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Exploring the impact of the pandemic on cat and dog ownership in the UK

A report prepared for NOAH

NOAH
Supporting the future of animal health

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Background and objectives

The Coronavirus pandemic has seen significant changes to the lifestyles of many across the UK, be it in terms of: employment and ways of working, financial considerations and pressures, daily mobility and seasonal travel, and community engagement and planning.

Against this backdrop, the UK has recorded a substantial rise in cat / dog ownership levels.

A need, therefore, exists for NOAH to better understand the changed pet ownership landscape in order to identify how best to serve its members.

This research explore:

- Who are the new cat/dog owners
- What are current approaches to pet health care
- What are some of the key changes in behaviour and future intentions

Sample and methodology

- Methodology: online CAWI
- Length of interview – up to 15 minutes
- Sample universe: Cat or dog owners aged 18+ years in the UK
- Sample size: n:1510
- Sample collected: n760 Cat owners, n750 Dog owners – asking about one specific pet
- Respondents were also asked how many pets (both Cat & Dog) they had in the household as part of HH audit:
  Total Cat owners: n886, Total Dog owners: n979
- Fieldwork dates:10/01/2022 – 24/01/2022
- Quotas: nationally representative on gender, age and region

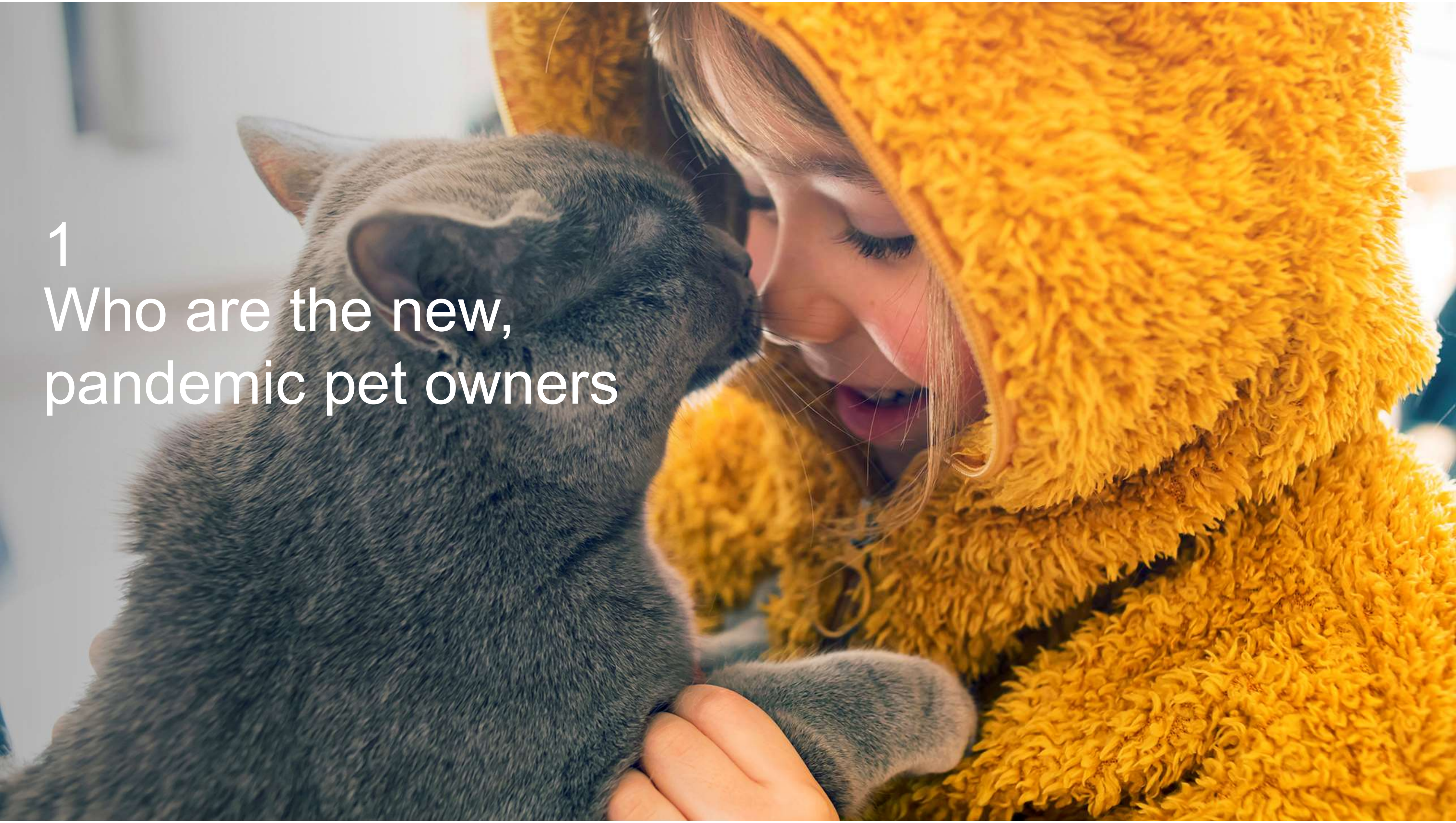
Final quota fall-out

Female: 52%
Male: 48%

18-34: 26%
35-54: 35%
55+ 39%

London & South East: 26%
Wales & West: 13%
Midlands: 27%
North: 25%
Scotland & N. Ireland: 10%

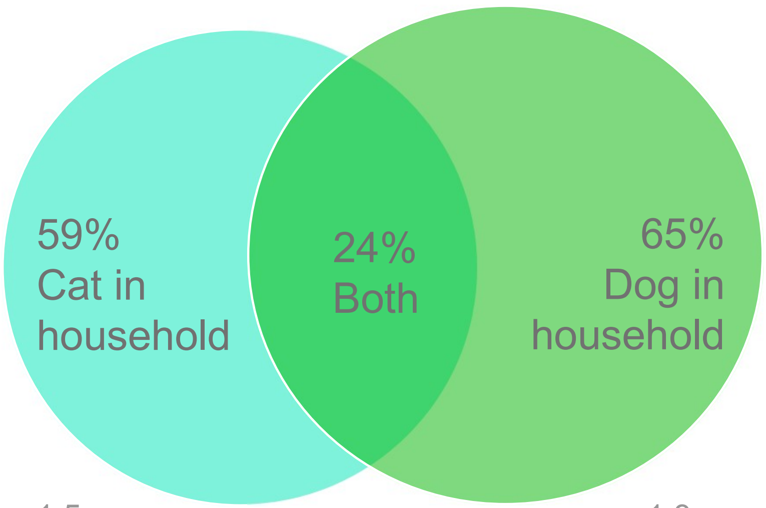
Contents



1
Who are the new, pandemic pet owners

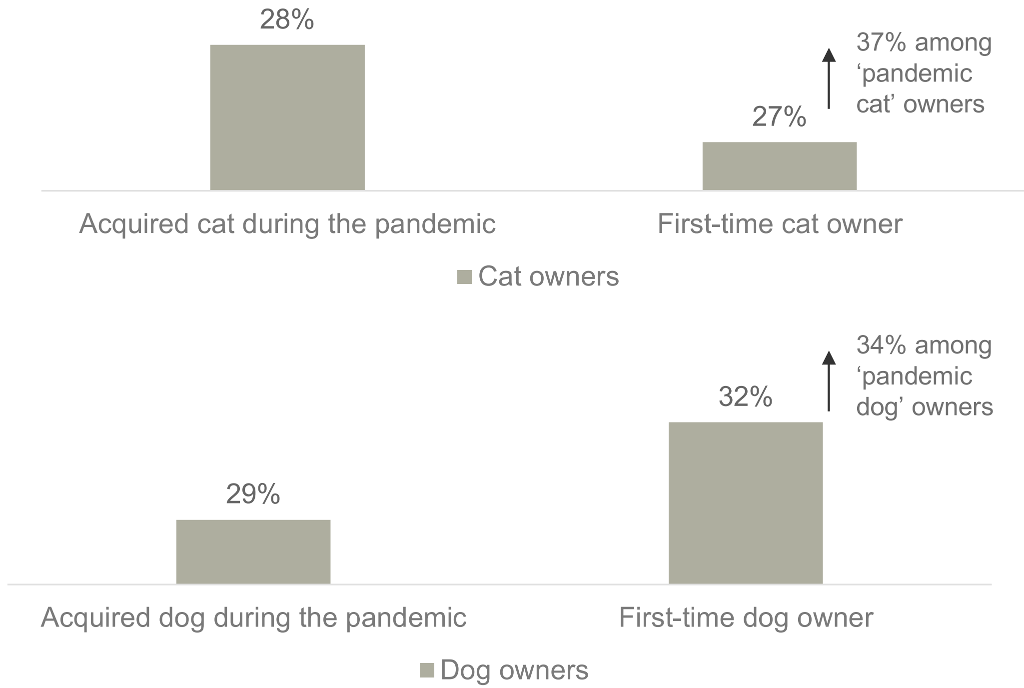
Around 3 in 10 cat/dog owners had a new cat or dog join the home during the pandemic, of whom around a third (34% cat, 37% dog) were first-time owners

Profile of survey sample



1.5
Average number of cats in a household

1.3
Average number of dogs in a household



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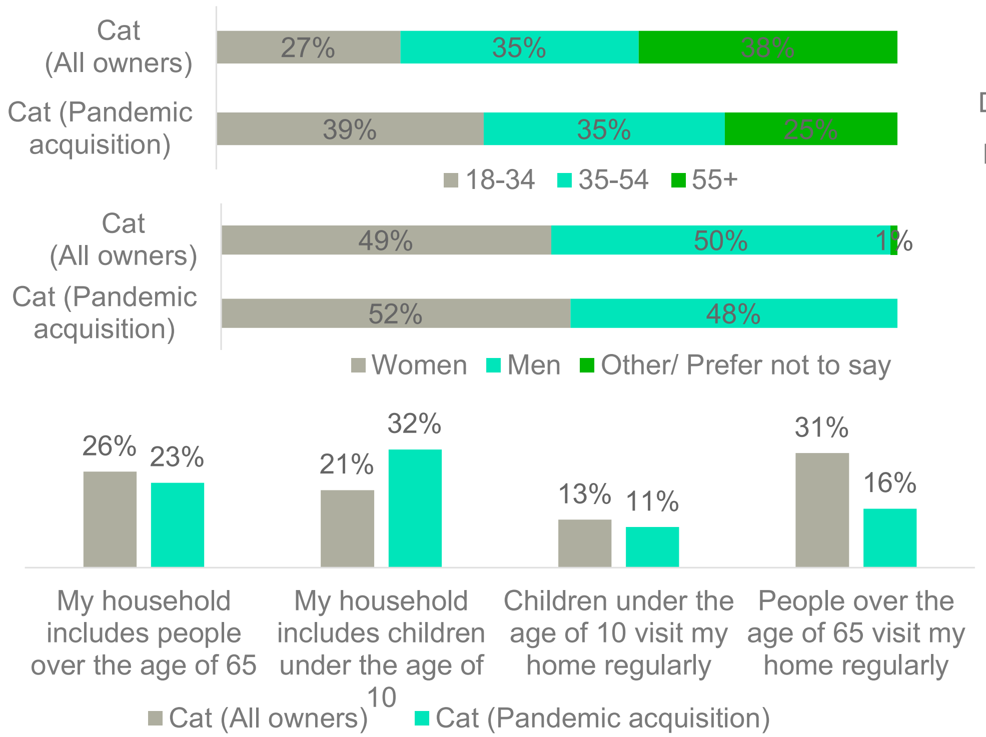
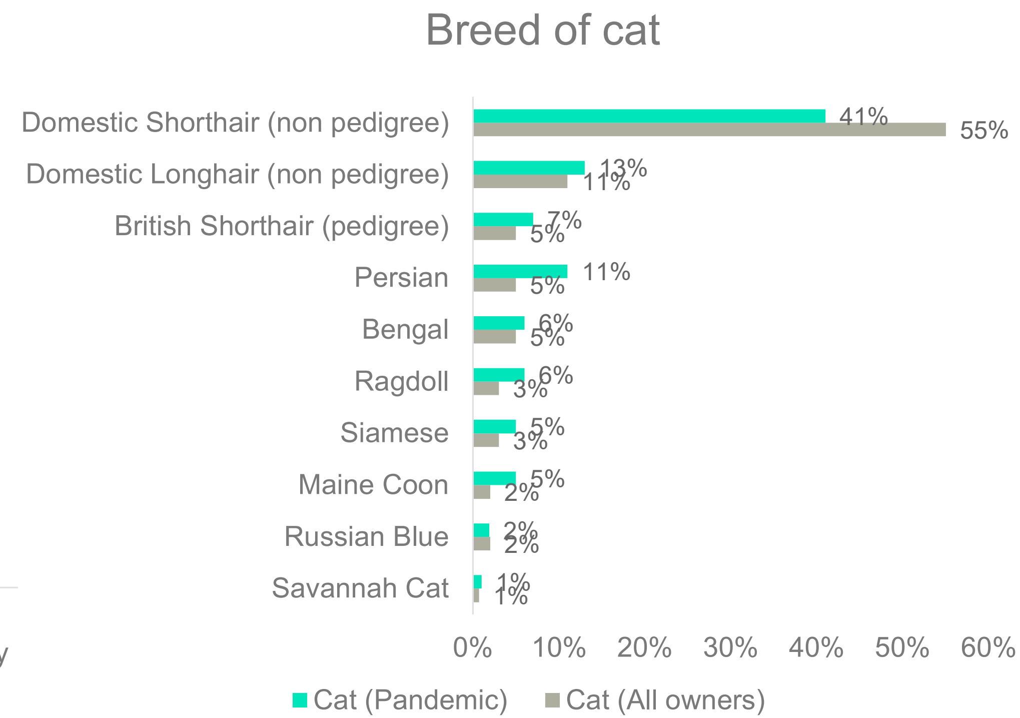
S4. Which, if any, of the following pets do you currently have living at your home? QWhen. When did [pet] join your home? QAq1. What is your previous experience of keeping …?
Base: Adults aged 18+ who have a cat or dog in HH (n=1510) Cat owners (n=886) Dog owners (n=979) Acquired cat during pandemic (n=209) Acquired dog during pandemic (n=233)

