



Pet Population

51,000,000

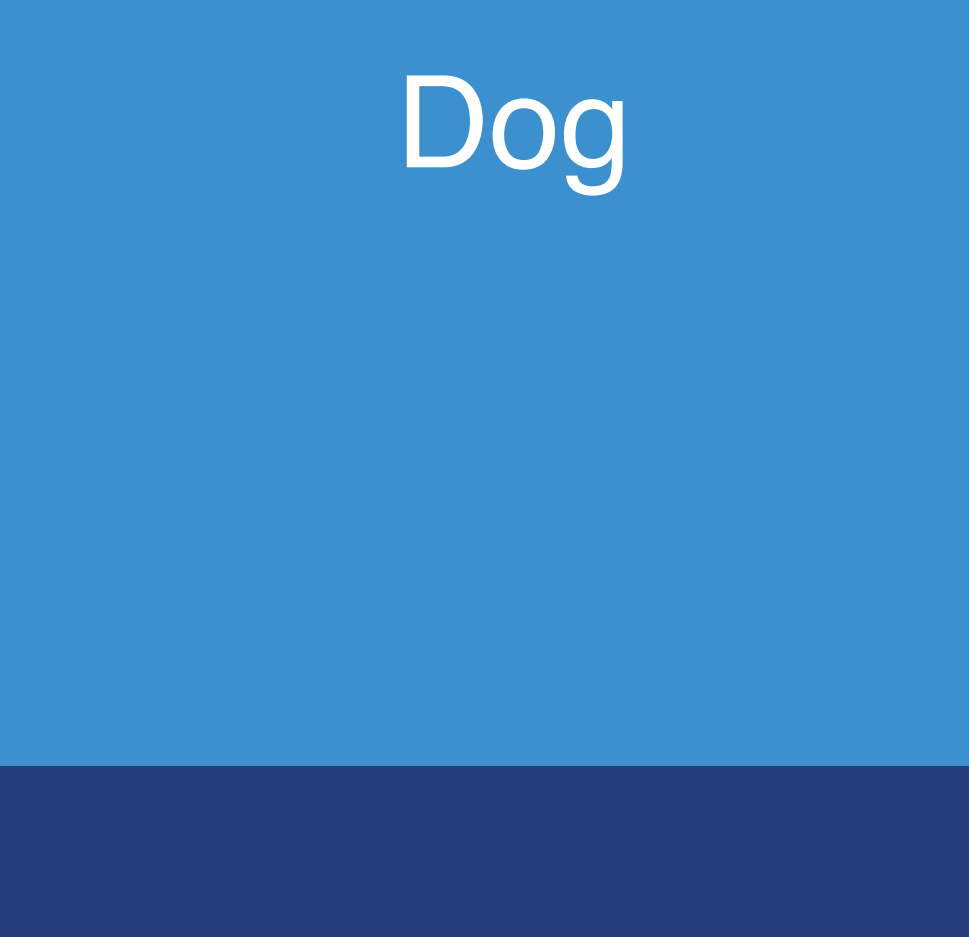
The current number of pets in the UK



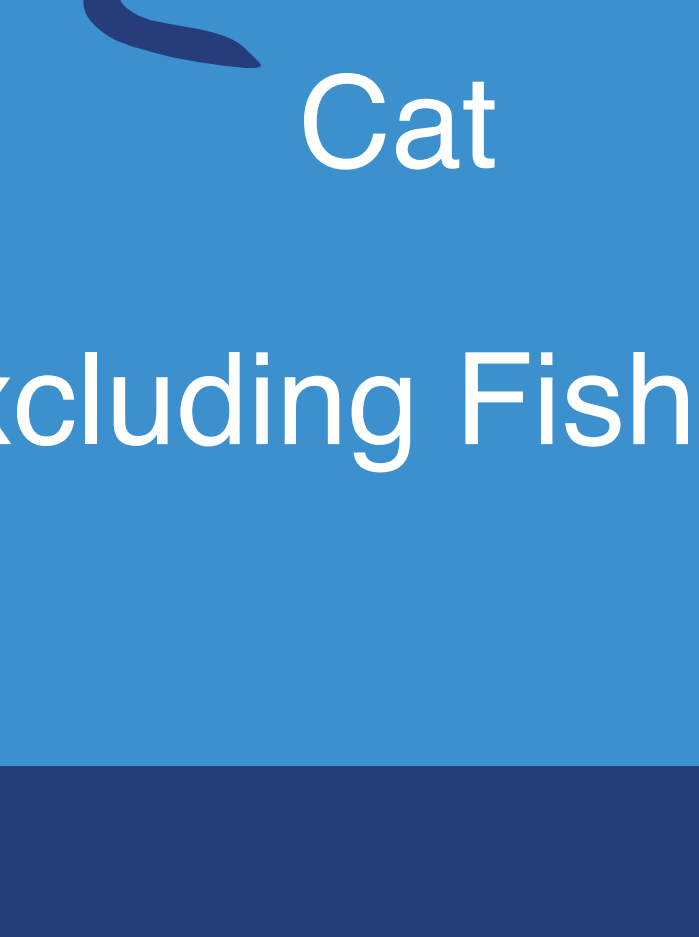
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It is estimated that 1 in 2 UK households own 1 or more pet.

