

CANADIAN KENNEL CLUB
Strategic Planning Process

Appendix B: SURVEY FINDINGS

Member sample size of 450 for +/- 4% precision at 95 percent confidence

CKC's Overall Effectiveness in Fulfilling its Mission:

	Members N=1683	Staff N=38	Committees N=15
Very effective	27	47	43
Somewhat effective	60	53	49
Not too effective	9	0	8
Not at all effective	4	0	0
	100%	100%	100%

Balance of CKC Roles:

	Members N=1683	Staff N=38	Committees N=15
Registry Services:	%	%	%
More emphasis	31	28	7
Less emphasis	3	0	0
Balance about right	66	72	93
Shows, Trials, Events:	%	%	%
More emphasis	35	29	29
Less emphasis	6	6	0
Balance about right	59	66	71
Advancing Canine Interests:	%	%	%
More emphasis	71	67	64
Less emphasis	4	3	0
Balance about right	25	31	36

Importance of Goals:

	Members N=1683	Staff N=38	Committees N=15
Enhancing services	23	24	23
Securing funding	12	18	12
Advocacy and promotion	23	16	17
Raising CKC profile	15	18	17
More proactive regulatory role	18	11	19
Partnerships	10	13	13
Total points →	100	100	100

Respondents allocated 100 points across the six items.

CKC Events:

Members N=1683	Do More %	Do Less %	About Right
Agility Trials	42	2	56
Beagle Field Trials	18	4	78
Conformation Shows	23	21	56
Draft Dog Tests	31	4	65
Earthdog Tests	30	4	67
Herding Trials	40	2	57
Lure Coursing Field Trials	30	4	66
Obedience Trials	39	4	57
Pointing Trial & Test Events	24	3	73
Retriever Trial & Test Events	27	3	70
Spaniel Trial & Test Events	22	3	75
Tracking Tests	45	2	52
Junior Handling Championship	38	6	56
Rally Obedience Event	54	5	41
Good Neighbour Tests	57	3	39

Involvement with Non-Purebred Dogs:

Members N=1683*	Strongly in Favour %	Somewhat in Favour %	Somewhat Opposed %	Strongly Opposed %
Events:				
Obedience	23	21	10	46
Rally Obedience	23	22	11	44
Agility	24	23	9	43
Parallel set of events	25	24	9	42
Advocacy and education	48	23	8	21

Group Comparison:

	Members N=1683*	Staff N=38	Committees N=15
Events:			
Obedience	2.2	3.2	2.5
Rally Obedience	2.2	3.2	2.3
Agility	2.3	3.3	2.4
Parallel set of events	2.4	3.0	2.3
Advocacy and education	3.0	3.5	2.7

Ratings out of 4 where 4=strongly in favour; 3=somewhat in favour; 2=somewhat opposed; 1= strongly opposed