



PET OWNERSHIP IS THE "CAT'S MEOW" IN CANADA

MAY 2013

What is the most common type of pet in Canada? In the never ending battle of cats versus dogs, the felines edge out the canines ever so slightly. While roughly a third of Canadian households have either a cat or a dog, 35% own a cat and 32% own a dog. An additional 10% of households have some "other type" of pet.

Overall, the results of our eNation survey conducted in April 2013 show that 57% of Canadians own a pet. Compared to our friends south of the border, this number is lower than in the United States where two thirds of households (67%) own any type of pet. Another difference is that in the United States dogs are, well, top dog! Nearly half (48%) of U.S. households contain a canine companion, but only a third (34%) have a cat.

Which of the following pets do you have?														
	Total	Gender		Age			Household Income		Children in Household		Married		Own	
		Male	Female	18-34	35-54	55+	<\$60K	\$60K+	Yes	No	Yes	No	Dog	Cat
Cat(s)	35	28	41	41	40	24	35	35	42	32	34	36	40	100
Dog(s)	32	26	37	41	34	22	25	39	44	28	35	28	100	36
Other type	10	7	13	16	10	5	9	12	20	7	9	12	17	13
None	43	51	35	30	38	57	48	37	29	47	42	44	-	-

The chart above indicates that pet ownership in Canada does come with a price. While almost two-thirds of Canadian households earning over \$60,000 per year have a pet, nearly half (48%) of Canadian households earning under that threshold are completely pet-free. However, when asked among all respondents, three-quarters (74%) say they agree that the benefits of pet ownership far outweigh the effort and cost involved.

In your opinion, which statement best describes owning a pet?														
	Total	Gender		Age			Household Income		Children in Household		Married		Own	
		Male	Female	18-34	35-54	55+	<\$60K	\$60K+	Yes	No	Yes	No	Dog	Cat
Benefit of owning a pet out-weigh work & cost involved	74	67	80	79	76	67	72	75	73	75	72	76	94	94
Cost/effort involved in owning too much-not worth effort	26	33	20	21	24	33	28	25	27	25	28	24	6	6



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Regardless of what kind of pet Canadians own, it is good to be a pet in Canada. Indeed, pet owners across the country enjoy indulging their furry pals. The majority of pet owners (64%) say they have purchased a gift for their pet. Women are more likely to do so than men – 72% of females like to give gifts to their pets, significantly more than the 53% of men who do. Additionally, pets that have younger owners are even luckier because they are more likely to receive a gift than pets with older owners.

For pet owners, thinking about your pet(s), have you ever purchased gifts, such as holiday or birthday presents for them?

	Total	Gender		Age			Household Income		Children in Household		Married		Own	
		Male	Female	18-34	35-54	55+	<\$60K	\$60K+	Yes	No	Yes	No	Dog	Cat
Yes	64	53	72	74	66	49	61	66	69	62	63	66	69	67
No	36	47	28	26	34	51	39	34	31	38	37	34	31	33

While many Canadian pets get the royal treatment and are doted on by their humans, sometimes their owners need a break. Only about one-third (32%) of pet owners indicate they take their pets on vacation with them. Not surprisingly, dog owners (48%) are significantly more likely to take their pet on vacation than cat owners (22%). Women are also more likely than men to travel with pet in tote.

For those who own a pet or pets, do you take them on vacation with you?

	Total	Gender		Age			Household Income		Children in Household		Married		Own	
		Male	Female	18-34	35-54	55+	<\$60K	\$60K+	Yes	No	Yes	No	Dog	Cat
Yes	32	26	36	33	30	32	31	34	32	32	35	27	48	22
No	68	74	64	67	70	68	69	66	68	68	65	73	52	78

For those who do take Fido or Fluffy along for the trip, making sure their pet travels well is a priority. The majority (71%) indicate that selecting a hotel or airline that is pet-friendly is an important factor in making their travel plans.

For those who travel with pet, how important is selecting a pet friendly hotel or airline to your travel plans?

	Total	Gender		Age			Household Income		Children in Household		Married		Own	
		Male	Female	18-34	35-54	55+	<\$60K	\$60K+	Yes	No	Yes	No	Dog	Cat
Very important (4)	45	32	51	45	45	45	47	36	48	43	45	44	44	44
Somewhat important (3)	27	35	22	28	29	20	24	32	22	28	29	23	28	21
Not very important (2)	10	7	12	13	10	7	10	12	11	10	10	11	11	10
Not important at all (1)	19	26	15	14	16	28	20	19	19	18	17	22	18	25



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Methodology

The Ipsos Canada eNation online omnibus survey launches every business day. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in Canada. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and education data from Statistics Canada. The selected individuals receive a customized e-mail inviting them to participate.

Ipsos Canada eNation online omnibus survey results are tabulated by two standard demographic banners.

A. GENDER, AGE, EDUCATION

B. REGION, INCOME, HOUSEHOLD COMPOSITION

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, education, region, and gender. The 2011 Census figures available from Statistics Canada are used to determine the weighting targets for each demographic factor.

“Because eNation is fielded seven days a week, you can measure public opinion and consumer attitudes any time – quickly and affordably.”

To request complimentary access to this study, or to learn more about eNation, please contact us.

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