Young adults and owners with children aged under 10 years in the household were the most likely demographics to acquire a cat during the pandemic. While Domestic Shorthair is the most common breed of cat overall it is less so for pandemic owners. Persian and, to a lesser extent, Ragdoll cats see notably higher ownership levels among owners who acquired a cat during the pandemic when compared with the average

Profile of cat owners: age, gender, household

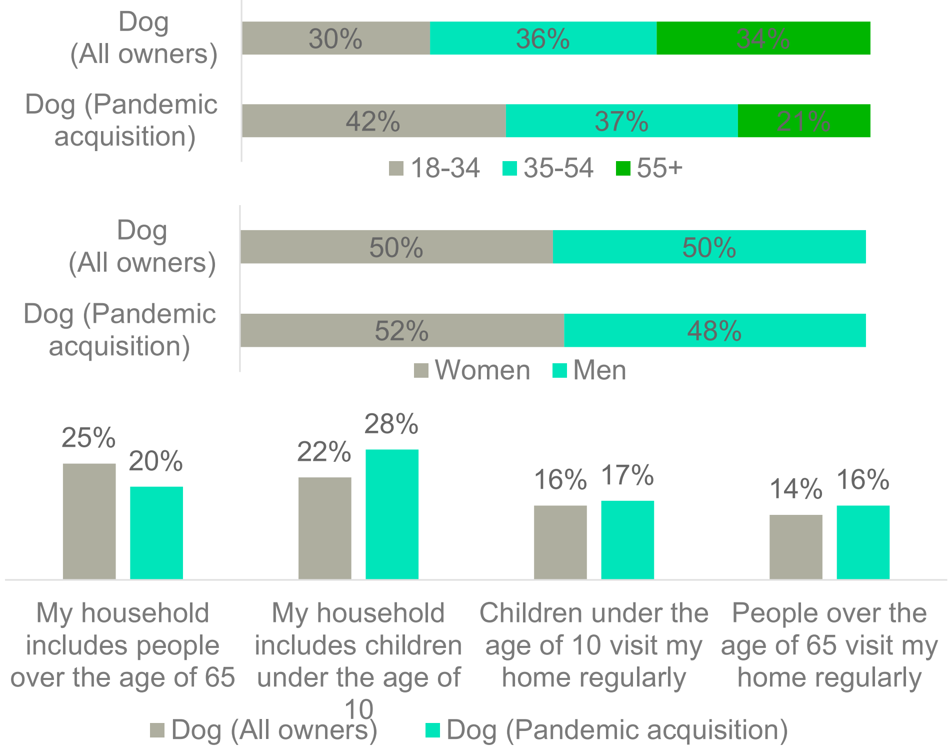


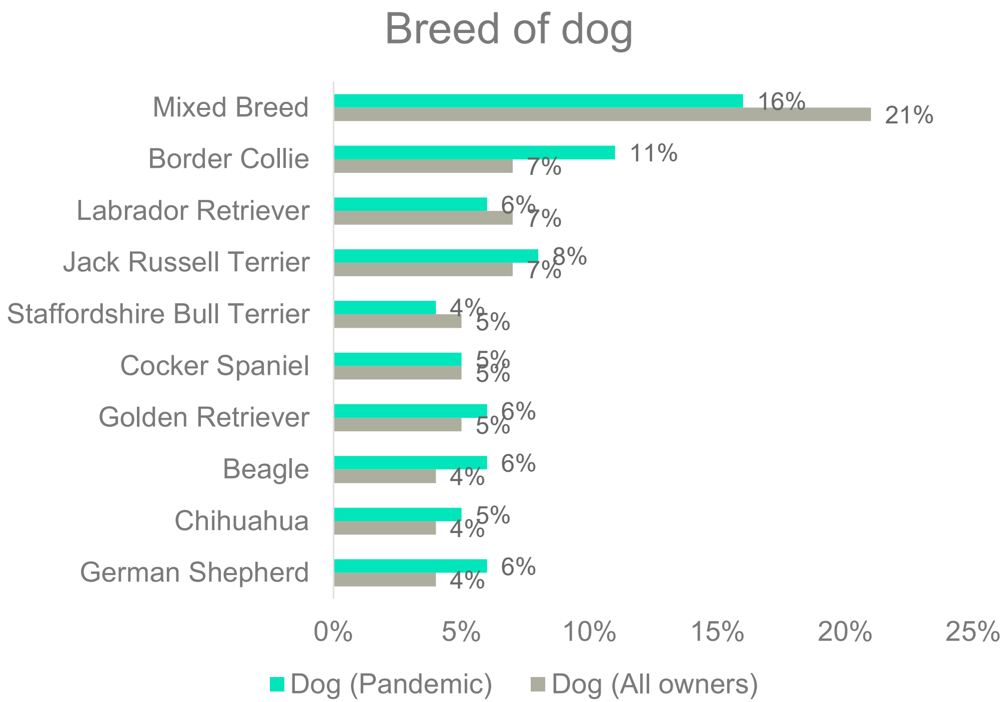


S1. What is your age? S2. What is your gender? S3. Where do you live? Qhouse. Which of the following reflects your household? Qbreed. What breed is …?
Base: Adults aged 18+ who have a cat or dog in HH (n=1510) Cat owners (n=886) Acquired cat during pandemic (n=209)

As seen with cats, young adults and owners with children aged under 10 years in the household were most likely to acquire a dog during the pandemic. A range of dog breeds are prevalent across the UK. The Border Collie see notably higher ownership levels among owners who acquired a dog during the pandemic when compared with the average

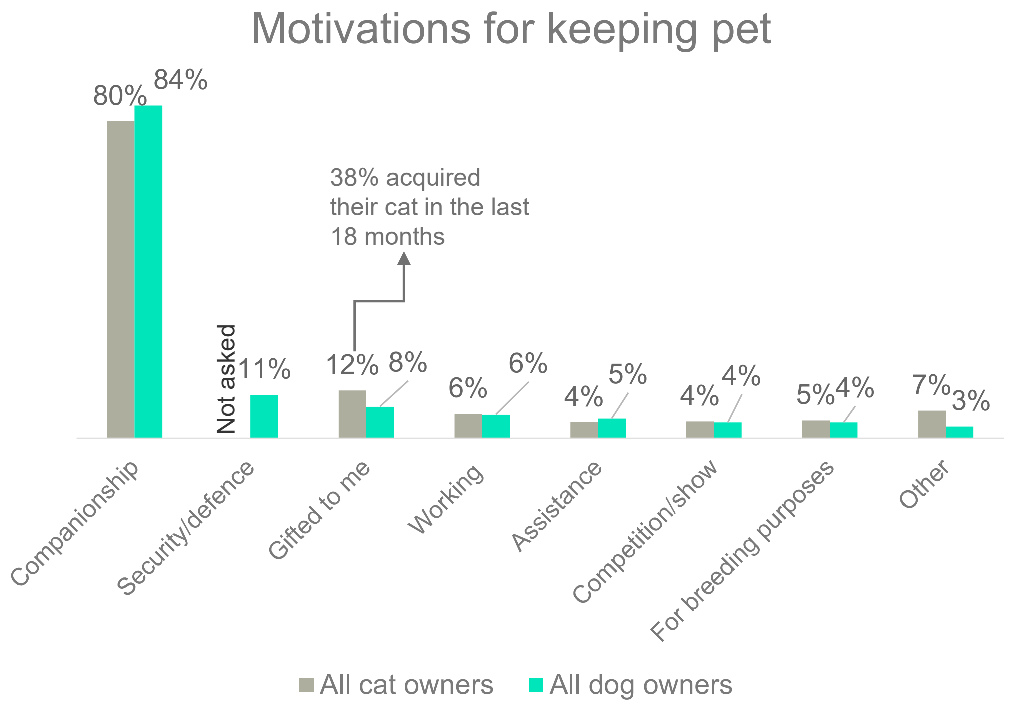
Profile of dog owners: age, gender, household





S1. What is your age? S2. What is your gender? S3. Where do you live? Qhouse. Which of the following reflects your household? Qbreed. What breed is …?
Base: Adults aged 18+ who have a cat or dog in HH (n=1510) All cat owners (n=886) All dog owners (n=979) Acquired cat during pandemic (n=209) Acquired dog during pandemic (n=233)

Pets are widely considered part of the family by cat/dog owners in the UK and, despite being a big commitment, they are considered worth it. Pets are deemed by many to support owners' health, both mental and physical, and the leading motivation for ownership is, by far, companionship. At around 1 in 10, notably more cat owners than dog say their pet was gifted to them



92% cat/dog owners agree "Pets are part of the family"

89% cat/dog owners agree "Pets are a big commitment but it's worth it"

81% cat/dog owners agree "My pet supports my mental health"

68% cat/dog owners agree "My pet keeps me active" (85% among dog owners)

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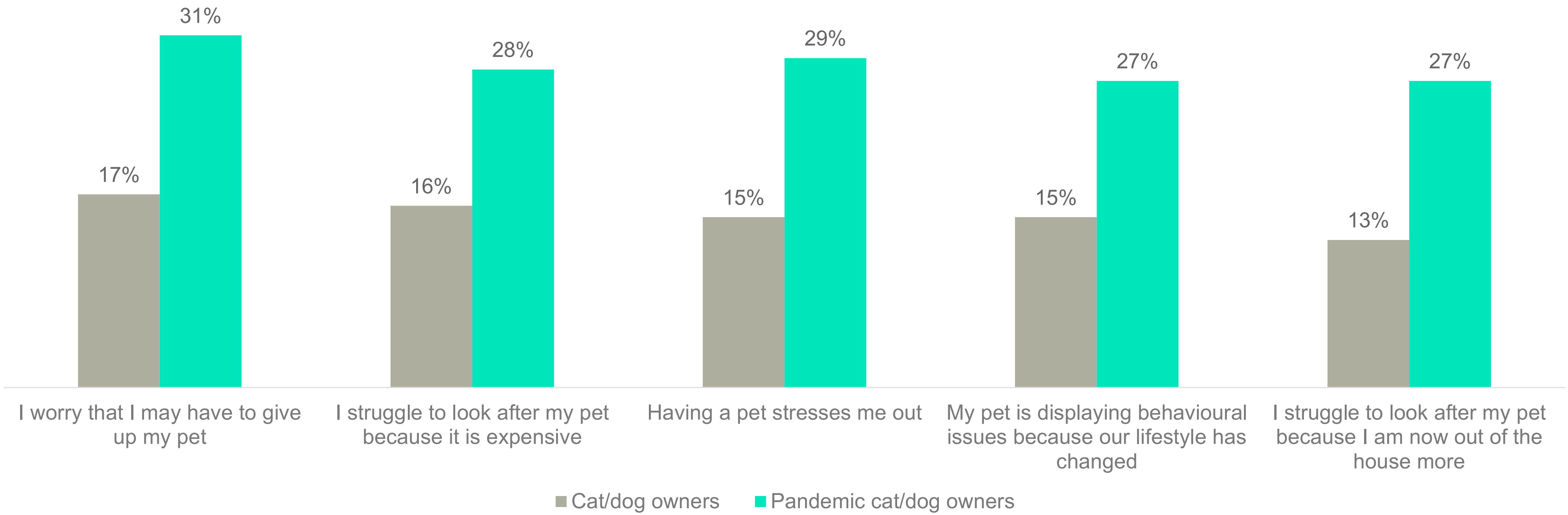
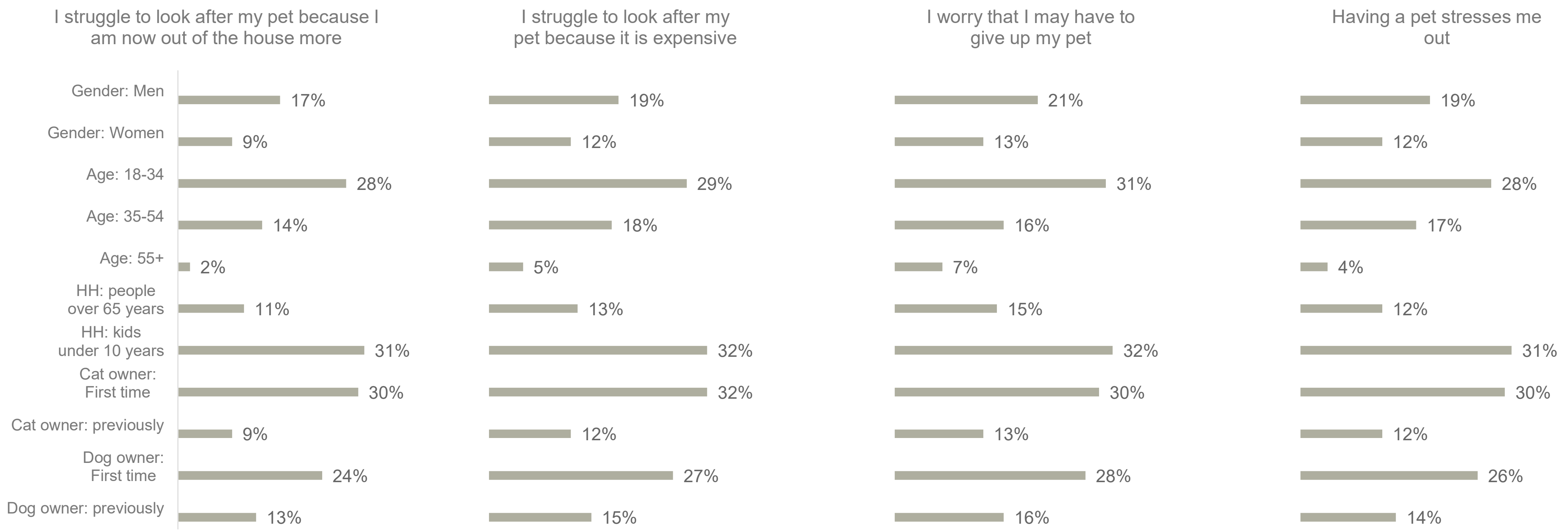
QMot1 Which of the following best describes your motivation for keeping…?
QAtts1 To what extent do you agree or disagree with the following statements?
Base: Adults aged 18+ who have a cat or dog in HH (n=1510) All cat owners (n=886) All dog owners (n=979)

