



Pets Tripping Out With their Pet Parents:

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

For Public Release October 8, 2019

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.*

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

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1. How many times would you say you transport your pet to various destinations **over the course of a year** in your automobile? We're looking for a good guess of the **total** number times that you and/or a family member transports your 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.

Please choose a number range that's appropriate for your guess:

[Grid Down]

[Select One]

- 1-10
- 11-20
- 21-30
- 31- 40
- 41-50
- 51-60
- 61-80
- 81-100
- 101+
- **Never**
- **Don't drive**

	Total	Region					
		BC	AB	SK/MB	ON	QB	ATL
	A	B	C	D	E	F	G
BASE: Total Respondents	1600	209	178	106	605	385	117
Mean	25.87	28.27	26.86	30.71	26.81	19.77	31.15
		F	F	F	F	F	F

	Total A	Age			Gender		Children	
		'18-34 H	'35-54 I	'55+ J	Male K	Female L	Yes M	No N
		BASE: Total Respondents	1600	450	554	596	784	816
Mean	25.87	27.73	22.62	27.49	27.20	24.57	22.37	27.39
		I		I				M

	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Common Law/Civil partnership P	Separated/Divorced/Widowed Q	HS or Less R	College/Tech school S	Univ+ T	<\$50K U	\$50k-99K V	\$100K+ W
		BASE: Total Respondents	1600	407	980	213	303	551	746	419
Mean	25.87	22.65	28.19	20.66	18.66	26.25	28.39	17.97	23.15	33.90
			OQ			R	R		U	UV

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Dog owners by province/region:

	Total A	Region					
		BC	AB	SK/MB	ON	QB	ATL
		B	C	D	E	F	G
BASE: Total Respondents	800	106	82*	56*	308	191	57*
1-10	185	23	22	10	67	52	11
	23%	22%	27%	18%	22%	27%	19%
11-20	134	23	4	7	50	40	10
	17%	22%	5%	13%	16%	21%	18%
21-30	82	7	7	7	41	17	3
	10%	7%	9%	13%	13%	9%	5%
31-40	53	1	6	2	25	16	3
	7%	1%	7%	4%	8%	8%	5%
41-50	50	7	6	7	14	13	3
	6%	7%	7%	13%	5%	7%	5%
51-60	36	8	7	3	11	4	3
	5%	8%	9%	5%	4%	2%	5%
61-80	35	3	5	1	15	5	6
	4%	3%	6%	2%	5%	3%	11%
81-100	30	4	5	2	11	5	3
	4%	4%	6%	4%	4%	3%	5%
101+	161	27	17	14	63	26	14
	20%	25%	21%	25%	20%	14%	25%
Never (0)	19	1	1	1	7	8	1
	2%	1%	1%	2%	2%	4%	2%
Don't drive	15	2	2	2	4	5	-
	2%	2%	2%	4%	1%	3%	-
Mean	43.22	47.74	48.50	49.44	43.39	33.92	51.14
		F	F	F	F		F

Cat owners by province/region:

	Total	Region					
		BC	AB	SK/MB	ON	QB	ATL
	A	B	C	D	E	F	G
BASE: Total Respondents	800	103	96*	50*	297	194	60*
1-10	496	73	63	29	180	112	39
	62%	71%	66%	58%	61%	58%	65%
		F					
11-20	43	4	5	3	19	10	2
	5%	4%	5%	6%	6%	5%	3%
21-30	14	2	1	1	4	4	2
	2%	2%	1%	2%	1%	2%	3%
31-40	11	2	3	-	5	1	-
	1%	2%	3%	-	2%	1%	-
41-50	5	1	-	1	3	-	-
	1%	1%	-	2%	1%	-	-
51-60	4	-	-	-	2	-	2
	1%	-	-	-	1%	-	3%
							F
61-80	3	1	-	-	1	1	-
	*	1%	-	-	*	1%	-
81-100	1	-	-	-	1	-	-
	*	-	-	-	*	-	-
101+	10	-	2	1	4	1	2
	1%	-	2%	2%	1%	1%	3%
Never (0)	160	12	18	10	55	56	9
	20%	12%	19%	20%	19%	29%	15%
						BEG	
Don't drive	53	8	4	5	23	9	4
	7%	8%	4%	10%	8%	5%	7%
Mean	7.64	6.95	8.04	8.22	8.41	5.54	10.80
					F		F

About **DART** C-Suite Communicators and 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.

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. **Maru/Blue** 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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