

# NEMS market research

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Measuring and Understanding Public Opinion:

## Pets and Christmas Presents For Pets

December 2015

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This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

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# Pets & Christmas Presents For Pets

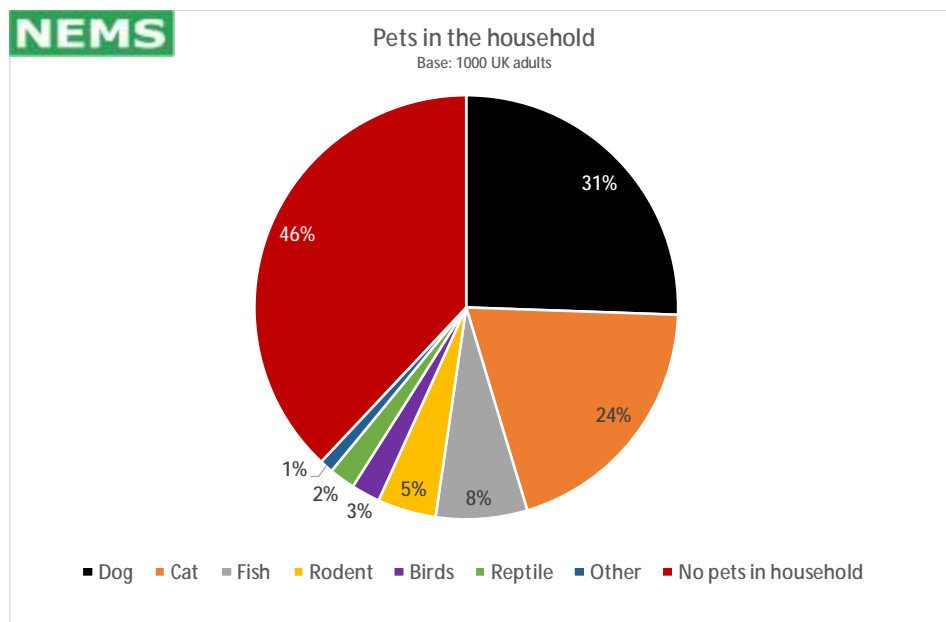
## SPEED READ

- Just over half of UK households have at least one pet in the household;
- Dogs and cats are the two most common household pets;
- 6 out of 10 pet owners will be giving their pets Christmas presents;
- Dogs are the most likely to receive presents followed by rodents, cats and fish.

## Pet ownership

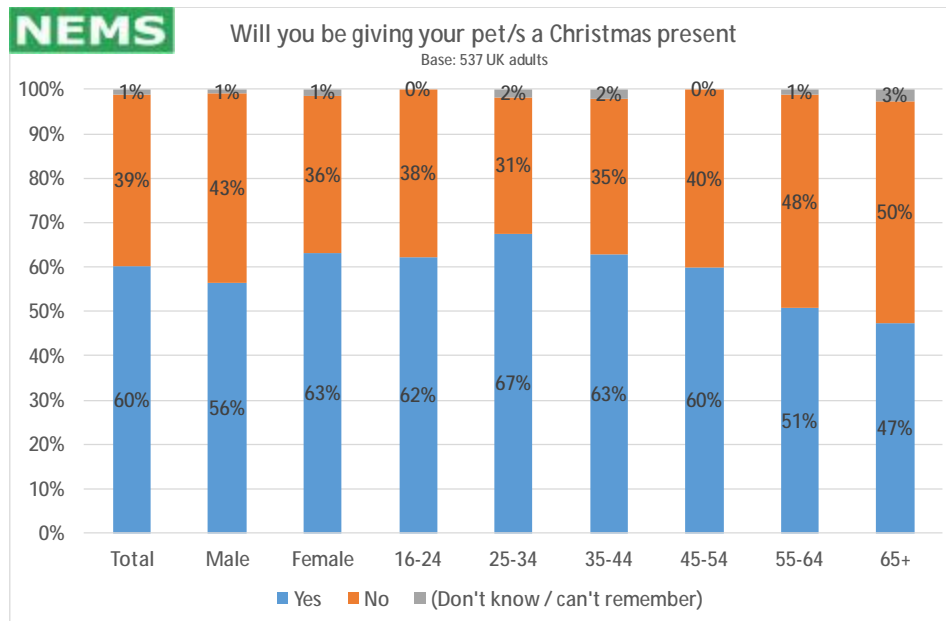
Just under half the population (46%) have no pets in their household. The older we get the less likely we are to have a pet in the household, for example just 35% of 16-24 year olds don't have a pet in their household compared to nearly three quarters (72%) of those aged 65+.