Indeed, when considering all aspects of pet ownership, worry and struggle associated with this undertaking is felt by less that 1 in 5 respondents on average. However, rates are notably higher among owners who acquired their pet during the pandemic



QAtts1 To what extent do you agree or disagree with the following statements?
Base: Adults aged 18+ who have a cat or dog in HH: Total cat owners (n=760) Total dog owners (n=750)

Looking across demographics, we see consistently that men, younger adults, owners with children aged under 10 in the household and first-time owners disproportionately agree they are worried, stressed, or struggling when it comes to their pet



% of target

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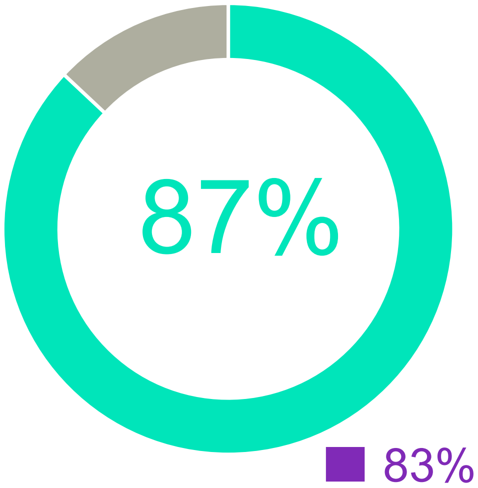
QAtts1 To what extent do you agree or disagree with the following statements?
Base: Adults aged 18+ who have a cat or dog in HH Men (729) women (779) 18-34 (394) 35-54 (530) 55+ (586), HH with people over the age of 65 (398) HH with children under 10 years (279) Cat owner: first-time (237) previous (649) Dog owner: first-time (314) previous (665)

2 Approaches to healthcare

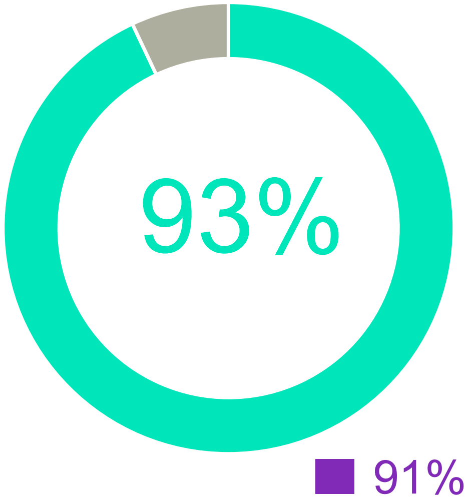
The majority of cat/dog owners have their recently acquired pet registered with a vet, with levels significantly higher among dog owners. Having ‘no need’ for a vet consultation and the expense of vet services are the main reasons deterring owners from registering their pet. (Small sample sizes prohibit analysis by pandemic pet owners)

Has registered cat with vet



Reasons for not registering cat with vet	% Cat
I have had no need for a veterinary consultation	46%
Vet services are too expensive	36%
I haven’t had the time to take this pet to a vet	15%
I cannot find a suitable veterinary practice	6%

Has registered dog with vet



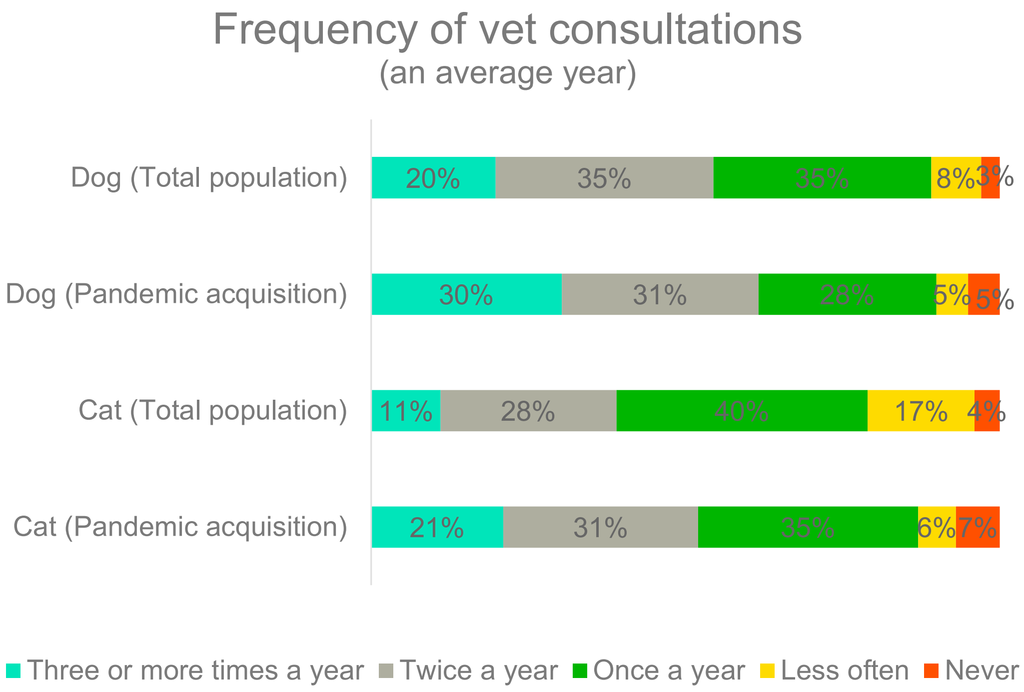
Reasons for not registering dog with vet	% Dog*
Vet services are too expensive	40%
I have had no need for a veterinary consultation	38%
I cannot find a suitable veterinary practice	19%
I haven’t had the time to take this pet to a vet	9%

Acquired pet during pandemic

* Warning: Base size <100

QVetP1 Is Pet currently registered with a veterinary practice?
QNoVet2 Which of the following best describes why you have not registered with a veterinary practice?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet’s health Total cat ‘recently acquired’ (n=748) Total dog ‘recently acquired’ (n=735) Acquired cat during pandemic (n=205) Acquired dog during pandemic (228). Not registered with vet: cat ‘recently acquired’ (n=101) dog ‘recently acquired’ (n=53)

‘Pandemic pets’ experience more frequent vet consultations in an average year compared with the total. In the last 12 months, routine in person appointments were the most common vet consult for all. That said, emergency consultations for ‘pandemic cats’ and online/phone consults for ‘pandemic dogs’ were notably higher vs their equivalent total



Consultations had in the last 12 months	% Cat (total)	% Cat (pan.)	% Dog (total)	% Dog (pan.)
A routine in person appointment	64%	66%	73%	74%
An emergency in person veterinary consultation	16%	24%	20%	23%
A routine online / phone health check	8%	11%	9%	14%
An emergency online / phone consultation	6%	13%	7%	16%

Total most common reasons for not having had a vet consultation*:

- “I have had no need for a veterinary consultation” (81% of dog/cat owners)
- “Vet services are too expensive” (14% of dog/cat owners)

* Warning: Base size <100

QVet1 On average how often, if at all, does [Pet] have an appointment with the vet (not including any visits for grooming)? QVet2. Thinking about the last 12 months has [Pet] had… QNoVet1 Which of the following best describes why you have not had a veterinary consultation?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet’s health Total cat ‘recently acquired’ (n=647) Total dog ‘recently acquired’ (n=682) Acquired cat during pandemic (n=171) Acquired dog during pandemic (n=207). Had a consultation: cat ‘recently acquired’ (n=623) dog ‘recently acquired’ (n=663) No consultation for pet (n=43)

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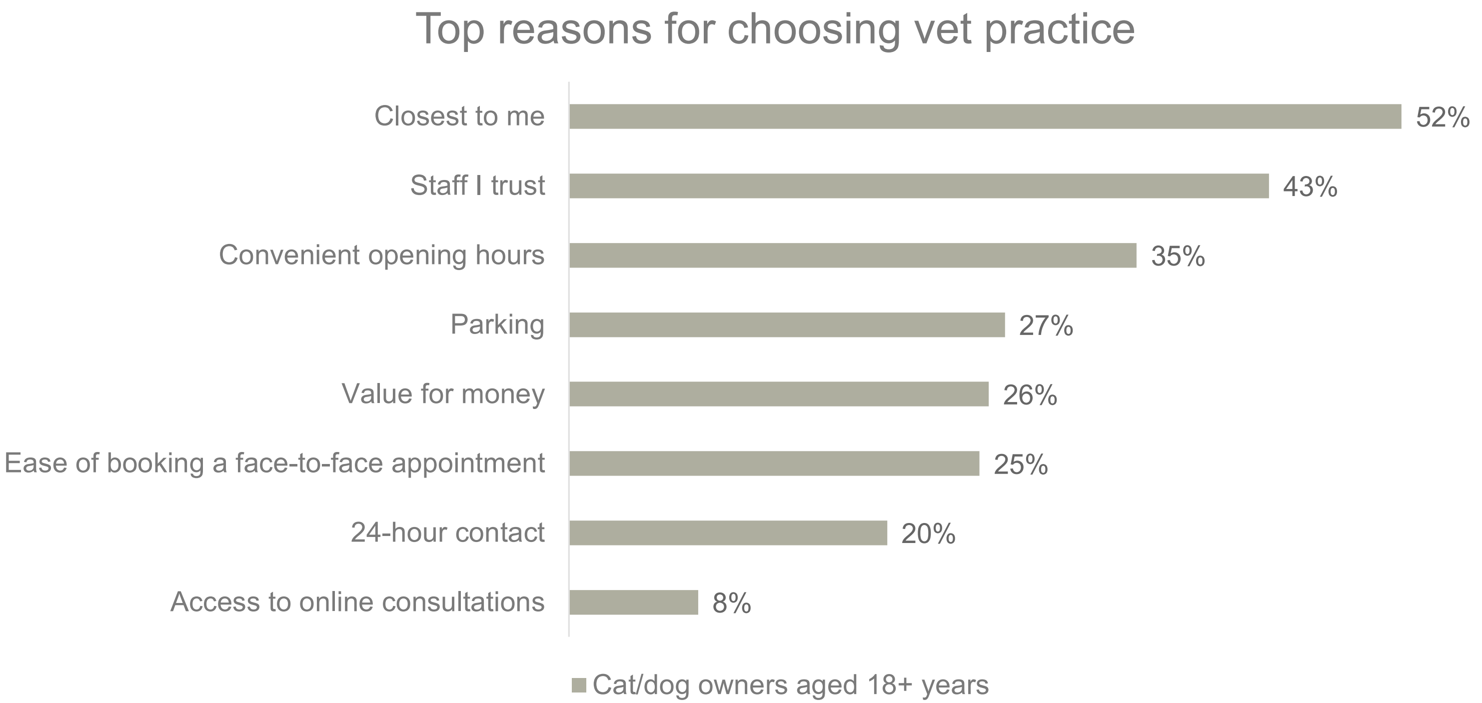
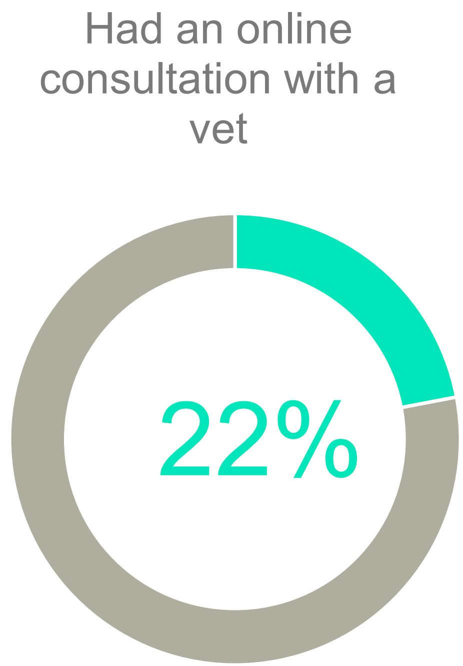
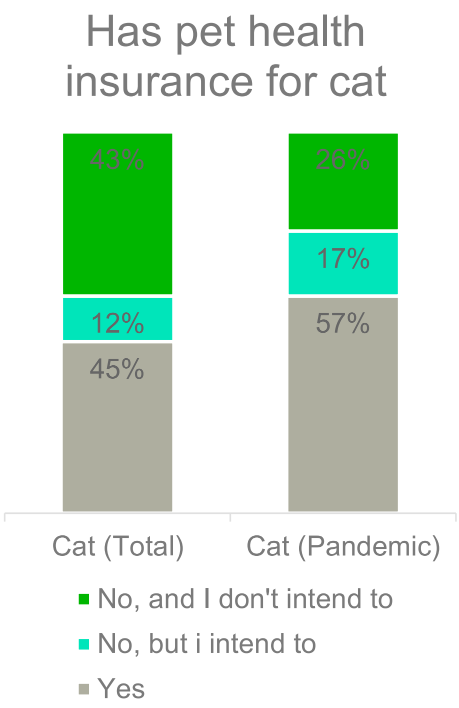
Just over half (52%) of all respondents cited proximity to them as the top reason for choosing their vet; followed by staff they trust (43%) and convenient hours (35%). Just 8% reported ‘access to online consultation’ as a top reason for choosing their vet practice despite around 1 in 5 respondents having had an online consult with a vet in the last 12 months



