



# The Choosi Pet Lovers Report

June  
2022

# Contents

<b>About the report</b>	<b>3</b>	<b>Your pet and big decisions</b>	<b>17</b>
<b>Key findings</b>	<b>4</b>	Pets influencing career and workplace decisions	18
<b>The benefits of owning a pet</b>	<b>7</b>	Pets impact where Aussies live...	19
Top benefits of owning a pet	8	... and where they travel	20
Health benefits of pet ownership during the pandemic	9	Pets vs peeps	21
<b>The cost of owning a pet</b>	<b>10</b>		
Tough things about owning a pet	11		
Cost of buying a pet	12		
Monthly and yearly costs of owning a pet	13		
Funding emergency costs	14		
Spending sacrifices	15		
Benefits of pet insurance	16		



## About the report

*The Pet Lovers Report 2022* is a part of the Choosi Research Series. This most recent in-depth study investigates the cost and benefit of owning a pet in Australia. The report explores the relationship between pet owners and their willingness to spend money and time on their pet, sometimes at the expense of their own financial stability and potentially their relationships and the time spent with other people in their life.

The report is compiled based on research commissioned by Choosi and conducted by CoreData between the 30<sup>th</sup> March and 4<sup>th</sup> April 2022. The research was conducted via a quantitative online survey, gathering 1,240 responses from Australians aged 18 years and above who own a cat or dog.

### Important things to note about the charts

- When referring to 'pet owners' in the report, only cat and dog owners are being specifically referred to. When 'pets' are referred to, only cats and dogs are being specifically referred to.
- Footnotes directly underneath the charts (e.g. 'Respondents who are renters') mainly refer to the sampling involved per question. This is to differentiate who was asked that particular question in the survey.
- Charts without any notes on sampling display data from questions asked to all respondents.
- Where applicable, the charts also differentiate the type of questions asked. For instance, 'Multiple answers allowed' appears when the question called for more than one answer from the respondent.
- Some charts may not be equal to 100% due to rounding differences.

**Key  
findings**



# Key findings

## There are many emotional and physical benefits of having a pet

- Pets make pet owners happier as pet owners have reported that their pet makes them happier (62%) and that they feel unconditional love from their pet (65%).
- There are some emotional benefits that come from having a pet as pet owners report that their pet put them in a calm mood and reduce their stress (55%).
- Pets have reportedly helped their owners avoid isolation and loneliness as a result of COVID-19 (42%).
- Pet owners reported that their pets are just generally emotional life savers (39%).

## There is a considerable amount of time and cost needed to keep pets happy

- Having enough time for pets is hard for 31% of pet owners as they need to set aside time needed to walk, train and clean up after their pets.
- In order to make the time necessary for their pet, 52% of pet owners reduce their going out and socialising time with other people.
- More than half of pet owners have reported that they decrease their spending in order to take care of their pets (56%). Even going to the extent of reducing spending on themselves to afford buying more expensive things for their pets (53%).

## Many pet owners state that there are various costs associated with owning a pet

- The toughest thing about owning a pet according to pet owners is the food and medical expenses (44%).
- The cost of buying a pet varies significantly, with 17% of pet owners getting their pet for free, while 10% of pet owners paid over \$2,000 for their pet. Buying a pet is also reported as more expensive when purchasing from a breeder.
- Pet owners spend a large amount of money on their pet each month with 31% spending \$100-\$199 and 17% of pet owners spending \$200-\$299. Yearly spending on medical insurance, vaccinations and vet bills can be costly with 24% of pet owners spending between \$200-\$499 and 20% spending between \$500-\$999.
- Although pet insurance can be expensive, many pet owners (36%) get it as it gives them peace of mind if anything unexpected should happen. Pet owners also state that a benefit of pet insurance is that it saves you money on expensive treatments (32%) and that it keeps you from using your savings (24%) on expensive vet bills.
- Of those who have made a claim 1 in 3 say the cost would have been a struggle to cover (34%) and 1 in 10 say that they would not have been able to afford it without pet insurance (9%).

# Key findings

## There are many big decisions that pets play a factor in

- More than 1 in 5 pet owners said their workplace must have flexible hours (24%) or allow them to work from home to some degree (22%).
- As not all properties or rental agreements are pet-friendly, pets influence where pet owners live and the type of home they choose, regardless of whether they rent or own their home.
- Pets often impact holiday and travel decisions as pet owners state that their pet limits the frequency or length of their holidays (74%) and those who wish to bring their pet on holidays need to find accommodation that allows for their pet.
- Many pet owners stated that they would be lost without their pet (86%), and 3 in 4 said they prefer the company of their pet to most humans.
- Additionally, over half of pet owners reported that they would break up with their partner if they did not get along with their pet.

