2022
UK PET DATA REPORT

RESILIENT NUMBERS

Pet Food Market

Pet Population

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WELCOME

This is the third edition of the PFMA Data Report, which includes the latest pet population figures in addition to pet food market data. We have been commissioning research for over 15 years and are therefore in a unique position to provide historical figures for context. Our data is well respected and frequently referenced by the media and government bodies, in addition to the wider pet industry and PFMA members.

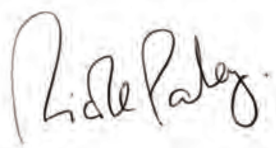
At the PFMA, we also work closely with the UK's animal welfare organisations and industry bodies. This enables us to have discussions about our findings and sense check our population data to ensure that it reflects what our colleagues see on the ground. This year we asked an additional set of questions on pet owner habits, acquisition and relinquishment. We also spoke to pet owners about their attitudes and behaviours in respect to their pet's weight and also attitudes towards and knowledge of the commercially prepared pet food industry and its industry body.

Our pet population data is sourced from a survey of almost 9000 households in the UK. There are now a record 35m pets in the UK in 2022. Pet ownership is at a peak and 17.4m households (62%) own a pet. However, our more detailed questions, which this year were posed to a smaller group of 2560 households, showed that whilst 4.7m households (17%) had acquired a new pet since the start of the pandemic, sadly 12% had given up a pet over the last year.

Looking at the market data highlights, which we source by collecting and analysing numbers from our members, the UK pet food market grew 4% and was worth more than £3 billion in 2021, rising to £3.3 billion including Wild Bird Food. The size of the market also grew by 1%, which equals 2020 and is more than any of the previous five years.

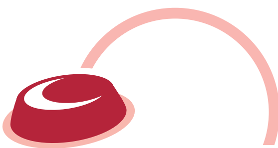
You can read more about our thoughts and insight into this data on pages 16 – 18. The methodology is explained in detail in the Appendix on pages 26.

We do hope you find this report useful and if you require any more information please do contact me.



Nicole Paley
Deputy Chief Executive
PFMA

THERE ARE NOW **35 MILLION PETS IN THE UK; 62% (17.4 MILLION)** HOUSEHOLDS



THE UK PET FOOD MARKET GREW **4%** TO **£3.3 BILLION**

WHILST **4.7 MILLION (17%) HOUSEHOLDS ACQUIRED A NEW PET** SINCE THE START OF THE PANDEMIC, SADLY **12% HAVE GIVEN UP A PET** OVER THE LAST YEAR

Pet Food Market – A Changing World

The world has continued to be a very different place between the writing of the second edition of this report in March 2021 and April 2022 when this version was written. The UK pet food market has seen a modest growth in volume and a significant increase in the value of that food versus 2020. This is a continuation of the performance reported last year and the membership believe that this will continue through 2022 as inflation is expected to peak this year. While there is some observed growth in the pet population which follows through to a slight growth in the quantity of pet food sold as can be expected, the inflationary pressures in the economy are expected to reveal themselves in 2022. It can be anticipated that the value growth in the pet food market will peak when the 2022 data is reviewed in early 2023.

Covid 19 Impact

The ongoing Covid19 pandemic caused further restrictions on the UK population to varying degrees depending on which country and at what time. This is thought to explain the growth in cat and dog treats as well as wild bird food. There is also an opinion that a greater number of cat and dog owners being at home more has contributed to a change in feeding behaviour in that it is easier to feed wet food when at home all day rather than leaving dry food available for pets to eat when the owners are out at work all day (seen less during 2020 and 2021).

There has been anecdotal evidence in the media that pet ownership has increased during the period March 2020 to March 2022. However, this outwardly positive theme is tarnished somewhat by reports of new pet owners (in particular younger people who became new dog owners) embarking on pet ownership during 'lockdowns' without fully understanding the nature of the commitment that was being made and the extent to which their life would need to change as a result. These themes are explored later in this report.

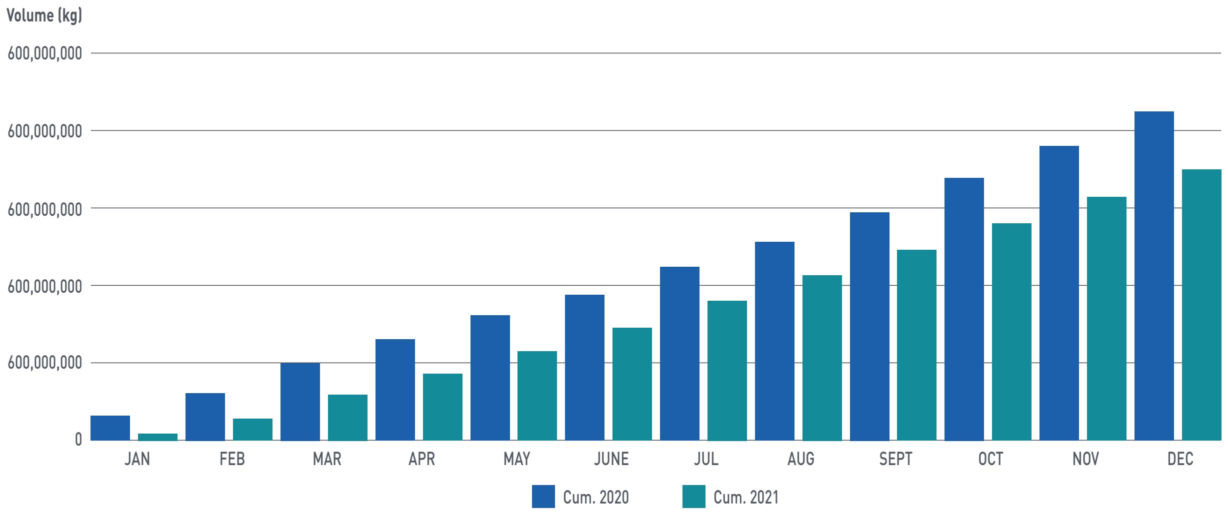
Due to the pandemic it is challenging for PFMA to quantify the increase in the UK pet population. Historically, PFMA's annual population survey has taken place using a face to face survey across the UK but, due to the pandemic, this methodology was paused in March 2020 and all such surveys have moved online. We are now in our second year of collecting data from an online survey. You can read more about this on pages 20 and in the Appendix.

It is also evident that while a significant number of households report having a new pet since the start of the pandemic, those pets are likely to have come through some form of rehoming. Therefore, in many cases, these are not 'new' pets but those that have been rehomed. In previous years, population studies respondents have been asked about where they acquired their pets, the most common sources being a friend of family member 20% and a rehoming organisation 22%, N=1,429, survey in January 2021). Therefore, while an absolute number of pets is reported by species and at a total level (for non-aquatic pets) we cannot know the net number of pets acquired during the pandemic and as such only the proportion of households acquiring and relinquishing are published later in this report for the country as a whole. Data about the number of households in a particular demographic who have obtained a new pet during the pandemic were also given in the PFMA's PR release – and are summarised on page 13.

Brexit Repercussions

In 2022 the practical implications of the UK's decision to leave the EU continue. For example, the imports from the EU of dog and cat food (commodity code 230910) increased by 5% in the full year of 2021 although this figure has fallen through the year (see chart below). Exports to the EU fell by 18% in 2021 although this actually represents a recovery compared to the early months of 2021. These trade numbers will continue to be monitored by the PFMA through 2022.

