

The pet report

2014

Understanding the importance of pet ownership



Welcome



As a pet lover like you, I know how important your pets are. I know how much you care about them and how central they are to everyday life in your family. The love of a pet is a very special thing.

Given how much we all love them, isn't it surprising that we don't know a little bit more about them? There is an endless list of questions that spring to mind. How many pets are there in Britain? What makes them special? Are they good for us?

Pets at Home has decided to do something about this. It now has more than 2.5 million pet owners and more than seven million pets registered on its Very Important Pets loyalty scheme, giving the company an unmatched understanding of the British pet. In addition to this, for each of the last three years it has run a detailed survey of more than 5,000 pet owners. So it is perfectly placed to answer our questions.

As I read this report, I was intrigued and excited by some of the conclusions. It seems that whichever way you look at it, the pet sector in the UK is defined by the unique and special relationship between pets and their owners. It may sometimes seem irrational, and it may sometimes break our hearts, but we wouldn't have it any other way. I hope you enjoy reading this report as much as I did.

Best wishes

Paul O'Grady

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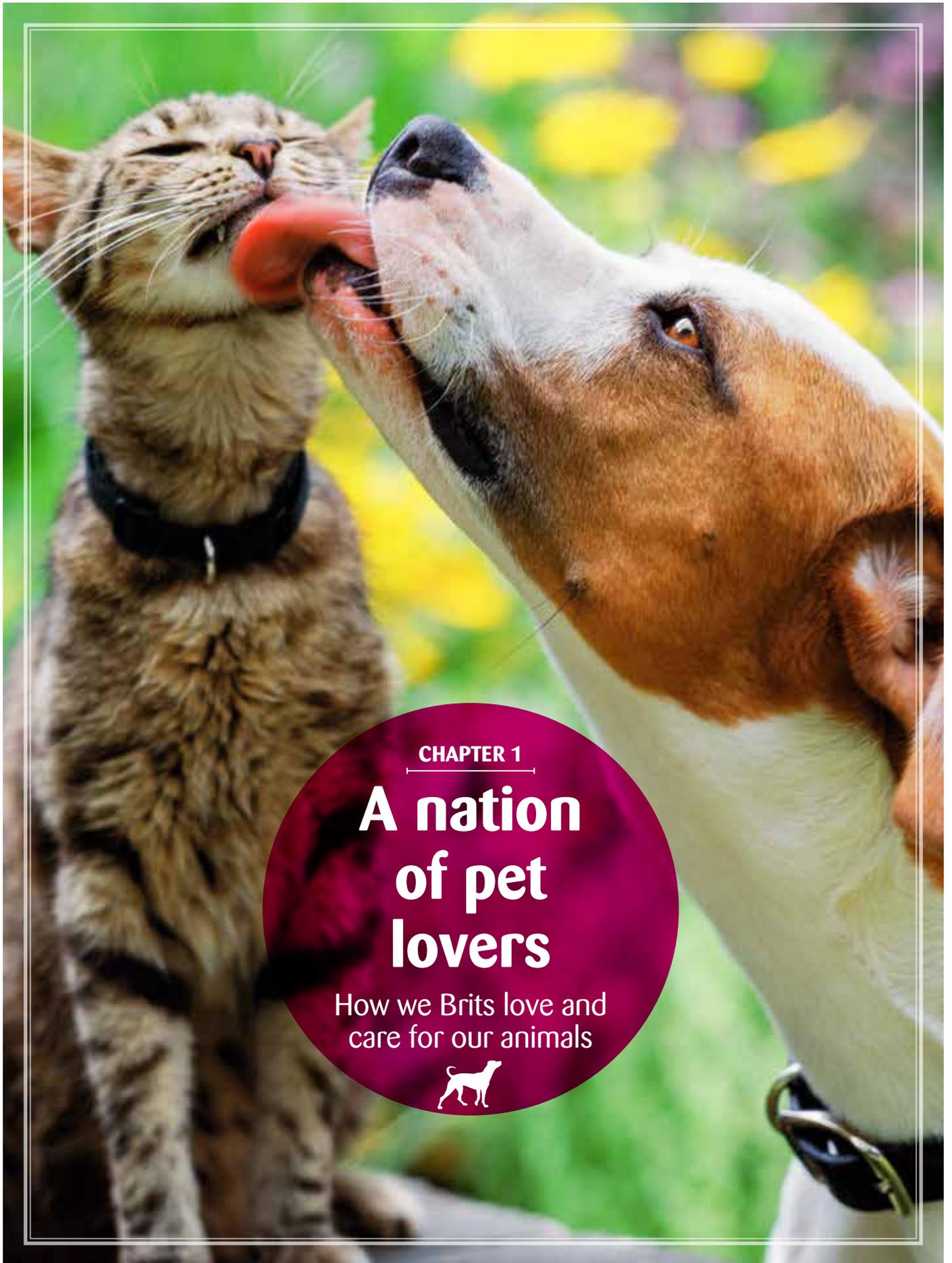
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CHAPTER 1

A nation of pet lovers

How we Brits love and
care for our animals



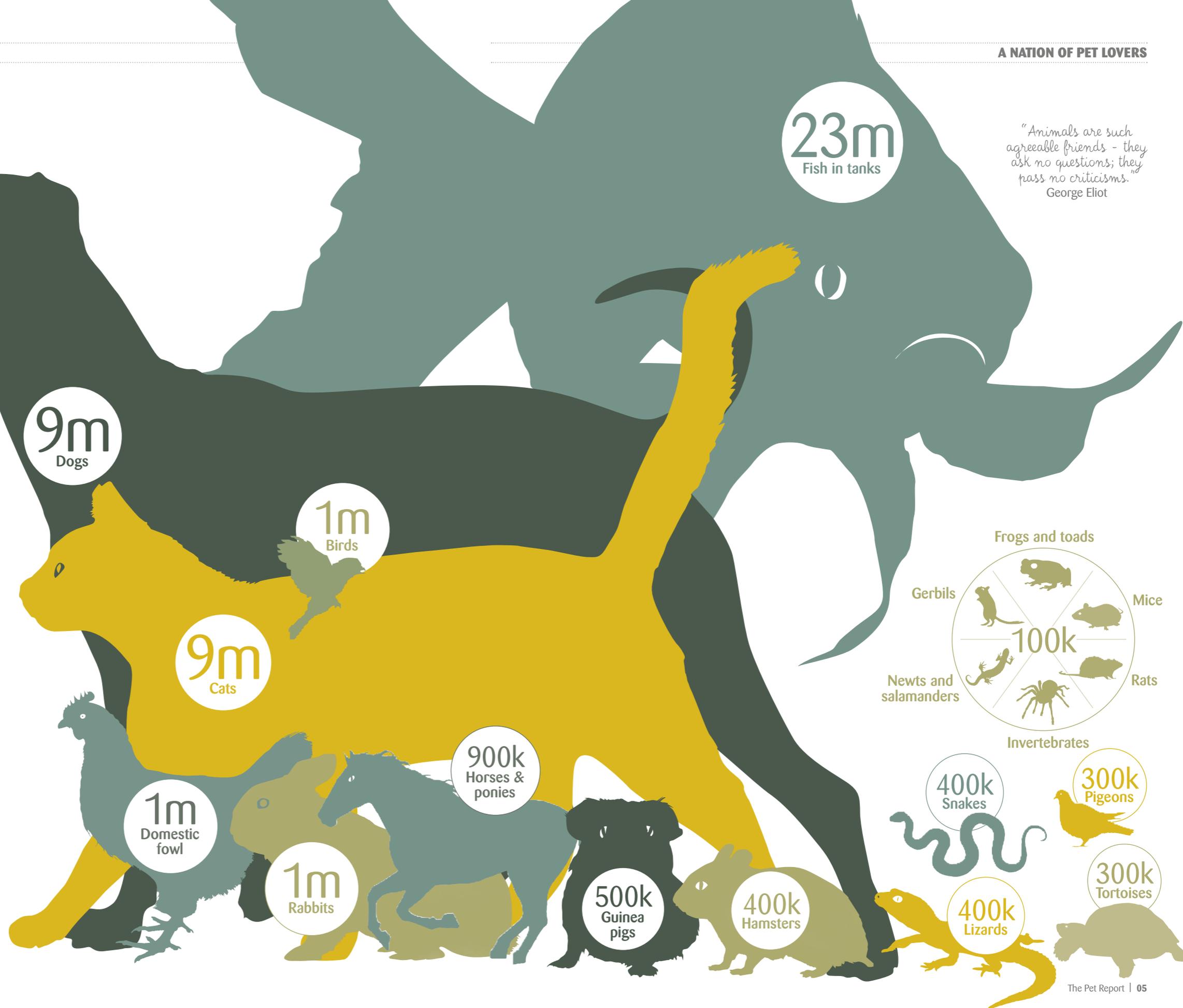
A nation of pet lovers

There's no doubt that Britain is a nation that loves its pets. There are 65 million pets in the UK in 13 million households – that's 45 per cent of the UK's homes, and more than one pet per person in the country. And we spend more than £5 billion a year on our pets, according to OC&C.

Fish are the country's most popular pets with 23 million kept in tanks in the UK. Dogs and cats are second most popular, with approximately nine million of each.

Rabbits are fourth in the popularity stakes with one million rabbit owners in the UK. The rest of the nation's 13 million pet-loving households are made up of owners who keep everything from horses to rodents, and reptiles to invertebrates.