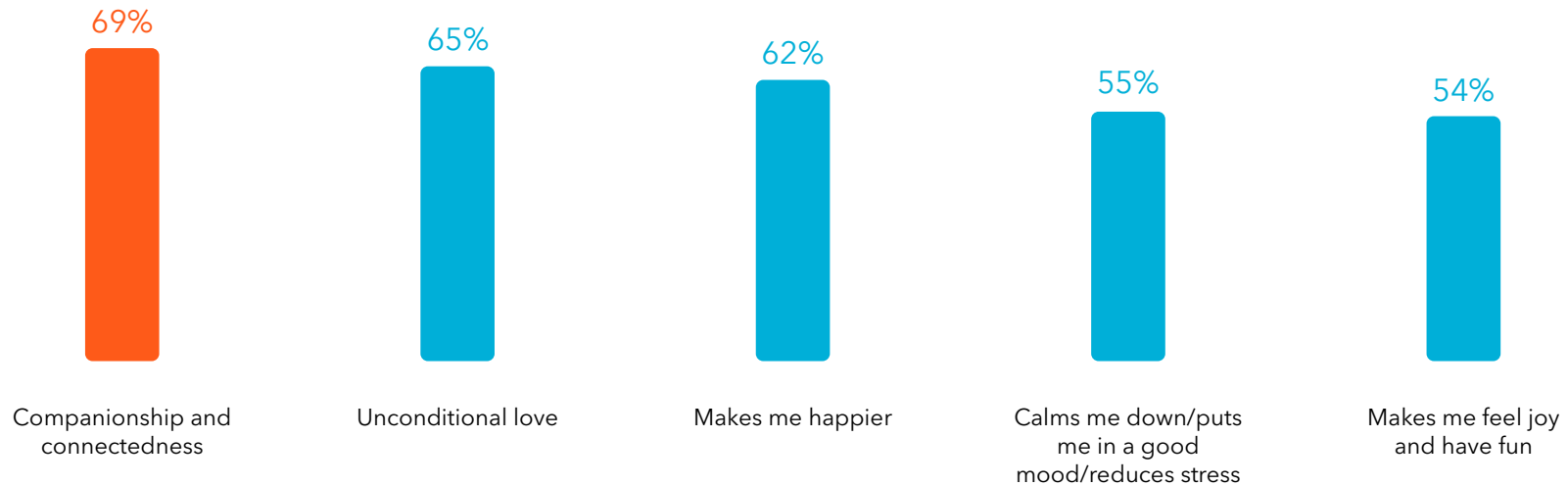


**The benefits  
of owning  
a pet**



# Top benefits of owning a pet

What is the best thing about owning a pet?



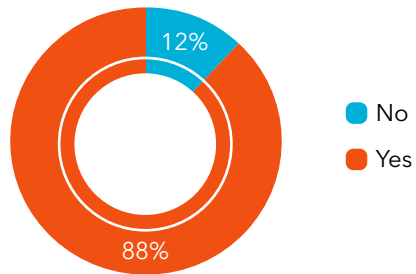
\* Multiple answers allowed  
\* Top 5 results only shown

Pets provide many benefits to owners, with the most common ones being companionship and unconditional love.

