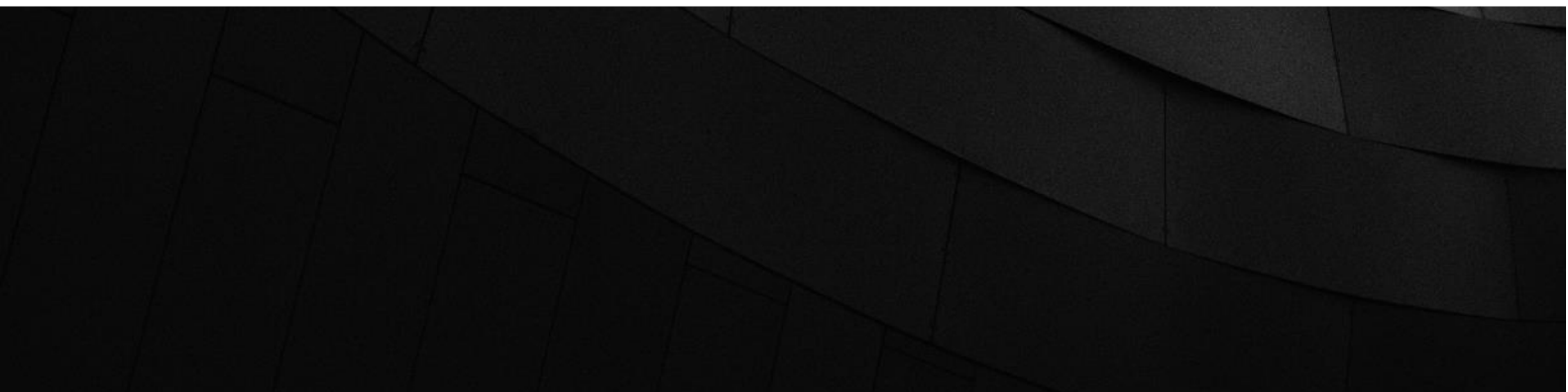


CHOOSI

The Choosi Pet Report

MAY 2017



KEY FINDINGS

Pet owners are increasingly humanising their pets...

- Pet owners are increasingly humanising their pets and give them same love as their family members.
- The majority of pet owners say their pets sleep inside the house, with some even having them sleep beside them in bed.
- The majority of pet owners also feel their pets are very healthy, get enough exercise and feel they have the time to pay enough attention to them.
- They also believe that their pets often look like and have similar personalities as their owners.

...and some are willing to spend big on their pets

- Pet owners would be willing to sacrifice a lot of things in life for their pets, including personal luxuries, moving countries or moving homes.
- Although the majority of pet owners spend less than 10% of their income on their pets each month, 'pet costs' tend to top the list of discretionary purchases.
- On average, dogs-only owners tend to spend more on their pets than cats-only owners.
- They are also prepared to shell out money in the case their pets were to get sick and need surgery to survive, with dog-only owners being more likely than cat-only owners prepared to spend north of \$1,000.
- Some are also prepared to pay for their pets to be buried or cremated if they pass on.

Pet ownership has had a positive impact on wellbeing and happiness

- Most feel owning pets has had a positive impact on their mental wellbeing and physical health, making them generally happier.
- The best things about having pets are the companionship and unconditional love, while the toughest aspects are the food and medical expenses.

Typical pet names still rule

- Although most pet owners say their pets have typical names, unique or made-up names are also getting popular, to the point that some believe they are getting ridiculous.
- Popular dog names include *Bella*, *Coco*, *Charlie*, *Ben* and *Max*, while popular cat names are *Max*, *Same*, *Charlie*, *Oscar* and *Tiger*.

Are dogs winning the cats vs. dogs battle?

- Those who see themselves as 'cat people' tend to prefer cats because they are independent, while those who see themselves as 'dog people' tend to prefer dogs because they are more loyal.
- Only a small minority of dog-only owners love cats, while only a small minority of cat-only owners dislike dogs.
- The vast majority of dog-only owners either think cats are 'okay' or dislike them, while the vast majority of cat-only owners love dogs or think they are 'okay'.

Important note:

For consistency, pet owners are segmented by:

Cat-only owners – refer to respondents who own cat(s) only

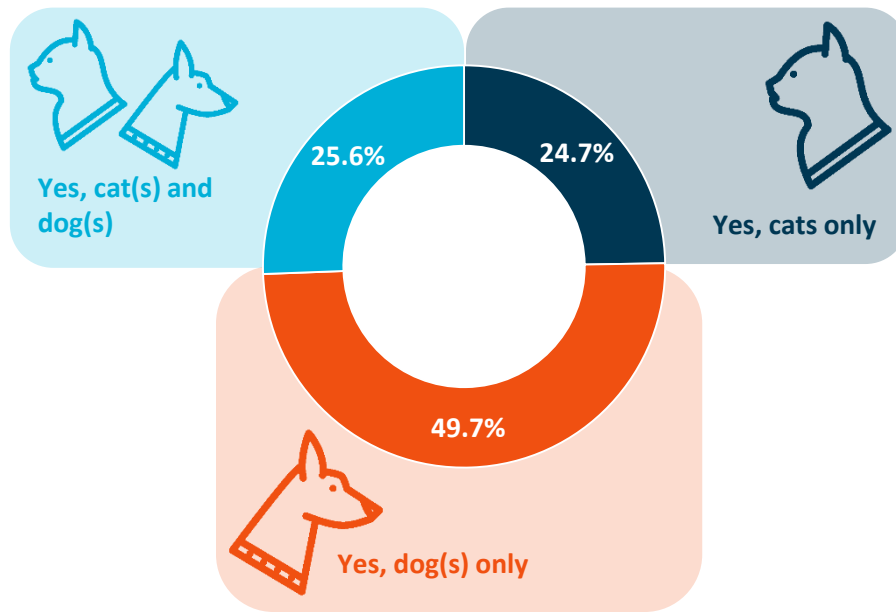
Dog-only owners – refer to respondents who own dog(s) only

Cat-and-dog owners – refer to respondents who both cat(s) and dog(s)

MAIN FINDINGS

SCREENING

Do you currently own a cat and/or a dog as a pet?



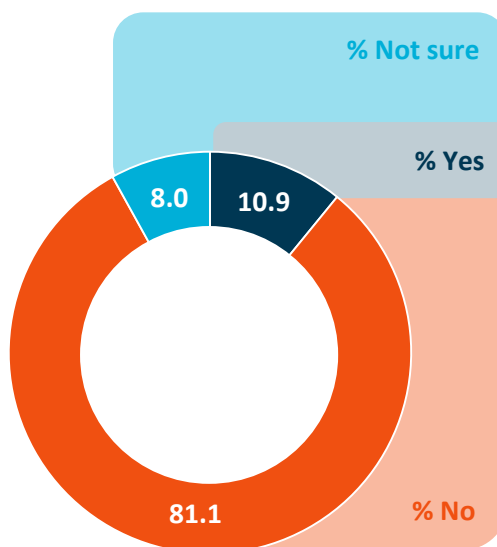
Source: CoreData Pets Survey (May 2017)

Question: Do you currently own a cat and/or a dog as a pet?

Close to half (49.7%) of respondents currently own a dog(s) only, while close to a quarter (24.7%) own cats only. A similar proportion (25.6%) of respondents say they have both cats and dogs.

Baby Boomers are the most likely to say they own dogs only (55.1%), while Gen X respondents are the most likely to claim they have both dogs and cats (32.7%). Western Australians are the most likely to own dogs only, while Victorians are the least likely to (57.4% and 45.2% respectively).

Do you think your pet(s) (a cat, a dog or any other type of pet) is at all exotic or unusual (i.e. non-traditional)?



Source: CoreData Pets Survey (May 2017)

Question: Do you think your pet(s) (a cat, a dog or any other type of pet) is at all exotic or unusual (i.e. non-traditional)?

One in 10 (10.9%) respondents think their pets are exotic or unusual, while a similar proportion (8.0%) are unsure. The remaining respondents (81.1%) say their pets are just the usual kind.

Please specify what exotic or unusual pet you have.

"Mareeba Python (including cats, dog, various birds, various exotic and ordinary fish)."
(Cat-and-dog owner, Female, 55 years old, SA)

"Snake." (Cat-and-dog owner, Female, 38 years old, SA)

"A South American Monk/Quaker Parrot." (Dog-only owner, Female, 62 years old, VIC)

"Persian, guinea pigs, and geckos." (Cat-only owner, Female, 46 years old, QLD)

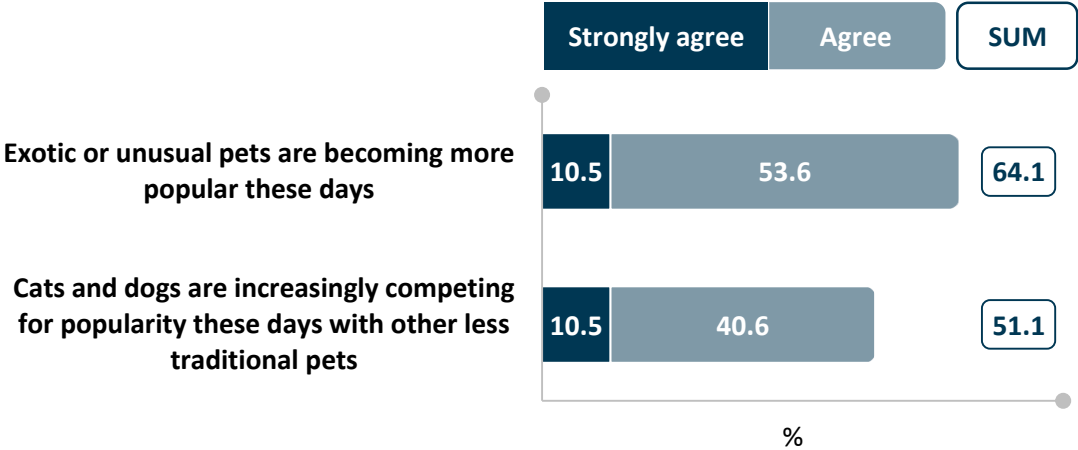
"Indian ring neck parrot." (Dog-only owner, Female, 41 years old, QLD)

"Blue tongue lizard." (Dog-only owner, Male, 34 years old, ACT)

"Alexandrian Parrot." (Cat-and-dog owner, Male, 73 years old, QLD)

"Snake." (Cat-and-dog owner, Female, 49 years old, SA)

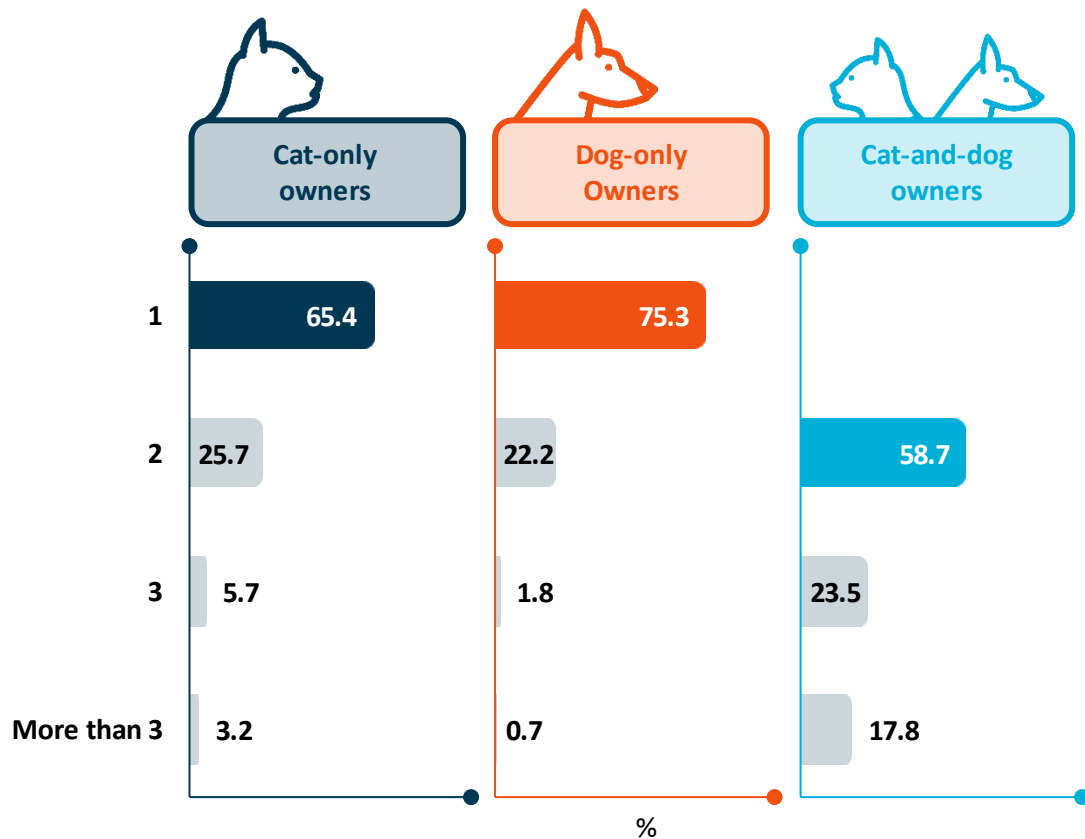
How much do you agree with the following statements?



Source: CoreData Pets Survey (May 2017)
Question: How much do you agree with the following statements?

Close to two in three (64.1%) respondents agree or strongly agree that exotic or unusual pets are becoming more popular these days, while more than half (51.1%) agree or strongly agree that cats and dogs are facing competition for popularity with other less traditional pets these days.

How many cats / dogs / cats and dogs do you own?



Source: CoreData Pets Survey (May 2017)

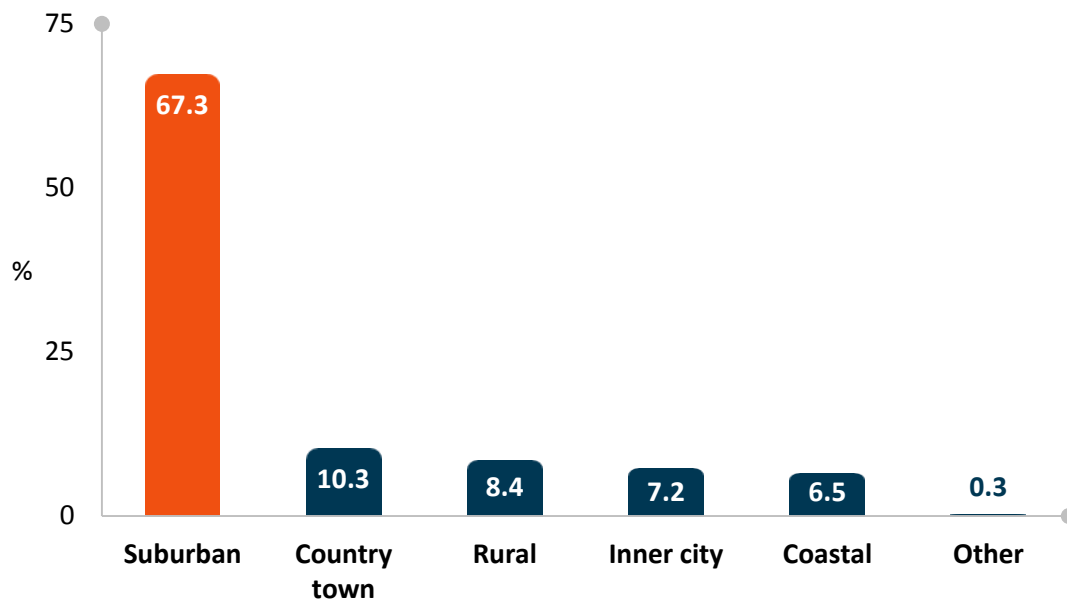
Question: How many cats and/or dogs do you own?

For respondents who have dogs only, three in four (75.3%) say they only own one dog while more than one in five (22.2%) say they have two dogs.

For respondents who have cats only, close to two-thirds (65.4%) say they only have one cat while a quarter (25.7%) say they own two cats.

For respondents who both have dogs and cats, more than half (58.7%) say they have two pets while two in five (41.3%) say they own three or more.

How would you describe the neighbourhood that you live in?



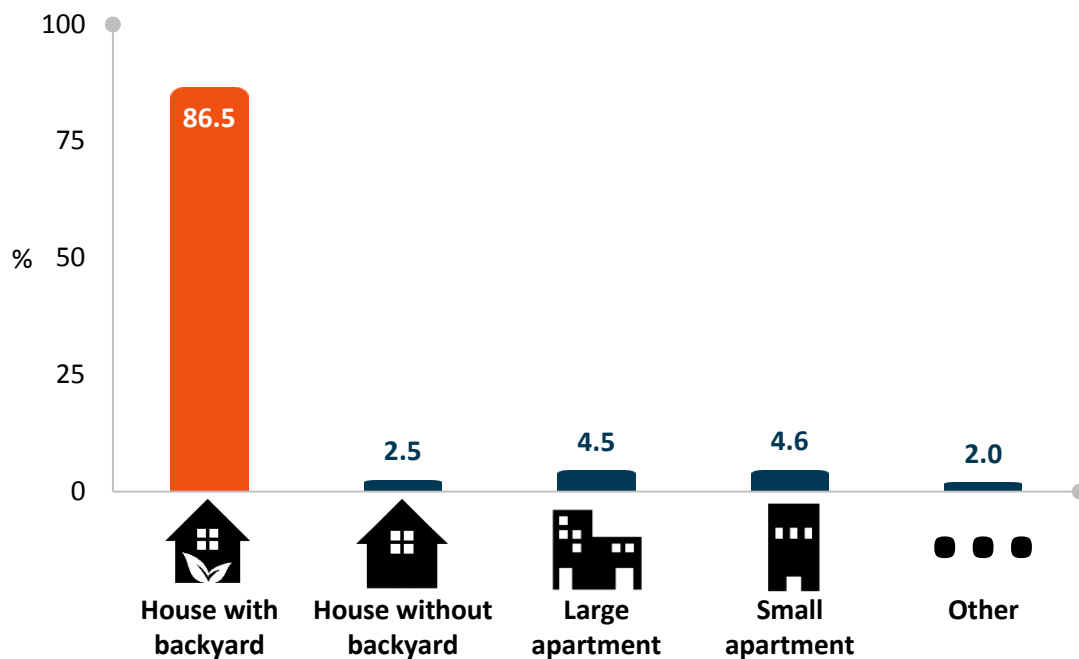
Source: CoreData Pets Survey (May 2017)

Question: How would you describe the neighbourhood that you live in?

The majority of respondents (67.3%) live in suburban areas, while the rest are evenly distributed among country towns, rural locales, inner city areas and coastal locations.

South Australians are the most likely to be in suburban areas (77.2%), while Victorians are the most likely to be in country towns (18.0%).

How would you describe the home that you live in?



Source: CoreData Pets Survey (May 2017)

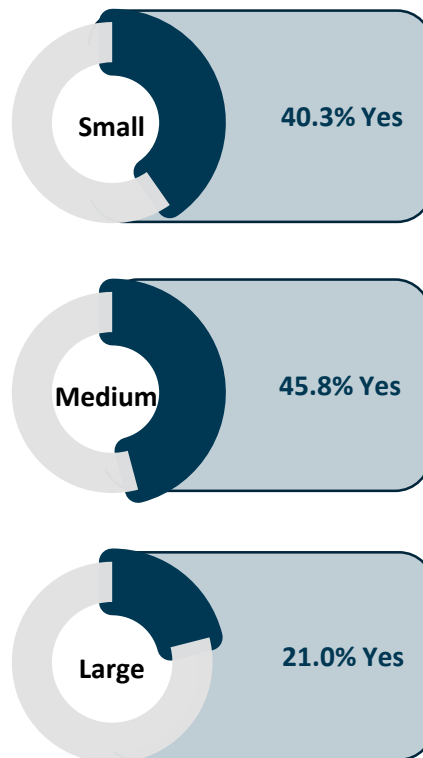
Question: How would you describe the home that you live in?

The vast majority of respondents (86.5%) say they live in a house with a backyard, and the remaining portion split between small and large apartments, and houses without backyards.

CHOOSING A PET

- Respondents own a mix of small and medium pets that are mostly of the mixed breed variety.
- Many also believe the breed of their pet(s) to be average with them being chosen mainly for their temperament, look and size.
- Breeders and rescue shelters are the most popular sources of pets; respondents saying they procured their pets from the latter to save lives.
- Some respondents feel they had to compromise on the type of pet they have due to their living arrangements, opting to get a smaller type of animal.
- Other household members also factor in the respondents' decision on choice of pet(s) with their significant other often having a specific one in mind.
- Most respondents think some breeds of pets be disallowed due to safety issues and some people from certain suburbs tend to select pets based on trends or popularity.

Which one of the following best describes the size of your dog(s)?



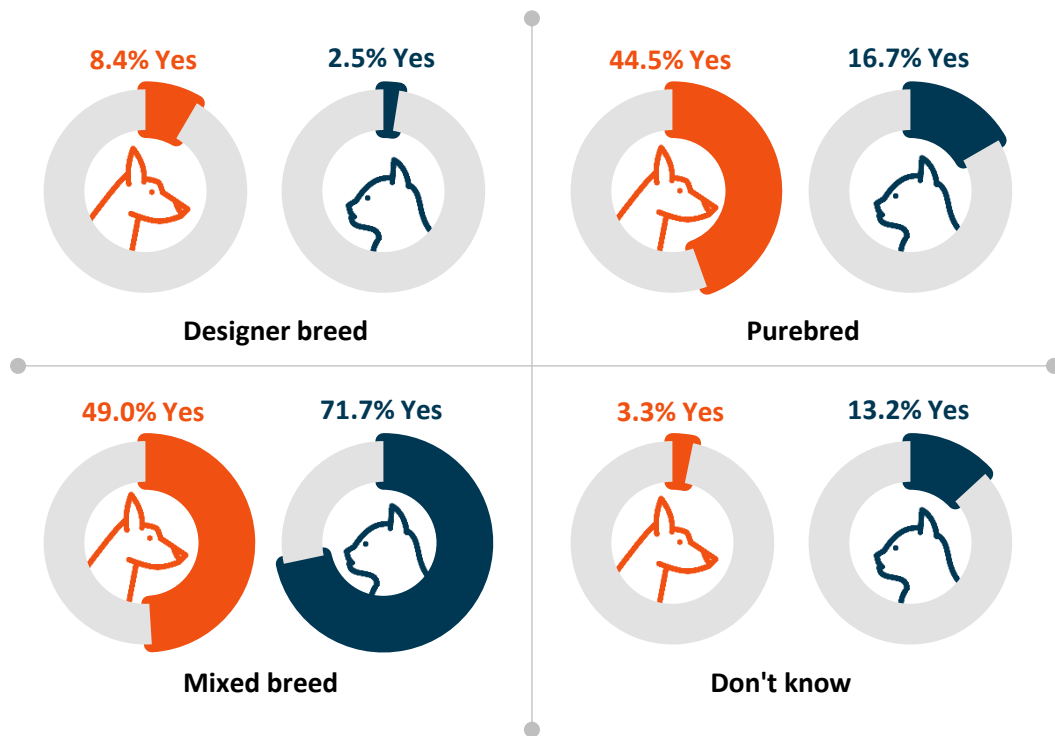
*Multiple answers allowed

Source: CoreData Pets Survey (May 2017)

Question: Which one of the following best describes the size of your dog(s)?

For respondents who either have dogs only or have both cats and dogs, close to half (45.8%) of respondents describe the size of their dogs as 'medium' and to a lesser extent 'small' (40.3%). More than one in five (21.0%) say they have 'large' dogs.

Which one of the following best describes the breed of your dog(s)?
Which one of the following best describes the breed of your cat(s)?



*Multiple answers allowed

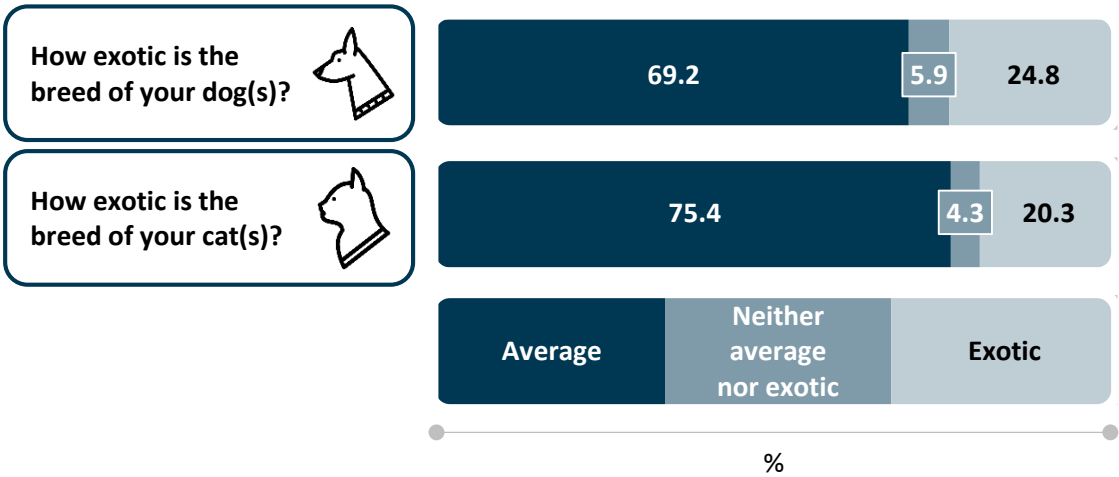
Source: CoreData Pets Survey (May 2017)

Question: Which one of the following best describes the breed of your dog(s)? and
Which one of the following best describes the breed of your cat(s)?

Close to half (49.0%) of respondents who own at least one dog say their pet is of mixed breed, while more than two in five (44.5%) claim their pets are purebred. Only a minimal portion (8.4%) say their dogs are 'designer' breed.

Seven in ten (71.7%) of respondents who own at least one cat say their pet is of mixed breed, while one in six (16.7%) say their cats are purebred. More than one in eight (13.2%) claim they do not know the breed of their cats.

How exotic is the breed of your dog(s)?
How exotic is the breed of your cat(s)?

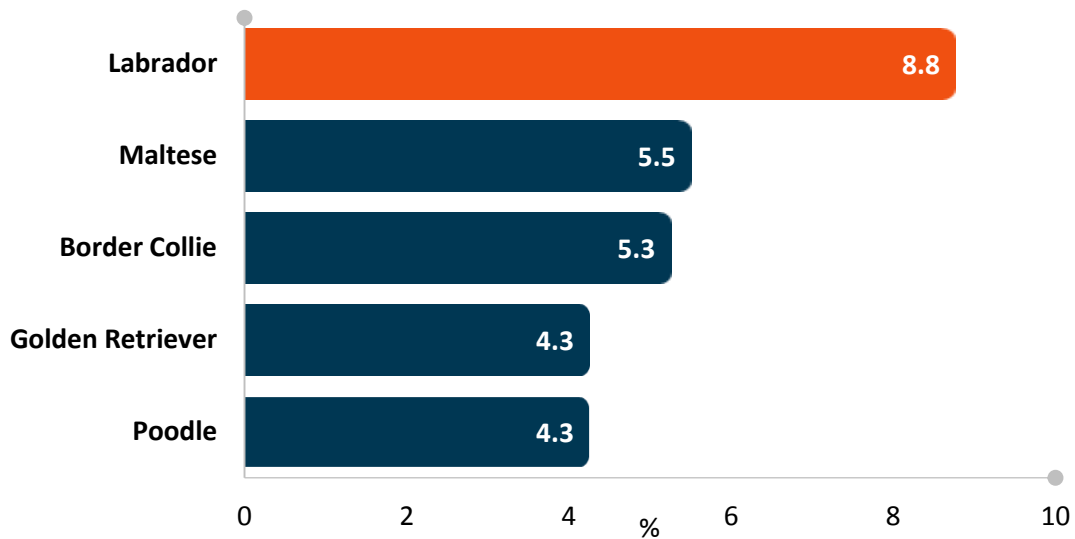


Source: CoreData Pets Survey (May 2017)
Question: How exotic is the breed of your dog(s)? and How exotic is the breed of your cat(s)?

Close to seven in 10 (69.2%) of those who own dogs think their pets are of average breed, while close to a quarter (24.8%) claim they are exotic.

Three in four (75.4%) of those who own cats say their pets are of average breed, while one in five (20.3%) claim they are of the exotic kind.

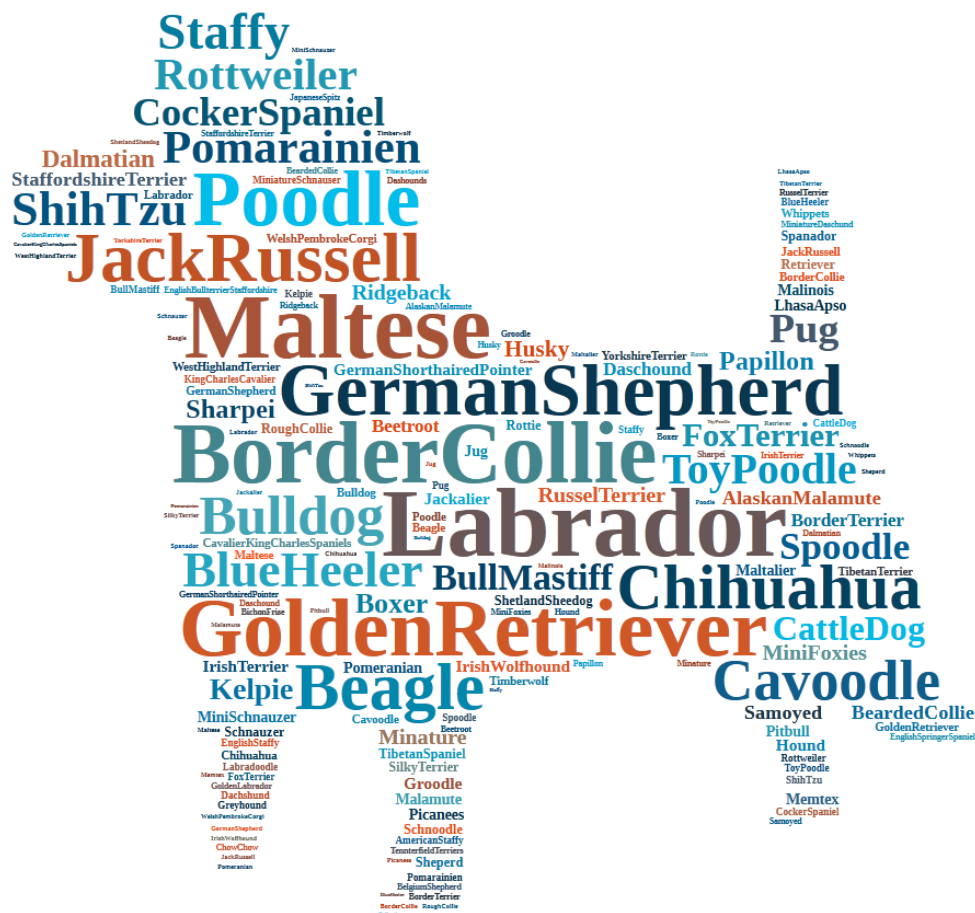
What is/are the specific breed(s) of your dog(s)?



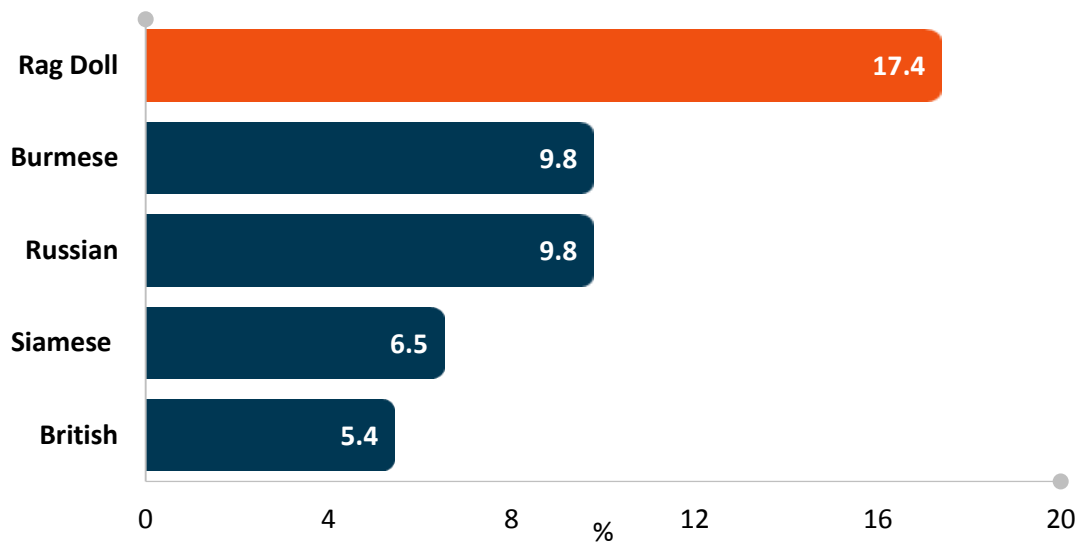
*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: What is/are the specific breed(s) of your dog(s)?