Dogs are the most popular domestic pet, more than three out of 10 households (31%) have a dog in the household. Hot on the heels come cats; just under a quarter of households (24%) own a cat. 9% of households have fish, 6% have rodents such as rabbits, hamsters, gerbils, etc. Just 3% of households keep birds and reptiles are the least common pet found in just 2% of households.



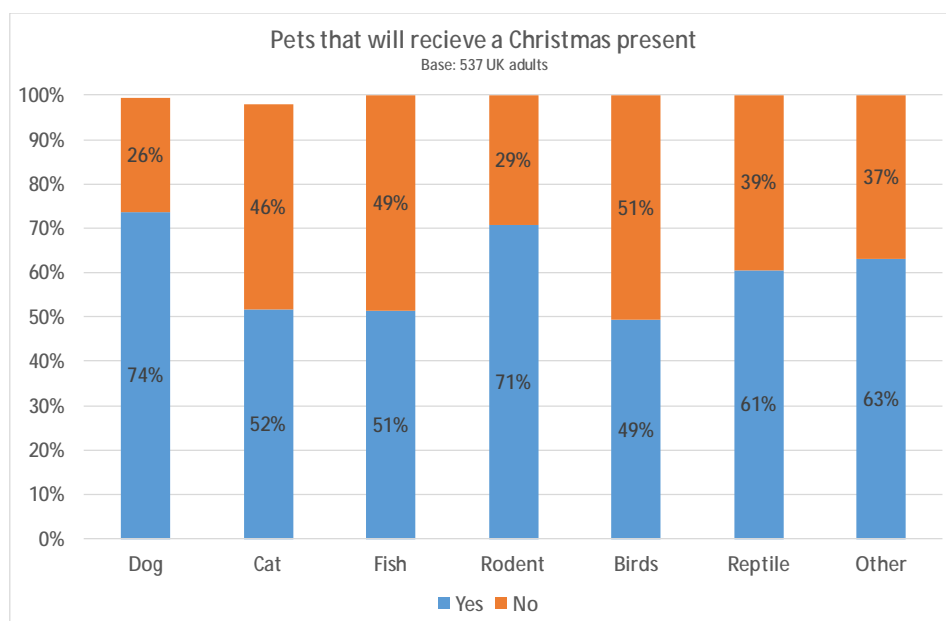
## Christmas Presents for Pets

Among households with pets, six out of ten (60%) intend to give their pet/s a Christmas present/s. Women are more likely than men to give presents to their pets (63% v 56%) and those aged 25-34 the keenest gift givers (67%) whereas those aged 65+ are most likely to mimic Ebenezer Scrooge with just 47% of this age group giving their pets a present.



## Recipients

Dogs are the most likely to be lucky enough to receive a present from their owner, with nearly three quarters (74%) of dog owners intending to give their hound a present. Perhaps surprisingly the rodents are the second most likely pet to benefit from Christmas – 71% of owners will be doting on their rodents. Cats have just managed to scrape into third place with 52% of owners feeling festive for their moggies, but there should be no complacency because 51% of fish owners will be splashing out on pressies!



Weighted:

