

Which of the following apply to you?

[illegible]

How often do you physically go into your workplace in a typical week?

[illegible]

How dog-friendly do you think workplaces are in Canada today?

[illegible]

Which statements best describe your sentiment towards a dog-friendly workplace?

[illegible]

What do you think are the advantages of a dog-friendly workplace?

	Gender				AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	879	413	461	5	347	362	170	23	115	336	405	114	377	267	121
Base: All Answering (wtd)	843	412	426	5	300	302	241	124	218	293	208	109	299	267	168
They make it easy for me to own a dog	305	149	155	1	112	104	88	38	71	121	74	45	107	98	55
	36%	36%	36%	18%	37%	35%	37%	31%	32%	41%	36%	41%	36%	37%	33%
				**			*	**				*			*
They are more inviting to potential new employees	208	109	96	3	90	74	44	7	61	82	58	36	85	57	30
	25%	26%	22%	56%	30%	24%	18%	6%	28%	28%	28%	33%	28%	21%	18%
				**	F		*	**				N*			*
They boost happiness	520	217	299	4	184	182	154	57	142	194	128	72	175	161	112
	62%	53%	70%	74%	61%	60%	64%	46%	65%	66%	62%	66%	59%	60%	67%
			A	**			*	**				*			*
They make it easier to relieve stress or anxiety	467	207	256	4	172	151	144	45	139	173	111	76	150	141	101
	55%	50%	60%	74%	57%	50%	60%	36%	64%	59%	54%	70%	50%	53%	60%
			A	**			*	**				LM*			*
They encourage healthy breaks	343	146	192	4	132	117	94	34	97	125	87	50	117	112	63
	41%	35%	45%	74%	44%	39%	39%	27%	44%	43%	42%	46%	39%	42%	37%
			A	**			*	**				*			*
They support better social interaction and team bonding	339	145	189	5	133	115	91	34	95	130	80	48	126	98	67
	40%	35%	44%	91%	44%	38%	38%	27%	44%	44%	38%	44%	42%	37%	40%
			A	**			*	**				*			*
They boost my productivity	255	113	138	4	118	81	56	21	78	87	69	49	99	68	40
	30%	27%	32%	74%	39%	27%	23%	17%	36%	30%	33%	45%	33%	25%	24%
				**	EF		*	**				MN*			*
They are more progressive	221	114	105	1	99	72	50	18	60	84	58	35	92	54	40
	26%	28%	25%	18%	33%	24%	21%	15%	28%	29%	28%	32%	31%	20%	24%
				**	EF		*	**				*	M		*
They have better employee retention	216	112	102	2	76	87	53	14	53	87	62	32	79	70	36
	26%	27%	24%	35%	25%	29%	22%	11%	24%	30%	30%	29%	26%	26%	21%
				**			*	**				*			*
They can be helpful in reducing pet surrender	269	132	132	5	102	92	74	48	65	91	64	46	88	84	50
	32%	32%	31%	82%	34%	30%	31%	39%	30%	31%	31%	43%	29%	32%	30%
				**			*	**				L*			*
Other	5	-	5	-	1	1	4	-	2	2	1	-	1	1	4
	1%	-	1%	-	*	*	1%	-	1%	1%	*	-	*	*	2%
				**			*	**				*			*
I don't think there is any advantage	80	48	33	-	13	31	36	31	17	22	11	4	13	33	31
	10%	12%	8%	-	4%	10%	15%	25%	8%	7%	5%	3%	4%	12%	18%
				**		D	D*	**				*		KL	KL*
Sigma	3227	1492	1703	33	1233	1107	887	346	881	1198	802	493	1131	978	626
	383%	362%	400%	595%	411%	366%	369%	279%	403%	409%	386%	453%	378%	366%	373%

What do you think are the challenges of a dog-friendly workplace?

[illegible]

What kind of dog-friendly benefits does your workplace currently offer?

