



# Pet Population

# 51,000,000

The current number of pets in the UK

# 1/2



It is estimated that 1 in 2 UK households own 1 or more pet.

Top 3 Pets (Excluding Fish)

# 1

Dog

# 2

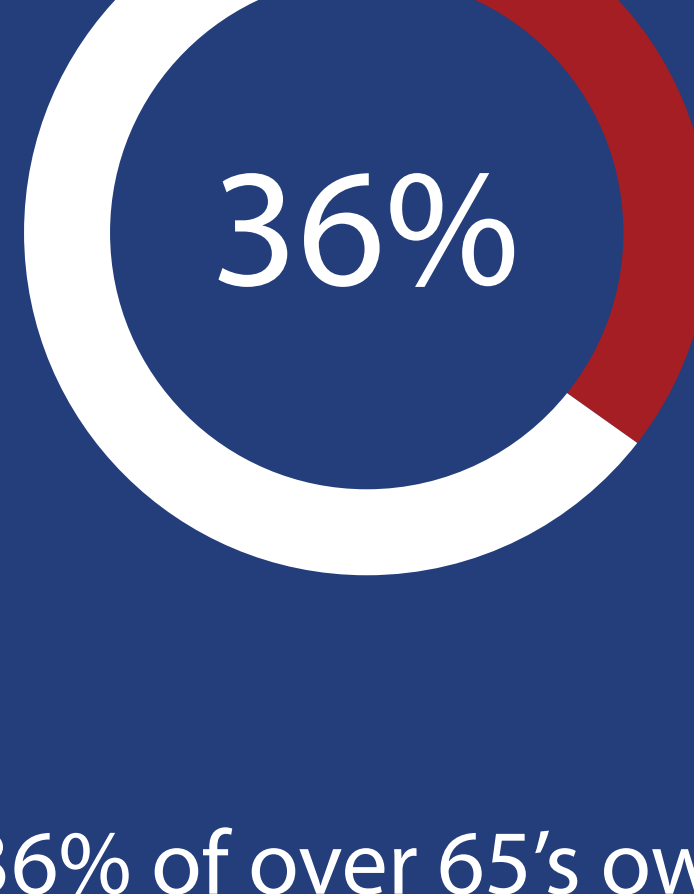
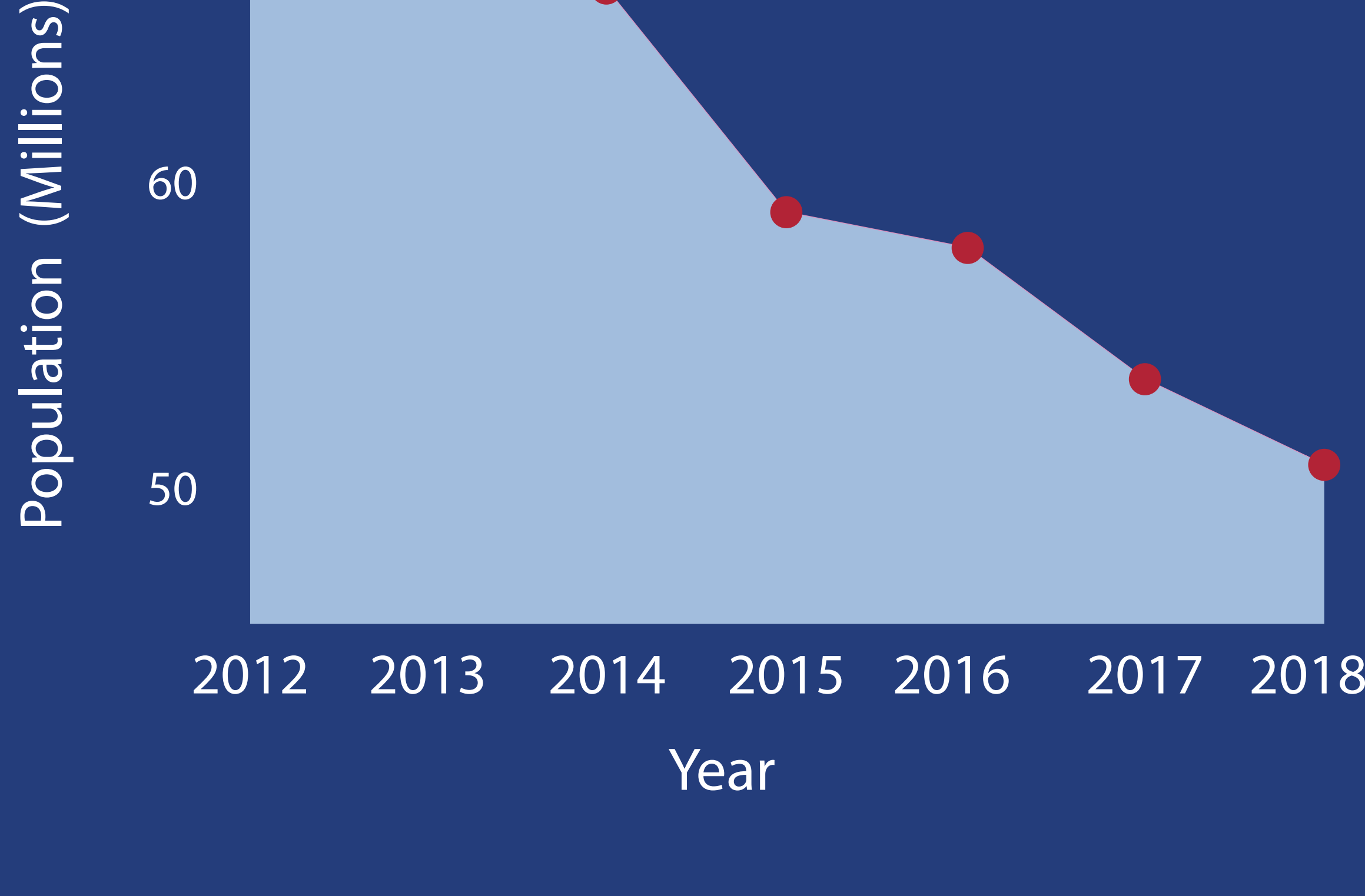
Cat