Top 3 Pets



Dog



Cat

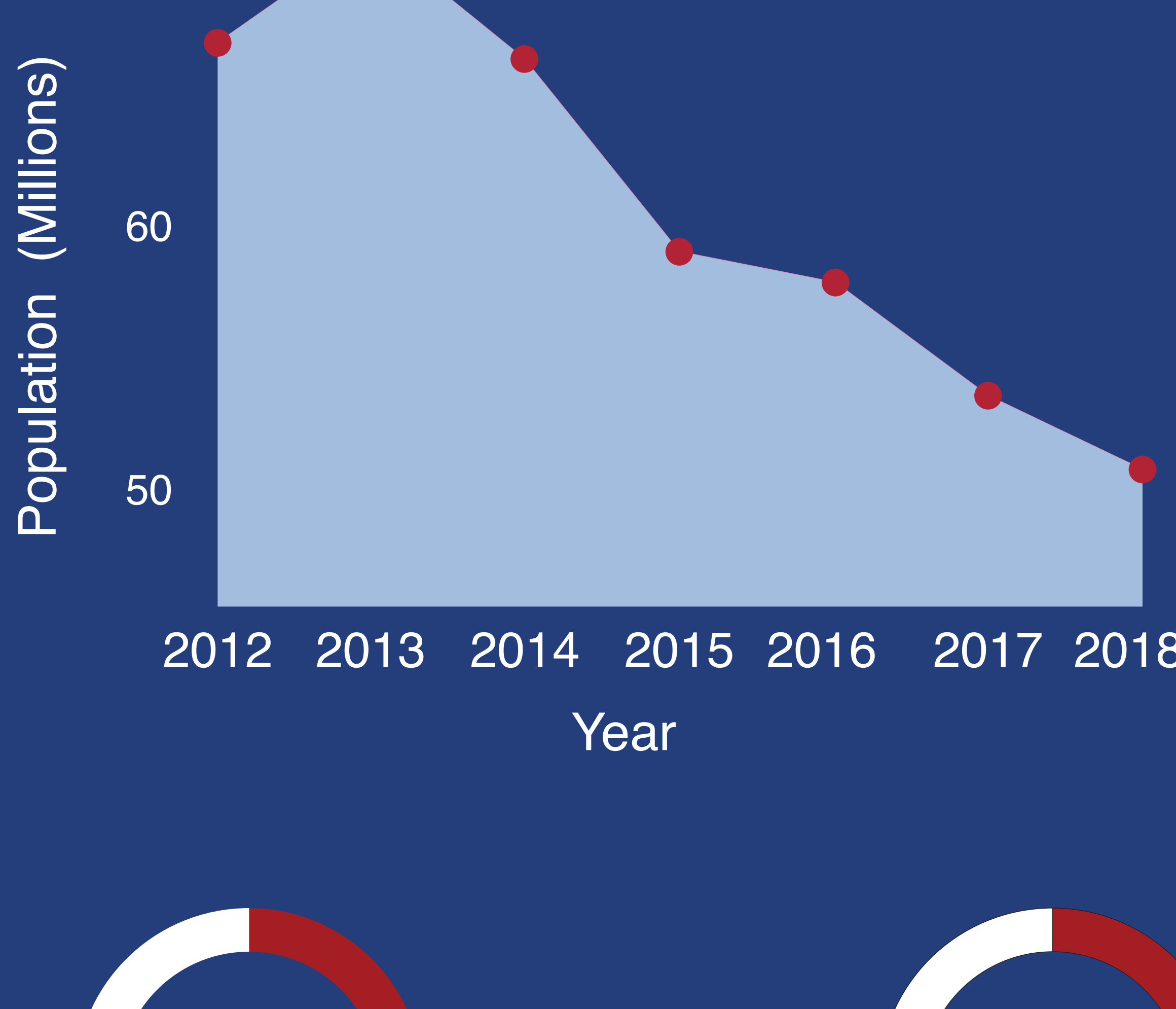


Rabbit

Excluding Fish

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



