



## **Pet Adoption**

**Fieldwork Dates: 5th - 6th November 2019**

**Conducted by YouGov  
YouGov RealTime**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [uspress@yougov.com](mailto:uspress@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1275 adults. Fieldwork was undertaken between 5th - 6th November 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



| Total | Gender |        | Generation             |                        |                   |                         |                               |  |       | Region    |         |       |      |       |
|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|-------|
|       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
|       | A      | B      | C                      | D                      | E                 | F                       | G                             | H  | I     | J         | K       | L     | M    | N     |

pets\_owned\_new. Which, if any, of the following types of animal do you have as a pet? Please select all that apply.

|  |      |         |         |           |           |            |           |              |            |         |           |           |           |           |            |
|--|------|---------|---------|-----------|-----------|------------|-----------|--------------|------------|---------|-----------|-----------|-----------|-----------|------------|
| Unweighted base                        | 1275 | 561     | 714     | 22        | 377       | 350        | 441       | 84           | 1          | -       | 250       | 284       | 475       | 266       | 891        |
| <b>Base</b>                            | 1275 | 622     | 653     | 26        | 413       | 328        | 423       | 83           | 2          | -       | 227       | 268       | 480       | 301       | 833        |
| Dog                                    | 45%  | 45%     | 45%     | 54%<br>** | 45%<br>G  | 48%<br>G   | 46%<br>G  | 31%<br>*     | 100%<br>** | -<br>** | 43%<br>** | 43%<br>** | 49%<br>** | 43%<br>** | 50%<br>O,Q |
| Cat                                    | 35%  | 35%     | 35%     | 44%<br>** | 35%<br>** | 38%<br>**  | 33%<br>** | 33%<br>**    | 100%<br>** | -<br>** | 35%<br>** | 36%<br>** | 36%<br>** | 34%<br>** | 41%<br>O,P |
| Fish (including outdoor)               | 9%   | 9%      | 8%      | 12%<br>** | 10%<br>F  | 12%<br>F,G | 5%<br>F   | 4%<br>*      | -<br>**    | -<br>** | 9%<br>**  | 10%<br>** | 8%<br>**  | 8%<br>**  | 8%<br>**   |
| Rabbit                                 | 4%   | 4%      | 3%      | 11%<br>** | 5%<br>F   | 5%<br>F    | 1%<br>F   | -<br>*       | -<br>**    | -<br>** | 4%<br>**  | 3%<br>**  | 3%<br>**  | 5%<br>**  | 3%<br>**   |
| Guinea pig                             | 2%   | 2%      | 1%      | -<br>**   | 3%<br>F   | 3%<br>F    | 1%<br>F   | -<br>*       | -<br>**    | -<br>** | 2%<br>**  | 1%<br>**  | 2%<br>**  | 2%<br>**  | 1%<br>**   |
| Hamster                                | 1%   | 1%      | 2%      | 5%<br>**  | 2%<br>F   | 2%<br>F    | -<br>F    | -<br>*       | -<br>**    | -<br>** | 2%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**   |
| Gerbil                                 | 1%   | 1%      | 1%      | -<br>**   | 3%<br>F   | 1%<br>F    | -<br>F    | -<br>*       | -<br>**    | -<br>** | 2%<br>K   | -<br>**   | 1%<br>**  | 1%<br>**  | 1%<br>**   |
| Lizard                                 | 2%   | 3%<br>B | 1%      | 23%<br>** | 2%<br>**  | 2%<br>**   | 1%<br>**  | -<br>*       | -<br>**    | -<br>** | 1%<br>**  | 1%<br>**  | 2%<br>**  | 2%<br>**  | 2%<br>**   |
| Snake                                  | 1%   | 1%      | 1%      | -<br>**   | 1%<br>F   | 2%<br>F    | 0%<br>F   | -<br>*       | -<br>**    | -<br>** | 2%<br>**  | 0%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**   |
| Tortoise or turtle                     | 2%   | 1%      | 2%      | 5%<br>**  | 2%<br>**  | 1%<br>**   | 1%<br>**  | 7%<br>D,E,F* | -<br>**    | -<br>** | 3%<br>**  | 1%<br>**  | 2%<br>**  | 1%<br>**  | 1%<br>**   |
| Domestic fowl (e.g. hen)               | 2%   | 1%      | 2%      | 17%<br>** | 1%<br>**  | 2%<br>**   | 1%<br>**  | -<br>*       | -<br>**    | -<br>** | 2%<br>**  | 1%<br>**  | 2%<br>**  | 2%<br>**  | 1%<br>**   |
| Horse or pony                          | 1%   | 1%      | 1%      | -<br>**   | 1%<br>**  | 1%<br>**   | 1%<br>**  | 1%<br>**     | -<br>**    | -<br>** | 1%<br>**  | 1%<br>**  | 2%<br>**  | 1%<br>**  | 1%<br>**   |
| Cow                                    | 1%   | 1%      | 1%      | -<br>**   | 1%<br>**  | 1%<br>**   | 0%<br>**  | -<br>*       | -<br>**    | -<br>** | 0%<br>**  | 1%<br>**  | 1%<br>**  | 0%<br>**  | 1%<br>**   |
| Pig                                    | 1%   | 1%      | 1%      | -<br>**   | 2%<br>**  | 1%<br>**   | 0%<br>**  | -<br>*       | -<br>**    | -<br>** | 1%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**   |
| Sheep                                  | 0%   | 1%      | 0%      | -<br>**   | 1%<br>**  | 1%<br>**   | -<br>**   | -<br>*       | -<br>**    | -<br>** | 1%<br>**  | 0%<br>**  | 0%<br>**  | -<br>**   | 0%<br>**   |
| Goat                                   | 0%   | 1%      | 0%      | -<br>**   | 1%<br>**  | 0%<br>**   | 0%<br>**  | -<br>*       | -<br>**    | -<br>** | 0%<br>**  | 1%<br>**  | 1%<br>**  | -<br>**   | 1%<br>**   |
| Mouse                                  | 1%   | 0%      | 1%      | -<br>**   | 1%<br>**  | 0%<br>**   | 0%<br>**  | -<br>*       | -<br>**    | -<br>** | 1%<br>**  | 0%<br>**  | 0%<br>**  | 0%<br>**  | 0%<br>**   |
| Rat                                    | 1%   | 1%      | 1%      | 11%<br>** | 1%<br>**  | 1%<br>**   | 0%<br>**  | -<br>*       | -<br>**    | -<br>** | 1%<br>**  | 0%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**   |
| Parrot                                 | 2%   | 2%      | 1%      | -<br>**   | 2%<br>**  | 1%<br>**   | 2%<br>**  | 1%<br>**     | -<br>**    | -<br>** | 1%<br>**  | 1%<br>**  | 2%<br>**  | 2%<br>**  | 1%<br>**   |
| Pigeon                                 | 0%   | 1%      | 0%      | -<br>**   | 1%<br>**  | -<br>**    | 0%<br>**  | -<br>*       | -<br>**    | -<br>** | 0%<br>**  | -<br>**   | 1%<br>**  | -<br>**   | 0%<br>**   |
| Other bird                             | 3%   | 2%<br>A | 4%<br>A | 6%<br>**  | 2%<br>**  | 3%<br>**   | 2%<br>**  | 5%<br>**     | -<br>**    | -<br>** | 2%<br>**  | 3%<br>**  | 3%<br>**  | 2%<br>**  | 2%<br>**   |
| Other                                  | 1%   | 1%      | 1%      | -<br>**   | 1%<br>**  | 1%<br>**   | 1%<br>**  | -<br>*       | -<br>**    | -<br>** | -<br>**   | 1%<br>**  | 1%<br>**  | 1%<br>**  | 1%<br>**   |
| Not applicable - I don't have any pets | 31%  | 30%     | 32%     | 34%<br>** | 28%<br>** | 28%<br>**  | 35%<br>D  | 42%<br>D,E*  | -<br>**    | -<br>** | 32%<br>** | 33%<br>** | 28%<br>** | 34%<br>** | 26%<br>**  |

mp\_q3. Do you consider your pets to be members of your family?

|   |     |     |     |     |     |     |     |     |      |   |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|------|---|-----|-----|-----|-----|-----|
| Unweighted base                         | 885 | 397 | 488 | 14  | 275 | 253 | 295 | 47  | 1    | - | 171 | 194 | 341 | 179 | 660 |
| <b>Base: All US Adults who own Pets</b> | 879 | 435 | 444 | 17  | 299 | 237 | 276 | 48  | 2    | - | 153 | 180 | 348 | 198 | 616 |
| Yes, I do                               | 88% | 86% | 91% | 91% | 84% | 87% | 93% | 91% | 100% | - | 90% | 87% | 88% | 88% | 91% |

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



| Total | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |
|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|
|       | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|       | O     | P        | Q           | R                           | S                    | T      | U         | V              | W                 | X   | Y                                      | Z                      | AA     | AB       |

pets\_owned\_new. Which, if any, of the following types of animal do you have as a pet? Please select all that apply.

|  |      |             |          |            |         |             |         |           |                   |           |               |           |                |            |             |
|--|------|-------------|----------|------------|---------|-------------|---------|-----------|-------------------|-----------|---------------|-----------|----------------|------------|-------------|
| Unweighted base                        | 1275 | 137         | 153      | 94         | 444     | 437         | 253     | 141       | 661               | 20        | 87            | 29        | 797            | 270        | 107         |
| <b>Base</b>                            | 1275 | 149         | 200      | 92         | 515     | 396         | 230     | 134       | 624               | 22        | 81            | 29        | 756            | 308        | 102         |
| Dog                                    | 45%  | 29%<br>*    | 43%<br>O | 32%<br>*   | 45%     | 45%         | 48%     | 42%       | 55%<br>X.AA.AB.AC | 31%<br>** | 36%<br>*      | 40%<br>** | 51%<br>X.AA.AC | 35%        | 43%<br>*    |
| Cat                                    | 35%  | 15%<br>*    | 26%<br>O | 34%<br>O*  | 33%     | 38%         | 32%     | 41%       | 37%<br>AA         | 34%<br>** | 37%<br>*      | 48%<br>** | 38%<br>AA      | 30%        | 38%<br>*    |
| Fish (including outdoor)               | 9%   | 8%<br>*     | 11%      | 7%<br>*    | 8%      | 10%         | 8%      | 7%        | 11%<br>AA         | 19%<br>** | 5%<br>*       | 3%<br>**  | 10%            | 6%         | 7%<br>*     |
| Rabbit                                 | 4%   | 4%<br>*     | 6%       | 5%<br>*    | 5%      | 3%          | 2%      | 2%        | 2%<br>**          | -<br>**   | 7%<br>V.AB*   | 11%<br>** | 3%             | 5%         | 1%<br>*     |
| Guinea pig                             | 2%   | 2%<br>*     | 4%       | 2%<br>*    | 2%      | 1%          | 2%      | 1%        | 2%<br>**          | 3%<br>**  | 3%<br>*       | -<br>**   | 2%             | 3%         | -<br>*      |
| Hamster                                | 1%   | 1%<br>*     | 4%<br>N  | 2%<br>*    | 1%      | 1%          | 1%      | 1%        | 1%<br>**          | -<br>**   | 3%<br>*       | -<br>**   | 2%             | 2%         | -<br>*      |
| Gerbil                                 | 1%   | 1%<br>*     | 2%       | 2%<br>*    | 2%<br>S | -           | 1%<br>S | 1%<br>S   | 1%<br>**          | -<br>**   | 2%<br>*       | 3%<br>**  | 1%             | 1%         | -<br>*      |
| Lizard                                 | 2%   | 2%<br>*     | 1%       | 3%<br>*    | 1%      | 4%<br>R.T.U | 1%      | -         | 1%<br>**          | -<br>**   | 2%<br>*       | 9%<br>**  | 1%             | 2%         | 3%<br>*     |
| Snake                                  | 1%   | 1%<br>*     | 2%       | 2%<br>*    | 1%      | 1%          | 1%      | 2%        | 1%<br>**          | -<br>**   | 4%<br>AA*     | -<br>**   | 1%             | 1%         | -<br>*      |
| Tortoise or turtle                     | 2%   | 1%<br>*     | 3%       | 4%<br>*    | 2%      | 2%          | 1%      | 2%        | 2%<br>**          | -<br>**   | 5%<br>AB*     | -<br>**   | 2%             | 1%         | -<br>*      |
| Domestic fowl (e.g. hen)               | 2%   | 1%<br>*     | 2%       | 5%<br>N*   | 1%      | 2%          | 2%      | 1%        | 1%<br>**          | -<br>**   | 3%<br>*       | 8%<br>**  | 2%             | 2%         | -<br>*      |
| Horse or pony                          | 1%   | -<br>*      | 1%       | 2%<br>*    | 1%      | 1%          | 2%      | 2%        | 1%<br>**          | -<br>**   | 6%<br>V.Z.AA* | -<br>**   | 2%             | 1%         | 1%<br>*     |
| Cow                                    | 1%   | -<br>*      | 1%       | 2%<br>*    | 1%      | 0%          | 1%      | 2%        | 1%<br>**          | -<br>**   | 2%<br>*       | -<br>**   | 1%             | 1%         | -<br>*      |
| Pig                                    | 1%   | 1%<br>*     | -        | 3%<br>P*   | 1%      | 1%          | 2%      | 2%        | 1%<br>**          | -<br>**   | 1%<br>*       | -<br>**   | 1%             | 1%         | -<br>*      |
| Sheep                                  | 0%   | -<br>*      | -        | 3%<br>N.P* | 0%      | -           | 1%<br>S | 2%<br>R.S | 1%<br>**          | -<br>**   | 1%<br>*       | -<br>**   | 1%             | 0%         | -<br>*      |
| Goat                                   | 0%   | -<br>*      | -        | 1%<br>*    | 0%      | 0%          | 1%      | 1%        | 0%<br>**          | -<br>**   | 2%<br>*       | -<br>**   | 1%             | 0%         | -<br>*      |
| Mouse                                  | 1%   | -<br>*      | 0%       | 2%<br>N*   | 1%      | 0%          | 0%      | 1%        | 1%<br>**          | -<br>**   | 1%<br>*       | -<br>**   | 1%             | 0%         | -<br>*      |
| Rat                                    | 1%   | -<br>*      | 1%       | 3%<br>N.O* | 0%      | 1%          | 1%      | 1%        | 0%<br>**          | 3%<br>**  | 3%<br>V*      | 5%<br>**  | 1%             | 1%         | -<br>*      |
| Parrot                                 | 2%   | 3%<br>*     | 2%       | 2%<br>*    | 2%      | 2%          | 1%      | 0%        | 2%<br>**          | -<br>**   | 2%<br>*       | -<br>**   | 2%             | 1%         | 1%<br>*     |
| Pigeon                                 | 0%   | -<br>*      | 2%<br>N  | -<br>*     | 1%      | -           | -       | -         | 0%<br>**          | -<br>**   | 1%<br>*       | -<br>**   | 0%             | 0%         | -<br>*      |
| Other bird                             | 3%   | -<br>*      | 6%<br>O  | 1%<br>*    | 3%      | 2%          | 2%      | 2%        | 3%<br>**          | -<br>**   | 4%<br>*       | 5%<br>**  | 3%             | 2%         | 1%<br>*     |
| Other                                  | 1%   | -<br>*      | 3%       | -<br>*     | 1%      | 1%          | -       | 1%        | 1%<br>**          | 3%<br>**  | 1%<br>*       | -<br>**   | 1%             | 0%         | -<br>*      |
| Not applicable - I don't have any pets | 31%  | 51%<br>N.P* | 32%      | 41%<br>N*  | 32%     | 30%         | 33%     | 30%       | 24%<br>**         | 46%<br>** | 27%<br>*      | 25%<br>** | 25%            | 39%<br>V.Z | 36%<br>V.Z* |

mp\_q3. Do you consider your pets to be members of your family?

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                         | 885 | 61  | 108 | 56  | 307 | 305 | 173 | 100 | 502 | 12  | 66  | 23  | 603 | 157 | 69  |
| <b>Base: All US Adults who own Pets</b> | 879 | 73  | 136 | 54  | 353 | 277 | 155 | 94  | 472 | 12  | 59  | 22  | 565 | 187 | 65  |
| Yes, I do                               | 88% | 76% | 87% | 82% | 87% | 89% | 85% | 96% | 90% | 75% | 89% | 77% | 89% | 86% | 93% |

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US\_nat\_int Sample: 5th - 6th November 2019



| Total | Parent or guardian of any children |           |       |                   |                 |            |              |                         |                                | Income      |                |        |                                |       |
|-------|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------------|----------------|--------|--------------------------------|-------|
|       | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |
|       | AC                                 | AD        | AE    | AF                | AG              | AH         | AI           | AJ                      | AK                             | AL          | AM             | AN     | AO                             | AP    |

pets\_owned\_new. Which, if any, of the following types of animal do you have as a pet? Please select all that apply.

|  |      |        |     |     |     |          |     |     |       |     |     |     |          |          |     |
|--|------|--------|-----|-----|-----|----------|-----|-----|-------|-----|-----|-----|----------|----------|-----|
| Unweighted base                        | 1275 | 52     | 25  | 6   | 18  | 435      | 456 | 821 | 420   | 34  | 402 | 390 | 306      | 177      | 390 |
| <b>Base</b>                            | 1275 | 52     | 24  | 8   | 25  | 401      | 426 | 764 | 463   | 48  | 430 | 384 | 285      | 176      | 404 |
| Dog                                    | 45%  | 34%    | 25% | 70% | 27% | 56%      | 49% | 51% | 40%   | 10% | 44% | 43% | 59%      | 32%      | 44% |
|  | *    | **     | **  | **  | **  | AI,AJ    | AJ  | AJ  | **    | **  | AO  | AO  | AL,AM,AO |          |     |
| Cat                                    | 35%  | 34%    | 33% | 76% | 12% | 40%      | 34% | 36% | 34%   | 27% | 38% | 34% | 39%      | 26%      | 35% |
|  | *    | **     | **  | **  | **  |          |     |     |       | **  | AO  | AO  | AO       |          |     |
| Fish (including outdoor)               | 9%   | 4%     | 3%  | 15% | 19% | 14%      | 8%  | 10% | 6%    | 5%  | 8%  | 11% | 8%       | 5%       | 8%  |
|  | *    | **     | **  | **  | **  | AH,AI,AJ |     | AJ  |       | **  | AO  | AO  | AO       |          |     |
| Rabbit                                 | 4%   | 4%     | 3%  | -   | 18% | 5%       | 2%  | 4%  | 4%    | 2%  | 5%  | 3%  | 2%       | 2%       | 4%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Guinea pig                             | 2%   | -      | -   | -   | -   | 3%       | 2%  | 2%  | 1%    | 6%  | 3%  | 2%  | 1%       | -        | 2%  |
|  | *    | **     | **  | **  | **  | AJ       | AJ  | AJ  | **    | **  | AO  | AO  | AO       |          |     |
| Hamster                                | 1%   | -      | -   | -   | 3%  | 2%       | 1%  | 1%  | 1%    | -   | 2%  | 2%  | 1%       | 1%       | 2%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Gerbil                                 | 1%   | 2%     | 14% | -   | -   | 2%       | 1%  | 1%  | 1%    | 7%  | 1%  | 2%  | 1%       | 0%       | 1%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Lizard                                 | 2%   | -      | 3%  | 19% | -   | 2%       | 1%  | 1%  | 2%    | -   | 3%  | 1%  | 2%       | -        | 2%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Snake                                  | 1%   | -      | -   | -   | 3%  | 1%       | 2%  | 1%  | 0%    | -   | 1%  | 1%  | 2%       | -        | 1%  |
|  | *    | **     | **  | **  | **  | **       | AJ  | **  | **    | **  | **  | **  | **       | **       | **  |
| Tortoise or turtle                     | 2%   | 2%     | -   | -   | -   | 2%       | 2%  | 2%  | 1%    | 9%  | 3%  | 1%  | 2%       | 0%       | 2%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Domestic fowl (e.g. hen)               | 2%   | 3%     | -   | -   | -   | 3%       | 1%  | 2%  | 1%    | -   | 2%  | 1%  | 2%       | 1%       | 1%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Horse or pony                          | 1%   | -      | -   | -   | -   | 2%       | 2%  | 1%  | 1%    | -   | 1%  | 1%  | 2%       | 0%       | 0%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Cow                                    | 1%   | -      | -   | -   | 3%  | 1%       | 1%  | 1%  | 1%    | -   | 1%  | 1%  | 1%       | 0%       | 0%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Pig                                    | 1%   | -      | -   | -   | -   | 2%       | 1%  | 1%  | 1%    | -   | 1%  | 1%  | 1%       | 0%       | 1%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Sheep                                  | 0%   | -      | -   | -   | -   | 1%       | 0%  | 0%  | 0%    | -   | 0%  | -   | 1%       | 1%       | 1%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Goat                                   | 0%   | -      | 5%  | -   | -   | 1%       | 1%  | 1%  | 0%    | -   | 1%  | -   | 1%       | 0%       | 0%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Mouse                                  | 1%   | -      | -   | -   | -   | 1%       | 1%  | 0%  | 1%    | -   | 1%  | -   | 1%       | -        | 1%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Rat                                    | 1%   | -      | -   | -   | 3%  | 2%       | 1%  | 1%  | 0%    | -   | 1%  | 1%  | 1%       | -        | 1%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Parrot                                 | 2%   | -      | -   | -   | -   | 2%       | 1%  | 2%  | 2%    | -   | 2%  | 1%  | 3%       | 0%       | 2%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Pigeon                                 | 0%   | -      | 14% | -   | -   | -        | 0%  | 0%  | 0%    | 7%  | 1%  | 1%  | -        | -        | -   |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Other bird                             | 3%   | -      | 3%  | -   | -   | 3%       | 2%  | 2%  | 2%    | 9%  | 4%  | 1%  | 3%       | 2%       | 2%  |
|  | *    | **     | **  | **  | **  | **       | **  | **  | **    | **  | **  | **  | **       | **       | **  |
| Other                                  | 1%   | -      | 3%  | -   | -   | 2%       | 1%  | 1%  | 0%    | -   | 1%  | 0%  | 2%       | -        | 0%  |
|  | *    | **     | **  | **  | **  | AJ       | **  | **  | **    | **  | **  | **  | AM       | **       | **  |
| Not applicable - I don't have any pets | 31%  | 45%    | 29% | 9%  | 66% | 23%      | 31% | 28% | 34%   | 51% | 30% | 31% | 21%      | 49%      | 35% |
|  |      | V,X,Z* | **  | **  | **  | **       | AG  | AG  | AG,AI | **  | AN  | AN  | AN       | AL,AM,AN | AR  |

rp\_q3. Do you consider your pets to be members of your family?

