


# Paws in the Vale



**445** people responded to the survey 

## Feedback on Paws in the Vale:

- 74% were dog owners
- 23% don't own or look after dogs regularly
- 18% of non dog owners don't like dogs



- 22 surveys completed by 65 of the participating businesses
- 90% of these businesses were dog friendly before

## KEY FINDINGS

### Being dog friendly adds value:



- 71% of the public thought being dog friendly was good for business and generates a unique selling point to encourage visitors.
- 60% of the public are more likely to visit a place if it is dog friendly

### Paws in the Vale had a positive impact on business:

- 33% of participants stated that their customer/visitor numbers increased.
- 33% of participants stated that their business income increased.

## What the participating businesses found useful about paws in the Vale (22 businesses):

- 82% said that nearly a third of the public recognised the sticker
- 45% leaflet for customers
- 41% recommended Paws in the Vale to other businesses
- 36% promoted their business via the Visit Wales website



## Taking Paws in the Vale forward

- 77% of the public agree that Paws in the Vale should be continued.
- Of the non dog owners, 46% agree that Paws in the Vale should be continued
- 86% of the participating businesses agreed that Paws in the Vale should be continued.

£ Greater access to Paws in the Vale sticker for businesses and awareness raising of website resources

££ Promoting the dog friendly Vale through the leaflet

£££ Business membership scheme for Paws in the Vale and promotion on the website