



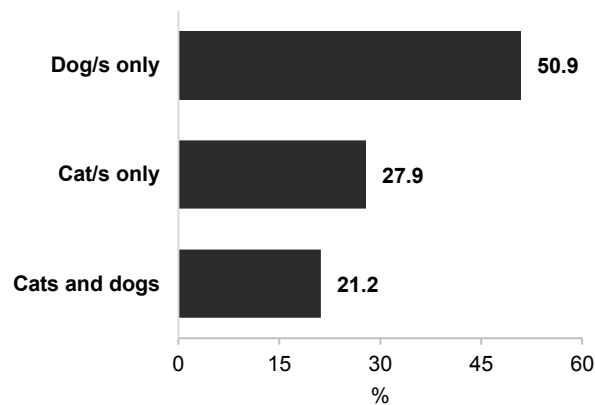
Greenstone
Real Insurance Pet Survey
Data Report

February 2016

The Australian Pet Survey

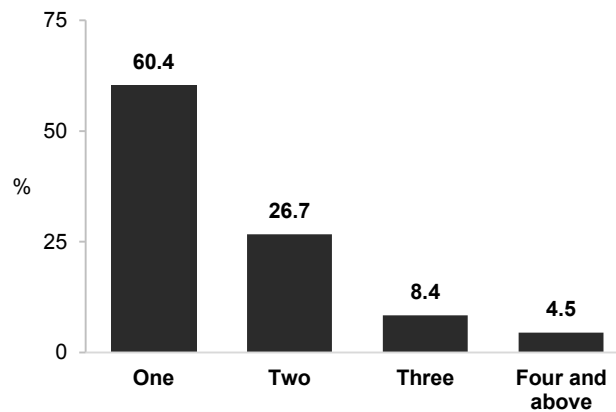
Sample Profile

Half of Australia's pet owners, owns a dog only, while about 1 in 4 (27.9%) owns a cat only. A further 1 in 5 (21.2%) owns a cat and a dog.



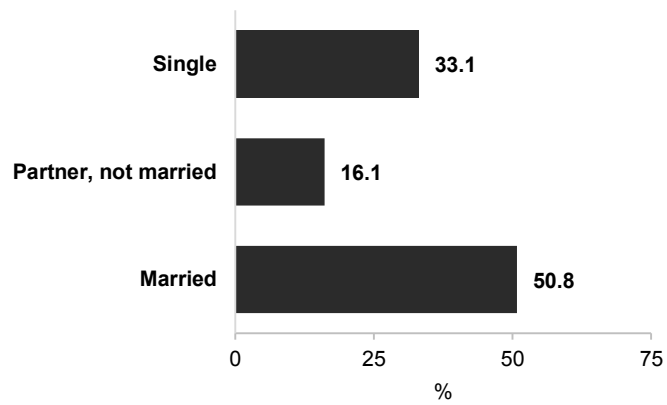
Source - CoreData Pet Survey (February 2016)
Question - Do you currently own a cat and/or a dog as a pet?

Sixty percent owns one pet while about 1 in 8 owns at least three pets.

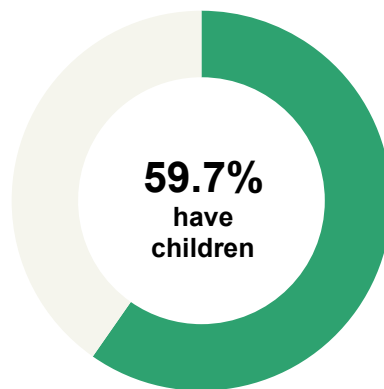


Source - CoreData Pet Survey (February 2016)
Question - How many cats and/or dogs do you own?

Half of Australia's pet owners are married, one third are single and about 1 in 6 are in a relationship (not married). Furthermore, 6 in 10 have children, while 4 in 10 do not.

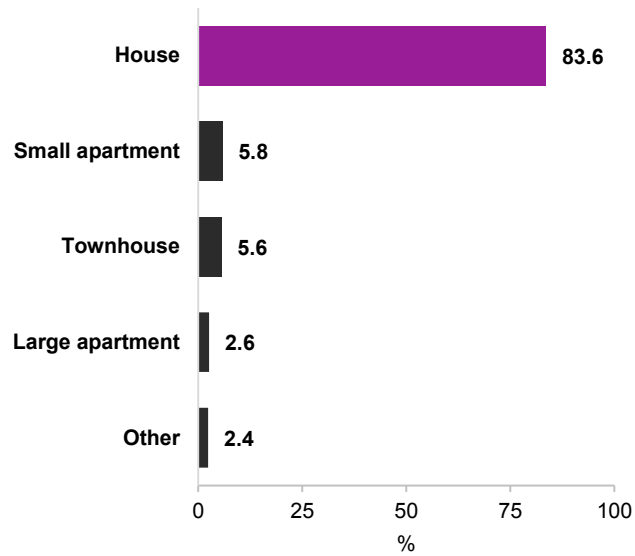


Source - CoreData Pet Survey (February 2016)
Question - Which one of the following best describes your relationship status?

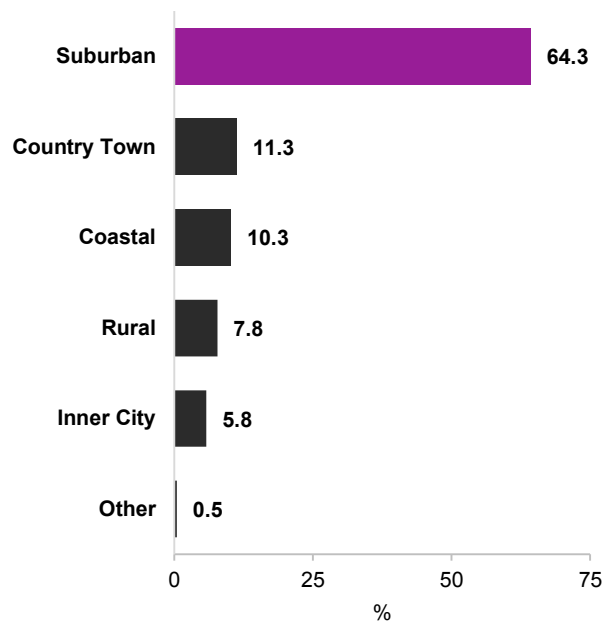


Source - CoreData Pet Survey (February 2016)
Question - Do you have children?

The majority of Australian pet owners typically live in a house (83.6%) and around two thirds (64.3%) of pet owners live in a suburban neighbourhood.



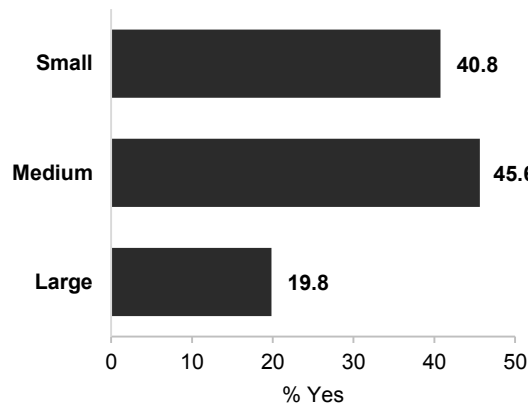
Source - CoreData Pet Survey (February 2016)
Question - Which one of the following best describes your current home residence?



Source - CoreData Pet Survey (February 2016)
Question - How would you describe the neighbourhood that you live in?

Pet Classification

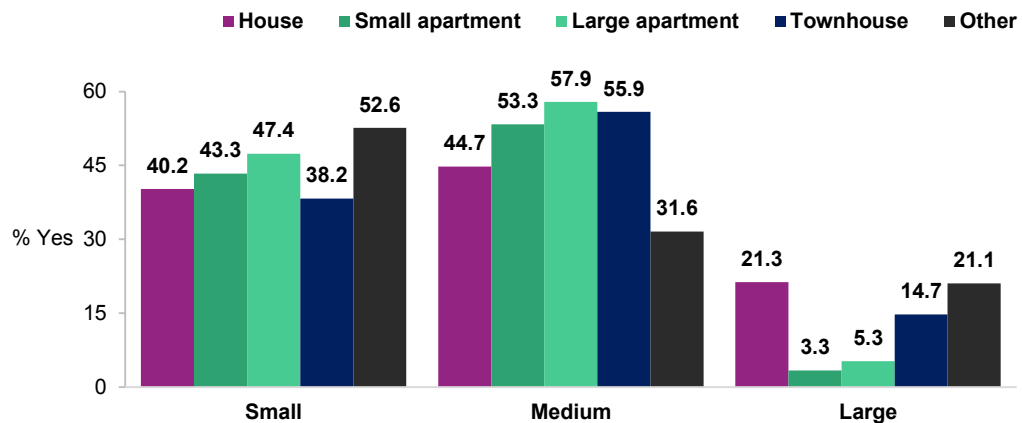
Most dog owners have medium (45.6%) or small (40.8%) sized dogs. Interestingly, only one in five who lives in a house own a large sized dog, where dogs have a bigger space to move around.



*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)

Question - Which one of the following best describes the size of your dog/s?

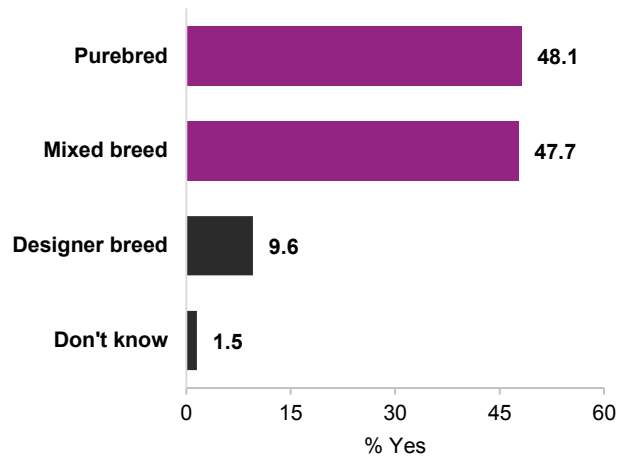


*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)

Question - Which one of the following best describes the size of your dog/s?

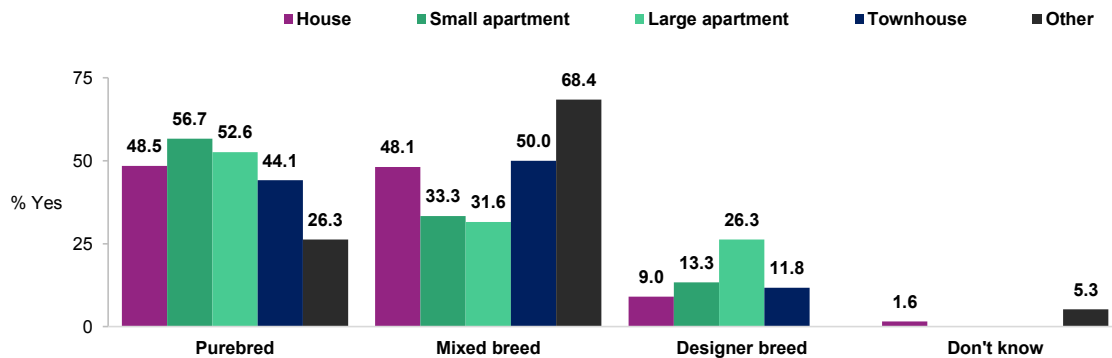
Almost half of all dog owners own a purebred (48.1%) or mixed breed (47.7%). Those living in apartments usually have purebred dogs while those living in townhouses have mixed breed dogs.



