

**for Pet Grooming in Saint Catharines Ontario**

1. How many pets live in your household? Dogs \_\_\_ Cats \_\_\_
  
2. Do you have your dogs professionally groomed?      Yes    No
  
3. Do you have your cats professionally groomed?      Yes    No
  
4. How many times per year?      Dogs \_\_\_      Cats \_\_\_
  
5. What is the average price you pay for this service? Dogs \_\_\_\_\_      Cats \_\_\_\_\_
  
6. Do you always use the same groom? why? why not? \_\_\_\_\_
  
7. Would you consider a grooming maintenance program for your pet where you come in once a month at a discounted rate?      Yes    No
  
8. What other services does your groomer offer?  
Walking      Training      Retail      Daycare      Pick up and Drop Off
  
9. What services would you use if your groomer offered them?  
Walking      Training      Retail      Daycare      Pick up and Drop Off

10. Where is your groomer located?

\_\_\_ Close to home.

\_\_\_ Close to work.

\_\_\_ Close to daycare or other services I use.

\_\_\_ In my shopping district.

\_\_\_ Other, please specify \_\_\_\_\_

11. What is the main thing you look for in a groomer?

Price-Cheapest Convenience-Location Availability-Hours

Discount or Coupons Other Please specify \_\_\_\_\_

12. If you were shopping for new groomer, would you decide based on..

Referrals Internet Print Ads Yellow Pages/Phonebook Coupons  
Community Bulletin Boards Other \_\_\_\_\_

13. What demographic do you fit into?

Our Dogs Are Our Children Family With Children and Pets  
Retirees Breeder/Shower Pet Owner Other \_\_\_\_\_

Location, intersection of survey \_\_\_\_\_

Other info \_\_\_\_\_

