

	Total	Pets		
		Dog Owners	Cat Owners	Other
Sample size	1618	570	510	195

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.*

QV1. Do you currently own an animal either as a pet or for another reason?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Dog	35%	100%	34%	55%
Cat	31%	31%	100%	47%
Fish	5%	8%	7%	40%
Livestock (e.g. horses, cows, sheep etc.)	2%	5%	5%	18%
Bird	2%	3%	3%	16%
Reptile	2%	4%	2%	14%
Guinea pig/Hamster	2%	2%	2%	13%
Bunny	2%	2%	2%	13%
Other, specify:	1%	2%	2%	12%
None of the above	41%			
Net: Yes to any	59%	100%	100%	100%

QV2. And during the last couple years during the COVID-19 lockdown period, let's say between March 2020 and March 2022, did you purchase/adopt an animal that you have since re-homed?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Yes	6%	8%	8%	7%
No	94%	92%	92%	93%

QV3. Please indicate which type(s) of animal(s) you had to re-home.
Select all that apply:

Base = Yes at QV2	90	48	38	14
	Total	Pets		
		Dog Owners	Cat Owners	Other
Cat	48%	28%	63%	43%
Dog	29%	53%	12%	26%
Fish	7%	9%	9%	33%
Guinea pig/Hamster	4%	3%	6%	21%
Bird	3%	6%		8%
Bunny	3%			12%
Livestock (e.g. horses, cows, sheep etc.)	3%	5%	7%	3%
Reptile	1%			
Other, specify:	17%	18%	20%	4%

QV4. How would you describe your own personal relationship with your pet?

Base = Pet owner	961	570	510	195
	Total	Pets		
		Dog Owners	Cat Owners	Other
Extremely close to you: Like a family member	71%	80%	68%	57%
Close: Very important	22%	17%	26%	27%
Not that close - Just a pet	6%	3%	5%	11%
No relationship at all	1%		1%	5%
Used for commercial purposes	0%			0%
Net: close	93%	97%	94%	84%
Net: Not close/ no relationship	7%	3%	6%	16%

QV5. Did you purchase/adopt a pet during the COVID-19 lockdown period that you still have?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Yes	28%	31%	29%	42%
No	72%	69%	71%	58%

QV6. Have you had any challenges with this pet that you got during the lockdown period?

Base = Yes at QV5	267	178	146	82
	Total	Pets		
		Dog Owners	Cat Owners	Other
Feel bad leaving pet alone	26%	28%	22%	24%
Pet is anxious when left alone now	19%	25%	14%	18%
Challenges with cost of pet due to inflation	10%	11%	12%	15%
Pet doesn't like other people	9%	10%	8%	7%
Underestimated responsibility of pet ownership	5%	6%	4%	2%
Challenges with cost of pet due to household job change or job loss	5%	6%	5%	6%
Other, specify:	2%	3%	3%	3%
No, none	53%	48%	58%	57%
Net: Has challenges	47%	52%	42%	43%

QV7. [Have done multiple times/ once or twice] We'd like to know a little bit about your experiences with the vet. Have you ever taken your pet to a veterinary clinic for any of the following purposes?

Base = Pet owners	961	570	510	195
	Total	Pets		
		Dog Owners	Cat Owners	Other
Routine vaccination/checkup	87%	95%	86%	75%
Dental procedure	32%	38%	33%	29%
Medical problem/ illness	71%	79%	70%	58%
Emergency visit	53%	58%	52%	52%

QV7. [Routine vaccination/checkup] We'd like to know a little bit about your experiences with the vet. Have you ever taken your pet to a veterinary clinic for any of the following purposes?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Have done this multiple times	60%	74%	54%	47%
Have done this once or twice	26%	21%	32%	28%
Have not done this	13%	5%	14%	25%
Net: Yes	87%	95%	86%	75%

QV7. [Dental procedure] We'd like to know a little bit about your experiences with the vet. Have you ever taken your pet to a veterinary clinic for any of the following purposes?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Have done this multiple times	10%	11%	10%	9%
Have done this once or twice	23%	28%	23%	20%
Have not done this	68%	62%	67%	71%
Net: Yes	32%	38%	33%	29%

QV7. [Medical problem/illness] We'd like to know a little bit about your experiences with the vet. Have you ever taken your pet to a veterinary clinic for any of the following purposes?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Have done this multiple times	31%	38%	30%	28%
Have done this once or twice	40%	41%	40%	31%
Have not done this	29%	21%	30%	42%
Net: Yes	71%	79%	70%	58%

QV7. [Emergency visit] We'd like to know a little bit about your experiences with the vet. Have you ever taken your pet to a veterinary clinic for any of the following purposes?

	Total	Pets		
		Dog Owners	Cat Owners	Other
Have done this multiple times	14%	17%	16%	15%
Have done this once or twice	38%	41%	37%	38%
Have not done this	47%	42%	48%	48%
Net: Yes	53%	58%	52%	52%

QV8. [Routine vaccination/checkup] When it comes to the quality of care your pet received, how would you rate it for each type of visit...

