



Companion Animals in New Zealand

2020

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# Message from the Chair of CANZ

Kia ora koutou

New Zealand has traditionally led the way in the development of pioneering legislation explicitly recognising animals as sentient beings capable of feeling both negative and positive emotions. Companion Animals New Zealand is committed to advancing companion animal welfare to ensure that each individual animal in New Zealand lives A Good Life. We believe in facilitating responsible companion animal guardianship through providing evidence-based information to improve understanding of what animals' need to enjoy positive experiences and to thrive as a member of a loving family.

Our aim is to be world leading in knowledge creation and sharing, and to demonstrate how a socially responsible nation can work together, and in collaboration with others, to improve human-animal interactions. In order to advance companion animal welfare, we must first understand key information such as how many animals of each species are kept as companions, where these animals are being sourced, and what proportion are de-sexed and microchipped. The Companion Animals in New Zealand 2020 Report provides this information and more, and we are pleased to be able to share this with all researchers, educators, policymakers, organisations, and individuals working to improve animal welfare. Our hope is that the information from this report will enhance understanding of the role and significance of companion animals in New Zealand and be used effectively to improve their lives.



Ngā mihi nui

**PROFESSOR NATALIE WARAN**

BSc (Hons), PhD  
Chair, Companion Animals New Zealand

# Definition of ‘Companion Animal’

A companion animal is any animal that shares a living environment and relationship with humans.

The term ‘companion animal’ is an all-encompassing phraseology given to an entire spectrum of animals with whom interaction and/or companionship is enjoyed by humans, and where a responsible guardianship is established and accepted for their welfare by humans.

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## Note: Disclaimer

The results herein are indicative trends. The information is to be interpreted with caution as the data has not been subjected to rigorous statistical analysis.

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# 01 Introduction

# 01 Introduction

## 1.1 Report Context

Companion Animals New Zealand (CANZ) has compiled Companion Animals in New Zealand 2020 (this report) as an update to and expansion of its similarly named 2011 and 2016 reports.

*Note surveys for the 2016 report were completed in June 2015 and so data is reported as 2015.*

It builds on previous findings to gain a deeper understanding of the role and importance of companion animals in the lives of New Zealanders and how this relationship is evolving over time.

In 2020, we significantly increased the sample size relative to previous waves in order to provide greater insight into attitudes and behaviours regarding companion animals in New Zealand.

It is clear from the findings of this report that companion animals continue to play an integral role in the everyday lives of most New Zealanders.

## 1.2 Methodology

Camorra Research was commissioned to undertake a survey of New Zealanders (the New Zealand Companion Animal Survey) to size and profile the companion animal population, as well as assess attitudes towards companion animals in NZ.

Camorra Research conducted online research among a nationally representative sample of adults aged 18 years and older. Quotas were employed using Statistics NZ 2018 Census data to ensure the sample was representative of the NZ household population by age, gender, and region. The total representative sample was 3,599 respondents, which included 2,322 pet owners.

An additional boost of 43 horse owners was conducted to bring the total number of horse owners surveyed to 100. Data collection commenced on 7th April 2020 and was completed on 23rd April 2020.

## 1.3 Evolving Terminology

CANZ believes it is important to evolve the terminology used around companion animals to more appropriately reflect the relationship between people and companion animals and the role they play in our lives.

The word 'pet' has been somewhat replaced by 'companion animal', with the former mostly only used to describe market segments such as 'pet food' and 'pet shops'.

CANZ believes the term 'owner' infers possession and does not reflect the duty of care people have for the animals in their care. As such, CANZ fully supports the increasing usage of the term 'guardian' or 'carer'. We have therefore included additional questions in this wave to understand if New Zealanders, both pet owners and non-pet owners, share this view.

## 1.4 Data Reporting

The following points regarding data should be noted:

- Throughout the report, some figures have been rounded to the nearest decimal point. This may result in minor variations between sums of the component items and totals, and some percentages may not total 100%.
- The 2020 report represents the third wave of the Companion Animal Annual Report. In previous waves the sample size, while sufficient at the overall level, was insufficient to avoid a large margin of error for some species. We have therefore more than trebled the total sample size in this wave to reduce the margin of error when extrapolating the companion animal population.
- In this wave we included 'open text' questions; respondents were asked how to recognise positive emotions in their companion animal(s) and what three things are important to ensure a 'good life' for their companion animal(s). Prior to reporting, data was cleaned to remove spoiled and missing data, a standard practice when handling market research data
- Where extrapolating data to population level data (e.g. the number of cats in NZ) we have used Statistics NZ data regarding the number of NZ households as of April 2020.
  - › <https://www.stats.govt.nz/topics/population>
  - › Household population = 1,787,900 households



02

Executive Summary



## 02 Executive Summary

### New Zealand is a nation of animal lovers.

New Zealand is home to more than 4.35 million companion animals. They almost outnumber people, and more people share their homes with companion animals than almost anywhere else in the world. New Zealand has the second highest proportion of households with companion animals in the world, second only to the United States (67%\*).

*\*American Veterinary Medical Association; Pet Ownership & Demographic Sourcebook 2018 PDF*

Cats are the most popular companion animal in New Zealand, with 41% of households sharing their home with at least one cat. There are over 1.2 million cats in the country. Second most popular are dogs; a third of New Zealand households share their home with at least one dog and there are a total of 851,000 dogs in NZ.

Only 9% of households have fish, with an average of 8 fish per household. However, the total number of fish is 1.37 million, outnumbering cats and dogs.

### New Zealand companion animal population breakdown, 2020

Companion animal type	Household penetration	Average number in home	Total (000)
Birds	6%	5.2	560
Cats	41%	1.7	1,219
Dogs	34%	1.4	851
Fish	9%	8.1	1,368
Horses / ponies	1.6%	2.5	72
Rabbits	2.8%	2.4	121
Other small mammal *	1.8%	3.2	101
Reptile	1.3%	2.6	60
<b>Total</b>	<b>64%</b>	<b>-</b>	<b>4,352</b>

Figure 1

*\*Other small mammal includes rat, mouse, guinea pig,*

New Zealanders overwhelmingly consider their companion animals to be members of the family. This is true for 74% of people with cats and 78% with dogs, and these figures are relatively unchanged since 2011.

Over half (59%) of people who do not have companion animals would like to get one, which is around 375,000 households, a very similar figure to 2015. The main barriers to this group having companion animals is their home or lifestyle not being suitable (37%), the landlord or property where people live not allowing animals (33%), cost (32%), and responsibility (26%).

Vets are overwhelmingly considered as the best source of information for companion animal related issues, with 71% of people with companion animals having this view. Other trusted sources of information include the SPCA (48%), the internet (41%), and pet shops (35%). However, it is interesting to note the influence and credibility of the internet as a source has waned over the last 4 years while the credibility of the SPCA has increased.



We can see significant differences in where different companion animal species are sourced; SPCA/animal rescue is the most common place to acquire cats (28%), whereas dogs are more likely to be acquired from a breeder / hobbyist / enthusiast (21%). Informal networks are still popular, however; 41% of cats and 30% of dogs are acquired via a friend, family or are found / stray.

Pet shops are more common for rabbits; 21% were acquired from a pet shop. A quarter (26%) of horses were acquired via a friend, and interestingly 11% of horses were 'off the track'.

Many companion animals were acquired for free; half of cats (53%), over a quarter of dogs (29%), a quarter of horses and a third of rabbits (36%) were free.

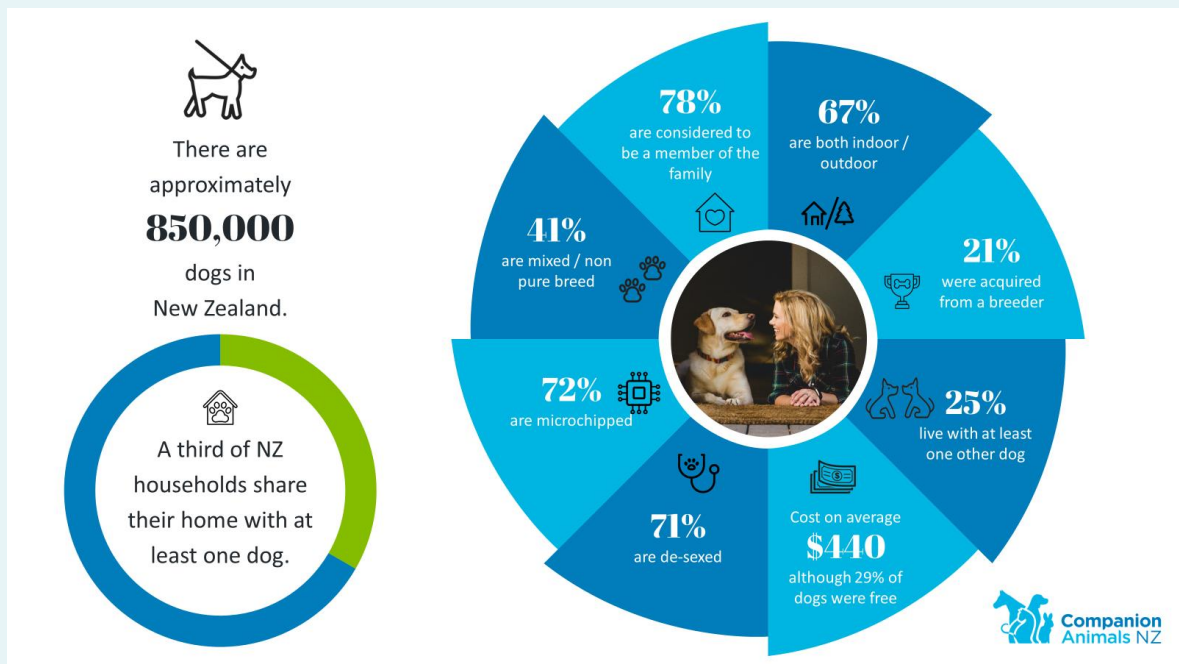
Responsible companion animal guardianship has a number of components. These include de-sexing, microchipping and registration on the New Zealand Companion Animal Register (NZCAR).

De-sexing incidence is still high among the NZ cat population at 88%, however this is a decline compared to 2015 (93%). Within the dog population, de-sexing incidence has decreased slightly to 71% compared to 2015 (75%).

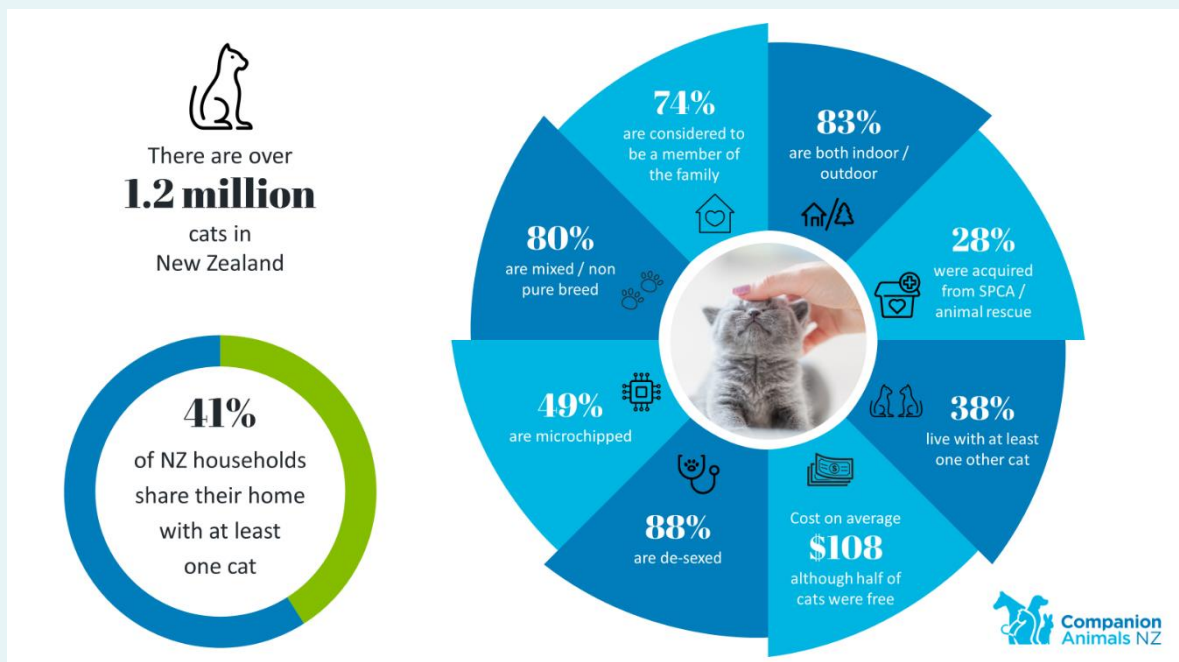
Microchipping incidence has continued to increase significantly among cats and dogs. Within the NZ cat population, we have seen a significant increase from 12% in 2011, to 31% in 2015 to 49% in 2020. However, we estimate there are over 600,000 cats in NZ that are still not microchipped.

Among the dog population, microchipping also continues to increase from 48% in 2011, to 71% in 2015 to 72% in 2020.

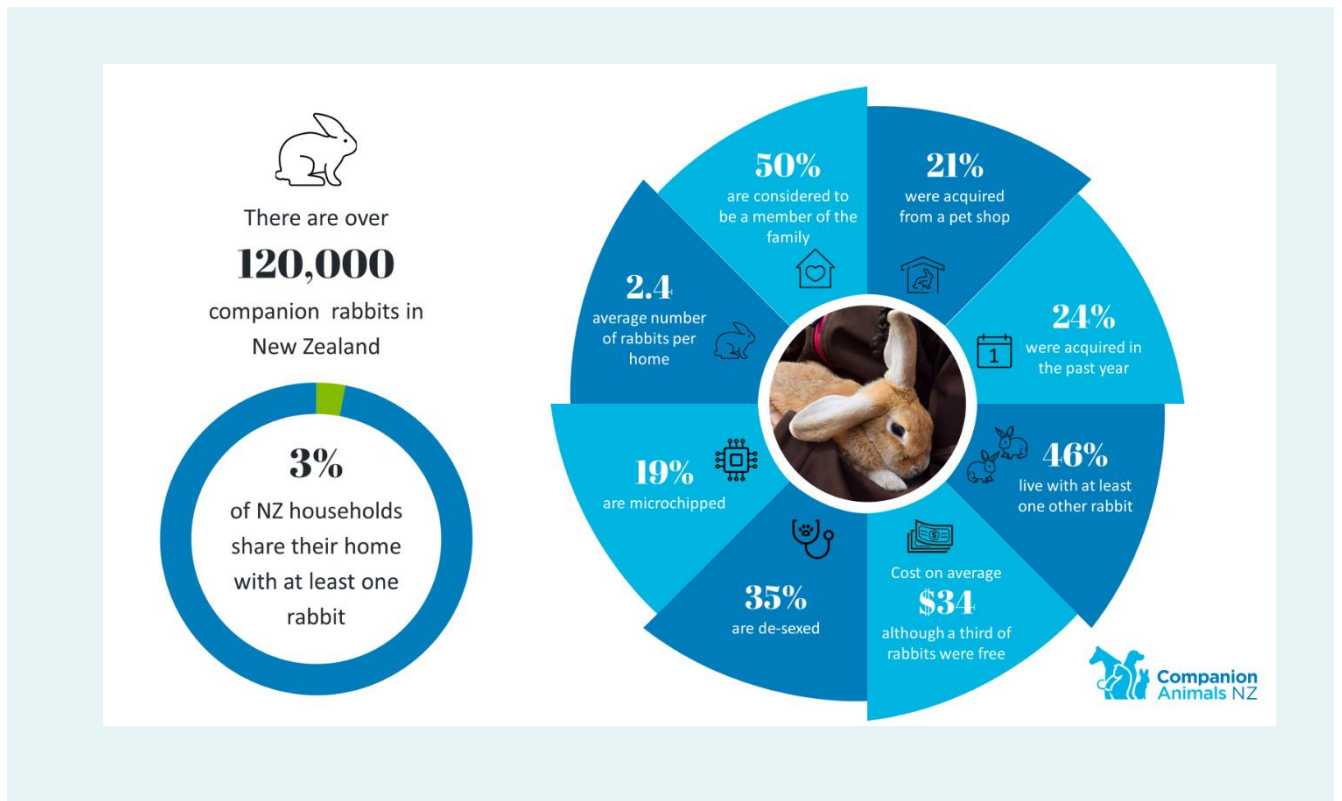
## Companion dogs in New Zealand, 2020



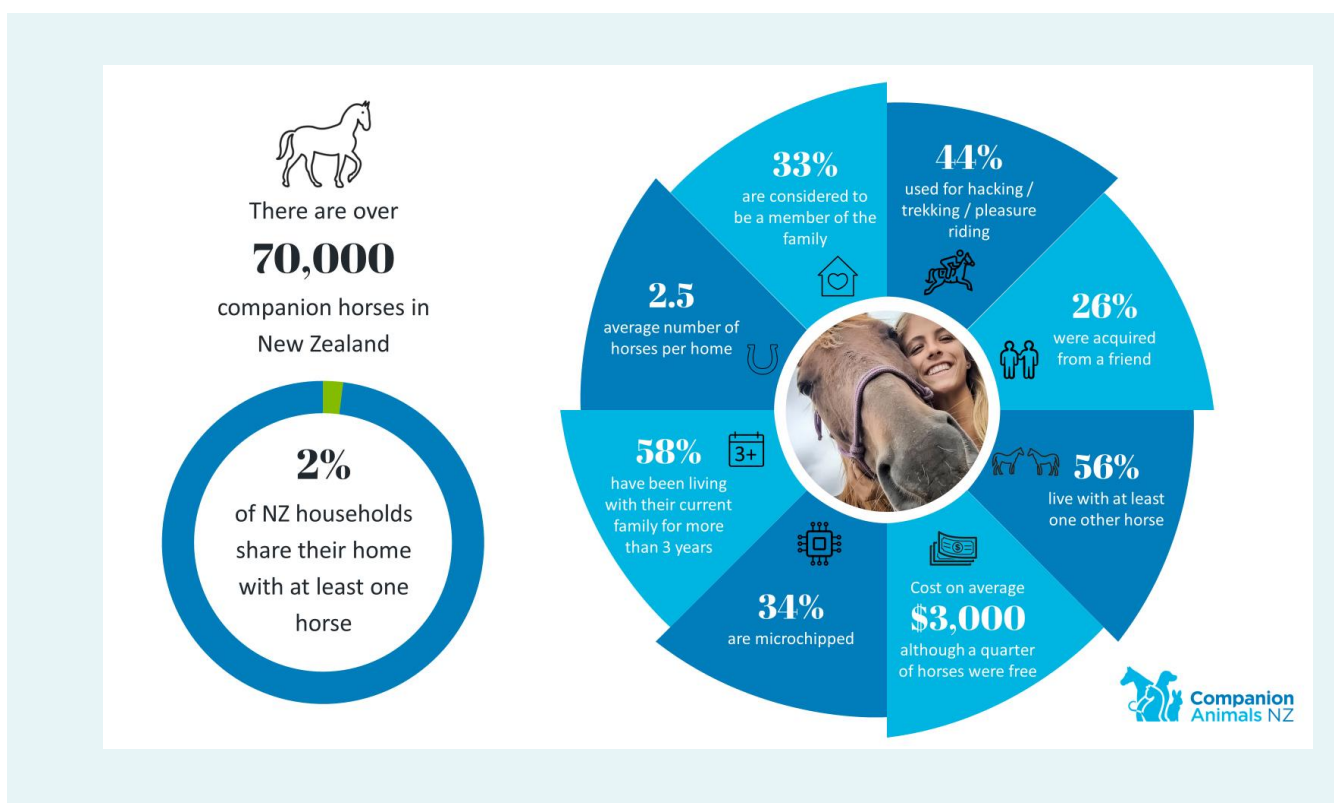
## Companion cats in New Zealand, 2020



## Companion rabbits in New Zealand, 2020



## Companion horses in New Zealand, 2020





03

Companion Animal Population

# 03 Companion Animal Population

## 3.1 Summary

The proportion of households with companion animals has remained relatively unchanged (68% in 2011, 64% in 2015 and 64% again in 2020), but there have been significant changes in the ownership of cats and dogs.

While cats remain the most popular companion animal, there has been a continued decline in the proportion of households with cats, from 48% in 2011 to 44% in 2015 and to 41% in 2020.

Comparatively, the proportion of households with dogs has increased from 29% in 2011 and 28% in 2015 to 34% in 2020. The average number of dogs per household has remained relatively flat but the increased incidence means there has been a significant increase in the companion dog population in New Zealand.

There has also been a slight decline in the fish population; the proportion of households with fish has fallen slightly to 9% and the average number of fish per household has also fallen to just over 8 fish.

### New Zealand companion animal population breakdown, trended

	Household penetration			Average number in home			Total (000)		
	2011	2015	2020	2011	2015	2020	2011	2015	2020
Birds	6%	7%	6%	4.9	5.4	5.2	527	595	560
Cats	48%	44%	41%	1.8	1.5	1.7	1,419	1,134	1,219
Dogs	29%	28%	34%	1.5	1.4	1.4	700	683	851
Fish	11%	10%	9%	9.1	8.9	8.1	1,678	1,510	1,368
Horses / ponies	2%	2%	1.6%	3.2 <sup>^</sup>	3.4 <sup>^</sup>	2.5	87	116	72
Rabbits	3%	3%	2.8%	1.7 <sup>^</sup>	2.0 <sup>^</sup>	2.4	88	116	121
Other small mammal	-	-	1.8%	-	-	3.2	-	-	101
Reptile	-	-	1.3%	-	-	2.6	-	-	60
<b>Total</b>	<b>68%</b>	<b>64%</b>	<b>64%</b>	-	-	-	<b>4,945</b>	<b>4,656</b>	<b>4,352</b>

Figure 2

\*Other small mammal includes rat, mouse, guinea pig.

<sup>^</sup> Note: figures have been greyed out due to insufficient sample sizes. Average number per home based on small sample sizes, so caution should be used when viewing projected populations of Horses and Rabbits from 2011 and 2015

### 3.11 Multiple companion animal species in household

The majority of New Zealanders who share their home with a companion animal do so with just one species, i.e. just cat(s) or just dog(s). However, a quarter (24%) of all New Zealand households share their home with more than one type of companion animal species.

#### Number of companion animal species in household

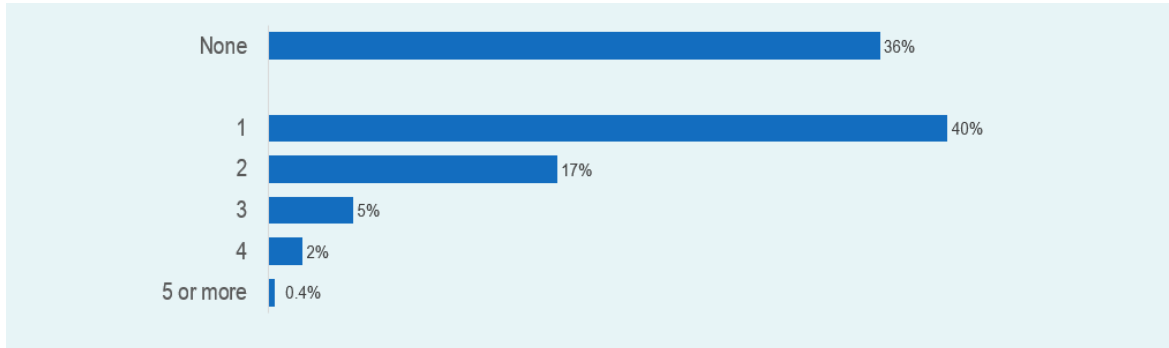


Figure 3

The most popular 'combination' of companion animal species is cats and dogs.

- 60% of New Zealand households share their home with **EITHER** a cat(s) **OR** a dog(s).
- 15% of New Zealand households share their home with a cat(s) **AND** a dog(s).
- 21% of New Zealand households share their home with **ONLY** a cat(s).
- 15% of New Zealand households share their home with **ONLY** a dog(s).

Looking in more detail:

- A quarter of cat owning households also share their home with at least one dog.
- 29% of dog owning households also share their home with at least one cat.

#### Ownership of multiple companion animal species, 2020

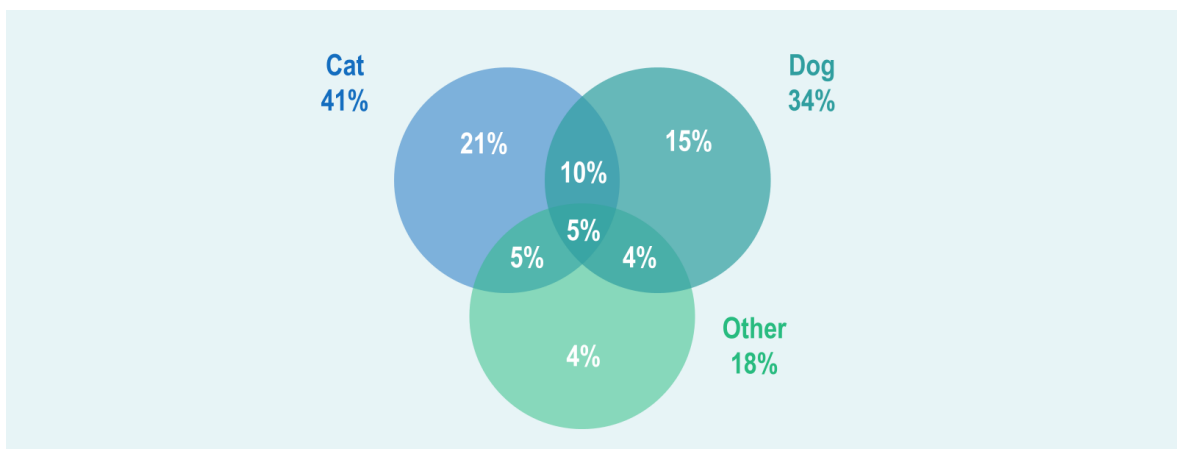


Figure 4

## 3.2 Demographics

Companion animal ownership rates are highest amongst people living in Canterbury (67%), the rest of North Island (70%), and rural areas generally (77%). Conversely, Wellington has the lowest incidence of ownership, with only 56% of households in Wellington sharing their home with a companion animal.

Guardianship rates are also highest among families with children aged nine to seventeen (74%) or children younger than nine (72%), higher income households (72%), and NZ European households (67%).

### 3.2.1 Geography

There is a significant variation in the popularity of companion animals across different geographic regions of New Zealand. Cats, dogs, and (not surprisingly) horses are all more popular in rural households, which have the highest incidence of companion animal ownership in New Zealand at 77%.

As may be expected, the largest proportion of households with dogs are those in rural areas, with almost half (44%) having at least one dog. Ownership numbers for dogs are quite consistent across locations, with the exception being Wellington with only a quarter (26%) of households sharing their home with at least one dog. There has been a significant increase in the proportion of urban / city households owning at least one dog, an increase from 27% in 2015 to 37% in 2020.

There is also variation in cat ownership by area with over half (52%) of rural households sharing their home with at least one cat, while only a third (36%) of urban / city households share their home with a cat.

By far the highest rate of horse/pony ownership is in rural areas, where almost 7% have at least one horse or pony.

