



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 SpecialFood Treat, Toy, Blanket, and Collar Top Gift Pet Choices*

For Public Release November 22, 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.*

DART

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

C-Suite Communicators
For further information or commentary please contact:

John Wright

Partner

DART *C-Suite Communicators*

(416) 919-2101 jwright@dartincom.ca



Please indicate how often your pet...

[Grid Down]

[Randomize]

1. Gets more gifts during the holiday season than your spouse/partner

[Grid Across]

[Select One]

- Very often
- Somewhat often

MARU VOICE

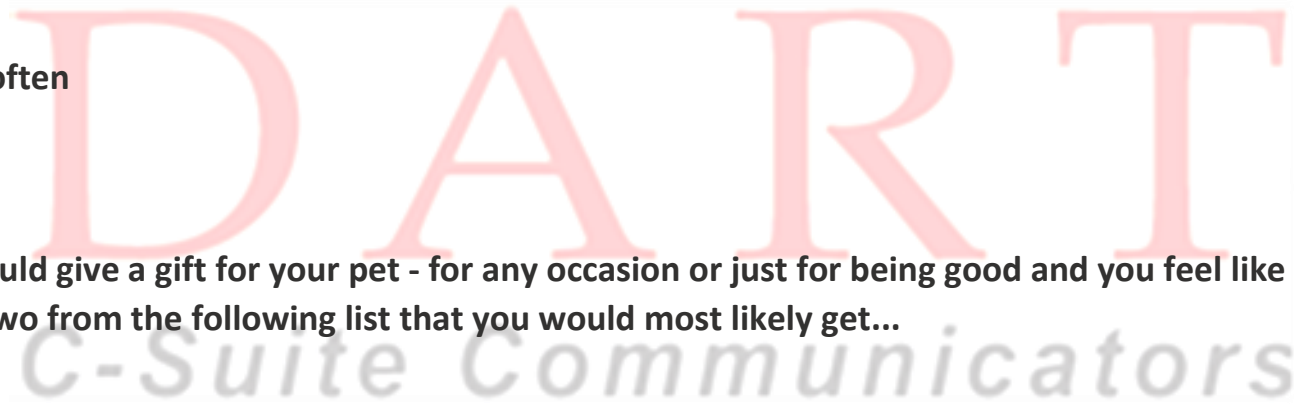
CANADA

- Not very often
- Not ever

2. And if you could give a gift for your pet - for any occasion or just for being good and you feel like doing something for them - pick two from the following list that you would most likely get...

[Grid Down]
[Choose two]
[Randomize]

- A Toy
- A special food treat
- Apparel
- A walking accessory
- A new collar
- A new blanket



Total Pet owners by province/region/demos:

Please indicate how often your pet...Gets more gifts during the holiday season than your spouse/partner

	Total A	Region					
		BC	AB	SK/MB	ON	QB	ATL
		B	C	D	E	F	G
BASE: Total Respondents	1600	209	178	106	605	385	117
Top 2 Box (NET)	287	31	33	15	114	70	24
	18%	15%	19%	14%	19%	18%	21%
(4) Very often	97	6	11	6	47	17	10
	6%	3%	6%	6%	8%	4%	9%
(3) Somewhat often	190	25	22	9	67	53	14
	12%	12%	12%	8%	11%	14%	12%
(2) Not very often	285	36	30	24	105	72	18
	18%	17%	17%	23%	17%	19%	15%
(1) Not ever	1028	142	115	67	386	243	75
	64%	68%	65%	63%	64%	63%	64%
Bottom 2 Box (NET)	1313	178	145	91	491	315	93
	82%	85%	81%	86%	81%	82%	79%
Mean	1.60	1.50	1.60	1.57	1.63	1.59	1.65

	Age			Gender		Children		Marital		
	'18-34	'35-54	'55+	Male	Female	Yes	No	Single/Engaged	Married/ Common Law/Civil partnership	Separated/Divorced/ Widowed
	H	I	J	K	L	M	N	O	P	Q
BASE: Total Respondents	450	554	596	784	816	473	1127	407	980	213
Top 2 Box (NET)	123	84	80	123	164	84	203	100	158	29
	27%	15%	13%	16%	20%	18%	18%	25%	16%	14%
	IJ				K			PQ		
(4) Very often	42	31	24	36	61	28	69	37	45	15
	9%	6%	4%	5%	7%	6%	6%	9%	5%	7%
	IJ				K			P		
(3) Somewhat often	81	53	56	87	103	56	134	63	113	14
	18%	10%	9%	11%	13%	12%	12%	15%	12%	7%
	IJ							PQ	Q	
(2) Not very often	88	107	90	149	136	85	200	80	173	32
	20%	19%	15%	19%	17%	18%	18%	20%	18%	15%
(1) Not ever	239	363	426	512	516	304	724	227	649	152
	53%	66%	71%	65%	63%	64%	64%	56%	66%	71%
		H	HI						O	O
Bottom 2 Box (NET)	327	470	516	661	652	389	924	307	822	184
	73%	85%	87%	84%	80%	82%	82%	75%	84%	86%
		H	H	L					O	O
Mean	1.84	1.55	1.46	1.55	1.64	1.59	1.60	1.78	1.54	1.49
	IJ				K			PQ		