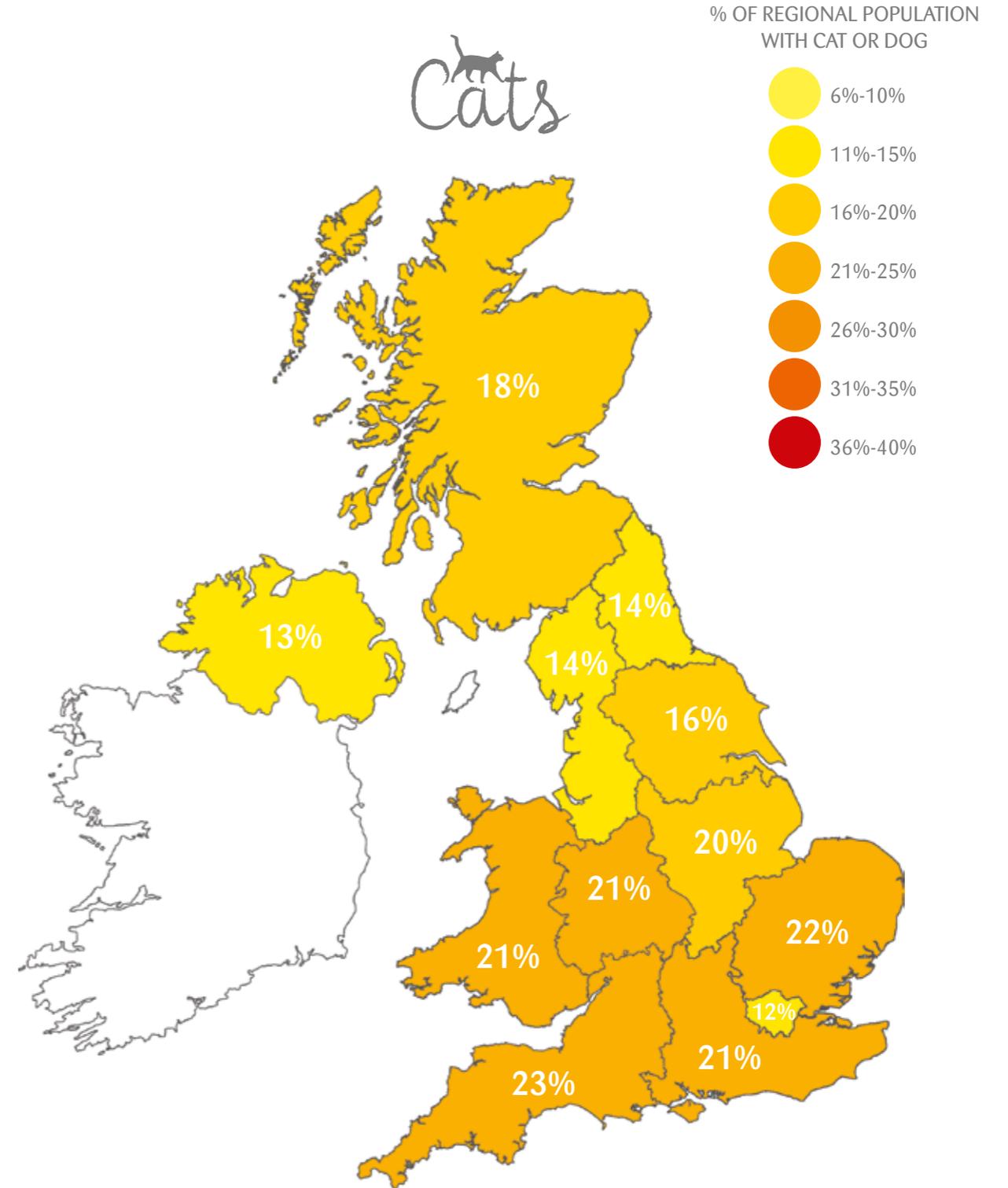
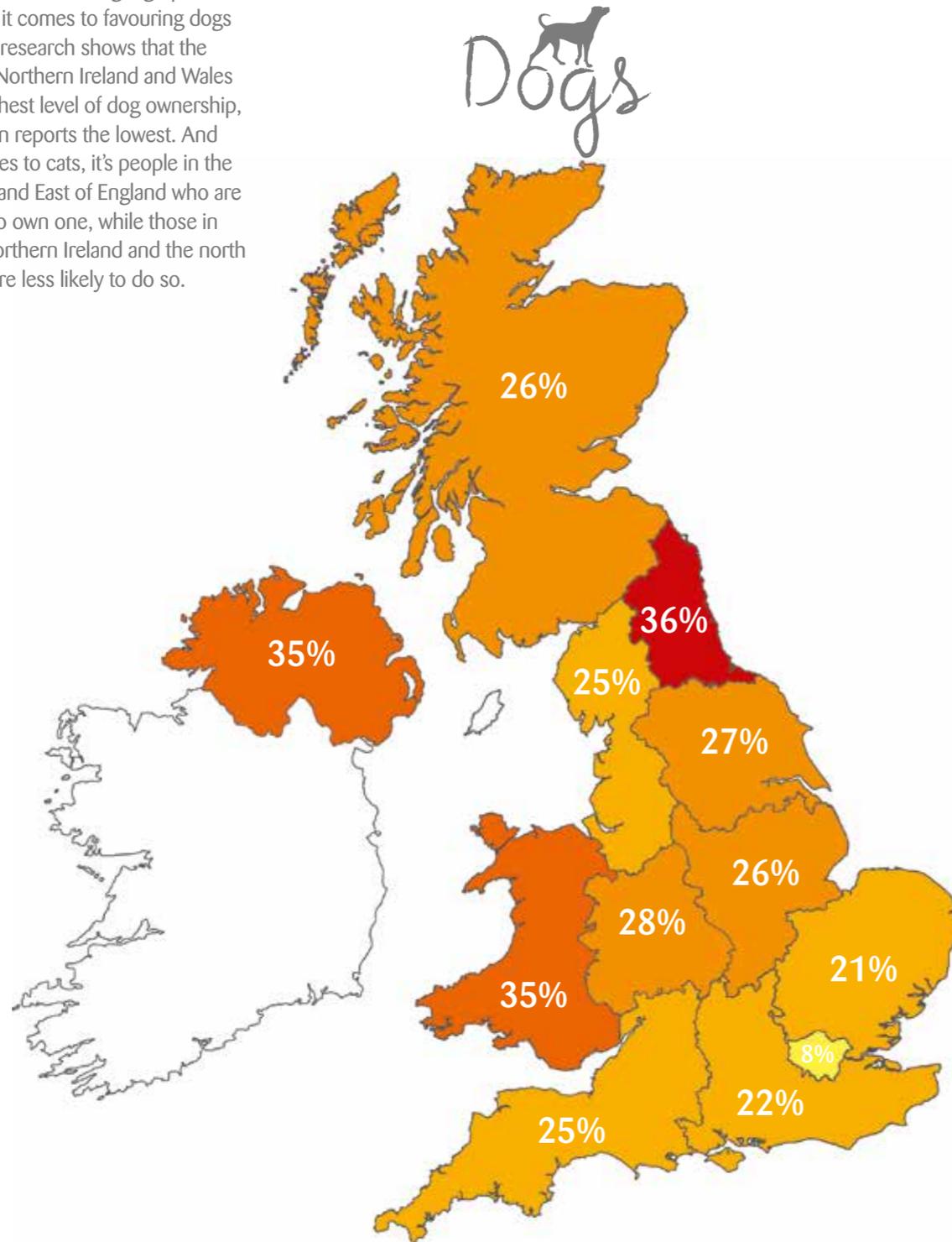
Sources: All pet populations quoted are estimates. Cat population based on 2012 estimates from Datamonitor and Euromonitor. Horse population based on a 2011 National Equestrian Survey conducted for the British Equestrian Trade Association by Sportswise. All other pet population totals taken from Pet Food Manufacturers' Association (PFMA) Pet Population Report 2014 (Sample 6000/TNS). Market spend data from OC&C Strategy Consultants.



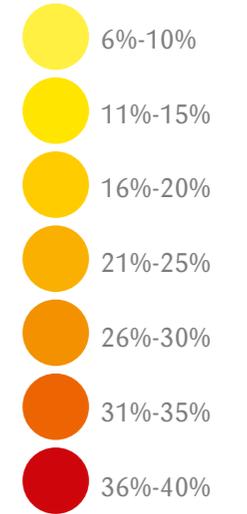
"Animals are such agreeable friends - they ask no questions; they pass no criticisms."
George Eliot

Pets around the UK

The nation shows a clear geographical divide when it comes to favouring dogs or cats. Our research shows that the North East, Northern Ireland and Wales have the highest level of dog ownership, while London reports the lowest. And when it comes to cats, it's people in the South West and East of England who are most likely to own one, while those in Scotland, Northern Ireland and the north of England are less likely to do so.



% OF REGIONAL POPULATION WITH CAT OR DOG



Town vs country pets

Dog ownership is slightly higher in rural than in urban areas, with 1.4 dogs per owner in the country, compared to 1.3 dogs per owner in the city. This pattern is repeated among cat owners, with an average of 1.8 cats per country owner vs 1.7

cats per town owner. Ownership of other pets such as small furrries and fish is similar in both rural and urban areas. Differences are more pronounced for total pet ownership, reflecting the fact that in the country more people have multiple pet types.

The typical urban owner has 3.4 pets, compared with an average of 4.0 pets in the country. Only 2.6 per cent of city dwellers own a horse versus 4.2 per cent in the country.



Source: Pets at Home VIP membership data, June 2014. Country living is defined as living more than 10 miles outside a major UK city.

Top 10 pet names

For most owners, a pet is seen as an extension of the family, so naming it is as important as naming a child. And – as a difficult and important job –

choosing a pet's name is given considerable thought. It is interesting to see how pets have come to share the names we give our children. Here

we show the top 10 most popular names by pet type, according to our customers, and show how some take pride in their unconventional names.



Most popular pet name
Poppy

7 UNIQUE PET NAMES
 Dog: Beowulf Ragnarok Lord of Valhalla
 Cat: Fluffbag Poppet Montana O'Neill
 Small furry: Elvis Yoda Cheeseburger I
 Fish: Lieutenant Shiny Sides
 Bird: Dr Maud Cluckbucket
 Reptile: Dendar the Night Serpent
 Horse: Appleacre Champagne Charlie

Source: Pets at Home VIP membership data, June 2014. 'Small furrries' refers to rabbits, guinea pigs, gerbils, hamsters, rats, chinchillas, degus etc.

Pet ownership by gender

Women are significantly more likely than men to own small furrries, horses and cats, while men are more likely to own fish and reptiles, according to the current Pets at Home VIP database.

Unsurprisingly, dogs are the top pet of choice among both men and women with 66 per cent and 68 per cent respectively owning a pooch.



