



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: Pets Survey

#### Topline Findings

**New York, February 27, 2025** — *These are the findings of an Ipsos poll conducted between January 10 – 13, 2025, for the [What the Future: Pets issue](#). For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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### Full Annotated Questionnaire

1. Do you have any pets? Select all that apply.

#### Total Open Summary

	<b>Total (N=1,119)</b>
Dog	49%
Cat	32%
Fish/amphibian	7%
Other mammal (e.g., gerbil, hamster, etc.)	1%
Other	4%
I do not have any pets	33%

2. You have previously indicated that you don't have a pet. Do you hope to get a pet in the next year?

*Base: Asked if Q1 = "I do not have any pets"*

	<b>Total (N=394)</b>
Yes	22%
No	78%

3. You have previously indicated that you don't have a pet. What factors, if any, play into that? Select all that apply.

*Base: Asked if Q1 = "I do not have any pets"*

	<b>Total (N=394)</b>
Pets are too much work	28%
My lifestyle keeps me from having a pet	27%
I can't afford a pet	26%
I don't have time for a pet	25%
I had a pet before and don't want another	20%
I travel too much to have a pet	19%
I had a pet that died and I am grieving it	17%
I have or someone in my household has allergies	12%
Animals are dirty/messy	11%
I don't ever want a pet	8%
Other	6%

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4. In the next few years, do you think the following will get better or worse, or will they stay the same?

*Base: Asked if Q1 ≠ "I do not have any pets" OR Q2 = Yes*

### Total Get Better Summary

	<b>Total (N=817)</b>
The health aspects of food for pets	48%
The ability of people to keep their pets healthy through their lifespan	44%
The number of pets being adopted from shelters	31%
The ability to afford healthcare for pets	20%
The overall cost of having pets	18%

- a. The overall cost of having pets

	<b>Total</b>
Will get much better	5%
Will get somewhat better	13%
Will stay the same	27%
Will get somewhat worse	38%
Will get much worse	14%
Don't know	3%
<i>Will Get Better (Net)</i>	<i>18%</i>
<i>Will Get Worse (Net)</i>	<i>52%</i>

- b. The number of pets being adopted from shelters

	<b>Total</b>
Will get much better	9%
Will get somewhat better	22%
Will stay the same	39%
Will get somewhat worse	15%
Will get much worse	7%
Don't know	7%
<i>Will Get Better (Net)</i>	<i>31%</i>
<i>Will Get Worse (Net)</i>	<i>22%</i>

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4. In the next few years, do you think the following will get better or worse, or will they stay the same? (*Continued*)

- c. The ability of people to keep their pets healthy through their lifespan

	Total
Will get much better	14%
Will get somewhat better	30%
Will stay the same	35%
Will get somewhat worse	14%
Will get much worse	4%
Don't know	4%
<i>Will Get Better (Net)</i>	<i>44%</i>
<i>Will Get Worse (Net)</i>	<i>18%</i>

- d. The healthy aspects of food for pets

	Total
Will get much better	12%
Will get somewhat better	36%
Will stay the same	33%
Will get somewhat worse	10%
Will get much worse	3%
Don't know	6%
<i>Will Get Better (Net)</i>	<i>48%</i>
<i>Will Get Worse (Net)</i>	<i>14%</i>

- e. The ability to afford healthcare for pets

	Total
Will get much better	5%
Will get somewhat better	14%
Will stay the same	27%
Will get somewhat worse	30%
Will get much worse	17%
Don't know	6%
<i>Will Get Better (Net)</i>	<i>20%</i>
<i>Will Get Worse (Net)</i>	<i>47%</i>

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5. In what places are you willing to call out misinformation to others, generally? Select all that apply.

Base: Asked if Q1 ≠ "I do not have any pets"

### Total Agree Summary

	<b>Total (N=725)</b>
I will pay whatever expenses are needed to care for my pet(s), regardless of the cost	72%
Pet care logistics are an important aspect of my travel planning	72%
I prefer companionship with pets over people	64%
I am more willing to spend money on premium food for my pet than myself	59%
<b>[ASK IF EMPLOYED]</b> I've had to take time off work to care for a pet	48%

- a. I will pay whatever expenses are needed to care for my pet(s), regardless of the cost

	<b>Total</b>
Strongly agree	31%
Somewhat agree	41%
Somewhat disagree	18%
Strongly disagree	7%
Don't know / Not applicable	3%
<b>Agree (Net)</b>	<b>72%</b>
<b>Disagree (Net)</b>	<b>24%</b>

