

q7a.1. For each pet listed below, please indicate where it came from. (cat)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K
* small base

	Total	Income			Gender		Region					
		<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	4457	1289	1692	1373	1168	3289	509	652	1649	666	500	481
Weighted	4373	1295	1832	1129	1435	2938	239*	1099	2066	279*	338	352*
Friends/relatives	1040 24%	356 28%	395 22%	253 22%	300 21%	741 25%	68 29%	312 28%	380 18%	99 35%	96 28%	86 24%
Humanesociety/shelter	743 17%	147 11%	343 19%	244 22%	287 20%	456 16%	57 24%	101 9%	389 19%	39 14%	68 20%	88 25%
Adopteda stray	681 16%	169 13%	328 18%	167 15%	214 15%	467 16%	22 9%	159 14%	391 19%	20 7%	41 12%	48 14%
Giveaway/Free to agood home	592 14%	190 15%	227 12%	154 14%	241 17%	351 12%	43 18%	81 7%	339 16%	36 13%	50 15%	43 12%
Mypet'soffspring	482 11%	184 14%	227 12%	54 5%	92 6%	390 13%	3 1%	172 16%	173 8%	53 19%	45 13%	37 10%
Petstore	404 9%	116 9%	167 9%	105 9%	148 10%	255 9%	12 5%	159 14%	174 8%	20 7%	18 5%	20 6%
Breeder	229 5%	89 7%	59 3%	79 7%	92 6%	138 5%	16 7%	70 6%	116 6%	5 2%	8 2%	14 4%
Vetclinic	70 2%	4 0	41 2%	25 2%	18 1%	52 2%	4 2%	9 1%	50 2%	1 0	5 1%	2 0
Other	132 3%	40 3%	43 2%	47 4%	43 3%	89 3%	14 6%	38 3%	53 3%	7 2%	8 2%	13 4%

The Business of Urban Animals (60-6189-02)

Detailed tables

q7a. 2. For each pet listed below, please indicate where it came from. (dog)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K

* small base

	Total	Income			Gender		Region					
		<\$40k	\$40k-\$80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	3036	688	1138	1132	885	2151	357	317	1092	523	399	348
Weighted	3120	819	1220	1023	1046	2074	224*	628	1474	234*	265	295*
Breeder	1101 35%	238 29%	399 33%	437 43%	375 36%	726 35%	87 39%	141 22%	568 39%	92 39%	99 37%	114 39%
Friends/relatives	559 18%	161 20%	219 18%	171 17%	159 15%	400 19%	51 23%	120 19%	221 15%	60 26%	57 21%	50 17%
Humanesociety/shelter	395 13%	127 16%	152 12%	115 11%	116 11%	279 13%	18 8%	90 14%	185 13%	20 9%	42 16%	40 13%
Giveaway/Free to a good home	332 11%	98 12%	156 13%	70 7%	101 10%	231 11%	36 16%	42 7%	185 13%	7 3%	13 5%	50 17%
Petstore	302 10%	80 10%	109 9%	103 10%	112 11%	189 9%	17 8%	116 18%	117 8%	8 4%	19 7%	24 8%
Mypet's offspring	94 3%	21 3%	44 4%	29 3%	24 2%	70 3%	2 1%	32 5%	30 2%	19 8%	8 3%	3 1%
Adopted a stray	83 3%	32 4%	14 1%	34 3%	29 3%	54 3%	0 0	20 3%	34 2%	7 3%	14 5%	9 3%
Vet clinic	9 0	0 -	2 0	7 1%	7 1%	2 0	0 0	6 1%	2 0	0 -	1 0	0 -
Other	245 8%	61 7%	125 10%	58 6%	122 12%	123 6%	13 6%	62 10%	132 9%	20 9%	13 5%	5 2%

q9_1. Thinking back to when you first got each pet listed below, please indicate your best estimate of how much you paid for the pet. (cat)

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K

* small base

	Total	Income			Gender		Region					
		<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	4457	1289	1692	1373	1168	3289	509	652	1649	666	500	481
Weighted	4373	1295	1832	1129	1435	2938	239*	1099	2066	279*	338	352*
\$0	2890 66%	858 66%	1235 67%	697 62%	870 61%	2020 69%	145 61%	693 63%	1371 66%	221 79%	235 69%	225 64%
\$1 to \$99	794 18%	209 16%	369 20%	203 18%	263 18%	530 18%	69 29%	211 19%	343 17%	38 14%	49 14%	84 24%
\$100 to \$199	424 10%	114 9%	153 8%	155 14%	211 15%	213 7%	9 4%	69 6%	251 12%	14 5%	45 13%	35 10%
\$200 to \$299	73 2%	34 3%	21 1%	18 2%	21 1%	52 2%	2 1%	44 4%	19 1%	3 1%	3 1%	2 1%
\$300 to \$399	52 1%	23 2%	17 1%	12 1%	30 2%	22 1%	12 5%	23 2%	14 1%	1 0	2 1%	0 0
\$400 to \$499	25 1%	10 1%	9 0	5 0	15 1%	10 0	1 0	10 1%	11 1%	1 0	1 0	2 1%
\$500 to \$599	61 1%	24 2%	9 1%	27 2%	5 0	56 2%	0 0	27 3%	28 1%	1 0	3 1%	1 0
\$600 to \$799	20 0	8 1%	8 0	5 0	2 0	18 1%	1 0	13 1%	5 0	0 0	0 -	1 0
\$800 to \$999	14 0	4 0	7 0	3 0	4 0	10 0	0 0	3 0	9 0	0 -	1 0	1 0
\$1000 or more	22 0	12 1%	5 0	4 0	15 1%	6 0	0 -	6 1%	15 1%	1 0	0 0	0 0
Mean	53.1	64.1 B	42.6	61.6 B	62.7	48.4	44.5	70.3 IJ	53.7	23.2	39.6	38.0

