

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.

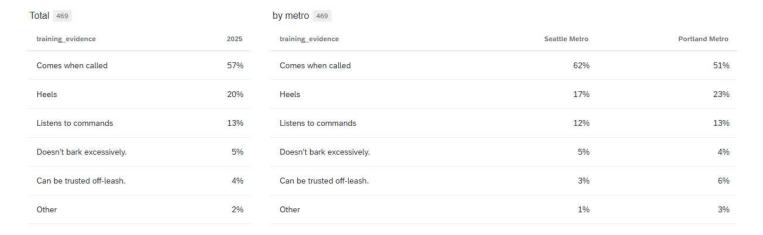
How well-trained is your dog?



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



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





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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 7 | | by metro 788 | | |
|--------------|------|--------------|---------------|----------------|
| off_teash | 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?



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% |
| | | | | |