- b. **[ASK IF EMPLOYED]** I've had to take time off work to care for a pet

	<b>Total (N=448)</b>
Strongly agree	19%
Somewhat agree	30%
Somewhat disagree	20%
Strongly disagree	27%
Don't know / Not applicable	4%
<b>Agree (Net)</b>	<b>48%</b>
<b>Disagree (Net)</b>	<b>48%</b>

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5. In what places are you willing to call out misinformation to others, generally? Select all that apply.  
(Continued)

- c. I prefer companionship with pets over people

	Total
Strongly agree	26%
Somewhat agree	38%
Somewhat disagree	23%
Strongly disagree	10%
Don't know / Not applicable	3%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>33%</i>

- d. I am more willing to spend money on premium food for my pet than myself

	Total
Strongly agree	26%
Somewhat agree	33%
Somewhat disagree	23%
Strongly disagree	13%
Don't know / Not applicable	5%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>36%</i>

- e. Pet care logistics are an important aspect of my travel planning

	Total
Strongly agree	33%
Somewhat agree	38%
Somewhat disagree	12%
Strongly disagree	7%
Don't know / Not applicable	9%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>20%</i>

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### 6. How much do you agree or disagree with the following statements?

#### Total Agree Summary

	Total
Animals experience feelings and emotions, just like people	89%
People don't clean up after their pets enough in public	79%
I have a right not to have my neighbor's dog barking all the time	72%
Pets are as much work as children	69%
Pets (other than service animals) should <u>not</u> be allowed in public places with food, like restaurants, bars and grocery stores	62%
It's cruel to have a dog or cat in a small apartment or someplace without a yard	56%
<b>[ASK OWNERS]</b> I'm comfortable bringing my pet to public spaces	55%
When a friend's pet dies, I send a sympathy card, e-card or gift	50%
I want the freedom of not having any child or pet dependents	38%
Too many people have pets these days	30%

#### a. When a friend's pet dies, I send a sympathy card, e-card or gift

	Total
Strongly agree	19%
Somewhat agree	31%
Somewhat disagree	19%
Strongly disagree	21%
Don't know / Not applicable	11%
<b>Agree (Net)</b>	<b>50%</b>
<b>Disagree (Net)</b>	<b>39%</b>

#### b. Animals experience feelings and emotions, just like people

	Total
Strongly agree	61%
Somewhat agree	28%
Somewhat disagree	5%
Strongly disagree	3%
Don't know / Not applicable	4%
<b>Agree (Net)</b>	<b>89%</b>
<b>Disagree (Net)</b>	<b>8%</b>

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6. How much do you agree or disagree with the following statements? *(Continued)*

c. **[ASK OWNERS]** I'm comfortable bringing my pet to public spaces

	<b>Total (N=725)</b>
Strongly agree	23%
Somewhat agree	32%
Somewhat disagree	23%
Strongly disagree	14%
Don't know / Not applicable	7%
<i>Agree (Net)</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>37%</i>

d. Pets (other than service animals) should not be allowed in public places with food, like restaurants, bars and grocery stores

	<b>Total</b>
Strongly agree	35%
Somewhat agree	27%
Somewhat disagree	21%
Strongly disagree	12%
Don't know / Not applicable	5%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>33%</i>

e. I have a right not to have my neighbor's dog barking all the time

	<b>Total</b>
Strongly agree	31%
Somewhat agree	41%
Somewhat disagree	14%
Strongly disagree	6%
Don't know / Not applicable	9%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>19%</i>

f. Too many people have pets these days

	<b>Total</b>
Strongly agree	11%
Somewhat agree	19%
Somewhat disagree	28%
Strongly disagree	29%
Don't know / Not applicable	13%
<i>Agree (Net)</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>57%</i>

6. How much do you agree or disagree with the following statements? *(Continued)*



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g. People don't clean up after their pets enough in public

	Total
Strongly agree	35%
Somewhat agree	44%
Somewhat disagree	12%
Strongly disagree	3%
Don't know / Not applicable	6%
<i>Agree (Net)</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>15%</i>

h. It's cruel to have a dog or cat in a small apartment or someplace without a yard

	Total
Strongly agree	20%
Somewhat agree	36%
Somewhat disagree	30%
Strongly disagree	9%
Don't know / Not applicable	5%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>39%</i>

i. Pets are as much work as children

	Total
Strongly agree	31%
Somewhat agree	38%
Somewhat disagree	18%
Strongly disagree	10%
Don't know / Not applicable	3%
<i>Agree (Net)</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>28%</i>

j. I want the freedom of not having any child or pet dependents

	Total
Strongly agree	16%
Somewhat agree	22%
Somewhat disagree	21%
Strongly disagree	32%
Don't know / Not applicable	9%
<i>Agree (Net)</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>53%</i>

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7. How important, if at all, is it for you to purchase pet foods and treats that promote specific health benefits, such as gut biome improvement or joint health?