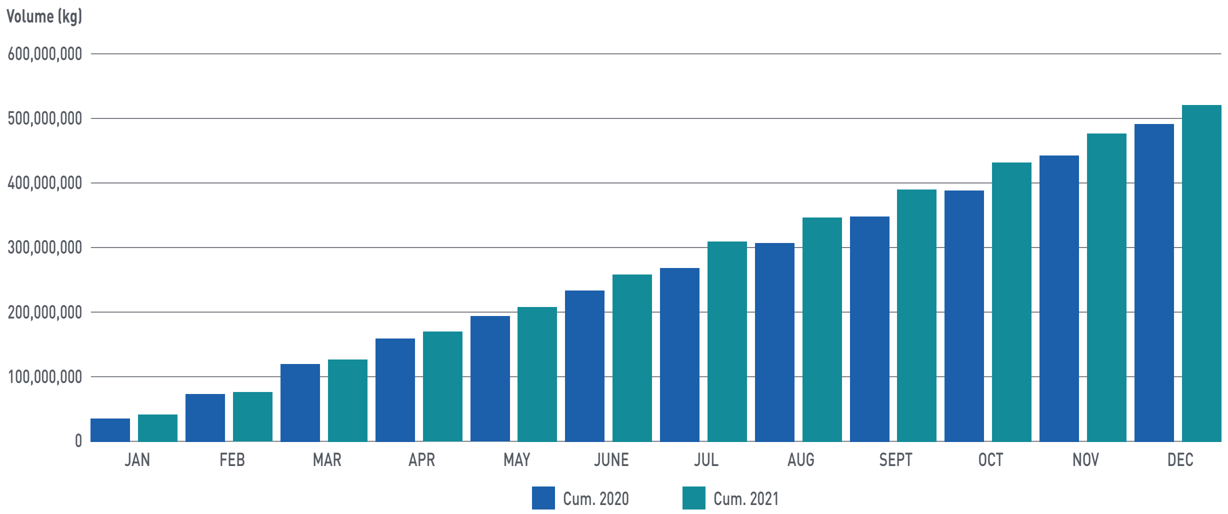
UK to EU Exports – Volume KG Cumulative by Month vs 2021



CUMULATIVE VOLUME BY MONTH

Volume	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2021 % of 2020	27%	46%	60%	67%	72%	78%	81%	83%	83%	82%	83%	82%

UK to EU Imports – Volume KG Cumulative by Month vs 2021



CUMULATIVE VOLUME BY MONTH

Volume	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2021 % of 2020	117%	104%	105%	106%	108%	110%	114%	114%	113%	110%	107%	105%

Source: HMRC UK Trade Info

Ukraine

The pet food industry in the UK continues to monitor the tragic situation in Ukraine;

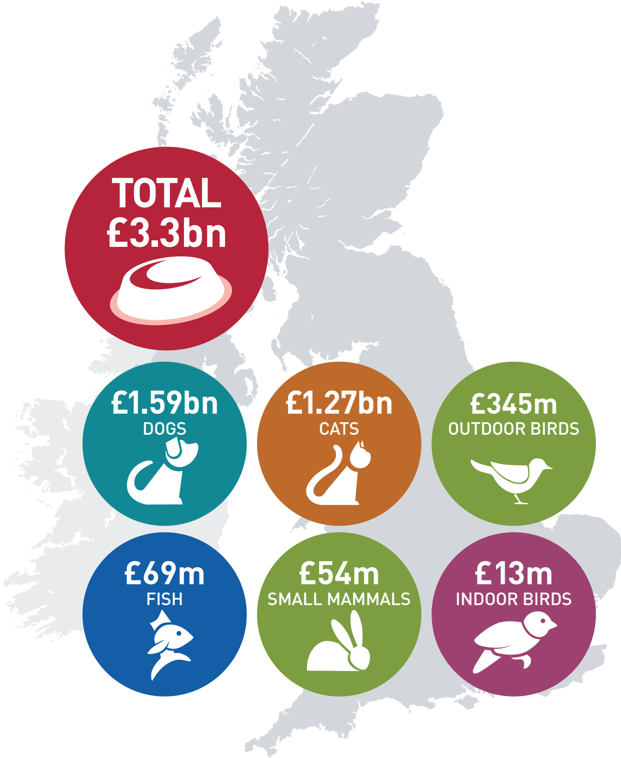
> The UK pet food industry is operating in a volatile environment and, like all sectors, we suffer the impact caused by shortages and the widely reported price rises in world markets, particularly on commodities like wheat, sunflower oil, and packaging materials, as well as rising energy and transport costs. The PFMA is working hard behind the scenes with our members, Government, the wider food sector and other industry bodies to minimise any disruption and to help the industry to continue to consistently serve the nation's pets.

Michael Bellingham, PFMA Chief Executive

Pet Food Market Data

Annual Overview

The UK pet food market was worth more than £3.3 billion in 2021 including Wild Bird Food, with Pet Food alone being worth £3 billion. It shows value growth of 4% year on year and the size of the market in volume terms increased by 1% which equals 2020 and is more than any of the previous five years. (NB Wild Bird food worth £339 million and 211 K Tonnes in 2021, Pigeon food a further £6 million and 4 K Tonnes.)



1% INCREASE IN THE SIZE OF THE UK PET FOOD MARKET

4% INCREASE IN THE VALUE OF THE UK PET FOOD MARKET

UK Pet Food Market 2015-21 Overall Sector Volumes and Values with Growth

Total Dog		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	826	835	830	824	822	834	854
000 Tonnes	% Change	N/A	1%	-1%	-1%	0%	1%	2%
Value	Value	1,333	1,348	1,371	1,385	1,416	1,518	1,594
£ Millions	% Change	N/A	1%	2%	1%	2%	7%	5%

Total Cat		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	405	406	388	381	386	393	390
000 Tonnes	% Change	N/A	0%	-4%	-2%	1%	2%	-1%
Value	Value	1,077	1,108	1,141	1,158	1,176	1,238	1,271
£ Millions	% Change	N/A	3%	3%	1%	2%	5%	3%

Total Small Animal		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	73	69	67	63	58	56	54
000 Tonnes	% Change	N/A	-5%	-4%	-5%	-8%	-4%	-4%
Value	Value	72	68	65	62	57	55	54
£ Millions	% Change	N/A	-5%	-4%	-5%	-8%	-3%	-3%

Total Fish		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	3.3	3.1	3.1	3.1	2.9	3.3	3.4
000 Tonnes	% Change	N/A	-6%	0%	1%	-9%	13%	4%
Value	Value	69.3	68.9	67.1	66.9	66.9	68.4	68.6
£ Millions	% Change	N/A	-1%	-3%	0%	0%	2%	0%

Total Bird inc. Indoor		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	162	158	164	170	176	202	227
000 Tonnes	% Change	N/A	-2%	4%	3%	3%	15%	13%
Value	Value	206	219	228	237	252	291	358
£ Millions	% Change	N/A	6%	4%	4%	6%	15%	23%

Total Bird ex. Indoor/Pigeon		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	143	140	148	154	160	186	211
000 Tonnes	% Change	N/A	-2%	5%	4%	4%	16%	13%
Value	Value	187	200	210	220	235	273	339
£ Millions	% Change	N/A	7%	5%	5%	6%	16%	24%

Total inc. All		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	1,470	1,471	1,452	1,442	1,445	1,489	1,529
000 Tonnes	% Change	N/A	0%	-1%	-1%	0%	3%	3%
Value	Value	2,757	2,812	2,872	2,910	2,968	3,171	3,345
£ Millions	% Change	N/A	2%	2%	1%	2%	7%	6%