MARU VOICE
CANADA

	Education			Income		
	HS or Less	College/Tech school	Univ+	<\$50K	\$50k-99K	\$100K+
	R	S	T	U	V	W
BASE: Total Respondents	303	551	746	419	539	440
Top 2 Box (NET)	59	96	132	86	96	67
	19%	17%	18%	21%	18%	15%
(4) Very often	15	35	47	32	27	21
	5%	6%	6%	8%	5%	5%
(3) Somewhat often	44	61	85	54	69	46
	15%	11%	11%	13%	13%	10%
(2) Not very often	61	96	128	69	89	92
	20%	17%	17%	16%	17%	21%
(1) Not ever	183	359	486	264	354	281
	60%	65%	65%	63%	66%	64%
Bottom 2 Box (NET)	244	455	614	333	443	373
	81%	83%	82%	79%	82%	85%
Mean	1.64	1.59	1.59	1.65	1.57	1.56
						U

MARU VOICE
CANADA

Dog Owners

Please indicate how often your pet...Gets more gifts during the holiday season than your spouse/partner

	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*
Top 2 Box (NET)	175	21	18	9	78	40	9
	22%	20%	22%	16%	25%	21%	16%
(4) Very often	63	4	6	4	36	8	5
	8%	4%	7%	7%	12%	4%	9%
(3) Somewhat often	112	17	12	5	42	32	4
	14%	16%	15%	9%	14%	17%	7%
(2) Not very often	151	20	20	12	51	38	10
	19%	19%	24%	21%	17%	20%	18%
(1) Not ever	474	65	44	35	179	113	38
	59%	61%	54%	63%	58%	59%	67%
Bottom 2 Box (NET)	625	85	64	47	230	151	48
	78%	80%	78%	84%	75%	79%	84%
Mean	1.71	1.62	1.76	1.61	1.79	1.66	1.58

	Total A	Age			Gender		Children	
		'18-34	'35-54	'55+	Male	Female	Yes	No
		H	I	J	K	L	M	N
BASE: Total Respondents	800	212	264	324	411	389	247	553
Top 2 Box (NET)	175	65	49	61	83	92	50	125
	22%	31%	19%	19%	20%	24%	20%	23%
		IJ						
(4) Very often	63	25	17	21	26	37	16	47
	8%	12%	6%	6%	6%	10%	6%	8%
		IJ						
(3) Somewhat often	112	40	32	40	57	55	34	78
	14%	19%	12%	12%	14%	14%	14%	14%
		IJ						
(2) Not very often	151	37	55	59	86	65	51	100
	19%	17%	21%	18%	21%	17%	21%	18%
(1) Not ever	474	110	160	204	242	232	146	328
	59%	52%	61%	63%	59%	60%	59%	59%
				H				
Bottom 2 Box (NET)	625	147	215	263	328	297	197	428
	78%	69%	81%	81%	80%	76%	80%	77%
			H	H				
Mean	1.71	1.91	1.64	1.62	1.68	1.74	1.68	1.72
		IJ						

MARU VOICE
CANADA

	Total	Marital			Education			Income		
		Single/Engaged	Married/Common Law/Civil partnership	Separated/Divorced/Widowed	HS or Less	College/Tech school	Univ+	<\$50K	\$50k-99K	\$100K+
		O	P	Q	R	S	T	U	V	W
A										
BASE: Total Respondents	800	164	538	98*	148	281	371	174	257	256
Top 2 Box (NET)	175	51	106	18	28	64	83	48	57	46
	22%	31%	20%	18%	19%	23%	22%	28%	22%	18%
		PQ						W		
(4) Very often	63	18	35	10	8	21	34	20	17	15
	8%	11%	7%	10%	5%	7%	9%	11%	7%	6%
								W		
(3) Somewhat often	112	33	71	8	20	43	49	28	40	31
	14%	20%	13%	8%	14%	15%	13%	16%	16%	12%
		PQ								
(2) Not very often	151	28	106	17	31	49	71	34	35	63
	19%	17%	20%	17%	21%	17%	19%	20%	14%	25%
										V
(1) Not ever	474	85	326	63	89	168	217	92	165	147
	59%	52%	61%	64%	60%	60%	58%	53%	64%	57%
		O							U	
Bottom 2 Box (NET)	625	113	432	80	120	217	288	126	200	210
	78%	69%	80%	82%	81%	77%	78%	72%	78%	82%
		O		O						U
Mean	1.71	1.90	1.66	1.64	1.64	1.70	1.73	1.86	1.65	1.66
		P						VW		

