

Pet ownership

Global GfK survey



May 2016

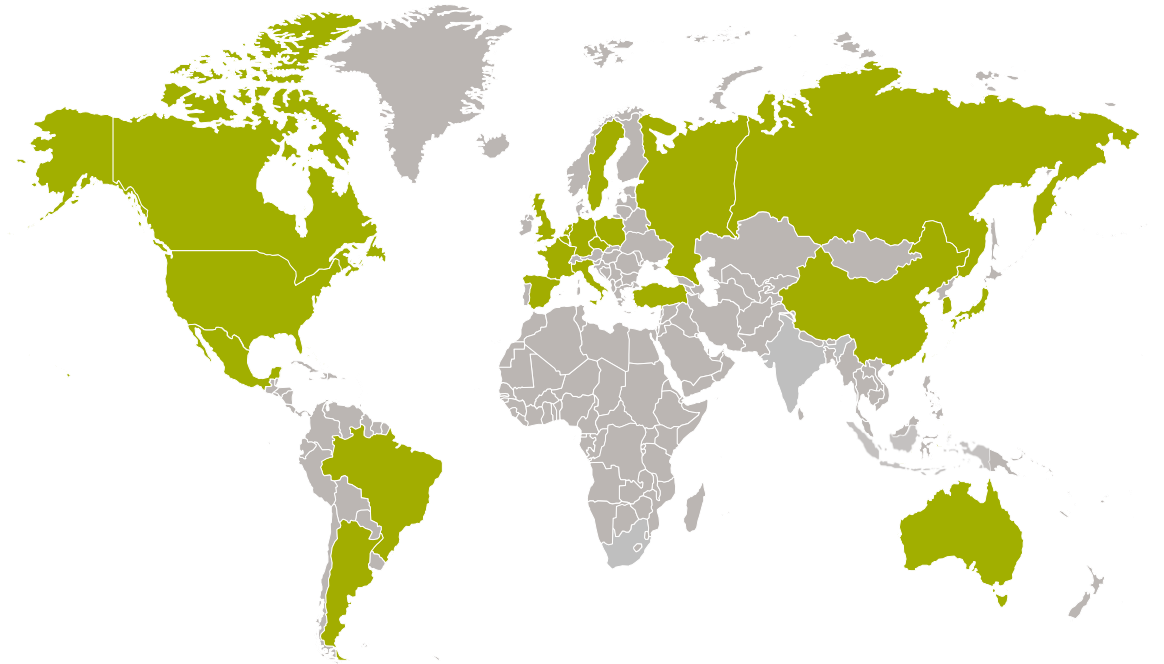
Global GfK survey: Pet ownership



1 Methodology

2 Global results

3 Country results



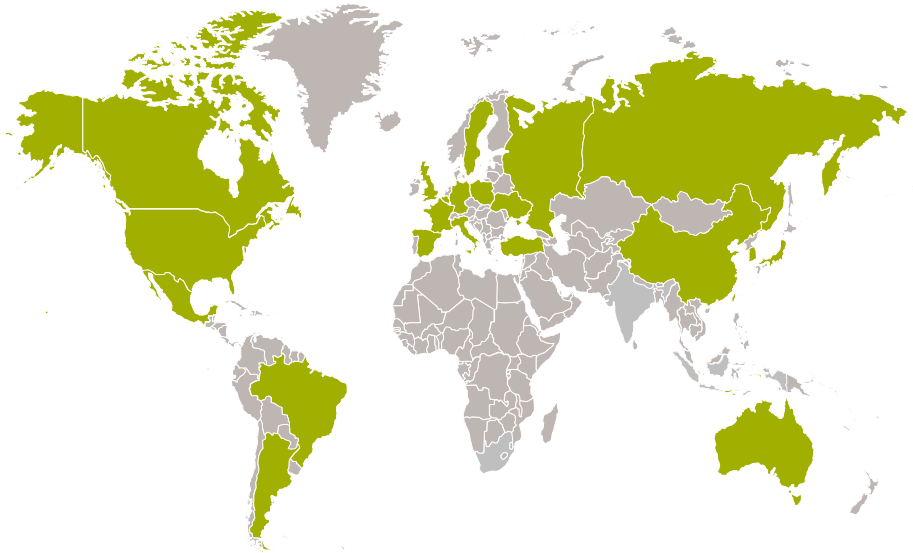
*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

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)
China (online/n=1501)	South Korea (online/n=1000)
Czech Republic (online/n=1003)	Spain (online/n=1534)
France (online/n=1517)	Sweden (online/n=1000)
Germany (online/n=1511)	Turkey (online/n=831)
Hong Kong (online/n=1003)	UK (online/n=1501)
Italy (online/n=1521)	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

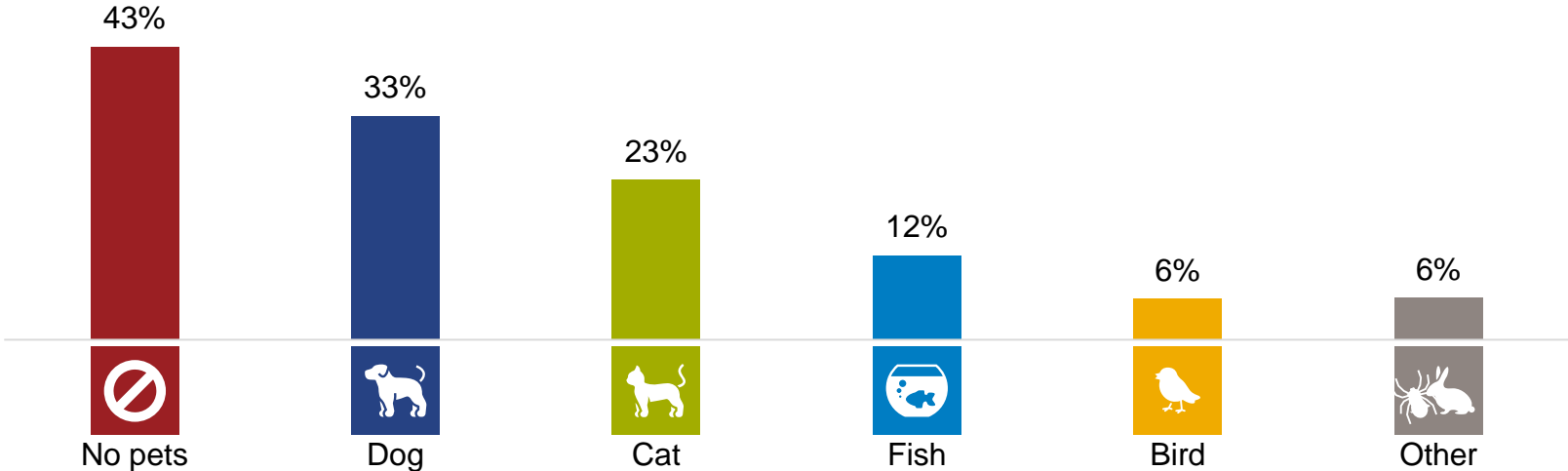
Global results

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

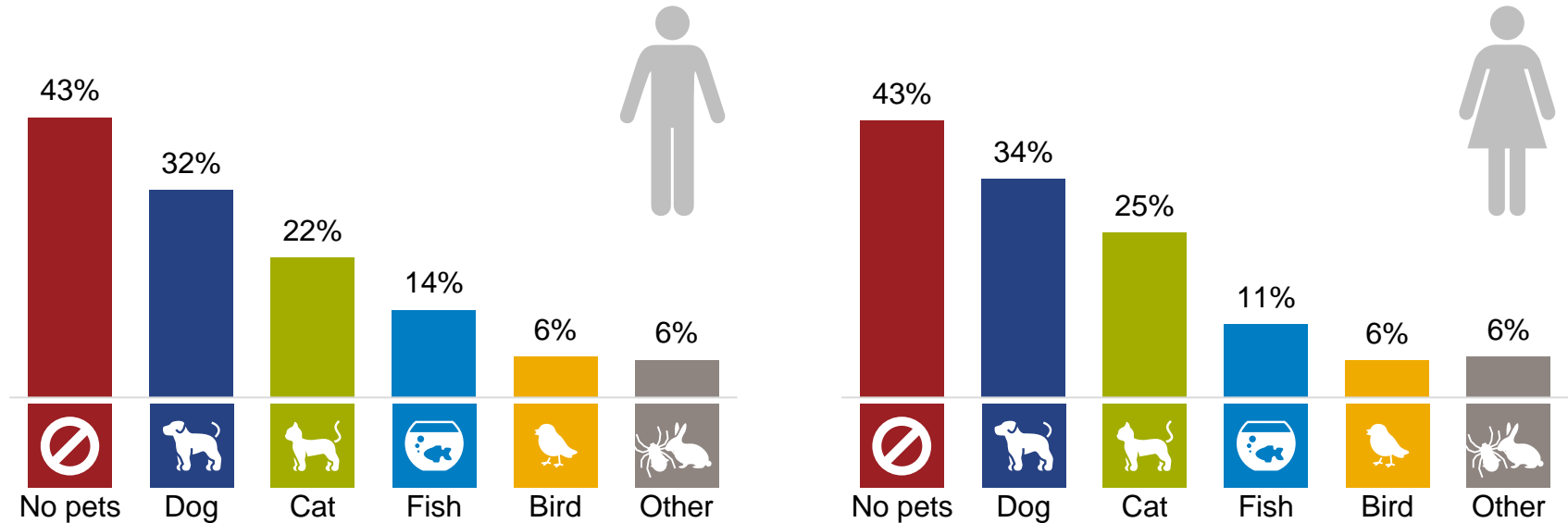
Pet ownership

Across 22 countries



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

Pet ownership by gender Across 22 countries



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

© GfK 2016 | Pet ownership

Pet ownership – Top 3 Across 22 countries



No pets



- South Korea: 68%
- Hong Kong: 64%
- Japan: 63%

Fish



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

Dog



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

Bird



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

Cat



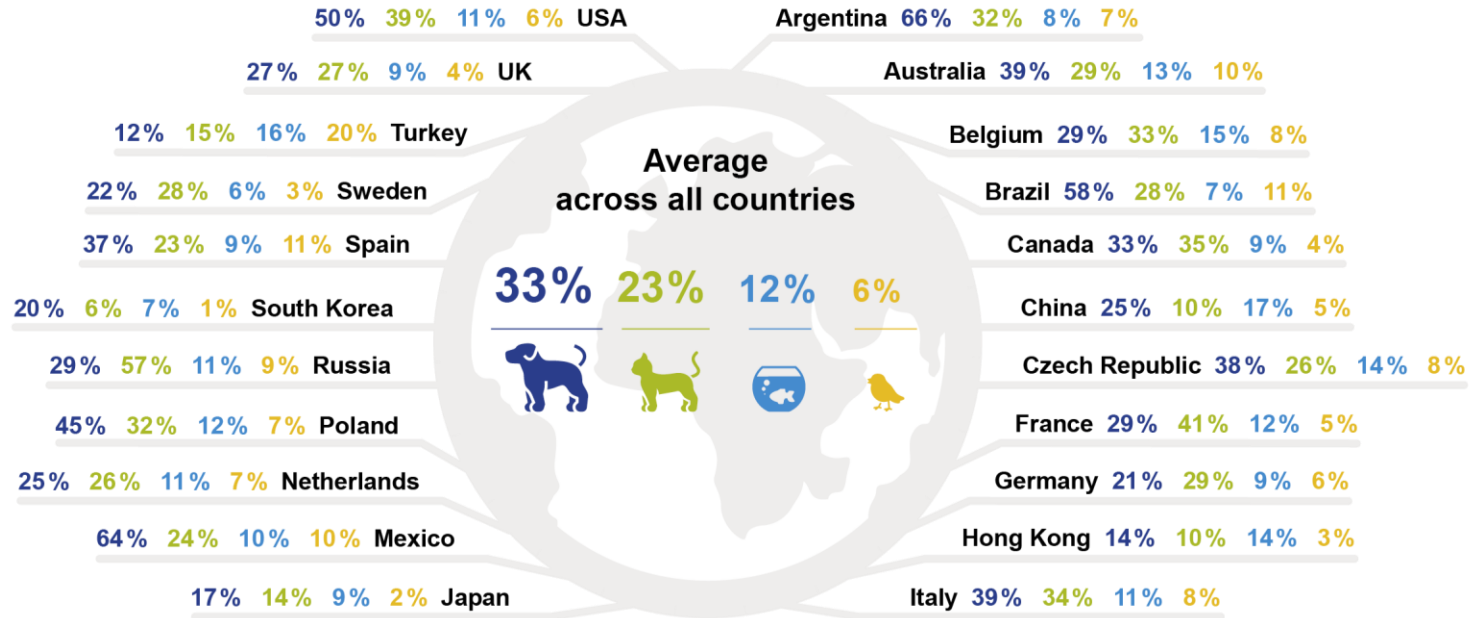
- Russia: 57%
- France: 41%
- USA: 39%

Other



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

Pet ownership by country



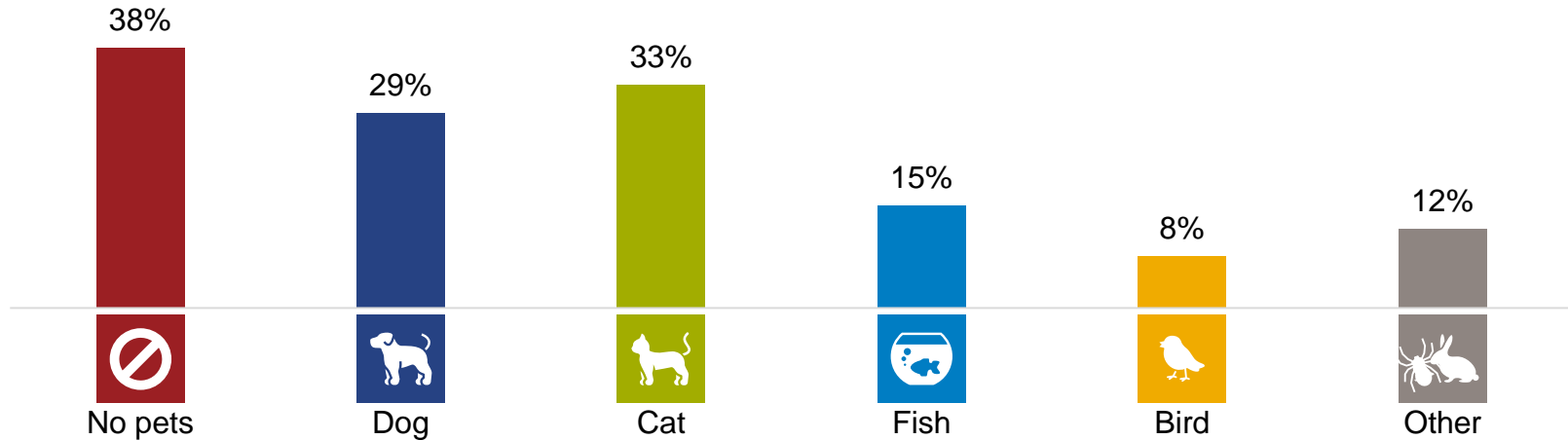
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Europe

Belgium

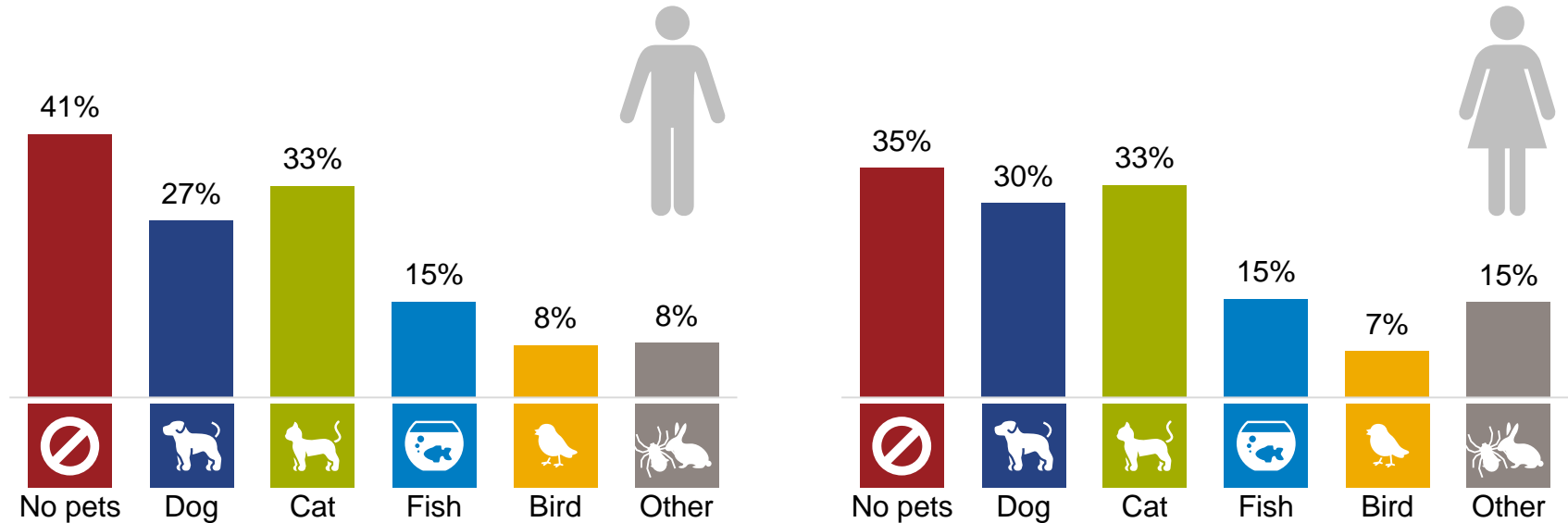


Belgium: Pet ownership



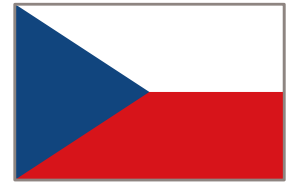
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Belgium: Pet ownership by gender