*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)

Question - Which one of the following best describes the breed of your dog/s?

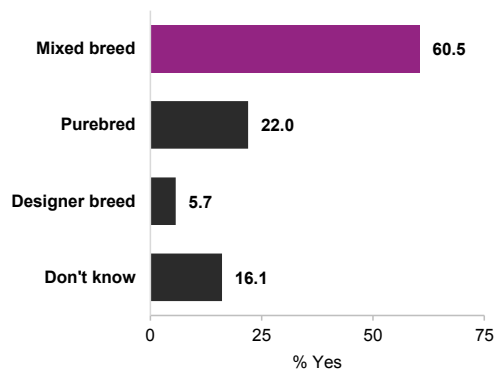


*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)

Question - Which one of the following best describes the breed of your dog/s?

On the other hand, the majority of cat owners own mixed breeds (60.5%), and only one in five have purebred cats.

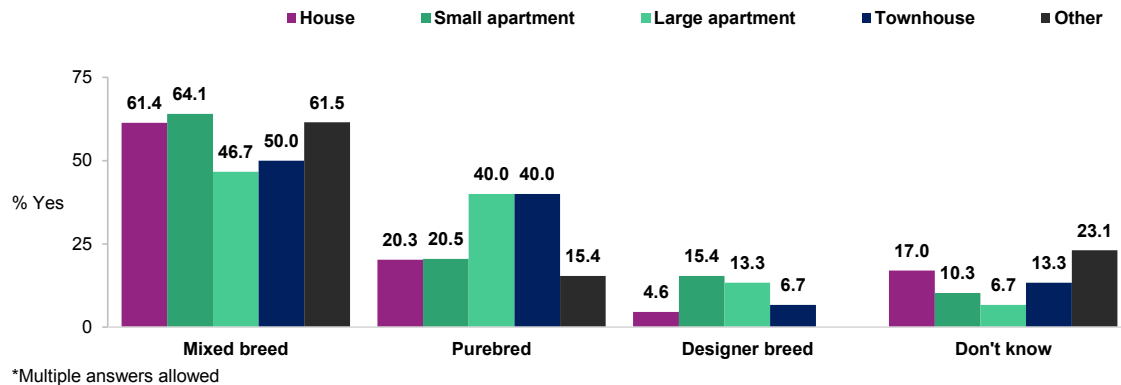


*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)

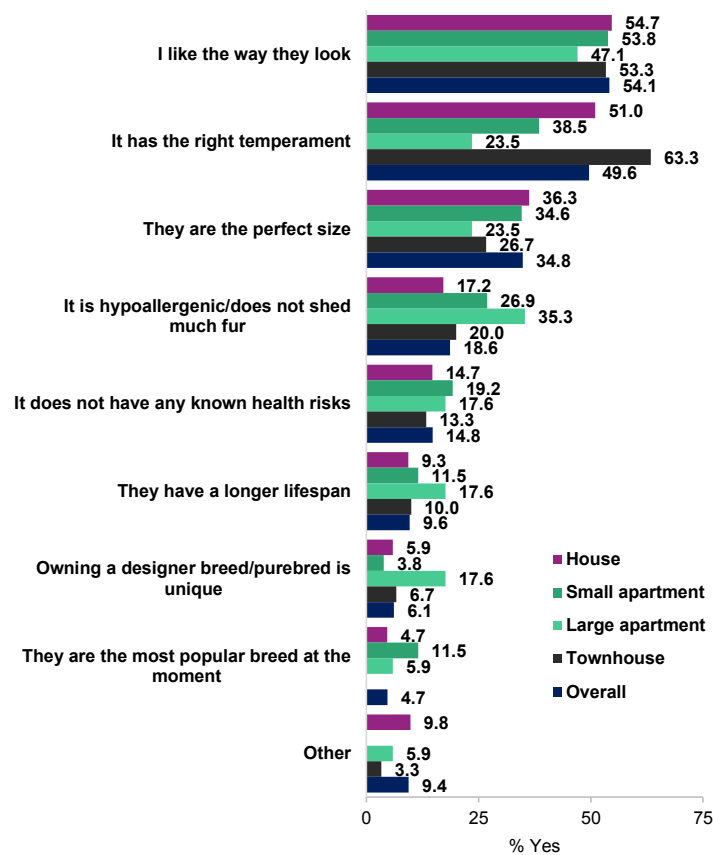
Question - Which one of the following best describes the breed of your cat/s?

Three in five mixed breed owners are those living in houses (61.4%) and small apartments (64.1%).



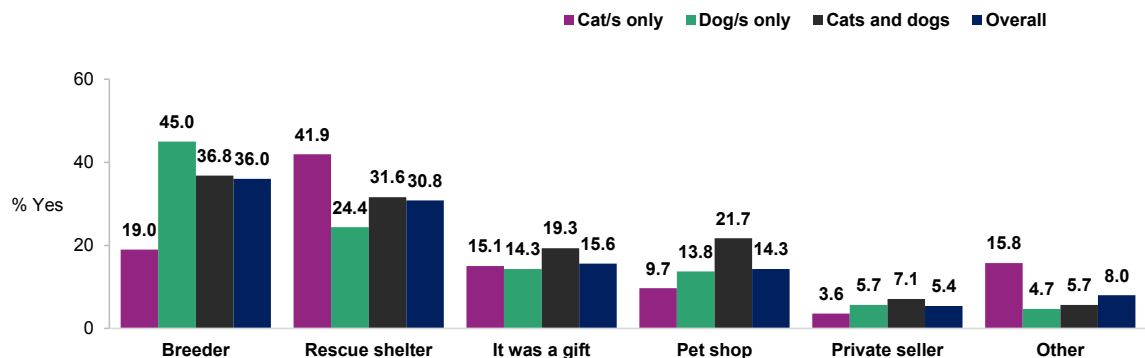
Source - CoreData Pet Survey (February 2016)
Question - Which one of the following best describes the breed of your cat/s?

When asked the reason why pet owners purchased purebreds or designer breeds, they are most likely to point towards the look and behaviour of their pet. About half claim they like the pets' look (54.1%) and have the right temperament (49.6%); while about one in three (34.8%) say they are of the perfect size. Interestingly, two in three pet owners who live in a townhouse buy purebreds or designer breeds because of their temperaments.



Source - CoreData Pet Survey (February 2016)
Question - Which one of the following statements best describes your reasoning for the purchase of your designer/purebred pet?

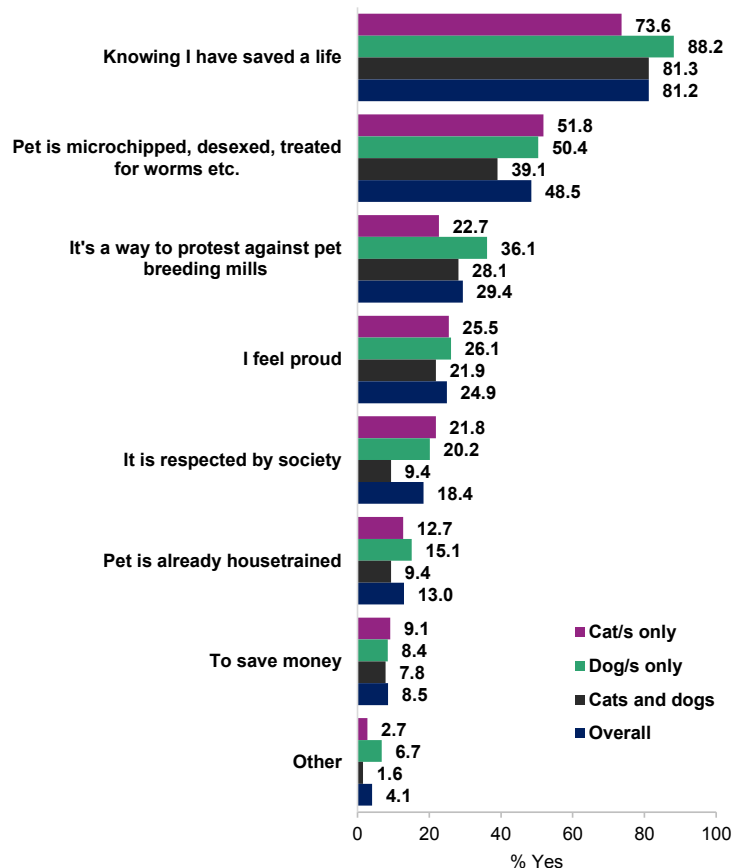
There is a clear distinction between cat and dog owners as to where they purchase their pets. Two in five cat owners (41.9%) purchase from rescue shelters while almost half of all dog owners (45.0%) go to breeders.



*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)
Question - Where did you purchase your pet(s)?

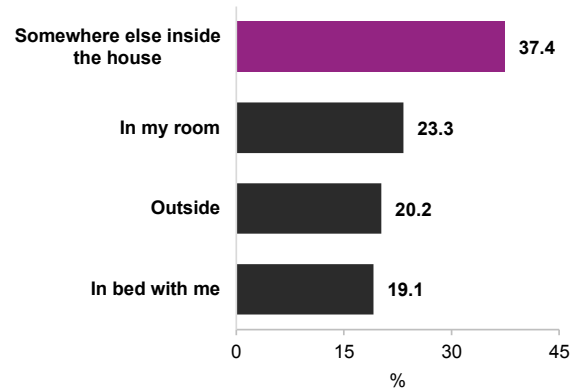
The vast majority of those who purchased their pet from rescue shelters (81.2%) make this choice because they feel good about saving a life. Almost half (48.5%) of those drawn to pet shelters are influenced because the animal is microchipped, desexed and treated for worms, while a further 3 in 10 (29.4%) suggest this is a way to protest against pet breeding mills.



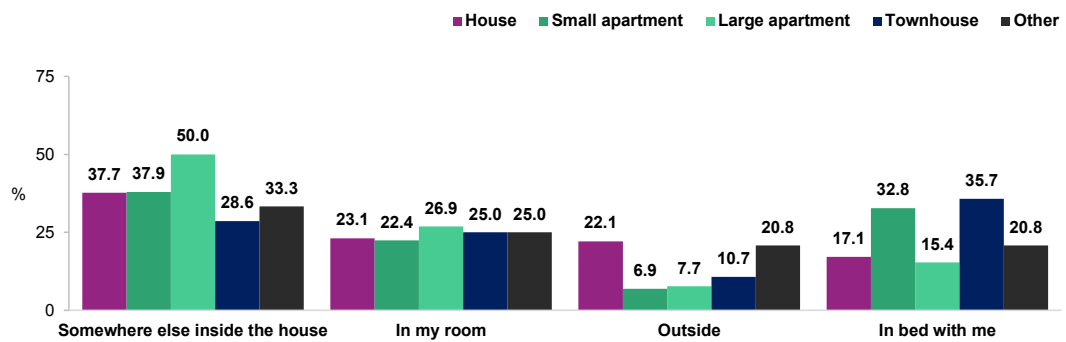
*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)
Question - Which of the following reasons influenced your decision to adopt your pet from a rescue shelter?