What is/are the specific breed(s) of your cat(s)?



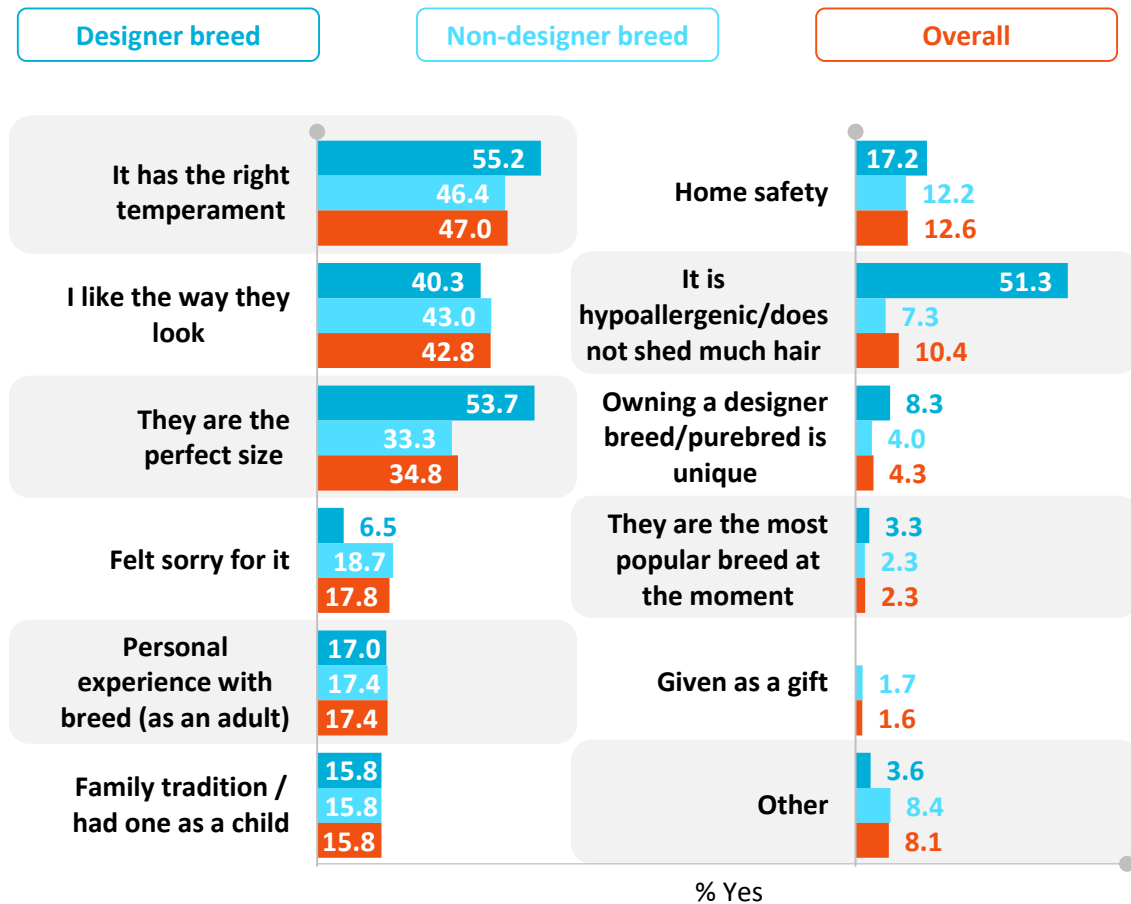
*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: What is/are the specific breed(s) of your cat(s)?



Which of the following statements best describes your reasoning for choosing your specific pet(s) breed?



*Multiple answers allowed

Source: CoreData Pets Survey (May 2017)

Question: Which of the following statements best describes your reasoning for choosing your specific pet's/pets' breed?

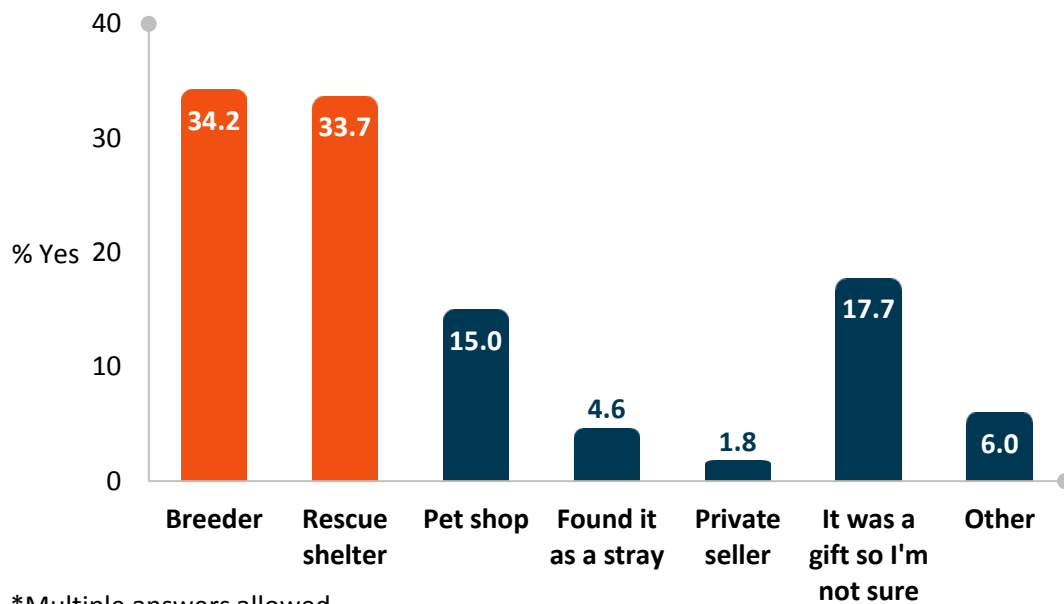
Close to half (47.0%) of respondents say having the right temperament is the main reason for choosing the specific breed of their pet(s), while more than two in five (42.8%) say it is due to the look of the specific breed.

More than a third (34.8%) claim the breed of their pets are the perfect size, while similar proportions say they felt sorry it (17.8%) and had personal experience with the breed as an adult (17.4%).

Dog-only owners are the most likely to say they chose their pets breed due to them having the right temperament (52.2%) and being the perfect size (46.8%). On the other hand, cat-only owners are the most likely to say they selected their pets breed due to feeling sorry for them (29.0%).

Respondents who have designer breeds as pets are the most likely to have chosen them as they see them as the perfect size (53.7%) as well as the fact they are hypoallergenic (51.3%).

Where was/were your pet(s) purchased from?



*Multiple answers allowed

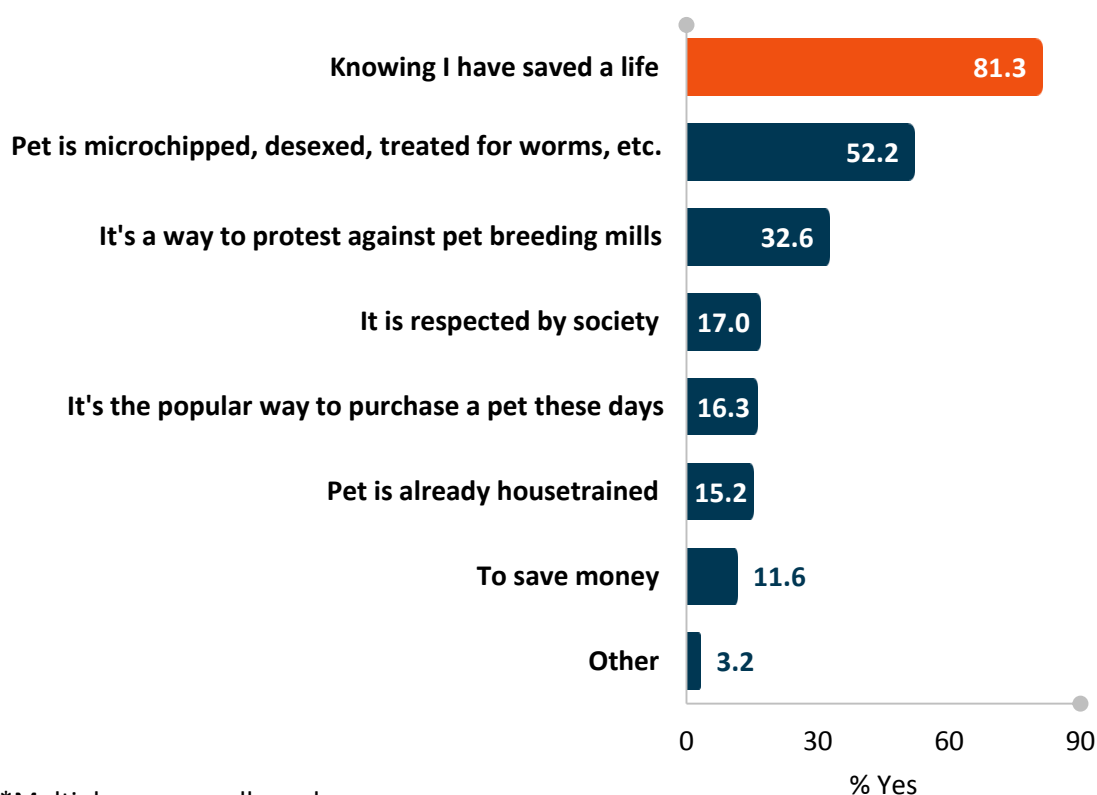
Source: CoreData Pets Survey (May 2017)

Question: Where was/were your pet(s) purchased from?

Close to a third of respondents say they purchased their pets from a breeder (34.2%) or a rescue shelter (33.7%). To a lesser degree, respondents say they bought their pets from a pet shop (15.0%) or they were given to them as gifts (17.7%).

Cat-only owners are the most likely to have gotten their pets from a rescue shelter (43.6%), while cat-and-dog owners are the most likely to have acquired them from a breeder (42.6%).

Which of the following reasons influenced your decision to adopt your pet(s) from a rescue shelter?



*Multiple answers allowed

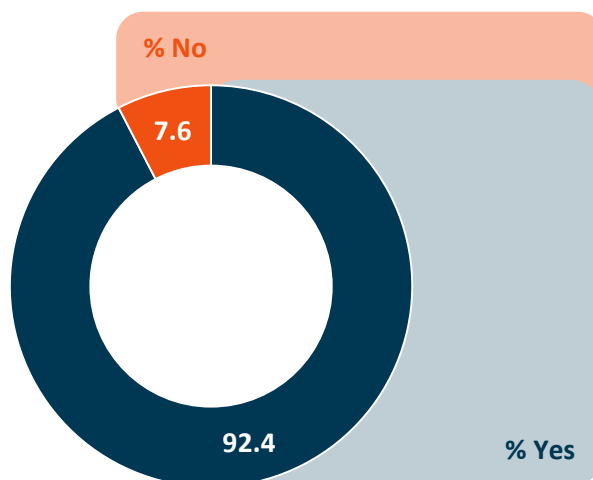
Source: CoreData Pets Survey (May 2017)

Question: Which of the following reasons influenced your decision to adopt your pet(s) from a rescue shelter?

The vast majority (81.3%) of respondents who have bought their pets from a rescue shelter say knowing they would save a life greatly influenced their decision to adopt from a rescue shelter. To a lesser extent, they also cite that pets from rescue shelters are already microchipped, desexed and treated for worms etc. (52.2%) as well as being a form of protest against pet breeding mills (32.6%).

Cat-only owners are the most likely to cite the reasons above, particularly in regards to adopting from rescue shelters as a way to protest against pet breeding mills (41.6%).

If you were to purchase another pet would you consider adopting from a rescue shelter?

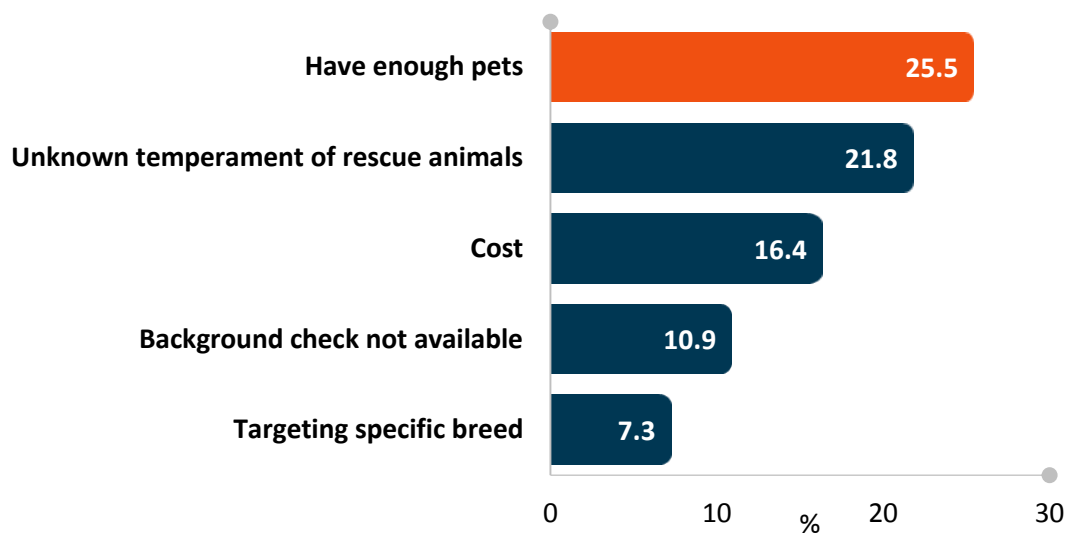


Source: CoreData Pets Survey (May 2017)

Question: If you were to purchase another pet would you consider adopting from a rescue shelter?

Nearly all (92.4%) respondents say they would consider adopting from a rescue shelter if they were to purchase another pet.

Why would you not consider adopting from a rescue shelter?



*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: Why would you not consider adopting from a rescue shelter?

Why would you not consider adopting from a rescue shelter?

"I am scared that they may come with baggage. As we are getting older, we chose to have one we could train from the start." (Dog-only owner, Female, 68 years old, SA)

"Often the poor dogs have been badly treated by previous owners and require a lot of rehabilitation." (Dog-only owner, Female, 37 years old, VIC)

"I prefer to obtain my dogs from a small pup stage and know their temperament and idiosyncrasies from the beginning. Plus you are the trainer from the beginning and know they haven't been mistreated in any way. Have had one rescue dog. He was good but you had to watch him at all times." (Dog-only owner, Female, 66 years old, WA)

"I would like a purebred and have an idea of what temperament it will have. There are no guarantees regarding rescue shelter dogs." (Dog-only owner, Male, 40 years old, QLD)

"I like to buy from a breeder, so I know the temperament of the pup or kitten. I have in the past adopted from a shelter, but ended up with a whole lot of trouble and destruction." (Cat-and-dog owner, Female, 53 years old, VIC)

"Prefer to buy from a breeder where I know the history of parents." (Dog-only owner, Female, 68 years old, WA)

"You don't know the dog's background. It may have been abused which can make the dog very unpredictable." (Dog-only owner, Female, 66 years old, TAS)

"I would like to research breeds and choose a puppy that I know the breed of." (Dog-only owner, Female, 35 years old, NT)

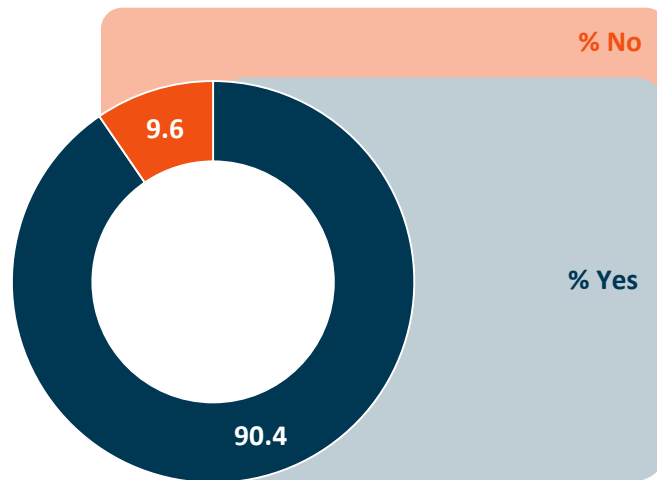
"Because you just don't know their background (i.e. if they were abused), which could lead to issues in my own home." (Dog-only owner, Female, 39 years old, WA)

"Because of the cost and the conditions the animals are kept in. I also want pets that are around 6 - 8 weeks old, not those that are halfway or nearer the end of their lives because they need more medical attention than younger animals." (Cat-and-dog owner, Male, 40 years old, QLD)

"Dogs are better trained from when they were puppies. It is hard to undo bad learnings." (Dog-only owner, Female, 50 years old, NSW)

"Both pets came with issues, mental health problems and costly vet bills due to the previous owners and neglect from the council pound." (Cat-and-dog owner, Female, 37 years old, NSW)

Do you feel that more should be done to steer people towards pet adoption?

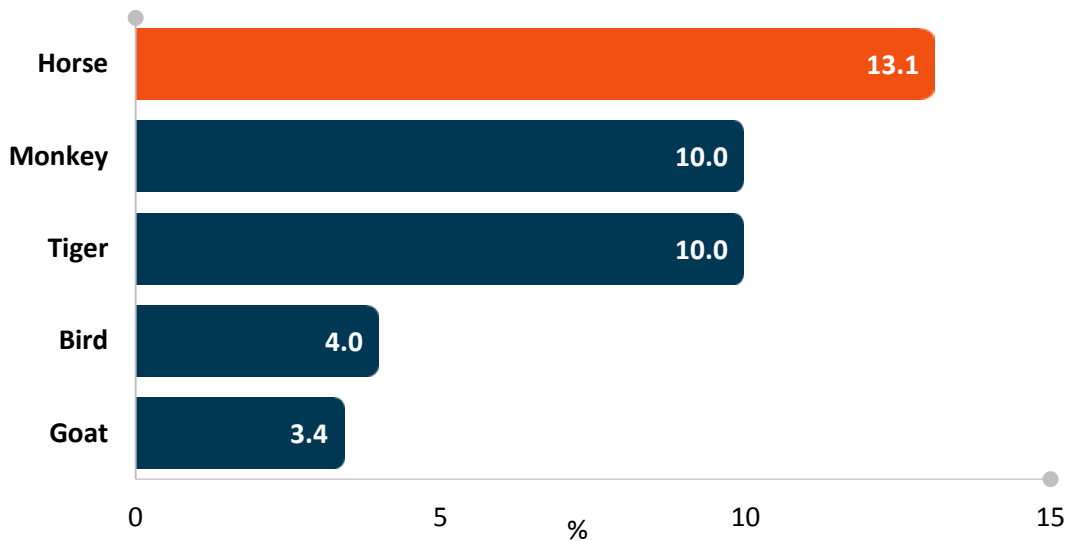


Source: CoreData Pets Survey (May 2017)

Question: Do you feel that more should be done to steer people towards pet adoption?

The overwhelming majority (90.4%) of respondents feel there should be more done to steer Aussies towards pet adoption.

If you could own any animal as a pet what would it be?



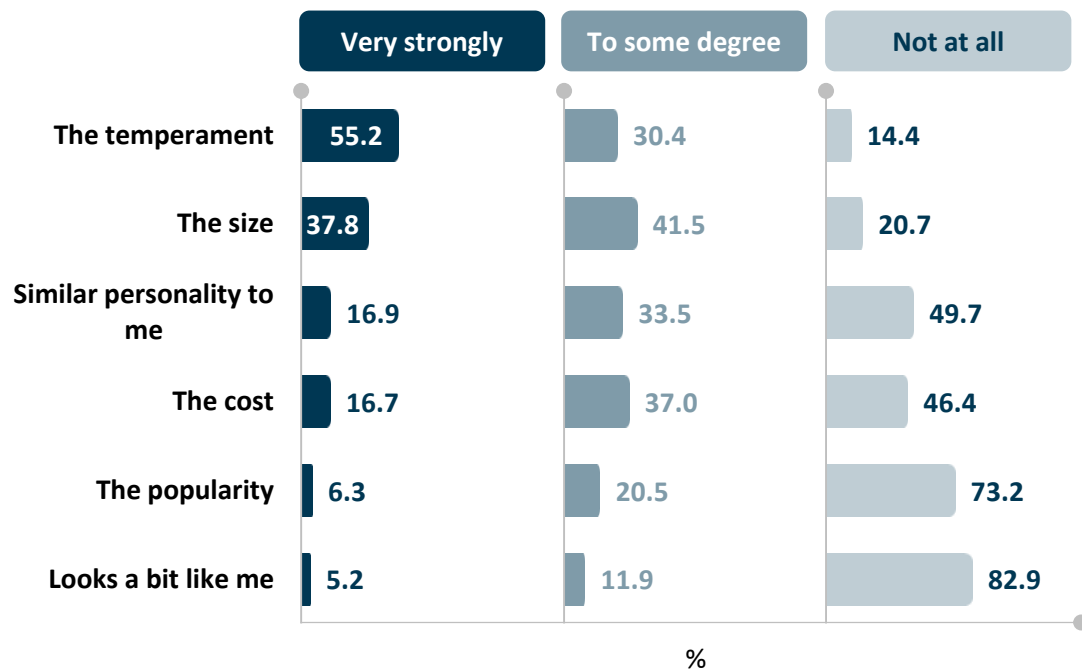
*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: If you could own any animal as a pet what would it be?



Was your decision around which type of dog or cat to buy influenced by any of the following?



Source: CoreData Pets Survey (May 2017)

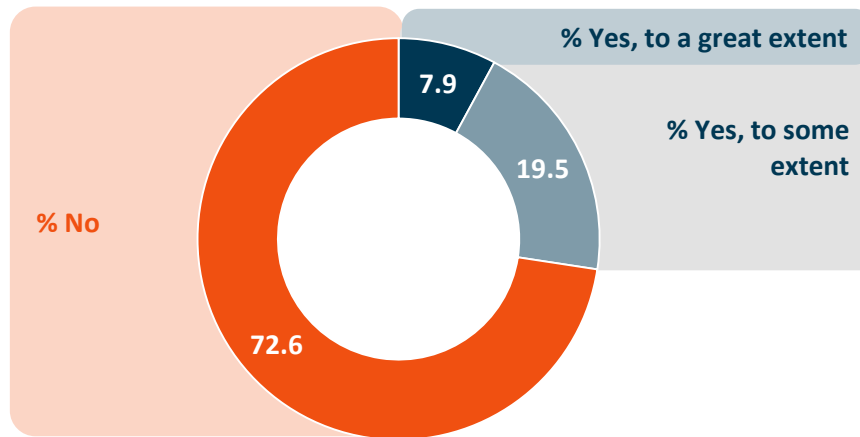
Question: Was your decision around which type of dog or cat to buy influenced by any of the following?

The large majority of respondents say the temperament (85.6%) and size (79.3%) of the animal influenced at least to some degree which type of pet they decided to buy. To a lesser extent, the cost (53.7%) and the animal having a similar personality to them (50.4%) influenced their decision at least to some degree.

Respondents put much less stock on popularity (26.8%) and the animal looking a bit like them (17.1%).

Dog-only owners are the most likely to say the temperament, size and popularity influenced their decision around which type of dog to purchase, while cat-only owners are the least likely to consider these factors.

Do you feel you had to make a compromise on the type(s) of pet(s) you have because of your living arrangements (i.e. size and location of home)?

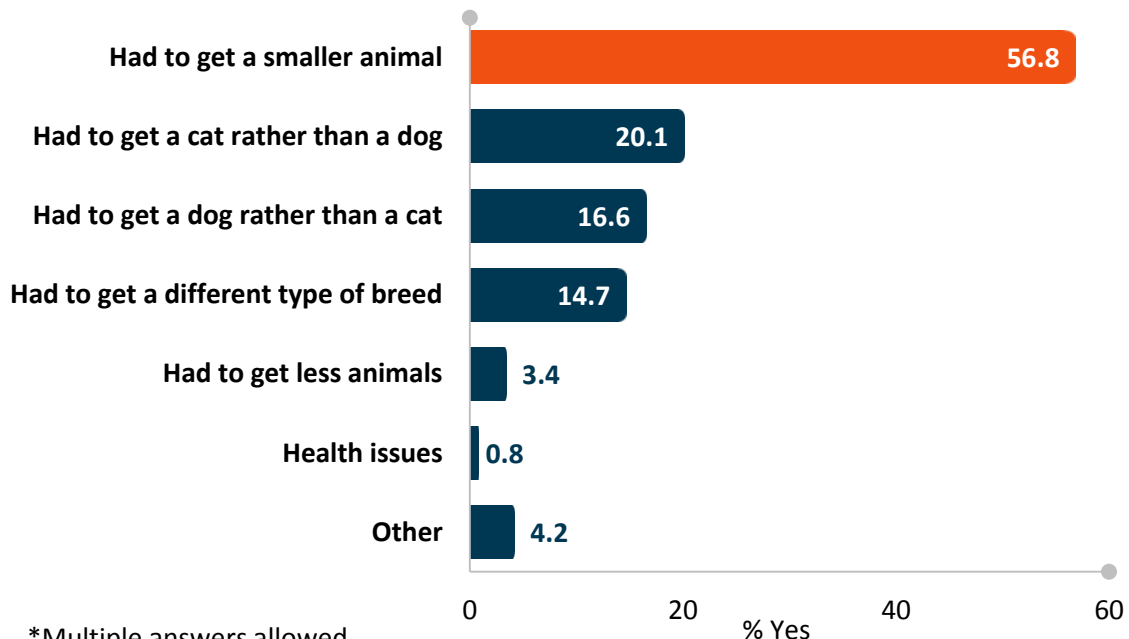


Source: CoreData Pets Survey (May 2017)

Question: Do you feel you had to make a compromise on the type(s) of pet(s) you have because of your living arrangements (i.e. size and location of home)?

More than a quarter (27.4%) of respondents say they feel they had to make a compromise on the type of pets they have at least to some extent because of their living arrangements.

What compromise did you feel you had to make?



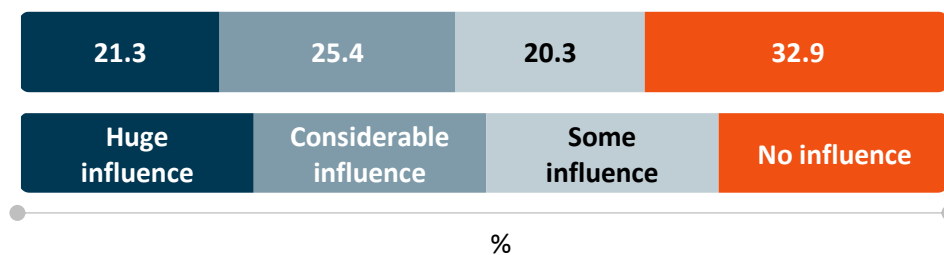
Source: CoreData Pets Survey (May 2017)

Question: What compromise did you feel you had to make?

For respondents who feel they had to make compromises on the types of pets they have, close to three in five (56.8%) say they had to get a smaller animal. One in five (20.1%) say they had to get a cat rather than a dog, while one in six (16.6%) have done the opposite and gotten a dog instead of a cat.

Dog-only owners are the most likely to have compromised by getting a smaller animal (61.7%), while cat-only owners are the most likely to have purchased cats rather than dogs (62.0%).

How much influence did those you live with have on the type(s) of pet(s) you chose?

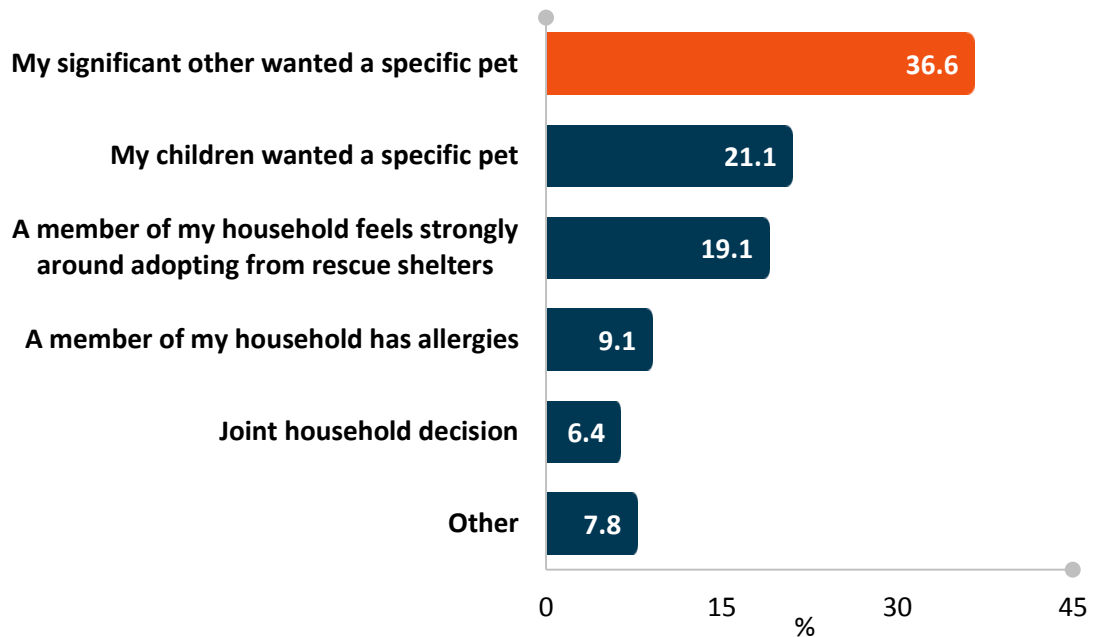


Source: CoreData Pets Survey (May 2017)

Question: How much influence did those you live with have on the type(s) of pet(s) you chose?

More than two in three (67.0%) respondents say the people they live with had at least some influence on the types of pets they chose, while the remainder (32.9%) say those they live with had no influence at all.

Why did those around you influence your decision with regards to what pet you chose?



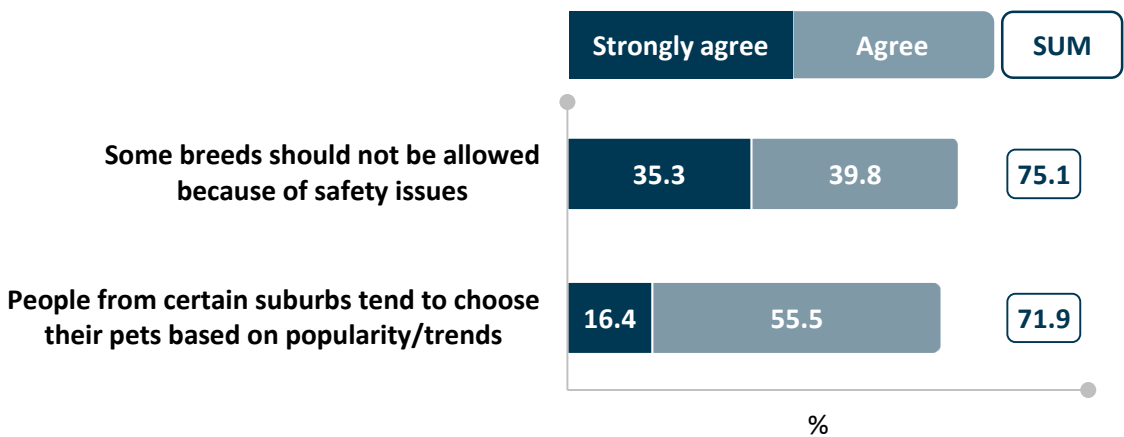
Source: CoreData Pets Survey (May 2017)

Question: Why did those around you influence your decision with regards to what pet you chose?

For respondents who had people they live with influence them on the type of pet they chose, more than a third (36.6%) point to their significant other wanting a specific pet. To a lesser extent, they also cite their children wanting a specific pet (21.1%) and a household member feeling strongly around adopting from rescue shelters (19.1%).

