

YouGov Survey Results

Sample Size: 2003

Fieldwork: 28th April - 3rd May 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

You said at least one of your animals is a cat, dog rabbit or horse. When answering the following questions please think about this/ these animal(s) only.

When was the last time you took your animal(s) to the vet to have them vaccinated? (Please think about the most recent occasion whichever animal you took)

	Unweighted Base	868	369	499	76	104	146	181	361	461	407	231	140	87	83	221	30	76
Base: All GB adults who own a cat/ dog/ rabbit/ horse	873	387	486	96	123	169	194	290	458	415	224	163	91	71	207	45	71	
Within the last 12 months as an adult animal	53%	50%	56%	50%	39%	54%	57%	57%	60%	46%	50%	51%	50%	51%	59%	44%	67%	
Within the last 12 months as a puppy/ kitten/ baby rabbit/foal	11%	11%	10%	10%	12%	17%	6%	10%	9%	12%	10%	9%	16%	10%	7%	26%	11%	
More than 12 months ago as an adult animal	12%	12%	12%	7%	17%	12%	13%	10%	11%	12%	13%	16%	14%	9%	8%	12%	7%	
More than 12 months ago when it was a puppy/ kitten baby rabbit/foal	13%	15%	11%	15%	17%	9%	13%	12%	11%	15%	17%	10%	9%	10%	14%	12%	8%	
Not applicable - I have never had my animal(s) vaccinated	7%	7%	8%	5%	12%	7%	7%	6%	7%	8%	6%	11%	5%	16%	6%	1%	5%	
Don't know/ can't recall	4%	5%	4%	13%	3%	1%	3%	5%	2%	6%	4%	3%	5%	5%	6%	6%	2%	

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

You said you have not had your cat or dog or rabbit or horse vaccinated in the past 12 months or at all...

Which, if any, of the following are reasons for this?
(Please tick all that apply)

Unweighted Base	264	114	150	22	44	39	59	100	128	136	82	47	22	26	65	7	15
Base: All GB adults who own a cat/ dog/ rabbit/ horse and haven't taken any of them to the vet to be vaccinated in the last 12 months	276	129	147	26	57	46	64	83	131	145	80	61	26	25	58	11	14
Too expensive	39%	33%	44%	26%	43%	39%	41%	37%	41%	36%	35%	50%	47%	21%	39%	52%	12%
Understand need for vaccinations but stopped since the credit crunch	9%	9%	10%	7%	3%	9%	14%	11%	8%	11%	14%	5%	9%	7%	11%	-	7%
They don't have a disease risk	20%	20%	21%	27%	19%	31%	14%	19%	21%	20%	26%	16%	14%	25%	22%	8%	19%
I only thought puppies/ kittens/ baby rabbits/foals needed to be vaccinated	10%	7%	12%	24%	10%	3%	6%	11%	11%	9%	3%	9%	9%	22%	16%	19%	-
Due to a bad experience at the vet	4%	5%	4%	-	-	12%	4%	5%	4%	5%	8%	8%	-	2%	1%	-	-
No time to take them to the vet	1%	2%	1%	-	5%	-	-	1%	1%	2%	3%	-	-	-	1%	-	6%
Keep forgetting to take them to the vet	4%	3%	5%	-	5%	3%	7%	3%	6%	2%	9%	-	4%	-	4%	-	6%
They don't go into kennels/ cattery/to shows	36%	36%	37%	45%	24%	28%	43%	41%	35%	38%	29%	46%	31%	29%	34%	69%	44%
I don't agree with vaccinations	6%	4%	7%	-	2%	4%	6%	10%	5%	6%	5%	4%	20%	8%	2%	-	5%
Other	16%	10%	21%	13%	8%	15%	18%	21%	18%	14%	19%	15%	21%	21%	8%	-	29%
Don't know	5%	7%	4%	11%	6%	10%	4%	2%	4%	7%	6%	2%	9%	7%	8%	-	-

You said you have not had your cat or dog or rabbit or horse vaccinated in the last 12 months...

When was the last time you had any of these animals vaccinated?

Unweighted Base	203	89	114	18	33	29	45	78	99	104	69	33	18	15	51	6	11
Base: All GB adults who own a cat/ dog/ rabbit/ horse and haven't taken any of them to the vet to be vaccinated in the last 12 months	213	104	109	21	42	35	50	64	99	114	68	43	21	14	46	11	10
More than 1, up to 2 years ago	37%	35%	39%	49%	56%	27%	35%	28%	35%	38%	30%	33%	52%	37%	39%	50%	40%
More than 2, up to 3 years ago	18%	19%	17%	-	11%	29%	28%	15%	20%	17%	25%	16%	19%	6%	11%	15%	32%
More than 3, up to 4 years ago	11%	11%	11%	-	9%	14%	5%	19%	11%	11%	15%	11%	3%	4%	10%	9%	16%
More than 4 years ago	29%	30%	28%	40%	21%	24%	27%	35%	31%	28%	29%	34%	22%	35%	31%	27%	12%
Don't know	5%	4%	6%	11%	4%	7%	5%	3%	4%	7%	2%	6%	4%	18%	9%	-	-