

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Do you own any of the following as pets? Please tick all that apply

	Unweighted base	A	B	C
Base: All	5387	2795	2393	199
Fish (indoor and outdoor)	8%	8%	8%	19% AB
Dog	66%	100% BC	29%	42% B
Cat	52%	11%	100% AC	36% A
Rabbit	4%	-	-	100% AB
Bird (indoor and outdoor)	3%	2%	3% A	9% AB
Guinea Pig	1%	1%	1%	9% AB
Hamster	1%	0%	1%	7% AB
Rat	0%	0%	0%	2% AB
Gerbil	0%	0%	0%	1% B

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



	Total	Pet type		
		Dog	Cat	Rabbit
		A	B	C
Reptile	2%	2%	2%	4%
Ferret	0%	0%	0%	1%
Chinchilla	0%	0%	0%	2%
Mouse	0%	0%	0%	2%
Primate	0%	-	0%	1%
Amphibian	0%	0%	0%	1%
Degu	0%	-	-	1%
Pygmy hedgehog	0%	-	0%	1%
Marsupial e.g. Sugar glider	0%	-	-	1%
Insect	0%	0%	0%	2%
Other pet	2%	2%	2%	4%
None – I do not own any pets	-	-	-	-
Net: Cat and Dog	98%	100%	100%	59%
Net: Cat and Rabbit	54%	11%	100%	100%
Net: Dog and Rabbit	69%	100%	29%	100%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Why did you decide to get [your pet]? Please tick all that apply.

	Unweighted base	Dog	Cat	Rabbit
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Children wanted a pet	14%	14%	12%	26%
Partner wanted a pet	15%	16%	14%	10%
Companionship for another pet	11%	12%	10%	15%
Companionship for me	33%	37%	29%	22%
To complete the family	27%	32%	21%	11%
Exercise	14%	26%	-	-
Felt sorry for them or rescued	18%	13%	24%	20%
Had one before	30%	28%	33%	24%
Recently lost a pet	18%	18%	19%	15%
They make me happy	48%	51%	46%	37%
Agreed to take pet as previous owner was no longer able to care for them	9%	7%	10%	13%
For love / affection	41%	45%	38%	30%
They just turned up	4%	2%	7%	2%
Wanted children to have more responsibility in their life	3%	3%	3%	7%
Companionship for children	9%	9%	8%	13%
To create routine	5%	7%	3%	7%
They were an impulse purchase	2%	3%	2%	4%
Other reason	4%	4%	4%	3%
Don't know	1%	1%	0%	0%
Not applicable – I did not have a role in the decision to get [your pet]	2%	2%	1%	2%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Which, if any, of the following social media sites did you see [your pet] advertised on before you acquired them?
 (Please select all that apply)

	Unweighted base	Dog	Cat	Rabbit
	5387	2566	2587	234
Base: All	5387	2795	2393	199
Facebook	14%	15%	14%	15%
Instagram	5%	6%	5%	4%
TikTok	4%	4%	4%	3%
X (formerly Twitter)	4%	4%	3%	4%
WhatsApp	5%	6%	4%	5%
Reddit	1%	1%	1%	3%
LinkedIn	2%	2%	1%	3%
YouTube	5%	5%	4%	5%
Snapchat	2%	2%	2%	3%
Pinterest	2%	2%	1%	3%
Tumblr	1%	1%	1%	1%
Other social media site	1%	1%	1%	1%
Not applicable - I did not see my pet advertised on social media before I acquired them	72%	70%	74%	71%
Don't know/ can't remember	5%	6%	4%	5%
Gumtree	1%	1%	1%	1%
Pets4Homes	1%	1%	0%	0%
Preloved	0%	0%	0%	1%
Net: Any social media (excl. Gumtree, Pets4Homes, Preloved)	21%	22%	20%	22%
Net: Any social media (including Gumtree, Pets4Homes, Preloved)	23%	24%	22%	24%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Where did you get [your pet] from?