MARU VOICE
CANADA

Cat Owners

Please indicate how often your pet...Gets more gifts during the holiday season than your spouse/partner

	Total A	Region					
		BC	AB	SK/MB	ON	QB	ATL
		B	C	D	E	F	G
BASE: Total Respondents	800	103	96*	50*	297	194	60*
Top 2 Box (NET)	112	10	15	6	36	30	15
	14%	10%	16%	12%	12%	15%	25%
							BE
(4) Very often	34	2	5	2	11	9	5
	4%	2%	5%	4%	4%	5%	8%
(3) Somewhat often	78	8	10	4	25	21	10
	10%	8%	10%	8%	8%	11%	17%
(2) Not very often	134	16	10	12	54	34	8
	17%	16%	10%	24%	18%	18%	13%
				C			
(1) Not ever	554	77	71	32	207	130	37
	69%	75%	74%	64%	70%	67%	62%
Bottom 2 Box (NET)	688	93	81	44	261	164	45
	86%	90%	84%	88%	88%	85%	75%
		G			G		
Mean	1.49	1.37	1.47	1.52	1.46	1.53	1.72
							BE

	Total A	Age			Gender		Children	
		'18-34 H	'35-54 I	'55+ J	Male K	Female L	Yes M	No N
		BASE: Total Respondents	800	238	290	272	373	427
Top 2 Box (NET)	112	58	35	19	40	72	34	78
	14%	24%	12%	7%	11%	17%	15%	14%
(4) Very often		IJ	J			K		
	34	17	14	3	10	24	12	22
	4%	7%	5%	1%	3%	6%	5%	4%
(3) Somewhat often		J	J			K		
	78	41	21	16	30	48	22	56
	10%	17%	7%	6%	8%	11%	10%	10%
(2) Not very often		IJ						
	134	51	52	31	63	71	34	100
	17%	21%	18%	11%	17%	17%	15%	17%
(1) Not ever		J	J					
	554	129	203	222	270	284	158	396
	69%	54%	70%	82%	72%	67%	70%	69%
Bottom 2 Box (NET)			H	HI				
	688	180	255	253	333	355	192	496
	86%	76%	88%	93%	89%	83%	85%	86%
Mean			H	HI	L			
	1.49	1.77	1.47	1.26	1.41	1.56	1.50	1.48
		IJ	J			K		

MARU VOICE
CANADA

	Total	Marital			Education			Income		
		Single/Engaged	Married/Common Law/Civil partnership	Separated/Divorced/Widowed	HS or Less	College/Tech school	Univ+	<\$50K	\$50k-99K	\$100K+
		O	P	Q	R	S	T	U	V	W
BASE: Total Respondents	800	243	442	115	155	270	375	245	282	184
Top 2 Box (NET)	112	49	52	11	31	32	49	38	39	21
	14%	20%	12%	10%	20%	12%	13%	16%	14%	11%
		PQ			ST					
(4) Very often	34	19	10	5	7	14	13	12	10	6
	4%	8%	2%	4%	5%	5%	3%	5%	4%	3%
		P								
(3) Somewhat often	78	30	42	6	24	18	36	26	29	15
	10%	12%	10%	5%	15%	7%	10%	11%	10%	8%
		Q			S					
(2) Not very often	134	52	67	15	30	47	57	35	54	29
	17%	21%	15%	13%	19%	17%	15%	14%	19%	16%
		P								
(1) Not ever	554	142	323	89	94	191	269	172	189	134
	69%	58%	73%	77%	61%	71%	72%	70%	67%	73%
		O		O		R	R			
Bottom 2 Box (NET)	688	194	390	104	124	238	326	207	243	163
	86%	80%	88%	90%	80%	88%	87%	84%	86%	89%
		O		O		R	R			
Mean	1.49	1.70	1.41	1.37	1.64	1.46	1.45	1.50	1.50	1.42
		PQ			ST					

MARU VOICE
CANADA

Dog and Cat Owners

And if you could give a gift for your pet - for any occasion or just for being good and you feel like doing something for them - pick two from the following list that you would most likely get...

