



Pets Care: Love Sponges...

For Public Release November 4, 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.*

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

For further information or commentary please contact:

John Wright

Partner

DART C-Suite Communicators

C-Suite Communicators

(416) 919-2101 jwright@dartincom.ca

Please indicate if you agree or disagree with the following statements...

[Grid Down]

[Randomize]

1. My pet senses my moods, especially when I'm feeling low and they just come to be with me
2. There have been times in my life when just putting my arm around my pet has helped to reduce my sadness or stress

[Grid Across]

[Select One]

- Absolutely agree
- Somewhat agree
- Somewhat disagree
- Absolutely disagree

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Total Pet owners by province/region/demos:

1. My pet senses my moods, especially when I'm feeling low and they just come to be with me

	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
Top 2 Box (NET)	1350	167	154	87	521	317	104
	84%	80%	87%	82%	86%	82%	89%
					B		B
(4) Absolutely agree	675	82	81	43	254	158	57
	42%	39%	46%	41%	42%	41%	49%
(3) Somewhat agree	675	85	73	44	267	159	47
	42%	41%	41%	42%	44%	41%	40%
(2) Somewhat disagree	175	33	21	11	61	39	10
	11%	16%	12%	10%	10%	10%	9%
		EF					
(1) Absolutely disagree	75	9	3	8	23	29	3
	5%	4%	2%	8%	4%	8%	3%
				C		CE	
Bottom 2 Box (NET)	250	42	24	19	84	68	13
	16%	20%	13%	18%	14%	18%	11%
		EG					

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	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
Top 2 Box (NET)	1350	374	466	510	632	718	383	967
	84%	83%	84%	86%	81%	88%	81%	86%
(4) Absolutely agree	675	202	239	234	257	418	194	481
	42%	45%	43%	39%	33%	51%	41%	43%
						K		M
(3) Somewhat agree	675	172	227	276	375	300	189	486
	42%	38%	41%	46%	48%	37%	40%	43%
				H	L			
(2) Somewhat disagree	175	55	63	57	104	71	54	121
	11%	12%	11%	10%	13%	9%	11%	11%
					L			
(1) Absolutely disagree	75	21	25	29	48	27	36	39
	5%	5%	5%	5%	6%	3%	8%	3%
					L		N	
Bottom 2 Box (NET)	250	76	88	86	152	98	90	160
	16%	17%	16%	14%	19%	12%	19%	14%
					L		N	

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	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Comm on 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	539	440
Top 2 Box (NET)	1350	344	822	184	256	473	621	365	455	362
	84%	85%	84%	86%	84%	86%	83%	87%	84%	82%
								W		
(4) Absolutely agree	675	184	394	97	132	254	289	193	220	169
	42%	45%	40%	46%	44%	46%	39%	46%	41%	38%
						T		W		
(3) Somewhat agree	675	160	428	87	124	219	332	172	235	193
	42%	39%	44%	41%	41%	40%	45%	41%	44%	44%
(2) Somewhat disagree	175	47	105	23	31	55	89	39	58	57
	11%	12%	11%	11%	10%	10%	12%	9%	11%	13%
(1) Absolutely disagree	75	16	53	6	16	23	36	15	26	21
	5%	4%	5%	3%	5%	4%	5%	4%	5%	5%
Bottom 2 Box (NET)	250	63	158	29	47	78	125	54	84	78
	16%	15%	16%	14%	16%	14%	17%	13%	16%	18%
										U

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2. There have been times in my life when just putting my arm around my pet has helped to reduce my sadness or stress

	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
Top 2 Box (NET)	1452	189	165	95	560	332	111
	91%	90%	93%	90%	93%	86%	95%
			F		F		F
(4) Absolutely agree	951	120	109	71	365	216	70
	59%	57%	61%	67%	60%	56%	60%
				F			
(3) Somewhat agree	501	69	56	24	195	116	41
	31%	33%	31%	23%	32%	30%	35%
					D		D
(2) Somewhat disagree	99	11	10	8	29	35	6
	6%	5%	6%	8%	5%	9%	5%
						E	
(1) Absolutely disagree	49	9	3	3	16	18	-
	3%	4%	2%	3%	3%	5%	-
		G				G	
Bottom 2 Box (NET)	148	20	13	11	45	53	6
	9%	10%	7%	10%	7%	14%	5%
						CEG	

