



# Attitudes of pet owners to preventative health measures

Report prepared for NOAH

February 2011

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# Objectives

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In 2007, a survey was conducted with the following objectives:

To provide substantiated information to help persuade other organisations (e.g. the vet profession) to support NOAH in its efforts to improve the health of pets and pet owners' attitudes to pet health

The objectives of the research were:

- To understand awareness of preventative medicine in cats and dogs
- How the decision is made as to what areas of preventative medicine are important and which to adopt
- Understand what types of preventative medicine are / are not carried out and reasons why, including frequency of carrying out prevention
- Sources of information on preventative medicine
  - To provide material for use in the CADAPC campaign launch

In December 2010, the survey was re-run with either identical questions, deleted questions and some inclusions. The results of both years are shown in this report.

## Methodology

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- A qualitative survey was conducted among pet owners in Autumn 2006, results reported to NOAH and hypotheses developed
- A quantitative survey with a larger sample of 1,000 pet owners in order to substantiate those results and test the hypotheses was then undertaken in May/June 2007 & again in late December 2010
- The quantitative surveys were carried out on the Internet with
  - 2007; 1024 pet owners;
  - 2010, 1091 pet owners

## Eligibility criteria & quota

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In both years the sample comprised of 2 main quotas: Preventers & Non Preventers. These were defined as follows:

- “Preventers”: those who had wormed their pet in the last year and /or vaccinated their pet in the last 2 years
- “Non Preventers”: those who had neither wormed their pet in the last year nor vaccinated in the last 2 years

Within each of these groups, the sample was split roughly 50:50 between cats and dogs (excluding breeders) making the desired quotas as follows:

- 250 Preventer cat
- 250 Preventer dog
- 250 Non Preventer cat
- 250 Non Preventer dog

## Eligibility criteria & quota

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Within these two main quota groups, Preventers & Non Preventers, respondents had:

- A mix of cat and dog owners, excl. breeders (Multiple pet owning households should assign themselves to the cat or dog category and answer for a named pet only)
- Must be responsible or jointly responsible for taking the pet to the vet and administering medication
- A range of ages of owners
- A mix of genders

In 2010, the quotas were applied such that the sample achieved matched that of 2007. By keeping the survey open longer and closing out quotas as they filled, this was largely achieved. After several weeks, the survey was closed and the sample weighted back to match that obtained in 2007. The actual samples achieved in both waves are in the appendix.

# Analysis

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- Significance tests (z & t) were applied to the weighted 2010 survey data to gauge whether there were any significant differences within the quota groups (e.g. Preventer /Non Preventer).
- Significance tests (z & t) were also applied to compare the weighted 2010 data with the 2007 data.
- Within this report, significance is reported at a minimum of 95% confidence. A green arrow denotes a significant & positive shift in response and a red arrow denotes a significant & negative shift in response.

A z test was employed to evaluate whether two proportions were significantly different. Where a ratings scale of 1 to 5 (agree to disagree) was used, codes 1 & 2 were combined and codes 4 & 5 and the test applied to these data using the combined codes of 1 + 2 (disagree), 3, 4+ 5 (agree).

A t-test was used to evaluate whether two means were significantly different.

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## Summary: Owner Attitudes & behaviours

## Summary Owner Attitudes (1)

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- Most owners agree that “being a responsible pet owner means caring for your pet, feeding it, exercising it & giving it attention” (P 92%; Non P 84%).
  - This statement was also true in 2007 (P 95%; Non P 89%)
- Less than a third of the total sample (29%) insure their pet. Preventers are more likely to insure their pet (P 45% vs Non P 12%) & dogs (P 55%; Non P 17%) are more likely to be insured than cats (P 33% vs Non P 8%).
  - Insurance of dogs had increased in 2010 cf. 2007; particularly amongst preventers (P 2007; 41% cf. 2010 55%). The % of Preventers and Non Preventers insuring their cat between the two years was similar.

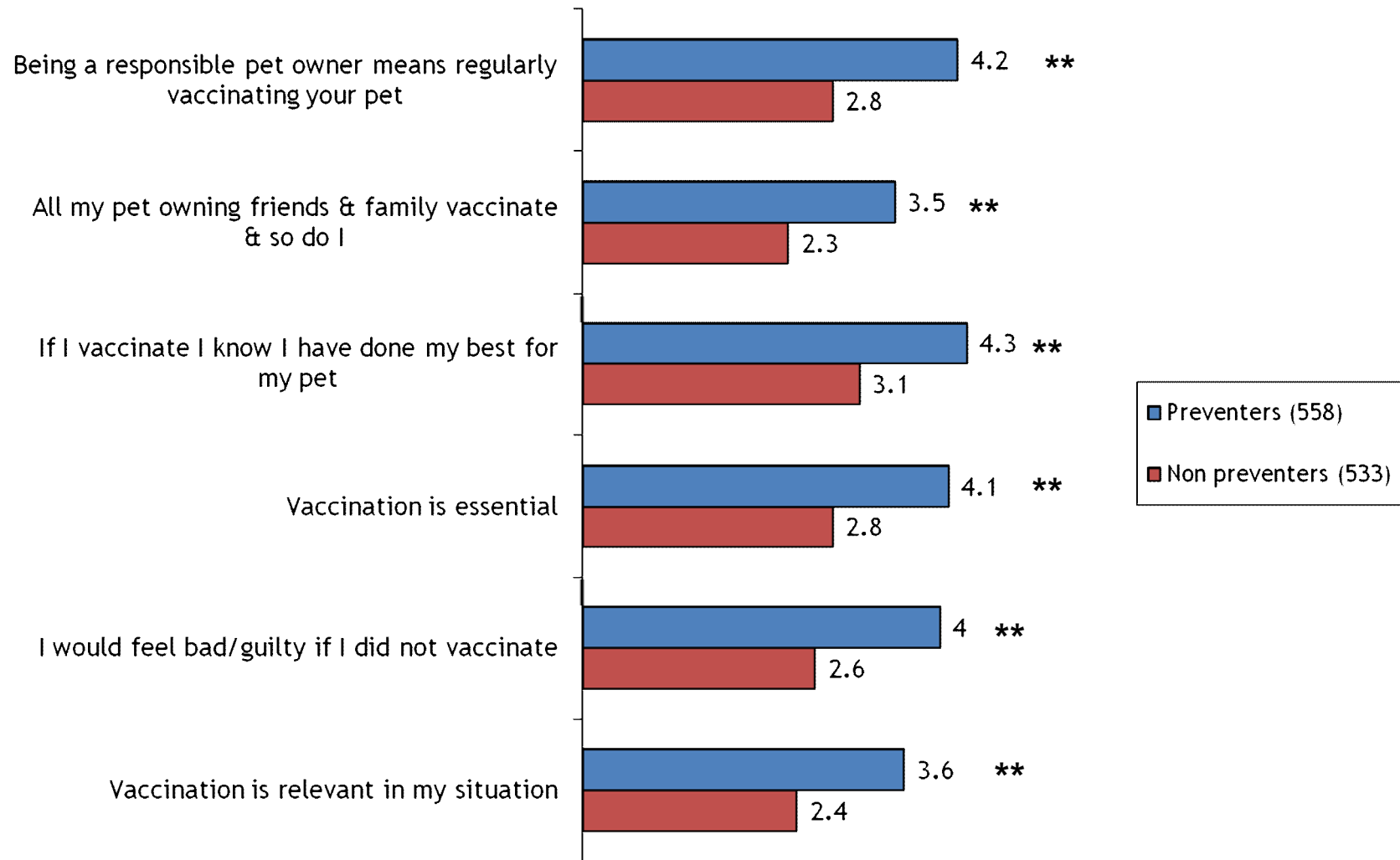


## Summary Owner Attitudes (2)

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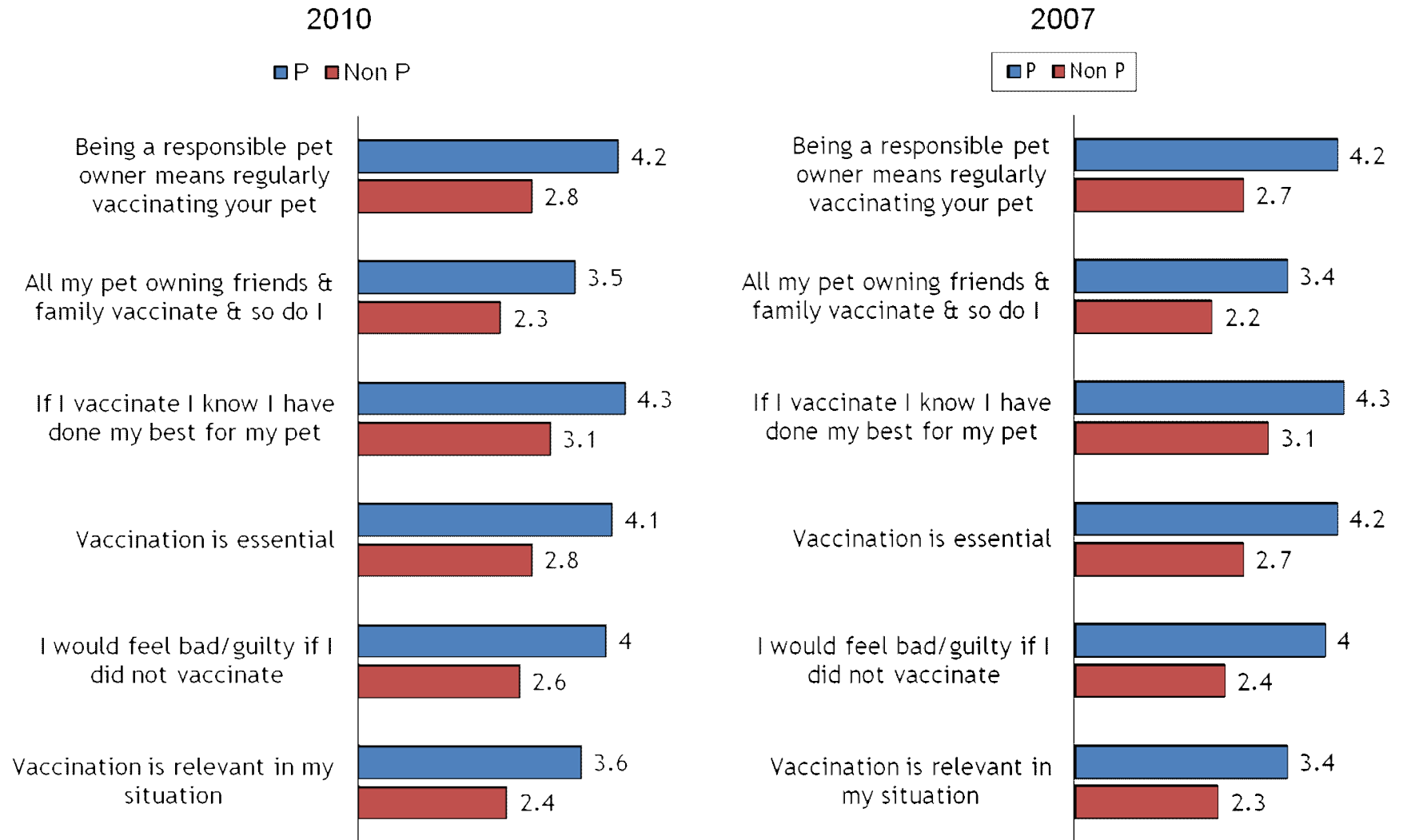
- The majority of Preventers (84%) **go to the vet** at least once a year compared with only a third (30%) of Non Preventers
  - More Preventers visited the vet at least once a year in 2010 than in 2007. (2007; 78% cf. 2010; 84%).
  - Fewer Non Preventers visited the vet only when they had a problem in 2010; 43% cf. 2007 51%).
  
- Nearly 2/3 of Preventers (61%) visit the pet shop at least monthly cf. 1/3 (36%) of Non Preventers
  - In 2007, fewer Non Preventers visited a pet shop at least once a month (43%) cf. 2010 (36%)
  
- Very few have decreased their **spending on their pets** in the last year (5% - 8%)
  
- Approximately half of the owners in the sample (55%) **kissed their pet**.  
Preventers are more likely to kiss their pets than Non Preventers (P 60%; Non P

# 2010 Preventers: Vaccination is what you do; but Non P don't see a need

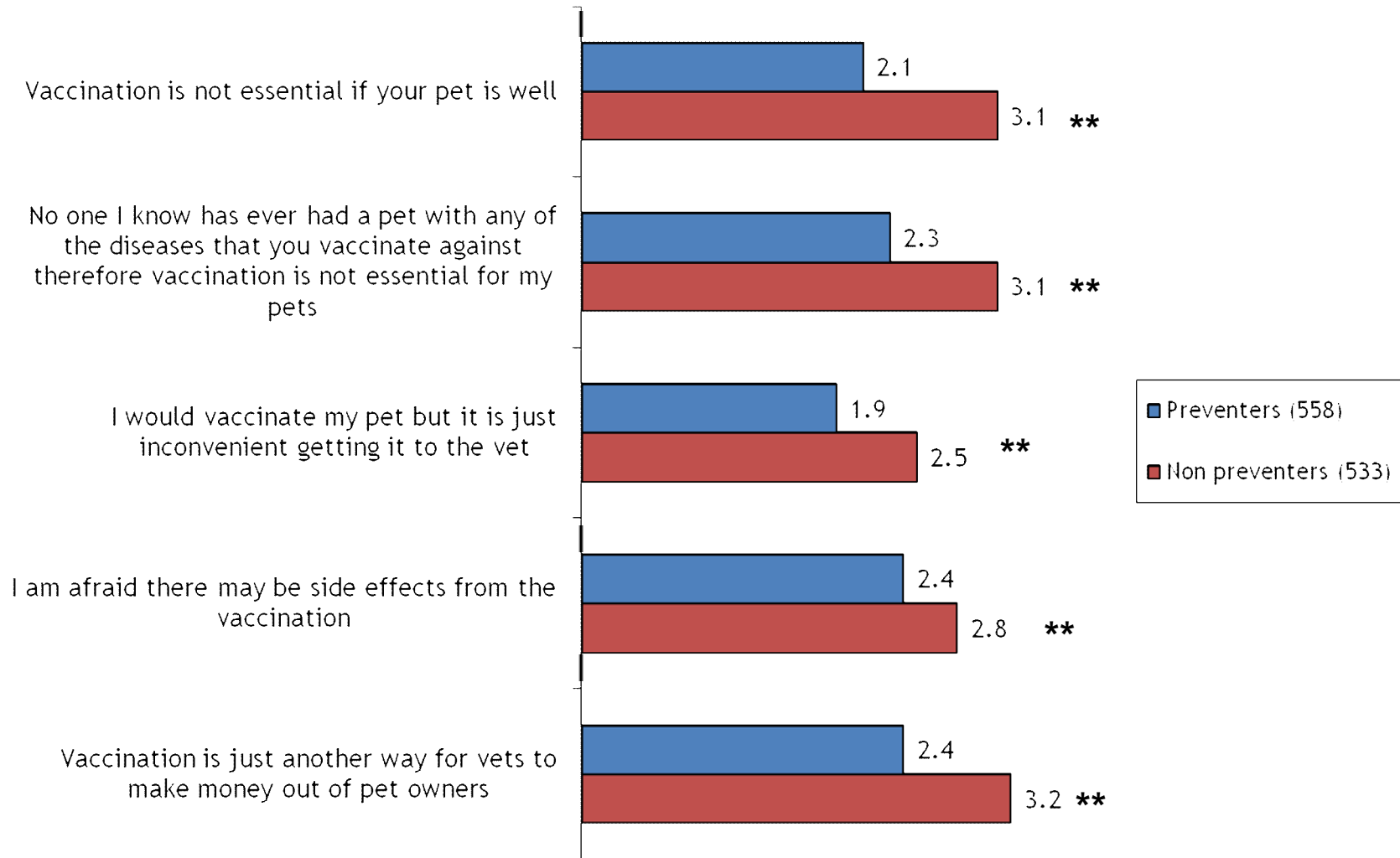


Q16 Please tell us to what extent you agree with the following statements: Base All respondents (1091)

# Summary of attitudes

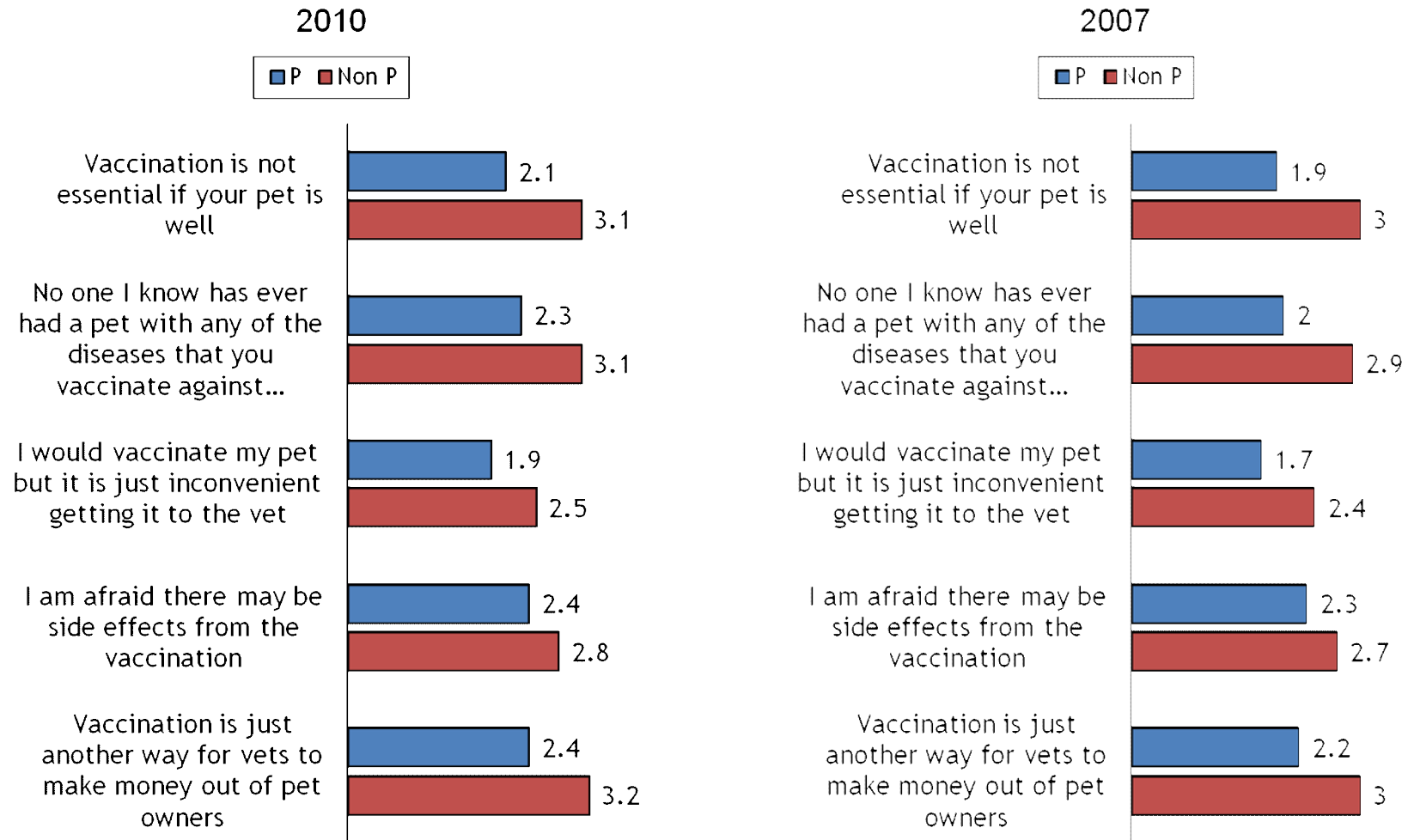


# 2010 Preventers: Vaccination is what you do; but Non P don't see a need



Q16 Please tell us to what extent you agree with the following statements: Base All respondents (1091)

# Summary of attitudes



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# Summary: Attitudes to vaccination

# Summary Attitudes to vaccination

## Owner Attitudes (1)



- Preventers were more likely than Non Preventers to agree that “ **Being a responsible pet owner means regularly vaccinating your pet**” (P 77%; Non P 24%)
  - This was also the case in 2007 (P 77%; Non P 19%)
- Three quarters of Preventers agree (79%) that “ **if I vaccinate I know I have done the best for my pet**” cf. only a third (36%) of Non Preventers
  - Results were similar in 2007

# Summary Attitudes to vaccination

## Owner Attitudes (2)



- Three quarters of Preventers believe that “vaccination is essential” (74%) cf. only just over a quarter (28%) of Non Preventers.
  - A similar picture was seen in 2007 amongst Preventers (2007; 75% agree cf. 2010 74% agree) but slightly more Non Preventers were likely to agree in 2010 (28%) cf. 2007 (21%)
  
- Two thirds of Preventers (68%) feel bad/guilty if they did not vaccinate their pet cf. a quarter (22%) of Non Preventers.
  - In practical terms, the picture was similar in 2007 (P 2007; 70% cf. 2010 68% & Non P 2007 21% cf. 2010 22%)
  
- Vaccination is more relevant to Preventers (although only half agreed 51%) cf. Non Preventers (15%)
  - The % of Preventers agreeing had increased between years (2007; 44% cf. 2010; 51%). The percentages between years for Non Preventers were similar (2007; 12% cf. 2010; 15%).



# Summary Attitudes to vaccination

## Owner Attitudes (3)



- Few owners agree that “vaccination is not essential if your pet is well “ although Non Preventers are more likely to agree than Preventers (35% cf. 14%)
  - In practical terms, there was little difference between years. Preventers 2007; 11% cf. 2010; 14% and Non Preventers 2007; 31% cf. 2010 35%)
- Owners (Agree: P 18%; Non P 32%) generally don't agree that “No-one I know has ever had a pet with any of the diseases that you vaccinate against therefore vaccination is not essential for my pet”
  - Preventers in 2010 were slightly more likely to agree with the statement (P 2007; 11% cf. 2010 18%). A similar picture was seen in Non Preventers between both years (2007; 29% cf. 2010 32%)

# Summary Attitudes to vaccination

## Owner Attitudes (4)



- Owners (P 12% & Non P 17%) tend not to feel that **inconvenience in getting to the vet** is a major barrier to vaccination
  - In practical terms, the situation was similar to 2007 (P 2007; 8% cf. 2010; 12%) & (Non P 2007; 16% cf. 2010 17%)
  
- More owners disagree than agree (P 51%; Non P 36%) with the statement **“ I am afraid that there may be side effects from the vaccination”**
  - Preventers & Non Preventers appeared to be slightly less confident with regards to safety of vaccination in 2010 cf. 2007 (P 2007; 57% cf. 2010; 51% & Non P 2007; 46% cf. 2010; 36%)

# Summary Attitudes to vaccination

## Owner Attitudes (5)



- Preventers are more likely (65%) to be informed by the vet what the vaccination was against than Non Preventers (39%).
  - This was similar in 2007 (P; 2007 63% cf. 2010; 65% & Non P 2007; 36% cf. 2010 39%)
- Few owners (P 17%; Non P 38%) agree that “vaccination is just another way for vets to make money out of pet owners” .
  - In practical terms, the situation was similar in both studies (P 2007; 14% cf. 2010; 17% & Non P 2007; 35% cf. 2010; 38%)
- Half of Preventers (51%) agreed that “All my pet owning friends and family vaccinate and so do I” cf. only 13% of Non Preventers.
  - A similar pattern was observed in 2007 with Preventers (P 2007; 47% cf. 2010; 51%) and Non Preventers (2007; 12% cf. 2010 13%)

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# Summary: Fleas

## Summary Fleas

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- At least 2/3rds of owners had given their pet a [flea treatment](#) in the last 2 years. Preventers (83%) are more likely to have used a flea treatment in the last 2 years than non preventers (65%). Cats are more likely (P; 89% & Non P; 71%) to have been treated for fleas than dogs (P; 79% & Non P; 57%) in the last 2 years
  - The data for preventers were similar between years
  - Non Preventers were less likely to have treated their cat in the last 2 years in 2010 (71%) than in 2007 (80%)
  
- Preventers are more likely to be proactive (68%) with regards to [flea treatment](#) than Non Preventers (40%)
  - The picture was similar in both years for both Preventers (P 2007; 64% cf. 86%) and Non Preventers (Non P 2007; 40% cf. 2010 40%).

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# Summary: Worms

## Summary Worms (1)

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- Most preventers (86%) **worm** as part of a healthcare routine for their pet
  - The number of Preventers worming as routine in 2007 was higher (96%) in 2007 cf. 86% in 2010.
  
- Most Preventers (83%) **worm** at least every 6 months.
  - There had been an increase in Preventers worming at least every 3 months in 2010, (2007; 41% cf. 2010; 50%)
  
- Lack of evidence of the need to worm the pet is still the greatest influence on Non Preventers **not worming**
  - Practically speaking, the responses were similar to 2007 data

## Summary Worms (2)

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- Just over half of Preventers **know about worms** (57%) and the **effects on their pet** (56%). This is about twice as many as Non Preventers (know about worms 28% & know about the effects 29%)
  - Preventers and Non Preventers were less well informed about worms in 2010 (P 57%; Non P 29%) cf. 2007 (P 68%; Non P 38%).
  - There was also a tendency to be less awareness of the effects of worms in 2010 (P 56%; Non P 29%) cf. 2007 (P 65%; No P 35%)
  
- Preventers are more likely to be **aware of the zoonotic implications** (57%) than Non Preventers (44%) ; although many are not aware
  - In 2007, Preventers were slightly more aware of the zoonotic implications of worms (2007; 63% cf. 2010; 57%)



## Summary Worms (3)

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- The vet is the **primary source of information on worms** (P 79%; Non P 51%) with the internet being a source for around a fifth (P 21%; Non P 31%)
  - The picture between years for Non Preventers was similar.
  - Use of books and the pack had decreased between years for Preventers whilst use of the Internet had increased amongst this group (2007; 15% to 2010; 21%)
  
- The vet is the predominant **source of wormers** (main source 63%). Three quarters of those seeking advice from the vet also purchase worming treatment from the vet (76%).
  - The picture was similar in 2007 with the exception of the use of the Internet for the purchase of wormers which had increased from 4% to 11%

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# Summary: Information & advice

## Summary: Information & advice (1)

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- The vet is the most frequently cited [source of information on general health](#) for both Preventers (84%) and Non Preventers (58%). The Internet was also an important source with 18% of Preventers and 31% of Non Preventers using it.
  - In practical terms, owners also most frequently and similarly cited the vet in 2007 (Preventers 88% cf. Non Preventers 59%) with mentions of the Internet being some 5% - 6% higher in 2010 cf. 2007.
- Only a third believe (30% - 32%) that they are experienced pet owners and [“ if it is important I probably know about it already”](#)
  - In practical terms, there was little difference observed between years

## Summary: Information & advice (2)

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- Less than half of Preventers (40%) and less than a quarter (22%) of Non Preventers **actively seek out information on pet healthcare**
  - This had remained the same between years
- That said, about half of both Preventers (48%) & half Non Preventers (48%) would **read an article if they came across it**
  - This had remained the same between years

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# Summary: Website

## Summary: Website

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- No consistent favourite pet health information websites were mentioned. Five respondents spontaneously named [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk) or [www.pethealth.org](http://www.pethealth.org) as their favourite website for pet health information.
- When asked, owners (P 94%; Non P 97%) do not know the name of any independent websites to provide impartial advice
- When prompted with the website name, 6% of Preventers & 4% of Non Preventers said they had heard of [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk). These were more likely to be female (7%) than male (3%).
- When prompted, owners (P 87%; Non P 79%) were interested in the concept of [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk). The benefits of the new website are that it is independent and written by experts and has immediacy.

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# Main Report

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# About owner attitudes & behaviours



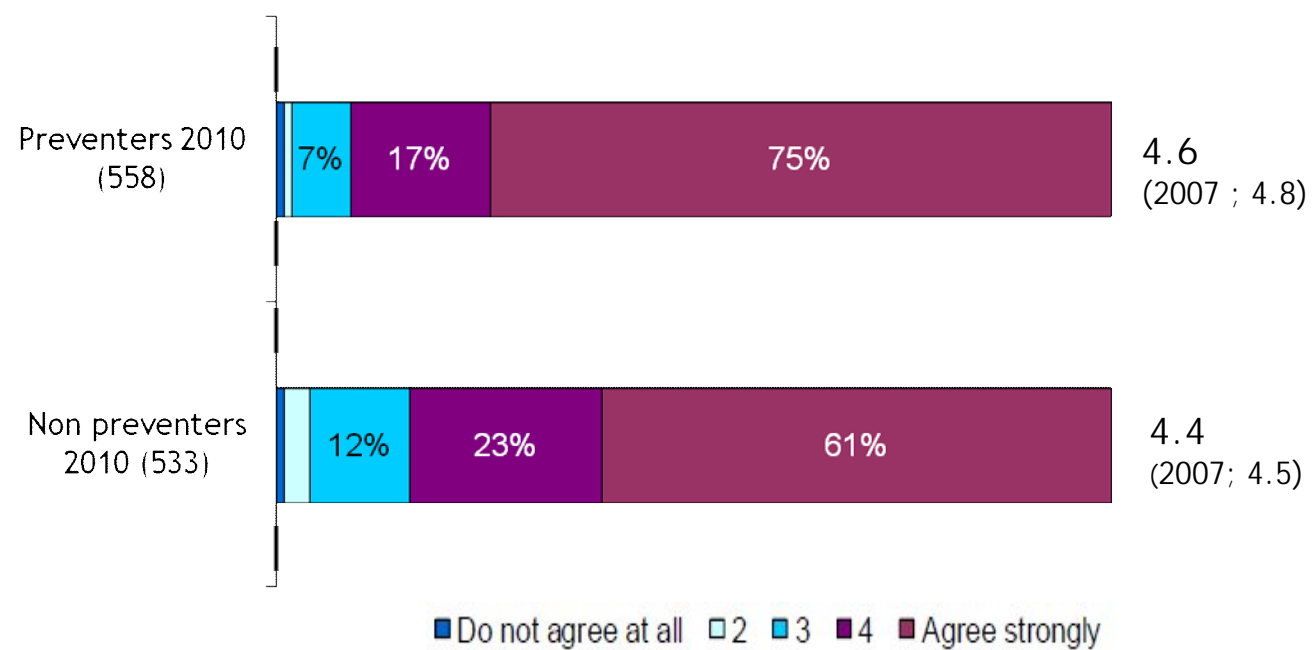
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“ Being a responsible pet owner means caring for your pet, feeding it, exercising it & giving it attention”

# Most owners agree that being a responsible pet owner means caring for your pet, feeding it, exercising it & giving it attention



P and Non P in 2010 were significantly less likely to agree that being a responsible pet owner means caring for your pet, feeding, exercising it & giving it attention than in 2007



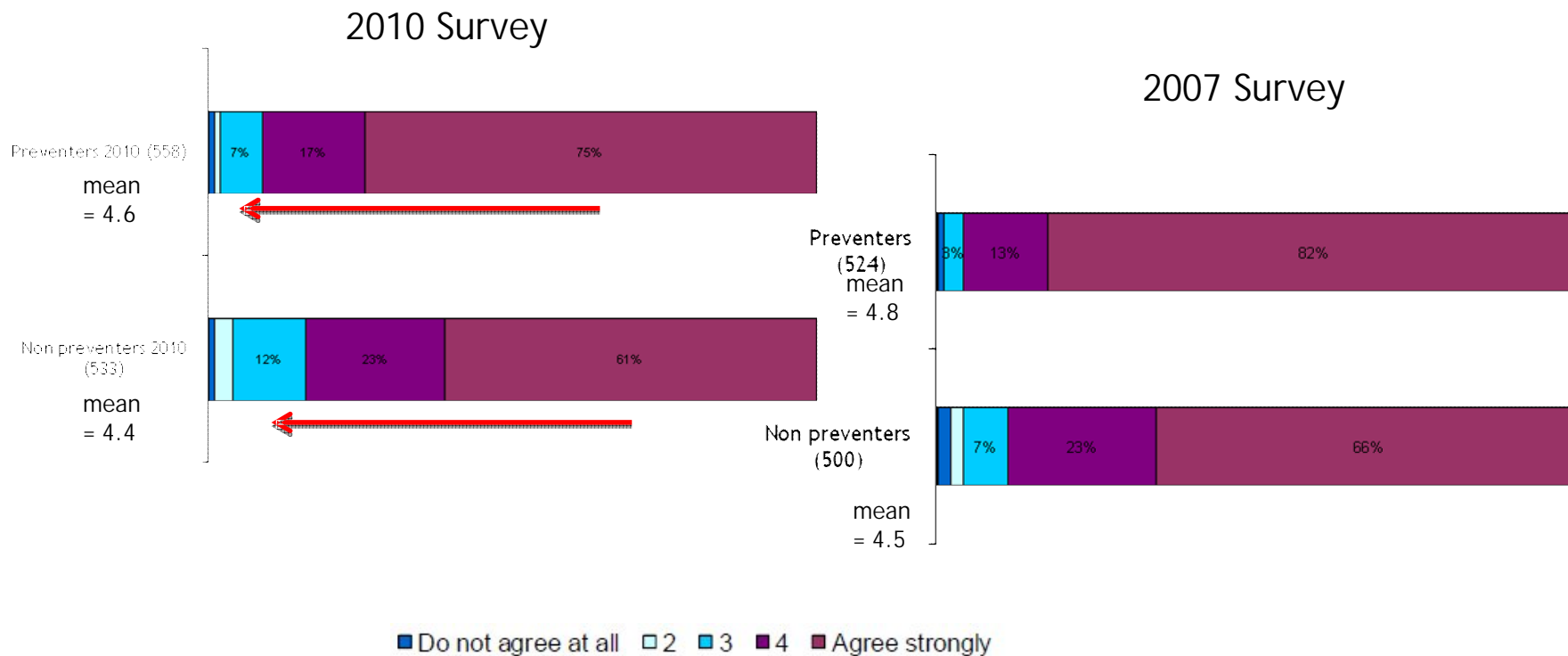
P were significantly more likely than Non P to agree with this statement

Q16 Please tell us to what extent you agree with the following statements: "Being a responsible pet owner means caring for your pet, feeding it, exercising it & giving it attention" Base All respondents (1091)

Most owners strongly agree that being a responsible pet owner means caring for your pet, feeding it, exercising it & giving it attention



**P and Non P in 2010 were significantly less likely to agree and significantly more likely to be neutral that being a responsible pet owner means caring for your pet, feeding, exercising it & giving it attention than in 2007**