UK Pet Food Market 2015-21 Total Volume & Value with Annual Growth

		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	1,321	1,325	1,298	1,282	1,280	1,297	1,313
000 Tonnes	% Change	-1%	0%	-2%	-1%	0%	1%	1%
Value	Value	2,563	2,605	2,655	2,683	2,727	2,892	3,000
£ Millions	% Chance	0%	2%	2%	1%	2%	6%	4%

Excludes Wild Bird Food

UK Pet Food Market 2015-21 Sector Volume & Value with Annual Growth

Dog Food

Wet Dog (Total)		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	284	273	263	254	251	250	262
000 Tonnes	% Change	-2%	-4%	-4%	-3%	-1%	0%	5%
Value	Value	329	318	314	324	336	350	383
£ Millions	% Change	-2%	-3%	-1%	3%	4%	4%	10%

Wet Dog (ex. Raw)		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	284	273	230	217	213	211	219
000 Tonnes	% Change	-2%	-4%	-16%	-5%	-2%	-1%	4%
Value	Value	329	318	216	211	212	201	213
£ Millions	% Change	-2%	-3%	-32%	-2%	1%	-5%	6%

Raw Wet Dog		2015	2016	2017	2018	2019	2020	2021
Volume	Volume		29	33	36	38	39	43
000 Tonnes	% Change		N/A	14%	9%	4%	3%	9%
Value	Value		88	99	113	124	149	170
£ Millions	% Change		N/A	12%	15%	9%	20%	14%

Dry Dog Complete		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	414	418	419	418	418	424	433
000 Tonnes	% Change	-2%	1%	0%	0%	0%	1%	2%
Value	Value	570	573	584	576	583	601	627
£ Millions	% Change	-4%	0%	2%	-1%	1%	3%	4%

Dog Mixer		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	38	37	36	35	34	32	32
000 Tonnes	% Change	0%	-2%	-2%	-5%	0%	-6%	-2%
Value	Value	24	24	24	23	22	21	21
£ Millions	% Change	0%	-1%	-1%	-2%	-3%	-5%	0%

Dog Treats		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	91	107	112	118	119	127	128
000 Tonnes	% Change	2%	6%	4%	5%	1%	7%	1%
Value	Value	410	434	449	462	475	547	562
£ Millions	% Change	4%	7%	4%	4%	3%	15%	3%

Wet Dog split out into Total (including Raw), Wet ex. Raw and Wet Raw only at the request of members

Cat Food

Cat Wet (Total)		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	312	311	293	284	289	295	295
000 Tonnes	% Change	-1%	-1%	-6%	-3%	2%	2%	0%
Value	Value	713	726	748	759	778	821	845
£ Millions	% Change	0%	2%	3%	1%	3%	6%	3%

Cat Dry Complete`		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	93	96	95	98	97	98	95
000 Tonnes	% Change	-1%	3%	0%	2%	0%	1%	-3%
Value	Value	243	256	268	274	272	275	275
£ Millions	% Change	0%	5%	4%	2%	-1%	1%	1%

Cat Treats & Other		2015	2016	2017	2018	2019	2020	2021
Volume	Value	120	126	126	126	126	141	151
£ Millions	% Change	6%	5%	0%	0%	0%	12%	7%

Small animals, fish (indoor & outdoor) & indoor birds

Rabbit		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	52	49	46	44	39	37	35
000 Tonnes	% Change	-2%	-5%	-5%	-6%	-10%	-5%	-5%
Value	Value	51	47	45	43	38	37	36
£ Millions	% Change	-2%	-6%	-6%	-5%	-10%	-3%	-2%

Indoor Fish		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	1	1	1	1	1	1	1
000 Tonnes	% Change	-6%	0%	-5%	2%	-5%	4%	0%
Value	Value	52	53	52	52	52	53	53
£ Millions	% Change	-5%	2%	-2%	1%	0%	2%	0%

Guinea Pig		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	14	13	13	13	13	13	13
000 Tonnes	% Change	-2%	-4%	-1%	-2%	1%	1%	0%
Value	Value	12	12	12	12	12	12	12
£ Millions	% Change	-3%	0%	-2%	-3%	2%	-1%	0%

Outdoor Fish		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	2	2	2	2	2	2	2
000 Tonnes	% Change	1%	-9%	-1%	0%	1%	4%	5%
Value	Value	18	16	15	15	15	15	15
£ Millions	% Change	1%	-8%	-5%	-6%	2%	2%	1%

Rodent		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	8	7	7	7	7	6	6
000 Tonnes	% Change	-3%	-5%	0%	-5%	-7%	-8%	-8%
Value	Value	9	8	8	8	7	7	6
£ Millions	% Change	-4%	-5%	0%	-4%	-7%	-12%	-12%

Indoor Birds		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	13	12	12	11	11	12	12
000 Tonnes	% Change	1%	-5%	-5%	-2%	-2%	5%	6%
Value	Value	13	12	11	11	11	12	13
£ Millions	% Change	1%	-5%	-7%	-3%	1%	8%	10%

Bird food (wild, pigeon & indoor)

Straight Peanuts		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	15	12	13	13	13	15	19
000 Tonnes	% Change	7%	-18%	4%	5%	0%	17%	26%
Value	Value	15	22	25	25	24	28	36
£ Millions	% Change	-38%	47%	10%	2%	-5%	17%	27%

Other Fats & Treats		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	6	8	8	8	8	8	10
000 Tonnes	% Change	-6%	27%	3%	2%	1%	3%	23%
Value	Value	24	25	27	29	30	32	41
£ Millions	% Change	-2%	7%	7%	7%	6%	5%	29%

Other Straight		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	29	27	25	27	28	28	34
000 Tonnes	% Change	-6%	-8%	-8%	7%	5%	0%	23%
Value	Value	50	46	43	46	48	48	73
£ Millions	% Change	-7%	-8%	-7%	7%	5%	0%	51%

Mealworms		2015	2016	2017	2018	2019	2020	2021
Volume	Volume					2	2	3
000 Tonnes	% Change					N/A	26%	71%
Value	Value					12	15	28
£ Millions	% Change					N/A	25%	80%

Blended		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	76	68	70	72	75	91	97
000 Tonnes	% Change	-5%	-11%	3%	3%	4%	22%	6%
Value	Value	70	64	68	71	68	87	92
£ Millions	% Change	-7%	-8%	5%	4%	-4%	29%	6%

Pigeon		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	6	5	5	5	4	4	4
000 Tonnes	% Change	-5%	-9%	-8%	-8%	-3%	0%	-9%
Value	Value	7	6	6	6	6	6	6
£ Millions	% Change	-8%	-2%	-1%	-2%	0%	0%	-1%

Fat Balls		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	17	26	33	34	35	41	47
000 Tonnes	% Change	-11%	53%	26%	4%	2%	19%	13%
Value	Value	28	42	48	50	52	62	69
£ Millions	% Change	-13%	49%	15%	4%	4%	19%	11%

Total Birds ex. Indoor		2015	2016	2017	2018	2019	2020	2021
Volume	Volume	149	146	153	159	165	190	215
000 Tonnes	% Change	-5%	-2%	5%	4%	4%	16%	13%
Value	Value	194	207	217	227	241	279	345
£ Millions	% Change	-11%	7%	5%	5%	6%	16%	24%

UK Pet Food Market 2022 Sector Volume & Value with Annual Growth Forecast

These forecasts were discussed and agreed at the annual Market Data meeting in March 2022, which is open for all participating PFMA members to attend and contribute. The basis on which these forecasts have been arrived at is that unless there is compelling insight to the contrary, growth rates follow the current short-term historic trends. Wet Cat Multi-serve is included this year within Wet Cat Total as per member suggestions. The rule for breaking out a category is there is a minimum of four submissions to protect the confidentiality of submitting members). Cat Treats volume is not reported as it is considered of little use and therefore no forecast is available. Small Animal treats have been removed from the data this year as not enough members who supply products in that category take part in the Market Data Scheme to ensure a robust set of data.