	Unweighted base	Dog	Cat	Rabbit
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
UK rescue centre or rehoming centre for UK pets	20%	11%	29%	19%
			AC	A
UK rescue centre or rehoming centre for pets from abroad	3%	4%	2%	1%
			BC	
Rescue or rehoming centre based abroad	2%	2%	2%	0%
Pet shop / garden centre	4%	3%	3%	26%
				AB
Breeder of one specific breed - UK based	16%	25%	6%	10%
				B
Breeder of one specific breed - based outside of UK	1%	2%	0%	-
				B
Breeder of multiple breeds - UK based	4%	6%	2%	6%
				B
Breeder of multiple breeds - based outside of UK	1%	1%	1%	2%
				B
Private seller	20%	26%	15%	13%
				BC
Purchased from a family member, friend or neighbour	6%	6%	7%	3%
				C
Rehomed from a family member, friend or neighbour	9%	6%	13%	9%
				A
				A
Inherited from a family member, friend or neighbour	4%	3%	5%	3%
				A
Stray that I found / found me	3%	0%	7%	0%
				AC
Bred from a pet I own / owned	1%	1%	2%	2%
				A
High volume breeding establishment (e.g. puppy farm)	1%	1%	1%	-
He / she came with the property I bought	0%	0%	0%	-
Other	3%	2%	5%	4%
				A
Don't know/ can't remember	1%	1%	2%	1%
Don't know - he/ she was a present	1%	1%	1%	2%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



	Total	Pet type		
		Dog	Cat	Rabbit
		A	B	C
Net: Breeder	22%	33%	9%	17%
		BC		B
Net: Pet shop / garden centre, Breeder of one specific breed, Breeder of multiple breeds, private seller, high volume breeding establishment	47%	63%	27%	56%
		BC		B
Net: Breeder or private seller	42%	59%	23%	30%
		BC		B
Net: Abroad	6%	8%	4%	3%
		BC		
Net: Rescue centre for pets from abroad	5%	6%	3%	1%
		BC		

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Does your dog have any of the below? (Please select all that apply)

Unweighted base	2566	2566	-	-
Base: All dog owners	2795	2795	-	-
Cropped ears (see dog on the left of the picture)	5%	5%	-	-
Docked tail	9%	9%	-	-
No dew claws	7%	7%	-	-
Has been debarked	1%	1%	-	-
None of these	82%	82%	-	-
Not sure	2%	2%	-	-
Net: Any	16%	16%	-	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Which of these, if any, did you do before you took [your pet] home? (Please select all that apply)

	Unweighted base	Dog	Cat	Rabbit
Base: All	5387	2795	2393	199
Visited him/ her on more than one occasion	39%	46%	33%	29%
		BC		
Saw him/ her with his/ her mum	37%	47%	27%	18%
		BC	C	
Saw him/ her with his/ her dad	15%	22%	7%	11%
		BC		B
Breeder/ seller/ rehoming charity visited my home to assess it	10%	10%	10%	9%
Made sure breeder was a member of an assured breeder scheme (e.g. the Kennel Club Assured Breeder Scheme or the GCCF Breeder Scheme)	17%	25%	8%	6%
		BC		
Checked that the breeder would complete some form of contract (e.g. Puppy Contract, Kitten Checklist, signed contract of sale)	17%	24%	8%	11%
		BC		
Checked that breeder was licensed by their local authority	14%	19%	8%	9%
		BC		
Checked star rating of breeder's license issued by their local authority (N.B. This is not an online 5 star review site such as Trustpilot)	5%	9%	-	-
		BC		
Viewed him/ her through a live video call (e.g. Zoom, Facetime)	8%	10%	6%	5%
		BC		
Other	9%	7%	10%	10%
			A	
Nothing	17%	9%	24%	29%
			A	A
Don't know/ can't remember	5%	4%	5%	11%
				AB
Net: Saw him/her with his/her mum or dad	40%	50%	29%	21%
		BC	C	
Net: At least one (excl. other)	72%	82%	63%	53%
		BC	C	

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Thinking about owning a pet, to what extent do you agree or disagree with the following statements? Owning a pet...
 - is more expensive than I expected