Cat-only owners are the most likely to have a household member feel strongly around adopting animals from rescue shelters (30.2%), influencing their decision which pet to choose.

How much do you agree with the following statements?



Source: CoreData Pets Survey (May 2017)

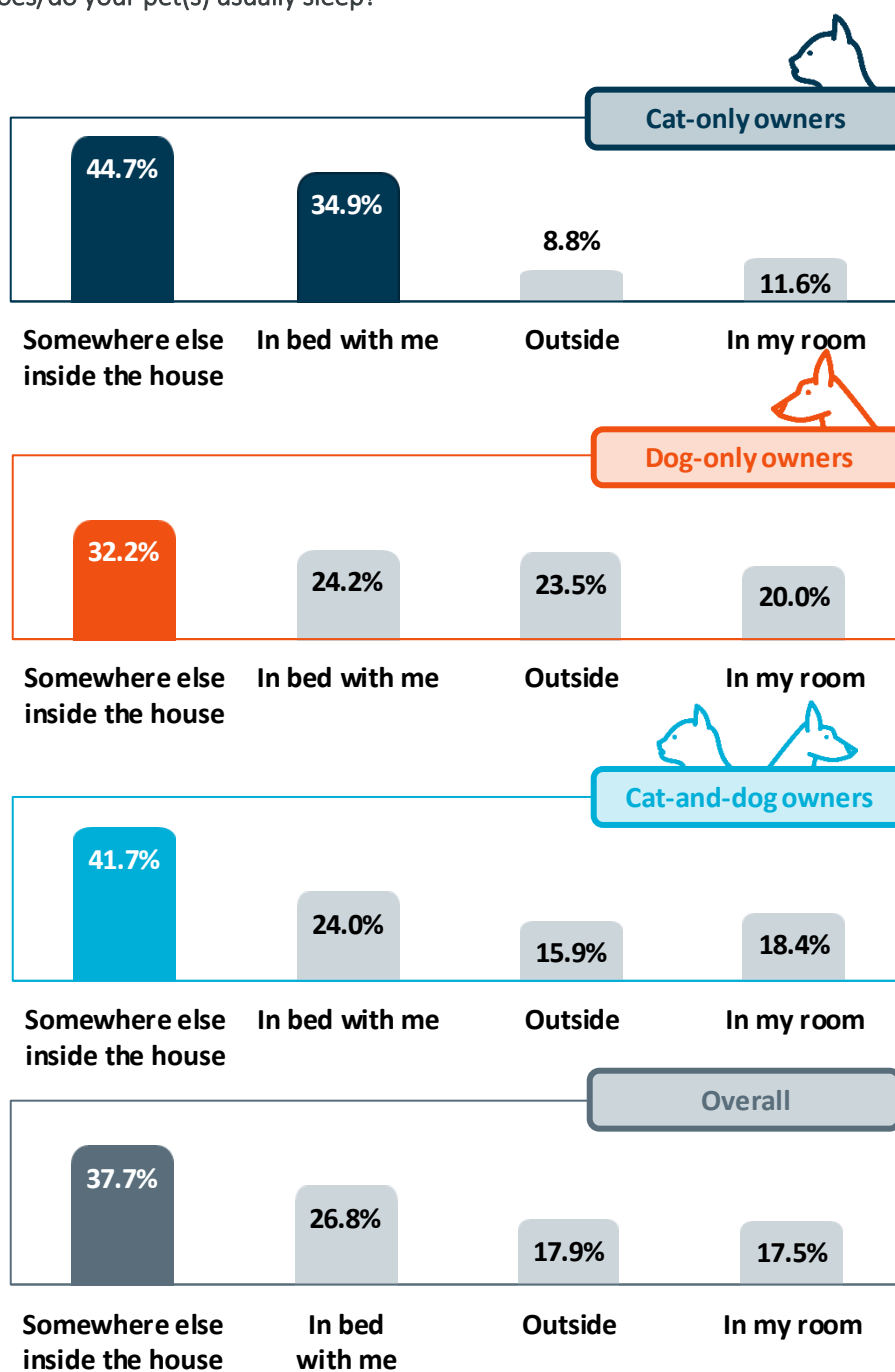
Question: How much do you agree with the following statements?

Three in four (75.1%) respondents agree or strongly agree that some pet breeds should not be allowed because of safety issues, while more than seven in ten (71.9%) agree or strongly agree people from certain suburbs tend to choose their pets based on popularity or trends.

HUMANISING PETS

- Many respondents feel they humanise their pets in some way and treat them with the same love as their family members.
- They also think it is true that pets often look like and have similar personalities to their owners.
- The majority of pet owners say their pets sleep inside their houses, going as far as sleeping beside them in bed.
- Pet owners put in enough time each week to walk or exercise with their pets as well as groom them.
- Respondents also feel their pets are very healthy, get enough exercise and feel they have the time to pay enough attention to them.
- Many respondents show support for 'companion pets' but also think it is unfair to impose this type of pet to other people who might be allergic or uncomfortable.
- Respondents tend to see themselves as either 'animal people', 'pamperers' or 'bosom buddies'.

Where does/do your pet(s) usually sleep?



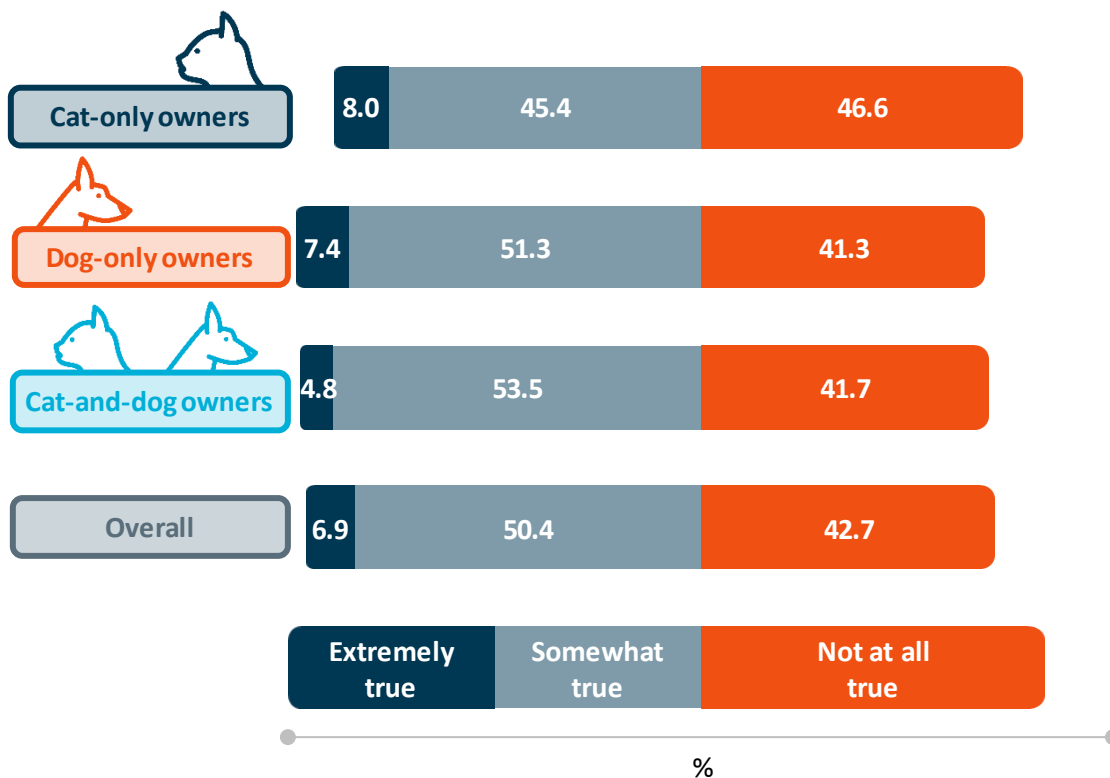
Source: CoreData Pets Survey (May 2017)

Question: Where does/do your pet(s) usually sleep?

More than two in five (44.3%) of respondents say their pets sleep inside their rooms, with more than a quarter (26.8%) stating their pets sleep beside them in their beds. More than a third (37.7%) say their pets usually sleep somewhere else inside the house, while close to one in five (17.9%) say their pets are relegated to outside of the house.

Cat-only owners are the most likely to say their pets sleep beside them in their beds (34.9%) or somewhere else inside the house (44.7%).

How true is the suggestion that pets often look like their owners?

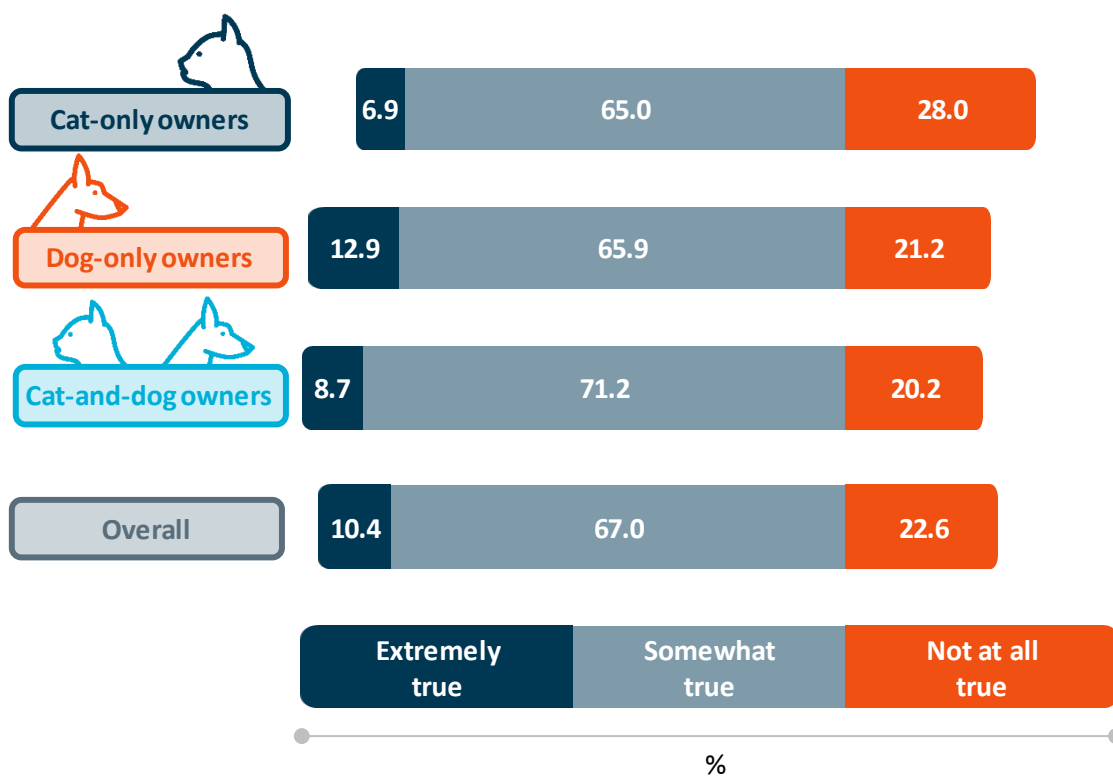


Source: CoreData Pets Survey (May 2017)

Question: How true is the suggestion that pets often look like their owners?

Close to three in five (57.3%) say the suggestion that pets often look like their owners is at least somewhat true, while the remaining portion (42.7%) claim this is not at all true.

How true is the suggestion that pets often have the same personality as their owners?

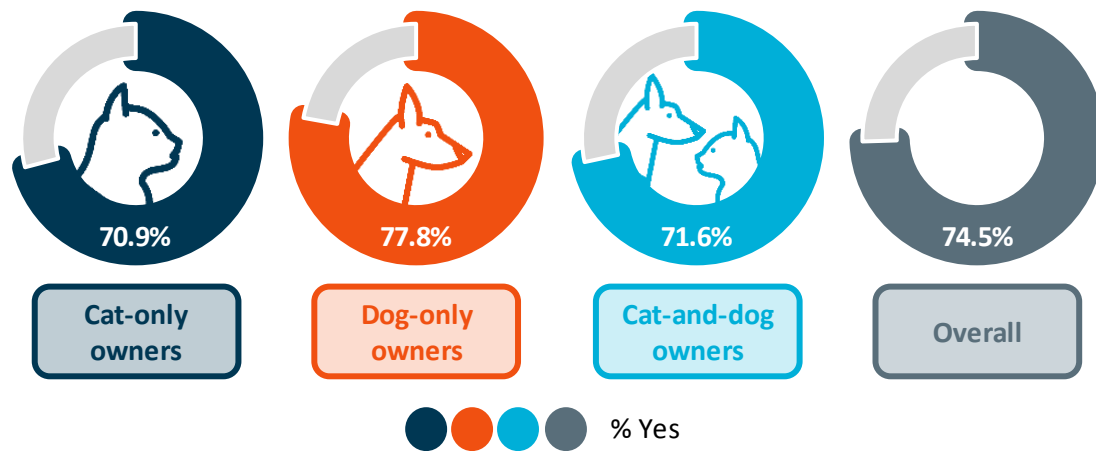


Source: CoreData Pets Survey (May 2017)

Question: How true is the suggestion that pets often have the same personality as their owners?

The large majority (77.4%) of respondents say the suggestion that pets often have the same personality as their owners is at least somewhat true, while the rest (22.6%) feel otherwise.

Do you feel that you humanise your pet in any way?

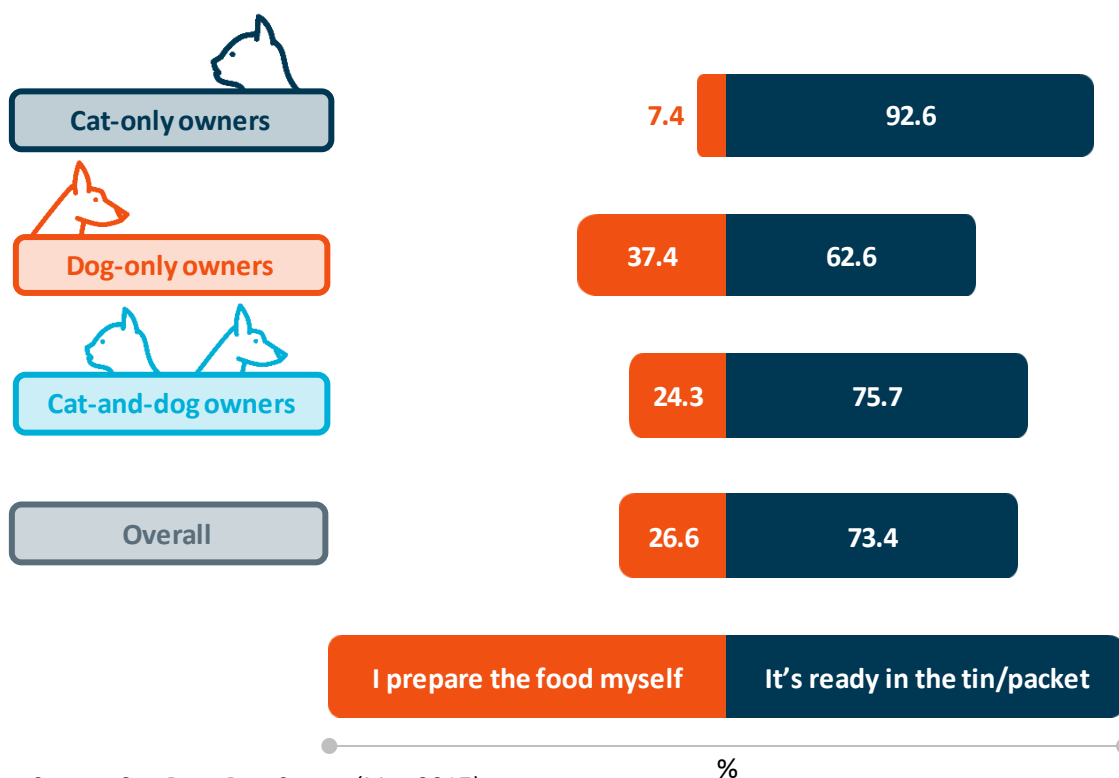


Source: CoreData Pets Survey (May 2017)

Question: Do you feel that you humanise your pet in any way?

Close to three-quarters (74.5%) feel they humanise their pets, while a quarter (25.5%) feel otherwise.

How do you most often prepare food for your pet(s)?



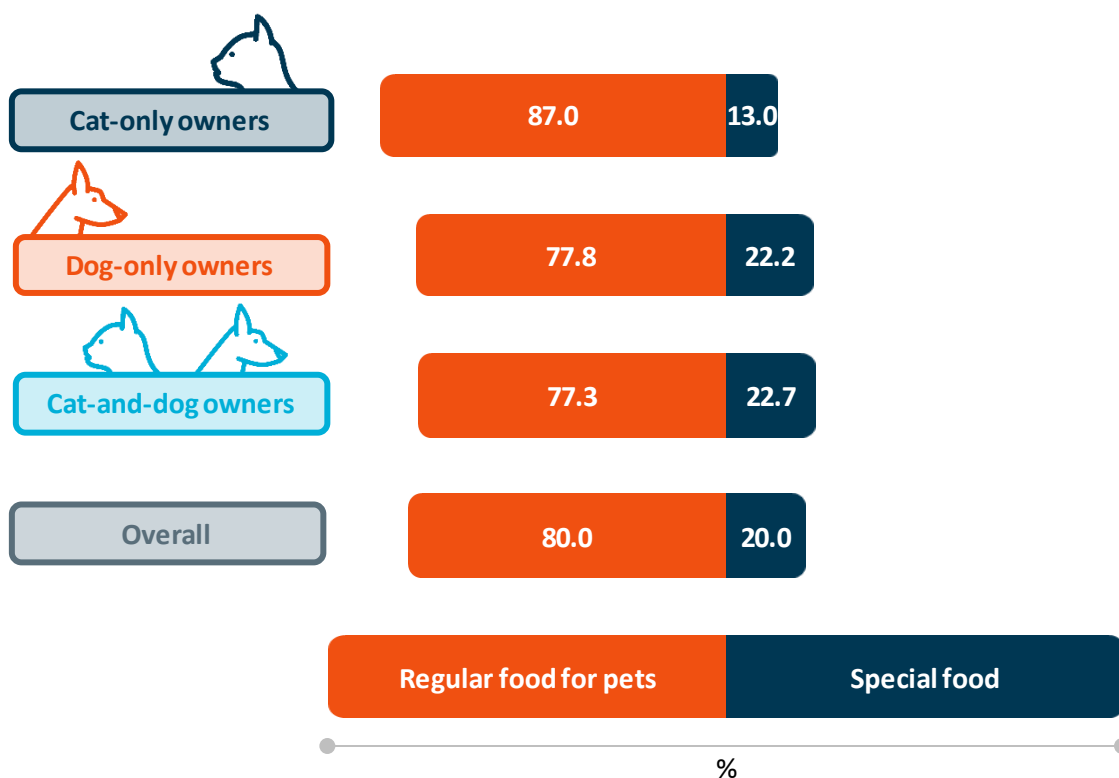
Source: CoreData Pets Survey (May 2017)

Question: How do you most often prepare food for your pet(s)?

The large majority (73.4%) of respondents say the food their pet eats is ready in the tin or packet, while the remaining portion (26.6%) say they prepare the food themselves.

Cat-only owners are the most likely to feed their pets with food ready in the tin or packet, while dog-only owners are the least likely to (92.6% and 62.6% respectively).

Does your pet/Do your pets eat special food or just regular food for pets?



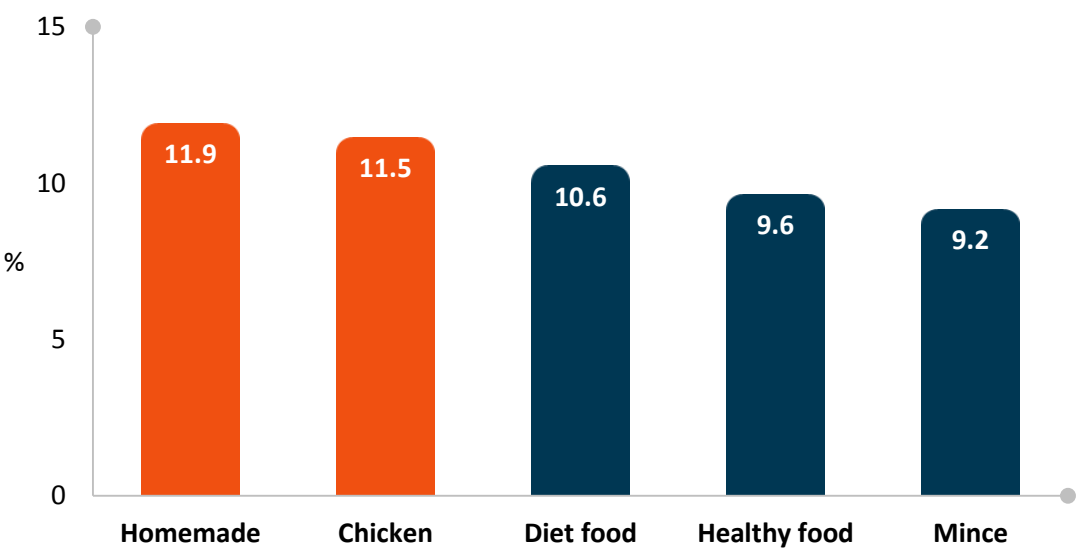
Source: CoreData Pets Survey (May 2017)

Question: Does your pet / Do your pets eat special food or just regular food for pets?

Four in five (80.0%) respondents say their pets eat regular pet food, while the rest (20.0%) say they feed their pets special food.

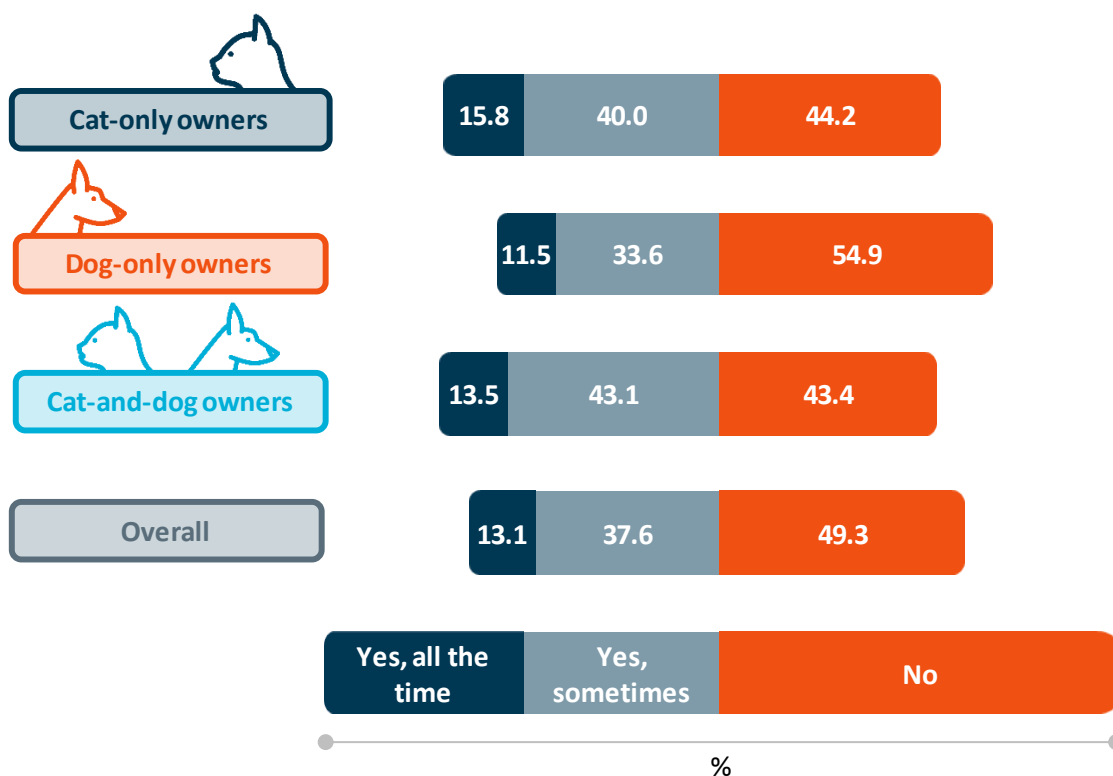
Cat-only owners are the most likely to feed their pets with regular food, while cat-and-dog owners are the least likely to (87.0% and 77.3% respectively)

Please specify what special food your pet(s) eat(s).



*Top 5 responses
Source: CoreData Pets Survey (May 2017)
Question: Please specify what special food your pet(s) eat(s).

Are you more likely to buy expensive food brands for your pets than for yourself?



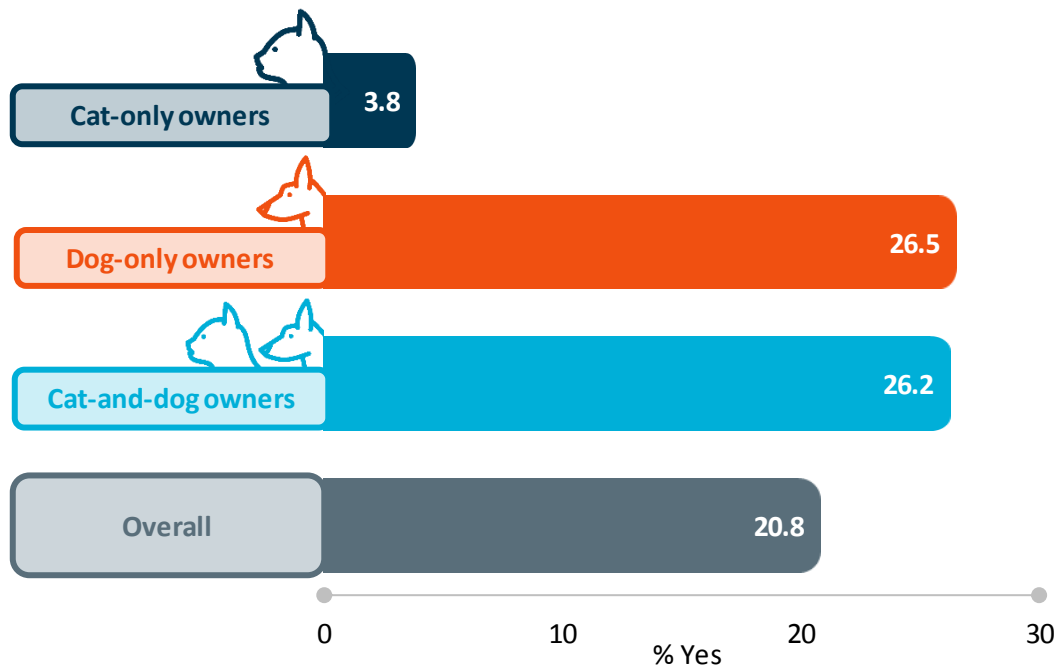
Source: CoreData Pets Survey (May 2017)

Question: Are you more likely to buy expensive food brands for your pets than for yourself?

Half (50.7%) of respondents claim they are more likely to buy expensive food brands for their pets than for themselves at least sometimes, while the remainder (49.3%) say otherwise.

Cat-and-dog owners are the most likely to say they buy more expensive food brands for their pets than for themselves at least sometimes, while dog-only owners are the least likely to (56.6% and 45.1% respectively).

Do you make or buy clothes/footwear for your pet(s)?

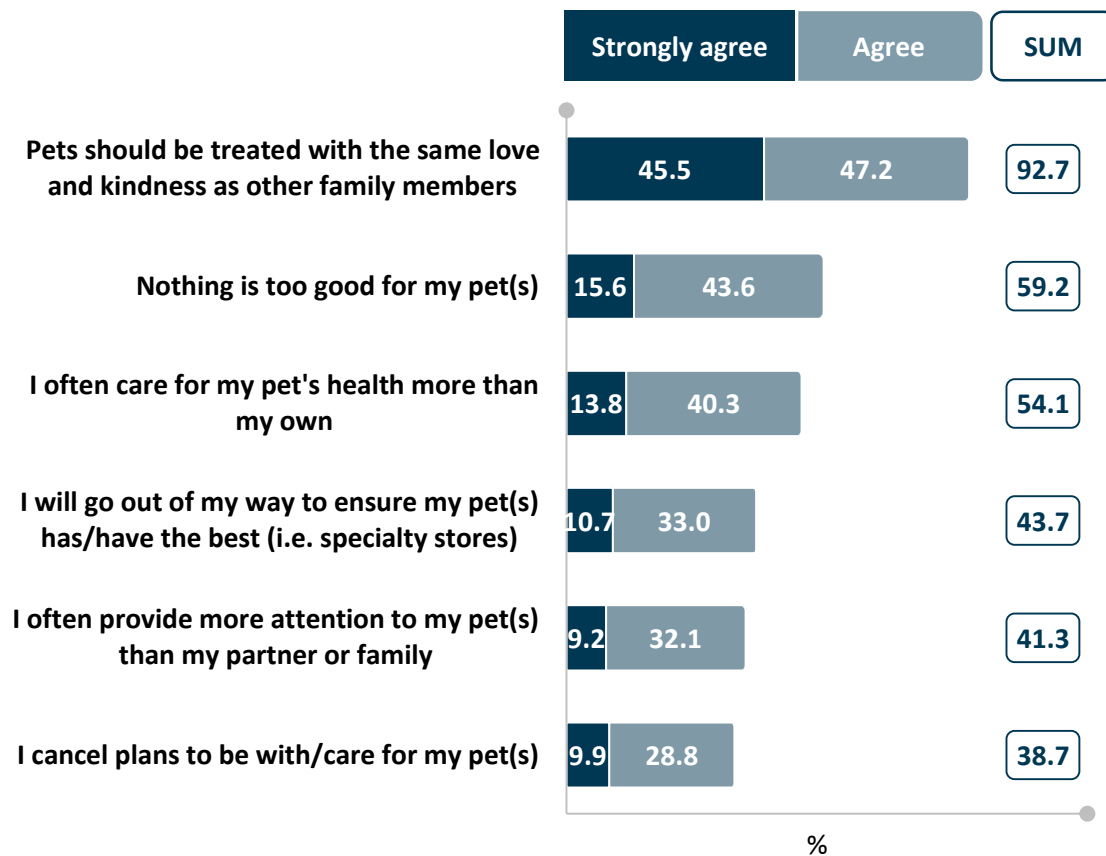


Source: CoreData Pets Survey (May 2017)

Question: Do you make or buy clothes/footwear for your pet(s)?

One in five (20.8%) respondents say they make or buy clothes or footwear for their pets. Dog-only owners are the most likely to do this, while cat-only owners are the least likely to (26.5% and 3.8% respectively).

How much do you agree with the following statements?



Source: CoreData Pets Survey (May 2017)

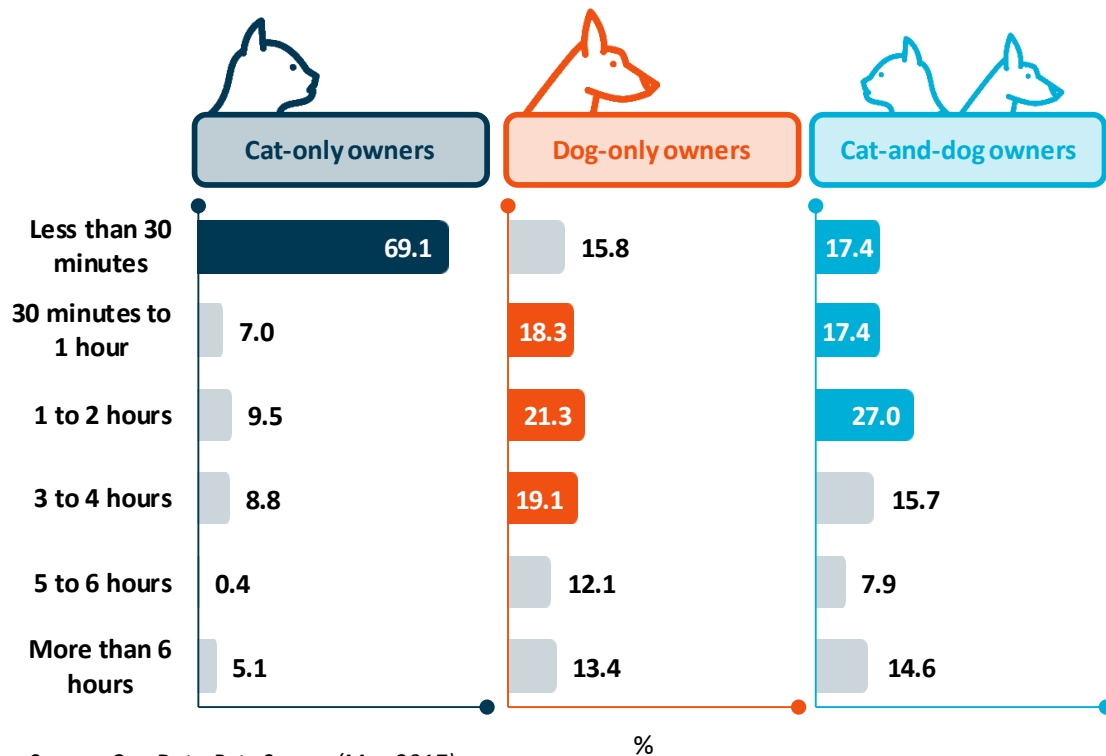
Question: How much do you agree with the following statements?

