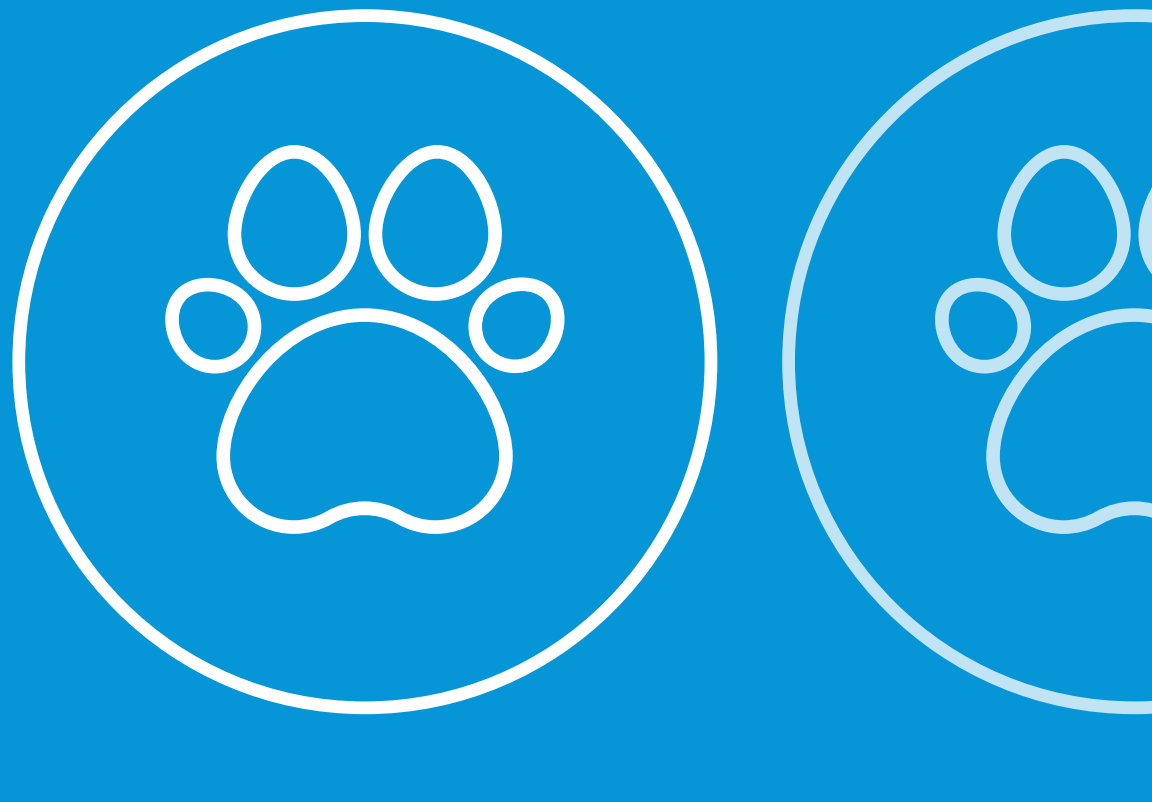


## Pet Insurance: A source of cost and confusion for pet owners

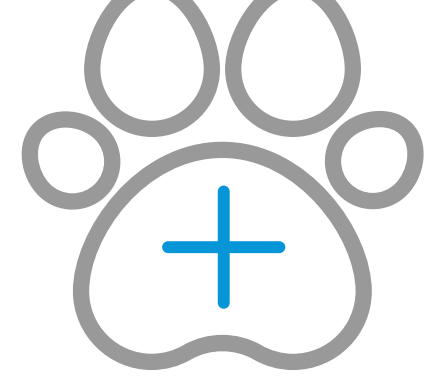


For many pet owners insurance is seen as an extra expense, and proves confusing. But for those who have been in the unfortunate position of needing to make a claim, the overall experience and service has been good.

### Cost of Pets

We are a nation of pet lovers – but our pets do add to the household bills

**94%** feel their pets are part of the family



**1/3**

of pet owners would like more pets



**60%**

agree that having a pet is expensive

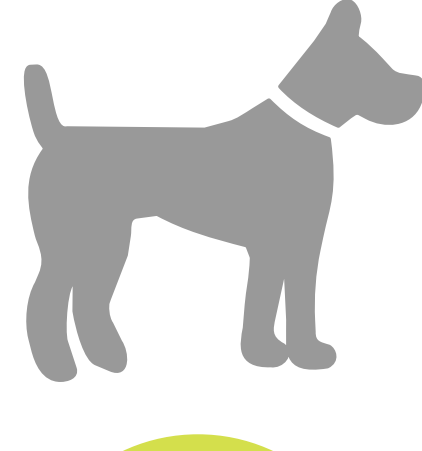


**48%**

did not look at the price of pet insurance before buying their pet

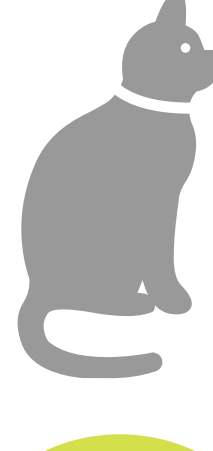
### Which pets are most likely to be insured?

#### Dogs



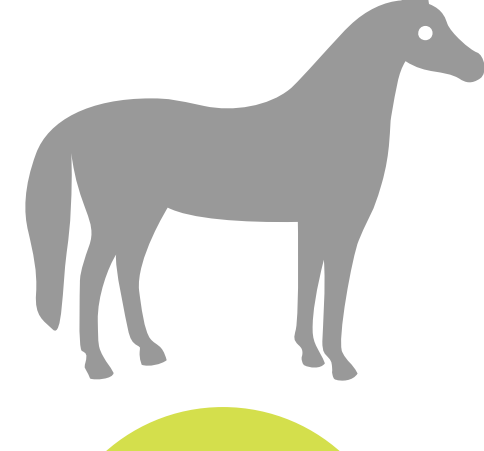
**64%**

#### Cats



**46%**

#### Horses/ponies/donkeys



**71%**

### Main reasons for not buying pet insurance



**50%**

it was too expensive



**28%**

it was not worth it

### Insurance confusion

With different levels and types of policy available, Pet Insurance is confusing for many – even for those who hold insurance policies.



**41%**

feel that pet insurance is confusing

**9%**

do not know what type of insurance they have for their pet



**One third** of policy holders said it was difficult to choose a pet insurance provider

### When things go wrong – real claims stories

Tiggy broke his tail but he hadn't been on a walk so we presume he had wagged it too much as we had a lot of visitors that day.

We couldn't figure out what was wrong with dog until vet opened him up to find he'd eaten a doorknob and sheet of clingfilm!

My cat knocked a vase of flowers over and chose the lily to chew on. He was successfully treated for poisoning.

### Claims experience

For those who had been in the unfortunate position of needing to make a claim, most were happy with the overall service provided.



**30%** cat or dog owners had made a claim on their pet insurance



**74%**

Speed of claim being resolved



**92%**

Quality of care by vet and other professionals



**77%**

communication with their insurer during the claim



**79%**

Satisfaction with the overall claims experience

Percentage rated good or very good

