



PEMCO Northwest Poll – Dog Etiquette 2025

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, that asked Washington and Oregon residents questions about attitudes toward current Northwest issues. The sample size, 420 respondents in the Seattle Metro (King, Snohomish, Pierce Counties) region, 402 respondents in the Portland Metro (Multnomah, Marion, Clackamas, Washington Counties), and 383 respondents in the Spokane area (Spokane and Stevens Counties) yields an accuracy of +/- 5.0% respectively at the 95% confidence level. In other words, if this study were conducted 100 times, in 95 instances the data will not vary by more than the associated error range.

How well-trained is your dog?

Total 503		***	by metro 503	
train_own dog	2025		train_own dog	
			Seattle Metro	Portland Metro
Very well/well	63%		65%	61%
Somewhat	30%		26%	34%
Not well	7%		9%	5%

How well trained do you think other people’s dogs are?

Total 774			by metro 774	
train_others	2025		train_others	
			Seattle Metro	Portland Metro
Very well/well	43%		46%	40%
Somewhat	41%		41%	42%
Not well	16%		13%	18%

If your dog is well trained, what makes you believe so?

Total 469			by metro 469	
training_evidence	2025		training_evidence	
			Seattle Metro	Portland Metro
Comes when called	57%		62%	51%
Heels	20%		17%	23%
Listens to commands	13%		12%	13%
Doesn't bark excessively.	5%		5%	4%
Can be trusted off-leash.	4%		3%	6%
Other	2%		1%	3%



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What was the primary reason you chose your dog?

Total 503		by metro 503		
dog_choice	Count	dog_choice	Seattle Metro	Portland Metro
Breed	18.89%	Personality	36%	33%
dog chose me	14.12%	Breed	18%	20%
Personality	34.59%	Shelter/rescue dog	19%	19%
Shelter/rescue dog	18.89%	Size	15%	12%
Size	13.52%	Dog chose me	13%	16%

Do you think dogs should always be on a leash in public areas?

Total 819		by metro 819		
on_leash	2025	on_leash	Seattle Metro	Portland Metro
Yes	63%	Yes	63%	63%
It depends	30%	It depends	29%	30%
No	7%	No	7%	6%

In the past year, how often have you had a negative experience with an off-leash dog in a park or an area where dogs should be leashed?

Total 788		by metro 788		
off_leash	2025	off_leash	Seattle Metro	Portland Metro
Very often	13%	Very often	13%	12%
Occasionally	23%	Occasionally	22%	23%
Rarely/never	65%	Rarely/never	65%	65%



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What’s the safest way to travel by car with a dog?

Total 684 ▾		by metro 684 ▾		
safe_travel	2025	safe_travel	Seattle Metro	Portland Metro
Secured	77%	Secured	74%	80%
Free	11%	Free	13%	9%
Head out window	12%	Head out window	12%	11%

How do you usually travel by car with your dog?

Total 503		by metro 461 ▾		
usual_travel	2025	usual_travel	Seattle Metro	Portland Metro
Secured	54%	Secured	49%	58%
Free	25%	Free	27%	22%
Head out window	21%	Head out window	24%	19%

Does your dog have its own social media?

Total 503		by metro 503		
social_media	Overall	social_media	Seattle Metro	Portland Metro
Private pups	43%	Private pups	41%	46%
Social sidekick	31%	Social sidekick	33%	29%
Dogfluencer	26%	Dogfluencer	26%	25%