

# Of Cats and Dogs: Pet Owners in Canada more Likely To Have Fido Licensed and Tagged than Felix

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## Of Cats and Dogs: Pet Owners in Canada more Likely To Have Fido Licensed and Tagged than Felix

**Toronto, ON** – A new Ipsos-Reid poll attempts to unearth the truth about cats and dogs in Canada, and their owners. The findings from the **2008 Urban Animal Survey**, released today by Ipsos-Reid on behalf of the *Banff Summit for Urban Animal Strategies*, show that Canadians appear to be willing to invest in products and services for their pets, particularly dogs.

The study finds that more than half of Canadian households (55%) have a cat or dog, and that the services purchased by Canadians for their pets are often species specific. Nowhere is this more evident than with regards to pet identification, which is clearly viewed as more relevant for dogs than it is for cats. Among dogs in Canada, 38% are currently licensed with their municipality, 25% are micro-chipped and 24% are tattooed. In sharp contrast, only 10% of cats are currently licensed, 12% micro-chipped and 11% tattooed.

Further proof of the divide between dogs and cats is evident in how people obtain their pets. Nearly one-quarter (24%) of cats are purchased or received from friends and relatives, followed by humane societies and shelters (17%) and adopted strays (16%). In contrast, dogs most often come from breeders (35%) followed by friends and relatives (18%) and humane societies or shelters (13%). With that in mind, it is no surprise that, on average, Canadians pay considerably more for dogs (\$286) than cats (\$53).

Among the 46% of Canadian households that do not reside with a cat or dog, the most common reason for not having one is that it does not fit their lifestyle (37%). Other important

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factors are that they just don't want one (29%) and the fact that they are too much responsibility (28%). Interestingly, cost (14%) was not a significant driving factor in these Canadians' decision to not have a cat or dog.

*These are the findings of a poll conducted on behalf of the Banff Summit for Urban Animal Strategies, conducted from September 23 to October 1, 2008. This online survey of 7028 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. However, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 1.2 percentage points, 19 times out of 20 had the entire adult population of Canada been polled.*

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