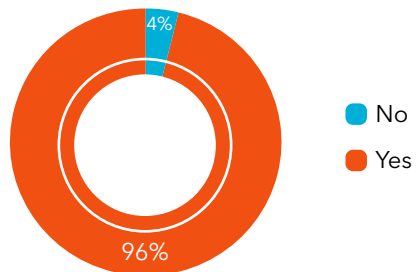


# Health benefits of pet ownership during the pandemic

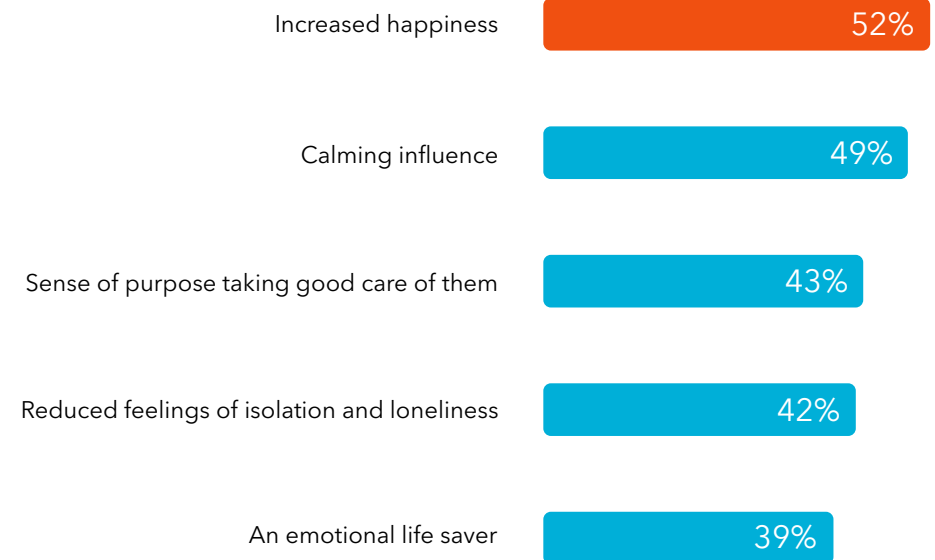
Do you think owning a pet positively impacts your physical health?



Do you think owning a pet positively impacts your mental wellbeing?



Have you experienced any of the following health benefits from owning a pet during COVID-19 lockdowns?



\* Multiple answers allowed  
\* Top 5 results only shown

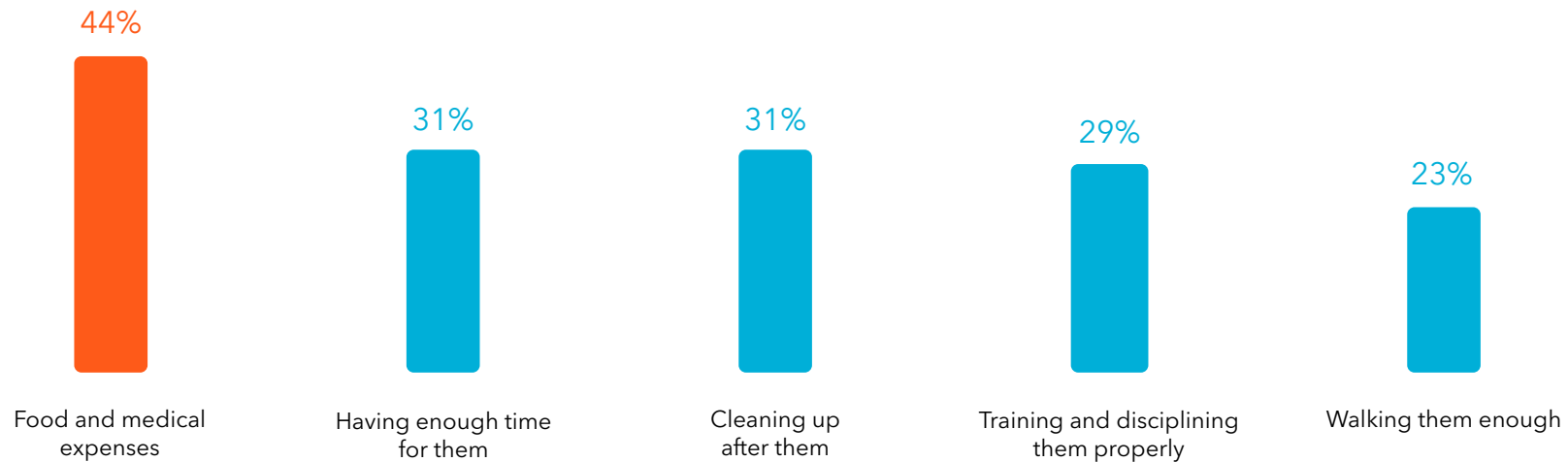
Almost all pet owners believe that their pet positively impact their mental wellbeing (96%) and their physical health (88%). COVID has been tough on many people, however, pet owners have reported that their pets have a calming influence (49%) and that their pets have helped them avoid isolation and loneliness (42%).

## The cost of owning a pet



# Tough things about owning a pet

What is the toughest thing about owning a pet?



