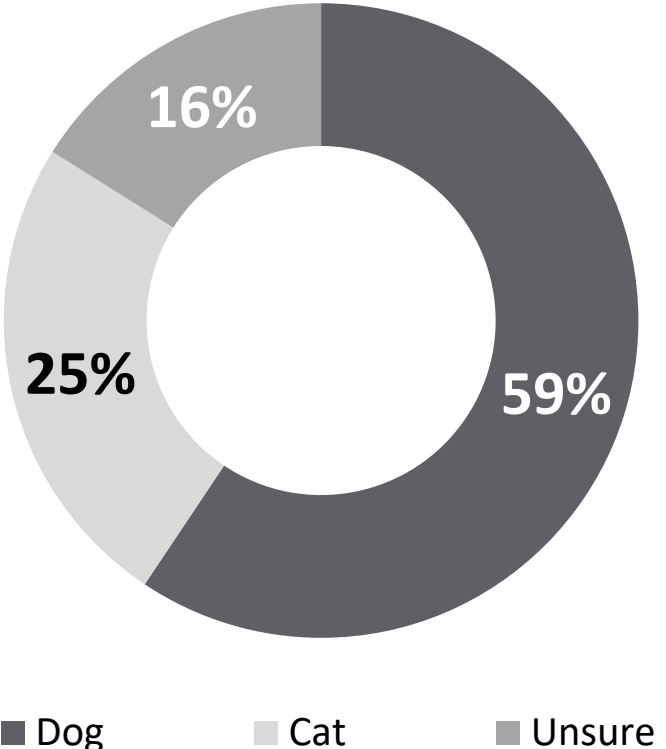


A black and white cat is sitting on a wooden floor next to a brown and white dog. The dog is lying down, and the cat is sitting upright. The background is a plain, light-colored wall.

**Pawsitive news: Majority of Canadians believe dogs make for a better pet than cats.**

# Better pet between dog and cat

Q Do you think [ROTATE] a dog or a cat makes for a better pet?



“ Almost six in ten (59%) Canadians think that dogs make for a better pet than cats, compared to one in four (25%) who think that cats make a better pet than dogs. Of note, in the Atlantic region 44 per cent prefer dogs, and 41 per cent prefer cats. ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

# Better pet between dog and cat – by demographic



Do you think [ROTATE] a dog or a cat makes for a better pet?



Atlantic  
(n=92)

**44.1%**

Men  
(n=557)

**66.3%**

Atlantic  
(n=92)

**41.4%**

Men  
(n=557)

**19.8%**

Quebec  
(n=228)

**55.1%**

Women  
(n=494)

**52.7%**

Quebec  
(n=228)

**24.3%**

Women  
(n=494)

**29.1%**

## Dog

Ontario  
(n=355)

**64.4%**

18 to 34  
(n=194)

**54.7%**

## Cat

Ontario  
(n=355)

**23.5%**

18 to 34  
(n=194)

**31.7%**

Prairies  
(n=210)

**61.3%**

35 to 54  
(n=424)

**63.6%**

Prairies  
(n=210)

**16.5%**

35 to 54  
(n=424)

**21.4%**

BC  
(n=166)

**57.5%**

55 plus  
(n=433)

**59.0%**

BC  
(n=166)

**30.6%**

55 plus  
(n=433)

**22.3%**

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,051 Canadians, 18 years of age or older, between June 30<sup>th</sup> and July 5<sup>th</sup>, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,051 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



| Element                          | Description   | Element                           | Description  |
|----------------------------------|---|-----------------------------------|--|
| Research sponsor                 | Nanos Research  | Weighting of Data                 | The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure                 |
| Population and Final Sample Size | 1051 Randomly selected individuals.   | Screening                         | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.                        |
| Source of Sample                 | Nanos Panel   | Excluded Demographics             | Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.  |
| Type of Sample                   | Probability   | Stratification                    | By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample. |
| Margin of Error                  | ±3.1 percentage points, 19 times out of 20.   | Estimated Response Rate           | 16 percent, consistent with industry norms.  |
| Mode of Survey                   | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey  | Question Order                    | This was the only question asked on this topic.  |
| Sampling Method Base             | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.  | Question Content                  | Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, psilocybin-assisted psychotherapy, and Canadian dairy.  |
| Demographics (Captured)          | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.  | Question Wording                  | The questions in the preceding report are written exactly as they were asked to individuals.   |
| Fieldwork/Validation             | Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online  | Research/Data Collection Supplier | Nanos Research   |
| Number of Calls                  | Maximum of five call backs to those recruited.  | Contact                           | Contact Nanos Research for more information or with any concerns or questions.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com.                                     |
| Time of Calls                    | Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.   |                                   |  |
| Field Dates                      | June 30 <sup>th</sup> and July 5 <sup>th</sup> , 2021.  |                                   |  |
| Language of Survey               | The survey was conducted in both English and French.  |                                   |  |
| Standards                        | Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |                                   |  |



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ABOUT NANOS

# TABULATIONS







**2021-1926 – Nanos June Omni – Cats or Dogs – STAT SHEET**

|  |        |         | Region         |          |        |         |          | Gender           |      | Age    |          |          |         |
|--|--------|---------|----------------|----------|--------|---------|----------|------------------|------|--------|----------|----------|---------|
|  |        |         | Canada 2021-06 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Our last few questions are on the lighter side of things. Do you think a dog or a cat makes for a better pet? [ROTATE] | Total  | Unwgt N | 1051           | 92       | 228    | 355     | 210      | 166              | 557  | 494    | 194      | 424      | 433     |
|  |        | Wgt N   | 1000           | 67       | 233    | 384     | 183      | 133              | 490  | 510    | 273      | 341      | 386     |
|  | Dog    | %       | 59.4           | 44.1     | 55.1   | 64.4    | 61.3     | 57.5             | 66.3 | 52.7   | 54.7     | 63.6     | 59.0    |
|  | Cat    | %       | 24.5           | 41.4     | 24.3   | 23.5    | 16.5     | 30.6             | 19.8 | 29.1   | 31.7     | 21.4     | 22.3    |
|  | Unsure | %       | 16.1           | 14.6     | 20.6   | 12.1    | 22.2     | 11.9             | 13.9 | 18.2   | 13.6     | 15.0     | 18.8    |

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,051 Canadians, 18 years of age or older, June 30<sup>th</sup> and July 5<sup>th</sup>, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

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