December 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>D01 Which of the following pets, if any, do you have in your household? [MR/PR]</b>																		
Dog	31.1%	311	28.0%	133	34.0%	178	48.0%	72	40.4%	71	31.7%	58	32.6%	53	23.3%	30	13.4%	26
Cat	24.1%	241	23.4%	111	24.8%	130	25.7%	39	24.1%	42	31.5%	58	28.1%	46	21.4%	28	14.6%	29
Fish	8.5%	85	7.9%	37	9.0%	47	11.0%	17	8.8%	15	12.0%	22	10.5%	17	7.5%	10	1.9%	4
Rodent (rabbit, hamster, gerbil, rat, etc)	5.5%	55	3.0%	14	7.6%	40	0.0%	0	8.8%	15	11.9%	22	9.7%	16	0.4%	1	0.5%	1
Birds	2.7%	27	3.1%	15	2.3%	12	3.1%	5	6.6%	12	2.9%	5	2.3%	4	0.8%	1	0.2%	0
Reptile (snake, lizard, tortoise)	2.4%	24	2.3%	11	2.5%	13	4.1%	6	3.0%	5	3.1%	6	3.4%	6	0.8%	1	0.2%	0
Other	1.3%	13	1.3%	6	1.3%	7	0.9%	1	0.9%	2	2.6%	5	2.2%	4	0.3%	0	0.4%	1
No pets in household	46.3%	463	50.7%	241	42.3%	222	34.8%	53	38.0%	67	37.4%	69	38.2%	62	54.9%	72	71.7%	141
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	
<b>D02 Will you be giving your pet/s a Christmas present/s?</b> <i>Those households with pets</i>																		
Yes	60.1%	323	56.4%	132	63.0%	191	62.2%	61	67.4%	73	62.7%	72	59.8%	60	50.7%	30	47.2%	26
No	38.6%	208	42.5%	100	35.7%	108	37.8%	37	30.8%	33	35.2%	40	40.2%	40	47.9%	28	50.2%	28
(Don't know / can't remember)	1.2%	7	1.0%	2	1.4%	4	0.0%	0	1.8%	2	2.1%	2	0.0%	0	1.4%	1	2.6%	1
Weighted base:	537		235		303		99		109		115		101		59		55	
Sample:	510		228		282		41		47		101		150		98		73	
<b>SEX Sex of respondent</b>																		
Male	47.6%	476	100.0%	476	0.0%	0	50.1%	76	48.6%	85	48.9%	90	49.1%	80	48.7%	64	41.5%	81
Female	52.4%	524	0.0%	0	100.0%	524	49.9%	75	51.4%	90	51.1%	94	50.9%	83	51.3%	67	58.5%	115
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																		
16 to 24	15.1%	151	15.9%	76	14.4%	75	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	175	17.9%	85	17.2%	90	0.0%	0	100.0%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	184	18.9%	90	17.9%	94	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	163	16.8%	80	15.8%	83	0.0%	0	0.0%	0	0.0%	0	100.0%	163	0.0%	0	0.0%	0
55 to 64	13.1%	131	13.4%	64	12.8%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131	0.0%	0
65 +	19.6%	196	17.1%	81	21.9%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	196
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	
<b>SEG Socio-economic group</b>																		
A	4.3%	43	6.2%	30	2.5%	13	4.3%	7	0.9%	2	5.6%	10	6.8%	11	5.8%	8	2.9%	6
B	13.7%	137	12.3%	58	14.9%	78	7.3%	11	13.2%	23	16.9%	31	19.0%	31	17.2%	22	9.1%	18
C1	30.5%	305	30.9%	147	30.2%	158	34.7%	52	37.0%	65	36.1%	66	23.4%	38	32.9%	43	20.6%	40
C2	30.3%	303	30.6%	146	30.0%	157	30.5%	46	31.7%	56	33.8%	62	37.8%	62	26.4%	35	21.8%	43
D	9.7%	97	12.2%	58	7.4%	39	14.7%	22	12.0%	21	5.4%	10	12.1%	20	8.8%	11	6.3%	12
E	11.6%	116	7.9%	37	15.0%	79	8.4%	13	5.2%	9	2.2%	4	0.8%	1	8.9%	12	39.3%	77
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																		
Working full-time (30+ hours a week)	42.9%	429	54.8%	261	32.0%	168	23.3%	35	62.8%	110	65.4%	120	63.3%	103	40.9%	53	3.4%	7
Part-time	16.3%	163	7.4%	35	24.3%	127	24.6%	37	15.5%	27	17.2%	32	18.2%	30	20.5%	27	5.2%	10
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.3%	153	16.1%	77	14.6%	76	43.5%	66	12.4%	22	15.4%	28	16.0%	26	8.2%	11	0.2%	0
Not working (retired / invalid)	24.9%	249	21.5%	102	27.9%	146	8.6%	13	9.3%	16	0.9%	2	2.5%	4	29.1%	38	89.5%	175
(Refused)	0.7%	7	0.2%	1	1.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.3%	2	1.7%	3
Weighted base:	1000		476		524		151		175		184		163		131		196	
Sample:	1000		488		512		60		73		161		248		207		251	

Column %ges.

Weighted:

December 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																		
One	22.3%	223	19.8%	94	24.6%	129	4.2%	6	18.2%	32	15.2%	28	18.2%	30	28.0%	37	46.0%	90
Two	50.5%	505	53.0%	252	48.3%	253	42.6%	64	56.1%	98	62.7%	115	48.6%	79	47.2%	62	44.2%	87
Three	16.8%	168	18.0%	86	15.7%	82	28.0%	42	20.0%	35	15.3%	28	19.5%	32	14.2%	19	6.2%	12
Four	7.7%	77	5.3%	25	9.8%	51	17.2%	26	5.7%	10	4.2%	8	12.0%	20	8.5%	11	1.1%	2
Five	1.4%	14	2.1%	10	0.7%	4	6.6%	10	0.0%	0	0.4%	1	1.3%	2	0.4%	1	0.0%	0
Six or more (Refused)	0.2% 1.1%	2 11	0.5% 1.3%	2 6	0.0% 1.0%	0 5	1.3% 0.0%	2 0	0.0% 0.0%	0 0	0.0% 2.2%	0 4	0.0% 0.4%	0 1	0.4% 1.3%	0 2	0.0% 2.6%	0 5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									