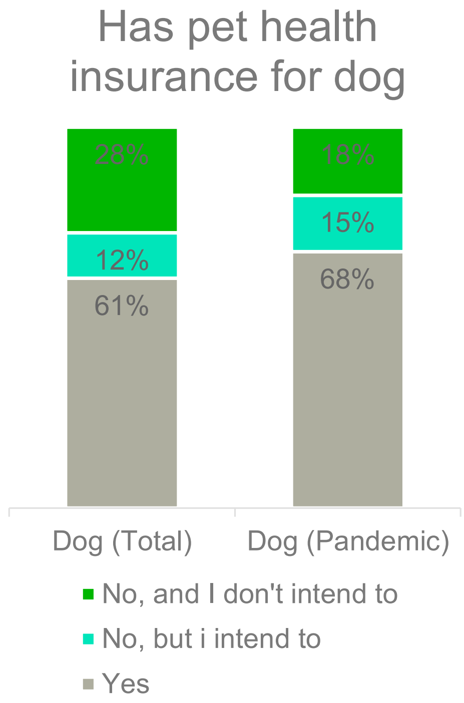


QVetP2 Thinking again about your vet practice, which of the following reflect the reasons why you chose it?
QVetP3 Have you had an online consultation with a vet in the last 12 months?
Base: Adults aged 18+ who have recently acquired pet registered with vet (n=1329)

Pet health insurance take up is higher among ‘pandemic pets’ compared with the total (significantly so for ‘pandemic cats’). When compared with the total, ‘pandemic pet’ owners are more likely to claim the reason for not taking out pet health insurance is simply that they haven’t got around to it, though a third of ‘pandemic cat’ owners and over a third of ‘pandemic dog’ owners claim the reason is that it ‘does not offer value for money’



Reasons for not talking out pet health insurance for cat	% Cat	% Cat (Pan.)*
It does not offer value for money	45%	33%
I have no need	28%	29%
I haven’t got round to it but may in the future	17%	27%
I cannot find a product to suit	8%	9%
Other	8%	3%
I have had problems making a successful claim in the past	5%	6%

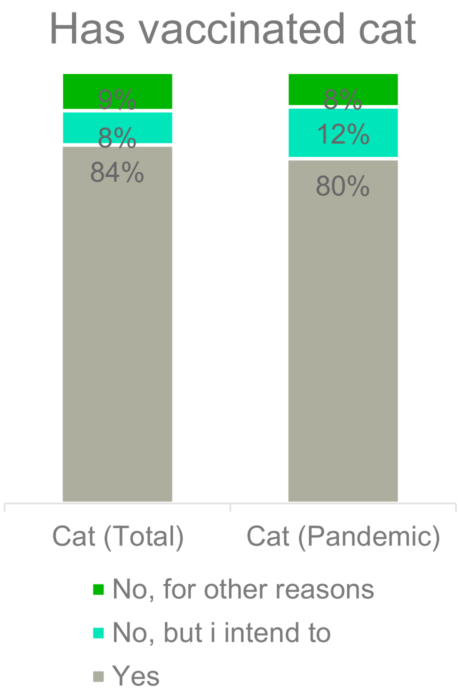


Reasons for not talking out pet health insurance for dog	% Dog	% Dog (Pan.)*
It does not offer value for money	43%	37%
I have no need	24%	23%
I haven’t got round to it but may in the future	15%	23%
I cannot find a product to suit	13%	19%
I have had problems making a successful claim in the past	11%	16%
Other	9%	7%

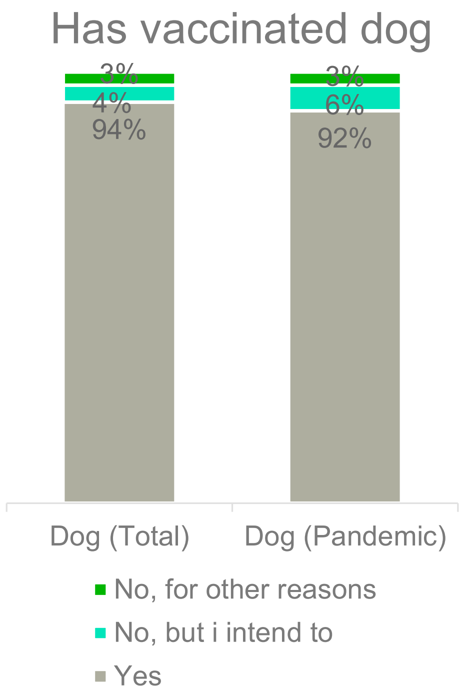
* Warning: Base size <100

Qins1. Do you have pet health insurance?
QNoIns. Which of the following statements best describes why you’ve not taken out pet health insurance?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet’s health Total cat ‘recently acquired’ (n=748) Total dog ‘recently acquired’ (n=735) Acquired cat during pandemic (n=205) Acquired dog during pandemic (n=228). Does not have pet health insurance: Total cat (n=411) Total dog (n=290) Pandemic cat (n=89) Pandemic dog (n=74)

Vaccination has been widely undertaken by respondents, with significantly higher vaccination rates among dog owners vs cat. While pets have been vaccinated against a range of diseases, around half of pet owners (53% cat/48% dog) don't know which disease/s their pet has been vaccinated against. Uncertainty is lower among 'pandemic pet' owners, possibly because vaccinations have taken place more recently



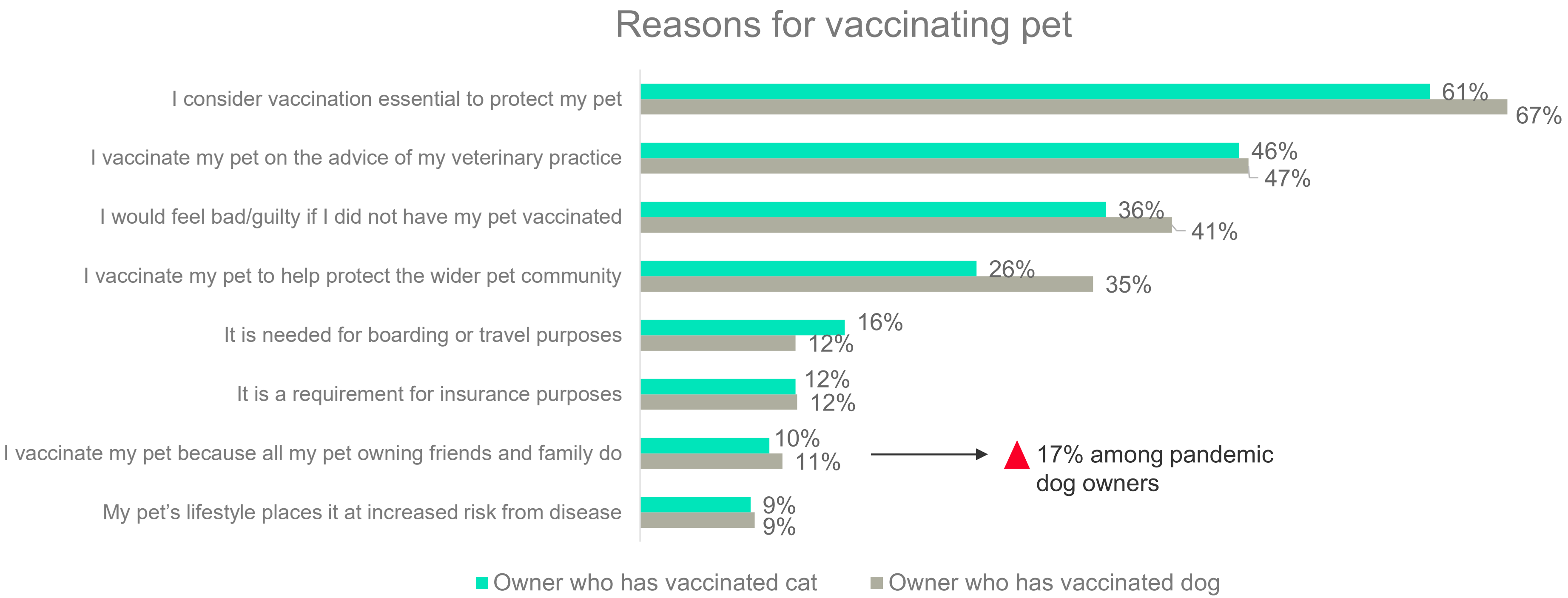
Disease cat vaccinated against	% Cat	% Cat (Pan.)
Feline Panleucopenia /Infectious Enteritis	40%	42%
Feline Rhinotracheitis (Feline Herpesvirus, FHV)	27%	34%
Feline Leukaemia Virus (FeLV)	24%	26%
Feline Calicivirus (FCV)	23%	32%
Chlamydia felis	12%	20%
Rabies	11%	18%
Bordetella bronchiseptica	11%	18%
Don't know	**53%**	**42%**



Disease dog vaccinated against	% Dog	% Dog (Pan.)
Canine Parvovirus (CPV)	40%	46%
Canine Distemper Virus (CDV)	39%	42%
Canine Adenovirus (CAV)	25%	34%
Canine Leptospira	24%	30%
Canine parainfluenza virus (CPi)	24%	25%
Rabies	19%	21%
Bordetella bronchiseptica	16%	17%
Don't know	**48%**	**37%**