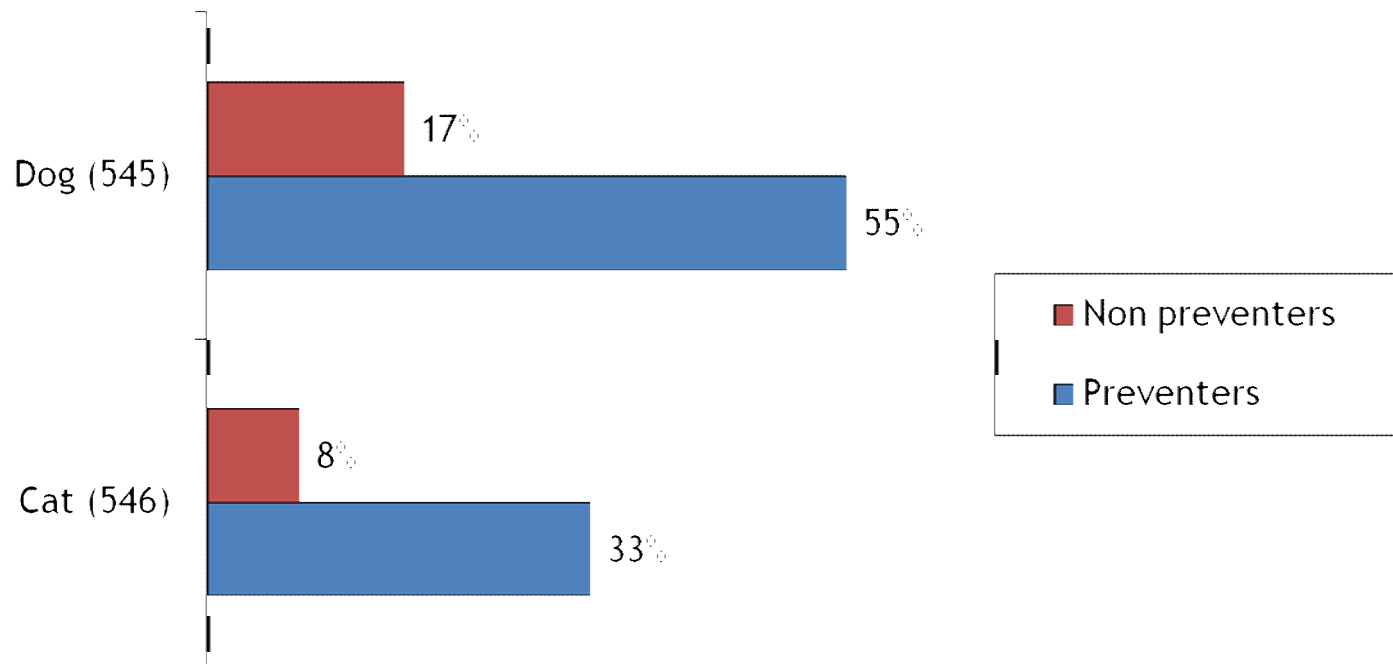
Q16 Please tell us to what extent you agree with the following statements: "Being a responsible pet owner means caring for your pet, feeding it, exercising it & giving it attention" Base All respondents (1091)

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# Insurance

Preventers were more likely to insure their pet than Non Preventers. Dogs are more likely to be insured than cats

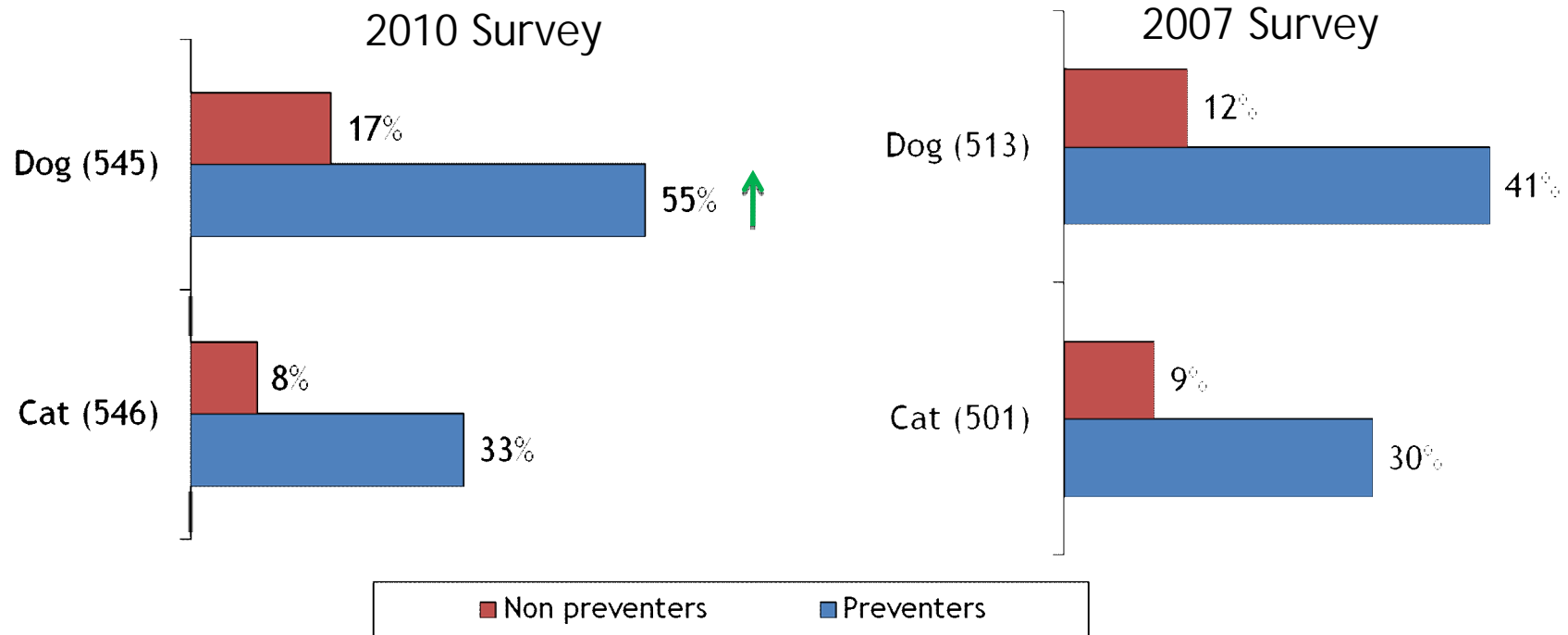
P: Significant increase in the % of dogs insured by Preventers since 2007  
 Non P: No significant difference



In addition, Preventers are significantly more likely to insure their pet (45% cf. 12% ) & dogs (39%) more likely to be insured by all than cats (19%)

# Significant increase in the % of dogs insured by Preventers since 2007

P: Significant increase in the % of dogs insured by Preventers since 2007  
 Non P: No significant difference



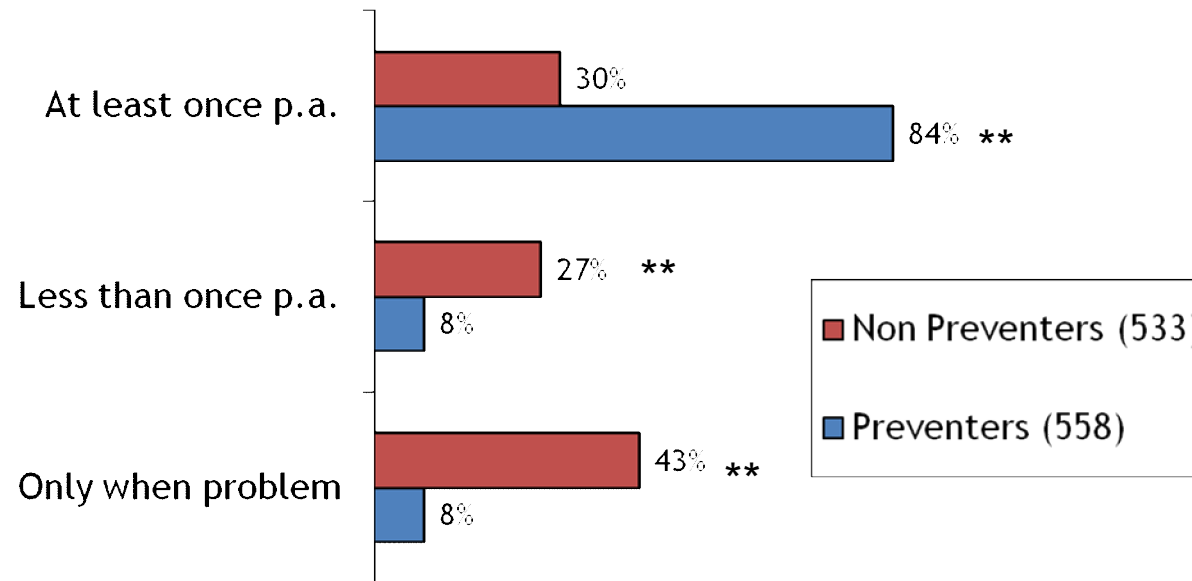
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## Visits to vet & pet shop

Most Preventers (84%) go to the vet at least once a year compared with a third (31%) of Non Preventers

**P:** Significantly more visit the vet at least once a year in 2010 (84% cf. 78%) and significantly fewer go only when there is a problem (12% cf. 8%)

**Non P:** No significant difference between 2010 & 2007 in visits at least once pa but significantly more go less than once pa and significantly fewer only when there is a problem



Non Preventers more likely to visit the vet only when there is a problem

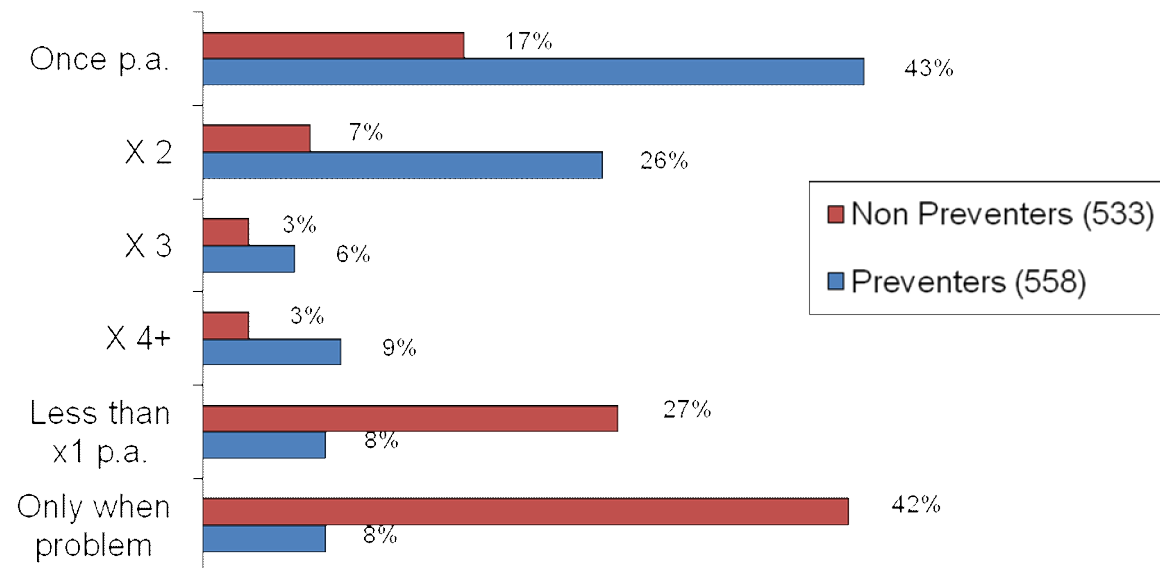
Q12 On average, how often do you visit the vet with your cat/dog, not including any visits for grooming? Base All respondents (1091)



84% of Preventers go to the vet at least once a year compared with 31% of Non Preventers

**P:** Significantly more visit the vet at least once a year in 2010 (84% cf. 78%) and significantly fewer go only when there is a problem (12% cf. 8%)

**Non P:** No significant difference between 2010 & 2007 in visits at least once pa but significantly more go less than once pa and significantly fewer only when there is a problem



Non Preventers more likely to visit the vet only when there is a problem

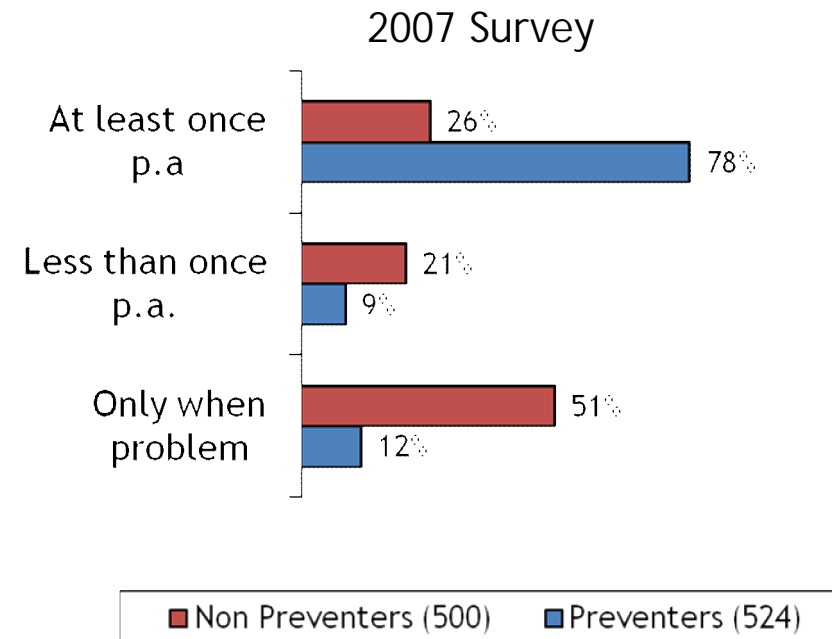
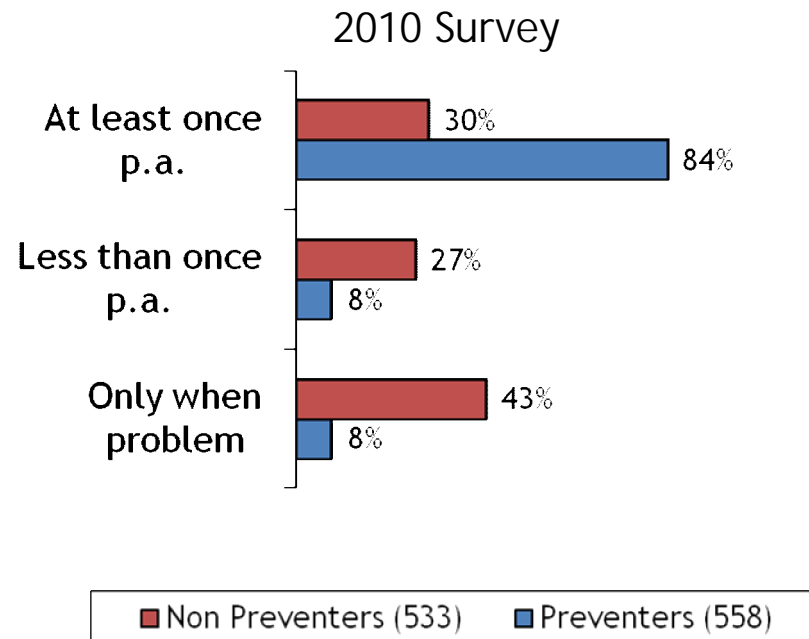
Q12 On average, how often do you visit the vet with your cat/dog, not including any visits for grooming? Base All respondents (1091)



# Significantly more Preventers visit the vet at least once a year in 2010 (84% cf. 78%) in 2010 (84% cf. 78%)

**P:** Significantly more visit the vet at least once a year in 2010 (84% cf. 78%) and significantly fewer go only when there is a problem (12% cf. 8%)

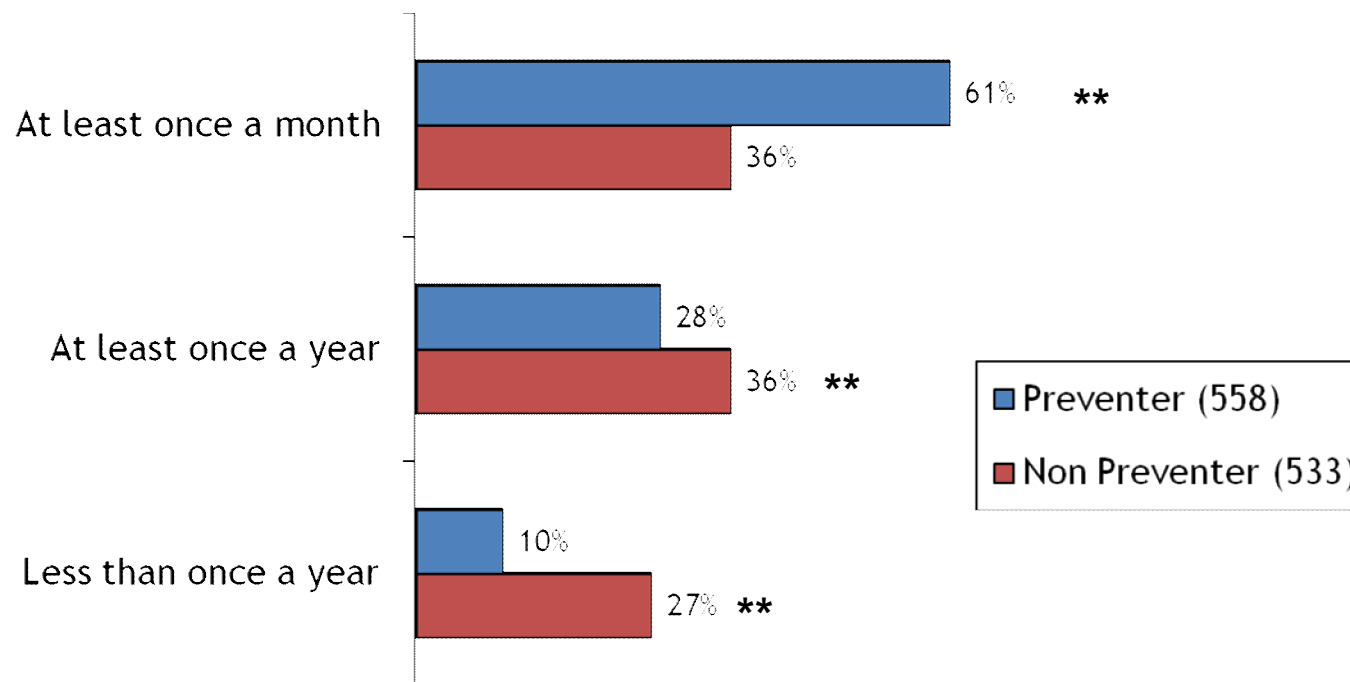
**Non P:** No significant difference between 2010 & 2007 in visits at least once pa but significantly more go less than once pa and significantly fewer only when there is a problem



Q12 On average, how often do you visit the vet with your cat/dog, not including any visits for grooming? Base All respondents (1091)

## Nearly 2/3 of Preventers (61%) visit the pet shop at least monthly cf. 1/3 (36%) of Non Preventers

P: Significantly fewer visit the pet shop less than once a year (16% cf. 10%)  
 Non P: Significantly fewer go at least once per month (43% cf 36%)

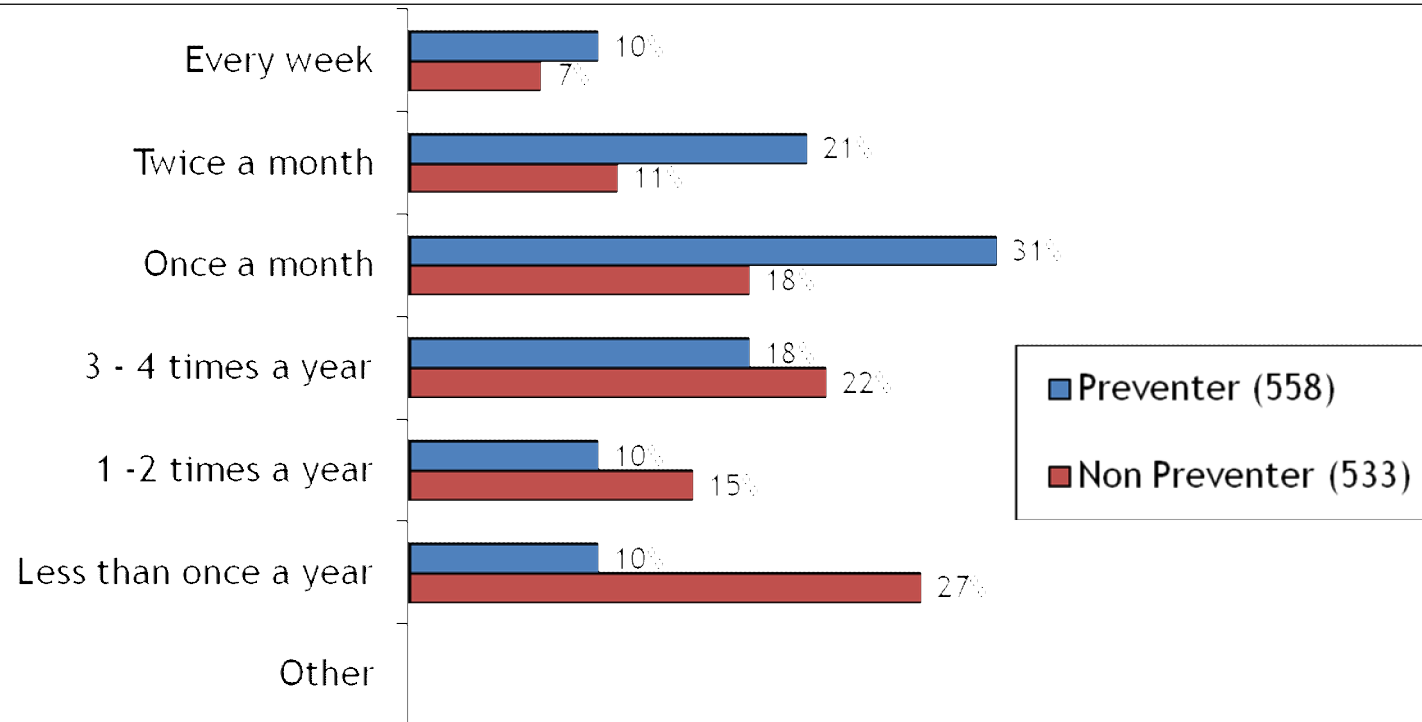


Preventers visit the pet shop significantly more often than Non P

Q13 On average, how often do you go to a pet shop? Base All respondents (1091)

## Nearly 2/3 of Preventers (61%) visit the pet shop at least monthly cf. 1/3 (36%) of Non Preventers

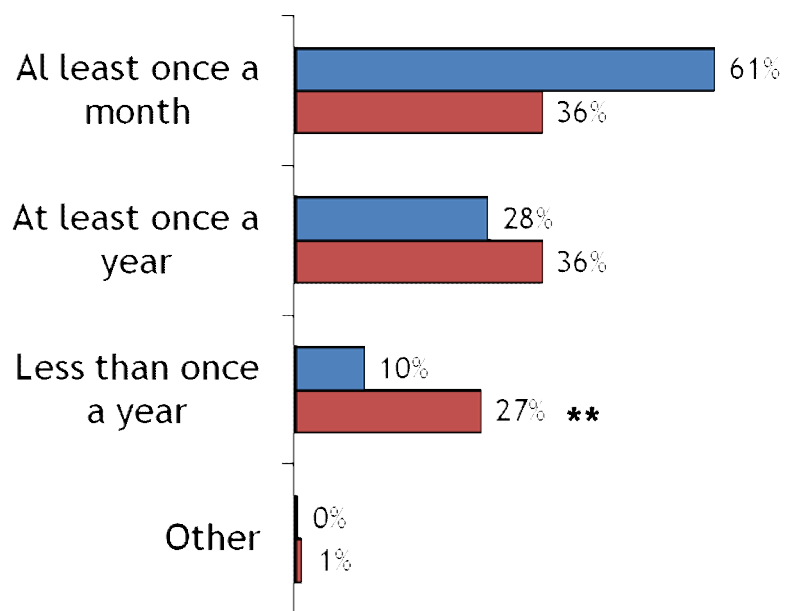
P: Significantly fewer visit the pet shop less than once a year (16% cf. 10%)  
 Non P: Significantly fewer go at least once per month (43% cf. 36%)



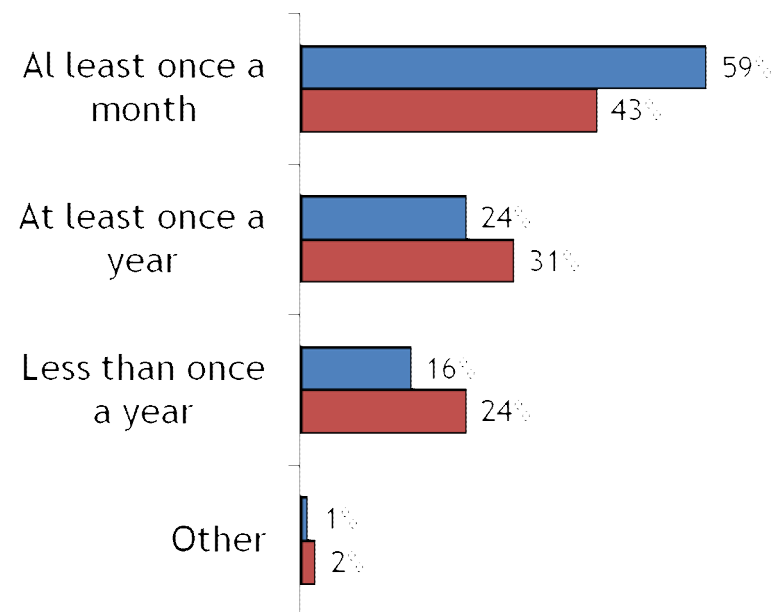
Preventers visit the pet shop significantly more often than Non P

# Significantly fewer Preventers visit a pet shop less than once a year in 2010

P: Significantly fewer visit the pet shop less than once a year (16% cf. 10%)  
 Non P: Significantly fewer go at least once per month (43% cf 36%)



■ Preventer 2010 (558)  
 ■ Non Preventer 2010 (533)



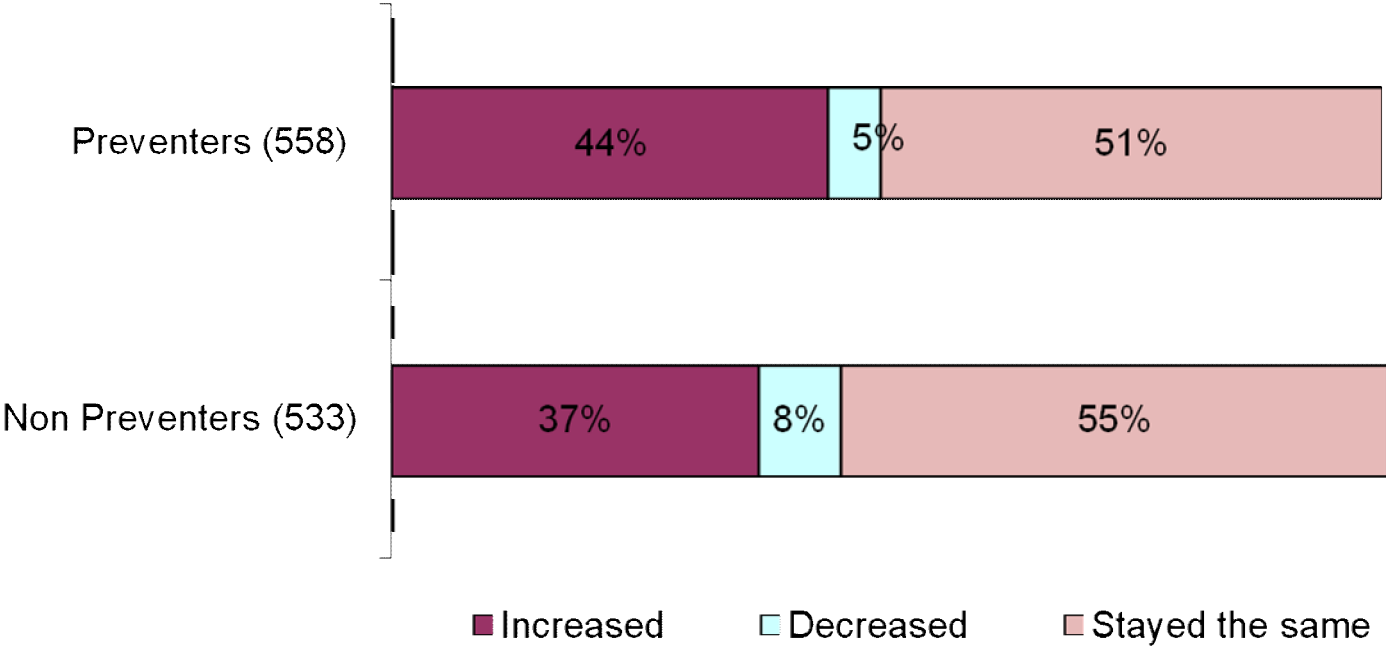
■ Preventer 2007 (524)  
 ■ Non Preventer 2007 (500)

Q13 On average, how often do you go to a pet shop? Base All respondents (1091)

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# Spend on pets

Very few have decreased their spend on their pets in the last year



Significantly more Preventers (44%) have increased their spend on their pets in the last year cf. Non Preventers (37%)

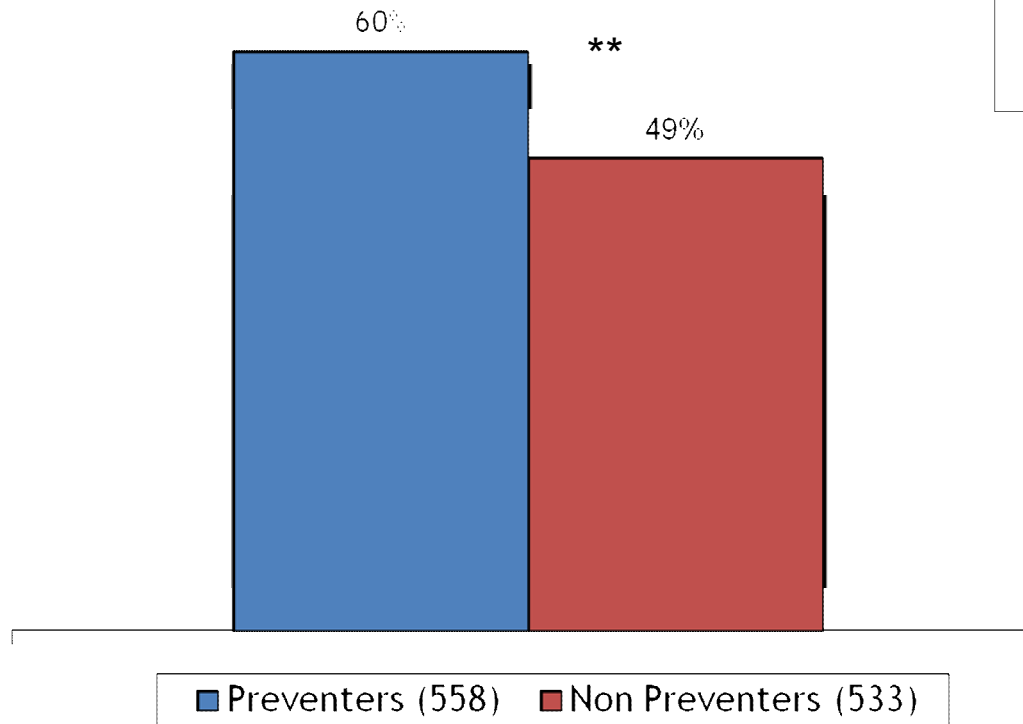
Q34 - Would you say that your total spend on your pets in the last year or so has increased, decreased or stayed the same? (1091)

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Kissing their pet



## Around half of owners kissed their pet!



More likely to kiss their pet:

- Women vs men
- Under 55y vs over 55y

Preventers are significantly more likely to kiss their pets than Non Preventers

Q35 Finally, do you kiss your pets? Base All respondents (1091)

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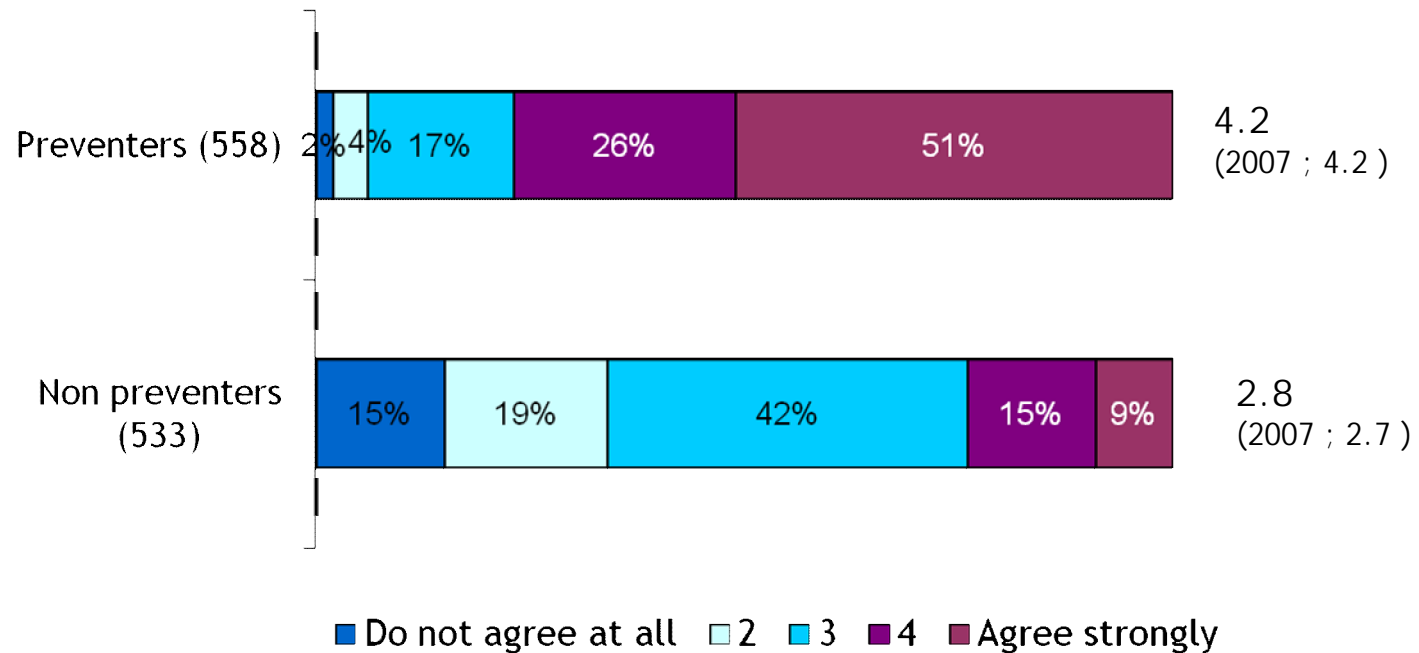
# About vaccination

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“ Being a responsible pet owner means  
regularly vaccinating your pet ”

# Preventers were significantly more likely than Non Preventers to agree that responsibility = regular vaccination

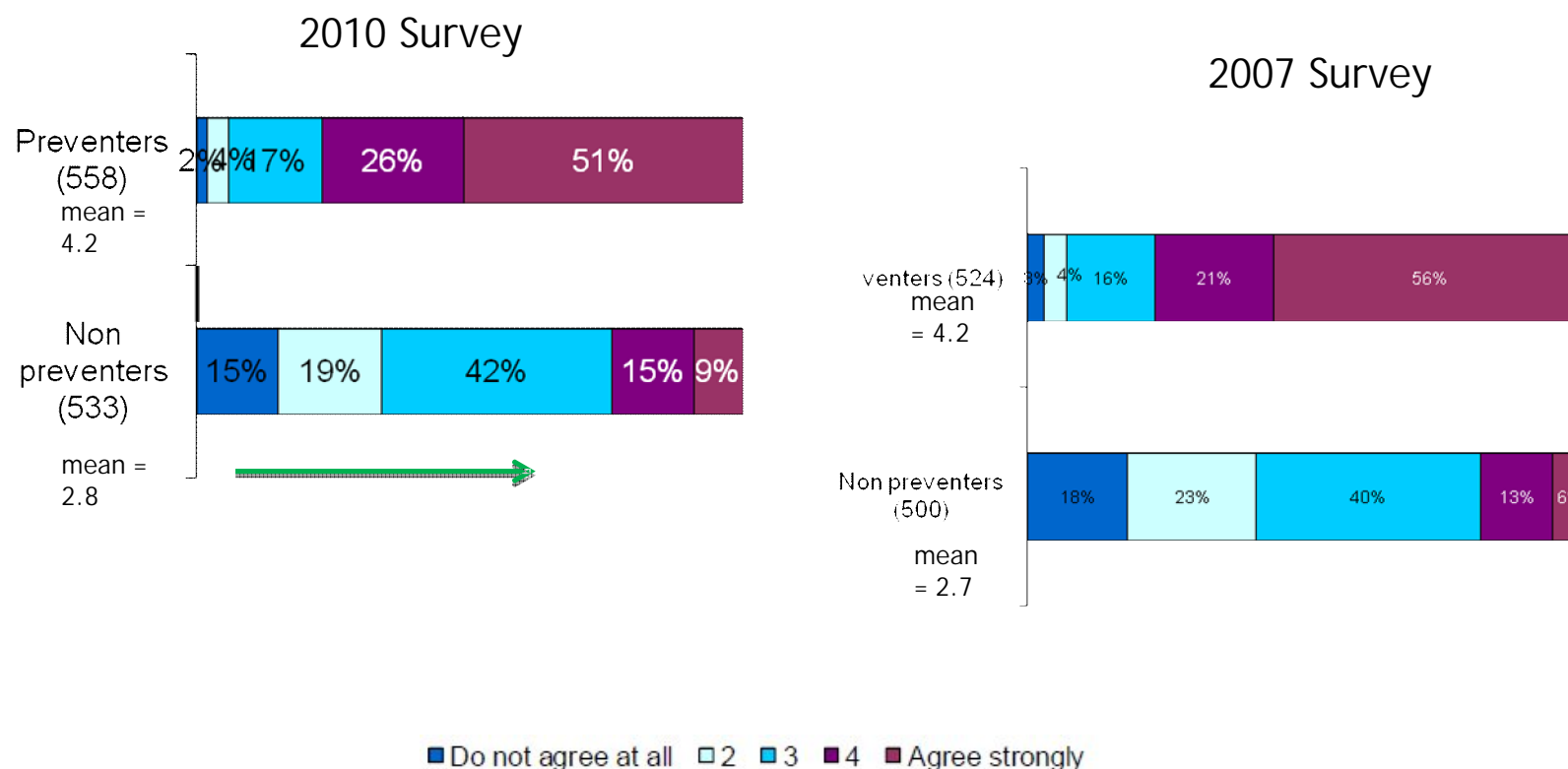
P: No significant difference between 2010 & 2007  
 Non P: Significantly less likely to disagree in 2010 that being a responsible pet owner means regularly vaccinating your pet than in 2007