### Companion animal ownership demographics, 2020

	Region					Area			
	Auckland	Canterbury	Wellington	Rest of North Island	Rest of South Island	Urban / City	Suburban	Regional centre	Rural
Birds	6%	6%	4%	6%	9%	6%	6%	5%	8%
Cats	35%	44%	36%	48%	43%	36%	41%	43%	52%
Dogs	32%	37%	26%	36%	35%	37%	29%	30%	44%
Fish	9%	9%	7%	10%	10%	11%	8%	9%	11%
Horses / ponies	1.5%	1.7%	0.8%	1.8%	2.0%	1.1%	0.4%	2.6%	6.6%
Rabbits	2.3%	4.1%	2.5%	2.8%	3.0%	3.0%	2.6%	1.7%	3.6%
Other small mammal	1.5%	1.7%	1.8%	2.1%	1.8%	2.2%	1.7%	0.9%	1.9%
Reptile	1.3%	0.4%	1.0%	1.5%	1.5%	1.5%	1.1%	0.9%	1.5%
<b>Total</b>	<b>61%</b>	<b>67%</b>	<b>56%</b>	<b>70%</b>	<b>65%</b>	<b>61%</b>	<b>63%</b>	<b>65%</b>	<b>77%</b>

Figure 5



## Companion animal ownership by location, 2020

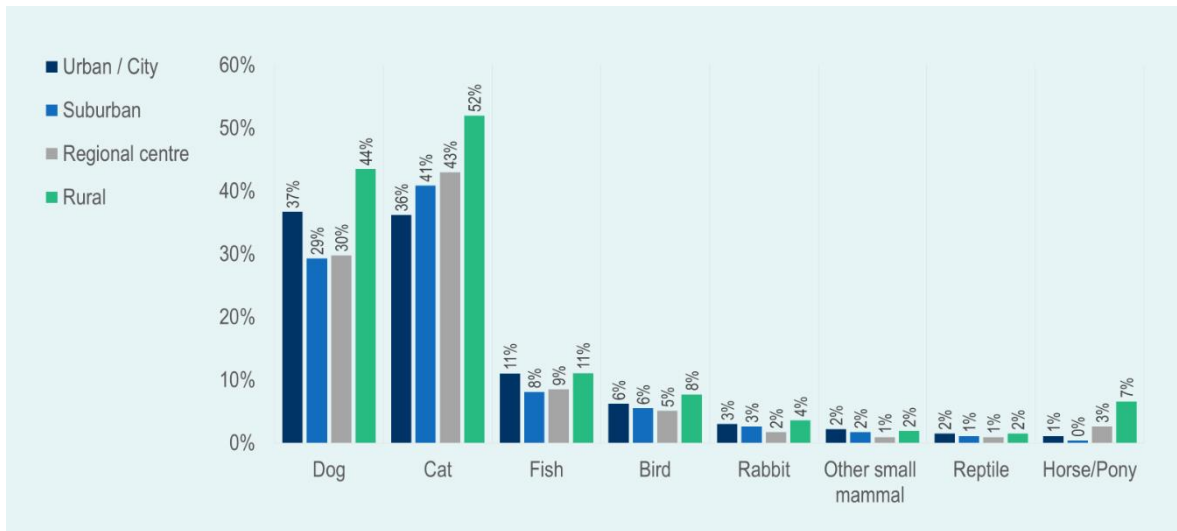


Figure 6

## Companion animal ownership by region, 2020

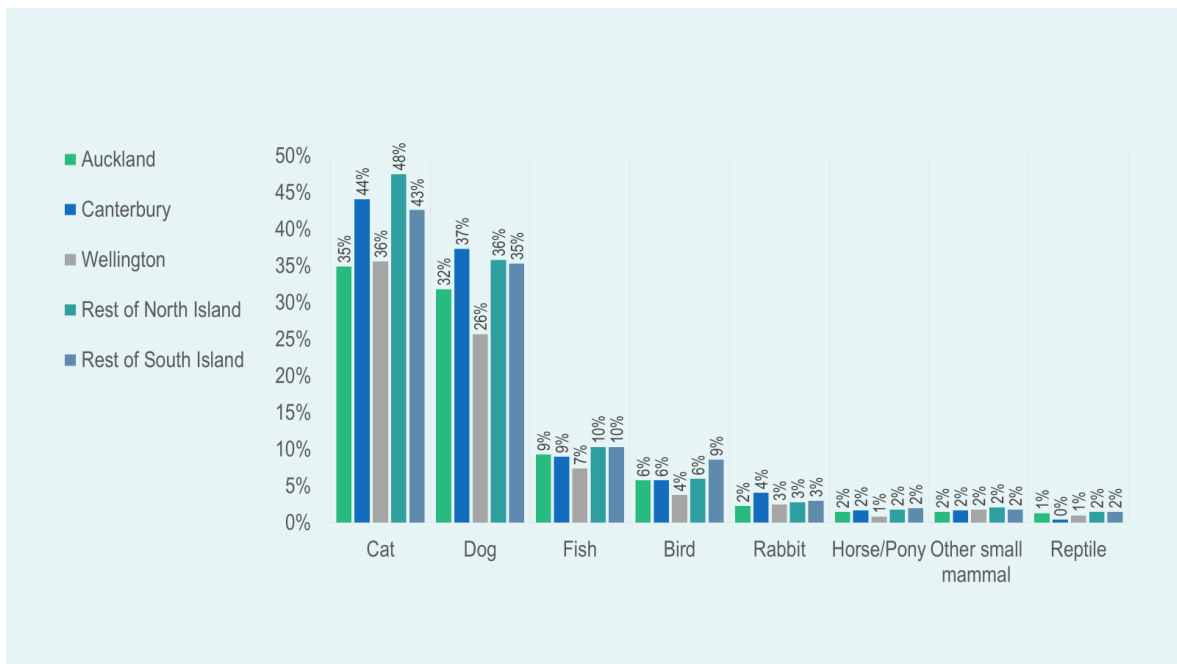


Figure 7

### 3.22 Age and presence of children in household

Age and the presence of children in the household both correlate with companion animal ownership. Almost three quarters of households with children share their home with a companion animal, whereas only 60% of households with no children share their home with at least one companion animal.

Dogs have a significantly higher incidence among younger households, while cat ownership is highest among those aged 45-54 at 53%.

#### Companion animal ownership demographics, 2020

	Age						Presence and age of children in household		
	Under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Child(ren) aged 0-8	Child(ren) aged 9-17	No children
Birds	7%	6%	7%	7%	5%	4%	8%	9%	5%
Cats	40%	38%	44%	53%	43%	30%	44%	49%	38%
Dogs	47%	41%	37%	27%	30%	20%	42%	37%	31%
Fish	10%	11%	13%	10%	7%	6%	14%	15%	7%
Horses / ponies	4%	1.4%	2.0%	0.8%	1.1%	0.4%	1.7%	2.3%	1.4%
Rabbits	6%	3.3%	3.6%	2.5%	1.1%	0.4%	3.6%	3.6%	2.4%
Other small mammal	3.7%	1.7%	2.9%	1.7%	0.6%	0.3%	3.2%	3.0%	1.1%
Reptile	1.7%	1.7%	1.2%	2.0%	0.7%	0.1%	2.5%	2.0%	0.7%
<b>Total</b>	<b>73%</b>	<b>66%</b>	<b>70%</b>	<b>70%</b>	<b>64%</b>	<b>48%</b>	<b>72%</b>	<b>74%</b>	<b>60%</b>

Figure 8

## Companion animal ownership by age of owner, 2020

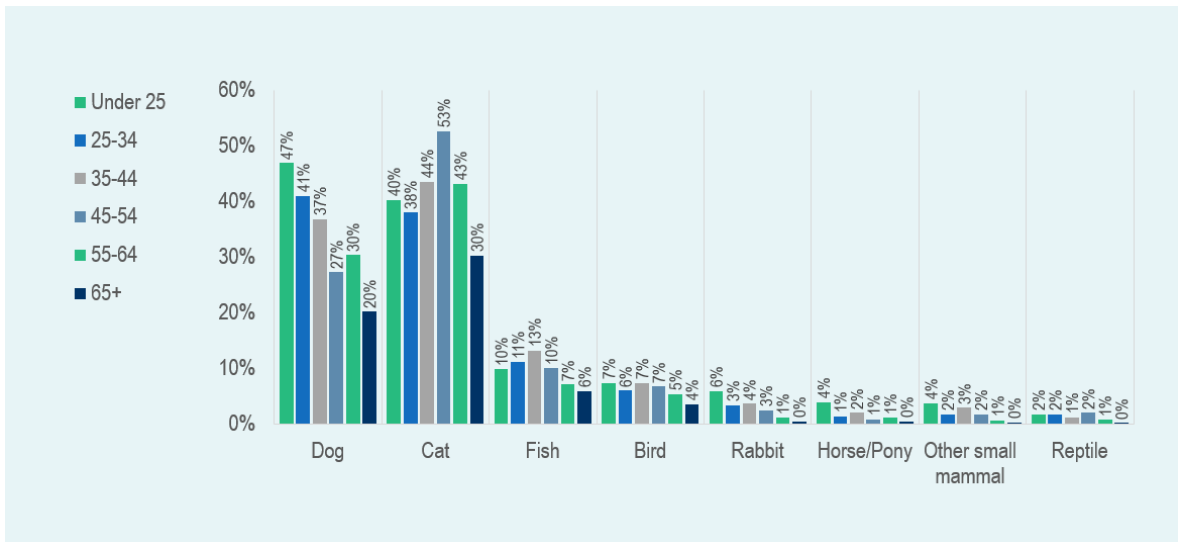


Figure 9

## Companion animal ownership by age and presence of children in household, 2020

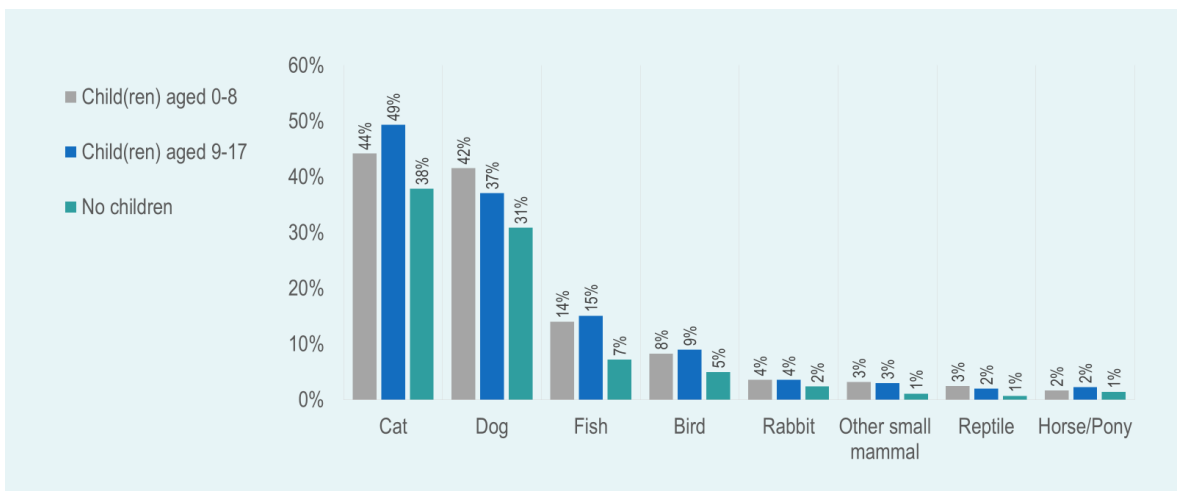


Figure 10

### 3.23 Ethnicity and household income

Higher income households (those earning over \$90k per year) are significantly more likely to share their home with a companion animal. Almost three quarters of households with an income over \$90k have a companion animal compared to over half (57%) of lower income households (those earning less than \$40k per year).

This pattern is the same for both cats and dogs:

- 46% of higher income households share their home with at least one cat, compared to 36% of lower income households.
- 37% of higher income households share their home with at least one dog, compared to 30% of lower income households.

NZ European (67%) and Maori (65%) households are more likely to share their home with a companion animal compared with other ethnicities.

- NZ European households are significantly more likely than other ethnicities to share their home with a cat (46%).
- Maori households are significantly more likely than other ethnicities to share their home with a dog (46%).
- Asian households (14%) are more likely than other ethnicities to share their home with fish
- By contrast Pacific Peoples households are less likely to share their home with a cat (20%) or with a dog (29%)

### Companion animal ownership demographics, 2020

	Ethnicity					Household Income		
	NZ European	Maori	Pacific Peoples	Asian	Other	Under \$40k	\$40k - \$90k	Over \$90k
Birds	6%	4%	2.3%	7%	5%	5%	6%	6%
Cats	46%	36%	20%	24%	32%	36%	41%	46%
Dogs	33%	46%	29%	36%	28%	30%	34%	37%
Fish	9%	9%	5%	14%	11%	7%	10%	11%
Horses / ponies	1.6%	1.6%	1.2%	0.5%	2.8%	1.9%	1.6%	1.6%
Rabbits	2.7%	0.8%	2.3%	4.1%	3.4%	1.8%	2.9%	2.9%
Other small mammal	2.0%	1.2%	1.2%	0.5%	2.6%	1.4%	1.8%	2.0%
Reptile	1.2%	3.1%	0%	0.5%	1.4%	0.9%	1.3%	1.5%
<b>Total</b>	<b>67%</b>	<b>65%</b>	<b>46%</b>	<b>56%</b>	<b>58%</b>	<b>57%</b>	<b>64%</b>	<b>72%</b>

Figure 11

## Companion animal ownership by ethnicity of owner, 2020

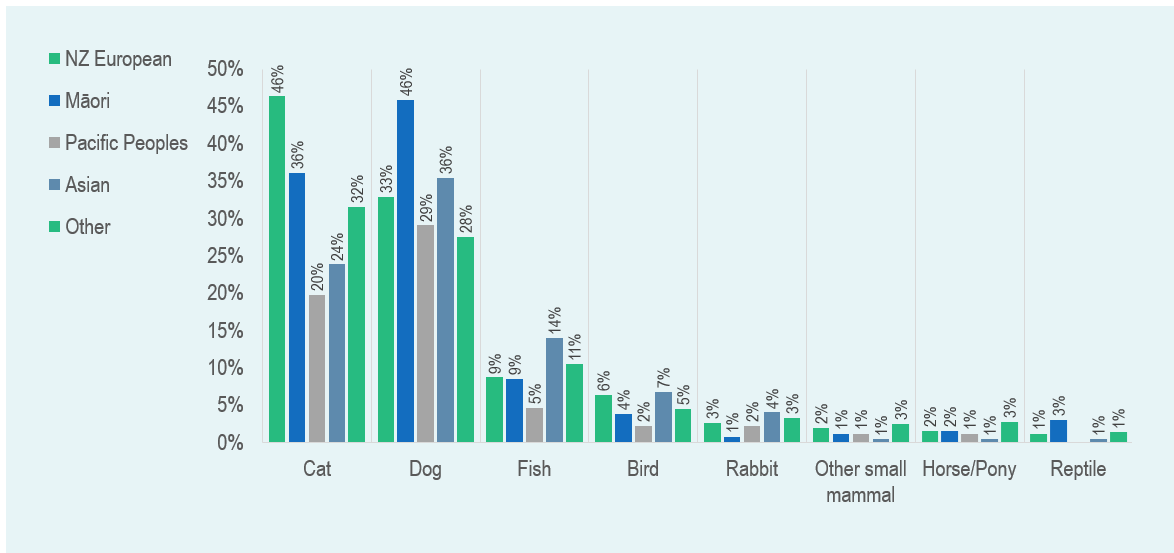


Figure 12

## Companion animal ownership by household income, 2020

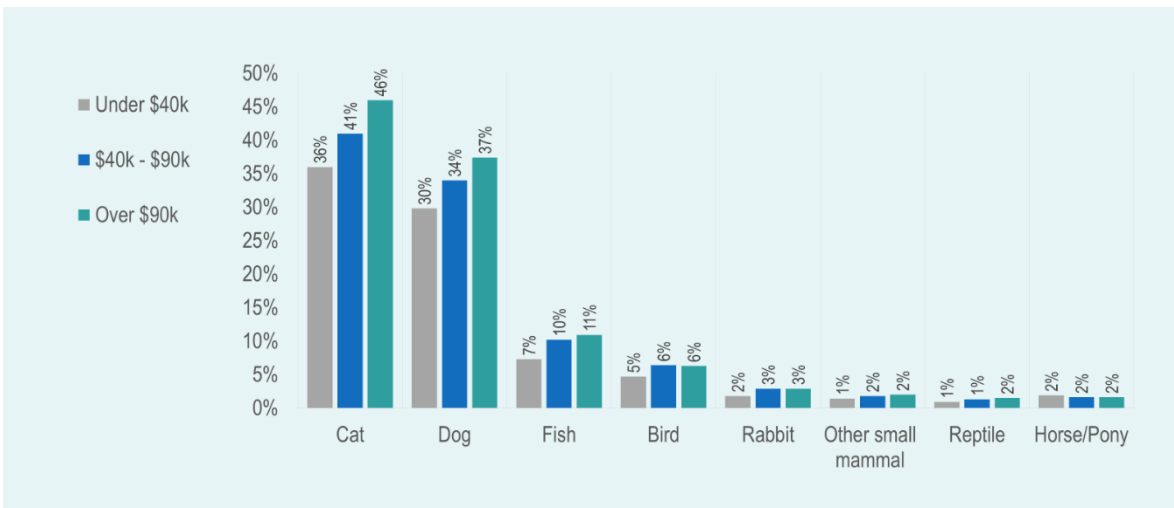


Figure 13

### 3.3 Cats

Cats are the most popular companion animal in New Zealand with more people sharing their homes with cats (41%) than any other species. There are 1.219 million cats in households across the country, with the average number of cats per household at 1.7.

The percentage of households with cats has continued to decline from 48% in 2011 and 44% in 2015. However, the average number per household of cats has increased slightly from 1.5 in 2015. Therefore, the total cat population has increased slightly over the past 5 years.

#### 3.31 Ownership insights by demographics

There is variation in cat ownership across the country. Only 35% of households in Auckland and 36% in Wellington have cats. In comparison, across the rest of the North Island, almost half (48%) of all households have cats. 52% of households in rural locations have cats, compared to 36% in urban areas.

Cat ownership is also highest among females (43%), NZ European ethnicity households (46%), families with children at home (48%) and higher income households (46%).

#### 3.32 Breed of cat

80% of cats are mixed / non pure breed which equates to approximately 975,000 cats in NZ, with almost 160,000 pure breed and just under 100,000 registered pedigrees.

#### Breed of cat

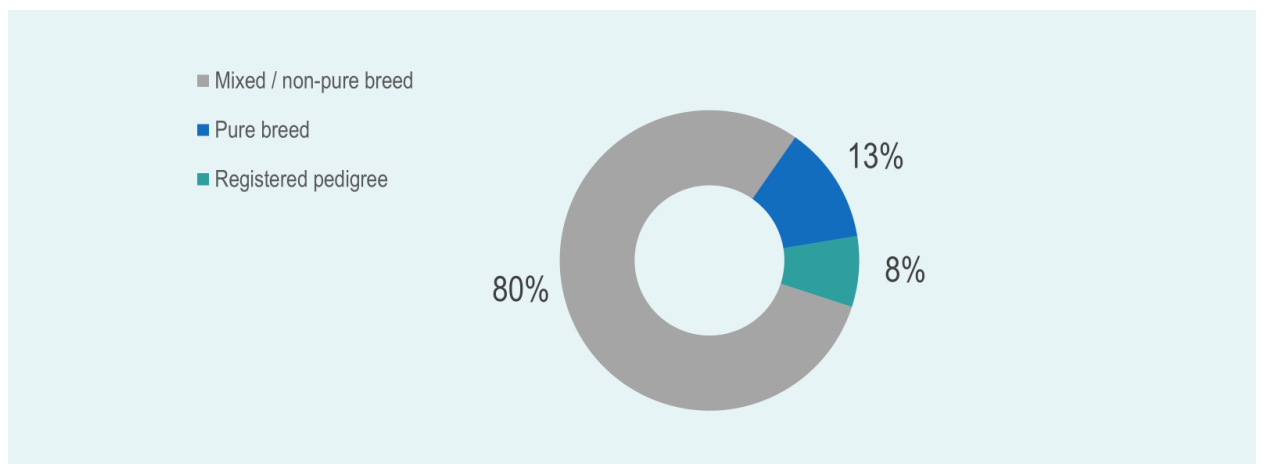


Figure 14

Although the overwhelming majority of cats remain mixed / non pure breed, the incidence of pure breed and registered pedigree cats has increased significantly since 2015:

- Registered pedigree increased from 4% in 2015 to 8% in 2020.
- Pure breed increased from 8% in 2015 to 13% in 2020.

Within the cat owning population, registered / pure breed are more popular among Auckland households (28%) and younger New Zealanders. A third of people under 25 years with at least one cat in their home have a registered pedigree or pure breed.

Asian and Maori households with at least one cat in their home are also significantly more likely to have a registered pure breed cat, almost a third of Maori households (31%) and half of Asian households (47%) who share their home with cat have a registered pedigree / pure breed.

## Registered / pure breed ownership by demographics

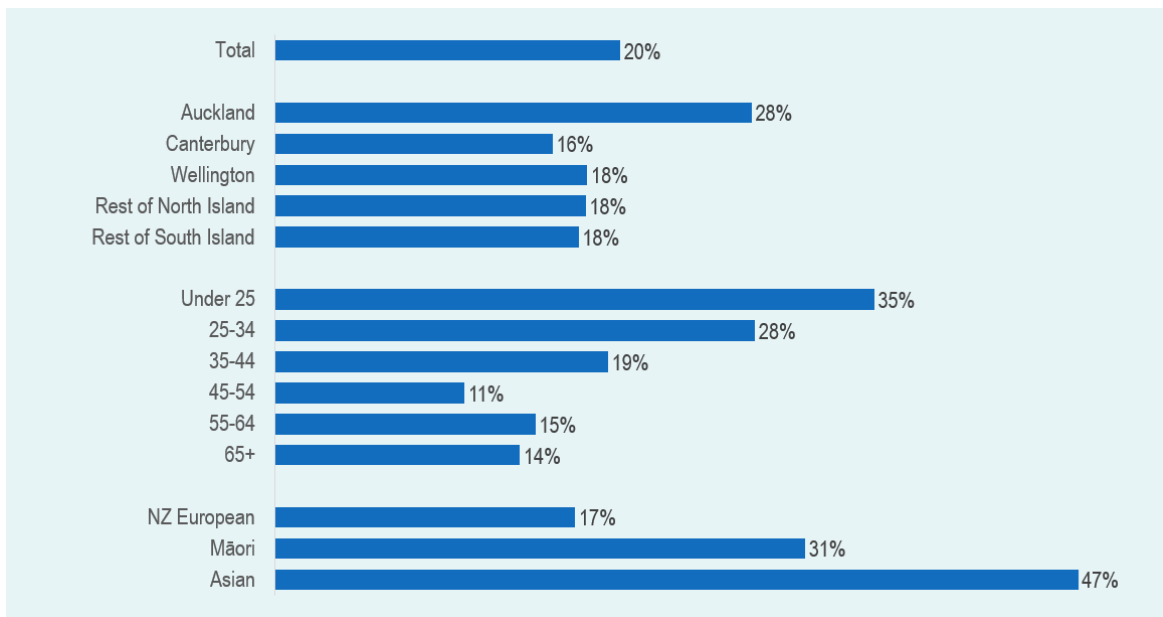


Figure 15

### 3.33 Indoor vs outdoor cat

83% of cats are both indoor / outdoor. This is a little over 1 million indoor / outdoor cats in NZ, with 135,000 indoor only cats and just under 50,000 outdoor only cats.

#### Indoor vs outdoor cat

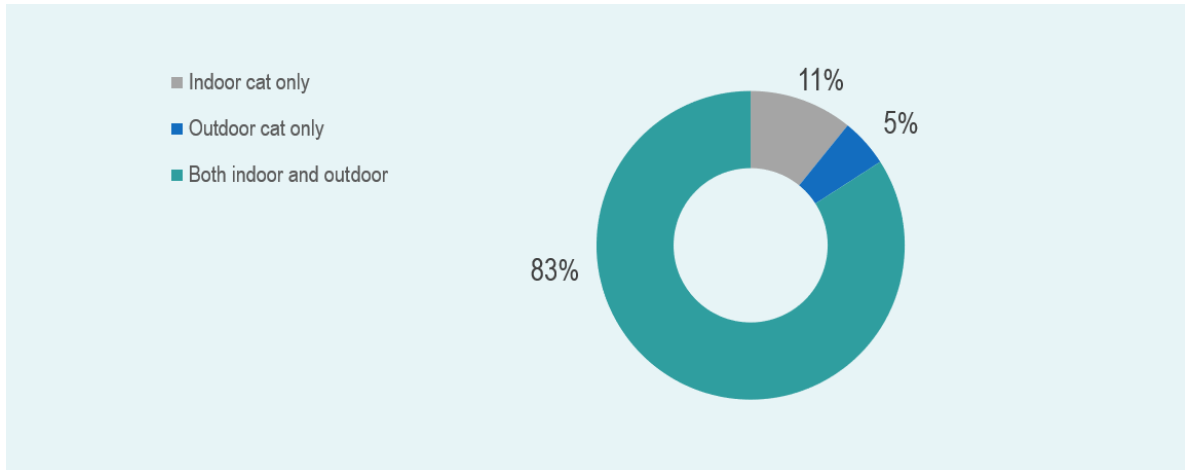


Figure 16

As in 2015, the majority of 'owned' cats in New Zealand are both indoor and outdoor. This has remained declined slightly from 88% in 2015 to 83% in 2020. The incidence of indoor only cats has slightly increased:

- Indoor cat only increases from 8% in 2015 to 11% in 2020.
- Outdoor cat only unchanged at 4% in 2015 and 5% in 2020.

