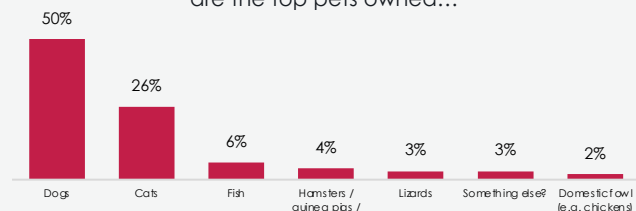


# Pets

This month we explored Northern Ireland insight community's opinions & habits on pets. Things like the type of pet owned (if any), shopping for pets including dog food, treats, gifts and even insurance. We also had some just for fun questions to uncover a little more about our audiences' relationship with their pets. Here's a snapshot of what they told us...

## Pet ownership

69% of our Northern Ireland audience insight own a pet, here are the top pets owned...



## Pets are family

**55%**

consider their pet their best friend, **79%** love spending time with their pet and **83%** consider their pet a valued family member

**77%**

say that their pet has a positive impact on them / their family's wellbeing with **95%** agreeing owning a pet brings health benefits

**73%**

Treat their pets to gifts during special occasions with **67%** treated at Christmas, **48%** on their birthday and even **15%** on Halloween!

## Pet health benefits



**76%**

say owning a pet has helped **boost their mood**



**67%**

say owning a pet has provided more opportunity to **play / have fun**



**64%**

say owning a pet has helped to **relieve stress**



**56%**

say owning a pet has provided more opportunity to **get more exercise**

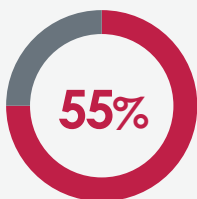
## Pandemic pets

**14%**

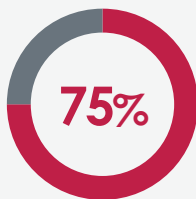
bought a pet during the COVID-19 pandemic with the most popular being dogs (69%) followed by cats (39%)



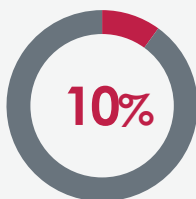
## Pet insurance



have pet insurance with **36%** having been with their provider for 2-5 years

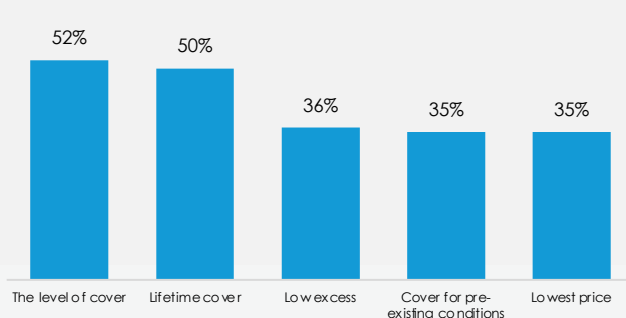


think it's important to have pet insurance, with **47%** thinking it's very important



cancelled pet insurance due to rising costs and **7%** have considered cancelling

## Pet insurance important factors



## A PAWFECT LIFESTYLE

**61%**

let their pet sleep in their bed & 50% allow their pet to accompany them to the bathroom!

## HAPPY HOWLDAYS

**35%**

dress their pet up for holidays such as Christmas & 9% have taken their pet to see Santa!

## OUT FOR A BARK TO EAT

**28%**

often take their pet out with them when visiting a bar or restaurant

For more insights and opinions visit:

[workshopplay.ie/opinions](https://workshopplay.ie/opinions)