

The PetSmart 2018 Canadian National Dog and Cat Owners Poll



Topline Report

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The PetSmart 2018 Canadian National Dog and Cat Owners Poll



The PetSmart 2018 Canadian National Dog and Cat Owners Poll holds unique insights into the lives and attitudes of Canadian Dog and Cat owners and, in particular, puts in perspective what both of these owner types would do with their beloved pets if they could find more time to *hang out* with them (or, of course, *vica versa*.)

What's fascinating is not just the comparative choices that Dog and Cat owners make and their admissions but the socio-demographic and geographic cross tabulations.

Here's a sample:

- 44% of cat owners would prefer to stay in a luxury hotel for the weekend versus just 30% of dog owners; 10% of cat owners would prefer to address their pet up in a costume and go to a pet-person party compared to 5% of dog owners.

- Did you know that Cat owners (4%) are more likely to go skydiving with their pet than Dog owners (2%)?
- Did you know that Dogs (62%) and Cats (61%) are equally bothered by fireworks? Alternatively, 38% of Dogs and 39% of Cats aren't bothered by fireworks really at all. So much for "scaredy cats" ...In fact, it's almost the same for lightning and thunder storms - 55% of Cats are afraid versus 53% of Dogs.
- 68% of pets sleep on their owners' bed - most likely to be in Saskatchewan/Manitoba for 82% of owners.
- Male Cat owners (12%) are more likely than female cat owners (8%) to put a costume on their Cat and go to a pet-person party.
- While 15% of dog owners would spend extra time with their pet at a combined person and dog spa, the most likely place you'll find these owners is in Alberta (26%).
- Drip and dry: 31% of pets like going out in the rain - 14% of Cats versus 44% of Dogs. The most likely province/region that the cat likes going out in the rain? Québec 30% versus 14% nationally.
- Given a choice, 46% of Dog owners would spend a day with their pet than with their spouse/partner - the highest being Ontario and 52%...for Cat owners it's 47% and most likely to be in Saskatchewan/Manitoba at 56%.
- On more serious matters, 77% of Dog owners can identify Ticks that might be on their pet versus just 61% of Cat owners.

- Did you know that two thirds of pet owners – 66% (67% of Cat owners/65% of Dog owners) – have full conversations with their pet when alone just like I would with any other human being?
- If a pet could be granted superhero powers the top three would be healing (29%), mind-reading (27%) and speed (14%).
- Dog owners in Québec (42%) are most likely to want healing superhero powers bestowed on their pet versus those least likely to want it and reside in British Columbia (22%).
- While just 2% of Dog and Cat owners would prefer the superhero power of being able to “freeze things”, Atlantic Canadians would choose it the most (6%).
- And by a margin of 2 to 1, Cat owners (12%) are more likely to choose invisibility as a superhero power than Dog owners (5%).

Methodology...

This survey was conducted between May 18 to May 22, 2018 among a balanced, combined weighted sample of 1600 Canadian adult (18+) Dog (weighted 800/unweighted 962) and Cat (weighted 800/unweighted 953) owners. The survey was conducted using an Online panel and was also weighted to the latest Canadian census. Using a Bayesian Credibility Interval with a 1600 sample, the national combined pet owner's results are deemed to be accurate to +/- 2.8%, 19 times out of 20; dog and cat owners weighted to 800 sample each are deemed to be accurate to +/- 4.0, 19 times out of 20; and, regional, provincial, and other sociodemographic results will have higher Interval's because of smaller sample sizes. If there appears to be a discrepancy in the numerical data on occasion versus the data tables it is due to rounding.

The analysis is broken out by each of the three questions which were asked to Dog and Cat owners. Within each question the reporting is broken out using a number of different variables.

First, are the answers of "pet owners" which is a combination of all of the dog and cat owners who responded to the survey - all of the weighted 1600. Next comes Dog owners and Cat owners separately.

Second, within each of these three respondent categories are various forms of analysis. For example, you'll find ranked answers followed by answers that show geographic and sociodemographic highlights; then there will be a comparison between Dog owners and Cat Owners on their answers side-by-side; this will be followed by a comparison between Dog and Cat owners that highlight which type of owner exceeds the other in terms of being "more likely" within the category; and, for the first question, it will identify those provinces/regions that are most likely to take up activities with their pet with extra time and rank them.

Detailed Findings...

1. Let's suppose that you and your pet could spend some extra time together. Of the following, choose three activities you would do – imaginatively or otherwise – with your pet if you had the ability to do so?