	5387	2566	2587	234
Unweighted base	5387	2795	2393	199
Base: All				
Agree strongly	14%	16%	12%	16%
		B		
Agree slightly	30%	30%	29%	40%
				AB
Neither agree nor disagree	32%	33%	32%	21%
		C	C	
Disagree slightly	13%	11%	14%	12%
			A	
Disagree strongly	9%	8%	11%	8%
			A	
Don't know	0%	0%	1%	-
Not applicable	1%	1%	1%	1%
Net: Agree	44%	46%	41%	56%
		B		AB
Net: Disagree	22%	20%	25%	21%
			A	

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- makes me feel less lonely

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	60%	63%	56%	52%
		BC		
Agree slightly	28%	25%	30%	33%
			A	A
Neither agree nor disagree	9%	9%	9%	10%
Disagree slightly	1%	1%	2%	2%
			A	
Disagree strongly	1%	1%	1%	2%
Don't know	0%	0%	0%	-
Not applicable	1%	0%	1%	1%
Net: Agree	87%	88%	87%	84%
		B		
Net: Disagree	3%	2%	3%	4%
				A

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- improves my life

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	65%	68%	62%	54%
		BC	C	
Agree slightly	26%	24%	28%	28%
			A	
Neither agree nor disagree	6%	6%	7%	11%
				AB
Disagree slightly	1%	1%	2%	5%
			A	AB
Disagree strongly	1%	0%	1%	2%
				AB
Don't know	0%	0%	0%	0%
Not applicable	0%	0%	0%	-
Net: Agree	91%	93%	90%	81%
		BC	C	
Net: Disagree	2%	1%	2%	7%
			A	AB

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- makes me physically healthier

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	39%	53% BC	25%	24%
Agree slightly	31%	35% BC	27%	28%
Neither agree nor disagree	21%	9%	34% A	32% A
Disagree slightly	5%	2%	8% A	6% A
Disagree strongly	2%	1%	4% A	6% A
Don't know	1%	0%	1% A	1% A
Not applicable	1%	0%	1% A	2% A
Net: Agree	71%	87% BC	53%	52%
Net: Disagree	7%	3%	12% A	12% A

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- makes me mentally healthier

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	58%	61% BC	55% C	45%
Agree slightly	30%	28%	32% A	36% A
Neither agree nor disagree	9%	8%	10% A	12%
Disagree slightly	2%	1%	2% A	4% AB
Disagree strongly	1%	1%	1%	1%
Don't know	0%	0%	0%	2% AB
Not applicable	0%	0%	0%	0%
Net: Agree	88%	90% BC	87% C	81%
Net: Disagree	2%	2%	3% A	5% AB

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

To what extent do you agree or disagree with each of the following statements about [your pet]?
 - I am worried about being able to afford the cost of veterinary care for my pet

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	17%	17%	17%	18%
Agree slightly	34%	35%	33%	36%
Neither agree nor disagree	20%	20%	19%	16%
Disagree slightly	16%	15%	18%	16%
Disagree strongly	12%	12%	13%	15%
Don't know	1%	1%	1%	-
Net: Agree	51%	52%	49%	54%
Net: Disagree	29%	27%	30%	30%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

What is the main type of food your dog eats?

	Unweighted base	2566	-	-
	Base: All dog owners	2795	-	-
Complete dry dog food	30%	30%	-	-
Complete wet food (e.g. tins, pouches, trays)	9%	9%	-	-
A mix of wet and dry food	36%	36%	-	-
Prescription diet from vet for weight loss	1%	1%	-	-
Prescription diet from vet for illness	2%	2%	-	-
Homemade raw meat based diet that you prepare for your dog	3%	3%	-	-
Homemade vegetarian/ vegan diet that you prepare for your dog	1%	1%	-	-
Homemade cooked diet that you prepare for your dog	8%	8%	-	-
Scraps/ leftovers	1%	1%	-	-
Commercially prepared raw meat based diet	5%	5%	-	-
Commercially prepared vegetarian/ vegan diet	1%	1%	-	-
Insect-based diet	0%	0%	-	-
Other	3%	3%	-	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

What is the main type of food your cat eats?