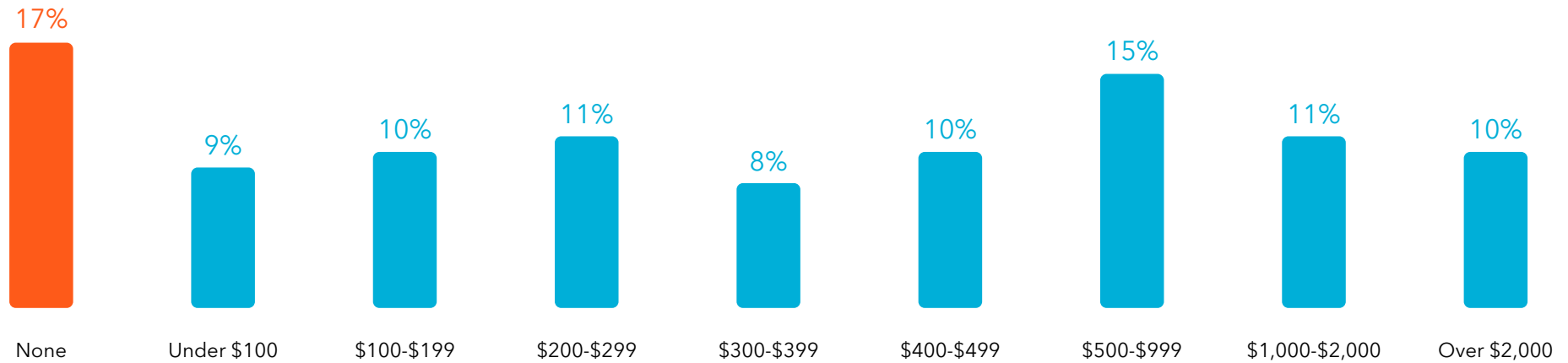
\* Multiple answers allowed

\* Top 5 results only shown

Food and medical expenses and finding time to spend with pets were cited as the greatest challenges of pet ownership. Close to 1 in 4 people spend over \$300 on their pet every month and over 3 in 5 pet owners have left work early or taken a day off for pet related reasons (64%).

# Cost of buying a pet

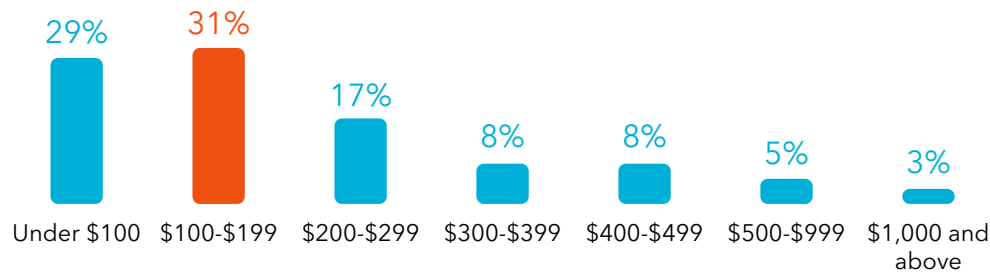
Approximately how much did you pay for your pet?



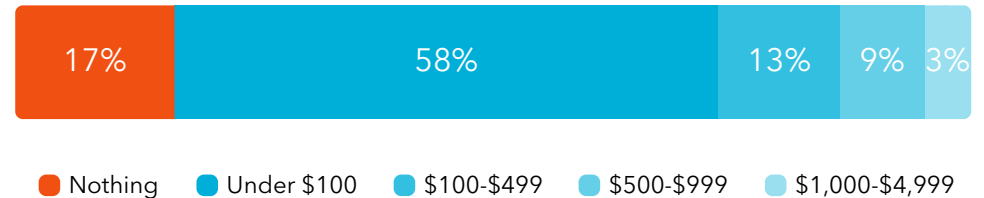
The cost of buying a pet can vary significantly, with more than 1 in 5 (22%) pet owners paying over \$1,000 for their pet, while just over a quarter (26%) paid less than \$100 for their pet.

# Monthly and yearly costs of owning a pet

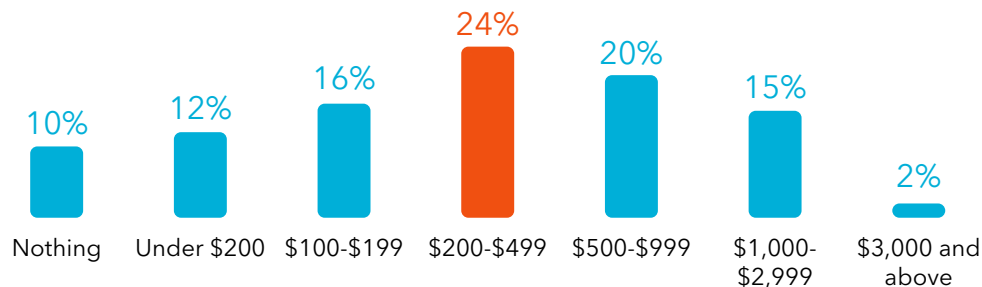
Approximately how much do you spend on your pet in an average month?