1A. All pet owners (combined Dog owners/Cat owners):

- **Just hang out together and do what your pet likes to do for a couple of hours** **78%**
- **Go on a cottage or camping trip with your pet** **72%**
- **Stay in a luxury hotel with your pet for the weekend** **39%**
- **Go lake swimming or boating on a lake with your pet** **37%**
- **Get away for a weekend vacation outside of Canada with your pet** **25%**
- **Go to a combined spa for you and a pet spa for them** **19%**
- **Get a shampoo, hair cut, and manicured together with your pet at the same time** **15%**
- **Put a costume on your pet and go to a pet-person party** **8%**
- **Rent a racing car for you and your pet to ride in for an hour** **5%**
- **Go skydiving with your pet** **3%**

All pet owners (combined Dog owners/Cat owners) Most Likely to Do So Geographic/Demographic Characteristics:

- **Just hang out together and do what your pet likes to do for a couple of hours** **78%** – Male 80%, Québec 82%, age 55+ 83%
- **Go on a cottage or camping trip with your pet** **72%** – Atlantic Canada 78%, \$100,000 + household income 76%, Male 74%

- **Stay in a luxury hotel with your pet for the weekend 39%** – Single/engaged 48%, under \$50,000 household income 44%, Québec 42%, Female 42%
- **Go lake swimming or boating on a lake with your pet 37%** – Atlantic Canada 44%, Saskatchewan/Manitoba 43%, \$100,000 + household income 43%, married/common-law/civil partnership 42%, Male 41%
- **Get away for a weekend vacation outside of Canada with your pet 25%** – Single/engaged 31%, Ontario 28%, aged 18 – 34 28%, female 27% university educated 27%, \$100,000 – \$50,000 household income 26%
- **Go to a combined spa for you and a pet spa for them 19%** – Alberta 27%, Female 26%, single/engaged 24%, separated divorced widowed 24%, aged 18 – 34 23%, less than \$50,000 household income 23%
- **Get a shampoo, hair cut, and manicured together with your pet at the same time 15%** – Québec 22%, high school or less education 22%, Female 17%
- **Put a costume on your pet and go to a pet-person party 8%** – Québec 11%, aged 18 – 34 11%, single/engaged 11%
- **Rent a racing car for you and your pet to ride in for an hour 5%** – Male 8%, Alberta 7%, \$50 – \$100,000 household income 7%
- **Go skydiving with your pet 3%** – Manitoba/Saskatchewan 8%, Alberta 7%, Male 5%, \$50,000 – \$100,000 household income 5%

1B. Dog Owners Only...

- Go on a cottage or camping trip with your Dog **77%**
- Just hang out together and do what your Dog likes to do for a couple of hours **75%**
- Go lake swimming or boating on a lake with your Dog **54%**
- Stay at a luxury hotel with your Dog for the weekend **30%**
- Get away for a weekend vacation outside of Canada with your Dog **26%**
- Go to a combined spa for you and a Dog spa for them **15%**
- Get a shampoo, haircut, and manicure together with your Dog at the same time **12%**
- Put a costume on your Dog and go to a pet-person party **5%**
- Rent a racing car for you and your Dog to ride in for an hour **3%**
- Go skydiving with your Dog **2%**

Dog Owners Only... Greater Detail...

- **Go on a cottage or camping trip with your Dog 77%** – Saskatchewan/Manitoba 82%, Atlantic Canada 81%, Ontario 80%, Québec 76%, Alberta 72%, British Columbia 70%, aged 35 – 54 81%, technical/college education 81%, kids in household 80%
- **Just hang out together and do what your Dog likes to do for a couple of hours 75%** – Alberta/Saskatchewan/Manitoba/Québec 82%, British Columbia 81%, Atlantic Canada 70%, Ontario 68%, aged 55+ 81%, Male 80%, technical/college educated 80%
- **Go lake swimming or boating on a lake with your Dog 54%** – Atlantic Canada 65%, Saskatchewan/Manitoba 62%, Ontario 58%, Alberta 56%, British Colombia

54%, Québec 40%, Male/aged 35 - 54 58%, married/common-law/civil partnership/technical/college-educated/\$100,000 + household income 57%

- **Stay at a luxury hotel with your Dog for the weekend 30%** - Québec 36%, Atlantic Canada 27%, Ontario 32%, British Columbia 30%, Alberta 21%, Saskatchewan/Manitoba 18%, under \$50,000 household income 37%, university educated 34%, single/engaged 33%
- **Get away for a weekend vacation outside of Canada with your Dog 26%** - British Columbia 36%, Atlantic Canada/Ontario 28%, Saskatchewan/Manitoba 22%, Alberta 21%, Québec 19%, single/engaged 34%, Female 30%, \$100,000 + household income 30%, University educated 29%
- **Go to a combined spa for you and a Dog spa for them 15%** - Alberta 26%, Québec 17%, Ontario/Atlantic Canada 13%, Saskatchewan/Manitoba 11%, British Columbia 10%, Female 20%, aged 18 - 34 20%, single/engaged 19%, \$50,000 - \$100,000 household income 18%
- **Get a shampoo, haircut, and manicure together with your Dog at the same time 12%** - Québec 20%, Saskatchewan/Manitoba 13%, British Columbia 12%, Atlantic Canada 10%, Alberta/Ontario 9%, high school or less education 20%, under \$50,000 household income 18%, Female 15%, separated/divorced widowed 15%
- **Put a costume on your Dog and go to a pet-person party 5%** - Québec 8%, Ontario 6%, Alberta 4%, British Columbia/Saskatchewan/Manitoba 3%, Atlantic Canada 2%, single/engaged 11%, aged 18 - 34 8% high school or less education 8%, Male 6%/Female 5%