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                         | 885 | 29  | 16  | 5   | 6   | 335 | 318 | 595 | 274 | 76  | 280 | 269 | 244 | 92  | 256 |
| <b>Base: All US Adults who own Pets</b> | 879 | 29  | 17  | 8   | 8   | 311 | 296 | 552 | 304 | 23  | 299 | 264 | 226 | 90  | 263 |
| Yes, I do                               | 88% | 88% | 77% | 83% | 88% | 86% | 91% | 88% | 91% | 64% | 88% | 87% | 92% | 87% | 88% |

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



| Total | Type of Area Lived in |       |       |
|-------|-----------------------|-------|-------|
|       | Suburban/<br>Town     | Rural | Other |
|       | AQ                    | AR    | AS    |

pets\_owned\_new. Which, if any, of the following types of animal do you have as a pet? Please select all that apply.

|  | Unweighted base |     |       |     |
|--|-----------------|-----|-------|-----|
|  | 1275            | 651 | 230   | 4   |
| <b>Base</b>                            | 1275            | 650 | 218   | 3   |
| Dog                                    | 45%             | 44% | 53%   | 23% |
|  |                 |     | AP.AQ | **  |
| Cat                                    | 35%             | 33% | 43%   | 58% |
|  |                 |     | AQ    | **  |
| Fish (including outdoor)               | 9%              | 9%  | 9%    | -   |
|  |                 |     |       | **  |
| Rabbit                                 | 4%              | 3%  | 4%    | -   |
|  |                 |     |       | **  |
| Guinea pig                             | 2%              | 2%  | 0%    | -   |
|  |                 |     |       | **  |
| Hamster                                | 1%              | 1%  | 1%    | -   |
|  |                 |     |       | **  |
| Gerbil                                 | 1%              | 1%  | 0%    | -   |
|  |                 |     |       | **  |
| Lizard                                 | 2%              | 2%  | 1%    | -   |
|  |                 |     |       | **  |
| Snake                                  | 1%              | 1%  | 0%    | -   |
|  |                 |     |       | **  |
| Tortoise or turtle                     | 2%              | 2%  | 1%    | -   |
|  |                 |     |       | **  |
| Domestic fowl (e.g. hen)               | 2%              | 1%  | 5%    | -   |
|  |                 |     | AP.AQ | **  |
| Horse or pony                          | 1%              | 1%  | 3%    | -   |
|  |                 |     | AP    | **  |
| Cow                                    | 1%              | 1%  | 2%    | -   |
|  |                 |     |       | **  |
| Pig                                    | 1%              | 1%  | 1%    | -   |
|  |                 |     |       | **  |
| Sheep                                  | 0%              | 0%  | -     | -   |
|  |                 |     |       | **  |
| Goat                                   | 0%              | 1%  | 0%    | -   |
|  |                 |     |       | **  |
| Mouse                                  | 1%              | 0%  | 0%    | -   |
|  |                 |     |       | **  |
| Rat                                    | 1%              | 1%  | 1%    | -   |
|  |                 |     |       | **  |
| Parrot                                 | 2%              | 1%  | 1%    | -   |
|  |                 |     |       | **  |
| Pigeon                                 | 0%              | 1%  | -     | -   |
|  |                 |     |       | **  |
| Other bird                             | 3%              | 2%  | 5%    | -   |
|  |                 |     | AP.AQ | **  |
| Other                                  | 1%              | 1%  | 0%    | -   |
|  |                 |     |       | **  |
| Not applicable - I don't have any pets | 31%             | 30% | 27%   | 42% |
|  |                 |     |       | **  |

rrp\_q3. Do you consider your pets to be members of your family?

|   | Unweighted base |     |     |      |
|---|-----------------|-----|-----|------|
|   | 885             | 458 | 169 | 2    |
| <b>Base: All US Adults who own Pets</b> | 879             | 454 | 160 | 2    |
| Yes, I do                               | 88%             | 88% | 89% | 100% |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|              | Total | Gender |        | Generation             |                        |                   |                         |                               |  | Region |           |         |       |      |       |
|--------------|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|--------|-----------|---------|-------|------|-------|
|              |       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other  | Northeast | Midwest | South | West | White |
|              |       |        |        | **                     |                        |                   | D.E                     | *                             | **                                       | **     |           |         |       | O    |       |
| No, I do not | 11%   | 14%    | 8%     | 9%                     | 14%                    | 13%               | 7%                      | 9%                            | -  | -      | 10%       | 11%     | 11%   | 11%  | 9%    |
|              |       | B      |        | **                     | F                      | F                 |                         | *                             | **                                       | **     |           |         |       |      |       |
| Don't know   | 1%    | 0%     | 1%     | -                      | 2%                     | 0%                | -                       | -                             | -  | -      | 1%        | 2%      | 1%    | 0%   | 1%    |
|              |       |        |        | **                     | F                      |                   |                         | *                             | **                                       | **     |           |         |       |      |       |

rrp\_q4. Which, if any, of the following have you ever done?

Please select all that apply.

|   | Unweighted base | 885 | 397 | 488 | 14  | 275 | 253 | 295 | 47   | 1  | -  | 171 | 194 | 341 | 179 | 660   |
|---|-----------------|-----|-----|-----|-----|-----|-----|-----|------|----|----|-----|-----|-----|-----|-------|
| <b>Base: All US Adults who own Pets</b>   | 879             | 435 | 444 | 17  | 299 | 237 | 276 | 48  | 2    | -  | -  | 153 | 180 | 348 | 198 | 616   |
| Allowed my pet to sleep in bed with me  | 66%             | 61% | 71% | 52% | 56% | 64% | 79% | 76% | -    | -  | -  | 67% | 69% | 66% | 63% | 74%   |
|   |                 | A   |     | **  |     |     | D.E | D*  | **   | ** | ** |     |     |     |     | O.P.Q |
| Bought my pet a holiday present   | 54%             | 47% | 62% | 23% | 44% | 58% | 63% | 60% | -    | -  | -  | 54% | 56% | 52% | 57% | 60%   |
|   |                 | A   |     | **  |     | D   | D   | *   | **   | ** | ** |     |     |     |     | O.P.Q |
| Celebrated my pets' birthday (e.g., given extra treats, bought a present, etc.) | 44%             | 39% | 48% | 37% | 47% | 45% | 41% | 33% | -    | -  | -  | 44% | 44% | 45% | 41% | 44%   |
|   |                 | A   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |       |
| Cooked food specifically for my pet   | 37%             | 33% | 40% | 14% | 28% | 37% | 44% | 47% | 100% | ** | ** | 42% | 29% | 37% | 39% | 35%   |
|   |                 | **  |     | **  |     | D   | D   | D*  | **   | ** | ** | K   |     |     |     |       |
| Dressed my pet in some type of clothing   | 32%             | 24% | 39% | 34% | 36% | 33% | 28% | 25% | -    | -  | -  | 31% | 33% | 31% | 32% | 32%   |
|   |                 | A   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |       |
| Taken my pet to work with me  | 16%             | 17% | 16% | 34% | 16% | 17% | 15% | 10% | -    | -  | -  | 14% | 17% | 15% | 18% | 17%   |
|   |                 | **  |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |       |
| Allowed them to lick my face  | 50%             | 46% | 54% | 38% | 47% | 50% | 54% | 55% | -    | -  | -  | 50% | 53% | 53% | 42% | 56%   |
|   |                 | A   |     | **  |     |     |     | *   | **   | ** | ** | M   | M   | M   |     | O.P.Q |
| None of these   | 10%             | 12% | 8%  | 18% | 11% | 14% | 7%  | 4%  | -    | -  | -  | 11% | 13% | 9%  | 9%  | 8%    |
|   |                 | **  |     | **  |     | F   |     | *   | **   | ** | ** |     |     |     |     |       |

rrp\_q5. Please imagine that you are getting a new pet. Where

would you MOST prefer to get your new pet from?

|   | Unweighted base | 1275 | 561 | 714 | 22  | 377 | 350 | 441 | 84   | 1  | -  | 250 | 284 | 475 | 266 | 891 |
|---|-----------------|------|-----|-----|-----|-----|-----|-----|------|----|----|-----|-----|-----|-----|-----|
| <b>Base: All US Adults</b>                      | 1275            | 622  | 653 | 26  | 413 | 328 | 423 | 83  | 2    | -  | -  | 227 | 268 | 480 | 301 | 833 |
| From a shelter                                  | 28%             | 25%  | 30% | 20% | 22% | 29% | 32% | 31% | -    | -  | -  | 25% | 30% | 29% | 26% | 32% |
|   |                 | **   |     | **  |     | D   | D   | *   | **   | ** | ** |     |     |     |     | O.P |
| From a rescue organization                      | 26%             | 23%  | 28% | 29% | 23% | 25% | 27% | 30% | -    | -  | -  | 28% | 25% | 22% | 30% | 30% |
|   |                 | **   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     | L   | O.Q |
| From a pet store                                | 7%              | 7%   | 6%  | 6%  | 10% | 6%  | 4%  | 3%  | -    | -  | -  | 4%  | 6%  | 8%  | 7%  | 3%  |
|   |                 | **   |     | **  | F   |     |     | *   | **   | ** | ** |     |     |     |     |     |
| From a breeder                                  | 11%             | 13%  | 9%  | 33% | 11% | 11% | 8%  | 15% | 100% | -  | -  | 13% | 12% | 10% | 10% | 11% |
|   |                 | **   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |     |
| From a friend/family member                     | 11%             | 12%  | 11% | 6%  | 12% | 12% | 11% | 10% | -    | -  | -  | 10% | 10% | 11% | 14% | 9%  |
|   |                 | **   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |     |
| From the streets (a stray cat, stray dog, etc.) | 5%              | 5%   | 6%  | -   | 7%  | 5%  | 5%  | 3%  | -    | -  | -  | 4%  | 5%  | 6%  | 5%  | 5%  |
|   |                 | **   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |     |
| Other   | 1%              | 1%   | 1%  | -   | 1%  | 1%  | 2%  | 2%  | -    | -  | -  | 2%  | 0%  | 2%  | 1%  | 1%  |
|   |                 | **   |     | **  |     |     |     | *   | **   | ** | ** |     |     |     |     |     |
| Don't know                                      | 11%             | 13%  | 10% | 7%  | 13% | 10% | 12% | 5%  | -    | -  | -  | 14% | 12% | 13% | 7%  | 9%  |
|   |                 | **   |     | **  |     |     |     | *   | **   | ** | ** | M   | M   | M   |     |     |

rrp\_q6. Which, if any, of the following are reasons why you

decided to get a pet(s)? Please select all that apply.

|   | Unweighted base | 885 | 397 | 488 | 14  | 275 | 253 | 295 | 47   | 1  | -  | 171 | 194 | 341 | 179 | 660   |
|---|-----------------|-----|-----|-----|-----|-----|-----|-----|------|----|----|-----|-----|-----|-----|-------|
| <b>Base: All US Adults who own Pets</b> | 879             | 435 | 444 | 17  | 299 | 237 | 276 | 48  | 2    | -  | -  | 153 | 180 | 348 | 198 | 616   |
| They were in need                       | 38%             | 32% | 43% | 18% | 34% | 33% | 46% | 46% | -    | -  | -  | 35% | 34% | 42% | 36% | 41%   |
|   |                 | A   |     | **  |     |     | D.E | *   | **   | ** | ** |     |     |     |     |       |
| I thought I could provide a nice home   | 49%             | 43% | 54% | 54% | 38% | 54% | 56% | 48% | -    | -  | -  | 50% | 50% | 50% | 44% | 54%   |
|   |                 | A   |     | **  |     | D   | D   | *   | **   | ** | ** |     |     |     |     | O.P.Q |
| To keep me company                      | 52%             | 48% | 56% | 47% | 44% | 53% | 58% | 61% | 100% | -  | -  | 48% | 59% | 51% | 52% | 57%   |
|   |                 | A   |     | **  |     |     | D   | *   | **   | ** | ** | J   |     |     |     | O.P   |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



| Total        | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |
|--------------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|
|              | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|              | *     | *        | *           |                             |                      |        | R.S.T*    |                | **                | *   | **                                     |                        |        | *        |
| No, I do not | 11%   | 22%      | 13%         | 11%                         | 10%                  | 15%    | 4%        | 10%            | 18%               | 9%  | 19%                                    | 10%                    | 12%    | 6%       |
| Don't know   | 1%    | 2%       | -           | 1%                          | 1%                   | -      | -         | -              | 7%                | 2%  | 4%                                     | 0%                     | 2%     | 1%       |
|              | *     | *        | N.P*        |                             |                      |        | *         |                | **                | V*  | **                                     | V                      | V      | V*       |

rrp\_q4. Which, if any, of the following have you ever done?

Please select all that apply.

|   | Unweighted base | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|---|-----------------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|---------|-------------------|---|--|------------------------|--------|----------|
| Allowed my pet to sleep in bed with me  | 66%             | 47%   | 50%      | 44%         | 60%                         | 71%                  | 67%    | 76%       | 66%     | 65%               | 72%   | 71%                                    | 67%                    | 60%    | 87%      |
| Bought my pet a holiday present   | 54%             | 35%   | 46%      | 39%         | 54%                         | 55%                  | 51%    | 60%       | 54%     | 46%               | 69%   | 55%                                    | 55%                    | 48%    | 67%      |
| Celebrated my pets' birthday (e.g., given extra treats, bought a present, etc.) | 44%             | 44%   | 41%      | 40%         | 42%                         | 42%                  | 45%    | 52%       | 43%     | 13%               | 47%   | 46%                                    | 43%                    | 47%    | 49%      |
| Cooked food specifically for my pet   | 37%             | 40%   | 42%      | 32%         | 36%                         | 37%                  | 35%    | 40%       | 40%     | 18%               | 40%   | 22%                                    | 39%                    | 30%    | 37%      |
| Dressed my pet in some type of clothing   | 32%             | 34%   | 29%      | 33%         | 27%                         | 36%                  | 34%    | 36%       | 32%     | 30%               | 45%   | 27%                                    | 34%                    | 28%    | 32%      |
| Taken my pet to work with me  | 16%             | 12%   | 15%      | 16%         | 15%                         | 15%                  | 18%    | 21%       | 15%     | -                 | 14%   | 10%                                    | 15%                    | 18%    | 25%      |
| Allowed them to lick my face  | 50%             | 32%   | 40%      | 32%         | 48%                         | 50%                  | 54%    | 53%       | 49%     | 45%               | 51%   | 71%                                    | 50%                    | 49%    | 65%      |
| None of these   | 10%             | 10%   | 13%      | 23%         | 11%                         | 11%                  | 12%    | 4%        | 10%     | 18%               | 7%  | 14%                                    | 10%                    | 13%    | 6%       |

rrp\_q5. Please imagine that you are getting a new pet. Where would you MOST prefer to get your new pet from?

Please select all that apply.

|   | Unweighted base | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|---|-----------------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|---------|-------------------|---|--|------------------------|--------|----------|
| From a shelter                                  | 28%             | 17%   | 20%      | 22%         | 27%                         | 30%                  | 28%    | 23%       | 29%     | 15%               | 31%   | 37%                                    | 29%                    | 25%    | 30%      |
| From a rescue organization                      | 26%             | 11%   | 24%      | 17%         | 22%                         | 24%                  | 30%    | 37%       | 27%     | 22%               | 27%   | 31%                                    | 27%                    | 23%    | 34%      |
| From a pet store                                | 7%              | 16%   | 13%      | 8%          | 6%                          | 6%                   | 7%     | 7%        | 7%      | 19%               | 5%  | -                                      | 7%                     | 8%     | 5%       |
| From a breeder                                  | 11%             | 13%   | 7%       | 14%         | 11%                         | 12%                  | 8%     | 14%       | 12%     | 13%               | 9%  | 9%                                     | 11%                    | 11%    | 4%       |
| From a friend/family member                     | 11%             | 11%   | 17%      | 15%         | 13%                         | 11%                  | 10%    | 6%        | 12%     | 9%                | 10%   | 3%                                     | 12%                    | 9%     | 10%      |
| From the streets (a stray cat, stray dog, etc.) | 5%              | 10%   | 5%       | 4%          | 7%                          | 3%                   | 5%     | 4%        | 4%      | 16%               | 7%  | 3%                                     | 5%                     | 8%     | 4%       |
| Other   | 1%              | 4%    | -        | -           | 2%                          | 1%                   | 1%     | 1%        | 1%      | -                 | -   | -                                      | 1%                     | 0%     | 6%       |
| Don't know                                      | 11%             | 18%   | 14%      | 20%         | 12%                         | 13%                  | 10%    | 8%        | 9%      | 7%                | 10%   | 17%                                    | 9%                     | 16%    | 7%       |

rrp\_q6. Which, if any, of the following are reasons why you decided to get a pet(s)? Please select all that apply.