# 3

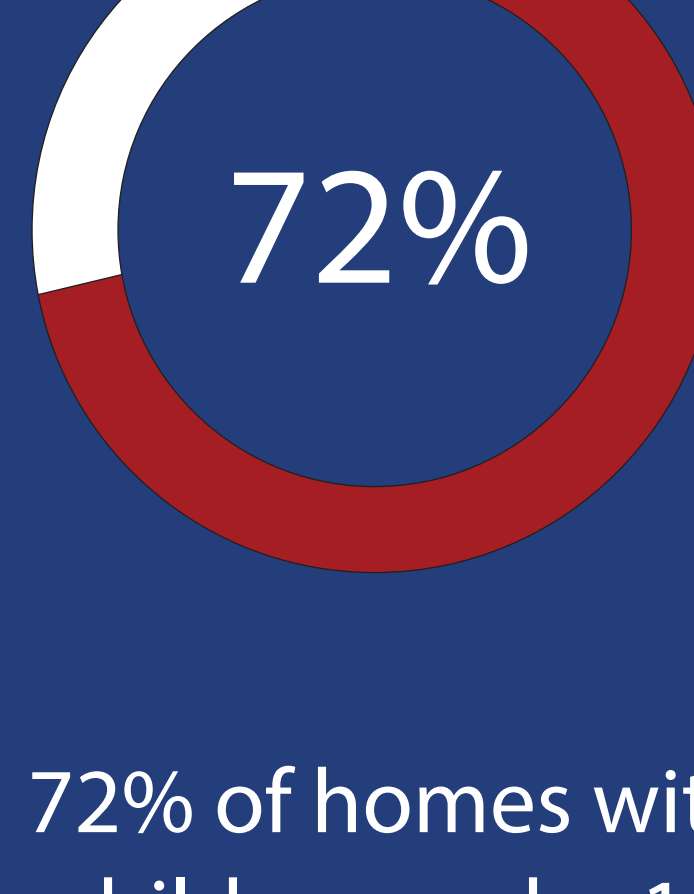
Rabbit

# 20,000,000

The Decrease in Pet Population since 2013



36% of over 65's own a pet



72% of homes with children under 16 own a pet

# £1,150

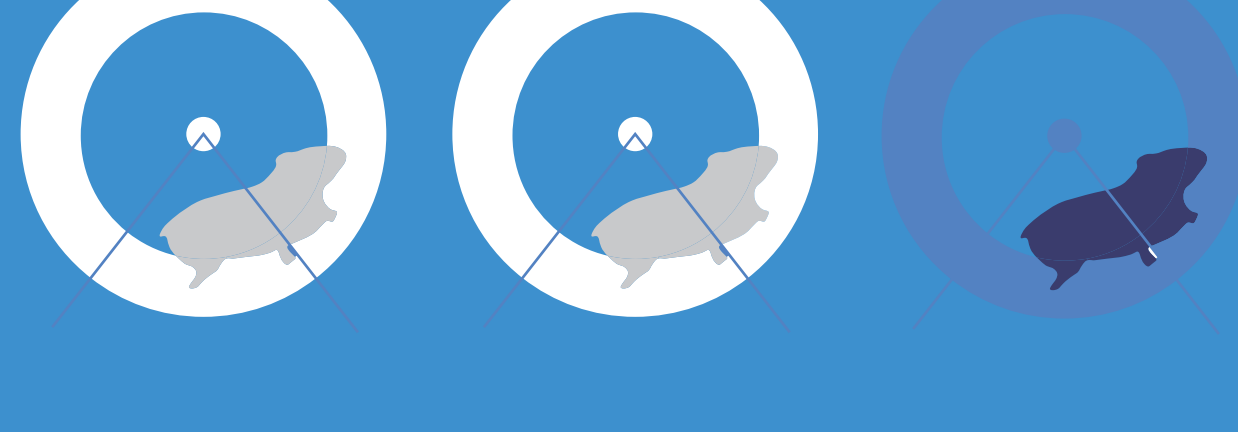
The Average Spent on a Pet Per Year



£10 Billion spent on dogs per year

£8 Billion spent on cats per year

# 2/3



2/3 owners admit buying accessories for their pets

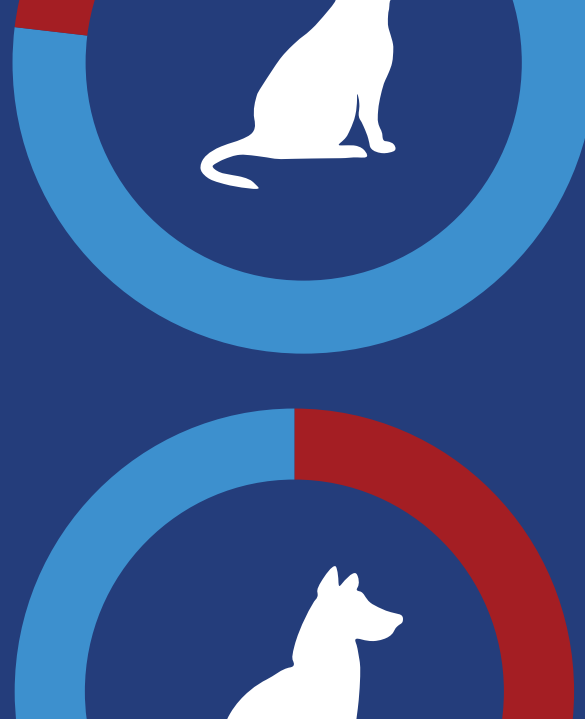
# 1/4



1/4 pet owners buy their pets birthday gifts.

Wet food

Wet food



23% of cats eat dry food