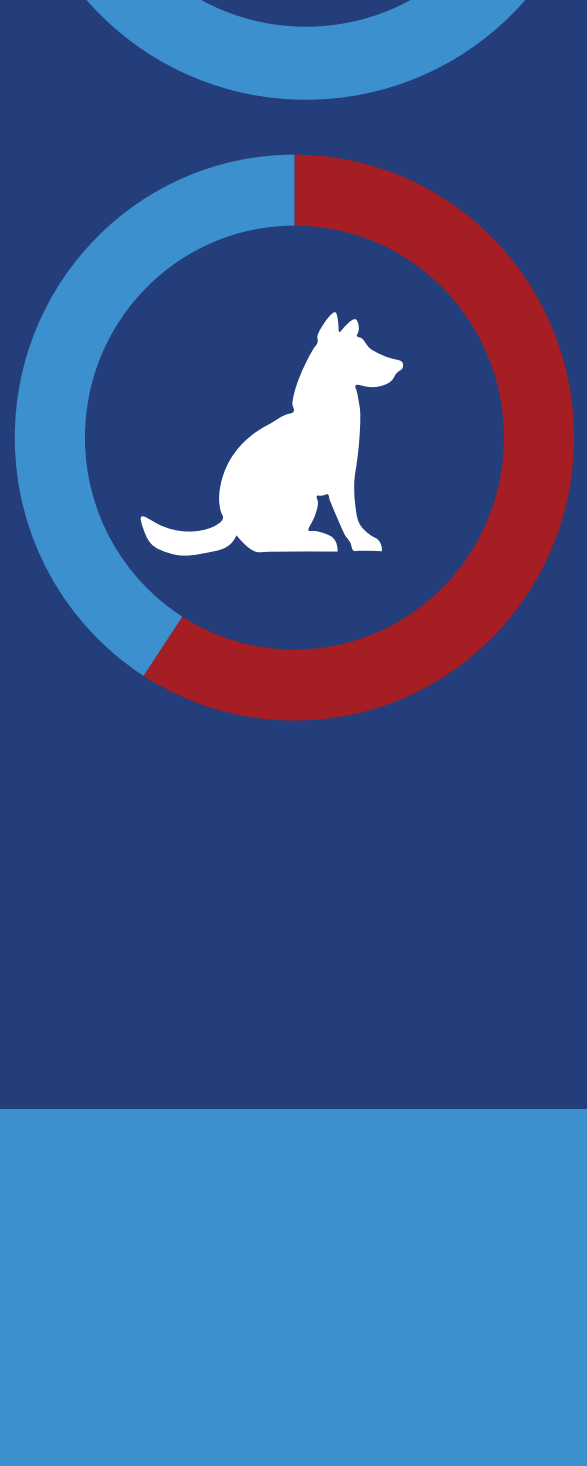
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owners admit buying accessories for their pets.