How much would you be prepared to pay per month for discretionary items to spoil your pet?



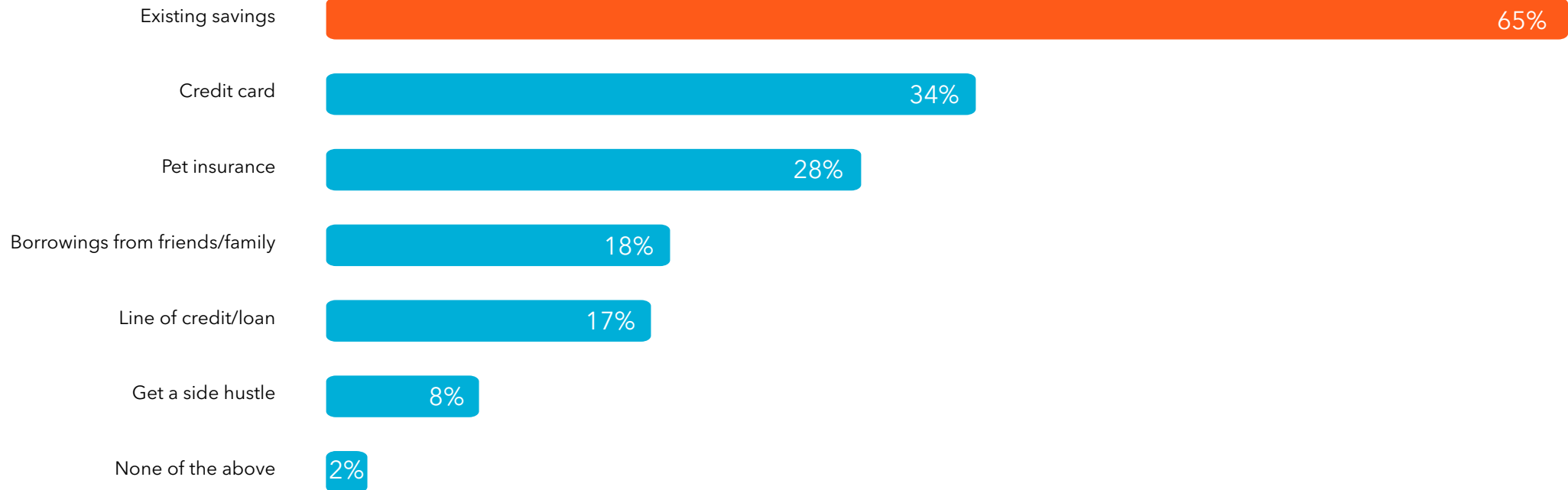
How much do you estimate you spend each year on pet insurance, vaccinations, medications and vet bills for your pet in total?



Monthly spending on a pet can be a lot for some people, with 1 in 3 pet owners spending more than 10% of their total monthly income on their pet. Medical costs of pets can also add up, with close to 2 in 5 pet owners spending over \$500 a year on vet bills and nearly 2 in 3 owners willing to spend \$1,000 or more on pet medical emergencies. Over 1 in 4 are willing to pay over \$100 a month on discretionary items to spoil their pet (26%), and 12% prepared to pay over \$500.

# Funding emergency costs

How would you most likely fund expenses for your pet that exceeded \$2,000?