Cats are more likely to be indoor only in urban/city (17%), followed by regional centre (16%), suburban (10%) and then rural (6%). The incidence of indoor only cats is also higher among 25-34 (19%) and Asian (20%) demographics. The incidence of outdoor only cats is higher among those aged under 25 (10%), Maori households (11%) and Asian households (12%)

#### Indoor cat ownership by demographics

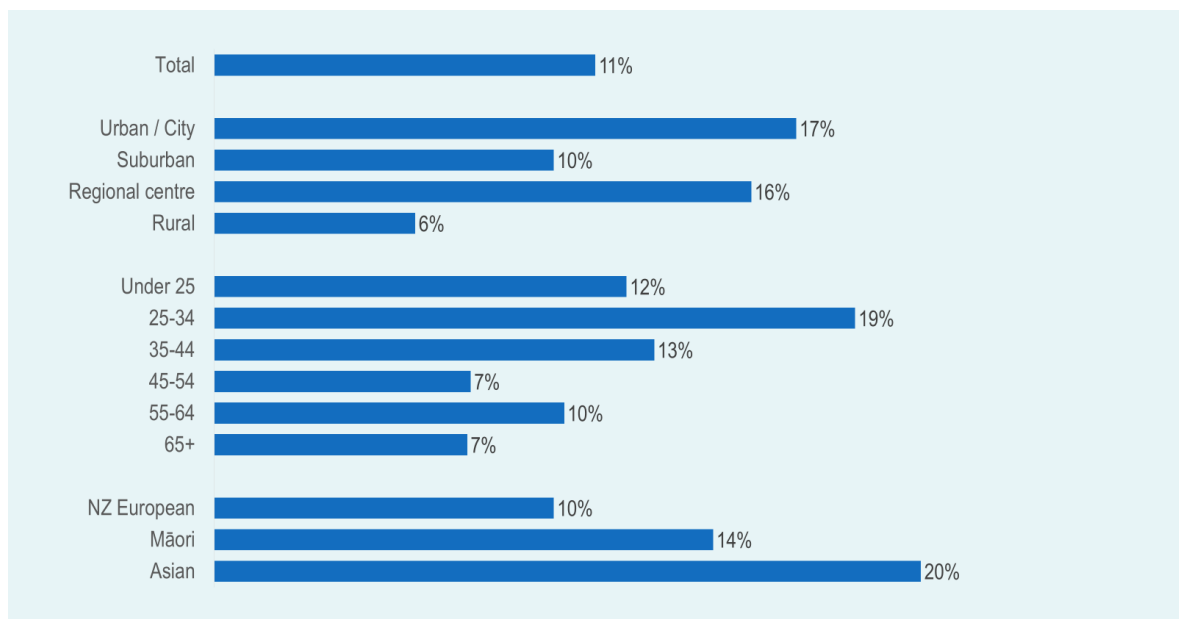


Figure 17



## Both indoor and outdoor cat ownership by demographics

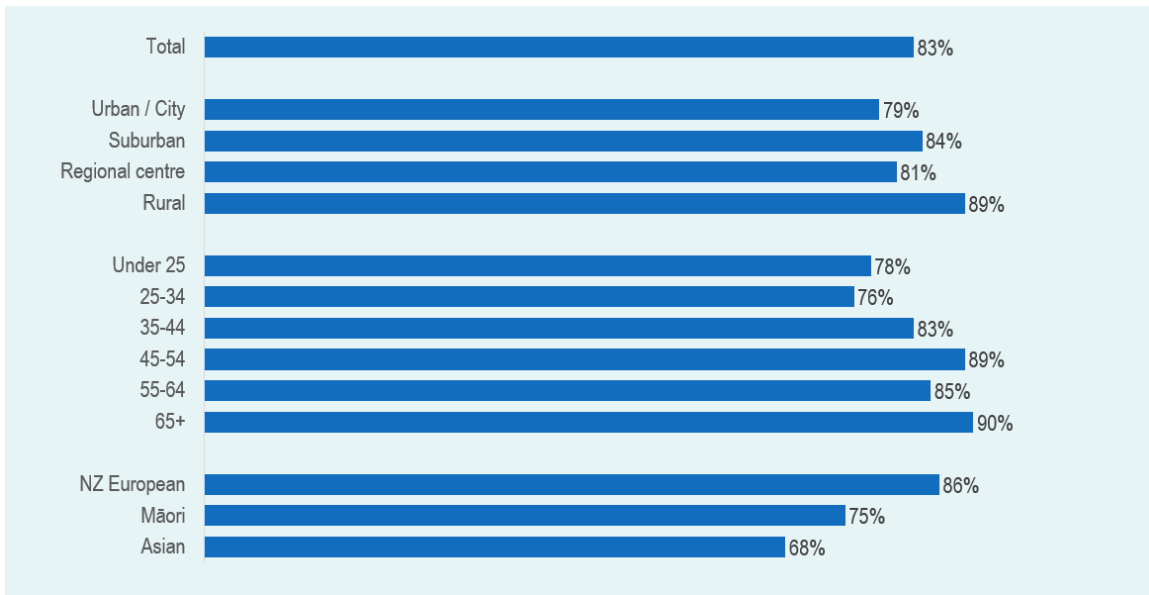


Figure 18

The majority of 'owned' cats in NZ are both indoor and outdoor cats. This is higher among rural households who own a cat (89%), cat owners aged over 45 and NZ European cat owners (86%)

## 3.4 Dogs

Dogs are the second most popular companion animal in New Zealand, with 34% of households home to an average of 1.4 dogs. There are a total of 851,000 dogs across the country.

Population numbers for dogs have increased since 2011 when the total population of dogs in New Zealand was 700,000, and 29% of households had an average of 1.5 dogs.

### 3.41 Ownership insights by demographics

There is some geographic variation in ownership rates, from a low of 26% of households in Wellington providing a home to dogs up to a high of 37% of households in Canterbury.

There is considerable variation when it comes to the type of area where dog owners currently live. Under a third of suburban (29%) and regional households (30%) have dogs, whereas in rural areas ownership rates are significantly higher at 44%, and 37% of households in city centres are home to dogs.

There is an age skew with younger households more likely to have dogs. In terms of ethnicity, Maori households are significantly more likely to have a dog (46%). Households with young children also see a higher incidence (42%).

### 3.42 Breed of dog

Over half of dogs in NZ are pure breeds or designer breeds. There are over 500,000 dogs in New Zealand that are a pure breed, designer breed or registered pedigree. These dogs are more popular with younger males. The remaining 360,000 dogs are mixed / non-pure breeds.

#### Breed of dog

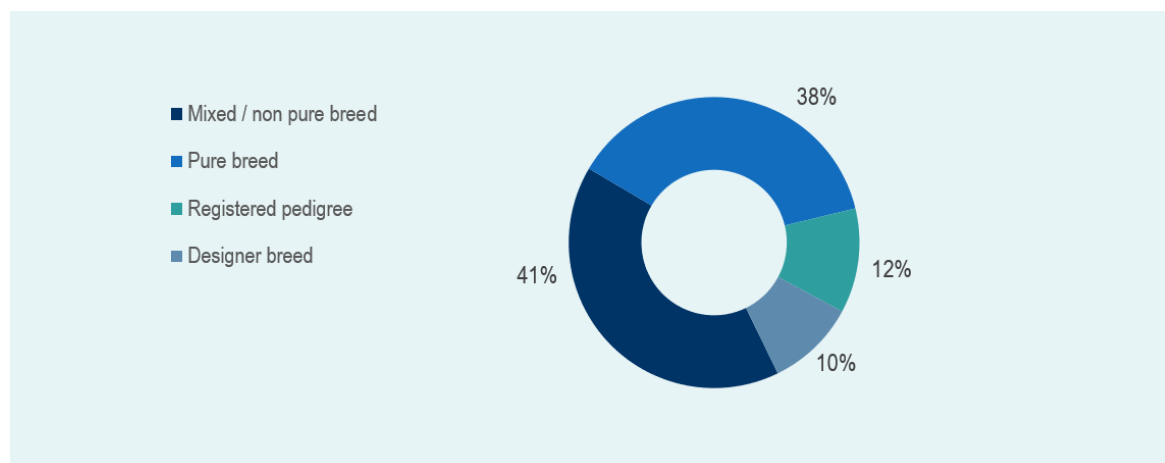


Figure 19

As expected, there have been only slight changes in the ownership incidence of different breeds of dog since 2015. Registered pedigrees have fallen in popularity while there have been slight increases in the incidence of mixed / non pure breeds and designer breeds.

- Mixed / non pure breed increased from 39% in 2015 to 41% in 2020.
- Pure breed increased very slightly from 36% in 2015 to 38% in 2020.
- Registered pedigrees decreased from 18% in 2015 to 12% in 2020.
- Designer breeds increased from 7% in 2015 to 10% in 2020.

Older households, particularly over 50s, females, and families are significantly more likely to own a mixed / non-pure breed.

### Mixed / non pure breed ownership by demographics

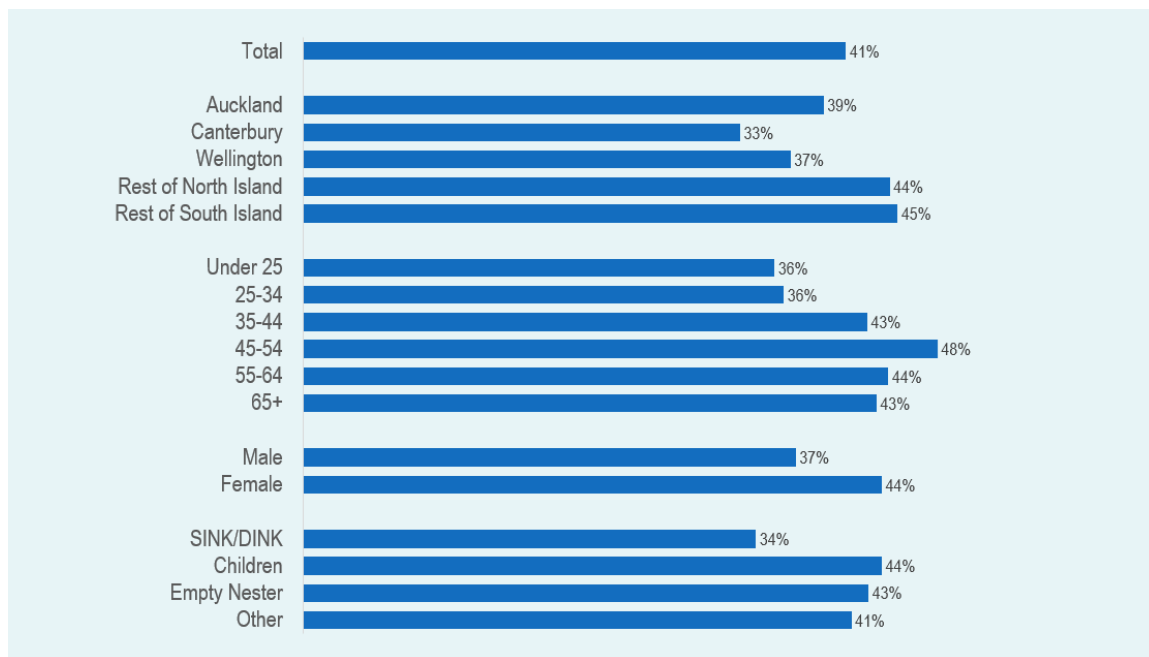


Figure 20

Note: SINK / DINK refers to households with either Single Income or Double Income and No Kids

### 3.43 Indoor vs outdoor dog

Two thirds are considered to be both indoor and outdoor dogs, which equates to 568,000 dogs in NZ. 13% (114,000) are outdoor only and a fifth (170,000) are indoor only.

### Indoor vs outdoor dog

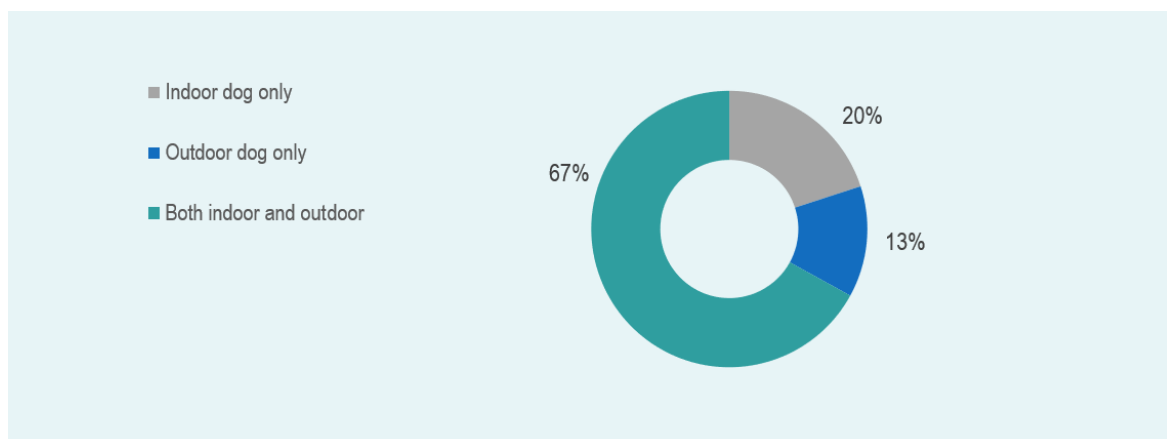


Figure 21

As in 2015, the majority of 'owned' dogs in New Zealand are both indoor and outdoor. This has increased slightly from 65% in 2015 to 67% in 2020. The incidence of outdoor only dogs has decreased but only slightly:

- Outdoor dog only decreased from 15% in 2015 to 13% in 2020.
- Indoor dog only remained unchanged at 20% in 2015 and 20% in 2020.

Indoor dog ownership is highest among urban / city households, households with no children, Maori and Asian households, and lower income households.

### Indoor dog ownership by demographics

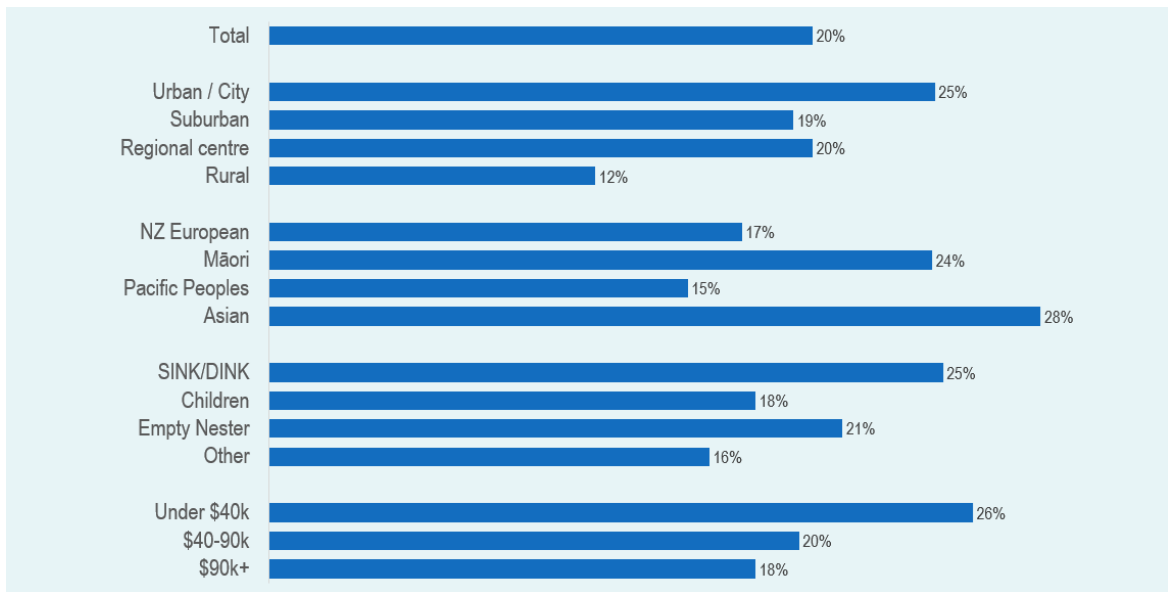


Figure 22

Note: SINK / DINK refers to households with either Single Income or Double Income and No Kids

Outdoor dog ownership is highest among regional centre households (29%), younger households, and Maori (23%) or Pacific Peoples (21%) households.

### Outdoor dog ownership by demographics

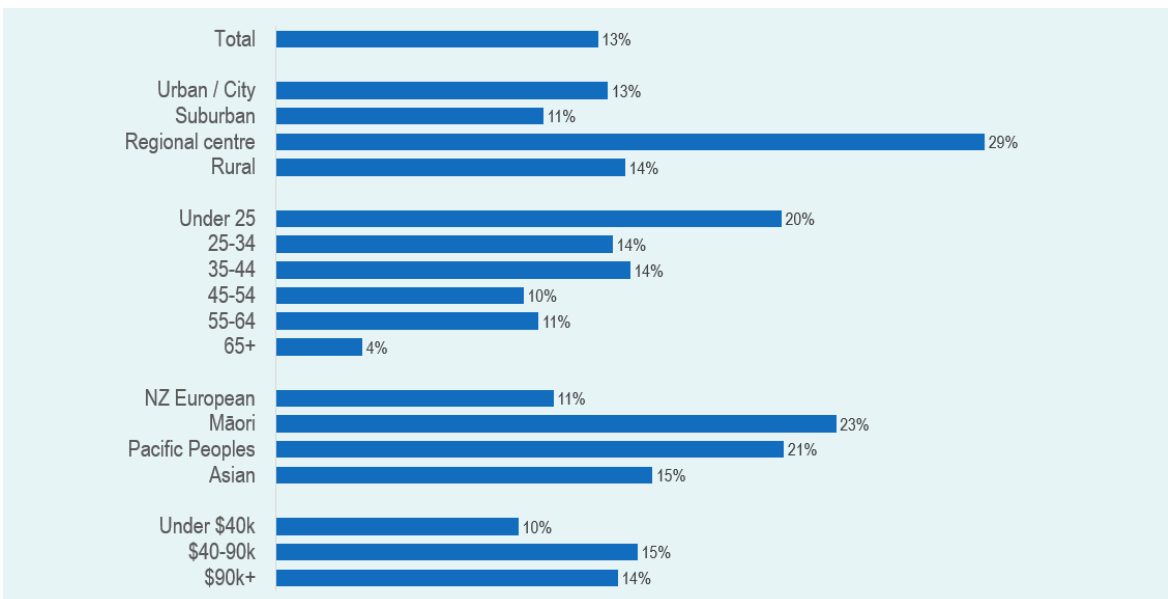


Figure 23

### 3.5 Fish

At 1.37 million, there are more fish than any other kind of companion animal in New Zealand, with 9% of households having an average of 8.1 fish.

The number of fish, percentage of households with fish, and average number of fish per home have continued to decline since 2015 when these figures were 1.51 million, 10%, and 8.9 respectively. As in 2015, goldfish continue to be the most popular type of fish.

Fish ownership is highest among New Zealanders aged 35-44 (13%), Asian households (14%), and those with children at home (14%).

#### Type of fish

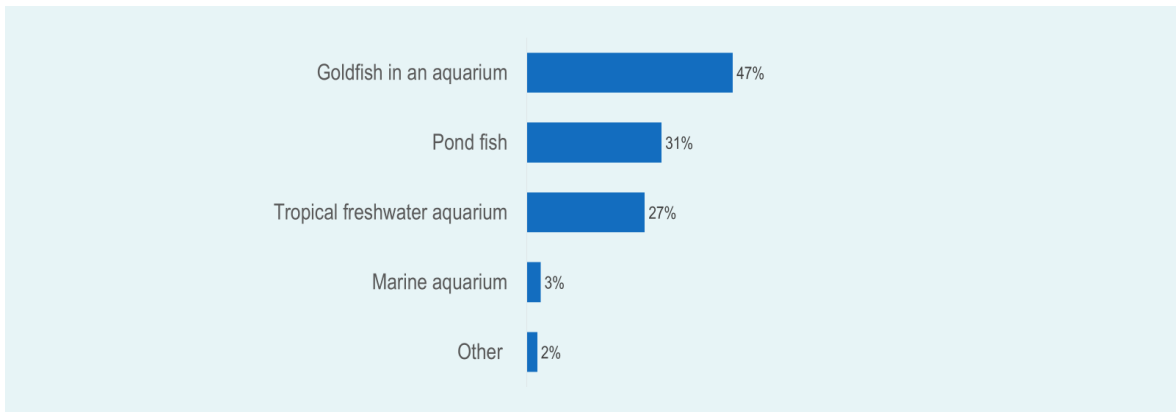


Figure 24

### 3.6 Birds

Around 6% of all households have an average of 5.2 birds. There are around 560,000 birds across the country.

The popularity of birds has not changed significantly since 2015 or 2011. There is very little variation in ownership rates across different demographics. Families with children are slightly more likely to own birds (8%), and ownership is highest in the Rest of South Island (9%).

#### Type of bird

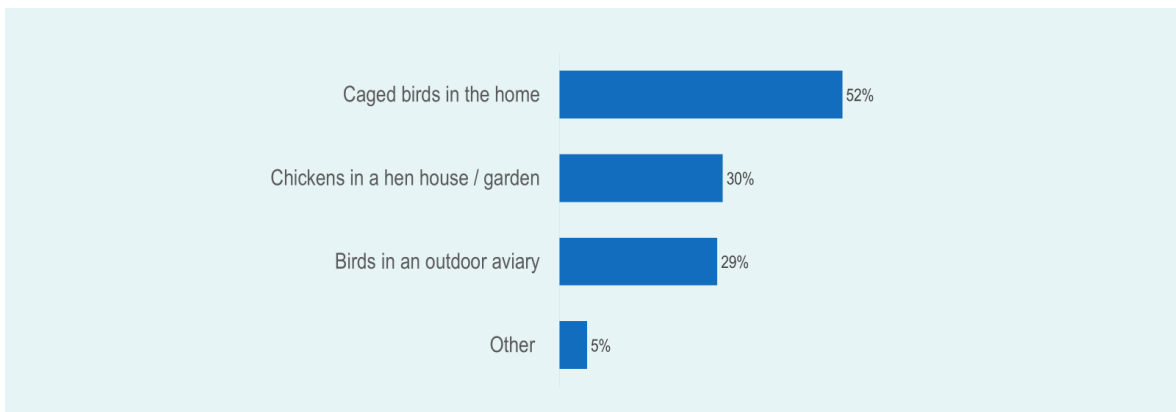


Figure 25

## 3.7 International Comparisons

### 3.7.1 Companion animal population

New Zealand is a nation of animal lovers with high proportion of households having a pet, second only to the US. The UK has a significantly lower penetration of pets at only 40% of households.

The average number of dogs and cats per home is relatively similar across the four countries, however NZ households are significantly more likely to have a cat compared to other nations\*.

\*We have compared to countries who share economic, social and cultural similarities.

Companion animal type	Household penetration				Average number in home			
	NZ	Australia	US	UK	NZ	Australia	US	UK
<b>Dogs</b>	34%	40%	39%	25%	1.4	1.6	1.3	1.4
<b>Cats</b>	41%	27%	25%	17%	1.7	1.4	1.8	1.6
<b>Any companion animal</b>	64%	61%	67%	40%	-	-	-	-

Figure 26

Ownership of dogs has increased in Australia over the past decade while it has remained relatively constant in the US and UK

The number of households sharing their home with at least one dog has:

- Increased in Australia from 36% in 2009 to 39% in 2013 and 40% in 2019.
- Has increased slightly in the UK from 23% in 2010 to 24% in 2015 and 25% in 2019
- Increased in the US from 39% in 2011 to 44% in 2015 but returned to 39% in 2020

The number of households sharing their home with at least one cat has:

- Increased in Australia from 23% in 2009 to 29% in 2013 and 27% in 2019.
- Has remained constant in the UK at 19% in 2010, 17% in 2015 and 17% in 2019
- Declined in the US from 33% in 2011 and 35% in 2015 to 25% in 2020

### 3.7.2 Incidence of de-sexing and microchipping

Australia has a higher level of de-sexing within their companion dog population. Within the cat population the US has the lowest incidence of de-sexing

Companion dogs have a higher incidence of microchipping in the UK (92%), while cats in New Zealand have a relatively very low incidence of micro-chipping.

Companion animal type	Incidence of de-sexing within companion animal population				Incidence of microchipping within companion animal population			
	NZ	Australia	US	UK	NZ	Australia	US	UK
<b>Dogs</b>	71%	81%	69%	74%	72%	86%	-	92%
<b>Cats</b>	88%	89%	80%	92%	49%	77%	-	71%

Figure 27

References and sources available [here](#).



04 Ownership  
Insights

# 04 Ownership Insights

## 4.1 Summary

New Zealanders overwhelmingly consider their companion animals to be members of the family. This is true for 74% of people with cats and 78% with dogs, and these figures are relatively unchanged since 2011.

Over half (59%) of people who do not have companion animals would like to get one, which is around 375,000 households, a very similar figure to 2015. The main barriers to this group having companion animals is their home or lifestyle not being suitable (37%), the landlord or property where people live not allowing animals (33%), cost (32%), and responsibility (26%).

Vets are overwhelmingly considered as the best source of information for companion animal related issues, with 71% of people with companion animals having this view. Other trusted sources of information include the SPCA (48%), the internet (41%), and pet shops (35%).



## 4.2 Acquiring a Companion Animal

### 4.2.1 Reasons for acquiring an animal

Companionship / love / affection is a key reason for acquiring a companion animal no matter the species but is significantly more likely to be a reason for cats and dogs.

Familiarity is also important with many New Zealand households acquiring a particular species because they have had one before and so will be knowledgeable regarding what ownership entails.

A third reason many New Zealand households cite is that the companion animal is ‘fun for the children’.

#### Reasons for pet ownership

	Cat	Dog	Horse / Pony	Rabbit	Bird	Fish	Reptiles	Other small mammal
Companionship / love / affection	62%	65%	41%	50%	43%	9%	24%	25%
I've had this type of pet in the past	42%	29%	26%	27%	18%	26%	2%	20%
It needed a home / it adopted us	32%	16%	14%	17%	9%	6%	22%	16%
Relaxation	22%	20%	20%	13%	18%	35%	16%	9%
Fun for the children	19%	22%	26%	31%	33%	31%	24%	30%
Pest control e.g. mice	13%							
Inherited it / from a friend / family member / neighbour	11%	9%	17%	6%	5%	7%	7%	5%
It was someone else's decision	8%	9%	9%	13%	7%	14%	11%	13%
Education / responsibility for children	8%	10%	15%	15%	14%	12%	18%	17%
It was a gift	6%	8%	13%	7%	8%	12%	11%	11%
Encourage exercise	2%	24%	21%	3%	1%			
To breed / enter competitions / as a hobby	1%	4%	29%	5%	9%	7%	7%	6%
It's a working animal	1%	4%	7%		3%			
Security		22%			2%			
Decoration / looks nice						28%	13%	
Eggs					27%			

Figure 28

Popular reasons for having a cat include:

- Companionship / love affection - 62%
- Familiarity / had this pet before - 42%
- It needed a home / adopted us - 32%
- Relaxation - 22%

Popular reasons for having a dog include:

- Companionship / love affection - 65%
- Familiarity / had this pet before - 29%
- Encourage exercise - 24%
- Fun for the children - 22%
- Security - 22%

Popular reasons for having a horse / pony include:

- Companionship / love affection - 41%
- To breed / enter competitions / hobby - 29%
- Familiarity / had this pet before - 26%
- Fun for the children - 26%
- Encourage exercise - 21%

Popular reasons for having a rabbit include:

- Companionship / love affection - 50%
- Fun for the children - 31%
- Familiarity / had this pet before - 27%

Respondents were asked to select one reason as the ‘main’ reason for acquiring an animal. Familiarity is not frequently cited as a main reason, indicating it plays a secondary role to another key reason, typically that is compassion / love / affection or because the animal is fun for the children.

To breed / enter competitions / hobby is a main reason for acquiring horses (18%), decoration a main reason for acquiring fish (13%) and eggs a main reason for acquiring birds (17%).

## Main reason for pet ownership

	Cat	Dog	Horse / Pony	Rabbit	Bird	Fish	Reptiles	Other small mammal
Companionship / love / affection	47%	54%	17%	26%	28%	6%	22%	19%
I've had this type of pet in the past	7%	5%	5%	9%	6%	9%	2%	6%
It needed a home / it adopted us	16%	7%	10%	9%	6%	4%	16%	9%
Relaxation	3%	3%	4%	3%	4%	18%	2%	5%
Fun for the children	7%	5%	16%	18%	16%	18%	13%	20%
Pest control e.g. mice	2%							
Inherited it / from a friend / family member / neighbour	5%	5%	4%	3%	2%	4%	2%	3%
It was someone else's decision	5%	5%	5%	10%	6%	10%	11%	11%
Education / responsibility for children	2%	2%	2%	5%	3%	5%	4%	9%
It was a gift	4%	4%	7%	5%	4%	7%	4%	8%
To breed / enter competitions / as a hobby		1%	18%	4%	5%	3%	7%	6%
Security		4%			1%			
Encourage exercise		2%	3%	2%	1%			
It's a working animal		2%	2%					
Eggs					17%			
Decoration / looks nice						13%	7%	
Other	3%	2%	7%	4%	2%	3%	9%	3%

Figure 29

## 4.22 Desire to acquire

Over half the people who do not currently have a companion animal (59%) would like to. This equates to a fifth of NZ households (21%) - approximately 375,000 households.