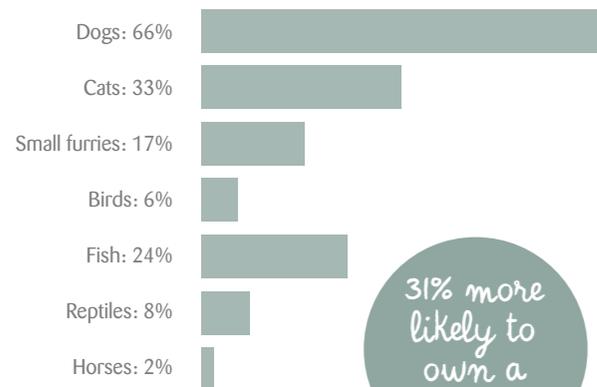
Men

PERCENTAGE OF MALE PET OWNERS WITH PET TYPE

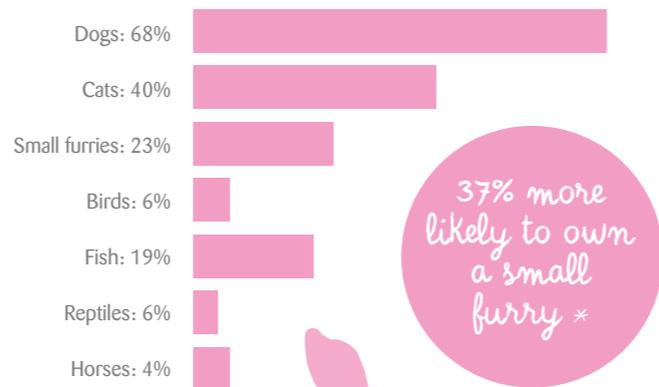
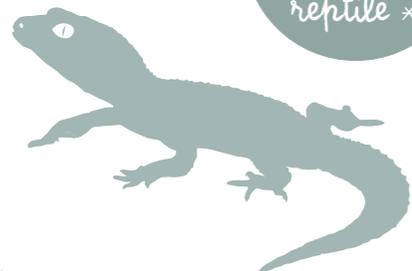


Women

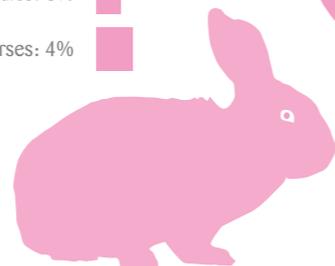
PERCENTAGE OF FEMALE PET OWNERS WITH PET TYPE



31% more likely to own a reptile *



37% more likely to own a small furry *

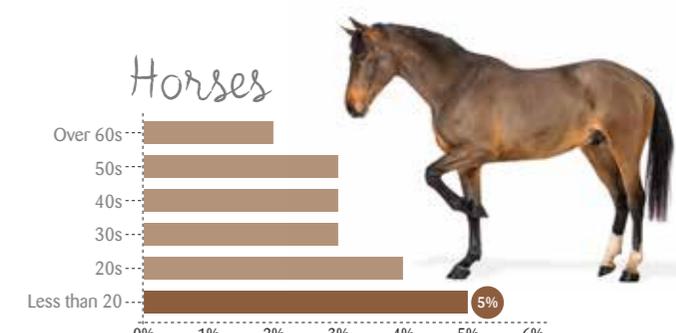
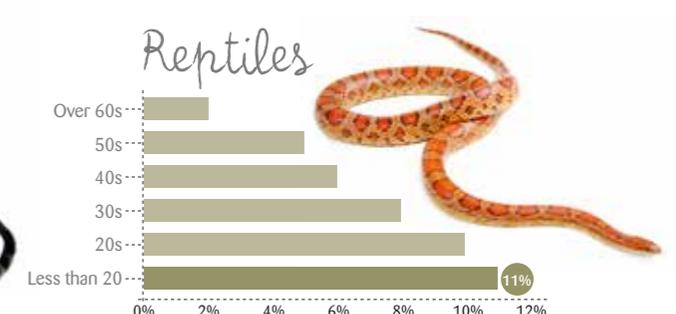
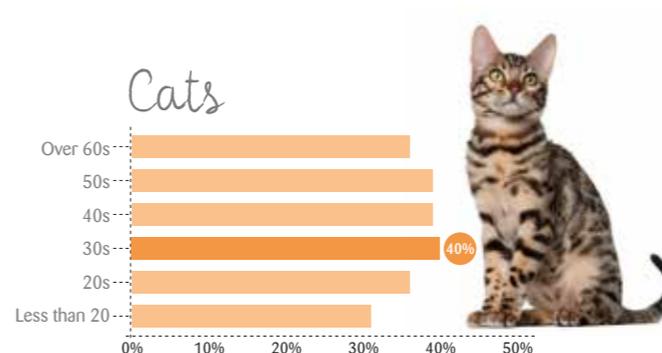
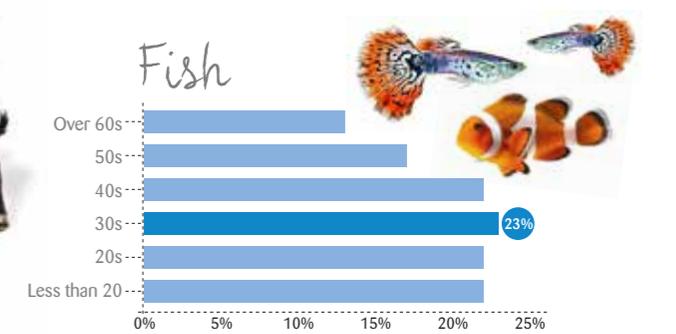
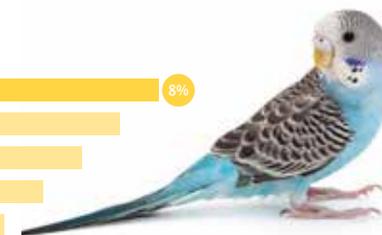
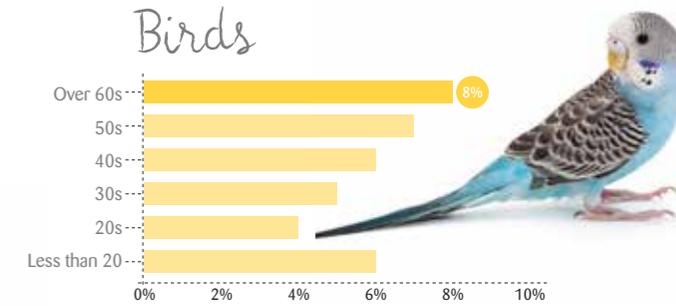
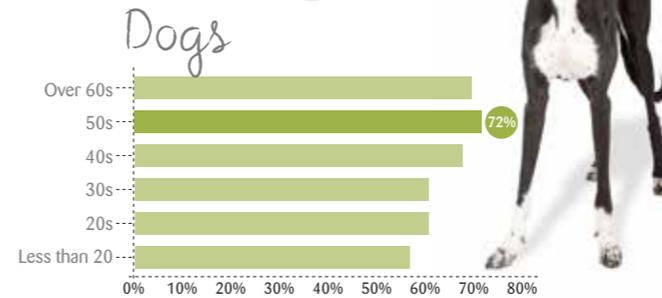


Source: Pets at Home VIP membership data, June 2014. *Compares the respective proportions of male and female pet owners owning a reptile or small furry.

Pet ownership by age

Two-thirds of the Pets at Home VIP database are aged between 20 and 50, with pet ownership peaking among the 40-somethings. Not surprisingly, bird and dog owners are more likely to be older, while reptiles, horses, fish and small furrries are more popular with the young.

Percentage of pet owners in each age group owning these animal types



Source: Pets at Home VIP membership data, June 2014. *Small furrries' refers to rabbits, guinea pigs, gerbils, hamsters, rats, chinchillas, degus etc.

The pets we own are changing

MOST POPULAR PEDIGREE BREEDS



The latest set of figures (2013) from the Kennel Club show that the above are the most popular pedigree breeds of dog in the UK.

MOST POPULAR CROSSBREDS



The popularity of crossbreed dogs is still growing in the UK. A crossbreed is a dog of mixed blood, whose parents are of two different breeds, or a mixture of several breeds.

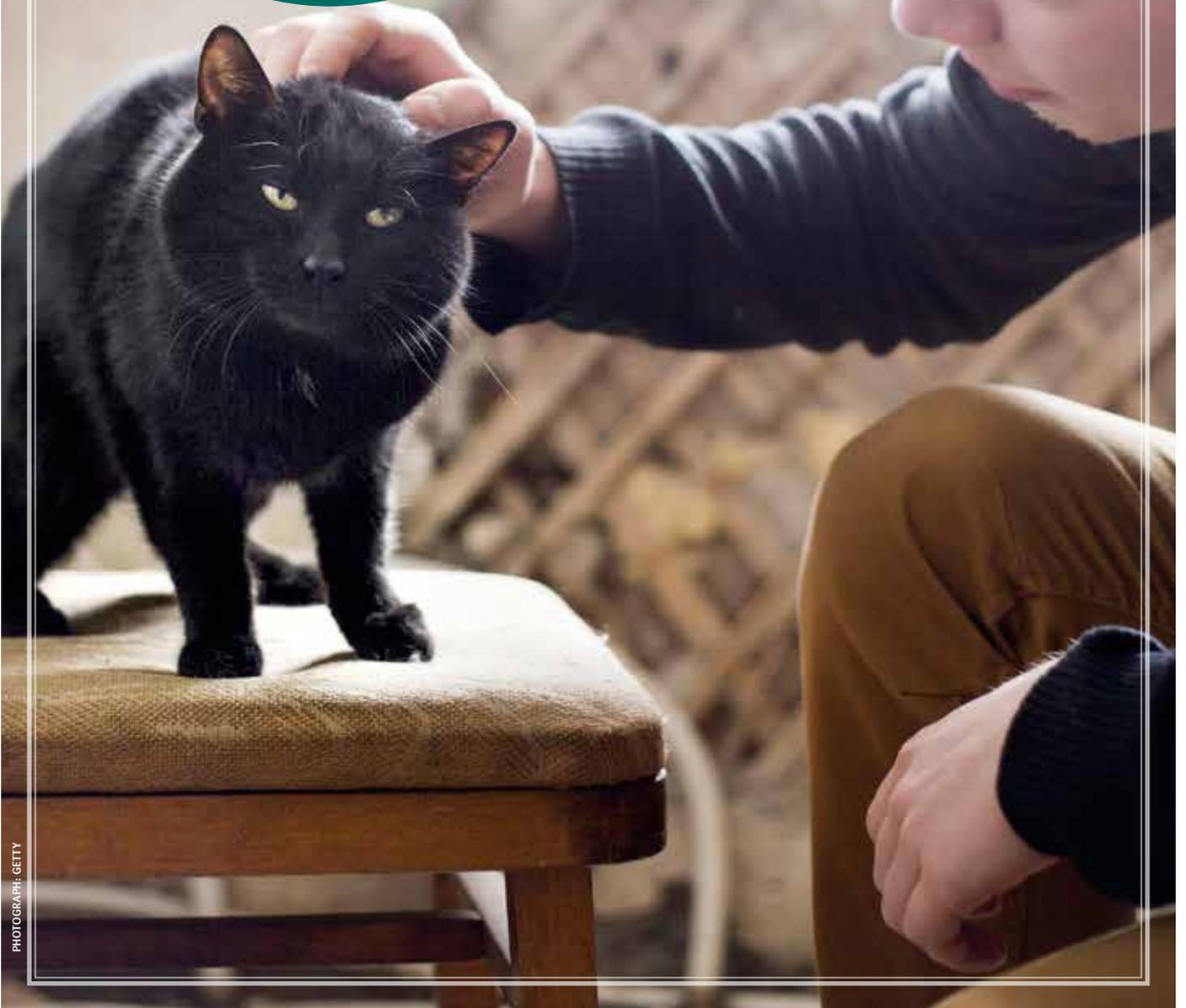
Pictured above is a small list of some of the most popular crossbreeds.

Sources: The Kennel Club 2013 Breed Registration Statistics for the pedigree breeds; Petlog Microchipping Statistics for 2013 for the crossbreeds.

