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9 out of 10 pet owners would give up date night for their pets' medication & well-being, according to a new grey healthcare group study

NEW YORK, NY, November 4, 2010 – Pet owners in the US and Europe (UK, France and Germany) agree they are willing to give up personal luxuries for their pets, according to a grey healthcare group study. Eighty-nine percent of owners in the US and 91% in Europe would give up their vacation for a pet's surgery, if it meant helping their pet. Not surprisingly, given this level of dedication, nearly one in three (30%) owners in both the US and Europe, view pets as children, while 3 in 5 (60%) owners consider pets very important for their overall happiness. Despite similar attitudes in the US and Europe, pet owners in Europe are more likely than US owners to spend money on their pet's health before their own.

Where Pet Owners Turn for Information

At least two-thirds of pet owners in the US and Europe turn to their vet or vet assistant about their pet's health. The second most popular source is online, with over half (59%) of all pet owners likely to go to websites for information. Interestingly, both vets and websites are the two most trusted information sources, while friends and family with pets ranks third at 33%.

"It is not surprising that the study results show pet owners turn to websites as the second most popular source for information, but this represents a tremendous opportunity for pet care companies, along with the veterinary health care community, to help shape an expert-guided dialogue," said Lynn O'Connor Vos, CEO, grey healthcare group. "Engaging owners online represents a significant opportunity to connect on their terms and become a more trusted source that understands their needs and wants."

Other Key Findings from the Survey

- More than half (54%) of US pet owners would buy a supplement for their pet over themselves.
- In both the US and Europe, approximately 50% of money spent on pets is used on regular visits to veterinarians and preventative measures.
- Pet owners in the UK spend the most on their pets—more than \$1,200 per year, compared to \$864 in Germany, \$799 in France, and \$864 in the US.

About the Survey

Penn Schoen Berland conducted online interviews between September 16-22, 2010, with 1,355 pet owners (dog and/or cat owners) in the US, United Kingdom, France and Germany.

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About Penn Schoen Berland

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage. PSB executes polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at www.psbresearch.com