Q16 Please tell us to what extent you agree with the following statements: "Being a responsible pet owner means regularly vaccinating your pet" Base All respondents (1091)

# Non Preventers are significantly more likely in 2010 to agree that responsibility = regular vaccination than in 2007

P: No significant difference between 2010 & 2007  
 Non P: **Significantly less likely to disagree in 2010 that being a responsible pet owner means regularly vaccinating your pet than in 2007**



Q16 Please tell us to what extent you agree with the following statements: "Being a responsible pet owner means regularly vaccinating your pet" Base All respondents (1091)

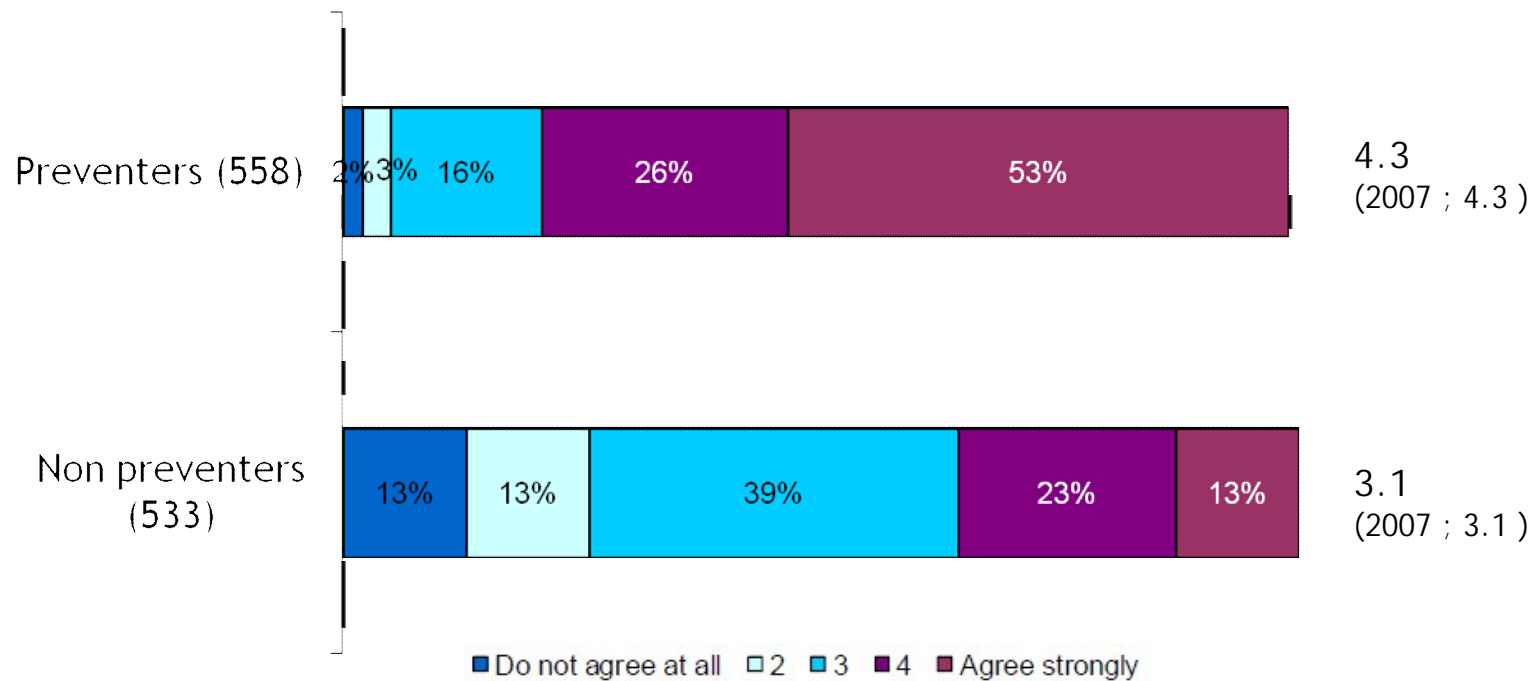
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“ If I vaccinate I know I have done the  
best for my pet”

Significantly more Preventers agree (79%) that “if I vaccinate I know I have done the best for my pet” cf. A third (36%) of Non Preventers



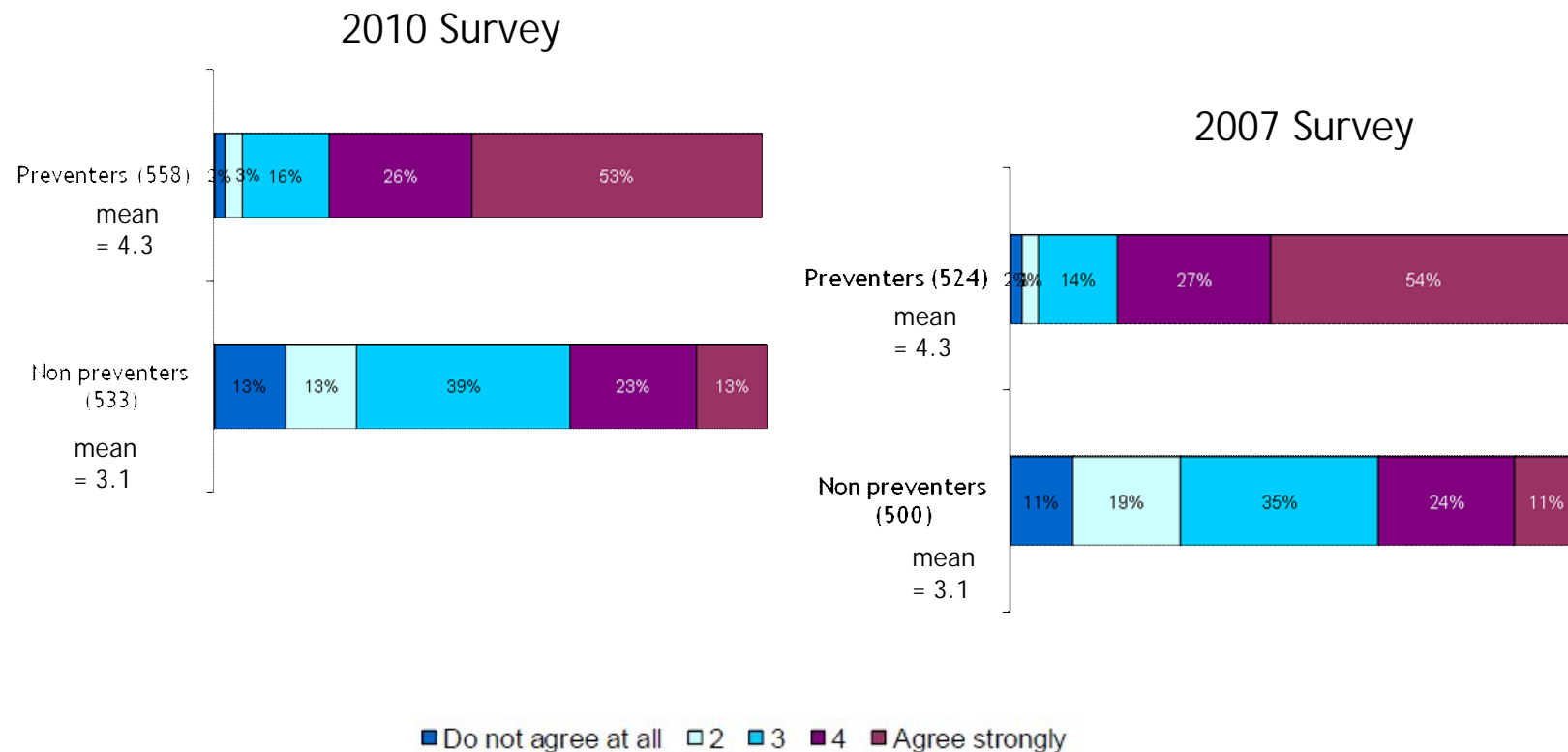
P and Non P: No significant difference between 2010 & 2007



Q16 Please tell us to what extent you agree with the following statements: “If I vaccinate I know I have done the best for my pet” Base All respondents (1091)

# Attitudes remained the same over time with regards to “If I vaccinate I know I have done the best for my pet”

**P and Non P: No significant difference between 2010 & 2007**



Q16 Please tell us to what extent you agree with the following statements: “If I vaccinate I know I have done the best for my pet”  
Base All respondents (1091)



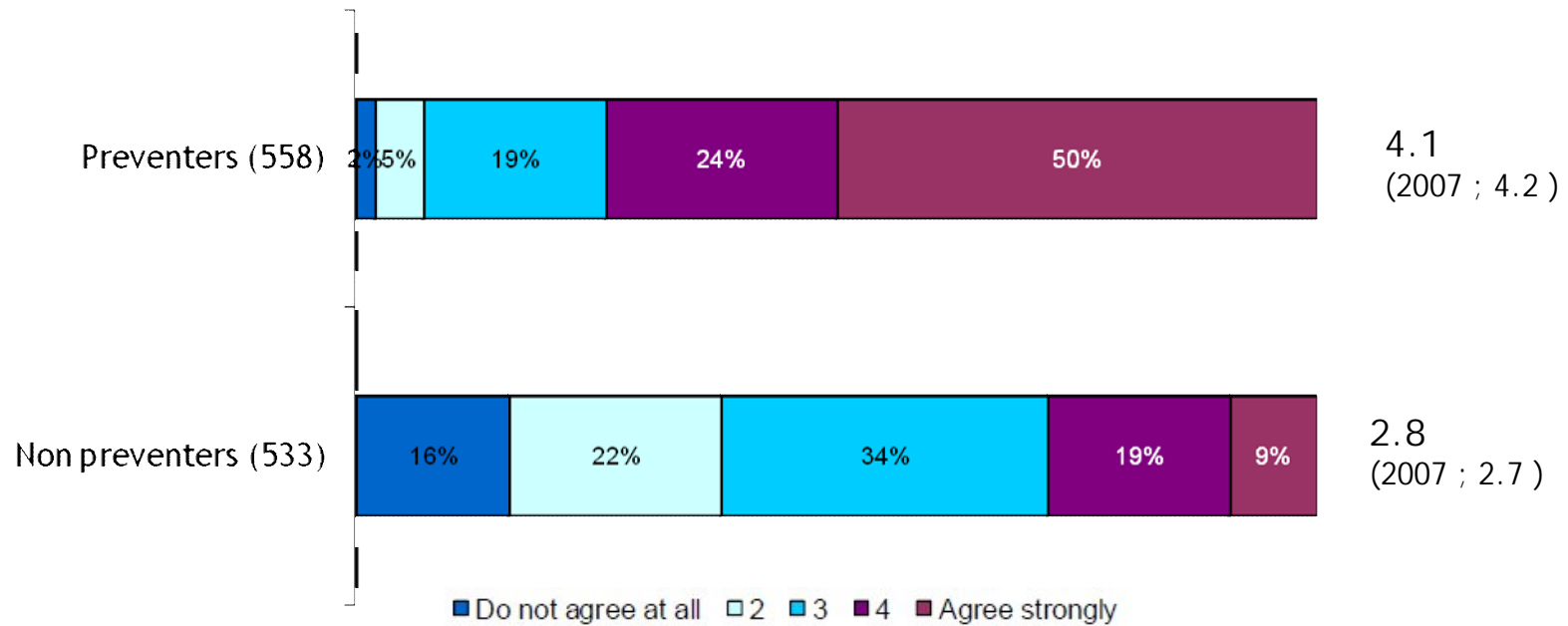
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“ Vaccination is essential ”

Significantly more Preventers (74%) believe that vaccination is essential (73%) cf. only just over a quarter (28%) of Non Preventers.



P: No significant differences between years  
 Non P: Significantly less likely to disagree that vaccination is essential in 2010 than in 2007

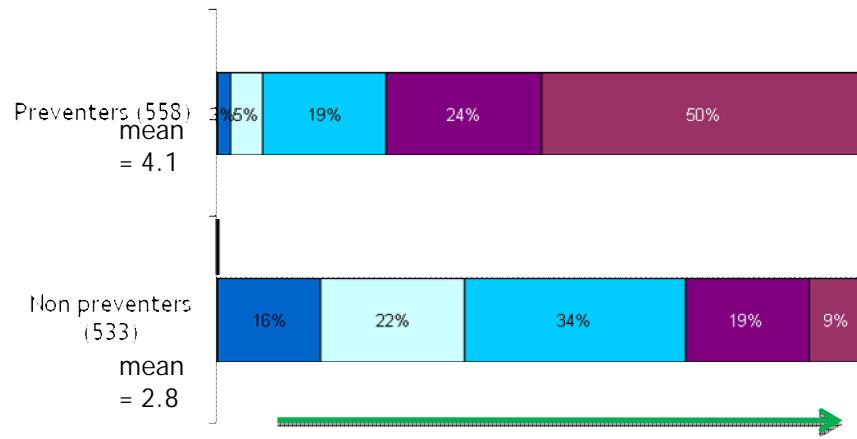


Q16 Please tell us to what extent you agree with the following statements: "Vaccination is essential"  
 Base All respondents (1091)

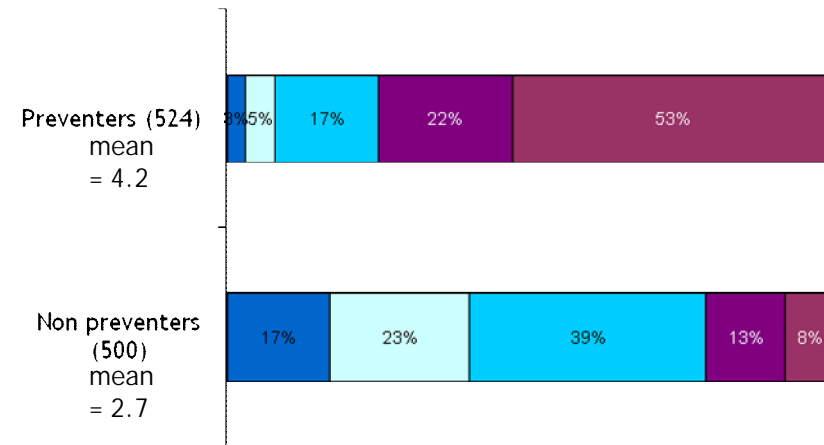
# Non preventers are significantly less likely to disagree in 2010 that vaccination is essential cf 2007

P: No significant differences between years  
 Non P: Significantly less likely to disagree that vaccination is essential in 2010 than in 2007

### 2010 Survey



### 2007 Survey



■ Do not agree at all ■ 2 ■ 3 ■ 4 ■ Agree strongly

Q16 Please tell us to what extent you agree with the following statements: "Vaccination is essential"  
 Base All respondents (1091)

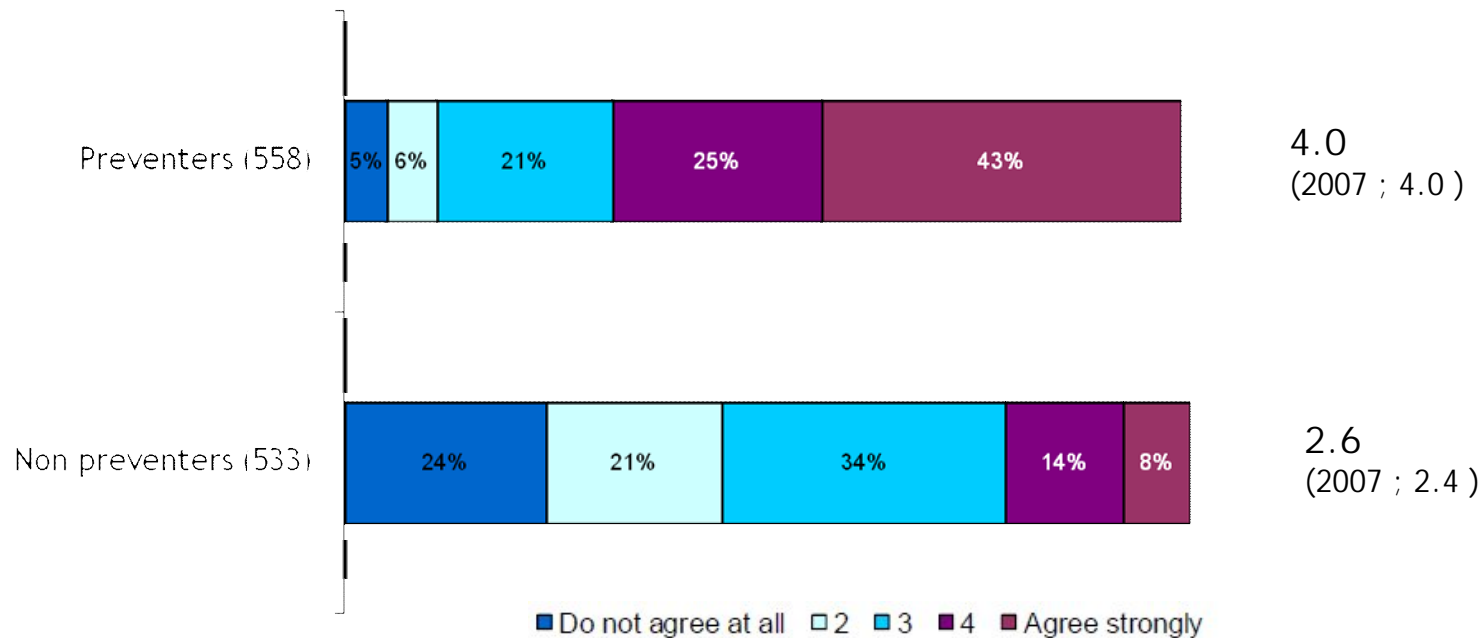
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“ I would feel bad / guilty if I did not  
vaccinate my pet”

Significantly more Preventers (68%) to feel bad/guilty if they did not vaccinate their pet cf. a quarter (22%) of Non Preventers.



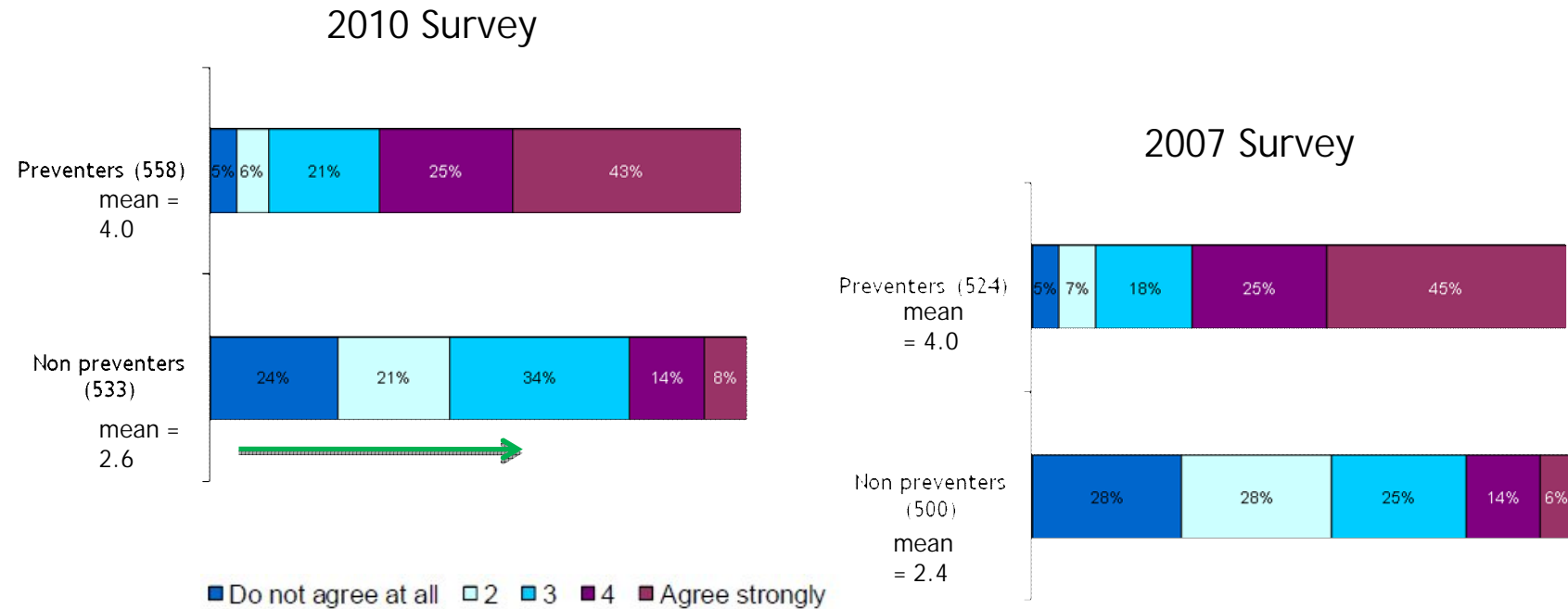
**P:** No significant change between years  
**Non P:** Significantly less likely to disagree in 2010 compared with 2007 (positive shift to a neutral position)



Q16 Please tell us to what extent you agree with the following statements: "I would feel bad / guilty if I did not vaccinate my pet"  
 Base All respondents (1091)

# There has been a positive shift to a neutral attitude in 2010 in Non Preventers

P: No significant change between years  
 Non P: Significantly less likely to disagree in 2010 compared with 2007 (positive shift to a neutral position)



Q16 Please tell us to what extent you agree with the following statements: "I would feel bad / guilty if I did not vaccinate my pet"  
 Base All respondents (1091)

---

“ Vaccination is relevant to me  
personally, in my situation”

Mirror image in attitudes; vaccination is more relevant to significantly more Preventers (although only half agreed 51%) cf. Non Preventers (15%)



P: **Significantly more preventers agree and significantly fewer disagree in 2010 compared with 2007**  
 Non P: No significant change between years

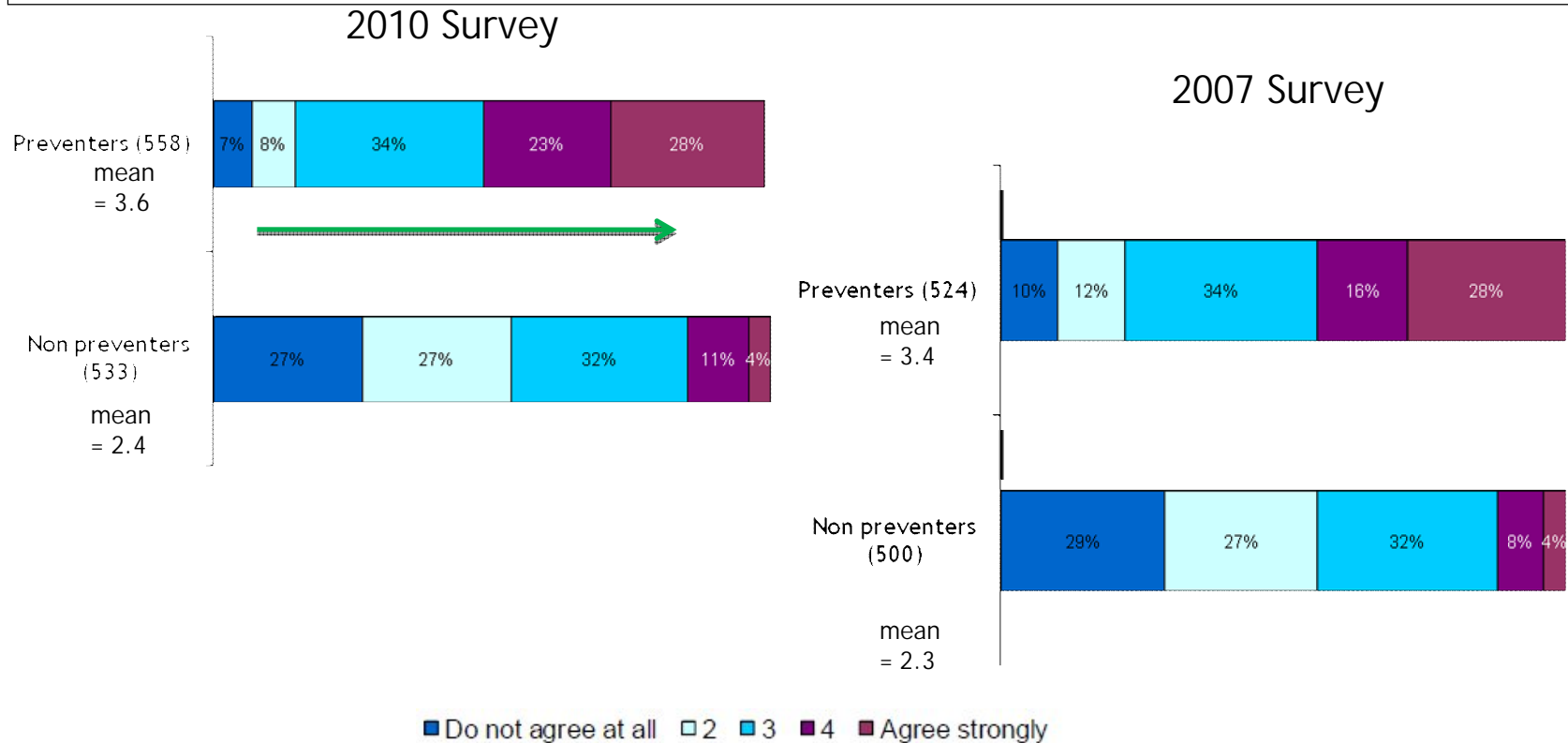


Q16 Please tell us to what extent you agree with the following statements: "Vaccination is relevant to me personally, in my situation" Base All respondents (1091)



# More Preventers agree in 2010 that vaccination is relevant to them, in their situation, than in 2007

**P:** Significantly more preventers agree and significantly fewer disagree in 2010 compared with 2007  
**Non P:** No significant change between years



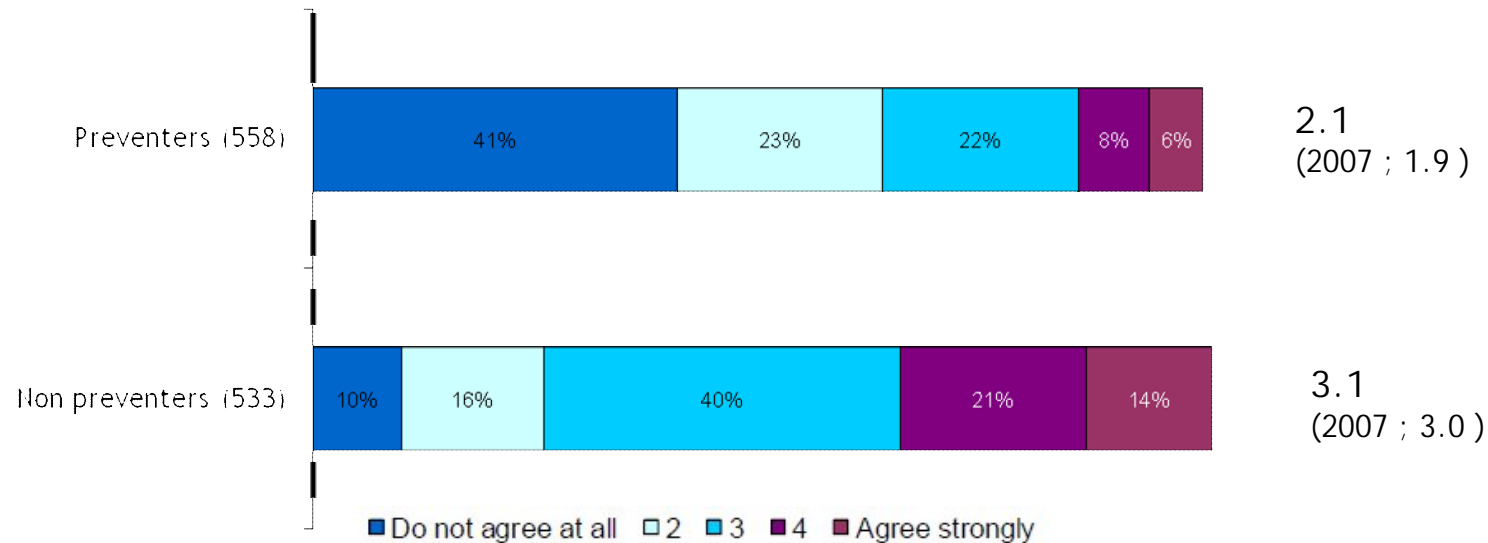
Q16 Please tell us to what extent you agree with the following statements: "Vaccination is relevant to me personally, in my situation" Base All respondents (1091)

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“Vaccination is not essential if your pet  
is well”

# Few owners agree that "vaccination is not essential if your pet is well"

P: Significantly less likely to disagree and significantly more likely to be neutral in 2010 compared with 2007 (negative shift in attitude)  
 Non P: No significant changes between years



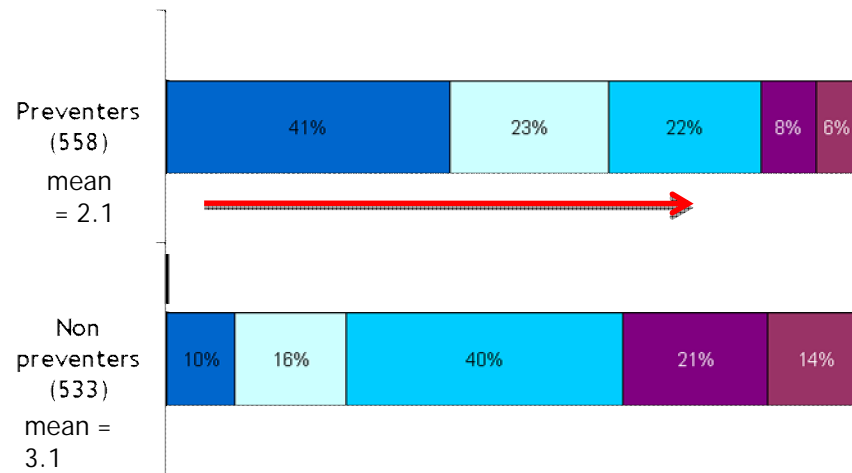
Non Preventers are significantly more likely to agree that "vaccination is not essential if your pet is well" than Preventers (34% cf. 14%)

Q16 Please tell us to what extent you agree with the following statements: "Vaccination is not essential if your pet is well"  
 Base All respondents (1091)

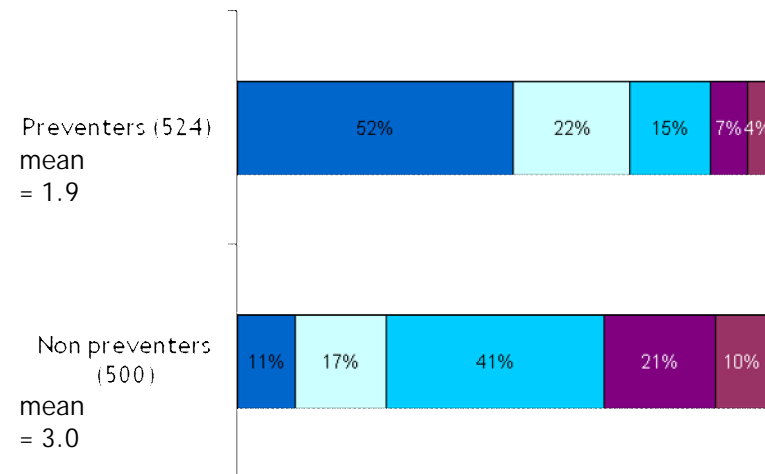
# Negative shift in attitude by Preventers with fewer disagreeing with the statement

**P:** Significantly less likely to disagree and significantly more likely to be neutral in 2010 compared with 2007 (negative shift in attitude)  
**Non P:** No significant changes between years

2010 Survey



2007 Survey



■ Do not agree at all □ 2 ■ 3 ■ 4 ■ Agree strongly

Q16 Please tell us to what extent you agree with the following statements: "Vaccination is not essential if your pet is well"  
 Base All respondents (1091)

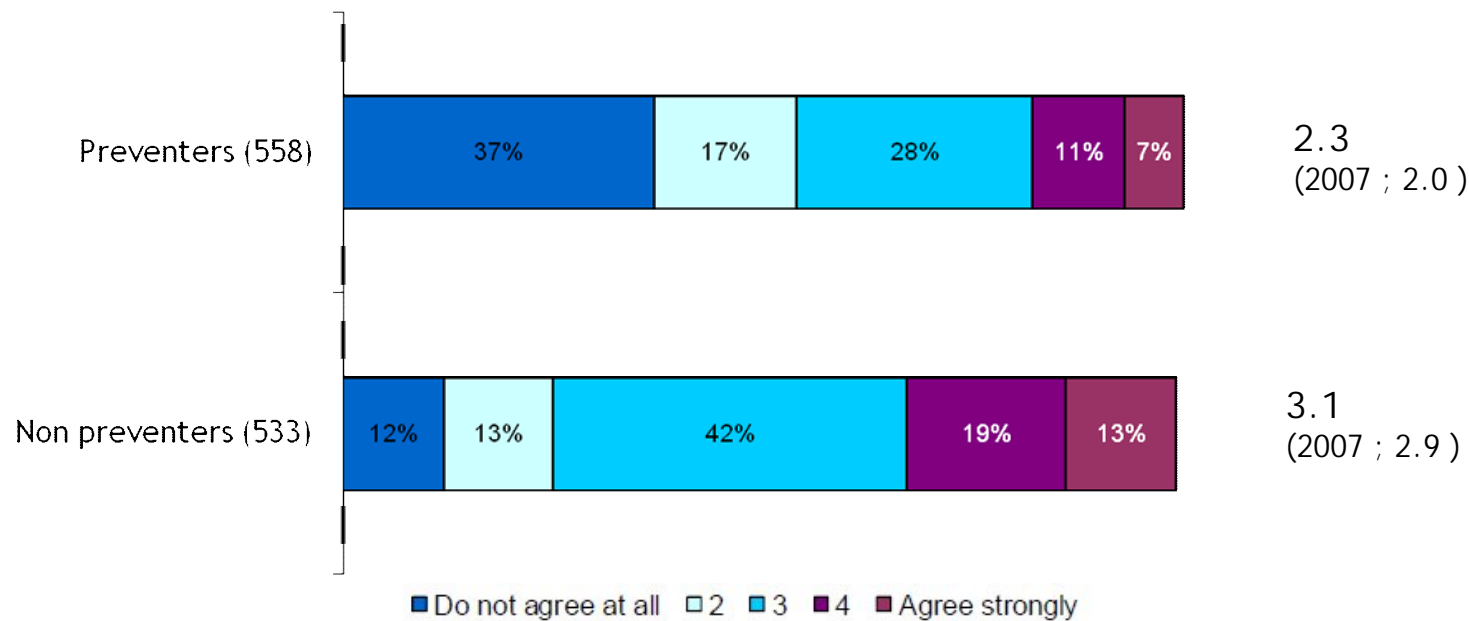
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“ No-one I know has ever had a pet with any of the diseases that you vaccinate against therefore vaccination is not essential for my pets”

