

PetSmart® Celebrates Halloween with Pet Costumes, Toys and Treats

*Dress up and party in spooktacular fashion:
find your pet's inner superhero for costumes
galore...*



October 29, 2018



DART Insight and Communications is a Canadian based consultancy that provides clients in private, public, association and not-for-profit organizations with market and opinion research services (**DART Insight**) and communications strategy and execution, media training, event deployment and corporate services (**DART Communications**). **DART** is independent and is not tied to any political organization. **DART** is comprised of highly experienced, recognized and awarded senior practitioners in many related disciplines who have gathered together under one banner to serve clients in North America and beyond. The founders of **DART** are veteran pollster and commentator John Wright and communications specialist Victoria Ollers. To learn more about us visit www.dartincom.ca

Public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>



October 29, 2018 – With Halloween just around the corner, it's the perfect time to get pets ready to enjoy a spooktacular night with the family. For this 2018 Halloween, PetSmart wants to bring pet parents closer to their pets, and with an assortment of costumes and accessories, toys and treats, there are plenty of ways to include them in the spooky festivities.

PetSmart turned to **DART Insight** and asked 1,600 pet parents across Canada if they'd dress their pet up for a party and what superpower they'd want their pet to have. Quebec dog owners and B.C. cat owners are more likely than any other places in Canada to dress up their pet and go to a pet-person party and it was males who said they'd most likely participate in this activity. Dog and cat owners combined agreed their top pet powers would be:

- **Healing Paws:** Healing is the most popular pet power across Canada. Quebec, more than any other Canadian province, agreed that healing would be their pet's superhero power (35 per cent cat owners and 42 per cent dog owners).
- **Nothing is purrivate:** Dog and cat owners in Atlantic Canada are divided on mind-reading abilities: thirty-seven per cent of cat owners would want their pet to have mind-reading abilities (the highest response nationwide), while 26 per cent of dog owners would want their dog to have mind-reading abilities (the lowest response nationwide).
- **Now you see me, now you don't:** Pet owners in Saskatchewan and Manitoba want their pet to either have speed (17 per cent) or invisibility (16 per cent) powers - the highest response rates across Canada.
- **Brrr... it's cold:** It's no surprise the ability to freeze things is the least popular superhero power. Only one per cent of all Canadian pet owners would want their pet to have that power.

Detailed Findings...

Party On...

The poll found that one in 10 (8%) of pet parents would put a costume on their pet and go to a pet-person party:

- **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%
- **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%

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

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%, 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%

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%

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%

Most Likely Superhero Power?

Dog Owners Compared to 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 Compared to Dog Owners...

- **Invisibility +3** percentage points
- **Being elastic +3** percentage points
- **Flying +1** percentage point
- **Shape Shifter +1** percentage points
- **Strength 0** (same)



Insight and Communications

Methodology...

DART Insight carried out a survey for PetSmart Canada of Canadian adult Dog and Cat Owners. 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 the Maru/Blue Online panel (<https://www.marublue.net/>). The results have been weighted by education, age, gender, and region 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 reported numerical data on occasion versus the data tables it is due to rounding.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

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About **DART** Insight and **Maru/Blue**...

DART Insight is the market and public affairs opinion research services division of Canadian based consultancy **DART Insight and Communications Inc.** The other half of the company is **DART Communications** and provides communications strategy and execution, media training, event deployment and corporate services. The company serves clients in private, public, association and not-for-profit organizations, is independent, and is not tied to any political organization. Founded by veteran pollster and commentator **John Wright (CEO DART Insight)** and communications specialist **Victoria Ollers (CEO DART Communications)**, the company is comprised of highly experienced, recognized and awarded senior practitioners in many related disciplines who have gathered together under one banner to serve clients in North America and beyond.

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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).

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