

*These are the survey questions and detailed tables of a PetSmart poll conducted by **DART Insight** in full consultation with and analyzed under the direction of veteran pollster John Wright, CEO of **DART Insight**, a division of **DART Insight and Communications Inc.** The data was collected in partnership with Canada's national survey sample research provider **Maru/Blue** that curates a vast Online Panel and provides data collection services. All questions herein were placed carefully on the questionnaire and then randomized to ensure that there was no inter-item contamination.*

**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 (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 reported numerical data on occasion versus the data tables it is due to rounding.

*Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages  
Uppercase letters indicate significance at the 95% level.*

**Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables. For further information or commentary**

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**ALL** 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 both the extra time and actual ability to do so?

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
Put a costume on your pet and go to a Pet-Person Party	122	15	10	5	44	43
	8%	7%	6%	5%	7%	11%
						G

**CAT OWNERS ONLY**

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
Put a costume on your pet and go to a Pet-Person Party	95	15	7	4	32	34
	10%	13%	7%	7%	9%	12%
	4%	1%	10%	13%	3%	4%
			BE	B		

**DOG OWNERS ONLY**

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
Put a costume on your pet and go to a Pet-Person Party	50	4	4	2	22	17
	5%	3%	4%	3%	6%	8%

**ALL DEMOS**

	Age				Gender		Kids in HH		Marital status			Education			HH Income		
	Total	18-34	35-54	55+	Male	Female	Yes	No	Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wid	<=HS	Tech/College	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(A)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	1600	458	599	543	782	818	505	1095	379	1022	199	288	523	789	378	553	438
BASE: UNWEIGHTED	1600	199	805	596	727	873	583	1017	279	1087	234	273	563	764	364	533	479
Put a costume on your pet and go to a Pet-Person Party	122	48	40	34	65	57	31	91	42	71	9	28	38	56	35	40	29
	8%	11%	7%	6%	8%	7%	6%	8%	11%	7%	4%	10%	7%	7%	9%	7%	7%

**CAT DEMOS**

	Age			Gender		Kids in HH		Marital status			Education			HH Income		
	18-34	35-54	55+	Male	Female	Yes	No	Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	280	381	300	445	516	308	653	255	580	126	172	330	459	250	351	230
BASE: UNWEIGHTED	117	505	331	404	549	346	607	191	616	146	163	350	440	242	336	249
Put a costume on your pet and go to a Pet-Person Party	41	34	20	53	42	27	68	35	55	6	25	30	41	26	32	23
	15%	9%	7%	12%	8%	9%	10%	14%	9%	5%	14%	9%	9%	10%	9%	10%
	J							Q	Q							

**DOG DEMOS**

	Total	Age			Gender		Kids in HH		Marital status			Education			HH Income		
		18-34	35-54	55+	Male	Female	Yes	No	Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(A)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	955	281	341	332	470	484	334	620	194	647	114	183	286	486	204	317	294
BASE: UNWEIGHTED	962	127	471	364	452	510	391	571	134	693	135	166	323	473	187	300	332
Put a costume on your pet and go to a Pet-Person Party	50	23	11	16	27	24	14	37	22	24	4	16	13	22	13	21	11
	5%	8%	3%	5%	6%	5%	4%	6%	11%	4%	4%	8%	4%	5%	6%	7%	4%
									PQ								

ALL If your pet had one Super Hero Power, what would it be?

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
Healing	464	47	48	29	156	144
	29%	23%	28%	27%	26%	37%
						BE
Mind reading	439	57	45	28	167	104
	27%	27%	26%	26%	28%	26%
Speed	219	27	21	18	91	43
	14%	13%	12%	17%	15%	11%
Invisibility	178	32	26	17	64	29
	11%	15%	15%	16%	11%	7%
		F	F	F		
Strength	93	17	9	6	35	21
	6%	8%	5%	6%	6%	5%
Flying	72	11	5	6	31	18
	4%	5%	3%	5%	5%	5%
Being elastic	58	5	11	2	29	12
	4%	2%	6%	2%	5%	3%
Shape shifter	57	13	5	1	22	14
	4%	6%	3%	1%	4%	4%
		DG				
Freezing things	20	-	3	-	4	8
	1%		2%		1%	2%