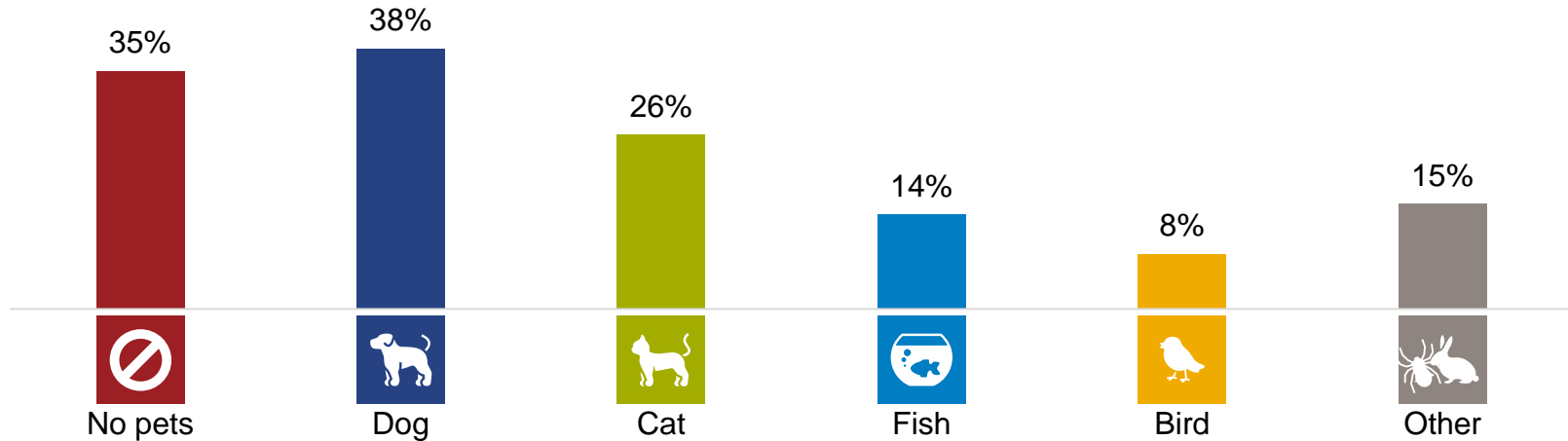


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Czech Republic

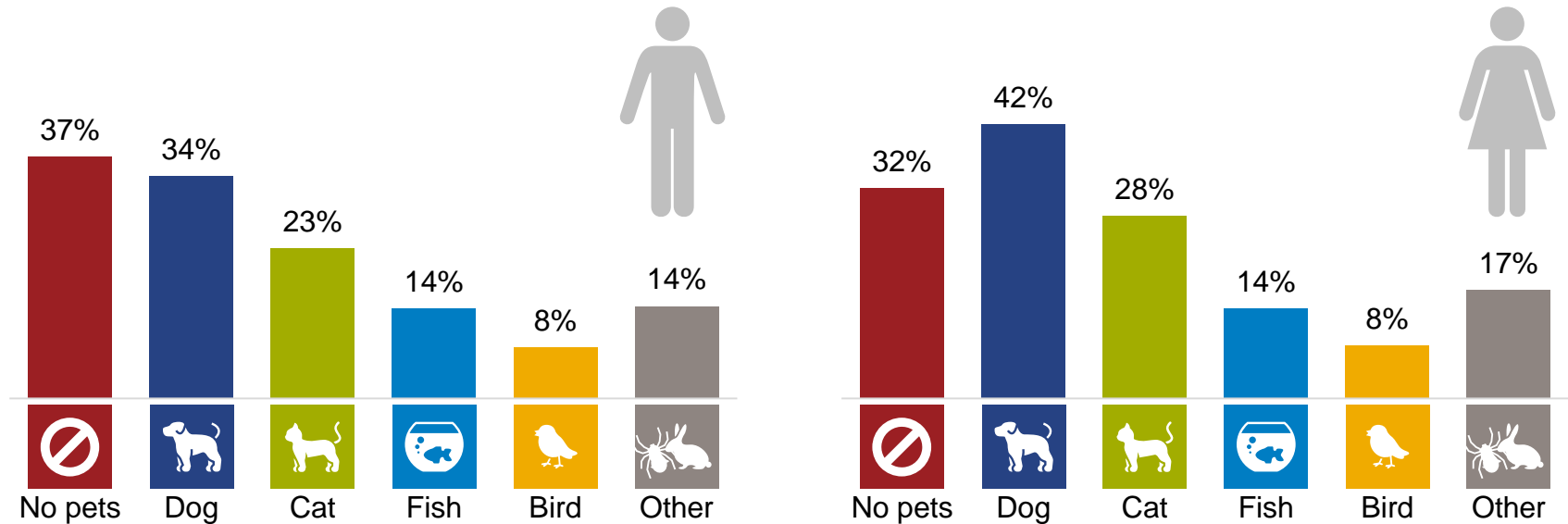


Czech Republic: Pet ownership



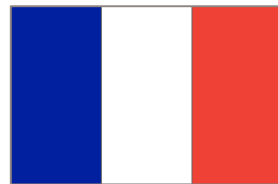
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Czech Republic: Pet ownership by gender

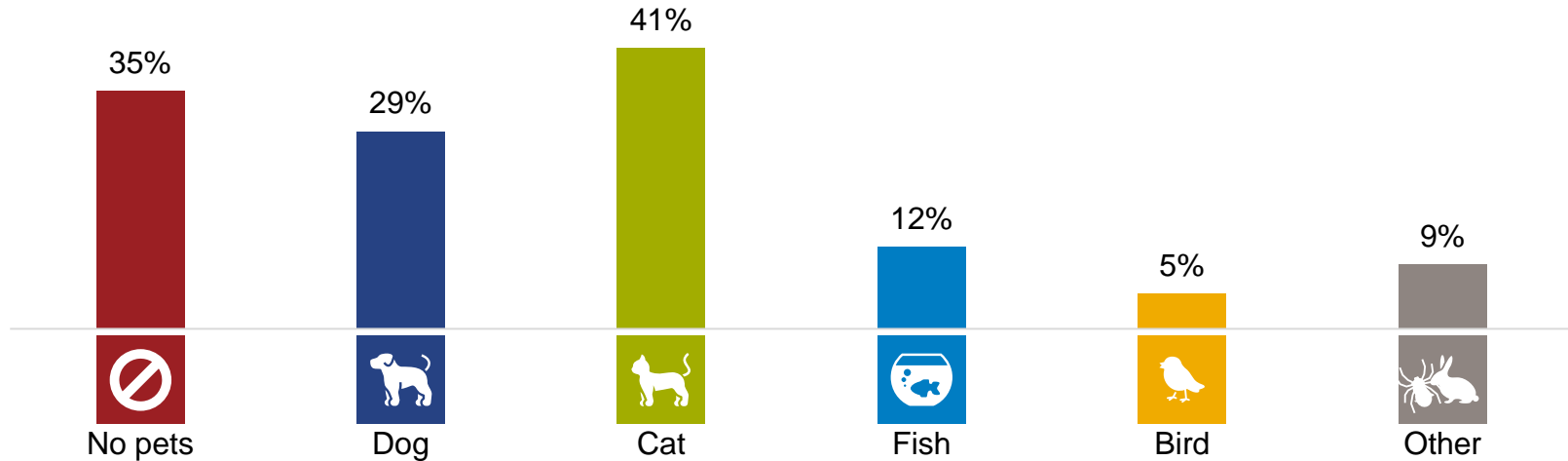


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

France

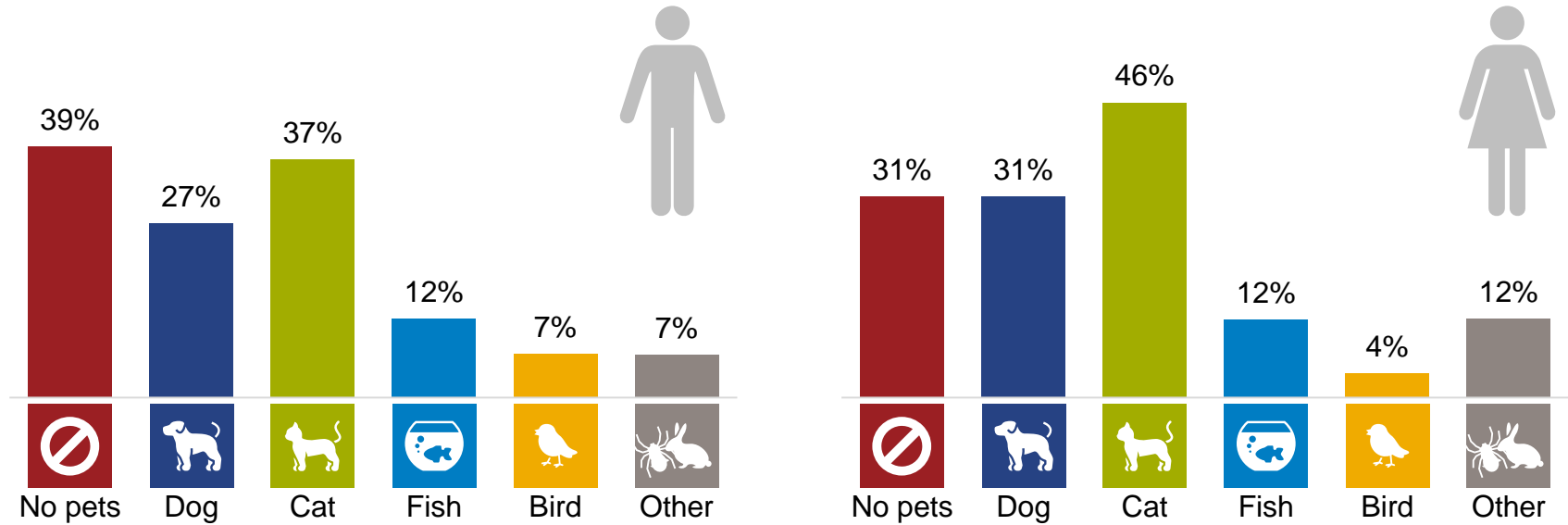


France: Pet ownership



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

France: Pet ownership by gender



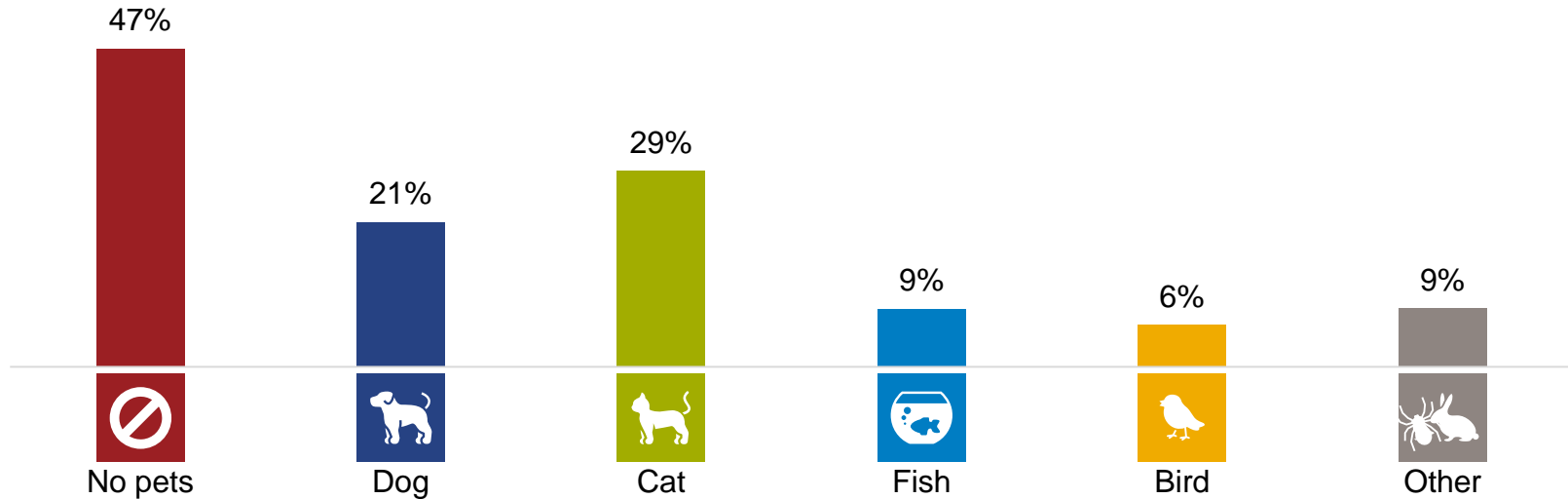
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

