



Pets:

A Nationally Representative Multi-Mode Survey

January 2022 Results

Overview of Methodology

Consumer Reports fielded a nationally representative multi-mode survey of American dog and cat owners to learn about how much people spend on caring for their pets including the cost for food, grooming, insurance, and general overall spending. The results are based on interviews conducted from January 6-20, 2022.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample of adult U.S. dog and cat owners. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,392 interviews, 2,368 by web mode and 24 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.64 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Prepared by CR Survey Research Department, February 2022

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Q1. [‘NO WAS EXCLUSIVE.’ IF RESPONDENTS ONLY SELECTED ‘YES, A PET OTHER THAN A DOG OR A CAT’ OR ‘NO’, THEY DID NOT QUALIFY FOR THE SURVEY. RESPONDENTS WHO SKIPPED THIS QUESTION WERE PROMPTED TO ANSWER IT]

Do you currently have a pet?	
	Total
Respondents selected <u>all</u> that apply.	%
Yes, a dog	53
Yes, a cat	32
Yes, a pet other than a dog or a cat	11
No	25
Base: All respondents	3,535

Q1. [QUALIFIED SAMPLE.]

Do you currently have a pet?	
	Total
Respondents selected <u>all</u> that apply.	%
Yes, a dog	75
Yes, a cat	45
Yes, a pet other than a dog or a cat	9
Base: Respondents who own a cat or a dog	2,392

Q2. [SHOW IF Q1 = ‘YES, A DOG.’ RESPONDENTS WHO SKIPPED THIS QUESTION WERE PROMPTED TO ANSWER IT.]

How many dogs do you currently have?	
	Total
	%
1	62
2	25
3	7
4	3
5 or more	3
Base: Respondents who own a dog	1,770

Q3. [SHOW IF Q1 = 'YES, A CAT.' RESPONDENTS WHO SKIPPED THIS QUESTION WERE PROMPTED TO ANSWER IT.]

How many cats do you currently have?	
	Total
	%
1	55
2	26
3	10
4	4
5 or more	6
Base: Respondents who own a cat	1,089

Q4. [SHOW IF Q1 = 'YES, A DOG' AND Q2 IS ANSWERED. IF RESPONDENT HAS ONE DOG (Q2=1), 'DOG' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE DOG (Q2 = 2, 3, 4, 5), 'DOGS' WAS INSERTED IN QUESTION STEM. RESPONDENTS WHO SKIPPED THIS QUESTION WERE PROMPTED TO ANSWER IT.]

What type of food do you usually feed your dog(s)?	
	Total
	%
Respondents selected <u>all</u> that apply.	
Regular dog food (can or dry)	73
Specialty dog food such as grain, gluten, GMO, and preservative-free (can or dry)	20
Fresh dog food (can or dry)	13
Dog food I make at home	9
Prescription dog food (can or dry)	7
Other	5
Base: Respondents who own a dog	1,770

Q5. [SHOW IF Q1 = 'YES, A CAT' AND Q3 IS ANSWERED. IF RESPONDENT HAS ONE CAT (Q3=1), 'CAT' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE CAT (Q3 = 2, 3, 4, 5), 'CATS' WAS INSERTED IN QUESTION STEM. RESPONDENTS WHO SKIPPED THIS QUESTION WERE PROMPTED TO ANSWER IT.]

What type of food do you usually feed your cat(s)?	
	Total
	%
Respondents selected <u>all</u> that apply.	
Regular cat food (can or dry)	83
Specialty cat food such as grain, gluten, GMO, and preservative-free (can or dry)	16
Fresh cat food (can or dry)	11
Prescription cat food (can or dry)	6
Cat food I make at home	4
Other	4
Base: Respondents who own a cat	1,089

Q6. [SHOW IF Q4 OR Q5 = A RESPONSE OTHER THAN 'CAT/DOG FOOD I MAKE AT HOME. ' RANDOMIZE RESPONSE OPTIONS HOLDING 'OTHER' AT END.]

Where do you typically buy food for your pet(s)? From a...	
	Total
Respondents selected <u>all</u> that apply.	%
Big box store (such as Walmart, Target, etc.)	37
Supermarket	31
Chain pet store (such as Petco, PetSmart, Pet Valu, etc.)	31
Online retailer (such as Amazon, Chewy, etc.)	26
Warehouse club (such as Costco, BJ's, Sam's Club, etc.)	15
Independent pet store	10
Veterinarian's office	5
Drug store/pharmacy (such as CVS, Walgreens, Rite Aid, etc.)	3
Subscription food delivery service	3
Other	4
Base: Respondents who own a dog or cat	2,362

Q7. [RESPONDENTS WERE INSTRUCTED 'IF YOU HAVE MORE THAN ONE PET, PLEASE TELL US THE TOTAL AMOUNT YOU SPEND MONTHLY ON YOUR PETS' FOOD.]