Please select all that apply.

|                                       | Unweighted base | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|---------------------------------------|-----------------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|---------|-------------------|---|--|------------------------|--------|----------|
| They were in need                     | 38%             | 27%   | 31%      | 28%         | 40%                         | 35%                  | 41%    | 32%       | 35%     | 29%               | 42%   | 37%                                    | 36%                    | 39%    | 49%      |
| I thought I could provide a nice home | 49%             | 31%   | 40%      | 38%         | 45%                         | 48%                  | 53%    | 58%       | 50%     | 26%               | 48%   | 47%                                    | 49%                    | 47%    | 61%      |
| To keep me company                    | 52%             | 37%   | 41%      | 48%         | 49%                         | 55%                  | 53%    | 52%       | 50%     | 40%               | 47%   | 67%                                    | 50%                    | 51%    | 72%      |



**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



| Total        | Parent or guardian of any children |           |       |                   |                 | Income     |              |                         |                                |             | Urban |                |        |                                |     |
|--------------|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------------|-------|----------------|--------|--------------------------------|-----|
|              | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k |       | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |     |
|              | **                                 | **        | **    | **                |                 | AG.AI      |              | AG                      | **                             |             |       |                | *      |                                |     |
| No, I do not | 11%                                | 12%       | 19%   | 17%               | 12%             | 13%        | 9%           | 12%                     | 8%                             | 32%         | 10%   | 13%            | 8%     | 13%                            | 10% |
|              | **                                 | **        | **    | **                |                 | AJ         |              |                         | **                             |             |       |                | *      |                                |     |
| Don't know   | 1%                                 | -         | 4%    | -                 | -               | 1%         | -            | 1%                      | 1%                             | 5%          | 2%    | 0%             | -      | -                              | 2%  |
|              | **                                 | **        | **    | **                |                 |            |              | AH                      | **                             |             | AN    |                | *      |                                |     |

rrp\_q4. Which, if any, of the following have you ever done?  
Please select all that apply.

|   | Unweighted base | 29  | 16  | 5   | 6   | 335   | 318      | 595 | 274      | 16  | 280 | 269 | 244 | 92  | 256 |
|---|-----------------|-----|-----|-----|-----|-------|----------|-----|----------|-----|-----|-----|-----|-----|-----|
| <b>Base: All US Adults who own Pets</b>   | 879             | 29  | 17  | 8   | 8   | 311   | 296      | 552 | 304      | 23  | 299 | 264 | 226 | 90  | 263 |
| Allowed my pet to sleep in bed with me  | 66%             | 73% | 56% | 64% | 27% | 59%   | 70%      | 65% | 71%      | 40% | 61% | 68% | 71% | 70% | 60% |
|   | **              | **  | **  | **  | **  |       | AG.AI    | AG  | AG       | **  |     |     | AL  | *   |     |
| Bought my pet a holiday present   | 54%             | 64% | 60% | 42% | -   | 49%   | 61%      | 54% | 55%      | 44% | 47% | 57% | 60% | 53% | 48% |
|   | **              | **  | **  | **  | **  |       | AG.AI    | AG  |          | **  |     |     | AL  | *   |     |
| Celebrated my pets' birthday (e.g., given extra treats, bought a present, etc.) | 44%             | 37% | 35% | 20% | 8%  | 44%   | 41%      | 42% | 48%      | 34% | 41% | 43% | 47% | 44% | 44% |
|   | **              | **  | **  | **  | **  |       |          |     |          | **  |     |     |     | *   |     |
| Cooked food specifically for my pet   | 37%             | 36% | 35% | 19% | 57% | 33%   | 47%      | 40% | 32%      | 25% | 37% | 35% | 40% | 30% | 37% |
|   | **              | **  | **  | **  | **  |       | AG.AI.AJ | AG  |          | **  |     |     |     | *   |     |
| Dressed my pet in some type of clothing   | 32%             | 46% | 20% | -   | 10% | 38%   | 28%      | 33% | 30%      | 28% | 27% | 31% | 38% | 37% | 37% |
|   | **              | **  | **  | **  | **  | AH.AI |          | AH  |          | **  |     |     | AL  | *   | AR  |
| Taken my pet to work with me  | 16%             | 11% | 16% | 21% | 8%  | 19%   | 14%      | 16% | 16%      | 13% | 15% | 17% | 18% | 12% | 21% |
|   | **              | **  | **  | **  | **  |       |          |     |          | **  |     |     |     | *   | AQ  |
| Allowed them to lick my face  | 50%             | 44% | 43% | 37% | 14% | 45%   | 46%      | 46% | 59%      | 36% | 46% | 51% | 53% | 52% | 41% |
|   | **              | **  | **  | **  | **  |       |          |     | AG.AH.AI | **  |     |     |     | *   |     |
| None of these   | 10%             | 4%  | 12% | -   | 12% | 13%   | 7%       | 11% | 8%       | 24% | 11% | 12% | 5%  | 13% | 8%  |
|   | **              | **  | **  | **  | **  | AH.AJ |          | AH  |          | **  | AN  | AN  |     | AN* |     |

rrp\_q5. Please imagine that you are getting a new pet. Where would you MOST prefer to get your new pet from?

|   | Unweighted base | 52  | 25  | 6   | 18  | 435      | 456 | 821 | 420      | 34  | 402   | 390 | 306 | 177      | 390   |
|---|-----------------|-----|-----|-----|-----|----------|-----|-----|----------|-----|-------|-----|-----|----------|-------|
| <b>Base: All US Adults</b>                      | 1275            | 52  | 24  | 8   | 25  | 401      | 426 | 764 | 463      | 48  | 430   | 384 | 285 | 176      | 404   |
| From a shelter                                  | 28%             | 24% | 31% | 33% | 7%  | 25%      | 30% | 28% | 29%      | 21% | 27%   | 31% | 28% | 21%      | 26%   |
|   | *               | **  | **  | **  | **  |          |     |     |          | **  |       | AO  |     |          |       |
| From a rescue organization                      | 26%             | 23% | 6%  | 17% | 21% | 24%      | 27% | 26% | 26%      | 20% | 23%   | 26% | 30% | 24%      | 21%   |
|   | *               | **  | **  | **  | **  |          |     |     |          | **  |       |     | AL  |          |       |
| From a pet store                                | 7%              | 2%  | 8%  | -   | 3%  | 11%      | 6%  | 8%  | 5%       | -   | 8%    | 7%  | 7%  | 3%       | 13%   |
|   | *               | **  | **  | **  | **  | AH.AI.AJ |     | AH  |          | **  |       |     |     |          | AQ.AR |
| From a breeder                                  | 11%             | 18% | 10% | 19% | 4%  | 13%      | 11% | 12% | 10%      | 4%  | 9%    | 11% | 14% | 12%      | 10%   |
|   | **              | AB* | **  | **  | **  |          |     |     |          | **  |       |     | AL  |          |       |
| From a friend/family member                     | 11%             | 18% | 18% | 21% | 18% | 13%      | 14% | 13% | 9%       | 2%  | 15%   | 11% | 8%  | 7%       | 12%   |
|   | **              | AA* | **  | **  | **  |          | AJ  | AJ  |          | **  | AN.AO |     |     |          |       |
| From the streets (a stray cat, stray dog, etc.) | 5%              | 6%  | 10% | -   | -   | 4%       | 5%  | 4%  | 8%       | -   | 8%    | 5%  | 4%  | 2%       | 7%    |
|   | *               | **  | **  | **  | **  |          |     |     | AG.AH.AI | **  | AO    |     |     |          | AQ    |
| Other   | 1%              | -   | -   | -   | 4%  | 1%       | 1%  | 1%  | 1%       | 5%  | 2%    | 1%  | -   | 1%       | 1%    |
|   | *               | **  | **  | **  | **  |          |     |     |          | **  | AN    | AN  |     |          |       |
| Don't know                                      | 11%             | 9%  | 16% | 9%  | 42% | 10%      | 7%  | 9%  | 12%      | 47% | 9%    | 8%  | 9%  | 29%      | 10%   |
|   | **              | **  | **  | **  | **  |          |     |     | AH       | **  |       |     |     | AL.AM.AN |       |

rrp\_q6. Which, if any, of the following are reasons why you decided to get a pet(s)? Please select all that apply.

|   | Unweighted base | 29  | 16  | 5   | 6   | 335 | 318   | 595 | 274   | 16  | 280 | 269 | 244 | 92  | 256 |
|---|-----------------|-----|-----|-----|-----|-----|-------|-----|-------|-----|-----|-----|-----|-----|-----|
| <b>Base: All US Adults who own Pets</b> | 879             | 29  | 17  | 8   | 8   | 311 | 296   | 552 | 304   | 23  | 299 | 264 | 226 | 90  | 263 |
| They were in need                       | 38%             | 48% | 46% | 17% | 23% | 30% | 39%   | 34% | 43%   | 50% | 37% | 42% | 36% | 35% | 33% |
|   | **              | **  | **  | **  | **  |     | AG.AI |     | AG.AI | **  |     |     |     | *   |     |
| I thought I could provide a nice home   | 49%             | 42% | 39% | 24% | 21% | 47% | 54%   | 50% | 49%   | 21% | 43% | 51% | 54% | 48% | 45% |
|   | **              | **  | **  | **  | **  |     |       |     |       | **  |     |     | AL  | *   |     |
| To keep me company                      | 52%             | 77% | 43% | 44% | -   | 47% | 51%   | 50% | 58%   | 32% | 51% | 55% | 51% | 48% | 50% |
|   | **              | **  | **  | **  | **  |     |       |     | AG    | **  |     |     |     | *   |     |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|              | Total | Type of Area Lived in |       |       |
|--------------|-------|-----------------------|-------|-------|
|              |       | Suburban/<br>Town     | Rural | Other |
|              |       |                       |       | **    |
| No, I do not | 11%   | 11%                   | 11%   | -     |
|              |       |                       |       | **    |
| Don't know   | 1%    | 1%                    | 1%    | -     |
|              |       |                       |       | **    |

rrp\_q4. Which, if any, of the following have you ever done?  
Please select all that apply.

|   | Unweighted base | 885 | 458 | 169 | 2    |
|---|-----------------|-----|-----|-----|------|
|   |                 |     |     |     |      |
| <b>Base: All US Adults who own Pets</b>   |                 | 879 | 454 | 160 | 2    |
| Allowed my pet to sleep in bed with me  | 66%             |     | 70% | 66% | 100% |
|   |                 |     | AP  |     | **   |
| Bought my pet a holiday present   | 54%             |     | 58% | 52% | 100% |
|   |                 |     | AP  |     | **   |
| Celebrated my pets' birthday (e.g., given extra treats, bought a present, etc.) | 44%             |     | 45% | 39% | 40%  |
|   |                 |     |     |     | **   |
| Cooked food specifically for my pet   | 37%             |     | 34% | 42% | 100% |
|   |                 |     |     |     | **   |
| Dressed my pet in some type of clothing   | 32%             |     | 30% | 26% | 100% |
|   |                 |     |     |     | **   |
| Taken my pet to work with me  | 16%             |     | 14% | 16% | -    |
|   |                 |     |     |     | **   |
| Allowed them to lick my face  | 50%             |     | 54% | 55% | 40%  |
|   |                 |     | AP  | AP  | **   |
| None of these   | 10%             |     | 10% | 15% | -    |
|   |                 |     |     | AP  | **   |

rrp\_q5. Please imagine that you are getting a new pet. Where would you MOST prefer to get your new pet from?

|   | Unweighted base | 1275 | 651 | 230 | 4   |
|---|-----------------|------|-----|-----|-----|
|   |                 |      |     |     |     |
| <b>Base: All US Adults</b>                      |                 | 1275 | 650 | 218 | 3   |
| From a shelter                                  | 28%             |      | 30% | 24% | 17% |
|   |                 |      |     |     | **  |
| From a rescue organization                      | 26%             |      | 28% | 28% | 25% |
|   |                 |      | AP  |     | **  |
| From a pet store                                | 7%              |      | 4%  | 3%  | -   |
|   |                 |      |     |     | **  |
| From a breeder                                  | 11%             |      | 11% | 11% | 35% |
|   |                 |      |     |     | **  |
| From a friend/family member                     | 11%             |      | 10% | 14% | -   |
|   |                 |      |     |     | **  |
| From the streets (a stray cat, stray dog, etc.) | 5%              |      | 4%  | 7%  | 23% |
|   |                 |      |     |     | **  |
| Other   | 1%              |      | 1%  | 2%  | -   |
|   |                 |      |     |     | **  |
| Don't know                                      | 11%             |      | 12% | 12% | -   |
|   |                 |      |     |     | **  |

rrp\_q6. Which, if any, of the following are reasons why you decided to get a pet(s)? Please select all that apply.

|   | Unweighted base | 885 | 458 | 169 | 2    |
|---|-----------------|-----|-----|-----|------|
|   |                 |     |     |     |      |
| <b>Base: All US Adults who own Pets</b> |                 | 879 | 454 | 160 | 2    |
| They were in need                       | 38%             |     | 39% | 41% | 60%  |
|   |                 |     |     |     | **   |
| I thought I could provide a nice home   | 49%             |     | 53% | 43% | -    |
|   |                 |     | AR  |     | **   |
| To keep me company                      | 52%             |     | 54% | 49% | 100% |
|   |                 |     |     |     | **   |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|  | Total | Gender |        | Generation             |                        |                   |                         |                               |  | Region |           |         |       |      |       |
|--|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|--------|-----------|---------|-------|------|-------|
|  |       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other  | Northeast | Midwest | South | West | White |
| To have something to take care of                            | 22%   | 18%    | 25%    | 9%                     | 23%                    | 21%               | 22%                     | 24%                           | -  | -      | 22%       | 26%     | 20%   | 20%  | 22%   |
|  |       |        | A      | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |      | O     |
| To motivate me to exercise more                              | 12%   | 13%    | 11%    | 9%                     | 14%                    | 12%               | 8%                      | 20%                           | -  | -      | 9%        | 12%     | 12%   | 15%  | 10%   |
|  |       |        | **     | F                      |                        |                   |                         | F*                            | **                                       | **     |           |         |       |      |       |
| To improve mental health/reduce stress                       | 40%   | 36%    | 43%    | 41%                    | 40%                    | 44%               | 36%                     | 46%                           | -  | -      | 36%       | 42%     | 38%   | 45%  | 42%   |
|  |       |        | **     | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |      | P     |
| My partner or other members of my family wanted to get a pet | 36%   | 41%    | 31%    | 32%                    | 34%                    | 39%               | 36%                     | 35%                           | -  | -      | 28%       | 37%     | 37%   | 40%  | 38%   |
|  |       |        | **     | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |      | J     |
| My friend/family member had a pet available                  | 15%   | 14%    | 17%    | 15%                    | 18%                    | 14%               | 13%                     | 12%                           | 100%                                     | -      | 12%       | 15%     | 15%   | 17%  | 13%   |
|  |       |        | **     | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |      |       |
| Other  | 5%    | 6%     | 5%     | -                      | 3%                     | 4%                | 9%                      | 5%                            | -  | -      | 7%        | 5%      | 4%    | 7%   | 6%    |
|  |       |        | **     | **                     |                        |                   | D,E                     | *                             | **                                       | **     |           |         |       |      |       |
| Don't know   | 5%    | 5%     | 4%     | 18%                    | 8%                     | 2%                | 3%                      | 5%                            | -  | -      | 4%        | 6%      | 5%    | 3%   | 3%    |
|  |       |        | **     | **                     | E,F                    |                   |                         | *                             | **                                       | **     |           |         |       |      |       |

rrp\_q7. Which THREE, if any, of the following have you found to be the biggest challenges of owning a pet? Please select up to THREE options.

|   |     |     |     |     |     |     |     |     |      |    |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|------|----|-----|-----|-----|-----|-----|
| Unweighted base   | 885 | 397 | 488 | 14  | 275 | 253 | 295 | 47  | 1    | -  | 171 | 194 | 341 | 179 | 660 |
| <b>Base: All US Adults who own Pets</b>                           | 879 | 435 | 444 | 17  | 299 | 237 | 276 | 48  | 2    | -  | 153 | 180 | 348 | 198 | 616 |
| Training them/behavioral issues                                   | 45% | 45% | 45% | 64% | 49% | 43% | 42% | 39% | 100% | -  | 48% | 43% | 46% | 43% | 46% |
|   |     |     | **  | **  |     |     |     | *   | **   | ** |     |     |     |     |     |
| Finances  | 34% | 31% | 36% | 58% | 39% | 34% | 25% | 36% | 100% | -  | 37% | 38% | 33% | 28% | 34% |
|   |     |     | **  | **  | F   | F   |     | *   | **   | ** |     |     |     |     |     |
| Having to modify work/social schedules                            | 23% | 26% | 20% | 39% | 25% | 22% | 22% | 9%  | -    | -  | 22% | 27% | 21% | 22% | 23% |
|   |     |     | **  | **  | G   |     |     | *   | **   | ** |     |     |     |     |     |
| Health issues   | 39% | 39% | 38% | 23% | 34% | 40% | 42% | 44% | 100% | -  | 45% | 44% | 36% | 35% | 40% |
|   |     |     | **  | **  |     |     |     | *   | **   | ** |     |     |     |     | O   |
| End-of-life decisions   | 40% | 40% | 40% | 18% | 28% | 40% | 54% | 43% | -    | -  | 41% | 49% | 37% | 37% | 45% |
|   |     |     | **  | **  | D   | D,E | D,E | *   | **   | ** |     | L,M |     |     | O,P |
| Other   | 4%  | 4%  | 4%  | 5%  | 4%  | 4%  | 5%  | 7%  | -    | -  | 3%  | 2%  | 5%  | 7%  | 4%  |
|   |     |     | **  | **  |     |     |     | *   | **   | ** |     |     |     |     |     |
| Don't know  | 2%  | 4%  | 1%  | -   | 4%  | 2%  | 1%  | -   | -    | -  | 2%  | 2%  | 3%  | 1%  | 1%  |
|   |     |     | **  | **  | F   |     |     | *   | **   | ** |     |     |     |     |     |
| Not applicable - I have not found owning a pet to be challenging. | 16% | 14% | 17% | 5%  | 12% | 17% | 18% | 26% | -    | -  | 16% | 12% | 17% | 16% | 15% |
|   |     |     | **  | **  |     |     |     | D*  | **   | ** |     |     |     |     |     |

Imagine that you were single and looking for a romantic partner. To what extent would you be more or less willing to date someone if they had each of the following pets?

rrp\_q9\_1. A dog

|                                       |      |     |     |     |     |     |     |     |      |    |     |     |     |     |     |
|---------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|------|----|-----|-----|-----|-----|-----|
| Unweighted base                       | 1275 | 561 | 714 | 22  | 377 | 350 | 441 | 84  | 1    | -  | 250 | 284 | 475 | 266 | 891 |
| <b>Base: All US Adults</b>            | 1275 | 622 | 653 | 26  | 413 | 328 | 423 | 83  | 2    | -  | 227 | 268 | 480 | 301 | 833 |
| Much more willing to date             | 31%  | 26% | 36% | 29% | 31% | 27% | 32% | 41% | -    | -  | 29% | 31% | 32% | 32% | 32% |
|                                       |      |     | A   | **  |     |     |     | E*  | **   | ** |     |     |     |     |     |
| Somewhat more willing to date         | 19%  | 20% | 18% | 16% | 20% | 18% | 20% | 21% | -    | -  | 18% | 21% | 17% | 22% | 21% |
|                                       |      |     | **  | **  |     |     |     | *   | **   | ** |     |     |     |     | O   |
| Neither more nor less willing to date | 32%  | 34% | 30% | 38% | 29% | 35% | 35% | 24% | -    | -  | 35% | 33% | 31% | 32% | 34% |
|                                       |      |     | **  | **  |     |     |     | *   | **   | ** |     |     |     |     |     |
| Somewhat less willing to date         | 4%   | 6%  | 3%  | 6%  | 6%  | 4%  | 3%  | 4%  | -    | -  | 5%  | 3%  | 6%  | 2%  | 4%  |
|                                       |      |     | **  | **  | F   |     |     | *   | **   | ** |     |     | M   |     |     |
| Much less willing to date             | 5%   | 5%  | 6%  | 6%  | 4%  | 6%  | 5%  | 5%  | 100% | -  | 5%  | 5%  | 6%  | 4%  | 4%  |
|                                       |      |     | **  | **  |     |     |     | *   | **   | ** |     |     |     |     |     |
| Don't know                            | 8%   | 9%  | 7%  | 5%  | 10% | 10% | 5%  | 5%  | -    | -  | 8%  | 7%  | 8%  | 8%  | 5%  |
|                                       |      |     | **  | **  | F   | F   |     | *   | **   | ** |     |     |     |     |     |

rrp\_q9\_2. A cat

|                            |      |     |     |    |     |     |     |    |   |   |     |     |     |     |     |
|----------------------------|------|-----|-----|----|-----|-----|-----|----|---|---|-----|-----|-----|-----|-----|
| Unweighted base            | 1275 | 561 | 714 | 22 | 377 | 350 | 441 | 84 | 1 | - | 250 | 284 | 475 | 266 | 891 |
| <b>Base: All US Adults</b> | 1275 | 622 | 653 | 26 | 413 | 328 | 423 | 83 | 2 | - | 227 | 268 | 480 | 301 | 833 |

