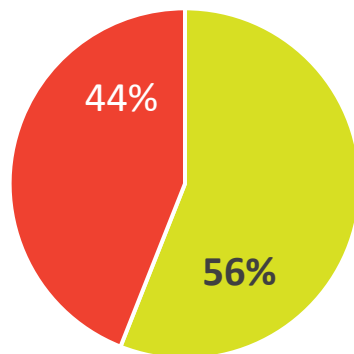


October 4th World Animal Day



HAVE PETS / DO NOT HAVE PETS

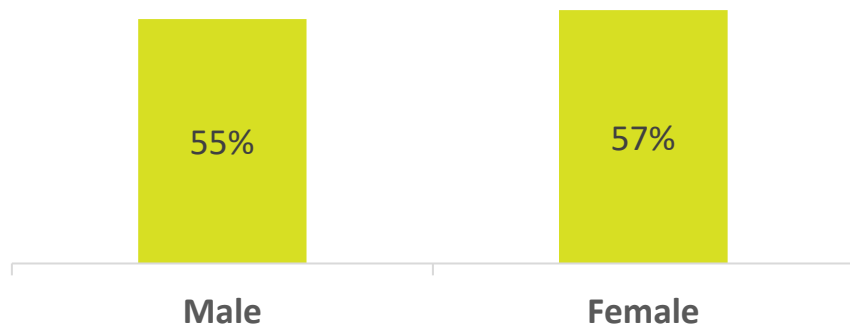
% within **total population**



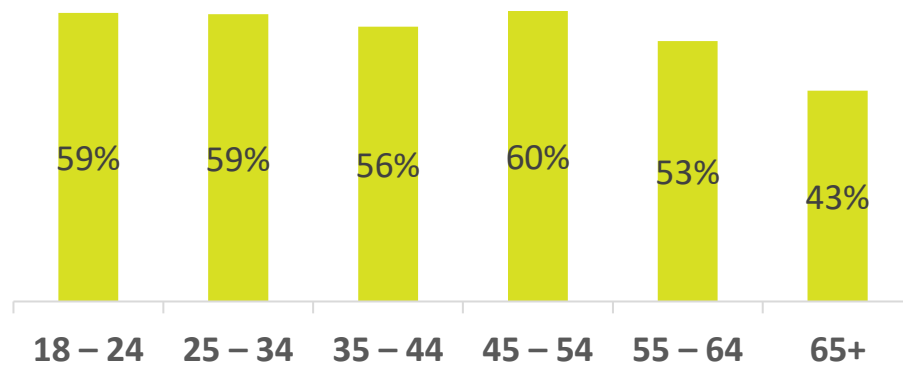
■ Have pets ■ Do not have any pets



By gender



By age group



HAVE PETS IN THEIR HOUSEHOLD



By education level

No education / Only basic education

55%

Completed Primary

61%

Completed Secondary School

56%

Completed University

55%

Completed Higher level of education (Masters, PHD, etc.)

53%



By employment

Working full (include self-employed)

58%

Working Part-time

61%

Unemployed

57%

Student

54%

Housewife

53%

Retired/Disabled

45%

HAVE PETS IN THEIR HOUSEHOLD



By household

Living alone/single

43%

Couple (married or not) with children

60%

Couple without children

54%

Couple with children not living at home

51%

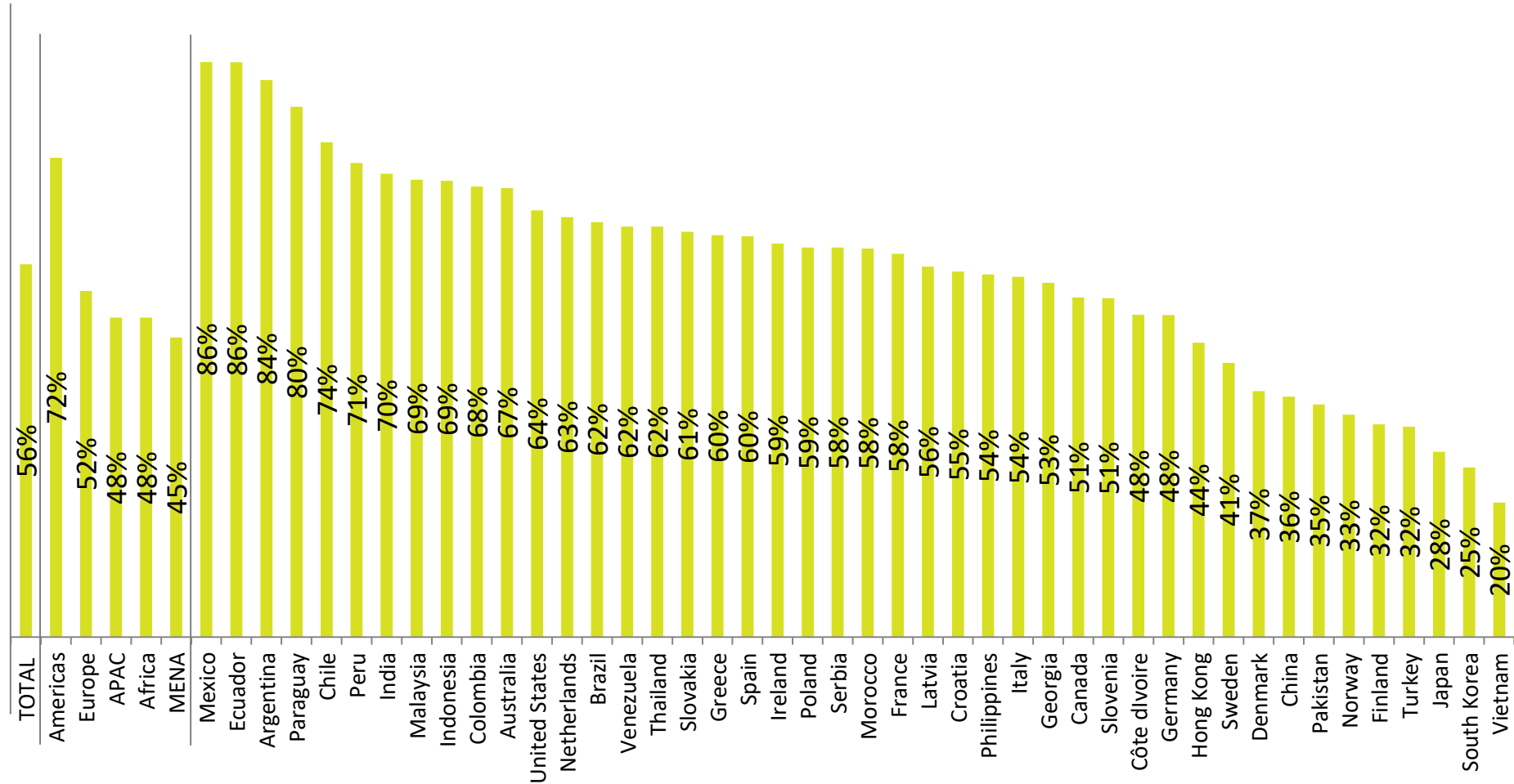
Living with other friends and/or family (roommates)

58%

Single parent with children

64%

% OF THE WORLD'S POPULATION THAT HAVE PETS IN THEIR HOUSEHOLD



Note: MENA has only 2 countries and Africa has only 1 country.

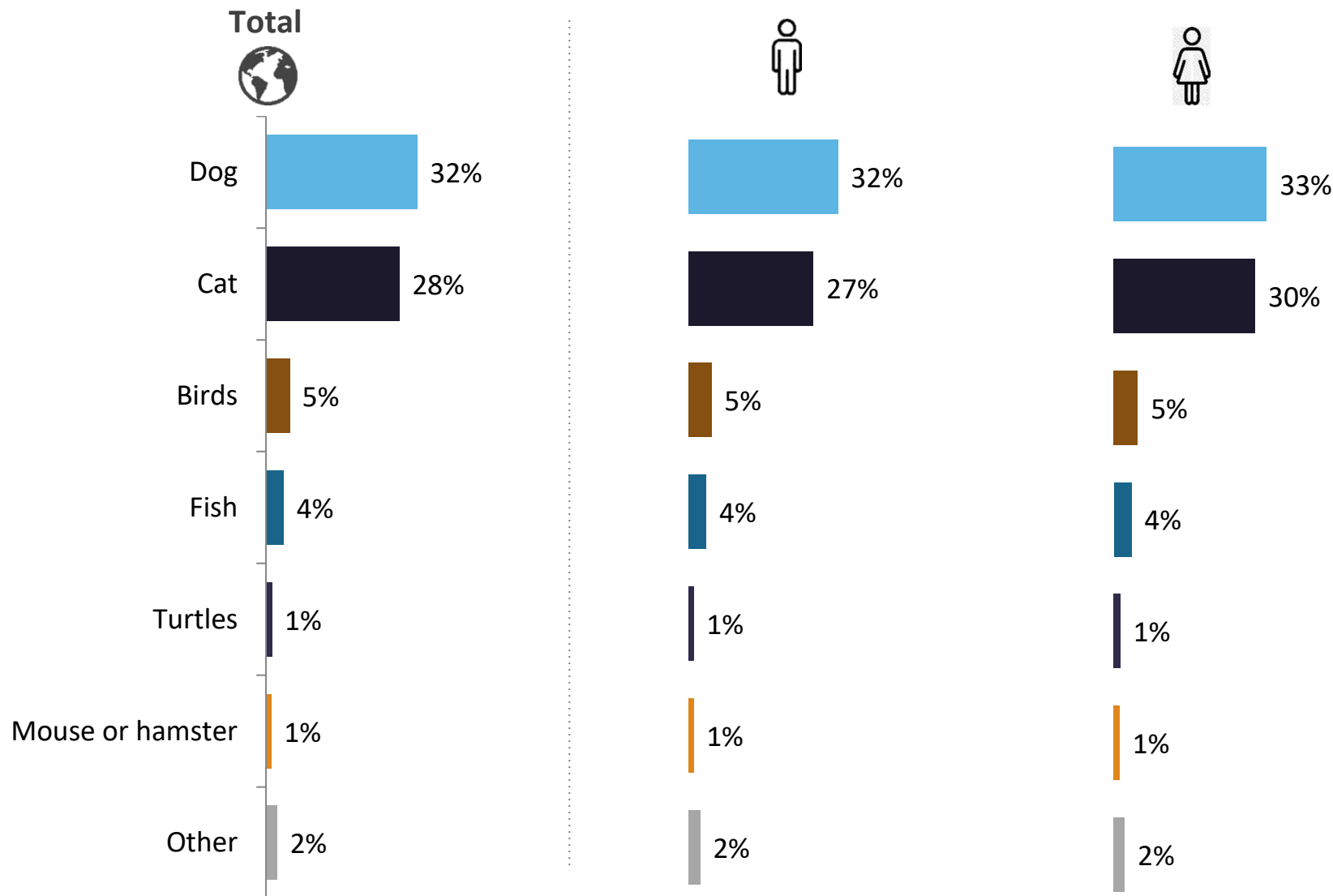
D7. Do you have any of the following pets in your household?