	Gender				AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	879	413	461	5	347	362	170	23	115	336	405	114	377	267	121
Base: All Answering (wtd)	843	412	426	5	300	302	241	124	218	293	208	109	299	267	168
Always allows dogs at workplace	127	58	68	-	54	38	34	10	39	50	28	28	48	32	19
	15%	14%	16%	-	18%	13%	14%	8%	18%	17%	13%	25%	16%	12%	11%
Sometimes allows dogs at workplace	158	79	78	-	75	53	29	23	44	49	42	29	69	46	13
	19%	19%	18%	-	25%	18%	12%	19%	20%	17%	20%	27%	23%	17%	8%
Offers a dedicated play area for dogs in the building / workplace	105	52	52	*	46	35	24	5	35	36	30	24	34	34	12
	12%	13%	12%	9%	15%	12%	10%	4%	16%	12%	15%	22%	11%	13%	7%
Allows dogs throughout the whole workplace	98	51	45	2	43	39	16	9	31	36	22	16	46	27	9
	12%	12%	11%	35%	14%	13%	7%	7%	14%	12%	11%	15%	15%	10%	5%
Offers dog walking services	78	43	34	-	34	29	15	10	17	24	26	18	28	25	7
	9%	10%	8%	-	11%	10%	6%	8%	8%	8%	13%	16%	9%	9%	4%
Offers pet care stipends	58	24	34	1	29	19	10	5	18	16	20	11	27	16	5
	7%	6%	8%	18%	10%	6%	4%	4%	8%	6%	10%	10%	9%	6%	3%
Offers paid time off for adoption, dog care or bereavement	77	40	37	-	41	21	15	-	28	30	19	17	34	16	10
	9%	10%	9%	-	14%	7%	6%	-	13%	10%	9%	16%	11%	6%	6%
Pays for pet/ dog insurance	80	41	38	-	49	24	7	5	25	25	26	30	31	17	2
	9%	10%	9%	-	16%	8%	3%	4%	11%	9%	12%	28%	10%	6%	1%
Offers discounts/ promotions/ subsidies on pet day care facilities	79	39	39	-	49	21	9	5	23	29	22	21	36	19	3
	9%	10%	9%	-	16%	7%	4%	4%	11%	10%	10%	19%	12%	7%	2%
No benefits	400	187	210	3	103	147	151	74	87	147	92	30	114	146	110
	47%	45%	49%	56%	34%	49%	63%	60%	40%	50%	44%	28%	38%	55%	66%
I don't know	42	15	27	-	11	15	16	12	4	16	9	3	11	13	14
	5%	4%	6%	-	4%	5%	7%	10%	2%	6%	4%	3%	4%	5%	8%
Sigma	1301	631	663	6	533	442	326	157	350	459	335	227	478	391	204
	154%	153%	156%	118%	178%	146%	135%	127%	160%	157%	161%	209%	159%	147%	122%

What kind of dog-friendly benefits would you like to see your workplace offer?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	879	413	461	5	347	362	170	23	115	336	405	114	377	267	121
Base: All Answering (wtd)	843	412	426	5	300	302	241	124	218	293	208	109	299	267	168
Allows dogs in office on all days	207	106	99	2	96	68	42	28	38	77	63	33	89	55	31
	25%	26%	23%	35%	32%	23%	18%	23%	18%	26%	30%	30%	30%	21%	18%
				**	EF		*	**			H	*			*
Allows dogs in office on some days	273	122	150	1	97	103	73	23	62	105	82	36	103	76	58
	32%	30%	35%	18%	32%	34%	30%	18%	29%	36%	40%	33%	35%	28%	34%
				**			*	**			H	*			*
Offers a dedicated play area for dogs in the building/ workplace	208	99	106	3	68	83	58	3	59	89	57	30	64	71	43
	25%	24%	25%	53%	23%	27%	24%	3%	27%	30%	28%	28%	21%	27%	26%
				**			*	**				*			*
Allows dogs throughout the whole workplace	145	64	79	2	63	49	32	12	32	61	40	27	60	34	23
	17%	15%	19%	44%	21%	16%	13%	9%	15%	21%	19%	25%	20%	13%	14%
				**			*	**				M*			*
Offers dog walking services	148	79	68	1	56	63	28	4	31	66	45	26	58	41	22
	17%	19%	16%	18%	19%	21%	12%	4%	14%	23%	22%	24%	19%	15%	13%
				**			*	**				*			*
Offers pet care stipends	137	61	75	2	67	43	27	9	34	54	41	32	60	27	19
	16%	15%	18%	35%	22%	14%	11%	7%	16%	18%	20%	29%	20%	10%	11%
				**	EF		*	**				MN*	M		*
Offers paid time off for adoption, dog care or bereavement	190	88	99	3	96	48	46	12	54	78	45	44	68	45	33
	23%	21%	23%	53%	32%	16%	19%	10%	25%	27%	22%	41%	23%	17%	19%
				**	EF		*	**				LMN*			*
Pays for pet/ dog insurance	224	98	125	1	101	84	39	14	64	84	63	36	92	73	22
	27%	24%	29%	18%	34%	28%	16%	11%	29%	29%	30%	33%	31%	28%	13%
				**	F	F	*	**				N*	N	N	*
Offers discounts/ promotions/ subsidies on pet day care facilities	170	76	93	2	74	63	33	-	41	71	58	35	65	52	19
	20%	18%	22%	35%	25%	21%	14%	-	19%	24%	28%	32%	22%	19%	11%
				**	F		*	**			H	MN*			*
Other	9	1	8	-	1	6	2	5	2	1	1	-	1	6	2
	1%	*	2%	-	*	2%	1%	4%	1%	*	*	-	*	2%	1%
				**			*	**				*			*
No benefits	176	90	84	2	32	56	87	59	41	50	25	7	32	81	56
	21%	22%	20%	38%	11%	19%	36%	48%	19%	17%	12%	7%	11%	30%	33%
				**	D	DE*	**					*		KL	KL*
Don't know	1	1	-	-	-	1	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	*	-
				**			*	**				*			*
Sigma	1888	884	986	19	752	668	468	170	459	738	521	307	693	562	326
	224%	214%	231%	347%	251%	221%	195%	137%	210%	252%	251%	282%	231%	211%	195%

