

PetSafe
QuickRead Report
May 2014

METHODOLOGY

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

QUESTIONS

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%
QuickFacts[±]	
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	-

* 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%.

[±] 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	-
QuickFacts	
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%
QuickFacts	
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%
QuickFacts	
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 perfect	18%
B – their behavior is above average	48%
C – their behavior is average	29%
D – their behavior is below average	3%
F – their behavior is terrible	1%
Don't know/refused	1%
QuickFacts	
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	-
QuickFacts	
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%
QuickFacts	
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%
QuickFacts	
Any (net)	92%



Methodological Notes:

The PetSafe Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 U.S. adult pet owners, between May 7th and May 20th, 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.