Source: WIN 2026. Base: 44,000 cases. No data in United Kingdom

Do you have any of the following pets in your household?

% within **total population**

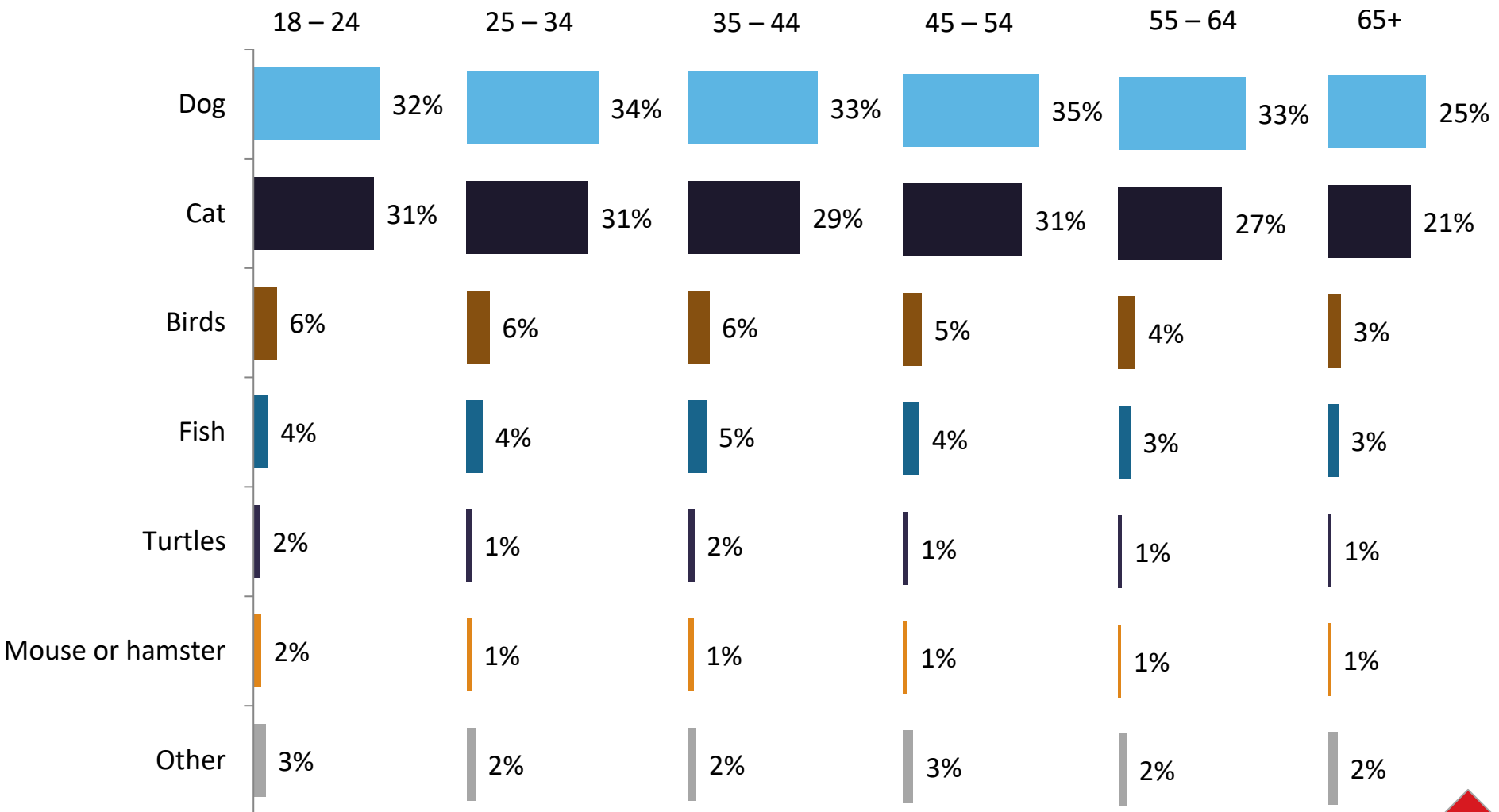
By gender



Do you have any of the following pets in your household?

% within **total population**

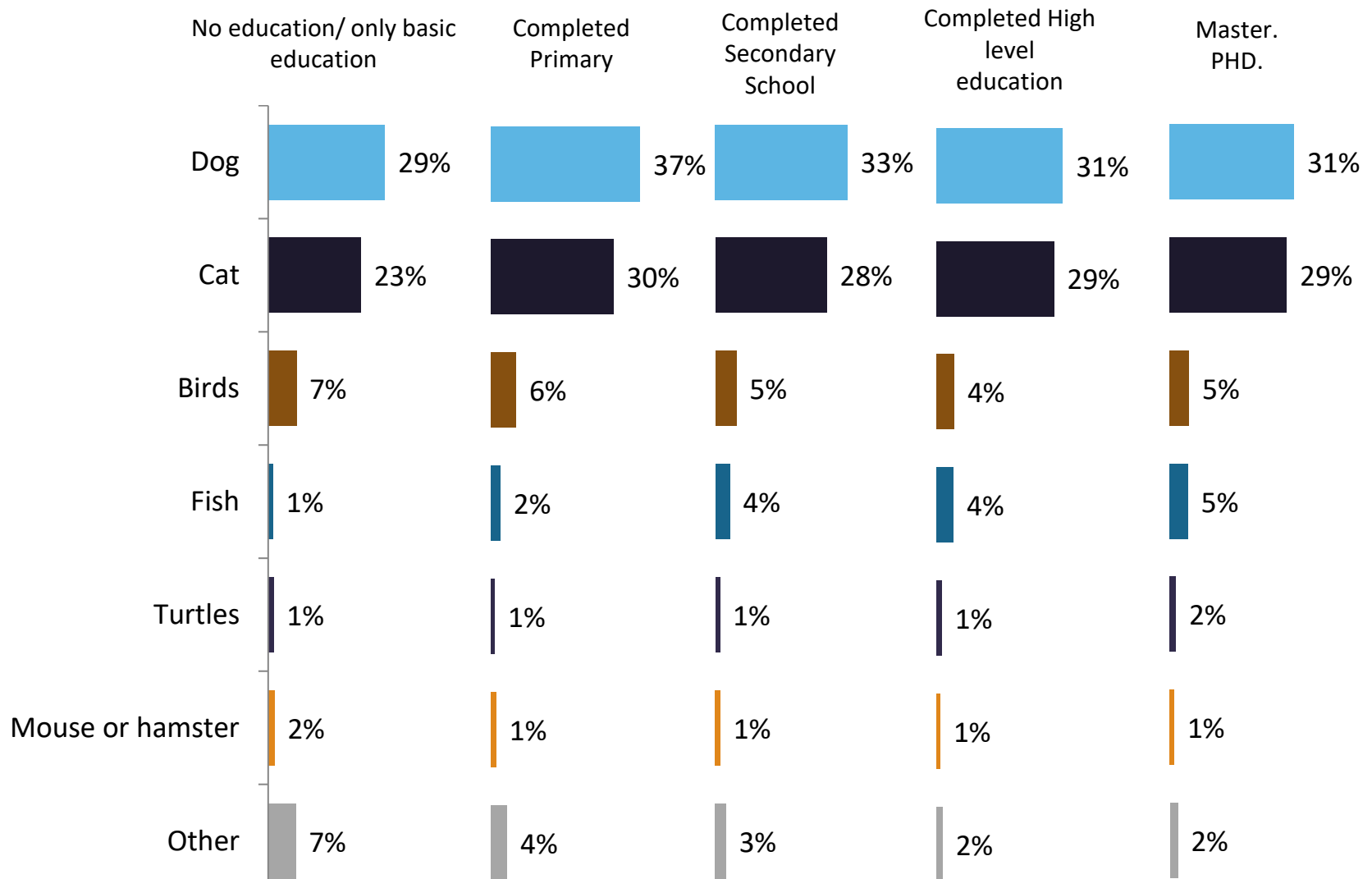
By age group



Do you have any of the following pets in your household?

