

*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 the time/ some of the time] The following is a statement that might apply to your pet and yourself as the owner [Text amended for formatting]

Dog and Cat Owners Combined	Region						
	Total	BC	AB	SK/MB	ON	QB	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
BASE: All Respondents	1600	208	172	107	599	393	121
BASE: UNWEIGHTED	1600	192	203	108	669	304	124
I take my pet to a groomer	576	76	60	32	222	142	43
	36%	37%	35%	30%	37%	36%	36%

Dog and Cat Owners Combined	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
	(H)	(I)	(J)	(K)	(L)	(M)	(N)
BASE: All Respondents	458	599	543	782	818	505	1095
BASE: UNWEIGHTED	199	805	596	727	873	583	1017
I take my pet to a groomer	156	202	218	293	283	196	380
	34%	34%	40%	37%	35%	39%	35%
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Dog and Cat Owners Combined	Marital status			Education			HH Income		
	Single/Engaged	Married/ Common Law/ civil partnership	Sep/Div/Wid	<=HS	Tech/College	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	379	1022	199	288	523	789	378	553	438
BASE: UNWEIGHTED	279	1087	234	273	563	764	364	533	479
I take my pet to a groomer	128	369	80	90	189	297	121	191	176
	34%	36%	40%	31%	36%	38%	32%	35%	40%
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Dog Owners	Region						
	Total	BC	AB	SK/MB	ON	QB	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
BASE: All Respondents	955	133	108	63	376	200	74
BASE: UNWEIGHTED	962	117	137	65	416	150	77
I take my pet to a groomer	496	70	54	30	199	103	40
	52%	53%	50%	48%	53%	51%	53%

Dog Owners	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
	(H)	(I)	(J)	(K)	(L)	(M)	(N)
BASE: All Respondents	281	341	332	470	484	334	620
BASE: UNWEIGHTED	127	471	364	452	510	391	571
I take my pet to a groomer	128	177	191	254	241	180	315
	46%	52%	57%	54%	50%	54%	51%



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Dog Owners	Marital status			Education			HH Income		
	Single/Engaged	Married/ Common Law/ civil partnership	Sep/Div/Wid	<=HS	Tech/College	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	194	647	114	183	286	486	204	317	294
BASE: UNWEIGHTED	134	693	135	166	323	473	187	300	332
I take my pet to a groomer	99	329	67	83	153	259	97	160	165
	51%	51%	59%	45%	54%	53%	47%	51%	56%

Cat Owners	Region						
	Total	BC	AB	SK/MB	ON	QB	ATL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
BASE: All Respondents	961	114	96	63	346	274	67
BASE: UNWEIGHTED	953	113	110	64	390	205	71
I take my pet to a groomer	203	21	22	10	76	63	12
	21%	18%	23%	15%	22%	23%	18%

Cat Owners	Age				Gender		Kids in HH	
	Total	18-34	35-54	55+	Male	Female	Yes	No
	(A)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
BASE: All Respondents	961	280	381	300	445	516	308	653
BASE: UNWEIGHTED	953	117	505	331	404	549	346	607
I take my pet to a groomer	203	59	80	64	93	110	79	124
	21%	21%	21%	21%	21%	21%	26%	19%

Cat Owners	Marital status			Education			HH Income		
	Single/Engaged	Married/ Common Law/ civil partnership	Sep/Div/Wid	<=HS	Tech/College	Univ+	<\$50K	\$50K-\$100K	\$100K+
	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE: All Respondents	255	580	126	172	330	459	250	351	230
BASE: UNWEIGHTED	191	616	146	163	350	440	242	336	249
I take my pet to a groomer	52	120	31	30	71	102	46	77	47
	21%	21%	24%	17%	22%	22%	18%	22%	20%

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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