In an average month, approximately how much do you spend on <u>food</u> for your pet(s)?	
	Total
	%
Less than \$25	16
\$25 to \$49	37
\$50 to \$99	27
\$100 to \$149	11
\$150 to \$199	3
\$200 to \$249	2
\$250 to \$299	1
\$300 to \$349	0
\$350 to \$399	0
\$400 or more	0
Unsure	2
Base: Respondents who own dog or cat	2,385

Q8. [SHOW IF Q1 = 'YES, A DOG' AND Q2 IS ANSWERED. IF RESPONDENT HAS ONE DOG (Q2=1), 'DOG' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE DOG (Q2 = 2, 3, 4, 5), 'DOGS' WAS INSERTED IN QUESTION STEM.]

Do you get your dog(s) professionally groomed on a regular basis?	
	Total
	%
Yes	36
No	64
Base: Respondents who own a dog	1,768

Q9. SHOW IF Q8 = 'YES'. IF RESPONDENT HAS ONE DOG (Q2=1), 'DOG' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE DOG (Q2 = 2, 3, 4, 5), 'DOGS' WAS INSERTED IN QUESTION STEM. IF RESPONDENT HAS MORE THAN ONE DOG (Q2 = 2, 3, 4, 5), THEY WERE INSTRUCTED 'IF YOU HAVE MORE THAN ONE DOG, PLEASE TELL US THE TOTAL AMOUNT YOU SPENT IN THE PAST 12 MONTHS ON PROFESSIONAL GROOMING FOR ALL OF YOUR DOGS.']

In the past 12 months, approximately how much did you spend on professional grooming for your dog(s)?	
	Total
	%
Less than \$50	7
\$50 to \$99	16
\$100 to \$199	20
\$200 to \$299	17
\$300 to \$399	10
\$400 to \$499	10
\$500 to \$599	5
\$600 to \$699	6
\$700 to \$799	2
\$800 to \$899	1
\$900 to \$999	1
\$1000 or more	2
Unsure	2
Base: Respondents who own a dog that they get professionally groomed on a regular basis	630

Q10. [SHOW IF Q1 = 'YES, A CAT' AND Q3 IS ANSWERED. IF RESPONDENT HAS ONE CAT (Q3=1), 'CAT' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE CAT (Q3 = 2, 3, 4, 5), 'CATS' WAS INSERTED IN QUESTION STEM.]

Do you get your cat(s) groomed professionally on a regular basis?	
	Total
	%
Yes	7
No	93
Base: Respondents who own a cat	1,088

Q11. [SHOW IF Q10 = 'YES.' IF RESPONDENT HAS ONE CAT (Q3=1), 'CAT' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE CAT (Q3 = 2, 3, 4, 5), 'CATS' WAS INSERTED IN QUESTION STEM. IF RESPONDENT HAS MORE THAN ONE CAT (Q3 = 2, 3, 4, 5), THEY WERE INSTRUCTED 'IF YOU HAVE MORE THAN ONE CAT, PLEASE TELL US THE TOTAL AMOUNT YOU SPENT IN THE PAST 12 MONTHS ON PROFESSIONAL GROOMING FOR ALL OF YOUR CATS.']

In the past 12 months, approximately how much did you spend on professional grooming for your cat(s)?	
	Total
	%
Less than \$50	
\$50 to \$99	
\$100 to \$199	
\$200 to \$299	
\$300 to \$399	
\$400 to \$499	
\$500 to \$599	
\$600 to \$699	
\$700 to \$799	
\$800 to \$899	
\$900 to \$999	
\$1000 or more	
Unsure	
Base: Respondents who own a cat that they get professionally groomed on a regular basis	I/S

Q12.

Do you currently have pet insurance for any of your pets?	
	Total
	%
Yes	12
No	88
Base: Respondents who own a dog or cat	2,382

Q13. [SHOW IF Q12 = 'YES.' RESPONDENTS WHO SKIPPED THIS QUESTION WERE PROMPTED TO ANSWER IT.]

How many pets do you have covered under your pet insurance plan?	
	Total
	%
1	54
2	27
3	13
4	7
5 or more	0
Base: Respondents who own a dog or cat and have pet insurance	276

Q14. [SHOW IF Q12 = 'YES.']