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	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
Top 2 Box (NET)	1544	428	534	582	750	794	447	1097
	97%	95%	96%	98%	96%	97%	95%	97%
				H				M
(4) Absolutely agree	1157	331	386	440	515	642	302	855
	72%	74%	70%	74%	66%	79%	64%	76%
						K		M
(3) Somewhat agree	387	97	148	142	235	152	145	242
	24%	22%	27%	24%	30%	19%	31%	21%
					L		N	
(2) Somewhat disagree	38	17	13	8	26	12	15	23
	2%	4%	2%	1%	3%	1%	3%	2%
		J			L			
(1) Absolutely disagree	18	5	7	6	8	10	11	7
	1%	1%	1%	1%	1%	1%	2%	1%
							N	
Bottom 2 Box (NET)	56	22	20	14	34	22	26	30
	4%	5%	4%	2%	4%	3%	5%	3%
		J					N	

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	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Comm on 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	539	440
Top 2 Box (NET)	1452	378	874	200	268	511	673	387	486	391
	91%	93%	89%	94%	88%	93%	90%	92%	90%	89%
		P		P		R				
(4) Absolutely agree	951	272	545	134	162	344	445	260	327	241
	59%	67%	56%	63%	53%	62%	60%	62%	61%	55%
		P				R		W		
(3) Somewhat agree	501	106	329	66	106	167	228	127	159	150
	31%	26%	34%	31%	35%	30%	31%	30%	29%	34%
			O							
(2) Somewhat disagree	99	23	67	9	24	28	47	22	37	31
	6%	6%	7%	4%	8%	5%	6%	5%	7%	7%
(1) Absolutely disagree	49	6	39	4	11	12	26	10	16	18
	3%	1%	4%	2%	4%	2%	3%	2%	3%	4%
			O							
Bottom 2 Box (NET)	148	29	106	13	35	40	73	32	53	49
	9%	7%	11%	6%	12%	7%	10%	8%	10%	11%
			OQ		S					

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Dog owners by province/region/demos:

1. My pet senses my moods, especially when I'm feeling low and they just come to be with me

	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)	715	94	72	50	279	166	54
	89%	89%	88%	89%	91%	87%	95%
(4) Absolutely agree	393	51	42	25	154	90	31
	49%	48%	51%	45%	50%	47%	54%
(3) Somewhat agree	322	43	30	25	125	76	23
	40%	41%	37%	45%	41%	40%	40%
(2) Somewhat disagree	66	9	10	5	24	15	3
	8%	8%	12%	9%	8%	8%	5%
(1) Absolutely disagree	19	3	-	1	5	10	-
	2%	3%	-	2%	2%	5%	-
						CE	
Bottom 2 Box (NET)	85	12	10	6	29	25	3
	11%	11%	12%	11%	9%	13%	5%



	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	212	264	324	411	389
Top 2 Box (NET)	715	183	238	294	360	355	218	497
	89%	86%	90%	91%	88%	91%	88%	90%
(4) Absolutely agree	393	101	139	153	169	224	132	261
	49%	48%	53%	47%	41%	58%	53%	47%
						K		
(3) Somewhat agree	322	82	99	141	191	131	86	236
	40%	39%	38%	44%	46%	34%	35%	43%
					L			M
(2) Somewhat disagree	66	21	21	24	41	25	21	45
	8%	10%	8%	7%	10%	6%	9%	8%
(1) Absolutely disagree	19	8	5	6	10	9	8	11
	2%	4%	2%	2%	2%	2%	3%	2%
Bottom 2 Box (NET)	85	29	26	30	51	34	29	56
	11%	14%	10%	9%	12%	9%	12%	10%

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	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Comm on Law /Civil partnership P	Separated/Div orced/Widow ed Q	HS or Less R	College/Tech school S	Univ+ T	<\$50K U	\$50k-99K V	\$100K+ W
BASE: Total Respondents	800	164	538	98*	148	281	371	174	257	256
Top 2 Box (NET)	715	141	486	88	137	254	324	161	230	226
	89%	86%	90%	90%	93%	90%	87%	93%	89%	88%
(4) Absolutely agree	393	79	268	46	77	148	168	95	123	118
	49%	48%	50%	47%	52%	53%	45%	55%	48%	46%
(3) Somewhat agree	322	62	218	42	60	106	156	66	107	108
	40%	38%	41%	43%	41%	38%	42%	38%	42%	42%
(2) Somewhat disagree	66	15	42	9	9	21	36	11	19	27
	8%	9%	8%	9%	6%	7%	10%	6%	7%	11%
(1) Absolutely disagree	19	8	10	1	2	6	11	2	8	3
	2%	5%	2%	1%	1%	2%	3%	1%	3%	1%
		P								
Bottom 2 Box (NET)	85	23	52	10	11	27	47	13	27	30
	11%	14%	10%	10%	7%	10%	13%	7%	11%	12%
Mean	3.36	3.29	3.38	3.36	3.43	3.41	3.30	3.46	3.34	3.33