There is a sense of optimism in the market that there will be continued growth in 2022 although at a lower level than in 2021 as it is considered that 2021 was a one-off and that some of the growth is due to there being more pets in the UK, the high levels of growth in treats and wild bird food were a result of continuing 'lockdowns' through 2021. This is thought to be due to some owners feeding treats more, perhaps as a result of being at home much more with their pets so there were more opportunities for treating as well as perhaps those owners treating their pets when they treated themselves. It is also clear for 2021 and 2022 that general inflationary pressures and some product availability issues will force consumer prices higher hence the differential in value and volume growth rate predictions.

Dog Food		Wet Total	Wet Raw	Dry Comp.	Mixer	Treats Total
Volume	% Change	4%	10%	1%	-2%	1%
Value	% Change	6%	15%	2%	0%	3%

Cat Food		Wet Cat	Dry	Treats
Volume	% Change	0%	-2%	N/A
Value	% Change	4%	2%	5%

Small Animal Food		Rabbit	Guinea Pig	Rodent
Volume	% Change	-5%	0%	-8%
Value	% Change	-2%	0%	-12%

Fish Food		Indoor	Outdoor
Volume	% Change	0%	4%
Value	% Change	0%	2%

Bird Food		Straight Peanuts	Other Straight	Blended	Fat Balls	Other Fats & Treats	Mealworms	Pigeon	Indoor
Volume	% Change	3%	0%	1%	2%	2%	2%	-5%	1%
Value	% Change	3%	5%	4%	5%	4%	5%	0%	4%

UK Pet Food Market 2015-21 Total Volume Share by Channel

Over the period that this data set covers there has been a continual drift of sales from Grocery to the combined Non-Grocery channels (Inc. Pet Specialists including online, DIY, Garden Centres, Vets and Hard Discounters). This trend is expected to continue, especially in the light of shopping habit changes prompted by the Pandemic in mid 2020 with online retailers benefiting including online only pet shops.

Although 2020 and 2021 appear to have moved back to grocery somewhat this is not expected to continue and could be a result of increased demand through the grocers who offer click and collect and some non-grocery outlets being forced to close at some points during the various lockdowns.

		2015	2016	2017	2018	2019	2020	2021
Grocery								
Volume	% of Total	62%	63%	56%	58%	53%	57%	60%
Non-Grocery								
Volume	% of Total	38%	37%	44%	42%	47%	43%	40%

Excludes Cat & Dog Treats & Fish food as data not collected
No Growth rates as this data is derived from consolidated raw data and the number of member submissions changes every year therefore making growth rates meaningless.

UK Pet Food Market 2015-21 Total Volume Own Label vs. Brand

The proportion of Pet Food (including Bird food) sold in the UK that is branded has remained relatively constant between 2015 and 2021 at between 83% and 86% by volume. 2021 is in line with the previous five years.

		2015	2016	2017	2018	2019	2020	2021
Branded								
Volume	% of Total	86%	84%	83%	84%	83%	86%	86%
Own Label								
Volume	% of Total	14%	16%	17%	16%	17%	14%	14%

Excludes Cat/Dog Treats & Fish food as not enough member returns to ensure confidentiality.No Growth rates as this data is derived from consolidated raw data and the number of member submissions changes every year therefore making growth rates meaningless.

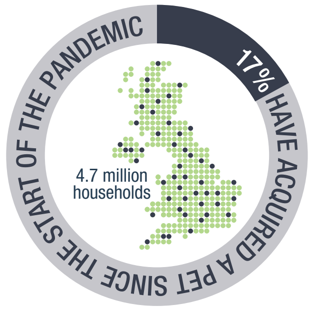
For 2021 data (collected in early 2022) a number of changes were planned for the Market Data scheme. Members have requested that Raw Wet dog food is split out from Wet Dog. Also, Wet Cat Multi Serve is combined with Single Serve to form Total Wet Cat as the market for Multi Serve is now relatively small. Finally, for Pet, the distribution channels collected have changed to improve the accuracy of the data.

Pet Population in 2022 – Ownership Changes over the last couple of unusual years

In January 2022 the PFMA asked a representative sample of 2,560 adults in the UK for their attitudes and behaviours in respect of pet ownership and the pandemic. This follows on from work done in July 2020 and January 2021 that were published in the previous editions of this report.

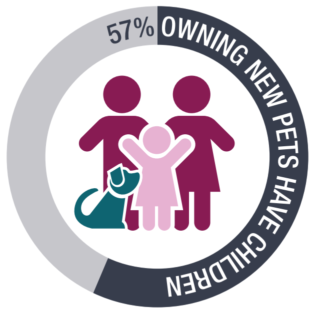
Acquisitions

We asked if households had acquired a pet since the start of the pandemic in 2020. 17% of respondents said that they had, which equates to 4.7m households. This compares to 11% or 3.2m households in January 2021. This appears to suggest a slowdown in the rate of respondents acquiring new pets in the second year of the pandemic, with some large variations between different demographic groups as seen in the table below.



New Owner Demographics

Those with children were much more likely to have acquired a pet as well as younger adults. Although over a half (57%) of new pets have been welcomed into homes with children (2.7m households), Gen Z and Millennials represent 53% of those owning new pets (2.6m households). 25% (1.2m) are 16-24 year olds and 29% (1.4m) are 25-34 year olds.



	Total	Male	Female	ABC1	C2DE	Children	No Children	White	BAME
Yes	17%	19%	15%	19%	15%	31%	10%	17%	18%
No	63%	61%	65%	62%	64%	58%	66%	64%	58%

	Total	16-24	25-34	35-44	45-54	55-64	65-74	75+
Yes	17%	29%	27%	22%	14%	6%	6%	1%
No	63%	57%	58%	62%	70%	67%	66%	61%

N=2,560, Q. Have you acquired a new pet(s) since the start of the pandemic?

Pet Types

Of those who had acquired a new pet since 2020 (N=447), 42% reporting getting a cat, 49% a dog and 17% 'other'.

Dogs and Health

In 2021 respondents were asked about the effects of dog ownership on their mental health, this year they were asked about the effects on their physical health.When the two most positive responses are added together (Top 2 Box) it is clear that having a dog is very positive for the owner's physical health with 79% of all respondents reporting this. Women are slightly more likely to report this (81% versus Men at 79%) as are those with children and those in the ABC1 demographic.

	Total	Male	Female	ABC1	C2DE	Children	No Children	White	BAME
Top 2 Box	79%	79%	81%	83%	77%	82%	78%	83%	64%
Yes, very much so	35%	36%	35%	38%	33%	37%	34%	38%	19%
Yes, to some extent	44%	43%	46%	45%	44%	45%	44%	45%	45%
Neither helpful or unhelpful	8%	7%	8%	6%	9%	7%	8%	7%	7%
No, not particularly	8%	9%	7%	8%	9%	8%	9%	7%	20%
No, not at all	4%	5%	3%	3%	6%	3%	5%	3%	8%

	Total	16-24	25-34	35-44	45-54	55-64	65-74	75+
Top 2 Box	79%	73%	82%	80%	84%	81%	78%	68%
Yes, very much so	35%	31%	39%	39%	32%	36%	31%	36%
Yes, to some extent	44%	42%	43%	41%	52%	45%	47%	32%
Neither helpful or unhelpful	8%	10%	7%	7%	7%	7%	8%	5%
No, not particularly	8%	12%	5%	10%	6%	9%	8%	18%
No, not at all	4%	5%	6%	3%	2%	2%	5%	9%

N=881, Q. Does having a dog help your physical fitness?