% within **total population**

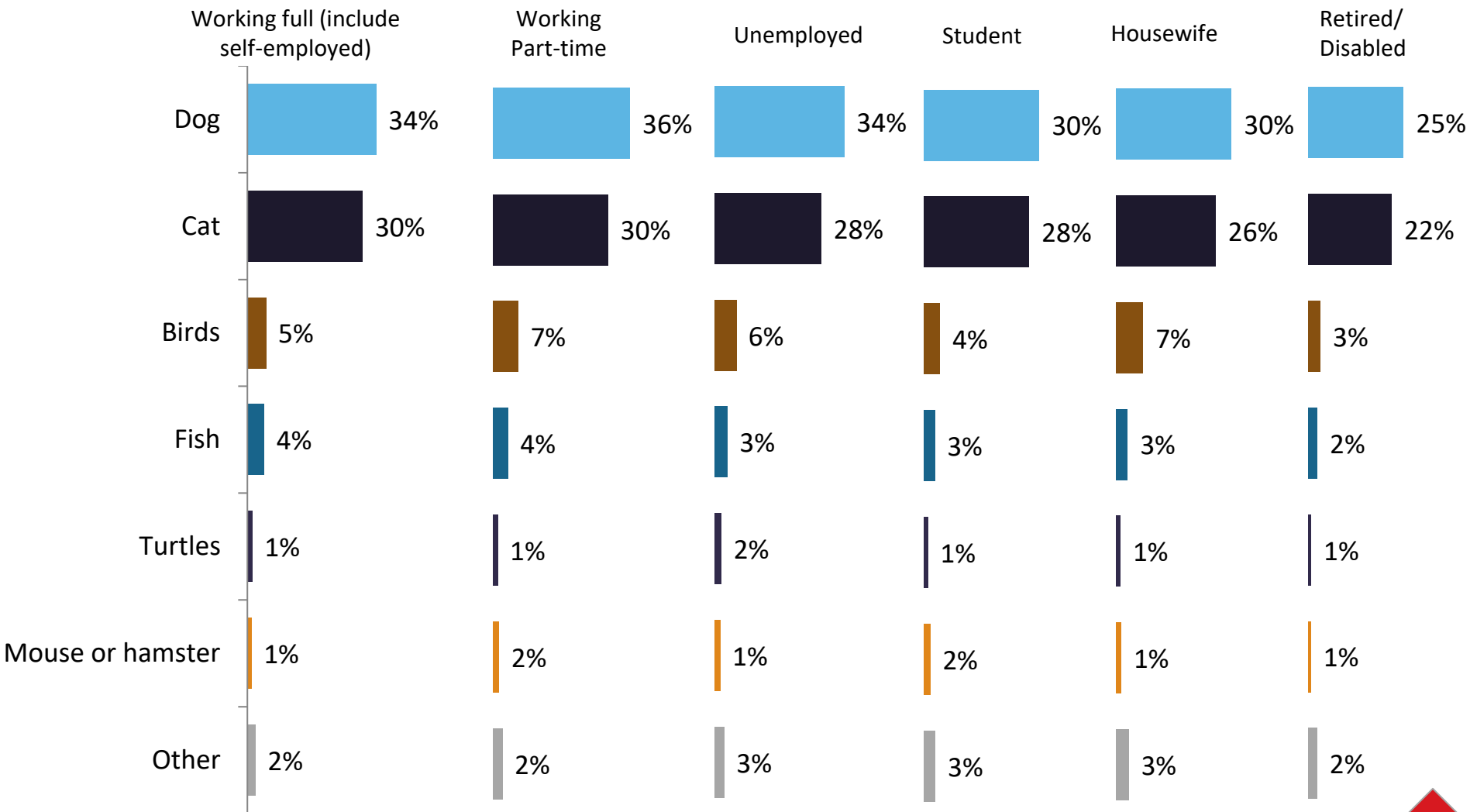
By education level



Do you have any of the following pets in your household?

% within **total population**

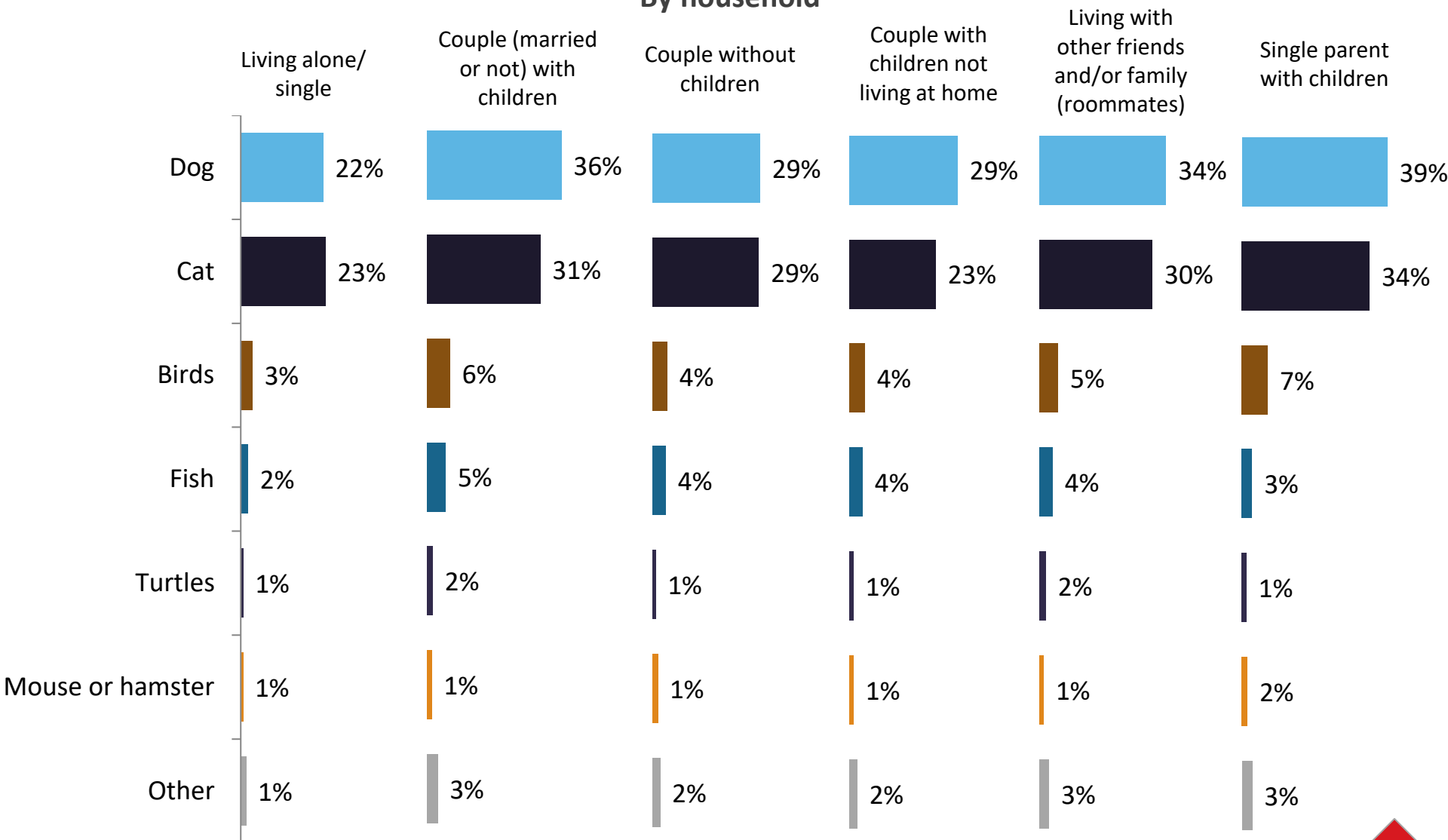
By employment



Do you have any of the following pets in your household?

% within **total population**

By household



Do you have any of the following pets in your household?

% within **total population**



	Dog	Cat	Birds	Fish	Turtles	Mouse or hamster	Other
Americas	53%	34%	7%	2%	2%	1%	2%
Europe	29%	27%	4%	4%	1%	1%	3%
APAC	24%	25%	5%	6%	1%	1%	3%
Africa	19%	26%	2%	-	-	-	1%
MENA	9%	32%	10%	2%	1%	1%	1%

Note: MENA has only 2 countries and Africa has only 1 country.

Do you have any of the following pets in your household?