The overwhelming majority (92.7%) of respondents agree or strongly agree that pets should be treated with the same love and kindness as other family members.

To a much lesser extent, respondents also agree or strongly agree that nothing is too good for their pets (59.2%) and often care for the health of their pets more than their own (54.1%). Close to two in five (38.7%) respondents cancel plans to be with or care for their pets.

Cat-and-dog owners are the most likely to agree or strongly agree that they often care for their pets' health more than their own, while cat-only owners are the least likely to (59.4% and 46.6% respectively).

How much time do you typically spend walking/exercising with your pet(s) every week?



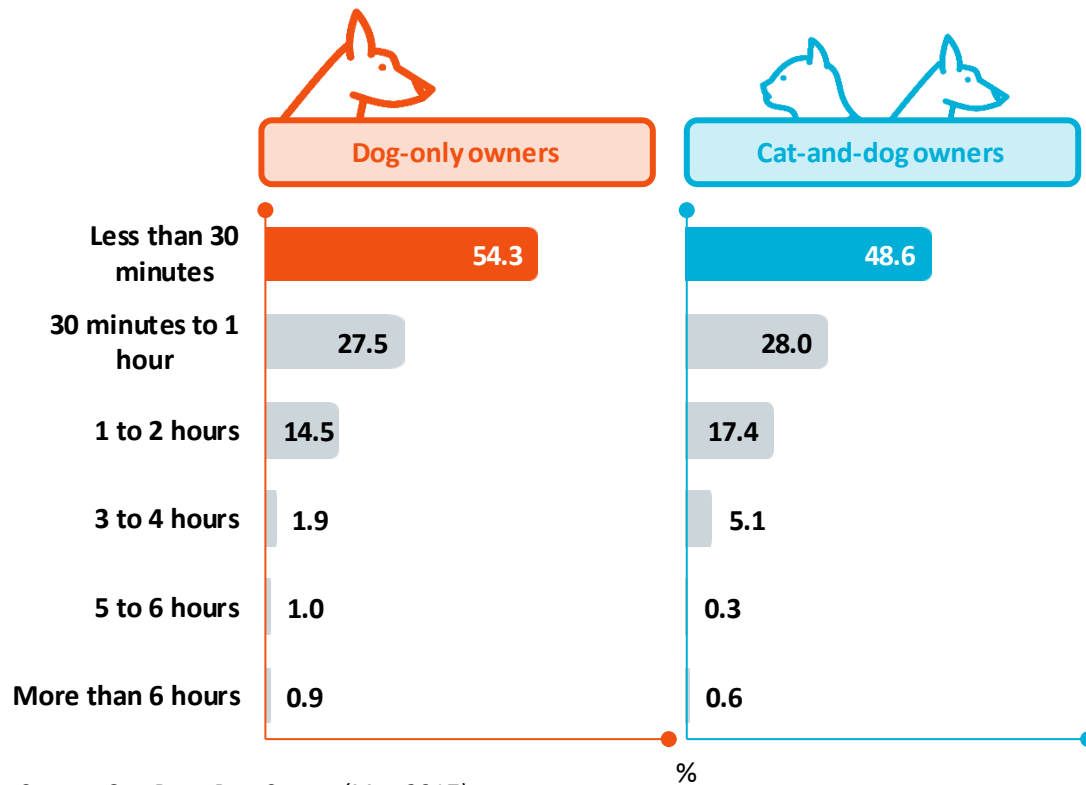
Source: CoreData Pets Survey (May 2017)

Question: How much time do you typically spend walking/exercising with your pet(s) every week?

Close to three in 10 (29.4%) respondents say they typically spend less than 30 minutes walking or exercising with their pets every week, while more than a third (35.1%) say they spend 30 minutes to 2 hours per week doing so. A similar proportion (35.4%) claim they spend 3 hours or more per week walking or exercising with their pet(s).

Cat-only owners are the most likely to spend less than 30 minutes walking or exercising with their pets every week (69.1%). Cat-and-dog owners are the most likely to spend 30 minutes to 2 hours per week (44.4%), while dog-only owners are the most likely to spend 3 hours or more per week (44.6%).

How much time do you typically spend grooming your pet(s) every week?

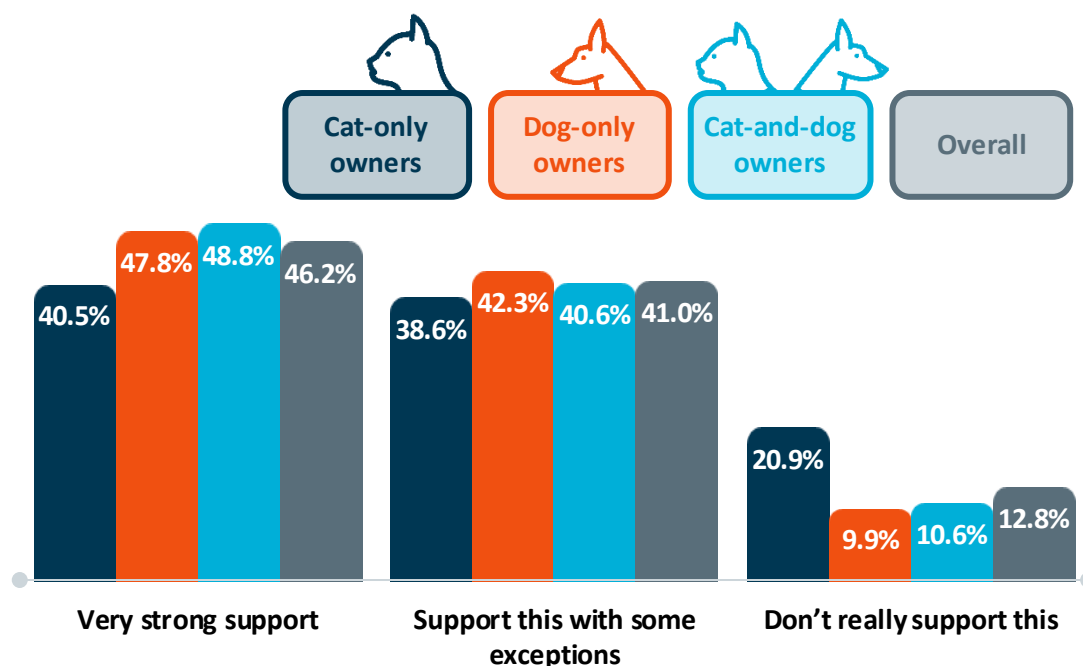


Source: CoreData Pets Survey (May 2017)

Question: How much time do you typically spend grooming your pet(s) every week?

For respondents who either have dogs only or have both cats and dogs, more than half (52.4%) say they spend less than 30 minutes grooming their pets every week, while a more than two in five (43.2%) claim they spend 30 minutes to 2 hours per week.

Do you think companion pets (i.e. emotional support animal as opposed to disability assistance pets) warrant exceptions to usual restrictions for pets (e.g. being allowed at work, in eating areas, movies, public transport or enclosed public spaces)?



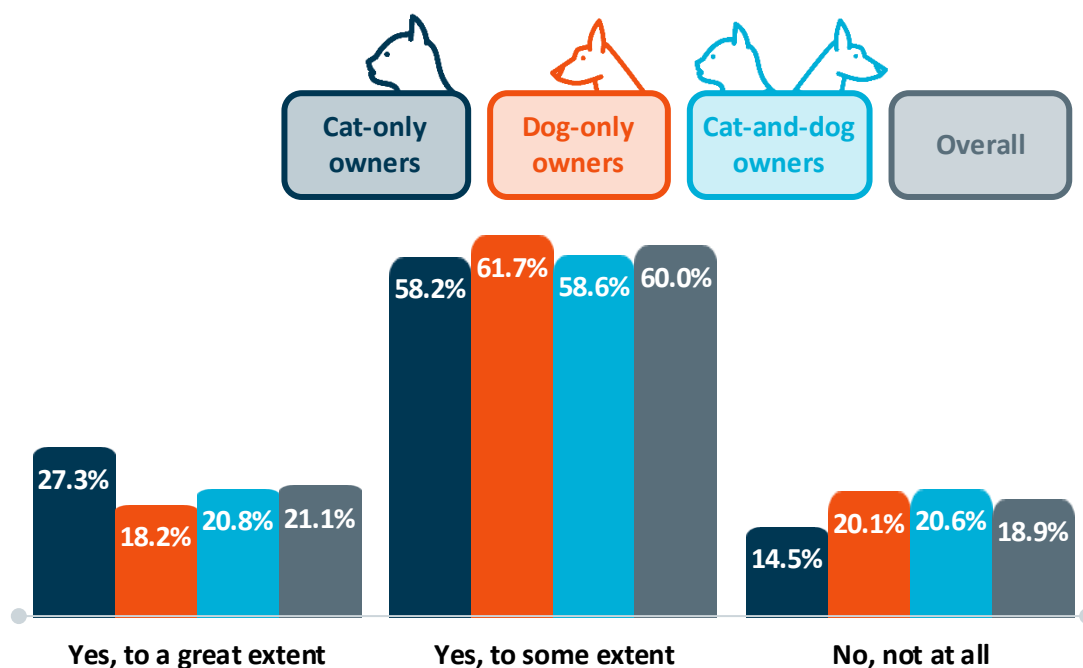
Source: CoreData Pets Survey (May 2017)

Question: Do you think companion pets (i.e. emotional support animal as opposed to disability assistance pets) warrant exceptions to usual restrictions for pets (e.g. being allowed at work, in eating areas, movies, public transport or enclosed public spaces)?

The vast majority (87.2%) of respondents support companion pets warranting exceptions to usual restrictions for pets, with 46.2% showing very strong support while 41.0% saying they support this with some exceptions.

Dog-only owners are the most likely to show support for companion pets having exceptions to usual restrictions for pets (90.1%), while cat-only owners are the least likely to (79.1%).

Do you think it's unfair to impose companion pets on others who might be allergic or uncomfortable with animals?

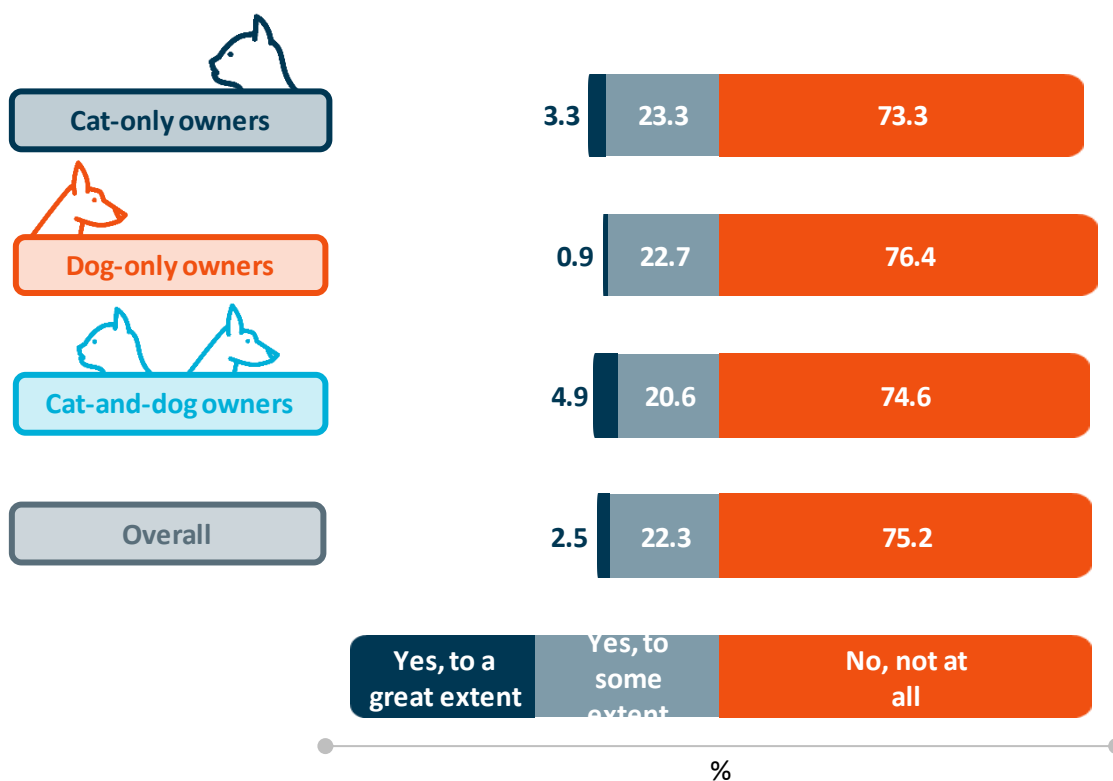


Source: CoreData Pets Survey (May 2017)

Question: Do you think it's unfair to impose companion pets on others who might be allergic or uncomfortable with animals?

More than four in five (81.1%) respondents think it is unfair at least to some extent to impose companion pets on others who might be allergic or uncomfortable with animals, while the rest think the practice is fair (18.9%).

Do you consider your pet(s) overweight?



Source: CoreData Pets Survey (May 2017)

Question: Do you consider your pet(s) overweight?

Close to a quarter (24.8%) of respondents consider their pets to be overweight at least to some extent while the large majority (75.2%) think otherwise.

Do you consider your pet(s) to be very healthy?

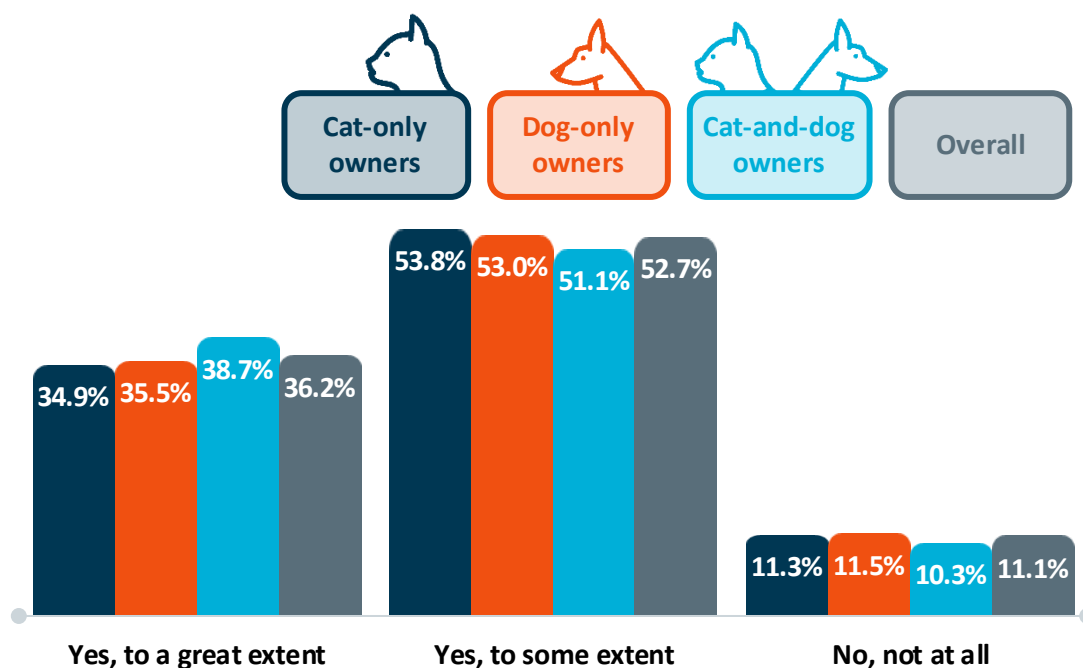


Source: CoreData Pets Survey (May 2017)

Question: Do you consider your pet(s) to be very healthy?

Nearly all (98.3%) respondents consider their pets to be very healthy at least to some extent, with more than half (53.9%) saying their pets are very healthy to a great extent.

Do you feel you give your pet(s) enough exercise?



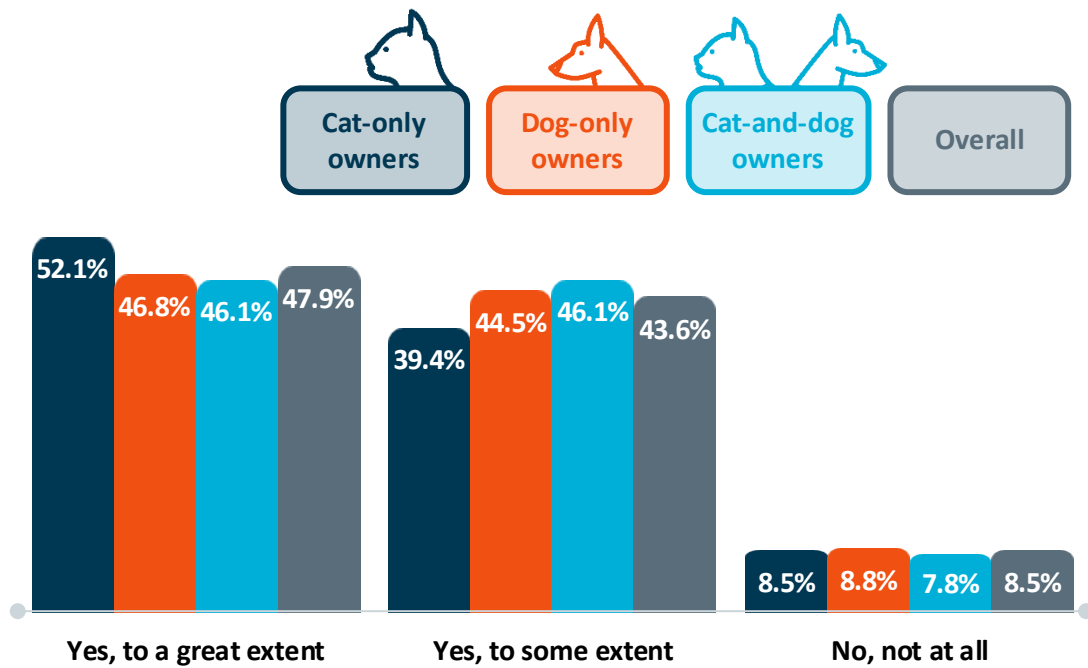
Source: CoreData Pets Survey (May 2017)

Question: Do you feel you give your pet(s) enough exercise?

The vast majority (88.9%) of respondents feel they give their pets enough exercise at least to some extent, with more than a third (36.2%) saying their pets get enough exercise to a great extent.

The overwhelming majority (91.5%) of respondents feel they have time to pay enough attention to their pet(s) at least to some extent, with close to half (47.9%) saying their pets get enough attention to a great extent.

Do you feel you have the time to pay enough attention to your pet(s) as you would like?

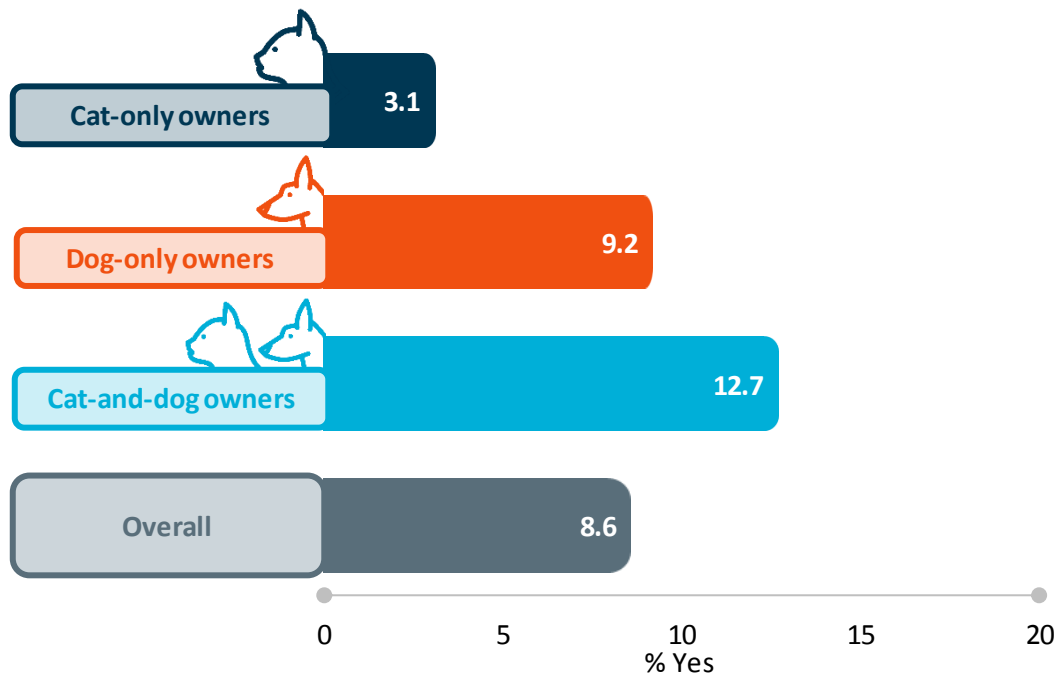


Source: CoreData Pets Survey (May 2017)

Question: Do you feel you have the time to pay enough attention to your pet(s) as you would like?

The majority of pet owners feel they are able to pay as much attention to their pets as they would like with cat-only owners leading the way followed closely by dog-only owners (91.5% and 91.3% respectively).

Has/would your pet(s) played/play a part in special events (e.g. ring-bearer at your wedding)?

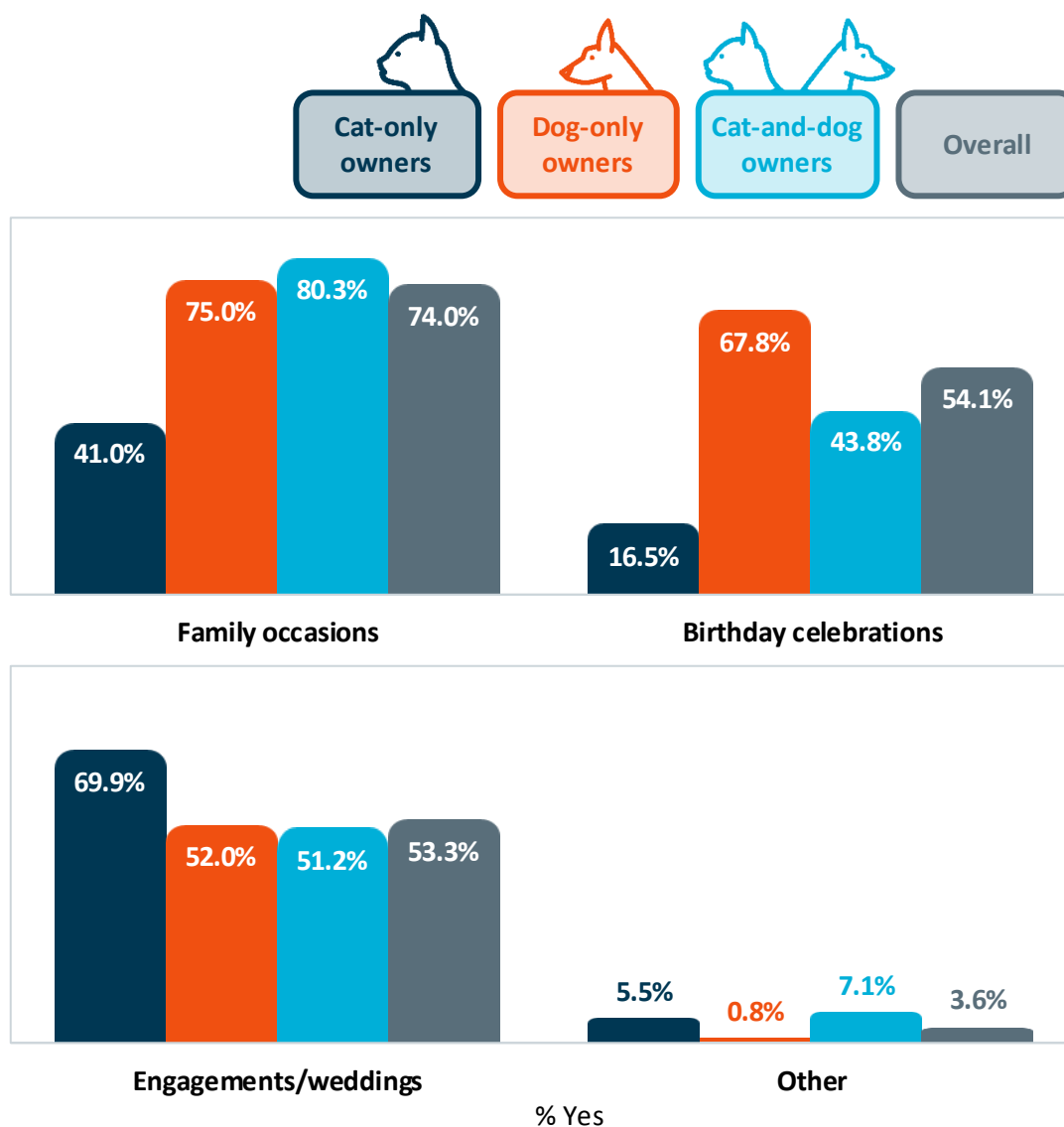


Source: CoreData Pets Survey (May 2017)

Question: Has/would your pet(s) played/play a part in special events (e.g. ring-bearer at your wedding)?

A very minimal portion (8.6%) of respondents say their pets have played or would play a part in special events in their lives such as weddings.

What special events does/would this include?



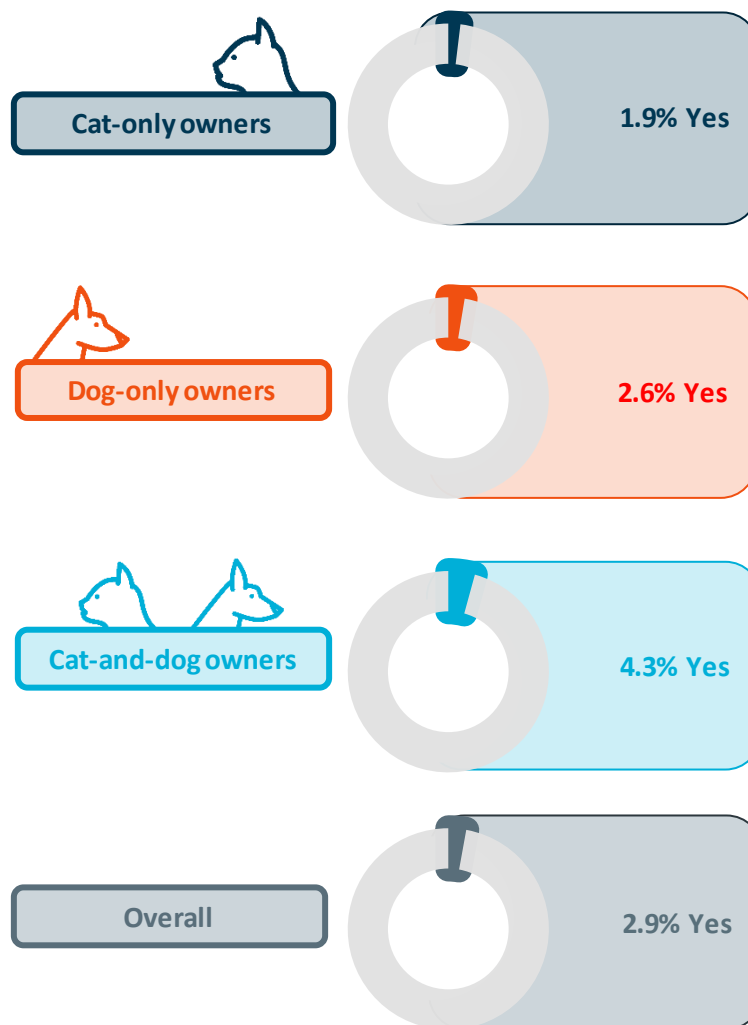
*Multiple answers allowed

Source: CoreData Pets Survey (May 2017)

Question: What special events does/would this include?

For the respondents who say their pets played or would play a part in special events, these include family occasions (74.0%), birthday celebrations (54.1%) and engagements or weddings (53.3%).

Have you ever enrolled your pet(s) into beauty/talent contests?

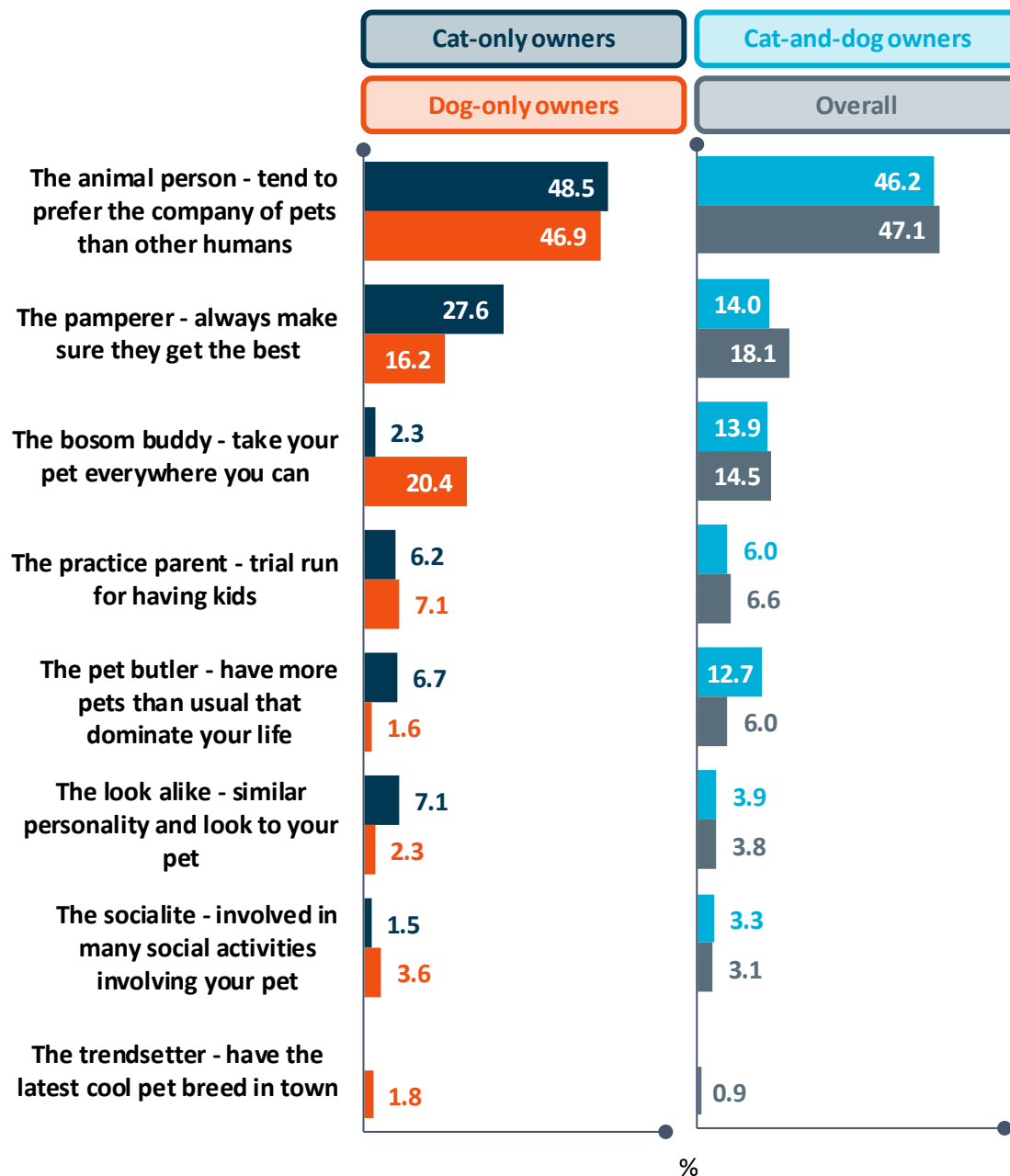


Source: CoreData Pets Survey (May 2017)

Question: Have you ever enrolled your pet(s) into beauty/talent contests?