### Species of companion animal people would like to have

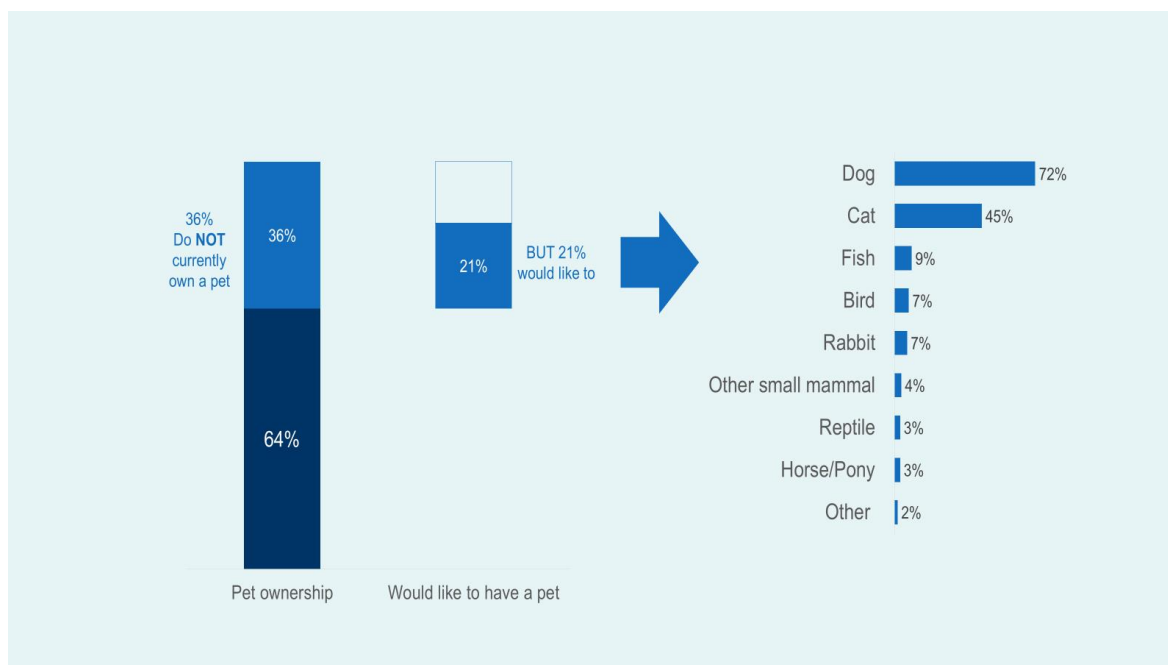


Figure 30

Among NZ households who do not currently have a companion animal, the majority (almost three quarters) would like to have a dog. This implies that the perceived barriers to caring for a dog may be higher than those to caring for a cat.

Families with younger children are more likely than other households to want to have a dog, as are those in Auckland and the Rest of the South Island. Higher income households are also more likely to want to have a dog, indicating that cost may not be the largest barrier to ownership.

Among households with no companion animals, those more likely to want a cat are older New Zealanders (over 50), households with no children, and Wellingtonians.

## Species of companion animal people would like to have by demographics

	DOG	CAT
<b>Total</b>	<b>72%</b>	<b>45%</b>
<b>Region</b>	<b>DOG</b>	<b>CAT</b>
Auckland	75%	43%
Canterbury	74%	41%
Wellington	70%	48%
RONI	64%	47%
ROSI	76%	44%
<b>Environment</b>	<b>DOG</b>	<b>CAT</b>
Urban / City	71%	45%
Suburban	73%	44%
Regional centre	67%	49%
Rural	69%	46%
Other	60%	40%
<b>Age</b>	<b>DOG</b>	<b>CAT</b>
Under 25	73%	40%
25-34	78%	39%
35-49	73%	44%
50+	68%	49%
<b>Household situation</b>	<b>DOG</b>	<b>CAT</b>
SINK/DINK	68%	50%
Children	80%	36%
Empty Nester	70%	48%
<b>Age of Children</b>	<b>DOG</b>	<b>CAT</b>
0-8	84%	30%
9-17	80%	39%
No children	69%	48%
<b>Household Income</b>	<b>DOG</b>	<b>CAT</b>
Under \$40k	64%	53%
\$40-90k	71%	40%
\$90k+	82%	47%

Figure 31

## 4.23 Barriers to acquiring companion animals

Key barriers to pet ownership are situational. Among those who would like to have a companion animal, over a third (37%) state their current lifestyle is not suitable and a third (33%) do not have a landlord/property that allows pets. A third (32%) also cite cost as a barrier.

### Barriers to acquiring companion animals

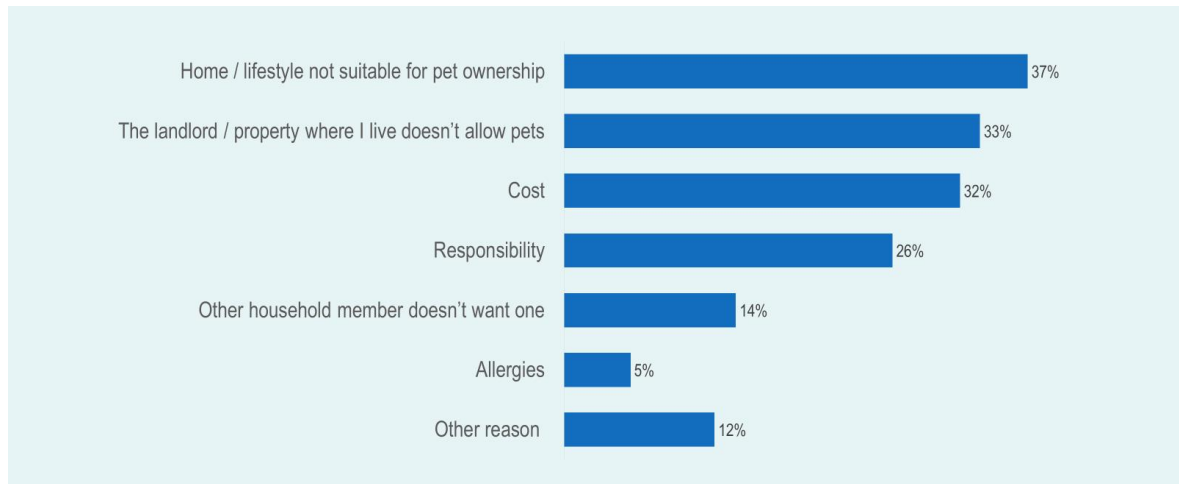


Figure 32

What are the reasons you don't currently have a pet?

Barriers to pet ownership skew by age. Under 35s are more likely to have a landlord/property that does not allow pets. 35-54 year olds are more likely to cite cost or an unsuitable lifestyle.

### Barriers to acquiring companion animals by age

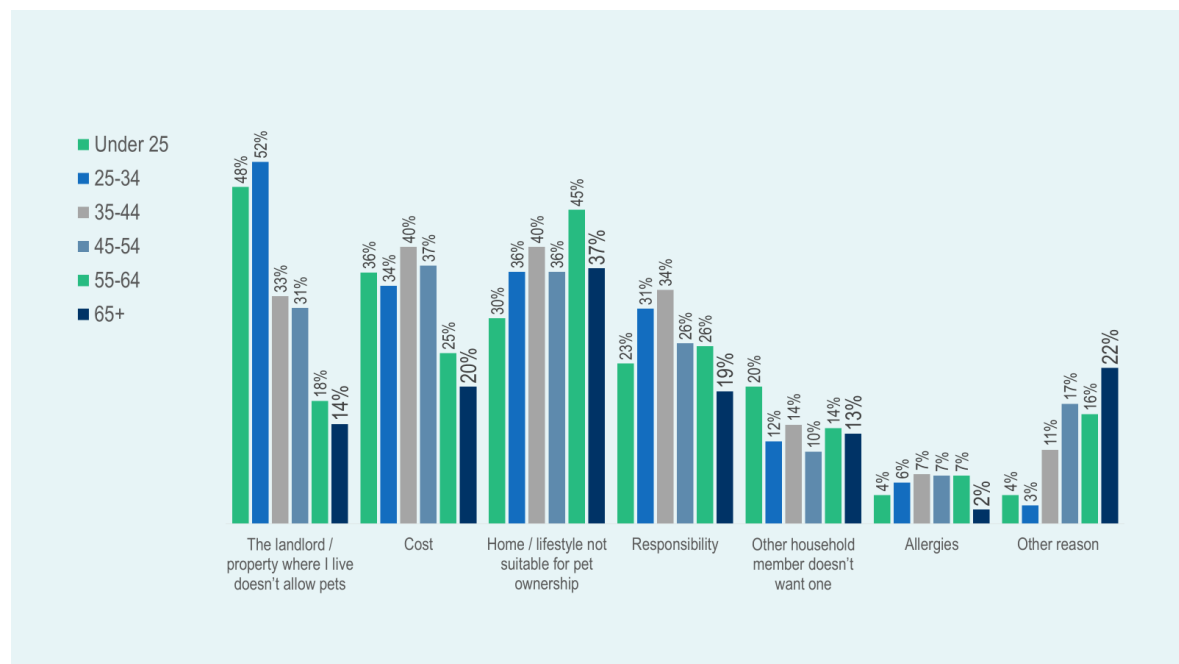


Figure 33

## 4.24 Reasons for not wanting a companion animal

16% of NZ households do not currently have a companion animal and do not want to.

Key is the perception that companion animals are too expensive, require too much time commitment, and are too much responsibility.

### Reasons for not wanting a companion animal



Figure 34

## 4.3 Where companion animals are sourced

We can see significant differences in where different companion animal species are sourced; SPCA / animal rescue is the most common place to acquire cats, whereas dogs are more likely to be acquired from a breeder / hobbyist / enthusiast which aligns with more than half of dogs in NZ being a pure breed, pedigree, or designer breed.

Informal networks are still popular, with 41% of cats and 30% of dogs being acquired via a friend, family member, or being found / stray.

Pet shops are a common place to acquire rabbits while informal networks are more at play for horses / ponies. A quarter of horses were acquired via a friend, and interestingly 1 in 10 horses were 'off the track'.

### Where companion animals are sourced

	Cat	Dog	Horse / Pony	Rabbit
SPCA / animal rescue	28%	16%	9%	15%
Friend	15%	17%	26%	16%
Found / stray	16%	2%	-	4%
Pet shop	9%	10%	-	21%
Family member	10%	11%	7%	4%
From private advertisement	6%	17%	13%	14%
Hobbyist / enthusiast / breeder	7%	21%	18%	13%
Neighbour	4%	2%	4%	3%
Veterinarian	2%	-	-	1%
Bred it myself	3%	2%	9%	9%
Off the track			11%	

Figure 35



## 4.31 Where cats are acquired

SPCA / animal rescue is the most popular source to acquire cats across all age groups and demographic segments, but highest among 35-49 (32%) and families (31%).

SPCA / animal rescue is also more popular among higher income households (31% of \$90k+) relative to lower income households.

Friend, family, found / stray are more common sources to acquire cats among lower income households (under \$40k), these sources are also associated with no / minimal acquisition costs.

### Where cats are acquired

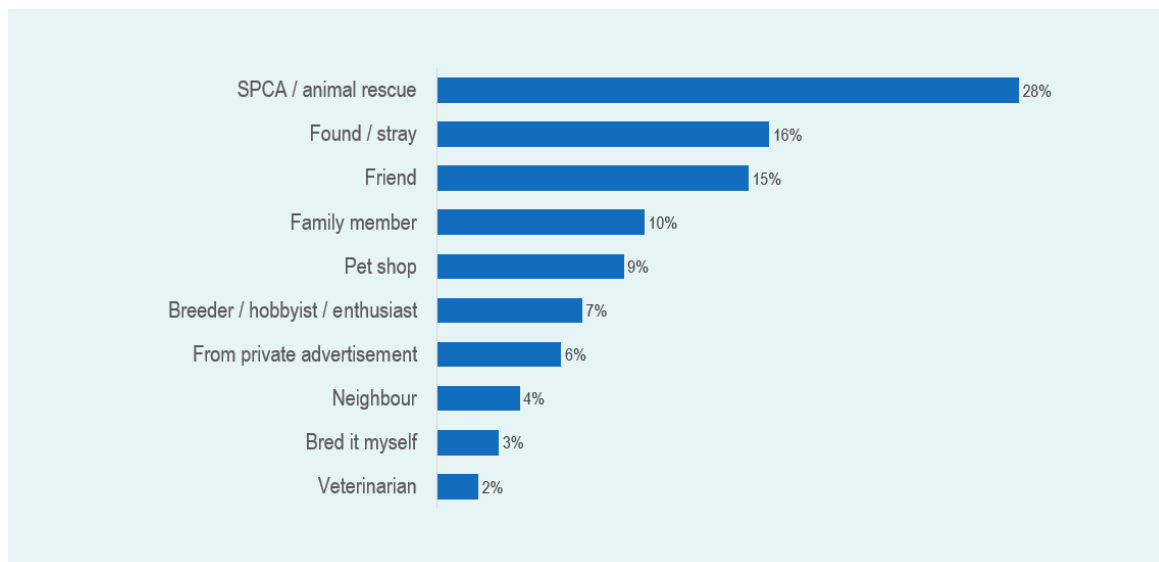


Figure 36

*This question was expanded in the 2015 survey, providing more options for respondents to select from, and expanded again slightly in the 2020 survey. It is important to note it does not allow for a direct comparison.*

## 4.32 Where dogs are acquired

For dogs, breeders are the most popular source. 21% of dogs are purchased from a breeder and a further 17% from a private advertisement.

Breeders / hobbyists / enthusiasts are more common among older demographics (28% of over 50s and 14% of under 25s), NZ European ethnicities (27%) and higher income households over \$90k (26%).

Friends / family are a more common source among younger demographics and Maori (48%) / Asian (44%) households. SPCA is a more common place to acquire dogs in Wellington (28%).

### Where dogs are acquired

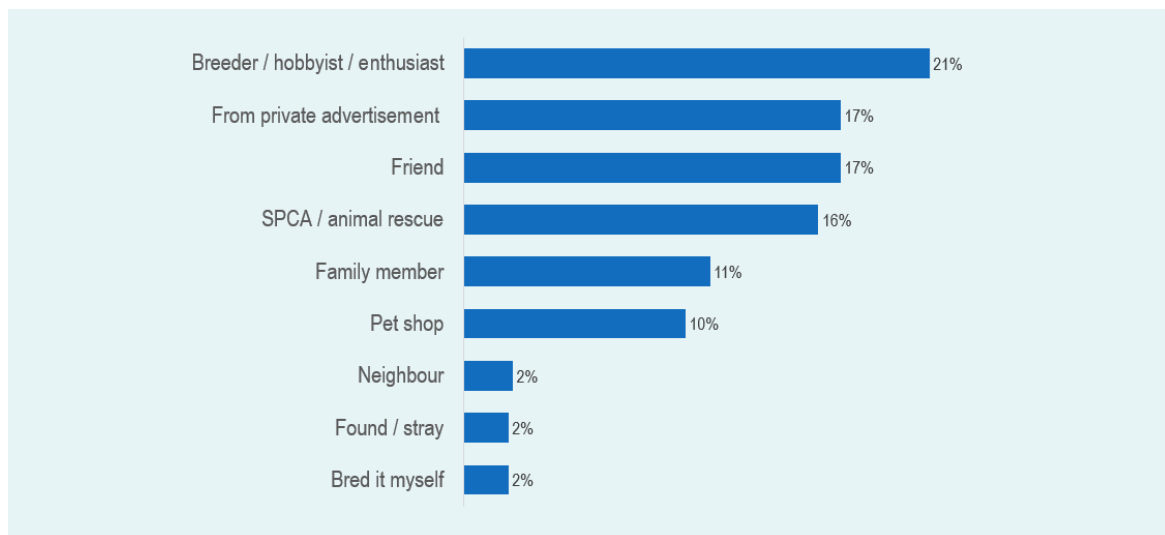


Figure 37

*This question was expanded in the 2015 survey, providing more options for respondents to select from, and expanded again slightly in the 2020 survey. It is important to note it does not allow for a direct comparison.*

### 4.33 Where horses/ponies are acquired

Informal networks are more at play for horses/ponies compared to other companion animal species. A quarter of horses were sourced from a friend, and a further 11% are acquired from a family member or neighbour.

#### Where horses / ponies are acquired

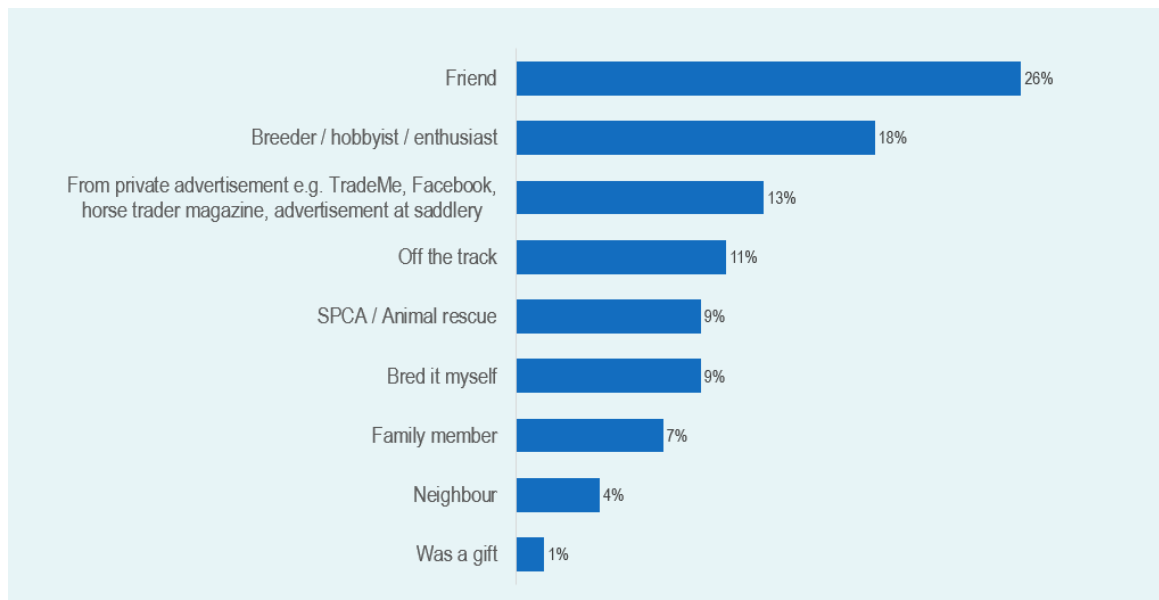


Figure 38

### 4.34 Where rabbits are acquired

The pet shop is the most common source for acquiring rabbits, almost a quarter (21%) of rabbits were acquired their rabbit(s) from a pet shop.

#### Where rabbits are acquired

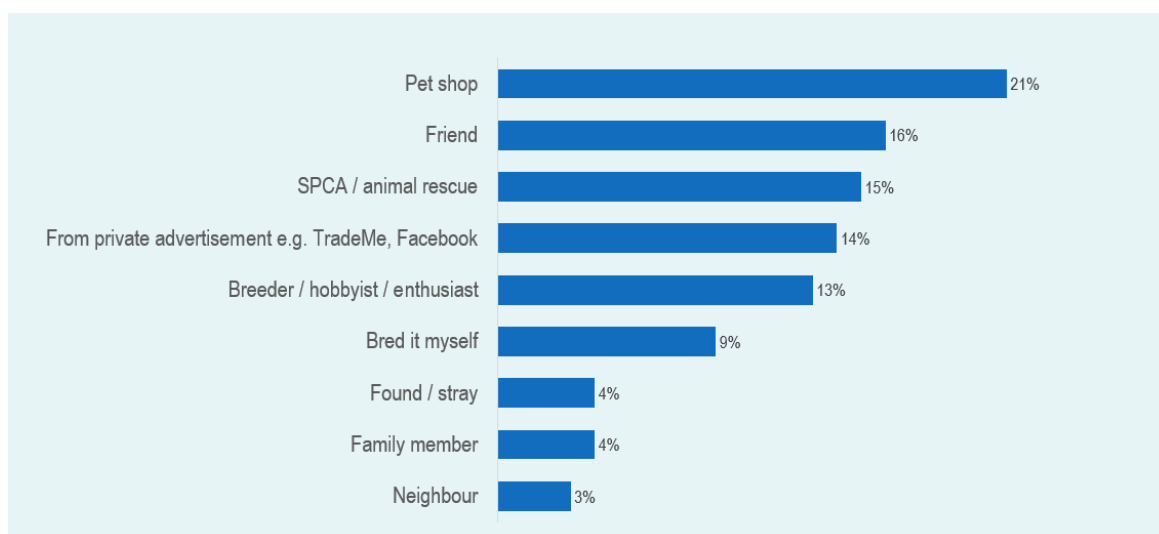


Figure 39

## 4.4 Cost of Companion Animal

In 2020, respondents were asked about the cost of their companion animals for the first time. Many companion animals were acquired for free, with half of cats, over a quarter of dogs (29%), a quarter of horses, and a third of rabbits (36%) being free.

### 4.41 Cost of companion animal

Cat		Dog		Horse / Pony		Rabbit	
Free	53%	Free	29%	Free	25%	Free	36%
\$ 1-50	6%	\$ 1-100	7%	\$ 1-1,000	13%	\$ 1-20	9%
\$50-100	13%	\$ 100-500	21%	\$ 1,000-3,000	21%	\$ 20-50	27%
\$ 100-500	16%	\$ 500-1,000	18%	\$ 3,000-5,000	13%	\$ 50-100	15%
\$ 500-1,000	4%	\$ 1,000-2,000	12%	\$ 5,000-7,000	7%	\$ 100-200	4%
\$ 1,000+	1%	\$ 2,000+	3%	\$ 7,000-10,000	7%	\$ 200+	2%
				\$ 10,000 +	6%		
Was a gift	1%	Was a gift	3%	Was a gift	5%	Was a gift	2%
Don't know / can't remember	7%	Don't know / can't remember	8%	Don't know / can't remember	3%	Don't know / can't remember	5%

Figure 40

### 4.42 Price paid for cats in New Zealand

Over half of cats were free, so the average price was only \$108 (among those who paid, the average cost was \$273).

Cost correlates strongly with type of cat. 89% of free cats are mixed breed, whereas mixed breeds only accounted for ~8% of cats purchased for over \$500. Cost for cats also correlates with indoor vs outdoor cats.

- 37% of indoor cats were free and the average price of an indoor cat is \$273.
- 54% of indoor/outdoor cats were free and the average price is \$95.

Where a cat is acquired correlates with price paid:

- Three quarters (74%) of free cats were acquired from a friend, family member, neighbour, or found / stray.
- Over half (56%) of cats between \$1 to \$500 were acquired from SPCA / Animal rescue.
- 71% of cats over \$500 were acquired from a breeder.

## Incidence of de-sexing by cost of cat



Figure 41

Cost does not correlate strongly with incidence of de-sexing. However, there is a pattern when we look at the incidence of microchipping in the New Zealand owned cat population.

Only a third of free cats are microchipped (to the best of the owner's awareness), but this figure more than doubles to over 70% for more expensive cats.

## Incidence of microchipping by cost of cat



Figure 42

## 4.43 Price paid for dogs in New Zealand

The average cost of a dog in NZ is \$440 (among those who paid, the cost increases to \$710).

Cost correlates strongly with the type of dog; 54% of free dogs are mixed breed compared to ~10% of dogs over \$1,000.

Free dogs tend to be sourced from friends / family or found, mid-value dogs sourced from pet shops or the SPCA, and the most expensive dogs sourced from a breeder.

Mixed / non-pure breeds are significantly less expensive:

- The average price for a registered pedigree is \$660.
- The average price for a designer breed is \$630.
- The average price for a pure breed is \$570.
- The average price for a mixed / non pure breed is \$210.

Where a dog is acquired correlates with price paid:

- Two thirds (63%) of free dogs were acquired from a friend, family member, neighbour, or found / stray.
- A third of dogs between \$1 to \$500 were acquired from SPCA / animal rescue.
- Over half (52%) of dogs over \$1000 were acquired from a breeder.

## Incidence of de-sexing by cost of dog



Figure 43

As with the cat population, cost does not correlate strongly with incidence of de-sexing among dogs in New Zealand, but there is a pattern when we look at the incidence of microchipping in the New Zealand owned dog population.

Only two thirds of free dogs are microchipped (to the best of the owner's awareness), but this figure increases to 80% for more expensive dogs.

## Incidence of microchipping by cost of dog



Figure 44

## 4.5 Trusted Sources of Information

People with companion animals were asked who or what they consider to be the best sources of information for pet related issues.

By far the most credible source or information for pet related issues are vets (71%).

The SPCA (48%), internet (41%), and pet shops (35%) also rate highly and so are more likely to be consulted. However, it is interesting to note the influence and credibility of the internet as a source has waned over the last 4 years as the credibility of the SPCA has increased.

### Trusted sources of information

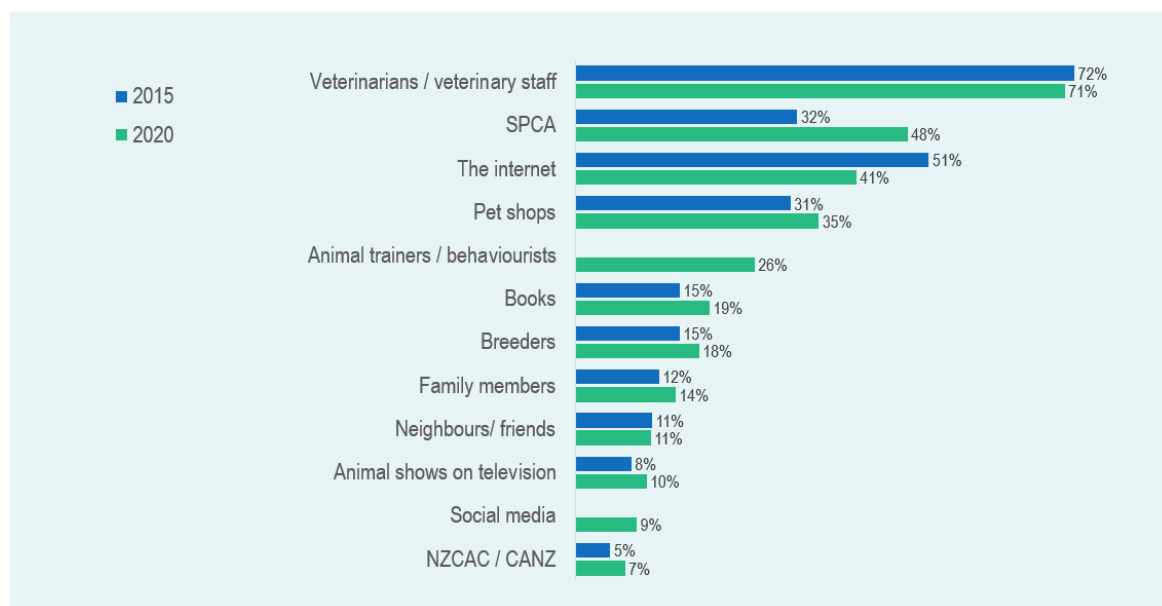


Figure 45

Vets are the most trusted source of information across all demographic segments. However, trust in vets is slightly lower among urban/city households (62%). Vets are most likely to be seen as a trusted source of information among older households (80% of over 50 year olds), NZ European households (77%), and higher income households (75%).

