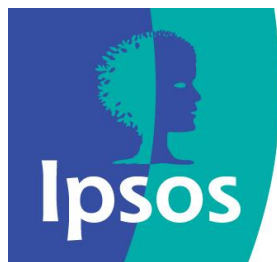


# Half (51%) of Canadian Dog Owners Can't (30%) or Don't Know (21%) How to Recognize Seasonal Allergy Signs in Their Dogs

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**Ipsos Reid**

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## **Half (51%) of Canadian Dog Owners Can't (30%) or Don't Know (21%) How to Recognize Seasonal Allergy Signs in Their Dogs**

**Toronto, ON** - With Spring's seasonal allergies on the way for Canadians' canine companions, many dog owners can't identify allergic signs and incorrectly believe that their furry friends share similar allergy signs.

According to a new survey conducted by Ipsos Reid on behalf of Royal Canin, half (49%) 'agree' (14% strongly/35% somewhat) that 'they know how to recognize the signs of seasonal allergies in dog, with three in ten (30%) 'disagreeing' (9% strongly/21% somewhat) that they can recognize these signs while one in five (21%) don't know.

Many dog owners even incorrectly believe that their dogs will show the same signs as they do when their allergies act up. Half (50%) of dog owners 'agree' that 'dogs and humans have the same seasonal allergy symptoms', while one in four (23%) 'disagree' (5% strongly/18% somewhat) with this assumption and another quarter (27%) say they don't know if they do.

While a majority (55%) of Canadian dog owners 'agree' (17% strongly/38% somewhat) that 'they believe their dog's diet can have an impact on the severity of seasonal allergies', many aren't aware of this impact, as one in five (19%) 'disagrees' (6% strongly/13% somewhat) that a dog's diet can have an impact on seasonal allergy severity and one in four (26%) don't know if diet can have an impact on allergies.



*These are some of the findings of an Ipsos Reid poll conducted on behalf of Royal Canin Canada from March 28<sup>th</sup> to 31<sup>st</sup>, 2014. For the survey, a representative randomly selected sample of 608 Canadian adult dog owners was interviewed online. The precision of Ipsos online surveys is measured using a Bayesian Credibility Interval. In this case, the survey is considered accurate to within +/- 4.5 percentage points had all Canadian adult dog owners been polled. The credibility interval will be larger within sub-groupings of the survey population. These data were weighted to ensure that the sample's age/sex composition reflects that of the actual Canadian population according to 2011 Census information.*

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