What are the trade-offs you are willing to make to spend more time with your dog?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	879	413	461	5	347	362	170	23	115	336	405	114	377	267	121
Base: All Answering (wtd)	843	412	426	5	300	302	241	124	218	293	208	109	299	267	168
I would take a pay cut if it means I could work at a dog-friendly workplace	178	81	96	1	94	60	24	25	44	53	56	32	83	47	17
	21%	20%	23%	18%	31%	20%	10%	20%	20%	18%	27%	29%	28%	17%	10%
				**	EF	F	*	**			I	MN*	MN		*
I would reduce number of hours I work to spend more time with my dog	229	105	123	1	89	80	61	9	65	93	63	35	82	78	34
	27%	25%	29%	26%	30%	26%	25%	7%	30%	32%	30%	32%	27%	29%	20%
				**			*	**				*			*
I would consider work part-time to spend more time with my dog	133	63	68	2	66	49	19	5	49	52	26	31	53	33	16
	16%	15%	16%	35%	22%	16%	8%	4%	23%	18%	13%	28%	18%	13%	9%
				**	F	F	*	**	J			MN*			*
None, I will not make any trade-offs	391	200	189	3	101	147	143	85	86	135	86	32	120	133	106
	46%	48%	44%	56%	34%	49%	60%	68%	39%	46%	41%	29%	40%	50%	63%
				**		D	D*	**				*		K	KL*
Sigma	932	449	476	7	350	336	247	124	244	333	231	129	339	291	173
	111%	109%	112%	135%	117%	111%	102%	100%	112%	113%	111%	119%	113%	109%	103%

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What do you think you can do to convert your current workplace to be dog-friendly?

[illegible]

If your workplace is/becomes dog-friendly, how likely are you to bring your dog to the workplace?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	879	413	461	5	347	362	170	23	115	336	405	114	377	267	121
Base: All Answering (wtd)	843	412	426	5	300	302	241	124	218	293	208	109	299	267	168
Top 2 Box (Net)	574	282	288	3	236	220	118	65	152	199	157	80	241	169	84
	68%	69%	68%	53%	79%	73%	49%	52%	69%	68%	76%	73%	80%	63%	50%
Very likely	313	138	172	3	131	114	68	34	92	103	84	40	131	92	50
	37%	33%	40%	53%	44%	38%	28%	27%	42%	35%	40%	37%	44%	34%	30%
				**	F		*	**				*	N		*
Somewhat likely	261	145	117	-	105	106	50	31	60	96	74	40	110	77	34
	31%	35%	27%	-	35%	35%	21%	25%	27%	33%	35%	37%	37%	29%	20%
Bottom 2 Box (Net)	251	123	125	3	59	79	113	59	65	83	44	29	52	90	79
	30%	30%	29%	47%	20%	26%	47%	48%	30%	28%	21%	27%	18%	34%	47%
				**			DE*	**		J		*		L	KL*
Not very likely	137	60	75	2	38	40	59	20	36	54	26	21	29	43	43
	16%	15%	18%	38%	13%	13%	25%	16%	16%	18%	13%	20%	10%	16%	25%
Not at all likely	114	63	50	*	21	39	54	39	29	29	18	8	23	47	36
	14%	15%	12%	9%	7%	13%	23%	31%	13%	10%	9%	7%	8%	18%	22%
				**			DE*	**				*		KL	KL*
Don't know	19	6	12	-	5	4	10	-	2	11	6	-	6	8	5
	2%	2%	3%	-	2%	1%	4%	-	1%	4%	3%	-	2%	3%	3%
Sigma	843	412	426	5	300	302	241	124	218	293	208	109	299	267	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
				**			*	**				*			*

Do you think your current workplace is open to becoming dog-friendly?

[illegible]