More than two in five (42.4%) pet owners let their pet sleep inside their room while a further two in five (37.4%) let their pet sleep somewhere else inside the house. One in three small apartment (32.8%) and townhouse (35.7%) dwellers allow their pet to sleep in bed with them.



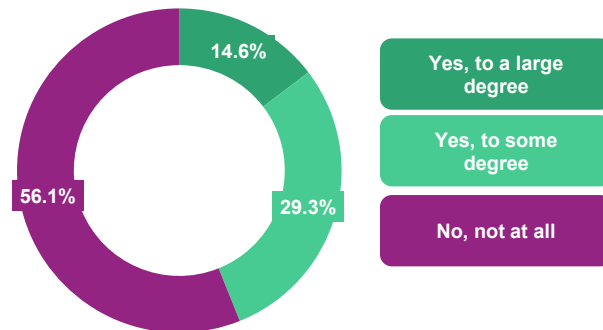
Source - CoreData Pet Survey (February 2016)
Question - Where does your pet(s) usually sleep?



Source - CoreData Pet Survey (February 2016)
Question - Where does your pet(s) usually sleep?

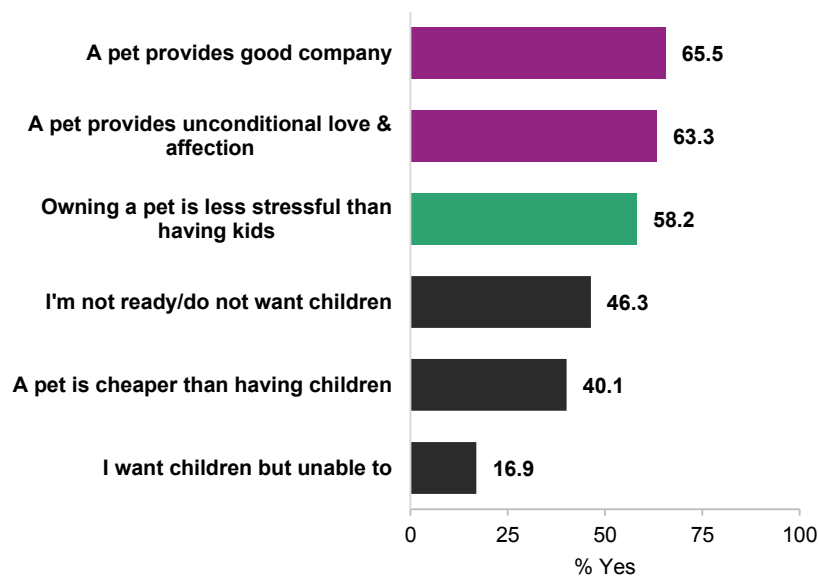
Pets as Substitute Children

More than two in five (43.9%) pet owners who have no kids agree that owning pets is a substitute for having kids.



Source - CoreData Pet Survey (February 2016)
Question - Does owning your pet/s substitute in any way for having kids?

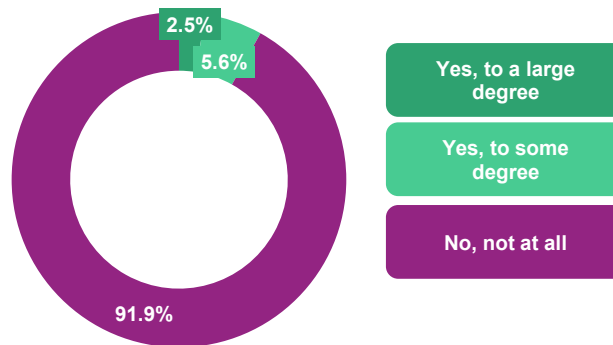
Furthermore, they suggest their pet provides good company (65.5%) and unconditional love and affection (63.3%). While three in five (58.2%) say owning a pet is less stressful than having kids.



*Multiple answers allowed

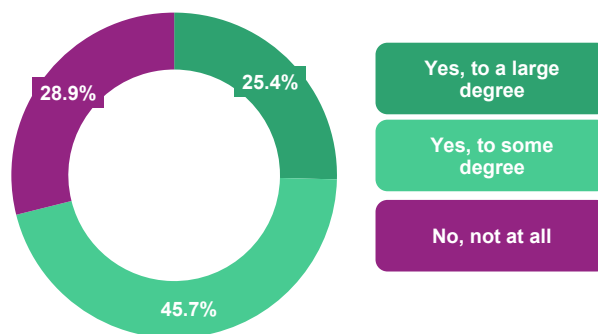
Source - CoreData Pet Survey (February 2016)
Question - Why do you think your pet/s substitute for children?

An overwhelming nine in ten (91.9%) Australian pet owners say that owning a pet doesn't affect the number of children they want to have.



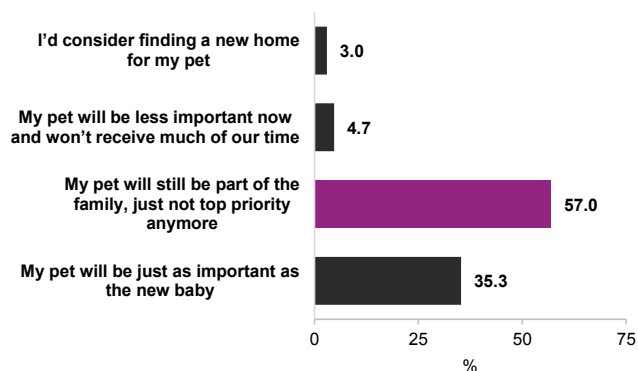
Source - CoreData Pet Survey (February 2016)
 Question - Does having a pet(s) affect the number of children you want/have?

Interestingly, a little more than seven in ten (71.1%) say that a pet is good practice for having children.



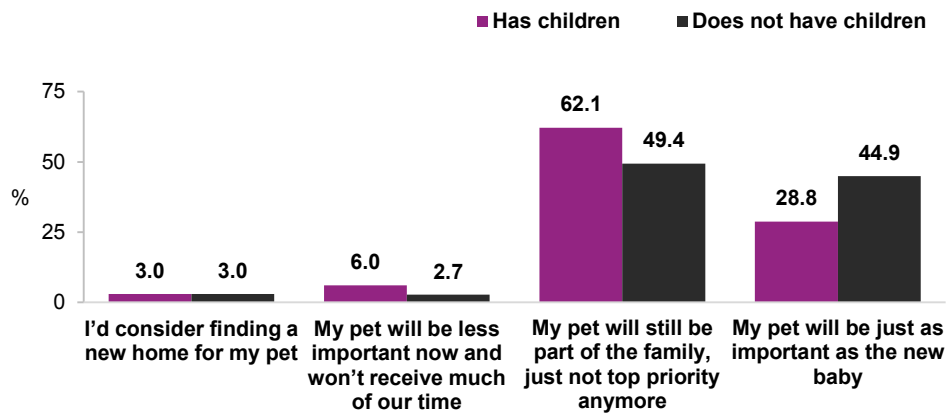
Source - CoreData Pet Survey (February 2016)
 Question - Do you think owning a pet is good practice for having children?

Almost three in five say once a baby arrives they will still see their pet as part of the family but would not be top priority anymore, while one in 13 say the pet will be less important.



Source - CoreData Pet Survey (February 2016)
 Question - If you had your pet before having children, what is the most likely scenario once the baby arrives?

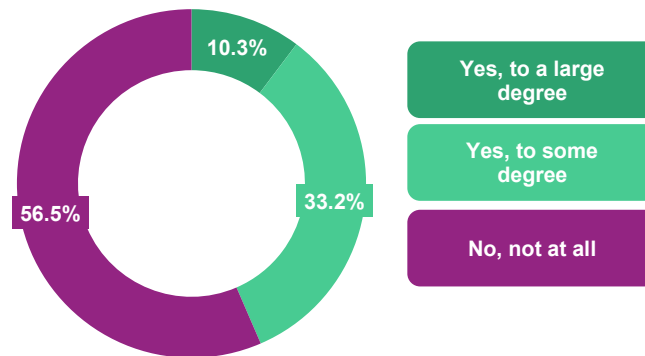
Two in three (62.1%) pet owners who have children say their pets are still part of the family but wouldn't be top priority anymore, in contrast to five in ten (49.4%) who don't have children.



Source - CoreData Pet Survey (February 2016)
 Question - If you had your pet before having children, what is the most likely scenario once the baby arrives?

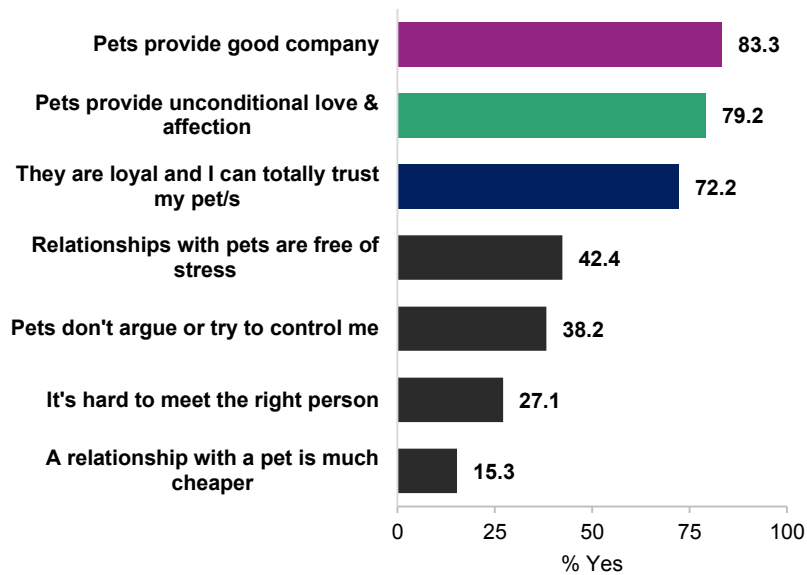
Pets as Substitute Partners

More than 2 in 5 (43.5%) pet owners believe that their pet substitutes for having a partner.



Source - CoreData Pet Survey (February 2016)
 Question - Does owning your pet substitute in any way for having a partner?

Those who consider pets as substitutes for partners claim that they provide good company (83.3%), provide unconditional love and affection (79.2%) and are loyal and can totally trust them (72.2%).

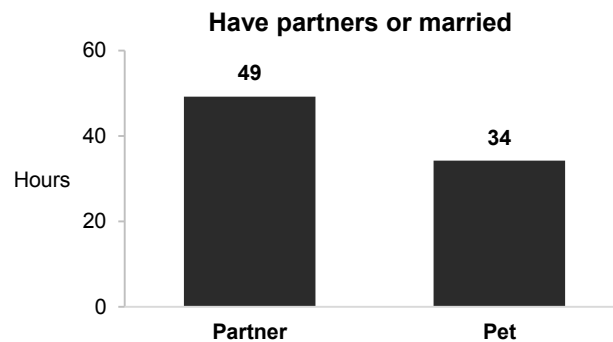


*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)
 Question - Why do you think your pet/s substitute for a partner?