What is the total amount you pay <u>monthly</u> for your pet insurance?	
	Total
	%
Less than \$10	6
\$10 to \$19	12
\$20 to \$29	10
\$30 to \$39	16
\$40 to \$49	12
\$50 to \$59	10
\$60 to \$69	5
\$70 to \$79	4
\$80 to \$89	5
\$90 to \$99	5
\$100 or more	8
Unsure	7
Base: Respondents who own a dog or cat and have pet insurance	277

Q15. [SHOW IF Q12 = 'YES' AND Q13 IS ANSWERED. IF THE RESPONDENT HAS ONE PET COVERED UNDER THE INSURANCE PLAN (Q13=1) RESPONDENT WAS SHOWN 'HAVE YOU EVER HAD TO USE THE INSURANCE TO COVER YOUR PET'S MEDICAL NEEDS?' IF THE RESPONDENT HAS MULTIPLE PETS COVERED UNDER THE INSURANCE PLAN (Q13>1) RESPONDENT WAS SHOWN 'HAVE YOU EVER HAD TO USE THE INSURANCE TO COVER ANY OF YOUR PETS' MEDICAL NEEDS?']

Have you ever had to use the insurance to cover your pet's/pets' medical needs?	
	Total
	%
Yes	63
No	37
Base: Respondents who own a dog or cat and have pet insurance	274

Q16. [SHOW IF Q15 = 'YES.' IF THE RESPONDENT HAS ONE PET COVERED UNDER THE INSURANCE PLAN (Q13=1) RESPONDENT WAS SHOWN 'HOW SATISFIED OR DISSATISFIED ARE YOU OVERALL WITH YOU PET INSURANCE COVERING THE COSTS FOR YOUR PET'S MEDICAL NEEDS?' IF THE RESPONDENT HAS MULTIPLE PETS COVERED UNDER THE INSURANCE PLAN (Q13>1) RESPONDENT WAS SHOWN 'HOW SATISFIED OR DISSATISFIED ARE YOU OVERALL WITH YOUR PET INSURANCE COVERING THE COSTS FOR ANY OF YOUR PETS' MEDICAL NEEDS?]

How satisfied or dissatisfied are you overall with your pet insurance covering the costs for your pet's/pets' medical needs?	
	Total
	%
Completely satisfied	27
Very satisfied	32
Somewhat satisfied	26
Somewhat dissatisfied	10
Very dissatisfied	2
Completely dissatisfied	3
Base: Respondents who own a dog or cat and have used pet insurance to cover their pet's medical needs	169

Q17. SHOW IF Q1 = 'YES, A DOG' AND Q2 IS ANSWERED. IF RESPONDENT HAS ONE DOG (Q2=1), 'DOG' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE DOG (Q2 = 2, 3, 4, 5), 'DOGS' WAS INSERTED IN QUESTION STEM. IF RESPONDENT HAS MORE THAN ONE DOG (Q2 = 2, 3, 4, 5), THEY WERE INSTRUCTED 'IF YOU HAVE MORE THAN ONE DOG, PLEASE TELL US THE TOTAL AMOUNT YOU SPENT IN THE PAST 12 MONTHS FOR ALL OF YOUR DOGS.']

In the past 12 months, approximately how much did you spend <u>overall</u> for all of your dog's/dogs' needs (for example, veterinary services, insurance, pet services, pet food and supplies, etc.)?	
	Total
	%
Less than \$50	5
\$50 to \$99	7
\$100 to \$249	12
\$250 to \$499	16
\$500 to \$999	20
\$1000 to \$1499	14
\$1500 to \$1999	8
\$2000 to \$2499	6
\$2500 to \$2999	3
\$3000 to \$3499	2
\$3500 to \$3999	1
\$4000 to \$4499	1
\$4500 to \$4999	0
\$5000 or more	2
Unsure	4
Base: Respondents who own a dog	1,762

Q18. [SHOW IF Q1 = 'YES, A CAT' AND Q3 IS ANSWERED. IF RESPONDENT HAS ONE CAT (Q3=1), 'CAT' WAS INSERTED IN QUESTION STEM AND IF RESPONDENT HAS MORE THAN ONE CAT (Q3 = 2, 3, 4, 5), 'CATS' WAS INSERTED IN QUESTION STEM IF RESPONDENT HAS MORE THAN ONE CAT (Q3 = 2, 3, 4, 5), THEY WERE INSTRUCTED 'IF YOU HAVE MORE THAN ONE CAT, PLEASE TELL US THE TOTAL AMOUNT YOU SPENT IN THE PAST 12 MONTHS FOR ALL OF YOUR CATS.']

In the past 12 months, approximately how much did you spend <u>overall</u> for all of your cat's/cats' needs (for example, veterinary services, insurance, pet services, pet food and supplies, etc.)?	
	Total
	%
Less than \$50	7
\$50 to \$99	12
\$100 to \$249	18
\$250 to \$499	23
\$500 to \$999	19
\$1000 to \$1499	9
\$1500 to \$1999	3
\$2000 to \$2499	2
\$2500 to \$2999	1
\$3000 to \$3499	1
\$3500 to \$3999	1
\$4000 to \$4499	0
\$4500 to \$4999	0
\$5000 or more	1
Unsure	3
Base: Respondents who own a cat	1,088

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