

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME:

A Year in the Life of a Pet Parent 2025

SAMPLE: 2,000 dog and cat owners

SPLITS: Age, gender and region

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male

2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2006 to 1925]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2006, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1925-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

- Northeast
- Southeast
- Southwest
- Midwest
- West

Screener Questions:

SQ1. Which of the following pets do you currently own? [Select all that apply] [RANDOMIZE](#), [ANCHOR LAST 2](#)

Dog TERMINATE IF NOT SELECTED

Cat TERMINATE IF NOT SELECTED

Bird

Fish

Horse

Hamster

Other

N/A: I don't own a pet [Exclusive]

Info1. The following survey will ask you questions about your dog(s) and/or cat(s). When answering questions in this survey, if you have multiple dog(s) and/or cat(s), please think about the dog or cat whose birthday comes next on the calendar.

Survey Questions:

1. To what extent do you agree or disagree with the following statements? [Select one]

GRID:

- a. "My pet has been my main source of happiness throughout 2025."
- b. "My pet gives me something positive to focus on when other things aren't going my way."

GRID BY:

- i. Strongly agree
- ii. Somewhat agree
- iii. Neither agree nor disagree
- iv. Somewhat disagree
- v. Strongly disagree

2. Do you currently have a budget when it comes to how much you aim to spend on your pet? [Select one]

- a. Yes
- b. No
- c. Not sure

3. [SHOW IF Q2 = YES] What is your monthly budget when it comes to your pet? [Select one]

- a. Less than \$50
- b. \$50 to \$100
- c. \$101 to \$150
- d. \$151 to \$200
- e. \$201 to \$250
- f. \$251 to \$300
- g. \$301 to \$350
- h. \$351 to \$400
- i. \$401 to \$450
- j. \$451 to \$500
- k. Over \$500

4. How much money have you spent on your pet in the following areas within the past three months? [Select one]

[GRID] RANDOMIZE

Food

Toys

Clothes

Treats

[GRID BY]

Less than \$50

\$50 to \$100

\$101 to \$150

\$151 to \$200

\$201 to \$250

\$251 to \$300

\$301 to \$350

\$351 to \$400

\$401 to \$450

\$451 to \$500

Over \$500

5. How much money have you spent on your pet in the following areas within the past three months? [Select one]

[GRID]

Insurance

Doctor's visits

[GRID BY]

Less than \$100

\$100 to \$200

\$201 to \$300

\$301 to \$400

\$401 to \$500

\$501 to \$600

\$601 to \$700

\$701 to \$800

\$801 to \$900

\$901 to \$1000

Over \$1000

6. In what areas are you most likely to splurge for your pet? [Select up to three]

RANDOMIZE, ANCHOR LAST 1

- a. Food
- b. Pet sitter
- c. Grooming
- d. Toys
- e. Clothing
- f. Travel
- g. Supplements/medicine
- h. Daycare/boarding
- i. Pet insurance
- j. Celebrations (e.g., birthdays, "gotcha" days, etc.)
- k. Luxury items (e.g., pet stroller, pet purse, designer clothing, gold/monogrammed collars, etc.)
- l. Training
- m. None of the above [Exclusive]

7. What was your biggest splurge for your pet in 2025?

- a. [Free text]
- b. Not sure/Prefer not to say

8. Thinking ahead to 2026, do you anticipate spending more or less money on your pet than in 2025? [Select one]

- a. I anticipate spending more money on my pet in 2026 than in 2025
- b. I anticipate spending less money on my pet in 2026 than in 2025
- c. I anticipate spending the same amount of money on my pet in 2026 as in 2025
- d. Not sure

9. To what extent do you agree or disagree with the following statements? [Select one]

GRID:

- a. "I'd make financial cuts to my own lifestyle before my pet's."
- b. "My pet's future is constantly on my mind, even among other concerns."

GRID BY:

- i. Strongly agree
- ii. Somewhat agree
- iii. Neither agree nor disagree
- iv. Somewhat disagree

v. Strongly disagree

10. Which of the following best captures your favorite memories of your pet from 2025?

[Select up to three] RANDOMIZE, ANCHOR LAST 1

- a. Spending quality time with my pet
- b. Taking my pet outside
- c. Being active with my pet
- d. Watching my pet play with others
- e. Teaching my pet new things/tricks
- f. Playing with my pet
- g. Feeding my pet treats
- h. Taking pictures of/with my pet
- i. Going on vacation with my pet
- j. None of the above [Exclusive]

11. To the best of your memory, what major events has your pet been around for with you over the past year? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

