

**PetSafe**  
**QuickRead Report**  
**May 2014**

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**METHODOLOGY**

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**A telephone survey of 1,000 U.S. adult pet owners**

**QUESTIONS**

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1. How familiar or unfamiliar are you with “static correction” products?

| Response                      | %   |
|-------------------------------|-----|
| Very familiar                 | 5%* |
| Somewhat familiar             | 7%  |
| Somewhat unfamiliar           | 8%  |
| Very unfamiliar               | 78% |
| Don't know/refused            | 3%  |
| <b>QuickFacts<sup>±</sup></b> |     |
| Familiar (net)                | 11% |
| Unfamiliar (net)              | 86% |

2. Do you currently use static correction products with your pet?

| Response           | %   |
|--------------------|-----|
| Yes                | 9%  |
| No                 | 91% |
| Don't know/refused | 1%  |

3. Have you ever used static correction products with your pet?

*(Among those who do not currently use static corrections products with their pet)*

| Response           | %   |
|--------------------|-----|
| Yes                | 8%  |
| No                 | 92% |
| Don't know/refused | -   |

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\* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

<sup>±</sup> Data under “QuickFacts” were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



4. Which of the following static correction products have you used before?

*(Among those who have used static correction products with their pet)*

| Response   | %   |
|--|-----|
| An in-ground or wireless fence                     | 51% |
| A remote control or user-activated training collar | 40% |
| A bark control collar                              | 26% |
| A deterrent, like a mat or a barrier               | 15% |
| Don't know/refused                                 | 5%  |

5. For which of the following reasons do you or have you used static correction products?

*(Among those who have used static correction products with their pet)*

| Response   | %   |
|--|-----|
| To contain my pet in a certain area                                      | 69% |
| To deter my pet from going in certain areas                              | 47% |
| To stop my pet from barking  | 27% |
| To teach my pet to obey commands. For example, to sit, roll over or stay | 19% |
| Other  | 2%  |
| Don't know/refused   | 2%  |

6. How helpful or unhelpful were the static correction products in training your pet?

*(Among those who identified a reason for using static correction products with their pet)*

| Response           | %   |
|--------------------|-----|
| Very helpful       | 58% |
| Somewhat helpful   | 28% |
| Not very helpful   | 5%  |
| Not at all helpful | 8%  |
| Don't know/refused | -   |
| <b>QuickFacts</b>  |     |
| Helpful (net)      | 86% |
| Unhelpful (net)    | 14% |



7. Which of the following reasons describe why you haven't used static correction products with your pet?

*(Among those who have not used static correction products)*

| Response                           | %   |
|------------------------------------|-----|
| My pet doesn't need it             | 67% |
| I prefer other training techniques | 52% |
| I'm concerned it would hurt my pet | 33% |
| It's too complicated               | 12% |
| I'm worried it wouldn't work       | 12% |
| I'm unfamiliar with the products   | 2%  |
| Other                              | 4%  |
| Don't know/refused                 | 4%  |

8. Based on what you know today, which of the following, if any, are true about static correction products?

| Response  | %   |
|---|-----|
| Most pets can learn from static correction that's set at the lowest level | 45% |
| A basic in-ground or wireless fence costs hundreds of dollars             | 43% |
| Shock collars and static correction products are different                | 41% |
| You shouldn't use a static correction collar with a leash                 | 27% |
| Static correction is only for dogs  | 25% |
| Static correction can leave electric burns on your pet's neck             | 23% |
| Static is the only stimulation option available                           | 9%  |
| None of these   | 13% |
| Don't know/refused  | 13% |
| QuickFacts  |     |
| 1+ wrong (net)  | 97% |
| 2+ wrong (net)  | 88% |
| 3+ wrong (net)  | 69% |



9. How strongly do you agree or disagree with the following statement – I'd only use static correction as a last resort.

| Response           | %   |
|--------------------|-----|
| Agree strongly     | 35% |
| Agree somewhat     | 17% |
| Disagree somewhat  | 16% |
| Disagree strongly  | 26% |
| Don't know/refused | 6%  |
| <b>QuickFacts</b>  |     |
| Agree (net)        | 52% |
| Disagree (net)     | 41% |

10. How well trained or untrained would you say your pet is? Meaning, how well does it behave and obey commands.

| Response                     | %   |
|------------------------------|-----|
| Completely trained           | 40% |
| Somewhat trained             | 49% |
| Somewhat untrained           | 5%  |
| Not trained at all           | 6%  |
| Don't know/refused           | 0%  |
| <b>QuickFacts</b>            |     |
| Well trained (net)           | 89% |
| Not well trained (net)       | 11% |
| Not completely trained (net) | 60% |

11. What grade would you give your pet's behavior?

| Response                                   | %   |
|--|-----|
| A – their behavior is <b>perfect</b>       | 18% |
| B – their behavior is <b>above average</b> | 48% |
| C – their behavior is <b>average</b>       | 29% |
| D – their behavior is <b>below average</b> | 3%  |
| F – their behavior is <b>terrible</b>      | 1%  |
| Don't know/refused                         | 1%  |
| <b>QuickFacts</b>                          |     |
| Not an "A" (net)                           | 82% |



12. Which of the following, if any, does your pet do regularly?

| Response                                   | %   |
|--|-----|
| Jump on the furniture                      | 43% |
| Not respond when called                    | 23% |
| Bark loud enough to wake up the neighbors  | 15% |
| Run away                                   | 11% |
| Eat food off a table or countertop         | 11% |
| Tear something up, like a pillow or a shoe | 10% |
| None of these                              | 32% |
| Don't know/refused                         | -   |
| <b>QuickFacts</b>                          |     |
| Any (net)                                  | 68% |

13. What's the naughtiest thing your pet has ever done? Meaning, that caused you the most trouble.

| Response   | %   |
|--|-----|
| Chewed, dug or scratched things                  | 22% |
| Gone to the bathroom or vomited in the house     | 16% |
| Been disruptive. For example, barking or jumping | 9%  |
| Run away   | 8%  |
| Fought, killed or hurt something                 | 3%  |
| Other  | 15% |
| Don't know/refused                               | 27% |

14. Approximately how many times has your dog's barking been significantly disruptive in the past year? For example, waking you up at night, or eliciting complaints from a neighbor.

*(Among those who have dogs)*

| Response                               | %   |
|--|-----|
| My dog has not been disruptive         | 73% |
| 1-2 times                              | 11% |
| 3+ times                               | 15% |
| Don't know/refused                     | 2%  |
| <b>QuickFacts</b>                      |     |
| Average (times it has been disruptive) | 7   |
| Dog has been disruptive (net)          | 26% |



15. If your pet were better behaved, which of the following activities would you be more likely to do this summer?

*(Among those whose pet is not completely trained)*

| Response                       | %   |
|--------------------------------|-----|
| Leave it home alone            | 55% |
| Let it outside without a leash | 54% |
| Take it to a park              | 44% |
| Bring it to a friend's house   | 40% |
| Bring it on vacation           | 39% |
| Other                          | 2%  |
| None of these                  | 7%  |
| Don't know/refused             | 1%  |
| <b>QuickFacts</b>              |     |
| Any (net)                      | 92% |

**Methodological Notes:**

The PetSafe Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 U.S. adult pet owners, between May 7<sup>th</sup> and May 20<sup>th</sup>, 2014, using a random-dialing telephone 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 this particular study, 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.