© GfK 2016 | Pet ownership

Germany

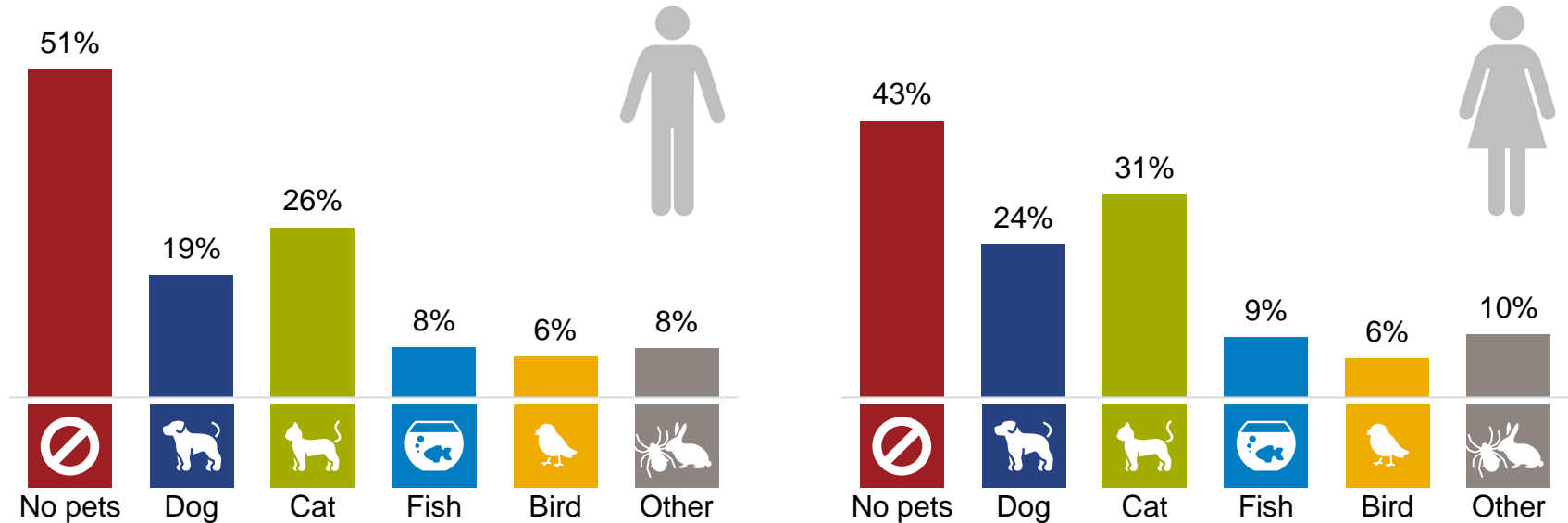


Germany: Pet ownership



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

Germany: Pet ownership by gender

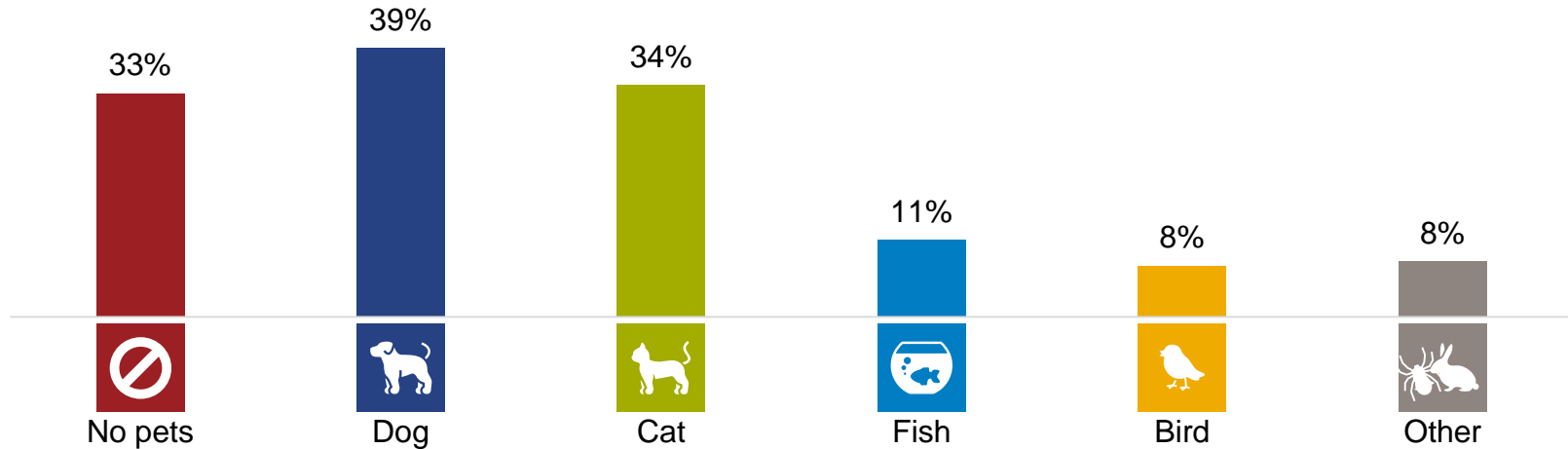


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Italy

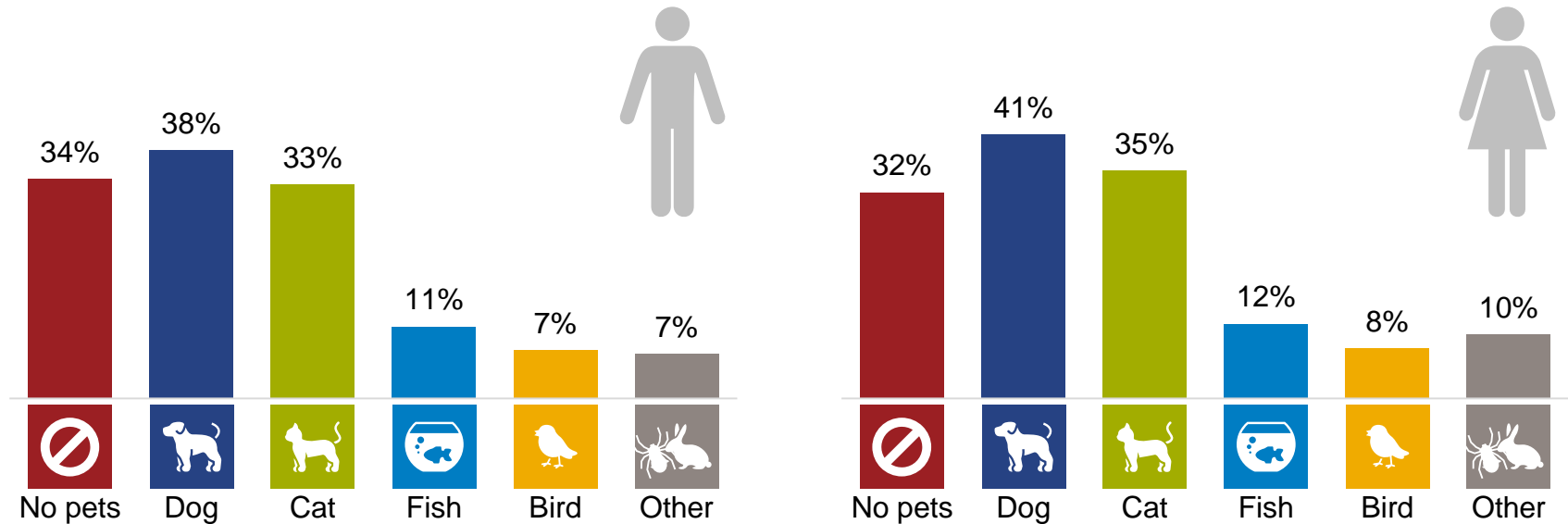


Italy: Pet ownership



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

Italy: Pet ownership by gender

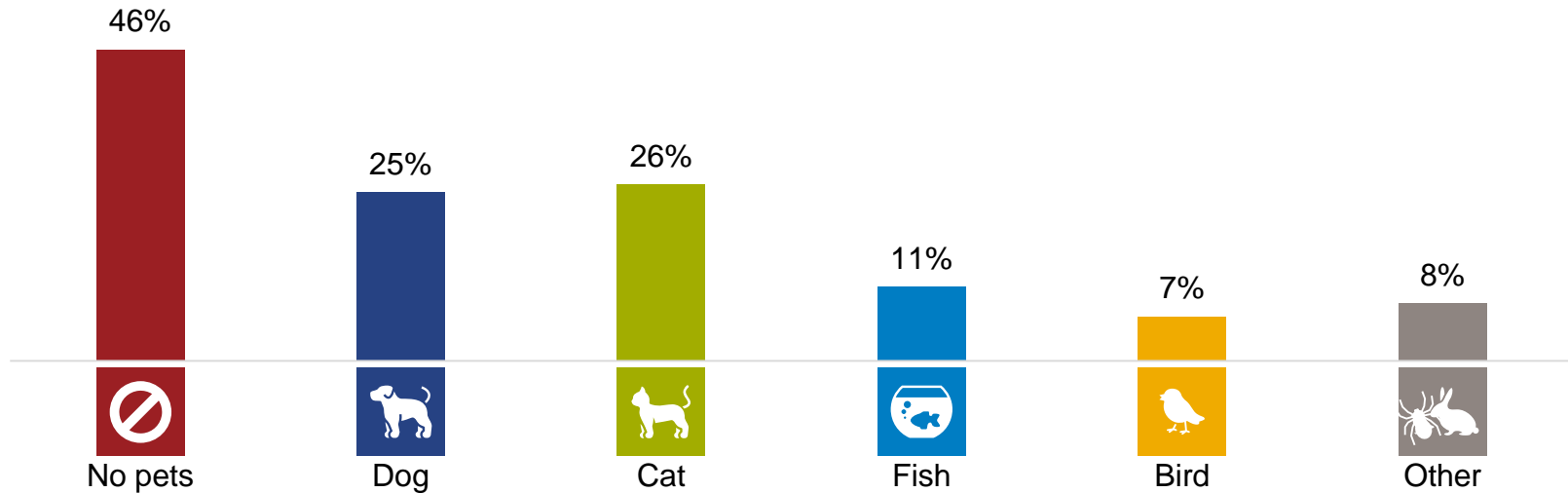


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Netherlands

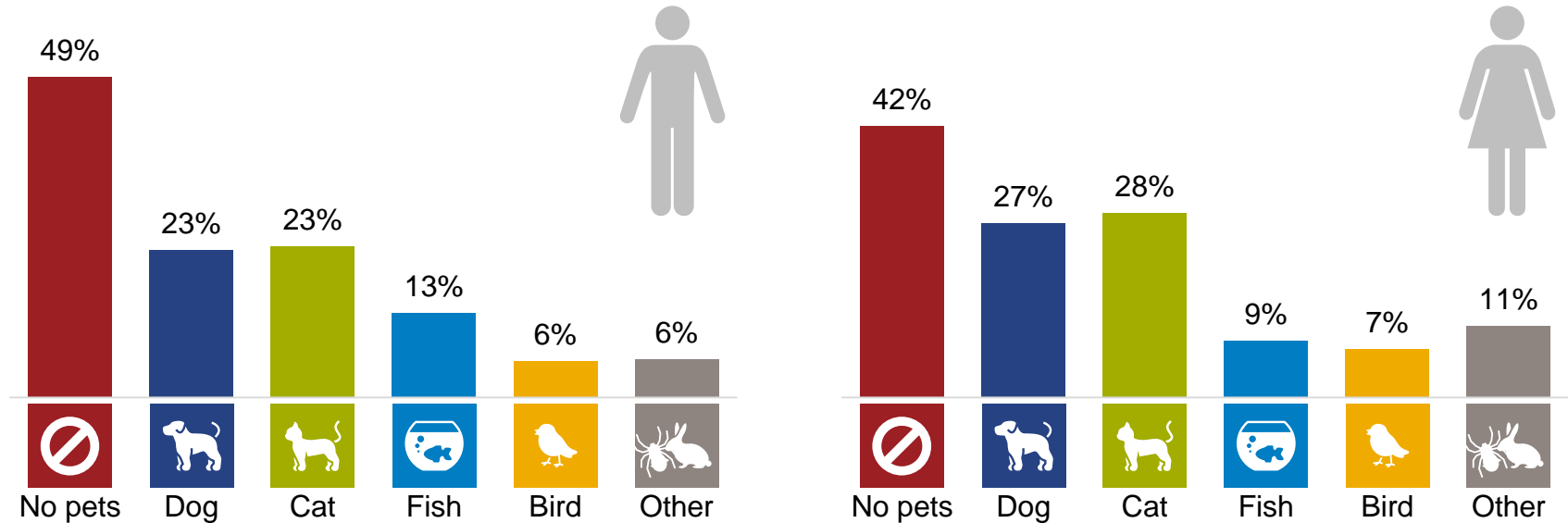


Netherlands: Pet ownership



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

Netherlands: Pet ownership by gender

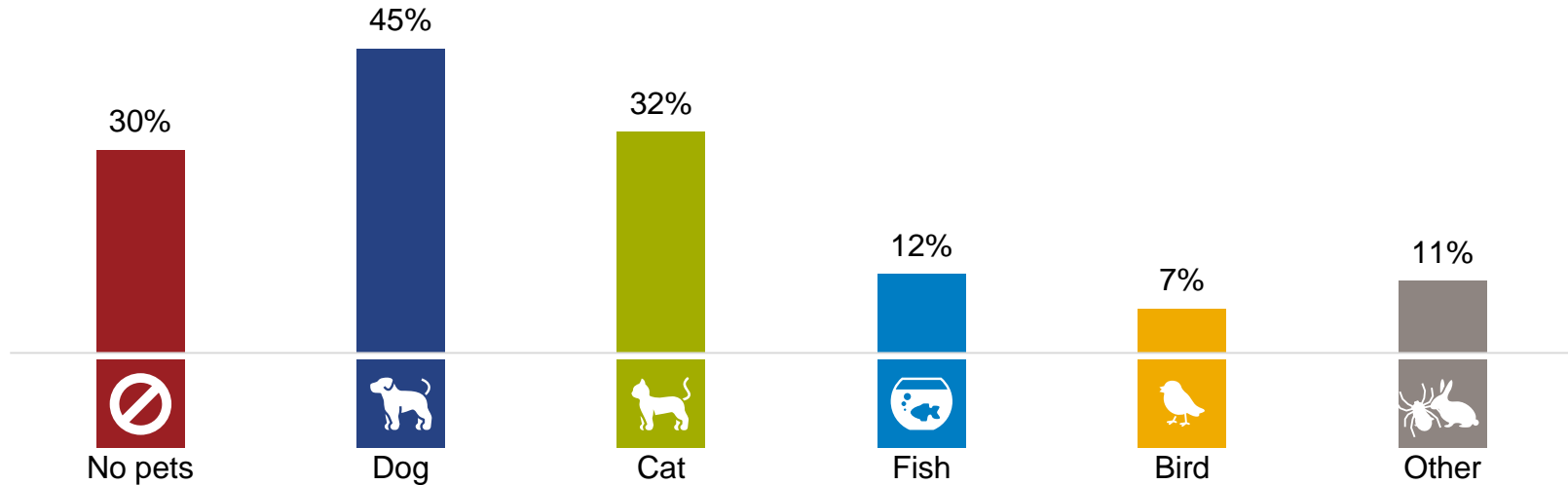


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Poland

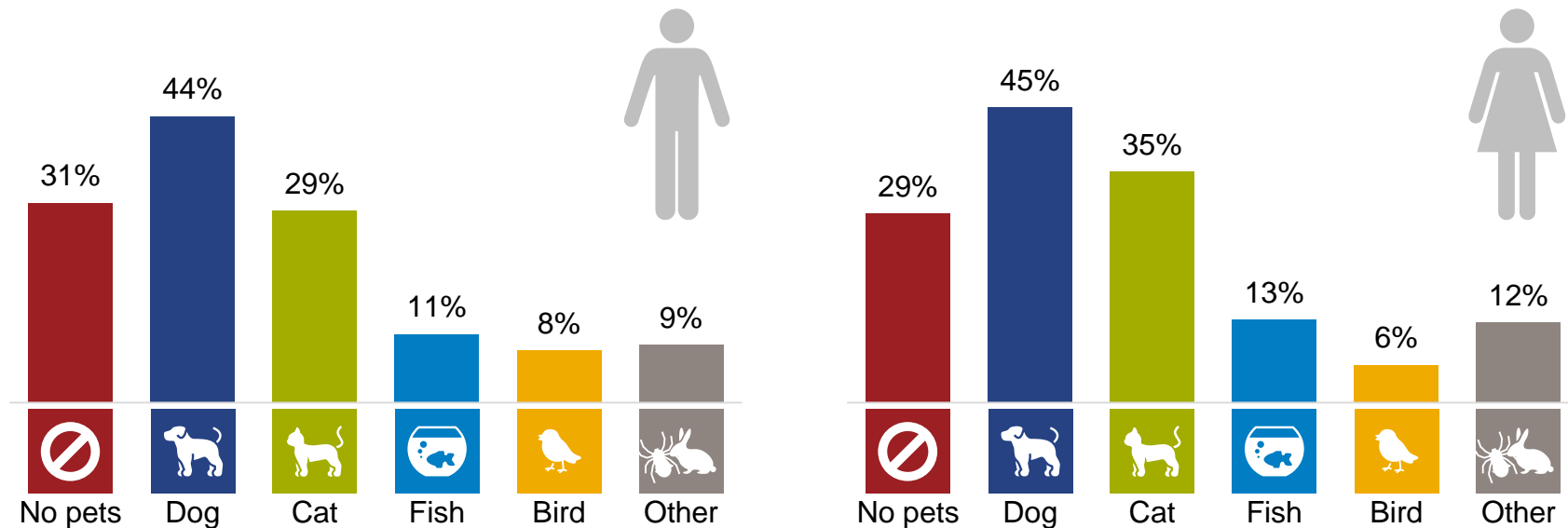


Poland: Pet ownership



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