The vast majority (97.1%) of respondents have never enrolled their pets into beauty or talent contests.

Which one of these typical pet owner archetypes best describes you?



Source: CoreData Pets Survey (May 2017)

Question: Which one of these typical pet owner archetypes best describes you?

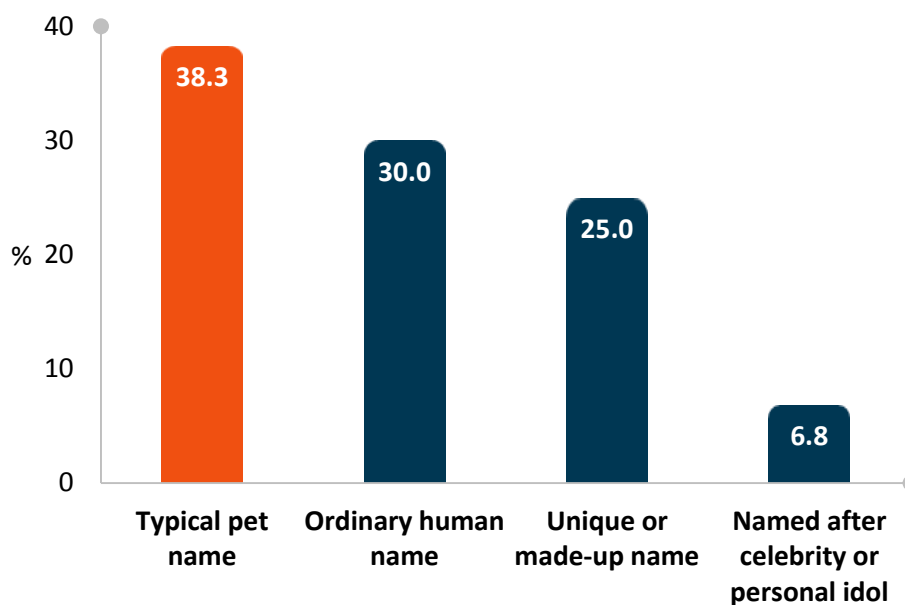
Close to half (47.1%) of respondents categorise themselves as 'The animal person' as they tend to prefer the company of pets than other humans. Close to one in five (18.1%) see themselves as the 'pamperers' as they always make sure their pet(s) get the best. One in seven (14.5%) describe themselves as the 'bosom buddies' as they take their pet(s) everywhere they can.

Cat-only owners are the most likely to consider themselves as the 'pamperers' (27.6%), while dog-only owners are the most likely to describe themselves as the 'bosom buddy' (20.4%).

PET NAMES

- Most respondents say their pets have typical pet names but unique or made-up names are also getting popular.
- They also think their pets like their names; however, they also think pet names are getting ridiculous nowadays.
- The popular dog names include *Bella*, *Coco*, *Charlie*, *Ben* and *Max* while popular cat names are *Max*, *Sam*, *Charlie*, *Oscar* and *Tiger*.

What best describes your first pet's name?



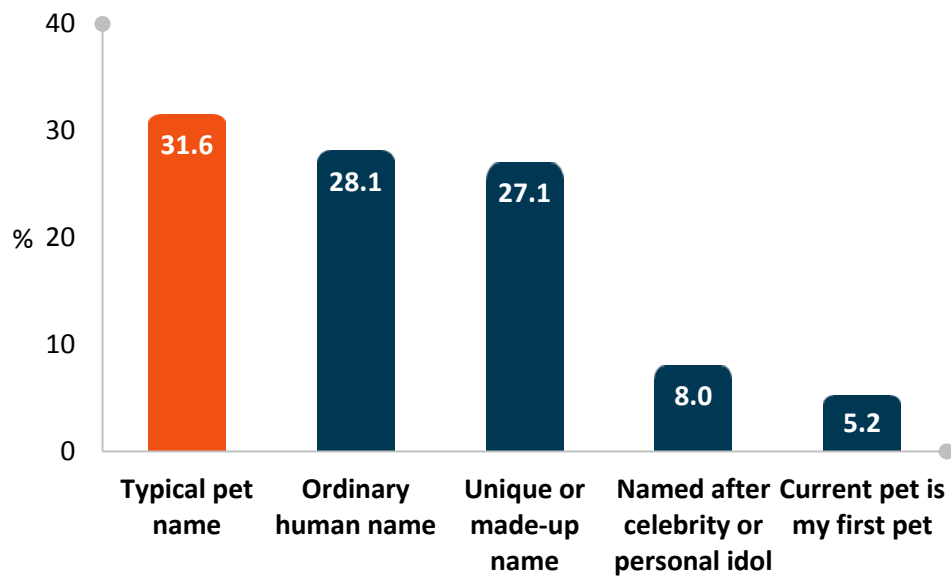
Source: CoreData Pets Survey (May 2017)

Question: What best describes your first pet's name?

Close to two in five (38.3%) respondents say their first pet had a typical pet name, while three in 10 (30.0%) describe it as an ordinary human name. A quarter (25.0%) say their first pet's name was a unique or made-up name.

Dog-only owners are the most likely to have had ordinary human names for their first pets' (34.8%), while cat-only owners are the least likely to have had one (21.4%).

What best describes your current pet's names/pets' names?



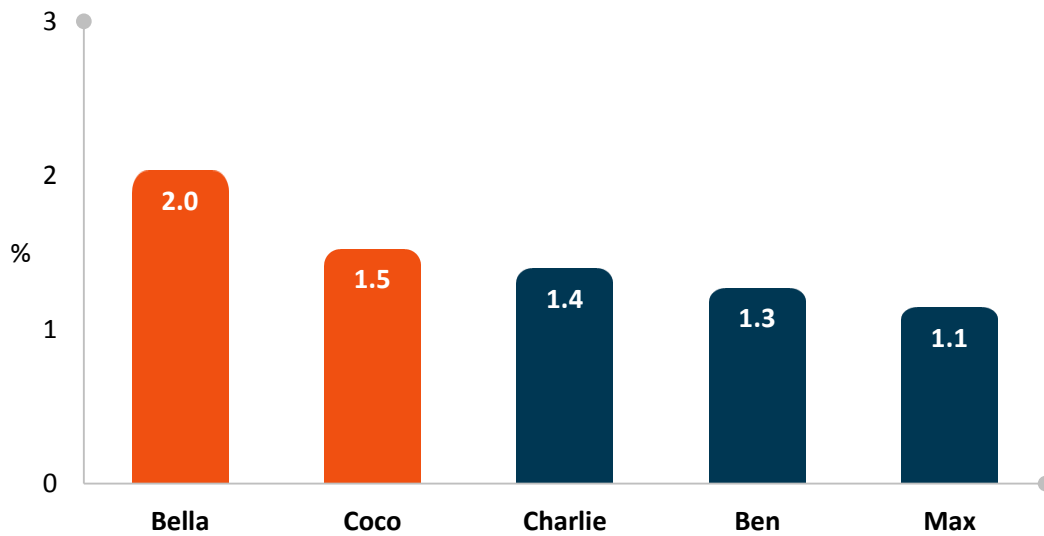
Source: CoreData Pets Survey (May 2017)

Question: What best describes your current pet's name(s)?

More than three in 10 (31.6%) respondents say their current pets' names are typical pet names. Similar proportions say their current pets' names are ordinary human names (28.1%) or unique/made-up names (27.1%).

Dog-only owners are the most likely to have ordinary human names for their current pets (34.7%), while cat-only owners are the most likely to have given unique or made-up names for their current pets (32.2%).

What is your dog's name?



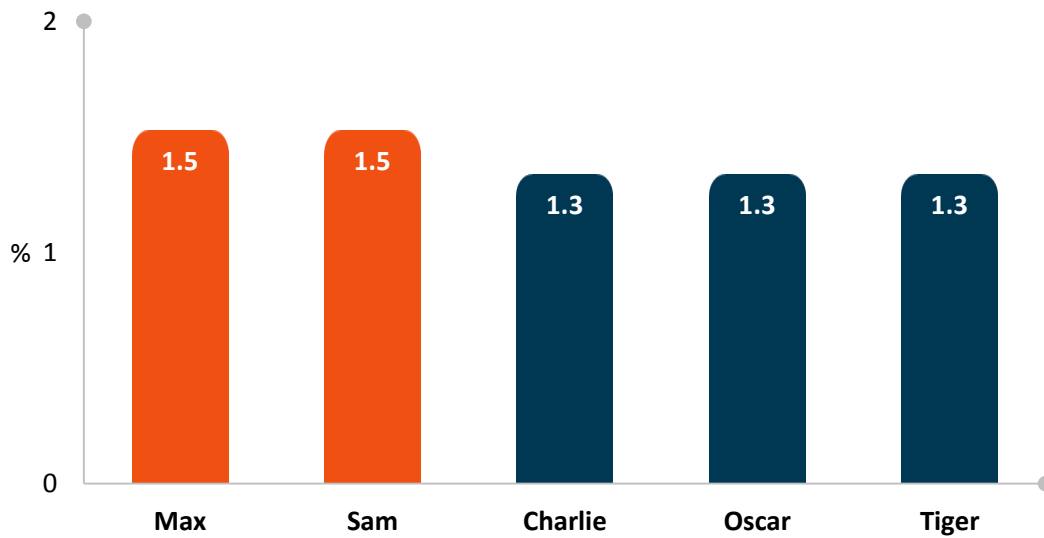
*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: What is your dog's name?



What is your cat's name?



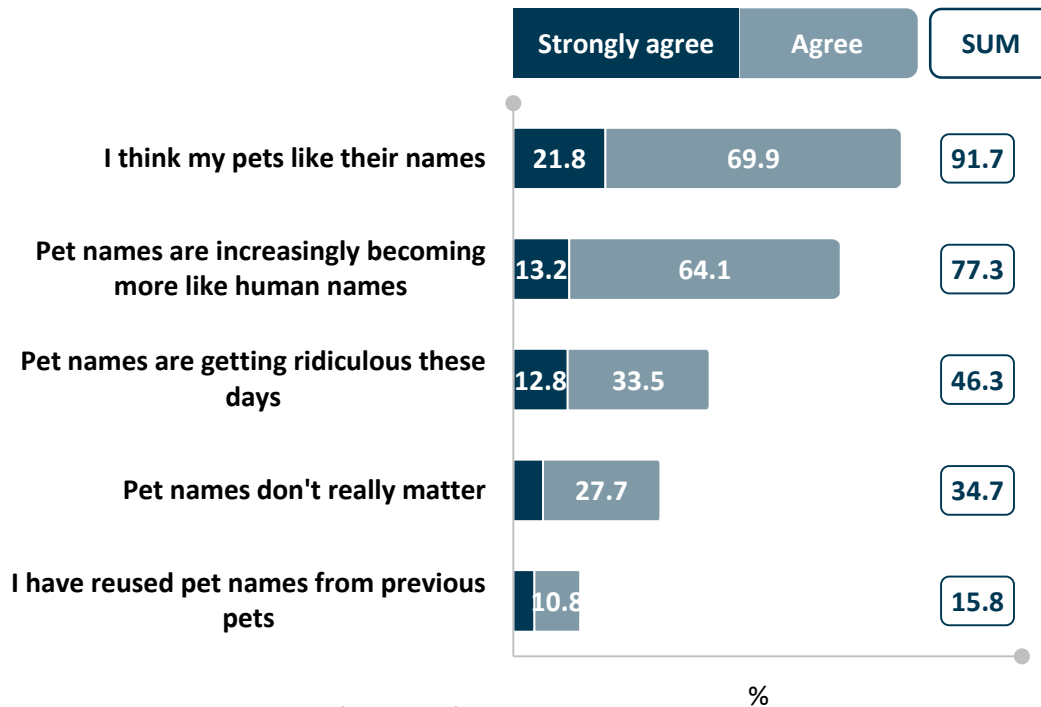
*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: What is your cat's name?



How much do you agree with the following statements?



Source: CoreData Pets Survey (May 2017)

Question: How much do you agree with the following statements?

The overwhelming majority (91.7%) of respondents agree or strongly agree that their pets like their names, while more than three in four (77.3%) say pet names are increasingly becoming more like human names.

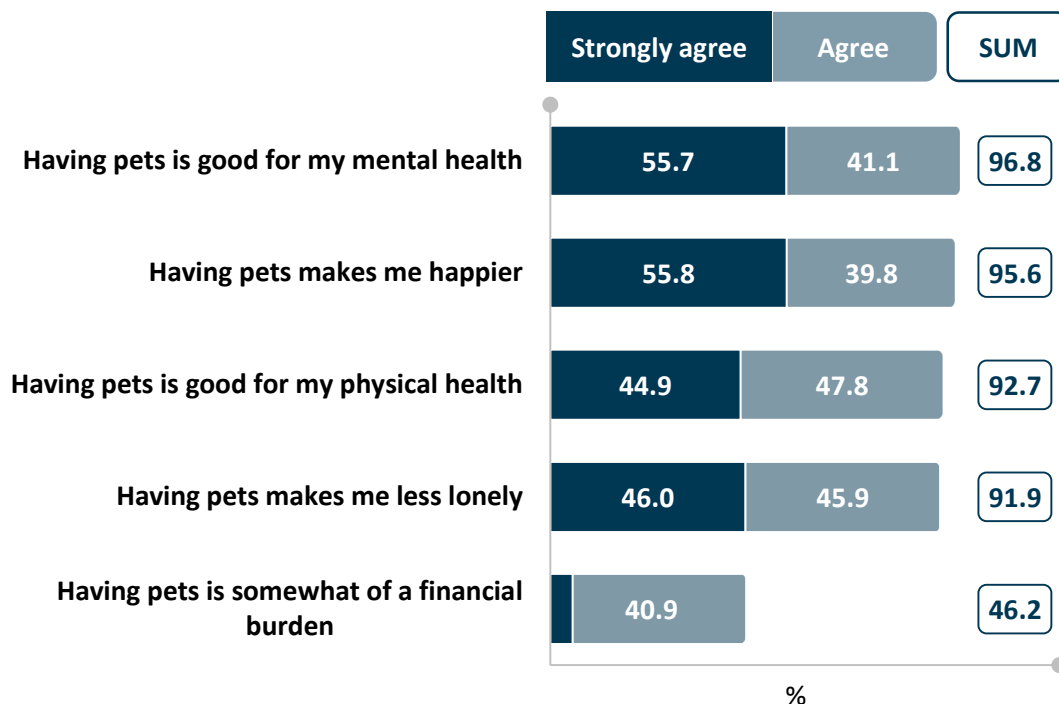
To a much lesser degree, respondents also agree or strongly agree that pet names are getting ridiculous these days (46.3%) and pet names do not really matter (34.7%).

Only close to one in six (15.8%) say they have reused pet names from previous pets.

COST VS BENEFIT OF HAVING A PET

- Respondents feel owning a pet has a positive impact on both their mental wellbeing and physical health, resulting in them being happier in general.
- They also do not trust people who do not like pets and often care for more for the health of their pet than their own.
- They also say the best things about having a pet includes the companionship and unconditional love they offer whilst the toughest aspects are the food and medical expenses.
- Respondents are willing to sacrifice certain things for their pets like personal luxuries, moving countries or homes.
- They typically spend less than 10% of their income on their pets each month, averaging \$115, with dog-only owners spending the most on average.
- Interestingly, on a yearly basis Australian cat and dog owners are spending \$6.4 Billion dollars more on their pets than fashion items for themselves, \$7.3 Billion dollars more on their pets than tech items, and \$1.6 Billion dollars more on their pets than entertainment and leisure.
- They are also prepared to shell out money if their pet gets sick and needs surgery.
- Some respondents are prepared to spend for their pets to be buried or cremated if they pass on.

How much do you agree with the following statements?



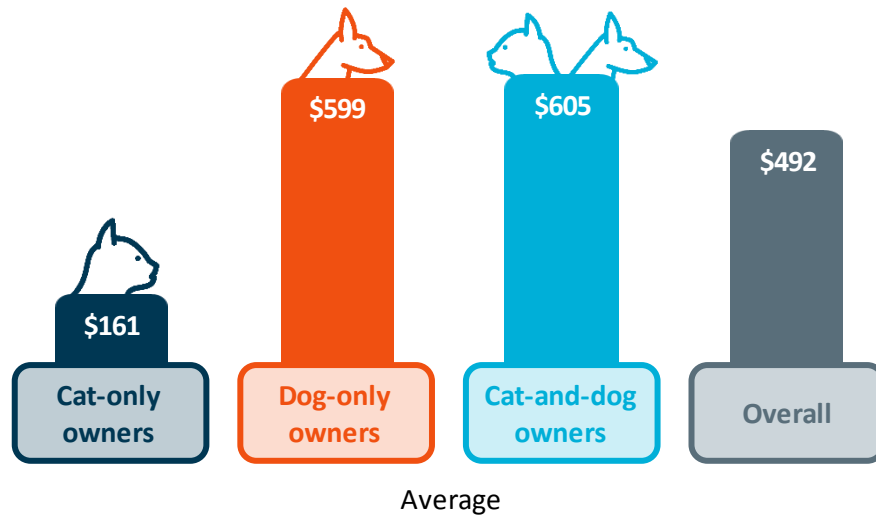
Source: CoreData Pets Survey (May 2017)

Question: How much do you agree with the following statements?

The overwhelming majority of respondents agree or strongly agree that pet ownership is good for their mental health (96.8%) and physical health (92.7%). They also agree or strongly agree that having pets makes them happier (95.6%) and less lonely (91.9%).

To a much lesser extent, respondents agree or strongly agree that having pets can be somewhat of a financial burden (46.2%).

Approximately, how much did you pay to buy your pet(s)?

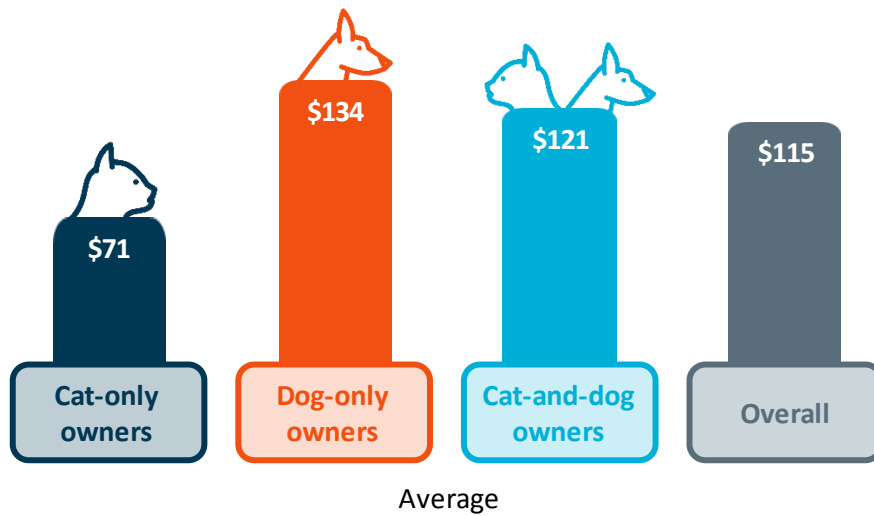


Source: CoreData Pets Survey (May 2017)

Question: Approximately, how much did you pay to buy your pet(s)?

Respondents say they have paid approximately \$492 to buy their pet or pets. Cat-and-dog owners have spent the most, paying an average of \$605 followed by dog-only owners who have bought their pets for an average of \$599. Cat-only owners have paid the least, buying their pets for an average of \$161.

Approximately, how much do you spend on your pet(s) in an average month?

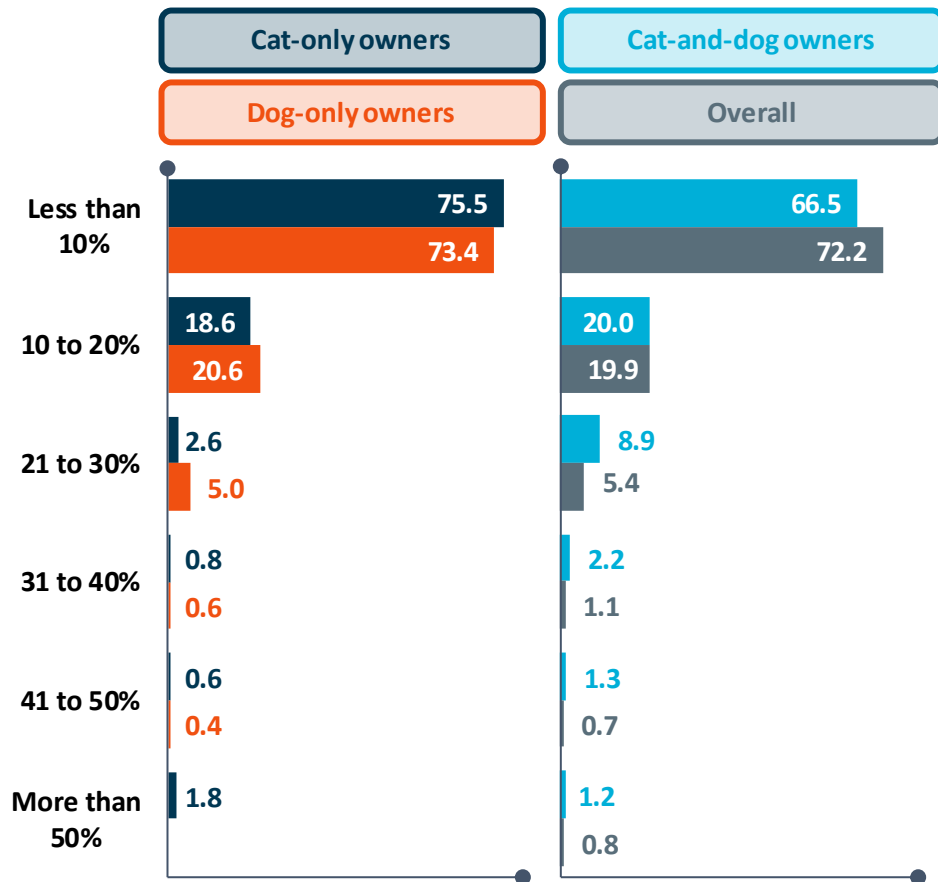


Source: CoreData Pets Survey (May 2017)

Question: Approximately, how much do you spend on your pet(s) in an average month?

Respondents spend \$115 on their pets in an average month. Dog-only owners spend the most with an average of \$134, while cat-only owners spend the least with an average of \$71 per month.

On average what percentage of your total income do you spend on your pet(s) each month?



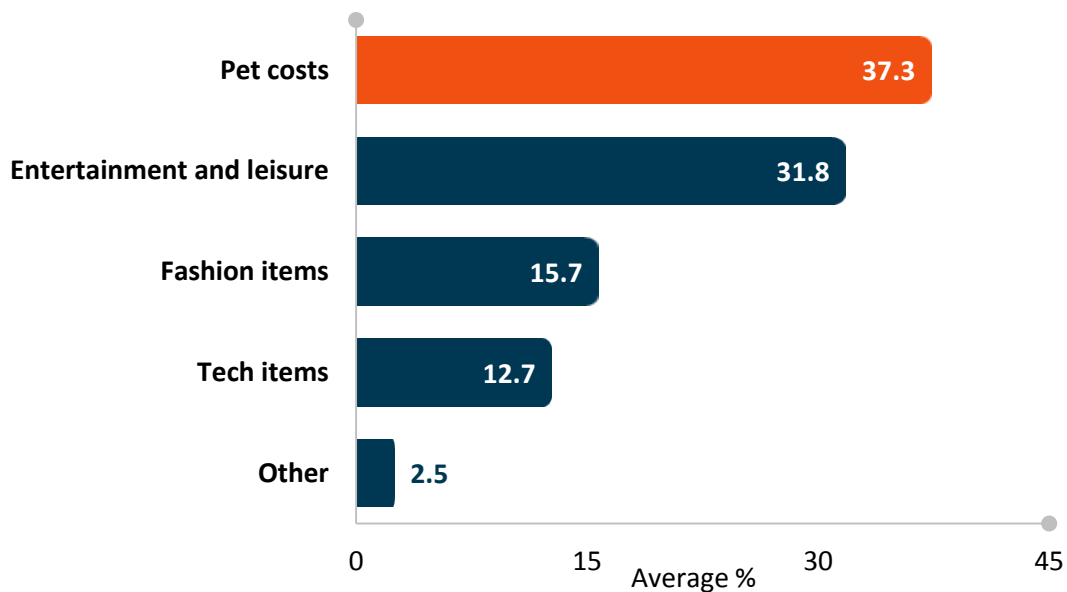
Source: CoreData Pets Survey (May 2017)

%

Question: On average what percentage of your total income do you spend on your pet(s) each month?

The large majority (72.2%) of respondents say they spend less than 10% of their total income on their pets each month. A quarter (25.3%) say they spend about 10% to 30% of their total income per month on their pets.

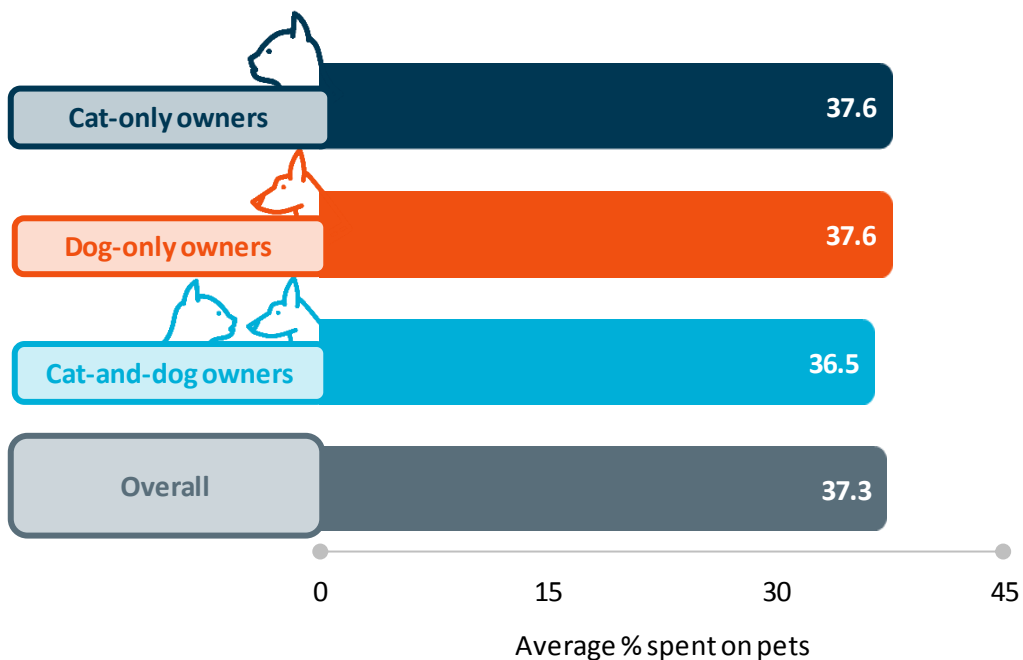
On average what percentage of your income do you spend on these various discretionary purchases each month?



Source: CoreData Pets Survey (May 2017)

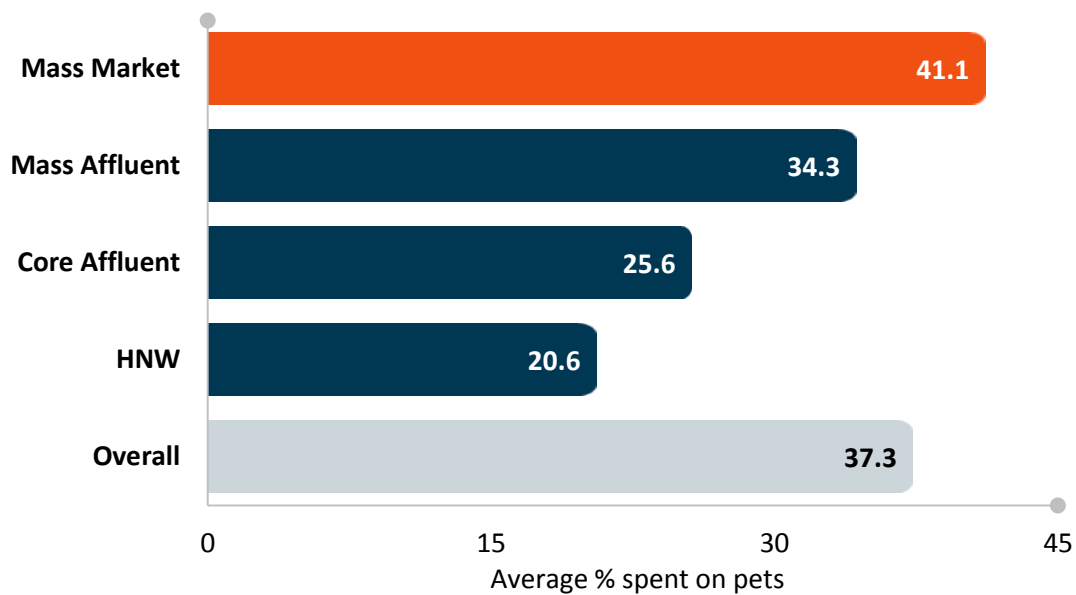
Question: On average what percentage of your income do you spend on these various discretionary purchases each month?

Respondents spend almost 37.3% of their discretionary income on their pets followed by entertainment and leisure (31.8%). They have allocated 15.7% for fashion items and 12.7% on tech items.



Source: CoreData Pets Survey (May 2017)

Question: On average what percentage of your income do you spend on these various discretionary purchases each month? [Pet costs]



Source: CoreData Pets Survey (May 2017)

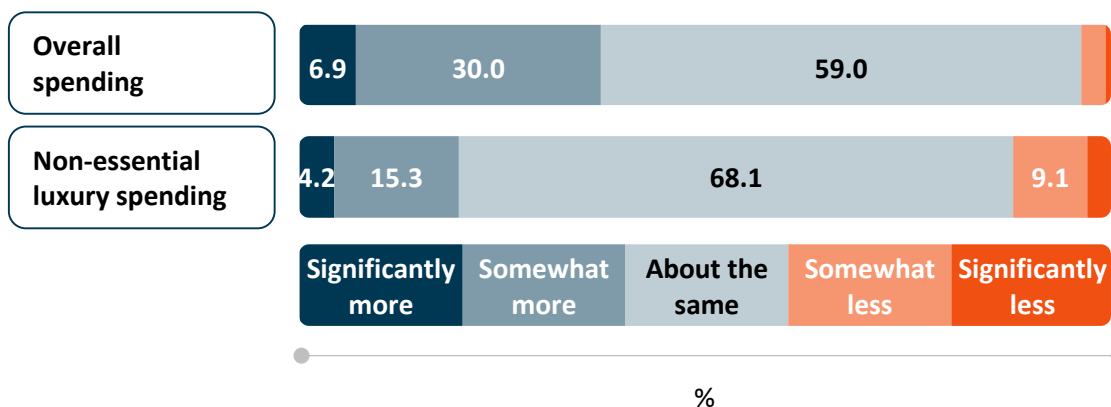
Question: On average what percentage of your income do you spend on these various discretionary purchases each month? [Pet costs]

Respondents who make up the mass market segment (income of below \$40,000) are spending the most of their pets when it comes to discretionary, allocating 41.1%. HNW respondents (income of beyond \$150,000) spend the least, allocating half (20.6%) of that of mass market.

	Cats and dog owners annual spend	Additional money spent on pets compared to other discretionary spend
Pet costs	\$ 11,000,000,000	-
Entertainment and leisure	\$9,361,174,063	\$1,638,825,937
Tech items	\$3,738,504,268	\$7,261,495,732
Fashion items	\$4,637,770,694	\$6,362,229,306
Other	\$732,645,728	\$10,267,354,272

Based on estimates of annual cat and dog owner expenditure by the Australian Veterinary Association, we can use our survey data of discretionary spending habits to estimate how much these pet owners are spending compared to other discretionary purchases they make. Interestingly, on a yearly basis Australian cat and dog owners are spending \$6.4 Billion dollars more on their pets than fashion items for themselves, \$7.3 Billion dollars more on their pets than tech items, and \$1.6 Billion dollars more on their pets than entertainment and leisure.