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2. There have been times in my life when just putting my arm around my pet has helped to reduce my sadness or stress

	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*
Top 2 Box (NET)	745	97	76	52	292	173	55
	93%	92%	93%	93%	95%	91%	96%
(4) Absolutely agree	508	56	53	40	200	118	41
	64%	53%	65%	71%	65%	62%	72%
				B	B		B
(3) Somewhat agree	237	41	23	12	92	55	14
	30%	39%	28%	21%	30%	29%	25%
		D					
(2) Somewhat disagree	42	5	4	4	14	13	2
	5%	5%	5%	7%	5%	7%	4%
(1) Absolutely disagree	13	4	2	-	2	5	-
	2%	4%	2%	-	1%	3%	-
		E					
Bottom 2 Box (NET)	55	9	6	4	16	18	2
	7%	8%	7%	7%	5%	9%	4%

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	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	212	264	324	411	389
Top 2 Box (NET)	745	200	241	304	371	374	225	520
	93%	94%	91%	94%	90%	96%	91%	94%
(4) Absolutely agree	508	142	167	199	222	286	145	363
	64%	67%	63%	61%	54%	74%	59%	66%
						K		
(3) Somewhat agree	237	58	74	105	149	88	80	157
	30%	27%	28%	32%	36%	23%	32%	28%
					L			
(2) Somewhat disagree	42	9	15	18	31	11	14	28
	5%	4%	6%	6%	8%	3%	6%	5%
					L			
(1) Absolutely disagree	13	3	8	2	9	4	8	5
	2%	1%	3%	1%	2%	1%	3%	1%
			J				N	
Bottom 2 Box (NET)	55	12	23	20	40	15	22	33
	7%	6%	9%	6%	10%	4%	9%	6%
					L			

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	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Comm on 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	800	164	538	98*	148	281	371	174	257	256
Top 2 Box (NET)	745	153	498	94	136	267	342	166	237	236
	93%	93%	93%	96%	92%	95%	92%	95%	92%	92%
(4) Absolutely agree	508	106	340	62	87	189	232	106	175	157
	64%	65%	63%	63%	59%	67%	63%	61%	68%	61%
(3) Somewhat agree	237	47	158	32	49	78	110	60	62	79
	30%	29%	29%	33%	33%	28%	30%	34%	24%	31%
(2) Somewhat disagree	42	9	31	2	8	13	21	6	17	14
	5%	5%	6%	2%	5%	5%	6%	3%	7%	5%
(1) Absolutely disagree	13	2	9	2	4	1	8	2	3	6
	2%	1%	2%	2%	3%	*	2%	1%	1%	2%
Bottom 2 Box (NET)	55	11	40	4	12	14	29	8	20	20
	7%	7%	7%	4%	8%	5%	8%	5%	8%	8%

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Cat owners by province/region/demos:

1. My pet senses my moods, especially when I'm feeling low and they just come to be with me

	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)	635	73	82	37	242	151	50
	79%	71%	85%	74%	81%	78%	83%
			B		B		
(4) Absolutely agree	282	31	39	18	100	68	26
	35%	30%	41%	36%	34%	35%	43%
(3) Somewhat agree	353	42	43	19	142	83	24
	44%	41%	45%	38%	48%	43%	40%
(2) Somewhat disagree	109	24	11	6	37	24	7
	14%	23%	11%	12%	12%	12%	12%
		CEF					
(1) Absolutely disagree	56	6	3	7	18	19	3
	7%	6%	3%	14%	6%	10%	5%
			CE			C	
Bottom 2 Box (NET)	165	30	14	13	55	43	10
	21%	29%	15%	26%	19%	22%	17%
		CE					

	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)	635	191	228	216	272	363	165	470
	79%	80%	79%	79%	73%	85%	73%	82%
(4) Absolutely agree	282	101	100	81	88	194	62	220
	35%	42%	34%	30%	24%	45%	27%	38%
		J				K		M
(3) Somewhat agree	353	90	128	135	184	169	103	250
	44%	38%	44%	50%	49%	40%	46%	44%
				H	L			
(2) Somewhat disagree	109	34	42	33	63	46	33	76
	14%	14%	14%	12%	17%	11%	15%	13%
					L			
(1) Absolutely disagree	56	13	20	23	38	18	28	28
	7%	5%	7%	8%	10%	4%	12%	5%
					L		N	
Bottom 2 Box (NET)	165	47	62	56	101	64	61	104
	21%	20%	21%	21%	27%	15%	27%	18%
					L		N	