Poland: Pet ownership by gender

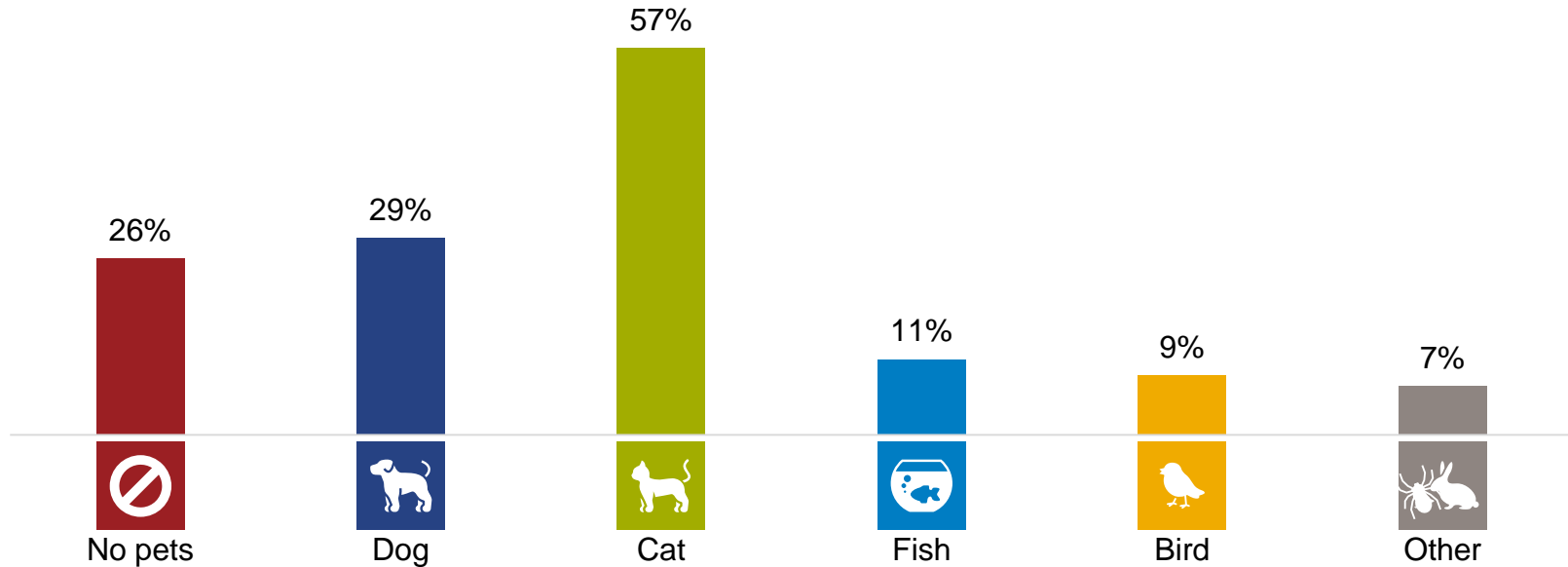


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Russia

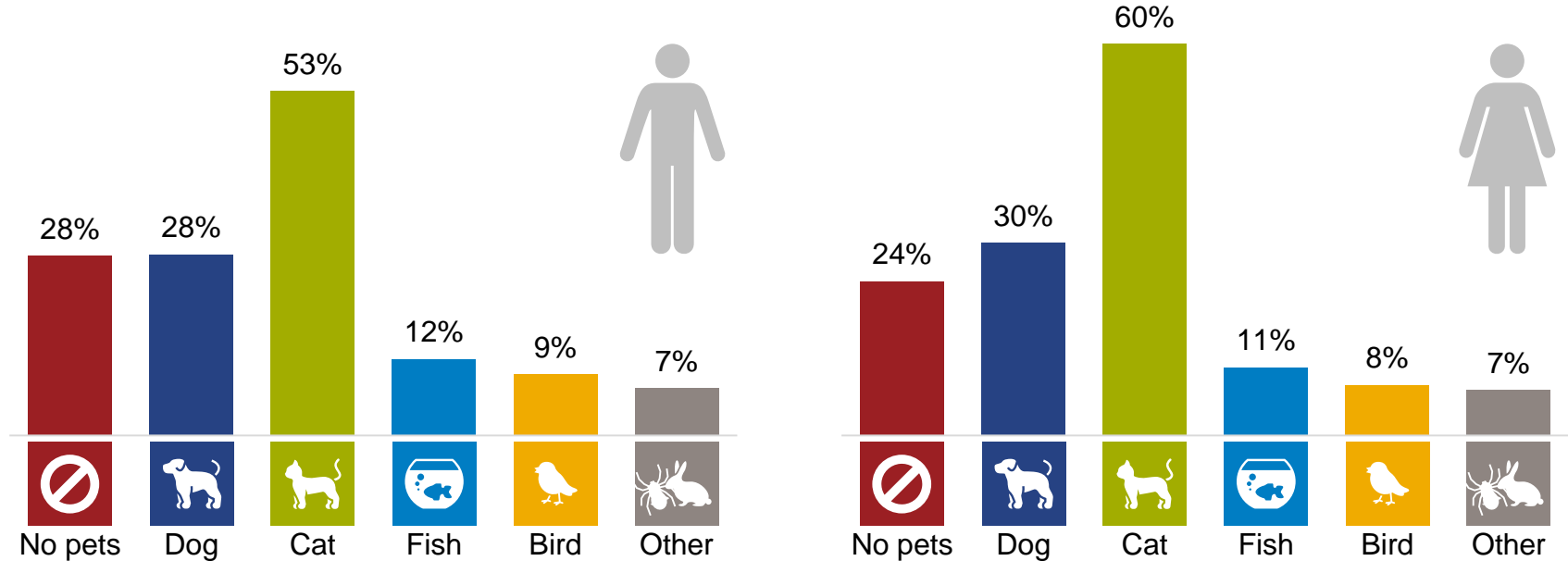


Russia: Pet ownership



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

Russia: Pet ownership by gender

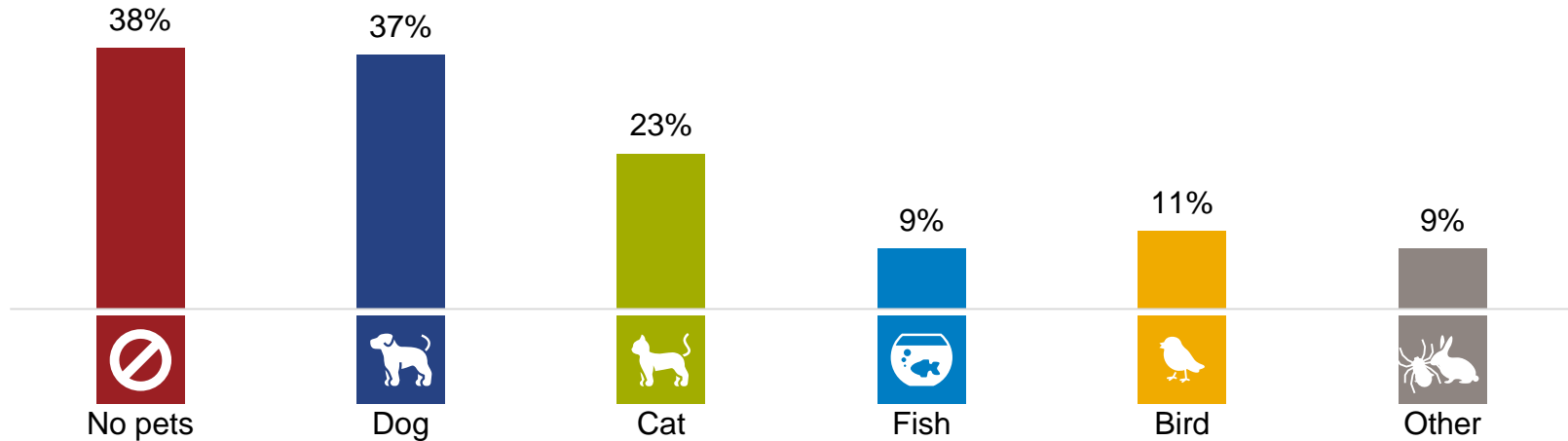


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Spain

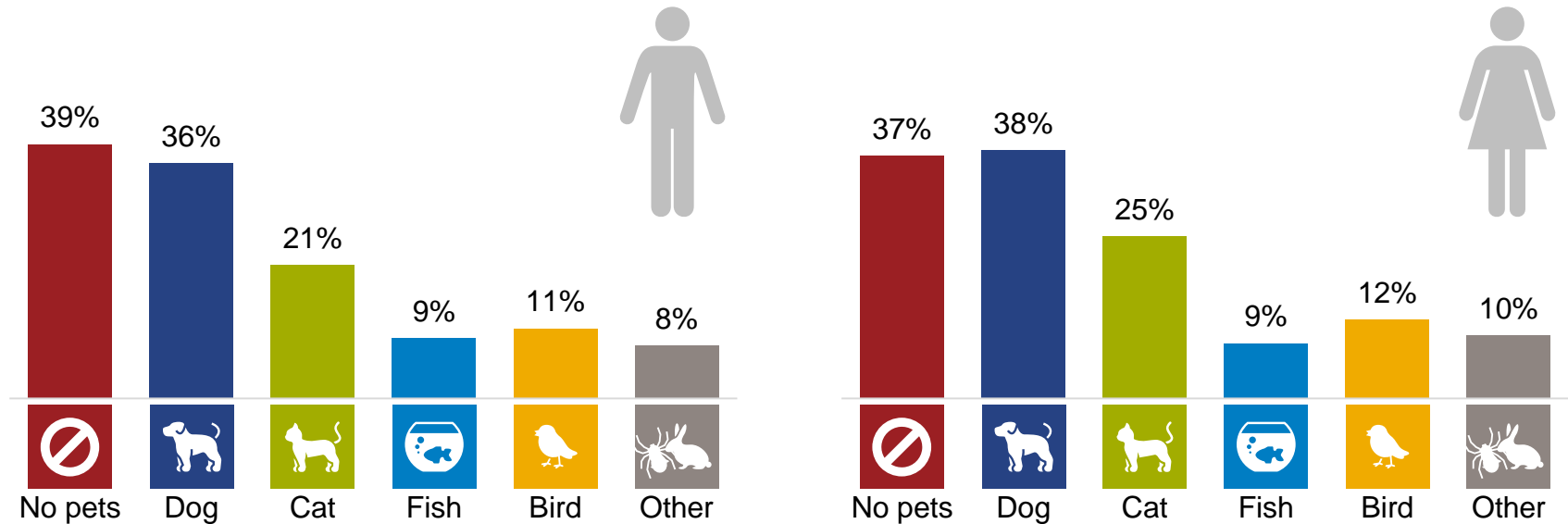


Spain: Pet ownership



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

Spain: Pet ownership by gender

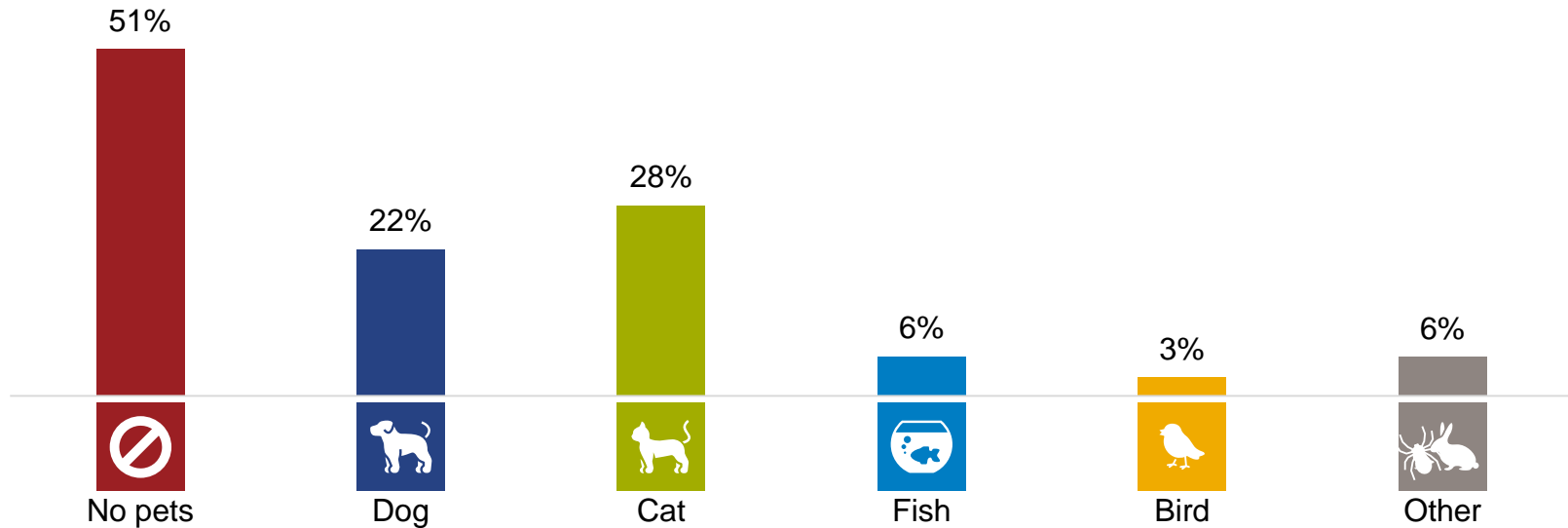


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Sweden

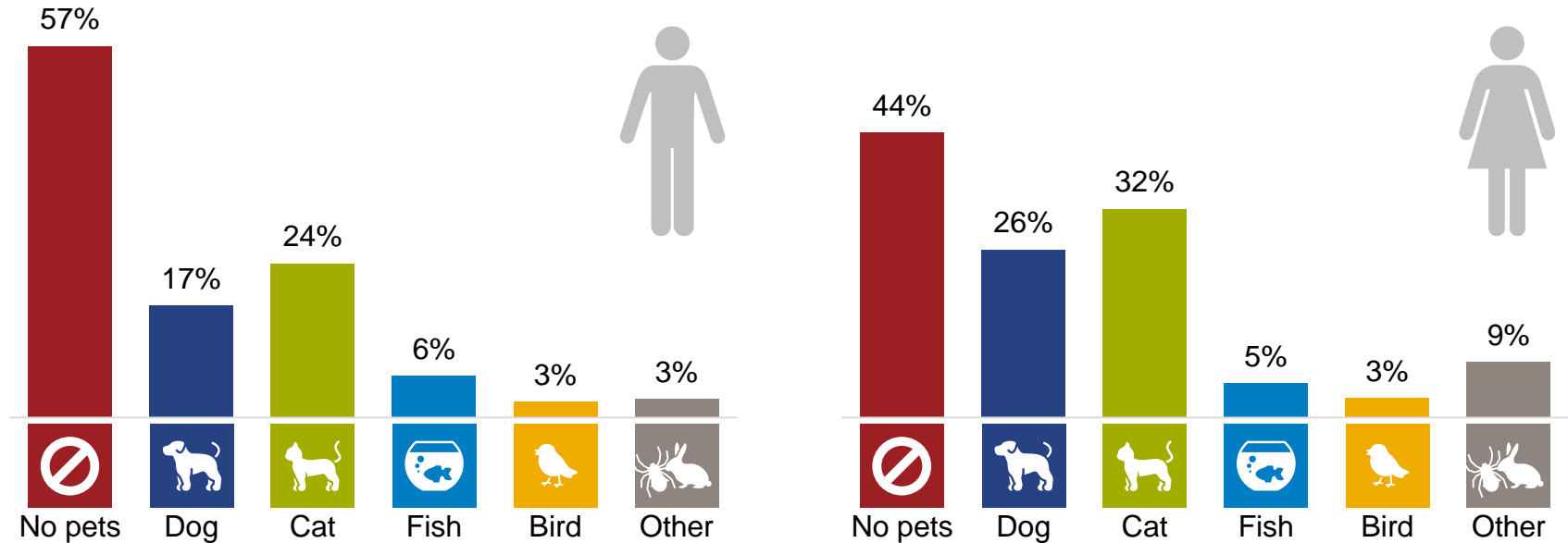


Sweden: Pet ownership



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

Sweden: Pet ownership by gender



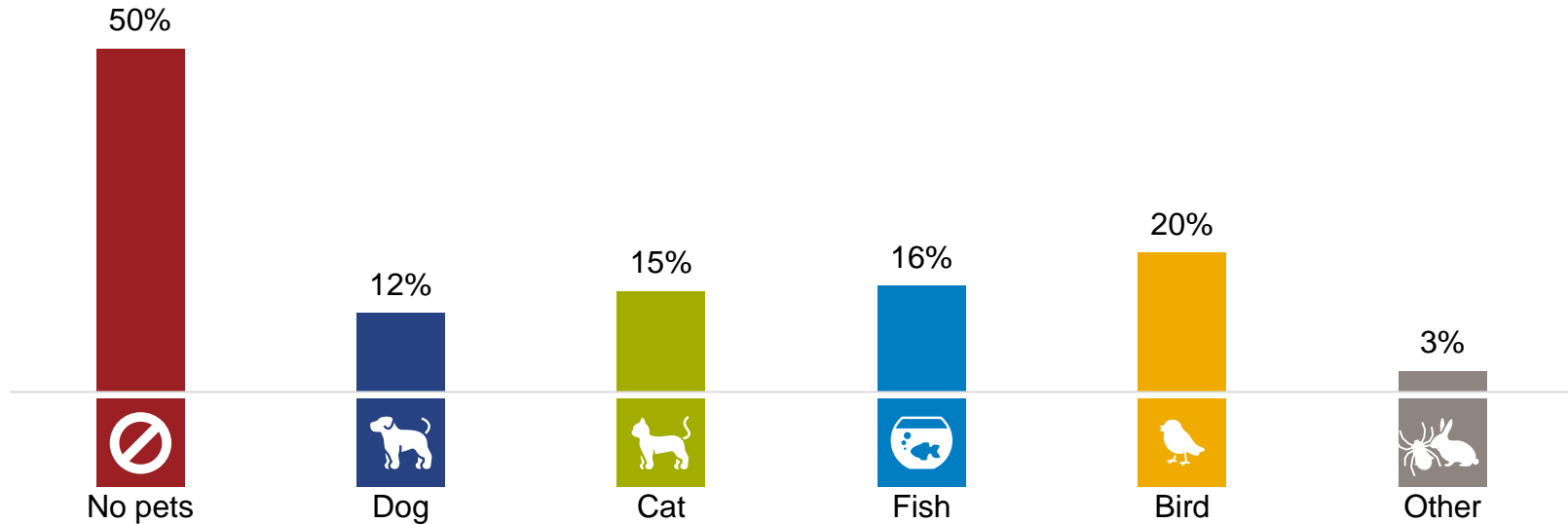
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