CHAPTER 2

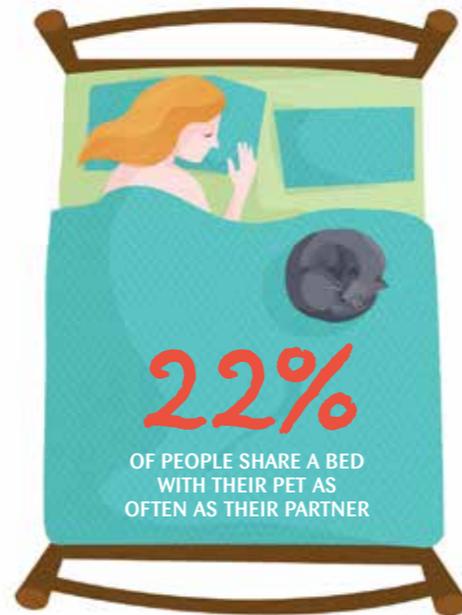
Our pets are special

How we find happiness
in our furry friends



A place in our heart

Sometimes we show our animals more affection than our fellow humans – especially our partners. Forty-two per cent of pet owners tell their pet they love them at least twice a day and 17 per cent go so far as to say they trust their pet more than their partner. While 22 per cent of pet owners actually share a bed with their pet just as often as they do with their partner!



“42% of pet owners tell their pet they love them at least twice a day.”



ILLUSTRATION: KERRY HYNDMAN

Pets and charity

As a nation, our altruistic side shines through when it comes to animal charities. The UK was the first country to establish a dedicated charity to campaign for animal welfare and the RSPCA is one of the most popular charities today: in 2013 it collected £105m in voluntary income.

There are three key ways in which pet owners choose to help charities: donations, rehoming and volunteering.

Donating for pets

According to our database, 27 per cent of pet owners reported giving money to an animal charity in the last year, with more than 19 per cent donating every month, clearly demonstrating how much they care about animals and their welfare. The VIP club has raised more than £1.45 million in funds for animal charities since it launched in November 2012.

Giving pets a new home

Our kindness to animals extends to making a longer-term commitment to them, with approximately 250,000 pets rehomed each year. Our research indicates that an average of 32 per cent of pet owners in the UK have given an animal a second chance of happiness, with 26 per cent of dog owners, 35 per cent of cat

owners and 15 per cent of owners of small furies finding their pets via a rescue home or animal charity in the UK. Support Adoption for Pets is aware of approximately 1,000 pet rescue centres in the UK, of which approximately 400 rehome dogs.

Rehoming is most popular among 35-44 year olds, although all age groups are broadly aligned. In terms of regional spread, the West Midlands and Wales come out top with 36 per cent and 34 per cent of pet owners respectively rehoming an animal. The North East and Scotland are the least likely regions to rehome, although they still reach a very commendable 25 per cent and 28 per cent respectively.

Volunteering for pets

Us Brits are happy to volunteer to help pets in need with an estimated 11,000 of us volunteering for the RSPCA. That's around 9,000 volunteers in local RSPCA branches and 2,000 in national RSPCA centres. Working in a variety of roles, 2,770 of us volunteer for the Blue Cross and approximately 2,500 volunteers support Dogs Trust across its work, including rehoming centres, charity shops and at events as well as supporting its outreach programme as foster carers.



35% OF CAT OWNERS AND 15% OF SMALL FURRY OWNERS FOUND THEIR PETS THROUGH A RESCUE HOME OR ANIMAL CHARITY

Sources: Pets at Home VIP club membership survey, July 2014; Pets at Home survey of 5,000 pet owners, June 2014; adch.org.uk; supportadoptionforpets.co.uk/rescue-centres; 2013 RSPCA Trustee Report; Blue Cross; Dogs Trust.

Treating them as we would treat ourselves

These days, with so much information at our fingertips, there's no excuse for not looking after yourself, and this approach applies to our pets as much as to ourselves. More and more of us are applying the principles of a healthy diet and lifestyle to our pets.

Food

Forty-five per cent of pet owners carry out research to find out which foods their pet needs for a healthy diet, while 52 per cent have sought advice about the healthiest foods for their pet.

The number of dog owners choosing to feed pets a natural diet is rising, mirroring humans in a move away from processed foods. BARF, or Biologically Appropriate Raw Food, is a diet for pet dogs that's based around the foods that wild dogs have been eating for hundreds of years. Frozen raw meals for dogs have been gaining popularity over the last few years as owners see how easy it is to feed raw.

Vet services

The UK small animal vet services market has grown by 2.3 per cent per year since 2006, and between 2012 and 2017, it's projected to

increase at an annual rate of 3.2 per cent. Vets are adapting in response to this increased demand from pet owners. Many are now embracing the internet to develop closer links with devoted pet owners, for example offering Q&A sessions and repeat prescription services online, and extending their opening hours to meet increased demand and changing owner lifestyles.

Health and hygiene

Our pets' health is important to us, which explains why the UK pet health and hygiene market (including flea and worm treatments) has grown from £289 million in 2006 to £334

million in 2012 and is predicted to grow to £380 million by 2017.

Insurance and health-care plans

A third of Pets at Home VIP members have insured one or more of their pets. Sixteen per cent also ensure that all their pets are covered by a pet health-care plan, which provides vaccines, flea and worm treatments, and regular check-ups with the vet.

Grooming

Grooming is now seen by many pet owners as an important element of their pets' health and wellbeing routine. As a result, the UK grooming market has grown from £151 million in 2006 to £182 million in 2012 and is predicted to grow to £222 million by 2017.



SCAN HERE TO FIND OUT MORE ABOUT TRENDS IN DOG FOOD



or visit www.bit.ly/1BFJ8AA

Sources: All results taken from a Pets at Home survey of 3,000 pet owners, July 2014; market spend data from OC&C Strategy Consultants, January 2014

Match makers...

Luckily for us, our pets return our love in more ways than one, offering up opportunities at every turn, such as keeping us fit, teaching us responsibility, giving us unconditional love and, in some cases, allowing us to find

true love in human form. Get a pet and you could join the ranks of the 11 per cent of pet owners who met their current partner thanks to their pet, according to Pets at Home's July 2014 customer survey.



11%
OF PET OWNERS MET THEIR CURRENT PARTNER THROUGH THEIR PET

PHOTOGRAPHS: GETTY, THINKSTOCK



"If a dog will not come to you after having looked you in the face, you should go home and examine your conscience."



Dr Woodrow Wilson

Source: All results taken from a Pets at Home survey of 3,000 pet owners, July 2014

Pets on holiday

We dote on our animals, so much so that we can't bear to be apart from them. Britons spend an average of £450 million each year taking their pets away. A third of owners holiday with their pet and are happy to pay for the privilege too,

spending an additional £126 on average to keep their pet by their side. And 16 per cent think nothing of spending an extra £200 or more.

The UK tourism industry is beginning to understand the value of the 'hound pound' as a pet-

friendly attitude often equates to bigger profits.

Pet travel is forecast to grow by an estimated six per cent year-on-year through to 2016.



PHOTOGRAPH: GETTY

Home...

33%

OF OWNERS WHO DO TRAVEL WITHOUT THEIR PETS, ALWAYS TAKE A PICTURE OF THEIR DOG WITH THEM

45%

OF OWNERS ADMIT WHILE AWAY ON HOLIDAY, THEY MISS THEIR PETS DEARLY

67%

OF HOLIDAY MAKERS CALL HOME TO SPEAK TO THEIR PET

Away...

£126

AVERAGE ADDITIONAL SPEND TO TAKE PET ON HOLIDAY

16%

OF PET OWNERS WHO TAKE THEIR PET ON HOLIDAY SPEND £200 OR MORE TO DO SO

34%

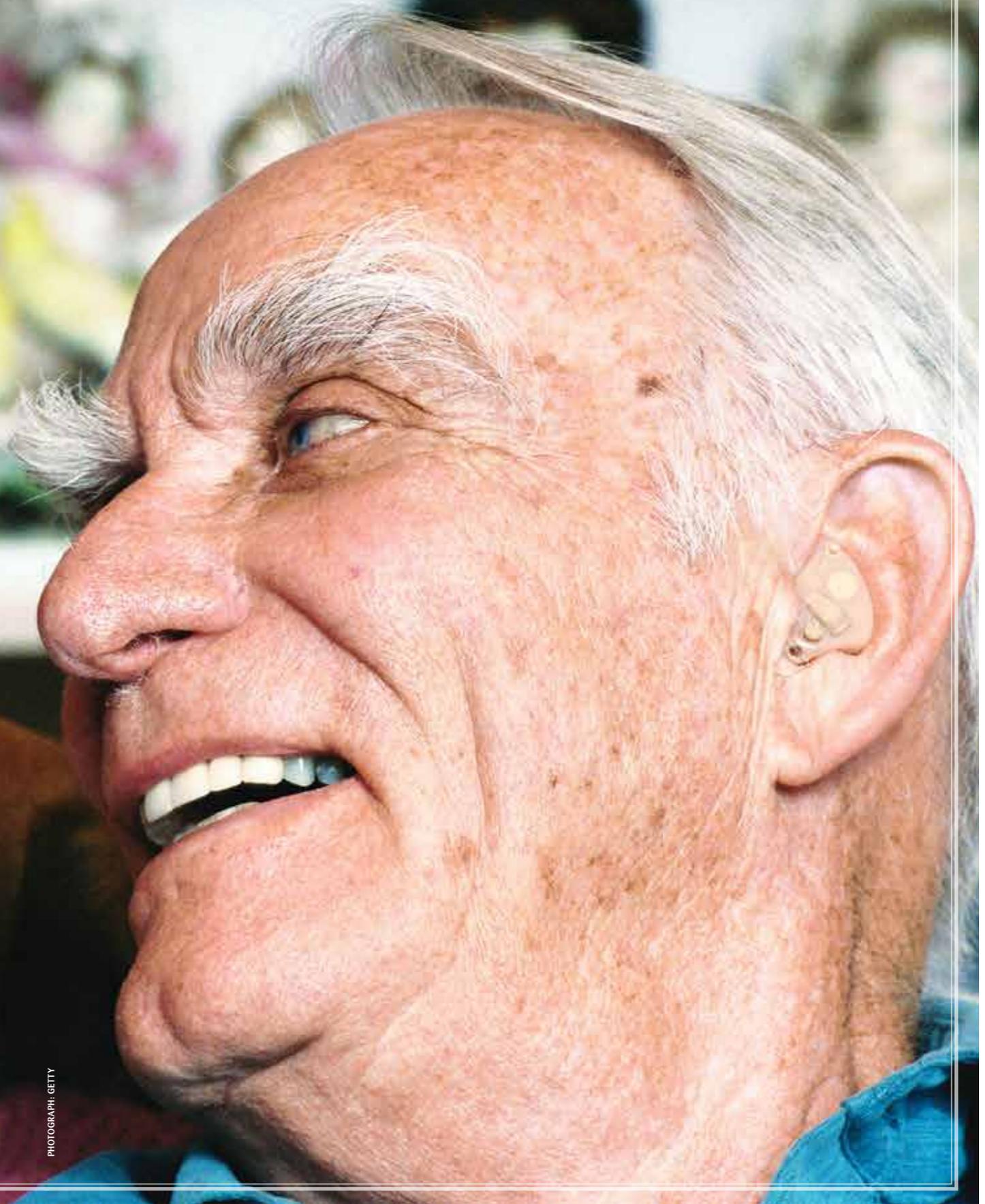
OF PET OWNERS PACK A SPECIAL WARDROBE FOR THEIR PETS

Merial FRONTLINE® Spot On survey conducted by One Poll surveying 1,000 pet owners, August 2013; Kennel Club Business Survey of 181 businesses, July 2009; Euromonitor International Outlook for UK Travel, 2011; Merial FRONTLINE® Spot On survey conducted by One Poll surveying 4,000 pet owners, August 2013

CHAPTER 3

Pets are good for us

How our companions help our wellbeing



PHOTOGRAPH: GETTY

Pets help to lower stress

From stopping the pain of loneliness in the elderly, improving our fitness levels and teaching children responsibility, to boosting productivity in the workplace, pets are having a huge positive impact on our lives.