	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
A Toy	1341	171	149	94	513	312	102
	84%	82%	84%	89%	85%	81%	87%
A special food treat	1387	182	153	96	520	333	103
	87%	87%	86%	91%	86%	86%	88%
Apparel	41	6	2	2	22	8	1
	3%	3%	1%	2%	4%	2%	1%
A walking accessory	55	13	5	1	20	16	-
	3%	6%	3%	1%	3%	4%	-
A new collar	157	17	14	7	63	41	15
	10%	8%	8%	7%	10%	11%	13%
A new blanket	219	29	33	12	72	60	13
	14%	14%	19%	11%	12%	16%	11%
			E				

	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
A Toy	1341	381	468	492	664	677	398	943
	84%	85%	84%	83%	85%	83%	84%	84%
A special food treat	1387	376	487	524	689	698	408	979
	87%	84%	88%	88%	88%	86%	86%	87%
Apparel	41	15	13	13	20	21	17	24
	3%	3%	2%	2%	3%	3%	4%	2%
A walking accessory	55	23	12	20	26	29	19	36
	3%	5%	2%	3%	3%	4%	4%	3%
A new collar	157	49	54	54	70	87	53	104
	10%	11%	10%	9%	9%	11%	11%	9%
A new blanket	219	56	74	89	99	120	51	168
	14%	12%	13%	15%	13%	15%	11%	15%
								M

MARU VOICE
CANADA

	Total	Marital			Education			Income		
		Single/Engaged	Married/Common Law/Civil partnership	Separated/Divorced/Widowed	HS or Less	College/Tech school	Univ+	<\$50K	\$50k-99K	\$100K+
	A	O	P	Q	R	S	T	U	V	W
BASE: Total Respondents	1600	407	980	213	303	551	746	419	539	440
A Toy	1341	344	820	177	253	454	634	337	451	385
	84%	85%	84%	83%	83%	82%	85%	80%	84%	88%
										U
A special food treat	1387	338	862	187	273	476	638	368	453	388
	87%	83%	88%	88%	90%	86%	86%	88%	84%	88%
			O				T			
Apparel	41	14	22	5	7	9	25	12	19	10
	3%	3%	2%	2%	2%	2%	3%	3%	4%	2%
A walking accessory	55	14	36	5	13	10	32	18	17	14
	3%	3%	4%	2%	4%	2%	4%	4%	3%	3%
					S		S			
A new collar	157	38	99	20	23	69	65	34	62	46
	10%	9%	10%	9%	8%	13%	9%	8%	12%	10%
						RT				
A new blanket	219	66	121	32	37	84	98	69	76	37
	14%	16%	12%	15%	12%	15%	13%	16%	14%	8%
								W	W	

MARU VOICE
CANADA

Dog Owners

And if you could give a gift for your pet - for any occasion or just for being good and you feel like doing something for them - pick two from the following list that you would most likely get...

	Total	Region					
		BC	AB	SK/MB	ON	QB	ATL
	A	B	C	D	E	F	G
BASE: Total Respondents	800	106	82*	56*	308	191	57*
A Toy	652	85	64	49	252	157	45
	82%	80%	78%	88%	82%	82%	79%
A special food treat	697	91	74	52	262	170	48
	87%	86%	90%	93%	85%	89%	84%
Apparel	24	3	2	-	14	4	1
	3%	3%	2%	-	5%	2%	2%
A walking accessory	42	10	3	1	17	11	-
	5%	9%	4%	2%	6%	6%	-
A new collar	90	8	9	4	38	19	12
	11%	8%	11%	7%	12%	10%	21%
A new blanket	95	15	12	6	33	21	8
	12%	14%	15%	11%	11%	11%	14%

MARU VOICE
CANADA

	Total	Age			Gender		Children	
		'18-34	'35-54	'55+	Male	Female	Yes	No
	A	H	I	J	K	L	M	N
BASE: Total Respondents	800	212	264	324	411	389	247	553
A Toy	652	178	221	253	341	311	205	447
	82%	84%	84%	78%	83%	80%	83%	81%
A special food treat	697	179	231	287	362	335	215	482
	87%	84%	88%	89%	88%	86%	87%	87%
Apparel	24	6	7	11	11	13	8	16
	3%	3%	3%	3%	3%	3%	3%	3%
A walking accessory	42	14	9	19	24	18	12	30
	5%	7%	3%	6%	6%	5%	5%	5%
A new collar	90	25	32	33	41	49	30	60
	11%	12%	12%	10%	10%	13%	12%	11%
A new blanket	95	22	28	45	43	52	24	71
	12%	10%	11%	14%	10%	13%	10%	13%