	Total	Dog	Cat	Rabbit
Unweighted base	2587	-	2587	-
Base: All cat owners	2393	-	2393	-
Complete dry cat food	16%	-	16%	-
Complete wet food e.g. tins, pouches, trays	17%	-	17%	-
A mix of wet and dry food	56%	-	56%	-
Prescription diet from vet for weight loss	1%	-	1%	-
Prescription diet from vet for illness	2%	-	2%	-
Homemade raw meat based diet that you prepare for your cat	1%	-	1%	-
Homemade vegetarian/ vegan diet that you prepare for your cat	1%	-	1%	-
Homemade cooked diet that you prepare for your cat	3%	-	3%	-
Scraps/ leftovers	0%	-	0%	-
Commercially prepared raw meat based diet	2%	-	2%	-
Commercially prepared vegan/ vegetarian diet	0%	-	0%	-
Hunted prey	1%	-	1%	-
Insect-based diet	0%	-	0%	-
Other	1%	-	1%	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

What are the main types of food [your pet] eats? Please choose up to three.

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
Fresh greens (e.g. vegetables, herbs)	74%	-	-	74%
Growing (fresh) grass	19%	-	-	19%
Guinea pig food	1%	-	-	1%
Hay	71%	-	-	71%
Homemade rabbit food	3%	-	-	3%
Rabbit muesli mix (different coloured mix of flakes and seeds)	18%	-	-	18%
Rabbit pellet food	76%	-	-	76%
Scraps/ leftovers of human food	7%	-	-	7%
Other	1%	-	-	1%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Which, if any, of these has your pet had done? Has [your pet] been...

	Unweighted base	Dog	Cat	Rabbit
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Neutered (spayed/castrated/snipped/done/dressed)	73%	64%	84%	59%
			AC	
Vaccinated – primary course (when young)	76%	79%	73%	56%
		BC	C	
Vaccinated – regular boosters/injections	74%	81%	67%	61%
		BC		
Microchipped	78%	82%	78%	23%
		BC	C	
Insured	53%	61%	46%	24%
		BC	C	
Wormed	76%	81%	74%	22%
		BC	C	
Treated for fleas	75%	76%	79%	18%
		C	AC	
Currently registered with a vet	88%	90%	85%	79%
		BC	C	
None of these	1%	1%	1%	6%
				AB
Net: Not vaccinated, neutered, or microchipped	4%	3%	3%	15%
				AB
Net: Not vaccinated, neutered, or microchipped and not receiving flea and worming treatments	2%	2%	2%	12%
				AB
Net: Vaccinated	90%	94%	87%	76%
		BC	C	

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Do you know if your contact details are up to date on the microchip database where [your pet] is registered?

	Unweighted base	A	B	C
	4239	2132	2052	55
Base: All whose pet has been microchipped	4204	2282	1875	47
Yes, my details haven't changed since I registered [your pet]	68%	69%	66%	71%
		B		*
Yes, I have updated the details myself	18%	17%	19%	14%
				*
Yes, my veterinary practice has updated these details for me	5%	5%	6%	6%
				*
No, my details have changed and I have not updated them	5%	4%	5%	6%
				*
Not sure	5%	5%	5%	4%
				*

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

If you were to receive an unexpected vet bill, what would be the main way by which you would be most likely to pay for it? Please select one option.

	Unweighted base	Dog	Cat	Rabbit
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Income / current account	13%	11%	15%	17%
Savings	23%	22%	24%	25%
Borrow from family / friends	3%	3%	3%	3%
Credit card	15%	14%	17%	22%
Loan or overdraft	2%	2%	1%	3%
Through a payment plan arranged with my veterinary practice	5%	4%	5%	6%
Pet insurance	35%	41%	30%	15%
NA, I would have to rehome my pet rather than use any of these options	0%	0%	0%	2%
NA, I would have to have my pet put to sleep rather than use any of these options	0%	0%	1%	1%
NA, I use charity vets who cover the cost of treatment	1%	0%	1%	1%
Other	1%	1%	1%	1%
Don't know	2%	2%	2%	4%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Do you know how to do either of the following?