Pets have been proven to make us happy, too. Pet owners are healthier, more conscientious, extroverted and less fearful, have greater self-esteem and are less lonely than those who don't have animals at home, according to a study published by the American Psychological Association. Even in the US, where social media are very popular, 47 per cent of pet owners believe owning a pet is better for your social life than social networking sites.

Stroking an animal has also been proven to lower blood pressure and reduce feelings of anxiety. According to a study by the Minnesota Stroke Institute, owning a cat can dramatically reduce a person's chance of dying from heart disease, and cat owners were found to be 30 per cent less likely to have a heart attack than non-cat owners.

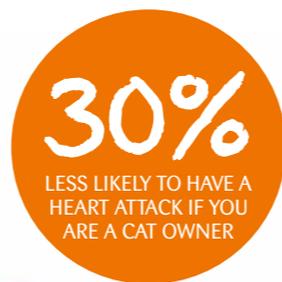
Dr Sally Cubbin, former Assistant Medical Director of Bupa, said: "Most people rarely think of pets in relation to their health, but there is evidence to show a strong link between owning a pet and well-being. We all have a basic need to love and be loved and to show and receive affection. Enjoying the company of a pet is one way of meeting these emotional needs."

"There is evidence to show a strong link between owning a pet and wellbeing."



ILLUSTRATION: KERRY HYNDMAN

And it's not just at home that pets benefit us. Can pets really help us to reduce stress at work, make everyone feel happier, while increasing productivity and job satisfaction? A study from Virginia Commonwealth University in the USA shows they can. It looked at the effects of pet dogs in the workplace. They compared those who brought in their own pets, with those who had dogs – but left them at home – and their colleagues who didn't have pets. Over a week, the researchers compared peoples' stress levels, job satisfaction and feelings of support from and commitment to the company. During the morning, there was no difference in the stress levels between the groups, but as the day progressed, stress levels decreased among the people with their dogs at work, but increased among the other two groups.



PHOTOGRAPH: GETTY



Sources: Journal of Personality and Social Psychology, American Psychological Association 2011, Vol. 101, No. 6, Cat Ownership and the Risk of Fatal Cardiovascular Diseases; Mintel, America's Pet Owners - US - March 2013; Results from the Second National Health and Nutrition Examination Study Mortality Follow-up Study, Journal of Vascular and Interventional Neurology, Jan 2009; Preliminary investigation of employee's dog presence on stress and organizational perceptions, International Journal of Workplace Health Management, Vol. 5 No. 1, 2012.

How pets help the elderly

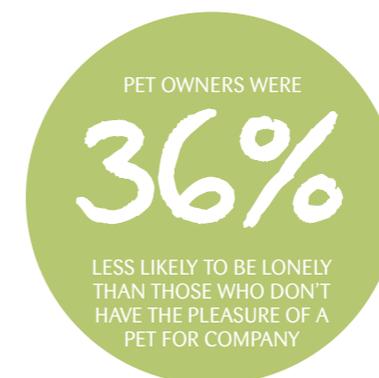
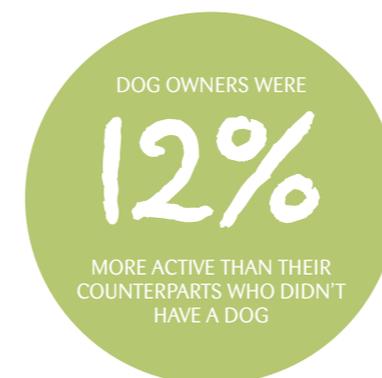
Owning a pet helps keep you fit and healthy when you're older, according to a recent study. Research published in the journal Preventive Medicine found that dog owners over the age of 65 have the same activity levels as those 10 years younger. On average, the dog owners were 12 per cent more active than their counterparts who didn't have a dog.

The study showed that owning a dog is good for the mind, too, as dog owners recorded significantly lower levels of anxiety and depression. This finding tallies with a report by the

University of Rochester Medical Center in the US, which found that pet owners were 36 per cent less likely to be lonely than those who don't have the pleasure of a pet for company, making pets valuable companions for older people.

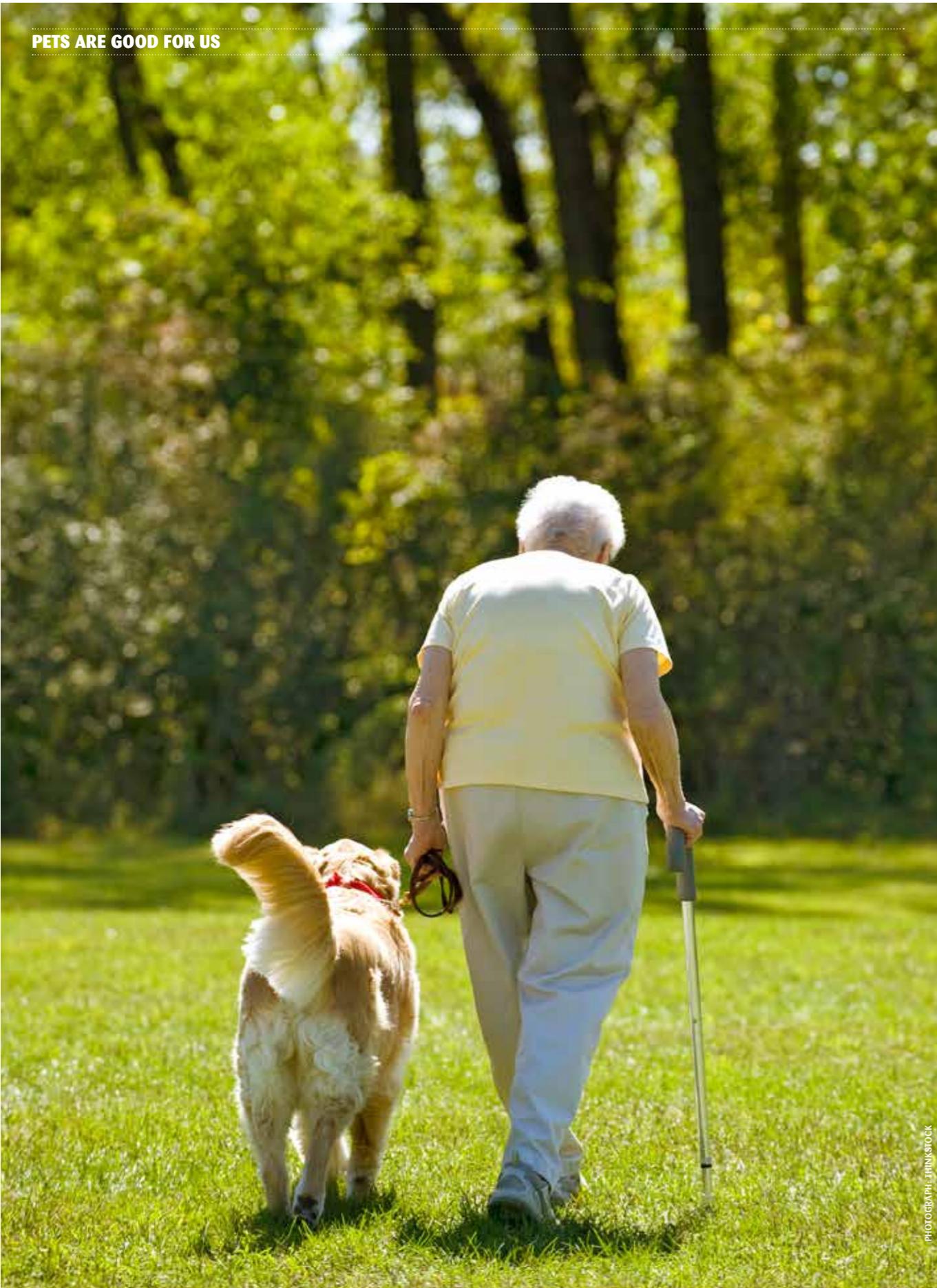
The UK charity Pets As Therapy knows all about the soothing benefits of a pet. It has been providing therapeutic visits by its registered PAT dogs and cats to hospitals, hospices, nursing and care homes, and special needs schools since the early 1980s. Today there are around 4,500 active PAT dogs and 108 PAT cats at work in the UK.

One of these dogs, a Bernese Mountain Dog called Bentley, visits Cranham Residential Care Home in Worcester every Tuesday morning. Home manager Cindy Hawkins said, "The residents absolutely love him and it is amazing to see him with them. The therapeutic value of animals is undeniable – stroking him is so relaxing."



"Happiness is a warm puppy"
Charles M Schulz

Sources: Dog ownership and physical activity in later life: A cross-sectional observational study, Preventive Medicine Volume 66, September 2014; Pet ownership may attenuate loneliness among older adult primary care patients who live alone, Aging & Mental Health, 2014 Vol. 18, No. 3; petsastherapy.org/about-us/about-the-charity



PHOTOGRAPH: THINKSTOCK

How pets can alleviate behaviour issues

Researcher Marine Grandgeorge and colleagues at the Centre Hospitalier Regional Universitaire de Brest in France published a report, in 2012 that showed that autistic children who acquired a family pet after the age of five showed caring attitudes such as being able to share and show comfort to others.

Another study about Canine-Assisted Therapy, in which children with ADHD had contact with either real or puppet dogs over a 12-week period, revealed that children who interacted with live dogs showed a greater decline in their symptoms than those who were given puppets.