% within total population

	Dog	Cat	Birds	Fish	Turtles	Mouse or hamster	Other
Argentina	70%	44%	7%	2%	3%	1%	2%
Mexico	70%	42%	12%	6%	3%	3%	1%
Paraguay	67%	41%	13%	-	2%	-	1%
Ecuador	66%	38%	12%	3%	2%	4%	1%
Peru	55%	36%	11%	-	1%	1%	4%
Chile	53%	40%	3%	1%	2%	2%	2%
Australia	51%	30%	7%	6%	-	1%	2%
India	48%	39%	14%	14%	2%	2%	1%
Venezuela	45%	13%	-	-	2%	-	1%
United States	44%	36%	4%	5%	2%	1%	3%
Brazil	42%	29%	7%	3%	2%	1%	1%
Ireland	41%	26%	2%	4%	-	1%	2%
Georgia	41%	29%	5%	1%	1%	2%	-
Slovakia	39%	25%	4%	8%	4%	5%	4%
Poland	39%	33%	4%	5%	1%	2%	2%
Thailand	39%	33%	3%	4%	-	1%	-
Colombia	39%	24%	3%	1%	-	-	1%
Philippines	39%	26%	3%	2%	-	-	10%
Serbia	37%	32%	6%	3%	1%	1%	1%
Spain	37%	28%	7%	3%	3%	2%	1%
Greece	35%	28%	7%	5%	2%	1%	-
Croatia	32%	31%	4%	6%	1%	-	1%
Canada	29%	27%	2%	4%	-	1%	2%
Slovenia	25%	30%	2%	2%	2%	1%	5%

Do you have any of the following pets in your household?

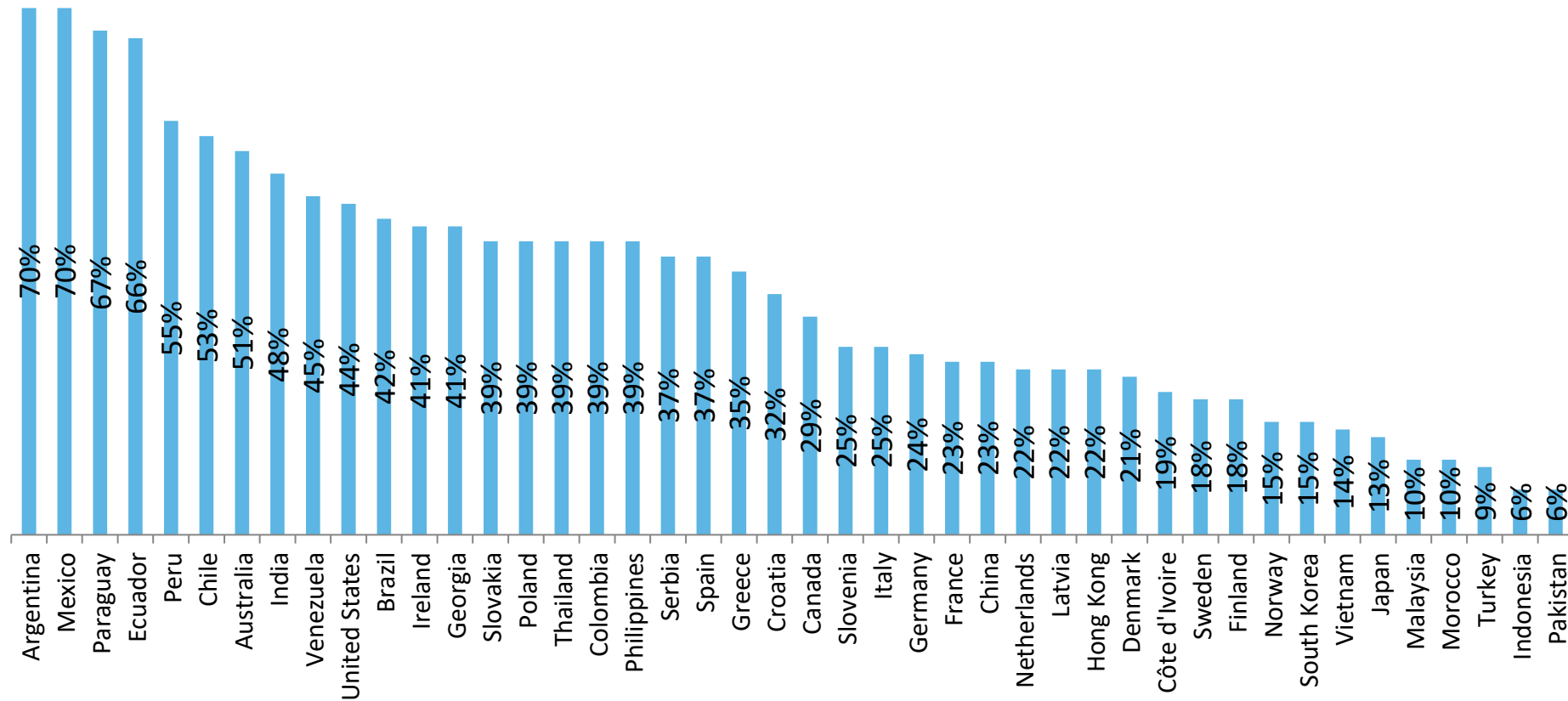
% within total population



	Dog	Cat	Birds	Fish	Turtles	Mouse or hamster	Other
Italy	25%	31%	5%	5%	3%	2%	1%
Germany	24%	24%	3%	5%	1%	1%	3%
France	23%	27%	2%	2%	1%	1%	1%
China	23%	20%	0%	2%	1%	1%	-
Netherlands	22%	25%	6%	7%	1%	1%	15%
Latvia	22%	42%	3%	4%	0%	2%	3%
Hong Kong	22%	21%	1%	5%	3%	1%	-
Denmark	21%	17%	2%	2%	1%	1%	4%
Côte d'Ivoire	19%	26%	2%	-	-	-	1%
Sweden	18%	24%	1%	2%	-	-	3%
Finland	18%	14%	1%	1%	1%	-	2%
Norway	15%	18%	1%	2%	-	-	2%
South Korea	15%	9%	1%	2%	1%	-	1%
Vietnam	14%	6%	2%	2%	-	1%	-
Japan	13%	14%	1%	4%	1%	-	1%
Malaysia	10%	46%	1%	10%	1%	1%	1%
Morocco	10%	47%	14%	2%	2%	1%	1%
Turkey	9%	17%	7%	2%	1%	1%	1%
Indonesia	6%	51%	15%	19%	3%	3%	2%
Pakistan	6%	9%	7%	1%	1%	-	16%

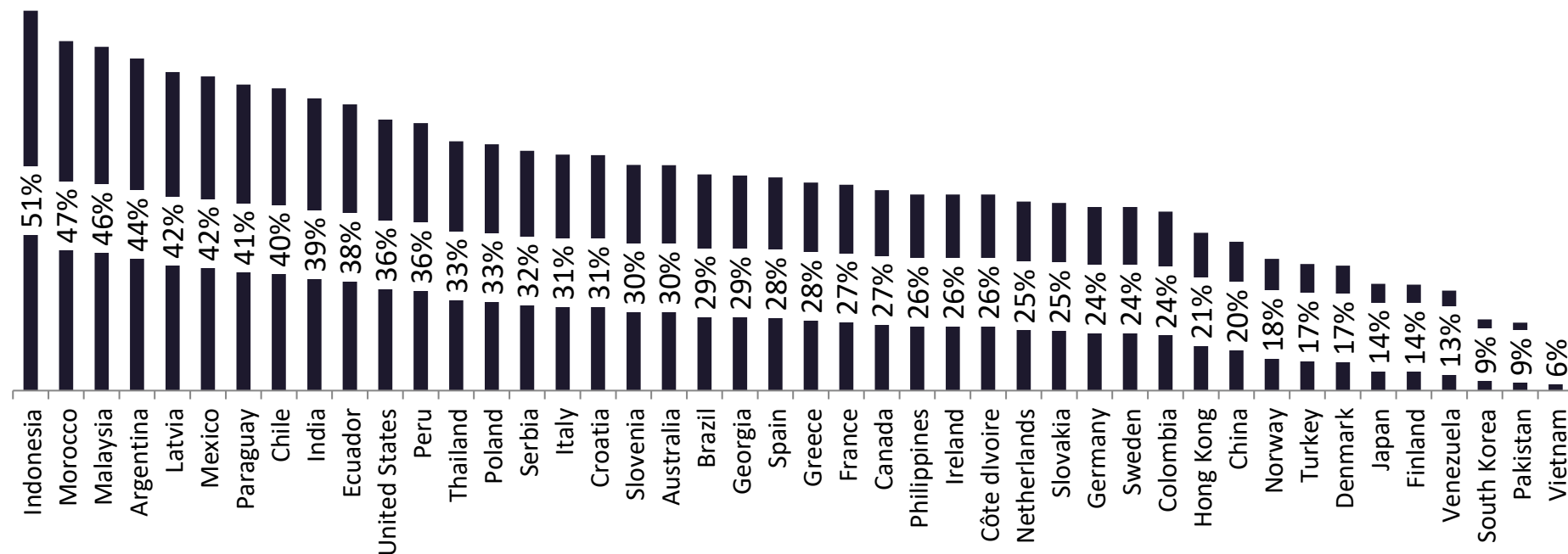
Do you have any of the following pets in your household?

% **DOGS** within total population



Do you have any of the following pets in your household?