Owners generally don't agree that "No-one I know has ever had a pet with any of the diseases that you vaccinate against therefore vaccination is not essential for my pet"



**P:** Significantly less likely to disagree and more likely to be agree in 2010 cf. 2007 (negative slant)  
**Non P:** Significantly less likely to disagree in 2010 compared with 2007 (negative slant)



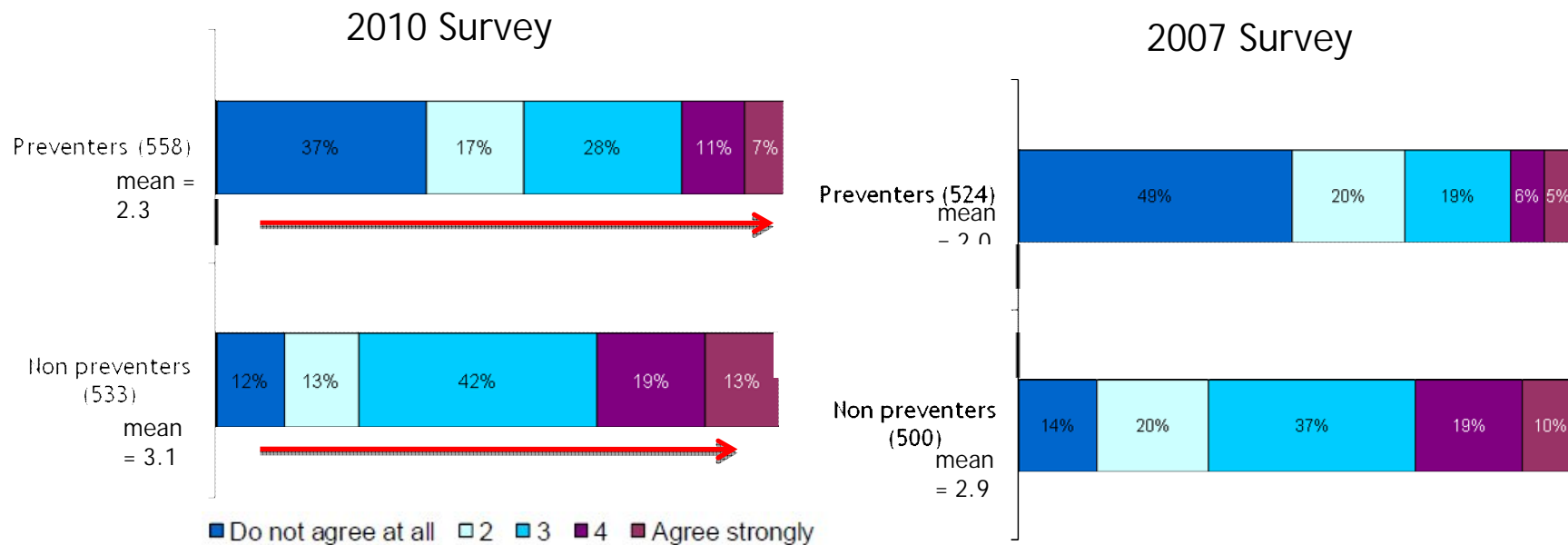
Non Preventers are significantly more likely to agree (32%) than Preventers (18%)

Q16 Please tell us to what extent you agree with the following statements: "No-one I know has ever had a pet with any of the diseases that you vaccinate against therefore vaccination is not essential for my pets" Base All respondents (1091)

# Negative shift in attitude between waves surrounding “No-one I know has ever had a pet with any of the diseases that you vaccinate against therefore vaccination is not essential for my pets”



P: Significantly less likely to disagree and more likely to be agree in 2010 cf. 2007 (negative slant)  
 Non P: Significantly less likely to disagree in 2010 compared with 2007 (negative slant)



Q16 Please tell us to what extent you agree with the following statements: “No-one I know has ever had a pet with any of the diseases that you vaccinate against therefore vaccination is not essential for my pets” Base All respondents (1091)

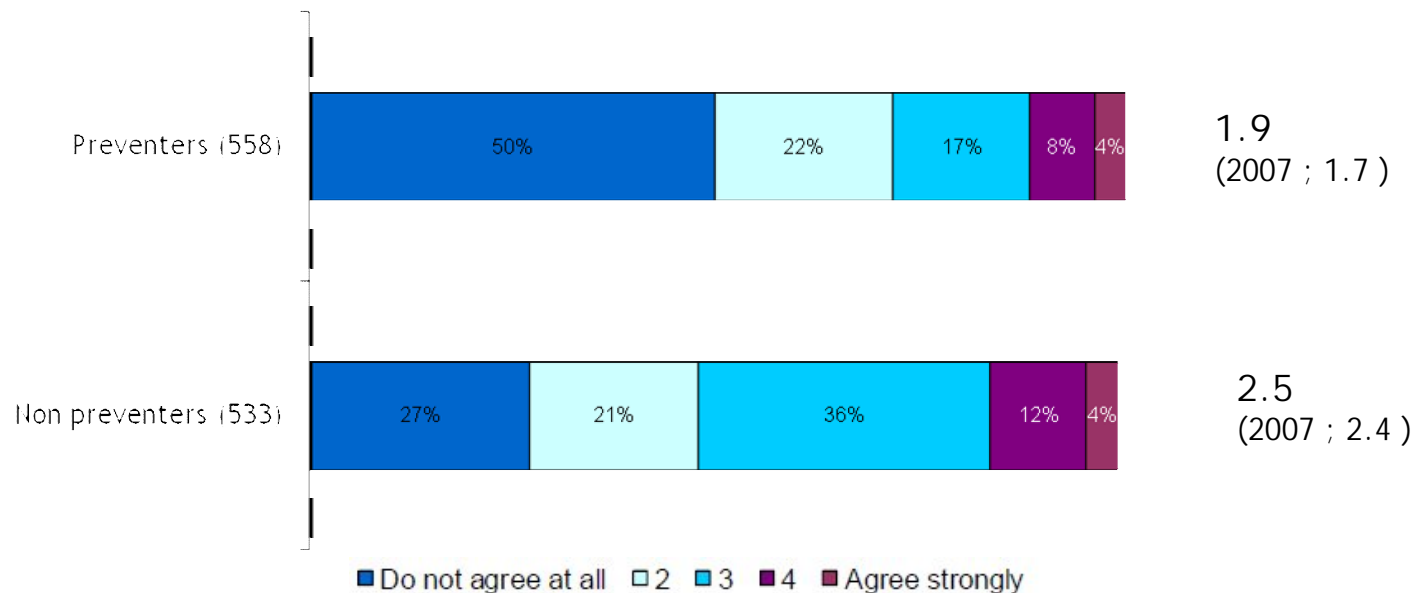
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“ I would vaccinate my pet but it is just inconvenient getting it to the vet to do it”



# Owners tend not to feel that inconvenience in getting to the vet is a major barrier to vaccination

P: Significantly more likely to agree in 2010 than in 2007 (negative slant)  
 Non P: Significantly less likely to disagree and more likely to be neutral in 2010 compared with 2007 (negative slant)

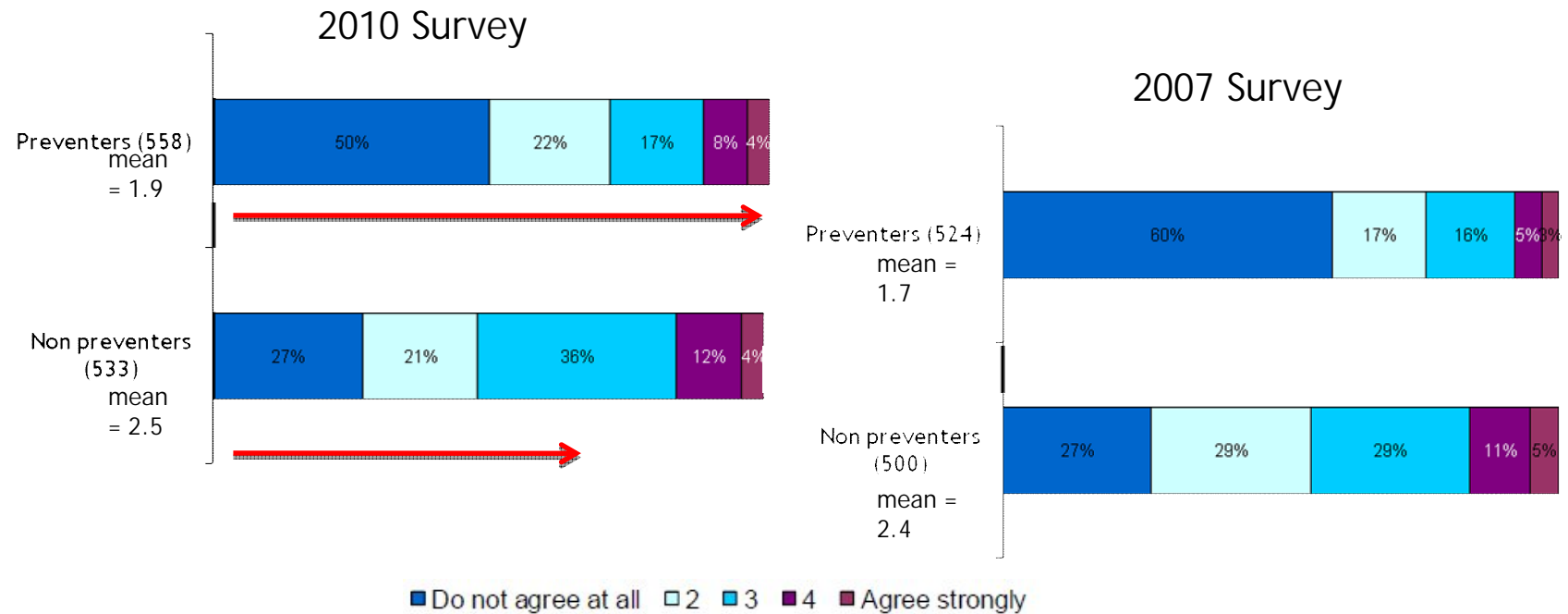


Significantly more Non Preventers (17%) than Preventers (12%) agree that inconvenience is a barrier to vaccination

Q16 Please tell us to what extent you agree with the following statements: "I would vaccinate my pet but it is just inconvenient getting it to the vet to do it" Base All respondents (1091)

# Owners still tend not to feel that inconvenience in getting to the vet is a major barrier to vaccination

P: Significantly more likely to agree in 2010 than in 2007 (negative slant)  
 Non P: Significantly less likely to disagree and more likely to be neutral in 2010 compared with 2007 (negative slant)



Q16 Please tell us to what extent you agree with the following statements: "I would vaccinate my pet but it is just inconvenient getting it to the vet to do it" Base All respondents (1091)

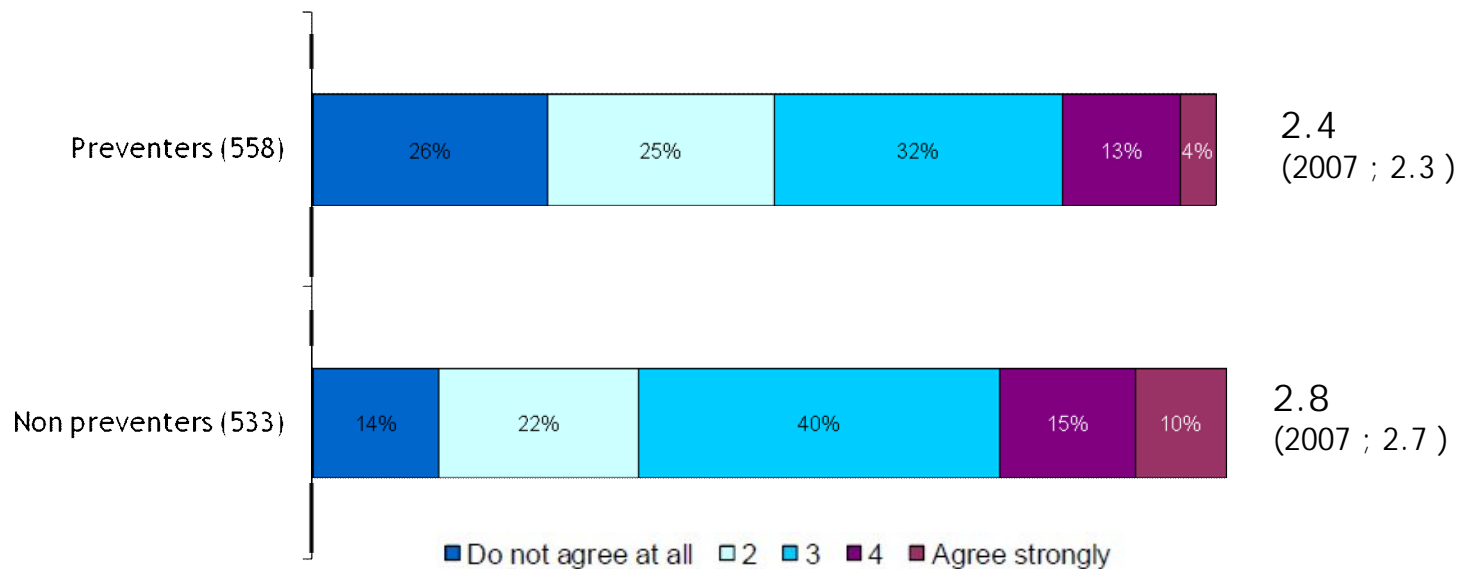
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“ I am afraid that there may be side effects from the vaccination”

More owners (Preventers 51% & Non Preventers 36%) disagree that “I am afraid that there may be side effects from the vaccination” than agree



P: Less likely to disagree (negative slant)  
 Non P: Significantly less likely to disagree and more likely to be neutral (negative slant)

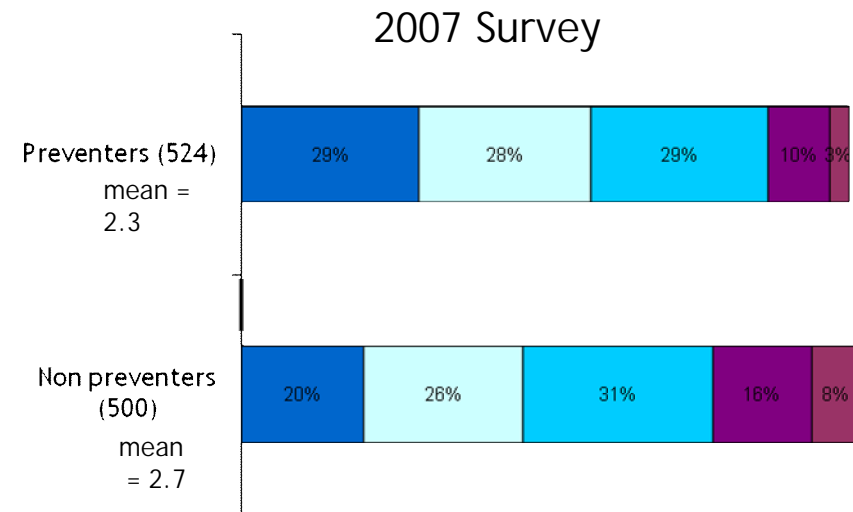
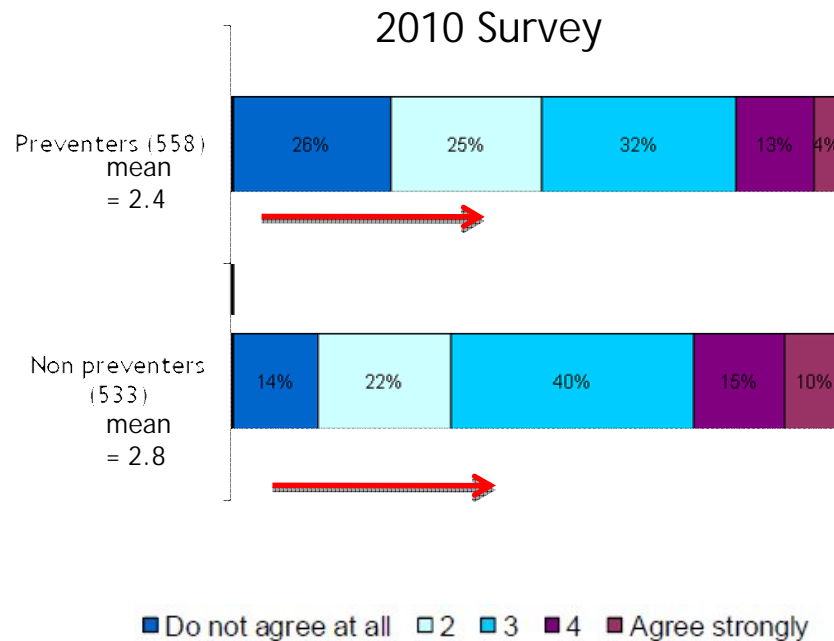


**Significantly more Preventers do not agree with the statement than Non Preventers**

Q16 Please tell us to what extent you agree with the following statements: “I am afraid that there may be side effects from the vaccination” Base All respondents (1091)

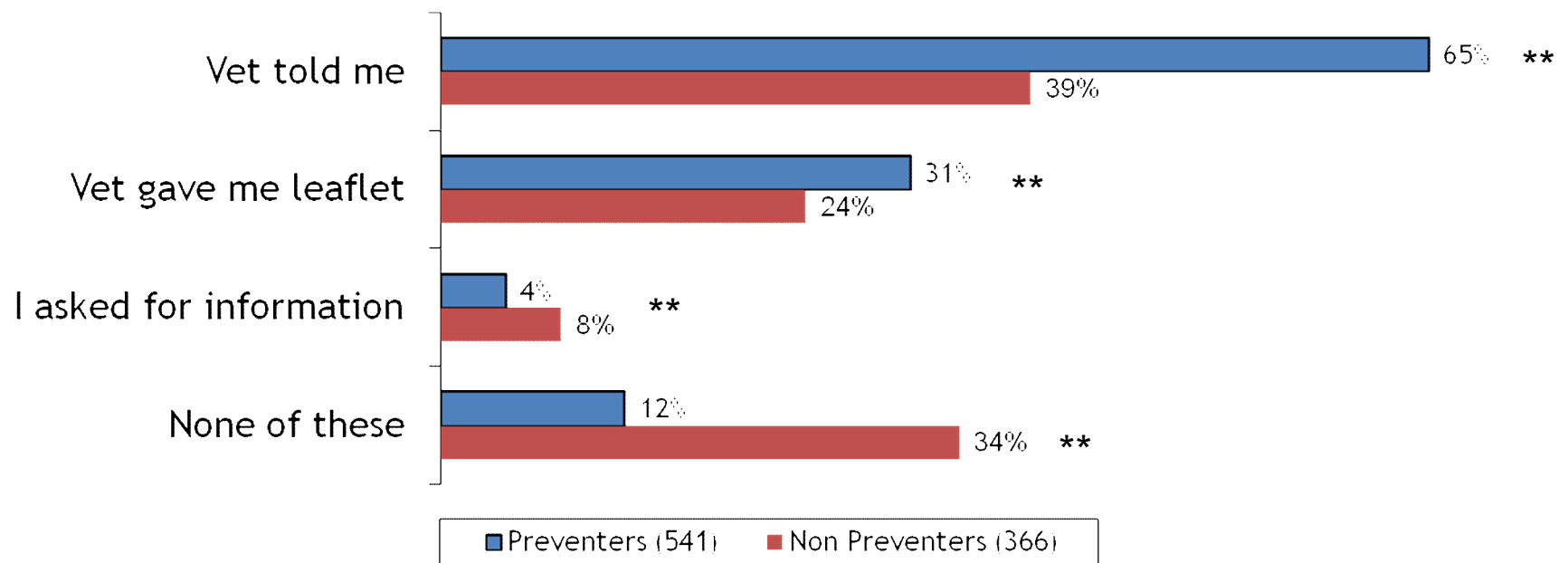
# Preventers & Non Preventers were appeared to be slightly less confident with regards to safety of vaccination

P: Less likely to disagree (negative slant)  
 Non P: Significantly less likely to disagree and more likely to be neutral (negative slant)



Q16 Please tell us to what extent you agree with the following statements: "I am afraid that there may be side effects from the vaccination" Base All respondents (1091)

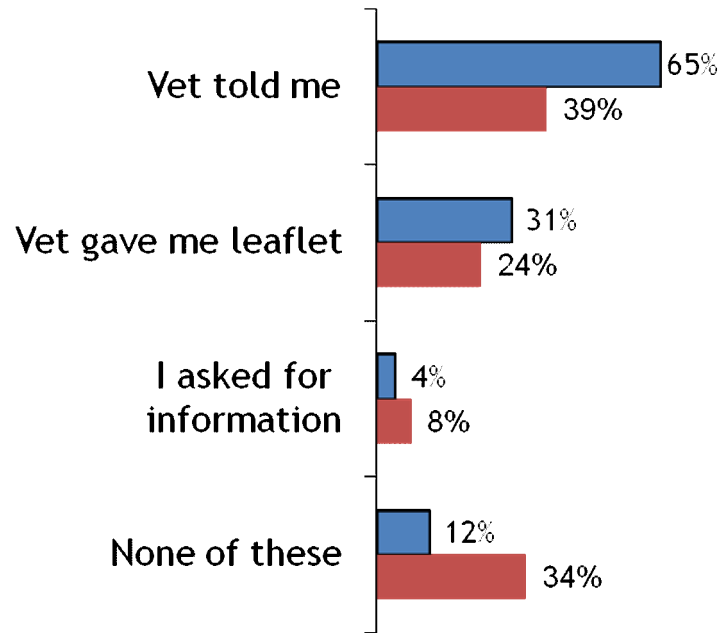
# Preventers are significantly more likely to be informed by the vet what the vaccination was against



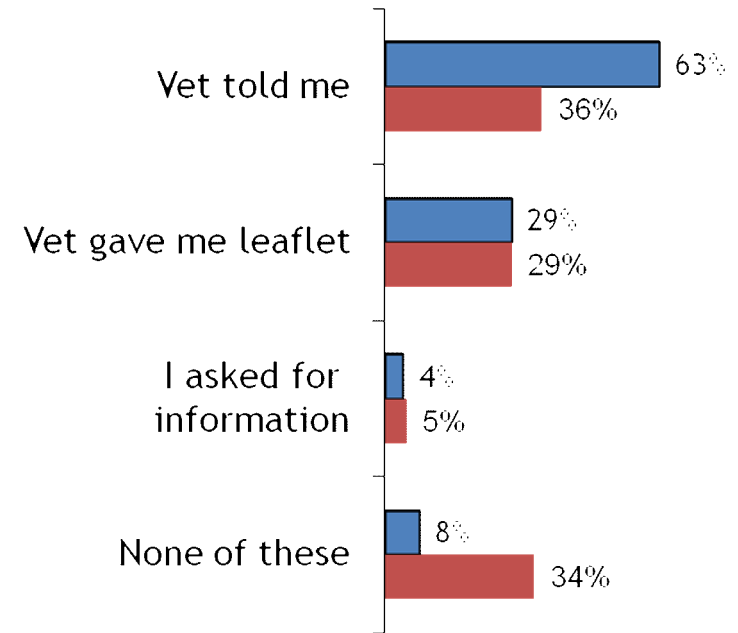
Q15 Did your vet tell you what the vaccination was against or provide an information leaflet? (Multi Code)  
 Base all who vaccinated at Q7 (907) (N.B Non P have NOT vaccinated in the last 2 years)

# Preventers are still significantly more likely to be informed by the vet what the vaccination was against

P & Non P : No significant change between years



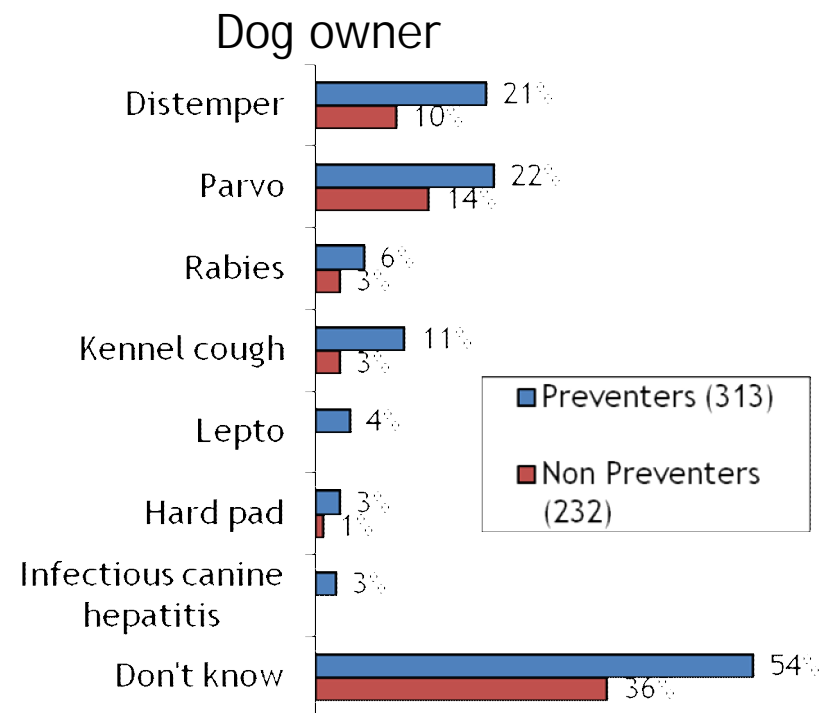
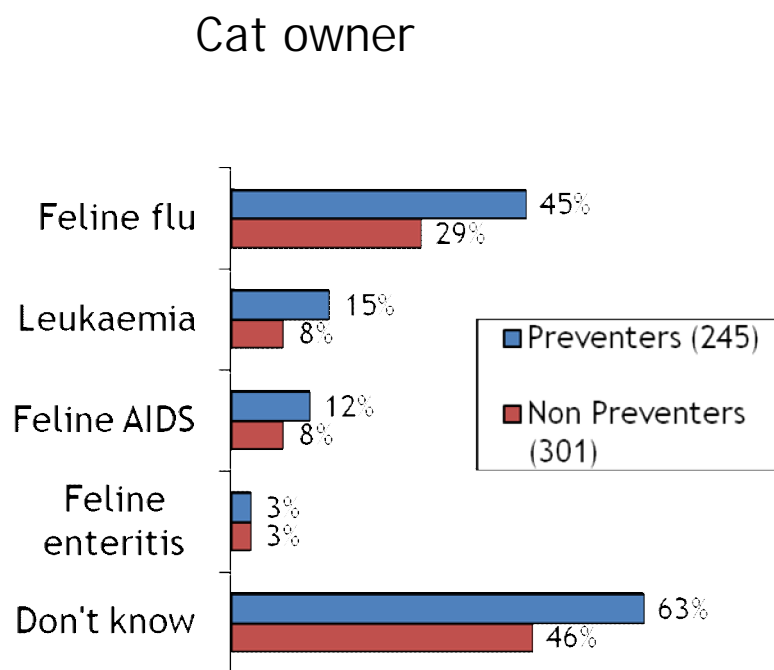
■ Preventers (541) ■ Non Preventers (366)



■ Preventers (499) ■ Non Preventers (343)

Q15 Did your vet tell you what the vaccination was against or provide an information leaflet? (Multi Code)  
 Base all who vaccinated at Q7 (907) (N.B Non P have NOT vaccinated in the last 2 years)

Many owners do not know what they are vaccinating against.  
This has increased between years

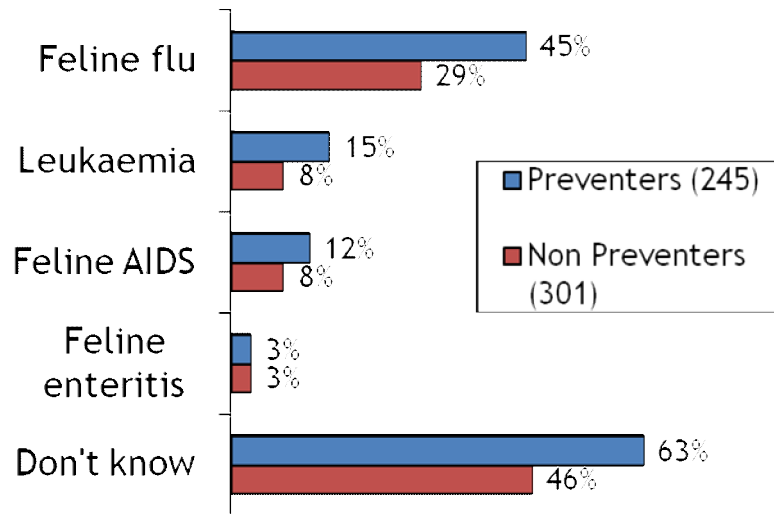


Q36 If you know any of the diseases that vaccination prevents, please tell us what they are NB Multi Coding Base All respondents (1091)  
N.B Excludes diseases with responses of <3% N.B. CAT/ DOG OWNER MEANS THOSE WHOSE NAMED PET IN THIS SURVEY WAS A CAT/DOG. THEY MAY ALSO OWN OTHER PETS

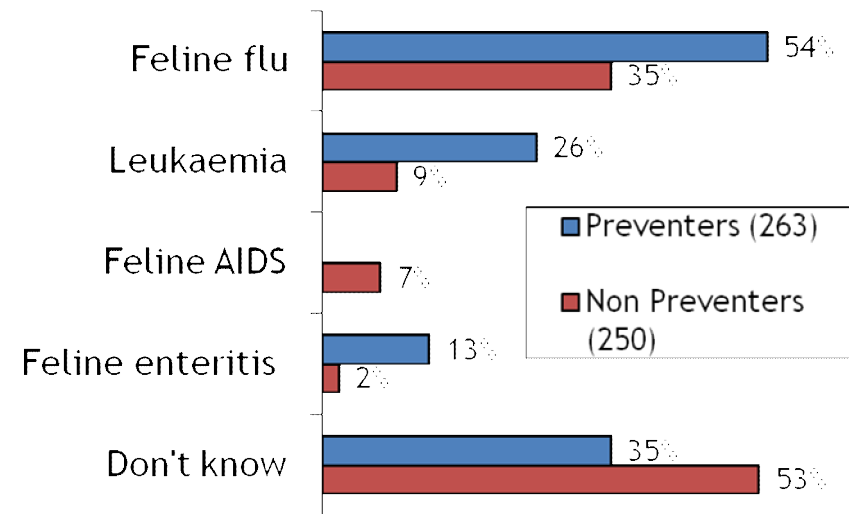


Many owners do not know what they are vaccinating against.  
This has increased between years

Cat owner - 2010

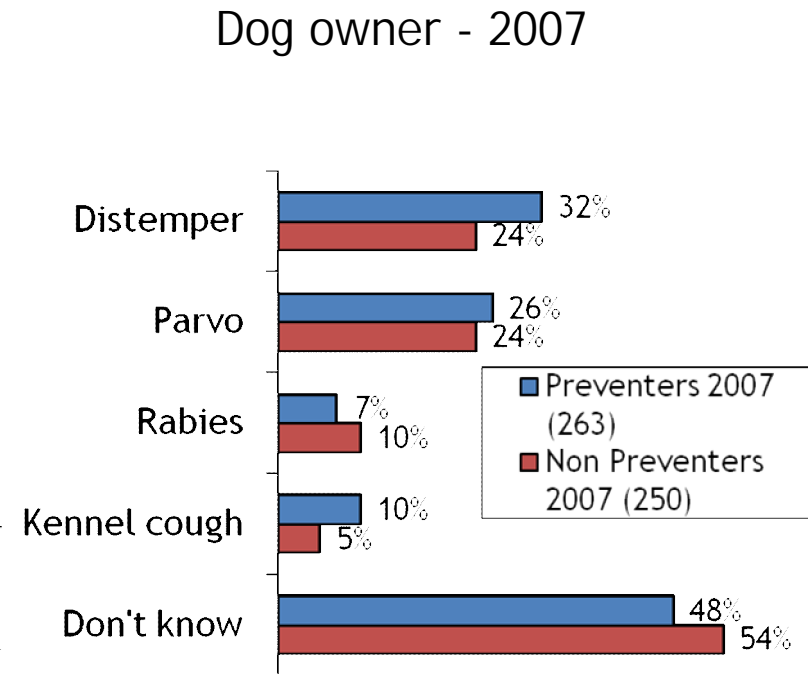
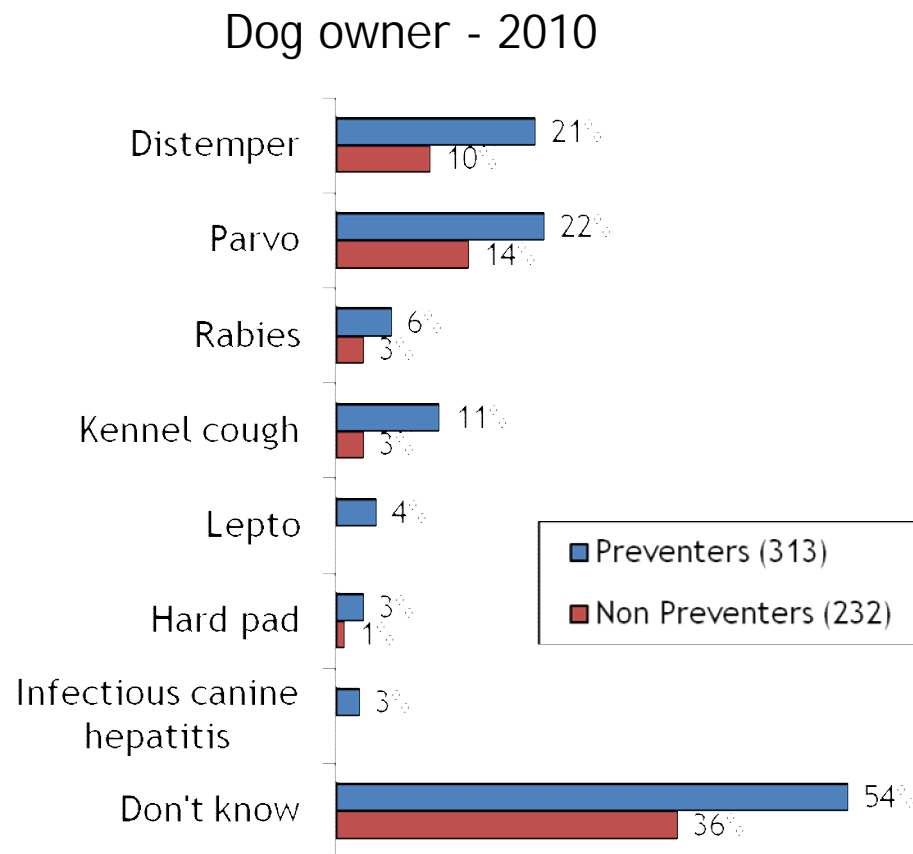


Cat owner - 2007



Q36 If you know any of the diseases that vaccination prevents, please tell us what they are NB Multi Coding Base All respondents (1091)  
N.B Excludes diseases with responses of <3% N.B. CAT/ DOG OWNER MEANS THOSE WHOSE NAMED PET IN THIS SURVEY WAS A CAT/DOG. THEY MAY ALSO OWN OTHER PETS

Many owners do not know what they are vaccinating against.  
This has increased between years



Q36 If you know any of the diseases that vaccination prevents, please tell us what they are NB Multi Coding Base All respondents (1091)  
N.B Excludes diseases with responses of <3% N.B. CAT/ DOG OWNER MEANS THOSE WHOSE NAMED PET IN THIS SURVEY WAS A CAT/DOG. THEY MAY ALSO OWN OTHER PETS

