



## ECMA™ and t.COG® Customer Survey - the Results are in

Between 2005 and 2007, ECMA received 371 responses to their Customer survey.



They asked collar owners a number of questions regarding their experiences with the collars, and the sorts of problems they had wanted to solve before purchasing an e-collar, the results of using the e-collar, and what they thought would have happened if they had not acquired the e-collar. See for yourself the results of ECMA's survey:

No.	Question	%
1	How long have you owned cats / dogs (average)?	29 yrs
2	How many of which breeds have you owned?	-
3	How many of which breeds do you own now? a) Acquired as puppy / kitten b) From rescue organisation c) Other (please specify)	84% 27% -
4	Where did the dogs / cats come from?	-
5	Had the dog / cat previously been re-homed?	-
6	Why did you get the collar? a) Running off while walking b) Escaping from the garden c) Chasing livestock d) Chasing wild animals e) Chasing / attacking other dogs / cats f) Chasing / attacking people g) Nuisance barking h) Other	32% 64% 30% 25% 12% 6% 12% 9%
7	What did you try before buying an electronic training collar? a) Using your experience of training other pets b) Training classes (how long for?) c) A professional trainer d) Other (please specify)	66% 35% 14% 16%
8	Did training the dog with the collar solve the problem? • Yes • No • Partly	95% 1% 2%



No.	Question	%
9	<b>Were there any negative effects to using the collar?</b>  No Yes	96% <1%
10	<b>What do you think would have happened to your pet if you had not acquired the collar?</b>  a) Killed on the road b) Life on lead or penned in (cat(s) kept indoors) c) Shot by farmer d) Put down as untrainable e) Returned to rescue organisation f) Other	71% 59% 38% 16% 7%
11	<b>How did you hear about electronic collars?</b>  a) Friend / relative b) Professional trainer c) Behaviourist d) Vet e) Internet f) Other	51% 13% 2% 11% 10% 25%
12	<b>What is your dog's / cat's reaction to the collar now?</b>  a) Frightened of collar b) Happy with collar c) Neutral	1% 75% 22%
13	<b>How has having the collar changed your life and that of your cat / dog?</b>  a) <b>Pet's reaction to collar</b> <ul style="list-style-type: none"><li>• Putting collar on is sufficient</li><li>• Saying / showing collar brings good behaviour</li><li>• Comes to have collar put on / likes to have collar on / knows collar means walk / means going outside</li><li>• Learned in 3 days at low level / effective within 2 weeks</li></ul> b) <b>To do with the level of correction</b> <ul style="list-style-type: none"><li>• Used lowest level once / only needed to use once</li><li>• Only two shocks</li><li>• Only 12 activations</li><li>• Only used for one year - now OK</li><li>• Hardly ever / never use collar now – problem no longer exists</li><li>• Dummy collar not switched on</li><li>• Unnecessary after 3 months</li><li>• He wears anti-bark collar but it is switched off</li><li>• Collar now used less often</li></ul>	<b>19.5%</b> 2% 2% 12% 2% <b>11%</b> 2% 1% 1% 1% 19% 1% 1% 1% 1%