% CATS within total population



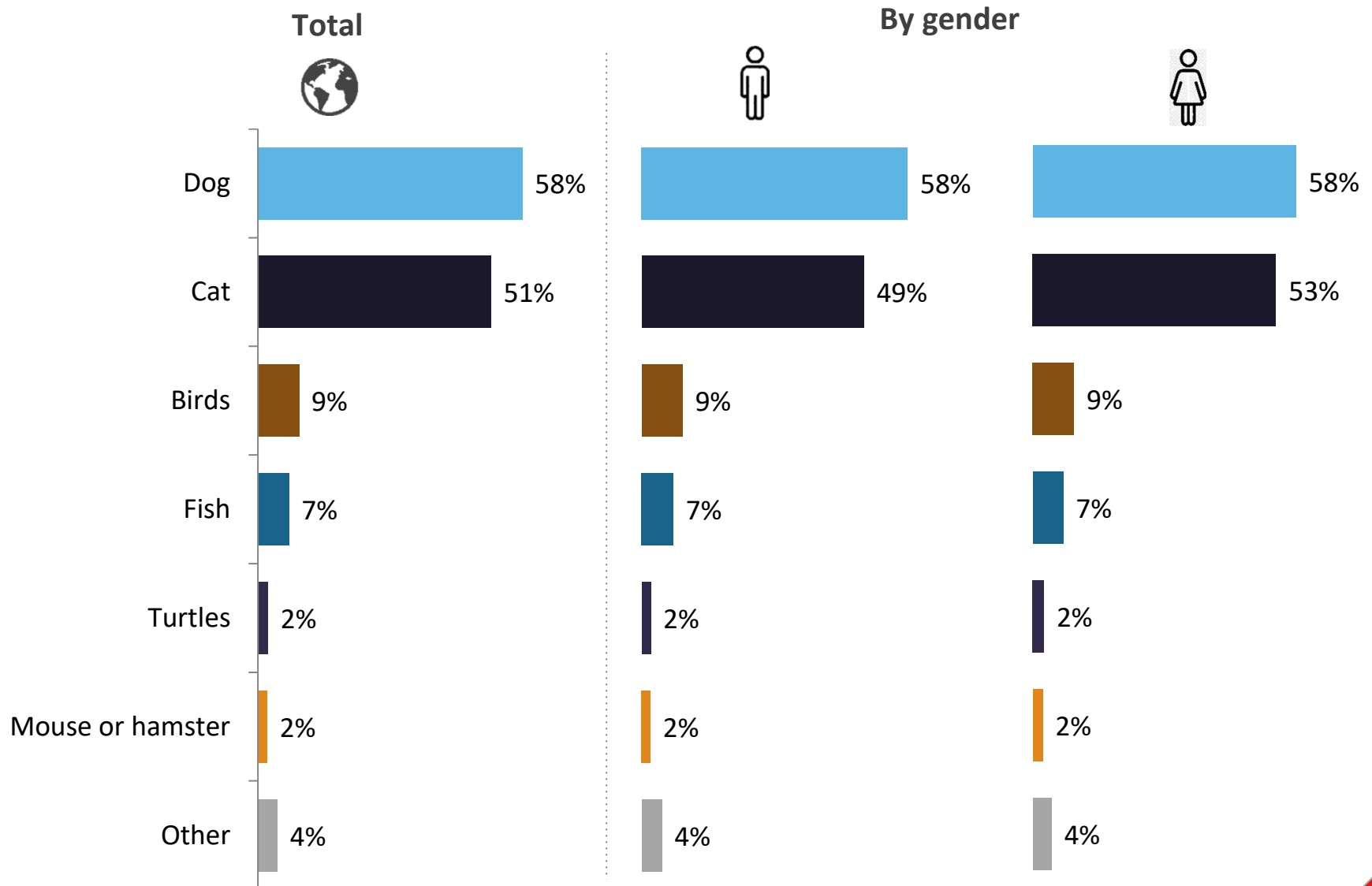
Do you have any of the following pets in your household?

% **BIRDS** within **total population**



Do you have any of the following pets in your household?

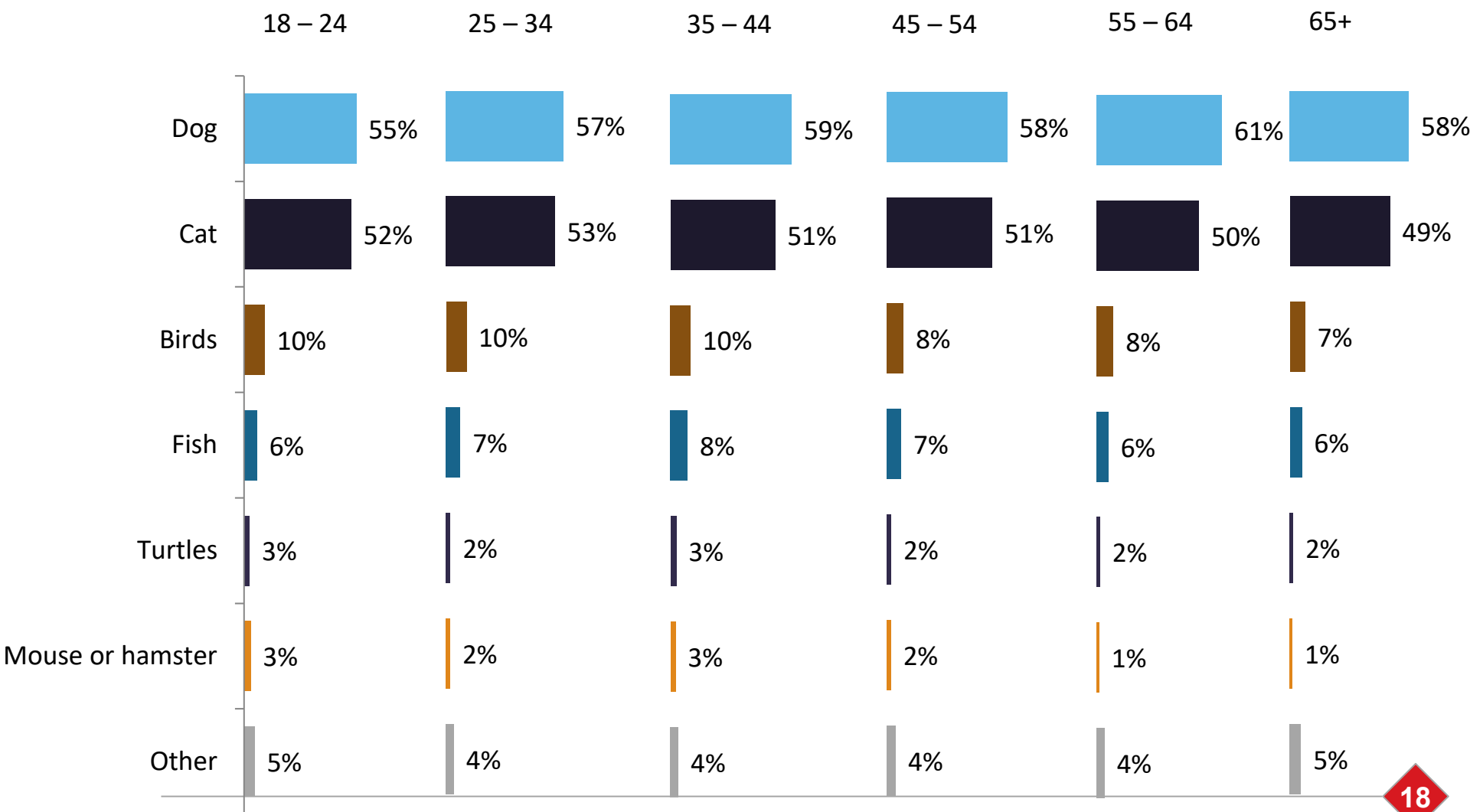
% within people who have pets



Do you have any of the following pets in your household?