The SPCA is viewed as trusted source information particularly among Wellingtonians (55%), and Pacific Peoples households (62%).

Consideration of the internet as a trusted source of information is higher among 25-34 years olds (45%), and university graduates (45%).



## 4.6 The role companion animals play in the family

The role of companion animals in the family varies by species. Three quarters of households with cats and dogs consider these animals to be a member of the family, while horses/ponies and fish are more likely to be viewed as a hobby compared to other species.

	Bird	Dog	Cat	Fish	Horse/ pony	Rabbit	Other small mammal	Reptile
Member of the family	40%	78%	74%	17%	33%	50%	38%	40%
Companion	15%	13%	18%	10%	19%	20%	19%	16%
Hobby	15%	1%	1%	34%	32%	5%	5%	11%
Children's pet	11%	2%	5%	22%	4%	18%	27%	16%

Figure 46

*What is the primary role that your pet(s) play in your household?*

Three quarters of New Zealand households that own a cat view their cat(s) as a member of the family (74%). This is even higher among females (77%) and families with children (78%), particularly those with children aged from nine to seventeen (80%). This view is least common among Asian households (62%).

Among households who share their home with a dog, 78% view their dog(s) as a member of the family. This is higher among Canterbury households (83%), suburban households (84%), and females (82%).

Half of households with rabbits view their rabbit as a member of the family, with a fifth viewing their rabbit(s) as a companion and 18% as a children's pet.

40% of bird owners view their bird(s) as members of their family, higher among SINKS/DINKs (55%) and those aged 25-34 (55%).

A third of horse owners view their horse(s) as a member of the family, while another third (32%) see their horse(s) more as a hobby.

Small mammals (guinea pigs, rats, mice) are viewed as a member of the family by 38% and are also the companion animal type most likely to be viewed as a children's pet (27%).

## 4.7 The role companion animals play in family - trended

The perceived primary role of each species is relatively similar to previous years. The majority of households with cats and/or dogs view these as members of their family. The incidence has declined for cats, down from 83% in 2015 to 74%. However, it remains the primary role.

Cat	2015	2020
Member of the family	83%	74%
Companion	12%	18%
Hobby	2%	1%

Figure 47

Dog	2015	2020
Member of the family	77%	78%
Companion	16%	13%
Hobby	2%	1%

Figure 48

Among horse owners, the trends have also remained consistent; a third of households with horses view them primarily as a member of the family and a third view them as a hobby.

Horse / Pony	2015	2020
Member of the family	34%	33%
Companion	19%	19%
Hobby	37%	32%

Figure 49

Trends are also relatively consistent among rabbit owners; half view their rabbit as a member of the family, down from 60% in 2015, and a fifth view them as companions, an increase from 11% in 2020.

Rabbit	2015	2020
Member of the family	60%	50%
Companion	11%	20%
Hobby	18%	5%

Figure 50

## 4.7 What do you use your horse/pony for?

Almost half of horses are used for hacking, while a fifth are used for events / ribbon days. Show jumping, dressage, and eventing are also relatively popular, and it is interesting to note that 15% of horses are not currently ridden but instead are a companion horse or paddock mate for other horses/ponies.

### Horse / pony uses

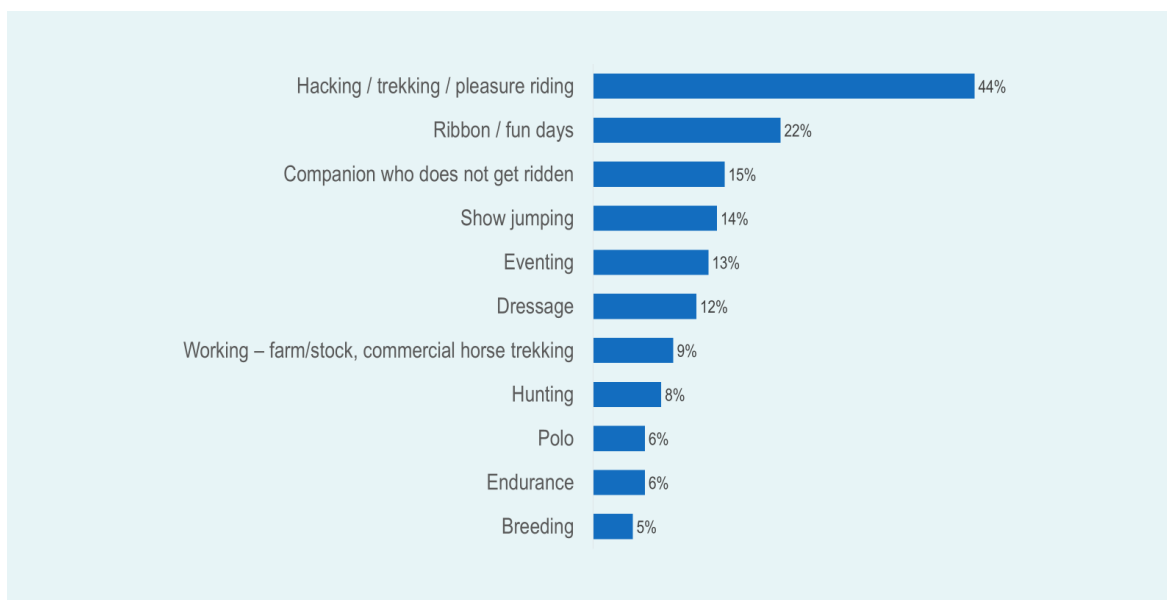


Figure 51

Horse owners are a niche segment in the NZ general population and as a result the research only engaged with 100 horse owners. While this provides a sufficient sample size for analysis at the overall level, it is not sufficient for detailed sub-segment analysis or to confidently describe and understand relationships between attitudes and behaviour towards horse ownership.

## 4.8 Preferred terminology

New questions were added to this year's research to understand the evolving terminology used to describe 'pets' and 'owners'. As this is the first wave we cannot compare to historic data, but the majority of New Zealanders prefer the terms 'pet' and 'owner' with no significant difference by current pet ownership status.

### 4.8.1 Preferred term for 'pet' by ownership status

Over 50% prefer the term 'pet', while a fifth would prefer to use 'companion'.

Preference for 'companion' is higher among younger demographics; 22% of under 25 years olds and 25% of those aged 25-34. Preference for 'companion' is also higher among Maori (27%), Pacific Peoples (31%) and Asian (32%) households, and also among lower income households (25%).

Preference for terminology does not impact the perceived primary role of the pet, i.e. they are still viewed as a member of the family regardless of the terminology.

### Preferred name for 'pet'

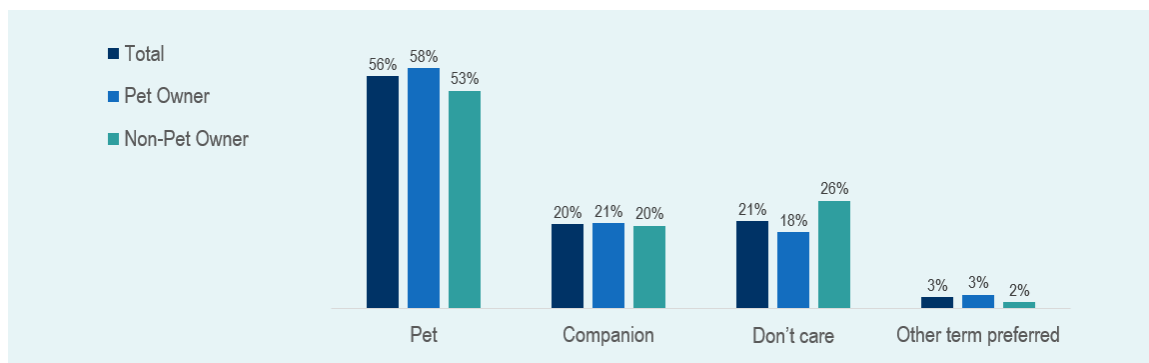


Figure 52

### 4.8.1 Preferred term for 'owner' by ownership status

Half of NZ households prefer the term 'owner', while a quarter would prefer to use 'guardian' or 'carer'.

Preference for 'guardian' is higher among younger demographics; 14% of under 25 years olds and 15% of those aged 25-34. Preference for 'guardian' OR 'carer' is also higher among Maori (32%), Pacific Peoples (37%), and Asian households (41%).

### Preferred name for 'owner'

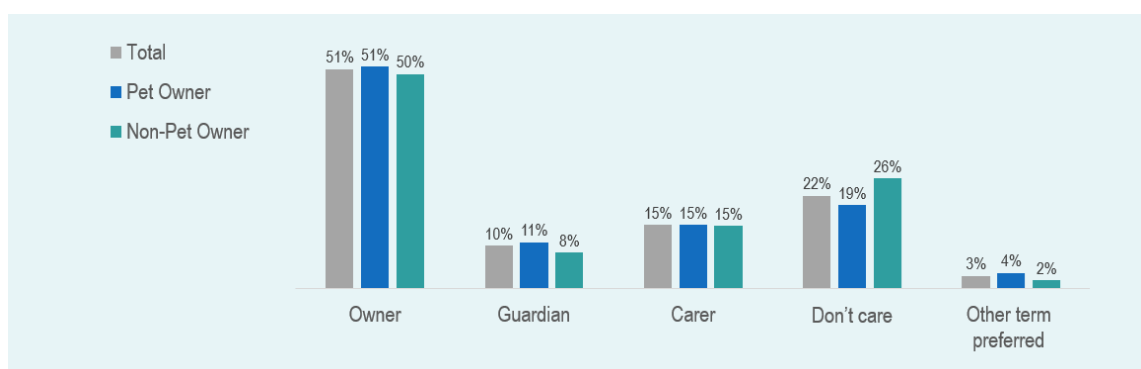


Figure 53



# 05 Ownership Trends

# 05 Ownership Trends

## 5.1 Summary

There are a number of important components to responsible companion animal ownership . These include de-sexing, microchipping, and registration on the New Zealand Companion Animal Register (NZCAR) and, for dogs, with local councils.

The incidence of de-sexing is still high among the NZ cat population at 88%, but has declined compared to 2015 (93%). Within the dog population, de-sexing incidence has decreased slightly to 71% compared to 2015 (75%).

Microchipping incidence has continued to increase significantly among cats and dogs. Within the NZ cat population, we have seen a significant increase from 12% in 2011, to 31% in 2015 to 49% in 2020. However, we still estimate there are over 600,000 cats in NZ that are not microchipped.

Among the dog population microchipping also continues to increase from 48% in 2011, to 71% in 2015 to 72% in 2020.

A third (34%) of horses / ponies and a fifth (19%) of rabbits are currently microchipped.

Microchipping incidence has increased among cats and dogs due in part to compulsory microchipping, SPCA policies, and perceived importance of microchipping among cat and dog owners in New Zealand.

- According to the Dog Control Act 1996, microchips must be implanted in dogs who were registered for the first time on or after 1 July 2006.
- A Wellington bylaw came into effect that all cats in Wellington must be microchipped and registered on the NZCAR (New Zealand Companion Animal Register) by February 2018.
- The Palmerston North Animals and Bees bylaw 2018 states all cats born after 1 July 2018 who are over 6 months old must be microchipped and registered with the NZCAR.
- SPCA is the single biggest microchip implanter in NZ. All SPCA centres nationwide have been mandatorily microchipping all cats, dogs, and rabbits put up for adoption since 2017, although some centres had implemented mandatory microchipping earlier than this.

## 5.2 Trends of de-sexing

The incidence of de-sexing within the cat population remains high at 88%, while the incidence of de-sexing within the dog population has decreased slightly from 75% in 2015 to 71% in 2020 after an increase in the early 2010's.

De-sexing is very low within the rabbit population; only a third of owned rabbits in New Zealand have been de-sexed.

	Incidence within companion animal population			Total (000)		
	2011	2015	2020	2011	2015	2020
Cats	86%	93%	88%	1,220	1,054	1,072
Dogs	63%	75%	71%	441	512	605
Rabbits	-	-	35%	-	-	42

Figure 54

There are approximately 146,000 owned cats, 247,000 owned dogs and 79,000 owned rabbits in New Zealand that have not been de-sexed.

### Incidence of de-sexing by companion animal

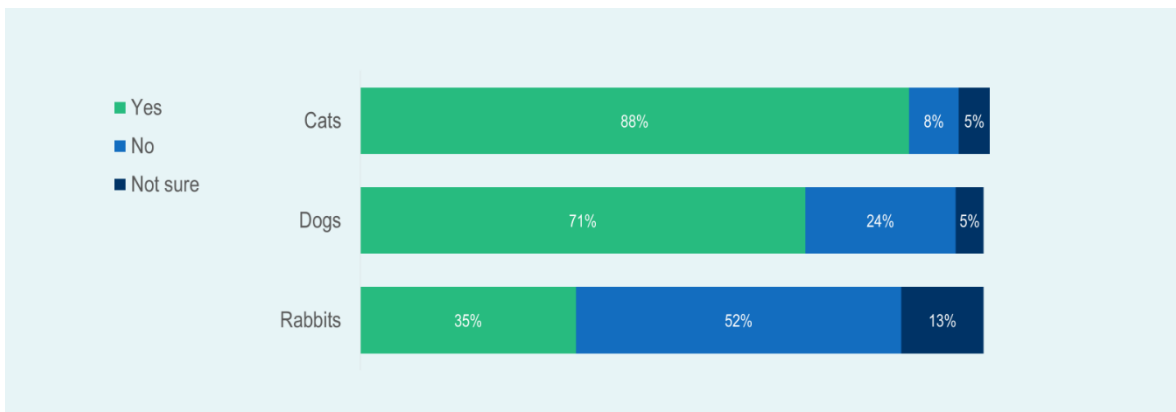


Figure 55

## 5.21. Incidence of de-sexing in cat population by demographics

The incidence of de-sexing is high at 88% of all owned cats. However, there are still approximately 146,000 owned cats in NZ who are not de-sexed. The incidence of non-de-sexed cats is highest within Asian (37%) and Maori (27%) households.

### Incidence of de-sexing in cat population by demographics

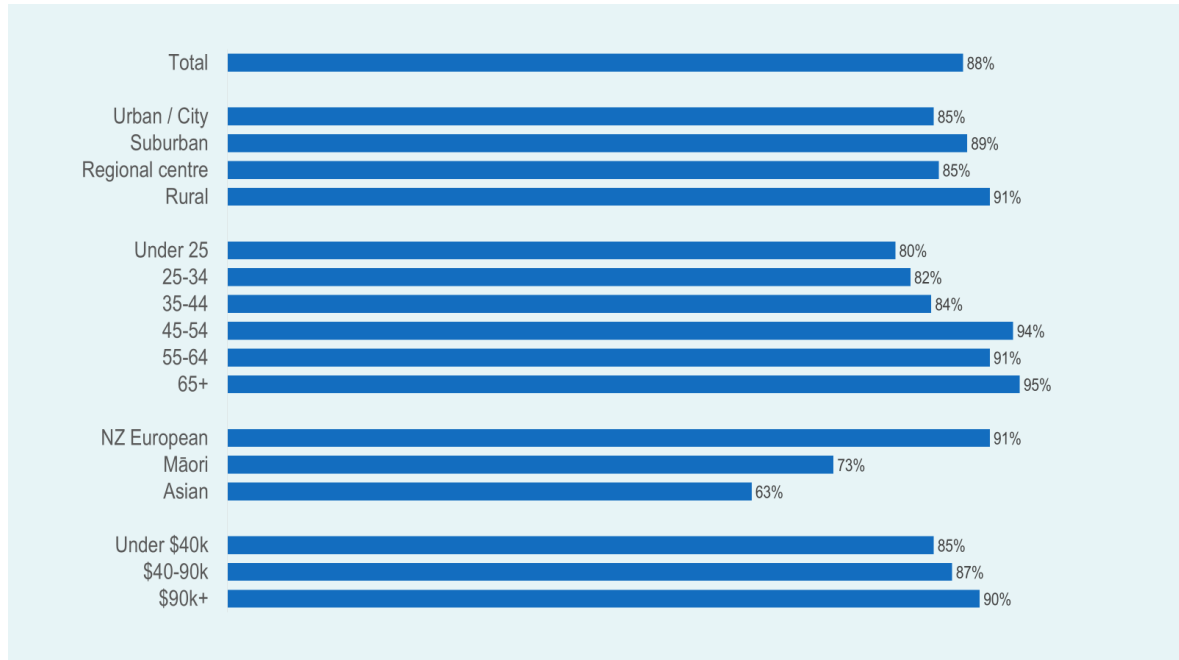


Figure 56

The segments less likely to feel that de-sexing is important (Figure 57) align to those segments with a low incidence (Figure 56), indicating that lack of perceived need is a key barrier.

### Stated importance of de-sexing cats by demographics (% stating is 'very important')

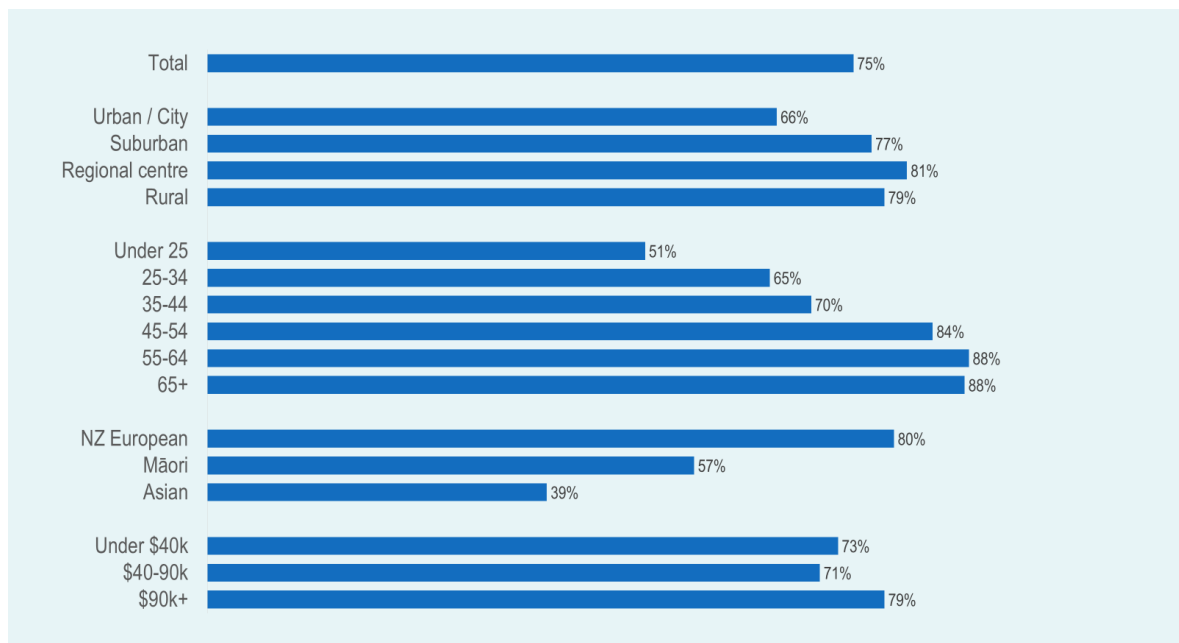


Figure 57



## 5.22 Drivers and barriers for de-sexing in cat population

The most common reason for cat owners to de-sex their cat is to prevent unwanted litters. This is the most common reason across all demographic segments. However, there are some differences.

Those least likely to cite 'unwanted litters' as a driver are Auckland households (65%), males (68%), and Asian households (55%).

### Drivers of de-sexing in cat population

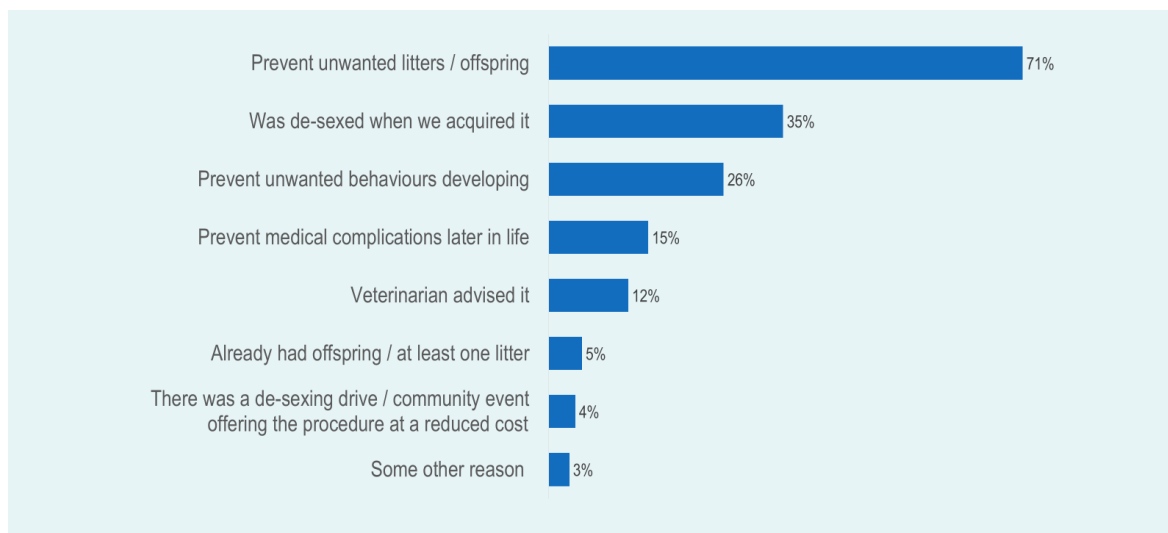


Figure 58

For which of these reasons HAS your cat been de-sexed?

The main barriers are cost, haven't gotten around to it and not feeling de-sexing is necessary. Cost is a greater barrier among Canterbury households (37%), and middle to lower income households (35% of those with a household income below \$90k per year).

'Lack of time / haven't got round to it' is a greater barrier among higher income households (34%) and those with older children aged nine to seventeen (29%).

Those who feel it is unnecessary are more likely to be families with children (30%), and urban / city households (41%). Asian households are significantly more likely to de-sex their cat because the vet advised them to do so (37%).

### Barriers to de-sexing in cat population

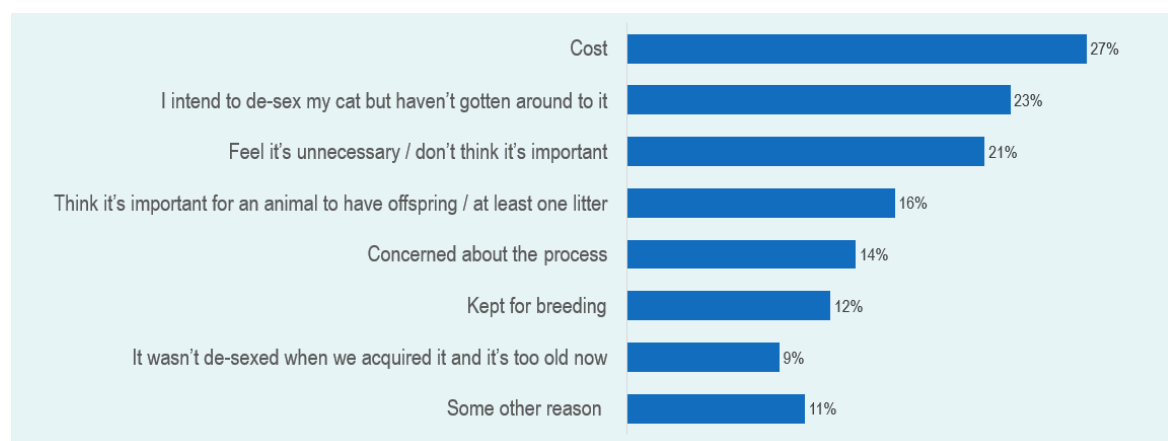


Figure 59

For which of these reasons has your cat NOT been de-sexed?

## 5.23. Incidence of de-sexing in dog population by demographics

The incidence of de-sexing is high at 71% of owned dogs, but we estimate there are approximately 243,000 dogs in New Zealand who have not been de-sexed.

Households least likely to de-sex their dog(s) include younger demographics, males (34%), and Maori (49%) / Asian (48%) households.

### Incidence of de-sexing in dog population by demographics

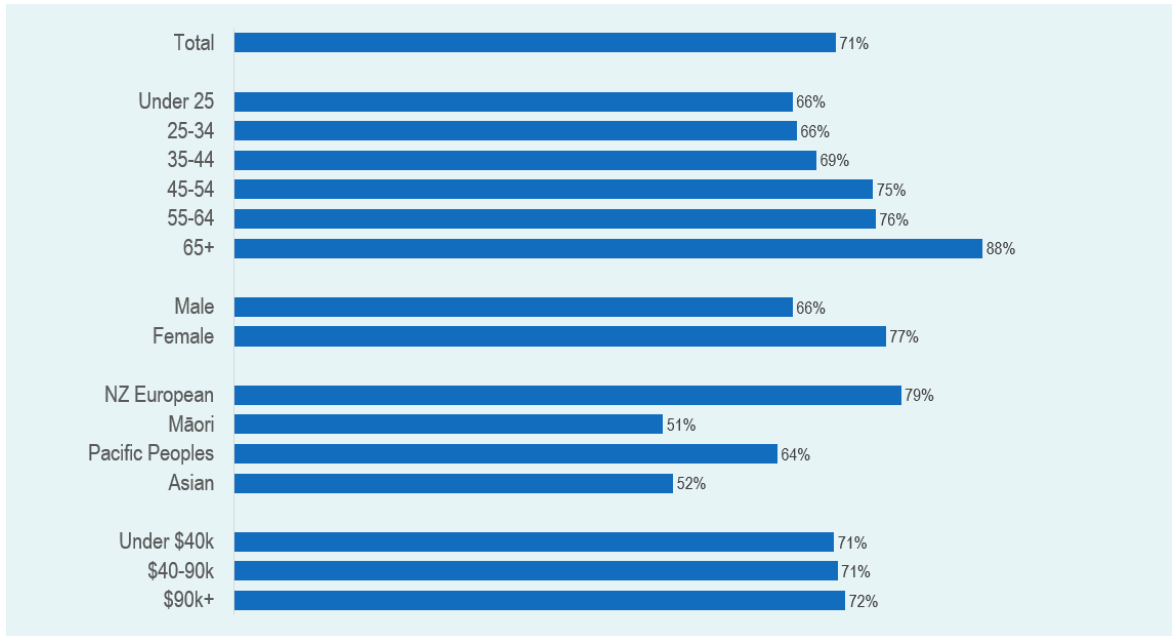


Figure 60

The segments less likely to feel that de-sexing is important align to those segments with a low incidence, indicating that lack of perceived need is a key barrier.