**CHI How many children live in your household, aged 15 years and under ?**

None	65.8%	658	67.1%	319	64.6%	339	62.9%	95	52.6%	92	32.5%	60	60.8%	99	93.9%	123	96.4%	189
One	13.6%	136	11.8%	56	15.2%	79	22.0%	33	18.6%	33	18.2%	33	18.2%	30	3.7%	5	1.0%	2
Two	14.6%	146	16.0%	76	13.4%	70	15.0%	23	19.7%	35	34.0%	63	15.5%	25	0.7%	1	0.0%	0
Three	3.6%	36	3.3%	16	3.9%	20	0.0%	0	4.1%	7	11.3%	21	4.8%	8	0.4%	0	0.0%	0
Four	1.1%	11	0.5%	2	1.6%	8	0.0%	0	4.4%	8	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Six or more (Refused)	0.2% 1.1%	2 11	0.0% 1.3%	0 6	0.4% 0.9%	2 5	0.0% 0.0%	0 0	0.6% 0.0%	1 0	0.6% 2.2%	1 4	0.0% 0.0%	0 0	0.0% 1.3%	0 2	0.0% 2.6%	0 5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									

**HLD Size of household**

One	19.9%	199	18.3%	87	21.2%	111	4.2%	6	16.8%	29	8.2%	15	12.9%	21	28.0%	37	46.0%	90
Two	29.1%	291	30.5%	145	27.8%	146	22.1%	33	21.9%	38	17.6%	32	25.3%	41	45.5%	59	44.2%	87
Three	20.2%	202	21.8%	104	18.8%	99	35.7%	54	23.9%	42	20.6%	38	24.3%	40	14.4%	19	5.2%	10
Four	19.9%	199	19.6%	93	20.2%	106	20.7%	31	24.5%	43	33.9%	62	29.5%	48	8.2%	11	2.1%	4
Five or more (Refused)	9.7% 1.1%	97 11	8.4% 1.3%	40 6	10.9% 1.0%	57 5	17.4% 0.0%	26 0	12.9% 0.0%	23 0	17.6% 2.2%	32 4	7.7% 0.4%	12 1	2.6% 1.3%	3 2	0.0% 2.6%	0 5
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									

**IS2 ISBA region**

Ulster	2.5%	25	2.1%	10	3.0%	16	3.0%	5	2.1%	4	2.3%	4	2.4%	4	3.2%	4	2.5%	5
Scotland	8.4%	84	11.0%	52	6.1%	32	4.8%	7	13.9%	24	10.6%	20	7.3%	12	4.6%	6	7.8%	15
North / Borders	6.1%	61	6.5%	31	5.8%	30	6.3%	9	8.3%	15	4.8%	9	4.4%	7	8.7%	11	4.9%	10
Lancashire	11.9%	119	13.8%	66	10.2%	53	6.6%	10	19.1%	33	6.3%	12	9.8%	16	13.1%	17	15.8%	31
Yorkshire	9.9%	99	9.7%	46	10.1%	53	6.6%	10	13.8%	24	10.9%	20	5.3%	9	10.5%	14	11.4%	22
Wales & South West	10.7%	107	11.2%	53	10.2%	53	14.4%	22	13.0%	23	10.3%	19	10.4%	17	7.7%	10	8.3%	16
Midlands	15.5%	155	13.0%	62	17.9%	94	17.4%	26	5.2%	9	18.3%	34	17.1%	28	18.7%	24	17.4%	34
East England	7.1%	71	7.0%	33	7.2%	38	12.3%	19	5.6%	10	8.5%	16	7.2%	12	4.9%	6	4.4%	9
London	18.6%	186	14.4%	68	22.4%	117	17.6%	27	11.3%	20	18.0%	33	25.5%	41	21.6%	28	18.6%	37
Southern	9.3%	93	11.4%	54	7.3%	38	11.0%	17	7.7%	14	10.1%	19	10.8%	18	7.0%	9	8.7%	17
Weighted base:	1000	476	524	151	175	184	163	131	196									
Sample:	1000	488	512	60	73	161	248	207	251									