YouGov RealTime  
Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|  | Total | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |
|--|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|
|  |       | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
| To have something to take care of                            | 22%   | 6%    | 28%      | 20%         | 22%                         | 21%                  | 23%    | 24%       | 20%            | -                 | 23%   | 25%                                    | 20%                    | 21%    | 21%      |
|  |       | *     | O*       | O*          |                             |                      |        | *         |                | **                | *   | **                                     |                        | *      | *        |
| To motivate me to exercise more                              | 12%   | 10%   | 16%      | 23%         | 12%                         | 10%                  | 12%    | 15%       | 14%            | 6%                | 5%  | 23%                                    | 13%                    | 11%    | 9%       |
|  |       | *     | *        | N*          |                             |                      |        | *         |                | **                | *   | **                                     |                        | *      | *        |
| To improve mental health/reduce stress                       | 40%   | 40%   | 30%      | 41%         | 32%                         | 46%                  | 40%    | 49%       | 39%            | 26%               | 42%   | 38%                                    | 39%                    | 47%    | 36%      |
|  |       | *     | *        | *           |                             | R                    |        | R*        |                | **                | *   | **                                     |                        | *      | *        |
| My partner or other members of my family wanted to get a pet | 36%   | 36%   | 30%      | 29%         | 31%                         | 38%                  | 39%    | 47%       | 46%            | 63%               | 36%   | 22%                                    | 44%                    | 22%    | 18%      |
|  |       | *     | *        | *           |                             |                      |        | R*        | AA,AB          | **                | AA,AB*  | **                                     | AA,AB                  | *      | *        |
| My friend/family member had a pet available                  | 15%   | 23%   | 18%      | 28%         | 14%                         | 16%                  | 14%    | 17%       | 14%            | 6%                | 13%   | 11%                                    | 14%                    | 18%    | 12%      |
|  |       | *     | *        | N*          |                             |                      |        | *         |                | **                | *   | **                                     |                        | *      | *        |
| Other  | 5%    | 4%    | 2%       | 9%          | 5%                          | 5%                   | 6%     | 4%        | 6%             | -                 | 8%  | -                                      | 6%                     | 4%     | 10%      |
|  |       | *     | *        | *           |                             |                      |        | *         |                | **                | *   | **                                     |                        | *      | *        |
| Don't know   | 5%    | 10%   | 7%       | 9%          | 5%                          | 5%                   | 3%     | 3%        | 3%             | -                 | 4%  | 11%                                    | 3%                     | 11%    | 2%       |
|  |       | N*    | *        | N*          |                             |                      |        | *         |                | **                | *   | **                                     |                        | V,Z    | *        |

rrp\_q7. Which THREE, if any, of the following have you found to be the biggest challenges of owning a pet? Please select up to THREE options.

|   |     |      |     |      |     |     |     |        |     |     |     |     |     |     |     |
|---|-----|------|-----|------|-----|-----|-----|--------|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 885 | 61   | 108 | 56   | 307 | 305 | 173 | 100    | 502 | 12  | 65  | 23  | 603 | 157 | 69  |
| Base: All US Adults who own Pets                                  | 879 | 73   | 136 | 54   | 353 | 277 | 155 | 94     | 472 | 12  | 59  | 22  | 565 | 187 | 65  |
| Training them/behavioral issues                                   | 45% | 47%  | 35% | 55%  | 40% | 51% | 44% | 49%    | 45% | 64% | 43% | 56% | 46% | 43% | 39% |
|   |     | *    | *   | P*   |     | R   |     | *      |     | **  | *   | **  |     | *   | *   |
| Finances  | 34% | 23%  | 39% | 30%  | 38% | 29% | 30% | 34%    | 30% | 60% | 40% | 51% | 33% | 36% | 30% |
|   |     | *    | *   | *    |     | S   |     | *      |     | **  | *   | **  |     | *   | *   |
| Having to modify work/social schedules                            | 23% | 19%  | 19% | 29%  | 17% | 21% | 28% | 42%    | 25% | 18% | 12% | 16% | 23% | 21% | 24% |
|   |     | *    | *   | *    |     | R   |     | R,S,T* | X   | **  | *   | **  | X   | *   | *   |
| Health issues   | 39% | 17%  | 40% | 55%  | 37% | 41% | 40% | 40%    | 39% | 19% | 45% | 45% | 39% | 39% | 39% |
|   |     | *    | O*  | N,O* |     |     |     | *      |     | **  | *   | **  |     | *   | *   |
| End-of-life decisions   | 40% | 18%  | 29% | 38%  | 37% | 37% | 50% | 45%    | 42% | 27% | 36% | 33% | 41% | 39% | 40% |
|   |     | *    | *   | O*   |     |     | R,S | *      |     | **  | *   | **  |     | *   | *   |
| Other   | 4%  | 2%   | 7%  | 3%   | 3%  | 5%  | 6%  | 4%     | 4%  | 7%  | 2%  | 5%  | 4%  | 4%  | 5%  |
|   |     | *    | *   | *    |     |     |     | *      |     | **  | *   | **  |     | *   | *   |
| Don't know  | 2%  | 10%  | 1%  | 3%   | 4%  | 1%  | 1%  | -      | 2%  | -   | -   | -   | 1%  | 5%  | 2%  |
|   |     | N,P* | *   | *    | S   |     |     | *      |     | **  | *   | **  |     | V,Z | *   |
| Not applicable - I have not found owning a pet to be challenging. | 16% | 21%  | 17% | 11%  | 18% | 15% | 12% | 14%    | 16% | 6%  | 17% | 23% | 16% | 12% | 20% |
|   |     | *    | *   | *    |     |     |     | *      |     | **  | *   | **  |     | *   | *   |

Imagine that you were single and looking for a romantic partner. To what extent would you be more or less willing to date someone if they had each of the following pets?

rrp\_q9\_1. A dog

|                                       |      |      |     |     |       |     |     |     |     |     |     |     |     |     |     |
|---------------------------------------|------|------|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                       | 1275 | 137  | 153 | 94  | 444   | 437 | 253 | 141 | 661 | 20  | 87  | 29  | 797 | 270 | 107 |
| Base: All US Adults                   | 1275 | 149  | 200 | 92  | 515   | 396 | 230 | 134 | 624 | 22  | 81  | 29  | 756 | 308 | 102 |
| Much more willing to date             | 31%  | 26%  | 35% | 23% | 31%   | 31% | 30% | 34% | 35% | 23% | 30% | 19% | 33% | 28% | 24% |
|                                       |      | *    | *   | *   |       |     |     |     | AB  | **  | *   | **  |     | *   | *   |
| Somewhat more willing to date         | 19%  | 8%   | 19% | 19% | 15%   | 22% | 22% | 25% | 19% | 32% | 20% | 33% | 20% | 18% | 18% |
|                                       |      | *    | O   | O*  |       | R   | R   | R   |     | **  | *   | **  |     | *   | *   |
| Neither more nor less willing to date | 32%  | 31%  | 25% | 33% | 33%   | 32% | 35% | 26% | 32% | 27% | 36% | 29% | 32% | 31% | 42% |
|                                       |      | *    | *   | *   |       |     |     |     |     | **  | *   | **  |     | *   | *   |
| Somewhat less willing to date         | 4%   | 7%   | 3%  | 7%  | 4%    | 4%  | 5%  | 6%  | 3%  | 3%  | 7%  | 13% | 4%  | 6%  | 4%  |
|                                       |      | *    | *   | *   |       |     |     |     |     | **  | *   | **  | V   | V   | *   |
| Much less willing to date             | 5%   | 13%  | 5%  | 7%  | 6%    | 5%  | 5%  | 6%  | 4%  | 10% | 1%  | -   | 4%  | 8%  | 6%  |
|                                       |      | N,P* | *   | *   |       |     |     |     |     | **  | *   | **  |     | X,Z | *   |
| Don't know                            | 8%   | 14%  | 13% | 11% | 12%   | 7%  | 4%  | 2%  | 7%  | 4%  | 7%  | 5%  | 7%  | 9%  | 6%  |
|                                       |      | N*   | N   | *   | S,T,U | U   |     |     |     | **  | *   | **  |     | AC  | *   |

rrp\_q9\_2. A cat

|                     |      |     |     |    |     |     |     |     |     |    |    |    |     |     |     |
|---------------------|------|-----|-----|----|-----|-----|-----|-----|-----|----|----|----|-----|-----|-----|
| Unweighted base     | 1275 | 137 | 153 | 94 | 444 | 437 | 253 | 141 | 661 | 20 | 87 | 29 | 797 | 270 | 107 |
| Base: All US Adults | 1275 | 149 | 200 | 92 | 515 | 396 | 230 | 134 | 624 | 22 | 81 | 29 | 756 | 308 | 102 |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



| Total  | Parent or guardian of any children |           |       |                   | Income          |            |              |                         |                                | Urban |             |                |        |                                |     |
|--|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------|-------------|----------------|--------|--------------------------------|-----|
|  | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say |       | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |     |
| To have something to take care of                            | 22%                                | 40%       | 36%   | 19%               | 52%             | 20%        | 20%          | 20%                     | 25%                            | 27%   | 24%         | 23%            | 20%    | 15%                            | 18% |
| To motivate me to exercise more                              | 12%                                | 14%       | -     | 20%               | -               | 14%        | 11%          | 11%                     | 12%                            | 28%   | 14%         | 8%             | 17%    | 5%                             | 17% |
| To improve mental health/reduce stress                       | 40%                                | 29%       | 32%   | 44%               | 31%             | 35%        | 37%          | 36%                     | 47%                            | 42%   | 40%         | 42%            | 38%    | 38%                            | 40% |
| My partner or other members of my family wanted to get a pet | 36%                                | 12%       | 19%   | 44%               | 37%             | 47%        | 37%          | 41%                     | 28%                            | 35%   | 29%         | 37%            | 46%    | 30%                            | 33% |
| My friend/family member had a pet available                  | 15%                                | 21%       | 12%   | 24%               | 43%             | 15%        | 18%          | 16%                     | 15%                            | 6%    | 16%         | 14%            | 16%    | 14%                            | 18% |
| Other  | 5%                                 | -         | 5%    | -                 | -               | 4%         | 5%           | 5%                      | 7%                             | -     | 6%          | 5%             | 6%     | 3%                             | 7%  |
| Don't know   | 5%                                 | -         | -     | -                 | 12%             | 3%         | 3%           | 3%                      | 6%                             | 27%   | 7%          | 2%             | 3%     | 11%                            | 4%  |

rrp\_q7. Which THREE, if any, of the following have you found to be the biggest challenges of owning a pet? Please select up to THREE options.

|   | Unweighted base | Widowed | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |
|---|-----------------|---------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------------|----------------|--------|--------------------------------|-------|
| Base: All US Adults who own Pets                                  | 885             | 29      | 16        | 5     | 6                 | 335             | 318        | 595          | 274                     | 16                             | 280         | 269            | 244    | 92                             | 256   |
| Training them/behavioral issues                                   | 45%             | 48%     | 46%       | 83%   | 35%               | 54%             | 42%        | 48%          | 42%                     | 13%                            | 46%         | 41%            | 50%    | 44%                            | 49%   |
| Finances  | 34%             | 27%     | 60%       | 41%   | 43%               | 38%             | 28%        | 33%          | 34%                     | 31%                            | 40%         | 33%            | 27%    | 33%                            | 33%   |
| Having to modify work/social schedules                            | 23%             | 19%     | 12%       | 42%   | 43%               | 26%             | 25%        | 25%          | 21%                     | -                              | 17%         | 21%            | 35%    | 16%                            | 26%   |
| Health issues   | 39%             | 46%     | 37%       | 42%   | -                 | 37%             | 38%        | 38%          | 42%                     | 14%                            | 39%         | 39%            | 38%    | 39%                            | 37%   |
| End-of-life decisions   | 40%             | 49%     | 28%       | 41%   | -                 | 32%             | 45%        | 39%          | 45%                     | 14%                            | 29%         | 45%            | 49%    | 41%                            | 36%   |
| Other   | 4%              | -       | 11%       | -     | 43%               | 4%              | 5%         | 4%           | 4%                      | 3%                             | 5%          | 5%             | 3%     | 2%                             | 3%    |
| Don't know  | 2%              | -       | -         | 17%   | -                 | 1%              | 2%         | 1%           | 4%                      | 5%                             | 4%          | 1%             | 1%     | 5%                             | 2%    |
| Not applicable - I have not found owning a pet to be challenging. | 16%             | 22%     | 10%       | -     | 22%               | 13%             | 18%        | 16%          | 13%                     | 55%                            | 19%         | 13%            | 12%    | 19%                            | 15%   |

Imagine that you were single and looking for a romantic partner. To what extent would you be more or less willing to date someone if they had each of the following pets?

rrp\_q9\_1. A dog

|                                       | Unweighted base | Widowed | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |
|---------------------------------------|-----------------|---------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------------|----------------|--------|--------------------------------|-------|
| Base: All US Adults                   | 1275            | 52      | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402         | 390            | 306    | 177                            | 390   |
| Much more willing to date             | 31%             | 36%     | 30%       | 21%   | 22%               | 32%             | 30%        | 31%          | 32%                     | 27%                            | 27%         | 32%            | 36%    | 30%                            | 31%   |
| Somewhat more willing to date         | 19%             | 20%     | 19%       | 18%   | 19%               | 17%             | 20%        | 19%          | 21%                     | 5%                             | 19%         | 17%            | 22%    | 19%                            | 18%   |
| Neither more nor less willing to date | 32%             | 32%     | 39%       | 28%   | 10%               | 33%             | 36%        | 34%          | 30%                     | 24%                            | 35%         | 36%            | 29%    | 23%                            | 33%   |
| Somewhat less willing to date         | 4%              | 3%      | -         | -     | -                 | 4%              | 4%         | 4%           | 4%                      | 4%                             | 4%          | 4%             | 5%     | 4%                             | 3%    |
| Much less willing to date             | 5%              | 9%      | 4%        | -     | 15%               | 5%              | 4%         | 4%           | 7%                      | 6%                             | 6%          | 5%             | 3%     | 8%                             | 7%    |
| Don't know                            | 8%              | -       | 8%        | 32%   | 35%               | 9%              | 6%         | 7%           | 6%                      | 34%                            | 9%          | 5%             | 4%     | 16%                            | 7%    |

rrp\_q9\_2. A cat

|                     |      |    |    |   |    |     |     |     |     |    |     |     |     |     |     |
|---------------------|------|----|----|---|----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|
| Unweighted base     | 1275 | 52 | 25 | 6 | 18 | 435 | 456 | 821 | 420 | 34 | 402 | 390 | 306 | 177 | 390 |
| Base: All US Adults | 1275 | 52 | 24 | 8 | 25 | 401 | 426 | 764 | 463 | 48 | 430 | 384 | 285 | 176 | 404 |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|  | Total | Type of Area Lived in |          |           |
|--|-------|-----------------------|----------|-----------|
|  |       | Suburban/<br>Town     | Rural    | Other     |
| To have something to take care of                            | 22%   | 25%                   | 20%      | -<br>**   |
| To motivate me to exercise more                              | 12%   | 9%                    | 12%      | -<br>**   |
| To improve mental health/reduce stress                       | 40%   | 40%                   | 38%      | -<br>**   |
| My partner or other members of my family wanted to get a pet | 36%   | 38%                   | 36%      | -<br>**   |
| My friend/family member had a pet available                  | 15%   | 13%                   | 18%      | 60%<br>** |
| Other  | 5%    | 3%                    | 8%<br>AQ | -<br>**   |
| Don't know   | 5%    | 5%                    | 5%       | -<br>**   |

rrp\_q7. Which THREE, if any, of the following have you found to be the biggest challenges of owning a pet? Please select up to THREE options.

|   | Unweighted base | 458 | 169         | 2          |
|---|-----------------|-----|-------------|------------|
| <b>Base: All US Adults who own Pets</b>                           | 879             | 454 | 160         | 2          |
| Training them/behavioral issues                                   | 45%             | 45% | 40%         | 60%<br>**  |
| Finances  | 34%             | 35% | 30%         | -<br>**    |
| Having to modify work/social schedules                            | 23%             | 22% | 20%         | -<br>**    |
| Health issues   | 39%             | 39% | 42%         | 60%<br>**  |
| End-of-life decisions   | 40%             | 42% | 41%         | 100%<br>** |
| Other   | 4%              | 3%  | 8%<br>AP,AQ | -<br>**    |
| Don't know  | 2%              | 3%  | 0%          | -<br>**    |
| Not applicable - I have not found owning a pet to be challenging. | 16%             | 15% | 20%         | -<br>**    |

Imagine that you were single and looking for a romantic partner. To what extent would you be more or less willing to date someone if they had each of the following pets?