Do you feel you are spending more overall on your pet(s) now compared to 5 years ago?
 Do you feel you are spending more on non-essential luxury items or care for your pet(s) now compared to 5 years ago?



Source: CoreData Pets Survey (May 2017)

Question: Do you feel you are spending more overall on your pet(s) now compared to 5 years ago?
 and Do you feel you are spending more on non-essential luxury items or care for your pet(s) now compared to 5 years ago?

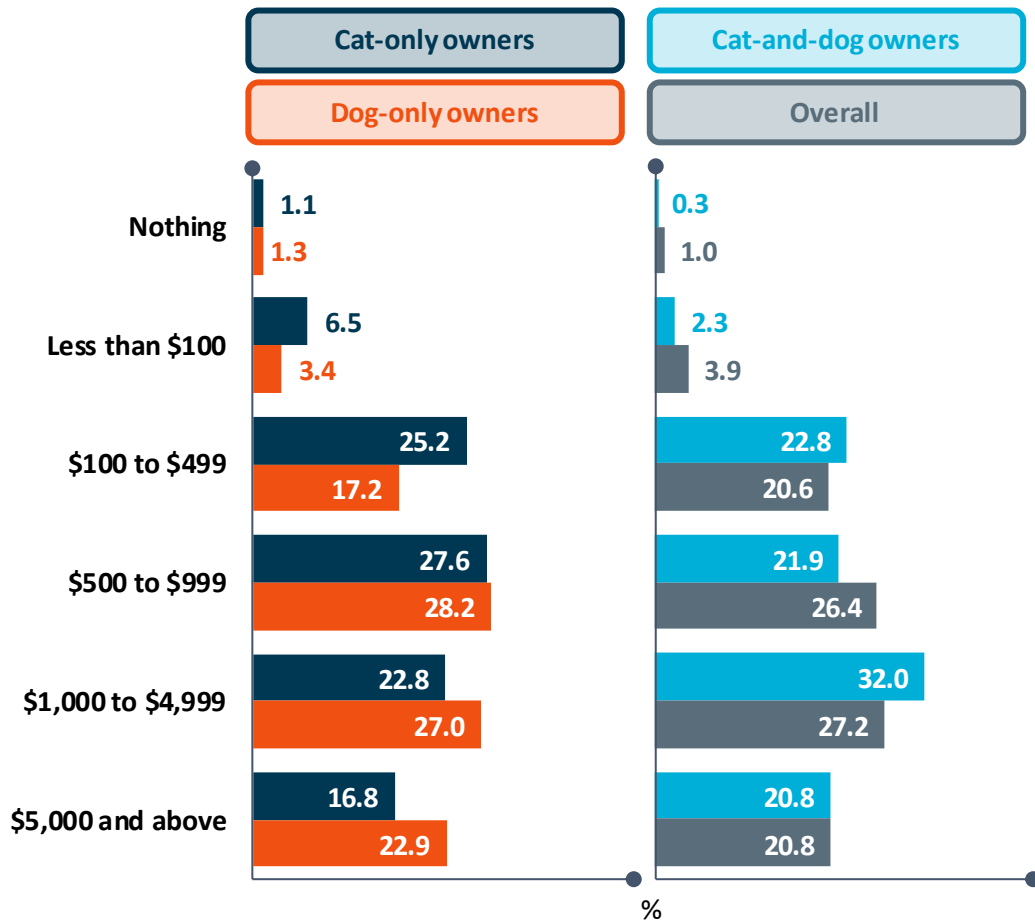
More than a third (36.9%) of respondents feel they are spending at least somewhat more overall on their pets compared to 5 years ago, while close to three in five (59.0%) say their spend is about the same.

Cat-and-dog owners are the most likely to say they are spending at least somewhat more overall on their pets compared to 5 years ago (45.8%), while cat-only owners are the most likely to say it is the about the same (64.7%).

Close to one in five (19.5%) respondents feel they are spending more on non-essential luxury items or care for their pets compared to 5 years ago, while the majority (68.1%) feel their spend is about the same.

Again, cat-and-dog owners are the most likely to say they are spending at least somewhat more on non-essential luxury items or care for their pets compared to 5 years ago (27.0%), while cat-only owners are the most likely to say it is the about the same (71.6%).

How much would you be prepared to pay if your pet(s) got sick and needed surgery to survive?

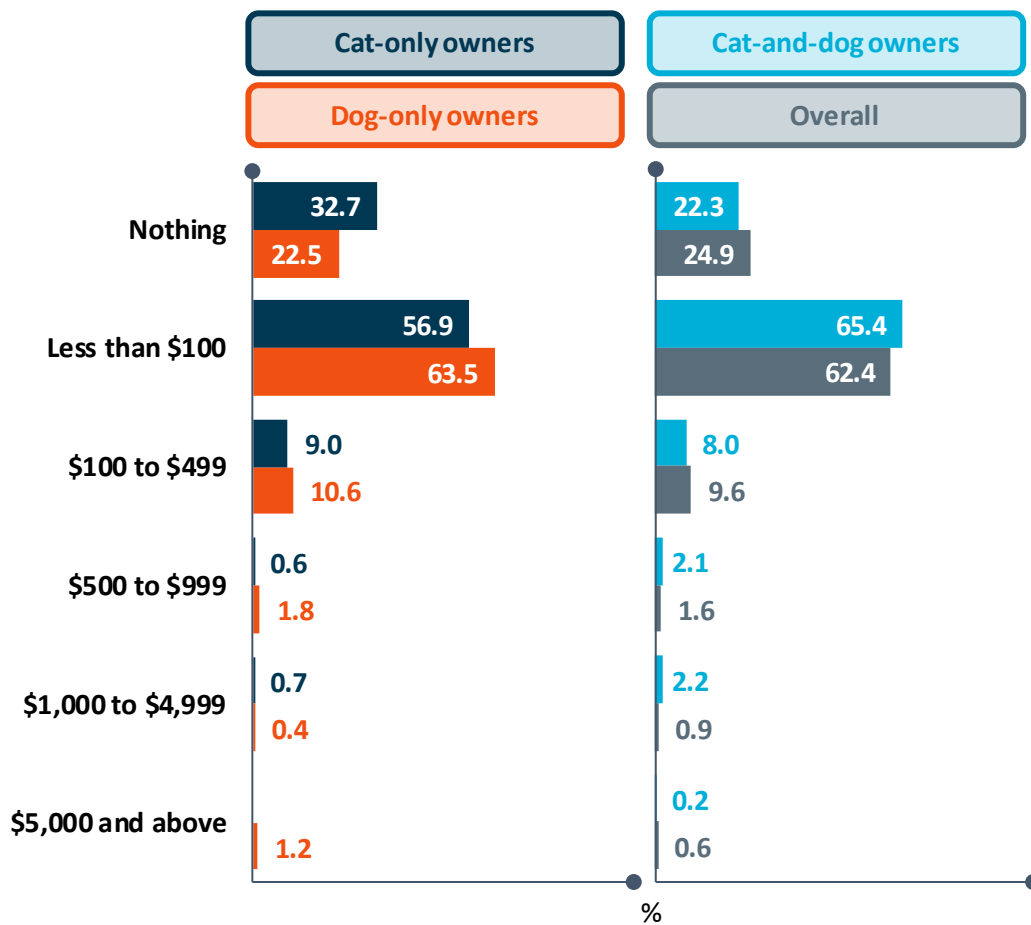


Source: CoreData Pets Survey (May 2017)

Question: How much would you be prepared to pay if your pet(s) got sick and needed surgery to survive?

Close to half (47.0%) of respondents are prepared to pay between \$100 to \$999 if their pets were to get sick and need surgery to survive. More than a quarter (27.2%) are prepared to spend more, saying they are willing to pay between \$1,000 and \$4,999 for life-saving pet surgery, while a further 20.8% say they are prepared to spend \$5,000 and above.

How much would you be prepared per month to pay for luxury items (i.e. discretionary items for spoiling them)?



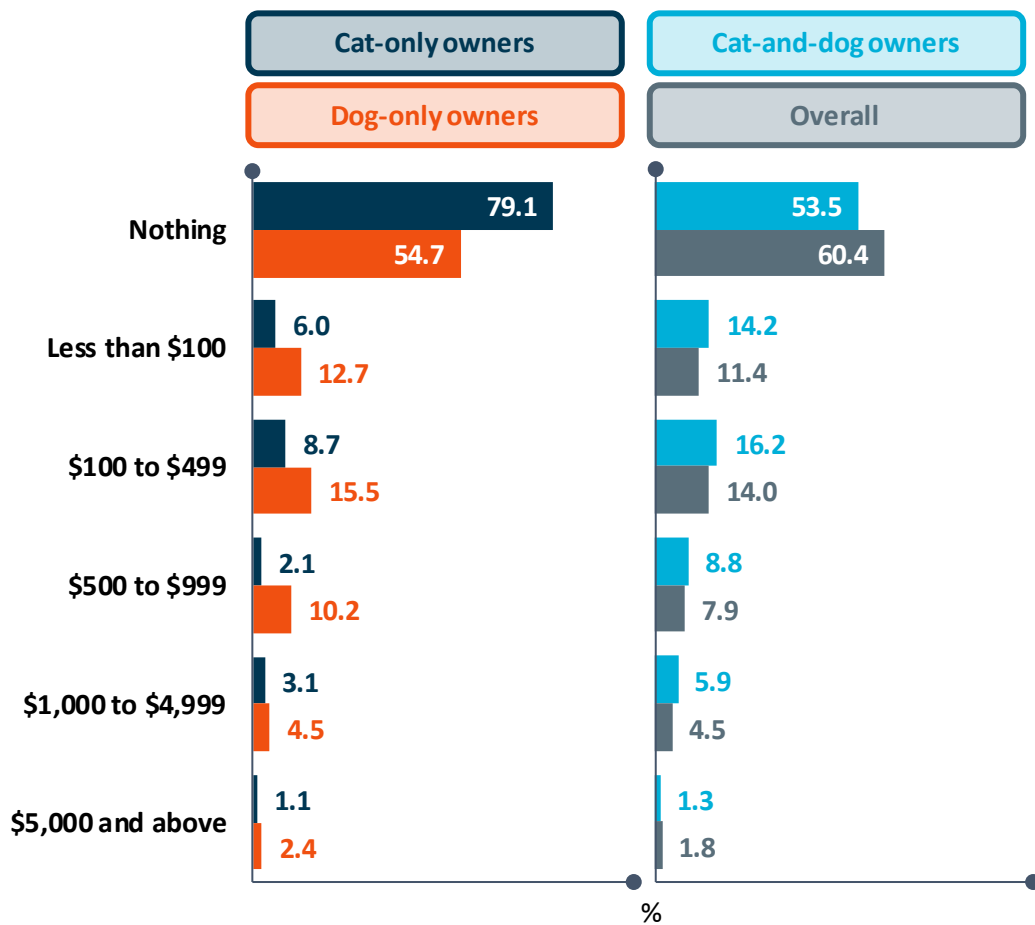
Source: CoreData Pets Survey (May 2017)

Question: How much would you be prepared per month to pay for luxury items (i.e. discretionary items for spoiling them)?

More than three in five (62.4%) respondents say they are willing to pay less than \$100 per month for luxury pet items, while more than one in 10 (11.2%) are prepared to pay between \$100 and \$999 for luxury items. However, close to a quarter (24.9%) say they are not willing to spend any amount of money on luxury items for their pet(s).

Cat-only owners are the most likely to spend nothing on luxury pet items (32.7%).

How much would you be prepared to pay per year for your pet(s) to travel on holiday with you (including quarantine if overseas)?



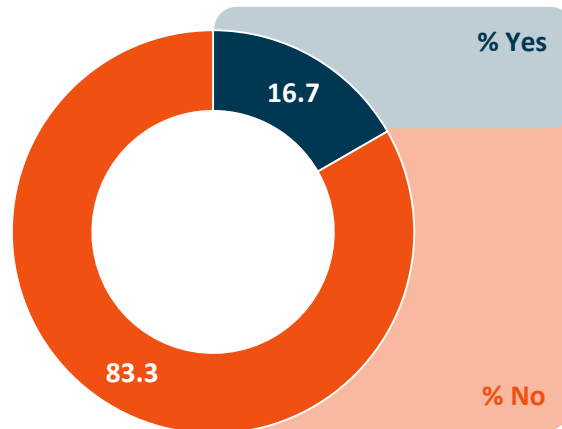
Source: CoreData Pets Survey (May 2017)

Question: How much would you be prepared to pay per year for your pet(s) to travel on holiday with you (including quarantine if overseas)?

More than one in 10 (11.4%) respondents are prepared to pay less than \$100 per year for their pets to travel on holiday with them, while a further one in seven (14.0%) are willing to pay between \$100 and \$499.

Again, cat-only owners are the most likely to spend nothing for their pets to travel with them on a holiday (79.1%).

Does your pet/Do your pets take any medicine regularly?

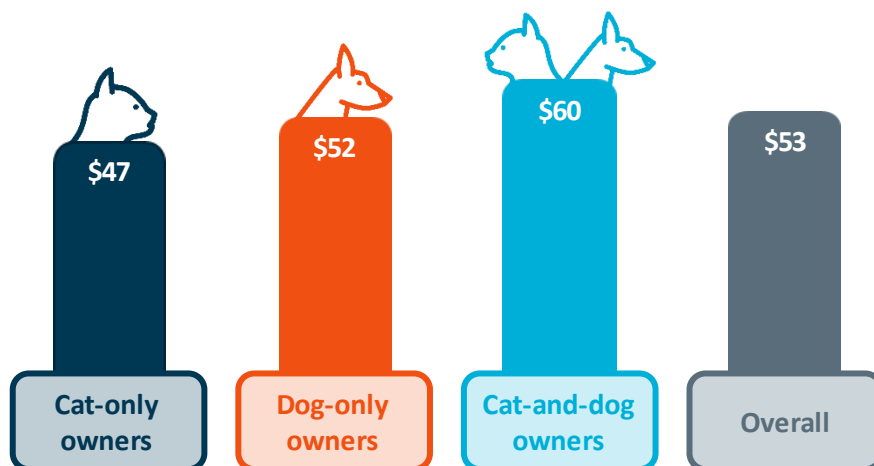


Source: CoreData Pets Survey (May 2017)

Question: Do(es) your pet(s) take any medicine regularly?

Only one in six (16.7%) respondents say their pets take some form of medicine regularly, while the vast majority (83.3%) say otherwise.

How much do you spend each month on medicine for your pet(s)?



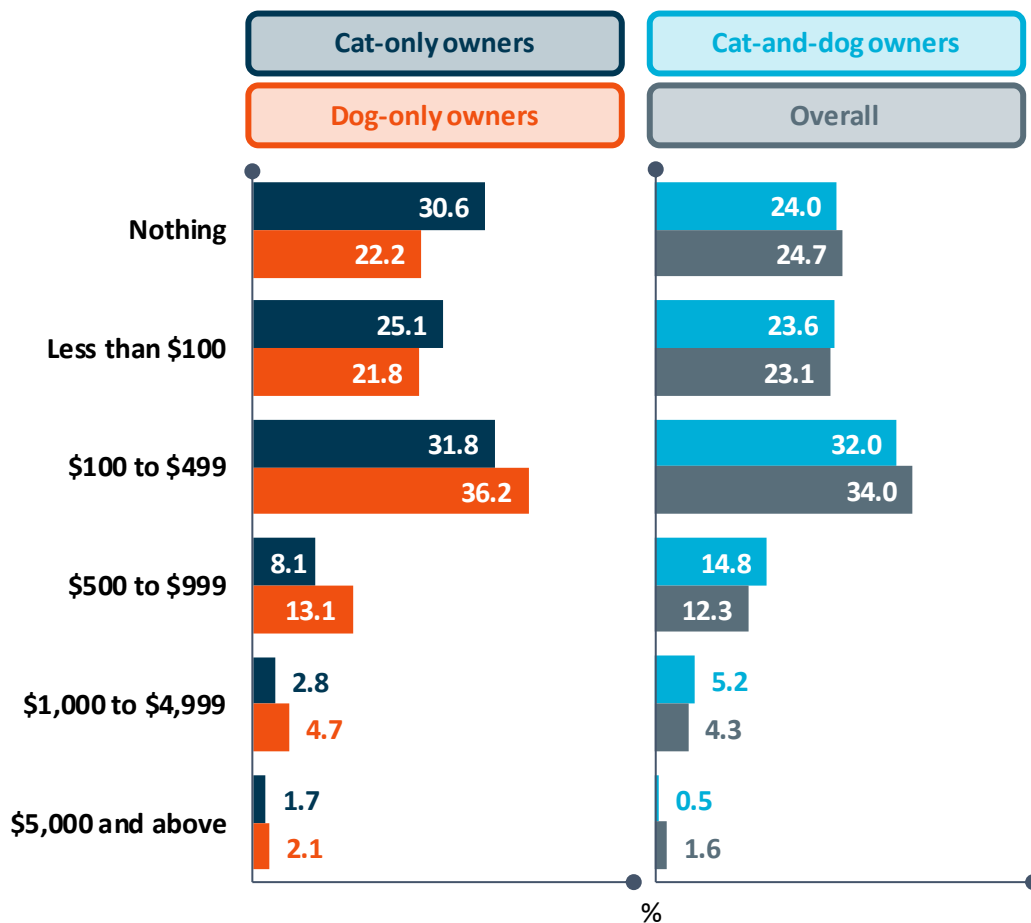
Average

Source: CoreData Pets Survey (May 2017)

Question: How much do you spend each month on medicine for your pet(s)?

Respondents on average spend \$53 each month on medicine for their pets. Cat-and-dog owners spend an average of \$60 while cat-only owners spend an average of \$47.

How much would you be prepared to pay for your pet(s) to be buried/cremated?

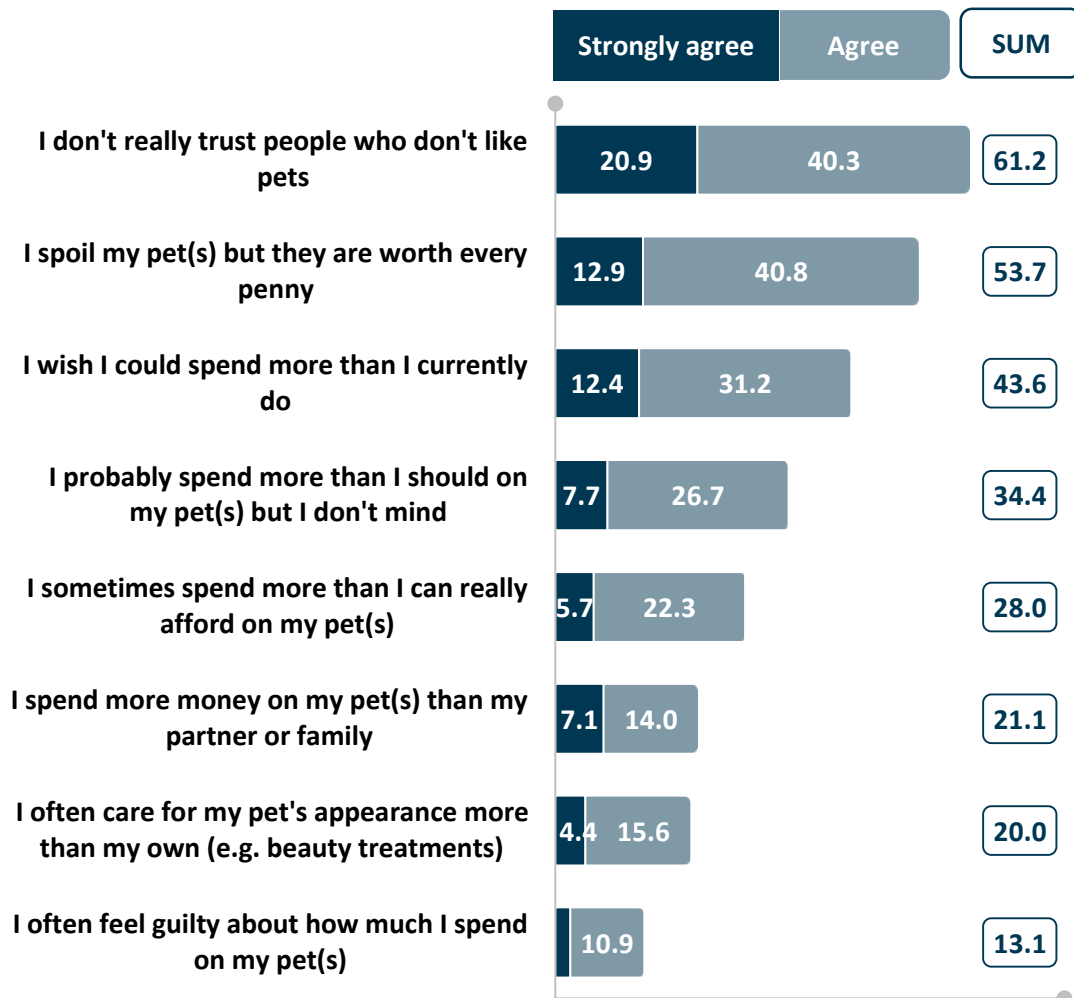


Source: CoreData Pets Survey (May 2017)

Question: How much would you be prepared to pay for your pet(s) to be buried/cremated?

Close to a one in four (23.1%) respondents say they are prepared to spend less than \$100 for their pets to be buried or cremated when the time comes, while more than a third (34.0%) are willing to spend between \$100 and \$499. However, close to a quarter (24.7%) claim they are unwilling to shell out money for their pets to be buried or cremated.

How much do you agree with the following statements?



Source: CoreData Pets Survey (May 2017)

Question: How much do you agree with the following statements?

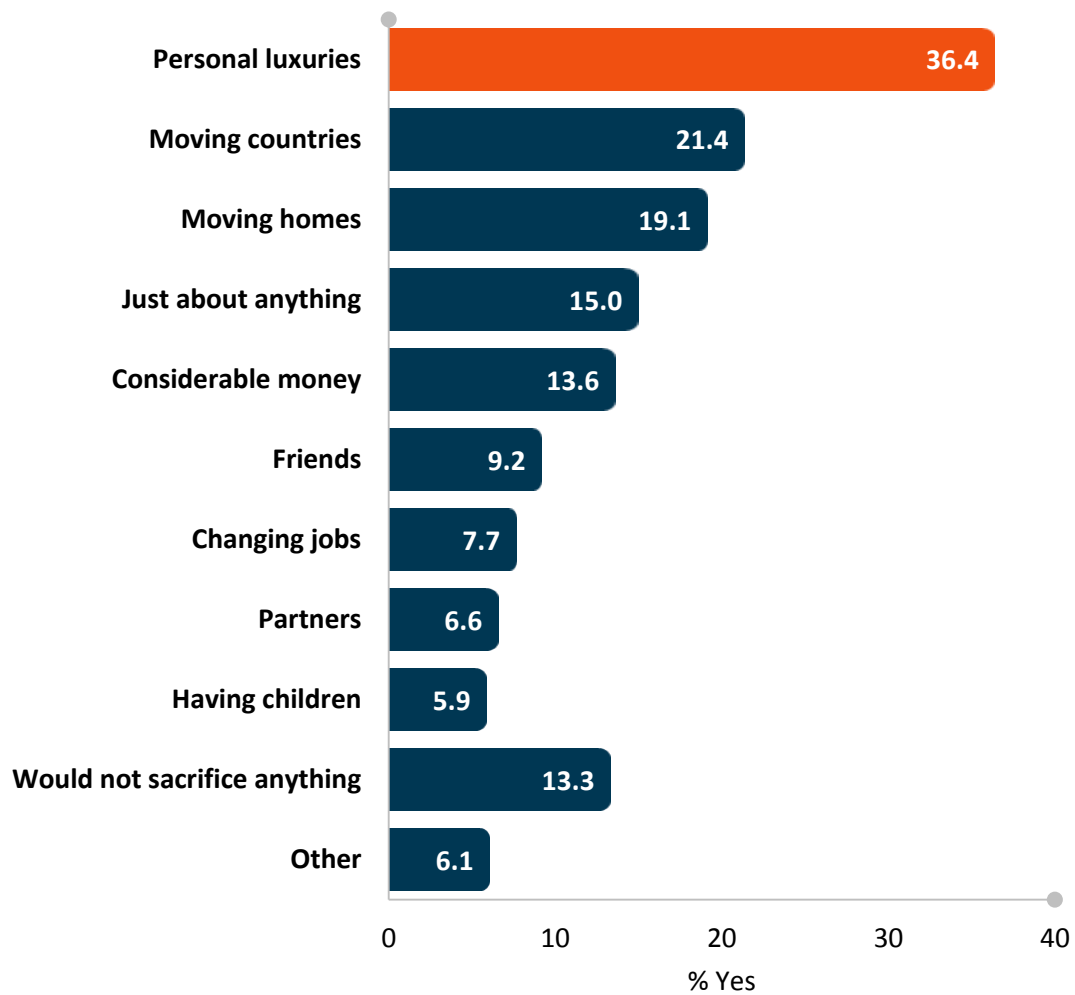
%

More than three in five (61.2%) respondents agree or strongly agree that they do not trust people who do not like pets and more than half (53.7%) spoil their pets but think they are worth every penny spent.

More than two in five agree or strongly agree that they wish they could spend more than they currently do (43.6%).

Interestingly, some respondents agree or strongly agree that they probably spend more than they should (34.4%), sometimes spend more than they can really afford (28.0%) and spend more on their pets than their partner or family (21.1%).

What would you be willing to sacrifice for your pet(s) if you had to?



*Multiple answers allowed

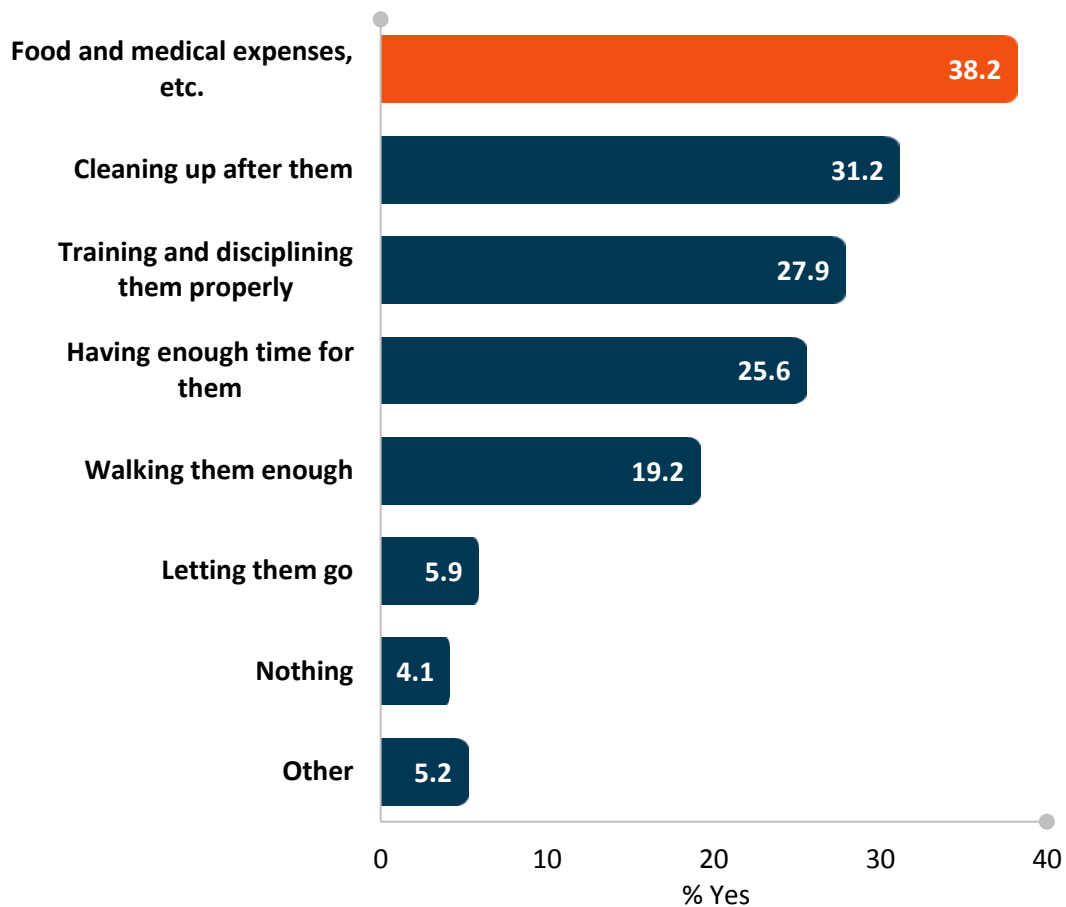
Source: CoreData Pets Survey (May 2017)

Question: What would you be willing to sacrifice for your pet(s) if you had to?

More than a third (36.4%) of respondents say they would be willing to sacrifice personal luxuries for their pets if they had to. Similar proportions claim they will forgo moving countries (21.4%) or moving homes (19.1%) for their pets.

Interestingly, similar proportions also say they would sacrifice just about anything (15.0%) or they would not sacrifice anything at all (13.3%) for their pets.

What is the toughest thing about owning pet(s)?



*Multiple answers allowed

Source: CoreData Pets Survey (May 2017)

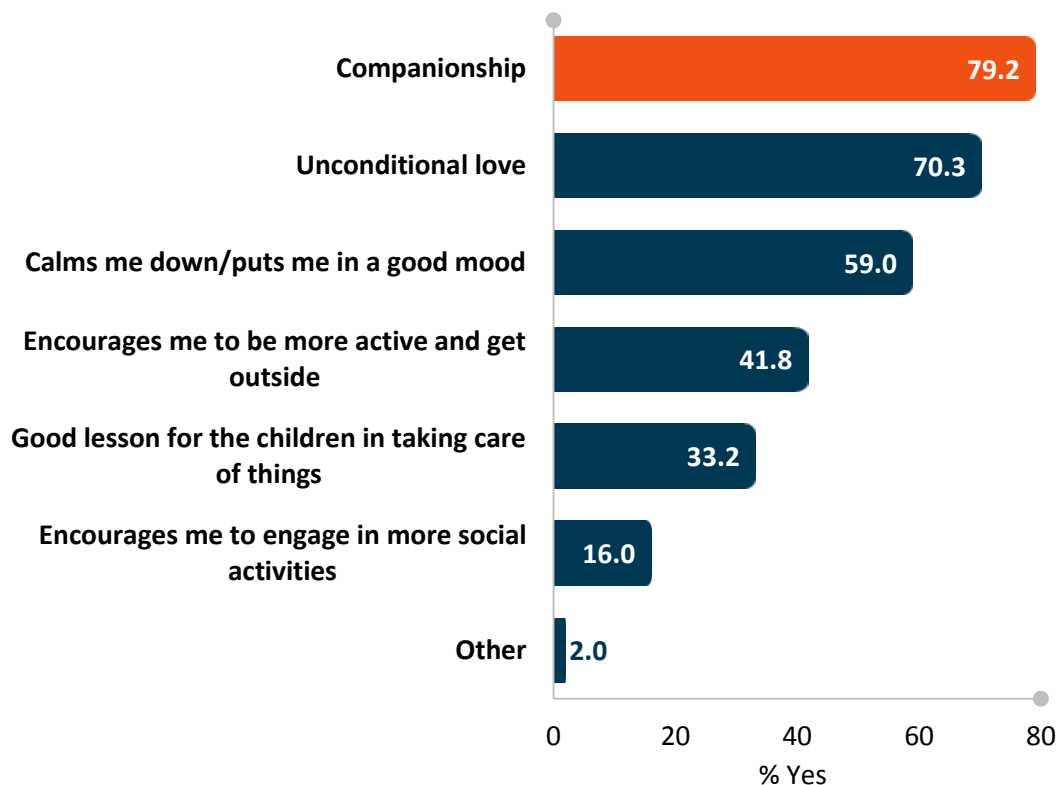
Question: What is the toughest thing about owning pets?

Close to two in five (38.2%) respondents say food and medical expenses are the toughest things they have to face as pet owners, while close to a third (31.2%) say it is cleaning up after their pets.

Respondents also say it is tough to train and discipline their pets properly (27.9%), to have enough time for them (25.6%) and walking them enough (19.2%).

Cat-only owners are the most likely to point to cleaning up after their pets as the toughest aspect of pet ownership (41.4%), while dog-only owners are the most likely to wonder if they are walking their pets enough (28.5%). Cat-and-dog owners are the most likely to say it is difficult to train and discipline their pets properly (35.1%).