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Give pet first aid in an emergency	30%	34% B	24%	30%
Perform CPR on a pet	16%	18% B	13%	15%
Neither of the above	67%	62%	73% AC	66%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

If a pet was experiencing the below, which would you know how to give pet first aid for? (Please select all that apply)

	Unweighted base	Dog	Cat	Rabbit
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Choking	28%	33%	23%	22%
		BC		
Having a seizure	18%	21%	13%	15%
		BC		
Not breathing and had no heartbeat	15%	18%	13%	18%
		B		B
Suffering from heatstroke	29%	35%	21%	34%
		B		B
Suffering from hypothermia	22%	24%	19%	25%
		B		
Suffering from shock	15%	17%	13%	18%
		B		B
Has had an electric shock	9%	10%	7%	8%
		B		
None of the above	51%	45%	58%	51%
			AC	
Net: Any knowledge	49%	55%	42%	49%
		B		B

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Which, if any, of the following apply to you? Please select all that apply.

	Unweighted base	Dog	Cat	Rabbit
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
I own a pet first aid kit	16%	20%	11%	14%
		BC		
I know which foods are poisonous to pets	69%	75%	63%	68%
		BC		
I know which plants are toxic to pets	51%	47%	56%	56%
			A	A
I know the signs of heatstroke in pets	43%	51%	34%	41%
		BC		
I know how to tell if it is too hot to take my dog for a walk	41%	79%	-	-
		BC		
I know what to do if I saw a dog in a hot car	60%	65%	55%	52%
		BC		
None of the above	10%	5%	16%	17%
			A	A
Net: Any	90%	95%	84%	83%
		BC		

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Which if any of the following has your pet ever experienced? Please select all that apply.

	Unweighted base	Dog	Cat	Rabbit
	5387	2566	2587	234
	Base: All	2795	2393	199
Eaten something they shouldn't have	35%	46%	24%	26%
		BC		
Needed first aid	13%	14%	10%	12%
		B		
Escaped from your property	10%	19%	-	-
		BC		
Been identified as overweight by a veterinary professional	15%	14%	17%	10%
			AC	
Been injured by a stick	4%	8%	-	-
		BC		
Don't know	1%	1%	2%	1%
			A	
None of the above	45%	33%	57%	61%
			A	A

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Currently, how often do you typically take your dog for a walk?

Unweighted base	2566	2566	-	-
Base: All dog owners	2795	2795	-	-
More than once a day	43%	43%	-	-
Once a day	32%	32%	-	-
Every other day	6%	6%	-	-
Four times a week	4%	4%	-	-
Three times a week	4%	4%	-	-
Twice a week	4%	4%	-	-
Once a week	2%	2%	-	-
Less often than once a week	2%	2%	-	-
Has free range	2%	2%	-	-
Never	1%	1%	-	-
Not sure	1%	1%	-	-
Net: Once a day or more	75%	75%	-	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

On average, how long in total do you typically walk your dog for each day?

Unweighted base	2566	2566	-	-
Base: All dog owners	2795	2795	-	-
Up to 10 minutes	5%	5%	-	-
11 to 30 minutes	33%	33%	-	-
31 minutes to 1 hour	40%	40%	-	-
More than 1 hour, up to 2 hours	18%	18%	-	-
More than 2 hours	4%	4%	-	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

You said that when you walk [your pet], it's typically for 30 minutes or less. What is/are the reason(s) for this?
 Please tick all that apply.