© GfK 2016 | Pet ownership

Turkey

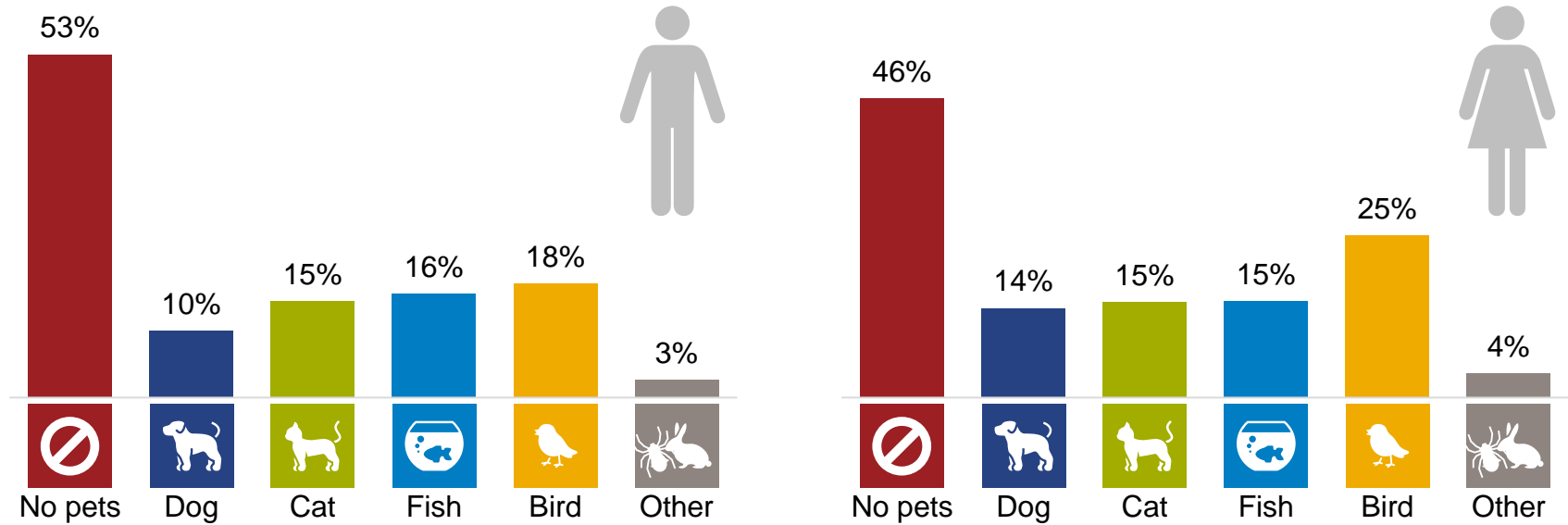


Turkey: Pet ownership



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

Turkey: Pet ownership by gender



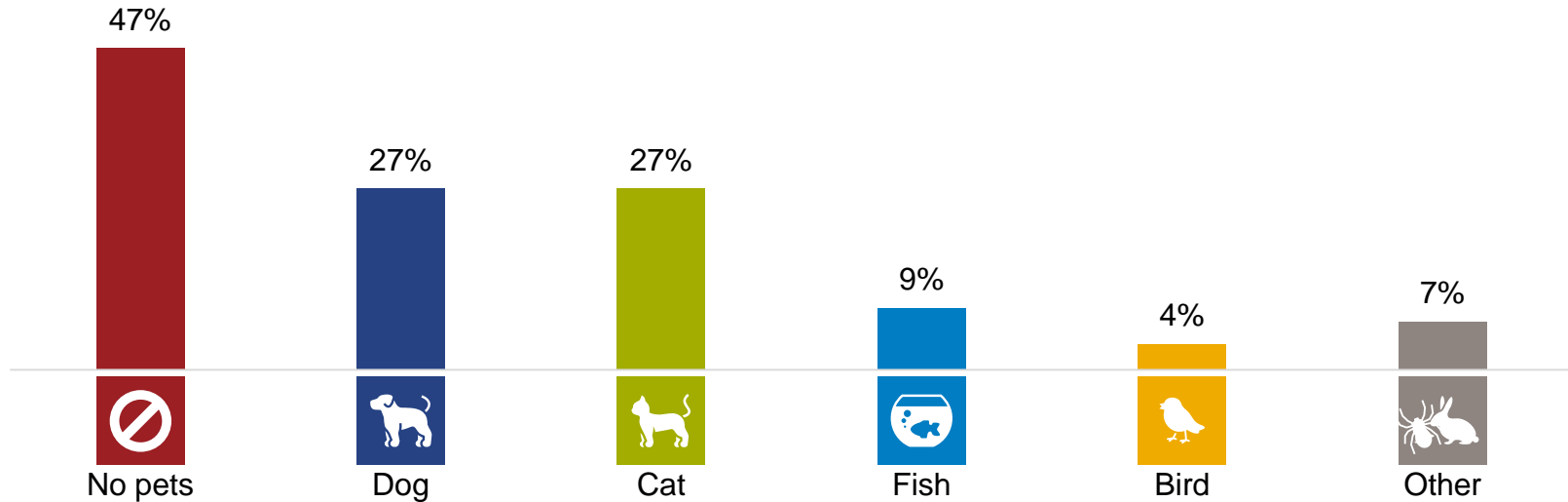
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

