

1. Which of the following qualities help someone thrive as a pet owner?

		Gender			AGE		
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+
		A	B	C	D	E	F
Base: All Respondents (unwtd)	1501	655	826	20	231	620	650
Base: All Respondents (wtd)	1501	724	757	20	422	519	560
Patience	976	463	501	13	245	317	414
	65%	64%	66%	65%	58%	61%	74%
				**			DE
Consistency	503	240	251	12	160	151	192
	34%	33%	33%	62%	38%	29%	34%
				**	E		
Available time	856	403	443	10	224	329	302
	57%	56%	59%	49%	53%	63%	54%
				**		DF	
Energy for activities	454	214	233	7	130	164	160
	30%	30%	31%	35%	31%	32%	29%
				**			
Financial stability	602	263	328	11	220	225	157
	40%	36%	43%	54%	52%	43%	28%
			A	**	F	F	
Capacity for emotional connection	629	316	310	3	153	208	268
	42%	44%	41%	17%	36%	40%	48%
				**			DE
Other	11	4	6	1	1	5	5
	1%	1%	1%	7%	*	1%	1%
				**			
None of the above	43	25	17	1	11	12	20
	3%	3%	2%	3%	3%	2%	4%
				**			
Sigma	4075	1929	2088	58	1146	1411	1518
	271%	266%	276%	291%	272%	272%	271%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Are you a pet owner?

		Gender			AGE		
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+
		A	B	C	D	E	F
Base: All Respondents (unwtd)	1501	655	826	20	231	620	650
Base: All Respondents (wtd)	1501	724	757	20	422	519	560
Yes	883	389	482	12	291	344	248
	59%	54%	64%	58%	69%	66%	44%
			A	**	F	F	
No	618	335	275	8	130	176	312
	41%	46%	36%	42%	31%	34%	56%
		B		**			DE
Sigma	1501	724	757	20	422	519	560
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3. What are the benefits of pet ownership for you?

	Total	Gender			AGE		
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+
		A	B	C	D	E	F
Base: All Answering (unwtd)	853	336	505	12	155	409	289
Base: All Answering (wtd)	883	389	482	12	291	344	248
Physical health benefits (exercise and increased physical activity, lower blood pressure, improved immunity and recovery)	447	210	233	4	139	186	122
	51%	54%	48%	32%	48%	54%	49%
				**			
Mental health benefits (reduced stress or anxiety, reduced loneliness, improved mood, cognition)	730	317	403	10	240	283	208
	83%	81%	84%	90%	82%	82%	84%
				**			
Social and emotional benefits (companionship, increased socialization, increased responsibility and empathy, emotional support)	661	299	358	4	207	255	199
	75%	77%	74%	32%	71%	74%	80%
				**			
Specialized benefits (therapy or service animals)	210	93	113	4	74	92	45
	24%	24%	23%	34%	25%	27%	18%
				**		F	
Some other benefits	98	36	61	1	25	43	30
	11%	9%	13%	10%	8%	13%	12%
				**			
No benefits	18	5	13	-	8	6	4
	2%	1%	3%	-	3%	2%	1%
				**			
Sigma	2164	961	1180	23	692	864	608
	245%	247%	245%	198%	238%	251%	245%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. What is holding you back from pet ownership?

		Gender			AGE		
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+
		A	B	C	D	E	F
Base: All Answering (unwtd)	648	319	321	8	76	211	361
Base: All Answering (wtd)	618	335	275	8	130	176	312
Not interested / don't like pets	120	75	44	1	23	45	52
	19%	23%	16%	8%	18%	26%	17%
				**	*	F	
Too expensive	217	119	93	5	70	69	78
	35%	36%	34%	60%	53%	39%	25%
				**	F*	F	
Age (I'm too young/old to be a pet owner)	98	58	40	-	27	5	66
	16%	17%	15%	-	21%	3%	21%
				**	E*		E
No time	171	95	75	1	50	66	55
	28%	28%	27%	9%	38%	38%	18%
				**	F*	F	
Travel schedule	101	61	40	-	17	24	60
	16%	18%	14%	-	13%	14%	19%
				**	*		
Some other reason	154	53	95	6	23	47	84
	25%	16%	35%	70%	17%	27%	27%
			A	**	*		
Nothing	46	29	17	1	5	8	33
	8%	9%	6%	8%	4%	5%	11%
				**	*		
Sigma	908	491	404	13	214	266	428
	147%	147%	147%	155%	164%	151%	137%

Statistics:

Grid overlap formula used

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Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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