When Fraser met Billy

Four-year-old Fraser Booth was uncommunicative, prone to emotional outbursts and highly anxious before his mother Louise introduced him to Billy, a grey and white rescue cat. The two immediately bonded and, in a sentence longer than most he'd ever uttered, the little boy told his parents: "Billy is going to be Fraser's very best friend."

"Research found that children who keep pets are more emotionally balanced."

He was right. After previously finding it hard to relate to others, Fraser, who suffers from autism, started to confide in Billy and read to him, which calmed him and helped his social and emotional development. Though his parents had been warned that Fraser would never enter mainstream education, he now attends a school close to his home on the Balmoral Estate.

Billy's story is remarkable – told by

his mother, Louise Booth, in the book *When Fraser Met Billy* – but he is not alone. The positive impact of pets on children with behaviour disorders has been proven in a number of surveys.

But it isn't only children with behaviour issues who can benefit from having a pet. Research at the University of Warwick found that children who keep pets are more emotionally balanced and also less likely to suffer illnesses.

"Animals are reliable, many full of love, true in their affections, predictable in their actions, grateful and loyal. Difficult standards for people to live up to."

Alfred A. Montapert

Sources: Does Pet Arrival Trigger Prosocial Behaviors in Individuals with Autism? PLOS ONE 7(8): e41739. doi:10.1371/journal.pone.0041739; Canine-Assisted Therapy for Children With ADHD: Preliminary Findings From The Positive Assertive Cooperative Kids Study, Journal of Attention Disorders published online 23 September 2013; Louise Booth, When Fraser Met Billy, published by Hodder & Stoughton, Feb 2014; June McNicholas, Pet ownership and Health, University of Warwick 1998.



SCAN HERE TO WATCH FRASER AND BILLY'S STORY UNFOLD



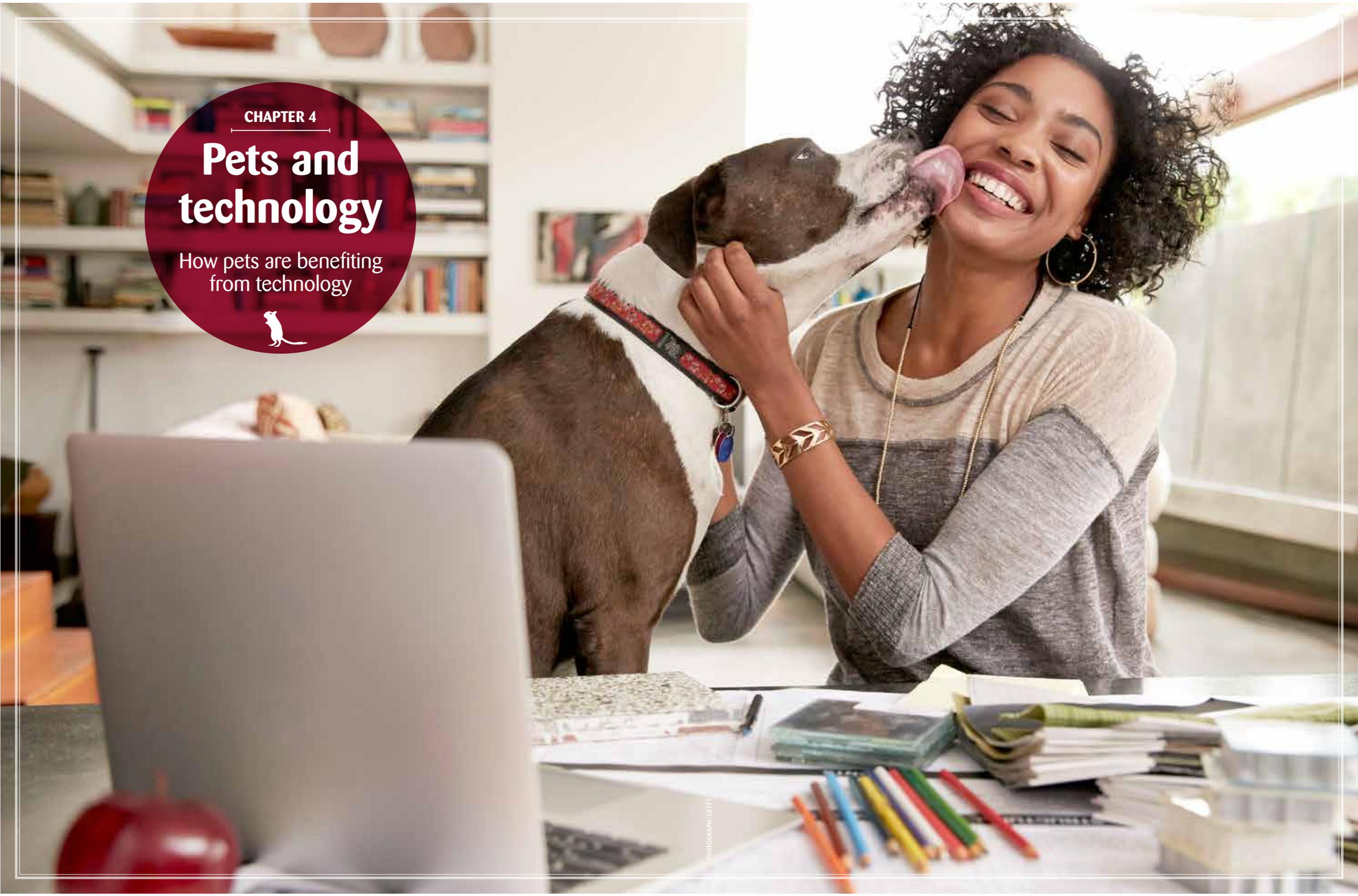
CHAPTER 4

Pets and technology

How pets are benefiting from technology



PHOTOGRAPH BY GETTY



Pets and the digital world

Our recent research assessed the ways in which UK pet owners use digital media, and uncovered some interesting results.

Advice

The internet is full of advice on just about any topic, and pet care is no exception. Thirty six per cent of pet owners use the internet to research pet-care advice – though it is always advisable to seek professional guidance. Around 34 per cent go online to find the best prices for the products they want to buy and 26 per cent search the web for detailed product information.

Shopping

The internet currently accounts for around nine per cent of sales of pet food and accessories in the UK, according to OC&C. This figure is

projected to rise to 11 per cent by 2017. The internet is an important channel for pet retail but the vast majority of shoppers still choose to purchase in store, suggesting that there is an emotional element to shopping for your pet – both in getting advice from trained and experienced pet lovers, as well as the thrill of seeing real pets in store.

Click and collect continues to grow in appeal as UK pet owners take full advantage of the convenience and expanded ranges that it can offer, and also recognise the benefit of being able to order lower priced items without paying for delivery.

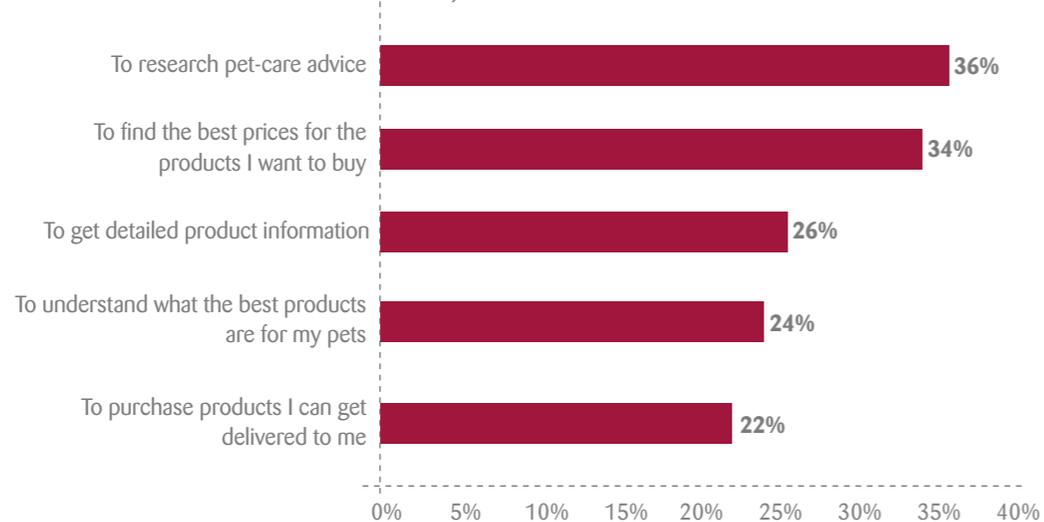
Research from OC&C forecasts significant future growth for click and collect in the UK pet market, rising from 8 per cent of total online sales today to 23 per cent of total online sales in 2017.

Apps, gadgets and more...

As in so many other parts of our lives, technology is beginning to play a more significant role for our pets. There are now a multitude of smart phone apps available for our furry friends, which can help us manage many aspects of their lives including diet, health, exercise and play.

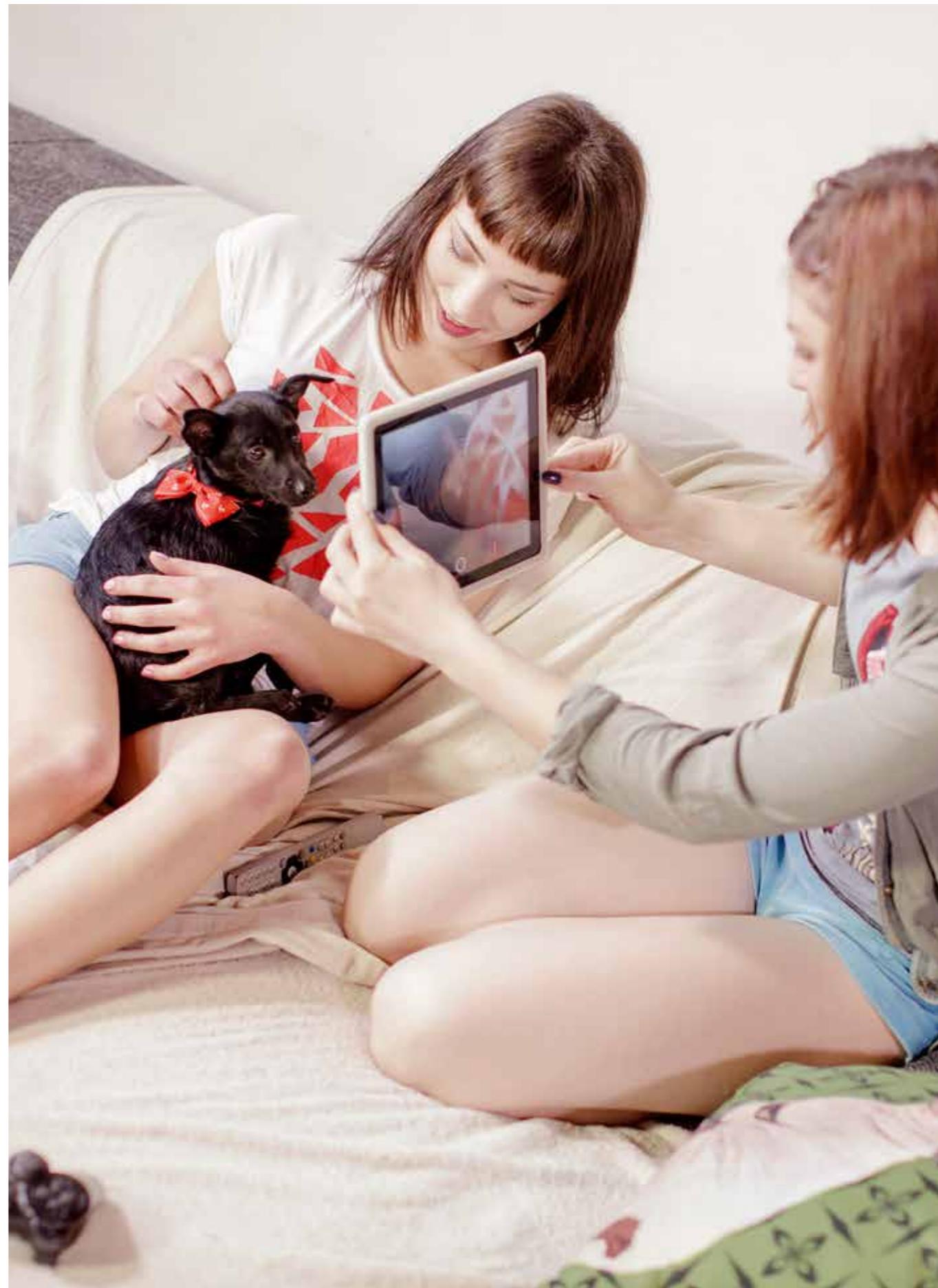
In addition, there are now a plethora of high tech gadgets available for pets, ranging from cameras allowing you to view your pet remotely, to GPS collars to help you track their movements, to automatic feeding devices. Pets are such a big part of our lives that we will no doubt see a steady stream of high technology innovation in the years to come.

