Global GfK survey: Pet ownership

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*To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.
Methodology
Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

- Argentina (online/n=1011)
- Australia (online/n=1000)
- Belgium (online/n=1012)
- Brazil (online/n=1512)
- Canada (online/n=1012)
- China (online/n=1501)
- Czech Republic (online/n=1003)
- France (online/n=1517)
- Germany (online/n=1511)
- Hong Kong (online/n=1003)
- Italy (online/n=1521)
- Japan (online/n=1533)
- Mexico (online/n=1029)
- Netherlands (online/n=1001)
- Poland (online/n=1005)
- Russia (online/n=1514)
- South Korea (online/n=1000)
- Spain (online/n=1534)
- Sweden (online/n=1000)
- Turkey (online/n=831)
- UK (online/n=1501)
- USA (online/n=1536)
Question

Do you have any of these pets currently living with you? Select all that apply.

- Dog
- Cat
- Fish
- Bird
- Other
- Do not have any pets
Global results
Highlights

- Over half of people internationally have at least one pet
- Argentina, Mexico and Brazil have highest percentage of pet-owners
- Asians are least likely to own a pet
- Women beat men for pet dog or cat, men beat women for pet fish
- Dogs are the most popular pet in Argentina, Mexico and Brazil
- Cats are most popular in Russia, France and the USA
- Pet fish are most popular in China, pet birds in Turkey

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
Pet ownership
Across 22 countries

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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Pet ownership by gender
Across 22 countries

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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Pet ownership – Top 3 Across 22 countries

No pets
- South Korea: 68%
- Hong Kong: 64%
- Japan: 63%

Dog
- Argentina: 66%
- Mexico: 64%
- Brazil: 58%

Cat
- Russia: 57%
- France: 41%
- USA: 39%

Fish
- China: 17%
- Turkey: 16%
- Belgium: 15%

Bird
- Turkey: 20%
- Spain: 11%
- Brazil: 11%

Other
- Czech Republic: 15%
- Belgium: 12%
- Poland: 11%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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Pet ownership by country

Average across all countries

- USA: 50% (27%) 39% (27%) 11% (9%) 6% (4%)
- Argentina: 66% (32%) 32% (27%) 8% (9%) 7% (4%)
- Australia: 39% (39%) 29% (27%) 13% (9%) 10% (4%)
- Turkey: 12% (15%) 15% (16%) 16% (20%)
- Sweden: 22% (28%) 6% (6%) 3% (3%)
- Spain: 37% (23%) 23% (9%) 11% (11%)
- South Korea: 20% (6%) 7% (7%) 1% (1%)
- Russia: 29% (57%) 11% (11%) 9% (9%)
- Poland: 45% (32%) 12% (12%) 7% (7%)
- Netherlands: 25% (26%) 11% (11%) 7% (7%)
- Mexico: 64% (24%) 10% (10%) 10% (10%)
- Japan: 17% (14%) 9% (9%) 2% (2%)
- Italy: 39% (34%) 11% (11%) 8% (8%)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Country results – Europe
Belgium
Belgium: Pet ownership

- No pets: 38%
- Dog: 29%
- Cat: 33%
- Fish: 15%
- Bird: 8%
- Other: 12%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Belgium: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Czech Republic
Czech Republic: Pet ownership

- No pets: 35%
- Dog: 38%
- Cat: 26%
- Fish: 14%
- Bird: 8%
- Other: 15%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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Czech Republic: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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France
France: Pet ownership

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France: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Germany
Germany: Pet ownership

- No pets: 47%
- Dog: 21%
- Cat: 29%
- Fish: 9%
- Bird: 6%
- Other: 9%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Germany: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Italy
Italy: Pet ownership

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Italy: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Netherlands
Netherlands: Pet ownership

- No pets: 46%
- Dog: 25%
- Cat: 26%
- Fish: 11%
- Bird: 7%
- Other: 8%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Netherlands: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Poland
Poland: Pet ownership

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Poland: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Russia
Russia: Pet ownership

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Russia: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Spain
Spain: Pet ownership

38% No pets
37% Dog
23% Cat
9% Fish
11% Bird
9% Other

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Spain: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Sweden
Sweden: Pet ownership

- No pets: 51%
- Dog: 22%
- Cat: 28%
- Fish: 6%
- Bird: 3%
- Other: 6%

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Sweden: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Turkey
Turkey: Pet ownership

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Turkey: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
United Kingdom
UK: Pet ownership

47%

No pets

Dog

Cat

Fish

Bird

Other

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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UK: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Country results – North America
Canada
Canada: Pet ownership

- No pets: 39%
- Dog: 33%
- Cat: 35%
- Fish: 9%
- Bird: 4%
- Other: 5%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Canada: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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USA: Pet ownership

- No pets: 30%
- Dog: 50%
- Cat: 39%
- Fish: 11%
- Bird: 6%
- Other: 6%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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USA: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Country results – Latin America
Argentina
Argentina: Pet ownership

- No pets: 18%
- Dog: 66%
- Cat: 32%
- Fish: 8%
- Bird: 7%
- Other: 6%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Argentina: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Brazil
Brazil: Pet ownership

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Brazil: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Mexico
Mexico: Pet ownership

- No pets: 19%
- Dog: 64%
- Cat: 24%
- Fish: 10%
- Bird: 10%
- Other: 7%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Mexico: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Country results – Asia-Pacific
Australia
Australia: Pet ownership

No pets: 38%
Dog: 39%
Cat: 29%
Fish: 13%
Bird: 10%
Other: 8%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Australia: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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China
China: Pet ownership

- No pets: 53%
- Dog: 25%
- Cat: 10%
- Fish: 17%
- Bird: 5%
- Other: 5%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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China: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Hong Kong
Hong Kong: Pet ownership

- No pets: 64%
- Dog: 14%
- Cat: 10%
- Fish: 14%
- Bird: 3%
- Other: 5%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Hong Kong: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Japan
Japan: Pet ownership

- No pets: 63%
- Dog: 17%
- Cat: 14%
- Fish: 9%
- Bird: 2%
- Other: 4%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Japan: Pet ownership by gender

63% 18% 14% 8% 2% 5%
No pets Dog Cat Fish Bird Other

62% 16% 15% 9% 2% 5%
No pets Dog Cat Fish Bird Other

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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South Korea
South Korea: Pet ownership

- No pets: 68%
- Dog: 20%
- Cat: 6%
- Fish: 7%
- Bird: 1%
- Other: 3%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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South Korea: Pet ownership by gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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