### Stated importance of de-sexing dogs by demographics (% stating is 'very important')

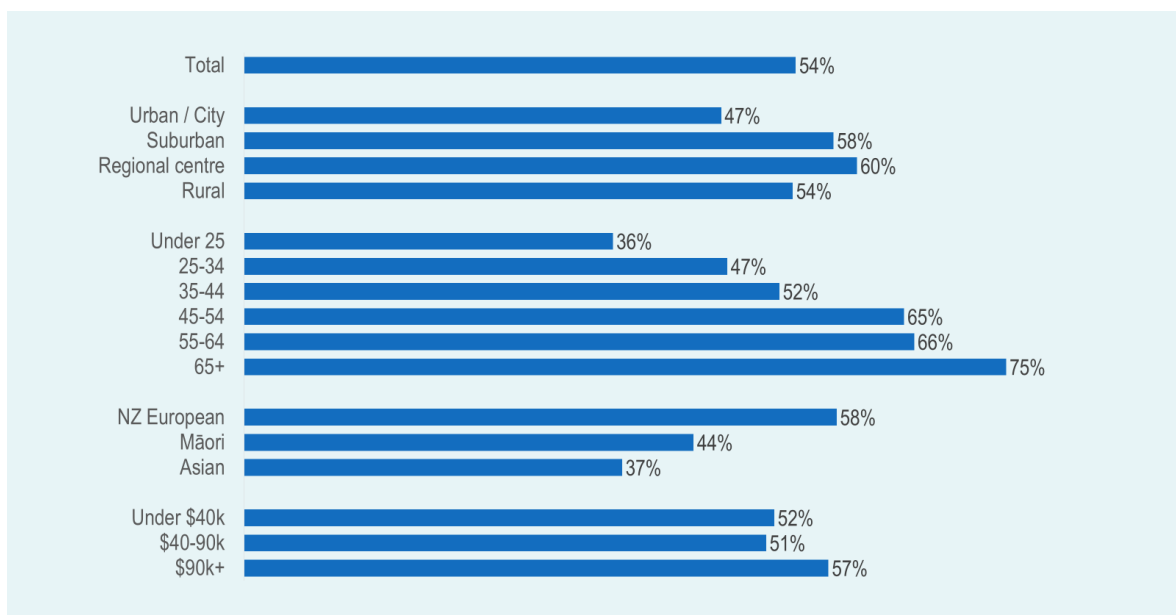


Figure 61

## 5.24 Drivers and barriers for de-sexing in dog population

The most common reason for dog owners to de-sex their dog is to prevent unwanted litters or to prevent unwanted behaviours from developing.

Those least likely to cite 'unwanted litters' as a driver are Rest of South Island households (75%), under 25-year olds (72%), females (70%) and households with an income under \$40k (70%).

Asian households are significantly more likely to de-sex their dog because the vet advised them to do so (32%).

### Drivers of de-sexing in dog population

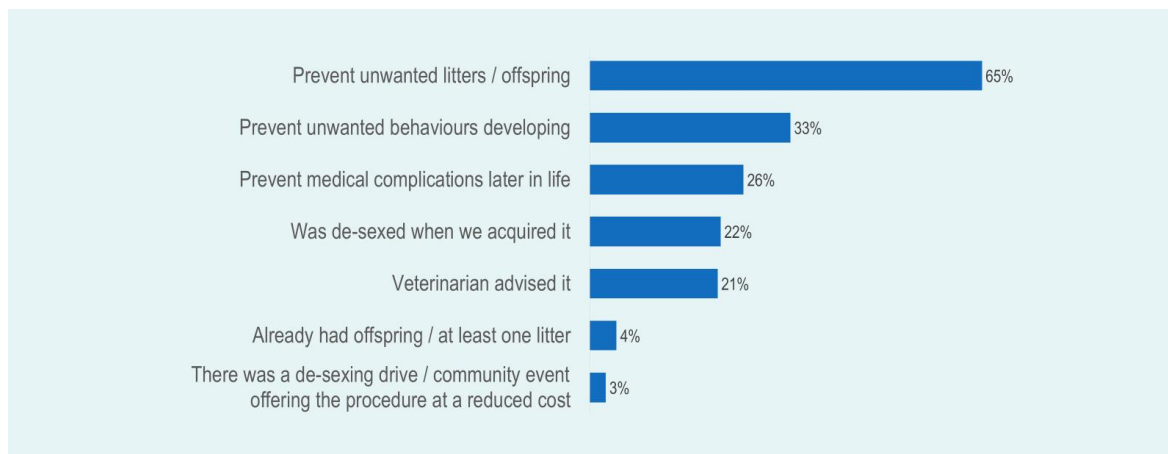


Figure 62

For which of these reasons HAS your dog been de-sexed?

The main barriers to de-sexing dogs in New Zealand are not feeling it is necessary or because the dog will be used for breeding. Those who feel it is not necessary are more likely to be aged 35-44 (38%), and university graduates (34%).

Dog owners who say they did not de-sex their dog as they intend to keep for breeding have a higher incidence among under 25 years olds (33%).

### Barriers to de-sexing in dog population

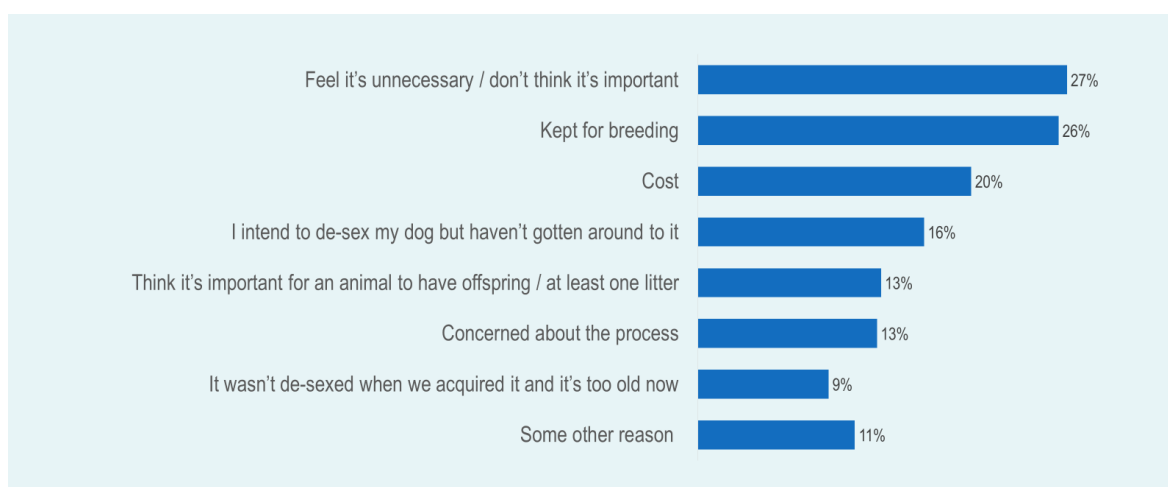


Figure 63

For which of these reasons has your dog NOT been de-sexed?

## 5.3 Trends in Microchipping

Microchipping has continued to increase in the NZ Companion Animal population due to statutory requirements, as well as marketing to increase both awareness and understanding of the benefits of microchipping. The incidence of microchipping in cats has continued to increase significantly and now half of all companion cats are microchipped, while the incidence of microchipped companion dogs has held steady at nearly three quarters (72%).

	Incidence of microchipping within companion animal population			Total (000)		
	2011	2015	2020	2011	2015	2020
Cats	12%	31%	49%	170	351	600
Dogs	48%	71%	72%	336	485	610
Horse / ponies	-	-	34%	-	-	25
Rabbits	-	-	19%	-	-	23

Figure 64

At present, approximately 240,000 owned dogs, 620,000 owned cats, 48,000 owned horses, and 98,000 owned rabbits in NZ do not currently have a microchip, to the best knowledge of their current owner.

### Incidence of microchipping by companion animal

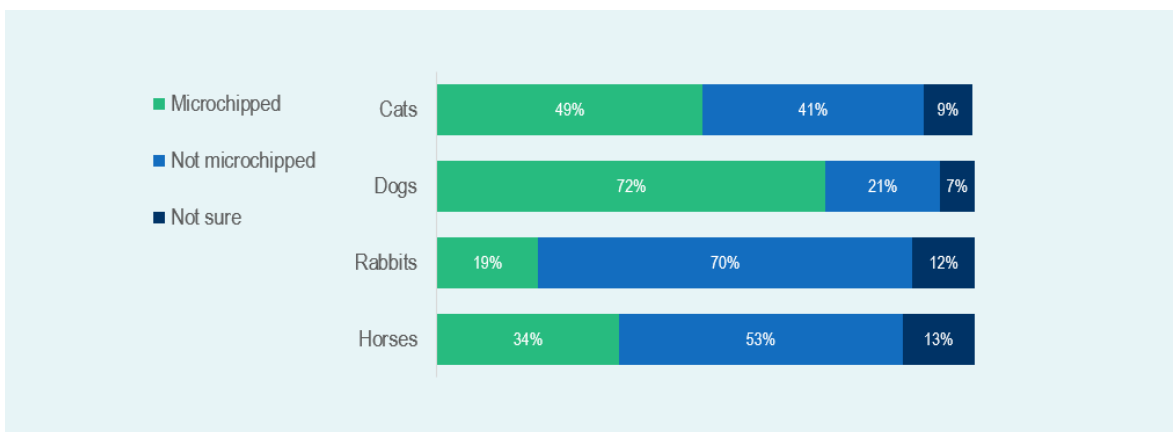


Figure 65

## 5.31. Incidence of microchipping in cat population by demographics

Only half of cats are currently microchipped

Older demographics (44% of over 50s) and empty nesters (40%) are less likely to microchip, and also less likely to think that microchipping of cats is important. We also see a lower incidence of microchipping in Maori households (40%) and lower income households (41%).

Almost two thirds or cat owners in Wellington (61%) have microchipped their cat(s), significantly higher than elsewhere in the country; Auckland (53%), Canterbury (54%), Rest of North Island (44%), Rest of South Island (45%). This is somewhat expected given that Wellington bylaws came into effect in 2018 to make microchipping compulsory.

### Incidence of microchipping in cat population by demographics

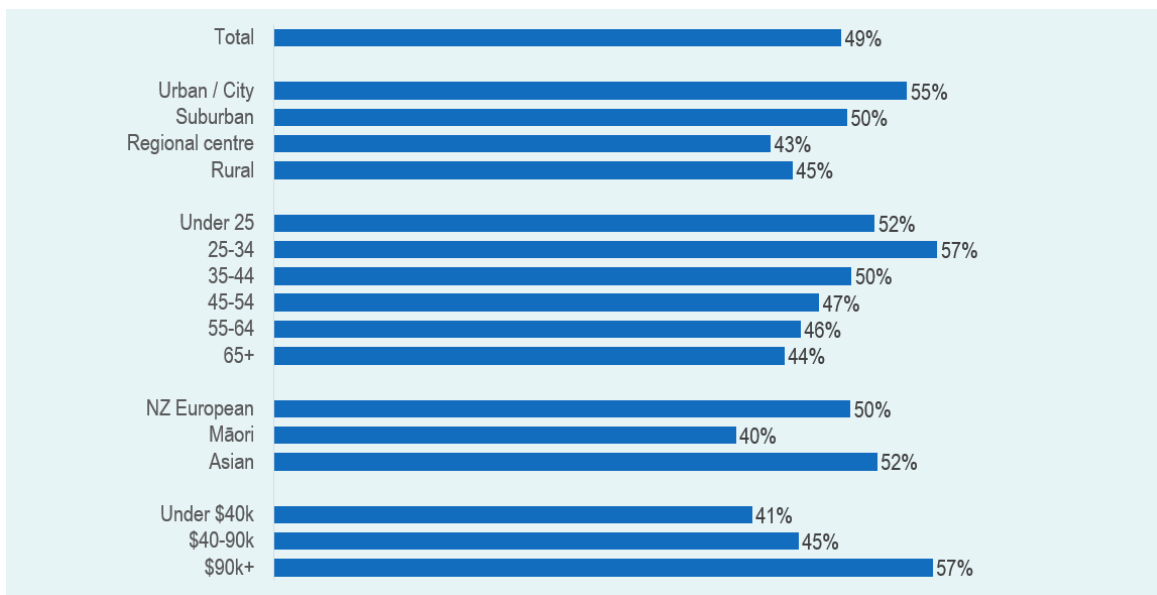


Figure 66

### Stated importance of microchipping cats by demographics (% stating is 'very important')

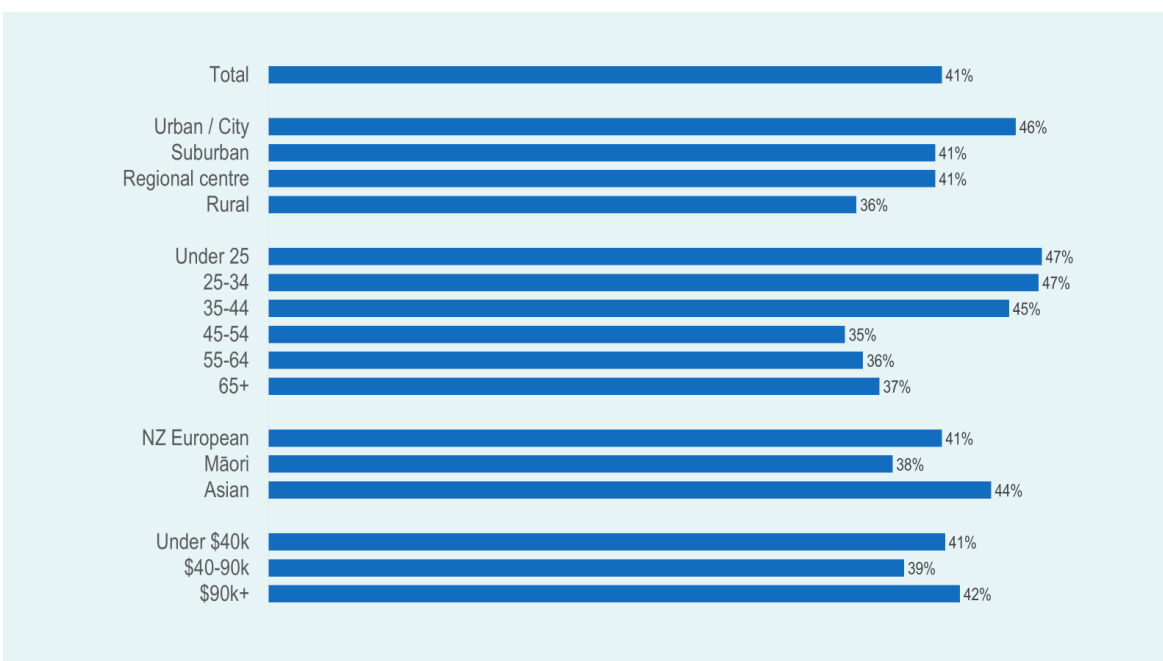


Figure 67

### 5.32 Drivers and barriers for microchipping in cat population

The overwhelming driver for microchipping is to aid recovery if the cat is lost or stolen (74%), while a third (31%) state their cat was already microchipped when they acquired it.

Cat owners who are more likely to cite repatriation as a driver are NZ European households (76%) and households with no children (79%).

Those who state their cat was already microchipped when acquired are more likely to be aged over 50 (41%), females (35%), and families with older children aged nine to seventeen (40%). Asian households are significantly more likely to microchip their cat because the vet advised them to do so (38%).

#### Drivers of microchipping in cat population

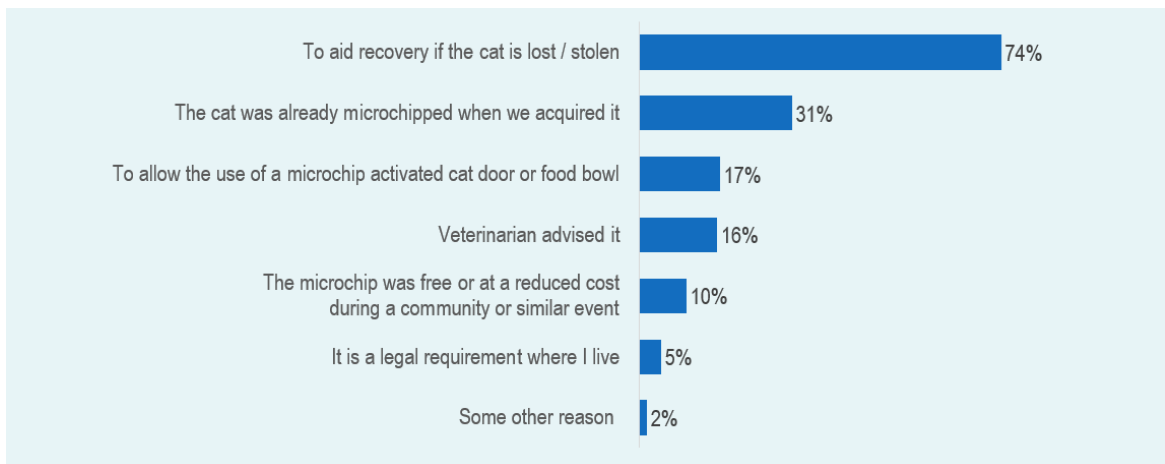


Figure 68

For which of these reasons HAS your cat been microchipped?

The main barriers to microchipping cats in New Zealand are not feeling it is necessary or due to the cost.

Those who feel it is not necessary are more likely to be living in the Rest of North Island (51%), rural households (53%), males (52%) and higher income households (53%)

Cost is a bigger barrier for families with children aged nine to seventeen (41%) and lower income households (39%).

#### Barriers to microchipping in cat population

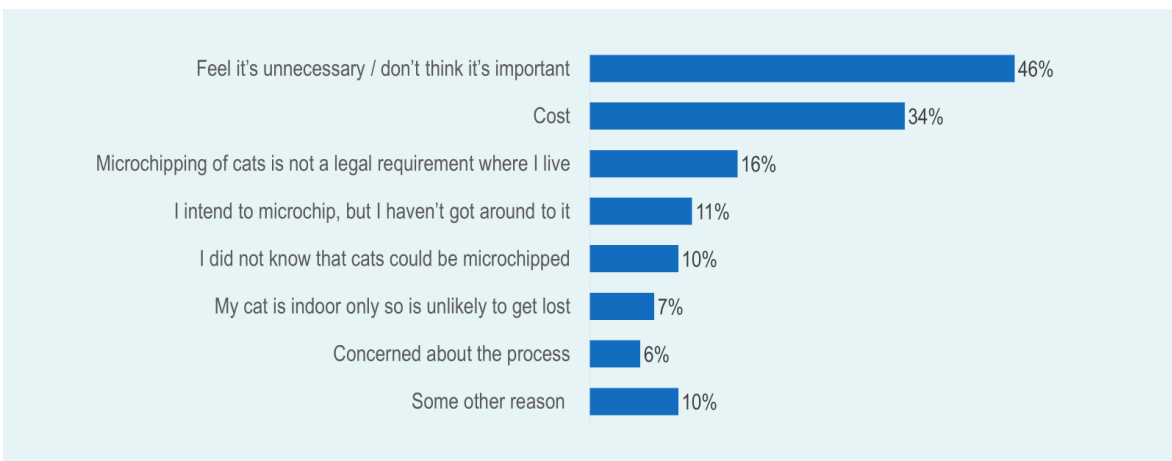


Figure 69

For which of these reasons has your cat NOT been microchipped?

### 5.33. Incidence of microchipping in dog population by demographics

Three quarters of dogs are currently microchipped.

Incidence of microchipping is lowest among younger households, males (65%), lower income households (65%), and Asian (48%) or Pacific Peoples (44%) households.

#### Incidence of microchipping in dog population by demographics

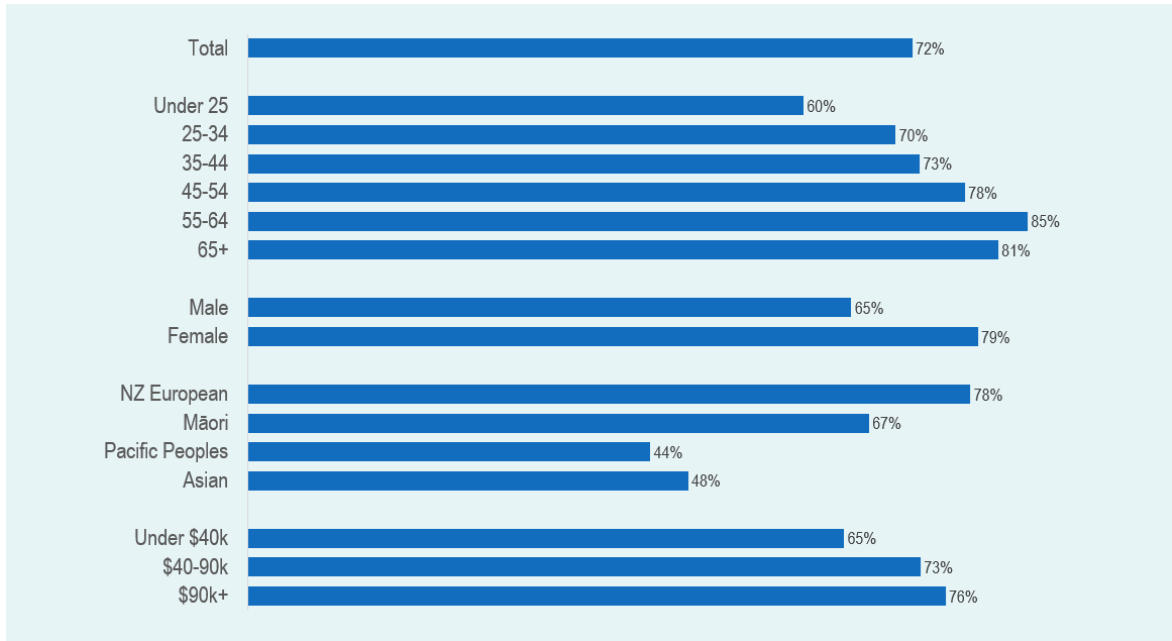


Figure 70

In contrast to cat owners, younger households are least likely to believe it is important to microchip their dog. Asian households are also less likely to think microchipping is important.

#### Stated importance of microchipping dogs by demographics (% stating is 'very important')

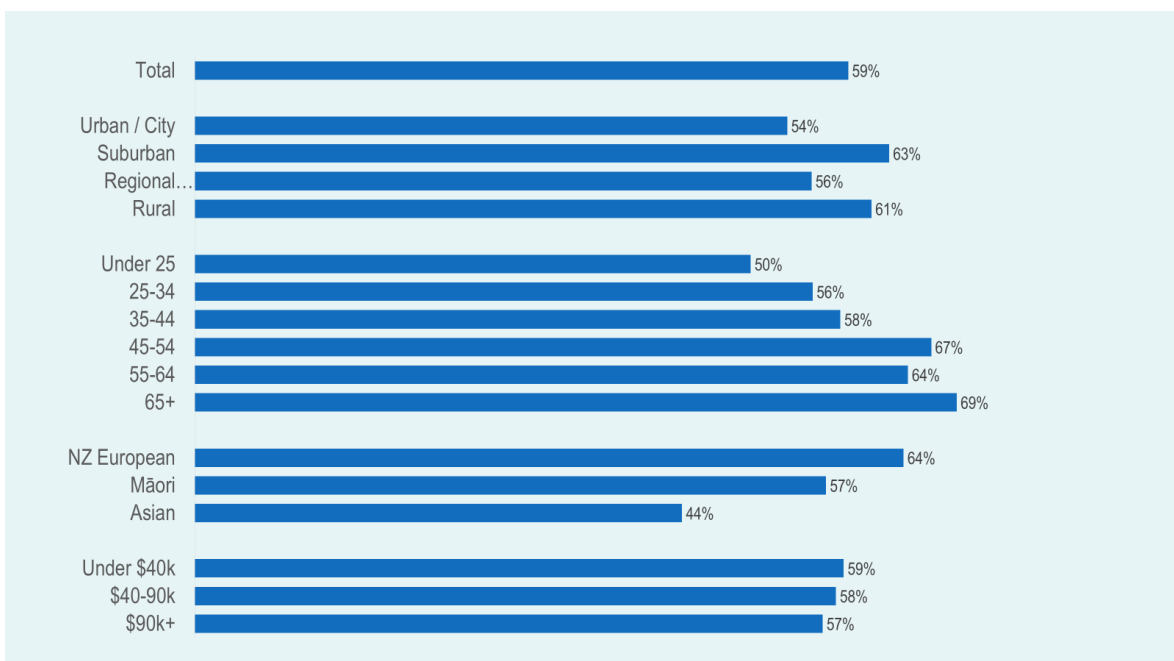


Figure 71

## 5.34 Drivers and barriers for microchipping in dog population

As with cats, the overwhelming driver is to aid recovery if the dog is lost or stolen (75%) while a third (30%) cite legal requirement.

Dog owners who are more likely to cite repatriation as a driver are NZ European households (78%), females (80%), and those living in suburban locations (78%).

Those who state the driver was that it was a legal requirement are households living in a regional centre (44%), over 50 year olds (37%), and lower income households (37%).

Asian households are significantly more cite that vet advice was the reason that they decided to microchip their dog (29%).

### Drivers of microchipping in dog population

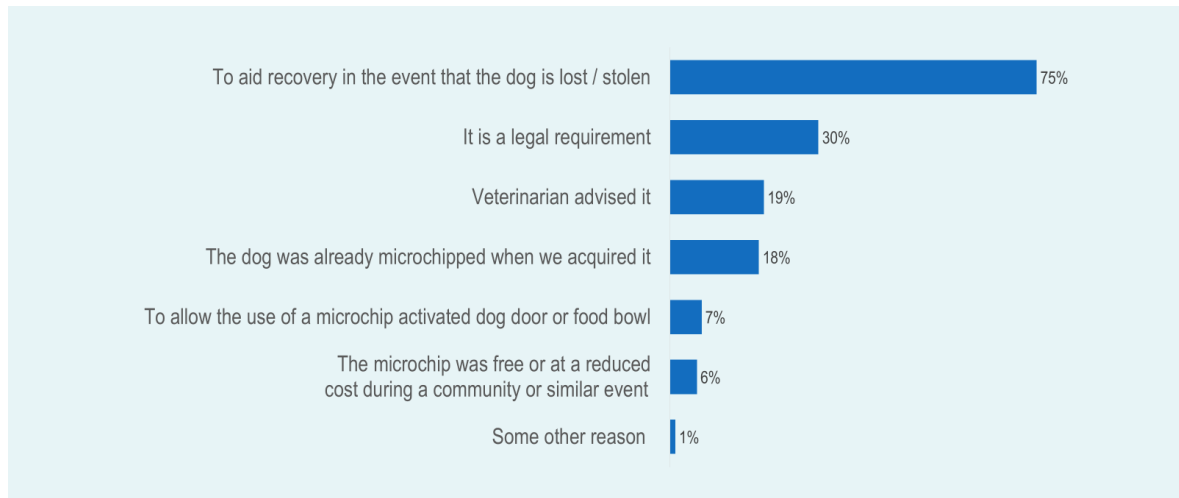


Figure 72

For which of these reasons HAS your dog been microchipped?

The main barriers to microchipping dogs in New Zealand are not feeling it is necessary or due to the cost of microchipping. Those who feel it is not necessary are more likely to be living in urban / city locations (48%) and males (47%). Cost is a bigger barrier for lower income households (37%) and females (34%).