The Experience of Pet Ownership

When asked about a series of statements that reflect their time spent with their pet, the results varied a little across the different demographic groups.

	Total	Male	Female	ABC1	C2DE	Children	No Children	White	BAME
Having a pet helps my mental wellbeing	51%	43%	59%	49%	52%	39%	59%	54%	36%
Having a pet is almost like having a child	41%	35%	48%	38%	45%	35%	46%	44%	31%
Having a pet is a big responsibility	48%	40%	56%	48%	48%	40%	53%	51%	40%
Having a pet has changed my life for the better	41%	33%	49%	41%	41%	32%	47%	43%	30%
I'm worried about leaving my pet at home when I go back to work	14%	15%	13%	15%	13%	15%	14%	14%	15%
My pet is absolutely one of the family	60%	48%	71%	59%	60%	49%	66%	63%	46%
I love my pet almost as much as my partner	25%	21%	29%	25%	25%	22%	27%	27%	16%
I wish I had more space in my home for my pet	11%	12%	10%	12%	10%	14%	9%	10%	18%
The amount of exercise my dog needs is a suprise	5%	6%	5%	6%	5%	7%	5%	5%	7%
The amount of walking that my dog requires is a burden	4%	6%	3%	6%	3%	8%	2%	4%	6%
I haven't been able to train my dog as much as I'd like to	7%	8%	5%	8%	6%	9%	5%	6%	8%
Training my dog is a challenge / has been challenging	9%	9%	9%	11%	8%	12%	7%	9%	10%

	Total	16-24	25-34	35-44	45-55	55-64	65-74	75+
Having a pet helps my mental wellbeing	51%	41%	43%	47%	60%	60%	62%	67%
Having a pet is almost like having a child	41%	34%	40%	38%	47%	46%	46%	50%
Having a pet is a big responsibility	48%	37%	40%	45%	58%	62%	53%	57%
Having a pet has changed my life for the better	41%	36%	35%	38%	49%	47%	45%	48%
I'm worried about leaving my pet at home when I go back to work	14%	21%	17%	14%	18%	8%	2%	
My pet is absolutely one of the family	60%	46%	49%	59%	67%	70%	78%	77%
I love my pet almost as much as my partner	25%	23%	28%	20%	28%	28%	26%	10%
I wish I had more space in my home for my pet	11%	17%	13%	14%	8%	7%		2%
The amount of exercise my dog needs is a suprise	5%	7%	7%	7%	4%	4%	3%	
The amount of walking that my dog requires is a burden	4%	6%	8%	5%	3%	1%	1%	2%
I haven't been able to train my dog as much as I'd like to	7%	9%	7%	8%	7%	3%	5%	
Training my dog is a challenge / has been challenging	9%	10%	10%	12%	10%	4%	8%	4%

N=1,457, Q. Do you associate with any of the following statements? (All Respondents)

It is clear that having a pet is a positive experience for many, with 41% saying that having a pet has changed their life for the better, a higher proportion of people without children agreed to this statement (47% without children versus 32% with children). The older people are the more it is the case that having a pet is a life changing experience. Younger age groups tend to report that the pandemic and associated restrictions on leaving their home has meant more time spent with the pet(s) although some also suggest that they are concerned about leaving their pet at home when they return to work. It can be suggested from this and the levels of acquisition and relinquishment together with anecdotal press coverage that some (especially younger) new pet owners did not realise the commitment that they were making.

In addition, women are much more likely (than men) to report that having a pet is like having a child and is a big responsibility. Very few respondents believe that walking a dog is a burden (4% in total) while 9% of the total believe that training their dog is a challenge.

Narrowing this question to just dog owners, mental health is more positively affected for this group (perhaps due to the beneficial effects of the need to get out of the home at least once a day to walk their dog which provides physical exercise, fresh air and the chance to interact, albeit at a modest distance, from other dog owners) with the same high points as with all respondents (N=881), the other observations are equally true for the sample when limited to dog owners alone and just as with mental health, dog owners are more positive than the sample when analysed at the level of total pet owners.

Pet Friendly Work Policies

When asked if the respondent's workplace has a dog friendly policy only 18% responded in the affirmative (15% in 2021), the majority reported that it did not (40%). A further 11% reported that they did not know and 31% responded that the question was not applicable. Those in the ABC1 group are around 50% more likely than those in the C2DE group to work somewhere with a dog friendly policy which suggests that white collar office environments are more likely to have a positive policy versus shops and factories etc. that are more normally associated with C2D types of employment (E being retired). This is not surprising but there is still plenty of scope for further improvement in these figures.

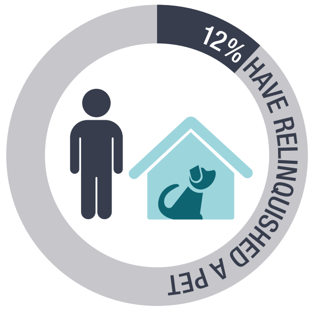
	Total	Male	Female	ABC1	C2DE	Children	No Children	White	BAME
Yes	18%	25%	10%	21%	14%	30%	9%	16%	32%
No	40%	39%	41%	44%	36%	43%	39%	40%	39%
Not sure / Don't know	11%	11%	10%	11%	11%	11%	11%	10%	16%

	Total	16-24	25-34	35-44	45-54	55-64	65-74	75+
Yes	18%	23%	31%	23%	7%	8%	5%	2%
No	40%	39%	41%	48%	53%	42%	9%	4%
Not sure / Don't know	11%	22%	10%	10%	9%	9%		3%

N=1,457, Q. Does your workplace have a dog friendly policy?

Pet Relinquishment

One of the negative aspects of the pandemic has been households who have had to relinquish a pet. The reasons will vary and were not asked in 2021 however in 2022 a short range of prompted responses were given. This question is a classic case of risking inviting the 'socially desirable response' but has been asked anyway. It is assumed that this question might not have been answered honestly by some however this is impossible to know.



In summary, when asked if they had given up a pet 12% in total confirmed that they had (up from 5% in 2021). A further 1% preferred not to say which could be taken as an additional 1% who have given up a pet.

Relinquishment figures in 2022 can be compared to the 17% of all households and 29%/27% of 16-24 and 25-34-year olds respectively who had acquired a pet in 2020/21. This suggests a net gain of 5% at a total level although this is gross and should not been seen as a means of estimating the growth in the UK pet population.

Relinquishment Demographics and Reasons

As you can see from the chart below, almost one quarter (23%) of the people in the younger age groups (16-24 and 25-34) have been unable to keep their pet and 71% of all relinquishments can be attributed to this demographic (2.1m households).