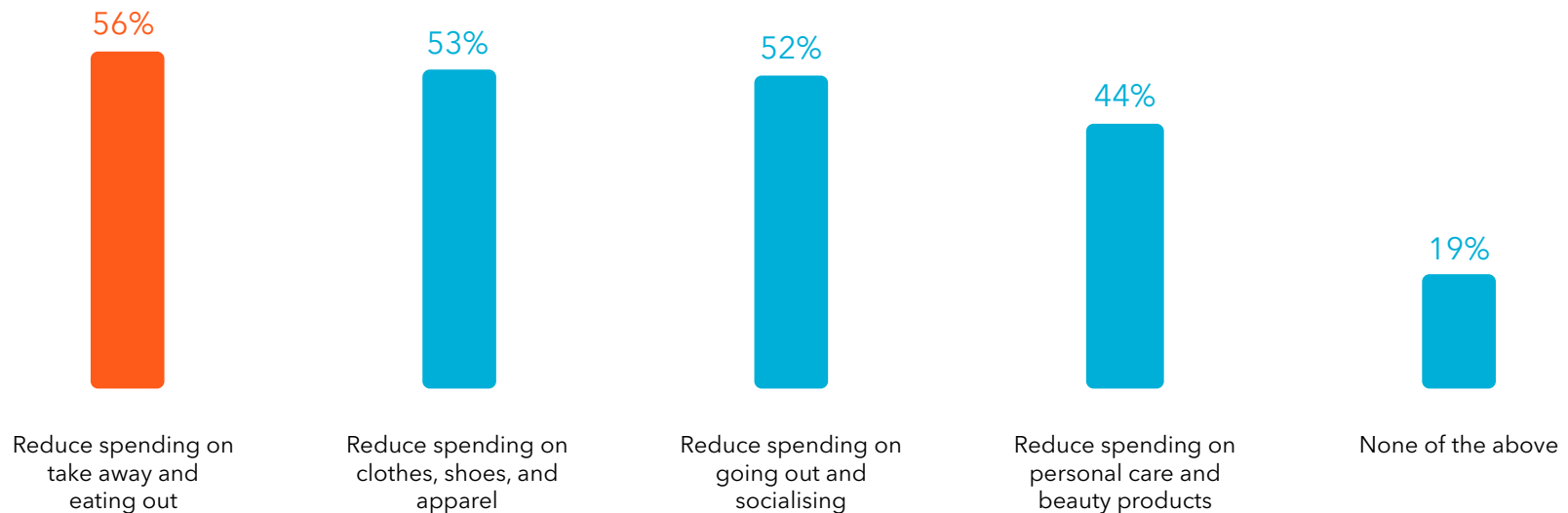


\* Multiple answers allowed

Funding emergency pet expenses that exceeded \$2000 would most likely come from savings, credit card debt or pet insurance.

# Spending sacrifices

What spending reductions would you be willing to make in order to care for your pet(s) and fund their healthcare needs as you see fit?

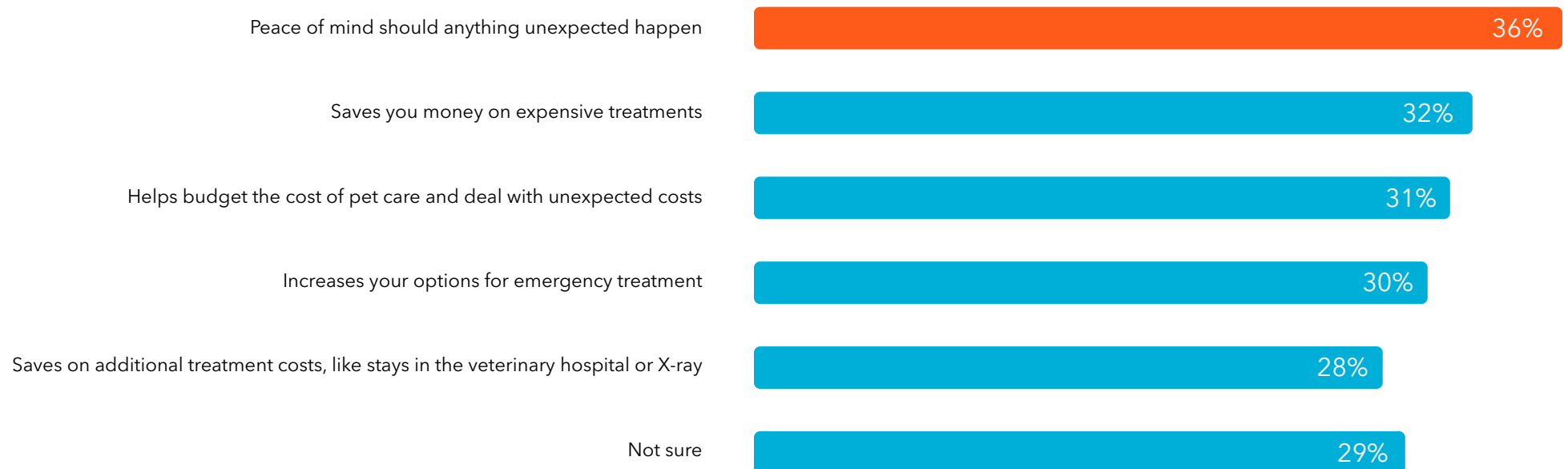


\* Multiple answers allowed

Pet owners are willing to reduce their own spending on clothes and shoes (53%) to fund their pet's healthcare needs. Additionally, in order to make the time necessary for their pet, 52% of pet owners reduce their going out and socialising time with other people.