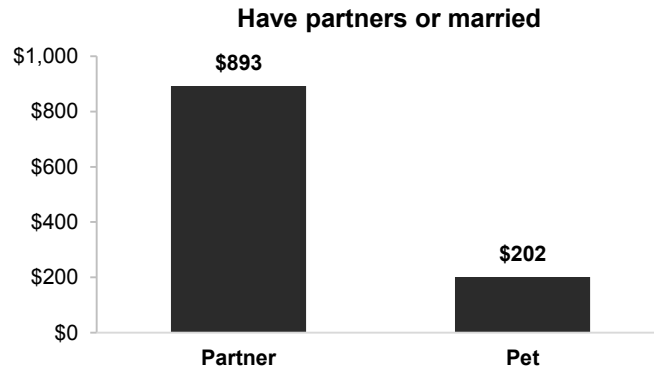
Relationships and Properties vs Pets

Pet owners in a relationship spend on average 15 hours more quality time with their partners than they do with their pets.



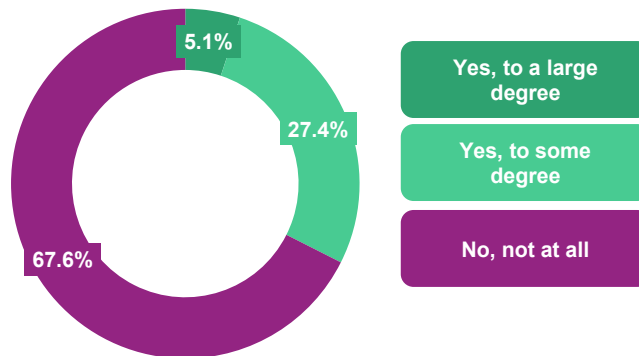
Source - CoreData Pet Survey (February 2016)
 Question - How much quality time do you spend with your partner and pet per week?

While owners spend on average \$893 on their partner's gifts in a year, they spend \$202 on their pet.



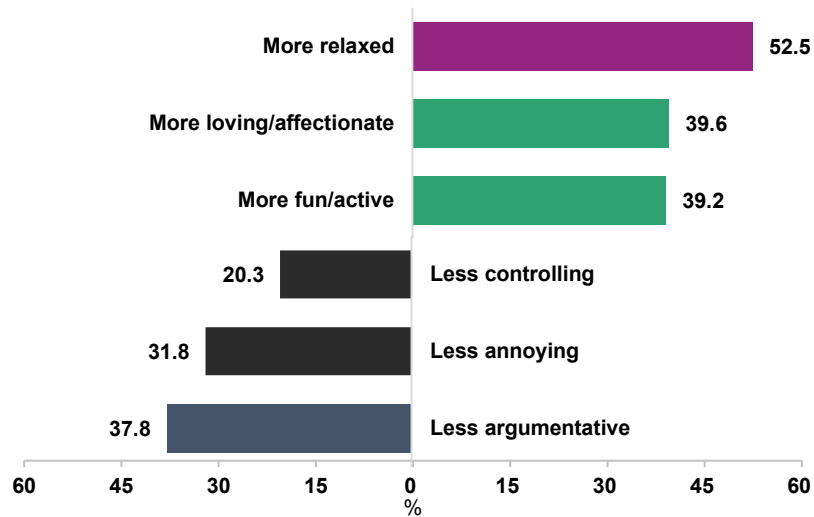
Source - CoreData Pet Survey (February 2016)
Question - How much do you spend on gifts for your partner and pet in a typical year?

When asked whose company they prefer more, one in three (32.5%) prefer their pet's company over that of their partners'.



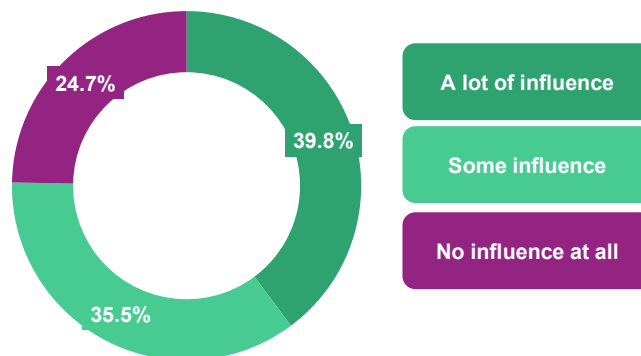
Source - CoreData Pet Survey (February 2016)
Question - Do you prefer the company of your pet(s) over the company of your partner?

Those who prefer the company of their pets over that of their partners, claim pets are more relaxed (52.5%), loving or affectionate (39.6%), and fun or active (39.2%). It is also noteworthy that almost two in five (37.8%) prefer their pets because they are less argumentative.

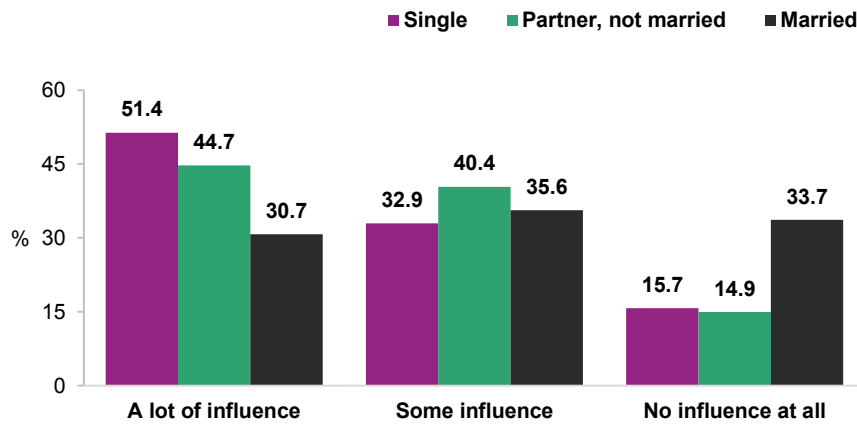


Source - CoreData Pet Survey (February 2016)
 Question - Why do you prefer the company of your pet(s) over the company of your partner?

When it comes to moving to another property, three in four (75.3%) pet owners say that their pets influence their decision. More than half (51.4%) of all pet owners who are single say that pets have a lot of influence on their decision, while one in three (33.7%) pet owners who are married claim pets have no influence at all on their decisions.

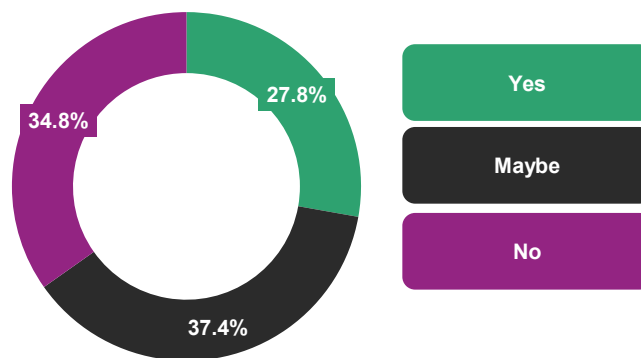


Source - CoreData Pet Survey (February 2016)
 Question - How much influence does your pet have when you move property?

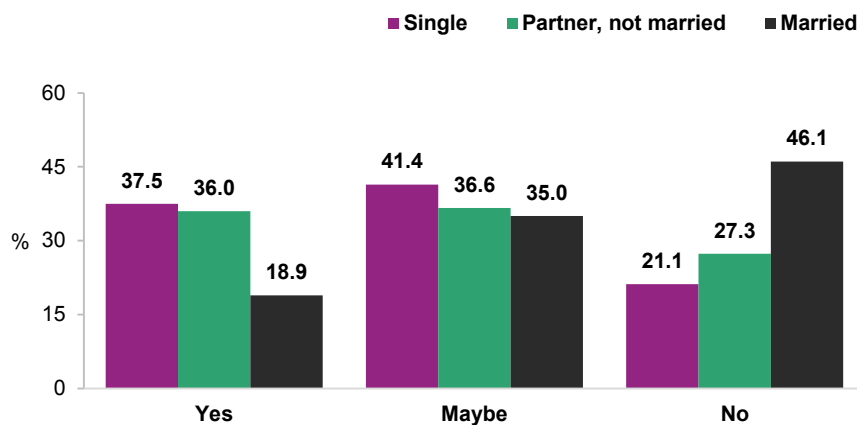


Source - CoreData Pet Survey (February 2016)
 Question - How much influence does your pet have when you move property?

On the other hand, pet owners are almost equally divided when asked if they will change their living situations for their pets. Interestingly, almost half (46.1%) of pet owners who are married say that they would not change their living situation for pets.

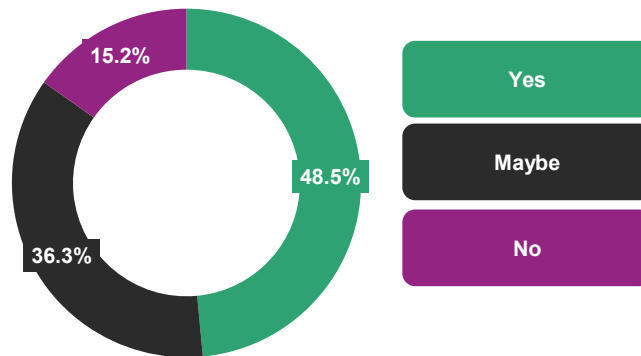


Source - CoreData Pet Survey (February 2016)
 Question - Would you change your living situation for your pet?

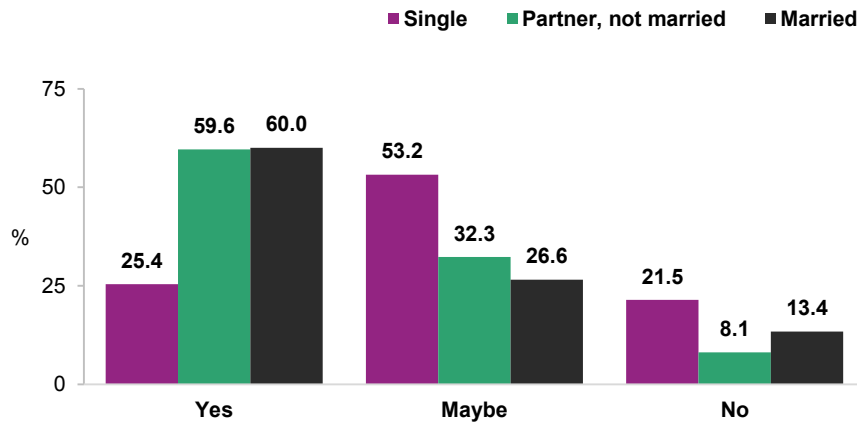


Source - CoreData Pet Survey (February 2016)
 Question - Would you change your living situation for your pet?

On the other hand, almost half (48.5%) are willing to change their living situation for a partner/potential partner. With two in three pet owners who have partners are ready to change their living situations for their counterparts.