77% of cats eat wet food



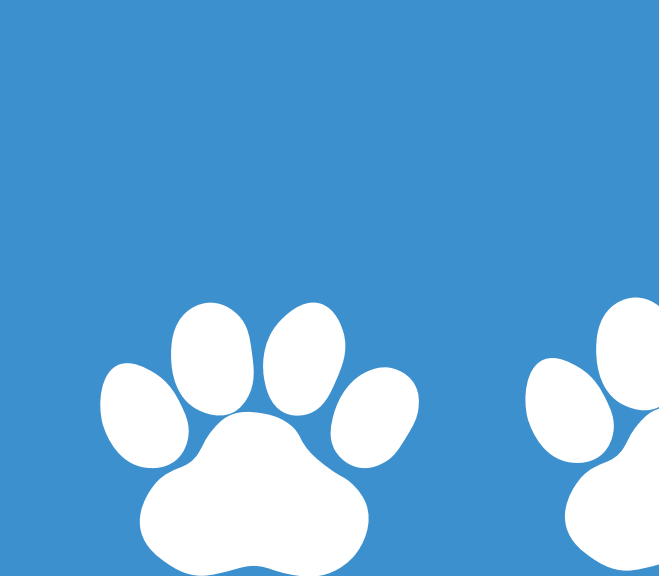
59% of dogs eat dry food

41% of dogs eat wet food



# 149,000

Reports of Cruelty or Neglect Per Year to RSPCA



Every 30 seconds a call is made to the RSPCA in England and Wales.



= 7200 Animals Rescued by RSPCC

# 256,979

Microchipped, Neutered and Treated by RSPCC Per Year



93% of dogs are microchipped



87% of cats are NOT microchipped

Mircochipping became compulsory for dogs in April 2016.

Unlike dogs, it isnt compulsory for cats to be microchipped

# 46,949

Find new Homes Per Year