### Barriers to microchipping dog population

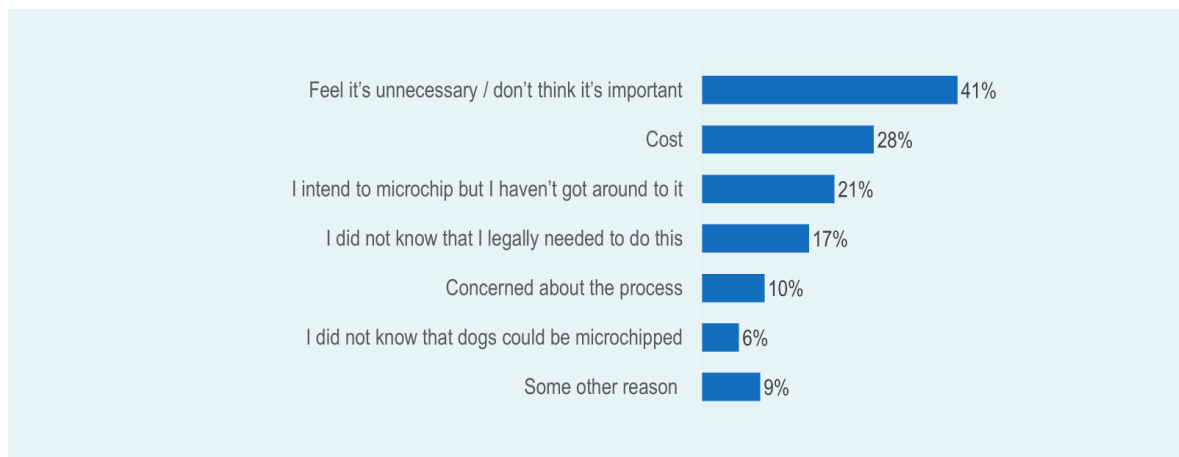


Figure 73

For which of these reasons has your dog NOT been microchipped?



## 5.4 Trends of Registration

In order to repatriate a companion animal, it is vital that their microchip is registered with a national database. In NZ, dogs may be registered on the national dog database and/or the NZCAR (New Zealand Companion Animal Register). For cats and all other species, the NZCAR is the only register available.

Since it was founded in September 2007, more than 800,000 companion animals have been registered on the NZCAR using their unique microchip identification number.

In the past five years alone, just over 400,000 animals have been added to the register, an increase of over 100%. Approximately half of the dogs and a quarter of cats in New Zealand have a registered microchip.

However, there is also confusion among pet owners as to whether their microchipped pet is registered or not. A quarter (23%) of cat owners with microchipped cat(s) are unsure, and over a quarter of dog owners (28%) with microchipped dog(s) are unsure whether their microchip has been registered.

It is also noteworthy that the number of dogs registered on the NZCAR as reported by owners does not align with the actual NZCAR registration data. 45% of the 851,000 dogs in New Zealand are reported by their owners as being on the NZCAR, which equates to approximately 380,000 registered dogs. However, there have only been just over 340,000 dogs registered on the NZCAR since 2007. It is suspected that some owners are mistaking the NZCAR for the National Dog Database.

	Incidence of microchipping		Proportion who are Microchipped AND registered on NZCAR	
	2015	2020	2015	2020
Cats	31%	49%	24%	36%
Dogs	71%	72%	48%	45%

Figure 74

Animals with registered microchips on NZCAR			
	2011	2015	2020
Cats	64,505	172,094	460,684
Dogs	70,311	230,586	342,855
Rabbits	834	2,921	6964
Horses / donkeys	38	156	305
Ferrets / Rodents	-	52	197
Birds	10	41	86
Goats	6	19	47
Turtles / Tortoises	14	22	26
Lizards	8	8	14
Fish	2	3	3
<b>Total</b>	<b>135,735</b>	<b>405,907</b>	<b>811,202</b>

Figure 75

Source: New Zealand Companion Animal Register, 2011, 2015 and 2020

Note: Register includes all animals ever registered and so over-estimates the number of companion animals that are currently registered.

## 5.41 Incidence of registration within the microchipped cat population

While three quarters (73%) of cat owners are sure that their microchipped cat(s) is registered with NZCAR, a substantial proportion are unsure and so may be unable to repatriate their cat if and when needed.

Those who are unsure are more likely to be under 25 years old (30%) and male (27%).

### Registration of microchipped cats with NZCAR

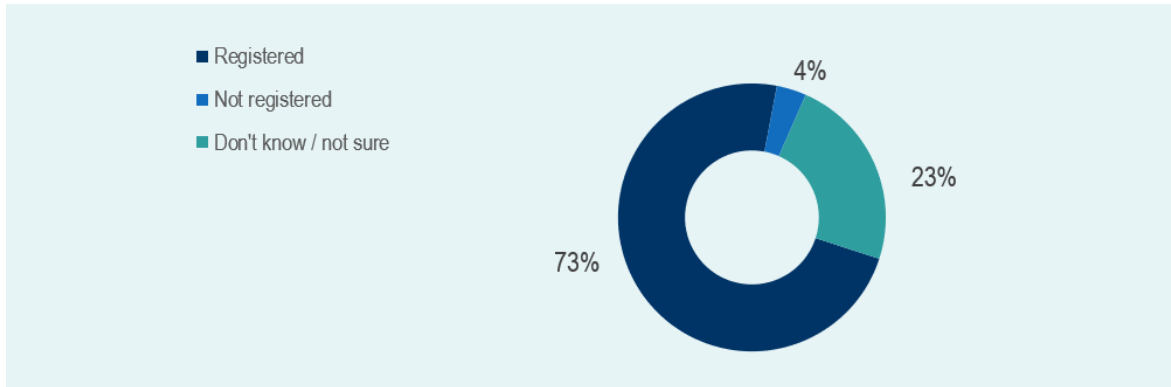


Figure 76

## 5.42 Incidence of registration within the microchipped dog population

Two thirds (63%) of dog owners are sure that their microchipped dog(s) is registered with NZCAR, however 28% are not sure.

Those who are unsure are more likely to be suburban households.

### Registration of microchipped dog with NZCAR

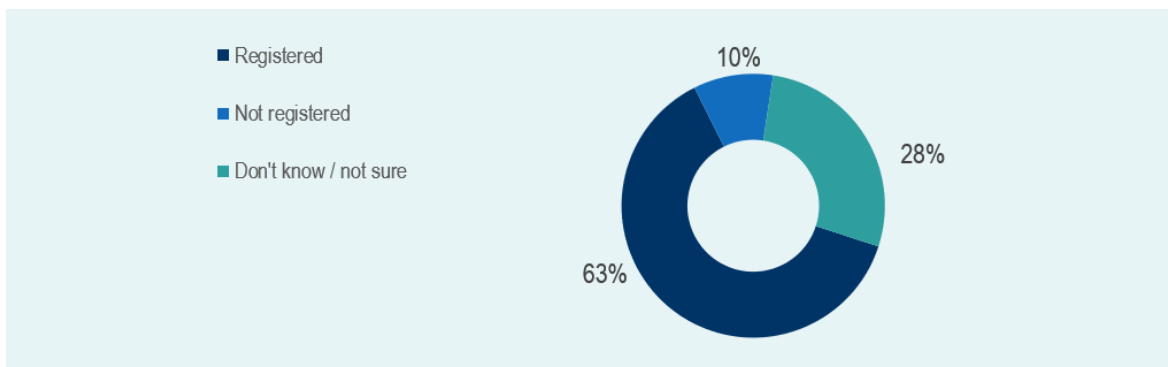


Figure 77

## 5.5 Stated importance of different elements of ownership

Across all companion animal species, the most important aspects of ownership are providing a nutritious diet including access to clean fresh water, providing adequate shelter, and vet visits if the animal is injured or sick.

De-sexing is not seen as important for rabbits, hence the lower incidence of de-sexing seen in the NZ rabbit population, compared to cats and dogs. Microchipping is also seen as less important for horses and for rabbits compared to dogs and cats.

Interestingly, a third of dog owners do not feel it is important to socialise their pet with other animals of the same species.

	Importance	Cats	Dogs	Horses / Ponies	Rabbits
Providing a nutritious diet and access to clean, fresh water	Very Important	91%	89%	85%	89%
	Not Important	1%	1%	1%	1%
Providing adequate shelter	Very Important	89%	89%	79%	91%
	Not Important	1%	1%	1%	1%
Veterinary visits if the animal is injured or sick	Very Important	88%	88%	85%	80%
	Not Important	1%	2%	1%	5%
De-sexing	Very Important	75%	54%	-	35%
	Not Important	4%	9%	-	21%
Vaccination	Very Important	74%	80%	69%	56%
	Not Important	4%	3%	3%	12%
Providing regular companionship with humans	Very Important	71%	81%	68%	68%
	Not Important	2%	1%	3%	2%
Preventing predation on native wildlife	Very Important	64%	72%	-	-
	Not Important	3%	4%	-	-
Exercise	Very Important	55%	85%	72%	69%
	Not Important	9%	2%	4%	6%
Enrichment	Very Important	54%	75%	-	57%
	Not Important	7%	2%	-	8%
Annual veterinary check ups	Very Important	52%	66%	63%	44%
	Not Important	10%	5%	4%	14%
Microchipping	Very Important	41%	59%	32%	22%
	Not Important	19%	8%	28%	43%
Providing regular companionship with other cats/dogs/horses/rabbits	Very Important	26%	31%	60%	48%
	Not Important	35%	33%	4%	15%

Figure 78

## 5.51 Stated importance of different elements of cat ownership

Cat owners perceive the most important aspects of cat ownership to be nutrition, shelter, and vet visits.

There are few aspects that cat owners stated were unimportant; a fifth considered microchipping to be unimportant and a third considered socialization with other cats to be unimportant.

### Stated importance of different elements of cat ownership

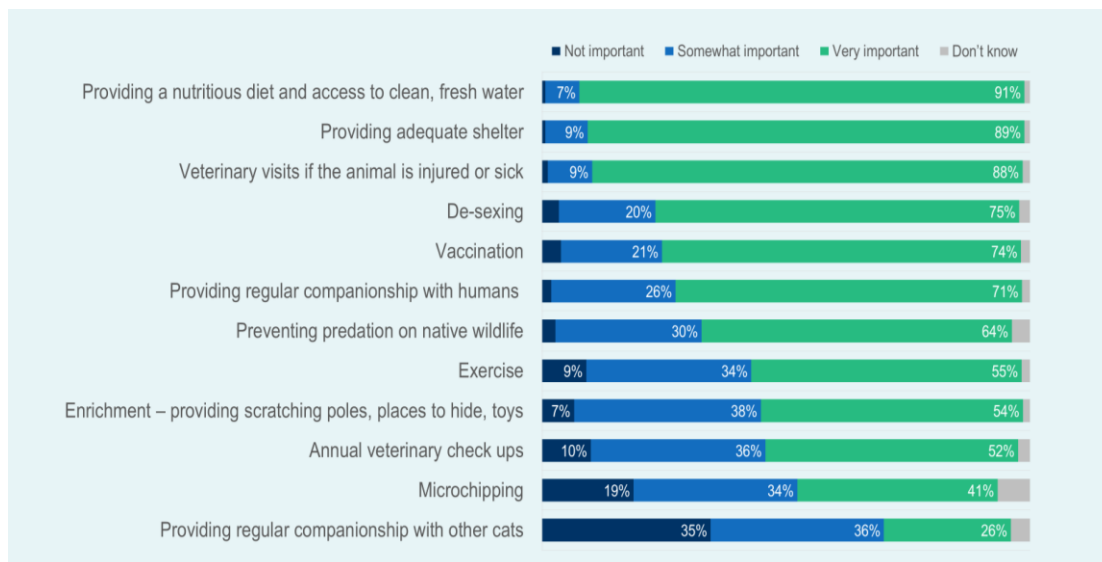


Figure 79

## 5.52 Stated importance of different elements of dog ownership

Dog owners perceive the most important aspects of dog cat ownership to be nutrition, shelter and vet visits. Exercise is also considered to be very important for dogs by 85% of dog owners in New Zealand.

There are few aspects that dog owners stated were not important; one in ten considered microchipping and de-sexing to be unimportant and a third considered regular companionship with other dogs to be unimportant.

### Stated importance of different elements of dog ownership

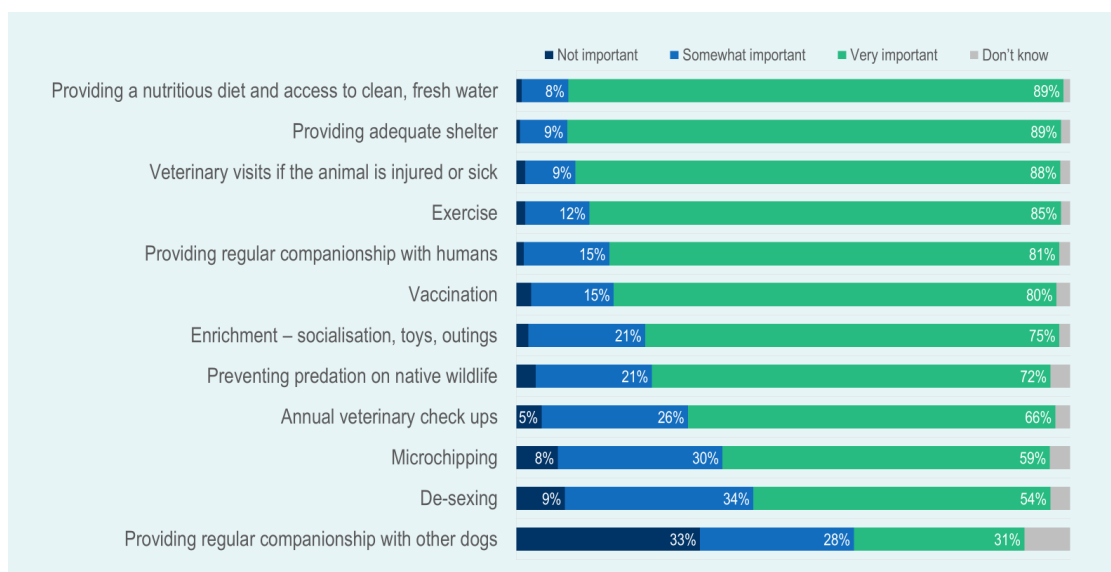


Figure 80

## 5.53 Stated importance of different elements of horse / pony ownership

Horse / pony owners consider the most important aspects of horse ownership to be nutrition, shelter and vet visits.

There are few aspects that horse owners stated were not important; although 28% do not feel microchipping is important. As a result, only a quarter of horse owners (13%) are sure that their horse(es) is microchipped.

### Stated importance of different elements of horse / pony ownership

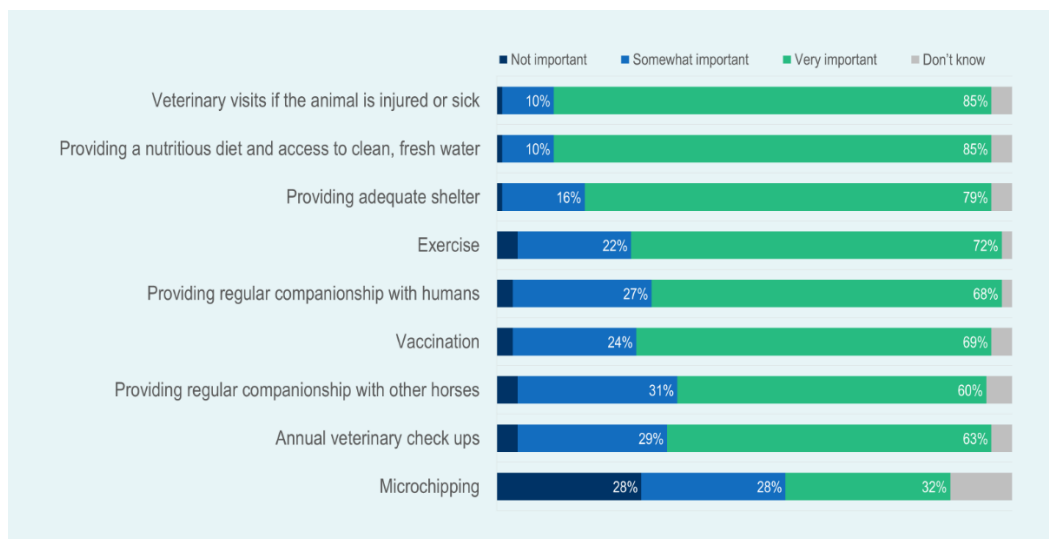


Figure 81

## 5.54 Stated importance of different elements of rabbit ownership

Among rabbit owners, the most important aspects of rabbit ownership are nutrition, shelter, and vet visits. Microchipping and de-sexing are not considered as important among current rabbit owners, a fifth (21%) do not think de-sexing is important and 43% do not think microchipping is important.

### Stated importance of different elements of rabbit ownership

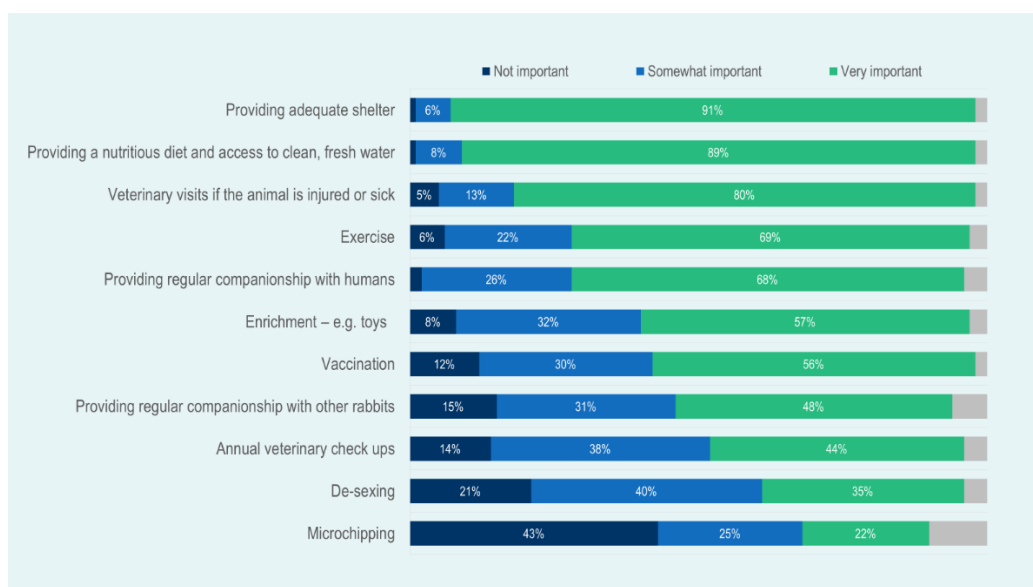


Figure 82

## 5.6 How to provide a good life

Pet owners were asked what is important to give their companion animal a good life, apart from access to water, shelter and food. Their responses reflect what is top of mind among owners.

Love / care affection is by far the most important followed by physical health (exercise, medical, diet) and mental health (enrichment, training, play)

### 5.6.1 Cats

Among cat owners, the three most important aspects to ensure a good life for their cat(s) are love / companionship, physical affection, and enrichment.

#### Three most important things to provide a good life for your cat

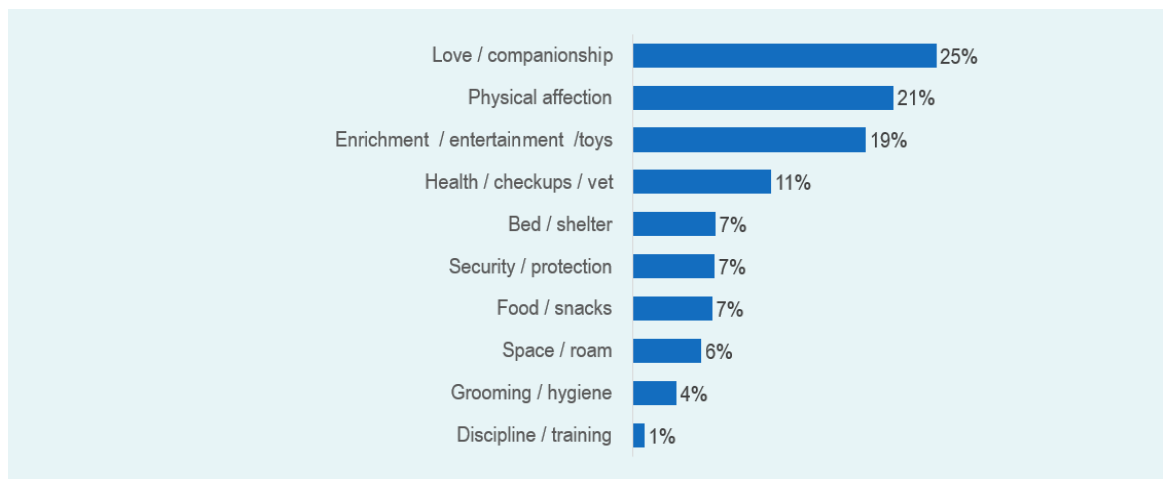


Figure 83

Open ended question: Aside from allowing access to water, shelter and food, what do you think are the three most important things an owner can do to provide a good life for their cat?

### 5.6.2 Dogs

Among dog owners, the three most important aspects to ensure a good life for their dog(s) are love / companionship and exercise, followed by physical affection and enrichment.

#### Three most important things to provide a good life for your dog

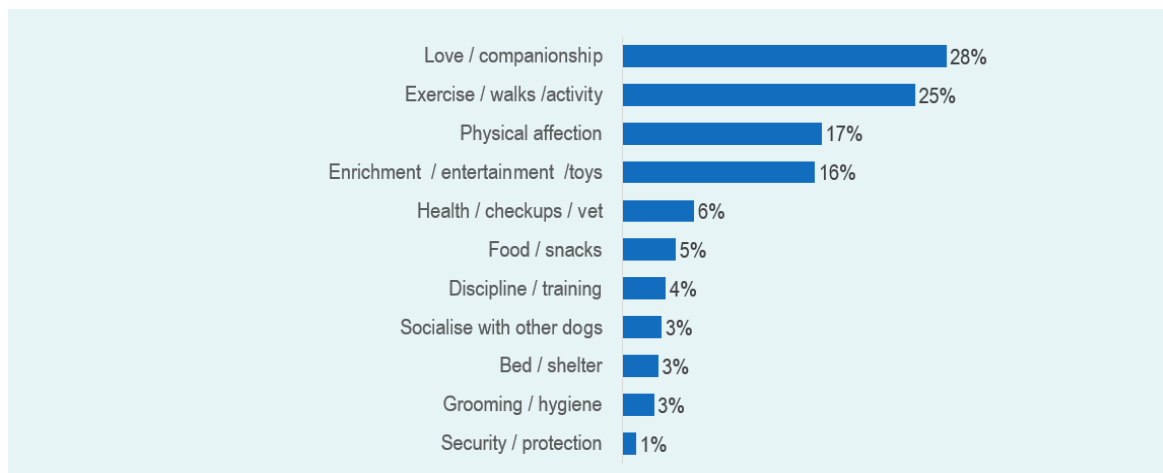


Figure 84

Open ended question: Aside from allowing access to water, shelter and food, what do you think are the three most important things an owner can do to provide a good life for their dog?

## 5.63 Horses / ponies

Among horse owners, the most important aspects are showing love / care / affection to their horse(s) and ensuring they have enough space and/or opportunities for exercise, followed by enrichment.

### Three most important things to provide a good life for your horse / pony

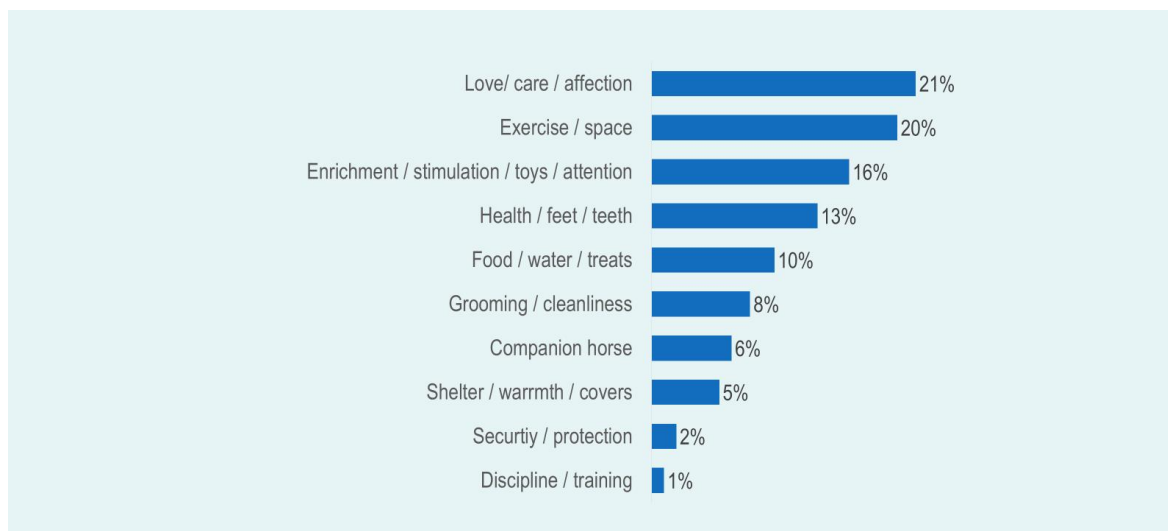


Figure 85

Open ended question: Aside from allowing access to water, shelter and food, what do you think are the three most important things an owner can do to provide a good life for their horse / pony?

## 5.64 Rabbits

Love / care / affection and enrichment are the top of mind responses for a quarter of rabbit owners, while a fifth mentioned the importance of allowing rabbits sufficient space and opportunities for exercise.

### Three most important things to provide a good life for your rabbit

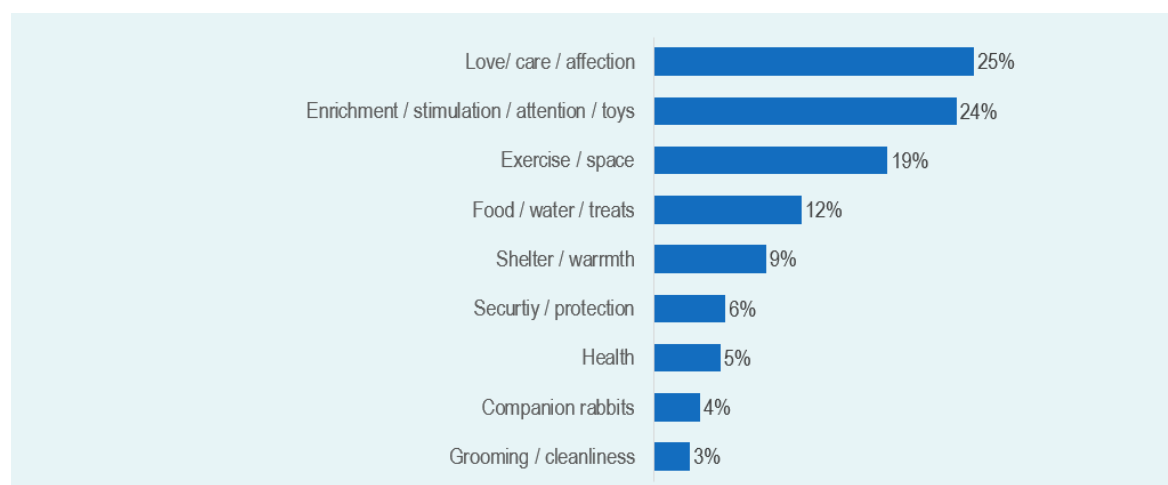


Figure 86

Open ended question: Aside from allowing access to water, shelter and food, what do you think are the three most important things an owner can do to provide a good life for their rabbit?

## 5.7 Understanding Positive Emotions in Companion Animals

Pet owners were also asked how they recognise positive emotions in their pets. Their responses reflect what is top of mind among owners. Most owners speak to behavioural cues, particularly purring in cats and tail wagging in dogs.