- **Rent a racing car for you and your Dog to ride in for an hour 3%** – Alberta/Ontario 4%, British Columbia/Saskatchewan/Manitoba 3%, Atlantic Canada 2%, Québec 1%, Male 6%, aged 18 – 34 5%, \$50,000 – \$100,000 household income 5%
- **Go skydiving with your Dog 2%** – Alberta/Saskatchewan/Manitoba 4%, Ontario/Atlantic Canada 3%, British Columbia 1%, Québec 0%, Male /University educated/\$50,000 + household income 3%

Top 'Doing Extra Time Dog Activities' Provinces...

Alberta and Québec tied for first, Saskatchewan/Manitoba second, British Columbia/Ontario/Atlantic Canada tied for third

- **Go on a cottage or camping trip with your Dog 77%** – Saskatchewan/Manitoba **82%**
- **Just hang out together and do what your Dog likes to do for a couple of hours 75%** – Alberta/Saskatchewan/Manitoba/Québec **82%**
- **Go lake swimming or boating on a lake with your Dog 54%** – Atlantic Canada **65%**
- **Stay at a luxury hotel with your Dog for the weekend 30%** – Québec **36%**
- **Get away for a weekend vacation outside of Canada with your Dog 26%** – British Columbia **36%**

- Go to a combined spa for you and a Dog spa for them **15%** - Alberta **26%**
- Get a shampoo, haircut, and manicure together with your Dog at the same time **12%** - Québec **20%**
- Put a costume on your Dog and go to a pet-person party **5%** - Québec **8%**
- Rent a racing car for you and your Dog to ride in for an hour **3%** - Alberta/Ontario **4%**
- Go skydiving with your Dog **2%** - Alberta/Saskatchewan/Manitoba **4%**

1.C Cat Owners Only...

- Just hang out together and do what your Cat likes to do for a couple of hours **78%**
- Go on a cottage or camping trip with your Cat **69%**
- Stay in a luxury hotel with your Cat for the weekend **44%**
- Go lake swimming or boating on a lake with your Cat **26%**
- Go to a combined spa for you and a Cat spa for them **23%**
- Get away for a weekend vacation outside of Canada with your Cat **23%**
- Get a shampoo, haircut, manicured together with your Cat at the same time **17%**
- Put a costume on your cat and go to a Cat-person party **10%**
- Rent a racing car for you and your Cat to ride in for an hour **6%**
- Go skydiving with your Cat **4%**

Cat Owners Only... Greater Detail...

- **Just hang out together and do what your Cat likes to do for a couple of hours 78%** –Atlantic Canada 86%, British Columbia/Québec 81%, Alberta/Saskatchewan/Manitoba 78%, Ontario 74%, aged 55+/\$100,000 +85%, less than high school education 83%, married/common-law/civil partnership 81%
- **Go on a cottage or camping trip with your Cat 69%** – Atlantic Canada 75%, Québec 74%, Ontario 68%, British Columbia 66%, Saskatchewan/Manitoba 61%, Alberta 59%, \$100,000 + household income 74%, married/common-law/civil partnership 73%, kids in household 72%, Male 71%
- **Stay in a luxury hotel with your Cat for the weekend 44%** – British Columbia 48%, Atlantic Canada/Ontario 46%, Alberta 43%, Québec 42%, Saskatchewan/Manitoba 38%, the single/engaged 56%, university educated/aged 18 – 34 49%, separated/divorced widowed 48%, no children in household 47%, Female 46%
- **Go lake swimming or boating on a lake with your Cat 26%** – Ontario 30%, Québec Saskatchewan/Manitoba 26%, British Columbia/Atlantic Canada 23%, Alberta 21%, children in household 34%, married/common-law/civil partnership/\$100,000 + household income/aged 35 – 54 31%, technical/college education 28%
- **Go to a combined spa for you and a Cat spa for them 23%** – British Columbia 28%, Alberta 27%, Ontario 25%, Saskatchewan/Manitoba 22%, Atlantic Canada 20%, Québec 18%, female 30%, separated/divorced widowed 28%,

single/engaged 27%, aged 18 - 34 26%, no children in household/under \$50,000 household income 25%