% within people who have pets

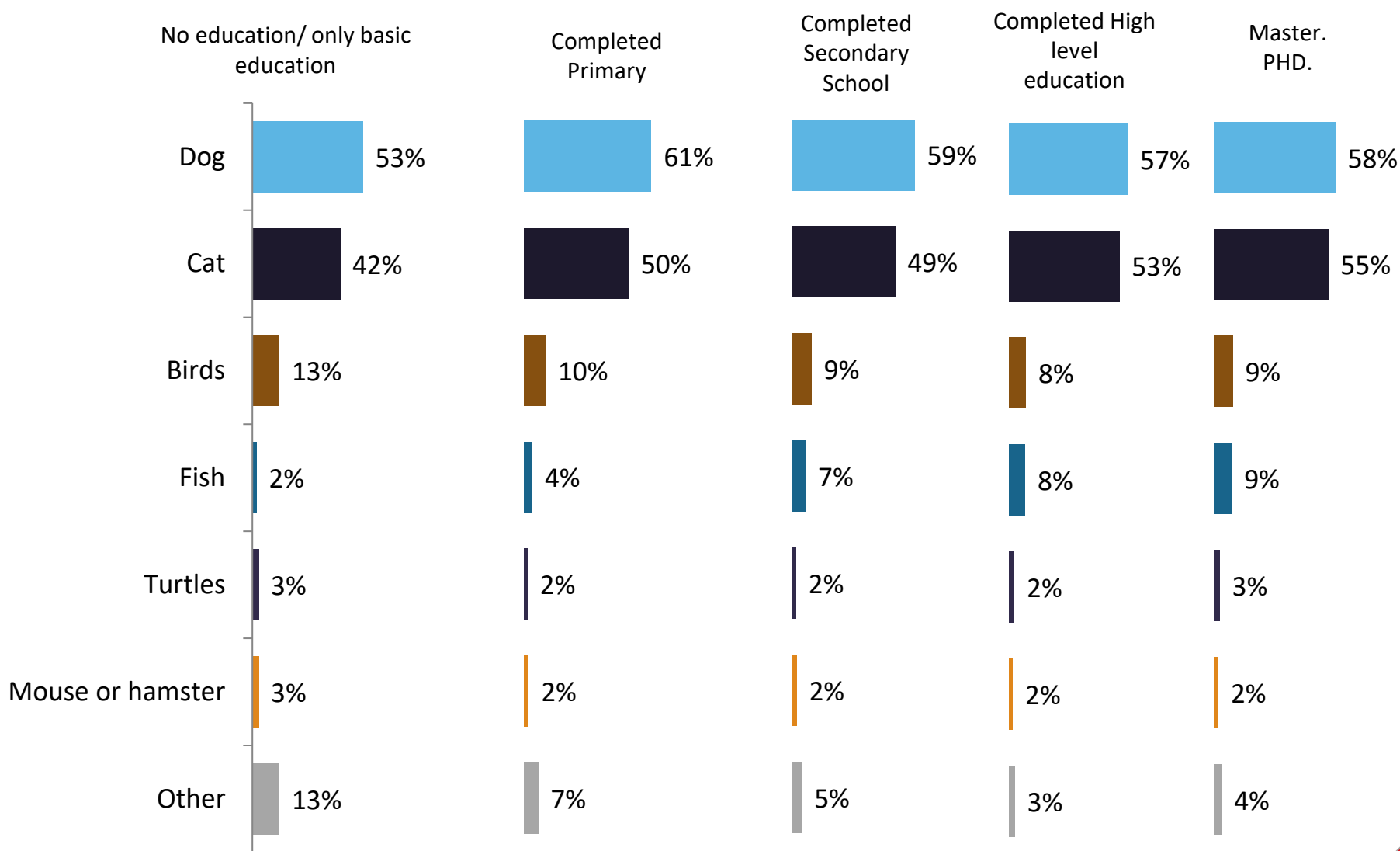
By age group



Do you have any of the following pets in your household?

% within **people who have pets**

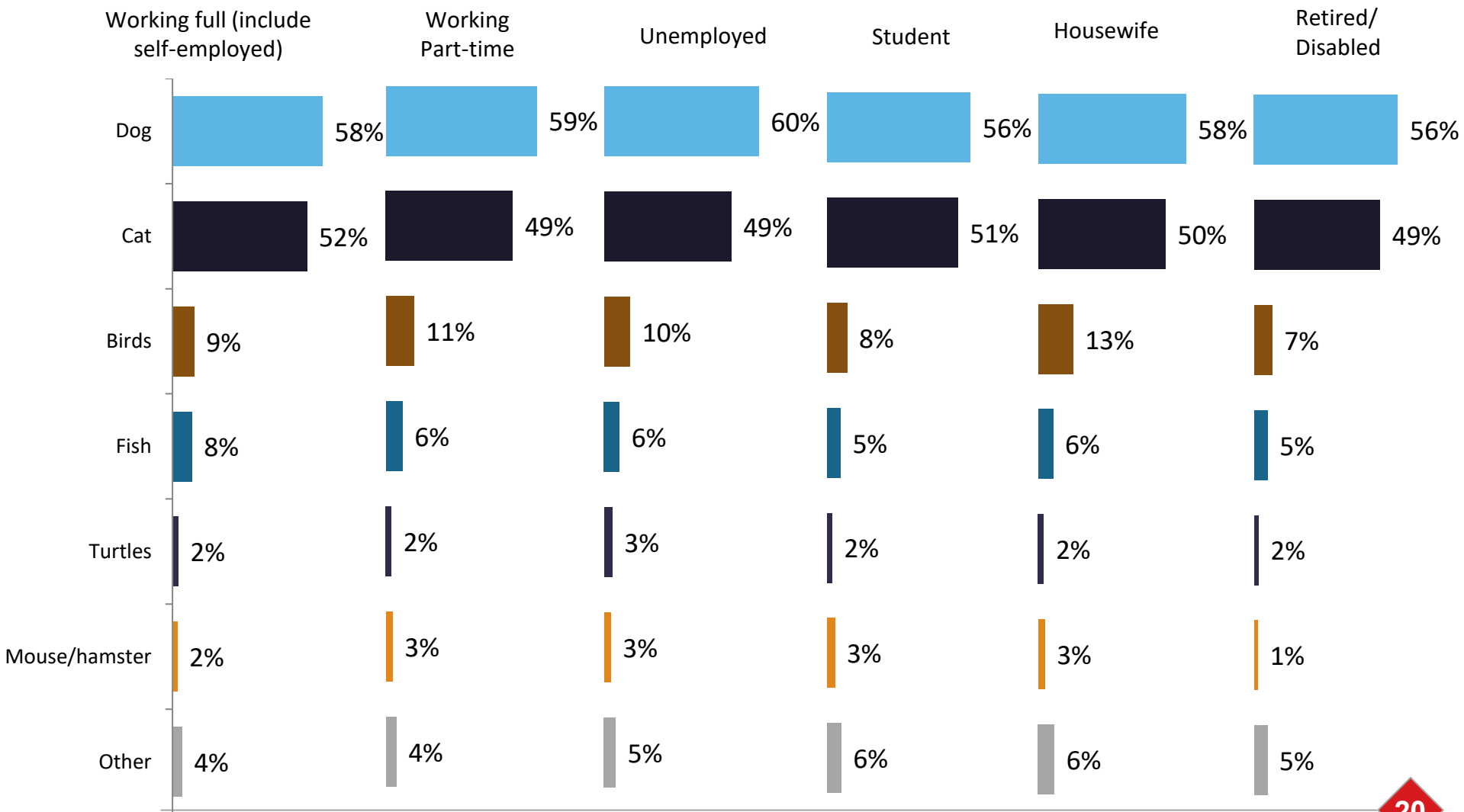
By education level



Do you have any of the following pets in your household?

% within people who have pets

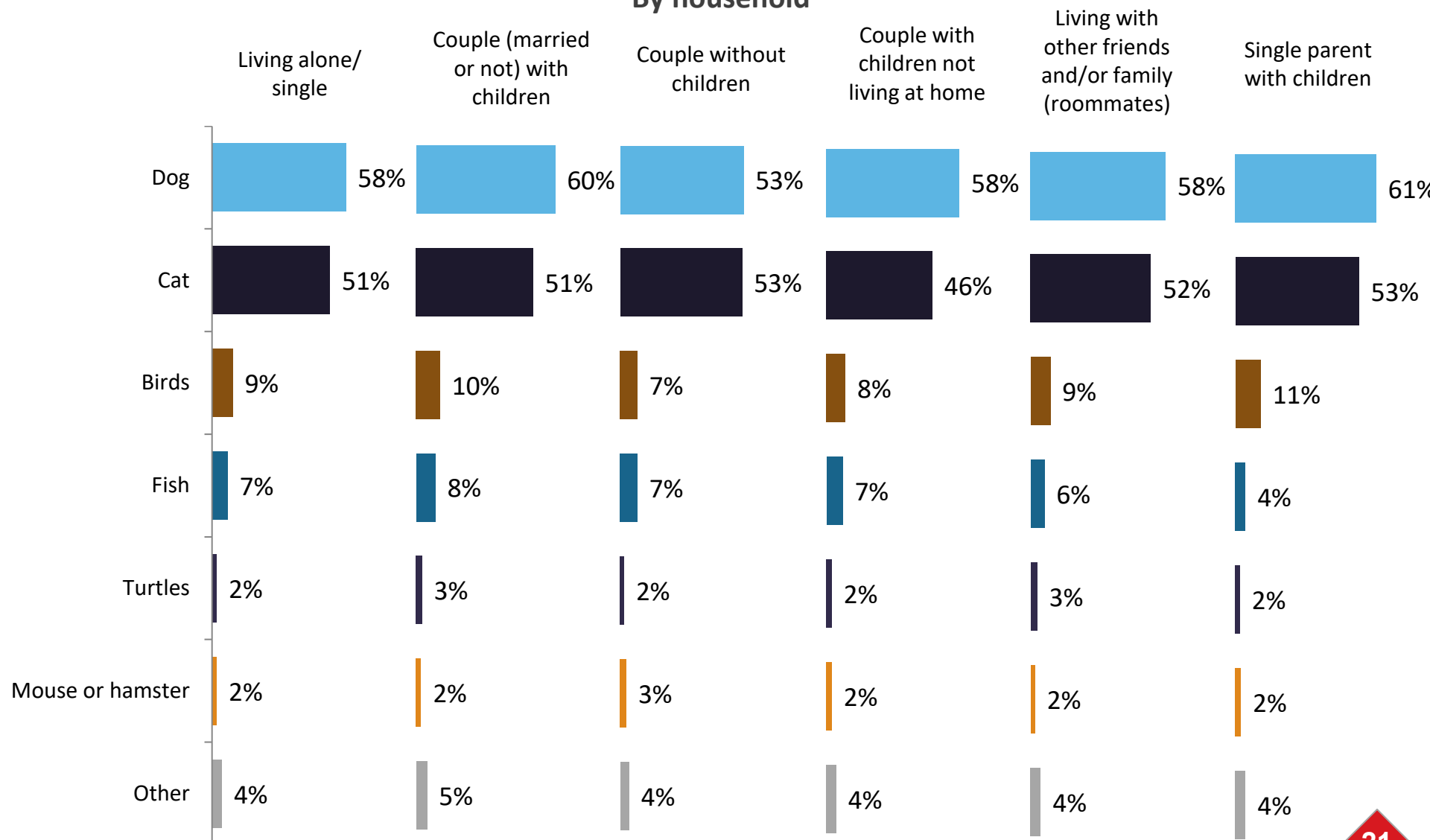
By employment



Do you have any of the following pets in your household?