# Benefits of pet insurance

## What do you see as the greatest benefits of having pet insurance?



\* Multiple answers allowed

\* Top 5 results only shown

3 in 10 owners report having pet insurance (29%), while close to 1 in 5 (17%) are considering getting cover. The top perceived benefits of pet insurance include peace of mind, saving money on treatment costs, helps to budget for pet expenses, and increases your options for emergency treatment. 2 in 5 of those with pet insurance report having made a claim (41%). On average, the most expensive claim is \$1,536, although dog owners tend to report more expensive claims than cat owners (\$1,712 vs \$919). Of those who have made a claim, 1 in 3 (34%) say the cost would have been a struggle to cover, while nearly 1 in 10 (9%) say they would not have been able to afford treatment.

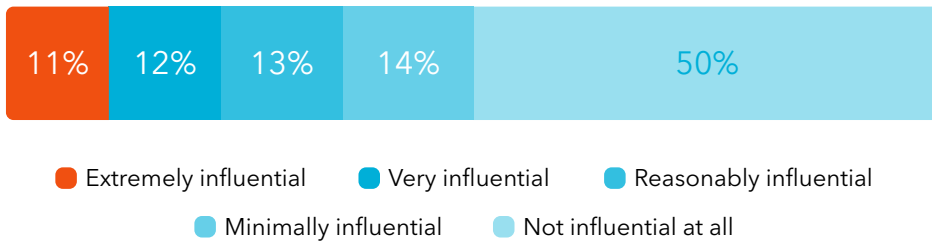


## Your pet and big decisions

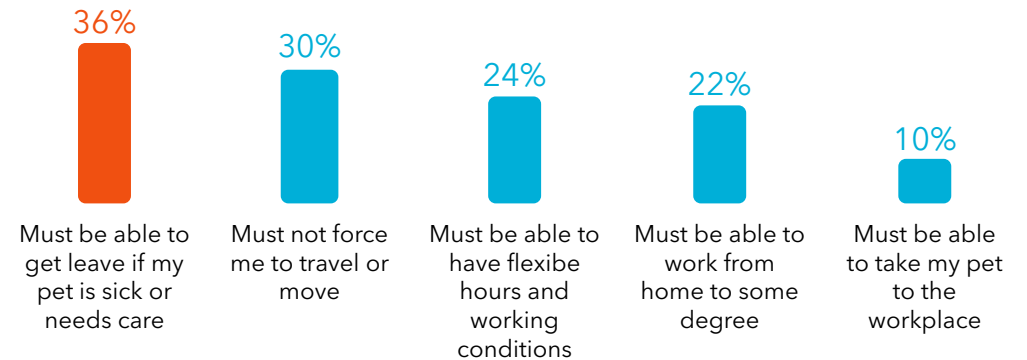


# Pets influencing career and workplace decisions

How much do the needs of your pet(s) influence your career and choice of workplace?



Which of the following career and workplace decisions would be directly impacted by your pet?



1 in 3 feel the needs of their pet influence their choice of career and workplace (36%). The biggest factor impacting career and workplace choices is the flexibility to take leave if their pet is sick or needs care (36%). Additionally, many pet owners state that they do not want a job that would force them to travel or move (30%).

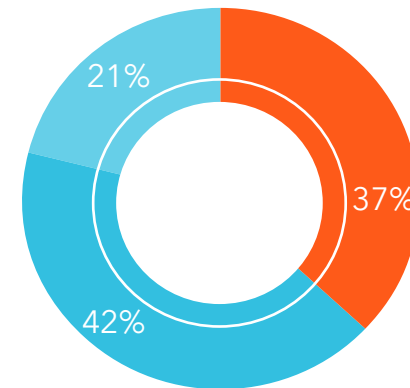
# Pets impact where Aussies live...

How much influence do your pet(s) have on where you live and the type of home you live in?



● Extremely influential    ● Very influential    ● Reasonably influential  
● Minimally influential    ● Not influential at all

In your experience, does owning a pet make it more difficult to find a suitable rental property to live in?



