



Pets Tripping Out With their Pet Parents:

How often they hit the road with each other is pawpular...

For Public Release October 8, 2019

A DART Canada Poll

Descriptions of the findings and methodology are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/>

*A description of **DART** and its data collection partner **Maru/Blue** can also be found in this release.*



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October 8, 2019 – A new poll released today by PetSmart Canada indicates that pet parents and their pets travel the winding road at least 26 times a year in their vehicle, whether it's to the cottage or around town.

The survey conducted by **DART** for PetSmart Canada sheds some light on the travel habits and companionship pet parents have across the country when they trade four paws for four wheels and they and/or a family member transport their pet cumulatively to such places as a vet, a pet food store, a groomer, a grocery store, to another home or cottage, or just riding around for fun. The average number of trips for dogs in a vehicle is 43 and for a cat is 7.64 (rounded up to 8) for a total average of 25.87, or rounded up, 26 trips per year.

Those pet parents most likely to have their pets along as passengers in their vehicles hail from Saskatchewan/Manitoba (31 trips per year) and Atlantic Canada (31), followed by those from British Columbia (28), Alberta (27) and Ontario (27), and Québec (20.)

In terms of demographics, men (27 trips per year) are more likely than women (25) to take their pets on trips – and when it comes to marital status, those who are married/common law/civil partnership (28) are more likely to take their pets on a trip than those who are either single/engaged (23) or separated/divorced/widowed (21.) Those without children (27) are also more likely to be travelling pet parents than those with children (22.) Lastly, those who are highest educated (28 trips per year)

are more likely than post secondary college educated (26) and lowest educated (19) to travel on down the highway; and, those with the highest household income (34) are more likely than those who are middle (23) and lower (18) household income earners to hit the road.

Of the **dog trips averaging 43 per year**, the highest number are from pet parents in Atlantic Canada (51) followed by those in Saskatchewan/Manitoba (49) and Alberta (49), British Columbia (48), Ontario (44), and Québec (34.)

Of the **cat trips averaging eight per year**, the highest number are from pet parents in Atlantic Canada (11), followed by those in Ontario (8), Saskatchewan/Manitoba (8), Alberta (8), British Columbia (7), and Québec (6.)

This **DART Canada Poll** was undertaken for PetSmart Canada as part of their annual sounding of Canadian pet owners. The survey was conducted among 1,600 (800 dog owners and 800 cat owners) randomly selected Canadian pet parents who are members of **Maru/Blue's Voice Canada** Online panel on August 9th and 19th, 2019 and is considered accurate to within +/- 2.8 percentage points for the total sample of 1600 and +/- 4.0 for each dog/cat owner sub sample of 800. *Because of extremely small sample sizes, findings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. The precision of this **DART Canada Poll** is measured using a Bayesian Credibility Interval.*

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

For further information please contact:

John Wright

Partner

DART C-Suite Communicators

(416) 919-2101

About **DART** & **Maru/Blue**

DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets, and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy sound-boarding to every assignment.

DART C-Suite Communicators is independent and not tied to any political organization.

It is a partnership founded by veteran pollster **John Wright** and communications specialist **Victoria Ollers**.

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

DART C-Suite Communicators abides by the MRIA polling disclosure requirements.

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