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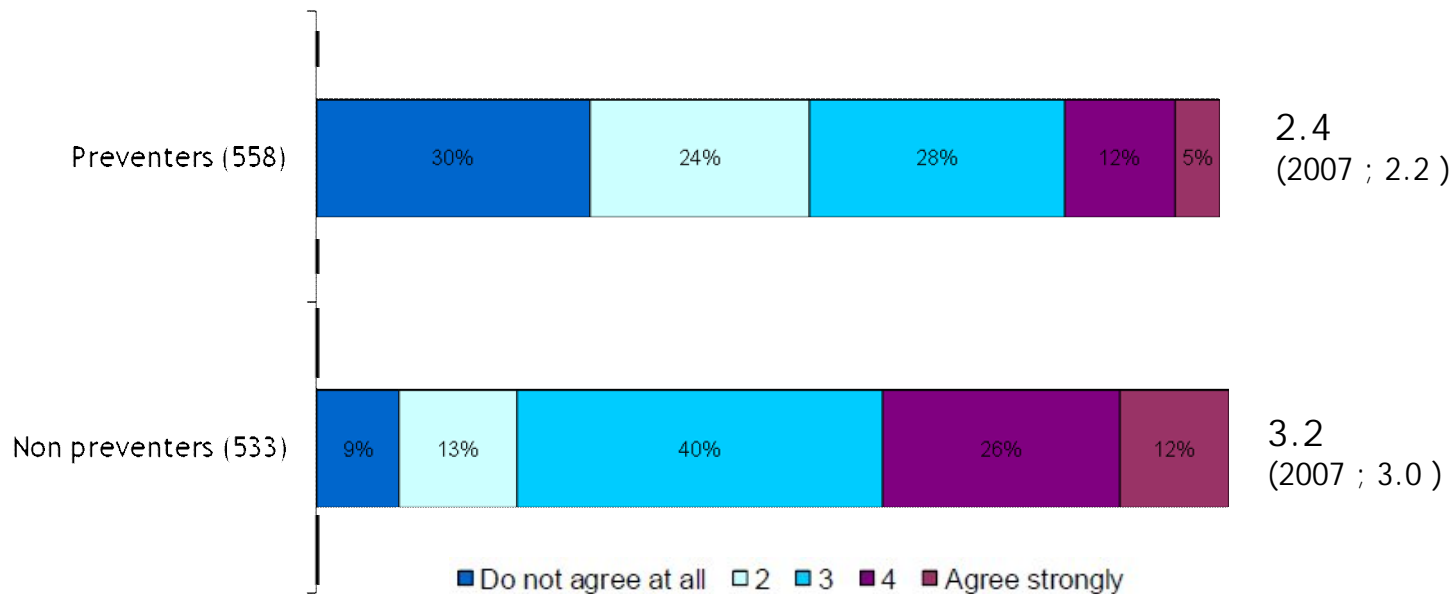
“ Vaccination is just another way for  
vets to make money out of pet owners”

M26



## Few owners agree that vaccination is just another way for vets to make money out of pet owners

P: Significant less likely to disagree and are more likely to be neutral in 2010 compared with 2007  
Non P: **Significant less likely to disagree and are more likely to be neutral in 2010 compared with 2007**



Significantly more Non Preventers (38%) are more skeptical about the vets financial motivation for vaccination cf. Preventers (17%)

Q16 Please tell us to what extent you agree with the following statements: "Vaccination is just another way for vets to make money out of pet owners" Base All respondents (1091)

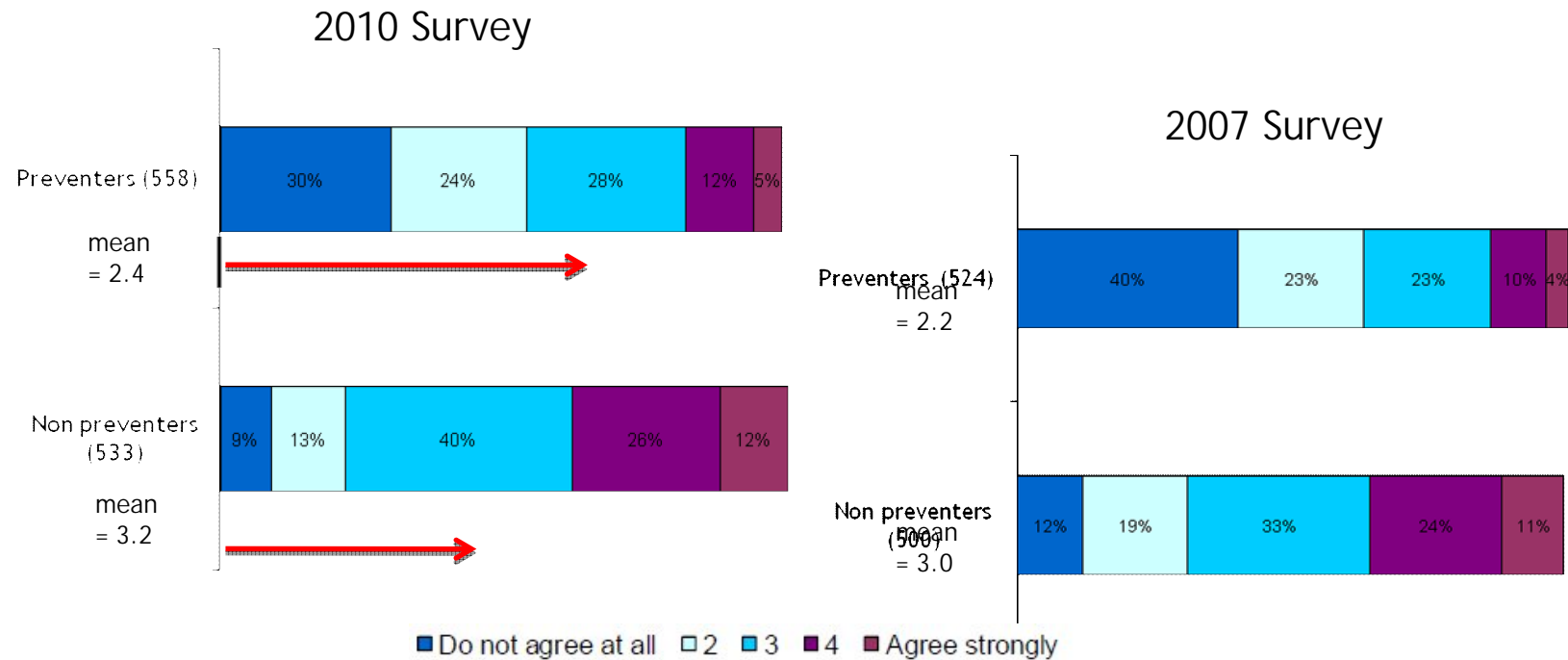
M26

This doesn't appear on the summary of attitudes at the beginning of the report - should it?

MelLewis, 14/03/2011

# Negative shift in attitude by Preventers and Non Preventers towards vets making money from vaccination N.B no increase in those agreeing with this statement

P & Non P: Significant less likely to disagree and are more likely to be neutral in 2010 compared with 2007



Q16 Please tell us to what extent you agree with the following statements: "Vaccination is just another way for vets to make money out of pet owners" Base All respondents (1091)

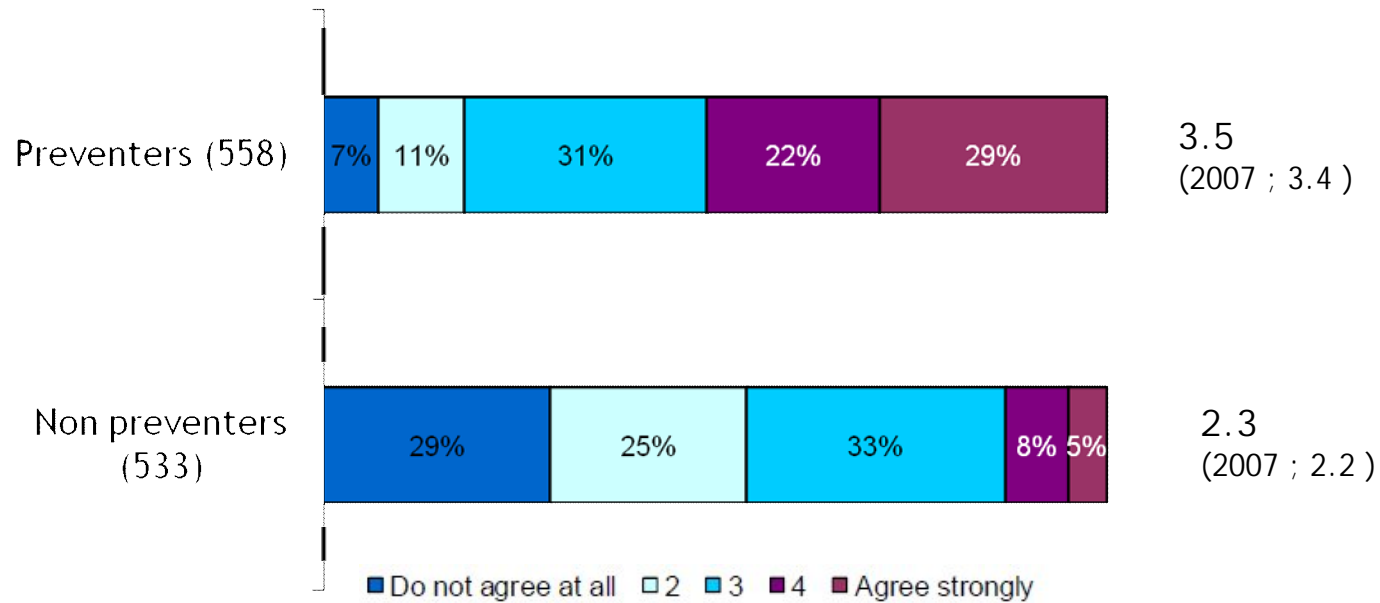
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“ All my pet owning friends and family  
vaccinate and so do I”

Preventers (51%) are more likely to agree that “All my pet owning friends and family vaccinate and so do I” cf. Non Preventers (13%)



P: No significant difference  
 Non P: Significantly more likely to be neutral rather than disagree cf. 2007



Significantly more Preventers agree that “All my pet owning friends and family vaccinate and so do I” than Non Preventers

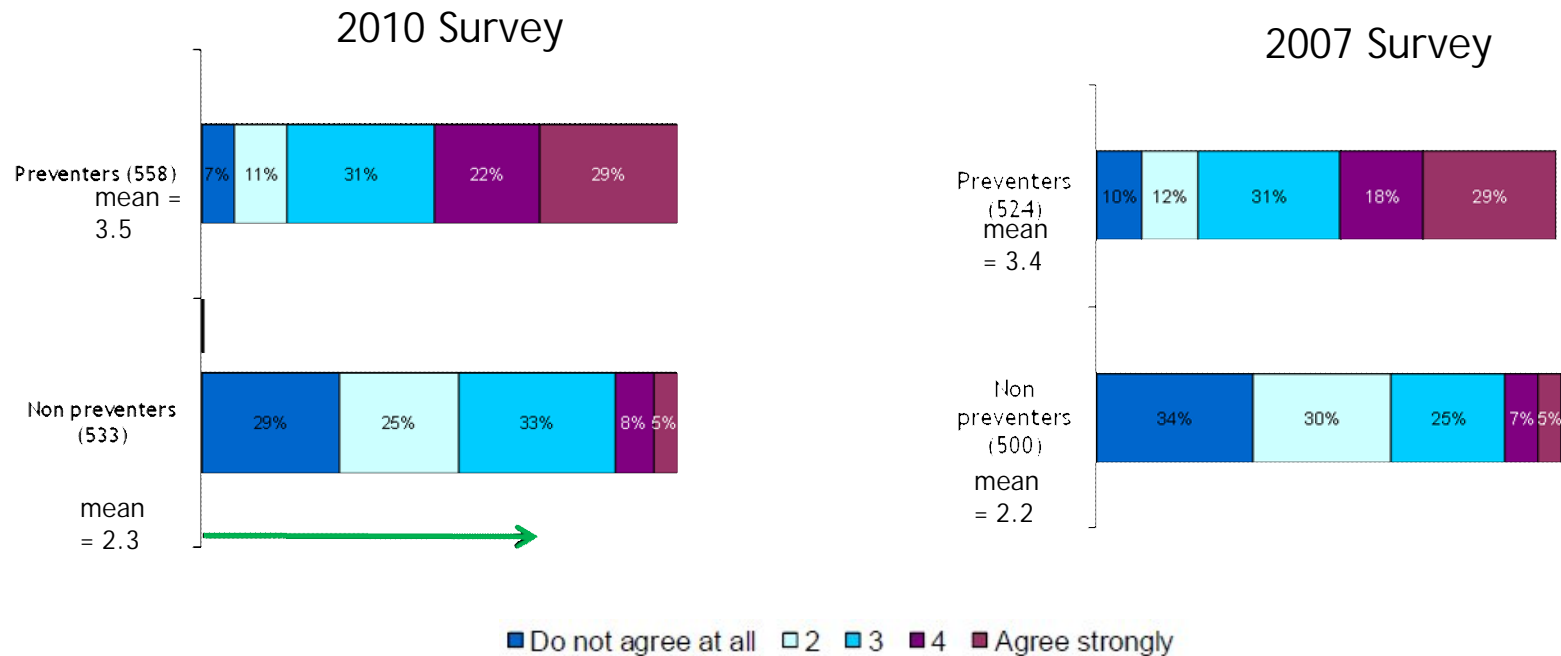
Q16 Please tell us to what extent you agree with the following statements: “All my pet owning friends and family vaccinate and so do I” Base All respondents (1091)



Preventers are still more likely to agree that “All my pet owning friends and family vaccinate and so do I” cf. Non Preventers



**P:** No significant difference  
**Non P:** Significantly more likely to be neutral rather than disagree cf. 2007



Q16 Please tell us to what extent you agree with the following statements: “All my pet owning friends and family vaccinate and so do I”  
 Base All respondents (1091)

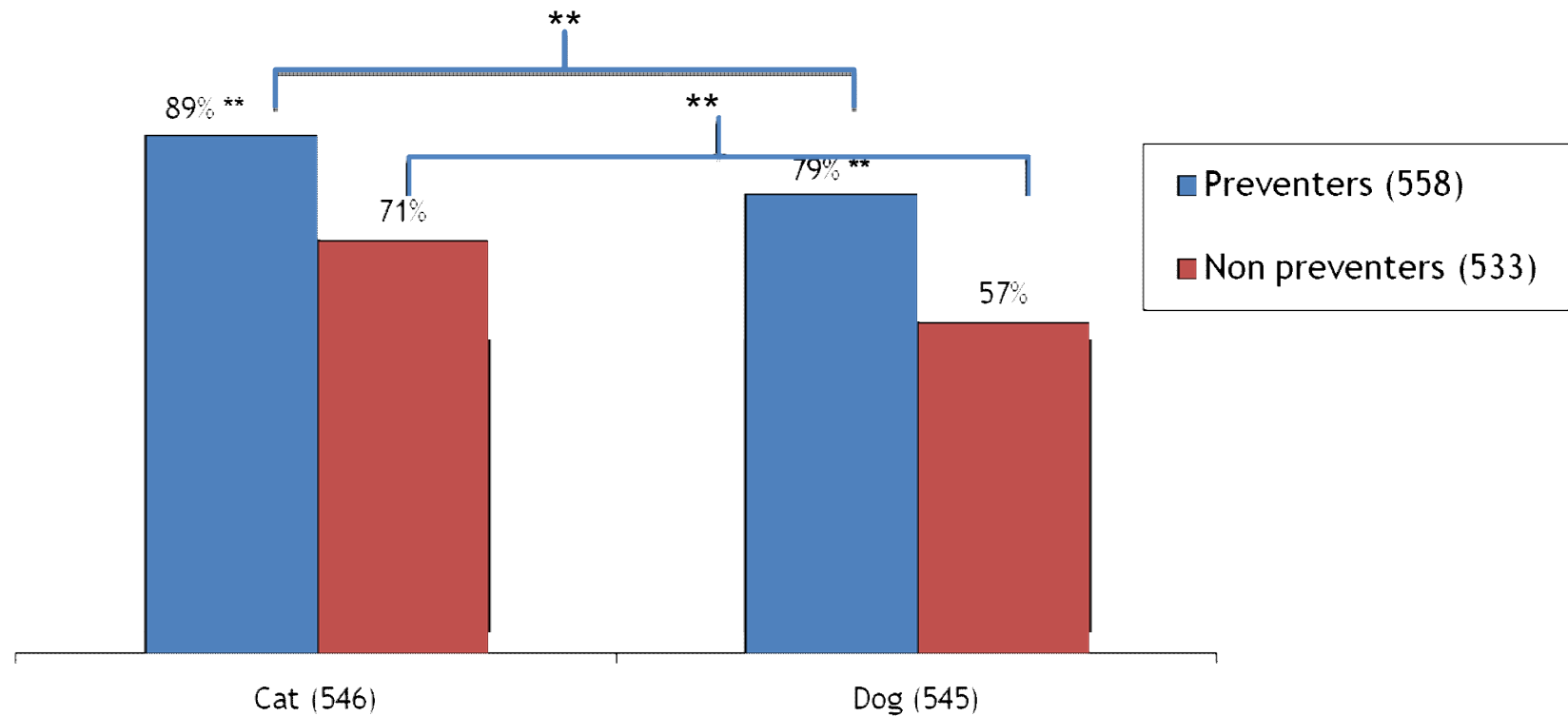
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# About fleas

At least 2/3 of the total sample (P 83% & Non P 65%) in this survey had used a flea treatment on their pet in the last 2 years.



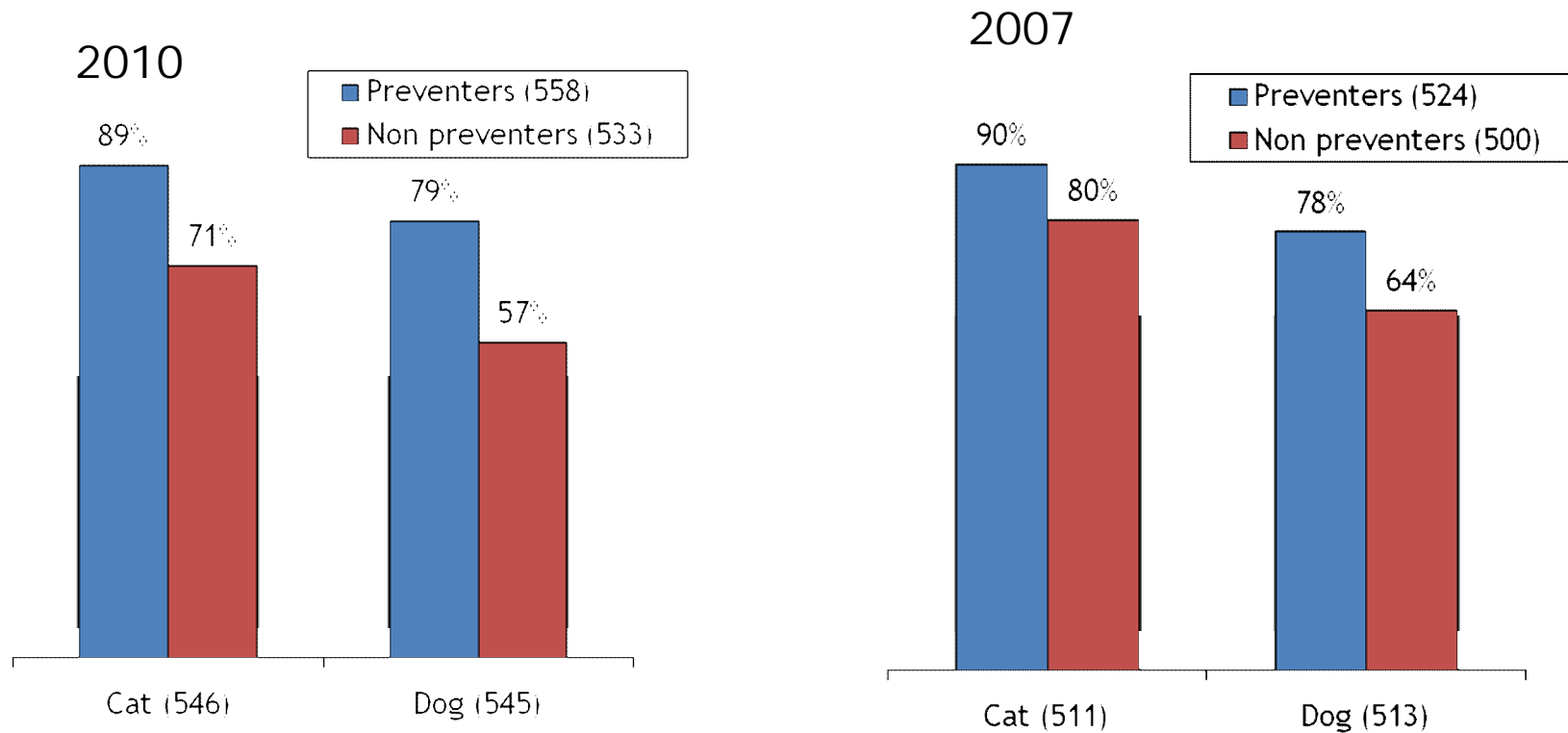
**P** No significant change since 2007  
**Non P:** Significant reduction in treatment of cats from 2007 (80%) to 2010 (71%)



In addition, significantly more Preventers had used a flea treatment in the last 2 years cf. Non Preventers. Cats are significantly more likely to have been treated for fleas than dogs in the last 2 years (cat 80% vs dogs 69%)

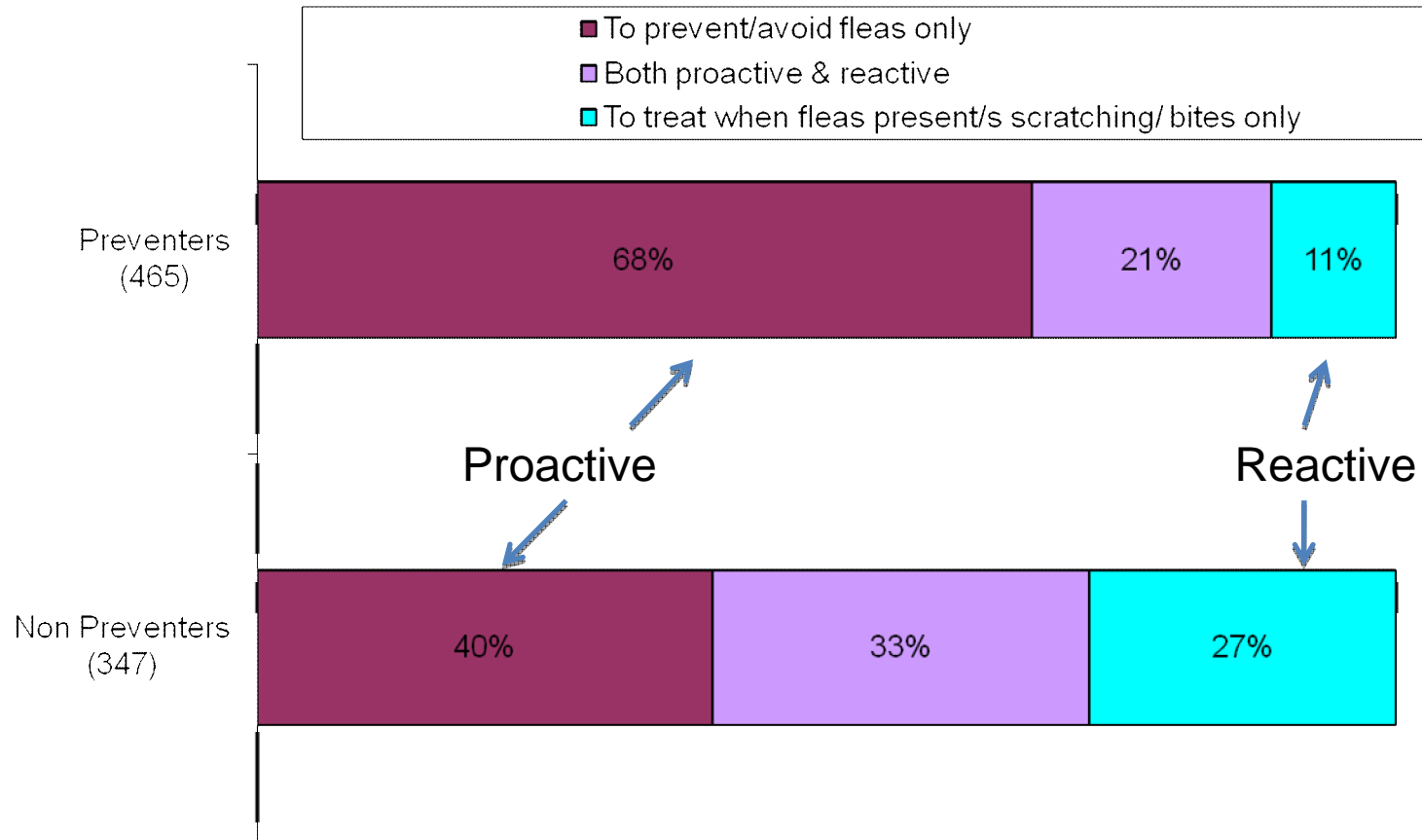
Non Preventers are significantly less likely (71% in 2010) to have treated their cat in the last 2 years than in 2007 (80%)

P No significant change  
 Non P: Significant reduction in treatment of CATS from 2007 to 2010



# Preventers are significantly more likely to be proactive with regards to flea treatment than Non Preventers

P & Non P: **No significant difference between 2007 and 2010**

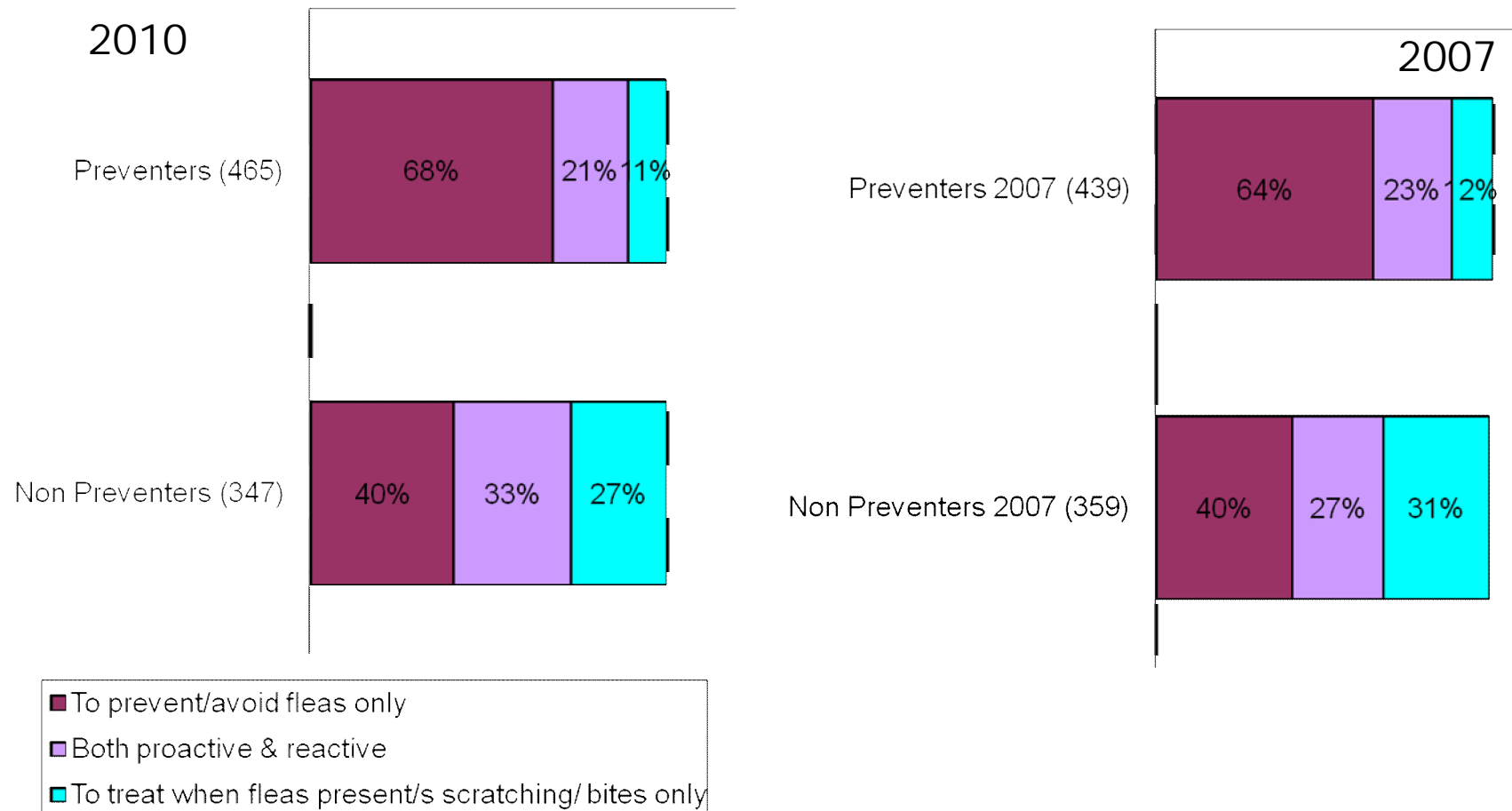


Q26 IF YES AT Q25 What caused you to do that? Base all who used flea treatment in last 2 years at Q25 (811)



# Preventers are still significantly more likely to be proactive with regards to flea treatment than Non Preventers

P & Non P: **No significant difference between 2007 and 2010**

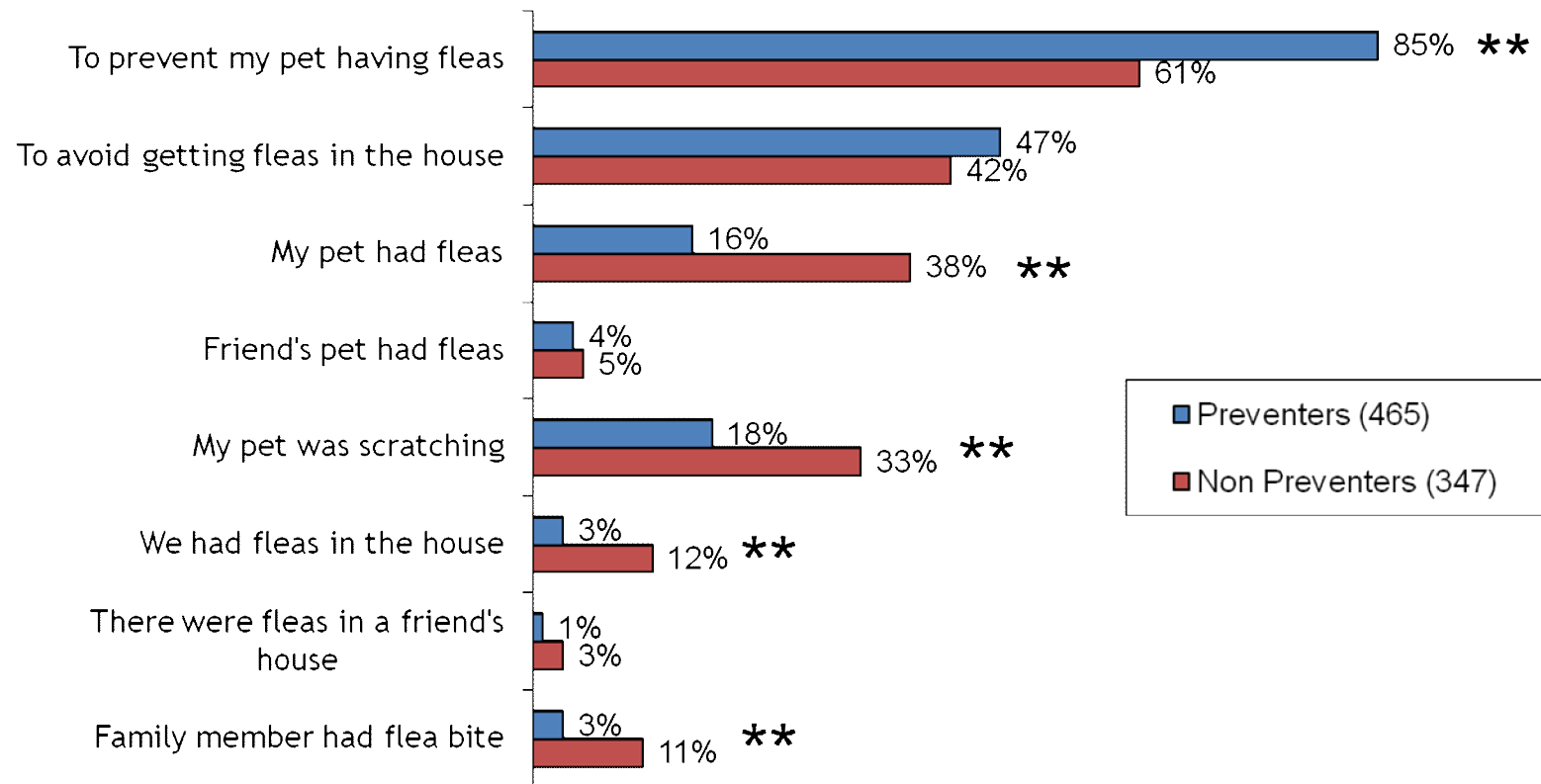


Q26 IF YES AT Q25 What caused you to do that? Base all who used flea treatment in last 2 years at Q25 (811)

# Preventers tend to be proactive with regards to flea treatment and Non Preventers tend to be reactive in their use of flea treatment



**P & Non P: No significant difference between 2007 and 2010**



Q26 IF YES AT Q25 What caused you to do that? Base all who used flea treatment in last 2 years at Q25 (811). \*\* = significance difference

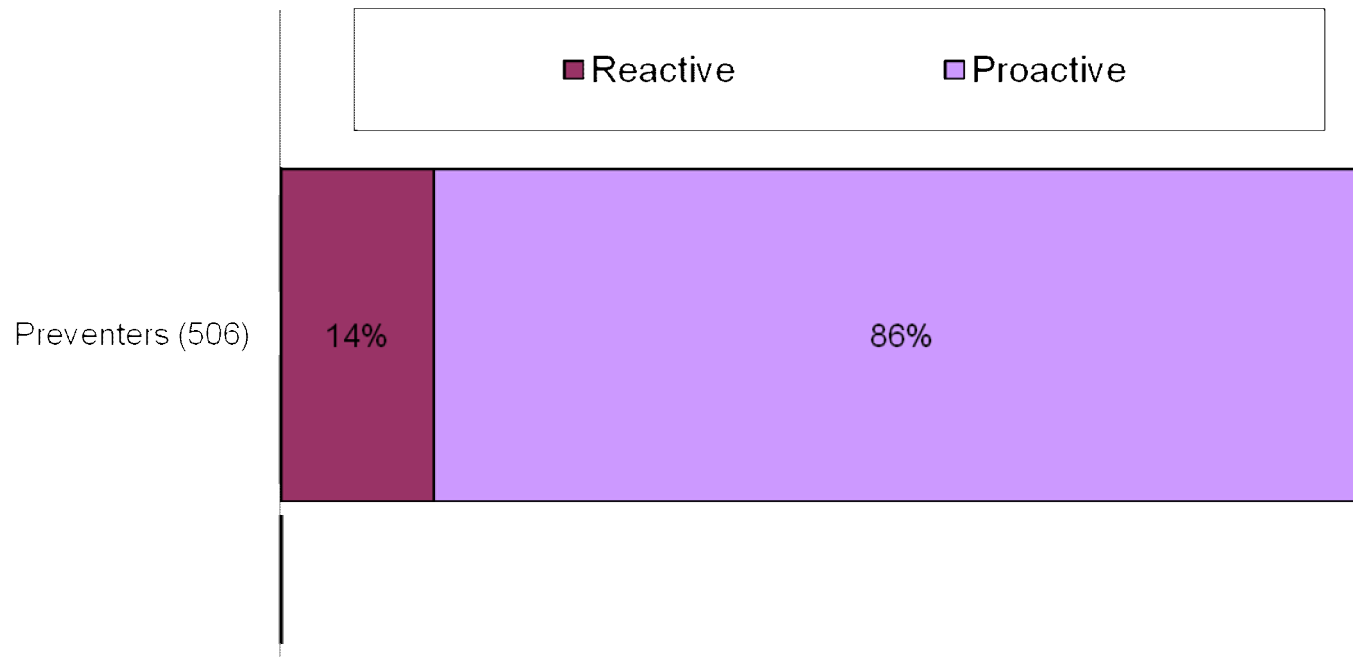
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# About worms