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pet owners buy their pets birthday gifts.



23% of cats eat dry food

77% of cats eat wet food



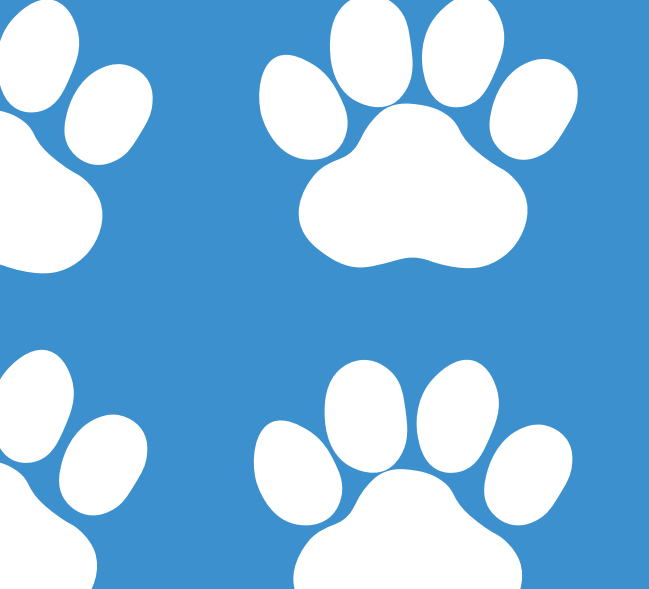
59% of dogs eat dry food

41% of dogs eat wet food



149,000

Reports of Cruelty or Neglect Per Year to RSPCA



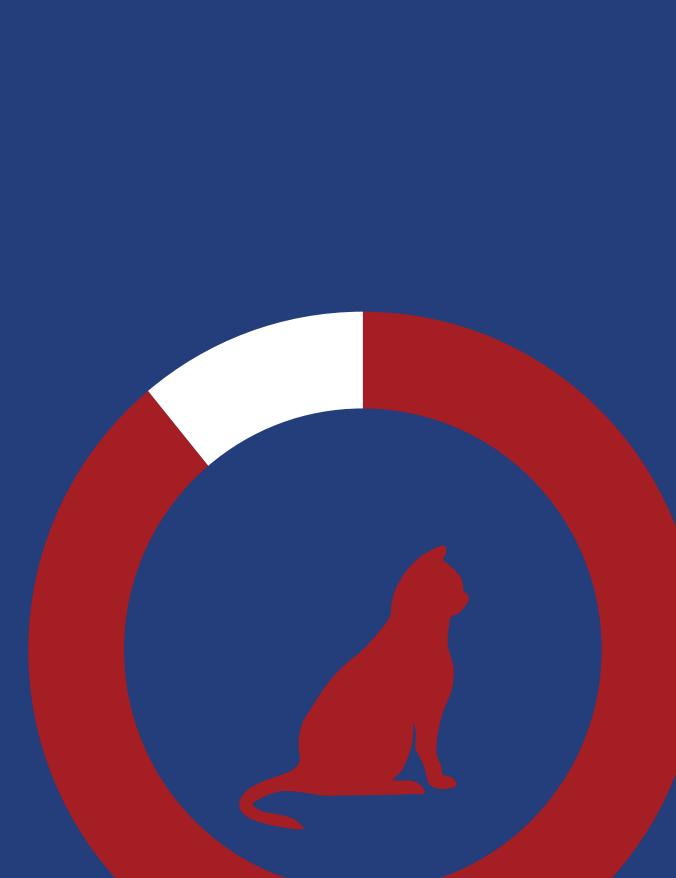
Every 30 seconds a call is made to the RSPCA in England and Wales.



= 7200 Animals Rescued by the 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