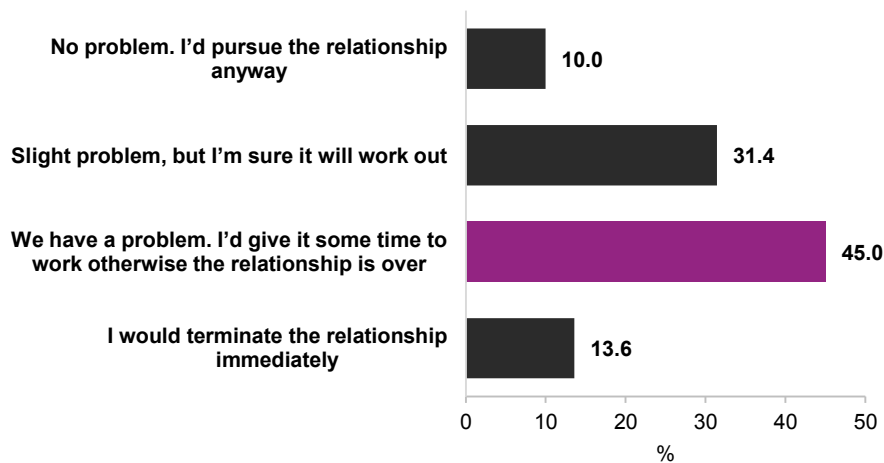
Source - CoreData Pet Survey (February 2016)
 Question - Would you change your living situation for your partner/potential partner?



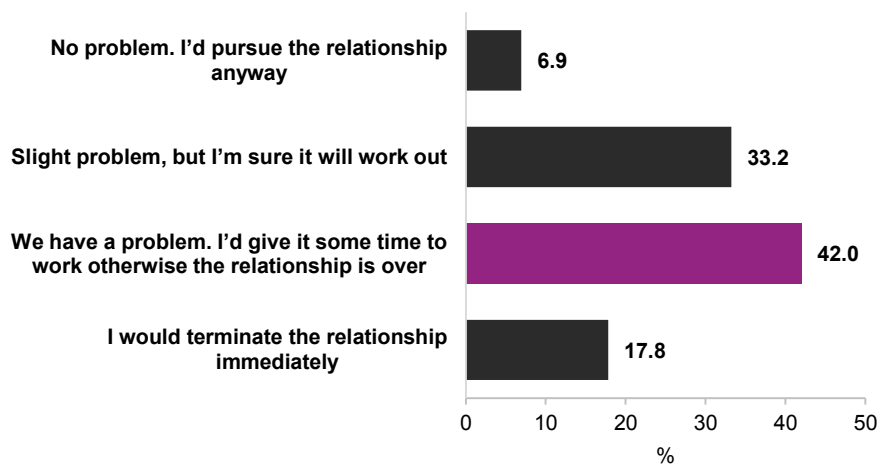
Source - CoreData Pet Survey (February 2016)
 Question - Would you change your living situation for your partner/potential partner?

Two in five pet owners who are single say that if a potential partner doesn't like their family (45.0%) or pet (42.0%) it will be a problem, but they would give it some time to work otherwise their relationship is over.

Furthermore, 17.8% of singles would terminate the relationship immediately if their potential partner did not like their pet, while 13.6% of singles would terminate the relationship immediately if their potential partner did not like their family.

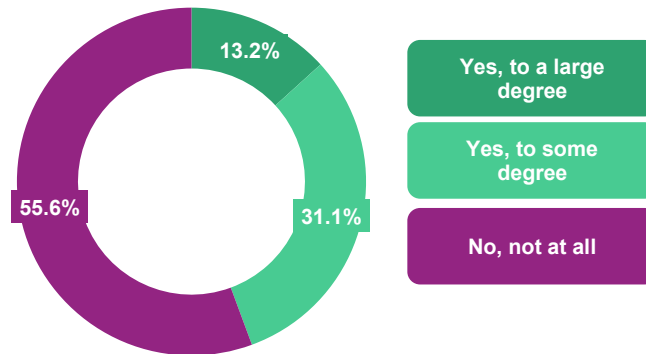


Source - CoreData Pet Survey (February 2016)
 Question - If a potential partner did not like your family, what would the likely outcome be?



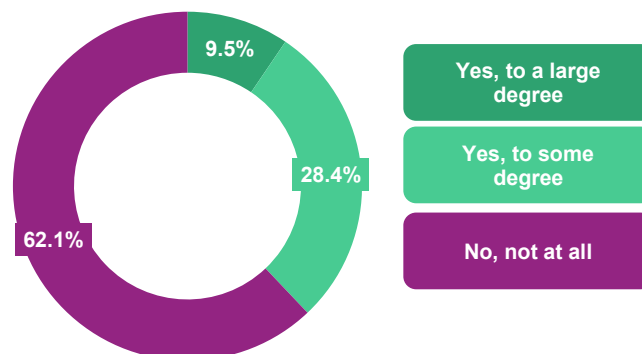
Source - CoreData Pet Survey (February 2016)
 Question - If a potential partner did not like your pet, what would the likely outcome be?

A little more than two in five (44.3%) dog owners who are single claim that a potential partner who is a cat person would impact their relationship.



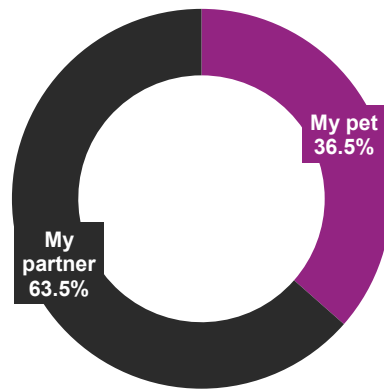
Source - CoreData Pet Survey (February 2016)
Question - If a potential partner was a cat person, would this have any impact on the potential relationship?

While almost 4 in 10 (37.9%) cat owners who are single claim a potential partner who is a dog person would impact their relationship.



Source - CoreData Pet Survey (February 2016)
Question - If a potential partner was a dog person, would this have any impact on the potential relationship?

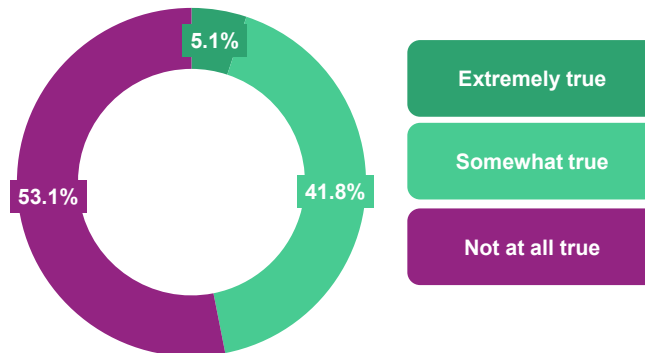
Pet owners who have partners or are married (63.5%) claim their partner appreciates them more, while 36.5% feel better appreciation from their pets.



Source - CoreData Pet Survey (February 2016)
Question - Who appreciates you more?

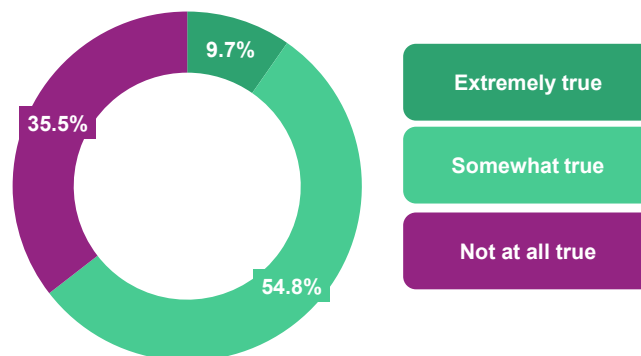
Humanising Pets

Almost half (46.9%) of all pet owners agree that there is some degree of truth that pets look like their owners.



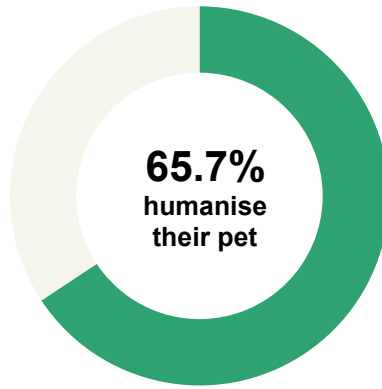
Source - CoreData Pet Survey (February 2016)
Question - How true is the suggestion that pets look like their owners?

Furthermore, two in three (64.5%) pet owners agree that pets adopt the same personality to their owner.

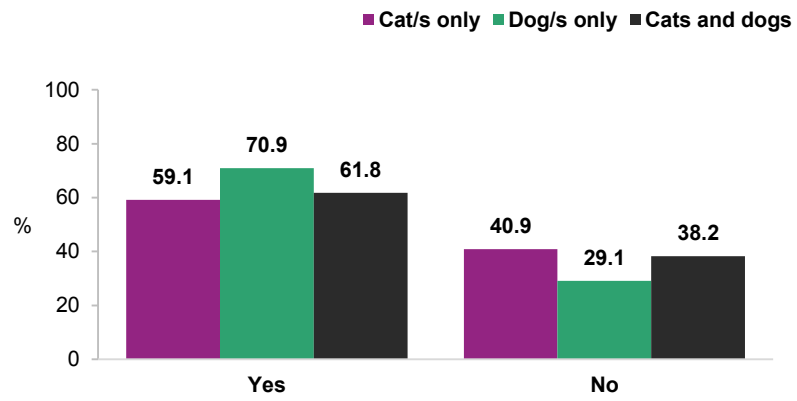


Source - CoreData Pet Survey (February 2016)
Question - How true is the suggestion that pets have the same personality as their owners?

Two thirds (65.7%) of pet owners in Australia agree that they humanise their pets. This is driven slightly by dog owners (70.9%).

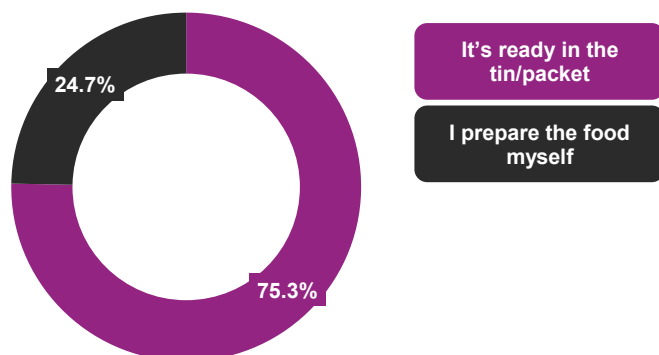


Source - CoreData Pet Survey (February 2016)
 Question - Do you feel that you humanise your pet in any way?

