



TELUS Critter Comforts Playlist Canadian Survey Findings

Animals have a profound impact on Canadians' wellbeing. [Studies](#) show watching images and videos of animals for just 30 minutes positively affects blood pressure, heart rate, and anxiety. Additionally, [this study](#) shows those who engaged in a 10-minute interaction with a live animal reported higher levels of contentment, it's clear we look to critters for comfort and joy.

TELUS has launched the Critter Comforts video playlist on [YouTube](#) and Optik TV, providing Canadians with a healthy dose of relaxation and delight watching their favourite TELUS critters. Watching the playlist won't just help viewers feel good, it will also do good for animals and the charities that support them: for every view of the Critter Comforts playlist on YouTube, TELUS will give \$1, up to \$100,000, through the TELUS Friendly Future Foundation, to charities that support service animals, wildlife rehabilitation and animal therapy across the country.

Similar to the fireplace channel or calming musical playlists, the TELUS Critter Comforts playlist is designed to boost Canadians' well-being with a warm combination of calm and joy in a convenient, digital way, featuring TELUS' iconic critters who Canadians have come to know and love.

To further examine the human-animal bond, and just how much critters mean to us - whether in our homes, on our screens, or in our natural environments - TELUS conducted an online survey with 2,114 Canadian adults, between January 20-27, 2023. The nationally representative online sample was provided by Dynata Inc.

Below are the top survey findings.

Canadians feel that simply watching animal content online has a positive affect on their mood:

- Those who consume animal content online are more likely to feel happiness (80%).
- 63% of Canadians said that videos like TELUS's Critter Comforts Playlist content improved their mood and made them feel happy (58%), relaxed (48%), and joyful (41%).
- Top Animal Video Content for Canadians are baby animal videos or photos (52%), pet rescues (51%), or touching and wholesome animal stories (50%).
- And some believe their pets enjoy entertainment too! 56% of Canadians leave the TV or other entertainment on for their pet when they go out so they don't feel alone.

In general, Canadians feel pets are good for their wellbeing:

- 6-in-10 Canadian households (59%) currently have a pet.
- Two-thirds of Canadians have a dog, and half of Canadians are cat owners. Other pets include fish, birds, reptiles, farm animals, and squirrels.
- Even non-pet owners agree that having a pet, or interacting with any animal has a positive impact on health and overall wellbeing (83%) with seven-in-ten Canadians noting they spend time in nature to support their mental health (69%).
- 70% of Canadian pet owners were motivated to get a pet to help with their anxiety and/or depression, to battle their loneliness, or to reduce their stress levels.
- 94% of Canadian pet owners agree that pet ownership has positively impacted their life, and nearly all pet owners agree that animals have a positive impact on all people's health and wellbeing.
- 78% of parents said they were motivated to bring a pet home to their children to help with their children's loneliness, to help with their anxiety, or to help boost their children's self-esteem and confidence.

How regional locations stack-up on all-things-critters:

- 63% of Canadians said that videos like TELUS's critter content improved their mood and made them feel happy (58%), relaxed (48%), and joyful (41%).
 - Quebecers reported to feel happy the least (48%), while Atlantic Canadians felt happy the most (68%).
- Those living in the Atlantic provinces (63%) and the Prairies (63%) currently have a pet - higher than the national average (59%).
- 62% of Atlantic Canadians leave the TV or other entertainment on for their pet when they go out.
- Atlantic Canadians like to watch TV with their pets (77%).
- Atlantic Canadians are most likely to look to their pets for comfort on emotionally challenging days (77% compared to national average of 66%), with Quebecers least likely to seek solace from their pets (60%).
- 70% of Canadian pet owners were motivated to get a pet to help with their anxiety and/or depression, to battle their loneliness, or to reduce their stress levels.
 - Higher in Atlantic - To help with my anxiety and/or depression (27%).
 - Higher in Quebec - Battling loneliness (23%).
 - Higher in Ontario - To reduce stress levels (35%).
- British Columbians were more likely to both celebrate their pets 'gotcha day' and to take their pet on a play-date to meet other pets, versus any other province (63% and 51% respectively, compared to national averages of 55% and 40% respectively).