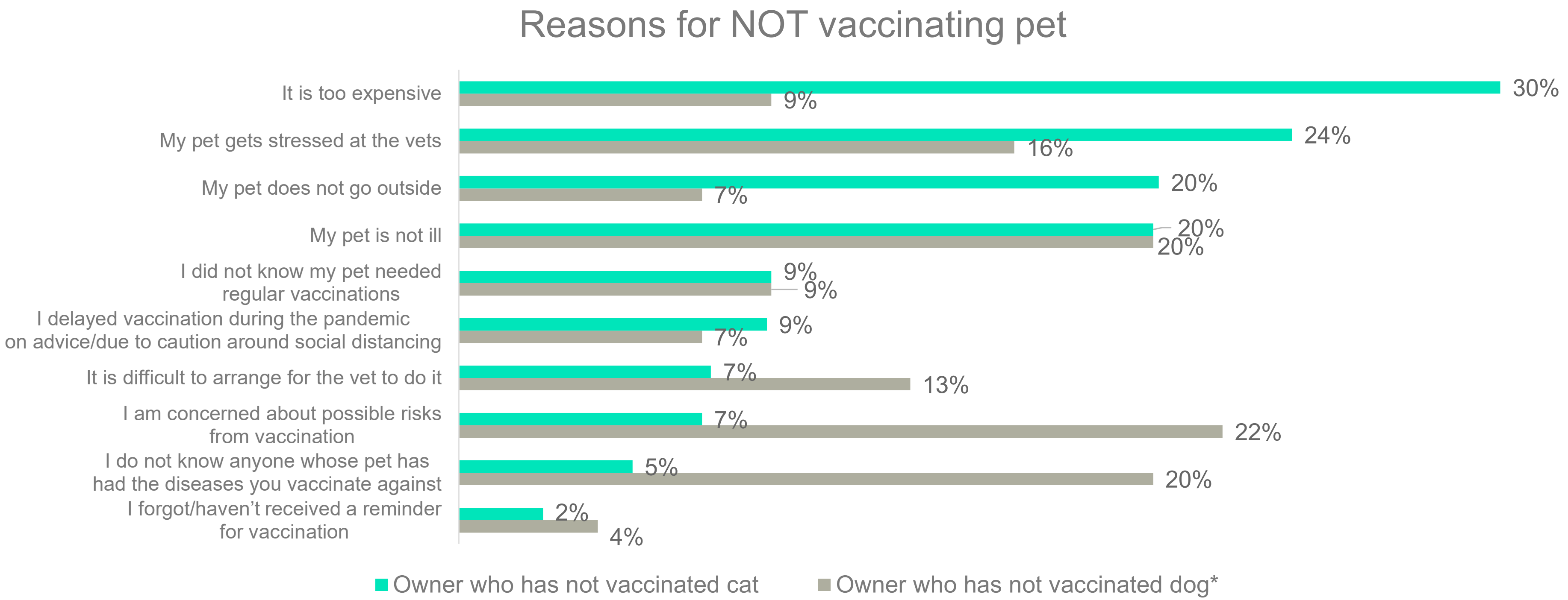
Qvax.Has [Pet] received any vaccinations?
QVaxWhich. Which diseases has [Pet] been vaccinated against?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet's health Total cat 'recently acquired' (n=748) Total dog 'recently acquired' (n=735) Acquired cat during pandemic (n=205) Acquired dog during pandemic (n=228). Has vaccinated 'recently acquired' cat (n=625) dog (n=690)

The majority of respondents claim their reason for vaccinating their pet is that it is '…essential to protect my pet'. This reason is notably more likely among dog owners when compared with cat owners, so too is 'to help protect the wider pet community'. Significantly more 'pandemic dog' owners appear to have been influenced by their pet owning friends/family when it came to deciding to vaccinate their dog



QVaxWhy: Which, if any, of the following statements reflect your reasons for vaccinating?
QNoVaxWhy: Which, if any, of the following statements reflect your reasons for not vaccinating?
Base: Adults aged 18+ who have a cat or dog in HH who have vaccinated 'recently acquired' cat (n=625) 'recently acquired' dog (n=690)

On the flip side, a range of reasons are cited for not vaccinating, with some significant differences evident between owners; for cat owners: expense, pet stress, and a homebound pet top the list, while, for dog owners, vaccination-risk concerns and a lack of exposure to pets who've had diseases are top reasons. Common between all pet owners for not vaccinating are the reasons: 'my pet is not ill' and 'I did not know my pet needed regular vaccinations'



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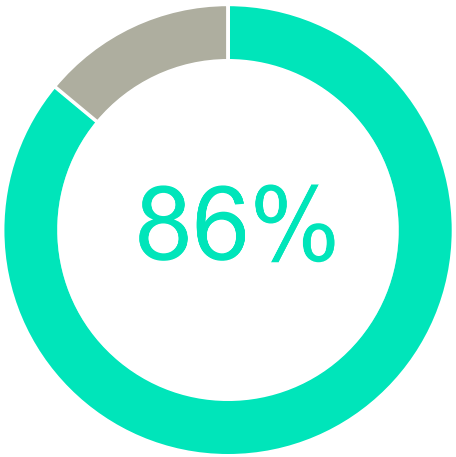
QVaxWhy: Which, if any, of the following statements reflect your reasons for vaccinating?
QNoVaxWhy: Which, if any, of the following statements reflect your reasons for not vaccinating?
Base: Adults aged 18+ who have a cat or dog in HH who have not vaccinated 'recently acquired' cat (n=123) 'recently acquired' dog (n=45)

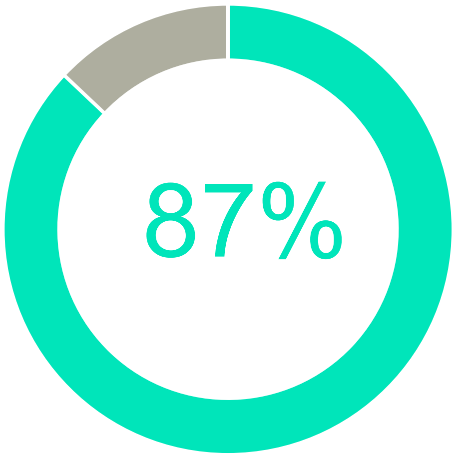
Parasite prevention products were widely purchased by cat and dog owners in the last 12 months. Flea products were purchase by notably more cat owners than dog, while the reverse was true of tick and all-in-one products

Purchased parasite prevention products for cat



Product type purchased for cat	% all with cat in home
Flea product	53%
Worming product	42%
An all-in-one product	32%
Tick product	19%
Tapeworm product	13%
I have purchased at least one product, but I am not sure what parasites it treats	4%

Purchased parasite prevention products for dog



Product type purchased for dog	% all with dog in home
Worming product	45%
Flea product	42%
An all-in-one product	38%
Tick product	26%
Tapeworm product	15%
I have purchased at least one product, but I am not sure what parasites it treats	4%

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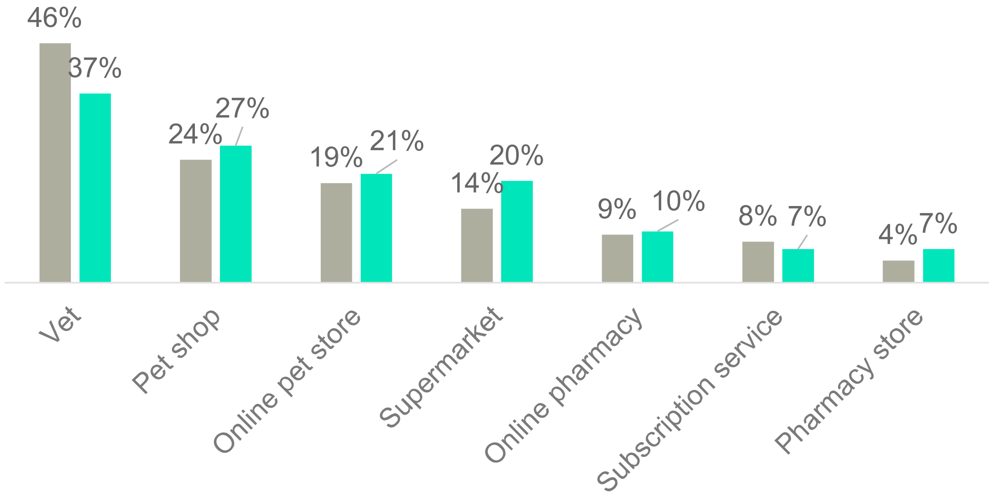
QPara1. Have you purchased products designed to prevent parasites in the last 12 months?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet's health: All cat owners (n=871) All dog dog (n=959)

A range of locations were turned to for purchasing parasite prevention products. The Vet represents the most turned to location, in particular among dog owners, with the primary reason being that it offered better advice. Supermarkets were more likely to have been purchased from by cat owners. Lower price is the top reason owners turned to online pet stores while convenience drove purchases at pet shops

Where purchased parasite prevention products



Top reasons for purchase at location

Vet	% all with cat in home	% all with dog in home
Better advice	44%	48%
Convenience	37%	31%
Pet shop	**% all with cat in home**	**% all with dog in home**
Convenience	39%	42%
Better advice	25%	24%
Online pet store	**% all with cat in home**	**% all with dog in home**
Lower price	47%	42%
Convenience	33%	27%

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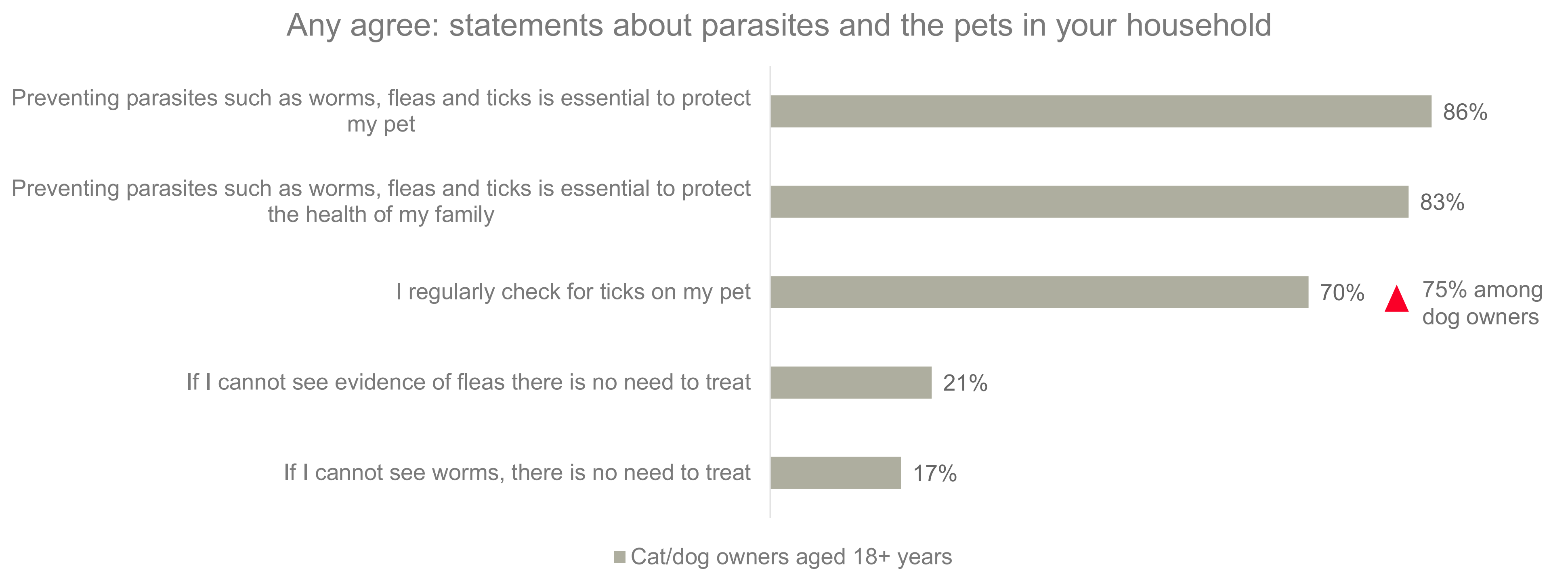
QParaBuy Where did you buy these parasite prevention products?
QParaWhy. Why is that?
Base: Adults aged 18+ have purchased parasite prevention product: All cat owners (n=755) All dog owners (n=842) purchased from vet: cat (n=286) dog (n=368) Pet shop: cat (n= 203) dog (n=241) Online pet vet: cat (n=158) dog (n=166)

Preventing parasites to protect pets and the health of family are widely held views by cat and dog owners, alike. Agreement with ‘I regularly check for ticks on my pet’ is also common among respondents, particularly dog owners