# Most preventers (86%) worm as part of a healthcare routine for their pet

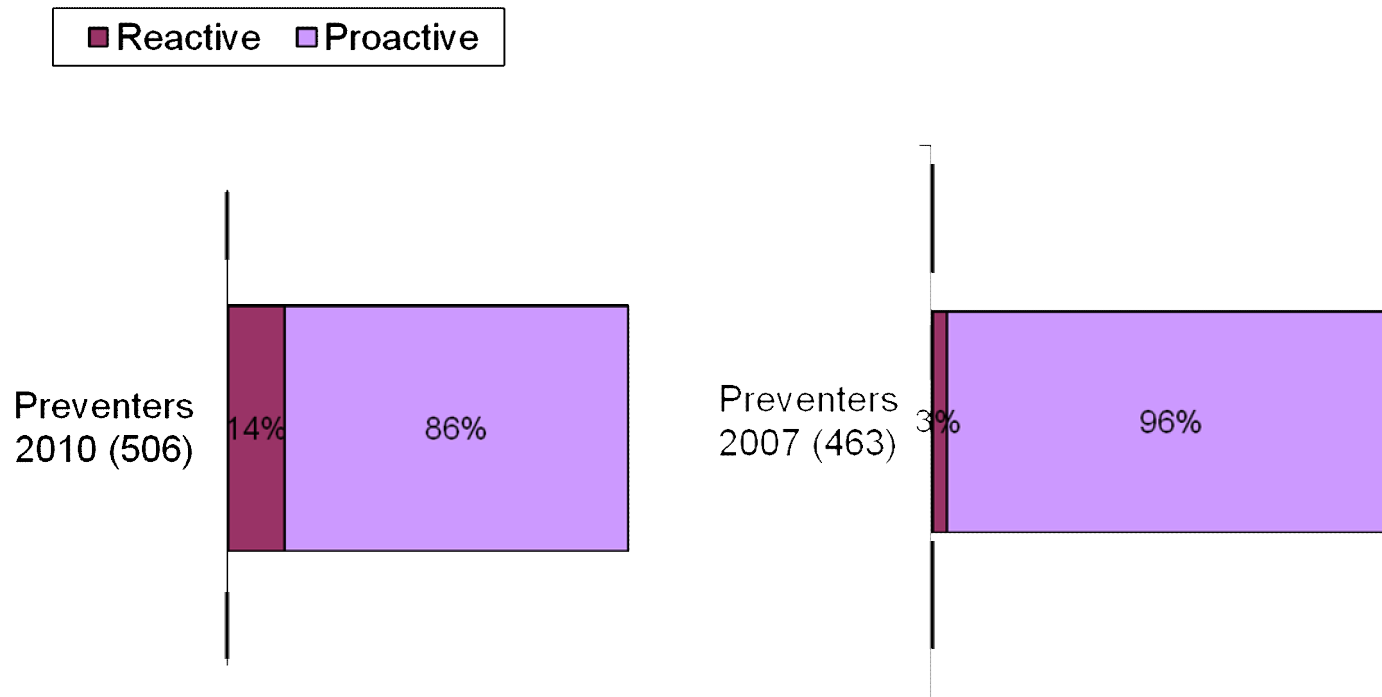
P: Significantly fewer preventers wormed as part of their regular healthcare in 2010 compared to 2007; significantly more wormed in 2010 due to vet recommendation and the belief that their pet had worms



No significant difference between cat and dog owners

# Most preventers still worm as part of a healthcare routine for their pet

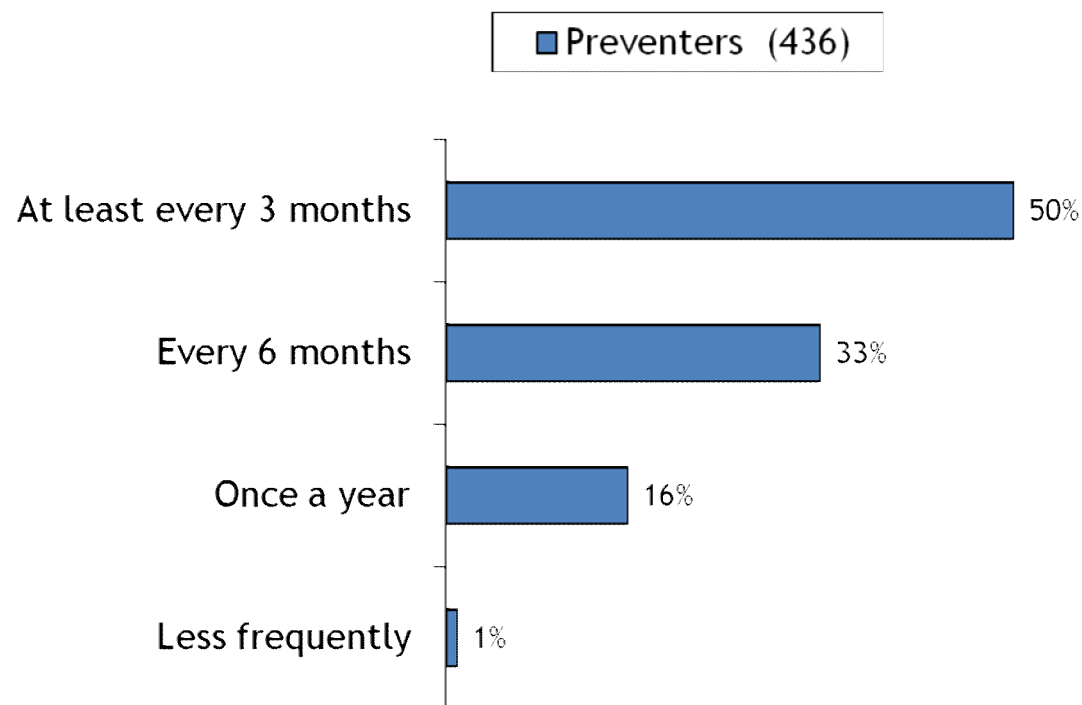
P: Significantly fewer preventers wormed as part of their regular healthcare in 2010 compared to 2007; significantly more wormed in 2010 due to vet recommendation and the belief that their pet had worms



Q6a IF YES AT Q6 (Have you wormed your pet in the last year?) Why did you worm your pet? (PRECODED) Base all who wormed at Q6 (506) ALL PREVENTERS N.B. QUOTA QUESTION

## Most preventers worm every 3-6 months

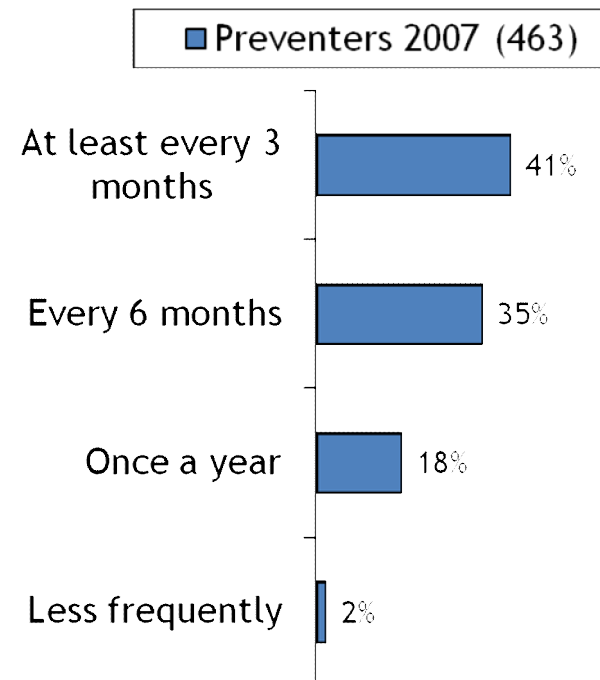
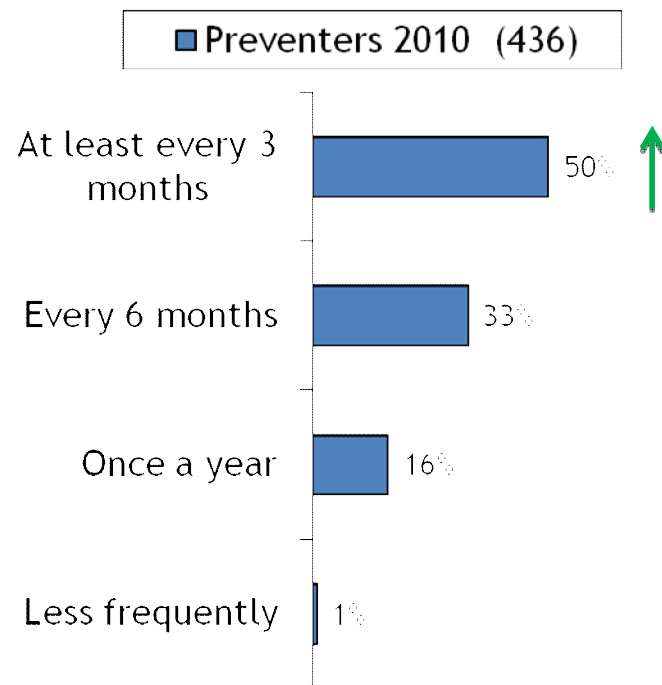
P: Significantly more worm at least every 3 months in 2010 than 2007 (50% vs. 41%)



Q18 IF WORMED AT Q6 How often do you normally worm your dog/cat? Base all who wormed at Q6(436) NB ALL PREVENTERS HAVE WORMED IN THE LAST YEAR

## Significantly more worm every 3 months in 2010 cf. in 2007

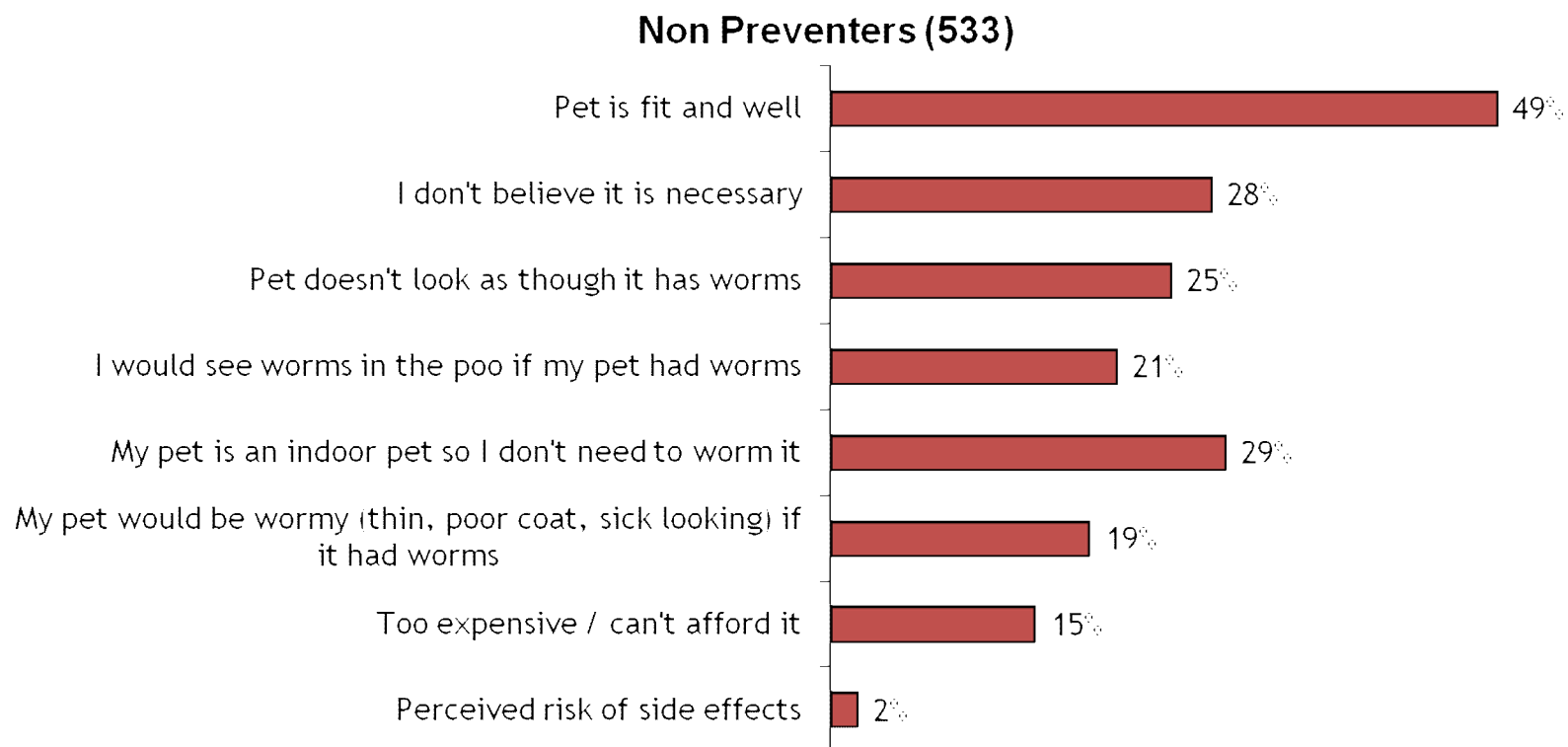
P: Significantly more worm at least every 3 months in 2010 than 2007 (50% vs. 41%)



Q18 IF WORMED AT Q6 How often do you normally worm your dog/cat? Base all who wormed at Q6(436) NB ALL PREVENTERS HAVE WORMED IN THE LAST YEAR

## Lack of evidence of the need to worm the pet is still the greatest influence on Non Preventers

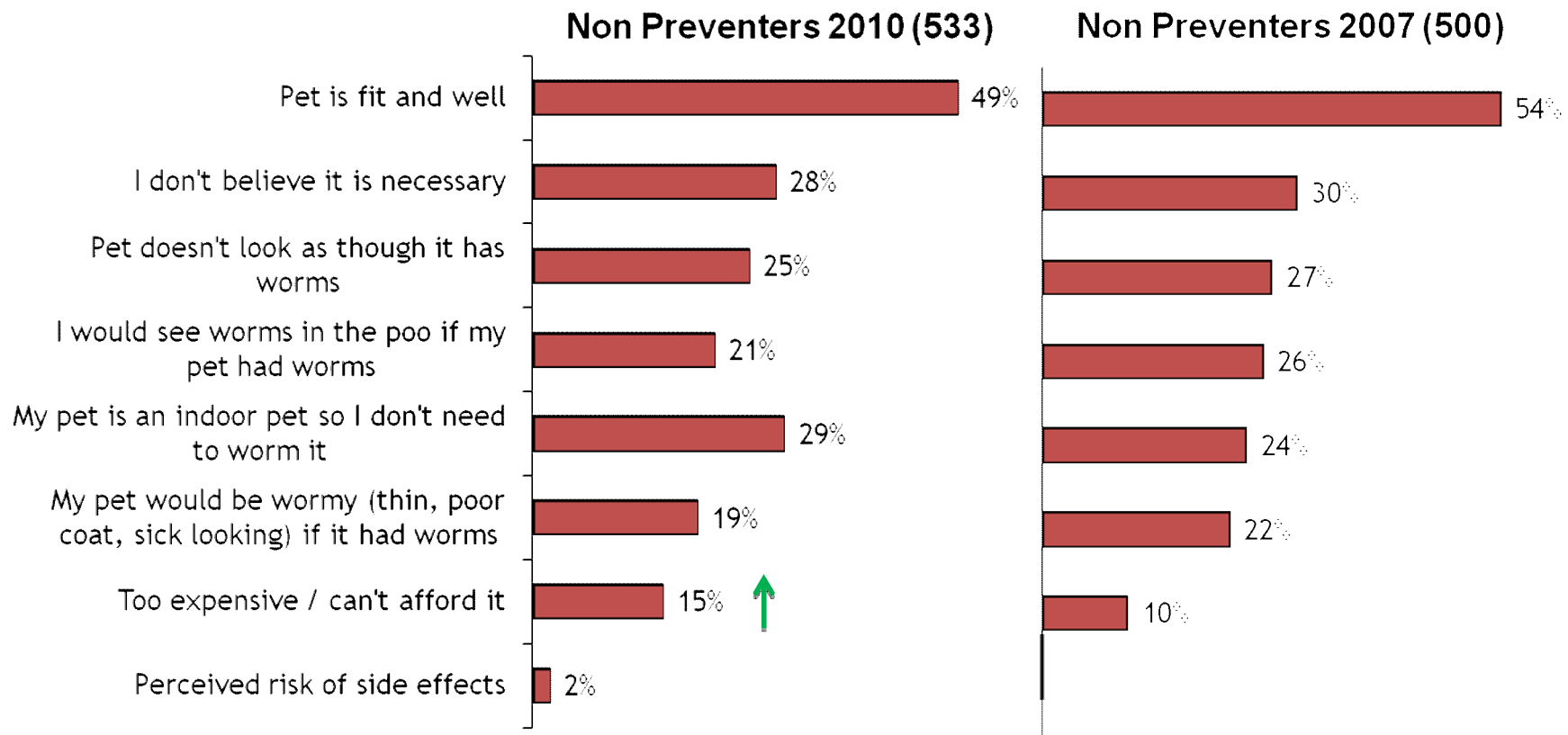
Non P: Significantly more non preventers report cost as their reason for not worming than in 2007



Q21 IF NOT WORMED AT Q6 Can you tell us why you don't worm your pet? NB Non preventers (533)

## Lack of evidence of the need to worm the pet is still the greatest influence on Non Preventers

Non P: Significantly more non preventers report cost as their reason for not worming than in 2007

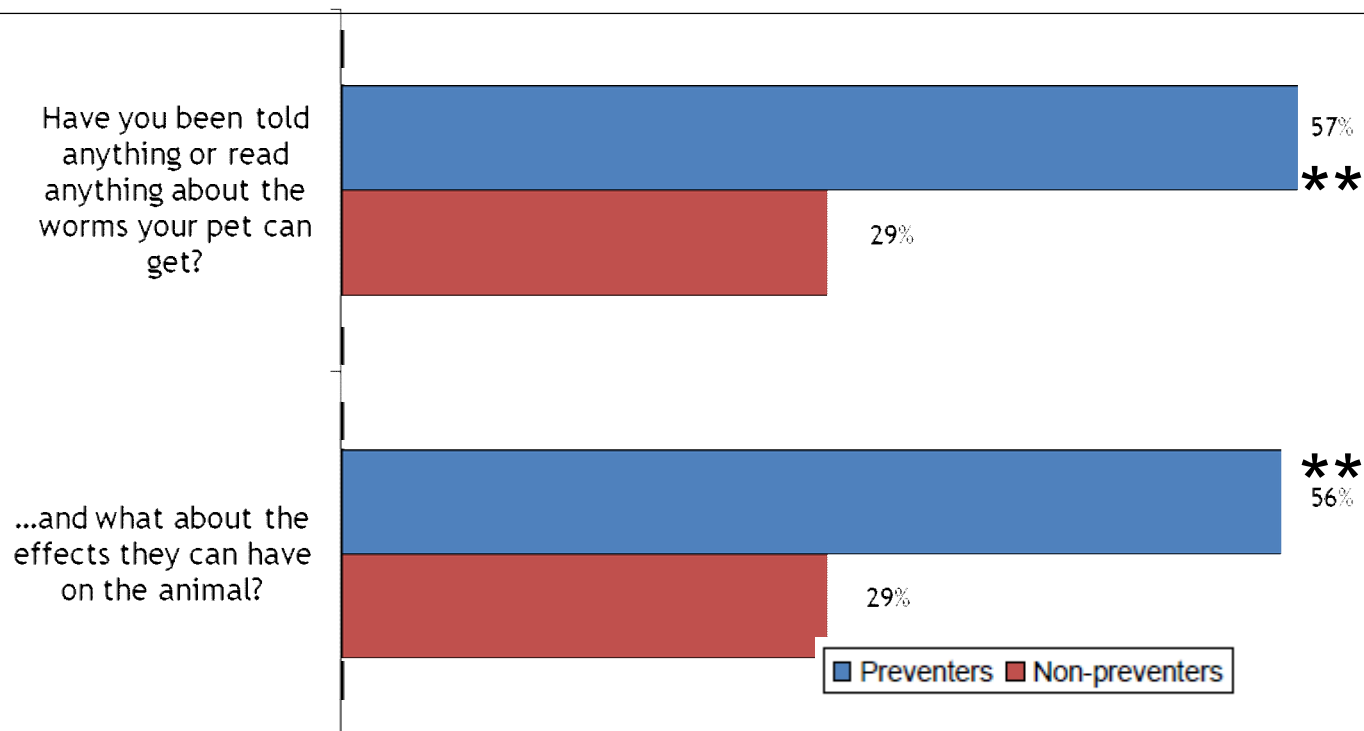


Q21 IF NOT WORMED AT Q6 Can you tell us why you don't worm your pet? NB Non preventers (533)

Just over half of Preventers know about worms (57%) and the effects on their pet (56%). This is about twice as many as Non Preventers



**P:** Significantly fewer know about worms (57% cf. 68%) and their effects (56% cf. 65%) in 2010 cf. 2007  
**Non P:** Significantly fewer know about worms (29% cf. 38%) and their effects (29% cf. 35%) in 2010 cf. 2007

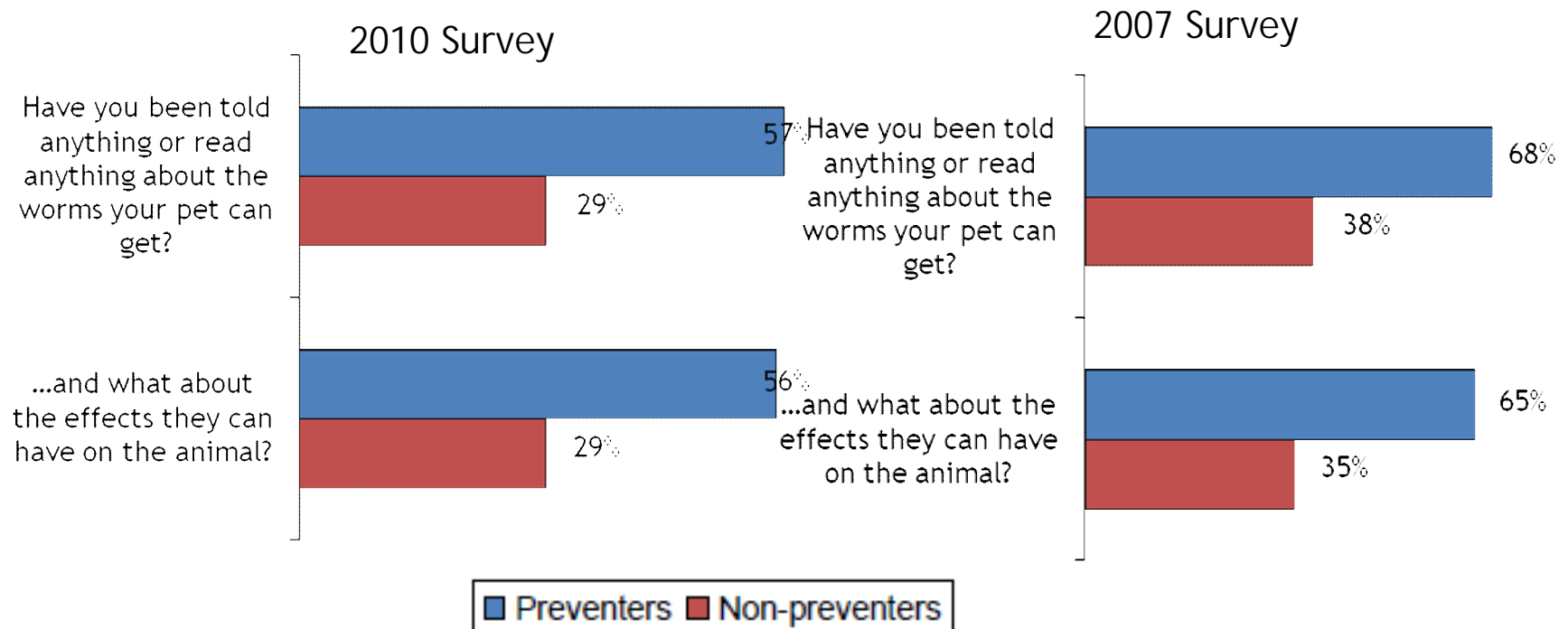


Preventers are significantly more likely to know about worms and their effects than Non Preventers

# Preventers and Non Preventers are significantly less well informed about worms in 2010 cf. 2007

**P:** Significantly fewer know about worms (57% cf. 68%) and their effects (56% cf. 65%) in 2010 cf. 2007

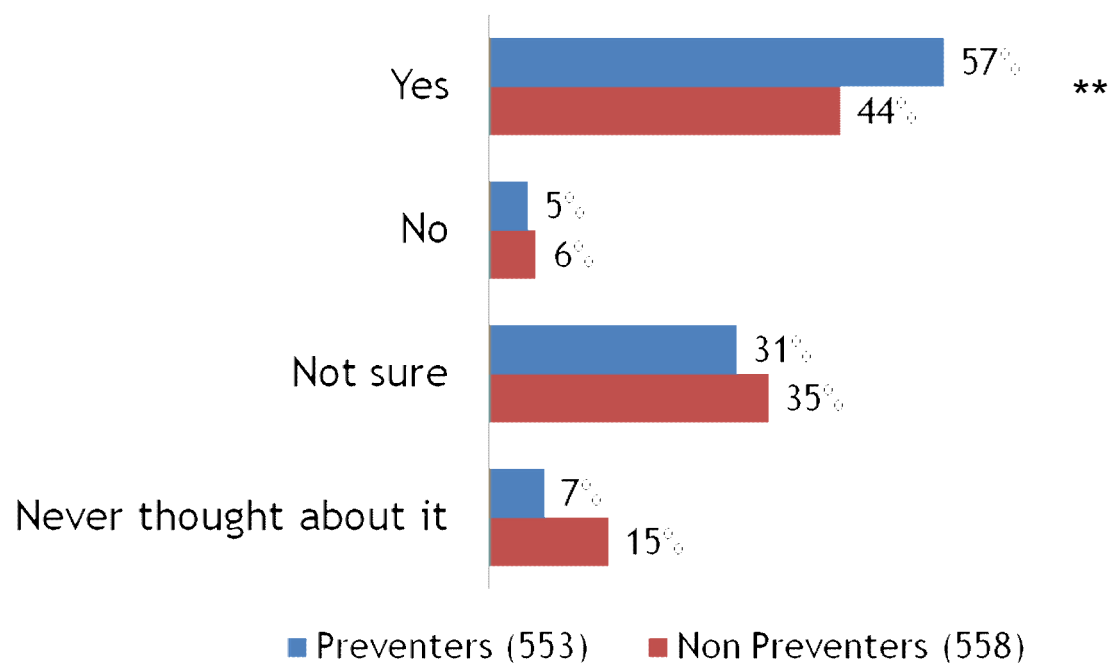
**Non P:** Significantly fewer know about worms (29% cf. 38%) and their effects (29% cf. 35%) in 2010 cf. 2007





## Preventers are significantly more likely to be aware of the zoonotic implications; although many are not aware

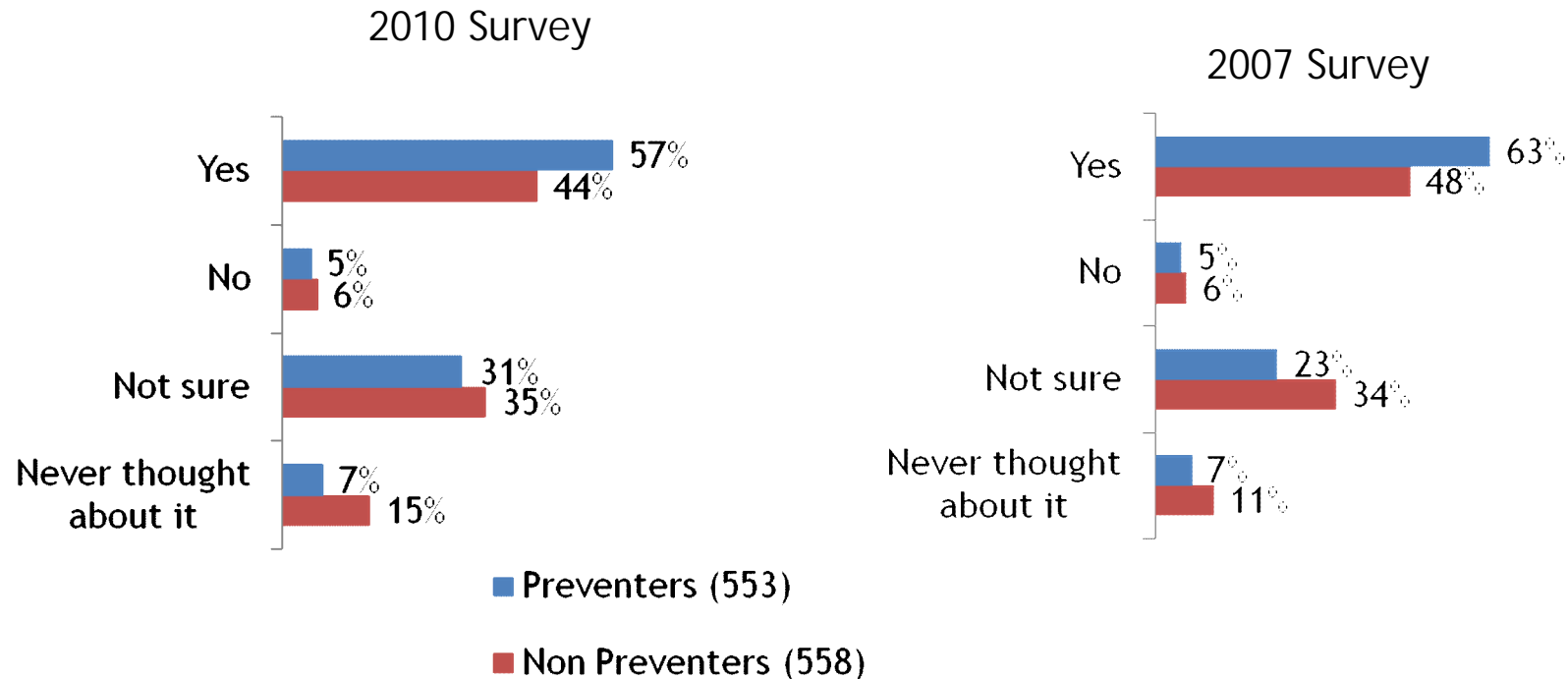
P: Significantly fewer know about the zoonotic implications 2010 (57%) compare with 2007 (63%) and significantly more were not sure in 2010 (31%) cf. 2007 (23%)  
 Non P: No significant change



Q24 Do you think any of the worms carried by pets can affect human health? Base All respondents (1091)

# Significantly fewer Preventers know about the zoonotic implications in 2010

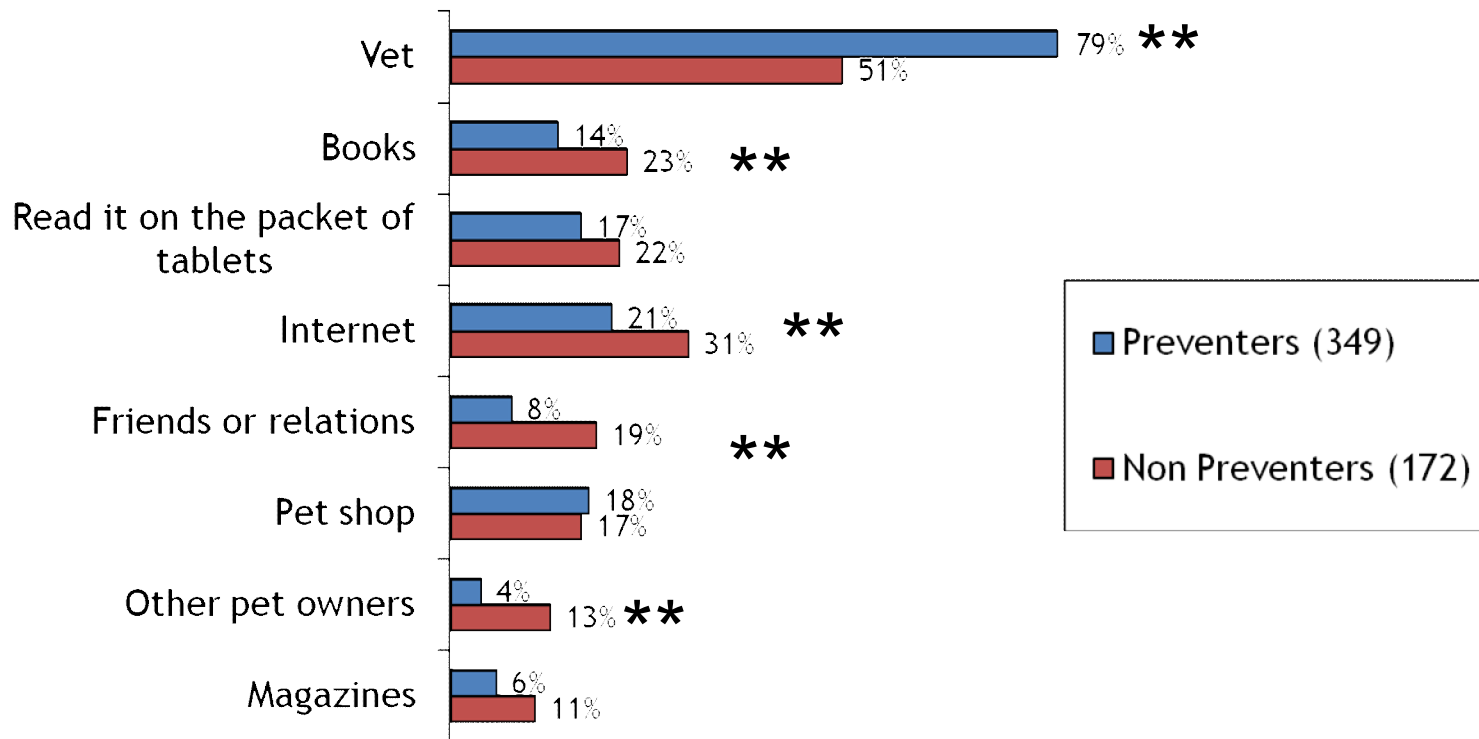
**P:** Significantly fewer know about the zoonotic implications 2010 (57%) compare with 2007 (63%) and significantly more were not sure in 2010 (31%) cf. 2007 (23%)  
**Non P:** No significant change



Q24 Do you think any of the worms carried by pets can affect human health? Base All respondents (1091)

The vet is the primary source of information on worms.