	Total	Male	Female	ABC1	C2DE	Children	No Children	White	BAME
Yes (Total)	12%	17%	6%	13%	9%	23%	5%	10%	19%
Yes, due to a change in my working arrangements	4%	7%	1%	5%	2%	10%	1%	4%	4%
Yes, due to a change in my living arrangements	4%	6%	2%	5%	3%	7%	2%	3%	7%
Yes, due to a change in my financial circumstances	2%	2%	1%	1%	2%	3%	1%	1%	4%
Yes, we could not overcome behavioural challenges	1%	1%	1%	1%	1%	2%		1%	3%
Yes, other reason	1%	1%	1%	1%	1%	1%	1%	1%	1%
No	88%	82%	94%	87%	90%	76%	94%	90%	79%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	2%

	Total	16-24	25-34	35-44	45-54	55-64	65-74	75+
Yes (Total)	12%	23%	23%	11%	4%	2%	0%	1%
Yes, due to a change in my working arrangements	4%	5%	10%	7%	1%			
Yes, due to a change in my living arrangements	4%	8%	9%	3%	2%	1%		
Yes, due to a change in my financial circumstances	2%	5%	2%	1%	1%			
Yes, we could not overcome behavioural challenges	1%	3%	1%					
Yes, other reason	1%	2%	1%			1%		1%
No	88%	74%	75%	86%	96%	97%	99%	98%
Prefer not to say	1%	2%	1%	2%				1%

N=2,560, Q. Have you had to relinquish a pet?

We looked at the raw data for specific age groups and can highlight percentages of each group that selected reasons such as work or living arrangements. The main reason 16-24 year olds gave up a pet was a change in living arrangements with 34% of this group citing this factor. 23% claimed financial obstacles and 22% identified a change in working arrangements. Behavioural concerns were a reason for 13% of those who relinquished in this age group. For those slightly older aged 25-34 years old, both working and living arrangements were an issue affecting 41% and 39% respectively. As mentioned previously, we discovered that 40% of owners don't have pet friendly offices with an extra 11% unsure.

Types of Pets Being Relinquished

When asked about the species of pet that was given up (294 respondents answered this question so it is only a guide), 45% reported that the pet was a cat, 60% a dog with 4% quoting 'other'.This suggests that dogs were slightly more likely to have been given up than cats which is unfortunately to be expected given the training requirements for puppies and dogs relative to kittens and cats and also the difficulties in leaving a dog at home all day versus a cat in the same situation. In previous studies there appears to be a clear link between a lack of acknowledgement that training is required to avoid behavioural problems which tend to lead to relinquishment. These data are similar to those collected in January 2021.

PFMA and Welfare Charities Insight

"We are keen to investigate why owners are giving up their pets and where they are being relinquished. We believe that many pets are being sold on to recuperate funds, in addition to being taken to rehoming centres. We are working closely with the CFSG (Canine & Feline Sector Group) plus other animal welfare charities to identify what the pet care sector can do to support owners and prevent this from happening.

At the PFMA, we believe there is a need to boost the provision of pet-friendly policies at work and in rental accommodation. There are some excellent campaigns focused on this. We also need to ensure that potential pet owners are aware of the full implications of pet ownership and the significant responsibility that comes with a new family member. We are active in supporting pet ownership education campaigns such as National Pet Month and we work to promote the many excellent resources provided by the network of UK charities and welfare organisations. Woodgreen, for example, have a service whereby struggling owners are supported in their own homes. Rehoming centres should always be the first port of call for owners unable to cope."

Nicole Paley, Deputy Chief Executive, PFMA

"Sadly, we are seeing the number of requests for intake increase, which has been most significant for dogs and small pet species (rabbits in particular). Unfortunately, we cannot always accommodate pets straight away, resulting in concern about how these pets are being rehomed instead. Online or private sales may be worse for pets' welfare in the long-term, especially if they have significant medical or behavioural needs that go on untreated.
On a more positive note, we at Woodgreen have seen demand for our outreach, behaviour advice and online workshops increase. Well over 200 people receive support each week, indicating that many owners are keen to work at keeping a pet. We'd encourage any owner experiencing problems with their pets to reach out as soon as possible for guidance, as many common issues can be improved in the home with trusted advice and support."

Linda Cantle, Director of Pet & Owner Support Services at Woodgreen Pets Charity

Vinnies Story

Vinnie was 11 months old when he was an emergency arrival at Woodgreen, after he suffered a serious injury to his third eyelid and his owner was unable to afford treatment. Vinnie was taken straight into Wood Green's veterinary surgery to have his eyelid repaired, where he was also neutered whilst under anaesthetic. Vinnie is now fully recovered and is settling into his new home

"The relinquishment figures are very worrying but, sadly, not surprising as we are now starting to see an increase in requests for help and rehoming and particularly with rabbits. Bringing an animal home to join your family is a significant commitment and responsibility and the increase in ownership during the pandemic did cause concerns that some people may not have fully considered whether they would be able to properly care for them for the rest of their life.

We understand that circumstances can change and, sometimes, this leaves families having to make the heart-breaking decision to give up their pets. However, we also know that animals are often signed over to charities, rehomed or even abandoned because people took on a pet without the necessary research or appreciation of the responsibility and commitment.

Following the surge in pet acquisition during lockdown, with many people now returning to normal life, and with the cost of living rising at a shocking rate, at the RSPCA we fear this is just the start of a pet welfare crisis; and we're worried that it'll be charities like us that are left picking up the pieces."

Pet Welfare Expert at RSPCA, Dr Samantha Gaines

Storms Story

Five-year-old collie-cross Storm was dumped at an RSPCA centre at the beginning of lockdown after his owner fell ill and their family could no longer take care of him. He was incredibly overweight and had nasty ear and skin infections. Staff at Stubbington Ark set about treating him and put him on a strict diet and exercise regime before he went to live with Amy Ockleford who also works for the RSPCA.

Annual Pet Population Data – 2022

Methodology Change and Comparing Historical Figures

In order to collect pet population data, the PFMA used to conduct face-to-face interviews. Due to the pandemic, all research has had to move online. Traditionally, online surveys seem to inflate the level of pet ownership. Therefore, we took the decision to increase the sample size to approximately 9,000 to achieve a robust sample size. This also eliminates the need for rounding two years worth of data, which was a process we followed with smaller samples of data sourced in person.

Although the questions remain the same, it is not possible to make comparisons and benchmark the change from data sourced face-to-face and online.

The online survey has been run for two consecutive years. In 2021 the size was 5093 and in 2022 is 8983 for the main annual population figures. For 2022, caution is required when comparing data to the previous year due to the change in sample size. Percentages of households owning pets can be compared between 2022 and 2021.