What is the best thing about having a pet / pets?



*Multiple answers allowed

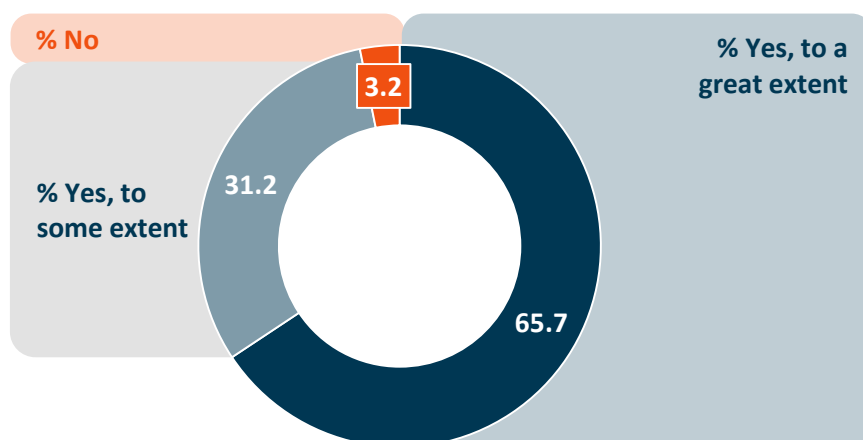
Source: CoreData Pets Survey (May 2017)

Question: What is the best thing about having pet / pets?

The large majority of respondents say the best thing about having pets is the companionship (79.2%) as well as the unconditional love (70.3%). Whilst others cite good mood (59.0%) and encouragement to be more active and get outside (41.8%) as other positive aspects of pet ownership. A third (33.2%) say it is a good lesson for the children in taking care of things.

Cat-and-dog owners are the most likely to say that the unconditional love is the best bit about having pets (75.3%), while dog-only owners are the most likely to point to their pets encouraging them to be more active and get outside more (54.9%).

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

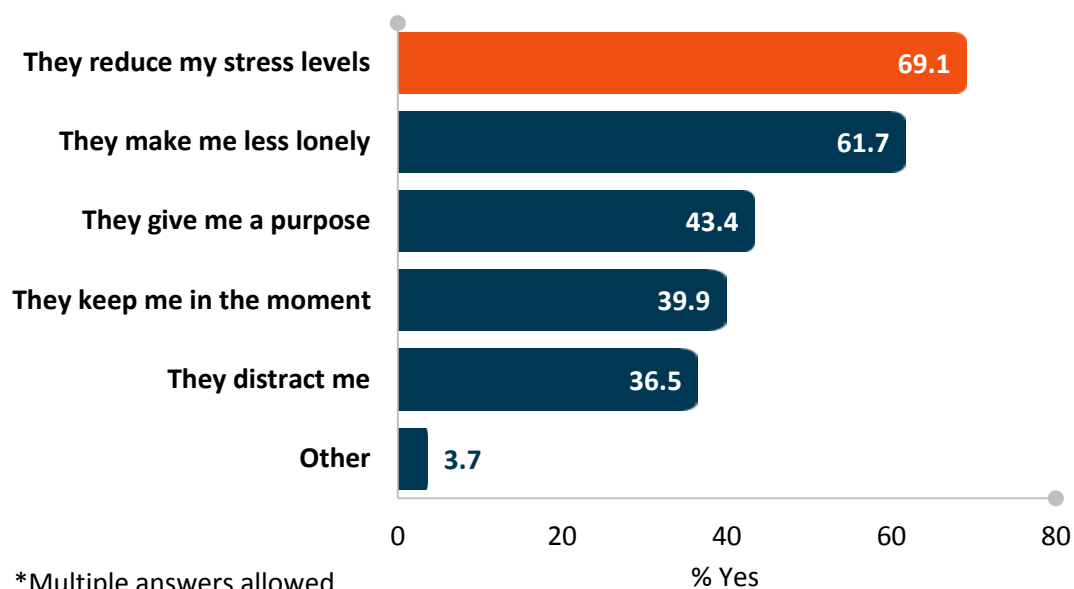


Source: CoreData Pets Survey (May 2017)

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

Nearly all (96.9%) respondents think owning pets positively impacts their mental wellbeing at least to some extent, with close to two-thirds (65.7%) saying owning pets positively impacts their mental wellbeing to a great extent.

Why do you think this is the case?



*Multiple answers allowed

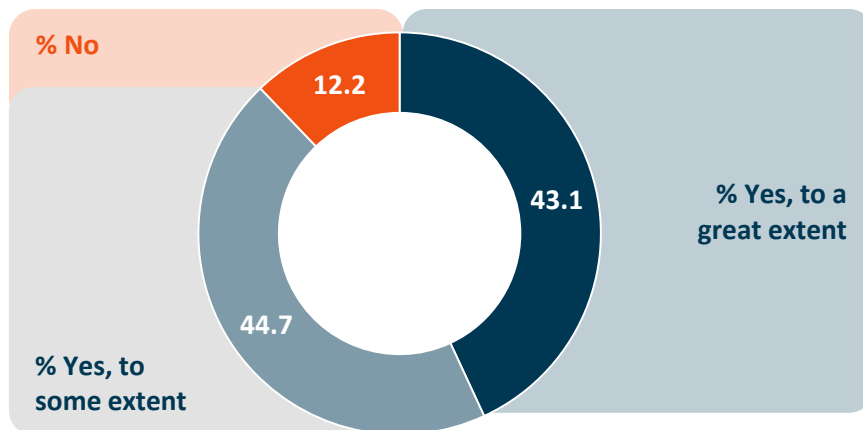
Source: CoreData Pets Survey (May 2017)

Question: Why do you think this is the case?

For respondents who think owning pets positively impacts their mental wellbeing to at least some extent, close to seven in 10 (69.1%) say their pets reduce their stress levels and a further 61.7% say their pets make them less lonely.

To a lesser extent, respondents also say their pets have a positive impact on their mental wellbeing by giving them a purpose (43.4%), keeping them in the moment (39.9%) and distracting them (36.5%).

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

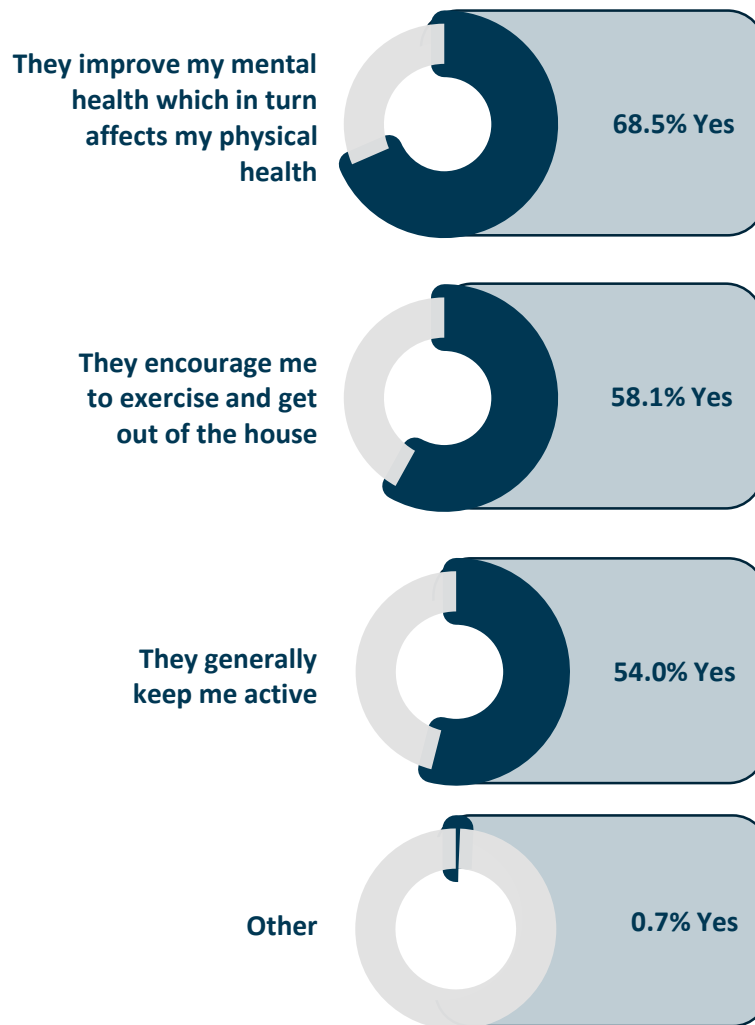


Source: CoreData Pets Survey (May 2017)

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

The vast majority (87.8%) of respondents think owning pets positively impacts their physical health at least to some extent, with more than two in five (43.1%) saying owning pets positively impacts their physical health to a great extent.

Why do you think this is the case?



*Multiple answers allowed

Source: CoreData Pets Survey (May 2017)

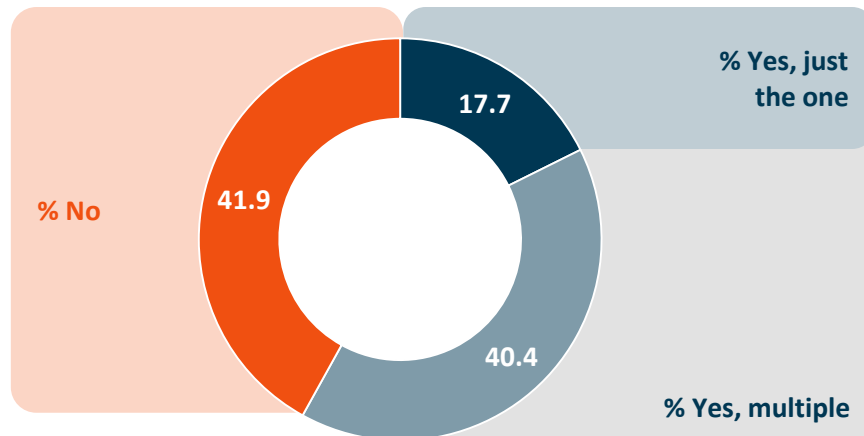
Question: Why do you think this is the case?

For respondents who think owning pets positively impacts their physical health to at least some extent, more than two-thirds (68.5%) say their pets improve their mental health which in turn affects their physical health. Respondents also say their pets positive impact on their physical health includes encouraging them to exercise and get out of the house (58.1%) and generally keeping them active (54.0%).

Cat-only owners are the most likely to say their pets positively impacts their physical health by improving their mental health (79.9%).

On the other hand, dog-only owners are the most likely to claim that their pets positively impact their physical health including encouraging them to exercise (71.1%) and generally keeping them active (59.5%).

Have you ever made claim(s) on your pet insurance?



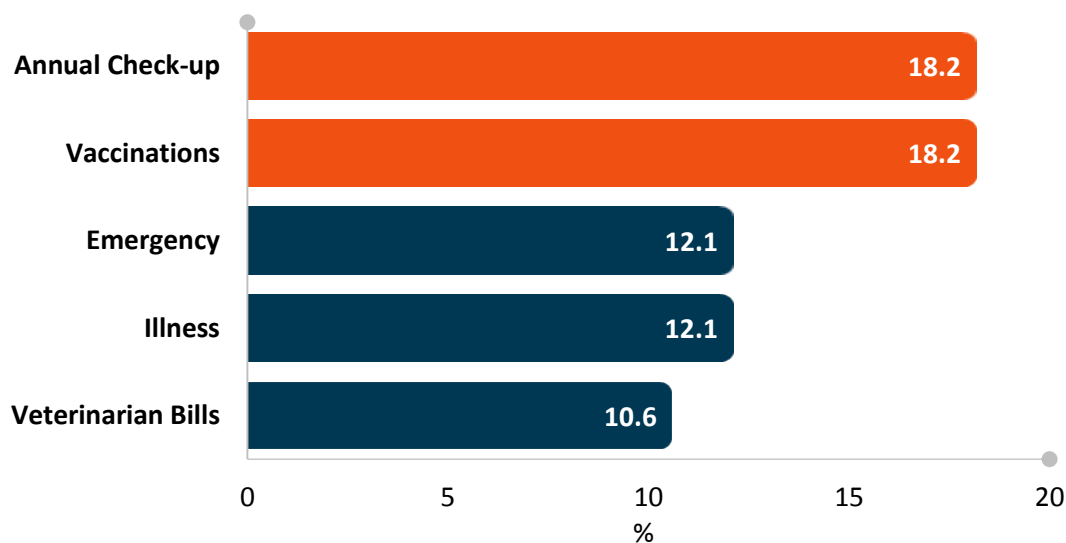
Source: CoreData Pets Survey (May 2017)

Question: Have you ever made claim(s) on your pet insurance?

For respondents who have pet insurance, more than one in six (17.7%) say they have made one claim on their insurance, while a further two in five (40.4%) say they have made multiple claims.

Cat-and-dog owners are the most likely to have had made multiple claims on their pet insurance (42.9%), while cat-only owners are the most likely to have not made a claim on their pet insurance (62.5%).

What is the most common thing that you make claims on your pet insurance for?



*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: What is the most common thing that you make claims on your pet insurance for?

*"Beetroot the Pekingese, being a short nose-and-throat breed, with its identifiable squashy face, gets specific health problems regarding his teeth and breathing. Therefore, he has to have regular health check-ups and treatments, as well as medication."
(Dog-only owner, Female, 46 years old, WA)*

*"Just the annual vaccinations to make sure he remains fit and healthy and doesn't catch any nasty diseases, especially as we walk daily on a park where many other dogs also exercise."
(Dog-only owner, Female, 61 years old, WA)*

*"Ruby, being a farm kelpie, often injures her paws with sticks, and her legs and shoulders from running into things while not looking at anything but the Frisbee."
(Cat-and-dog owner, Female, 51 years old, WA)*

*"I claim for dental work on my eldest dog and for dog attack on my youngest dog."
(Dog-only owner, Male, 42 years old, NSW)*

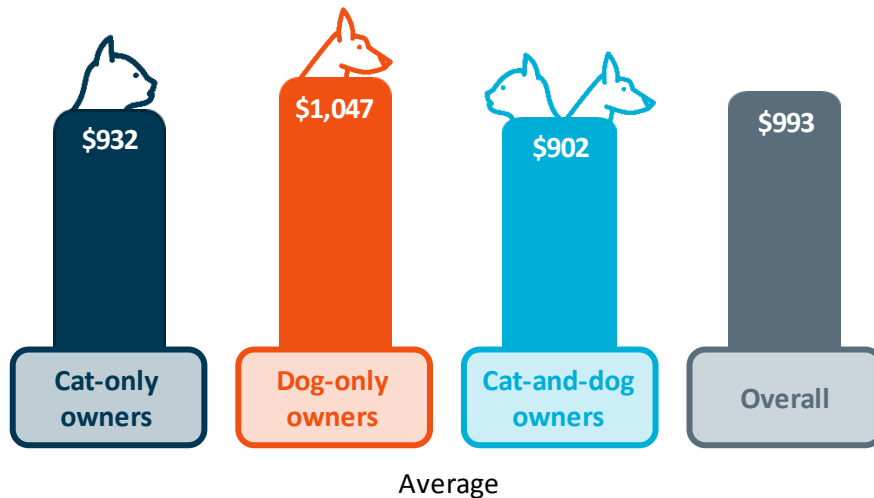
*"Veterinary treatment for insect bites involving anti-histamine injections."
(Dog-only owner, Male, 39 years old, NSW)*

"Skin problems and allergic reactions to plants." (Dog-only owner, Female, 42 years old, VIC)

"Vaccinations & annual check-ups." (Dog-only owner, Male, 66 years old, NSW)

"Tick and de-worming tablets." (Dog-only owner, Male, 56 years old, NSW)

How much was the most expensive claim you have made on your pet insurance?

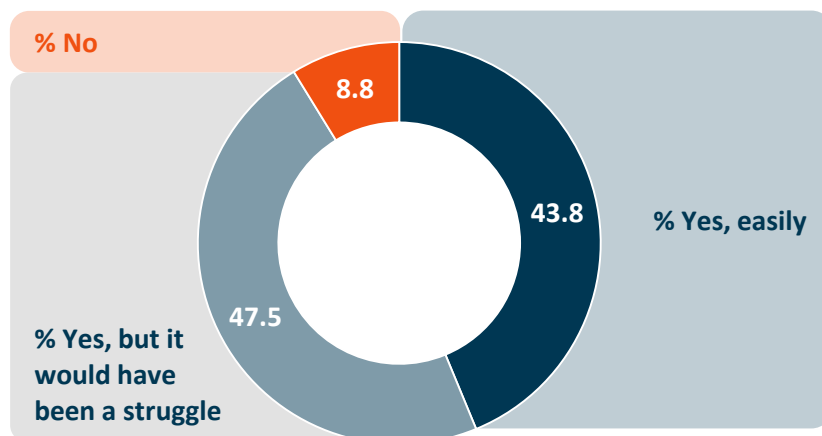


Source: CoreData Pets Survey (May 2017)

Question: How much was the most expensive claim you have made on your pet insurance?

For respondents who have pet insurance, the most expensive claim they have made on their pet insurance on average is \$993. Dog-only owners have the highest claim at an average of \$1,047, followed by cat-only owners with \$932 and cat-and-dog owners with \$902.

Would you have been able to afford this without pet insurance?

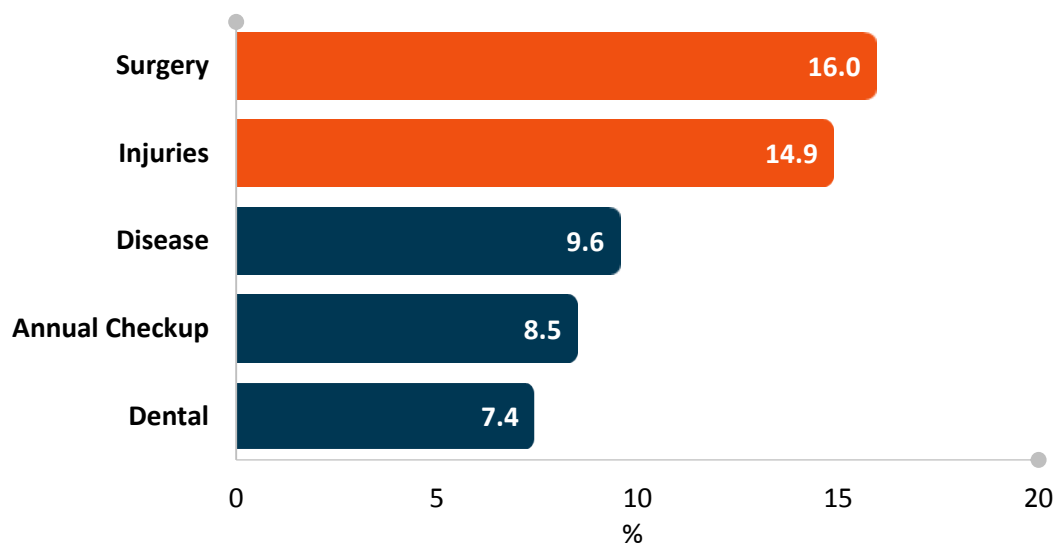


Source: CoreData Pets Survey (May 2017)

Question: Would you have been able to afford this without pet insurance?

For respondents who have made at least one claim on their pet insurance, 47.5% state they still could afford the expense but would have been a struggle.

What was this claim for?



*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: What was this claim for?

"Cruciate ligament surgery on both hind legs within six months of each other. Each surgery cost around \$3,000 so I claimed for \$6,000 in total." (Cat-and-dog owner, Female, 59 years old, WA)

"Blood disease in which the blood cells attacked each other leading to extreme anemia." (Dog-only owner, Female, 64 years old, SA)

"Spying and removing of foreign object, which had caused an infection." (Dog-only owner, Female, 60 years old, WA)

"Toby was diagnosed with inflammatory bowel disease caused by protein intolerance." (Cat-and-dog owner, Female, 52 years old, QLD)

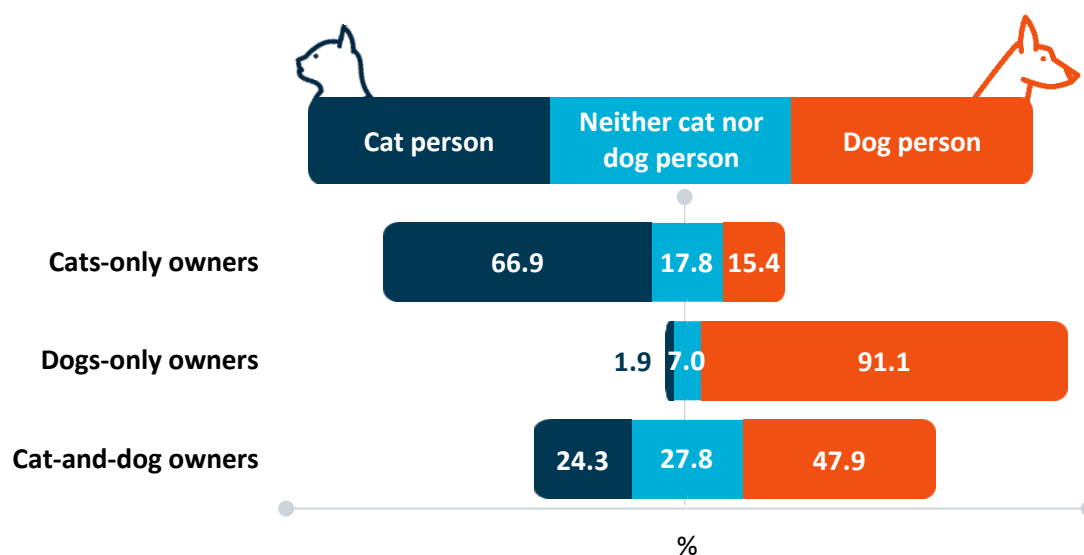
"He hurt his shoulder by running into a small tree while chasing after a ball." (Cat-and-dog owner, Female, 35 years old, QLD)

"A degenerative eye condition and surgery." (Dog-only owner, Female, 44 years old, NSW)

CATS VS DOGS

- Unsurprisingly, dog-only owners see themselves more as 'dog people' while cat-only owners see themselves more as 'cat people'.
- Respondents who see themselves as 'cat people' tend to prefer cats because they see them as independent, while respondents who see themselves as 'dog people' tend to prefer dogs because they see them as more loyal.
- Most dog-only owners think cats are okay and feel this way because of their independent and regal nature, wherein there is honour in the attention they bestow upon humans.
- Cat-only owners are split between loving dogs and thinking they are okay. They feel this way about dogs because of their enthusiasm and friendly attitude, wherein humans are the centre of attention.
- Many respondents agree that dog people tend to be more physically active and more extroverted. Interestingly, cat-only owners think cat people tend to be more intellectual than dog-only owners.

Would you call yourself more of a dog or cat person?



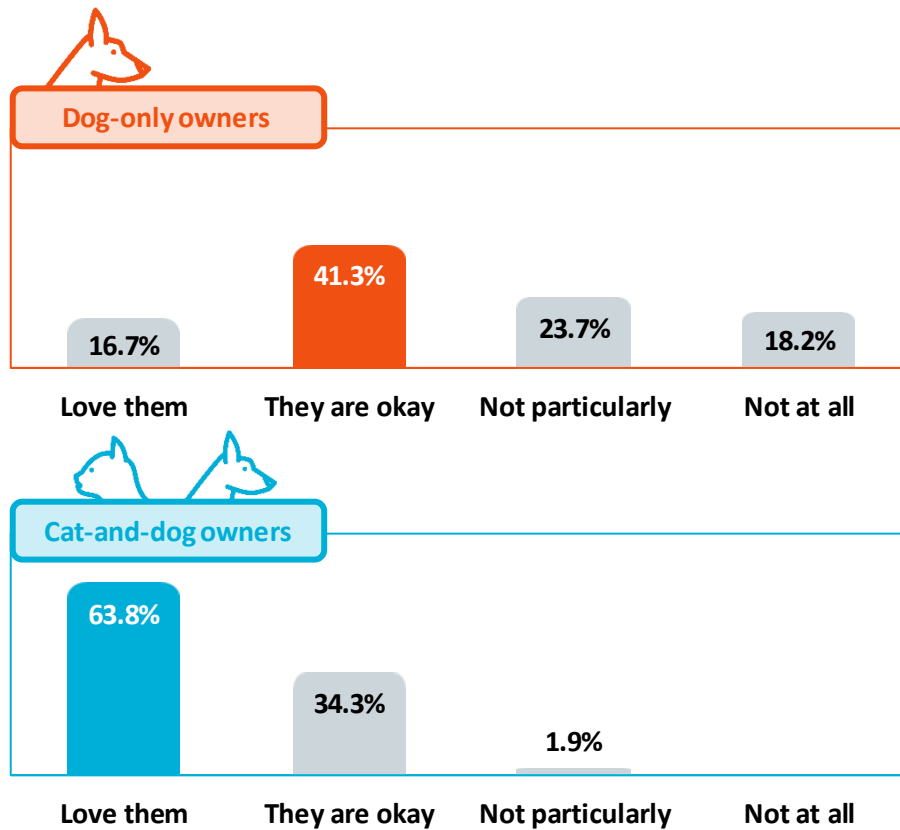
Source: CoreData Pets Survey (May 2017)

Question: Would you call yourself more of a dog or cat person?

Nearly all (91.1%) dog-only owners see themselves as dog people, while two-thirds (66.9%) of cat-only owners call themselves cat people.

Interestingly, cat-and-dog owners lean towards more seeing themselves as dog people (47.9%) rather than cat people (24.3%).

Do you like cats?



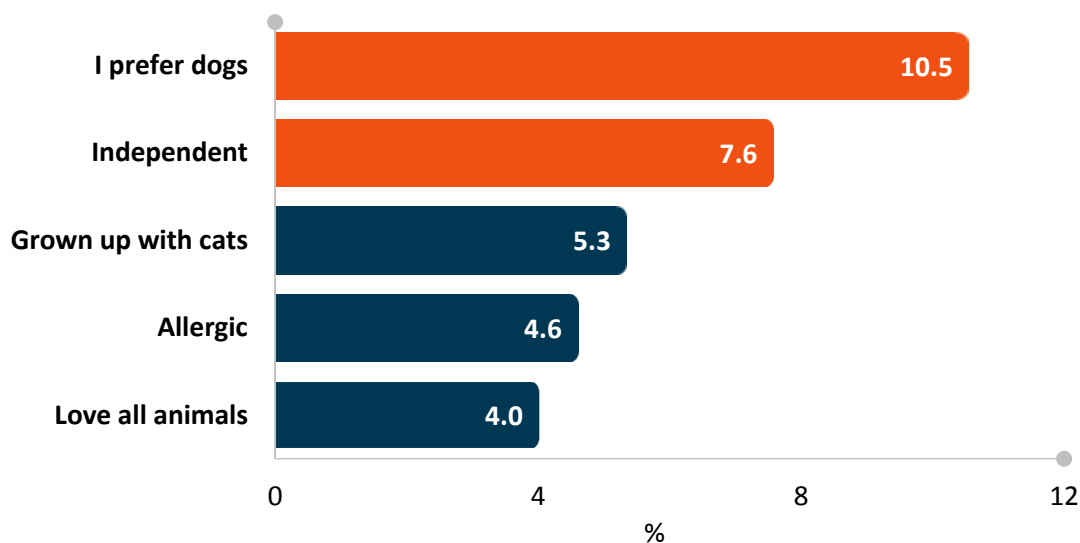
Source: CoreData Pets Survey (May 2017)

Question: Do you like cats?

More than two in five (41.3%) of dog-only owners think cats are just okay while one in six (16.7%) love cats.

This varies vastly with cat-and-dog owners with close to two-thirds (63.8%) saying they love cats and more than a third (34.3%) claiming cats are okay.

Why do you feel this way about cats?



*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: Why do you feel this way about cats?

Love them

"They are far less needy and more independent than dogs. I love to pat their soft fur and I love their soft ears." (Cat-and-dog owner, Female, 57 years old, NSW)

"They are beautiful, smart, independent and good for keeping the ego in check. People who don't like cats just have a fragile sense of self." (Cat-and-dog owner, Female, 41 years old, NSW)

"I've always been a cat person. I've grown up with both cats and dogs but cats have this regal attitude about them that I like. You have to earn their trust and they come to you only when they want. Dogs love unconditionally which is beautiful but I just love how cats give off the vibe that they are superior to us humans. Their cuddles are the best because they are on their terms." (Cat-and-dog owner, Female, 24 years old, VIC)

"From when I was a child there was always a cat in my life, who was a great companion and I loved them sleeping on my bed at night. I also loved the way that they have their own personality and did exactly as they pleased whereas a dog just loves pleasing its human. I didn't have a dog until I was in my early forties and found it very different to owning a cat." (Dog-only owner, Female, 68 years old, WA)

"Love the independence and treasure the attention they bestow. They always feel so luxurious and are always clean. The look is amazing. The eyes, and the 'M'-shape on the forehead. I also love the way they move. They have so many different types of walks depending on their mood and what they are doing." (Cat-and-dog owner, Female, 55 years old, SA)

"They are as good a companion as dogs. They love cuddles and play time. Also, they rely on you for their care." (Dog-only owner, Female, 66 years old, WA)

They are okay

"I think that, personality-wise, people are either "cat people" or "dog people". All of my immediate family members prefer dogs because of their unconditional love, loyalty, devotion, and ability to be trained and socialised. To the best of my knowledge, cats are very independent and only really need humans for food." (Dog-only owner, Female, 46 years old, WA)"

"I dislike that so many owners let their cats roam around outside. This is detrimental to populations of native species and the cat's health. Cats are often more unpredictable and more likely to lash out without apparent reason than dogs." (Dog-only owner, Female, 24 years old, WA)"

"Not as excited to greet me, not as affectionate, less willing to participate in activities if they aren't in the mood. You can't walk your cat on the beach, too hard to train because they won't stay in the yard, and they kill wildlife." (Dog-only owner, Female, 36 years old, NT)"

"They are more like loners and not very social at times, but we have owned them and I do like them. My dog does not though, which is why we don't own a cat now. It would be unfair to both animals." (Dog-only owner, Female, 52 years old, NSW)"

"Dogs are more about unconditional love. Although I do appreciate my cat's take on life in general. Sometimes, I wish I could be more like her." (Cat-and-dog owner, Female, 52 years old, SA)"

"Cats are more independent and do their own thing. You can't have the same relationship with a cat as you do with a dog." (Dog-only owner, Female, 57 years old, VIC)"

"Had cats in the past, if they can't get out and you don't like using kitty litter they will pee and make the place smelly. Dogs are more affectionate." (Dog-only owner, Male, 47 years old, WA)"

"Cats do not seem to be as loving as dogs and I cannot imagine taking them on my camping holidays, whereas my dogs love going with me." (Dog-only owner, Female, 53 years old, NSW)"

Not particularly

"Never been brought up with them, always had dogs. I find dogs are more playful and interact the same as my lifestyle." (Dog-only owner, Female, 28 years old, NSW)"

"They aren't as interactive as dogs. They are kind of like hermits. Dogs give more and you get more satisfaction from dogs. Cats are too aloof and self-centered." (Dog-only owner, Female, 53 years old, NSW)"

"Cats are more arrogant, less reliant on people, and more independent." (Dog-only owner, Female, 58 years old, VIC)"

"I'm allergic and the few cats I've interacted with have not been very friendly." (Dog-only owner, Female, 31 years old, WA)"

"They tend to be indoor animals and I don't like pets inside. They also don't love you the same way a dog does." (Dog-only owner, Female, 54 years old, NSW)"

*"People let them roam and they kill the bird life. They are not loving like dogs."
(Dog-only owner, Female, 57 years old, ACT)*

Not at all

*"I find cats selfish and I don't like them touching me or rubbing themselves around my legs."
(Dog-only owner, Female, 58 years old, NSW)*

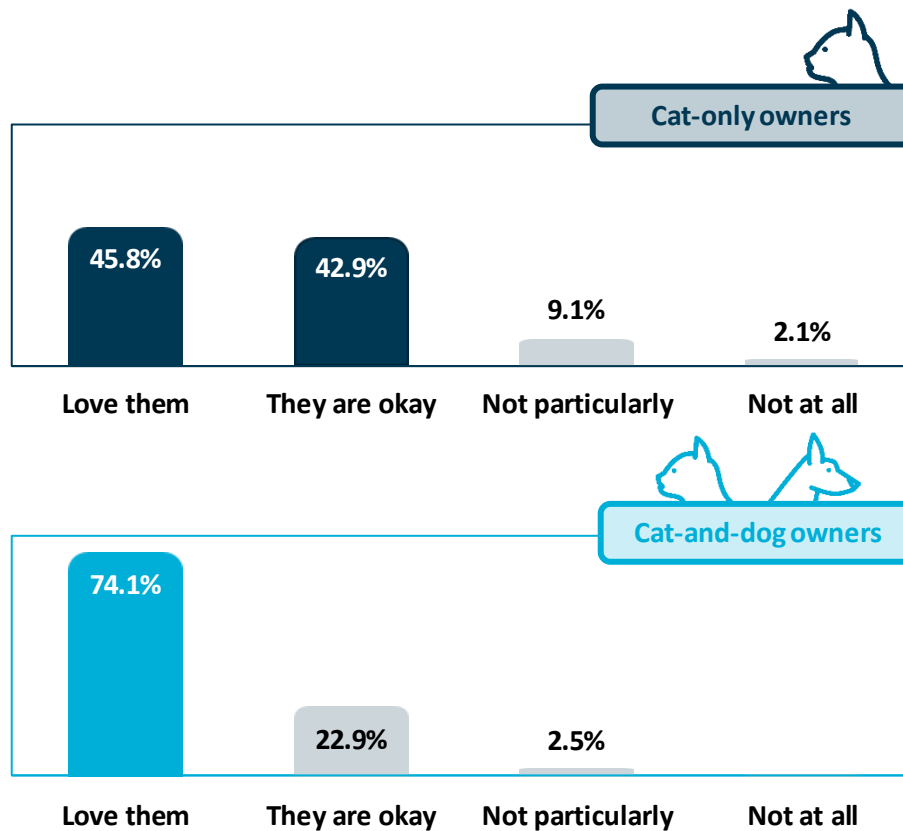
"They are selfish and do not give out good vibes." (Dog-only owner, Male, 40 years old, QLD)

"They are arrogant. If not properly looked after, they will turn feral and kill local fauna. They make a mess of my garden." (Dog-only owner, Male, 34 years old, VIC)

*"I've seen the destruction they can cause in the wild."
(Dog-only owner, Female, 60 years old, NSW)*

"They are too territorial. They pee on our doorstep, are feral, and can't be controlled as much as dogs. They're also nowhere near as cute." (Dog-only owner, Female, 39 years old, WA)

Do you like dogs?



