

CANADIAN PRESS / LEGER MARKETING

Canadians and their Pets

Report



1.0 Study Highlights

- Over half of Canadians have household pets.

Question : Do you have one or more household pets? IF SO : What are they?

n=1503	Dog	CAT	OTHER	NONE
Canada	30%	28%	10%	47%

- Half of Canadians are bothered by feces left by pets.

Question : Would you say you are OFTEN, SOMETIMES, RARELY or NEVER bothered by the following?... (the percentages represent positive answers)

n=1503	TOTAL
... The feces left by pets that was not picked up by the owners in public places ?	51%
...Dogs barking, cats meowing or by the sounds coming from domestic pets that don't belong to you?	31%
...Animals running around your property?	28%

- Two thirds of Canadians would like cats to be kept on a leash.

Question : In your opinion, should dog and cat owners be forbidden from letting their pets circulate without being on a leash?

n=1503	YES	NO	Don't know / Refusal
Canada	67%	25%	7%

- Pet owners are responsible of the nuisance caused by their pets.

Question : Do you think that pet owners in Canada are RESPONSIBLE or NOT of the nuisance their pets can create around them like, for example, picking up after them, keeping them on a leash at all times, controlling their behaviour, etc.?

n=1503	Yes, responsible	No, not responsible	Don't Know/Refusal
Canada	82%	13%	5%

2. Results

2.1 Over Half of Canadians Have a Household Pet

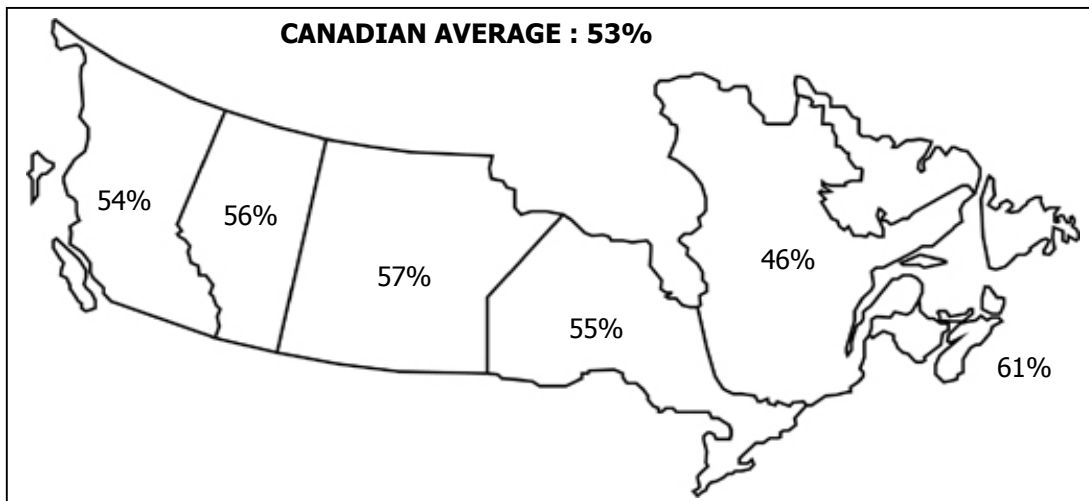
53% of Canadians have at least one household pet. Among those with pets, 30% have a dog, 28% have a cat and 10% have another kind of animal such as a fish or reptile. 32% of dog owners also own a cat and 15% have another type of pet.

It seems that only 24% of those aged 65 and over and 66% of retirees do not have pets, while 54% of those aged 55-64 do have one. The marked difference between these age groups could be due to the fact that many live in nursing homes.

Question : Do you have one or more household pets ? *IF SO : What are they ?*

n=1503	DOG	CAT	OTHER	NONE
Atlantic Provinces	28%	37%	11%	39%
Quebec	23%	26%	8%	54%
Ontario	32%	28%	11%	45%
Prairies	38%	21%	10%	43%
Alberta	32%	31%	13%	44%
British Columbia	33%	32%	9%	46%
Canada	30%	28%	10%	47%

Percentage of Canadians with at least one pet



2.2 Half of Canadians are Bothered by Feces Left by Pets

51% of Canadians are bothered by feces left by pets that was not picked up by the owners in public places. 50% of cat owners and 51% of dog owners also share this view.

This situation particularly annoys British Columbians (67%), Ontarians (56%) and women (53%). However, it only annoys 33% of Quebeckers.

In addition, 31% of our fellow Canadians are bothered by the noise made by barking dogs or meowing cats that don't belong to them. This form of irritation was also mentioned by 32% of cat owners and 28% of dog owners.

Lastly, 28% of Canadians complain about the nuisance caused by animals running around their property. A similar percentage of pet owners were also bothered by other people's pets roaming their property.

Question : Would you say that you are OFTEN, SOMETIMES, RARELY or NEVER bothered by the following :
(percentages represent positive answers)

n=1503	TOTAL	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
<i>...feces left by pets that was not picked up by the owners in public places?</i>	51%	45%	33%	56%	52%	54%	67%
<i>... dogs barking, cats meowing or by the sounds coming from domestic pets that don't belong to you?</i>	31%	38%	28%	30%	30%	28%	35%
<i>...animals running around your property?</i>	28%	30%	22%	30%	29%	28%	33%

2.3 Two thirds of Canadians Would Like Cats to Be Kept on a Leash

67% of Canadians feel that dog and cat owners should be forbidden from letting their pets circulate without being on a leash.

This view was shared by 72% of those who do not have any pets and 59% of cat owners.

Question : In your opinion, should dog and cat owners be forbidden from letting their pets circulate without being on a leash?

n=1503	YES	NO	Don't know / Refusal
Atlantic Provinces	72%	23%	5%
Quebec	70%	28%	2%
Ontario	67%	24%	9%
Prairies	67%	22%	11%
Alberta	63%	27%	10%
British Columbia	63%	27%	10%
Canada	67%	25%	7%

2.4 Pet Owners are Responsible of the Nuisance Caused by their Pets

According to 82% of Canadians, pet owners are responsible of the nuisance caused by their pets, while 13% did not share this view and 5% did not have an opinion.

In either case, the same percentages of pet owners share these views.

Question :Do you think that pet owners in Canada are RESPONSIBLE or NOT responsible of the nuisance their pets can create around them like for example, picking up after them, keeping them on a leash at all times, controlling their behaviour, etc.?

n=1503	Yes, responsible	No, not responsible	Don't know/Refusal
Atlantic Provinces	81%	16%	4%
Quebec	89%	10%	1%
Ontario	81%	13%	5%
Prairies	75%	15%	10%
Alberta	81%	11%	8%
British Columbia	78%	14%	8%
Canada	82%	13%	5%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1503 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between May 22 to 26, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1503 respondents is of ± 2.6 , 19 times out of 20.