	Age				Gender		Kids in HH		Marital status			Education			HH Income		
	Total	18-34	35-54	55+	Male	Female	Yes	No	Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(A)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	1600	458	599	543	782	818	505	1095	379	1022	199	288	523	789	378	553	438
BASE: UNWEIGHTED	1600	199	805	596	727	873	583	1017	279	1087	234	273	563	764	364	533	479
Healing	464	119	164	182	194	270	128	336	107	290	67	76	158	230	147	148	102
	29%	26%	27%	33%	25%	33%	25%	31%	28%	28%	33%	26%	30%	29%	39%	27%	23%
Mind reading	439	103	151	185	210	229	149	289	81	291	66	90	158	190	108	157	119
	27%	22%	25%	34%	27%	28%	30%	26%	22%	29%	33%	31%	30%	24%	29%	28%	27%
Speed	219	63	88	69	105	114	82	137	49	148	23	34	70	116	40	68	73
	14%	14%	15%	13%	13%	14%	16%	13%	13%	14%	11%	12%	13%	15%	11%	12%	17%
Invisibility	178	72	66	40	102	76	55	123	55	103	20	32	53	93	29	61	65
	11%	16%	11%	7%	13%	9%	11%	11%	15%	10%	10%	11%	10%	12%	8%	11%	15%
Strength	93	20	44	29	63	30	29	64	19	65	9	20	22	51	21	28	33
	6%	4%	7%	5%	8%	4%	6%	6%	5%	6%	5%	7%	4%	6%	5%	8%	
Flying	72	15	41	15	46	25	24	48	20	48	4	14	20	38	9	36	17
	4%	3%	7%	3%	6%	3%	5%	4%	5%	5%	2%	5%	4%	5%	2%	7%	4%
Being elastic	58	29	18	11	27	31	17	42	24	30	5	4	15	39	7	23	10
	4%	6%	3%	2%	4%	4%	3%	4%	6%	3%	2%	1%	3%	5%	2%	4%	2%
Shape shifter	57	25	22	11	26	32	17	41	15	37	5	13	18	27	7	30	16
	4%	5%	4%	2%	3%	4%	3%	4%	4%	4%	3%	4%	3%	3%	2%	5%	4%
Freezing things	20	12	5	3	8	11	4	15	8	10	2	6	10	4	9	1	3
	1%	3%	1%	0%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	0%	1%

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**CAT OWNERS ONLY**

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
Healing	272	24	25	20	90	97
	28%	21%	26%	32%	26%	35%
						B
Mind reading	251	33	23	9	87	74
	26%	29%	24%	14%	25%	27%
		D			D	D
Invisibility	119	20	14	12	39	25
	12%	17%	14%	20%	11%	9%
Speed	118	8	12	11	55	21
	12%	7%	13%	18%	16%	8%
					BF	
Strength	54	10	4	3	18	15
	6%	9%	4%	4%	5%	5%
Flying	50	6	3	5	19	17
	5%	5%	3%	7%	5%	6%
					G	
Being elastic	48	5	10	2	21	10
	5%	4%	10%	3%	6%	4%
Shape shifter	42	9	4	1	14	12
	4%	8%	4%	2%	4%	4%
Freezing things	8	-	2	-	2	3
	1%		2%		1%	1%



	Age			Gender		Kids in HH		Marital status			Education			HH Income		
	18-34	35-54	55+	Male	Female	Yes	No	Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	280	381	300	445	516	308	653	255	580	126	172	330	459	250	351	230
BASE: UNWEIGHTED	117	505	331	404	549	346	607	191	616	146	163	350	440	242	336	249
Healing	69	106	96	96	175	77	194	75	153	44	45	98	129	93	89	55
	25%	28%	32%	22%	34%	25%	30%	29%	26%	35%	26%	30%	28%	37%	25%	24%
					K									VW		
Mind reading	55	92	104	108	143	85	166	51	158	41	50	101	100	71	96	51
	20%	24%	35%	24%	28%	28%	25%	20%	27%	33%	29%	31%	22%	28%	27%	22%
					HI					O						
Invisibility	43	46	29	71	47	39	80	31	72	16	18	37	64	24	34	47
	15%	12%	10%	16%	9%	12%	12%	12%	12%	13%	10%	11%	14%	10%	10%	20%
					L											UV
Speed	36	50	32	57	61	46	72	31	76	11	21	38	59	23	43	34
	13%	13%	11%	13%	12%	15%	11%	12%	13%	9%	12%	12%	13%	9%	12%	15%
Strength	14	26	14	38	16	16	38	14	37	2	13	11	29	15	19	18
	5%	7%	5%	9%	3%	5%	6%	6%	6%	2%	8%	3%	6%	6%	5%	8%
					L				Q							
Flying	15	26	9	32	18	14	36	16	31	2	9	14	27	8	26	8
	6%	7%	3%	7%	4%	5%	5%	6%	5%	2%	5%	4%	6%	3%	7%	3%
		J							Q							
Being elastic	25	15	7	21	27	15	33	20	26	2	4	11	33	6	18	8
	9%	4%	2%	5%	5%	5%	5%	8%	4%	2%	2%	3%	7%	2%	5%	4%
	J							Q					RS			
Shape shifter	19	16	7	18	24	12	30	12	25	5	12	16	15	6	26	8
	7%	4%	2%	4%	5%	4%	5%	5%	4%	4%	7%	5%	3%	3%	7%	3%
															U	
Freezing things	3	4	1	3	5	4	4	4	3	1	1	4	3	3	1	1
	1%	1%	0%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	0%