rrp\_q9\_1. A dog

|                                       | Unweighted base | 651       | 230       | 4         |
|---------------------------------------|-----------------|-----------|-----------|-----------|
| <b>Base: All US Adults</b>            | 1275            | 650       | 218       | 3         |
| Much more willing to date             | 31%             | 33%<br>AR | 25%       | 65%<br>** |
| Somewhat more willing to date         | 19%             | 20%       | 19%       | 35%<br>** |
| Neither more nor less willing to date | 32%             | 30%       | 39%<br>AQ | -<br>**   |
| Somewhat less willing to date         | 4%              | 5%        | 3%        | -<br>**   |
| Much less willing to date             | 5%              | 5%        | 5%        | -<br>**   |
| Don't know                            | 8%              | 8%        | 10%       | -<br>**   |

rrp\_q9\_2. A cat

|                            | Unweighted base | 651 | 230 | 4 |
|----------------------------|-----------------|-----|-----|---|
| <b>Base: All US Adults</b> | 1275            | 650 | 218 | 3 |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Gender   |        | Generation             |                        |                   |                         |                               |  | Region  |           |            |            |              |            |
|---------------------------------------|-------|----------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|---------|-----------|------------|------------|--------------|------------|
|                                       |       | Male     | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other   | Northeast | Midwest    | South      | West         | White      |
| Much more willing to date             | 19%   | 17%      | 21%    | 13%<br>**              | 21%<br>E               | 15%               | 19%                     | 30%<br>E,F*                   | -<br>**                                  | -<br>** | 17%       | 17%        | 18%        | 24%<br>K     | 20%        |
| Somewhat more willing to date         | 16%   | 15%      | 16%    | 34%<br>**              | 17%                    | 14%               | 15%                     | 15%<br>*                      | -<br>**                                  | -<br>** | 18%       | 13%        | 16%        | 17%          | 17%        |
| Neither more nor less willing to date | 36%   | 38%      | 33%    | 45%<br>**              | 31%                    | 41%<br>D          | 37%                     | 31%<br>*                      | 100%<br>**                               | -<br>** | 38%       | 38%        | 35%        | 32%          | 39%<br>P   |
| Somewhat less willing to date         | 8%    | 8%       | 8%     | 5%<br>**               | 9%                     | 7%                | 8%                      | 7%<br>*                       | -<br>**                                  | -<br>** | 7%        | 12%<br>L,M | 8%         | 6%           | 8%         |
| Much less willing to date             | 12%   | 11%      | 13%    | 3%<br>**               | 11%                    | 13%               | 14%                     | 12%<br>*                      | -<br>**                                  | -<br>** | 9%        | 11%        | 14%        | 13%          | 10%        |
| Don't know                            | 9%    | 10%      | 8%     | -<br>**                | 11%<br>F               | 10%<br>F          | 6%                      | 6%<br>*                       | -<br>**                                  | -<br>** | 10%       | 9%         | 9%         | 7%           | 6%         |
| <b>rrp_q9_3. A parrot</b>             |       |          |        |                        |                        |                   |                         |                               |  |         |           |            |            |              |            |
| Unweighted base                       | 1275  | 561      | 714    | 22                     | 377                    | 350               | 441                     | 84                            | 1  | -       | 250       | 284        | 475        | 266          | 891        |
| <b>Base: All US Adults</b>            | 1275  | 622      | 653    | 26                     | 413                    | 328               | 423                     | 83                            | 2  | -       | 227       | 268        | 480        | 301          | 833        |
| Much more willing to date             | 10%   | 9%       | 10%    | 21%<br>**              | 11%                    | 7%                | 10%                     | 8%<br>*                       | -<br>**                                  | -<br>** | 8%        | 8%         | 8%         | 15%<br>J,K,L | 6%         |
| Somewhat more willing to date         | 11%   | 11%      | 11%    | 9%<br>**               | 12%                    | 12%               | 8%                      | 19%<br>F*                     | 100%<br>**                               | -<br>** | 13%       | 11%        | 13%<br>M   | 7%           | 10%        |
| Neither more nor less willing to date | 41%   | 41%      | 40%    | 45%<br>**              | 33%                    | 43%<br>D          | 48%<br>D                | 36%<br>*                      | -<br>**                                  | -<br>** | 42%       | 45%<br>M   | 40%        | 36%          | 46%<br>O,P |
| Somewhat less willing to date         | 14%   | 13%      | 14%    | 7%<br>**               | 17%                    | 12%               | 12%                     | 15%<br>*                      | -<br>**                                  | -<br>** | 13%       | 11%        | 13%        | 17%          | 15%        |
| Much less willing to date             | 14%   | 12%      | 15%    | 3%<br>**               | 14%                    | 13%               | 15%                     | 13%<br>*                      | -<br>**                                  | -<br>** | 10%       | 14%        | 14%        | 15%          | 14%        |
| Don't know                            | 11%   | 13%<br>B | 10%    | 15%<br>**              | 14%<br>F               | 13%<br>F          | 8%                      | 9%<br>*                       | -<br>**                                  | -<br>** | 13%       | 11%        | 12%        | 10%          | 8%         |
| <b>rrp_q9_4. A snake</b>              |       |          |        |                        |                        |                   |                         |                               |  |         |           |            |            |              |            |
| Unweighted base                       | 1275  | 561      | 714    | 22                     | 377                    | 350               | 441                     | 84                            | 1  | -       | 250       | 284        | 475        | 266          | 891        |
| <b>Base: All US Adults</b>            | 1275  | 622      | 653    | 26                     | 413                    | 328               | 423                     | 83                            | 2  | -       | 227       | 268        | 480        | 301          | 833        |
| Much more willing to date             | 4%    | 5%       | 3%     | 18%<br>**              | 6%<br>E,F              | 3%                | 1%                      | 1%<br>*                       | -<br>**                                  | -<br>** | 4%        | 3%         | 2%         | 6%<br>L      | 4%         |
| Somewhat more willing to date         | 3%    | 5%<br>B  | 2%     | 6%<br>**               | 6%<br>E,F,G            | 3%                | 1%                      | -<br>*                        | 100%<br>**                               | -<br>** | 5%        | 3%         | 3%         | 4%           | 3%         |
| Neither more nor less willing to date | 24%   | 30%<br>B | 19%    | 44%<br>**              | 25%<br>G               | 28%<br>G          | 22%<br>G                | 10%<br>*                      | -<br>**                                  | -<br>** | 27%       | 24%        | 21%        | 27%          | 25%        |
| Somewhat less willing to date         | 13%   | 14%      | 12%    | 7%<br>**               | 15%                    | 11%               | 13%                     | 11%<br>*                      | -<br>**                                  | -<br>** | 14%       | 12%        | 11%        | 15%          | 15%        |
| Much less willing to date             | 46%   | 36%<br>A | 56%    | 19%<br>**              | 35%                    | 44%<br>D          | 55%<br>D,E              | 73%<br>D,E,F*                 | -<br>**                                  | -<br>** | 39%       | 46%        | 53%<br>J,M | 41%<br>Q     | 47%        |
| Don't know                            | 10%   | 11%      | 8%     | 5%<br>**               | 12%<br>F               | 12%<br>F          | 8%                      | 5%<br>*                       | -<br>**                                  | -<br>** | 11%       | 10%        | 10%        | 8%           | 7%         |
| <b>rrp_q9_5. A miniature pig</b>      |       |          |        |                        |                        |                   |                         |                               |  |         |           |            |            |              |            |
| Unweighted base                       | 1275  | 561      | 714    | 22                     | 377                    | 350               | 441                     | 84                            | 1  | -       | 250       | 284        | 475        | 266          | 891        |
| <b>Base: All US Adults</b>            | 1275  | 622      | 653    | 26                     | 413                    | 328               | 423                     | 83                            | 2  | -       | 227       | 268        | 480        | 301          | 833        |
| Much more willing to date             | 7%    | 6%       | 8%     | 13%<br>**              | 11%<br>E,F             | 4%                | 5%                      | 6%<br>*                       | -<br>**                                  | -<br>** | 6%        | 5%         | 6%         | 10%          | 6%         |
| Somewhat more willing to date         | 8%    | 7%       | 9%     | 13%<br>**              | 10%<br>F,G             | 10%<br>F,G        | 5%                      | 1%<br>*                       | -<br>**                                  | -<br>** | 7%        | 6%         | 8%         | 10%          | 8%         |
| Neither more nor less willing to date | 35%   | 34%      | 36%    | 46%<br>**              | 35%                    | 37%               | 36%                     | 27%<br>*                      | -<br>**                                  | -<br>** | 38%       | 38%        | 32%        | 36%          | 40%<br>O,P |
| Somewhat less willing to date         | 12%   | 13%      | 11%    | 10%<br>**              | 10%                    | 12%               | 12%                     | 19%<br>D*                     | -<br>**                                  | -<br>** | 13%       | 10%        | 13%        | 10%          | 14%<br>O,P |
| Much less willing to date             | 27%   | 27%      | 26%    | 9%<br>**               | 22%                    | 23%               | 33%<br>D,E              | 39%<br>D,E*                   | 100%<br>**                               | -<br>** | 22%       | 28%        | 29%<br>J   | 25%          | 24%        |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |
|---------------------------------------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|
|                                       |       | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
| Much more willing to date             | 19%   | 13%   | 21%      | 18%         | 19%                         | 20%                  | 15%    | 21%       | 20%            | 26%               | 16%   | 14%                                    | 20%                    | 17%    | 12%      |
| Somewhat more willing to date         | 16%   | 11%   | 15%      | 19%         | 12%                         | 18%                  | 19%    | 20%       | 15%            | 15%               | 18%   | 16%                                    | 15%                    | 16%    | 20%      |
| Neither more nor less willing to date | 36%   | 32%   | 26%      | 33%         | 36%                         | 37%                  | 38%    | 27%       | 35%            | 25%               | 34%   | 42%                                    | 35%                    | 37%    | 42%      |
| Somewhat less willing to date         | 8%    | 8%    | 9%       | 3%          | 7%                          | 6%                   | 11%    | 12%       | 7%             | 23%               | 10%   | 7%                                     | 8%                     | 8%     | 10%      |
| Much less willing to date             | 12%   | 23%   | 14%      | 15%         | 12%                         | 11%                  | 13%    | 16%       | 14%            | 7%                | 15%   | 15%                                    | 14%                    | 11%    | 11%      |
| Don't know                            | 9%    | 13%   | 16%      | 12%         | 13%                         | 7%                   | 5%     | 4%        | 9%             | 4%                | 7%  | 5%                                     | 8%                     | 10%    | 6%       |
|                                       |       | N*    | N        | N*          | S.T.U                       |                      |        |           | AC             | **                | *   | **                                     | AC                     | AC     | *        |
| <b>rrp_q9_3. A parrot</b>             |       |       |          |             |                             |                      |        |           |                |                   |   |  |                        |        |          |
| Unweighted base                       | 1275  | 137   | 153      | 94          | 444                         | 437                  | 253    | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270    | 107      |
| <b>Base: All US Adults</b>            | 1275  | 149   | 200      | 92          | 515                         | 396                  | 230    | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308    | 102      |
| Much more willing to date             | 10%   | 13%   | 21%      | 8%          | 13%                         | 8%                   | 7%     | 4%        | 9%             | 18%               | 4%  | 6%                                     | 9%                     | 9%     | 13%      |
| Somewhat more willing to date         | 11%   | 11%   | 12%      | 15%         | 11%                         | 12%                  | 11%    | 12%       | 11%            | 3%                | 15%   | 11%                                    | 11%                    | 11%    | 6%       |
| Neither more nor less willing to date | 41%   | 29%   | 29%      | 39%         | 38%                         | 43%                  | 42%    | 41%       | 42%            | 47%               | 43%   | 44%                                    | 42%                    | 38%    | 44%      |
| Somewhat less willing to date         | 14%   | 8%    | 12%      | 11%         | 10%                         | 15%                  | 16%    | 20%       | 14%            | 18%               | 10%   | 18%                                    | 14%                    | 12%    | 11%      |
| Much less willing to date             | 14%   | 19%   | 10%      | 11%         | 13%                         | 13%                  | 16%    | 17%       | 14%            | 10%               | 18%   | 7%                                     | 14%                    | 14%    | 18%      |
| Don't know                            | 11%   | 19%   | 16%      | 16%         | 16%                         | 9%                   | 8%     | 6%        | 10%            | 4%                | 9%  | 14%                                    | 10%                    | 16%    | 8%       |
|                                       |       | N*    | N        | N*          | S.T.U                       |                      |        |           |                | **                | *   | **                                     |                        | V.Z.AC | *        |
| <b>rrp_q9_4. A snake</b>              |       |       |          |             |                             |                      |        |           |                |                   |   |  |                        |        |          |
| Unweighted base                       | 1275  | 137   | 153      | 94          | 444                         | 437                  | 253    | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270    | 107      |
| <b>Base: All US Adults</b>            | 1275  | 149   | 200      | 92          | 515                         | 396                  | 230    | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308    | 102      |
| Much more willing to date             | 4%    | 1%    | 4%       | 6%          | 3%                          | 4%                   | 3%     | 4%        | 4%             | -                 | 4%  | 8%                                     | 4%                     | 3%     | 2%       |
| Somewhat more willing to date         | 3%    | 4%    | 5%       | 6%          | 3%                          | 4%                   | 5%     | 3%        | 3%             | 7%                | 1%  | 5%                                     | 3%                     | 5%     | 1%       |
| Neither more nor less willing to date | 24%   | 19%   | 23%      | 26%         | 24%                         | 26%                  | 26%    | 19%       | 22%            | 17%               | 29%   | 40%                                    | 24%                    | 26%    | 22%      |
| Somewhat less willing to date         | 13%   | 8%    | 9%       | 13%         | 9%                          | 13%                  | 15%    | 22%       | 13%            | 29%               | 21%   | 8%                                     | 14%                    | 13%    | 11%      |
| Much less willing to date             | 46%   | 54%   | 43%      | 35%         | 47%                         | 46%                  | 43%    | 47%       | 49%            | 47%               | 40%   | 28%                                    | 47%                    | 40%    | 58%      |
| Don't know                            | 10%   | 15%   | 16%      | 14%         | 15%                         | 7%                   | 7%     | 5%        | 9%             | -                 | 5%  | 10%                                    | 9%                     | 13%    | 6%       |
|                                       |       | N*    | N        | N*          | S.T.U                       |                      |        |           |                | **                | *   | **                                     |                        | Z.AC   | *        |
| <b>rrp_q9_5. A miniature pig</b>      |       |       |          |             |                             |                      |        |           |                |                   |   |  |                        |        |          |
| Unweighted base                       | 1275  | 137   | 153      | 94          | 444                         | 437                  | 253    | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270    | 107      |
| <b>Base: All US Adults</b>            | 1275  | 149   | 200      | 92          | 515                         | 396                  | 230    | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308    | 102      |
| Much more willing to date             | 7%    | 7%    | 13%      | 4%          | 8%                          | 7%                   | 5%     | 5%        | 5%             | 12%               | 6%  | 5%                                     | 5%                     | 11%    | 4%       |
| Somewhat more willing to date         | 8%    | 6%    | 6%       | 10%         | 6%                          | 9%                   | 9%     | 11%       | 9%             | 12%               | 11%   | 6%                                     | 9%                     | 8%     | 2%       |
| Neither more nor less willing to date | 35%   | 22%   | 28%      | 30%         | 33%                         | 37%                  | 37%    | 36%       | 35%            | 26%               | 38%   | 64%                                    | 36%                    | 30%    | 42%      |
| Somewhat less willing to date         | 12%   | 6%    | 6%       | 15%         | 8%                          | 13%                  | 15%    | 17%       | 12%            | 19%               | 13%   | 11%                                    | 12%                    | 10%    | 12%      |
| Much less willing to date             | 27%   | 41%   | 26%      | 27%         | 28%                         | 25%                  | 28%    | 27%       | 28%            | 32%               | 24%   | 6%                                     | 27%                    | 26%    | 31%      |
|                                       |       | N.P*  |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |



# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Parent or guardian of any children |           |       |                   | Income          |            |              |                         |                                | Urban |             |                |          |                                |
|---------------------------------------|-------|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------|-------------|----------------|----------|--------------------------------|
|                                       |       | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say |       | Under \$40k | \$40k to \$80k | \$80k+   | Don't know / Prefer not to say |
| Much more willing to date             | 19%   | 22%                                | 40%       | 21%   | 22%               | 17%             | 18%        | 18%          | 21%                     | 27%                            | 19%   | 18%         | 20%            | 21%      | 20%                            |
| Somewhat more willing to date         | 16%   | 24%                                | 23%       | -     | 3%                | 16%             | 15%        | 16%          | 16%                     | 13%                            | 17%   | 15%         | 18%            | 13%      | 18%                            |
| Neither more nor less willing to date | 36%   | 29%                                | 25%       | 46%   | 34%               | 36%             | 40%        | 38%          | 34%                     | 16%                            | 37%   | 38%         | 36%            | 26%      | 33%                            |
| Somewhat less willing to date         | 8%    | 15%                                | 6%        | -     | -                 | 8%              | 8%         | 8%           | 9%                      | -                              | 6%    | 10%         | 9%             | 8%       | 8%                             |
| Much less willing to date             | 12%   | 10%                                | -         | -     | 7%                | 14%             | 12%        | 12%          | 12%                     | 10%                            | 12%   | 13%         | 13%            | 12%      | 13%                            |
| Don't know                            | 9%    | -                                  | 6%        | 32%   | 35%               | 9%              | 6%         | 8%           | 8%                      | 34%                            | 9%    | 5%          | 5%             | 20%      | 8%                             |
|                                       |       | *                                  | **        | **    | **                |                 |            | AH           |                         | **                             |       |             |                | AL,AM,AN |                                |
| <b>rrp_q9_3. A parrot</b>             |       |                                    |           |       |                   |                 |            |              |                         |                                |       |             |                |          |                                |
| Unweighted base                       | 1275  | 52                                 | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402   | 390         | 306            | 177      | 390                            |
| <b>Base: All US Adults</b>            | 1275  | 52                                 | 24        | 8     | 25                | 401             | 426        | 764          | 463                     | 48                             | 430   | 384         | 285            | 176      | 404                            |
| Much more willing to date             | 10%   | 6%                                 | 13%       | -     | 33%               | 7%              | 7%         | 7%           | 12%                     | 24%                            | 10%   | 9%          | 10%            | 8%       | 13%                            |
| Somewhat more willing to date         | 11%   | 19%                                | 17%       | -     | 5%                | 13%             | 11%        | 12%          | 10%                     | 1%                             | 12%   | 13%         | 9%             | 9%       | 12%                            |
| Neither more nor less willing to date | 41%   | 40%                                | 30%       | 28%   | 18%               | 42%             | 47%        | 44%          | 37%                     | 20%                            | 39%   | 44%         | 44%            | 34%      | 35%                            |
| Somewhat less willing to date         | 14%   | 19%                                | 29%       | 40%   | 4%                | 13%             | 14%        | 14%          | 14%                     | 7%                             | 11%   | 14%         | 17%            | 15%      | 16%                            |
| Much less willing to date             | 14%   | 11%                                | 3%        | 17%   | 4%                | 12%             | 12%        | 13%          | 16%                     | 8%                             | 15%   | 13%         | 13%            | 13%      | 13%                            |
| Don't know                            | 11%   | 5%                                 | 8%        | 15%   | 37%               | 12%             | 8%         | 10%          | 10%                     | 39%                            | 13%   | 8%          | 7%             | 22%      | 11%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            | AH           |                         | **                             | AM,AN |             |                | AL,AM,AN |                                |
| <b>rrp_q9_4. A snake</b>              |       |                                    |           |       |                   |                 |            |              |                         |                                |       |             |                |          |                                |
| Unweighted base                       | 1275  | 52                                 | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402   | 390         | 306            | 177      | 390                            |
| <b>Base: All US Adults</b>            | 1275  | 52                                 | 24        | 8     | 25                | 401             | 426        | 764          | 463                     | 48                             | 430   | 384         | 285            | 176      | 404                            |
| Much more willing to date             | 4%    | -                                  | 5%        | -     | 17%               | 4%              | 3%         | 3%           | 3%                      | 10%                            | 4%    | 2%          | 5%             | 4%       | 6%                             |
| Somewhat more willing to date         | 3%    | 4%                                 | 3%        | 18%   | 4%                | 5%              | 1%         | 3%           | 4%                      | 2%                             | 4%    | 2%          | 3%             | 4%       | 5%                             |
| Neither more nor less willing to date | 24%   | 21%                                | 34%       | 36%   | 24%               | 26%             | 22%        | 24%          | 27%                     | 8%                             | 22%   | 30%         | 26%            | 13%      | 23%                            |
| Somewhat less willing to date         | 13%   | 6%                                 | 16%       | 9%    | 7%                | 14%             | 13%        | 13%          | 13%                     | 5%                             | 10%   | 13%         | 17%            | 10%      | 12%                            |
| Much less willing to date             | 46%   | 67%                                | 36%       | 21%   | 14%               | 42%             | 54%        | 48%          | 44%                     | 33%                            | 48%   | 46%         | 41%            | 49%      | 43%                            |
| Don't know                            | 10%   | 2%                                 | 6%        | 15%   | 35%               | 10%             | 7%         | 8%           | 9%                      | 42%                            | 11%   | 6%          | 7%             | 20%      | 10%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            | AG,AI,AJ     | AG                      | **                             | AM    |             |                | AL,AM,AN |                                |
| <b>rrp_q9_5. A miniature pig</b>      |       |                                    |           |       |                   |                 |            |              |                         |                                |       |             |                |          |                                |
| Unweighted base                       | 1275  | 52                                 | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402   | 390         | 306            | 177      | 390                            |
| <b>Base: All US Adults</b>            | 1275  | 52                                 | 24        | 8     | 25                | 401             | 426        | 764          | 463                     | 48                             | 430   | 384         | 285            | 176      | 404                            |
| Much more willing to date             | 7%    | 7%                                 | 10%       | -     | 17%               | 5%              | 5%         | 5%           | 8%                      | 19%                            | 7%    | 6%          | 7%             | 7%       | 7%                             |
| Somewhat more willing to date         | 8%    | 3%                                 | 10%       | -     | -                 | 12%             | 5%         | 9%           | 7%                      | 2%                             | 8%    | 6%          | 12%            | 7%       | 9%                             |
| Neither more nor less willing to date | 35%   | 31%                                | 43%       | 49%   | 41%               | 38%             | 37%        | 37%          | 35%                     | 15%                            | 36%   | 37%         | 37%            | 26%      | 34%                            |
| Somewhat less willing to date         | 12%   | 14%                                | 22%       | 17%   | -                 | 13%             | 14%        | 13%          | 9%                      | 9%                             | 7%    | 14%         | 16%            | 9%       | 10%                            |
| Much less willing to date             | 27%   | 42%                                | 4%        | 18%   | 8%                | 21%             | 30%        | 26%          | 30%                     | 13%                            | 29%   | 29%         | 20%            | 27%      | 27%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            | AG,AI        | AG                      | **                             | AN    | AN          |                |          |                                |