© GfK 2016 | Pet ownership

United Kingdom

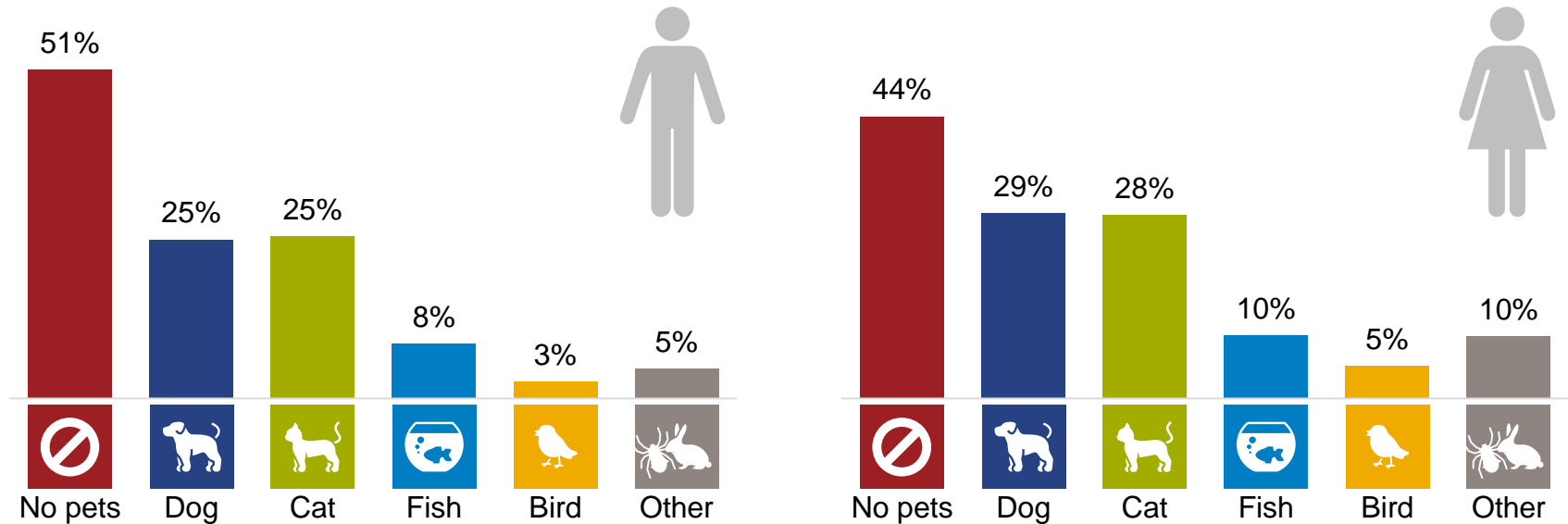


UK: Pet ownership



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

UK: Pet ownership by gender



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

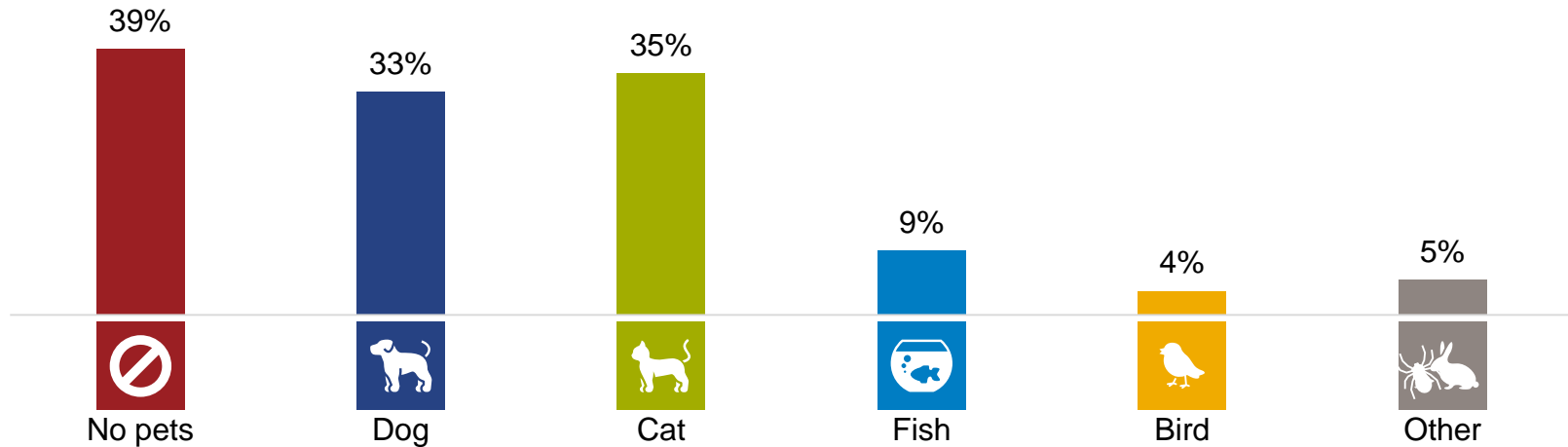
© GfK 2016 | Pet ownership

Country results – North America

Canada



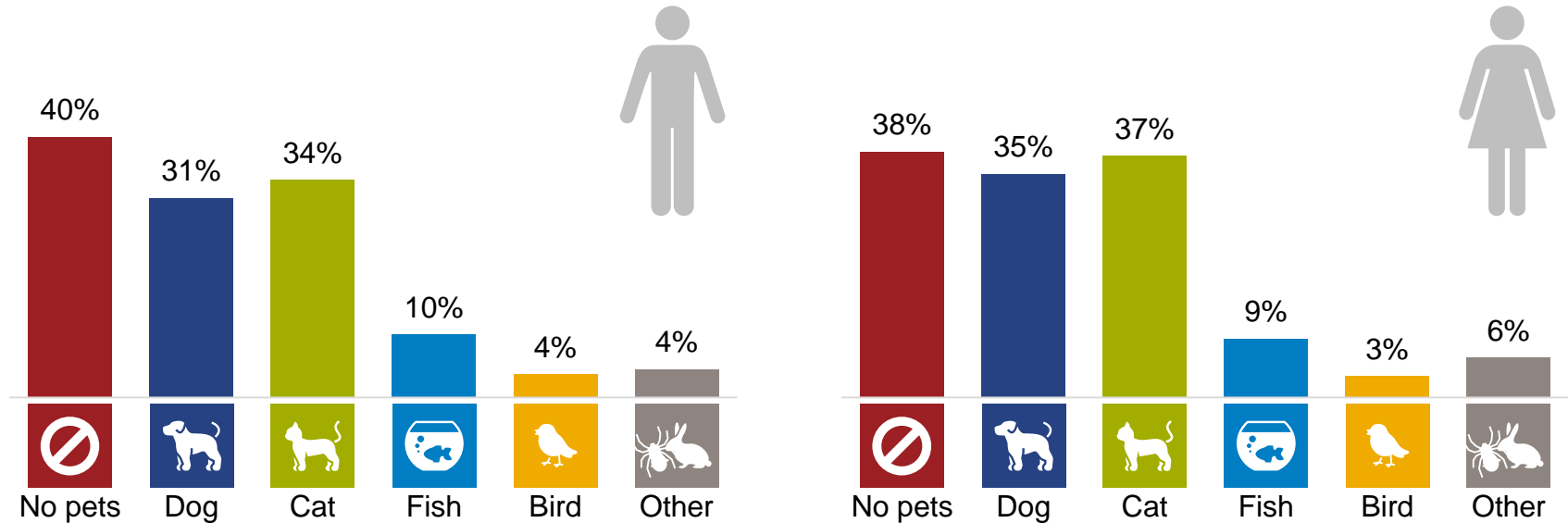
Canada: Pet ownership



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

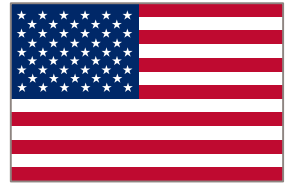
© GfK 2016 | Pet ownership

Canada: Pet ownership by gender

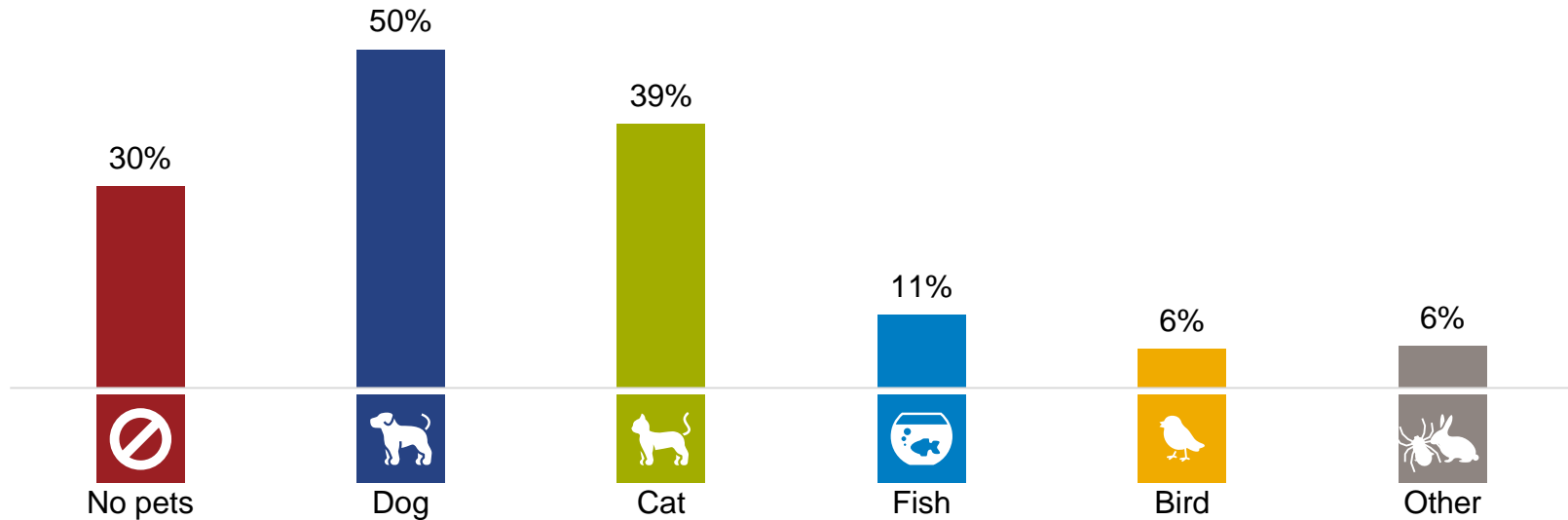


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

USA



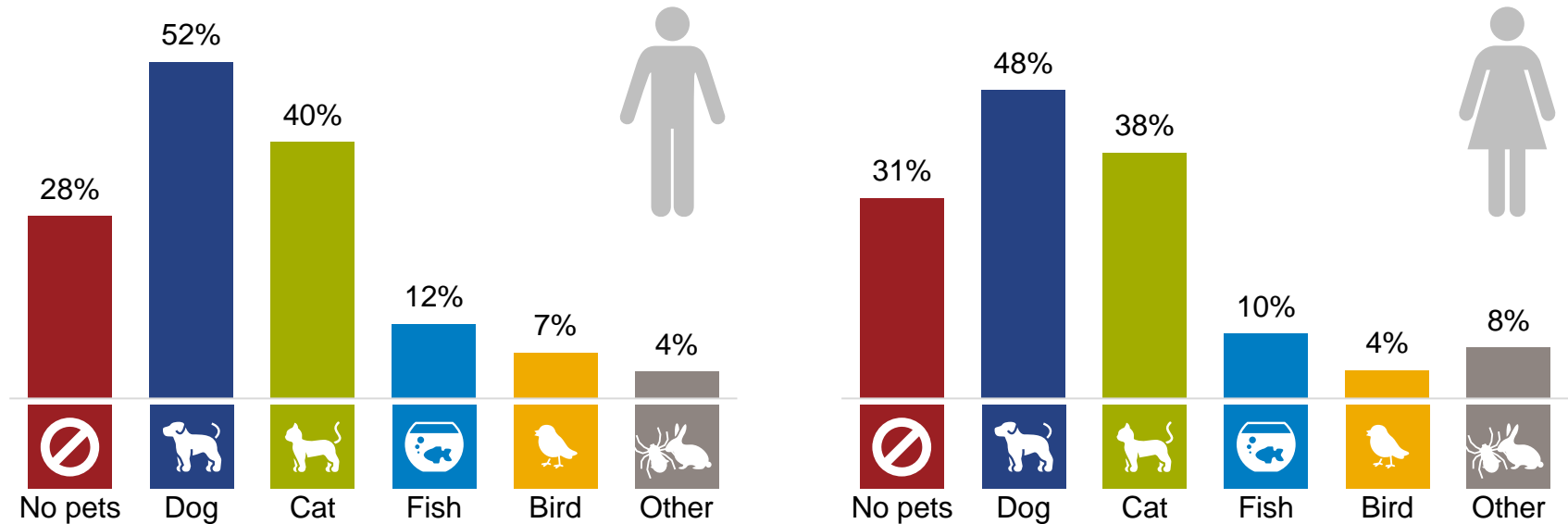
USA: Pet ownership



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

© GfK 2016 | Pet ownership

USA: Pet ownership by gender



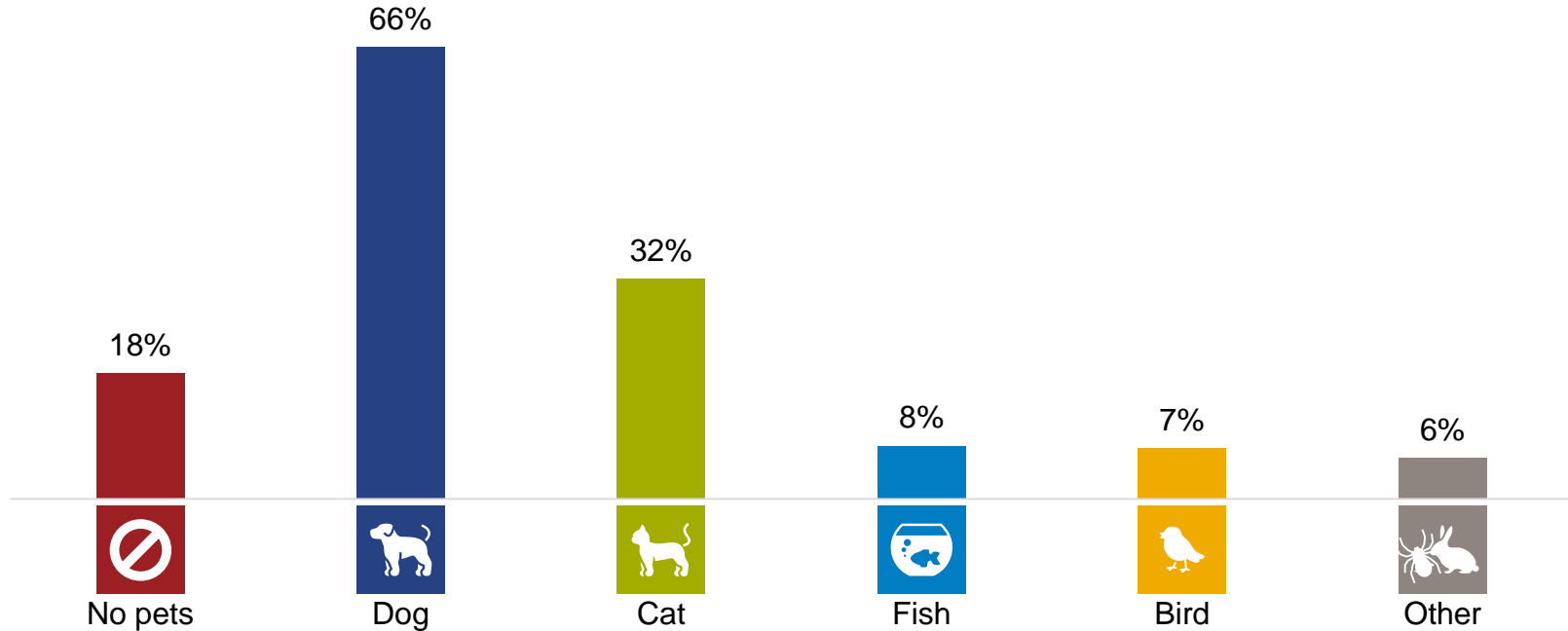
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Latin America