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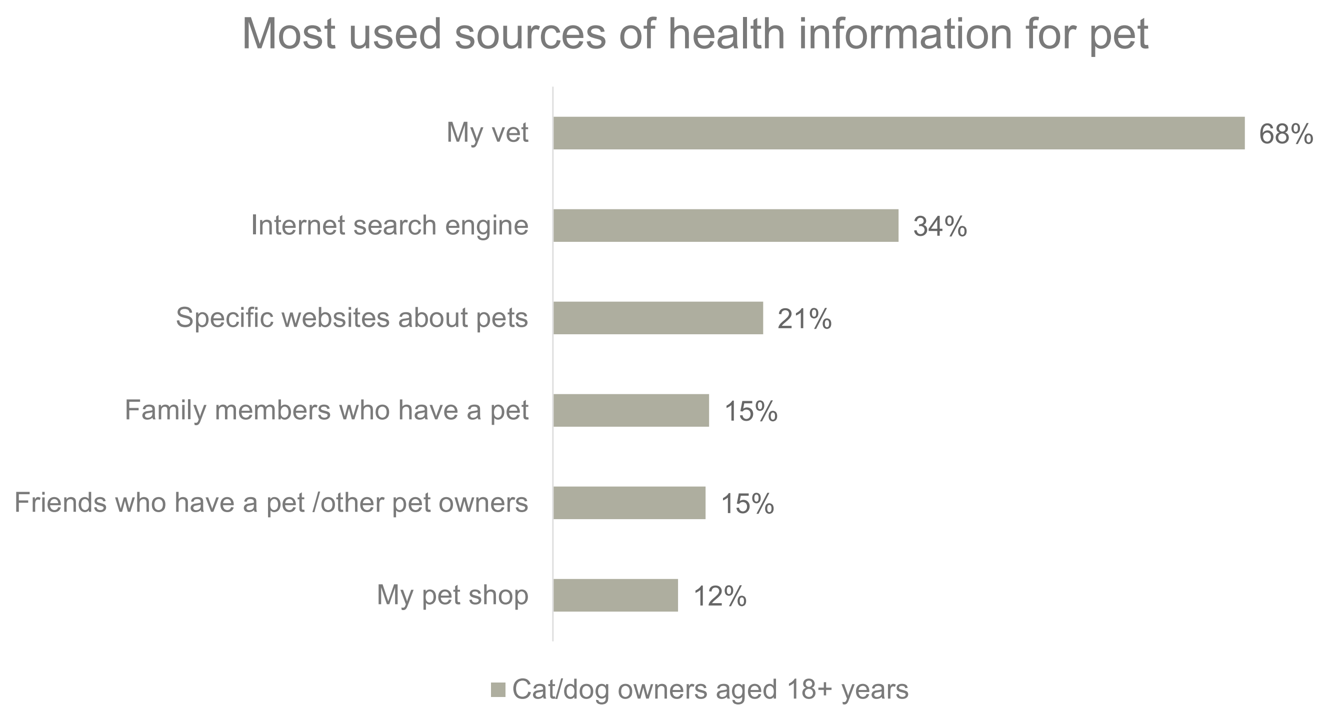
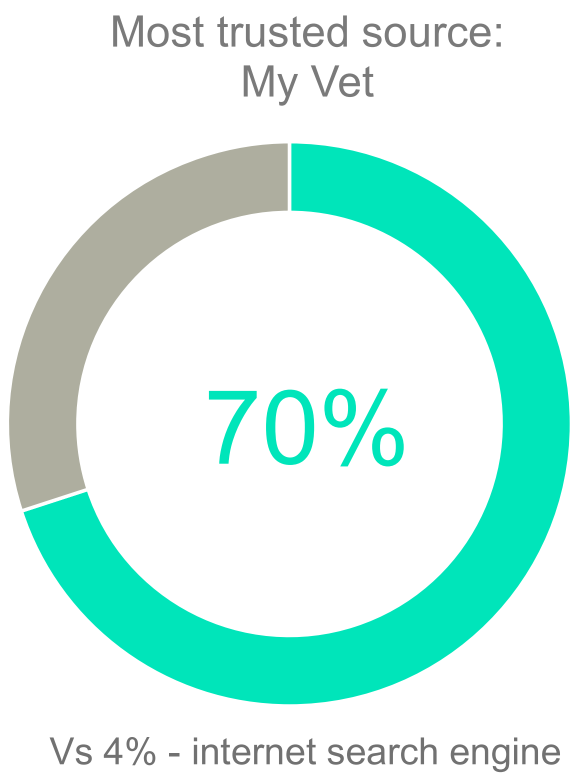
QPARA To what extent do you agree or disagree with the following statements about parasites and the pets in your household?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet’s health (n=1483) total dog owners (n=959)

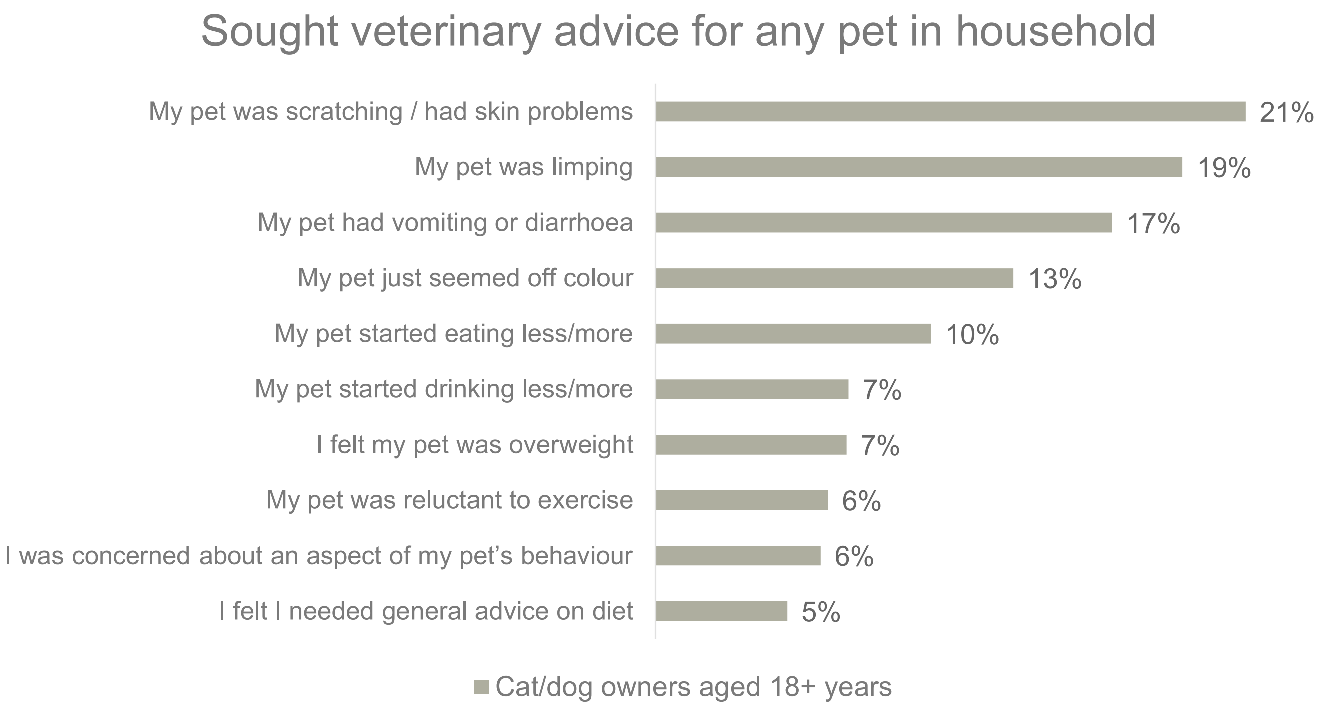
Echoing the finding that many owners feel vets offer better advice when it comes to purchasing parasite prevention products, vets prove the most used and trusted source of health information for pets, generally. Internet search is turned to by around a third of all pet owners but just 4% claim it is their most trusted source

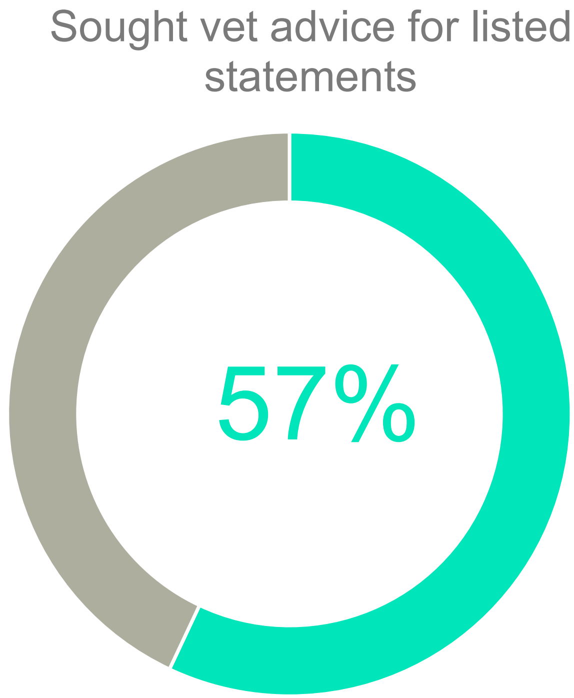




QInfo. Where do you find information when it comes to the health of your cat(s)/dog(s)?
QTrust. And which one do you trust the most when it comes to the health of your cat(s)/dog(s)?
Base: Adults aged 18+ who have a cat or dog in HH: Total (n=1510)

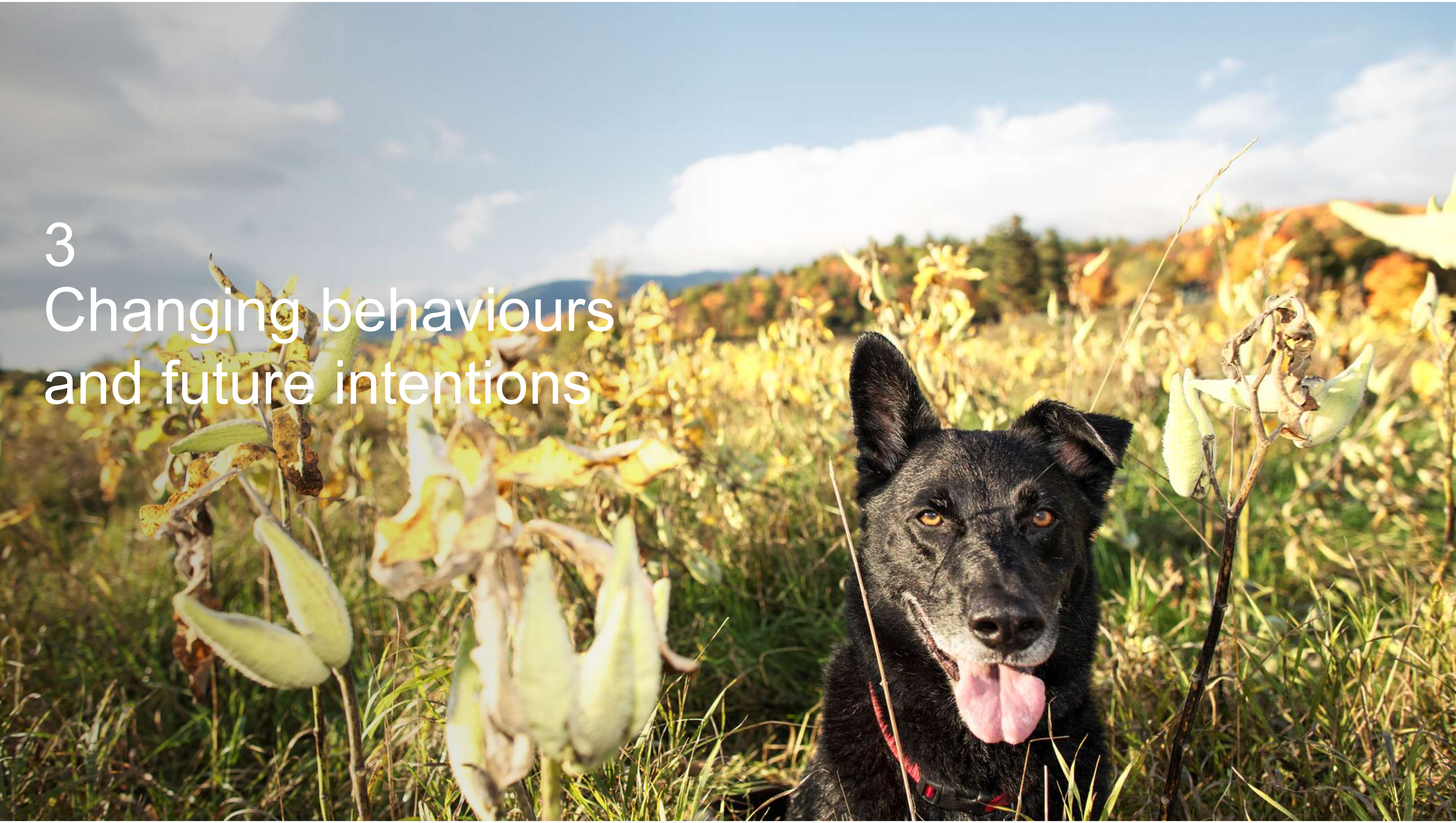
More than half of pet owners sought advice from a vet for at least one issue asked about in this study. Somewhat more respondents turned to a vet for advise for overt or highly visible, and perhaps generally more common phenomena, such as scratching/skin problems, limping and vomiting/diarrhoea