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	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Comm on Law /Civil partnership P	Separated/Div orced/Widow ed Q	HS or Less R	College/Tech school S	Univ+ T	<\$50K U	\$50k-99K V	\$100K+ W
BASE: Total Respondents	800	243	442	115	155	270	375	245	282	184
Top 2 Box (NET)	635	203	336	96	119	219	297	204	225	136
	79%	84%	76%	83%	77%	81%	79%	83%	80%	74%
		P						W		
(4) Absolutely agree	282	105	126	51	55	106	121	98	97	51
	35%	43%	29%	44%	35%	39%	32%	40%	34%	28%
		P		P				W		
(3) Somewhat agree	353	98	210	45	64	113	176	106	128	85
	44%	40%	48%	39%	41%	42%	47%	43%	45%	46%
(2) Somewhat disagree	109	32	63	14	22	34	53	28	39	30
	14%	13%	14%	12%	14%	13%	14%	11%	14%	16%
(1) Absolutely disagree	56	8	43	5	14	17	25	13	18	18
	7%	3%	10%	4%	9%	6%	7%	5%	6%	10%
			O							
Bottom 2 Box (NET)	165	40	106	19	36	51	78	41	57	48
	21%	16%	24%	17%	23%	19%	21%	17%	20%	26%
			O							U

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2. There have been times in my life when just putting my arm around my pet has helped to reduce my sadness or stress

	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)	707	92	89	43	268	159	56
	88%	89%	93%	86%	90%	82%	93%
			F		F		F
(4) Absolutely agree	443	64	56	31	165	98	29
	55%	62%	58%	62%	56%	51%	48%
(3) Somewhat agree	264	28	33	12	103	61	27
	33%	27%	34%	24%	35%	31%	45%
							BD
(2) Somewhat disagree	57	6	6	4	15	22	4
	7%	6%	6%	8%	5%	11%	7%
						E	
(1) Absolutely disagree	36	5	1	3	14	13	-
	5%	5%	1%	6%	5%	7%	-
						CG	
Bottom 2 Box (NET)	93	11	7	7	29	35	4
	12%	11%	7%	14%	10%	18%	7%
						CEG	

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	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)	707	209	260	238	311	396	180	527
	88%	88%	90%	88%	83%	93%	80%	92%
(4) Absolutely agree	443	150	156	137	158	285	102	341
	55%	63%	54%	50%	42%	67%	45%	59%
		IJ				K		M
(3) Somewhat agree	264	59	104	101	153	111	78	186
	33%	25%	36%	37%	41%	26%	35%	32%
			H	H	L			
(2) Somewhat disagree	57	20	17	20	36	21	24	33
	7%	8%	6%	7%	10%	5%	11%	6%
					L		N	
(1) Absolutely disagree	36	9	13	14	26	10	22	14
	5%	4%	4%	5%	7%	2%	10%	2%
					L		N	
Bottom 2 Box (NET)	93	29	30	34	62	31	46	47
	12%	12%	10%	13%	17%	7%	20%	8%
					L		N	

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	Total A	Marital			Education			Income		
		Single/Engaged O	Married/Comm on 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	800	243	442	115	155	270	375	245	282	184
Top 2 Box (NET)	707	225	376	106	132	244	331	221	249	155
	88%	93%	85%	92%	85%	90%	88%	90%	88%	84%
		P		P						
(4) Absolutely agree	443	166	205	72	75	155	213	154	152	84
	55%	68%	46%	63%	48%	57%	57%	63%	54%	46%
		P		P				VW		
(3) Somewhat agree	264	59	171	34	57	89	118	67	97	71
	33%	24%	39%	30%	37%	33%	31%	27%	34%	39%
			O							U
(2) Somewhat disagree	57	14	36	7	16	15	26	16	20	17
	7%	6%	8%	6%	10%	6%	7%	7%	7%	9%
(1) Absolutely disagree	36	4	30	2	7	11	18	8	13	12
	5%	2%	7%	2%	5%	4%	5%	3%	5%	7%
			OQ							
Bottom 2 Box (NET)	93	18	66	9	23	26	44	24	33	29
	12%	7%	15%	8%	15%	10%	12%	10%	12%	16%
			OQ							

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.

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