Argentina

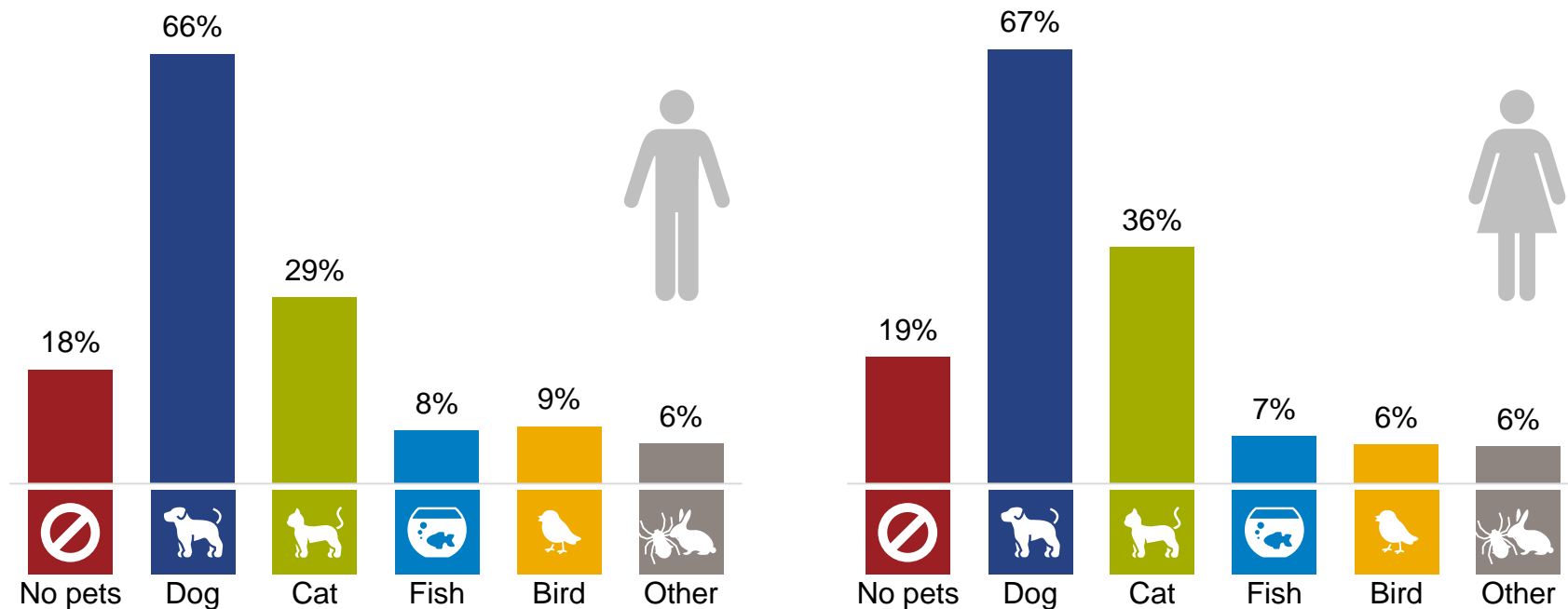


Argentina: Pet ownership



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

Argentina: Pet ownership by gender

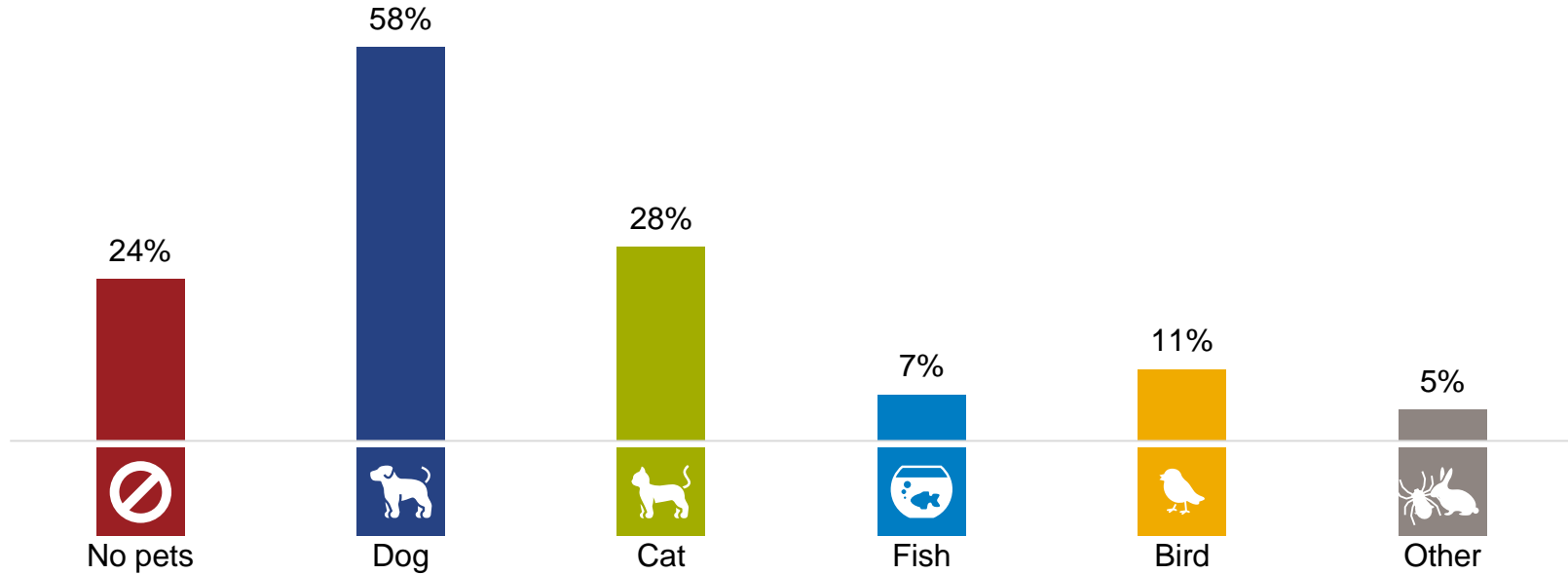


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Brazil

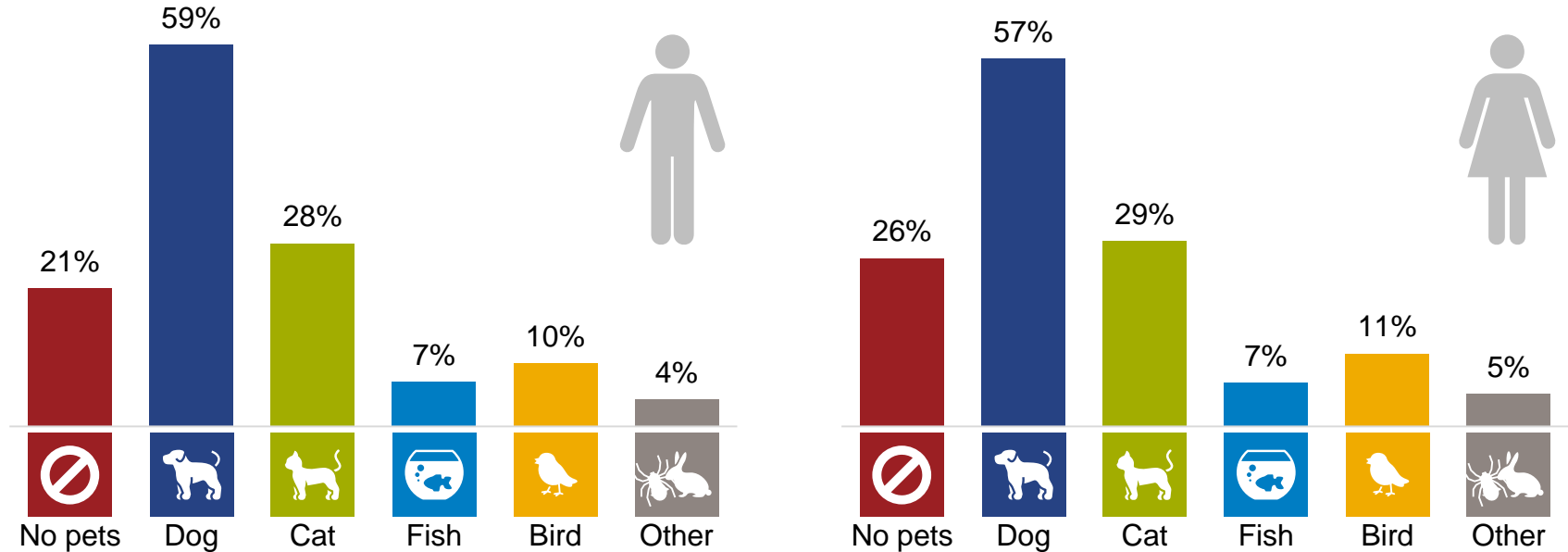


Brazil: Pet ownership



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

Brazil: Pet ownership by gender

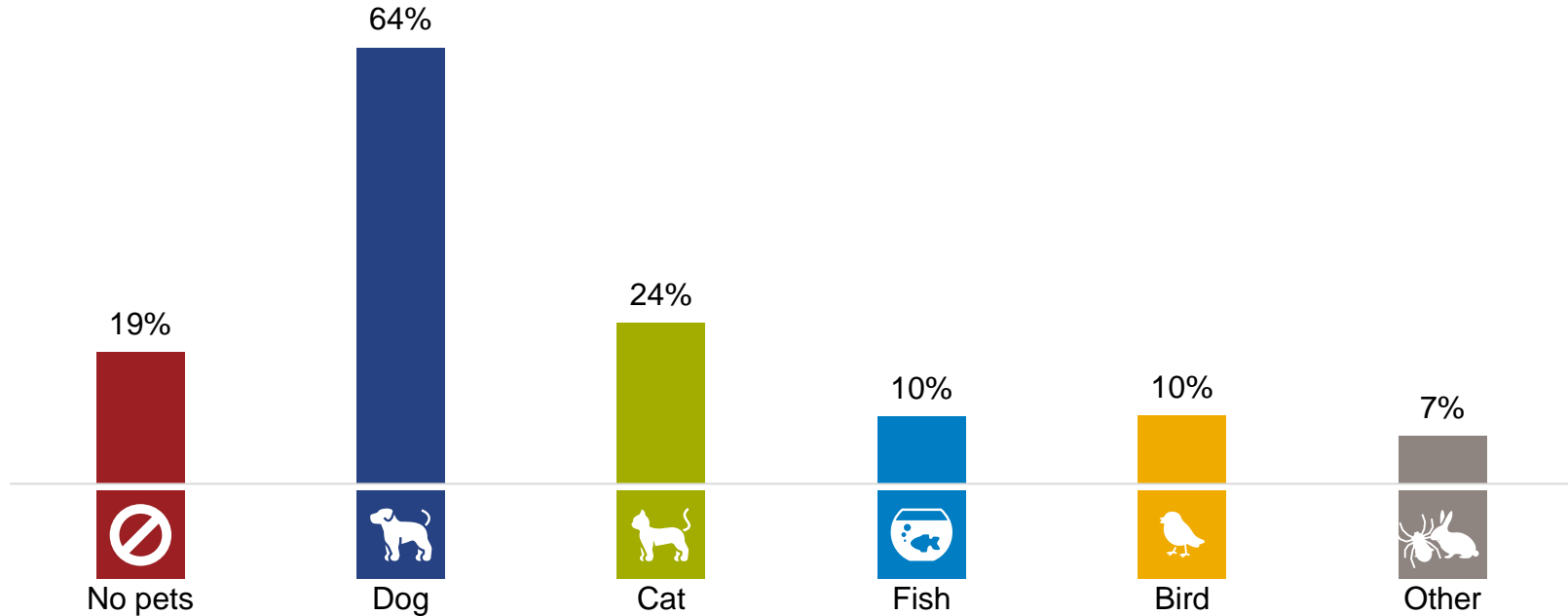


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Mexico



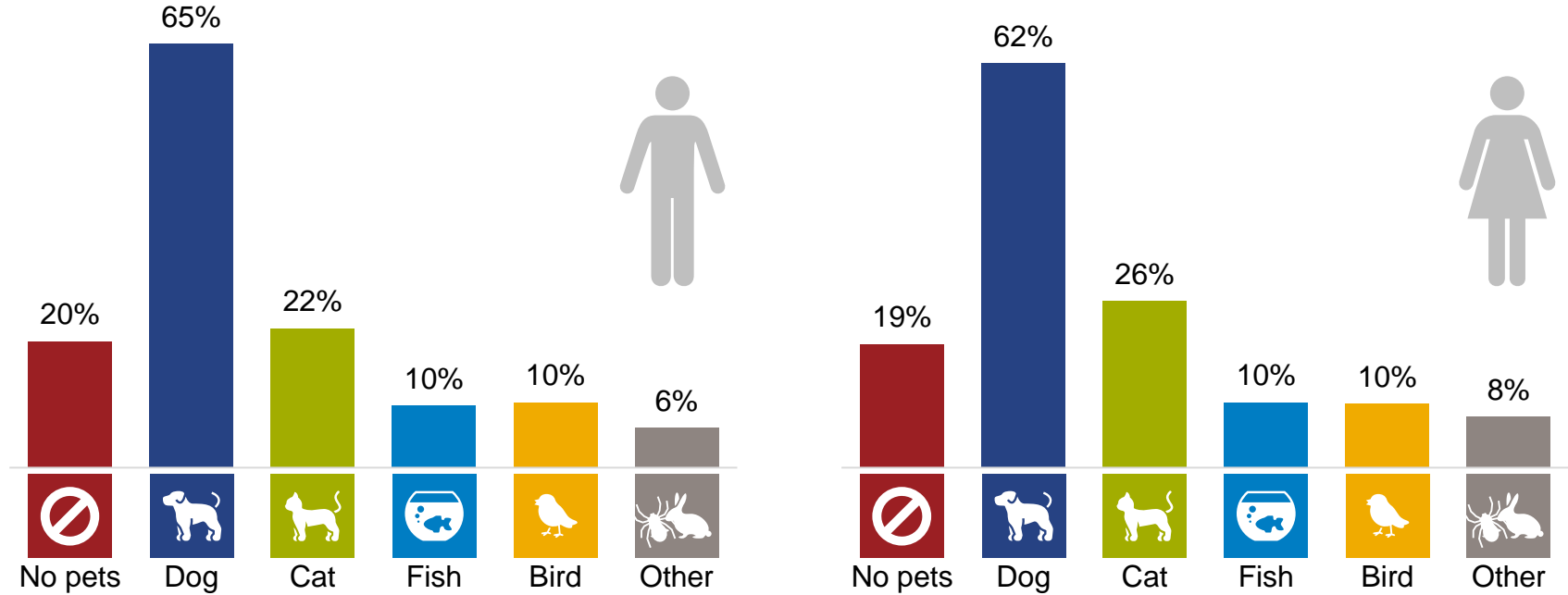
Mexico: Pet ownership



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

© GfK 2016 | Pet ownership

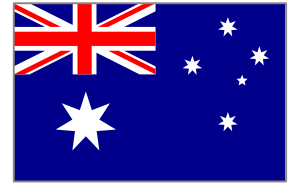
Mexico: Pet ownership by gender



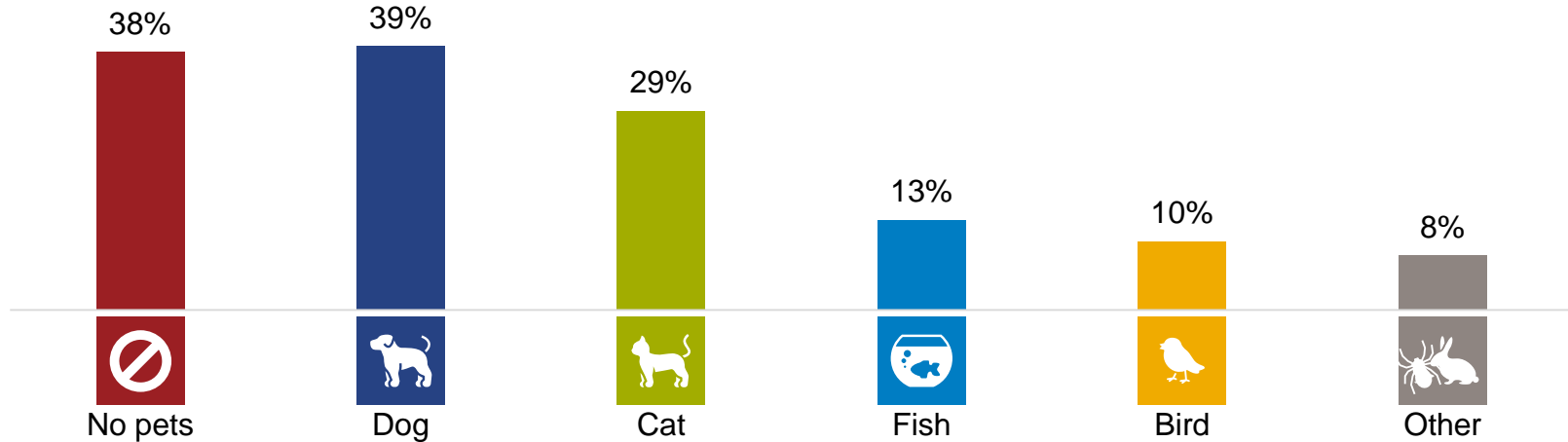
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Asia-Pacific

Australia

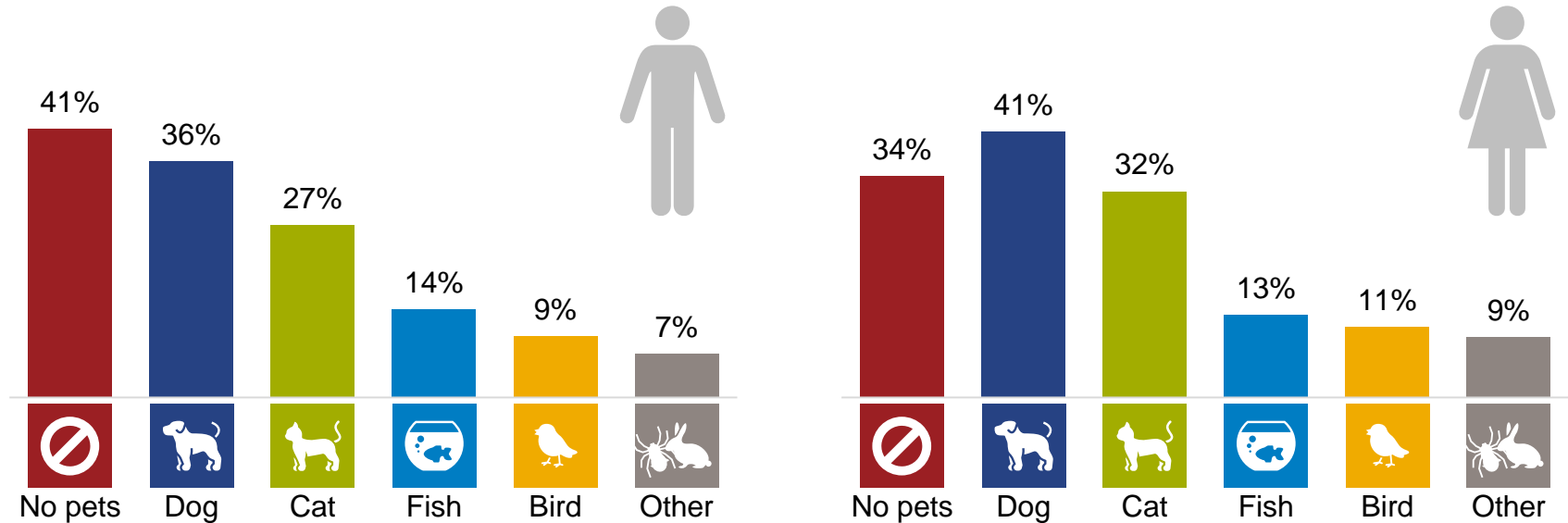


Australia: Pet ownership



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

Australia: Pet ownership by gender

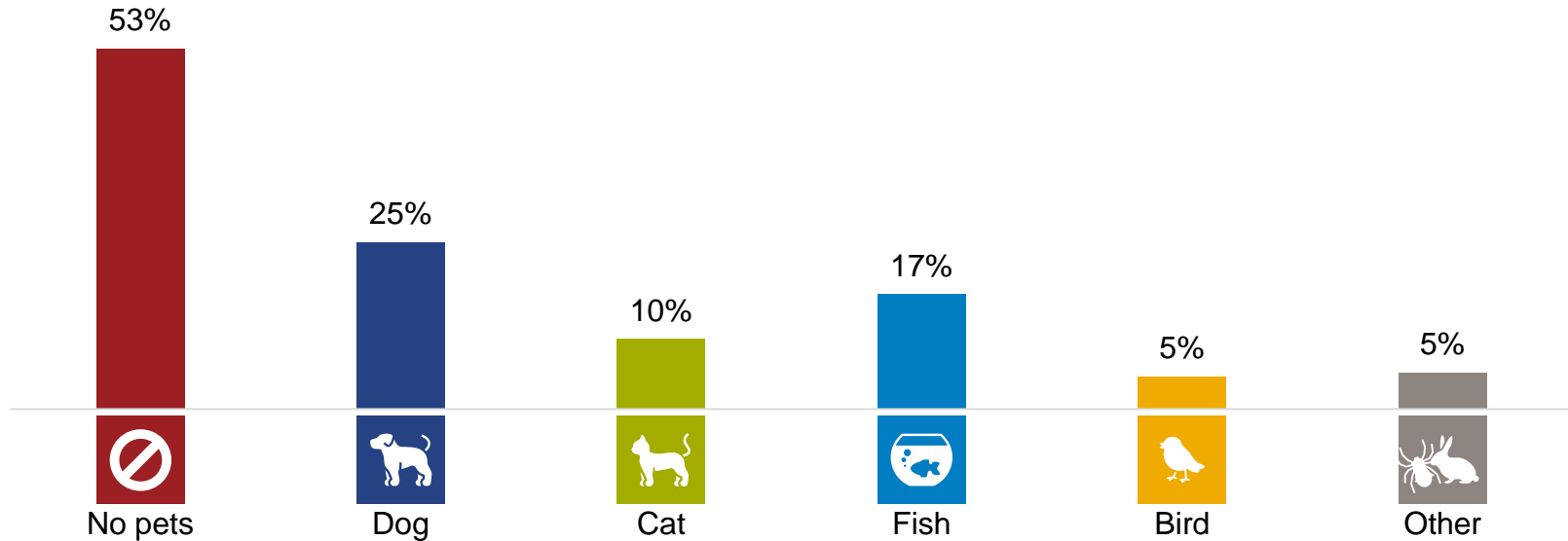


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

China



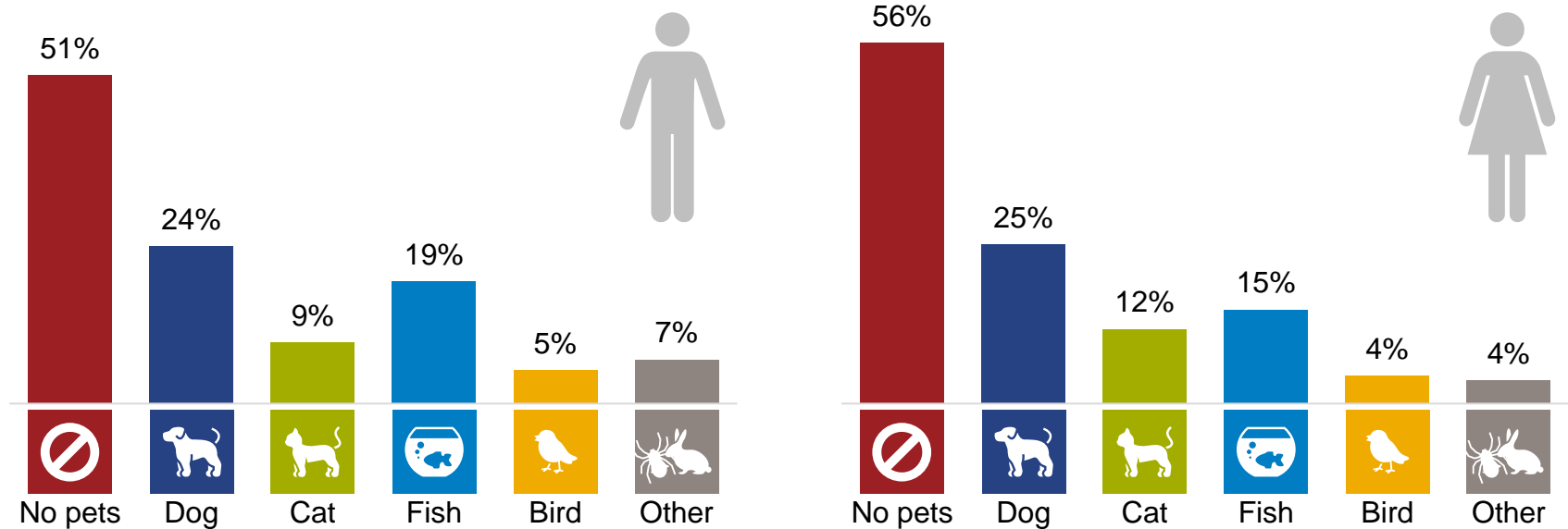
China: Pet ownership



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

© GfK 2016 | Pet ownership

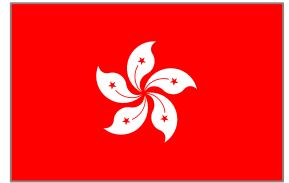
China: Pet ownership by gender



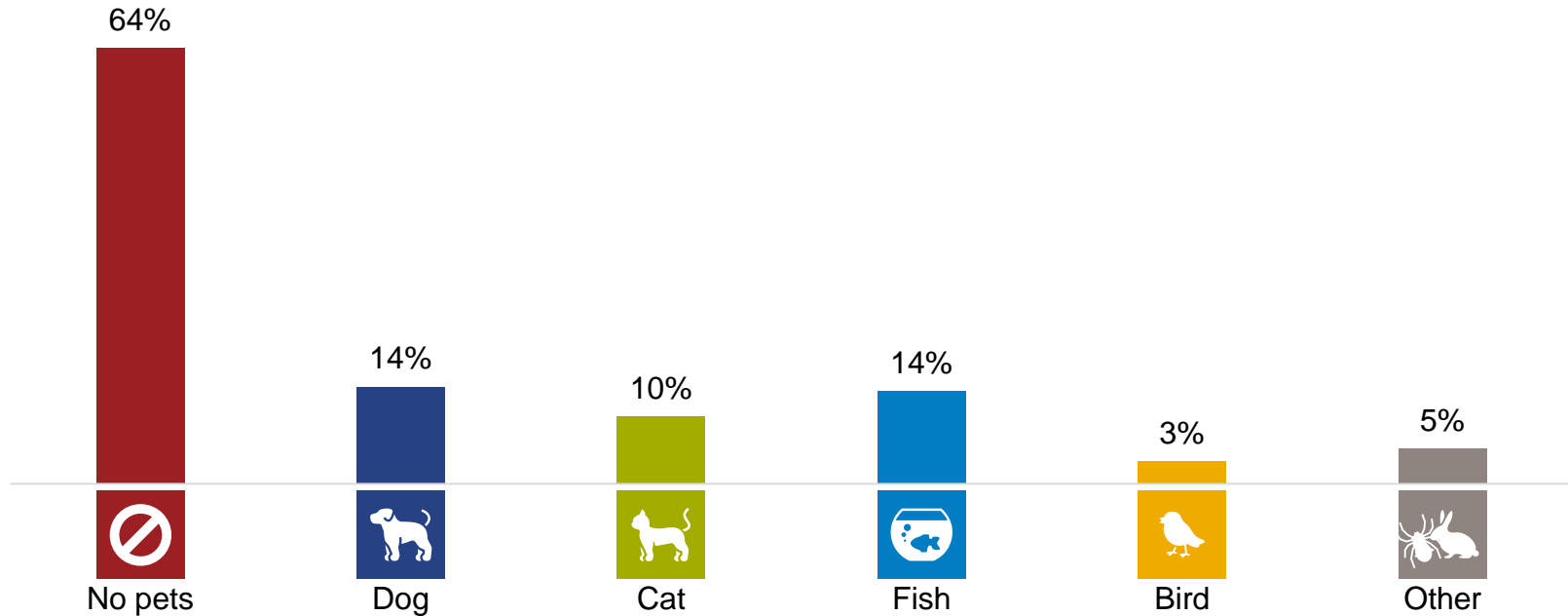
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