UK Pet Population in 2022 – by species

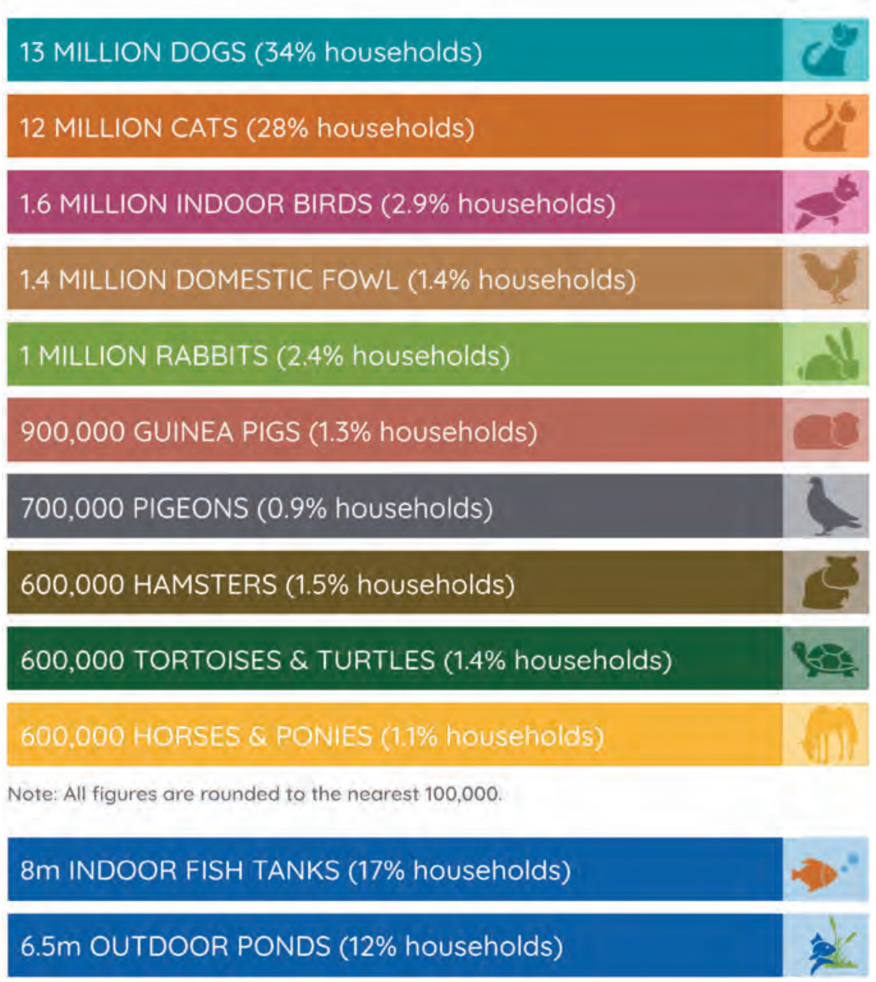
In 2022, there are around 35 million non-aquatic pets in the UK. 62% of UK households own a pet of some type, which equates to around 17 million individual households. In the UK there are now 13m dogs and 12m cats, 1.6m indoor birds, 1.4m domestic fowl, 1m rabbits, 900k Guinea pigs, 700k pigeons, 600k hamsters, 600k tortoises and 600k horses.

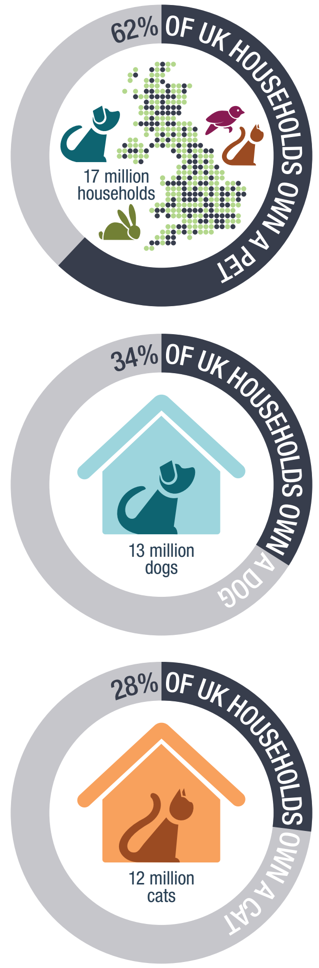
UK Pet Population – % Households Owning a Pet

Species & Population	% Households Owning	Species & Population	% Households Owning
Around 13 million dogs	34%	Around 600,000 horses & ponies as pets	1.1%
Around 12 million cats	28%	Around 500,000 snakes	1.0%
Households with both cat(s) & dog(s)	11%	Around 400,000 lizards	1.0%
Around 8 million indoor fish tanks	17%	Around 400,000 frogs & toads	0.5%
Around 6.5 million outdoor ponds	12%	Around 300,000 gerbils	0.4%
Around 1.6 million indoor birds	2.9%	Around 300,000 rats	0.4%
Around 1.4 million domestic fowl	1.4%	Around 200,000 newts/salamanders	0.3%
Around 1 million rabbits	2.4%	Around 200,000 ferrets	0.2%
Around 900,000 guinea pigs	1.3%	Around 100,000 people keep insects	0.3%
Around 700,000 pigeons as pets	0.9%	Around 60,000 mice (no data in 2019/20)	0.2%
Around 600,000 hamsters	1.5%		
Around 600,000 tortoise & turtles	1.4%	Around 35 million non-aquatic pets	62%

In November and December 2021 the PFMA joined with the Federation of British Herpetologists (FBH) to look at a variety of aspects regarding the keeping of reptiles and amphibians. This survey was only conducted with owners of such species and not the general public as per the annual PFMA Pet Population. If you're interested in finding out more, please contact the PFMA team.

Top Ten Pets





Regional Dog and Cat Populations 2022

% of Households owning		N East	N West	Yorks & Humb	East Mids	West Mids	East of England	London	S East	S West	Wales	Scot	N Ireland	UK
Cats	%	22	27	26	25	30	30	29	32	28	27	27	23	**28**
Dogs	%	40	38	34	32	35	35	31	29	32	41	36	44	**34**
	Sample size	398	1100	788	652	819	856	1090	1151	789	483	656	201	**8983**

Tables limited to Cats & Dogs as other species have low levels of household ownership compared to cats/dogs and these small percentages change little over time.

Households with Dogs and Cats 2022 (split by gender, social class, those with or without children, ethnicity and age)

In 2022, 25-34-year olds appear more likely to own a cat than the other age groups, with high social class and households with children also more likely to own a cat. For dog ownership those under 54 are more likely than those over 55 with a much higher propensity of those with children than those without and no difference for the social classes (ABC1 still higher than C2DE). 'White' households more likely to own cats and dogs compared with BAME households.

% Households Owning	Total	GENDER		SOCIAL CLASS		CHILDREN		ETHNICITY	
		Male	Female	ABC1	C2DE	Any	None	White	BAME
Cats	28	28	28	29	27	36	24	29	23
Dogs	34	37	32	34	34	46	29	36	26

% Households Owning	Total	AGE						
		16-24	25-34	35-44	45-54	55-64	65-74	75+
Cats	28	28	34	32	31	26	19	14
Dogs	34	40	45	39	35	27	23	15

Households with Children and Pets 2022

This table shows the proportion and approximate number of UK households (rounded) that had pets and children.

2022	%HH	HH 000s
Cat	36%	3,250
Dog	46%	4,100
Birds (as Pets)	8%	730
Small Mammals	12%	1,050
Total Pets	77%	6,900

Number of Cats and Dogs per Household 2022

When considering how many cats or dogs households have, it is clear that a single species per household is the norm with 66% of cat owning households having one cat and 76% of dog owning households having only one dog. These figures vary between the demographic measures but not to any great extent that is worth mentioning. Having more than one cat is a little more likely than having more than one dog.

