.6
Somewhat unlikely	12.0	15.6	12.4	11.5
Very unlikely	76.0	68.8	72.2	75.8

Age*	18-29	30-44	45-64	65 and older
Very likely	5.8	6.5	3.4	1.3
Somewhat likely	19.3	15.2	7.1	2.6
Somewhat unlikely	17.9	27.5	8.5	3.9
Very unlikely	57.0	50.7	81.0	92.2

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Demographics

Area of City (%)		Gender (%)		Income (%)		Education (%)		Age (%)	
South	32.9	Male	49.6	Under \$40,000	27.4	H-School/less	19.2	18-29	23.5
North	28.2	Female	49.8	\$40-100,000	47.7	Some P-Sec.	20.1	30-44	15.7
West	38.9	Other	0.6	Over \$100,000	25.0	Col-Tech-Grad	30.6	45-64	34.1
						University Grad	30.1	65 or older	26.6

Note: Due to rounding, proportions may not total exactly 100%

Questions

The City of Lethbridge has been asked to implement an Urban Hen Program that would allow residents to keep up to four hens on their property for the purpose of egg production. (additional information: only hens, no roosters)

Please tell me how much you support or oppose people being allowed to raise backyard chickens within your neighborhood? Would you say you strongly support, somewhat support, somewhat oppose or strongly oppose allowing backyard chickens. (probe for specificity... is that strongly or somewhat...)

- strongly support
- somewhat support
- somewhat oppose
- strongly oppose
 - don't know (unprompted)
 - refused (unprompted)

Please tell me how much you support or oppose City tax dollars being spent to implement and administer an Urban Hen Program? (additional information: administration includes education and regulatory enforcement) (probe for specificity... is that strongly or somewhat...)

- strongly support
- somewhat support
- somewhat oppose
- strongly oppose
 - don't know (unprompted)
 - refused (unprompted)

If the City of Lethbridge implemented an Urban Hen Program, how likely or unlikely are you to keep chickens on your property? (probe for specificity... would you say that is very or somewhat...)

- very likely
- somewhat likely
- somewhat unlikely
- very unlikely
 - don't know (unprompted)
 - refused (unprompted)

2012 Question: Some people who live in cities would like to be allowed to raise chickens in their backyards. Please tell me how much you support or oppose people being allowed to raise backyard chickens in your neighborhood.