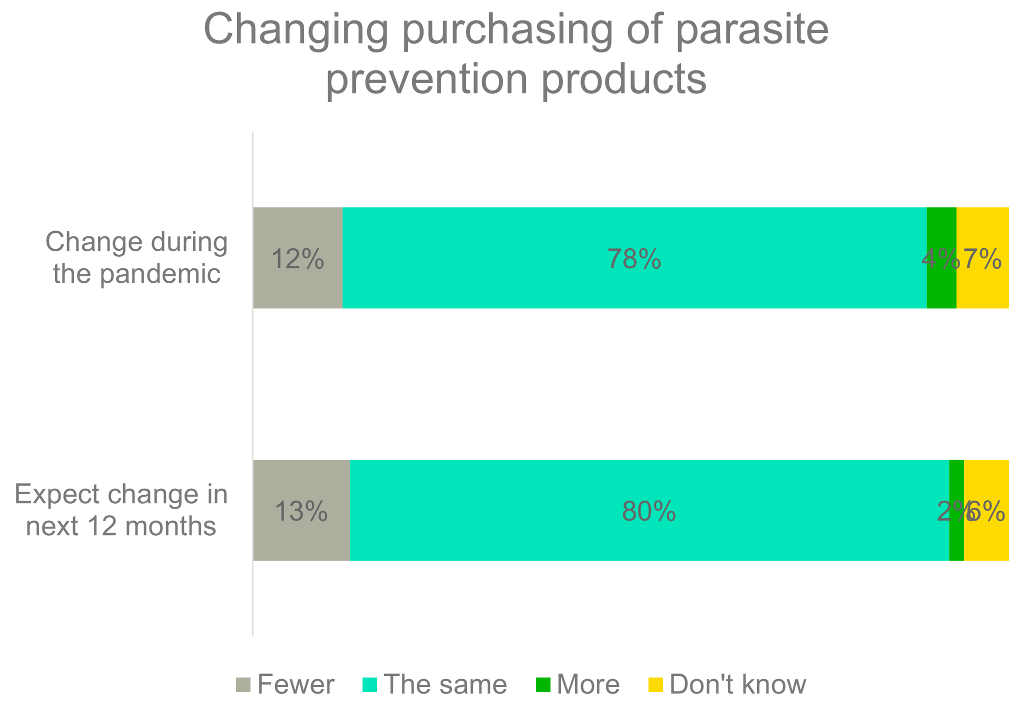


QHelp. Have you ever needed to seek veterinary advice for any of the following for any of the current pets in your household?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet’s health (n=1483)

3 Changing behaviours and future intentions



The purchasing of parasite prevention products remained broadly stable during the pandemic and is expected to remain the same in the next 12 months. Changed (or changing) lifestyle and advice from the vet are the top reasons for behaviour change both during the pandemic and as expected in the future



Why changed during pandemic	% Total
My pet's lifestyle had changed	27%
On the advice of my vet	26%
My financial situation had changed	18%

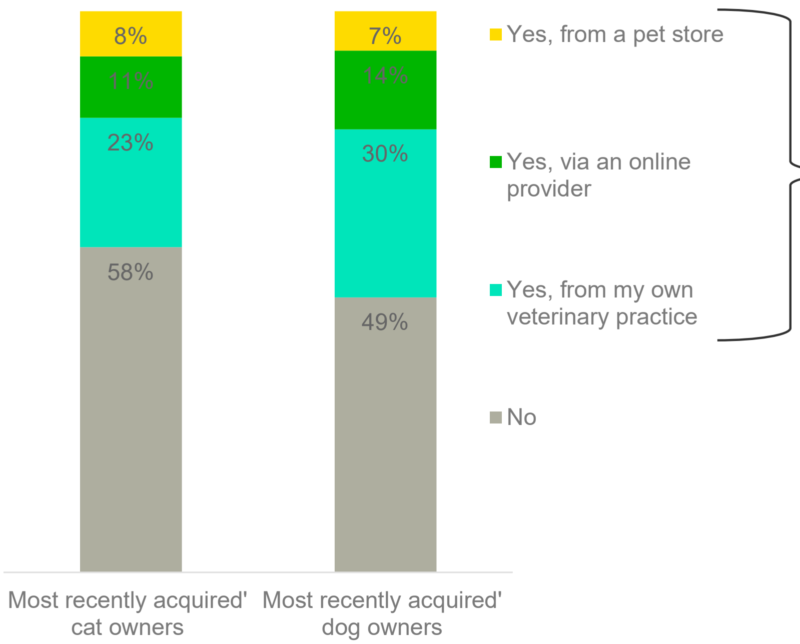
Why expect change in next 12 months	% Total
On the advice of my vet	29%
My pet's lifestyle had changed	26%
My financial situation had changed	25%
My family situation has changed	23%

KANTAR

QParaPaTo what extent has your purchasing of these products for changed during the pandemic? QParaPaY Why did this change?
QParaFuNow thinking ahead to the next 12 months, to what extent do you expect your purchasing of these products for to change? QParaFuYWhy do you think this will change?
Base: Adults aged 18+ who have a cat or dog and have purchased parasite prevention during the pandemic Total (n=1177) Adults aged 18+ who have a cat or dog and had changed behaviour in the pandemic (n=178)
Adults aged 18+ who have a cat or dog and have purchased parasite prevention Total (n=1282) Adults aged 18+ who have a cat or dog and intend to purchased parasite prevention in the next 12 months (n=193)

Pet health scheme adoption for the qualifying pet (most recently acquired) is more common among dog owners, at around half of this population, compared with cat owners, and the majority intend to continue in the coming year. The scheme is most commonly sourced from the vet practice, with most participates primarily collecting parasite products as opposed to using a delivery service

Participation in pet health club / scheme

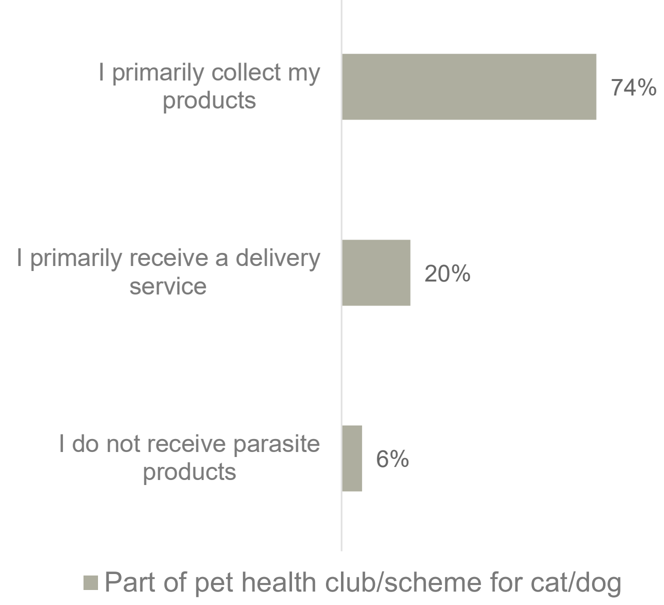


79%
Also have pet health insurance

82%
intend to continue next year

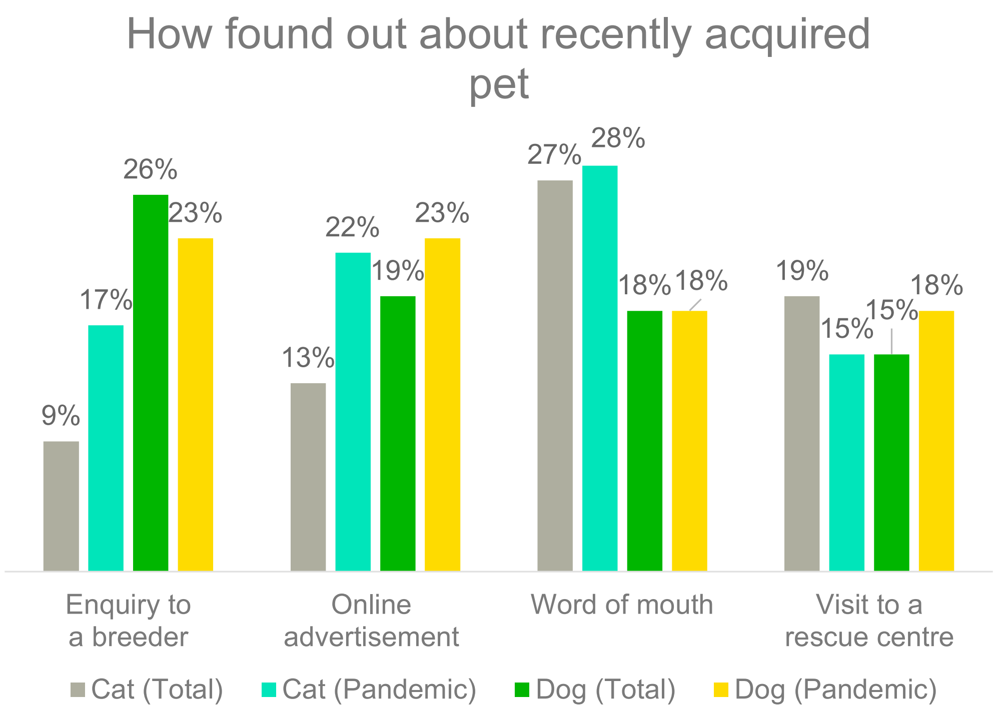
8%
won't continue because they don't consider it value for money

Primary way of receiving parasite products for pet health scheme / plan



QSUB1 Are you part of a pet health club or health plan scheme for [Pet] which includes the costs of routine vaccinations/flea/worming treatment (paying monthly by direct debit)?
QSUB2 How do you primarily receive your parasite products from your pet health club or health plan scheme for?
QCONTSUB. Do you intend to continue the pet health club or scheme next year?
Base: Adults aged 18+ who have a cat or dog in HH and are responsible for their pet's health : Total cat (n=748) Total dog (n=735) Adults aged 18+ who have a cat or dog in HH and part of health club / plan (n=688)

Compared with the total, ‘pandemic pet’ owners benefited from online advertisements to find out about their pet, especially cats owners, while word of mouth remained a stable source (stronger among cat owners than dog). During the pandemic, the role of the breeder for those looking to get a cat and the role of the rescue centre for those looking to get a dog increased substantially as a way to both find out about and source pets

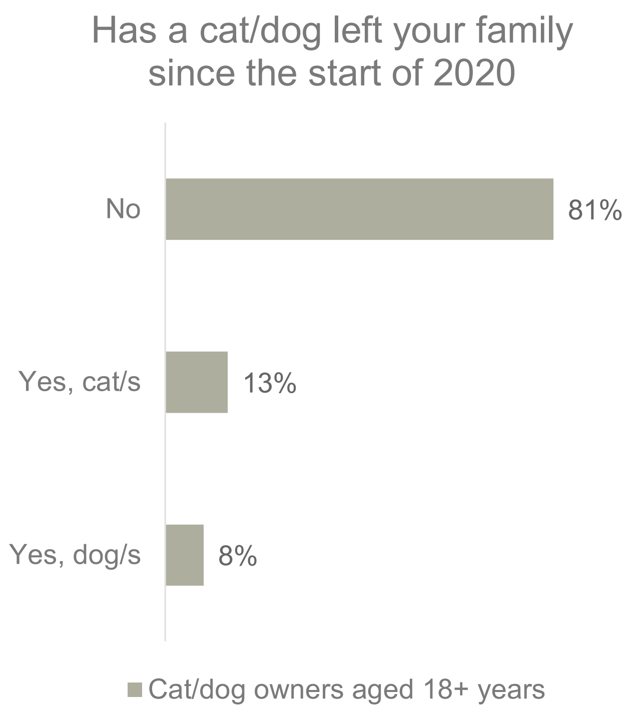


Where sourced recently acquired cat	% Total	% Pandemic
UK rescue centre	31%	34%
The previous owner, who I knew	25%	24%
The previous owner, who I did not know	16%	11%
Other	14%	10%
UK breeder	11%	18%

Where sourced recently acquired dog	% Total	% Pandemic
UK breeder	42%	36%
UK rescue centre	27%	34%
The previous owner, who I knew	14%	17%
The previous owner, who I did not know	9%	6%
Other	4%	2%

QHow. How did you find out about [Pet]? QWhere. Where did you get [Pet]?
Base: Adults aged 18+ who have a cat or dog in HH (n=1510) All cat owners (n=760) All dog owners (n=750) Acquired cat during pandemic (n=209) Acquired dog during pandemic (n=233)

Since the start of 2020, around 1 in 10 respondents had a cat or a dog leave the family (13%, 8% respectively). Primarily, this was due to the pet passing away. Around 1 in 5 who had a pet leave the family had to return the pet to a friend/family member to whom it belonged