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Type of Area Lived in |       |           |
|---------------------------------------|-------|-----------------------|-------|-----------|
|                                       |       | Suburban/<br>Town     | Rural | Other     |
| Much more willing to date             | 19%   | 17%                   | 22%   | 48%<br>** |
| Somewhat more willing to date         | 16%   | 16%                   | 13%   | 52%<br>** |
| Neither more nor less willing to date | 36%   | 36%                   | 38%   | -<br>**   |
| Somewhat less willing to date         | 8%    | 9%                    | 7%    | -<br>**   |
| Much less willing to date             | 12%   | 13%                   | 10%   | -<br>**   |
| Don't know                            | 9%    | 9%                    | 10%   | -<br>**   |

**rrp\_q9\_3. A parrot**

|                                       |      |           |     |           |
|---------------------------------------|------|-----------|-----|-----------|
| Unweighted base                       | 1275 | 651       | 230 | 4         |
| <b>Base: All US Adults</b>            | 1275 | 650       | 218 | 3         |
| Much more willing to date             | 10%  | 8%        | 7%  | -<br>**   |
| Somewhat more willing to date         | 11%  | 10%       | 12% | 25%<br>** |
| Neither more nor less willing to date | 41%  | 44%<br>AP | 41% | 58%<br>** |
| Somewhat less willing to date         | 14%  | 13%       | 12% | -<br>**   |
| Much less willing to date             | 14%  | 14%       | 14% | 17%<br>** |
| Don't know                            | 11%  | 11%       | 14% | -<br>**   |

**rrp\_q9\_4. A snake**

|                                       |      |     |     |            |
|---------------------------------------|------|-----|-----|------------|
| Unweighted base                       | 1275 | 651 | 230 | 4          |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3          |
| Much more willing to date             | 4%   | 3%  | 2%  | -<br>**    |
| Somewhat more willing to date         | 3%   | 3%  | 2%  | -<br>**    |
| Neither more nor less willing to date | 24%  | 25% | 25% | -<br>**    |
| Somewhat less willing to date         | 13%  | 14% | 10% | -<br>**    |
| Much less willing to date             | 46%  | 47% | 50% | 100%<br>** |
| Don't know                            | 10%  | 9%  | 11% | -<br>**    |

**rrp\_q9\_5. A miniature pig**

|                                       |      |     |     |           |
|---------------------------------------|------|-----|-----|-----------|
| Unweighted base                       | 1275 | 651 | 230 | 4         |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3         |
| Much more willing to date             | 7%   | 8%  | 4%  | 23%<br>** |
| Somewhat more willing to date         | 8%   | 8%  | 6%  | -<br>**   |
| Neither more nor less willing to date | 35%  | 35% | 38% | -<br>**   |
| Somewhat less willing to date         | 12%  | 13% | 12% | -<br>**   |
| Much less willing to date             | 27%  | 27% | 26% | 52%<br>** |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|  | Total | Gender |        | Generation             |                        |                   |                         |                               |  | Region |           |         |       |      |
|--|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|--------|-----------|---------|-------|------|
|  |       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other  | Northeast | Midwest | South | West |

|            |     |     |     |          |     |          |    |         |         |         |     |     |     |    |    |
|------------|-----|-----|-----|----------|-----|----------|----|---------|---------|---------|-----|-----|-----|----|----|
| Don't know | 11% | 13% | 10% | 9%<br>** | 12% | 15%<br>F | 9% | 8%<br>* | -<br>** | -<br>** | 14% | 12% | 12% | 8% | 8% |
|------------|-----|-----|-----|----------|-----|----------|----|---------|---------|---------|-----|-----|-----|----|----|

### rrp\_q9\_6. A goldfish

|                                       |      |     |     |           |          |     |          |          |            |         |     |          |            |     |            |
|---------------------------------------|------|-----|-----|-----------|----------|-----|----------|----------|------------|---------|-----|----------|------------|-----|------------|
| Unweighted base                       | 1275 | 561 | 714 | 22        | 377      | 350 | 441      | 84       | 1          | -       | 250 | 284      | 475        | 266 | 891        |
| <b>Base: All US Adults</b>            | 1275 | 622 | 653 | 26        | 413      | 328 | 423      | 83       | 2          | -       | 227 | 268      | 480        | 301 | 833        |
| Much more willing to date             | 10%  | 8%  | 12% | 11%<br>** | 13%<br>E | 8%  | 9%       | 12%<br>* | -<br>**    | -<br>** | 8%  | 6%       | 14%<br>J.K | 11% | 7%         |
| Somewhat more willing to date         | 9%   | 8%  | 9%  | -<br>**   | 7%<br>E  | 8%  | 9%       | 14%<br>* | -<br>**    | -<br>** | 11% | 8%       | 8%         | 7%  | 9%         |
| Neither more nor less willing to date | 59%  | 59% | 58% | 73%<br>** | 55%<br>E | 59% | 63%<br>G | 49%<br>* | -<br>**    | -<br>** | 60% | 64%<br>L | 54%        | 60% | 66%<br>O.P |
| Somewhat less willing to date         | 4%   | 4%  | 4%  | 9%<br>**  | 5%       | 4%  | 3%       | 5%<br>*  | -<br>**    | -<br>** | 5%  | 2%       | 4%         | 6%  | 3%         |
| Much less willing to date             | 7%   | 8%  | 7%  | -<br>**   | 7%<br>E  | 7%  | 7%       | 11%<br>* | 100%<br>** | -<br>** | 6%  | 9%       | 7%         | 7%  | 7%         |
| Don't know                            | 11%  | 12% | 10% | 7%<br>**  | 12%      | 13% | 9%       | 9%<br>*  | -<br>**    | -<br>** | 11% | 10%      | 12%        | 10% | 8%         |

### rrp\_q9\_7. A rabbit

|                                       |      |     |     |           |            |     |            |             |            |         |     |          |     |            |            |
|---------------------------------------|------|-----|-----|-----------|------------|-----|------------|-------------|------------|---------|-----|----------|-----|------------|------------|
| Unweighted base                       | 1275 | 561 | 714 | 22        | 377        | 350 | 441        | 84          | 1          | -       | 250 | 284      | 475 | 266        | 891        |
| <b>Base: All US Adults</b>            | 1275 | 622 | 653 | 26        | 413        | 328 | 423        | 83          | 2          | -       | 227 | 268      | 480 | 301        | 833        |
| Much more willing to date             | 8%   | 7%  | 10% | 7%<br>**  | 12%<br>E.F | 7%  | 5%         | 10%<br>*    | -<br>**    | -<br>** | 8%  | 6%       | 9%  | 10%        | 7%         |
| Somewhat more willing to date         | 11%  | 11% | 12% | 16%<br>** | 16%<br>E.F | 8%  | 9%         | 8%<br>*     | 100%<br>** | -<br>** | 11% | 9%       | 10% | 16%<br>K.L | 8%         |
| Neither more nor less willing to date | 48%  | 50% | 47% | 63%<br>** | 42%<br>D.G | 53% | 54%<br>D.G | 33%<br>*    | -<br>**    | -<br>** | 51% | 54%<br>L | 46% | 46%        | 55%<br>O.P |
| Somewhat less willing to date         | 9%   | 9%  | 9%  | 5%<br>**  | 10%<br>E   | 7%  | 8%         | 16%<br>E*   | -<br>**    | -<br>** | 9%  | 8%       | 11% | 7%         | 10%        |
| Much less willing to date             | 13%  | 13% | 13% | 9%<br>**  | 8%<br>D    | 13% | 15%        | 23%<br>D.E* | -<br>**    | -<br>** | 11% | 14%      | 14% | 11%        | 12%        |
| Don't know                            | 10%  | 11% | 10% | -<br>**   | 12%        | 12% | 8%         | 11%<br>*    | -<br>**    | -<br>** | 10% | 10%      | 11% | 9%         | 8%         |

### rrp\_q9\_8. A hamster

|                                       |       |     |     |           |               |     |            |               |            |         |     |     |     |         |            |
|---------------------------------------|-------|-----|-----|-----------|---------------|-----|------------|---------------|------------|---------|-----|-----|-----|---------|------------|
| Unweighted base                       | 1275  | 561 | 714 | 22        | 377           | 350 | 441        | 84            | 1          | -       | 250 | 284 | 475 | 266     | 891        |
| <b>Base: All US Adults</b>            | 1275  | 622 | 653 | 26        | 413           | 328 | 423        | 83            | 2          | -       | 227 | 268 | 480 | 301     | 833        |
| Much more willing to date             | 6.18% | 6%  | 7%  | 5%<br>**  | 9%<br>E.F     | 4%  | 5%         | 4%<br>*       | -<br>**    | -<br>** | 7%  | 4%  | 6%  | 9%<br>K | 6%         |
| Somewhat more willing to date         | 8.59% | 9%  | 8%  | 16%<br>** | 10%<br>E.F    | 8%  | 7%         | 10%<br>*      | -<br>**    | -<br>** | 9%  | 6%  | 10% | 8%      | 8%         |
| Neither more nor less willing to date | 48%   | 49% | 47% | 56%<br>** | 43%<br>D.G    | 49% | 54%<br>D.G | 41%<br>*      | 100%<br>** | -<br>** | 50% | 53% | 46% | 47%     | 54%<br>O.P |
| Somewhat less willing to date         | 10%   | 10% | 11% | 10%<br>** | 13%<br>F      | 10% | 8%         | 10%<br>*      | -<br>**    | -<br>** | 11% | 7%  | 10% | 13%     | 11%        |
| Much less willing to date             | 16%   | 14% | 18% | 9%<br>**  | 12%<br>D.E.F* | 15% | 17%        | 29%<br>D.E.F* | -<br>**    | -<br>** | 14% | 16% | 17% | 14%     | 14%        |
| Don't know                            | 11%   | 12% | 10% | 3%<br>**  | 12%           | 13% | 10%        | 6%<br>*       | -<br>**    | -<br>** | 10% | 13% | 11% | 9%      | 8%         |

### rrp\_q9\_9. A guinea pig

|                                       |      |     |     |           |              |     |     |          |            |         |     |     |     |         |     |
|---------------------------------------|------|-----|-----|-----------|--------------|-----|-----|----------|------------|---------|-----|-----|-----|---------|-----|
| Unweighted base                       | 1275 | 561 | 714 | 22        | 377          | 350 | 441 | 84       | 1          | -       | 250 | 284 | 475 | 266     | 891 |
| <b>Base: All US Adults</b>            | 1275 | 622 | 653 | 26        | 413          | 328 | 423 | 83       | 2          | -       | 227 | 268 | 480 | 301     | 833 |
| Much more willing to date             | 6%   | 5%  | 8%  | 5%<br>**  | 10%<br>E.F   | 4%  | 5%  | 9%<br>*  | -<br>**    | -<br>** | 7%  | 4%  | 6%  | 9%<br>K | 5%  |
| Somewhat more willing to date         | 7%   | 7%  | 7%  | 9%<br>**  | 11%<br>E.F.G | 6%  | 4%  | 3%<br>*  | -<br>**    | -<br>** | 9%  | 5%  | 6%  | 9%      | 7%  |
| Neither more nor less willing to date | 46%  | 48% | 45% | 51%<br>** | 42%<br>E.F.G | 49% | 50% | 35%<br>* | 100%<br>** | -<br>** | 45% | 51% | 45% | 45%     | 52% |

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Race          |            |             | Education                   |                      |            |           | Marital Status |                   |   |  |                        |             |            |
|---------------------------------------|-------|---------------|------------|-------------|-----------------------------|----------------------|------------|-----------|----------------|-------------------|---|--|------------------------|-------------|------------|
|                                       |       | Black         | Hispanic   | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year     | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single      | Divorced   |
| Don't know                            | 11%   | 17%<br>N*     | 21%<br>N   | 14%<br>*    | 17%<br>S.T.U                | 10%<br>U             | 6%         | 4%        | 11%            | -<br>**           | 7%<br>*   | 9%<br>**                               | 10%                    | 14%<br>AC   | 9%<br>*    |
| <b>rrp_q9_6. A goldfish</b>           |       |               |            |             |                             |                      |            |           |                |                   |   |  |                        |             |            |
| Unweighted base                       | 1275  | 137           | 153        | 94          | 444                         | 437                  | 253        | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270         | 107        |
| <b>Base: All US Adults</b>            | 1275  | 149           | 200        | 92          | 515                         | 396                  | 230        | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308         | 102        |
| Much more willing to date             | 10%   | 22%<br>N.Q*   | 19%<br>N.Q | 7%<br>*     | 10%                         | 12%                  | 10%        | 9%        | 10%            | 9%<br>**          | 4%<br>*   | 10%<br>**                              | 9%                     | 11%         | 10%<br>*   |
| Somewhat more willing to date         | 9%    | 7%<br>*       | 8%         | 7%<br>*     | 9%                          | 7%                   | 8%         | 11%       | 10%<br>AA,AB   | 15%<br>**         | 12%<br>AB*  | 3%<br>**                               | 10%<br>AA,AB           | 6%          | 3%<br>*    |
| Neither more nor less willing to date | 59%   | 42%<br>*      | 40%        | 57%<br>O.P* | 52%                         | 62%<br>R             | 64%<br>R   | 65%<br>R  | 57%            | 53%<br>**         | 69%<br>V.AC*                                      | 80%<br>**                              | 59%<br>V               | 59%         | 65%<br>AC* |
| Somewhat less willing to date         | 4%    | 6%<br>*       | 6%         | 8%<br>N*    | 4%                          | 5%                   | 5%         | 1%        | 3%             | 18%<br>**         | 3%<br>*   | -<br>**                                | 3%                     | 5%          | 6%<br>*    |
| Much less willing to date             | 7%    | 9%<br>*       | 8%         | 7%<br>*     | 9%                          | 5%                   | 6%         | 8%        | 8%<br>Z        | 5%<br>**          | 4%<br>*   | -<br>**                                | 8%                     | 7%          | 8%<br>*    |
| Don't know                            | 11%   | 15%<br>N*     | 20%<br>N   | 13%<br>*    | 15%<br>S.T.U                | 9%                   | 8%         | 6%        | 11%            | -<br>**           | 8%<br>*   | 7%<br>**                               | 10%                    | 13%         | 7%<br>*    |
| <b>rrp_q9_7. A rabbit</b>             |       |               |            |             |                             |                      |            |           |                |                   |   |  |                        |             |            |
| Unweighted base                       | 1275  | 137           | 153        | 94          | 444                         | 437                  | 253        | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270         | 107        |
| <b>Base: All US Adults</b>            | 1275  | 149           | 200        | 92          | 515                         | 396                  | 230        | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308         | 102        |
| Much more willing to date             | 8%    | 8%<br>*       | 14%<br>N   | 6%<br>*     | 7%                          | 10%                  | 9%         | 5%        | 8%             | 12%<br>**         | 6%<br>*   | 6%<br>**                               | 8%                     | 10%         | 4%<br>*    |
| Somewhat more willing to date         | 11%   | 16%<br>N*     | 17%<br>N   | 16%<br>N*   | 13%                         | 10%                  | 10%        | 11%       | 10%            | 7%<br>**          | 14%<br>*  | 6%<br>**                               | 10%                    | 15%         | 8%<br>*    |
| Neither more nor less willing to date | 48%   | 28%<br>*      | 38%        | 47%<br>O*   | 45%                         | 51%                  | 48%        | 56%<br>R  | 48%            | 44%<br>**         | 54%<br>*  | 71%<br>**                              | 50%                    | 45%         | 55%<br>*   |
| Somewhat less willing to date         | 9%    | 11%<br>*      | 6%         | 6%<br>*     | 7%                          | 8%                   | 14%<br>R,S | 11%       | 10%            | 18%<br>**         | 4%<br>*   | 5%<br>**                               | 9%                     | 7%          | 9%<br>*    |
| Much less willing to date             | 13%   | 22%<br>N.P*   | 11%        | 13%<br>*    | 14%                         | 13%                  | 11%        | 13%       | 14%            | 14%<br>**         | 14%<br>*  | 3%<br>**                               | 13%                    | 11%         | 17%<br>*   |
| Don't know                            | 10%   | 15%<br>N*     | 15%<br>N   | 12%<br>*    | 14%<br>S.T.U                | 8%                   | 7%         | 5%        | 10%            | 4%<br>**          | 8%<br>*   | 9%<br>**                               | 10%                    | 11%         | 8%<br>*    |
| <b>rrp_q9_8. A hamster</b>            |       |               |            |             |                             |                      |            |           |                |                   |   |  |                        |             |            |
| Unweighted base                       | 1275  | 137           | 153        | 94          | 444                         | 437                  | 253        | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270         | 107        |
| <b>Base: All US Adults</b>            | 1275  | 149           | 200        | 92          | 515                         | 396                  | 230        | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308         | 102        |
| Much more willing to date             | 6.18% | 5%<br>*       | 9%         | 6%<br>*     | 5%                          | 9%<br>R              | 6%         | 5%        | 6%             | 18%<br>**         | 4%<br>*   | 8%<br>**                               | 6%                     | 6%          | 4%<br>*    |
| Somewhat more willing to date         | 8.59% | 12%<br>*      | 10%        | 10%<br>*    | 10%                         | 7%                   | 7%         | 10%       | 9%             | 4%<br>**          | 6%<br>*   | 2%<br>**                               | 8%                     | 12%         | 4%<br>*    |
| Neither more nor less willing to date | 48%   | 29%<br>*      | 42%        | 45%<br>O*   | 43%                         | 53%<br>R             | 50%        | 53%       | 47%            | 36%<br>**         | 63%<br>V.Z,AAAC*                                  | 75%<br>**                              | 50%<br>V               | 46%         | 54%<br>*   |
| Somewhat less willing to date         | 10%   | 9%<br>*       | 9%         | 10%<br>*    | 9%                          | 9%<br>R,S            | 15%<br>R,S | 12%       | 10%            | 22%<br>**         | 9%<br>*   | 8%<br>**                               | 10%                    | 10%         | 10%<br>*   |
| Much less willing to date             | 16%   | 28%<br>N.P,Q* | 13%        | 13%<br>*    | 18%                         | 14%                  | 15%        | 15%       | 18%            | 17%<br>**         | 10%<br>*  | 2%<br>**                               | 16%                    | 13%         | 21%<br>*   |
| Don't know                            | 11%   | 16%<br>N*     | 18%<br>N   | 16%<br>N*   | 16%<br>S.T.U                | 9%                   | 7%         | 5%        | 10%            | 4%<br>**          | 8%<br>*   | 5%<br>**                               | 10%                    | 14%         | 8%<br>*    |
| <b>rrp_q9_9. A guinea pig</b>         |       |               |            |             |                             |                      |            |           |                |                   |   |  |                        |             |            |
| Unweighted base                       | 1275  | 137           | 153        | 94          | 444                         | 437                  | 253        | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270         | 107        |
| <b>Base: All US Adults</b>            | 1275  | 149           | 200        | 92          | 515                         | 396                  | 230        | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308         | 102        |
| Much more willing to date             | 6%    | 9%<br>*       | 11%<br>N   | 7%<br>*     | 6%                          | 8%                   | 5%         | 5%        | 6%             | 8%<br>**          | 4%<br>*   | 6%<br>**                               | 6%                     | 6%          | 6%<br>*    |
| Somewhat more willing to date         | 7%    | 6%<br>*       | 6%         | 10%<br>*    | 7%                          | 6%                   | 6%         | 11%       | 6%             | 9%<br>**          | 9%<br>AB*   | -<br>**                                | 6%                     | 10%<br>V,AB | 1%<br>*    |
| Neither more nor less willing to date | 46%   | 26%<br>*      | 41%        | 40%<br>*    | 43%                         | 50%                  | 48%        | 46%       | 45%            | 39%<br>**         | 57%<br>AB*  | 64%<br>**                              | 47%                    | 45%         | 53%<br>*   |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



| Total      | Parent or guardian of any children |           |           |                   | Income          |            |              |                         |                                | Urban     |              |                |        |                                |     |
|------------|------------------------------------|-----------|-----------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-----------|--------------|----------------|--------|--------------------------------|-----|
|            | Widowed                            | Separated | Other     | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say |           | Under \$40k  | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |     |
| Don't know | 11%                                | 3%<br>*   | 12%<br>** | 15%<br>**         | 35%<br>**       | 11%        | 9%           | 10%                     | 10%                            | 42%<br>** | 13%<br>AM,AN | 8%             | 7%     | 23%<br>AL,AM,AN                | 12% |