% Households Owning	Total	GENDER		SOCIAL CLASS		CHILDREN		ETHNICITY	
		Male	Female	ABC1	C2DE	Any	None	White	BAME
1 Cat	**66%**	71%	62%	67%	65%	68%	65%	66%	72%
2 Cats	**24%**	21%	27%	24%	24%	24%	24%	24%	21%
3 Cats	**5%**	5%	5%	5%	5%	4%	6%	5%	4%
4 Cats	**3%**	2%	3%	2%	3%	3%	3%	3%	3%
5 or more Cats	**2%**	2%	2%	1%	3%	1%	3%	2%	1%

% Households Owning	Total	GENDER		SOCIAL CLASS		CHILDREN		ETHNICITY	
		Male	Female	ABC1	C2DE	Any	None	White	BAME
1 Dog	**76%**	77%	76%	76%	76%	76%	77%	76%	79%
2 Dogs	**18%**	17%	19%	19%	17%	19%	18%	18%	17%
3 Dogs	**4%**	4%	3%	3%	5%	3%	4%	4%	4%
4 Dogs	**1%**	1%	1%	1%	1%	1%	1%	1%	
5 or more Dogs	**1%**		1%	1%	1%	1%	1%	1%	

% Households Owning	Total	AGE						
		16-24	25-34	35-44	45-54	55-64	65-74	75+
1 Cat	**66%**	56%	66%	71%	66%	69%	67%	78%
2 Cats	**24%**	30%	24%	22%	24%	22%	22%	18%
3 Cats	**5%**	5%	6%	4%	5%	6%	6%	1%
4 Cats	**3%**	5%	2%	2%	2%	3%	3%	
5 or more Cats	**2%**	3%	2%	1%	3%	1%	2%	3%

% Households Owning	TOTAL	AGE						
		16-24	25-34	35-44	45-54	55-64	65-74	75+
1 Dog	**76%**	72%	73%	79%	78%	78%	78%	88%
2 Dogs	**18%**	21%	22%	16%	16%	16%	15%	11%
3 Dogs	**4%**	6%	3%	3%	4%	4%	4%	1%
4 Dogs	**1%**	1%	1%	1%	1%	1%	1%	
5 or more Dogs	**1%**	1%		1%	1%		2%	

Note, the above two tables have data that is cumulative vertically for each column, i.e. adding 1 cat to 5 or more will equal 100%.

Wild Bird Survey Data 2022

Those feeding wild birds tend to have gardens or some form of outside space. 13% of Londoners and 6% of those living in the South East have no outside space, with those under 54 less likely to have outside space while only 4% of dog owners and 4% of cat owners have no outside space but 7% of cat owners have a balcony or roof space.

% of Households with outside space

	2022
No Outside Space	7%
Balcony or Roof Terrace	6%
Small garden or Patio	20%
Average garden or Patio	40%
Large Garden	23%
Other	2%

N=2,560

Of those with outdoor space (93% of households), 58% feed wild birds, with this becoming more common with age and peaking at 71% for those aged 65-74.

Pet owners are slightly more likely to feed wild birds than non pet owners with this figure at 62%, rising to 72% among those who own an indoor bird. Households without children are more likely to feed the birds (59%) than households with children (55%).

Demographics of who is feeding Birds at Home

	All	16-24	16-24	25-34	35-44	45-54	65-74	75+
Feed Wild Birds	58%	43%	50%	54%	61%	62%	71%	65%
Don't Feed Wild Birds	41%	51%	48%	45%	38%	38%	29%	34%

	All	Children	No Children	No Pets	Pet Owners	Own Cats	Own Indoor Birds	White	BAME
Feed Wild Birds	58%	55%	59%	51%	62%	62%	72%	61%	40%
Don't Feed Wild Birds	41%	43%	40%	47%	37%	38%	27%	38%	55%

N=2,336

Winter is the most common time of the year for wild birds to be fed, although the main pattern of feeding is that there is no pattern although the inference is that spending more time at home and therefore having more time to watch birds outside is a factor.

The main reasons given for feeding wild birds are that the respondent enjoys seeing birds in their outdoor space (78%) and they believe that it is important to support the local wildlife (54%) while 48% like to supplement the birds' natural food in winter.

The most common foods are seed/nut mixes (72%), fat balls (52%) and scraps/bread (39%).

Times of year wild birds fed

	All
Winter	56%
Spring	47%
Summer	41%
Autumn	42%
When it gets cold	12%
When I remember	11%
No fixed pattern	23%
Other	1%

N=1,349

Fish Ownership Data 2022

Households are more likely to own Tropical or Cold-Water indoor fish in Small or Large sized tanks. In 2021 the survey was forced online from face to face which has re-based the population data and therefore comparisons with previous years are not possible. In 2022 the sample size increased to around 9,000.

Ownership of fish-tanks & ponds

	% of Households	No. of Households (Million)	No. Ponds/Tanks (Million)
Outdoor Pond	12%	3.4	6.5
Indoor Tank	17%	4.9	8.2

Types of Indoor Tank

	% of Indoor Tank Owners	No. of Households (000s)	No. of Tanks (000s)
Marine/Salt Water	17%	820	1,400
Tropical	49%	2,400	4,000
Cold-Water	46%	2,200	3,750
Don't Know	1%	50	80

Size of Indoor Tanks

	% of Indoor Tanks	No. of Households (000s)	No. of Tanks (000s)
Small	38%	1,850	3,100
Medium	20%	975	1,640
Large	32%	1,550	2,650
Very Large	10%	500	825

NB: the sizes are self-reported by the respondents

NB: number of tanks data only collected in 2018 (onwards); 2020 data is 2019/20 average; 2022 data 1 year only

N=8.983

Appendix

Methodologies for data collection as follows:

PFMA Market Data

PFMA members submit figures on the amount and types of pet food they supply to the UK pet food market. These data are provided confidentially to an independent third party (Soulor Consulting Ltd. From 2016 to date) who collates the results on behalf of participant members. A group of PFMA -s then review the figures and reach a consensus on the size and shape of the various markets for pet foods in the UK. NB all value sales figures refer to consumer sales exclusive of VAT.

Participants: Armitage, Assisi (formerly Town & Country), Beaphar, Burns, C&D Foods, Gold Line Foods (formerly Dodson & Horrell), Fish4Dogs, Foldhill, Grove, Henry Bell, HG Gladwell, Interpet, IPN, Johnson Jeff, Marriages, Mars Fish, Mars Pet, Nestlé Purina, Oscars, Pedigree Wholesale, RC Hagen, Royal Canin, Skinners, Spectrum & Worldfeeds; In addition, Raw pet food: Benyfit/RPFC, Cotswold, Honeys, Natural Instinct, Naturaw, Natures Menu, Nutriment & Poppy's Picnic.

Pet Ownership/Population

The research was undertaken by Kantar (TNS) on behalf of PFMA, with ca. 9,000 (N=8,983) online interviews completed in January 2022 with adults in the UK for the main population data and a sample of 2,560 for the questions about habits, acquisition and relinquishment. In the past to achieve robust results data from two years of fieldwork are averaged for the main population data (absolute population sizes). However, in 2021 the methodology had to change due to Covid19.

In previous years, PFMA's annual population survey has taken place using a face to face survey across the UK. Due to the pandemic this methodology was paused in March 2020 and all such surveys moved online.

In 2021, there was a step in data for pet populations which can be explained partly by the change in methodology. However, evidence from the PFMA annual Market Data scheme suggests that there was an increase in the UK pet population in 2021 versus 2020. Due to the change in methodology there is no way of benchmarking this change. Therefore, it is vital that the reader does not attempt to calculate the change between PFMA's 2020 and 2021 data as this will give a misleading picture of the level of growth in the UK pet population.

In 2022, PFMA commissioned its second online survey. The decision was taken to increase the sample size for the population quantification questions to remove the requirement to average data over several years to achieve a satisfactory level of robustness. This will be continued in future surveys. Percentages of households owning pets can be compared between 2022 and 2021. However, caution is required when comparing 2022 data to previous years due to the change in sample size.

The Wild Bird survey is not carried out every year and is of a sample of around 2,500 households, it was done in 2022 (N=2,560). As it was last carried out in 2020, before the enforced change in methodology (see above), the reader should not make any comparisons between the new 2022 Wild Bird survey data and that collected in 2020 which was published in the reports issued in 2020 and 2021.

pfma
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