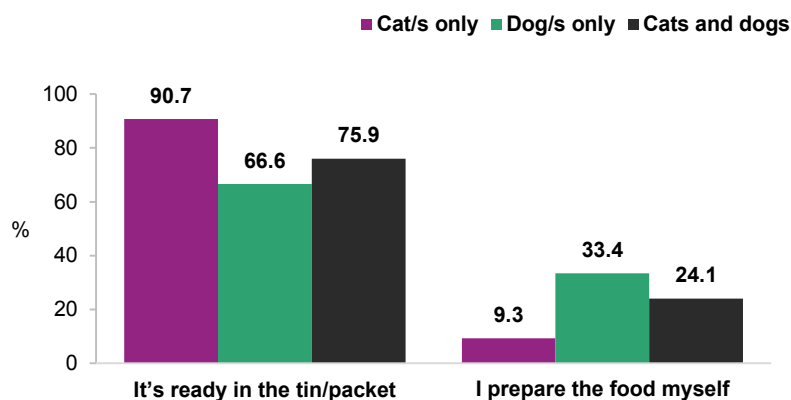


Source - CoreData Pet Survey (February 2016)
 Question - Do you feel that you humanise your pet in any way?

Three in four (75.3%) pet owners often prepare food for their pets in a readymade tin/packet. This is often done by 90.7% of cat owners who prepares food this way.

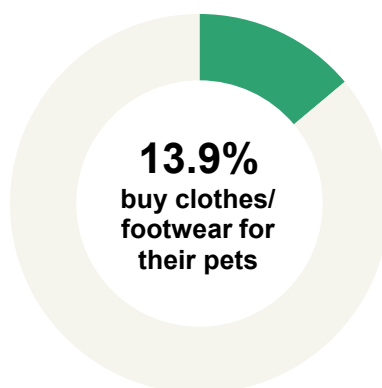


Source - CoreData Pet Survey (February 2016)
Question - How do you most often prepare food for your pet?

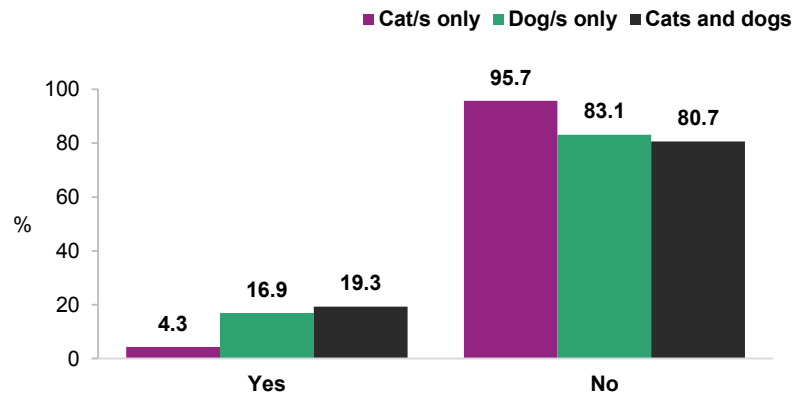


Source - CoreData Pet Survey (February 2016)
Question - How do you most often prepare food for your pet?

About one in seven (13.9%) buy clothes for their pets. This is more likely to be done by 95.7% of cat owners in contrast to 83.1% of dog owners.



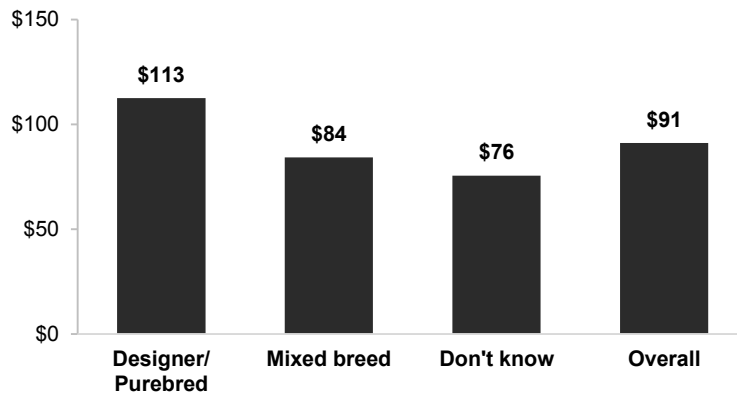
Source - CoreData Pet Survey (February 2016)
Question - Do you make or buy clothes/footwear for your pet(s)?



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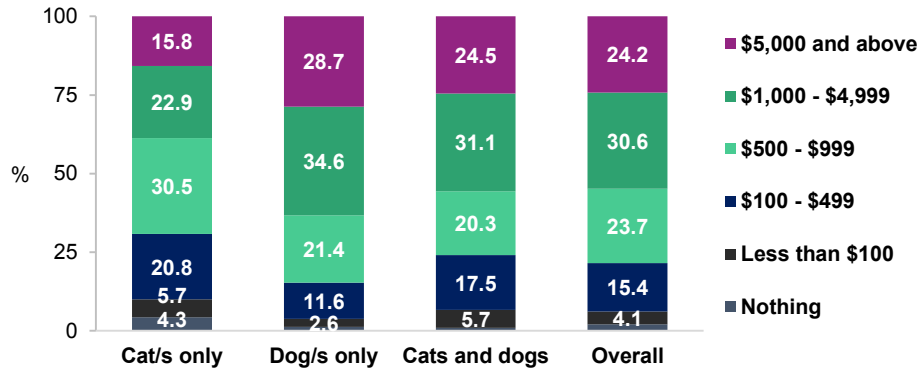
Burdens

On average, pet owners spend \$91 on their pets monthly. Designer or purebred pet owners spend more than the average at \$113 per month.



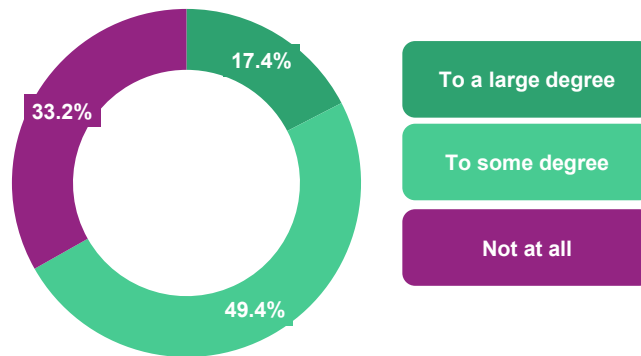
Source - CoreData Pet Survey (February 2016)
 Question - Approximately, how much do you spend on your pet in an average month?

Dog owners (63.3%) are more likely to spend at least \$1,000 if their pets get sick and needed surgery compared to only 38.7% of cat owners.

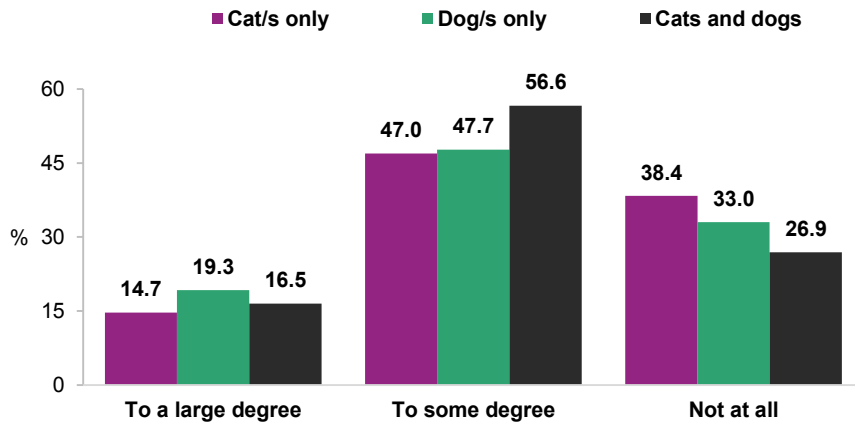


Source - CoreData Pet Survey (February 2016)
 Question - How much would you be prepared to pay if your pet got sick and needed surgery to survive?

Two in three pet owners agree that their pets limit the frequency or the length of the holidays they wish to take, regardless of what kind of pet they own.



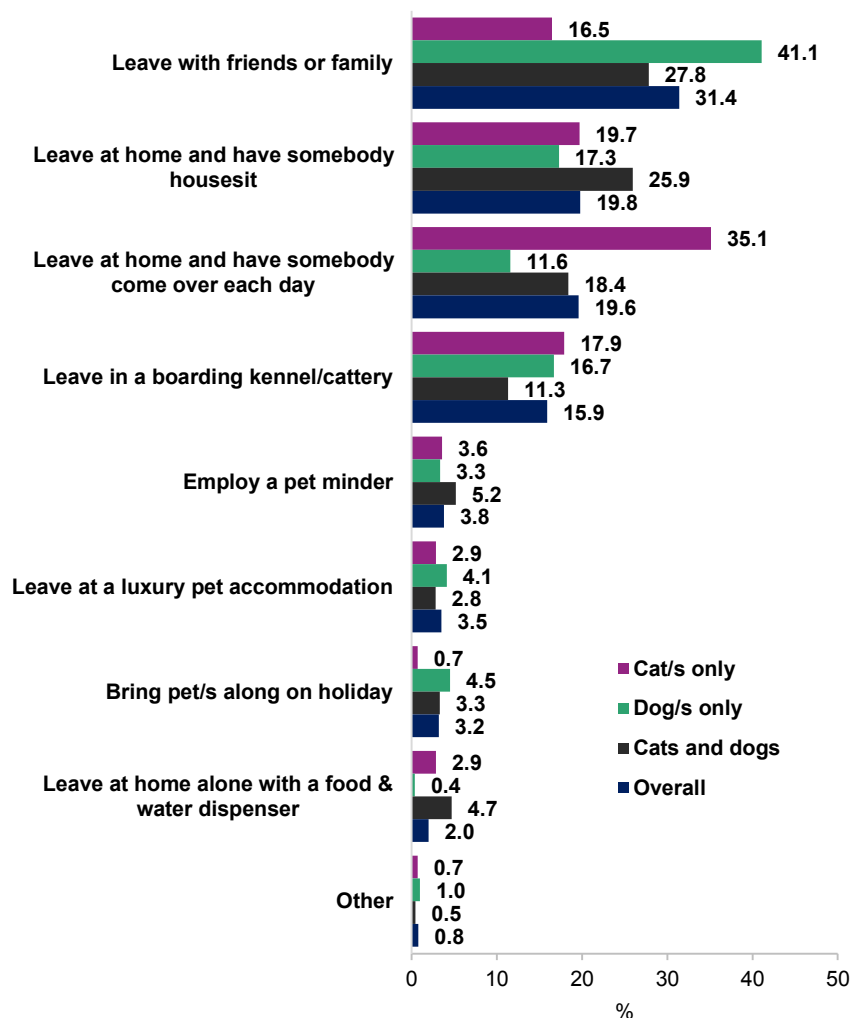
Source - CoreData Pet Survey (February 2016)
 Question - To what degree does your pet limit the frequency or length of the holidays you wish to take?



Source - CoreData Pet Survey (February 2016)
 Question - To what degree does your pet limit the frequency or length of the holidays you wish to take?

When pet owners go on a holiday for a week they are likely to leave their pets with friends or family (31.4%). One in five say they leave pets at home and have somebody housesit (19.8%), or have somebody come over each day (19.6%).