	Unweighted base			
	951	951	-	-
Base: All dog owners who walk for 30mins or less	1070	1070	-	-
Time restrictions	21%	21%	-	-
Restricted areas to exercise a dog where I live	6%	6%	-	-
[your pet] is too strong for me to walk/ pulls on lead	6%	6%	-	-
I'm scared of [your pet] being attacked by another dog	7%	7%	-	-
Garden is big enough for exercise	30%	30%	-	-
[your pet] has health problem(s)	9%	9%	-	-
I have health problems	10%	10%	-	-
I'm concerned about [your pet]'s behaviour on a walk	9%	9%	-	-
[your pet] doesn't come back when called	6%	6%	-	-
Don't think that [your pet] needs any more exercise than this	28%	28%	-	-
[your pet] has free range access	14%	14%	-	-
Too old	13%	13%	-	-
[your pet] has more than one walk every day	24%	24%	-	-
Other	8%	8%	-	-
Don't know	3%	3%	-	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

On a typical walk, does your dog have the opportunity to have/ do any of the following? Please select all that apply.

	Unweighted base			
	2566	2566	-	-
Base: All dog owners	2795	2795	-	-
Unrestricted sniffing and exploration	69%	69%	-	-
Engagement with the owner (e.g. training, games, other interaction)	52%	52%	-	-
Interaction with other dogs	69%	69%	-	-
Ability to avoid other dogs	54%	54%	-	-
Interaction with other people	65%	65%	-	-
Ability to avoid other people	48%	48%	-	-
Off-lead or long-lead exercise	56%	56%	-	-
None of these	3%	3%	-	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

What opportunities for exercise, if any, does [your pet] have every day? Please tick all that apply.

	Unweighted base			
	2587	-	2587	-
Base: All cat owners	2393	-	2393	-
Playing in the house	74%	-	74%	-
Playing with toys (including treat toys)	64%	-	64%	-
Scratching post	63%	-	63%	-
Using the stairs with your/others' encouragement (e.g. spreading food and water bowls, litter tray and bed upstairs and downstairs)	38%	-	38%	-
Finding food that has been hidden for them	13%	-	13%	-
Cat climbing frame	30%	-	30%	-
Running around the house	79%	-	79%	-
Playing with other cats in the house	31%	-	31%	-
Walks on a lead outdoors	6%	-	6%	-
Access to the outdoors	64%	-	64%	-
Playing with other species of pets (e.g. dogs)	16%	-	16%	-
Hunting (e.g. catching birds or mice)	37%	-	37%	-
Other	2%	-	2%	-
None of these	1%	-	1%	-

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Approximately how many hops can your rabbit do across the widest part of his/her living quarters? By living quarters, we are referring to the area of their hutch or other living space in which they spend their time when awake.

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
0-2	5%	-	-	5%
3 or more	47%	-	-	47%
He/she has run of the house	27%	-	-	27%
He/she has run of the garden	16%	-	-	16%
None of the above	2%	-	-	2%
Don't know	3%	-	-	3%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

In a 24-hour period, typically how many hours does [your pet] spend in each of the following areas? Please type a number between 0 and 24 into the box below to your best estimate.
 Their hutch

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
No time	26%	-	-	26%
1-5 hours	14%	-	-	14%
6-10 hours	21%	-	-	21%
11-23 hours	36%	-	-	36%
All their time	4%	-	-	4%
Mean	9.5	-	-	9.5
Median	8.5	-	-	8.5
StdDev	8.23	-	-	8.23
StdErr	0.54	-	-	0.54

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

A run in the garden

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
No time	50%	-	-	50%
1-5 hours	27%	-	-	27%
6-10 hours	14%	-	-	14%
11-23 hours	9%	-	-	9%
All their time	0%	-	-	0%
Mean	3.2	-	-	3.2
Median	-	-	-	-
StdDev	5.10	-	-	5.10
StdErr	0.33	-	-	0.33

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Free roaming in the garden

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
No time	61%	-	-	61%
1-5 hours	28%	-	-	28%
6-10 hours	7%	-	-	7%
11-23 hours	4%	-	-	4%
All their time	0%	-	-	0%
Mean	2.0	-	-	2.0
Median	-	-	-	-
StdDev	3.83	-	-	3.83
StdErr	0.25	-	-	0.25