### rrp\_q9\_6. A goldfish

|                                       |      |                  |           |           |           |     |     |     |     |           |     |              |           |                 |           |
|---------------------------------------|------|------------------|-----------|-----------|-----------|-----|-----|-----|-----|-----------|-----|--------------|-----------|-----------------|-----------|
| Unweighted base                       | 1275 | 52               | 25        | 6         | 18        | 435 | 456 | 821 | 420 | 34        | 402 | 390          | 306       | 177             | 390       |
| <b>Base: All US Adults</b>            | 1275 | 52               | 24        | 8         | 25        | 401 | 426 | 764 | 463 | 48        | 430 | 384          | 285       | 176             | 404       |
| Much more willing to date             | 10%  | 14%<br>*         | 21%<br>** | -<br>**   | 25%<br>** | 11% | 9%  | 10% | 10% | 23%<br>** | 12% | 9%           | 10%       | 10%             | 12%<br>AR |
| Somewhat more willing to date         | 9%   | 13%<br>AB*       | 15%<br>** | -<br>**   | -<br>**   | 9%  | 10% | 10% | 7%  | 4%<br>**  | 9%  | 9%           | 8%        | 7%              | 8%        |
| Neither more nor less willing to date | 59%  | 46%<br>*         | 56%<br>** | 68%<br>** | 34%<br>** | 59% | 58% | 58% | 63% | 29%<br>** | 55% | 65%<br>AL,AO | 61%<br>AO | 48%             | 54%       |
| Somewhat less willing to date         | 4%   | 13%<br>V,X,Z,AA* | -<br>**   | 17%<br>** | 3%<br>**  | 4%  | 6%  | 5%  | 4%  | -<br>**   | 4%  | 5%           | 5%        | 4%              | 6%        |
| Much less willing to date             | 7%   | 9%<br>*          | -<br>**   | -<br>**   | -<br>**   | 7%  | 8%  | 7%  | 7%  | 8%<br>**  | 8%  | 6%           | 7%        | 6%              | 10%<br>AQ |
| Don't know                            | 11%  | 5%<br>*          | 8%<br>**  | 15%<br>** | 38%<br>** | 11% | 9%  | 10% | 10% | 38%<br>** | 11% | 7%           | 9%        | 24%<br>AL,AM,AN | 11%       |

### rrp\_q9\_7. A rabbit

|                                       |      |           |           |           |           |     |     |     |           |           |           |           |           |                 |              |
|---------------------------------------|------|-----------|-----------|-----------|-----------|-----|-----|-----|-----------|-----------|-----------|-----------|-----------|-----------------|--------------|
| Unweighted base                       | 1275 | 52        | 25        | 6         | 18        | 435 | 456 | 821 | 420       | 34        | 402       | 390       | 306       | 177             | 390          |
| <b>Base: All US Adults</b>            | 1275 | 52        | 24        | 8         | 25        | 401 | 426 | 764 | 463       | 48        | 430       | 384       | 285       | 176             | 404          |
| Much more willing to date             | 8%   | 10%<br>*  | 19%<br>** | 17%<br>** | 14%<br>** | 10% | 7%  | 8%  | 7%        | 19%<br>** | 8%        | 8%        | 10%       | 7%              | 12%<br>AR    |
| Somewhat more willing to date         | 11%  | 15%<br>*  | 9%<br>**  | -<br>**   | 8%<br>**  | 11% | 9%  | 10% | 14%<br>AH | 4%<br>**  | 14%<br>AN | 11%       | 8%        | 10%             | 16%<br>AQ,AR |
| Neither more nor less willing to date | 48%  | 37%<br>*  | 43%<br>** | 68%<br>** | 41%<br>** | 48% | 52% | 50% | 49%       | 22%<br>** | 47%       | 51%<br>AO | 55%<br>AO | 37%             | 43%          |
| Somewhat less willing to date         | 9%   | 14%<br>X* | 17%<br>** | -<br>**   | 3%<br>**  | 9%  | 9%  | 9%  | 9%        | 8%<br>**  | 7%        | 11%       | 9%        | 9%              | 9%           |
| Much less willing to date             | 13%  | 16%<br>*  | 4%<br>**  | -<br>**   | -<br>**   | 12% | 14% | 13% | 12%       | 10%<br>** | 13%       | 13%       | 10%       | 14%             | 12%          |
| Don't know                            | 10%  | 7%<br>*   | 8%<br>**  | 15%<br>** | 35%<br>** | 11% | 8%  | 10% | 8%        | 38%<br>** | 11%       | 7%        | 7%        | 22%<br>AL,AM,AN | 8%           |

### rrp\_q9\_8. A hamster

|                                       |       |          |           |           |           |     |     |     |     |           |              |           |              |                 |          |
|---------------------------------------|-------|----------|-----------|-----------|-----------|-----|-----|-----|-----|-----------|--------------|-----------|--------------|-----------------|----------|
| Unweighted base                       | 1275  | 52       | 25        | 6         | 18        | 435 | 456 | 821 | 420 | 34        | 402          | 390       | 306          | 177             | 390      |
| <b>Base: All US Adults</b>            | 1275  | 52       | 24        | 8         | 25        | 401 | 426 | 764 | 463 | 48        | 430          | 384       | 285          | 176             | 404      |
| Much more willing to date             | 6.18% | 8%<br>*  | 15%<br>** | -<br>**   | 14%<br>** | 8%  | 6%  | 6%  | 5%  | 10%<br>** | 5%           | 4%        | 10%<br>AL,AM | 8%<br>AM        | 8%<br>AR |
| Somewhat more willing to date         | 8.59% | 10%<br>* | 7%<br>**  | -<br>**   | 5%<br>**  | 9%  | 8%  | 9%  | 9%  | 5%<br>**  | 10%          | 9%        | 7%           | 6%              | 10%      |
| Neither more nor less willing to date | 48%   | 43%<br>* | 31%<br>** | 46%<br>** | 43%<br>** | 45% | 50% | 48% | 52% | 25%<br>** | 47%<br>AO    | 54%<br>AO | 51%<br>AO    | 34%             | 43%      |
| Somewhat less willing to date         | 10%   | 14%<br>* | 22%<br>** | 17%<br>** | -<br>**   | 11% | 10% | 10% | 10% | 8%<br>**  | 7%           | 12%       | 13%<br>AL    | 9%              | 11%      |
| Much less willing to date             | 16%   | 19%<br>* | 17%<br>** | -<br>**   | 4%<br>**  | 16% | 18% | 17% | 13% | 13%<br>** | 18%<br>AN    | 14%       | 12%          | 20%<br>AN       | 17%      |
| Don't know                            | 11%   | 7%<br>*  | 8%<br>**  | 15%<br>** | 35%<br>** | 10% | 8%  | 10% | 10% | 38%<br>** | 12%<br>AM,AN | 7%        | 6%           | 23%<br>AL,AM,AN | 10%      |

### rrp\_q9\_9. A guinea pig

|                                       |      |          |           |           |           |              |     |     |     |           |     |     |     |     |     |
|---------------------------------------|------|----------|-----------|-----------|-----------|--------------|-----|-----|-----|-----------|-----|-----|-----|-----|-----|
| Unweighted base                       | 1275 | 52       | 25        | 6         | 18        | 435          | 456 | 821 | 420 | 34        | 402 | 390 | 306 | 177 | 390 |
| <b>Base: All US Adults</b>            | 1275 | 52       | 24        | 8         | 25        | 401          | 426 | 764 | 463 | 48        | 430 | 384 | 285 | 176 | 404 |
| Much more willing to date             | 6%   | 8%<br>*  | 21%<br>** | -<br>**   | 14%<br>** | 6%           | 6%  | 6%  | 6%  | 22%<br>** | 7%  | 5%  | 8%  | 6%  | 8%  |
| Somewhat more willing to date         | 7%   | 7%<br>*  | 17%<br>** | 39%<br>** | 4%<br>**  | 9%           | 5%  | 7%  | 8%  | 2%<br>**  | 7%  | 7%  | 8%  | 6%  | 9%  |
| Neither more nor less willing to date | 46%  | 39%<br>* | 37%<br>** | 46%<br>** | 41%<br>** | 43%<br>AH,AI | 49% | 46% | 49% | 18%<br>AH | 47% | 49% | 51% | 32% | 43% |

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



|            | Total | Type of Area Lived in |       |           |
|------------|-------|-----------------------|-------|-----------|
|            |       | Suburban/<br>Town     | Rural | Other     |
| Don't know | 11%   | 10%                   | 14%   | 25%<br>** |

**rrp\_q9\_6. A goldfish**

|                                       |      |     |     |           |
|---------------------------------------|------|-----|-----|-----------|
| Unweighted base                       | 1275 | 651 | 230 | 4         |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3         |
| Much more willing to date             | 10%  | 10% | 6%  | 65%<br>** |
| Somewhat more willing to date         | 9%   | 9%  | 8%  | -<br>**   |
| Neither more nor less willing to date | 59%  | 61% | 63% | -<br>**   |
| Somewhat less willing to date         | 4%   | 4%  | 3%  | 35%<br>** |
| Much less willing to date             | 7%   | 6%  | 7%  | -<br>**   |
| Don't know                            | 11%  | 11% | 13% | -<br>**   |

**rrp\_q9\_7. A rabbit**

|                                       |      |     |     |           |
|---------------------------------------|------|-----|-----|-----------|
| Unweighted base                       | 1275 | 651 | 230 | 4         |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3         |
| Much more willing to date             | 8%   | 8%  | 3%  | 40%<br>** |
| Somewhat more willing to date         | 11%  | 9%  | 8%  | 25%<br>** |
| Neither more nor less willing to date | 48%  | 51% | 52% | -<br>**   |
| Somewhat less willing to date         | 9%   | 8%  | 11% | 35%<br>** |
| Much less willing to date             | 13%  | 13% | 12% | -<br>**   |
| Don't know                            | 10%  | 11% | 14% | -<br>**   |

**rrp\_q9\_8. A hamster**

|                                       |       |     |     |           |
|---------------------------------------|-------|-----|-----|-----------|
| Unweighted base                       | 1275  | 651 | 230 | 4         |
| <b>Base: All US Adults</b>            | 1275  | 650 | 218 | 3         |
| Much more willing to date             | 6.18% | 6%  | 3%  | -<br>**   |
| Somewhat more willing to date         | 8.59% | 8%  | 7%  | 17%<br>** |
| Neither more nor less willing to date | 48%   | 52% | 48% | 58%<br>** |
| Somewhat less willing to date         | 10%   | 10% | 10% | -<br>**   |
| Much less willing to date             | 16%   | 14% | 17% | 25%<br>** |
| Don't know                            | 11%   | 10% | 14% | -<br>**   |

**rrp\_q9\_9. A guinea pig**

|                                       |      |     |     |         |
|---------------------------------------|------|-----|-----|---------|
| Unweighted base                       | 1275 | 651 | 230 | 4       |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3       |
| Much more willing to date             | 6%   | 6%  | 5%  | -<br>** |
| Somewhat more willing to date         | 7%   | 6%  | 6%  | -<br>** |
| Neither more nor less willing to date | 46%  | 49% | 46% | 40%     |

# YouGov RealTime

## Pet Adoption

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Gender |        | Generation             |                        |                   |                         |                               |  | Region |           |         |       |       |       |
|---------------------------------------|-------|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|--------|-----------|---------|-------|-------|-------|
|                                       |       | Male   | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other  | Northeast | Midwest | South | West  | White |
|                                       |       |        |        | **                     |                        | G                 | D.G                     | *                             | **                                       | **     |           |         |       | O.P.Q |       |
| Somewhat less willing to date         | 12%   | 12%    | 11%    | 22%                    | 12%                    | 12%               | 11%                     | 15%                           | -  | -      | 12%       | 12%     | 12%   | 10%   | 12%   |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       | Q     |       |
| Much less willing to date             | 18%   | 16%    | 20%    | 13%                    | 13%                    | 18%               | 21%                     | 32%                           | -  | -      | 16%       | 16%     | 21%   | 16%   | 16%   |
|                                       |       |        |        | **                     |                        |                   | D                       | D.E.F*                        | **                                       | **     |           |         |       |       |       |
| Don't know                            | 11%   | 12%    | 9%     | -                      | 13%                    | 12%               | 9%                      | 7%                            | -  | -      | 11%       | 11%     | 11%   | 11%   | 8%    |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| <b>rrp_q9_10. A tortoise</b>          |       |        |        |                        |                        |                   |                         |                               |  |        |           |         |       |       |       |
| Unweighted base                       | 1275  | 561    | 714    | 22                     | 377                    | 350               | 441                     | 84                            | 1  | -      | 250       | 284     | 475   | 266   | 891   |
| <b>Base: All US Adults</b>            | 1275  | 622    | 653    | 26                     | 413                    | 328               | 423                     | 83                            | 2  | -      | 227       | 268     | 480   | 301   | 833   |
| Much more willing to date             | 7%    | 7%     | 8%     | -                      | 10%                    | 7%                | 6%                      | 7%                            | -  | -      | 6%        | 6%      | 7%    | 10%   | 5%    |
|                                       |       |        |        | **                     | F                      |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| Somewhat more willing to date         | 8%    | 8%     | 8%     | 24%                    | 10%                    | 6%                | 6%                      | 10%                           | -  | -      | 9%        | 7%      | 8%    | 9%    | 8%    |
|                                       |       |        |        | **                     | F                      |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| Neither more nor less willing to date | 51%   | 51%    | 52%    | 64%                    | 45%                    | 55%               | 56%                     | 38%                           | -  | -      | 52%       | 51%     | 50%   | 53%   | 57%   |
|                                       |       |        |        | **                     |                        | D.G               | D.G                     | *                             | **                                       | **     |           |         |       |       |       |
| Somewhat less willing to date         | 9%    | 9%     | 8%     | -                      | 11%                    | 7%                | 8%                      | 10%                           | -  | -      | 8%        | 8%      | 10%   | 8%    | 8%    |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| Much less willing to date             | 12%   | 11%    | 14%    | 7%                     | 10%                    | 11%               | 14%                     | 24%                           | 100%                                     | -      | 13%       | 14%     | 13%   | 11%   | 12%   |
|                                       |       |        |        | **                     |                        |                   |                         | D.E.F*                        | **                                       | **     |           |         |       |       |       |
| Don't know                            | 12%   | 13%    | 10%    | 5%                     | 14%                    | 14%               | 9%                      | 10%                           | -  | -      | 13%       | 14%     | 12%   | 10%   | 9%    |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| <b>rrp_q9_11. A tarantula</b>         |       |        |        |                        |                        |                   |                         |                               |  |        |           |         |       |       |       |
| Unweighted base                       | 1275  | 561    | 714    | 22                     | 377                    | 350               | 441                     | 84                            | 1  | -      | 250       | 284     | 475   | 266   | 891   |
| <b>Base: All US Adults</b>            | 1275  | 622    | 653    | 26                     | 413                    | 328               | 423                     | 83                            | 2  | -      | 227       | 268     | 480   | 301   | 833   |
| Much more willing to date             | 3%    | 4%     | 2%     | -                      | 6%                     | 2%                | 2%                      | -                             | -  | -      | 3%        | 2%      | 4%    | 3%    | 2%    |
|                                       |       |        |        | **                     | E.F.G                  |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| Somewhat more willing to date         | 3%    | 5%     | 1%     | 21%                    | 6%                     | 2%                | 1%                      | -                             | -  | -      | 5%        | 3%      | 2%    | 4%    | 3%    |
|                                       |       |        |        | **                     | E.F.G                  |                   |                         | *                             | **                                       | **     | L         |         |       |       |       |
| Neither more nor less willing to date | 25%   | 30%    | 20%    | 32%                    | 26%                    | 29%               | 23%                     | 13%                           | -  | -      | 24%       | 25%     | 21%   | 32%   | 27%   |
|                                       |       |        |        | **                     | G                      | F.G               |                         | *                             | **                                       | **     | J.L       |         |       |       |       |
| Somewhat less willing to date         | 13%   | 13%    | 13%    | 25%                    | 15%                    | 11%               | 13%                     | 10%                           | 100%                                     | -      | 14%       | 15%     | 13%   | 10%   | 15%   |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| Much less willing to date             | 46%   | 37%    | 55%    | 19%                    | 37%                    | 44%               | 55%                     | 70%                           | -  | -      | 44%       | 46%     | 51%   | 41%   | 47%   |
|                                       |       |        |        | **                     | A                      | D.E               | D.E                     | D.E.F*                        | **                                       | **     |           |         | M     |       |       |
| Don't know                            | 10%   | 10%    | 9%     | 3%                     | 11%                    | 13%               | 7%                      | 7%                            | -  | -      | 9%        | 10%     | 10%   | 9%    | 7%    |
|                                       |       |        |        | **                     | F                      |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| <b>rrp_q9_12. A horse</b>             |       |        |        |                        |                        |                   |                         |                               |  |        |           |         |       |       |       |
| Unweighted base                       | 1275  | 561    | 714    | 22                     | 377                    | 350               | 441                     | 84                            | 1  | -      | 250       | 284     | 475   | 266   | 891   |
| <b>Base: All US Adults</b>            | 1275  | 622    | 653    | 26                     | 413                    | 328               | 423                     | 83                            | 2  | -      | 227       | 268     | 480   | 301   | 833   |
| Much more willing to date             | 14%   | 10%    | 18%    | 16%                    | 16%                    | 12%               | 13%                     | 11%                           | -  | -      | 9%        | 14%     | 15%   | 15%   | 14%   |
|                                       |       |        |        | **                     | A                      |                   |                         | *                             | **                                       | **     |           |         | J     |       |       |
| Somewhat more willing to date         | 19%   | 17%    | 20%    | 13%                    | 19%                    | 19%               | 17%                     | 27%                           | -  | -      | 21%       | 16%     | 21%   | 15%   | 20%   |
|                                       |       |        |        | **                     |                        |                   |                         | F*                            | **                                       | **     |           |         |       |       |       |
| Neither more nor less willing to date | 41%   | 43%    | 39%    | 50%                    | 34%                    | 43%               | 47%                     | 36%                           | -  | -      | 39%       | 47%     | 37%   | 44%   | 45%   |
|                                       |       |        |        | **                     |                        | D                 | D                       | *                             | **                                       | **     |           | L       |       |       |       |
| Somewhat less willing to date         | 6%    | 8%     | 5%     | 15%                    | 8%                     | 4%                | 6%                      | 5%                            | -  | -      | 9%        | 4%      | 7%    | 4%    | 6%    |
|                                       |       |        |        | **                     | E                      |                   |                         | *                             | **                                       | **     | K.M       |         |       |       |       |
| Much less willing to date             | 10%   | 12%    | 9%     | 6%                     | 12%                    | 9%                | 9%                      | 13%                           | 100%                                     | -      | 8%        | 11%     | 9%    | 13%   | 9%    |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     |           |         |       |       |       |
| Don't know                            | 10%   | 11%    | 9%     | -                      | 11%                    | 13%               | 9%                      | 8%                            | -  | -      | 14%       | 7%      | 10%   | 10%   | 7%    |
|                                       |       |        |        | **                     |                        |                   |                         | *                             | **                                       | **     | K         |         |       |       |       |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (\*\*), Small Base: 100 (\*\*))