**P:** Significantly more use the Internet as a source of information (21%) compared with 2007 (15%). Significantly fewer use books & tablet packets in 2010  
**Non P:** No significant change

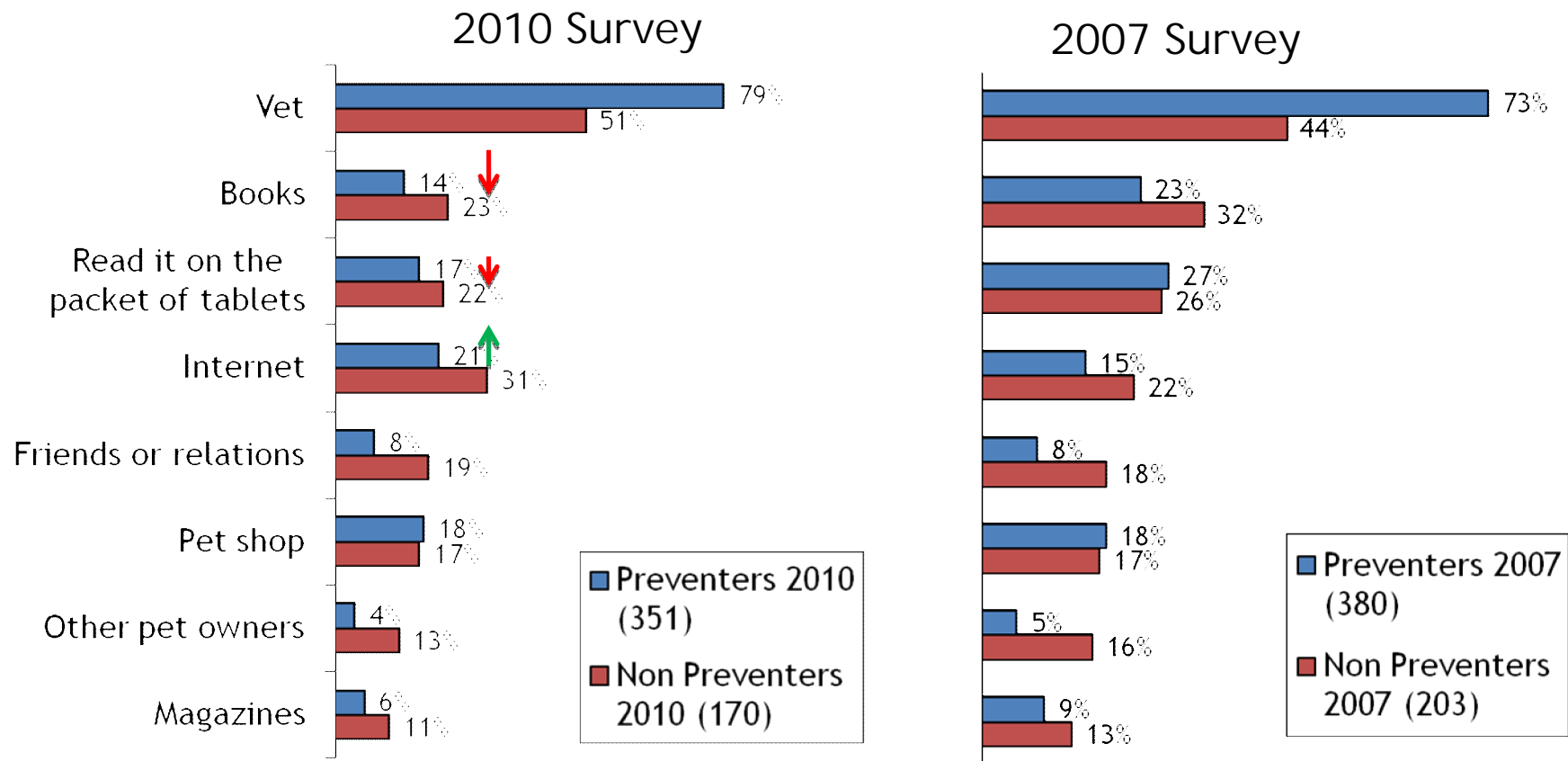


The vet was significantly more likely to be a source of information for preventers

Q23 IF YES AT Q22 Where did that information come from? Base All who had information at Q22(521) Excludes mentions of <3%

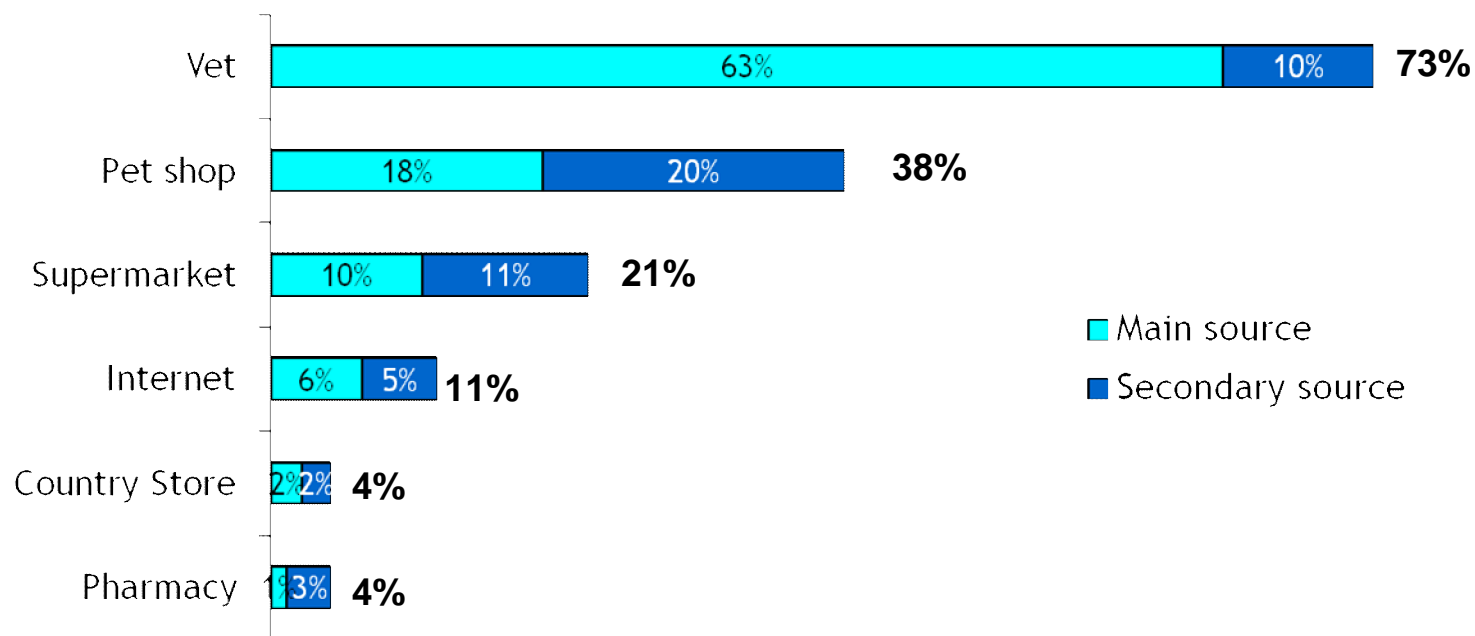
The vet is still the primary source of information on worms.  
The Internet is used more than in 2007 by Preventers

**P:** Significantly more use the Internet as a source of information (21%) compared with 2007 (15%). Significantly fewer use books & tablet packets in 2010 (15%). Significantly fewer use books & tablet packets in 2010  
**Non P:** No significant change



Q23 IF YES AT Q22 Where did that information come from? Base All who had information at Q22 Excludes mentions of <3%

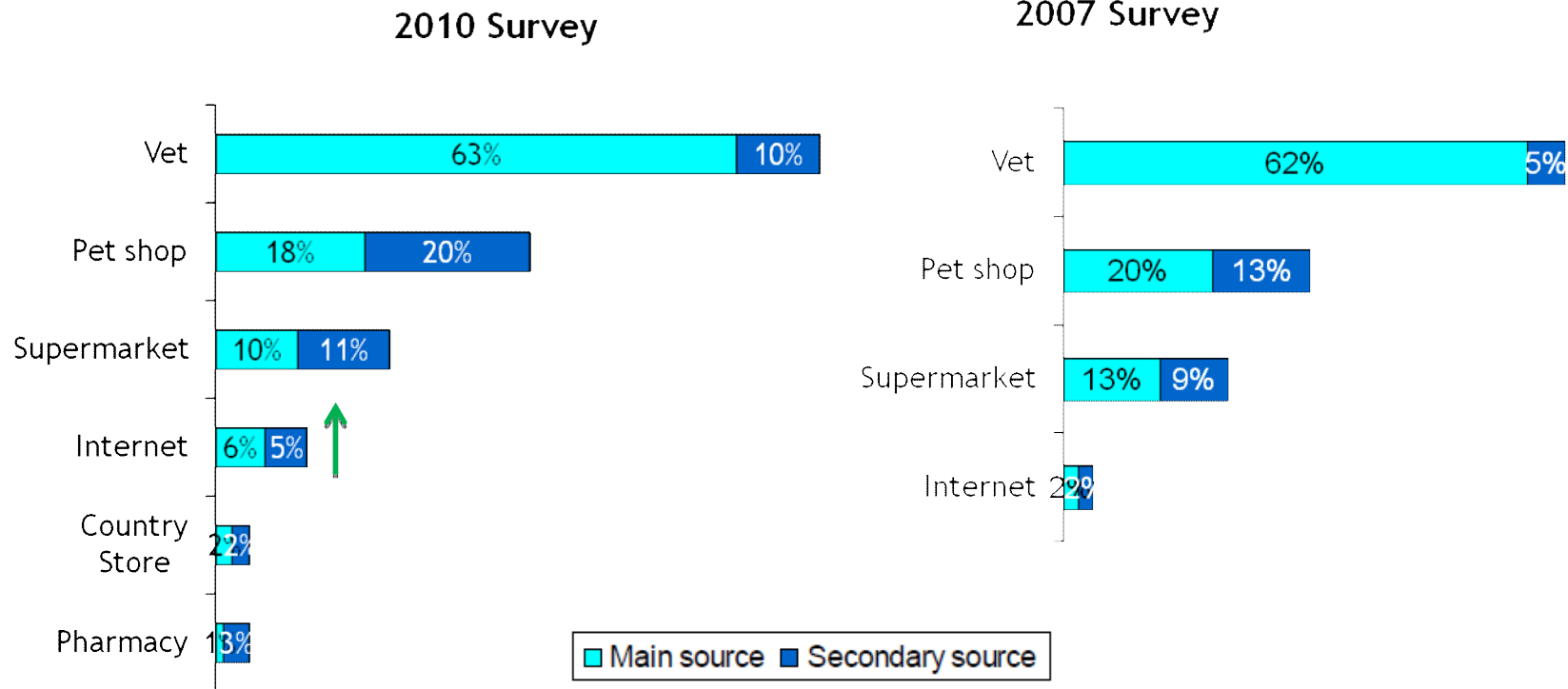
## The vet is the predominant source of wormers



Q20 IF WORMED AT Q6 Where do you normally buy worming tablets for your dog/cat? Please tell us the main source first and then other sources in the last 3 years Base all who wormed as part of regular healthcare at Q6(436) NB Preventers

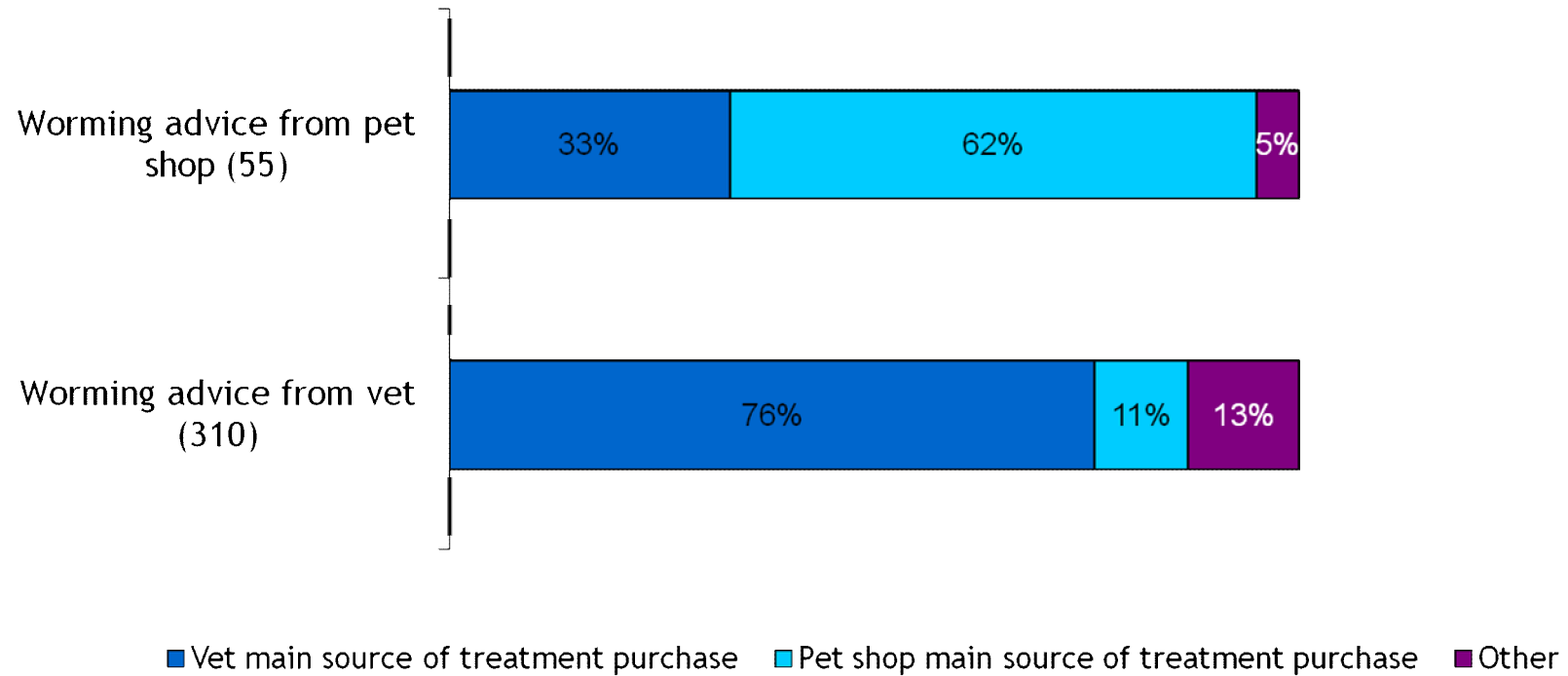
# The vet is the predominant source of wormers

**P:** Significantly more use the Internet to buy wormers (11%) compared with 2007 (4%)



Q20 IF WORMED AT Q6 Where do you normally buy worming tablets for your dog/cat? Please tell us the main source first and then other sources in the last 3 years Base all who wormed at Q6(507) NB Preventers

# Large proportion of those seeking advice from the vet also purchase worming treatment there

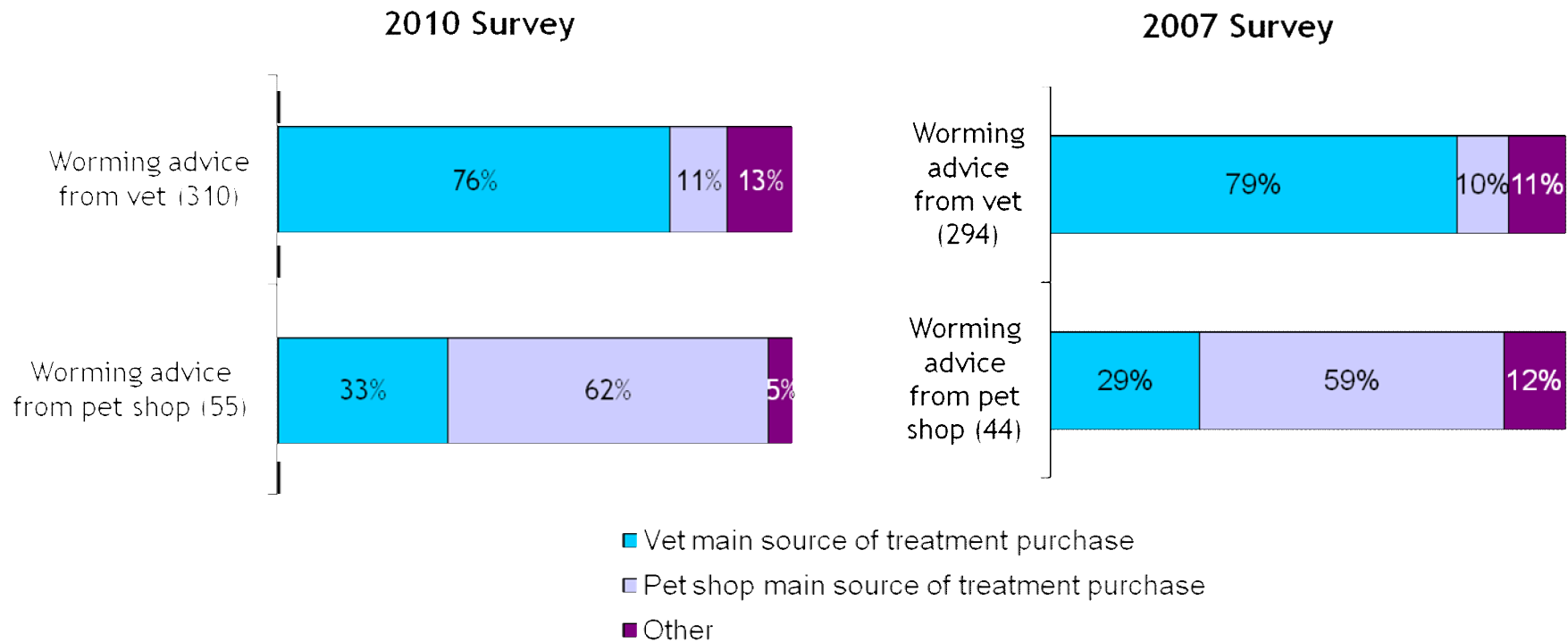


Purchase is not always dependent on advice

Q19 IF WORMED AT Q6 Who advises you about worming your dog/cat? X Q20 IF WORMED AT Q6 Where do you normally buy worming tablets for your dog/cat? Please tell us the main source first and then other sources in the last 3 years Base all who wormed at Q6(436)

# Large proportion of those seeking advice from the vet also purchase worming treatment there

P: No significant difference between years



Q19 IF WORMED AT Q6 Who advises you about worming your dog/cat? X Q20 IF WORMED AT Q6 Where do you normally buy worming tablets for your dog/cat? Please tell us the main source first and then other sources in the last 3 years Base all who wormed at Q6(507)  
 NB Preventers  
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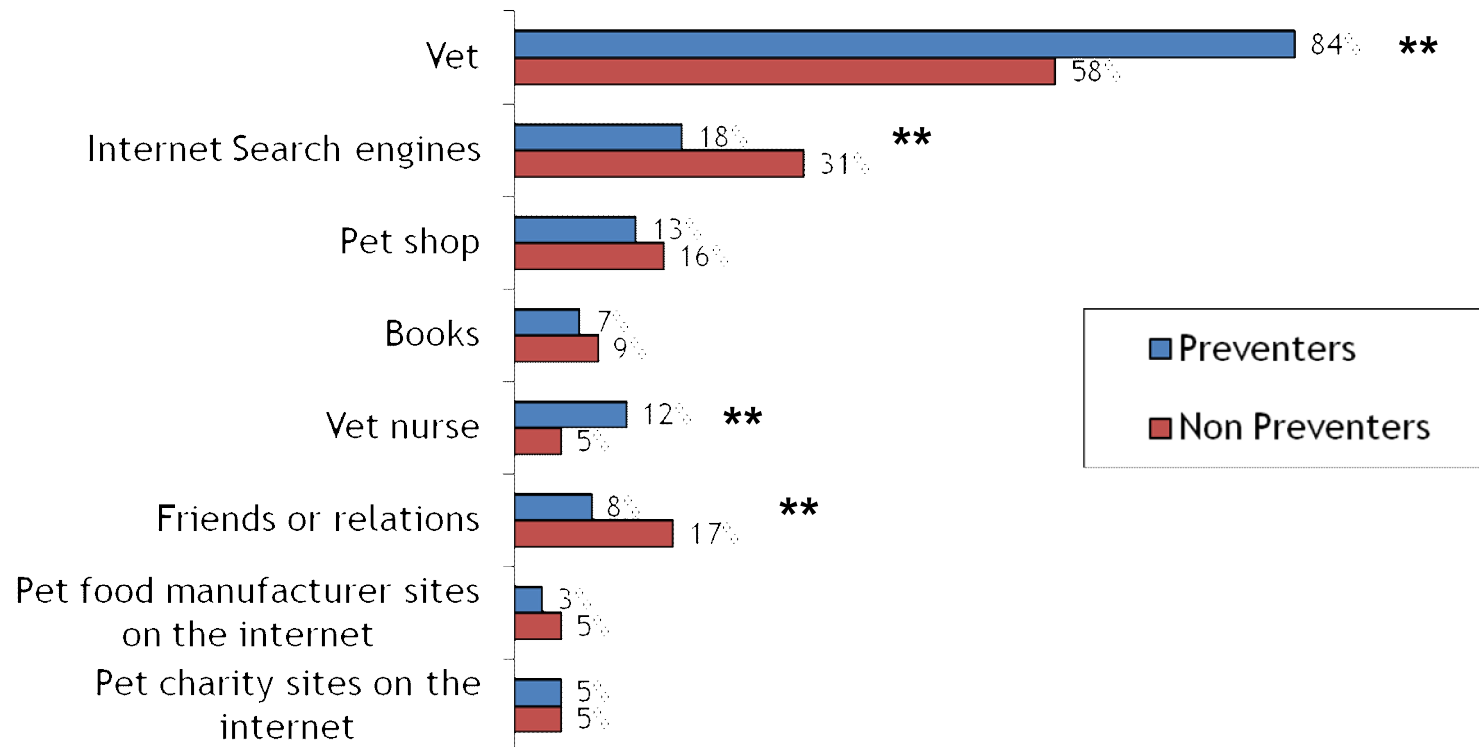


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# Information & advice

# The vet is the most frequently cited source of information on general health

**P:** Significantly fewer go to the vet for advice (84%) cf. 2007 (88%) & significantly fewer use books in 2010 (11% cf. 7%). Significantly more use search engines (14% cf. 18%)  
**Non P:** Significant more use the internet for advice about their pet in 2010 (25% cf. 31%)

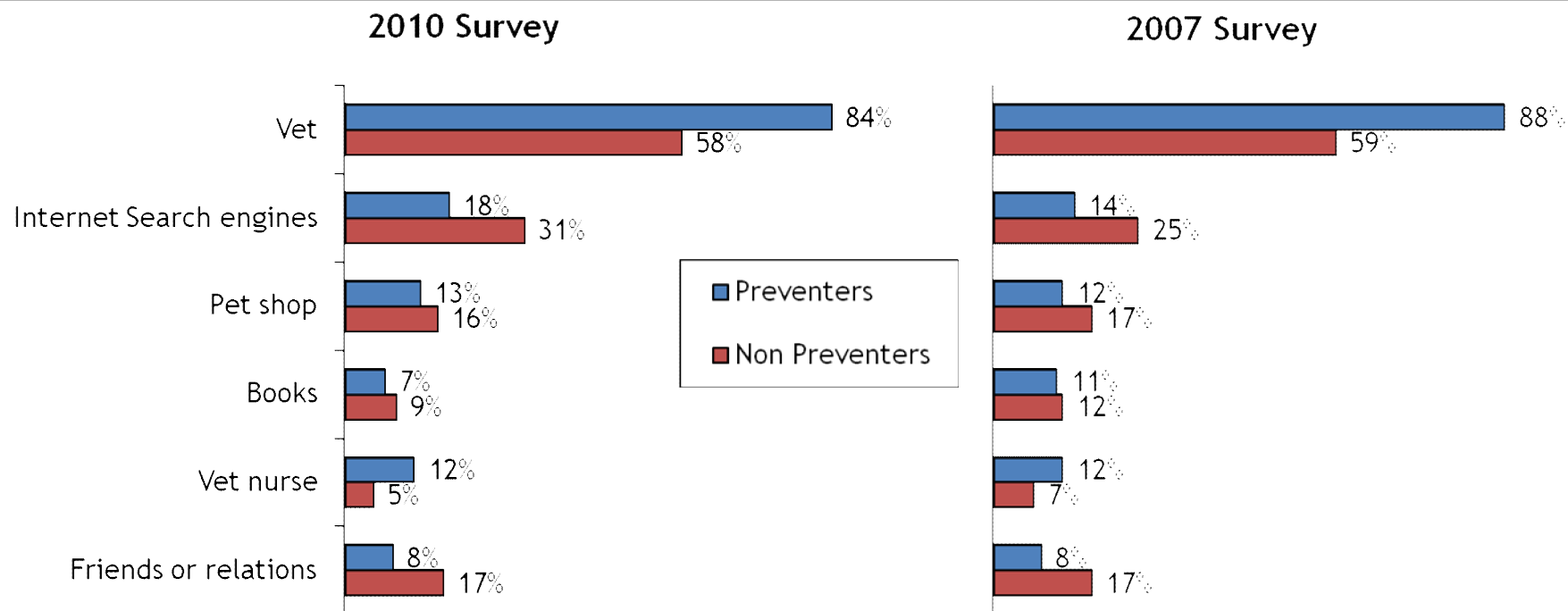


**Non Preventers use the internet significantly more to find information cf. Preventers**

Q27 Where do you normally seek general health care advice for your pet?  
 Base All respondents (1091)

## The vet is the primary contact

P: Significantly fewer go to the vet for advice (84%) cf. 2007 (88%) & significantly fewer use books in 2010 (11% cf. 7%). Significantly more use search engines (14% cf. 18%)  
 Non P: Significant more use the internet for advice about their pet in 2010 (25% cf. 31%)



Significant increase in the role of the internet as a trusted source of information by Non Preventers

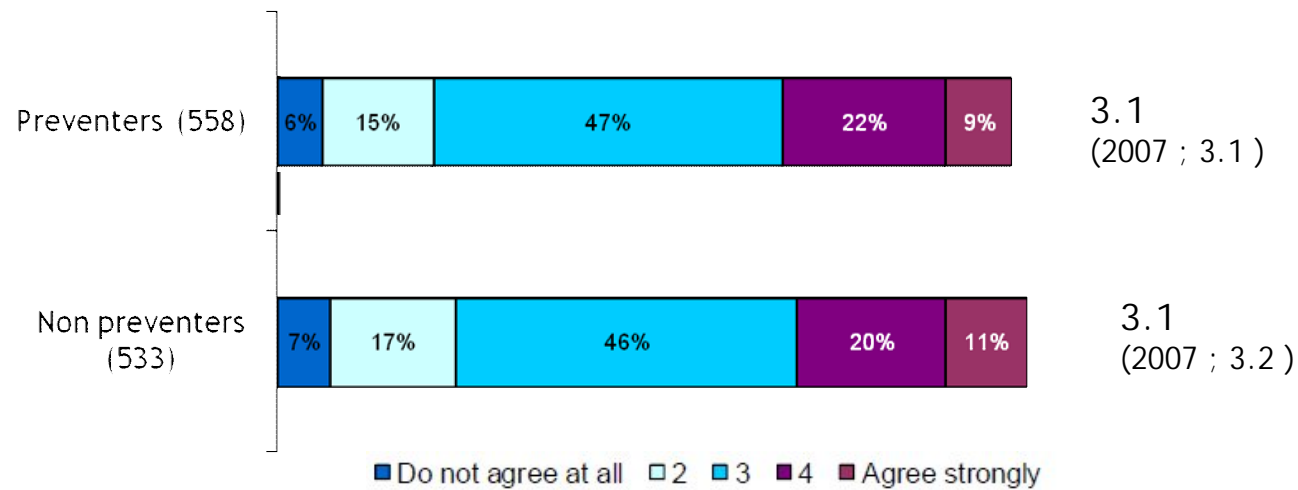
Q27 Where do you normally seek general health care advice for your pet?  
 Base All respondents (1091)

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“ I am an experienced pet owner and I feel I know enough about pet health care so I do not actively seek out information on matters such as diseases, worms and fleas. If it is important, I probably know about it already”

A third believe (30% - 32%) that they are experienced pet owners “if it is important I probably know about it already”

P and Non P: significantly more likely to feel neutrally about this statement than in 2007



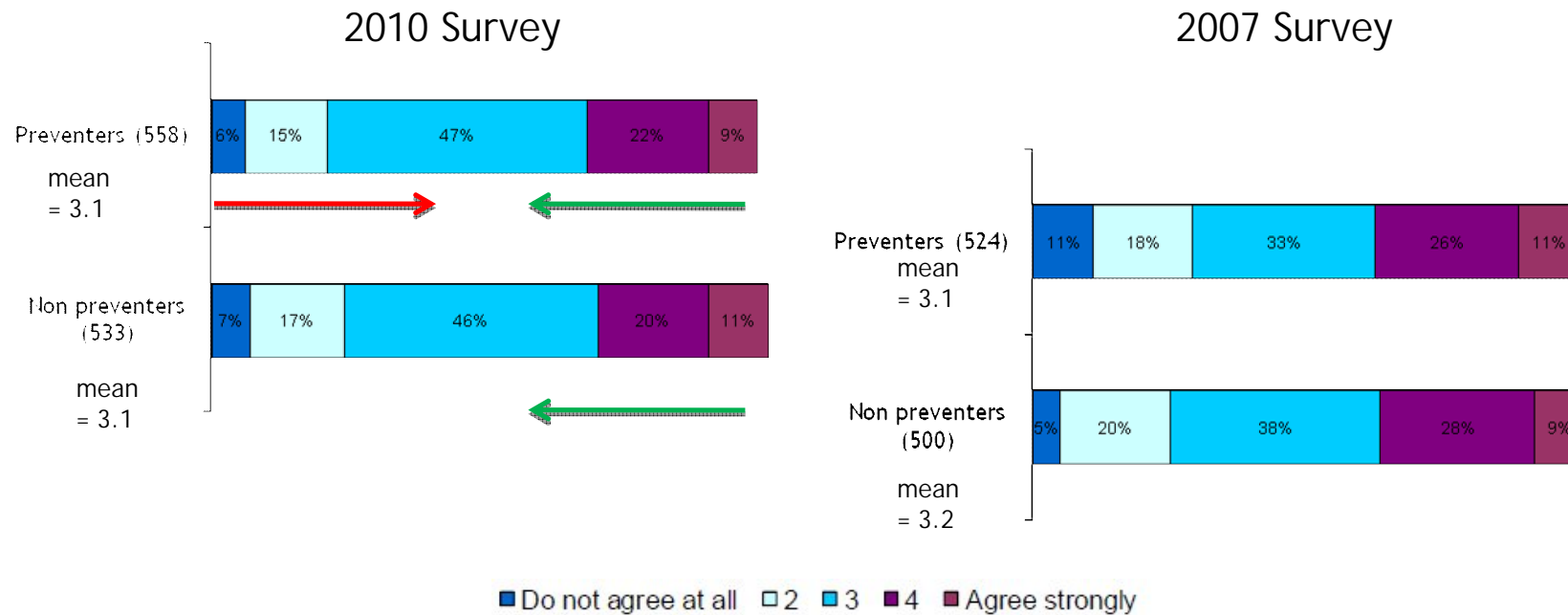
No significant difference between P and Non P

Q30 In relation to pet healthcare how strongly would you agree with the following statements? “I am an experienced pet owner and I feel I know enough about pet health care so I do not actively seek out information on matters such as diseases, worms and fleas. If it is important, I probably know about it already”

Base All respondents (1091)

# A move to a more neutral position in terms of “if it is important I probably know it already”

P and Non P are significantly more likely to feel neutrally about this statement than in 2007



“I am an experienced pet owner and I feel I know enough about pet health care so I do not actively seek out information on matters such as diseases, worms and fleas. If it is important, I probably know about it already”

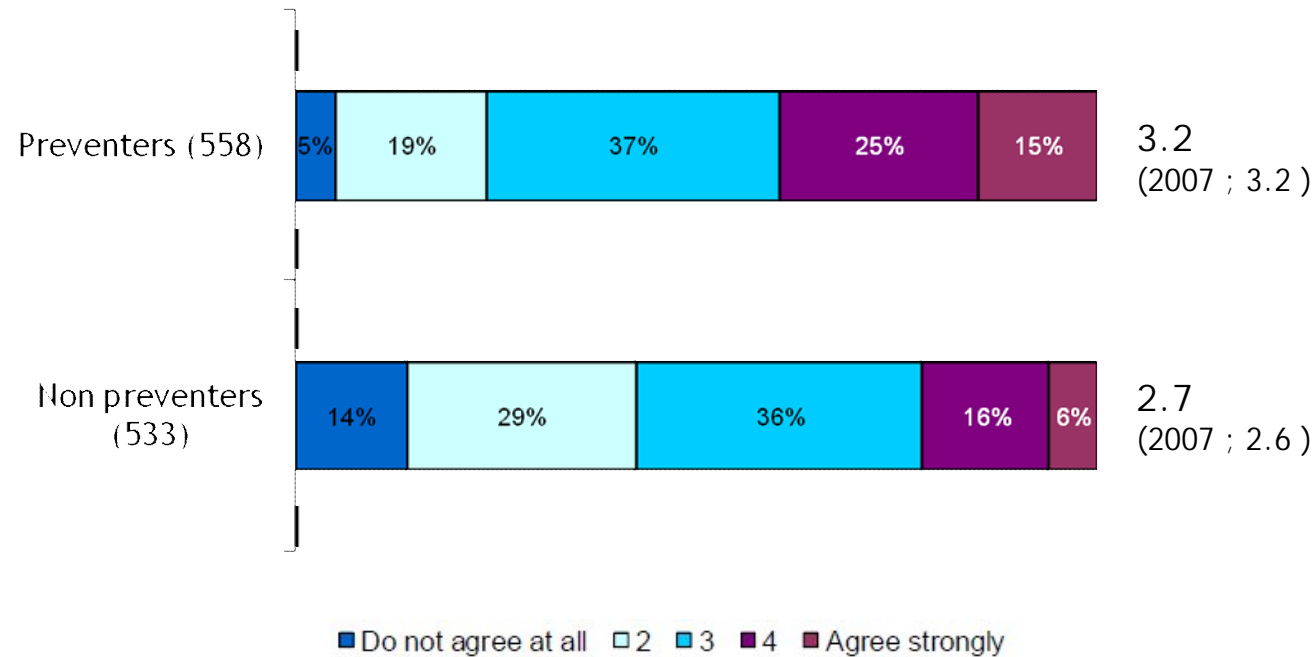
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“ I am always actively on the look out  
for articles / information on pet  
healthcare - I am keen to learn more”

Less than half of Preventers (40%) and less than a quarter (22%) of Non Preventers actively seek out information on pet healthcare



P & Non P: No significantly difference between years



Preventers are significantly more likely to actively seek out information on pet healthcare  
 Non Preventers are also significantly more likely to NOT be on the look out for information

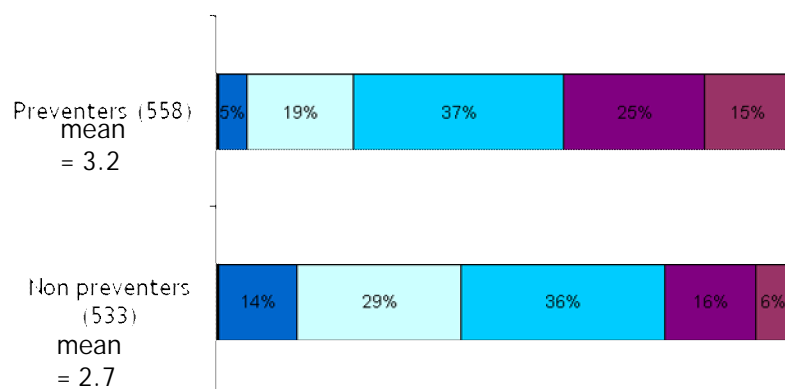
Q30 In relation to pet healthcare how strongly would you agree with the following statements? "I am always actively on the look out for articles / information on pet healthcare - I am keen to learn more" Base All respondents (1091)