- a. Financial struggles
- b. A major health event
- c. Moving/relocating
- d. A positive relationship change (e.g., a new partner, getting married, etc.)
- e. A negative relationship change (e.g., a breakup, divorce, etc.)
- f. Starting a new job/career
- g. Losing a job
- h. Losing a loved one
- i. Home renovations
- j. Extensive traveling/being away from home
- k. Mental health challenges
- l. Other (please specify)
- m. Nothing in particular [Exclusive]

12. Which of the following pet-related resolutions are you interested in implementing in 2026? [Select all that apply] RANDOMIZE, ANCHOR LAST 1

- a. Spending more quality time with my pet
- b. Taking my pet outside more often
- c. Being more active with my pet
- d. Helping my pet become more social

- e. Teaching my pet new things/tricks
- f. Being more proactive about my pet's health
- g. Taking my pet to the vet more often
- h. Spending more time playing with my pet
- i. Feeding my pet healthier food
- j. Enrolling in pet insurance
- k. Taking more pictures of/with my pet
- l. Creating a "bucket list" of things to do with my pet
- m. None of the above [Exclusive]

13. To the best of your knowledge, what is the frequency of which your pet visits the vet compared to you visiting the doctor? [Select one]

- a. My pet visits the vet more often than I visit the doctor
- b. My pet visits the vet less often than I visit the doctor
- c. My pet visits the vet just as often as I visit the doctor

14. What percentage of your pet's visits to the vet are preventative (taking care before something happens) versus reactive (dealing with an arising complication)?

- a. Numerical box: Preventative and Reactive [must add up to 100%]

15. Has a vet ever informed you that you caught a health concern in your pet early on by taking them to the vet for a checkup? [Select one]

- a. Yes
- b. No
- c. Not sure

16. To the best of your knowledge, how much money have you spent on the following kinds of care for your pet in 2025? [select one grid]

GRID:

- a. Preventative**
- b. Reactionary**

GRID BY:

- Less than \$50
- \$50 to \$100
- \$101 to \$150
- \$151 to \$200
- \$201 to \$250

\$251 to \$300

\$301 to \$350

\$351 to \$400

\$401 to \$450

\$451 to \$500

Over \$500

I don't spend money on this

17. What steps, if any, do you take specifically for your pet's wellness? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

- a. Purchasing high-quality food
- b. Ensuring they get regular exercise
- c. Feeding them vitamins/supplements
- d. Taking them to the vet even when they are feeling well
- e. Regularly grooming them (e.g., baths, nail trims, etc.)
- f. Staying up to date on vaccinations
- g. Allowing them to play with mentally stimulating toys
- h. Brushing their teeth/feeding them dental treats
- i. Ensuring they socialize with other pets
- j. Other (please specify)
- k. No steps in particular [Exclusive]

18. Has your pet undergone any major, unexpected health events in 2025 (e.g., needing surgery, going to the emergency vet, etc.)? [Select one]

- a. Yes
- b. No
- c. Not sure/Prefer not to say

19. [SHOW IF Q18 = A] Were you financially prepared for the cost of this major, unexpected health event? [Select one]

- a. Yes
- b. No
- c. Not sure/Prefer not to say

20. [SHOW IF Q18 = A] To the best of your knowledge, how much money did the unexpected health events your pet experienced in 2025 cost you? [slider scale]

- a. Slider Scale 0 - 1000 [increments of 25] [Left label \$0: Right label \$1,000+]

b. Prefer not to say

For DP Use Only:

-Less than \$100

\$100 - \$200

\$201 - \$300

\$301 - \$400

\$401 - \$500

\$501 - \$600

\$601 - \$700

\$701 - \$800

\$801 - \$900

More than \$900

21. If your pet were to face a medical emergency, would you feel prepared to handle it financially? [Select one]

a. Yes

b. No

c. Not sure/Prefer not to say

22. Which of the following non-vet related treatments, if any, have you ever pursued for your pet? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

a. Acupuncture

b. Chiropractic adjustments

c. Massage therapy

d. Physical therapy/rehabilitation

e. Homeopathy

f. Herbal or natural remedies

g. Behavioral training/behavioral therapy

h. Nutrition consultation

i. Mobility aids or supportive devices (braces, wheelchairs)

j. Professional grooming for skin/coat health

k. Other

l. I have not pursued non-vet treatments for my pet [Exclusive]

23. [SHOW IF Q22 = A - K] Which of the following, if any, did you see success with? [Select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. [SHOW OPTIONS SELECTED IN Q23]
- b. None of the above [Exclusive]

24. What is the top piece of advice you would give someone considering adopting a pet in the new year?

- a. [Free text]
- b. Not sure

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

25. We're looking to hear from people who own pets. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

26. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: