

PAWS AND CLAUS: HOLIDAY HABITS OF BRITISH COLUMBIA PET OWNERS

Six-in-Ten (61%) Pet Owners Plan to Buy Their Pet a Gift this Holiday Season



Ipsos Reid

Public Release Date: Tuesday, December 18, 2007 - 6:00 p.m. (PST)

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and online panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal

PAWS AND CLAUS: HOLIDAY HABITS OF BRITISH COLUMBIA PET OWNERS

Six-In-Ten (61%) Pet Owners Plan To Buy Their Pet A Gift This Holiday Season

Vancouver, BC – A new Ipsos Reid poll reveals that six-in-ten (61%) pet owners in British Columbia plan to buy (or have already bought) a present for one or more of their pets this holiday season. This includes 68% of dog owners, 61% of cat owners and 54% of other pet owners (e.g. fish, birds, rabbits, hamsters). Women pet owners (65%) are more likely than men (53%) to say they plan to buy a gift for their pet.

Among those planning to buy a present for a pet this holiday season, the average amount being spent is \$30 (the average among all pet owners is \$18). Average spending intentions are slightly higher among dog owners (\$35) than among cat owners (\$29). Average spending drops to \$17 for owners of other types of pets.

Among those planning to buy a present, the top gifts are treats (72%) and toys (69%), followed by specialty food (27%), beds/sleeping mats (14%), collars (12%), seasonal accessories (10%) and grooming supplies (10%).

In other survey findings:

- 25% of pet owners plan to have a holiday stocking for their pet (31% of dog owners vs. 23% of cat owners).
- 22% of pet owners plan to buy a present for their pet to give to a family member, friend or other pet.
- 13% of pet owners plan to make their pet a special holiday dinner.
- 7% of pet owners plan to dress up their pet in holiday attire (10% of dog owners vs. 5% of cat owners).
- 6% of pet owners plan to make a holiday greeting card with a photo of their pet.
- 5% of pet owners plan to get a picture taken of their pet with Santa Claus (9% of dog owners vs. 3% of cat owners).

These are the findings of an Ipsos Reid poll conducted on behalf of Global BC. The poll was fielded December 12 to December 17, 2007 with a representative sample of 1,214 adult pet owners in British Columbia. With a sample of this size, the results are considered accurate to within ± 2.8 percentage points, 19 times out of 20, of what they would have been had the entire adult population of British Columbia pet owners been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. The polling was conducted using Ipsos Reid's "Voice of the West Interactive Forum" – an online panel of more than 3,000 British Columbians who have been randomly recruited to match the overall characteristics of the adult residents of the province.

- 30 -

For more information on this news release, please contact:

Kyle Braid
Vice-President
Ipsos Reid Public Affairs
778-373-5130

*For full tabular results, please visit our website at www.ipsos.ca.
News releases are available at <http://www.ipsos-na.com/news/>.*

And Happy Holidays from Some Ipsos Reid Staff Pets!!!

Murphy



Peaches



& Buck