q9.2. Thinking back to when you first got each pet listed below, please indicate your best estimate of how much you paid for the pet. (dog)

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K

* small base

		Income			Gender		Region					
	Total	<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	3036	688	1138	1132	885	2151	357	317	1092	523	399	348
Weighted	3120	819	1220	1023	1046	2074	224*	628	1474	234*	265	295*
\$0	1010 32%	279 34%	424 35%	296 29%	304 29%	706 34%	78 35%	181 29%	465 32%	92 39%	88 33%	106 36%
\$1 to \$99	255 8%	98 12%	106 9%	50 5%	82 8%	173 8%	9 4%	83 13%	104 7%	15 6%	24 9%	21 7%
\$100 to \$199	350 11%	98 12%	124 10%	120 12%	165 16%	185 9%	37 17%	88 14%	154 10%	27 12%	31 12%	13 5%
\$200 to \$299	352 11%	105 13%	126 10%	121 12%	118 11%	234 11%	26 12%	83 13%	146 10%	42 18%	25 9%	30 10%
\$300 to \$399	248 8%	58 7%	131 11%	54 5%	52 5%	196 9%	4 2%	49 8%	106 7%	21 9%	27 10%	40 13%
\$400 to \$499	186 6%	66 8%	56 5%	63 6%	76 7%	110 5%	10 5%	45 7%	91 6%	7 3%	11 4%	22 7%
\$500 to \$599	170 5%	25 3%	55 4%	87 9%	49 5%	121 6%	22 10%	16 3%	92 6%	11 5%	18 7%	11 4%
\$600 to \$799	198 6%	27 3%	88 7%	81 8%	71 7%	127 6%	8 4%	20 3%	114 8%	11 5%	19 7%	26 9%
\$800 to \$999	152 5%	33 4%	44 4%	69 7%	69 7%	84 4%	9 4%	30 5%	93 6%	3 1%	8 3%	10 4%
\$1000 or more	198 6%	30 4%	66 5%	83 8%	59 6%	139 7%	20 9%	34 5%	109 7%	5 2%	14 5%	16 5%
Mean	285.6	229.7	265.7	339.5 AB	295.0	280.8	291.2	253.3	316.1 I	201.5	264.3	283.7

The Business of Urban Animals (60-6189-02)

q10a_seq. For each pet listed below, please indicate which services your pet has received? (cat)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K
* small base

		Income			Gender		Region					
	Total	<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	4457	1289	1692	1373	1168	3289	509	652	1649	666	500	481
Weighted	4373	1295	1832	1129	1435	2938	239*	1099	2066	279*	338	352*
Spayed/neutered	3437 79%	838 65%	1475 81%	1044 92%	1145 80%	2291 78%	178 74%	797 72%	1674 81%	169 61%	289 85%	330 94%
Licensed	668 15%	181 14%	246 13%	229 20%	248 17%	420 14%	19 8%	133 12%	357 17%	23 8%	124 37%	12 3%
Micro-chipped	529 12%	133 10%	213 12%	173 15%	239 17%	289 10%	6 3%	58 5%	351 17%	33 12%	69 21%	11 3%
Tattooed	482 11%	142 11%	176 10%	158 14%	135 9%	347 12%	3 1%	31 3%	89 4%	77 27%	134 40%	148 42%
None of the above	820 19%	392 30%	325 18%	68 6%	215 15%	605 21%	60 25%	281 26%	314 15%	108 39%	39 12%	18 5%

Detailed tables

The Business of Urban Animals (60-6189-02)

q10a_seq. For each pet listed below, please indicate which services your pet has received? (dog)

