

# PETSMART Charities<sup>TM</sup> of Canada



## **Pet homelessness, pet adoption and the human-animal health connection.**

A companion guide to a PetSmart Charities of Canada-  
commissioned survey by Wakefield Research



## The State of Pet Homelessness in Canada

In a recent survey commissioned by PetSmart Charities of Canada and conducted by Wakefield Research, 87 percent of Canadian pet parents surveyed said they thought less than one million pets per year entered shelters. But the shocking reality is that over 6.5 million pets are surrendered to shelters across North America each year, a fact that only two percent of Canadians understand.

## Promising Perspectives on Pet Adoption

The good news is that pet adoption has become one of the first avenues prospective pet parents in Canada pursue when looking for a new pet.

**95%**

agreed that more pets would be rescued if people had more information about how to adopt a pet.



**71%**

said they would turn to a local animal welfare agency as a key source of information on pet adoption.



**41%**

said they would also turn to their local pet store, like PetSmart, with its in-store adoption program coordinated by PetSmart Charities of Canada.



## Pets Enhance Pet Parents' Lives with Health, Happiness and Unconditional Love

Once a pet has found their forever home, Canadian pet parents are relying on their them more than ever before through the good times and the bad.



# 94%

agreed that pets are essential for people to maintain good mental and physical health.



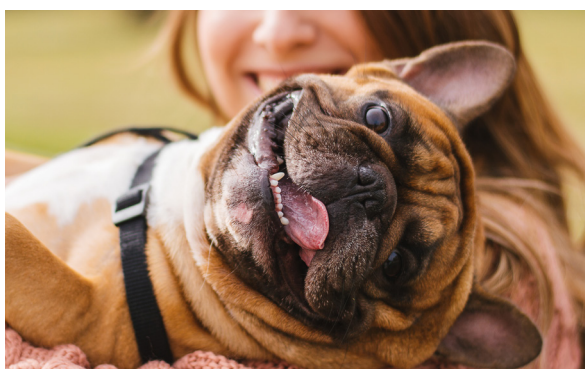
# 93%

said that they had experienced at least one health benefit from pet parenthood. Benefits included: improved mood, decreased stress, increased physical activity, weight loss, enhanced work-life balance and more.



# 90%

said their child frequently turns to their family pet when they are sad, upset or in need of comfort.



# 66%

reported that giving up their pet would be worse than losing their jobs.



# Other Fun Facts About Our Furry Friends

**The PetSmart Charities of Canada-commissioned survey also uncovered a few fun and super-shareable factoids.**

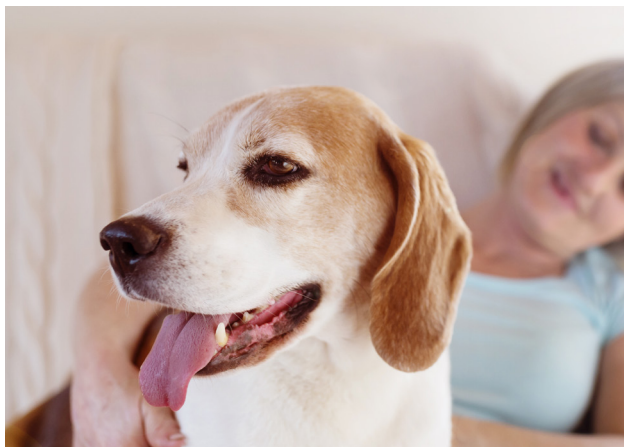
## 62%

of Canadians said that adopting a pet would make them happier in the long run than winning the lottery.



## 76%

of Canadians said their pet would be more helpful than a therapist during a difficult time in their lives.



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of Canada



[www.petsmartcharities.ca](http://www.petsmartcharities.ca)



#### PetSmart Charities of Canada Survey Methodology:

The PetSmart Charities of Canada Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 pet owners ages 18+ in each of two countries: the U.S. and Canada. The Canada survey was fielded between March 14th and 21st, 2017, using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in Canada, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.