- **Get away for a weekend vacation outside of Canada with your Cat 23%** - Saskatchewan/Manitoba 31%, Alberta/Ontario 26%, Atlantic Canada 24%, British Columbia 19%, Québec 16%, single/engaged 29%, separated/divorced/widowed/\$50,000 - \$100,000 annual income 26%, aged 18 - 34 26%
- **Get a shampoo, haircut, manicured together with your Cat at the same time 17%** - Québec 23%, Saskatchewan/Manitoba 19%, Alberta 18%, British Columbia/Ontario 13%, Atlantic Canada 12%, less than high school education 26%, under \$50,000 household income 20%, female/aged 35 - 54 19%
- **Put a costume on your Cat and go to a pet-person party 10%** - British Columbia 13%, Québec 12%, Ontario 9%, Alberta/Saskatchewan/Manitoba 7%, Atlantic Canada 6%, aged 18 - 34 15%, single/engaged/less than high school education 14%, Male 12%
- **Rent a racing car for you and your Cat to ride in for an hour 6%** - Alberta 10%, British Columbia 7%, Saskatchewan/Manitoba 6%, Ontario/Québec/Atlantic Canada 5%, Male 11%, \$50,000 - \$100,000 household income 9%
- **Go skydiving with your Cat 4%** - Saskatchewan/Manitoba 13%, Alberta 10%, Québec 4%, Ontario/Atlanta Canada 3%, British Columbia 1%, Male/\$50,000 - \$100,000 household income

Top 'Doing Extra Time Cat Activities' Provinces...

British Columbia first, Saskatchewan/Manitoba and Atlantic Canada tied for second, Ontario and Alberta tied for third

- **Just hang out together and do what your Cat likes to do for a couple of hours**
78% -Atlantic Canada **86%**
- **Go on a cottage or camping trip with your Cat** **69%** - Atlantic Canada **75%**
- **Stay in a luxury hotel with your Cat for the weekend** **44%** - British Columbia **48%**
- **Go lake swimming or boating on a lake with your Cat** **26%** - Ontario **30%**
- **Go to a combined spa for you and a Cat spa for them** **23%** - British Columbia **28%**
- **Get away for a weekend vacation outside of Canada with your Cat** **23%** - Saskatchewan/Manitoba **31%**
- **Get a shampoo, haircut, manicured together with your Cat at the same time**
17% - Québec **23%**
- **Put a costume on your Cat and go to a pet-person party** **10%** - British Columbia **13%**
- **Rent a racing car for you and your Cat to ride in for an hour** **6%** - Alberta **10%**
- **Go skydiving with your Cat** **4%** - Saskatchewan/Manitoba **13%**

1D. Dog/Cat Owners More Likely to Do These Activities...

Dog Owners More Likely to Do Than Cat Owners:

- **Go lake swimming or boating on a lake with your Dog** **+28** percentage points
- **Go on a cottage or camping trip with your Dog** **+8** percentage points

- **Get away for a weekend vacation outside of Canada with your Dog +3 percentage points**

Cat Owners More Likely to Do Than Dog Owners:

- **Stay in a luxury hotel with your Cat for the weekend +14 percentage points**
- **Go to a combined spa for you and a Cat spa for them +7 percentage points**
- **Get a shampoo, haircut, manicured together with your Cat at the same time +5 percentage points**
- **Put a costume on your Cat and go to a pet-person party +5 percentage points**
- **Just hang out together and do what your Cat likes to do for a couple of hours +3 percentage points**
- **Rent a racing car for you and your Cat to ride in for an hour +3 percentage points**
- **Go skydiving with your Cat +1 percentage point**

2. The following are a series of statements that might apply to your pet and yourself as the Owner...

*2A. All Pet Owners (Combined Dog Owners/Cat Owners) Agree (All of The Time/Some of The Time) **By Province:***

- **I know what to look for if my pet has a Tick 69%** (40% all of the time/29%some of the time) – Saskatchewan/Manitoba 82% (59%/23%), Atlantic Canada 76% (50%/26%), Ontario 73% (38%/35%), British Columbia 69% (38%/31%), Québec 64% (41%/23%), Alberta 55% (47%/17%)
- **My pet sleeps in our/my bed 68%** (45% all of the time/24% some of the time) – Atlantic Canada 76% (53%/23%), Québec 73% (44%/29%), Ontario 67%

(42%/25%), British Columbia 65% (42%/23%), Saskatchewan/Manitoba 65% (50%/15%), Alberta 64% (47%/17%)