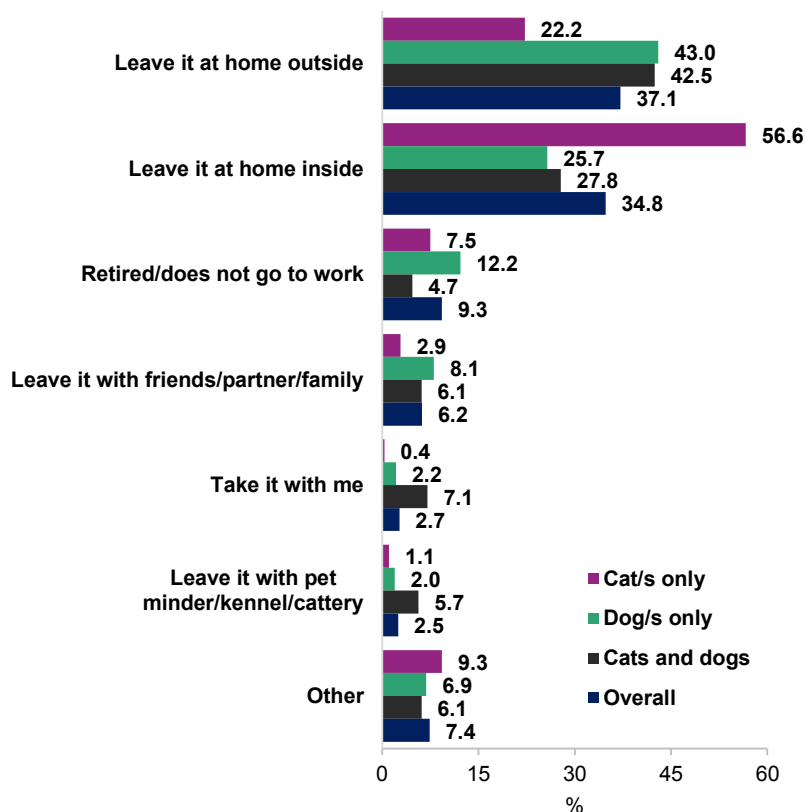
Two in five (41.1%) dog owners are likely to leave their dogs with friends or family, while one in three (35.1%) cat owners leave their cats at home and have somebody come over each day.



Source - CoreData Pet Survey (February 2016)

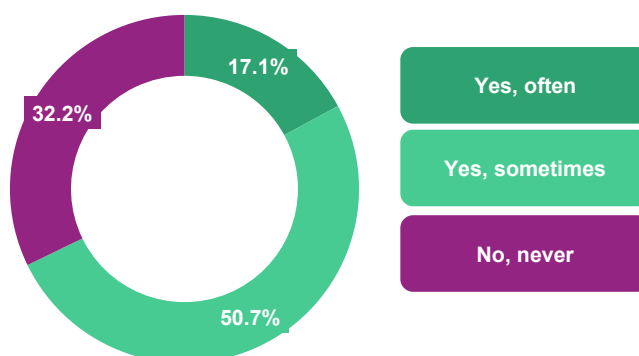
Question - If you (and your family) were away on holiday for one week, what are you most likely to do with your pet/s?

When pet owners are at work during the day, one in three leave their pets at home. More than half (56.6%) of all cat owners leave their cats inside their houses, while two in five (43.0%) dog owners leave their dogs outside.

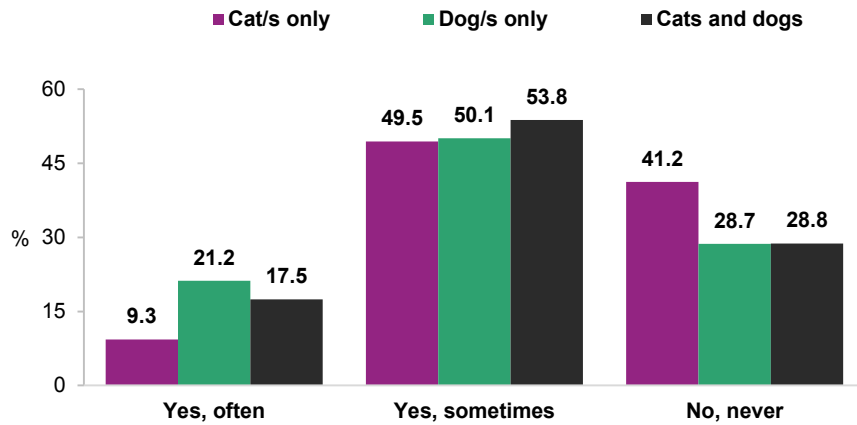


Source - CoreData Pet Survey (February 2016)
 Question - When you are at work during the day, what are you most likely to do with your pet/s?

Two in three pet owners say they feel guilty, at least sometimes, when they leave their pets for extended periods during the day whether due to work or lifestyle commitments. However, two in five (41.2%) cat owners say that they never feel guilty when they do.

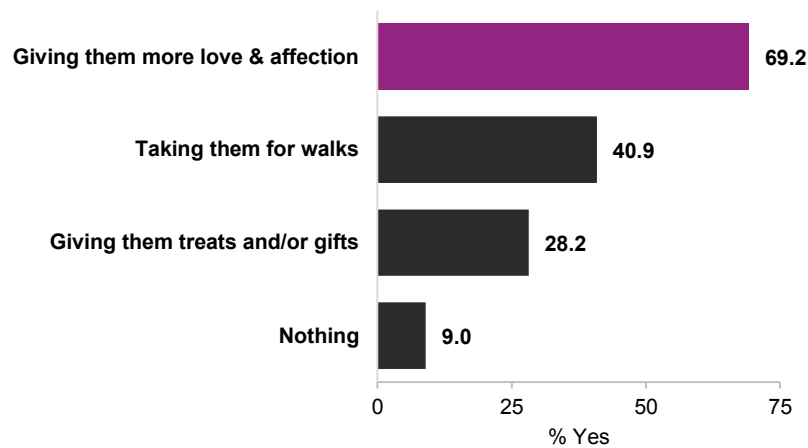


Source - CoreData Pet Survey (February 2016)
 Question - Do you ever feel guilty leaving your pet/s alone for extended periods during the day, whether due to work or lifestyle commitments?



Source - CoreData Pet Survey (February 2016)
 Question - Do you ever feel guilty leaving your pet/s alone for extended periods during the day, whether due to work or lifestyle commitments?

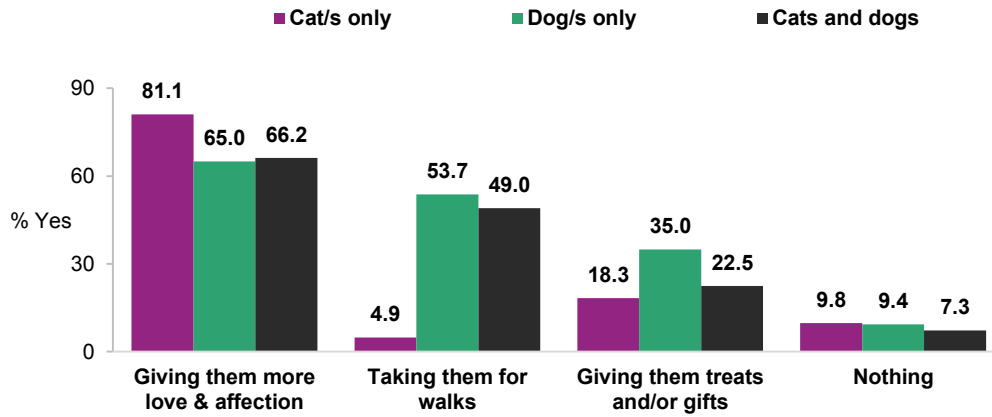
To make up for it, the majority of pet owners give more love and affection (69.2%) once they come home, while two in five take their pets for walks (40.9%).



*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)
 Question - What do you usually do to make up for feeling guilty about leaving your pet/s alone?

Most cat owners (81.1%) tend to give their pets more love and affection, while only 65.0% of dog owners would do this. Other dog owners would make up for their guilt by taking their dogs for walks instead (53.7%).

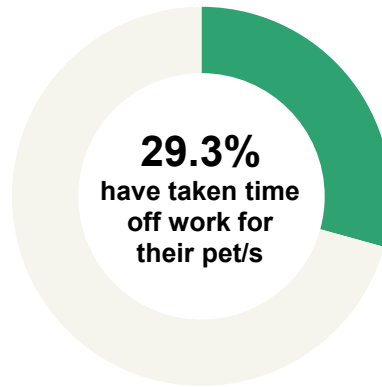


*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)

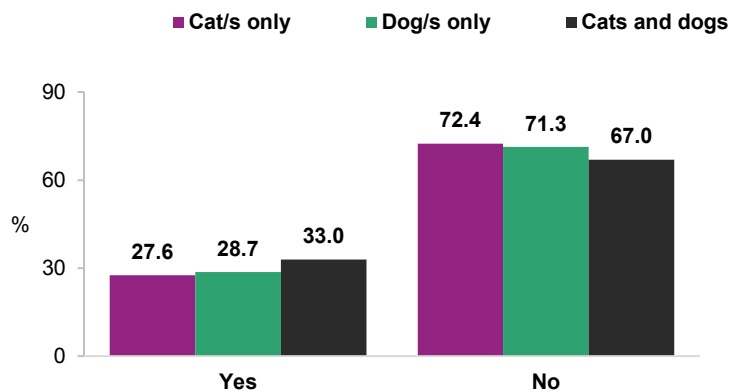
Question - What do you usually do to make up for feeling guilty about leaving your pet/s alone?

Three in ten (29.3%) pet owners have taken time off work for a pet related reason.



Source - CoreData Pet Survey (February 2016)

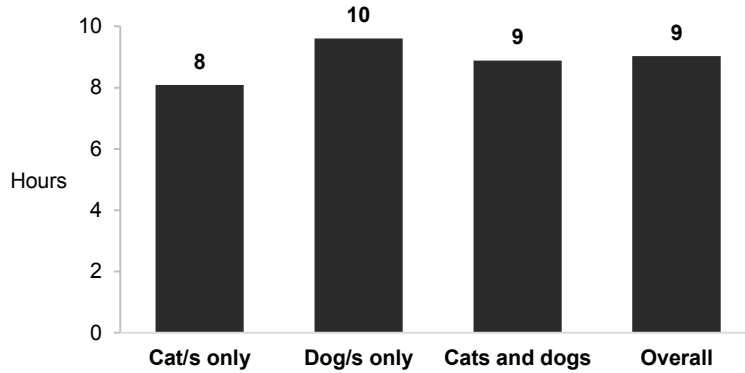
Question - Have you ever taken time off work for a pet related reason?



Source - CoreData Pet Survey (February 2016)

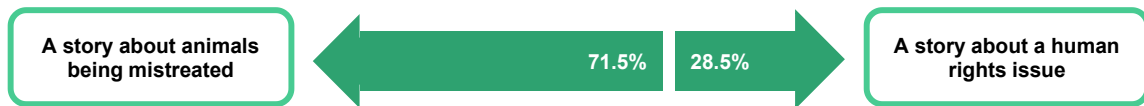
Question - Have you ever taken time off work for a pet related reason?

Dog owners (10 hours) are more likely to take time off for a pet related reason compared to cat owners (8 hours).