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Race  |          |             | Education                   |                      |        |           | Marital Status |                   |   |  |                        |        |          |
|---------------------------------------|-------|-------|----------|-------------|-----------------------------|----------------------|--------|-----------|----------------|-------------------|---|--|------------------------|--------|----------|
|                                       |       | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married        | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced |
|                                       |       | *     | O        | *           |                             | R                    |        |           |                | **                | *   | **                                     | V                      |        | *        |
| Somewhat less willing to date         | 12%   | 11%   | 12%      | 5%          | 11%                         | 10%                  | 16%    | 14%       | 12%            | 36%               | 9%  | 15%                                    | 12%                    | 10%    | 11%      |
|                                       |       | *     |          | *           |                             |                      | R,S    |           |                | **                | *   | **                                     |                        |        | *        |
| Much less willing to date             | 18%   | 33%   | 13%      | 22%         | 19%                         | 17%                  | 18%    | 18%       | 20%            | 4%                | 13%   | 2%                                     | 18%                    | 18%    | 22%      |
|                                       |       | N,P*  |          | *           |                             |                      |        |           | Z              | **                | *   | **                                     |                        |        | *        |
| Don't know                            | 11%   | 14%   | 16%      | 15%         | 16%                         | 9%                   | 7%     | 6%        | 11%            | 4%                | 9%  | 13%                                    | 10%                    | 12%    | 7%       |
|                                       |       | *     | N        | *           | S,T,U                       |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| <b>rp_q9_10. A tortoise</b>           |       |       |          |             |                             |                      |        |           |                |                   |   |  |                        |        |          |
| Unweighted base                       | 1275  | 137   | 153      | 94          | 444                         | 437                  | 253    | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270    | 107      |
| <b>Base: All US Adults</b>            | 1275  | 149   | 200      | 92          | 515                         | 396                  | 230    | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308    | 102      |
| Much more willing to date             | 7%    | 9%    | 14%      | 7%          | 7%                          | 9%                   | 6%     | 7%        | 7%             | 13%               | 8%  | 9%                                     | 7%                     | 7%     | 7%       |
|                                       |       | *     | N        | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Somewhat more willing to date         | 8%    | 9%    | 8%       | 9%          | 8%                          | 8%                   | 9%     | 8%        | 7%             | 10%               | 10%   | 5%                                     | 8%                     | 9%     | 5%       |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Neither more nor less willing to date | 51%   | 35%   | 39%      | 51%         | 45%                         | 55%                  | 56%    | 55%       | 52%            | 39%               | 60%   | 65%                                    | 53%                    | 48%    | 60%      |
|                                       |       | *     |          | O*          |                             | R                    | R      |           |                | **                | *   | **                                     |                        |        | AA*      |
| Somewhat less willing to date         | 9%    | 14%   | 9%       | 7%          | 8%                          | 9%                   | 8%     | 12%       | 8%             | 33%               | 6%  | 7%                                     | 8%                     | 12%    | 6%       |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Much less willing to date             | 12%   | 19%   | 10%      | 10%         | 14%                         | 10%                  | 14%    | 12%       | 14%            | 4%                | 7%  | 5%                                     | 13%                    | 11%    | 15%      |
|                                       |       | N*    |          | *           |                             |                      |        |           | Z              | **                | *   | **                                     |                        |        | *        |
| Don't know                            | 12%   | 15%   | 19%      | 16%         | 17%                         | 10%                  | 7%     | 6%        | 12%            | -                 | 9%  | 9%                                     | 11%                    | 14%    | 8%       |
|                                       |       | *     | N        | N*          | S,T,U                       |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| <b>rp_q9_11. A tarantula</b>          |       |       |          |             |                             |                      |        |           |                |                   |   |  |                        |        |          |
| Unweighted base                       | 1275  | 137   | 153      | 94          | 444                         | 437                  | 253    | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270    | 107      |
| <b>Base: All US Adults</b>            | 1275  | 149   | 200      | 92          | 515                         | 396                  | 230    | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308    | 102      |
| Much more willing to date             | 3%    | 4%    | 4%       | 8%          | 4%                          | 3%                   | 3%     | 3%        | 2%             | -                 | 1%  | 13%                                    | 2%                     | 5%     | 1%       |
|                                       |       | *     |          | N*          |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Somewhat more willing to date         | 3%    | 4%    | 2%       | 6%          | 2%                          | 5%                   | 3%     | 3%        | 3%             | 4%                | 1%  | -                                      | 3%                     | 5%     | 1%       |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Neither more nor less willing to date | 25%   | 23%   | 19%      | 26%         | 24%                         | 24%                  | 29%    | 24%       | 24%            | 27%               | 32%   | 33%                                    | 25%                    | 24%    | 26%      |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Somewhat less willing to date         | 13%   | 5%    | 12%      | 11%         | 10%                         | 15%                  | 16%    | 14%       | 13%            | 21%               | 20%   | 8%                                     | 14%                    | 13%    | 11%      |
|                                       |       | *     |          | *           |                             | R                    | R      |           |                | **                | *   | **                                     |                        |        | *        |
| Much less willing to date             | 46%   | 52%   | 45%      | 35%         | 47%                         | 45%                  | 43%    | 50%       | 48%            | 44%               | 38%   | 40%                                    | 47%                    | 43%    | 53%      |
|                                       |       | Q*    |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Don't know                            | 10%   | 13%   | 18%      | 14%         | 14%                         | 8%                   | 6%     | 5%        | 9%             | 4%                | 8%  | 5%                                     | 9%                     | 11%    | 8%       |
|                                       |       | N*    | N        | N*          | S,T,U                       |                      |        |           | AC             | **                | AC*   | **                                     | AC                     | AC     | AC*      |
| <b>rp_q9_12. A horse</b>              |       |       |          |             |                             |                      |        |           |                |                   |   |  |                        |        |          |
| Unweighted base                       | 1275  | 137   | 153      | 94          | 444                         | 437                  | 253    | 141       | 661            | 20                | 87  | 29                                     | 797                    | 270    | 107      |
| <b>Base: All US Adults</b>            | 1275  | 149   | 200      | 92          | 515                         | 396                  | 230    | 134       | 624            | 22                | 81  | 29                                     | 756                    | 308    | 102      |
| Much more willing to date             | 14%   | 14%   | 17%      | 7%          | 12%                         | 15%                  | 13%    | 16%       | 15%            | 15%               | 12%   | 18%                                    | 15%                    | 11%    | 11%      |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Somewhat more willing to date         | 19%   | 14%   | 15%      | 21%         | 19%                         | 19%                  | 17%    | 18%       | 16%            | 29%               | 24%   | 13%                                    | 17%                    | 22%    | 15%      |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Neither more nor less willing to date | 41%   | 35%   | 32%      | 35%         | 41%                         | 40%                  | 43%    | 43%       | 41%            | 38%               | 43%   | 56%                                    | 42%                    | 37%    | 51%      |
|                                       |       | *     |          | *           |                             |                      |        |           |                | **                | *   | **                                     |                        |        | AA*      |
| Somewhat less willing to date         | 6%    | 4%    | 9%       | 9%          | 5%                          | 7%                   | 7%     | 9%        | 7%             | 8%                | 6%  | 5%                                     | 7%                     | 6%     | 1%       |
|                                       |       | *     |          | *           |                             |                      |        |           | AB             | **                | AB*   | **                                     | AB                     |        | *        |
| Much less willing to date             | 10%   | 18%   | 9%       | 15%         | 9%                          | 10%                  | 13%    | 10%       | 10%            | 10%               | 8%  | 3%                                     | 10%                    | 12%    | 12%      |
|                                       |       | N*    |          | N*          |                             |                      |        |           |                | **                | *   | **                                     |                        |        | *        |
| Don't know                            | 10%   | 14%   | 18%      | 13%         | 14%                         | 8%                   | 8%     | 4%        | 10%            | -                 | 7%  | 5%                                     | 9%                     | 12%    | 11%      |
|                                       |       | N*    | N        | *           | S,T,U                       |                      |        |           | AC             | **                | *   | **                                     | AC                     | AC     | AC*      |

Cell Contents (Col



**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



|                                       | Total | Parent or guardian of any children |           |       |                   | Income          |            |              |                         |                                | Urban |             |                |         |                                |
|---------------------------------------|-------|------------------------------------|-----------|-------|-------------------|-----------------|------------|--------------|-------------------------|--------------------------------|-------|-------------|----------------|---------|--------------------------------|
|                                       |       | Widowed                            | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say |       | Under \$40k | \$40k to \$80k | \$80k+  | Don't know / Prefer not to say |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             | AO    | AO          | AO             |         |                                |
| Somewhat less willing to date         | 12%   | 18%                                | 14%       | -     | -                 | 13%             | 11%        | 12%          | 11%                     | 10%                            | 9%    | 15%         | 12%            | 10%     | 11%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       | AL          |                |         |                                |
| Much less willing to date             | 18%   | 23%                                | 3%        | -     | 3%                | 18%             | 20%        | 19%          | 17%                     | 10%                            | 19%   | 17%         | 14%            | 24%     | 20%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                | AN      |                                |
| Don't know                            | 11%   | 5%                                 | 8%        | 15%   | 38%               | 11%             | 9%         | 11%          | 8%                      | 39%                            | 12%   | 7%          | 8%             | 22%     | 10%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             | AM    |             |                | ALAM,AN |                                |
| <b>rrp_q9_10. A tortoise</b>          |       |                                    |           |       |                   |                 |            |              |                         |                                |       |             |                |         |                                |
| Unweighted base                       | 1275  | 52                                 | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402   | 390         | 306            | 177     | 390                            |
| <b>Base: All US Adults</b>            | 1275  | 52                                 | 24        | 8     | 25                | 401             | 426        | 764          | 463                     | 48                             | 430   | 384         | 285            | 176     | 404                            |
| Much more willing to date             | 7%    | 4%                                 | 13%       | 18%   | 18%               | 8%              | 5%         | 7%           | 7%                      | 23%                            | 8%    | 6%          | 8%             | 7%      | 10%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         | AR                             |
| Somewhat more willing to date         | 8%    | 10%                                | 17%       | -     | 20%               | 8%              | 7%         | 8%           | 10%                     | 2%                             | 8%    | 9%          | 9%             | 6%      | 9%                             |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         |                                |
| Neither more nor less willing to date | 51%   | 52%                                | 55%       | 28%   | 14%               | 49%             | 57%        | 52%          | 52%                     | 24%                            | 49%   | 55%         | 57%            | 39%     | 47%                            |
|                                       |       | *                                  | **        | **    | **                |                 | AG,AI      | AG           |                         | **                             | AO    | AO          | AO             |         |                                |
| Somewhat less willing to date         | 9%    | 11%                                | 3%        | -     | 7%                | 11%             | 9%         | 10%          | 9%                      | 1%                             | 8%    | 9%          | 10%            | 10%     | 9%                             |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         |                                |
| Much less willing to date             | 12%   | 19%                                | 3%        | 17%   | 3%                | 12%             | 14%        | 13%          | 12%                     | 8%                             | 14%   | 12%         | 9%             | 15%     | 13%                            |
|                                       |       | X*                                 | **        | **    | **                |                 |            |              |                         | **                             |       |             |                | AN      |                                |
| Don't know                            | 12%   | 5%                                 | 8%        | 37%   | 38%               | 12%             | 8%         | 10%          | 11%                     | 42%                            | 13%   | 9%          | 7%             | 24%     | 12%                            |
|                                       |       | *                                  | **        | **    | **                | AH              |            | AH           |                         | **                             | AN    |             |                | ALAM,AN |                                |
| <b>rrp_q9_11. A tarantula</b>         |       |                                    |           |       |                   |                 |            |              |                         |                                |       |             |                |         |                                |
| Unweighted base                       | 1275  | 52                                 | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402   | 390         | 306            | 177     | 390                            |
| <b>Base: All US Adults</b>            | 1275  | 52                                 | 24        | 8     | 25                | 401             | 426        | 764          | 463                     | 48                             | 430   | 384         | 285            | 176     | 404                            |
| Much more willing to date             | 3%    | -                                  | 8%        | -     | 14%               | 4%              | 2%         | 3%           | 3%                      | 10%                            | 4%    | 2%          | 3%             | 3%      | 4%                             |
|                                       |       | *                                  | **        | **    | **                | AI              |            |              |                         | **                             |       |             |                |         |                                |
| Somewhat more willing to date         | 3%    | -                                  | -         | -     | 4%                | 4%              | 2%         | 3%           | 3%                      | 2%                             | 2%    | 4%          | 5%             | 2%      | 6%                             |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             | AL             |         | AQ,AR                          |
| Neither more nor less willing to date | 25%   | 18%                                | 26%       | 36%   | 34%               | 27%             | 24%        | 26%          | 25%                     | 12%                            | 22%   | 29%         | 28%            | 18%     | 26%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             | AO    | AO          | AO             |         |                                |
| Somewhat less willing to date         | 13%   | 11%                                | 20%       | 9%    | -                 | 15%             | 14%        | 14%          | 12%                     | 3%                             | 13%   | 12%         | 17%            | 9%      | 13%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             | AO             |         |                                |
| Much less willing to date             | 46%   | 71%                                | 33%       | 40%   | 13%               | 40%             | 51%        | 46%          | 49%                     | 31%                            | 49%   | 47%         | 41%            | 47%     | 43%                            |
|                                       |       | V,X,Z,AA,AB*                       | **        | **    | **                |                 | AG,AI      | AG           | AG                      | **                             |       |             |                |         |                                |
| Don't know                            | 10%   | -                                  | 13%       | 15%   | 35%               | 10%             | 7%         | 9%           | 8%                      | 42%                            | 11%   | 5%          | 7%             | 22%     | 8%                             |
|                                       |       | *                                  | **        | **    | **                | AH              |            | AH           |                         | **                             | AM    |             |                | ALAM,AN |                                |
| <b>rrp_q9_12. A horse</b>             |       |                                    |           |       |                   |                 |            |              |                         |                                |       |             |                |         |                                |
| Unweighted base                       | 1275  | 52                                 | 25        | 6     | 18                | 435             | 456        | 821          | 420                     | 34                             | 402   | 390         | 306            | 177     | 390                            |
| <b>Base: All US Adults</b>            | 1275  | 52                                 | 24        | 8     | 25                | 401             | 426        | 764          | 463                     | 48                             | 430   | 384         | 285            | 176     | 404                            |
| Much more willing to date             | 14%   | 13%                                | 20%       | -     | 18%               | 14%             | 14%        | 14%          | 13%                     | 24%                            | 13%   | 14%         | 15%            | 13%     | 14%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         |                                |
| Somewhat more willing to date         | 19%   | 34%                                | 21%       | 18%   | 3%                | 19%             | 19%        | 19%          | 19%                     | 2%                             | 18%   | 19%         | 17%            | 20%     | 19%                            |
|                                       |       | V,Z,AB*                            | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         |                                |
| Neither more nor less willing to date | 41%   | 36%                                | 38%       | 49%   | 30%               | 41%             | 44%        | 43%          | 41%                     | 19%                            | 42%   | 42%         | 42%            | 36%     | 37%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         |                                |
| Somewhat less willing to date         | 6%    | 5%                                 | 14%       | -     | 7%                | 6%              | 6%         | 6%           | 6%                      | 10%                            | 4%    | 7%          | 9%             | 5%      | 7%                             |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             | AL             |         |                                |
| Much less willing to date             | 10%   | 11%                                | -         | -     | 8%                | 10%             | 9%         | 9%           | 12%                     | 10%                            | 12%   | 10%         | 9%             | 8%      | 15%                            |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                |         | AQ,AR                          |
| Don't know                            | 10%   | -                                  | 8%        | 32%   | 35%               | 9%              | 8%         | 9%           | 9%                      | 36%                            | 10%   | 8%          | 7%             | 18%     | 9%                             |
|                                       |       | *                                  | **        | **    | **                |                 |            |              |                         | **                             |       |             |                | ALAM,AN |                                |

Cell Contents (Col

**YouGov RealTime**  
**Pet Adoption**

US\_nat\_int Sample: 5th - 6th November 2019



|                               | Total | Type of Area Lived in |       |       |
|-------------------------------|-------|-----------------------|-------|-------|
|                               |       | Suburban/<br>Town     | Rural | Other |
|                               |       |                       |       | **    |
| Somewhat less willing to date | 12%   | 13%                   | 11%   | -     |
|                               |       |                       |       | **    |
| Much less willing to date     | 18%   | 16%                   | 19%   | 60%   |
|                               |       |                       |       | **    |
| Don't know                    | 11%   | 10%                   | 13%   | -     |
|                               |       |                       |       | **    |

rrp\_q9\_10. A tortoise

|                                       |      |     |     |     |
|---------------------------------------|------|-----|-----|-----|
| Unweighted base                       | 1275 | 651 | 230 | 4   |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3   |
| Much more willing to date             | 7%   | 7%  | 5%  | -   |
|                                       |      |     |     | **  |
| Somewhat more willing to date         | 8%   | 7%  | 9%  | -   |
|                                       |      |     |     | **  |
| Neither more nor less willing to date | 51%  | 54% | 51% | 23% |
|                                       |      |     |     | **  |
| Somewhat less willing to date         | 9%   | 9%  | 9%  | -   |
|                                       |      |     |     | **  |
| Much less willing to date             | 12%  | 11% | 13% | 77% |
|                                       |      |     |     | **  |
| Don't know                            | 12%  | 11% | 14% | -   |
|                                       |      |     |     | **  |

rrp\_q9\_11. A tarantula

|                                       |      |     |     |      |
|---------------------------------------|------|-----|-----|------|
| Unweighted base                       | 1275 | 651 | 230 | 4    |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3    |
| Much more willing to date             | 3%   | 3%  | 2%  | -    |
|                                       |      |     |     | **   |
| Somewhat more willing to date         | 3%   | 2%  | 1%  | -    |
|                                       |      |     |     | **   |
| Neither more nor less willing to date | 25%  | 24% | 26% | -    |
|                                       |      |     |     | **   |
| Somewhat less willing to date         | 13%  | 13% | 12% | -    |
|                                       |      |     |     | **   |
| Much less willing to date             | 46%  | 48% | 47% | 100% |
|                                       |      |     |     | **   |
| Don't know                            | 10%  | 10% | 13% | -    |
|                                       |      |     |     | **   |

rrp\_q9\_12. A horse

|                                       |      |     |     |     |
|---------------------------------------|------|-----|-----|-----|
| Unweighted base                       | 1275 | 651 | 230 | 4   |
| <b>Base: All US Adults</b>            | 1275 | 650 | 218 | 3   |
| Much more willing to date             | 14%  | 13% | 16% | 25% |
|                                       |      |     |     | **  |
| Somewhat more willing to date         | 19%  | 19% | 17% | -   |
|                                       |      |     |     | **  |
| Neither more nor less willing to date | 41%  | 43% | 45% | 23% |
|                                       |      |     |     | **  |
| Somewhat less willing to date         | 6%   | 7%  | 5%  | 35% |
|                                       |      |     |     | **  |
| Much less willing to date             | 10%  | 9%  | 7%  | 17% |
|                                       |      |     |     | **  |
| Don't know                            | 10%  | 10% | 12% | -   |
|                                       |      |     |     | **  |

Cell Contents (Col