

YouGov / Dogs Trust Survey Results

Sample Size: 2049 adults in GB
Fieldwork: 7th - 8th March 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	2049	670	496	174	722	763	992	1057	215	846	506	482	1168	881	1768	102	178	494	340	248	686	
Unweighted Sample	2049	723	519	188	857	819	894	1155	143	774	538	594	1234	815	1759	100	190	495	327	219	718	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Currently pet owners pay 20% VAT on vet care and pet food.

To what extent, if at all, would you support or oppose the Chancellor removing VAT from vet care and pet food in the next budget?

Strongly support	36	39	36	26	31	41	33	38	29	37	39	34	29	44	36	41	29	39	42	30	33
Tend to support	25	24	27	28	27	23	23	27	30	23	27	24	26	24	24	26	32	23	23	28	25
TOTAL SUPPORT	61	63	63	54	58	64	56	65	59	60	66	58	55	68	60	67	61	62	65	58	58
Tend to oppose	15	15	15	21	17	14	16	13	13	14	14	18	18	10	15	13	13	15	12	19	15
Strongly oppose	11	12	8	13	13	11	16	7	9	11	12	12	13	9	11	8	15	10	12	12	11
TOTAL OPPOSE	26	27	23	34	30	25	32	20	22	25	26	30	31	19	26	21	28	25	24	31	26
Don't know	14	10	14	12	13	11	13	14	20	15	10	12	14	13	14	13	12	13	11	12	16

Imagine you had to pay an unexpected vet bill of each of the following amounts.

How easy or difficult would it be for you to pay these bills?

[Asked to those who own a pet; n=1040]

£100																					
Very easy	36	42	33	47	39	37	44	29	25	35	39	40	44	26	36	36	31	33	37	39	37
Fairly easy	47	47	50	40	48	43	44	49	62	45	45	44	43	51	47	40	50	48	45	48	47
TOTAL EASILY	83	89	83	87	87	80	88	78	87	80	84	84	87	77	83	76	81	81	82	87	84
Fairly difficult	10	7	11	9	8	11	8	12	8	12	9	10	7	15	10	18	14	10	12	9	9
Very difficult	5	4	6	2	5	6	2	8	3	6	6	5	4	7	6	2	4	9	6	5	4
TOTAL DIFFICULT	15	11	17	11	13	17	10	20	11	18	15	15	11	22	16	20	18	19	18	14	13
Don't know	1	0	1	2	0	2	2	1	1	1	2	1	1	2	1	3	1	0	0	0	3
£200																					
Very easy	23	30	17	23	23	24	28	18	13	22	26	26	29	16	23	19	24	19	25	26	24
Fairly easy	41	38	46	55	45	34	43	38	55	38	40	39	43	37	41	53	28	42	42	44	38
TOTAL EASILY	64	68	63	78	68	58	71	56	68	60	66	65	72	53	64	72	52	61	67	70	62
Fairly difficult	21	20	22	12	20	24	18	24	19	25	17	18	17	25	20	12	35	23	18	17	21
Very difficult	14	11	14	5	11	16	9	19	11	15	14	15	10	19	15	14	11	16	15	12	14
TOTAL DIFFICULT	35	31	36	17	31	40	27	43	30	40	31	33	27	44	35	26	46	39	33	29	35
Don't know	2	1	1	4	1	2	2	1	2	1	2	2	1	3	2	2	2	1	1	0	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
£500																						
Very easy	11	13	6	16	10	11	13	9	10	7	14	15	12	9	10	17	12	7	12	14	10	
Fairly easy	22	25	27	25	28	21	26	19	17	20	23	29	28	16	23	15	19	21	22	28	24	
TOTAL EASILY	33	38	33	41	38	32	39	28	27	27	37	44	40	25	33	32	31	28	34	42	34	
Fairly difficult	28	25	27	41	29	25	29	27	39	30	25	22	30	26	28	39	27	29	24	35	27	
Very difficult	36	35	38	15	31	41	28	43	32	39	35	32	28	45	36	26	39	42	37	22	36	
TOTAL DIFFICULT	64	60	65	56	60	66	57	70	71	69	60	54	58	71	64	65	66	71	61	57	63	
Don't know	3	2	3	2	2	3	4	2	2	4	3	2	2	4	3	4	3	1	5	1	3	

Thinking about the costs associated with being a dog owner (e.g. dog food, insurance, vet bills etc), which of the following best reflects your position?

[Asked to those who own a dog; n=551]

I cannot afford the costs associated with being a dog owner	3	2	4	0	1	3	4	2	6	3	3	1	4	1	2	7	1	3	1	9	2
I am struggling to afford the costs associated with being a dog owner	10	10	15	7	8	12	9	11	3	13	13	6	7	14	10	16	4	12	8	11	11
TOTAL CANNOT / STRUGGLE TO AFFORD COSTS	13	12	19	7	9	15	13	13	9	16	16	7	11	15	12	23	5	15	9	20	13
I can normally afford the costs associated with being a dog owner, but have struggled occasionally	45	49	42	39	44	53	42	48	24	50	40	53	40	51	45	30	65	53	44	41	40
I can comfortably afford the costs associated with being a dog owner	35	37	35	49	42	29	38	32	26	31	42	38	42	26	35	43	27	28	41	35	35
TOTAL CAN NORMALLY / COMFORTABLY AFFORD COSTS	80	86	77	88	86	82	80	80	50	81	82	91	82	77	80	73	92	81	85	76	75
Not applicable – I do not cover the costs	7	2	5	5	4	2	8	6	41	4	3	2	6	8	8	3	2	4	6	4	13

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.