© GfK 2016 | Pet ownership

Hong Kong

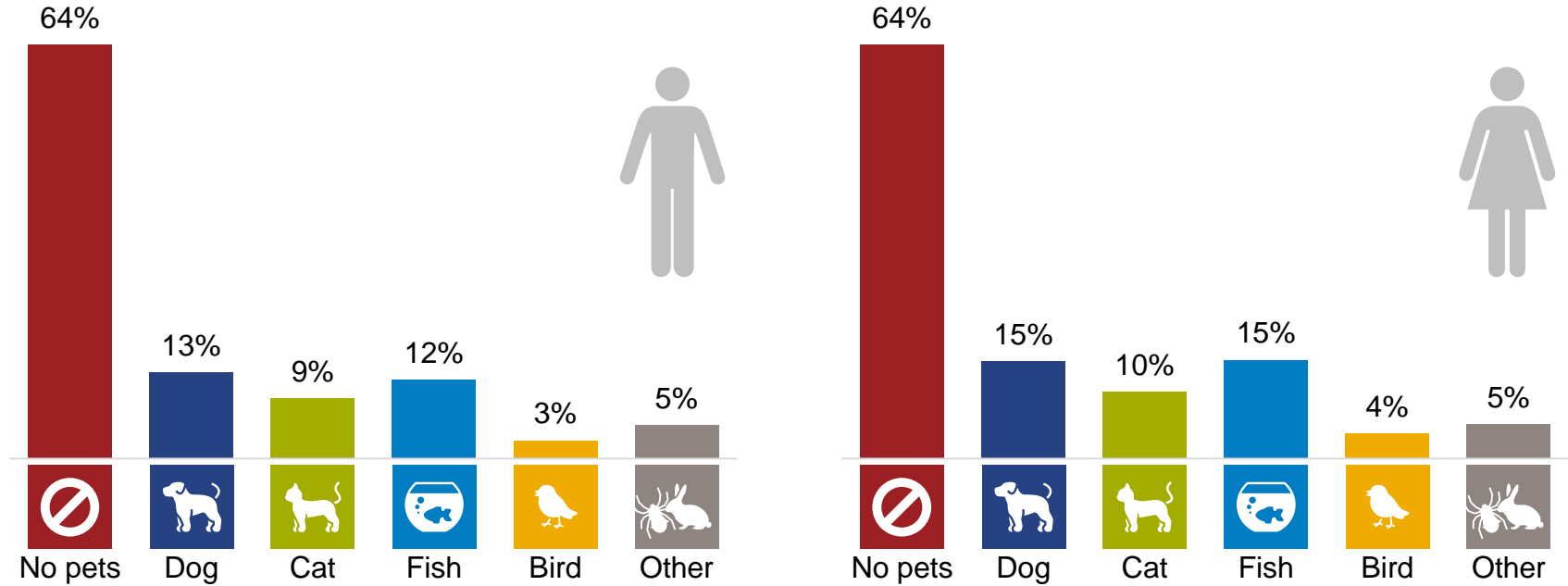


Hong Kong: Pet ownership



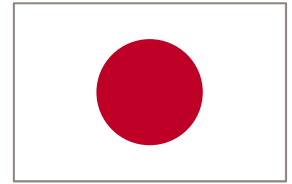
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Hong Kong: Pet ownership by gender

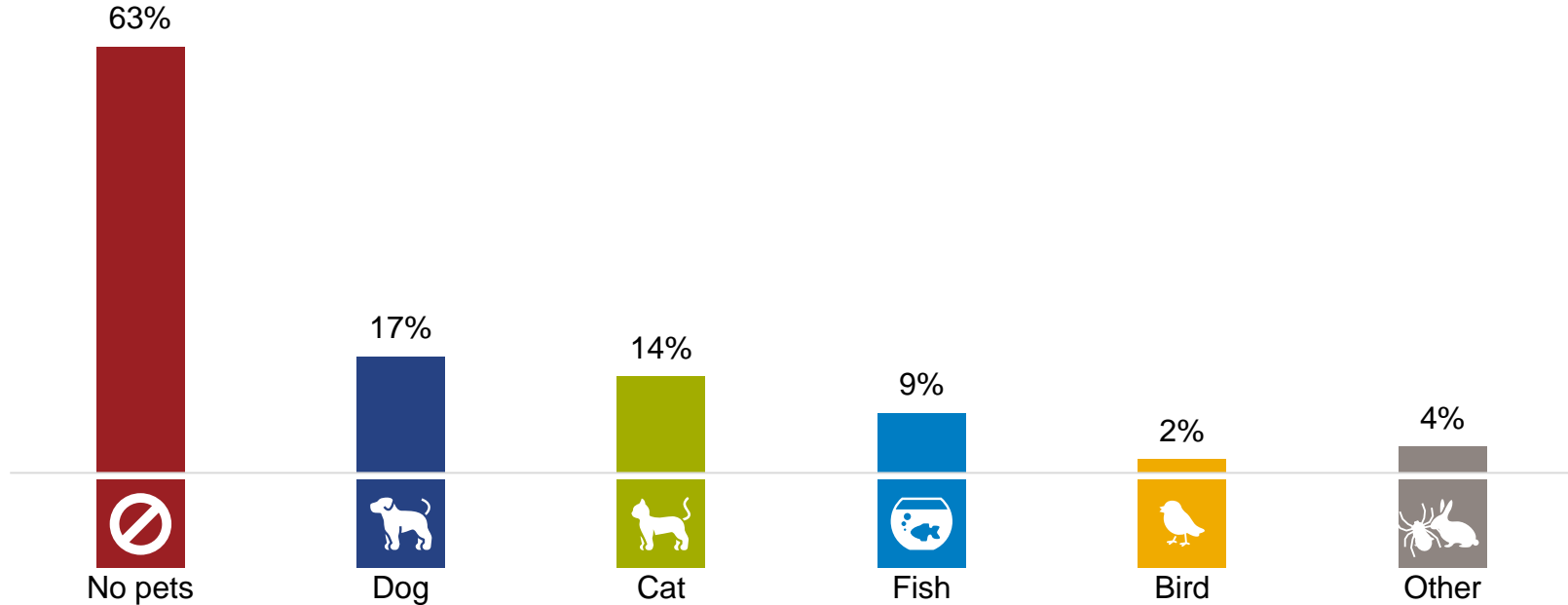


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Japan



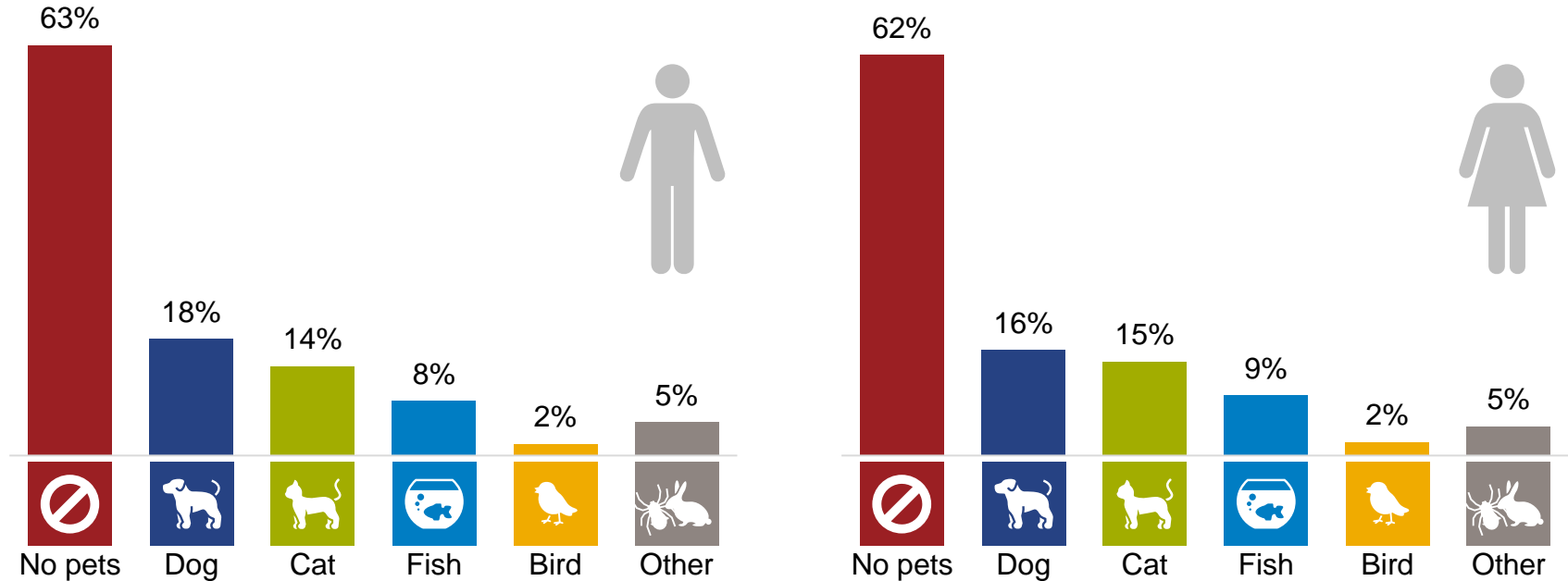
Japan: Pet ownership



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

© GfK 2016 | Pet ownership

Japan: Pet ownership by gender

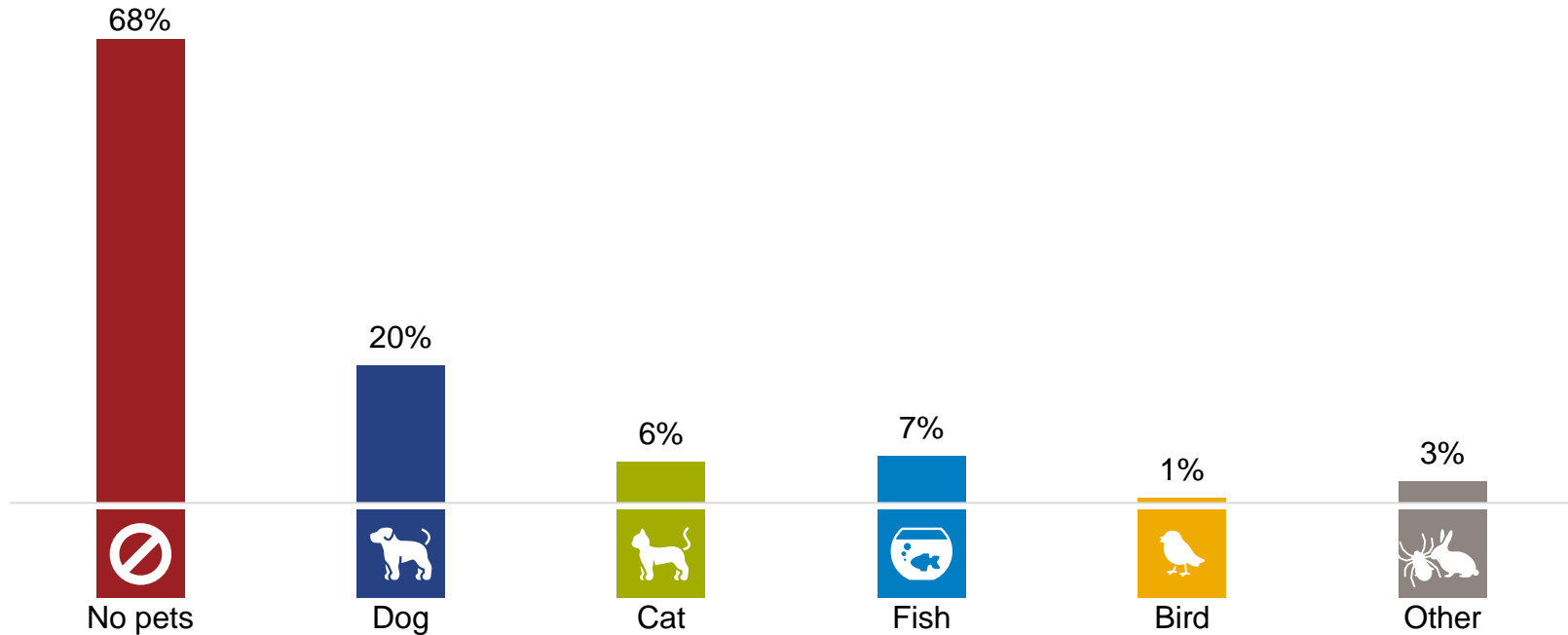


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

South Korea

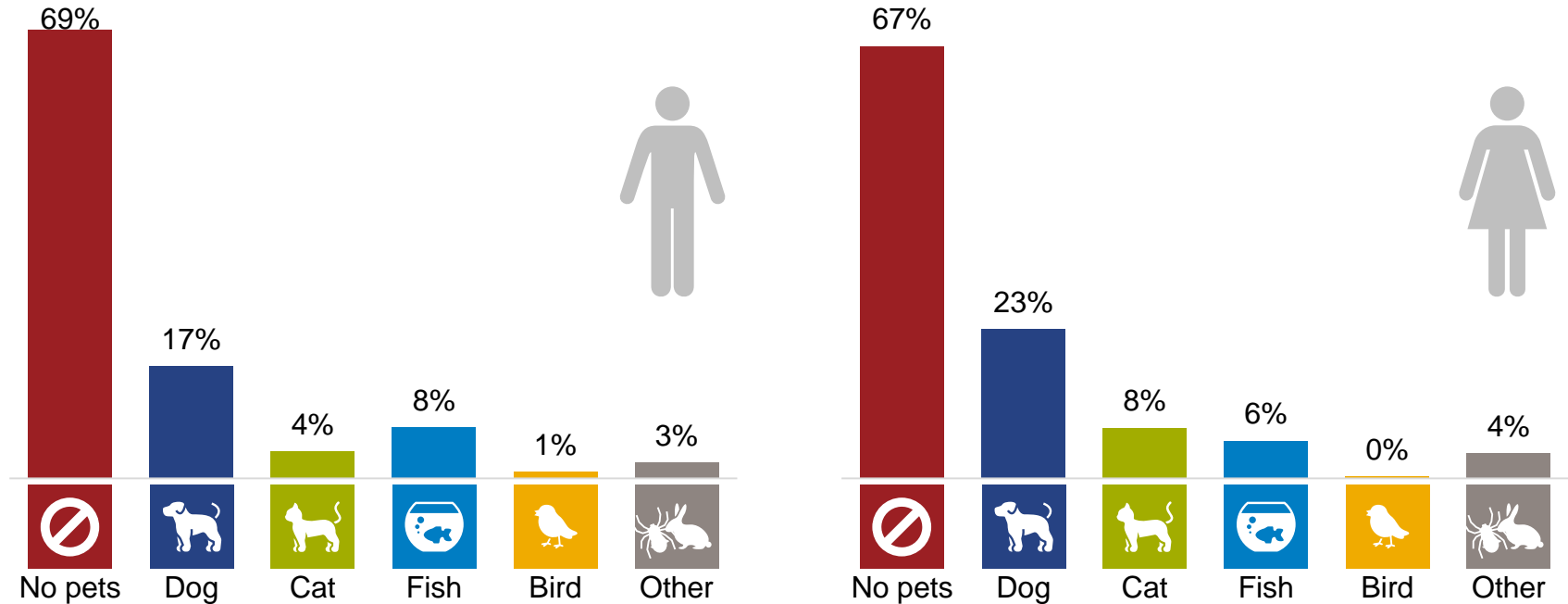


South Korea: Pet ownership



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

South Korea: Pet ownership by gender



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

© GfK 2016 | Pet ownership

For more information please contact
press@gfk.com