- **I have full conversations with my pet when alone just like I would with any other human being 66%** (25% all the time/41% some of the time) – Atlantic Canada 76% (29%/47%), Saskatchewan/Manitoba 74% (34%/40%), Ontario 69% (26%/43%), British Columbia 66% (27%/39%), Alberta 62% (26%/36%), Québec 60% (20%/40%)
- **Fireworks bother my pet 61%** (34% all of the time/27% some of the time) – British Columbia 65% (39%/28%), Atlantic Canada 63% (34%/29%), Saskatchewan/Manitoba 62% (34%/28%), Alberta 61% (34%/27%), Québec 60% (36%/24%), Ontario 59% (31%/28%)
- **My pet is afraid of thunder and lightning 54%** (23% all of the time/31% some of the time) – Québec 60% (25%/35%), Saskatchewan/Manitoba 58% (28%/30%), British Columbia 54% (22%/32%), Ontario 51% (21%/30%), Atlantic Canada 50% (21%/29%), Alberta 49% (25%/24%)
- **Given the choice, I'd spend a day with my pet than with my spouse/partner 46%** (11% all of the time/34% some of the time) – Saskatchewan/Manitoba 50% (9%/41%), Ontario 50% (12%/38%), British Columbia 49% (15%/34%), Alberta 46% (11%/35%), Atlantic Canada 44% (12%/32%), Québec 37% (9%/28%), **and Female 52% (15%/37%), Male 39% (7%/32%), married/common-law/civil partnership 39% (5%/34%)**
- **I quite often take my pet on trips instead of having someone else care for them while away 37%** (12% all of the time/25% some of the time) – Atlantic Canada 46% (11%/35%), British Columbia 44% (14%/29%) Alberta 37% (10%/27%),

Ontario 37% (11%/26%), Saskatchewan/Manitoba 34% (16%/18%), Québec 31% (11%/20%)

- **I take my pet to a groomer 36%** (17% all of the time/19% some of the time) – British Columbia 37% (11%/26%), Ontario 37% (18%/19%), Atlantic Canada 36% (24%/11%), Québec 36% (17%/19%), Alberta 35% (17%/18%), Saskatchewan/Manitoba 30% (17%/13%)
- **My pet likes going out in the rain 31%** (8% all of the time/23% some of the time) – Saskatchewan/Manitoba 36% (8%/36%), British Columbia 33% (8%/25%), Alberta 31% (11%/20%), Ontario 31% (7%/24%), Quebec 31% (8%/23%), Atlantic Canada 27% (7%/20%)
- **I keep a lint brush at the front door for guests 28%** (13% all of the time/15% some of the time) – Saskatchewan/Manitoba 31% (14%/16%), British Columbia 30% (14%/16%), Ontario 30% (15%/15%), Québec 29% (13%/16%), Alberta 20% (8%/12%), Atlantic Canada 17% (11%/6%)

2B. Dog Owners Agree (all of the time/some of the time):

- **I know what to look for if my Dog has a Tick 77%**
- **I have full conversations with my Dog when alone just like I would with any other human being 65%**
- **My Dog sleeps in our/my bed 62%**
- **Fireworks bother my Dog 62%**
- **I quite often take my Dog on trips instead of having someone else care for them while away 55%**
- **My Dog is afraid of thunder and lightning 53%**
- **I take my Dog to a groomer 52%**

- Given the choice, I'd spend a day with my Dog than with my spouse/partner **46%**
- My Dog likes going out in the rain **44%**
- I keep a lint brush at the front door for guests **26%**

2B. Dog Owners Agree (all of the time/some of the time) By Province:

- I know what to look for if my Dog has a Tick **77%** (45% all of the time/32% some of the time) – Saskatchewan/Manitoba 89% (69%/20%), Atlantic Canada 86% (62%/24%), Ontario 83% (44%/39%), British Columbia 74% (44%/31%), Québec 70% (43%/27%), Alberta 2% (30%/32%)
- I have full conversations with my Dog when alone just like I would with any other human being **65%** (24% all the time/41% some of the time) – Atlantic Canada 75% (29%/46%), Saskatchewan/Manitoba 68% (30%/38%), Ontario 67% (25%/42%), Alberta 64% (27%/37%), British Columbia 63% (23%/39%), Québec 59% (19%/40%)
- My Dog sleeps in our/my bed **62%** (41% all of the time/21% some of the time) – Atlantic Canada 76% (53%/23%), Québec 70% (43%/27%), British Columbia 60% (36%/23%), Ontario 59% (38%/21%), Saskatchewan/Manitoba 57% (49%/8%), Alberta 57% (40%/17%)
- Fireworks bother my Dog **62%** (36% all of the time/26% some of the time) – Saskatchewan/Manitoba 70% (38%/32%), Atlantic Canada 65% (34%/31%), Québec 64% (40%/24%), Alberta 63% (35%/28%), British Columbia 62% (39%/23%), Ontario 59% (26%/23%)
- I quite often take my Dog on trips instead of having someone else care for them while away **55%** (18% all of the time/13% some of the time) – Atlantic