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K

* small base

	Total	Income			Gender		Region					
		<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	3036	688	1138	1132	885	2151	357	317	1092	523	399	348
Weighted	3120	819	1220	1023	1046	2074	224*	628	1474	234*	265	295*
Spayed/neutered	2166 69%	513 63%	831 68%	789 77%	763 73%	1403 68%	184 82%	343 55%	1057 72%	139 60%	216 81%	228 77%
Licensed	1697 54%	405 49%	623 51%	626 61%	589 56%	1108 53%	105 47%	242 39%	906 61%	111 47%	190 71%	143 49%
Tattooed	786 25%	196 24%	287 24%	288 28%	289 28%	497 24%	63 28%	63 10%	313 21%	80 34%	133 50%	134 45%
Micro-chipped	755 24%	160 20%	280 23%	300 29%	351 34%	404 19%	26 12%	66 10%	489 33%	43 18%	86 32%	45 15%
None of the above	443 14%	121 15%	204 17%	109 11%	93 9%	350 17%	27 12%	159 25%	138 9%	71 30%	14 5%	34 12%

Detailed tables

The Business of Urban Animals (60-6189-02)

Detailed tables

q10bx 1. For each service you indicated that your pet has received please indicate if this service has been received in the past year? (cat)

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K

* small base

		Income			Gender		Region					
	Total	<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: Service selected at q10a Weighted												
	4457	1289	1692	1373	1168	3289	509	652	1649	666	500	481
	4373	1295	1832	1129	1435	2938	239*	1099	2066	279*	338	352*
Spayed/neutered												
Has been Spayed/neutered	3437 79%	838 65%	1475 81%	1044 92%	1145 80%	2291 78%	178 74%	797 72%	1674 81%	169 61%	289 85%	330 94%
Has been Spayed/neutered in the past year	535 12%	153 12%	233 13%	137 12%	162 11%	373 13%	26 11%	193 18%	224 11%	12 4%	39 11%	41 12%
Micro-chipped												
Has been Micro-chipped	529 12%	133 10%	213 12%	173 15%	239 17%	289 10%	6 3%	58 5%	351 17%	33 12%	69 21%	11 3%
Has been Micro-chipped in the past year	112 3%	50 4%	37 2%	22 2%	68 5%	44 2%	1 1%	21 2%	74 4%	4 2%	10 3%	2 0
Tattooed												
Has been Tattooed	482 11%	142 11%	176 10%	158 14%	135 9%	347 12%	3 1%	31 3%	89 4%	77 27%	134 40%	148 42%
Has been Tattooed in the past year	50 1%	19 2%	22 1%	9 1%	21 1%	29 1%	1 0	0 -	12 1%	7 2%	18 5%	13 4%
Licensed												
Has been Licensed	668 15%	181 14%	246 13%	229 20%	248 17%	420 14%	19 8%	133 12%	357 17%	23 8%	124 37%	12 3%
Has been Licensed in the past year	430 10%	123 10%	120 7%	177 16%	151 11%	279 9%	13 6%	86 8%	219 11%	14 5%	92 27%	5 2%

The Business of Urban Animals (60-6189-02)

Detailed tables

q10bx_2. For each service you indicated that your pet has received please indicate if this service has been received in the past year? (dog)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J/K

* small base

		Income			Gender		Region					
	Total	<\$40k	\$40k-\$<80k	\$80k+	Male	Female	Atlantic	Quebec	Ontario	Man/Sask	Alberta	B.C.
		A	B	C	D	E	F	G	H	I	J	K
Base: Service selected at q10a Weighted												
	3036	688	1138	1132	885	2151	357	317	1092	523	399	348
	3120	819	1220	1023	1046	2074	224*	628	1474	234*	265	295*
Spayed/neutered												
Has been Spayed/neutered	2166 69%	513 63%	831 68%	789 77%	763 73%	1403 68%	184 82%	343 55%	1057 72%	139 60%	216 81%	228 77%
				AB			GI		GI		GHI	GI
Has been Spayed/neutered in the past year	336 11%	121 15%	92 8%	121 12%	119 11%	218 10%	25 11%	61 10%	171 12%	23 10%	30 11%	26 9%
				B								
Micro-chipped												
Has been Micro-chipped	755 24%	160 20%	280 23%	300 29%	351 34%	404 19%	26 12%	66 10%	489 33%	43 18%	86 32%	45 15%
				A					FGIK		FGIK	
Has been Micro-chipped in the past year	181 6%	50 6%	57 5%	73 7%	100 10%	81 4%	2 1%	26 4%	126 9%	6 2%	14 5%	7 2%
					E							
Tattooed												
Has been Tattooed	786 25%	196 24%	287 24%	288 28%	289 28%	497 24%	63 28%	63 10%	313 21%	80 34%	133 50%	134 45%
							G		G	GH	FGHI	GH
Has been Tattooed in the past year	116 4%	54 7%	40 3%	22 2%	40 4%	76 4%	14 6%	3 0	52 4%	7 3%	17 6%	24 8%
							G				G	G
Licensed												
Has been Licensed	1697 54%	405 49%	623 51%	626 61%	589 56%	1108 53%	105 47%	242 39%	906 61%	111 47%	190 71%	143 49%
				AB					GIK		FGHIK	
Has been Licensed in the past year	1174 38%	263 32%	441 36%	455 44%	375 36%	799 39%	80 36%	180 29%	603 41%	85 36%	135 51%	91 31%
				AB					G		GHIK	