

New Year, New Grooming Routine:

PetSmart® Pet Poll finds 36 per cent of Canadian Pet Parents regularly take their pet to a groomer



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

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PetSmart® Pet Poll finds 36 per cent of Canadian Pet Parents regularly take their pet to a groomer



According to PetSmart's inaugural Pet Poll conducted by the **DART** Insight division of **DART** Insight and Communications Inc., 36 per cent of Canadian dog and cat owners regularly take their pet to a groomer.

Some of the findings of the PetSmart's Pet Poll revealed the following about Canadian pet parents:

- A little over half (52 per cent) of Canadian dog owners take their dog to a groomer regularly, whereas 21 per cent of Canadian cat owners take their cat regularly
- Atlantic Canada and British Columbia dog owners are more likely to take their pet to the groomer than any other area in Canada at 53 per cent
- Alberta and Quebec cat owners are more likely to take their cat to the groomer than any other province in Canada at 23 per cent

- Shedding can be a hairy situation, which is why 28 per cent of Canadian pet owners keep a lint brush at the front door for their guests
- Quebec and Ontario dog owners are the most likely to have a lint brush at the front door for their guests at 30 per cent
- Saskatchewan/Manitoba cat owners are the most likely to have a lint brush at the front door for their guests at 44 per cent

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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For further information or commentary please contact:

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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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