Base = Have used this service	835	540	439	146
	Total	Pets		
		Dog Owners	Cat Owners	Other
Excellent	55%	55%	56%	48%
Good	33%	34%	31%	37%
Decent	10%	9%	11%	14%
Poor	1%	1%	1%	2%
Terrible	1%	0%	2%	
Top2box	88%	90%	86%	85%
Bottom2box	2%	1%	3%	2%

QV8. [Dental procedure] When it comes to the quality of care your pet received, how would you rate it for each type of visit...

Base = Have used this service	312	219	167	57
	Total	Pets		
		Dog Owners	Cat Owners	Other
Excellent	52%	53%	52%	50%
Good	33%	32%	32%	26%
Decent	13%	12%	13%	15%
Poor	2%	2%	2%	7%
Terrible	1%	1%	1%	3%
Top2box	85%	85%	84%	75%
Bottom2box	3%	4%	3%	9%

QV8. [Medical problem/illness] When it comes to the quality of care your pet received, how would you rate it for each type of visit...

Base = Have used this service	686	448	358	114
	Total	Pets		
		Dog Owners	Cat Owners	Other
Excellent	53%	54%	54%	50%
Good	33%	35%	29%	38%
Decent	11%	9%	12%	10%
Poor	2%	1%	4%	2%
Terrible	1%		2%	
Top2box	85%	89%	82%	88%
Bottom2box	3%	1%	6%	2%

QV8. [Emergency visit] When it comes to the quality of care your pet received, how would you rate it for each type of visit...

Base = Have used this service	507	333	267	102
	Total	Pets		
		Dog Owners	Cat Owners	Other
Excellent	52%	56%	49%	48%
Good	28%	30%	25%	27%
Decent	15%	11%	18%	21%
Poor	2%	3%	3%	2%
Terrible	3%	1%	4%	2%
Top2box	80%	86%	75%	75%
Bottom2box	5%	3%	7%	4%

QV9. [Routine vaccination/checkup] And generally speaking, when you have it comes to the cost of visiting the vet, would you say the amount you pay is...

Base = Have used this service	835	540	439	146
	Total	Pets		
		Dog Owners	Cat Owners	Other
Too expensive	60%	58%	61%	53%
About the right price	34%	36%	33%	40%
A good deal	3%	4%	2%	3%
Don't know/ Can't say	4%	3%	4%	4%

QV9. [Dental procedure] And generally speaking, when you have it comes to the cost of visiting the vet, would you say the amount you pay is...

Base = Have used this service	312	219	167	57
	Total	Pets		
		Dog Owners	Cat Owners	Other
Too expensive	65%	63%	68%	58%
About the right price	23%	26%	21%	23%
A good deal	6%	6%	6%	14%
Don't know/ Can't say	6%	5%	5%	4%

QV9. [Medical problem/illness] And generally speaking, when you have it comes to the cost of visiting the vet, would you say the amount you pay is...

Base = Have used this service	686	448	358	114
	Total	Pets		
		Dog Owners	Cat Owners	Other
Too expensive	64%	63%	68%	56%
About the right price	29%	30%	27%	38%
A good deal	4%	4%	2%	2%
Don't know/ Can't say	3%	3%	3%	4%

QV9. [Emergency visit] And generally speaking, when you have it comes to the cost of visiting the vet, would you say the amount you pay is...

Base = Have used this service	507	333	267	102
	Total	Pets		
		Dog Owners	Cat Owners	Other
Too expensive	71%	68%	75%	69%
About the right price	22%	24%	19%	22%
A good deal	5%	6%	5%	7%
Don't know/ Can't say	2%	2%	2%	3%

QV10. Do you have currently, or have you had, pet insurance for your furry (or scaly) friends?

Base = Pet owner	961	570	510	195
	Total	Pets		
		Dog Owners	Cat Owners	Other
Yes, always have it for my animals	6%	7%	3%	2%
Yes, have had it for some	10%	12%	9%	9%
No, don't/didn't want it	72%	70%	74%	79%
No, unable to get it	12%	10%	15%	9%
Net: Yes	15%	20%	12%	12%
Net: No	85%	80%	88%	88%

QV11. And how would you assess the coverage you received from your pet insurance, was it...?

Base = Have/had insurance	147	113	60	23
	Total	Pets		
		Dog Owners	Cat Owners	Other
A lifesaver – totally worth it	22%	23%	18%	28%
Nice to have, but didn't always need it	34%	33%	40%	39%
Not great, didn't help in some circumstances	30%	33%	25%	27%
Totally useless	10%	6%	15%	2%
Not sure/ Can't say	4%	4%	2%	4%
Top2box	56%	56%	58%	67%
Bottom2box	40%	40%	40%	29%