Pet ownership

Global GfK survey

May 2016
Global GfK survey: Pet ownership

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*To see country results, click on the map. 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)  Japan (online/n=1533)
Australia (online/n=1000)  Mexico (online/n=1029)
Belgium (online/n=1012)  Netherlands (online/n=1001)
Brazil (online/n=1512)  Poland (online/n=1005)
Canada (online/n=1012)  Russia (online/n=1514)
Czech Republic (online/n=1003)  South Korea (online/n=1000)
France (online/n=1517)  Spain (online/n=1534)
Germany (online/n=1511)  Sweden (online/n=1000)
Hong Kong (online/n=1003)  Turkey (online/n=831)
Italy (online/n=1521)  UK (online/n=1501)
USA (online/n=1536)

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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

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Pet ownership
Across 22 countries

No pets: 43%
Dog: 33%
Cat: 23%
Fish: 12%
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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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:
- 33%: 64% (Mexico), 10% (Japan), 14% (Italy)
- 23%: 29% (Russia), 11% (Poland), 12% (Germany)
- 12%: 32% (South Korea), 9% (Hong Kong)
- 6%: 57% (USA), 10% (Argentina)

Other countries:
- USA: 50% (dogs), 39% (cats), 6% (fish)
- Argentina: 66% (dogs), 32% (cats), 8% (fish)
- Australia: 39% (dogs), 29% (cats), 13% (fish)
- Belgium: 29% (dogs), 33% (cats), 15% (fish)
- Brazil: 58% (dogs), 28% (cats), 7% (fish)
- Canada: 33% (dogs), 35% (cats), 9% (fish)
- China: 25% (dogs), 10% (cats), 17% (fish)
- Czech Republic: 38% (dogs), 26% (cats), 14% (fish)
- France: 29% (dogs), 41% (cats), 12% (fish)
- Germany: 21% (dogs), 29% (cats), 9% (fish)
- Hong Kong: 14% (dogs), 10% (cats), 14% (fish)
- Italy: 39% (dogs), 34% (cats), 11% (fish)

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

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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
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

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

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

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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

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

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
Italy: Pet ownership

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

- 30% No pets
- 45% Dog
- 32% Cat
- 12% Fish
- 7% Bird
- 11% Other

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

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

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

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

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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

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United Kingdom
UK: Pet ownership

- No pets: 47%
- Dog: 27%
- Cat: 27%
- Fish: 9%
- Bird: 4%
- Other: 7%

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

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
USA: Pet ownership

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

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

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

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%

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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

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

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<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
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<tr>
<td>No pets</td>
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<td>64%</td>
</tr>
<tr>
<td>Dog</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Cat</td>
<td>9%</td>
<td>10%</td>
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<tr>
<td>Fish</td>
<td>12%</td>
<td>15%</td>
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<tr>
<td>Bird</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

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

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Japan: 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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South Korea
South Korea: Pet ownership

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

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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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