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Free roaming in the house

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
No time	46%	-	-	46%
1-5 hours	24%	-	-	24%
6-10 hours	8%	-	-	8%
11-23 hours	21%	-	-	21%
All their time	-	-	-	-
Mean	5.2	-	-	5.2
Median	1.0	-	-	1.0
StdDev	7.49	-	-	7.49
StdErr	0.49	-	-	0.49

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

A run in the house

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
No time	68%	-	-	68%
1-5 hours	22%	-	-	22%
6-10 hours	3%	-	-	3%
11-23 hours	6%	-	-	6%
All their time	0%	-	-	0%
Mean	2.0	-	-	2.0
Median	-	-	-	-
StdDev	4.78	-	-	4.78
StdErr	0.31	-	-	0.31

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Spending time interacting with you

Unweighted base	234	-	-	234
Base: All rabbit owners	199	-	-	199
No time	18%	-	-	18%
1-5 hours	75%	-	-	75%
6-10 hours	6%	-	-	6%
11-23 hours	1%	-	-	1%
All their time	0%	-	-	0%
Mean	2.1	-	-	2.1
Median	1.0	-	-	1.0
StdDev	2.58	-	-	2.58
StdErr	0.17	-	-	0.17

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

To what extent do you agree or disagree with the following statements?
 - My pet is my best friend

	5387	2566	2587	234
Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	38%	44% BC	32%	33%
Agree slightly	30%	30%	29%	28%
Neither agree nor disagree	19%	17%	21% AC	15%
Disagree slightly	8%	6%	10% A	12% A
Disagree strongly	5%	3%	7% A	12% AB
Don't know	0%	0%	0%	0%
Net: Agree	68%	74% BC	61%	60%
Net: Disagree	13%	9%	17% A	24% AB

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- Everyone deserves to experience the love and companionship of a pet

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	48%	50%	47%	38%
		BC	C	
Agree slightly	30%	29%	30%	34%
Neither agree nor disagree	15%	15%	15%	17%
Disagree slightly	4%	3%	4%	6%
Disagree strongly	3%	2%	3%	4%
Don't know	1%	1%	1%	1%
Net: Agree	78%	79%	77%	72%
		C		
Net: Disagree	6%	6%	7%	10%
			A	

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Have you experienced the loss of a pet?

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Yes	82%	79%	84%	90%
			A	AB
No	18%	21%	16%	10%
		BC	C	
Not sure	0%	0%	0%	0%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

To what extent do you agree or disagree with the following statements?

- Their memory will live on in my heart

	Unweighted base	Dog	Cat	Rabbit
Base: All those who have experienced a pet loss	4497	2072	2215	210
Agree strongly	76%	78%	74%	68%
Agree slightly	18%	16%	20%	21%
Neither agree nor disagree	4%	4%	4%	7%
Disagree slightly	1%	1%	1%	2%
Disagree strongly	1%	0%	1%	2%
Don't know	0%	0%	0%	-
Net: Agree	94%	95%	94%	89%
Net: Disagree	2%	1%	1%	4%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- I would consider donating to charity in their memory

	Unweighted base	Dog	Cat	Rabbit
Base: All those who have experienced a pet loss	4390	2204	2008	178
Agree strongly	20%	20%	20%	19%
Agree slightly	22%	21%	22%	29% AB
Neither agree nor disagree	29%	32% BC	27%	24%
Disagree slightly	11%	10%	12% A	10%
Disagree strongly	14%	13%	15% A	14%
Don't know	4%	4%	4%	4%
Net: Agree	42%	41%	42%	48%
Net: Disagree	25%	23%	27% A	24%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Thinking about owning a pet, to what extent do you agree or disagree with the following statements?
 - A pet's health and wellbeing should not suffer due to owners' financial hardship

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	65%	66%	64%	71%
Agree slightly	26%	26%	26%	22%
Neither agree nor disagree	6%	6%	7%	3%
Disagree slightly	1%	1%	1%	3%
Disagree strongly	1%	0%	1%	0%
Don't know	1%	1%	1%	-
Not applicable	0%	0%	0%	1%
Net: Agree	91%	91%	90%	92%
Net: Disagree	2%	2%	2%	4%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- A charity providing free and reduced cost veterinary treatment to the most vulnerable in society, is important in helping people and pets in times of financial hardship