% OF PET OWNERS WHO USE THE INTERNET FOR THE FOLLOWING, BASED ON AN ONLINE SURVEY

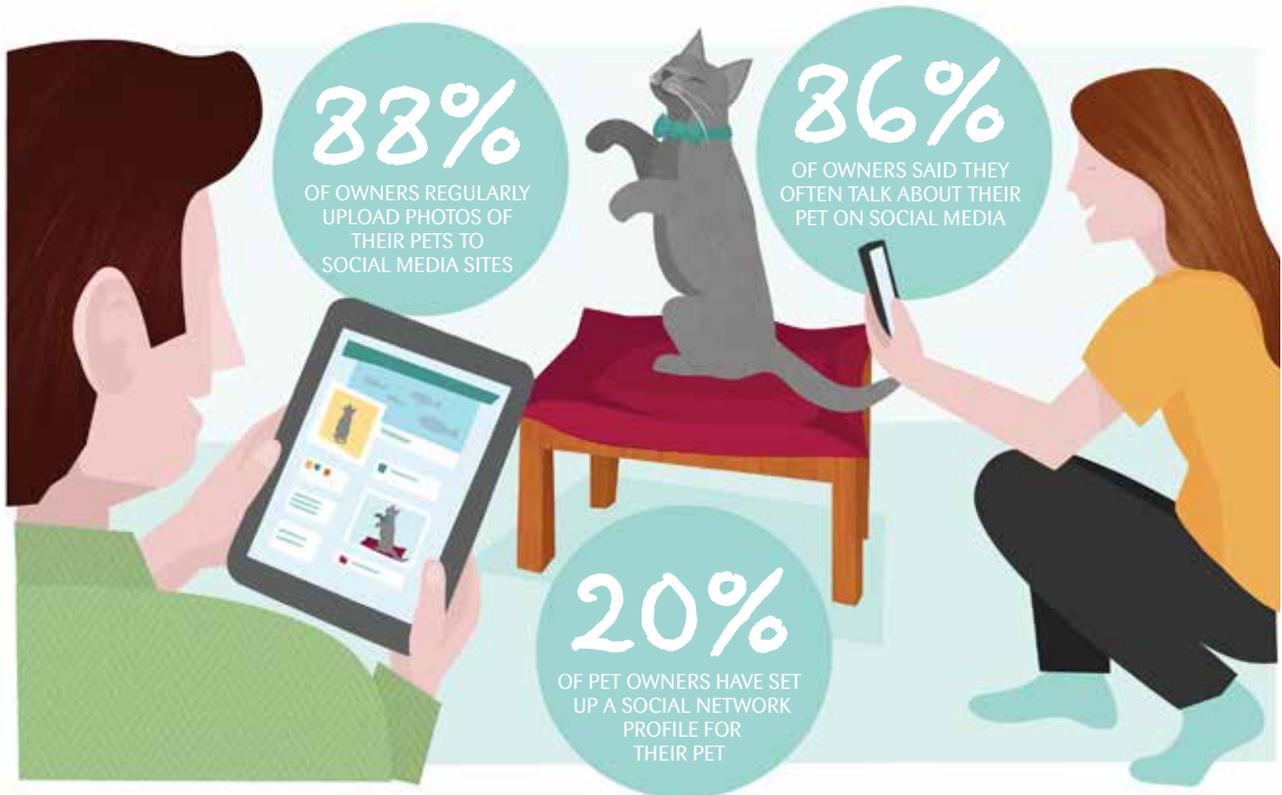


Sources: Pets at Home annual online survey of 5,000 pet owners, June 2014; OC&C Strategy Consultants, January 2014; petsathome.com.

PHOTOGRAPH: GETTY



Pets and social media



SAY CHEESE!

A staggering **88%** of pet owners regularly upload photos of their pets onto social media sites.

PET FACE-OFF

Facebook is by far the most popular platform for sharing cute and quirky images of pets, with **27%** of owners featuring their pets on Facebook, followed by Instagram, Twitter, YouTube and Pinterest.

AND... ACTION

33% of owners video their pet once a month, with the majority uploading these to social media sites.

PICTURE PURR-FECT

34% of pet owners currently have more than 100 pictures of their furry friend on their phone.

PET'S PROFILE

20% have even set up a social network profile for their pet.

TALK TO THE ANIMALS

86% of owners said they often talk about their pet on social media, with **16%** doing so every day.

TWEET TWEET

26% said they interact with pictures or videos of pets online by retweeting, liking or sharing it weekly.

MISS YOU!

15% have Skyped or Facetimed their pet.

STARS OF THE SCREEN

92% of owners have at some point had a photo of their pet as wallpaper on their phone, while **84%** have saved it as the wallpaper or screensaver on their computer.

SOCIALLY CONNECTED PETS AT HOME VIP CUSTOMERS ARE MORE LIKELY TO:

- Shop more frequently
- Redeem vouchers and offers
- Open emails and click through

CHAPTER 5

The pet economy is thriving

Why the pet sector is resilient and growing



The UK pet care market is growing

With a quarter of UK households owning at least one dog, the strength of the 'hound pound' can't be ignored. Despite the recent recession, the UK public hasn't been scrimping on its pets, with many businesses in the pet market reporting increased profits.

A survey conducted by The Kennel Club shows that dog owners would be prepared to spend more on helping to boost the UK economy if more places allowed dogs. The research, which supports The Kennel Club's campaign to encourage more businesses to be dog-friendly, shows that one in five dog owners would take more breaks in the UK if their pet was welcome.

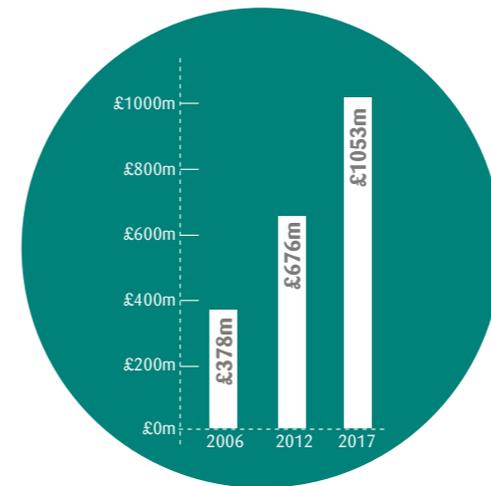
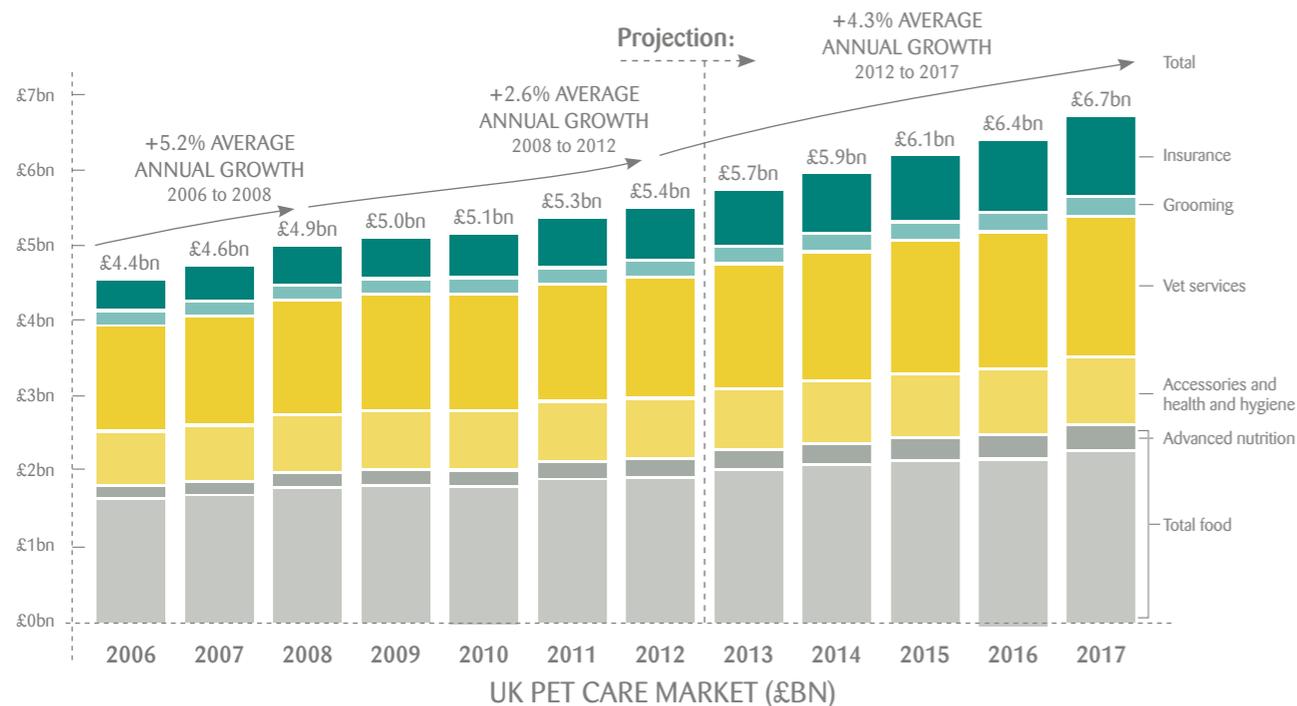
The survey also found that business improved for four out of five companies that expanded their customer base to include dog owners.