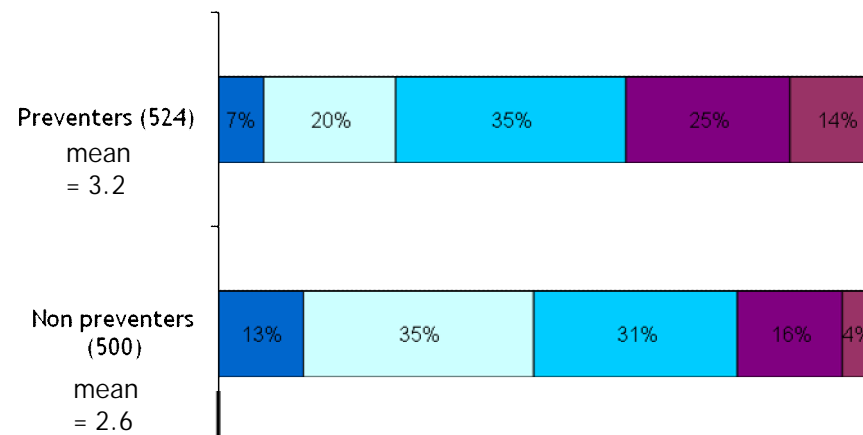
# Preventers are significantly more likely to actively seek out information on pet healthcare

No significant difference between P in both years and Non P in both years

### 2010 Survey



### 2007 Survey



■ Do not agree at all   □ 2   ■ 3   ■ 4   ■ Agree strongly

Q30 In relation to pet healthcare how strongly would you agree with the following statements? Base All respondents (1091)

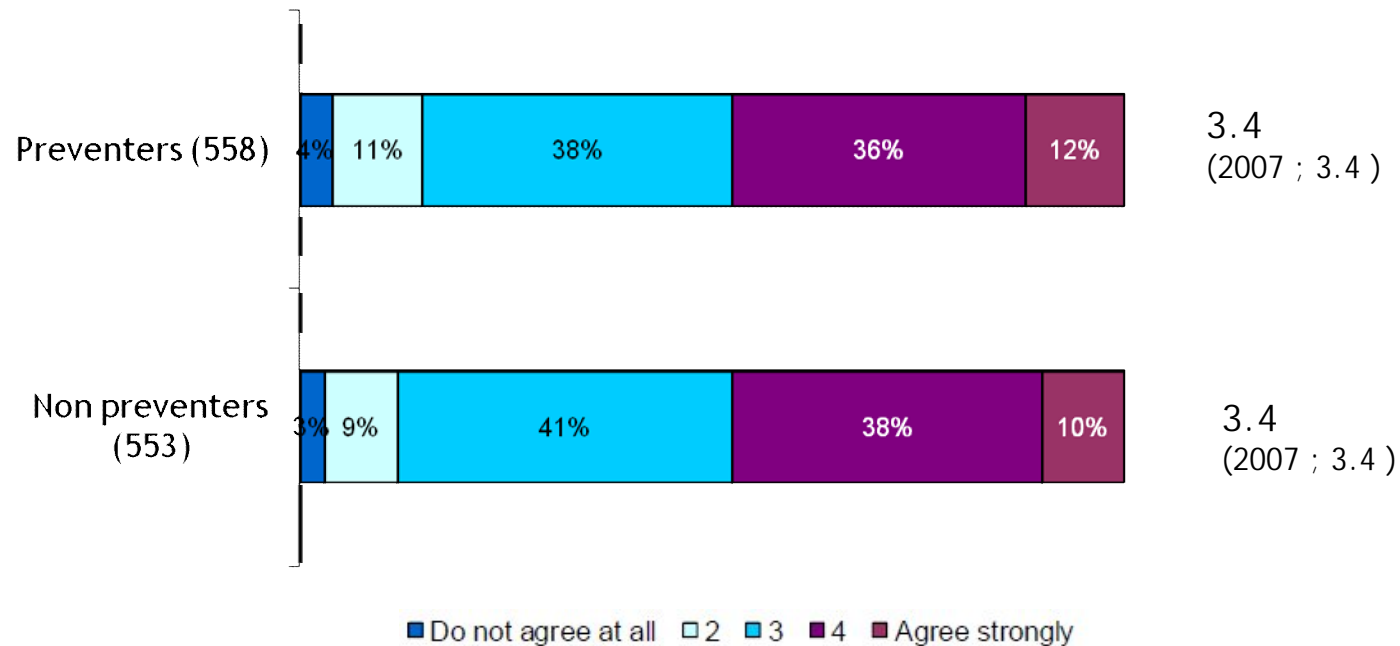
"I am always actively on the look out for articles / information on pet healthcare - I am keen to learn more"

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“ If I come across a pet related article or leaflet I will read it but I do not actively seek out information on pet healthcare issues”

About half of both Preventers (48%) & Non Preventers (48%) would read an article if they came across it

**P:** No significant difference between P in both years  
**Non P:** Significantly more likely to be neutral



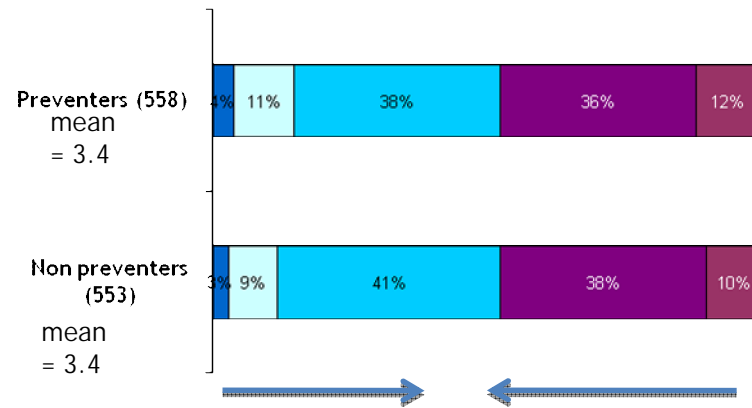
No significant difference between P and Non P

Q30 In relation to pet healthcare how strongly would you agree with the following statements? Base All respondents (1091)  
 "If I come across a pet related article or leaflet I will read it but I do not actively seek out information on pet healthcare issues"

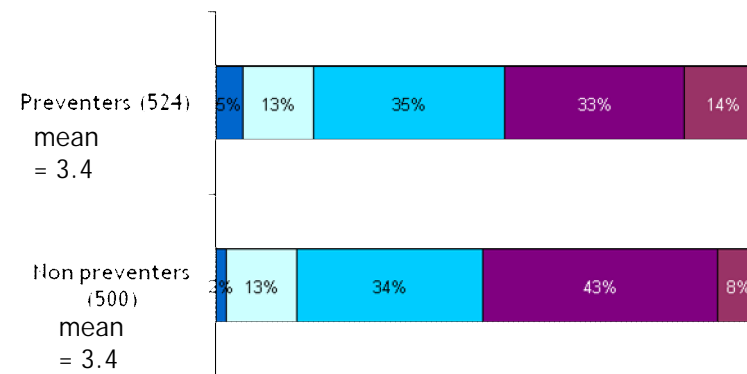
# About half of both Preventers & Non Preventers would read an article if they came across it

P: No significant difference between P in both years  
 Non P: Significantly more likely to be neutral

2010 Survey



2007 Survey



■ Do not agree at all □ 2 ■ 3 ■ 4 ■ Agree strongly

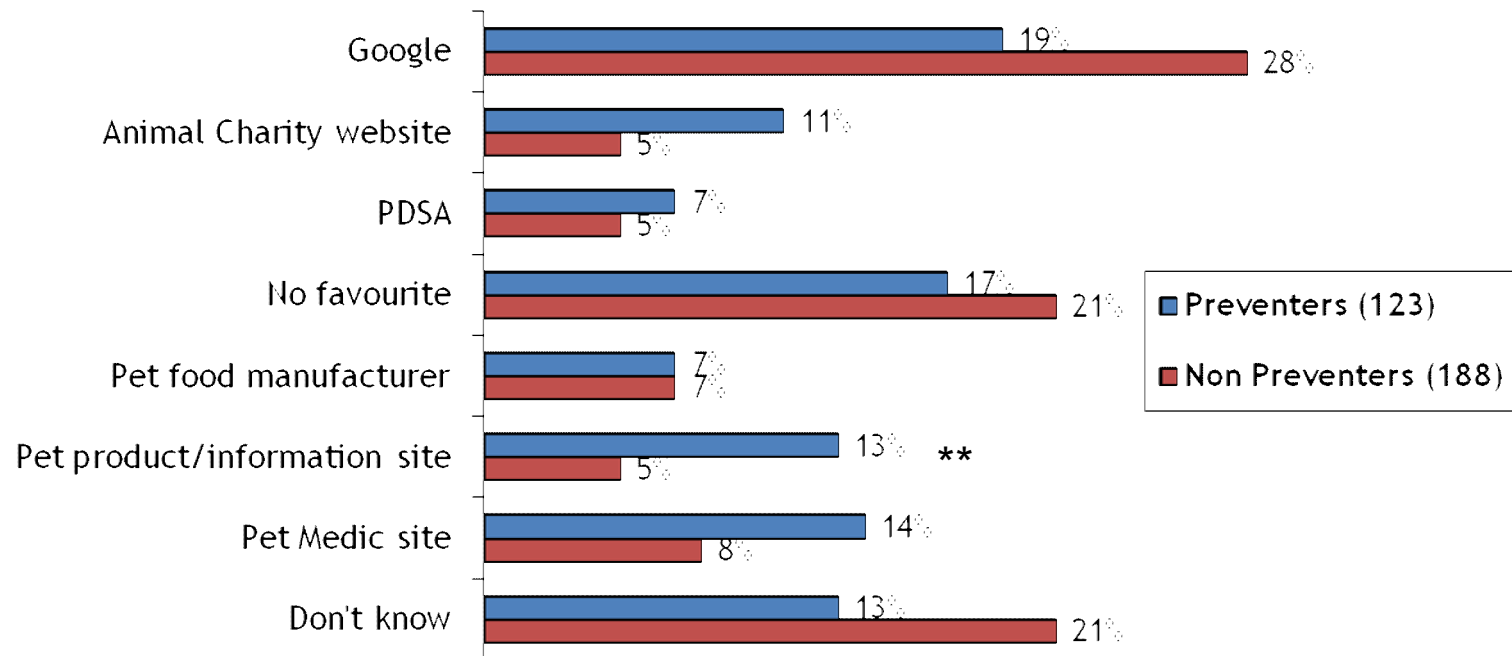
Q30 In relation to pet healthcare how strongly would you agree with the following statements? Base All respondents (1091)

“If I come across a pet related article or leaflet I will read it but I do not actively seek out information on pet healthcare issues”

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# Websites

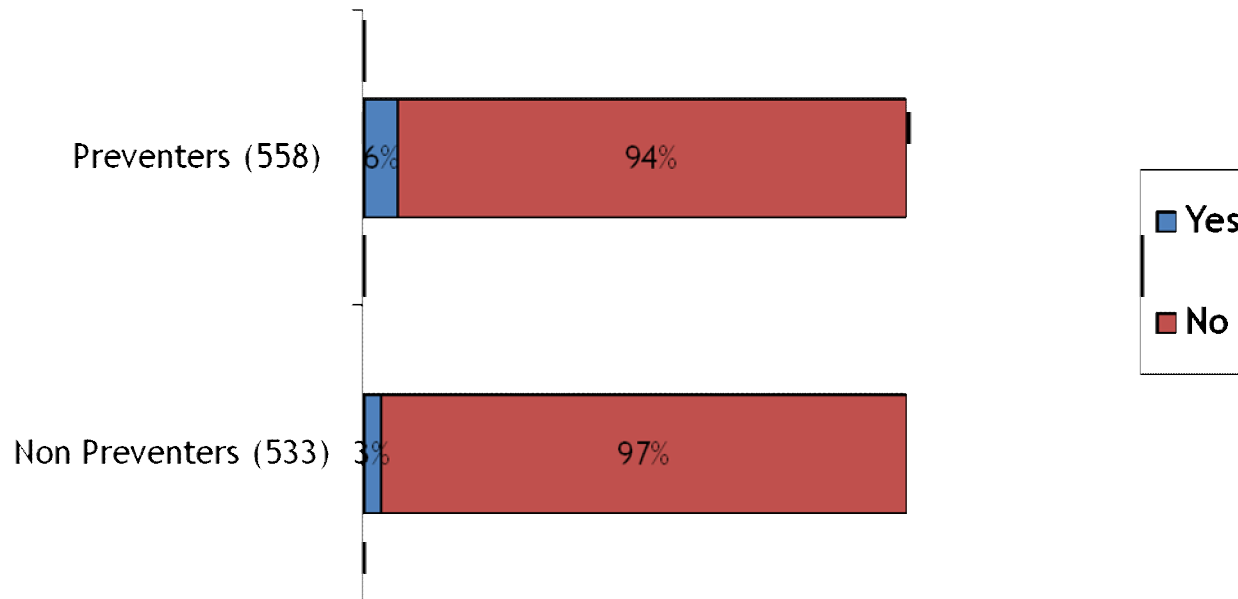
## There is no clear preferred site for pet health information



5 spontaneous mentions of [pethealthinfo.org](http://pethealthinfo.org) or [.pethealth.org](http://.pethealth.org)

Q29 Which is your favourite website for pet health information (309)

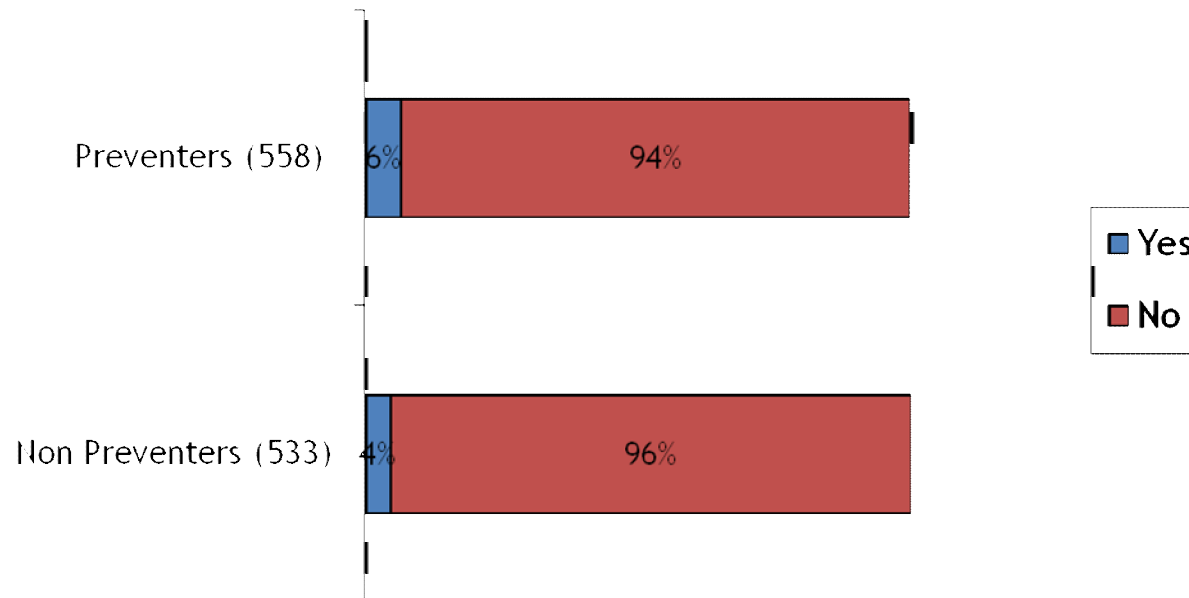
# Owners do not know the name of any independent websites to provide impartial advice



Significantly more Preventers than non Preventers know the name of an independent website (N.B. LOW %)

Q70b And do you know the name of any independent websites which have been set up to provide pet owners with impartial advice of pet health (1091)

There is some claimed prompted awareness of [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk)

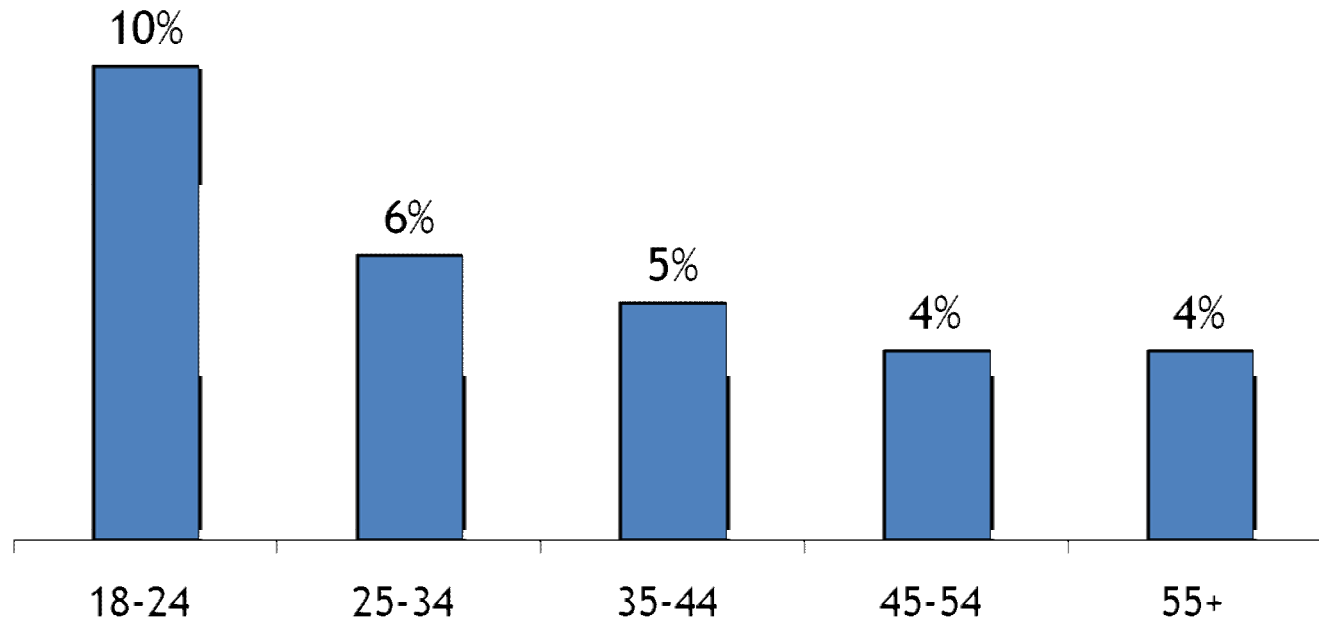


No significant difference in awareness between Preventers & Non preventers

Q70c And have you heard of a website [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk)? (1091)



Those who have heard of the website tend to be young & female



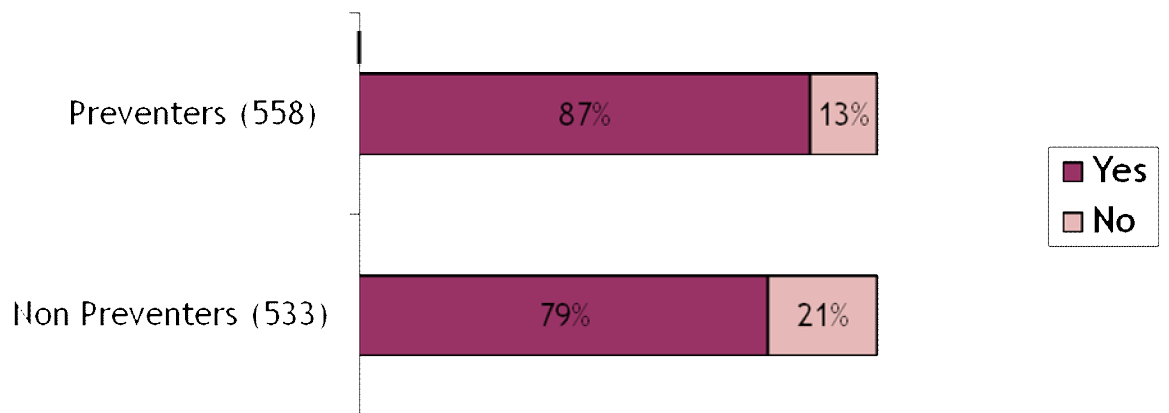
Significantly more women have heard of the website than men: 7% of female respondents vs 3% of male

Q70c And have you heard of a website [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk)? (1091)

Owners were interested in the concept of [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk)



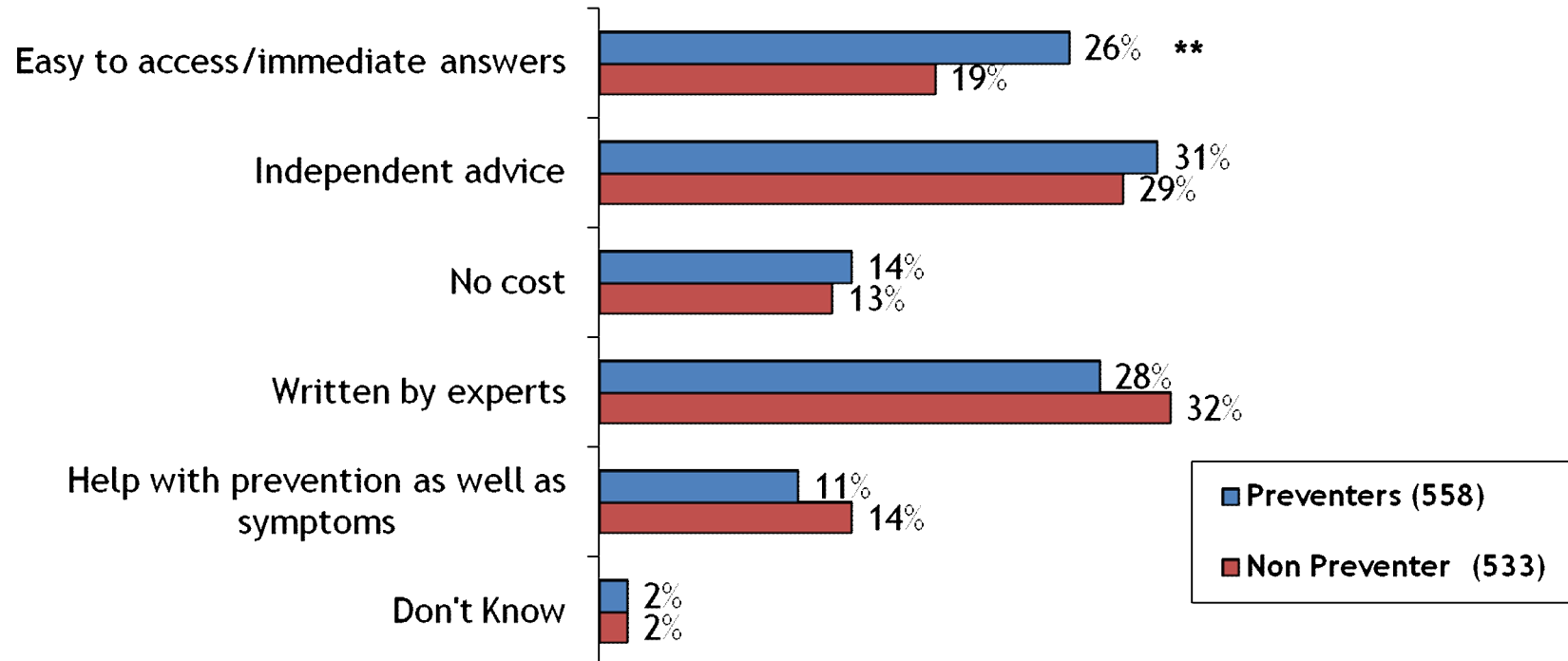
[www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk) is a website on how to care for your pet. It is completely independent so it is not trying to sell you anything and it is written by vets so you know the information there is correct. Is this website of interest to you?



Significantly more preventers than non preventers stated that they would be interested in the concept of an independent website written by experts (87% vs 79%)

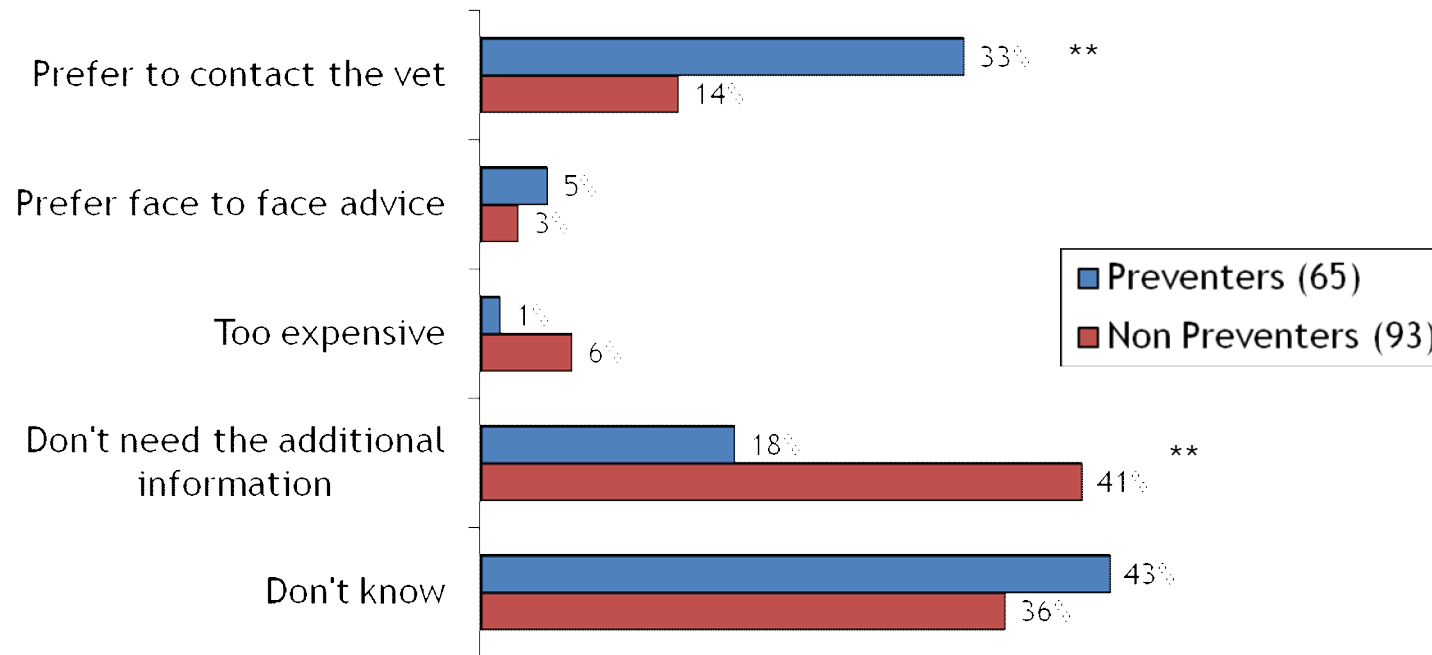
Q70d - [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk) is a website on how to care for your pet. It is completely independent so it is not trying to sell you anything and it is written by vets so you know the information there is correct. Is this website of interest to you? All respondents (1091)

The benefits of the new website are that it is independent, written by experts & had immediacy



Q70e What appeals? Base All Respondents (1091) NB Multi coding

Preventers are significantly more likely to prefer to contact the vets whilst Non Preventers are significantly more likely to feel that they don't need additional information



Q70f Why doesn't this appeal to you? Base All respondents answering to Q70f (158)



# Appendices

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## Sample achieved 2007

	Preventers	Non Preventers	Total
Cat owner - avg 1.74 cats	261	250	511
Dog owner - avg 1.32 dogs	263	250	513
Male	208	235	443
Female	316	265	581
No of children (avg)	0.4	0.8	0.6
18-24	33	51	84
25-34	92	120	212
35-44	171	118	289
45-54	130	61	191
55+	98	150	248
	524	500	1024

## Non weighted sample achieved 2010

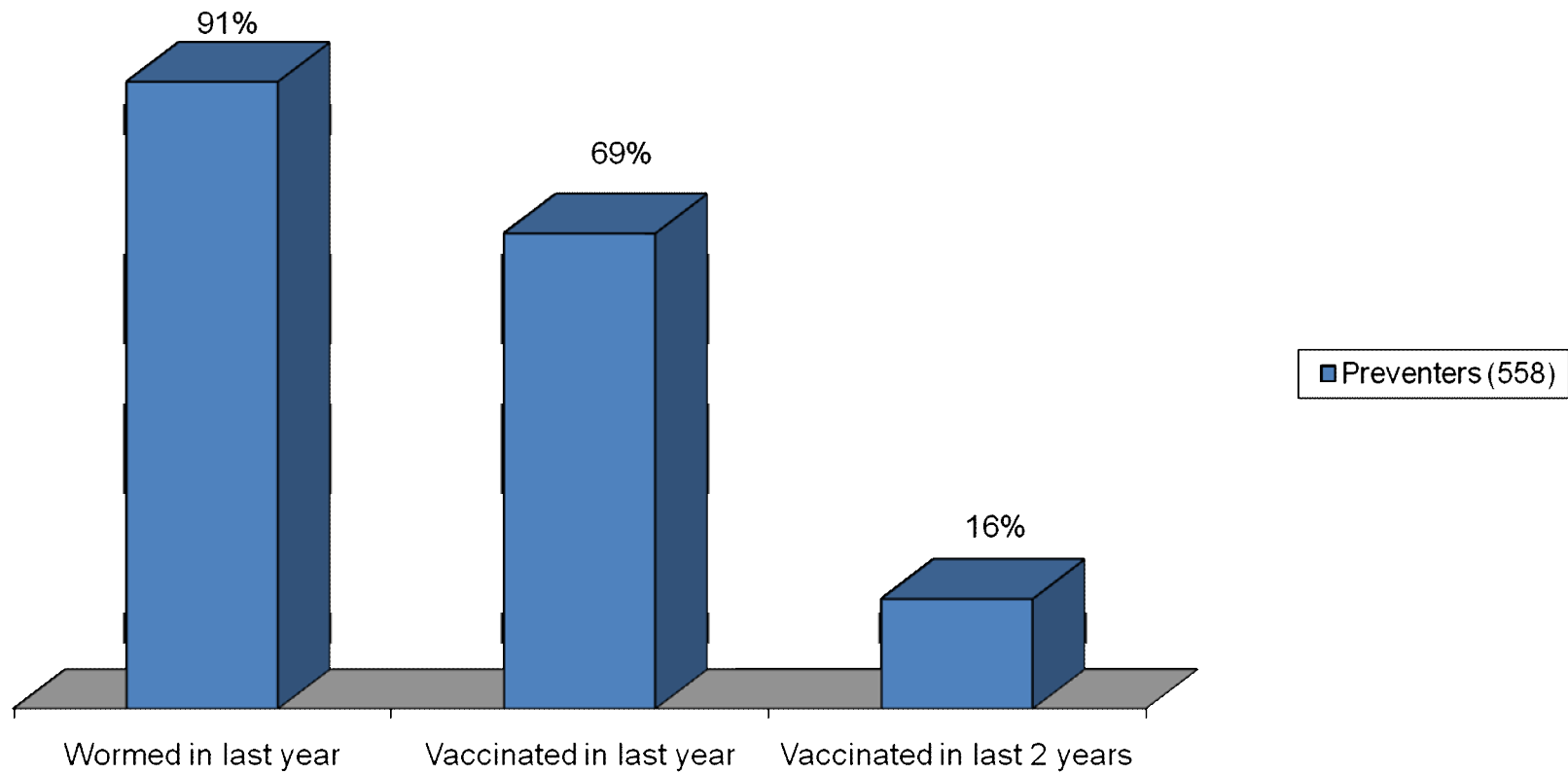
	Preventers	Non Preventers	Total
Cat owner - (avg 1.6)	209	275	484
Dog owner - (avg 1.3)	349	258	607
Male	234	238	472
Female	324	295	619
No of children (avg)	1.7	1.7	1.7
18-24	38	51	90
25-34	103	123	226
35-44	183	125	308
45-54	115	88	203
55+	119	145	264
	558	533	1091

## Weighted sample achieved 2010

Group	2007 data	Weighted 2010	Actual 2010	Weighting % of sample for both years
cat	511	546	568	50%
dog	513	545	523	50%
preventers	524	558	652	51.17%
non-preventers	500	533	439	48.83%
18-24	84	90	87	8.2%
25-34	212	226	214	20.70%
35-44	289	308	277	28.22%
45-54	191	203	238	18.65%
55+	248	264	275	24.22%
Male	443	472	454	43.26%
Female	581	619	637	56.74%



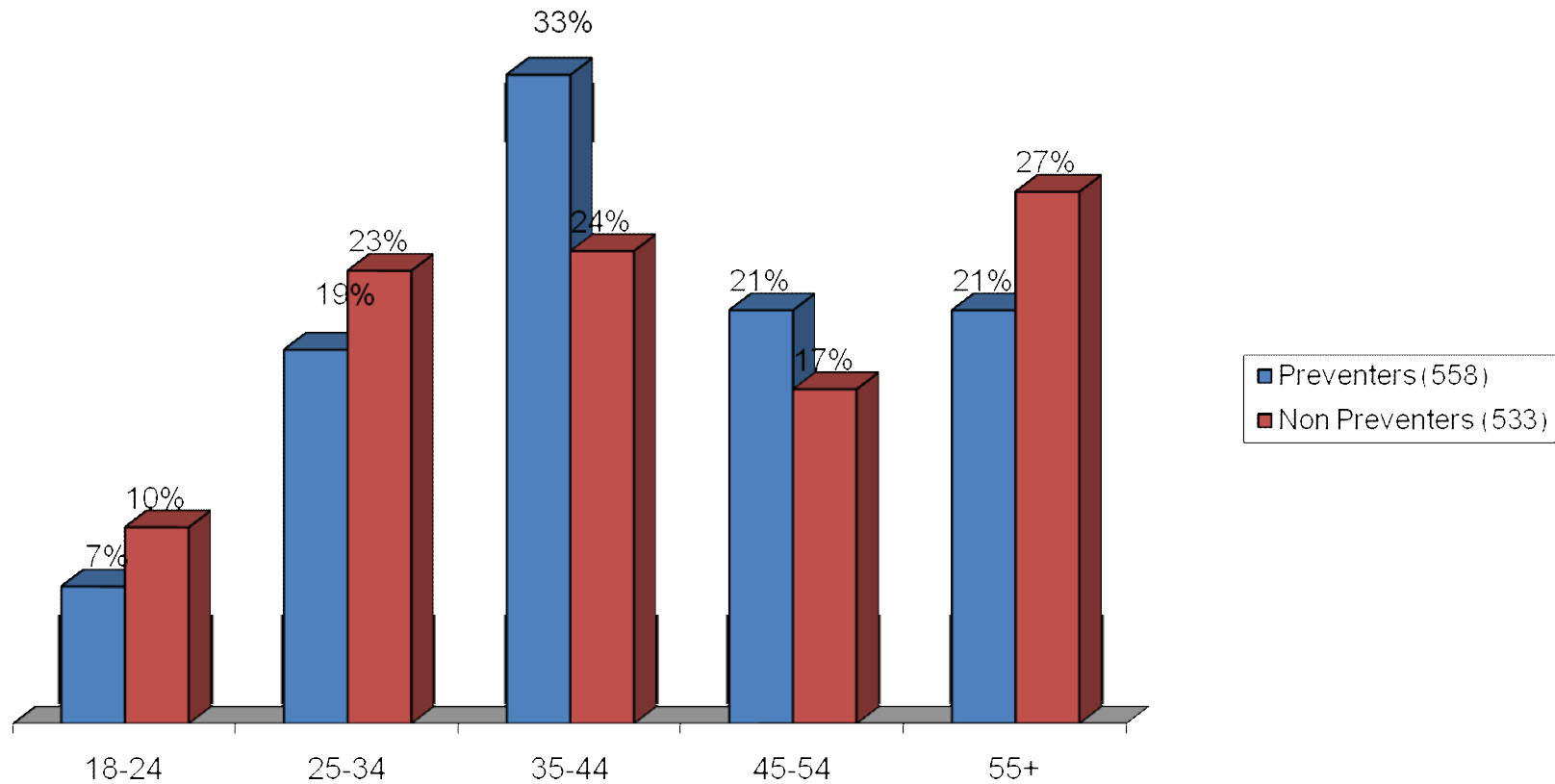
# Sample 2010: Preventers



Q6 Have you wormed your pet in the last year? Q7 When was the last time you vaccinated your pet?

Base All respondents (1091)

# Sample 2010: age groups



Q11 Which age band do you fit into?

Base All respondents (1091)



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