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**DOG OWNERS ONLY**

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
Healing	298	30	33	15	107	83
	31%	22%	31%	24%	29%	42%
						BDE
Mind reading	274	38	33	21	117	46
	29%	28%	30%	34%	31%	23%
Speed	142	23	13	12	54	28
	15%	18%	12%	20%	14%	14%
Invisibility	82	14	14	6	36	10
	9%	10%	13%	10%	10%	5%
			FG		G	
Strength	58	11	7	4	23	9
	6%	8%	6%	7%	6%	4%
Flying	36	8	3	3	14	7
	4%	6%	3%	5%	4%	3%
Shape shifter	32	8	3	-	12	8
	3%	6%	2%		3%	4%
Being elastic	16	2	2	-	10	3
	2%	1%	2%		3%	1%
Freezing things	15	-	1	-	3	6
	2%		1%		1%	3%



	Age				Gender		Kids in HH		Marital status			Education			HH Income		
	Total	18-34	35-54	55+	Male	Female	Yes	No	Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(A)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	955	281	341	332	470	484	334	620	194	647	114	183	286	486	204	317	294
BASE: UNWEIGHTED	962	127	471	364	452	510	391	571	134	693	135	166	323	473	187	300	332
Healing	298	87	94	118	142	156	88	210	52	206	40	45	93	160	85	95	73
	31%	31%	27%	35%	30%	32%	26%	34%	27%	32%	35%	25%	32%	33%	42%	30%	25%
Mind reading	274	63	95	116	135	139	107	167	50	187	37	58	86	130	58	94	88
	29%	22%	28%	35%	29%	29%	32%	27%	26%	29%	33%	32%	30%	27%	28%	30%	30%
Speed	142	41	55	46	66	76	55	87	23	103	16	21	41	80	25	37	56
	15%	14%	16%	14%	14%	16%	16%	14%	12%	16%	14%	11%	14%	16%	12%	12%	19%
Invisibility	82	41	29	13	38	44	30	52	31	45	6	21	24	38	13	32	26
	9%	15%	8%	4%	8%	9%	9%	8%	16%	7%	5%	11%	8%	8%	6%	10%	9%
Strength	58	6	32	20	36	22	23	35	6	44	8	10	16	31	10	15	23
	6%	2%	9%	6%	8%	5%	7%	6%	3%	7%	7%	6%	6%	6%	5%	5%	8%
Flying	36	8	20	8	26	10	13	23	12	22	2	11	8	17	1	22	10
	4%	3%	6%	2%	6%	2%	4%	4%	6%	3%	1%	6%	3%	4%	1%	7%	4%
Shape shifter	32	17	9	6	13	19	10	22	9	22	1	12	5	15	4	15	10
	3%	6%	3%	2%	3%	4%	3%	4%	5%	3%	1%	6%	2%	3%	2%	5%	3%
Being elastic	16	7	6	4	7	9	6	10	6	8	3	-	6	11	2	7	4
	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	3%		2%	2%	1%	2%	1%
Freezing things	15	10	3	2	7	8	3	13	6	9	1	5	8	3	5	1	3
	2%	4%	1%	1%	2%	2%	1%	2%	3%	1%	1%	3%	3%	1%	3%	0%	1%

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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.

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

**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 premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers.

We began disrupting the market community industry in 2000. Our market communities' broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms.

**Springboard America**, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and Springboard America Business Forum, both an excellent source for business to business research.

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