*Base: Asked if Q1 ≠ "I do not have any pets"*

	<b>Total (N=725)</b>
Very important	39%
Somewhat important	46%
Not very important	9%
Not important at all	3%
Don't know	3%
<i>Important (Net)</i>	<b>85%</b>
<i>Not Important (Net)</i>	<b>12%</b>

8. What are the top factors you consider when choosing food for your pet(s)?

*Base: Asked if Q1 ≠ "I do not have any pets"*

	<b>Total (N=725)</b>
Cost	56%
Natural ingredients	40%
Specific health benefits (e.g., personalized, genetic, condition-specific or breed-specific)	39%
Recommendations from my veterinarian or others	31%
Availability	29%
Reviews from other pet owners	19%
Organic ingredients	14%
Reviews from industry experts	11%
Packaging	7%
Other	3%
None of the above	2%

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9. How, if at all, has the cost of pet health care influenced your decisions about pet care and maintenance? Select all that apply.

*Base: Asked if Q1 ≠ "I do not have any pets"*

	<b>Total (N=725)</b>
I have enough money saved to cover an unexpected medical cost for my pet	31%
I have delayed or skipped veterinary services due to costs	24%
I am actively seeking ways to reduce my pet health care costs	21%
I have pet health insurance	16%
I have gone into debt to pay for pet health care	14%
I prioritize cost of pet care over quality of pet care	12%
I have traveled out of town to find affordable care for my pet	11%
I have contributed to a crowd-sourced fundraiser to help someone pay for medical care for a pet	9%
I have given a pet away or to a shelter because it was too expensive	6%
Other	1%
None of these	20%

10. New technologies aim to "translate" a pet's vocalizations and behaviors into human language using AI. How interested, if at all, are you in using technology to better understand your pet's thoughts and needs?

*Base: Asked if Q1 ≠ "I do not have any pets" OR Q2 = Yes*

	<b>Total (N=817)</b>
Very interested	27%
Somewhat interested	37%
Not very interested	13%
Not interested at all	18%
Don't know	5%
<b>Interested (Net)</b>	<b>64%</b>
<b>Not Interested (Net)</b>	<b>31%</b>

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11. In previous questions you indicated that you have pets but do not have children in your household. Which of the following factors, if any, did you consider in having a pet instead? Select all that apply.

*Base: Asked if Q1 ≠ "I do not have any pets" AND do not have any children*

	<b>Total (N=485)</b>
A need for companionship	43%
How being a pet owner is part of your identity	27%
My desire to have someone or something to care for	24%
How easy it is to take care of pets vs. children	18%
The cost of having pets vs. having kids	15%
The ways in which being a pet owner can lead to social encounters (like walking your dog)	11%
My ability to have children	7%
Other	18%
None of the above	17%

12. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	<b>Total</b>
There should be government regulation for pet food safety	71%
Pet food makers should be responsible for their own food safety, without government oversight	29%

	<b>Total</b>
Vaccines are safe and effective for pets	85%
Vaccines are not safe and effective for pets	15%

	<b>Total</b>
Americans spoil their pets	85%
Americans don't spoil their pets	15%

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12. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. (*Continued*)

<b>[ASKED IF Q1 ≠ “I do not have any pets”]</b>	<b>Total (N=725)</b>
I want to take my pets with me on vacation	51%
I don’t want to take my pets with me on vacation	49%

<b>[ASKED IF Q1 ≠ “I do not have any pets”]</b>	<b>Total (N=725)</b>
Rewarding good behavior for pets is the most effective way to train them	73%
Correction-based training for pets is the most effective way to train them	27%

	<b>Total</b>
Vaccines are safe and effective for humans	77%
Vaccines are not safe and effective for humans	23%

	<b>Total</b>
Pets should not be allowed in all public places	63%
Pets should be allowed in all public places	37%

	<b>Total</b>
Children should be allowed in all public spaces	64%
Children should not be allowed in all public spaces	36%

	<b>Total</b>
Dogs should have to “go to the bathroom” in their owner’s yards or designated public places	82%
Dogs have a right to “go to the bathroom” in other people’s yards	18%



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### About the Study

These are some of the findings of an Ipsos poll conducted between January 10 – 13, 2025. For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,119, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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**GAME CHANGERS**