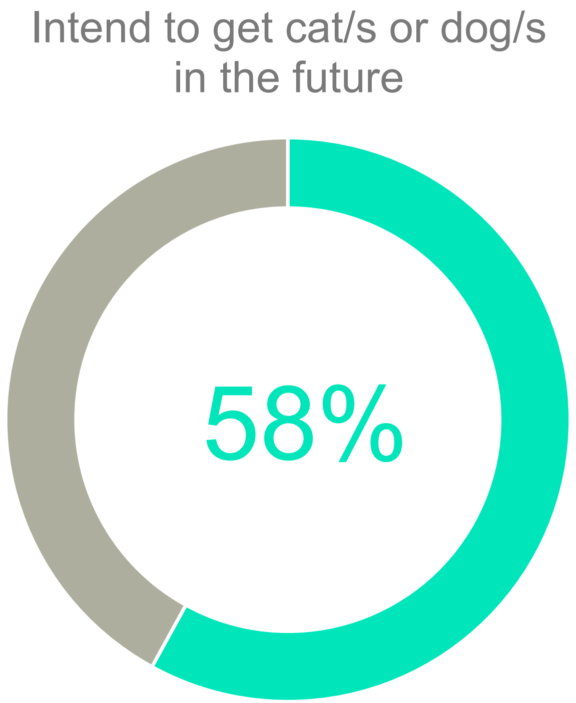


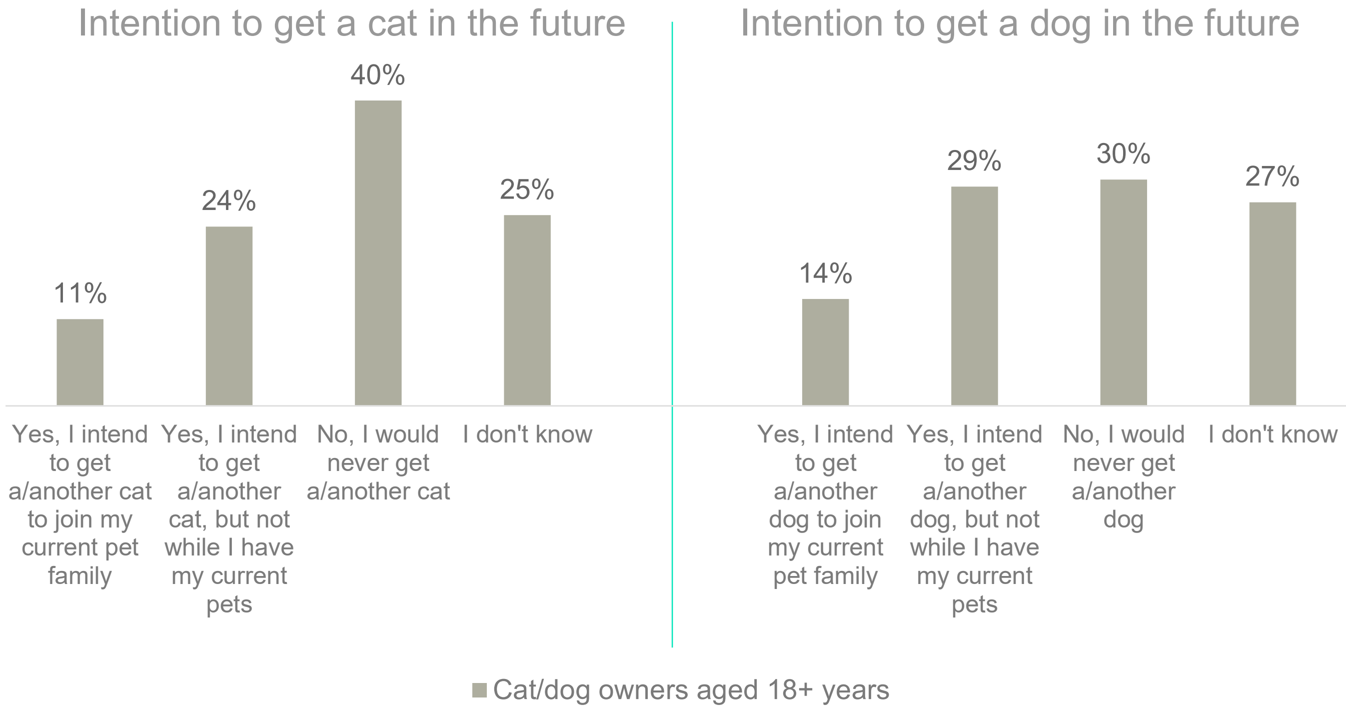
Why cat/s left family	% who had cat leave family
My pet passed away	52%
The pet belonged to a friend or family member and so returned to them	18%
I had to give my pet up as I could no longer look after it	13%
I had to move home and could not find a suitable accommodation to keep my pet	12%

Why dog/s left family	% who had dog leave family
My pet passed away	60%
The pet belonged to a friend or family member and so returned to them	20%
I had to move home and could not find a suitable accommodation to keep my pet	11%
I had to give my pet up as I could no longer look after it	7%

QLeave - have you had a cat/dog leave your family since the start of 2020. QLeaveY - Which of the following best describes what happened…?
Base: Adults aged 18+ who have a cat or dog in HH: Total (n=1510) Total who had cat/s leave family (n=202) Total how had dog/s leave family (n=120)

Looking ahead, over half of all respondents intend to get a cat or dog in the future and around a quarter are undecided. Of those who do intend, most won't do so while they have their current pets

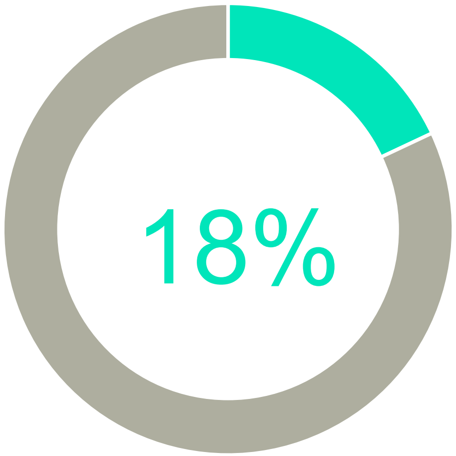




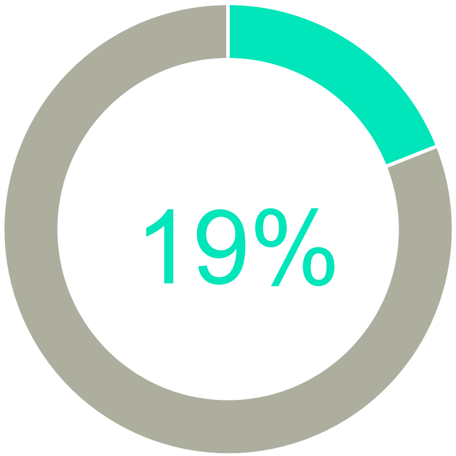
Qint. Looking ahead to the future, do you intend to get a/another?
Base: Adults aged 18+ who have a cat or dog in HH (1510)

For most cat and dog owners, their pet has not had or fathered a litter, and future intention to breed is limited among pet owners with non-neutered pets. That said, future breeding intention is significantly greater among owners who have bred previously from their pet and among ‘pandemic’ pet owners

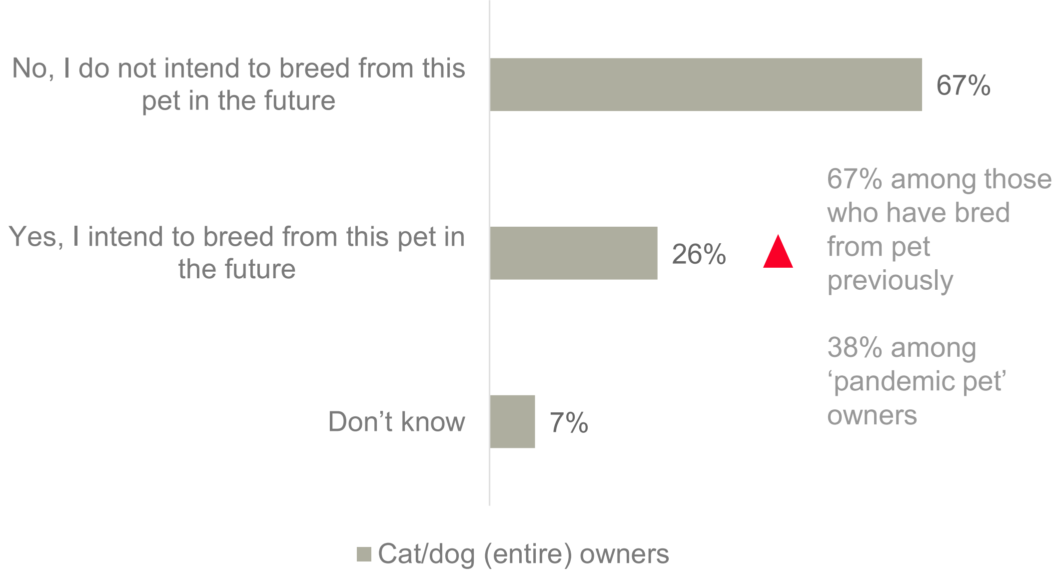
Cat has had/fathered a litter



Dog has had/fathered a litter



Future intention to breed from pet (non-neutered)



QBreed1. Has [Pet] had or fathered a litter?
QBreed2. Thinking ahead to the future, do you intend to breed from [insert name from N1]?
Base: Adults aged 18+ who have a cat or dog in HH: Total cat ‘recently acquired’ (n=760) Total dog ‘recently acquired’ (n=750) Total entire cat (n=217) Total entire dog (n=363) ‘pandemic pet’ owners (n=270)

4
Summary of findings

Summary of findings (i)

'Pandemic pet' owners	• Around 3 in 10 cat/dog owners surveyed had a new cat or dog join the home during the pandemic; It is the first time owning a cat/dog for over a third of these 'pandemic pet' owners.
	• 18-34 year olds and adults with children aged under 10 years were the most likely to acquire a cat/dog during the pandemic.
	• These respondents were also more likely to experience greater stress around pet ownership, perhaps reflecting the inevitable teething stage of taking on this new responsibility (especially if managing a household with young children)
	• Nevertheless, it is widely held by cat/dog owners alike that pets are part of the family and, despite being a big commitment, they are worth it. Most owners are motivated to keep a pet for companionship and many feel that pets support the mental and physical health of their owners.
	• Few cat/dog owners are motivated to keep their pet for breeding purposes.
	• Significantly more cat owners than dog note their motivation is because the pet was gifted to them (1 in 10 cat owners), of whom over a third acquired their pet in the last 18 months.
	• The breeds of cats/dogs acquired during the pandemic broadly reflect the trend seen among all owners. That said, some exceptions are evident:
	    • Higher shares of pandemic cats are Persian and Ragdoll compared with the total, most at the detriment of Domestic Shorthair cats.
	    • A higher share of pandemic dogs are Border Collies compared with the total, most at the detriment of mixed breed dogs.

Summary of findings (ii)

Healthcare	• Vet registration levels are high among cat/dog owners, even among those who acquired their pet during the pandemic. Indeed, these 'pandemic' pet owners depended a good deal on vets, reporting a higher frequency of vet consultations than the total, as well as a higher proportion of owners accessing emergency consultations for 'pandemic cats' and online/phone consults for 'pandemic dogs'. • The perception that there's no need for a vet consult or that vet services are too expensive are primary reasons deterring owners from registering their cat/dog or for not having a consult. • When it comes to selecting a vet practice, convenience (in terms of proximity and opening hours) and trust in staff are key. Few people recognise access to online consultations as a reason for selecting a vet practice, but a good proportion of owners (c.1 in 5) had an online consultation with one in the last 12 months. It may be that this service is considered a hygiene factor or that it was not available (or recognised) when deciding which practise to register with. • Echoing the trend seen with vet registration, the take up of pet health insurance is higher among dog owners than cat. Levels are higher among 'pandemic pet' owners compared with the total, unlike vet registration where levels are broadly even between these two groups. The majority of those without insurance don't intend to get it (doesn't offer value for money). • Vaccination has been widely undertaken by respondents, with significantly higher vaccination rates among dog owners vs cat, echoing the higher levels of vet registration and pet health insurance. But uncertainty around what disease a pet has been vaccinated against appears quite high (around half of respondents, though lower among 'pandemic pet' owners) • Participation in a pet health club/scheme is more likely among dog owners (51%) than cat (42%) and greatest among those who also have pet health insurance. • Parasite prevention products were purchased by most, with the vet being turned to for purchase by more respondents than any other location; the primary reason being that it offered better advice. • Similarly, vets are turned to most compared with other sources for health information and are considered by the majority to be the most trusted source of information when it comes to the health of a cat/dog. • Scratching/skin problems, limping and vomiting/diarrhoea were the most common ailments triggering the search for advice from a vet.

Summary of findings (iii)

Changes and intentions	• Little change was evident in the purchasing of parasite prevention products during the pandemic and the forecast looks similar. Where change did occur (or is expected to occur), this is most linked to change in a pet's lifestyle, the advice of a vet, and changed financial situation. • Most owners who are part of a pet health scheme intend to continue next year. • During the pandemic, rescue centres grew in prominence among dog owners and UK breeders for cat owners as sources to both find out and acquire pets. Online advertising also played a stronger role in helping 'pandemic cat/dog' owners find their new pet. • Most have not had a cat/dog leave the family since the start of 2020. The majority of those who did, had a pet pass away. Around 1 in 5 returned a pet to a friend/family member during this time. • Many owners are warm to the idea of getting another cat/dog in the future, but most will wait until their current pet has left the household • Less than 1 in 5 owners have bred from their pet and future breeding intention is limited, though greater among those whose cat/dog has had/fathered a litter previously.


Kantar report for NOAH
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