% within people who have pets

By household



D7. Do you have any of the following pets in your household?

Source: WIN 2026. Base: People who have pets 24,446 cases. No data in United Kingdom

Do you have any of the following pets in your household?

% within **people who have pets**



	Dog	Cat	Birds	Fish	Turtles	Mouse or hamster	Other
Americas	74%	47%	9%	3%	2%	2%	2%
Europe	55%	52%	7%	7%	2%	3%	5%
APAC	49%	53%	10%	12%	2%	2%	6%
Africa	39%	54%	5%	-	-	-	2%
MENA	20%	70%	23%	5%	3%	2%	2%

Note: MENA has only 2 countries and Africa has only 1 country.

Do you have any of the following pets in your household?

% within **people who have pets**

	Dog	Cat	Birds	Fish	Turtles	Mouse or hamster	Other
Argentina	84%	53%	8%	3%	3%	1%	2%
Paraguay	84%	51%	16%	0%	2%	0%	1%
Mexico	81%	48%	13%	6%	4%	3%	1%
Peru	77%	50%	16%	1%	1%	1%	5%
Georgia	77%	54%	10%	1%	1%	4%	0%
Ecuador	76%	44%	14%	3%	2%	5%	1%
Australia	75%	44%	10%	9%	1%	1%	2%
Venezuela	73%	22%	1%	-	3%	-	1%
Chile	71%	54%	4%	1%	2%	2%	3%
Philippines	71%	48%	6%	3%	0%	0%	18%
Ireland	70%	44%	4%	7%	0%	2%	3%
India	69%	56%	20%	20%	2%	2%	2%
Vietnam	68%	31%	8%	10%	2%	4%	1%
United States	68%	56%	6%	9%	3%	1%	5%
Brazil	68%	46%	11%	4%	3%	1%	2%
Poland	67%	56%	8%	8%	2%	3%	3%
Slovakia	65%	41%	7%	12%	6%	9%	7%
Thailand	64%	54%	5%	7%	0%	2%	-
China	63%	55%	1%	6%	2%	1%	-
Serbia	63%	55%	11%	5%	2%	2%	2%
Spain	61%	47%	12%	5%	5%	3%	1%
Greece	58%	46%	12%	8%	4%	1%	-

Do you have any of the following pets in your household?

% within people who have pets

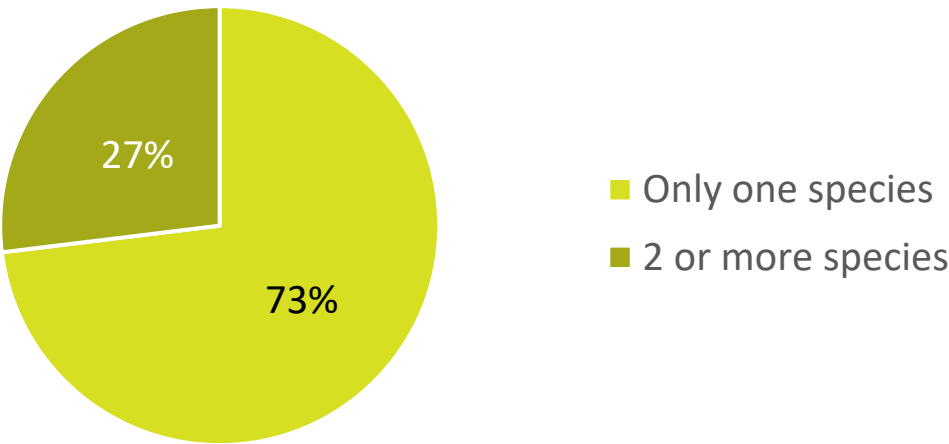


	Dog	Cat	Birds	Fish	Turtles	Mouse or hamster	Other
Croatia	58%	57%	7%	11%	2%	1%	2%
Canada	58%	52%	5%	8%	0%	1%	3%
South Korea	58%	37%	3%	10%	3%	0%	2%
Colombia	57%	35%	5%	1%	0%	0%	2%
Denmark	56%	45%	5%	6%	2%	2%	11%
Finland	56%	44%	3%	2%	2%	2%	7%
Hong Kong	50%	48%	3%	10%	6%	3%	-
Slovenia	50%	59%	5%	4%	3%	2%	9%
Germany	49%	51%	7%	10%	2%	3%	7%
Norway	46%	52%	3%	6%	1%	1%	5%
Italy	46%	58%	10%	10%	6%	4%	2%
Japan	45%	51%	3%	13%	3%	2%	4%
Sweden	44%	59%	4%	6%	0%	1%	8%
France	40%	48%	3%	3%	1%	2%	2%
Latvia	40%	76%	5%	7%	1%	3%	4%
Côte d'Ivoire	39%	54%	5%	-	-	-	2%
Netherlands	36%	40%	9%	11%	2%	2%	24%
Turkey	27%	53%	23%	7%	2%	2%	4%
Morocco	16%	80%	23%	4%	3%	3%	1%
Pakistan	16%	26%	21%	3%	2%	-	46%
Malaysia	15%	67%	1%	15%	2%	2%	1%
Indonesia	8%	74%	22%	27%	4%	4%	3%

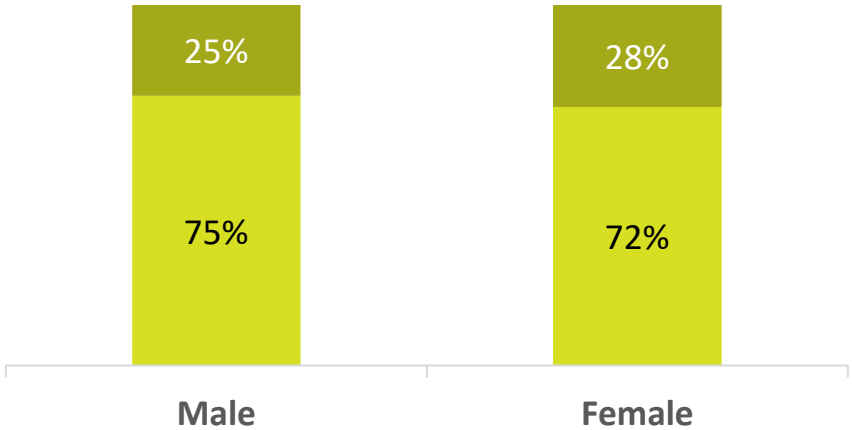
D7. Do you have any of the following pets in your household?

Source: WIN 2026. Base: People who have pets 24,446 cases. No data in United Kingdom

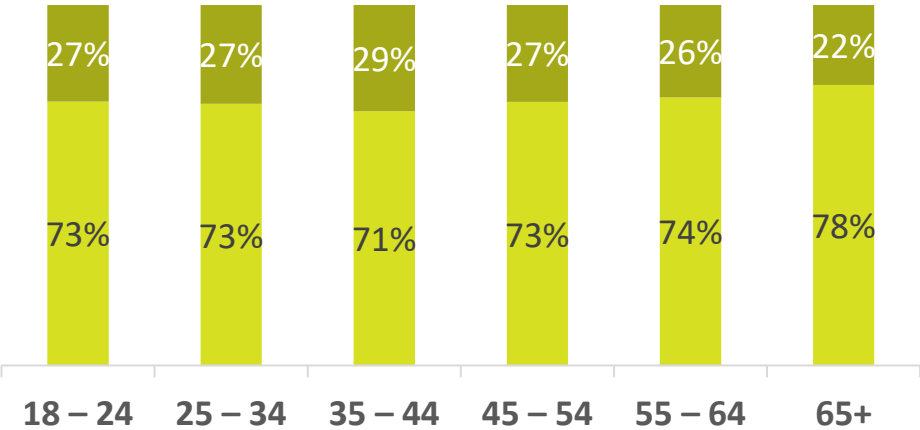
Number of pet species among households with pets