### 5.71 Cats

Over half of cat owners mention purring as a way to recognise when their cat is happy, while a third stated their cat became more affectionate / attention seeking.

#### How can you tell when your cat(s) is happy?

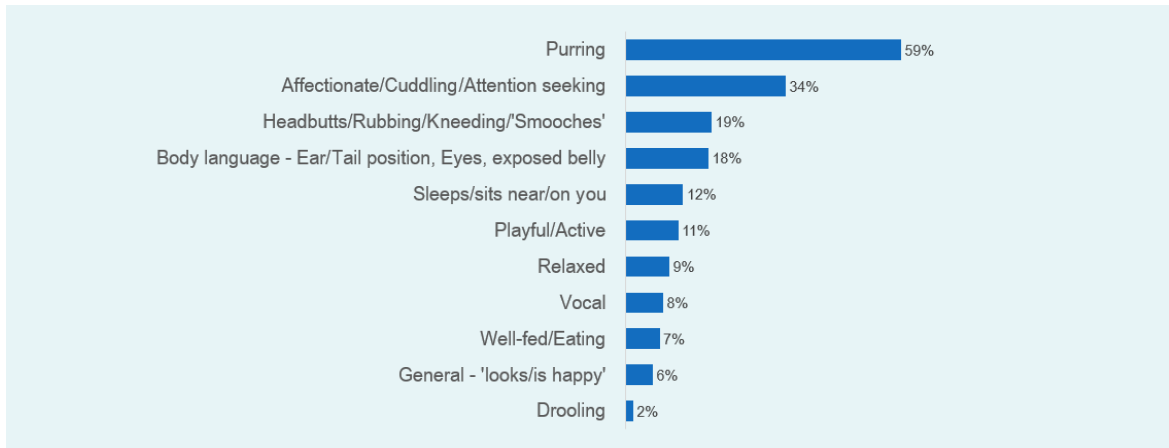


Figure 87

Open ended question

### 5.72 Dogs

Respondents said the most common, and arguably simplest, way to recognise when a dog is happy is when they wag their tail. Over a third of dog owners stated they can tell when their dog becomes playful / excited / active that they are happy.

#### How can you tell when your dog(s) is happy?

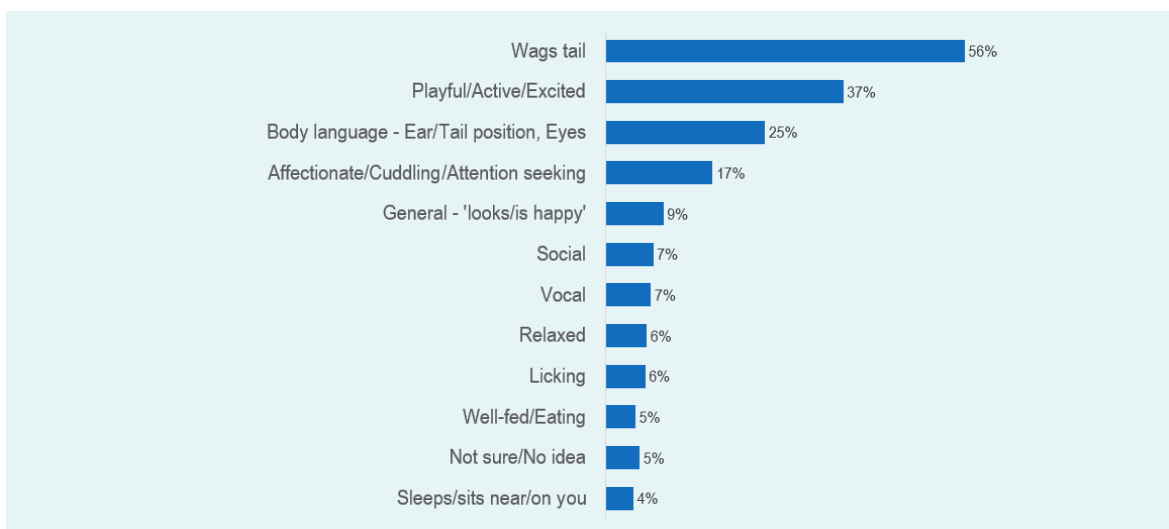


Figure 88

Open ended question



## 5.73 Horses / ponies

Responses were more varied among horse owners but talk to the same three key areas; behavioural cues such as body language, playfulness, and attention seeking / affectionate behaviour.

### How can you tell when your horse / pony is happy?

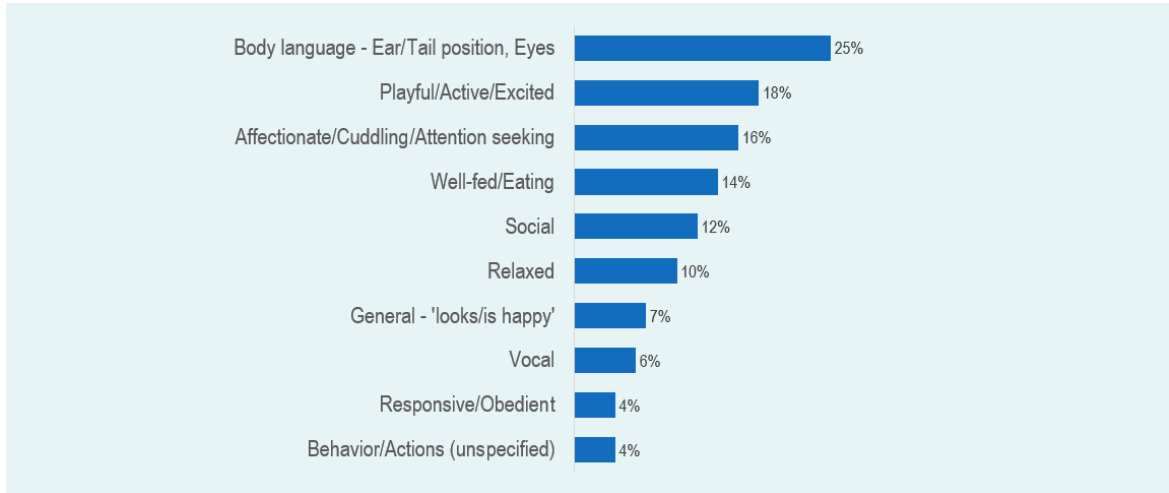


Figure 89  
Open ended question

## 5.74 Rabbits

Rabbits are more likely to become playful / active / excited when happy, a third of owners stated this as a way of recognising when their rabbit is happy. The remaining responses were varied ranging from affectionate, attention seeking behaviour to eating well, body language, 'binking', and being more relaxed.

### How can you tell when your rabbit(s) is happy?

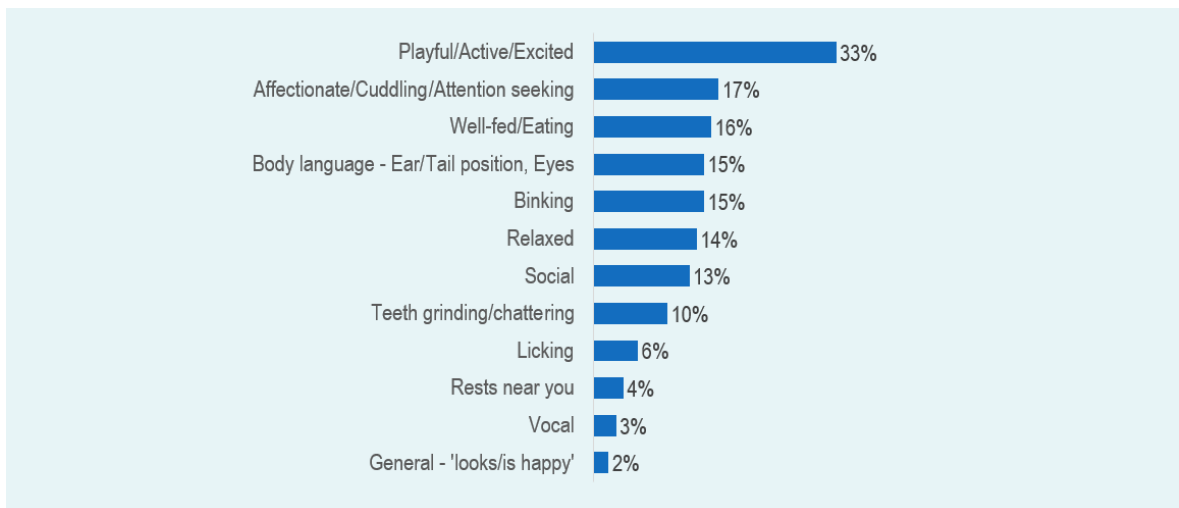
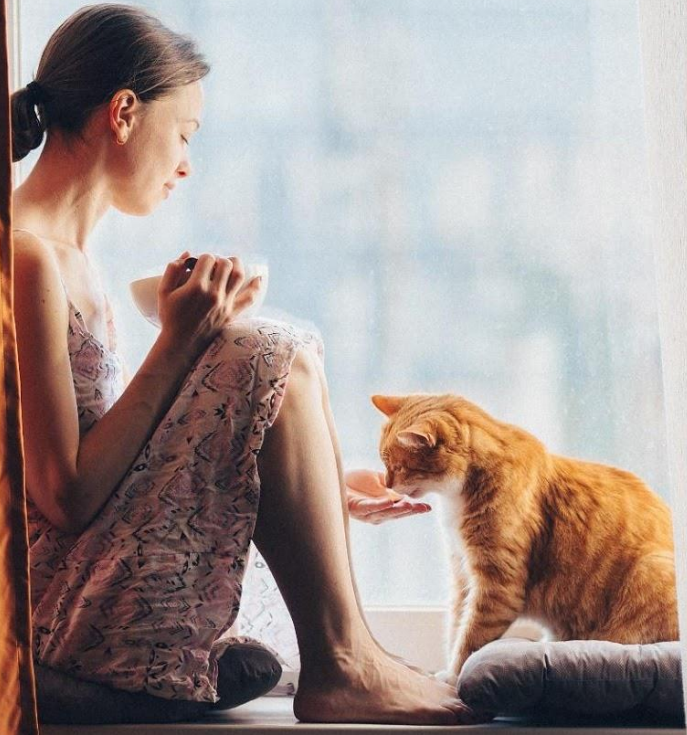


Figure 90  
Open ended question

# 06 About CANZ



# 06 About CANZ

## Our Purpose

**“To continually advance the understanding, quality and adoption of responsible companion animal guardianship across New Zealand.”**

CANZ is a respected national organisation advocating for a good life for companion animals in New Zealand. Our board represents a diverse range of animal welfare groups, including the SPCA, New Zealand Veterinary Association (NZVA), Dogs NZ, New Zealand Cat Fancy, the New Zealand Veterinary Nursing Association (NZVNA) and the New Zealand Institute of Animal Management (NZIAM).

We invest in services, research and events to provide education to government, industry and the public relating to responsible companion animal guardianship and animal welfare.

## Our History

In 1990 the Auckland SPCA initiated a forum which brought together the many and varied animal groups, individuals and official bodies actively involved within the welfare and control of companion animals.

Under the name of ‘Companion Animal Workshop’, the event was an open meeting for an exchange of views and ideas, and the soon the meetings developed into a world class conference.

As the conferences grew in importance, the discussions developed into meaningful welfare concerns for companion animals. It became apparent that the participants craved a structure whereby the resolutions of the meetings could be more actively pursued and topics raised could be further advanced.

As a result, the New Zealand Companion Animal Council (now ‘Companion Animals New Zealand’ or CANZ) was established in February 1996 with the aim of being a forum for the facilitation of a harmonious relationship between companion animals, people and the environment.

# 07 Explanatory Notes



# 07 Explanatory Notes

## Companion Animals

Any animal that shares a living environment and relationship with humans. The term ‘companion animal’ is an all-encompassing phraseology given to an entire spectrum of animals with whom interaction and/or companionship is enjoyed by humans, and where a responsible guardianship is established and accepted for their welfare by humans.

### Binking

A ‘jumping for joy’ behaviour displayed by rabbits when they are happy.

### Designer Breed

A designer breed animal is deliberate offspring from two purebred animals of different varieties or breeds.

### Empty Nester

Household where occupants have adult children who no longer live in the same house.

### Hacking

Riding a horse for light exercise or at ordinary speed over trails or roads.

### Mixed Breed

Mixed breed animals differ from other cross-bred animals in that their parentage is undocumented or unknown.

### Off the track

Horses that have been acquired as ex-racehorses.

### Ownership Rates

The percentage of households that are also home to companion animals.

### Pet

See ‘companion animal’. The terms ‘pet’ and ‘companion animal’ are used interchangeably in this report.

### Pet / companion animal / animal type

Refers to a species of animal i.e. a dog, cat, etc. as opposed to specific breeds of different species i.e. Labrador, German Shepherd, etc.

### Pure breed / Purebred

Purebred animals refer to companion animals that have been bred from parents of the same breed or variety and have unmixed lineage in their pedigree strain.

### Rest of North Island (RoNI)

North Island households excluding Auckland and Wellington Region.

### Rest of South Island (RoSI)

South Island households excluding Canterbury Region.

### Regional/rural

Those areas not considered metropolitan (urban or suburban) areas.

### Registered Pedigree

Registered pedigrees are pure breed animals whose breeder is registered with a registration body e.g. Dogs NZ, NZ Cat Fancy, and whose lineage has been recorded and registered with that registry.

### SINKs/DINKS

Houses holds with a single income and no children (SINK) or a dual income and no children (DINK).

### Suburban

Residential areas located on the outskirts of a metropolitan area.

### Urban

Residential areas surrounding a city.



# References and Sources

08

## 08 References and Sources

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# 09 Appendix



# 09 Appendix

The material included in the appendix is:

- Demographic information where the results were felt likely to be of limited interest to most readers of the report and so included in the appendix to keep the main report body as succinct as possible, and
- the results of questions asked to aid analysis.

## 9.1 Companion Animal Population by Demographics

Females (43%) and those in a de facto relationship or living together (49%) are more likely to share their home with at least one cat.

New Zealanders in a de facto relationship or living together are also more likely to share their home with at least one dog (40%)

New Zealanders who are separated, divorced or widowed are less likely than other relationship statuses to share their home with at least one dog (27%).

### Companion animal ownership demographics, 2020

	Gender		Marital status			
	Male	Female	Single / never married	Defacto or living together	Married	Separated, divorced, or widowed
Birds	6%	6%	6%	7%	6%	4%
Cats	39%	43%	37%	49%	41%	40%
Dogs	34%	33%	35%	40%	32%	27%
Fish	10%	9%	9%	11%	10%	7%
Horses / ponies	1.5%	1.7%	1.8%	2.1%	1.2%	1.1%
Rabbits	2.3%	3.2%	3.2%	5%	2.4%	0.7%
Other small mammal	1.6%	2.0%	1.2%	2.8%	1.9%	1.1%
Reptile	1.5%	1.0%	1.1%	1.7%	1.5%	0.0%
<b>Total</b>	<b>63%</b>	<b>66%</b>	<b>63%</b>	<b>73%</b>	<b>64%</b>	<b>57%</b>

Figure 91

## 9.11 Companion animal population by gender of owner, 2020

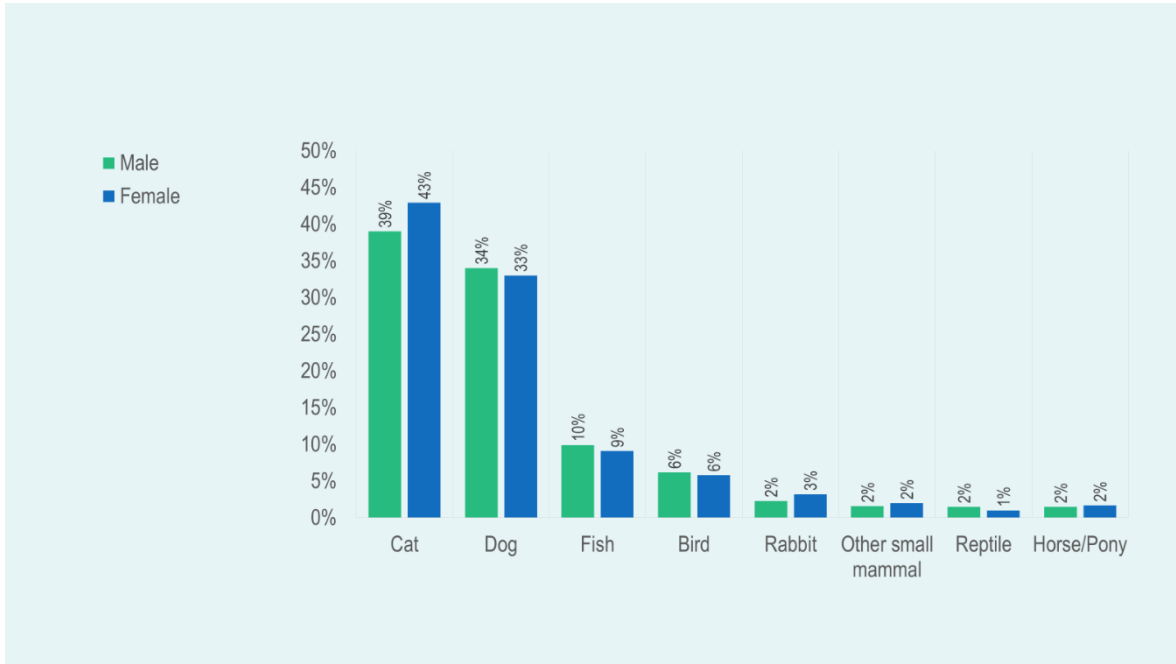


Figure 92

## 9.12 Companion animal population by marital status of owner, 2020

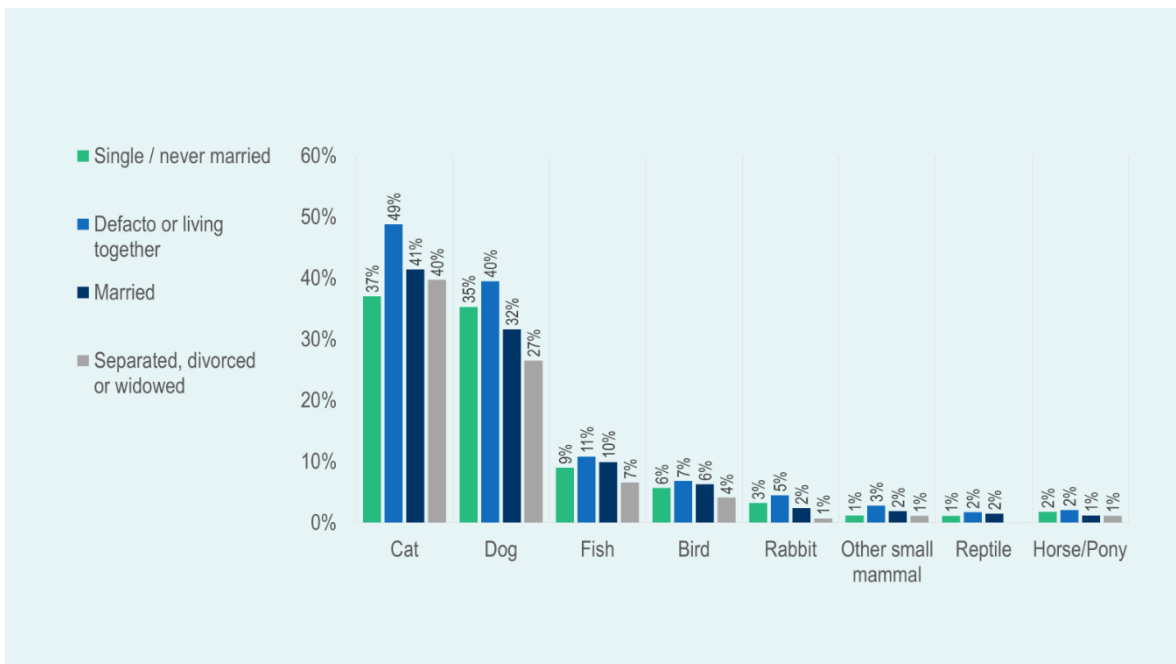


Figure 93

Companion animal ownership correlates slightly with current work status of owner. Those in part time work (71%) are more likely to share their home with a companion animal, while those who are not currently working (57%) are least likely.

Those who are not working are most likely to share their home with at least one cat (36%), or at least one dog (27%)

## Companion animal ownership demographics, 2020

	Work status				Education status		
	Business proprietor or self employed	Full time	Part time	Not working	Year 13 or below	Technical / further education	University
Birds	8%	6%	6%	5%	6%	6%	6%
Cats	42%	43%	48%	36%	42%	46%	38%
Dogs	35%	39%	35%	27%	37%	32%	31%
Fish	9%	10%	11%	8%	10%	8%	10%
Horses / ponies	1.5%	1.8%	0.7%	1.7%	1.8%	1.2%	1.3%
Rabbits	1.5%	3.1%	5%	1.9%	2.5%	2.9%	2.8%
Other small mammal	1.8%	1.5%	3.3%	1.6%	1.2%	1.7%	1.8%
Reptile	1.8%	1.3%	1.3%	1.1%	1.2%	1.4%	1.0%
<b>Total</b>	<b>66%</b>	<b>69%</b>	<b>71%</b>	<b>57%</b>	<b>65%</b>	<b>67%</b>	<b>62%</b>

Figure 94

### 9.13 Companion animal population by work status, 2020

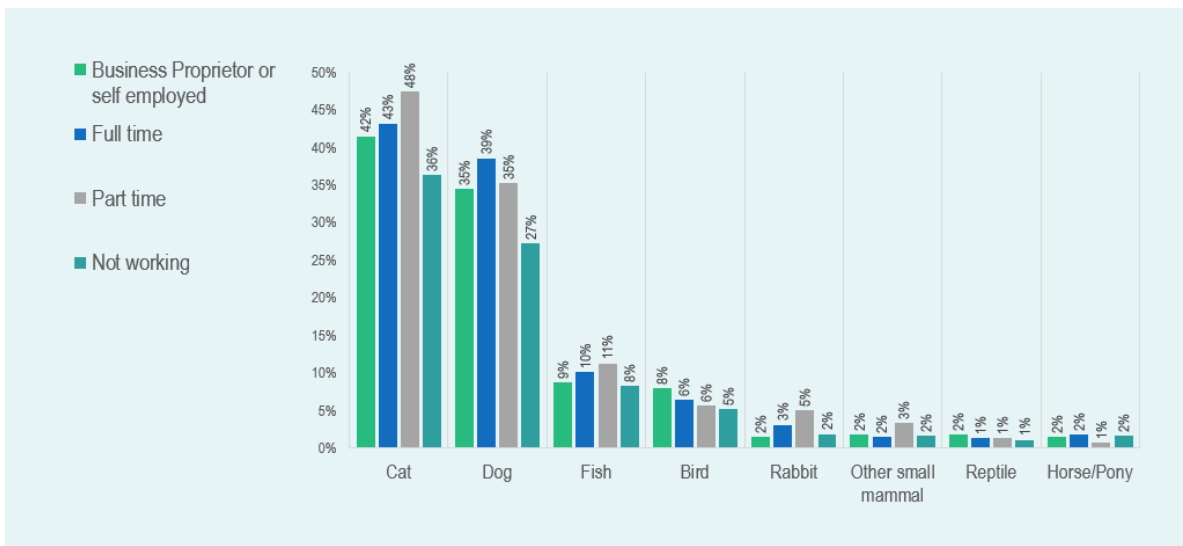


Figure 95

### 9.14 Companion animal population by education status of owner, 2020

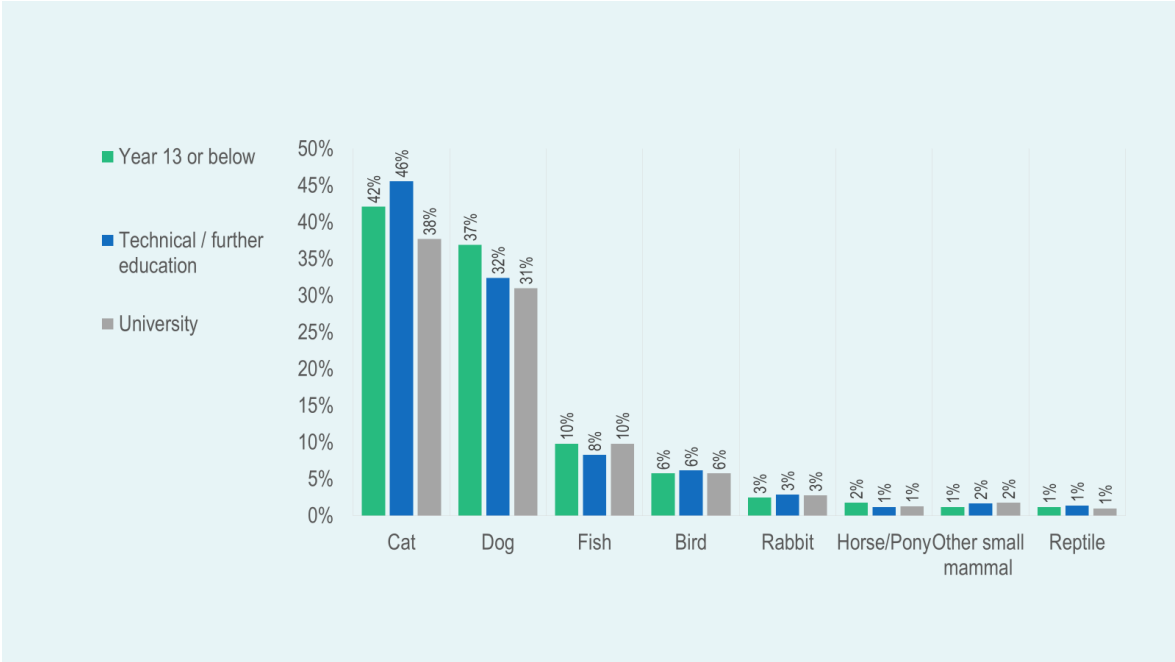


Figure 96

## 9.2 Age of Companion Animals

In the 2020 wave of research we introduced questions asking the age of companion animals. These were introduced to aid analysis and so have not been reported in the main body.

### 9.21 Age of owned cats and dogs in New Zealand

	Cat	Dog
1 year or younger	11%	11%
2 years old	13%	17%
3-4 years	17%	20%
5-6 years	14%	15%
7-10 years	19%	22%
11-15 years	17%	11%
16 years or older	3.9%	1.3%
Don't know / not sure	5%	3.2%

Figure 97

### 9.22 Age of owned horses / ponies in New Zealand

	Horse / Pony
1 year or younger	9%
2-5 years old	28%
6-10 years	24%
11-15years	19%
16 years or older	12%
Don't know / not sure	8%

Figure 98

### 9.23 Age of owned rabbits in New Zealand

	Rabbit
1 year or younger	28%
2-3 years old	37%
4-5 years	18%
6-8 years	8%
Older than 8 years	2.7%
Don't know / not sure	6%

Figure 99

### 9.3 Tenure of Companion Animals

In the 2020 wave of research we introduced questions asking the tenure of companion animals. These were introduced to aid analysis and so have not been reported in the main body.

	Cat	Dog	Horse / Pony	Rabbit
Within the last year	11%	10%	9%	24%
1-2 years	18%	23%	24%	33%
3-5 years	27%	29%	41%	28%
6-10 years	24%	25%		9%
More than 10 years	19%	12%	17%	
Don't know /can't recall	1.5%	2.5%	9%	7%

Figure 100



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