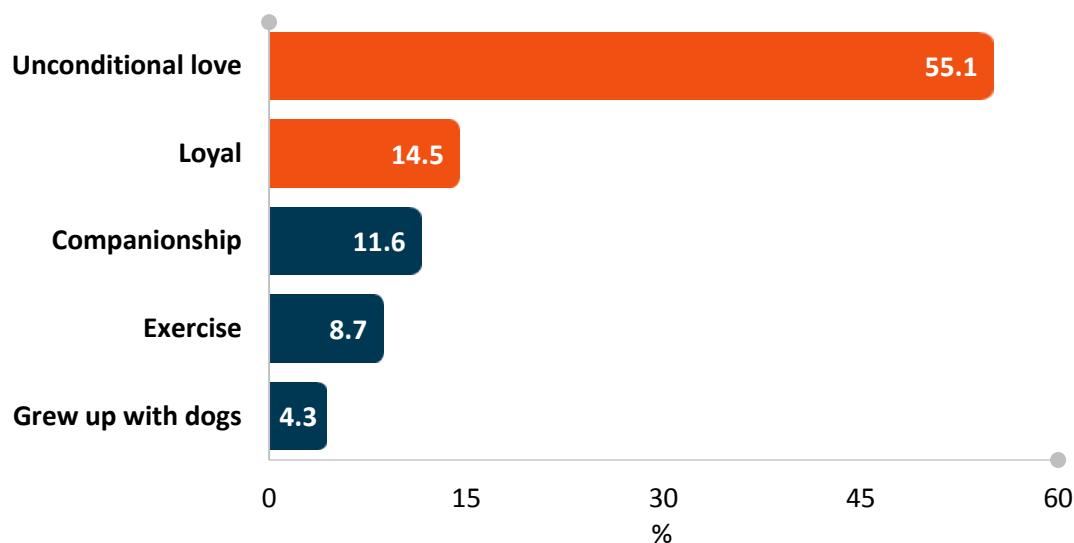
Source: CoreData Pets Survey (May 2017)

Question: Do you like dogs?

Similar proportions of cat-only owners love dogs (45.8%) and think they are okay (42.9%).

Again, this differs vastly with cat-and-dog owners with close to three-fourths (74.1%) saying they love dogs and more than one in five (22.9%) saying dogs are okay.

Why do you feel this way about dogs?



*Top 5 responses

Source: CoreData Pets Survey (May 2017)

Question: Why do you feel this way about dogs?

Love them

"I love that they see you as their family and need you to be a part of their pack. I love that no matter what mood you are on they can ease you and make you feel wanted and loved."
(Cat-and-dog owner, Female, 34 years old, NSW)

"I love coming home after work to a wagging tail and unconditional love and affection. Love walking with them to watch the sunrise." (Cat-and-dog owner, Female, 54 years old, NSW)

"Dogs are just like having a sibling or a child. They know what you're saying, feeling and thinking and as long as you treat them right they will always be there for you."
(Cat-and-dog owner, Female, 31 years old, VIC)

"They have the most amazing energy. You simply cannot be unhappy around a dog. They make you laugh, keep you active and are such loving companions."
(Cat-only owner, Female, 36 years old, SA)

"Their enthusiasm is contagious. You can never not feel happy when a dog is excited to see you. They like spending time with you, encourage you to get out and be active and ultimately as a species they are the perfect companion." (Cat-only owner, Female, 24 years old, NSW)

"They are very loyal and they won't give up on you. They will keep on giving love, no matter what happens. They are excellent company. They make you go outside and exercise. They can be more than just a good friend, especially when it is needed the most." (Cat-only owner, Female, 54 years old, QLD)

They are okay

*"Dog are more likely to befriend anyone who gives them the time of day, always wanting a bit of kindness. However, they are not as smart nor as clean as cats."
(Cat-and-dog owner, Female, 62 years old, QLD)*

"I don't like how much attention they need. Cats do their own thing and dogs always want to be on you, licking you, standing on your feet and jumping on you. They need to be trained and require a lot more work than cats." (Cat-and-dog owner, Female, 24 years old, VIC)

*"I would have a dog if I lived in a large house or farm but I wouldn't want to keep a dog in an apartment as it is unfair for the dog and would annoy both myself and my neighbors."
(Cat-only owner, Male, 39 years old, NT)*

"Dogs are pack animals who must have a leader and pecking order whereas cats are generally regal and self-sufficient and do you an honour when they bestow their attention on you rather than you expecting it." (Cat-only owner, Female, 64 years old, VIC)

"I do love dogs, but I have a problem about how they smell. I find the smell of a dog can be very strong and unpleasant. And when I pat a dog, I need to wash my hands as I can then smell dog on myself. I'd have a dog, if it wasn't for the smell." (Cat-only owner, Female, 50 years old, NSW)

Not particularly

"They smell, they are over protective, where cats have the right balance." (Cat-only owner, Male, 33 years old, QLD)

"Too in-your-face and some don't like cats." (Cat-only owner, Male, 51 years old, SA)

"I don't like them being all over me." (Cat-only owner, Female, 42 years old, SA)

"They are too much trouble to own." (Cat-only owner, Female, 64 years old, QLD)

*"They are too noisy and messy and many can't be trusted due to poor training or breeding."
(Cat-only owner, Male, 73 years old, SA)*

"They are too noisy, dirty, and they jump up on you." (Cat-only owner, Female, 60 years old, SA)

*"They aren't as cute as cats. They smell and are noisy. They are very demanding."
(Cat-only owner, Female, 42 years old, WA)*

"Messy, smelly and they wreck your yard." (Cat-only owner, Male, 59 years old, VIC)

*"Dogs are messy and only good if they have a purpose."
(Cat-only owner, Female, 48 years old, VIC)*

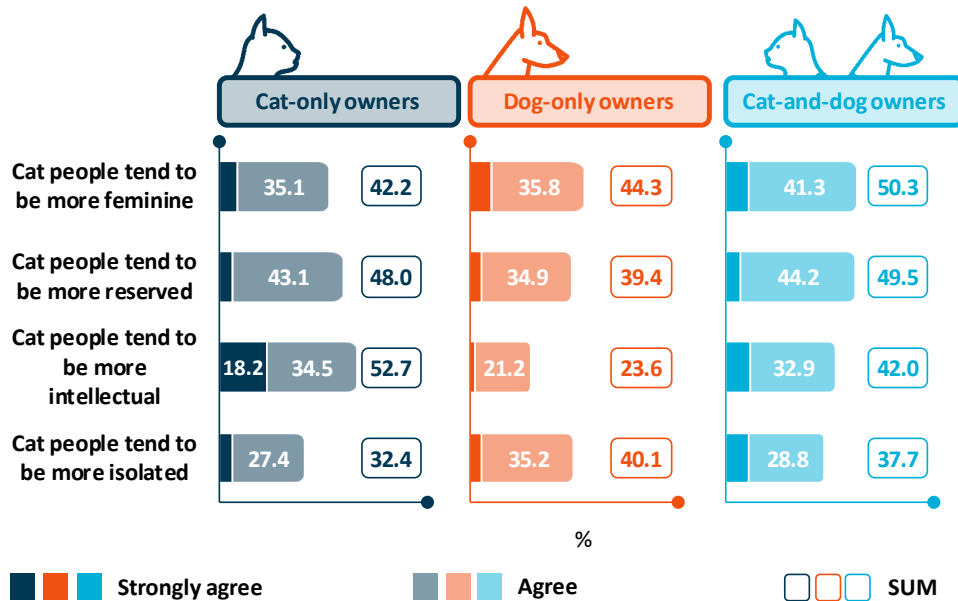
Not at all

"They are much too big, too boisterous, and too dependent. Cats are cleaner, quieter, and look after themselves more." (Cat-only owner, Female, 41 years old, VIC)

"Big dogs scare me. I do not like the way dogs slobber and jump up on you. Dogs stink and go to toilets anywhere, not like cats that bury it." (Cat-only owner, Female, 48 years old, WA)"

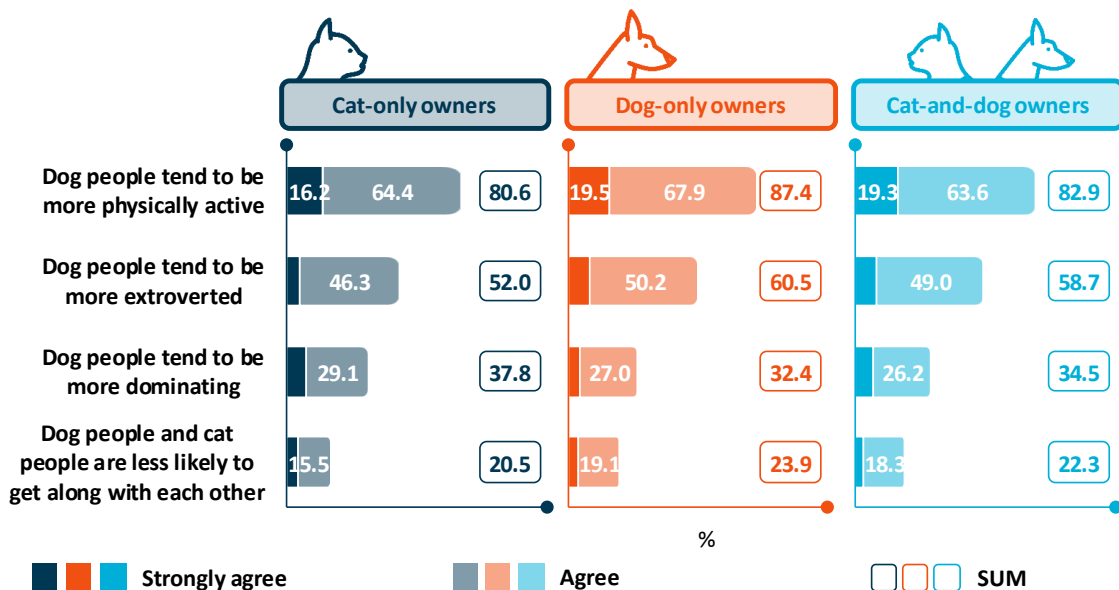
"They're sloppy and needy." (Cat-only owner, Female, 37 years old, VIC)

How much do you agree with the following statements comparing dog and cat people?



Source: CoreData Pets Survey (May 2017)

Question: How much do you agree with the following statements comparing dog and cat people?



Source: CoreData Pets Survey (May 2017)

Question: How much do you agree with the following statements comparing dog and cat people?

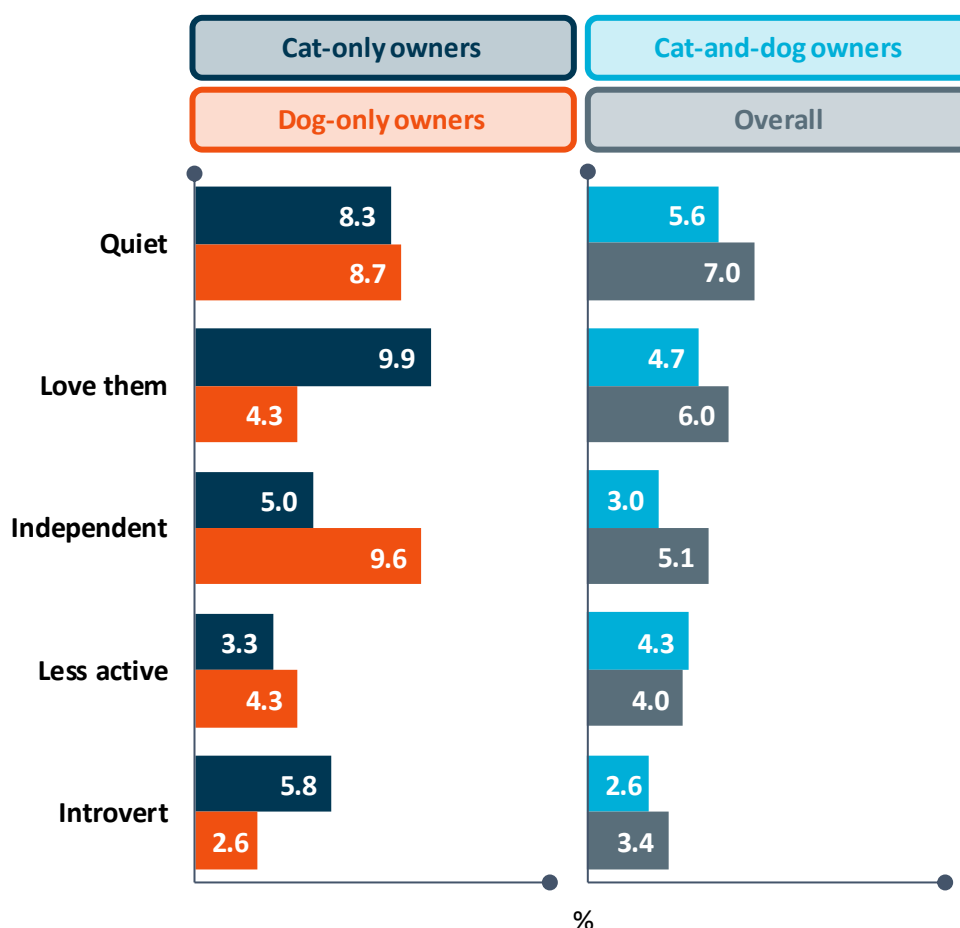
The vast majority (84.5%) of respondents agree or strongly agree that dog people tend to be more physically active and close to three in five (57.9%) think dog people tend to be more extroverted.

To a lesser extent, respondents also agree or strongly agree that cat people tend to be more feminine (45.3%) and more reserved (44.1%).

Fewer respondents agree or strongly agree that dog people and cat people are less likely to get along with each other (22.7%).

The most significant difference in opinion is in 'cat people tend to be more intellectual', with more than half (52.7%) of cat-only owners agreeing to this and just 23.6% of dog-only owners.

How would you best define people who prefer cats to dogs?



Source: CoreData Pets Survey (May 2017)

Question: How would you best define people who prefer cats to dogs?

*"Cats are more independent so this allows owners not having to entertain their pet compared to dog owners who need to play and take them on daily walks."
(Cat-only owner, Male, 60 years old, QLD)*

*"It may be because they need less time and effort to house cats than dogs. Cats are happy to spend time alone. Overall it takes less money to own a cat."
(Cat-only owner, Female, 54 years old, QLD)*

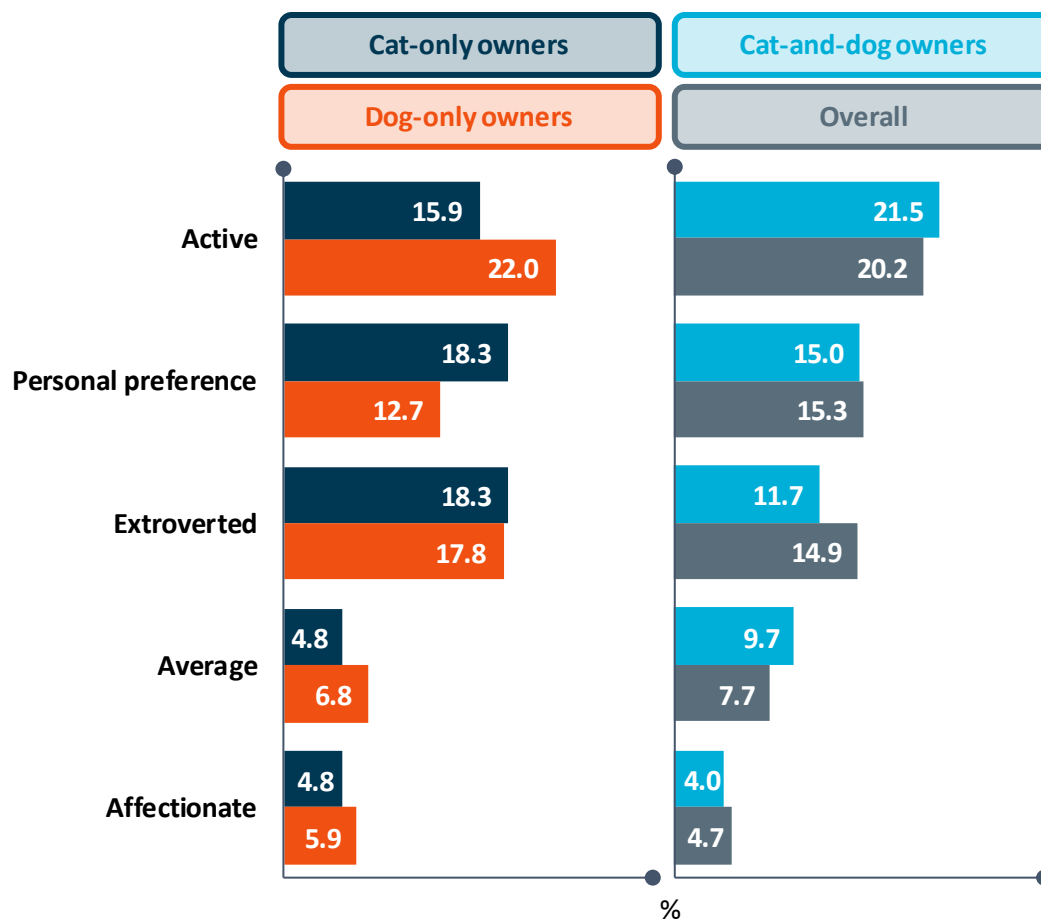
*"For people living in the apartment and want an animal in the house, it is easy to have a cat than a dog. Cats do not need supervision when they are outside."
(Cat-and-dog owner, Female, 61 years old, WA)*

"I generally think there isn't much of a difference other than to say things are a little slower with cats and little easier to manage as they generally look after themselves. Also, a little quieter."
(Cat-only owner, Male, 56 years old, VIC)

"I think it depends on lifestyle choices as opposed to a preference sometimes. Cats have their own personality and do things on their own terms, less maintenance in terms of walking and exercise."
(Cat-only owner, Female, 34 years old, WA)

"Cat people love to have their cat/s there to greet them when they get home but also appreciate the fact that their cat is also quite happy just lazing about and doing its own thing while they get on with their chores. There is nothing better than having a cat sitting on your lap purring because it is happy. A cat is independent whereas a dog needs to please its owner."
(Dog-only owner, Female, 68 years old, WA)

How would you best define people who prefer dogs to cats?



Source: CoreData Pets Survey (May 2017)

Question: How would you best define people who prefer dogs to cats?

"People love the idea of taking their dog on outings and entertaining (e.g. taking their pet for walks). It is healthier for the owner as well by having to exercise with their dog."
(Cat-only owner, Male, 60 years old, QLD)

"They are more likely to want more company. They can be wanting exercise more than cat owners, as dogs need regular exercise. They are more likely to spend more time with their dogs for company." (Cat-only owner, Female, 54 years old, QLD)

"Dog people seem to me to be very tough and hardy, wanting things their own way and finding it hard to love unconditionally." (Cat-only owner, Female, 61 years old, QLD)"

"They have different needs. The dog makes them feel wanted and loved and they like the fact that the dogs rely on them. They get unlimited affection." (Cat-and-dog owner, Female, 34 years old, NSW)

"Perhaps they like an animal that requires more engagement, more hands-on work, needs to be walked and requires lots of interaction." (Cat-and-dog owner, Female, 47 years old, VIC)

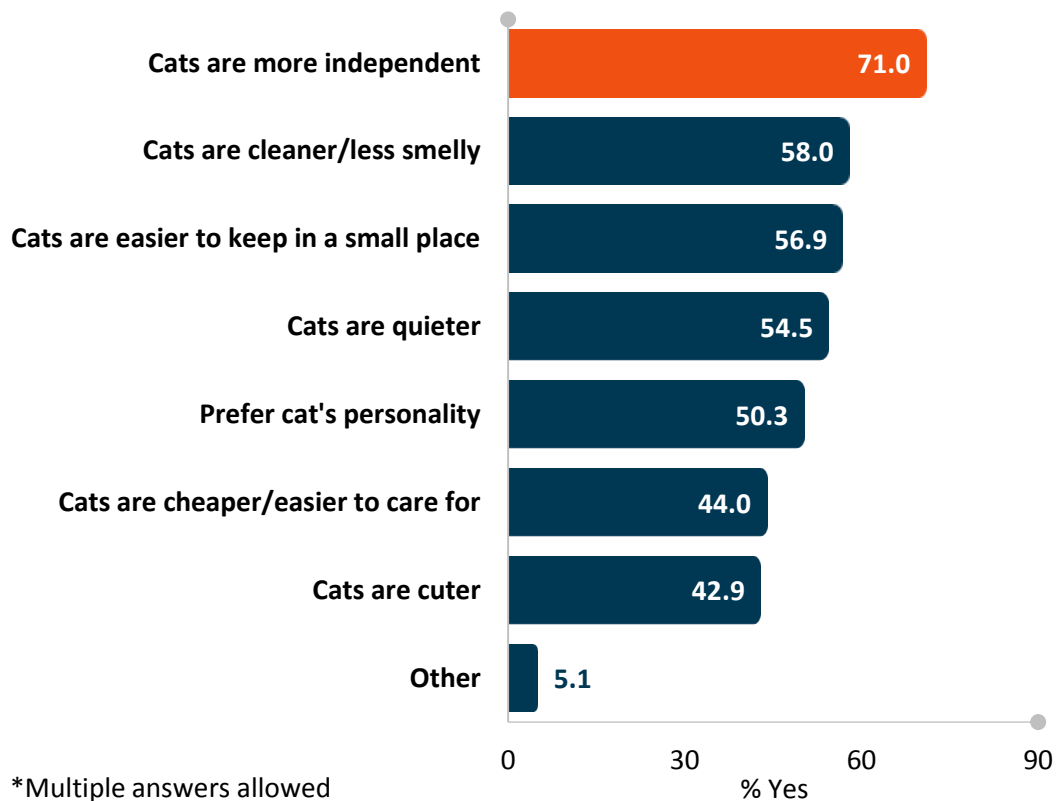
"They often expect subservience and obedience from everyone around them and they like to impose their will, likes and dislikes on others." (Cat-only owner, Female, 64 years old, VIC)

"People who are often seeking companionship, something that gives them unconditional love provided it's treated okay." (Dog-only owner, Female, 64 years old, VIC)

"Dog people are way more out there and love hanging out with other people. Dog people are generally more active and share similar hobbies to other dogs." (Dog-only owner, Female, 27 years old, QLD)

"More caring and responsible. They need a lot of love and affection. You have to spend much more time with them." (Dog-only owner, Female, 67 years old, WA)

Why do you tend to prefer cats over dogs?



*Multiple answers allowed

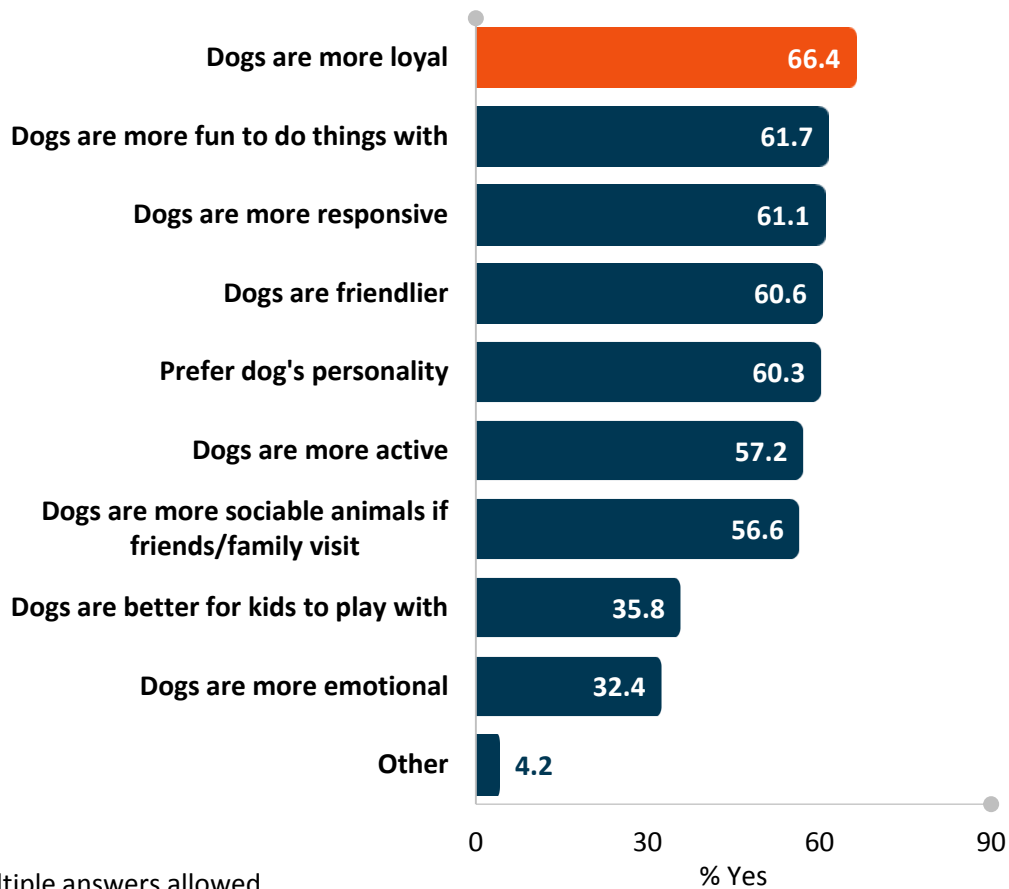
Source: CoreData Pets Survey (May 2017)

Question: Why do you tend to prefer cats over dogs?

For respondents who see themselves more as 'cat people', more than seven in 10 (71.0%) say they tend to prefer cats because they are more independent. Respondents also point to cats being cleaner or less smelly (58.0%), easier to keep in a small place (56.9%) and are generally quieter (54.5%).

Respondents also tend to prefer cats over dogs because of their personality (50.3%), they are cheaper or easier to care for (44.0%) and are cuter (42.9%).

Why do you tend to prefer dogs over cats?



*Multiple answers allowed

Source: CoreData Pets Survey (May 2017)

Question: Why do you tend to prefer dogs over cats?

For respondents who see themselves more as 'dog people', the majority list reasons such as dogs being more loyal (66.4%), more fun to do things with (61.7%) and more responsive (61.1%). They also say dogs are friendlier (60.6%) and like the personality of dogs than cats (60.3%).

To a lesser degree, respondents also prefer dogs over cats because they are more active (57.2%), more sociable animals if friends or family come to visit (56.6%) and are better for kids to play with (35.8%).

DEMOGRAPHICS

Gender	
Female	53.7%
Male	46.3%
TOTAL	100.0%

Age Banded	
29 years old & below	17.1%
30 - 39 years old	19.2%
40 - 49 years old	18.3%
50 - 59 years old	17.1%
60 years old & above	28.3%
TOTAL	100.0%

Age Generation	
Generation Y	29.6%
Generation X	27.8%
Baby Boomers	35.9%
Pre-Boomers	6.7%
TOTAL	100.0%

State	
ACT	2.7%
NSW	21.7%
NT	1.0%
QLD	19.9%
SA	13.5%
TAS	3.6%
VIC	19.4%
WA	18.3%
TOTAL	100.0%

Area	
The capital city of my state/territory	61.1%
A regional centre	26.0%
A rural area	12.9%
TOTAL	100.0%

Educational Attainment	
Primary	0.2%
Part of high school	11.5%
Completed high school	20.9%
Diploma or certificate qualification	34.4%
Degree qualification	22.9%
Postgraduate qualification	10.1%
TOTAL	100.0%

Marital Status	
Single	19.6%
Living with partner/married	65.4%
Separated/divorced/widowed	14.5%
Other	0.5%
TOTAL	100.0%

Living Arrangements	
Living alone (never had children)	9.8%
Living with flatmate(s) (never had children)	3.7%
Living with parents/siblings (never had children)	7.3%
Living with partner only (never had children)	12.1%
Living with your children (under 18 years) at home	27.1%
Living with your children (over 18 years) at home	10.5%
Living with your children (both over and under 18 years) at home	2.7%
Children have all left home	23.5%
Other	3.4%
TOTAL	100.0%

Work Status	
Full-time paid employment	34.5%
Part-time paid employment	13.9%
Self-employed	6.7%
Casual employment	4.0%
Transitioning to retirement and working part-time	1.1%
Fully retired	17.9%
Full-time home duties	7.6%
Maternity leave	1.0%
Unemployed / not in paid employment	4.8%
Student	3.6%
On a disability pension	4.9%
TOTAL	100.0%

Investment Portfolio	
I have no investments	46.4%
\$50,000 or less	13.8%
\$50,001 to \$150,000	11.4%
\$150,001 to \$250,000	6.3%
\$250,001 to \$350,000	6.2%
\$350,001 to \$450,000	4.6%
\$450,001 to \$550,000	2.4%
\$550,001 to \$650,000	2.5%
\$650,001 to \$750,000	2.2%
\$750,001 to \$1 million	1.7%
More than \$1 million to \$3 million	2.1%
More than \$3 million to \$5 million	0.4%
More than \$5 million	0.1%
TOTAL	100.0%

Household Income	
\$50,000 or less	35.6%
\$50,001 to \$75,000	18.8%
\$75,001 to \$100,000	16.0%
\$100,001 to \$125,000	12.3%
\$125,001 to \$150,000	7.9%
\$150,001 to \$200,000	6.2%
\$200,001 to \$250,000	2.3%
\$250,001 to \$350,000	0.6%
\$350,001 or more	0.3%
TOTAL	100.0%

Personal Income	
\$20,000 or less	27.0%
\$20,001 to \$30,000	18.7%
\$30,001 to \$40,000	10.1%
\$40,001 to \$50,000	8.0%
\$50,001 to \$60,000	8.4%
\$60,001 to \$70,000	3.9%
\$70,001 to \$80,000	6.1%
\$80,001 to \$90,000	3.7%
\$90,001 to \$100,000	4.1%
\$100,001 to \$125,000	5.6%
\$125,001 to \$150,000	1.8%
\$150,001 to \$200,000	1.9%
More than \$200,000	0.7%
TOTAL	100.0%

Wealth Segment	
Mass Market	60.0%
Mass Affluent	28.9%
Core Affluent	8.6%
HNW	2.6%
TOTAL	100.0%

COREDATA

ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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