Canada 70% (18%/52%), British Columbia 62% (19%/43%), Alberta 54% (14%/40%), Saskatchewan/Manitoba 53% (26%/27%) is Ontario 53% (16%/37%), Québec 51% (20%/31%)

- **My Dog is afraid of thunder and lightning 53%** (25% all of the time/28% some of the time) – Atlantic Canada 46% (21%/25%), Ontario 54% (25%/29%), Alberta 51% (24%/27%), British Columbia 52% (25%/27%), Saskatchewan/Manitoba 57% (29%/28%), Québec 57% (29%/28%)
- **I take my Dog to a groomer 52%** (28% all of the time/24% some of the time) – Atlantic Canada (39%/14%), British Columbia 53% (17%/36%), Ontario 53% (28%/25%), Québec 51% (32%/19%), Alberta 50% (26%/24%), Saskatchewan/Manitoba 48% (29%/19%)
- **Given the choice, I'd spend a day with my Dog than with my spouse/partner 46%** (11% all of the time/35% some of the time) – Ontario 52% (11%/41%), Atlantic Canada 50% (11%/39%), British Columbia 48% (16%/32%), Saskatchewan/Manitoba 46% (11%/36%), Alberta 39% (7%/32%), Québec 38% (9%/29%), **and Female 52% (14%/39%), Male 40% (8%/32%), married/common-law/civil partnership 42% (4%/37%)**
- **My Dog likes going out in the rain 44%** (12% all of the time/32% some of the time) – Saskatchewan/Manitoba 55% (13%/32%), British Columbia 46% (13%/33%) Alberta 45% (18%/27%), Ontario's 44% (11%/13%), Atlantic Canada 43% (11%/33%), Québec 41% (10%/31%)
- **I keep a lint brush at the front door for guests 26%** (12% all of the time/14% some of the time) – Québec 30% (14%/16%) is, Ontario 30% (13%/17%), British Columbia 27% (12%/15%), Saskatchewan/Manitoba 21% (12%/9%), Alberta 16% (9%/7%), Atlantic Canada 11% (5%/6%)

2C. Cat Owners Agree (all of the time/some of the time):

- My Cat sleeps in our/my bed **74%**
- I have full conversations with my Cat when alone just like I would with any other human being **67%**
- I know what to look for if my Cat has a Tick **63%**
- Fireworks bother my Cat **61%**
- My Cat is afraid of thunder and lightning **55%**
- Given the choice, I'd spend a day with my Cat than with my spouse/partner **47%**
- I keep a lint brush at the front door for guests **34%**
- I quite often take my Cat on trips instead of having someone else care for them while away **22%**
- I take my Cat to a groomer **21%**
- My Cat likes going out in the rain **14%**

Cat Owners Agree (all of the time/some of the time) **By Province:**

- My Cat sleeps in our/my bed **74%** (46% all of the time/28% some of the time) – Québec 77% (42%/35%), Atlantic Canada 74% (44%/28%), Ontario 73% (46%/27%), Saskatchewan/Manitoba 72% (51%/21%), British Columbia 71% (48%/23%), Alberta 70% (50%/20%)
- I have full conversations with my Cat when alone just like I would with any other human being **67%** (27% all the time/40% some of the time) – Saskatchewan/Manitoba 77% (40%/37%), Atlantic Canada 76% (29%/47%), British Columbia 73% (30%/43%), Ontario 69% (28%/41%), Alberta 62% (29%/33%), Québec 61% (22%/37%)

- **I know what to look for if my Cat has a Tick 63%** (37% all of the time/26% some of the time) – Saskatchewan/Manitoba 80% (59%/21%, Atlantic Canada 68% (37%/31%), Ontario 65% (35%/30%), British Columbia 64% (32%/32%), Québec 60% (41%/19%), Alberta 49% (25%/24%)
- **Fireworks bother my Cat 61%** (31% all of the time/30% some of the time) – British Columbia 69% (38%/31%), Alberta 64% (31%/33%), Atlantic Canada 61% (32%/29%), Québec 60% (35%/25%), Ontario 59% (27%/32%), Saskatchewan/Manitoba 56% (27%/28%)
- **My Cat is afraid of thunder and lightning 55%** (21% all of the time/34% some of the time) – Québec 64% (24%/40%), Saskatchewan/Manitoba 60% (27%/33%, Atlantic Canada 57% (25%/32%), British Columbia 56% (21%/35%), Alberta 51% (27%/24%), Ontario 49% (15%/34%)
- **Given the choice, I'd spend a day with my Cat than with my spouse/partner 47%** (13% all of the time/34% some of the time) – Saskatchewan/Manitoba 56% (11%/45%), British Columbia 54% (14%/40%), Alberta 52% (13%/37%), Ontario 50% (14%/36%), Québec 40% (11%/29%), Atlantic Canada 38% (13%/25%), **and Female 53% (17%/36%), Male 40% (8%/32%), married/common-law/civil partnership 40% (6%/34%)**
- **I keep a lint brush at the front door for guests 34%** (16% all of the time/18% some of the time) – Saskatchewan/Manitoba 44%, British Columbia 35% (19%/16%, Ontario 35% (18%/17%), Québec 35% (15%/20%), Atlantic Canada 25% (16%/9%), Alberta 22% (8%/14%)
- **I quite often take my Cat on trips instead of having someone else care for them while away 22%** (7% all of the time/15% some of the time) – British Columbia 27% (8%/19%, Alberta 23% (7%/15%), Ontario 23% (6%/17%),