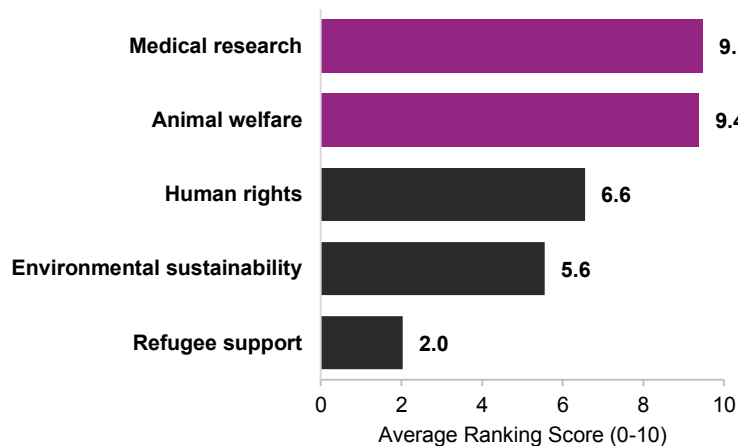
Source - CoreData Pet Survey (February 2016)
 Question - How many hours per year would you estimate you typically take off work as paid leave for pet related reasons?

Almost 3 in 4 (71.5%) pet owners admit that they are more likely to comment on and show empathy towards a story relating to the mistreatment of animals compared to a story about a human rights issue (28.5%).



Source - CoreData Pet Survey (February 2016)
 Question - Which story on social media are you most likely to comment on and show more empathy towards?

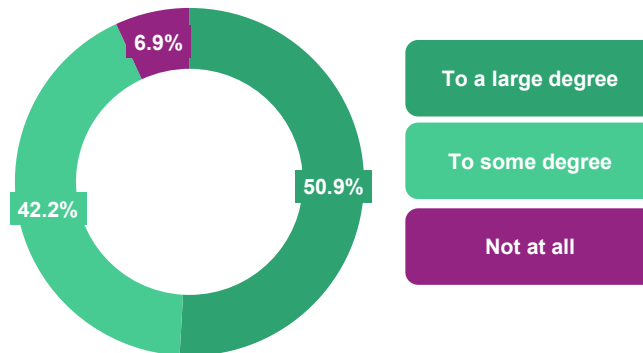
Pet owners rank medical research as the top charity they prioritise the most. This is followed closely by animal welfare and human rights at a distant third.



Source - CoreData Pet Survey (February 2016)
 Question - Which of the following charities are you likely to prioritise most?

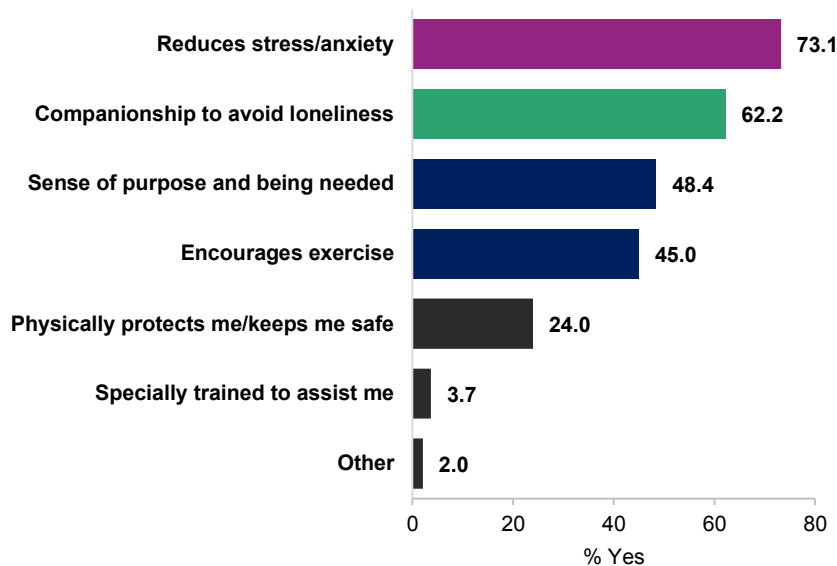
Benefits

An overwhelming 93.1% of pet owners agree that their pets improve their physical and mental well-being.



Source - CoreData Pet Survey (February 2016)
Question - To what degree does your pet improve your physical and mental well-being?

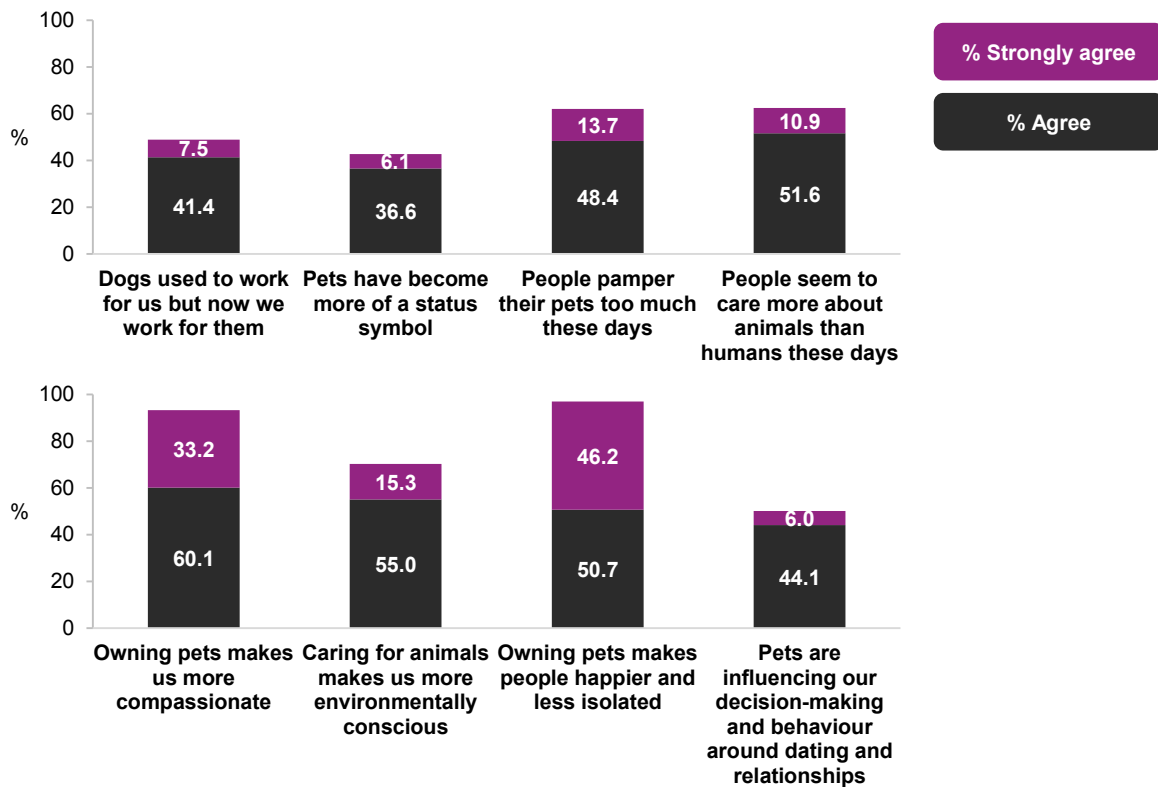
Most pet owners cite that their pets reduce stress and anxiety (73.1%) and are good companions to avoid loneliness (62.2%). About five in ten say that pets give them a sense of purpose and being needed (48.4%), and encourage them to exercise (45.0%).



*Multiple answers allowed

Source - CoreData Pet Survey (February 2016)
Question - How do you think your pet improves your physical and mental well-being?

Almost all pet owners agree that owning pets makes people happier and less isolated (96.9%) and makes them more compassionate (93.3%). Seven in ten claim that pets make them more environmentally conscious. Furthermore, about six in ten agree that people pamper their pets too much these days (62.1%) and seem to care more about animals than humans (62.5%).



Source - CoreData Pet Survey (February 2016)
 Question - How much do you agree or disagree with the following statements about the changing role of pets in our society?

Demographics

State	
	Percent
ACT	0.0%
NSW	20.0%
NT	0.3%
QLD	20.0%
SA	15.3%
TAS	4.4%
VIC	20.0%
WA	20.0%

Gender	
	Percent
Female	56.4%
Male	43.6%

Age	
	Percent
29 years old and below	17.9%
30 - 39 years old	13.3%
40 - 49 years old	12.2%
50 - 59 years old	21.7%
60 years old and above	34.9%

Generations	
	Percent
Generation Y	28.8%
Generation X	15.9%
Baby Boomers	47.9%
Pre-Boomers	7.4%

Generations	
	Percent
The capital city of my state / territory	59.1%
A regional centre	27.6%
A rural area	13.3%

Work Status	
	Percent
I am in full time work	34.7%
I am in part time work	17.1%
I have retired from work completely	25.1%
I am transitioning to retirement and working o	2.8%
I am in full time home duties	6.0%
I am a full time student	5.2%
I am not in work at present	5.0%
Other	4.1%

Living Situation	
	Percent
Living alone (never had children)	9.7%
Living with flatmate(s) (never had children)	3.6%
Living with parents/siblings (never had children)	10.0%
Living with partner only (never had children)	14.7%
Living with your children (under 18 years) at home	15.2%
Living with your children (over 18 years) at home	9.7%
Living with your children (both over and under 18 years) at home	3.7%
Children have all left home	30.2%
Other	3.2%

Educational Attainment	
	Percent
Primary	0.4%
Part of high school	8.8%
Completed high school	22.0%
Diploma or certificate qualification	34.8%
Degree qualification	21.8%
Postgraduate qualification	12.2%

Marital Status	
	Percent
Single	33.1%
Partner, not married	16.1%
Married	50.8%

Investment Portfolio	
	Percent
I have no investments	32.4%
\$50,000 or less	12.0%
\$50,001 to \$150,000	11.4%
\$150,001 to \$250,000	7.2%
\$250,001 to \$350,000	5.5%
\$350,001 to \$450,000	5.5%
\$450,001 to \$550,000	5.8%
\$550,001 to \$650,000	3.3%
\$650,001 to \$750,000	3.1%
\$750,001 to \$1 million	5.2%
More than \$1 million to \$3 million	7.1%
More than \$3 million to \$5 million	0.8%
More than \$5 million	0.7%

Personal Income	
	Percent
\$20,000 or less	26.1%
\$20,001 to \$30,000	16.5%
\$30,001 to \$40,000	9.3%
\$40,001 to \$50,000	9.1%
\$50,001 to \$60,000	6.4%
\$60,001 to \$70,000	7.1%
\$70,001 to \$80,000	5.5%
\$80,001 to \$90,000	6.3%
\$90,001 to \$100,000	4.2%
\$100,001 to \$125,000	4.4%
\$125,001 to \$150,000	1.8%
\$150,001 to \$200,000	1.8%
More than \$200,000	1.6%

Household Income	
	Percent
\$50,000 or less	33.9%
\$50,001 to \$75,000	16.7%
\$75,001 to \$100,000	15.1%
\$100,001 to \$125,000	12.1%
\$125,001 to \$150,000	10.1%
\$150,001 to \$200,000	8.1%
\$200,001 to \$250,000	2.3%