The UK pet-care market was worth approximately £5.4 billion in 2012, according to OC&C, and it grew at an average of 2.6 per cent each year since 2008, despite the downturn in the UK economy. In 2012, pet food and accessories accounted for approximately £3 billion, while services including small animal vet services, grooming and insurance totalled approximately £2.5 billion. Pet services are also expected to show strong growth through to 2017 – insurance by 9.3 per cent, grooming by 4.1 per cent and small animal vet

services by 3.2 per cent.

Within this overall spend there are different groups of customers. Some pet owners are perceived to be more 'engaged' than others, based on whether they visit the vet regularly and whether they tell their pet that they love them regularly. Pets at Home's research shows that customers with a high engagement score typically spend 45 per cent more (dogs) and 75 per cent more (cats) than customers with a low engagement score.

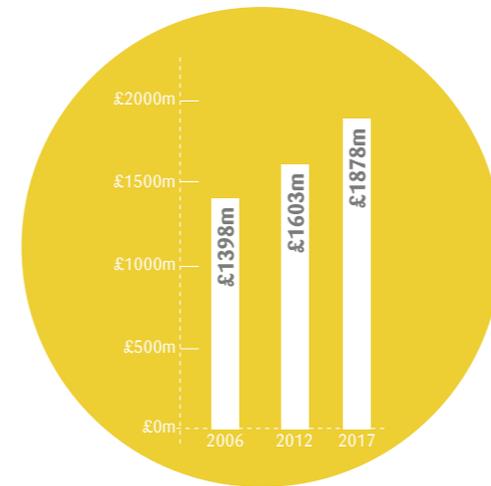
Experts refer to the pet industry as large, resilient and growing. As long as pet owners continue to treat their pets as family members, the industry will continue to flourish.



UK PET INSURANCE MARKET



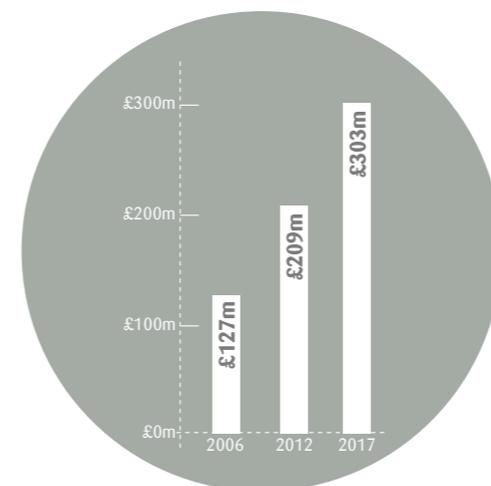
UK PET GROOMING MARKET



UK SMALL ANIMAL VET SERVICES MARKET



UK PET ACCESSORIES MARKET (INCLUDING HEALTH & HYGIENE)



UK ADVANCED NUTRITION PET FOOD MARKET



UK PET FOOD MARKET (INCLUDING ADVANCED NUTRITION & TREATS)

Sources: Pet Food Manufacturers' Association (PFMA) Pet Population Report 2014 (Sample 6000/ TNS); Kennel Club Business Survey of 181 businesses, July 2009; market spend data from OC&C Strategy Consultants, January 2014; engagement driving spend data from Pets at Home survey of 5,000 pet owners, June 2013.

Pets are great for business



Making your company dog-friendly is great for business, as entrepreneur and dog lover Peter de Savary (pictured) and other big name companies have proved by understanding that, sometimes, your pet simply has to be by your side.



SCAN HERE TO READ THE FEATURE

www.bit.ly/1pgp1Aa

PHOTOGRAPH: MATTHEW STANSFIELD

Making your company dog friendly is great for business. Pets at Home has always invited dogs through the doors of all of its stores. Now a number of other companies, including Metro Bank and Google, are benefiting from understanding that sometimes your pet simply has to be by your side.

Louise Lee of Blue Cross echoes the advantages of having an animal in the workplace. "It's really beneficial. During difficult periods at work, it makes you feel less stressed if you just stroke the dog," she says.

A survey carried out by Blue Cross showed that more than 90 per cent of employers who allowed dogs in the workplace noticed a positive change in the working environment. One in two found that there was a decrease in absenteeism; 67 per cent said it improved morale and 56 per cent discovered that work relations improved.

Metro Bank, which has 20 branches in London and the South East, allows dogs to enter its branches and even gives them treats and a bowl of water when they visit. Metro Bank also holds dog-themed events called Dogs Rule Weekends. New customers opening an account, who bring their dog into the bank during a Dogs Rule Weekend, receive £20. And when a Metro Bank customer, with £100 or more in their account, rehomes a cat or a dog from Battersea Dogs & Cats Home, the bank refunds the costs

– up to a maximum of £65 for cats and £105 for dogs.

Google allows its employees to bring their dogs to work and even apologises to cats for excluding them from its offices: "Google's affection for our canine friends is an integral facet of our corporate culture. We like cats, but we're a dog company, so as a general rule we feel cats visiting our offices would be fairly stressed out."

Dogs have been allowed in Regent Street department store Liberty since it opened in 1875. "It's something we've always done to make things more convenient for our customers," says Simon Midgley, Liberty's senior press officer for home and lifestyle. He adds that it doesn't matter how big or small the dog is – as long as it's on a lead and the owner is sensible about monitoring the dog's behaviour.

Pets at Home practises what it preaches by allowing its colleagues to bring their dogs to work, helping to make the company a top employer. It was voted Best Big Company to work for in the 'Sunday Times 100 Best Companies' list in 2013.



Sources: Blue Cross survey of small businesses conducted by NOP, 2007; Metro Bank (metrobankonline.co.uk/Discover-Metro-Bank/DogsRule/); Google (<https://investor.google.com/corporate/code-of-conduct.html>).

Let's continue the conversation...

We hope you found The Pet Report interesting and helpful.

We'd really welcome your feedback and would love to continue the conversation via Twitter, Facebook or Pinterest.



Please use the hashtag **#petreport** to give us your feedback and thoughts on any of the following questions:

- What did you think of The Pet Report?
- What did you like or not like?
- What would you like to see more of in our next Pet Report?
- Do you have experience of any of the things in this report, e.g. pets changing people's lives? If so, please share it!

Thank you for your feedback. We look forward to sharing more with you soon.



Thank you for reading our very first Pet Report!

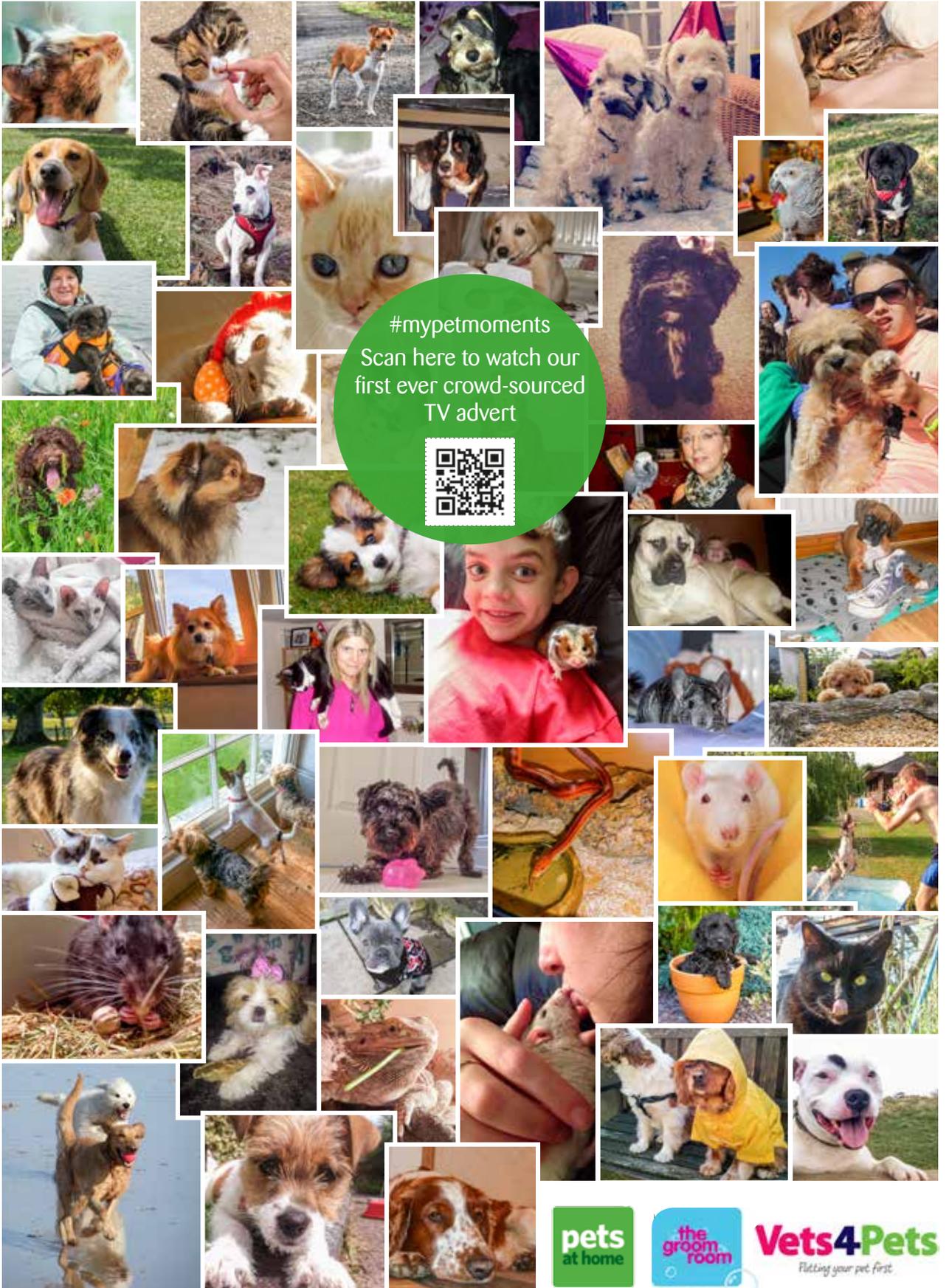


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petreport.petsathome.com

"If having a soul means being able to feel love and loyalty and gratitude, then animals are better off than a lot of humans."

James Herriot



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