Saskatchewan/Manitoba 21% (9%/12%), Québec 20% (6%/14%), Atlantic Canada 19% (5%/14%)

- **I take my Cat to a groomer 21%** (7% some of the time/14% all the time) - Alberta 23% (8%/15%), Québec 23% (5%/18%), Ontario 22% (9%/13%), British Columbia 18% (2%/16%), Atlantic Canada 17% (7%/10%), Saskatchewan/Manitoba 15% (6%/9%)
- **My Cat likes going out in the rain 14%** (6% all of the time/8% some of the time) - Québec 30% (A percent/23%, Ontario 23% (5%/18%), Saskatchewan/Manitoba 20% (5%/15%), is Columbia 20% (4%/16%), Alberta 19% (3%/16%), Atlantic Canada 13% (5%/8%)

2D. Dog/Cat Owners Most likely to Do...

Dog Owners More Likely to Do Than Cat Owners:

- I take my Dog to a groomer **+32** percentage points
- My Dog likes going out in the rain **+30** percentage points
- I know what to look for if my Dog has a Tick **+14** percentage points
- Fireworks bother my Dog **+1** percentage point

Cat Owners More Likely to Do Than Dog Owners:

- My Cat sleeps in our/my bed **+12** percentage points
- I keep a lint brush at the front door for guests **+8** percentage points
- I have full conversations with my Cat when alone just like I would with any other human being **+2** percentage points
- My Cat is afraid of thunder and lightning **+2** percentage points

- Given the choice, I'd spend a day with my Cat than with my spouse/partner **+1** percentage point

3. If your pet had one superhero power, what would it be?

3A. Dog/Cat Owners Combined:

- **Healing 29%** – Québec 37%, Atlantic Canada 32%, Alberta 28%, Saskatchewan/Manitoba 27%, Ontario 26%, British Columbia 23%
- **Mind-reading 27%** – Atlantic Canada 31%, Ontario 28%, British Columbia 27%, Québec 26%, Saskatchewan/Manitoba 26%, Alberta 26%
- **Speed 14%** – Saskatchewan/Manitoba 17%, Atlantic Canada 17%, Ontario 15%, British Columbia 13%, Alberta 12%, Québec 11%
- **Invisibility 11%** – Saskatchewan/Manitoba 16%, British Columbia 15%, Alberta 15%, Ontario 11%, Atlantic Canada 9%, Québec 7%
- **Strength 6%** – British Columbia 8%, Saskatchewan/Manitoba 6%, Ontario 6%, Alberta 5%, Québec 5%, Atlantic Canada 4%
- **Flying 4%** – British Columbia 5%, Saskatchewan/Manitoba 5%, Ontario 5%, Québec 5%, Alberta 3%, Atlantic Canada 2%
- **Being elastic 4%** – Alberta 6%, Ontario 5%, Québec 3%, Saskatchewan/Manitoba 2%, British Columbia 2%
- **Shape shifter 4%** – British Columbia 6%, Ontario 4%, Québec 4%, Alberta 3%, Saskatchewan/Manitoba 1%
- **Freezing things 1%** – Atlantic Canada 4%, Québec 2%, Alberta 2%, Ontario 1%, British Columbia 0%, Saskatchewan/Manitoba 0%

3B. Dog Owners:

- **Healing 31%** – Québec 42%, Atlantic Canada 40%, Alberta 31%, Ontario 29%, Saskatchewan/Manitoba 24%, British Columbia 22%
- **Mind-reading 29%** – Saskatchewan/Manitoba 34%, Ontario 31%, Alberta 30%, British Columbia 28%, Atlantic Canada 26%
- **Speed 15%** – Saskatchewan/Manitoba 20%, British Columbia 18%, Atlantic Canada 15%, Ontario 14%, Québec 14%, Alberta 12%
- **Invisibility 9%** – Alberta 13%, British Columbia 10%, Saskatchewan/Manitoba 10%, Ontario 10%, Québec 5%, Atlantic Canada 3%
- **Strength 6%** – British Columbia 8%, Saskatchewan/Manitoba 7%, Alberta 6%, Ontario 6%, Atlantic Canada 5%, Québec 4%
- **Flying 4%** – British Columbia 6%, Saskatchewan/Manitoba 5%, Ontario 4%, Alberta 3%, Québec 3%, Atlantic Canada 2%
- **Shape Shifter 3%** – British Columbia 6%, Québec 4%, Ontario 3%, Atlantic Canada 2% percent, Alberta 2%, Saskatchewan/Manitoba 0%
- **Being elastic 2%** – Ontario 3%, Alberta 2%, British Columbia 1%, Québec 1%, Atlantic Canada 0%, Saskatchewan/Manitoba 0%
- **Freezing things 2%** – Atlantic Canada 6%, Québec 3%, Ontario 1%, Alberta 1%, British Columbia 0%, Saskatchewan/Manitoba 0%