By gender



By age group



Number of pet species among households with pets

- Only one species
- 2 or more species



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

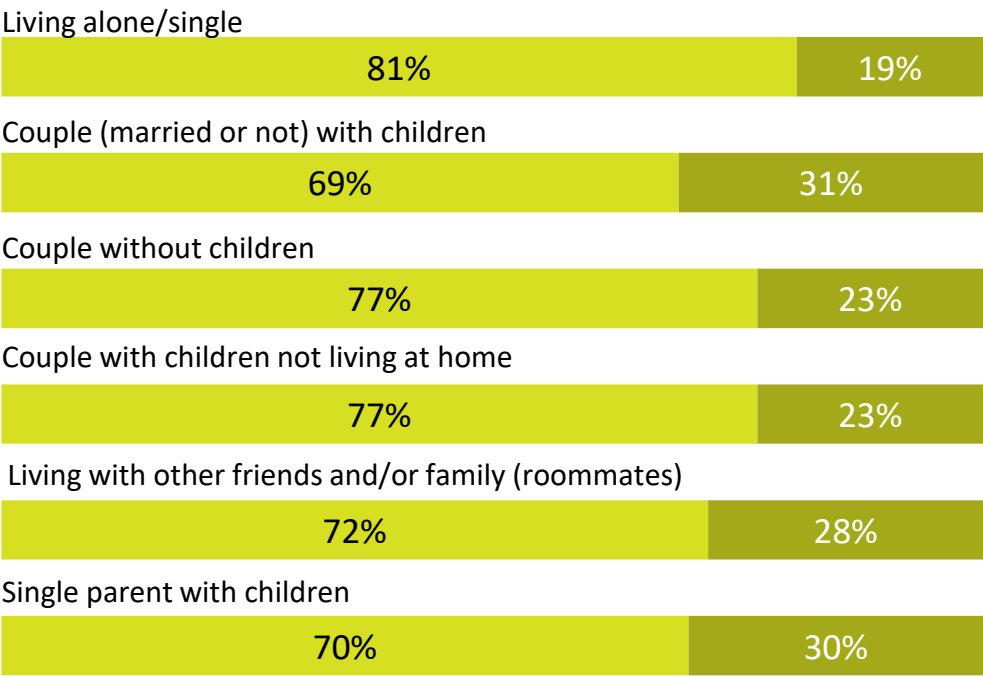


Number of pet species among households with pets

- Only one species
- 2 or more species

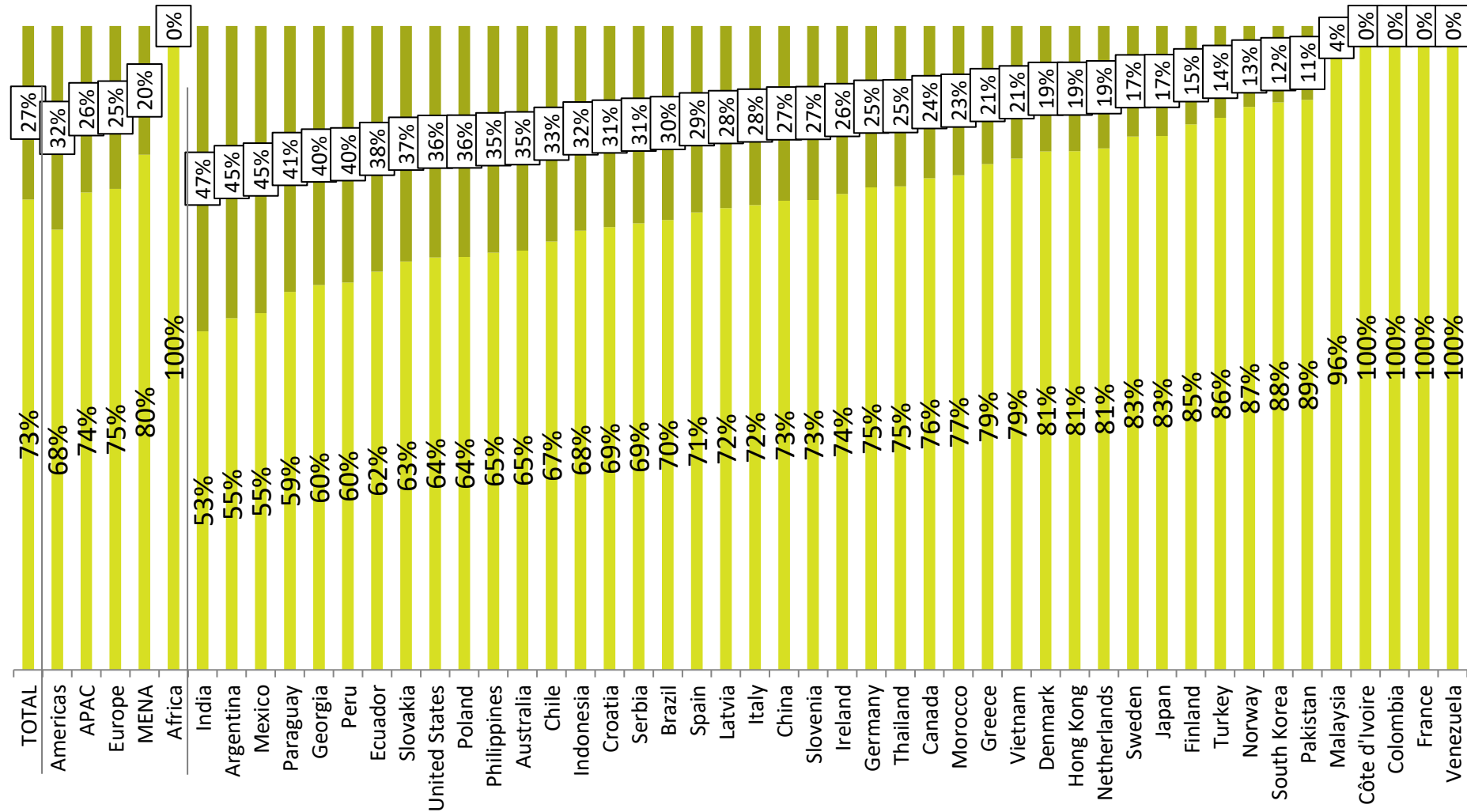


By household



Number of pet species among households with pets

■ Only one species
■ 2 or more species



Note: MENA has only 2 countries and Africa has only 1 country.

D7. Do you have any of the following pets in your household?

Source: WIN 2026. Base: People who have pets 24,446 cases. No data in United Kingdom

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1007	NATIONAL	2-15 January 2026
2	Australia	Luma Research	CAWI	549	NATIONAL	29-30 January 2026
3	Brazil	Market Analysis Brazil	CAWI	1000	INTERNET POP	9-16 January 2026
4	Canada	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	8-13 January 2026
6	China	WisdomAsia	Online Panel	1000	URBAN	14-19 January 2026
7	Colombia	Centro Nacional de Consultoría	CATI	500	NATIONAL	6-12 February 2026
8	Côte d'Ivoire	EMC	CATI	502	NATIONAL	24-30 January 2026
9	Croatia	Institute for market and media research, Mediana Fides	CAWI	591	NATIONAL	8-12 January 2026
10	Denmark	Opinion Denmark A/S	CAWI	1007	NATIONAL	13-21 January 2026
11	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	1104	NATIONAL	28-31 January 2026
12	Finland	Taloustutkimus Oy	Online Panel	1093	NATIONAL	31 Dec 2025 – 7 Jan 2026
13	France	OpinionWay	Online Panel	1007	NATIONAL	16-19 January 2026
14	Georgia	GORBI Eurasia LTD	F2F	2050	NATIONAL	31 Jan – 13 Feb 2026
15	Germany	Produkt+Markt	CAWI	1000	NATIONAL	19 Dec 2025 – 6 Jan 2026
16	Greece	Alternative Research Solutions	CAWI	502	NATIONAL	3 Dec 2025 – 12 Jan 2026
17	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	9-15 January 2026
18	India	DataPrompt International Pvt. Ltd.	Online	1000	NATIONAL	29 Dec 2025 - 21 Jan 2026
19	Indonesia	DEKA	Online	987	INTERNET POP	16-31 January 2026
20	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	8-13 January 2026
21	Italy	SWG S.p.a	CAWI	1002	NATIONAL	7-12 January 2026
22	Japan	Nippon Research Center, LTD.	CAWI	1100	NATIONAL	22-27 January 2026
23	Latvia	Marketing and Public Opinion Research Centre SKDS	CAWI	1005	NATIONAL	17-19 January 2026

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
24	Malaysia	Central Force International	CAWI	1001	INTERNET POP	27 Nov 2025 – 3 Dec 2025
25	Mexico	Brand Investigation S.A.de C.V	Online	1000	NATIONAL	7-12 January 2026
26	Morocco	Integrate Consulting	Online	500	NATIONAL	8-9 January 2026
27	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	6-20 January 2026
28	Norway	Opinion AS	CAWI	1029	NATIONAL	13-19 January 2026
29	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	6 Dec 2025 -14 Jan 2026
30	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	2 Dec 2025- 29 Jan 2026
31	Peru	Datum Internacional	P2P	1202	NATIONAL	16-10 January 2026
32	Philippines	The Philippine Survey and Research Center (PSRC)	PAPI	1000	NATIONAL	9-26 January 2026
33	Poland	Mareco Polska	CAWI	530	NATIONAL	8-14 December 2025
34	Serbia	Institute for market and media research, Mediana Adria	CAWI	522	NATIONAL	8-15 January 2026
35	Slovak Republic	Go4insight	CAWI	1000	NATIONAL	16-26 January 2026
36	Slovenia	Institute for market and media research, Mediana	CAWI	1018	NATIONAL	8-9 January 2026
37	South Korea	Gallup Korea	CAWI	1200	NATIONAL	21-28 January 2026
38	Spain	Instituto DYM	CAWI	1000	NATIONAL	15-18 January 2026
39	Sweden	Demoskop AB	CAWI	1012	NATIONAL/ INTERNET POP	19 Dec 2025 – 23 Jan 2026
40	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	16 Dec 2025 – 15 Jan 2026
41	Turkey	BAREM Research	CATI	725	TR Urban	30 Jan – 4 Feb 2026
42	United Kingdom	ORB International	Online	1194	NATIONAL	12-22 Dec 2025
43	USA	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
44	Venezuela	Centro Nacional de Consultoría	CATI	302	NATIONAL	1-5 February 2026
45	Vietnam	DXL Research & Consulting	F2F	900	URBAN	12-28 Dec 2025