**71%** of e-collar users believe that the collar has saved the life of their pet



No.	Question	%
13 c)	<p><b>Not chasing livestock / other animals</b></p> <ul style="list-style-type: none"> <li>• Neighbour's cat safe 1</li> <li>• Farmer amazed to walk dog near sheep / dog walks safely through stock 3</li> <li>• Freedom of and safe within garden / around farm 127</li> <li>• Dog now walks along with farm animals 1</li> <li>• Dogs not worrying sheep / other livestock / keeps them away from stock / good relationships with farmers 34</li> <li>• No longer chases wildlife 2</li> <li>• Farmer trained spaniel not to chase own sheep 1</li> <li>• Terrier doesn't go after deer, hares etc. 1</li> <li>• Would have been shot / no fear he will be shot 2</li> <li>• Nesting birds in hedge are safe / local chickens now safe 2</li> </ul>	47%
d)	<p><b>To do with spaces</b></p> <ul style="list-style-type: none"> <li>• Roams freely around garden 24</li> <li>• Keeps dog off flower beds 1</li> <li>• Garden cannot be fenced 4</li> <li>• Perfect for keeping goats off flower beds 1</li> <li>• Won't be killed by gamekeeper / foxes 2</li> <li>• He enjoys work now (hunting?) repeat requests on shoot days 7</li> <li>• Garden gates can be open / no worry if gates open 3</li> <li>• Only goes in water with permission 1</li> <li>• Goes in and out of house at will 4</li> <li>• Prevents swimming with carp in pond 1</li> <li>• Runs free on walks 1</li> <li>• Prevents going in vegetable garden 1</li> </ul>	13%
e)	<p><b>Better control</b></p> <ul style="list-style-type: none"> <li>• Stopped barking excessively (at squirrels) 14</li> <li>• Much more responsive to recall / behave perfectly 10</li> <li>• Easier to train even without collar 1</li> <li>• Now under good control / well behaved / OK in car 32</li> <li>• Dog more sensible and responds to voice / whistle commands 4</li> <li>• Always / usually responds to beep / warning buzzer 8</li> <li>• Dog knows physical and behaviour boundaries and is happy with them 10</li> <li>• Training is fast and less stressful 1</li> <li>• Goes for walks with me riding horse 1</li> <li>• Feel secure - we are in control of the dog 1</li> </ul>	22%
f)	<p><b>Greater freedom</b></p> <ul style="list-style-type: none"> <li>• Freedom to run and exercise safely 6</li> <li>• Freedom to run off lead 3</li> <li>• Dog able to safely socialise 1</li> <li>• Freedom for us and dogs 2</li> <li>• Cat free to roam through most of the house 1</li> <li>• Freedom in garden and freedom from worry 1</li> </ul>	13.4%
g)	<p><b>Increased peace of mind</b></p> <ul style="list-style-type: none"> <li>• Everyone is happy to walk the dog 2</li> <li>• Peace of mind, no / freedom from worry, more relaxed 83</li> <li>• Neighbours are happy / happier 11</li> <li>• They are happy, very happy and relaxed. We are happy 14</li> <li>• Out of all recognition (ie. very, very positive). Revolutionised / transformed his and our lives 6</li> <li>• Can allow off lead on relaxed, happy walks, dog safer, walk on pavement without a lead 50</li> <li>• I like the dog again. Better relationship 8</li> <li>• Dog is calmer because he is getting enough running exercise 1</li> <li>• Don't shout at dog now 2</li> <li>• Can trust dog to behave 1</li> </ul>	48%



No.	Question	%
13 h)	<b>Aggression reduced</b> <ul style="list-style-type: none"> <li>• Ramblers safe</li> <li>• Dog no longer attacks my horse / or horses</li> <li>• Public / children / postmen / neighbours / guests safer</li> <li>• Dog very territorial – keeps him away from walkers and track (public right of way)</li> <li>• Safer for other animals near him</li> <li>• Know he won't cause any harm</li> </ul>	<b>31%</b>
		2
		2
		6
		2
		1
i)	<b>Safety enhanced</b> <ul style="list-style-type: none"> <li>• Won't cause / be involved in RTAs (Road Traffic Accidents)</li> <li>• No worry about children chasing dog onto road</li> <li>• Will not be trapped or snared / killed by slug pellets / locked in a shed or garage</li> <li>• Before using collar lost dogs / cats lost to RTAs</li> <li>• He is alive / saved his life</li> <li>• Children happy that pets are safe</li> <li>• Safe from the stream/swimming pool</li> <li>• Safer and happier</li> <li>• Stops at roadside</li> <li>• Cats safe in garden</li> <li>• Has given cats safe zones in garden which dog avoids</li> <li>• Would not have been able to have dog, live here without a perimeter fence</li> <li>• Cars and bicycles not at risk</li> <li>• Security dogs can be outside</li> <li>• Safe not going onto main road, wandering / escape</li> <li>• Safer in car, used to go mad on seeing another dog</li> <li>• Prevented euthanasia</li> <li>• Secured perimeter, no negative effect on animal, learned within three days at low level / safe in garden</li> <li>• No fear he will be stolen</li> </ul>	<b>39%</b>
		49
		1
		2
		15
		7
		1
		2
		1
		1
		1
		1
		5
		2
		2
		33
		3
		7
		2
		1
j)	<b>Collars technical</b> <ul style="list-style-type: none"> <li>• Have to remember to check the batteries</li> <li>• Bark collar - neighbours inform me when batteries go flat</li> <li>• If batteries go flat dogs are off again</li> <li>• Dog doesn't realise if batteries are low</li> </ul>	<b>4.1%</b>
		1
		1
		1
k)	<b>Disability – pet and / or owner</b> <ul style="list-style-type: none"> <li>• Disabled owner, collar makes ownership possible</li> <li>• Deaf dog, can take her out</li> <li>• Prevents owner injury - wrenched shoulders, straining at lead</li> </ul>	<b>6.2%</b>
		1
		3
l)	<b>Miscellaneous</b> <ul style="list-style-type: none"> <li>• Not a question of training with cats</li> <li>• Instead of chasing the foxes (in town) the foxes chase us</li> <li>• No longer eats rubbish / horse droppings</li> <li>• Not sure if happy or not</li> <li>• Long term no change. He is too big and it does not affect him as his coat is too thick. Can only go out on lead</li> <li>• I can understand the dog better</li> <li>• No change in barking (problem)</li> <li>• Could not have dogs without the collars</li> </ul>	<b>5.1%</b>
		1

**97%** of those questioned said their pet was either happy with, or neutral about, the collar