3.C Cat Owners:

- **Healing 28%** – Québec 35%, Saskatchewan/Manitoba 32%, Alberta 26%, Ontario 26%, Atlantic Canada 23%, British Columbia 21%
- **Mind-reading 26%** – Atlantic Canada 37%, British Columbia 29%, Québec 27%, territory 5%, Alberta 24%, Saskatchewan/Manitoba 14%
- **Invisibility 12%** – Saskatchewan/Manitoba 20%, British Columbia 17%, Atlantic Canada 14%, Alberta 14%, Ontario 11%, Québec 9%

- **Speed 12%** – Saskatchewan/Manitoba 18%, Ontario 16%, Atlantic Canada 16%, Alberta 13%, Québec 8%, British Columbia 7%
- **Strength 6%** – British Columbia 9%, Atlantic Canada 6%, Ontario 5%, Québec 5%, Alberta 4%, Saskatchewan/Manitoba 4%
- **Flying 5%** – Saskatchewan/Manitoba 7%, Québec 6%, British Columbia 5%, Ontario 5%, Alberta 3%, Atlantic Canada 1%
- **Being elastic 5%** – Alberta 10%, Ontario 6%, Québec 4%, Saskatchewan/Manitoba 3%, British Columbia 4%, Atlantic Canada 0%
- **Shape Shifter 4%** – British Columbia 8%, Alberta 4%, Ontario 4%, Québec 4%, Saskatchewan/Manitoba 2%, Atlantic Canada 2%
- **Freezing things 1%** – Alberta 2%, Ontario 1%, Québec 1%, British Columbia 0%, Saskatchewan/Manitoba 0%, Atlantic Canada 0%

3C. Dog/Cat Owners Most likely to Want their Pet to Have Superhero Power:

Dog Owners versus Cat Owners...

- **Healing +3** percentage points
- **Mind-reading +3** percentage points
- **Speed +3** percentage points
- **Freezing things +1** percentage point
- **Strength 0** (same)

Cat Owners versus Dog Owners...

- **Invisibility +3** percentage points
- **Being elastic +3** percentage points
- **Flying +1** percentage point

- **Shape Shifter +1** percentage points
- **Strength 0** (same)

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The Insight division of **DART** Insight and Communications was engaged by the Golin Public Relations on behalf of their client PetSmart Canada to undertake a national public opinion survey of Canadian adult Dog and Cat Owners on various topics. The survey was conducted between May 18 to May 22, 2018 among a balanced, combined weighted sample of 1600

Canadian adult (18+) Dog (weighted 800/unweighted 962) and Cat (weighted 800/unweighted 953) owners. **DART**

Insight constructed the questionnaire and analysis. The sample are members of Maru/Blue's Online panel (<https://www.marublue.net/>). The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Canadian Census data. Using a Bayesian Credibility Interval with a 1600 sample, the national combined pet owner's results are deemed to be accurate to +/- 2.8%, 19 times out of 20; dog and cat owners weighted to 800 sample each are deemed to be accurate to +/- 4.0, 19 times out of 20; while regional, provincial, and other sociodemographic results will be higher. If there appears to be a discrepancy in the numerical data on occasion versus the data tables it is due to rounding.

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DART Insight and Communications is a member in good standing with the Marketing Intelligence and Research Association (MIRA) of Canada. Accuracy of any Online polling results are measured using a Bayesian Credibility Interval which is endorsed by MIRA and the American Association of Public Opinion Research (AAPOR).

maru/BLUE is a dedicated business providing brands with access to high quality known respondents from market communities across Canada and North America. Maru/Blue is focused on providing access to deeply engaged, well-curated respondents who feed-back actionable insights to businesses and brands. The quality of these responses subsequently enables clients to make better-informed decisions about their business strategies. **maru/BLUE**'s communities include Maru Voice Canada and Springboard America. **maru/BLUE** is a component of **Maru Group** ("Maru" or "The Group"), a global technology-enabled market and customer insights company, whose brands are leading the way in the provision of research, insight and advisory services powered by cutting-edge technology and innovation. Information about **maru/BLUE** can be obtained here: <https://www.marublue.net/>

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