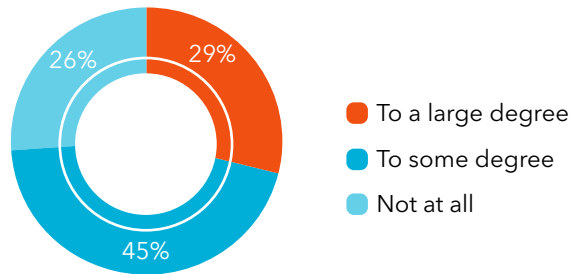
● Much more difficult  
● Somewhat more difficult  
● Not very difficult

n=295, renters

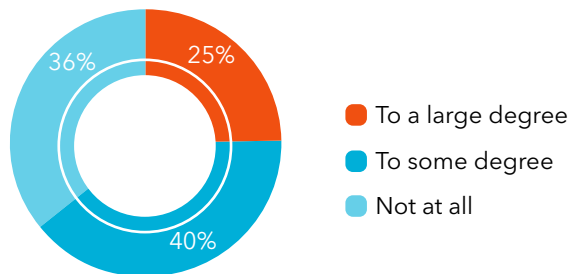
3 in 5 (61%) pet owners feel the needs of their pet influence their choices on where to live and the type of home they live in. This includes renters, with close to 4 in 5 (79%) who feel owning a pet makes it more difficult to find a rental property to live in.

# ... and where they travel

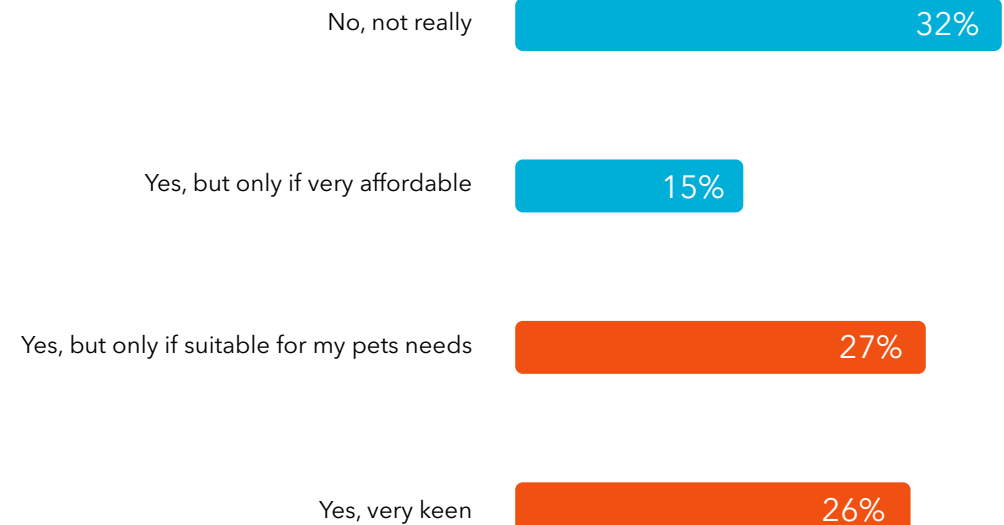
To what degree does your pet limit the frequency or length of the holidays you wish to take?



To what degree does your pet limit the destinations of the holidays you wish to take?



Do you wish there were more accommodation options for bringing your pet on holidays with you?



3 in 4 pet owners report their pet limits the frequency or length of the holidays they wish to take (74%) and over 3 in 5 report that their pet limits the destinations of holidays (64%). Overall, 2 in 3 wish there were more accommodation options for bringing pets on holidays (68%).

# Pets vs peeps

## How much do you agree with the following statements?



% Agree

3 in 4 (75%) pet owners prefer the company of their pet over most humans.

# More research from Choosi coming soon...

## About Choosi

Choosi provides information to help customers compare, choose and apply for a range of insurance products online and over the phone. Choosi's free comparison service lets you compare the benefits and prices of a range of popular insurance products, so you can confidently choose cover that suits your needs, your budget and lifestyle.

Any advice or information provided in this document is general only and doesn't take into account your personal objectives, financial situation or needs.

Choosi Pty Ltd (ABN 15 147 630 886; AFSL 402397) offers insurance products from a range of Australian brands. Choosi doesn't provide information or offer cover for all products available in the market and there may be aspects to some products that Choosi doesn't compare. Choosi isn't an insurer and cover is issued by various underwriters.

