



*Pets Care: Mood Sensors and Sponges...*

For Public Release November 4, 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.*



## ***Pets Care: Mood Sensors and Sponges...***

**November 4, 2019** – A new poll released today by PetSmart Canada indicates that their pets are literally mood sensors and sponges.

The survey conducted by **DART** for PetSmart Canada indicates that those pet parents most likely to indicate that **there have been times in their life when just putting their arm around their pet has helped to reduce their sadness or stress (91%--72% absolutely)** are most likely to be:

- **Dog-parents 93%** (64% absolutely) first from Atlantic Canada 96% (72% absolutely), followed by those from Ontario 95% (65% absolutely), Saskatchewan/Manitoba 93% (71% absolutely), Alberta 93% (65% absolutely), British Columbia 92% (53% absolutely), and Québec 91% (65% absolutely.)
- **Cat-parents 88%** (55% absolutely) foremost from Alberta 93% (58% absolutely), Atlantic Canada 93% (48% absolutely), Ontario 90% (56% absolutely), British Columbia 89% (62% absolutely), Saskatchewan/Manitoba 86% (62% absolutely), and Québec 82% (51% absolutely.)

Likewise, those pet parents most likely to indicate that **their pet senses their moods, especially when they're feeling low, and their pet just comes to be with them (84%--39% absolutely)** are most likely to be:

- **Dog-parents 89%** (49% absolutely) foremost from Atlantic Canada 95% (54% absolutely) followed by those from Ontario 91% (50% absolutely), British Columbia 89% (48% absolutely), Saskatchewan/Manitoba 89% (45% absolutely), and Alberta 88% (51% absolutely.)

- **Cat-parents 79%** (35% absolutely) first from Alberta 85% (41% absolutely), followed by those from Atlantic Canada 83% (43% absolutely), Ontario 81% (34% absolutely), Saskatchewan/Manitoba 74% (36% absolutely), and British Columbia 71% (30% absolutely.)

A further break-out of all socio-economic and demographic findings can be found in the accompanying set of data tables.

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 9<sup>th</sup> and 19<sup>th</sup>, 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.

**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.

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