MARU VOICE
CANADA

	Total	Marital			Education			Income		
		Single/Engaged	Married/Common Law/Civil partnership	Separated/Divorced/Widowed	HS or Less	College/Tech school	Univ+	<\$50K	\$50k-99K	\$100K+
		A	O	P	Q	R	S	T	U	V
BASE: Total Respondents	800	164	538	98*	148	281	371	174	257	256
A Toy	652	135	445	72	119	229	304	126	218	220
	82%	82%	83%	73%	80%	81%	82%	72%	85%	86%
			Q						U	U
A special food treat	697	138	477	82	133	245	319	149	220	225
	87%	84%	89%	84%	90%	87%	86%	86%	86%	88%
Apparel	24	6	13	5	4	4	16	10	7	7
	3%	4%	2%	5%	3%	1%	4%	6%	3%	3%
							S			
A walking accessory	42	11	26	5	9	9	24	15	11	10
	5%	7%	5%	5%	6%	3%	6%	9%	4%	4%
								W		
A new collar	90	16	61	13	13	39	38	19	31	30
	11%	10%	11%	13%	9%	14%	10%	11%	12%	12%
A new blanket	95	22	54	19	18	36	41	29	27	20
	12%	13%	10%	19%	12%	13%	11%	17%	11%	8%
				P				W		

MARU VOICE
CANADA

Cat Owners

And if you could give a gift for your pet - for any occasion or just for being good and you feel like doing something for them - pick two from the following list that you would most likely get...

	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*
A Toy	689	86	85	45	261	155	57
	86%	83%	89%	90%	88%	80%	95%
					F		BF
A special food treat	690	91	79	44	258	163	55
	86%	88%	82%	88%	87%	84%	92%
Apparel	17	3	-	2	8	4	-
	2%	3%	-	4%	3%	2%	-
A walking accessory	13	3	2	-	3	5	-
	2%	3%	2%	-	1%	3%	-
A new collar	67	9	5	3	25	22	3
	8%	9%	5%	6%	8%	11%	5%
A new blanket	124	14	21	6	39	39	5
	16%	14%	22%	12%	13%	20%	8%
			EG			EG	

	Total A	Age			Gender		Children	
		'18-34 H	'35-54 I	'55+ J	Male K	Female L	Yes M	No N
		BASE: Total Respondents	800	238	290	272	373	427
A Toy	689	203	247	239	323	366	193	496
	86%	85%	85%	88%	87%	86%	85%	86%
A special food treat	690	197	256	237	327	363	193	497
	86%	83%	88%	87%	88%	85%	85%	87%
Apparel	17	9	6	2	9	8	9	8
	2%	4%	2%	1%	2%	2%	4%	1%
		J					N	
A walking accessory	13	9	3	1	2	11	7	6
	2%	4%	1%	*	1%	3%	3%	1%
		IJ				K	N	
A new collar	67	24	22	21	29	38	23	44
	8%	10%	8%	8%	8%	9%	10%	8%
A new blanket	124	34	46	44	56	68	27	97
	16%	14%	16%	16%	15%	16%	12%	17%

MARU VOICE
CANADA

	Total	Marital			Education			Income		
		Single/Engaged	Married/Common Law/Civil partnership	Separated/Divorced/Widowed	HS or Less	College/Tech school	Univ+	<\$50K	\$50k-99K	\$100K+
		A	O	P	Q	R	S	T	U	V
BASE: Total Respondents	800	243	442	115	155	270	375	245	282	184
A Toy	689	209	375	105	134	225	330	211	233	165
	86%	86%	85%	91%	86%	83%	88%	86%	83%	90%
A special food treat	690	200	385	105	140	231	319	219	233	163
	86%	82%	87%	91%	90%	86%	85%	89%	83%	89%
				O				V		
Apparel	17	8	9	-	3	5	9	2	12	3
	2%	3%	2%	-	2%	2%	2%	1%	4%	2%
A walking accessory	13	3	10	-	4	1	8	3	6	4
	2%	1%	2%	-	3%	*	2%	1%	2%	2%
					S					
A new collar	67	22	38	7	10	30	27	15	31	16
	8%	9%	9%	6%	6%	11%	7%	6%	11%	9%
A new blanket	124	44	67	13	19	48	57	40	49	17
	16%	18%	15%	11%	12%	18%	15%	16%	17%	9%
								W	W	

MARU VOICE
CANADA

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.

Discover us at:

www.dartincom.ca www.marublue.net