



Holiday Gift Giving Show Down: Who gets More Gifts – Your Pet or Your Spouse/Partner?

*One in Six (18%) Pet Owners Say their Pet Gets More Gifts
During Holiday Season than Spouse/Partner*

*Ontario Dog Owners (22%) and Atlantic Cat Owners (25%) Lead the Way
with top Gift Choices of Special Food Treat, Toy, Blanket, and Collar Top
Gift Pet Choices*

For Public Release November 22, 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.*



Holiday Gift Giving Show Down: Who gets More Gifts – Your Pet or Your Spouse/Partner?

*One in Six (18%) Pet Owners Say their Pet Gets More Gifts
During Holiday Season than Spouse/Partner*

*Ontario Dog Owners (22%) and Atlantic Cat Owners (25%) Lead the Way
with top Gift Choices of Special Food Treat, Toy, Blanket, and Collar Top
Gift Pet Choices*

November 22, 2019 – A new poll released today by PetSmart Canada indicates that one in six (18%) Canadian pet owners say their pet gets more gifts during the holiday season than their spouse/partner led by Ontario Dog Owners (22%) and Atlantic Cat Owners (25%), with the top gift choices in ranked order being a special food treat, followed by a toy, a blanket, and a collar.

Those who claim that their pet gets more gifts during the holiday season than their spouse/partner (18%) are most likely to be dog owners (22%) from Ontario (25%), followed by those in Alberta (22%), Québec (21%), British Columbia (20%), Atlantic Canada (16%), and Saskatchewan/Manitoba (16%).

Of those cat owners (14%) who claim that their pet gets more gifts during the holiday season than their spouse/partner, Atlantic Canada (25%) comes out on top, followed by cat owners from Alberta (16%), Québec (15%), Saskatchewan/Manitoba (12%), Ontario (12%), and British Columbia (10%).

And when it comes to pet owner demographics, younger pet owners (aged 18-34 27%) are most likely to say that their pet gets more gifts than their spouse/partner followed by those who are middle aged (35-54 15%) and older (55+ 13%).

Is there a gender divide? Yes: female pet owners (20%) are more likely to agree that their pet gets more gifts than their spouse/partner compared with men (16%) who admit to the same thing.

As for marital status, those who are single/engaged (25%) are more likely to say that their pet gets more gifts than their significant other compared to those who are married or in a common-law/civil partnership (16%) union or who are separated/divorced or widowed (14%) not far behind.

As for gifts, Canada's pet parents are most likely to bundle them up for their pet children in the following ranked order:

Special Food Treat – total 87%:

- **Dog 87%** Saskatchewan/Manitoba 93%, Alberta 90%, Québec 89%, British Columbia 86%, Ontario 85%, Atlantic Canada 84%
- **Cat 86%** Atlantic Canada 92%, British Columbia 88%, Saskatchewan/Manitoba 88%, Ontario 87%, Québec 84%, Alberta 82%

Toy--total 84%:

- **Dog 82%** Saskatchewan/Manitoba 88%, Ontario 82%, Québec 82%, British Columbia 80%, Alberta 78%, Atlantic Canada 79%
- **Cat 86%** Atlantic Canada 95%, Saskatchewan/Manitoba 90%, Alberta 89%, Ontario 88%, British Columbia 83%, Québec 80%

New Blanket – total 14%:

- **Dog 12%** Alberta 15%, Atlantic Canada 14%, British Columbia 14%, Saskatchewan/Manitoba 11%, Ontario 11%, Québec 11%
- **Cat 16%** Alberta 22%, Québec 20%, British Columbia 14%, Ontario 13%, Saskatchewan/Manitoba 12%, Atlantic Canada 8%

New Collar – total 10%:

- **Dog 11%** Atlantic Canada 21%, Ontario 12%, Alberta 11%, Québec 10%, British Columbia 8%, Saskatchewan/Manitoba 7%
- **Cat 8%** Québec 11%, British Columbia 9%, Ontario 8%, Saskatchewan/Manitoba 6%, Alberta 5%, Atlantic Canada 5%

Apparel – total 3%:

- **Dog 3%** Ontario 5%, British Columbia 3%, Atlantic Canada 2%, Québec 2%, Alberta 2%, Saskatchewan/Manitoba 1%
- **Cat 2%** Saskatchewan/Manitoba 4%, Ontario 3%, British Columbia 3%, Québec 2%, Atlantic Canada 1%, Alberta 1%

Walking Accessory – total 3%

- **Dog 5%** British Columbia 9%, Ontario 6%, Québec 6%, Alberta 4%, Saskatchewan/Manitoba 2%, Atlantic Canada 1%
- **Cat 2%** British Columbia 3%, Québec 3%, Alberta 2%, Ontario 1%, Saskatchewan/Manitoba 1%, Atlantic Canada 1%

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.*

– 30 –

Visit <http://www.dartincom.ca/polls/> for the 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.

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. **Maru 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.

Discover us at:

www.dartincom.ca www.marublue.net