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	60%	60%	60%	57%
Agree slightly	30%	30%	30%	28%
Neither agree nor disagree	7%	7%	7%	9%
Disagree slightly	1%	1%	1%	3% AB
Disagree strongly	0%	0%	1%	1%
Don't know	1%	1%	1%	2%
Not applicable	0%	0%	0%	0%
Net: Agree	90%	90%	90%	85%
Net: Disagree	2%	1% C	2% C	4% AB

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- The cost of owning a pet has increased

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	57%	59%	54%	57%
		B		
Agree slightly	32%	30%	35%	36%
		A		
Neither agree nor disagree	7%	7%	8%	5%
Disagree slightly	1%	1%	1%	2%
Disagree strongly	0%	0%	0%	-
Don't know	1%	1%	2%	-
		AC		
Not applicable	0%	0%	0%	1%
		AB		
Net: Agree	89%	90%	89%	92%
Net: Disagree	2%	2%	2%	2%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- People's financial circumstances shouldn't prevent them from having the opportunity of pet ownership

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	26%	26%	25%	24%
Agree slightly	27%	26%	28%	22%
Neither agree nor disagree	16%	16%	15%	13%
Disagree slightly	19%	20%	18%	22%
Disagree strongly	12%	11%	12%	18%
Don't know	2%	1%	2%	-
Not applicable	0%	0%	0%	1%
Net: Agree	52%	52%	53%	46%
Net: Disagree	30%	31%	29%	40%

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

- Owning a pet has been a lifeline for me when times are tough

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	40%	42% B	39%	36%
Agree slightly	29%	29%	30%	30%
Neither agree nor disagree	20%	21%	20%	17%
Disagree slightly	5%	3%	6% A	7% A
Disagree strongly	3%	3%	3%	6% AB
Don't know	1%	1%	1%	1%
Not applicable	2%	2%	1%	3% B
Net: Agree	70%	70%	69%	66%
Net: Disagree	8%	6%	9% A	13% AB

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

To what extent do you agree or disagree with the statement:
 - Having a flat face (e.g. breeds such as Pugs, French Bulldogs, English Bulldogs) negatively impacts a dog's welfare

Unweighted base	5387	2566	2587	234
Base: All	5387	2795	2393	199
Agree strongly	49%	47%	51%	51%
			A	
Agree slightly	30%	31%	29%	29%
Neither agree nor disagree	11%	12%	10%	10%
		B		
Disagree slightly	2%	3%	2%	4%
Disagree strongly	2%	2%	1%	1%
		B		
Don't know	6%	5%	7%	6%
		A		
Net: Agree	79%	78%	80%	80%
Net: Disagree	4%	5%	3%	5%
		B		

PDSA/ YouGov survey results
Sample size: 5,387 dog/ cat/ rabbit owners
 Fieldwork Dates: 17th December 2024 to 12th January 2025



Total	Pet type		
	Dog	Cat	Rabbit
	A	B	C

Which, if any, of the following do you like to do? (Please select all that apply)

	Unweighted base	Dog	Cat	Rabbit
	5387	2566	2587	234
	Base: All	2795	2393	199
Teach your pet new tricks	34%	43%	24%	37%
		B		B
Play with your pet	86%	87%	84%	84%
		B		
Take your pet on holiday with you	38%	56%	18%	22%
		BC		
Take your pet on days out e.g. visiting the beach	48%	73%	21%	32%
		BC		B
Take your pet with you when you are socialising	36%	53%	16%	23%
		BC		B
Belong to any clubs/ communities that are centred around your pets (e.g. attend agility classes with your dog)	8%	10%	6%	7%
		B		
None of the above	5%	2%	9%	10%
			A	A
Don't know	1%	1%	1%	0%
Net: Any	94%	97%	90%	90%
		BC		

Cell Contents (Column Percentage, Statistical Test Results), Stati