
Utilising A National Survey To Describe Dog And Ownership Demographics in The UK

Supplementary Materials

Table S1. Data counts for dog demographic data.

| Variable | N | Percent |
|--|---------|---------|
| Dogs age | | |
| Under 1 | 42,519 | 9.7 |
| 1-3 | 90,591 | 20.6 |
| >3-6 | 107,990 | 24.5 |
| >6-9 | 91,377 | 20.7 |
| >9-12 | 68,899 | 15.6 |
| >12 | 39,047 | 8.9 |
| Dogs sex and neuter status | | |
| Female spayed | 153,182 | 34.8 |
| Female unneutered | 49,328 | 11.2 |
| Male neutered | 164,986 | 37.5 |
| Male unneutered | 72,927 | 16.6 |
| Breed status | | |
| Purebred | 255,416 | 58.0 |
| Known crossbreed | 121,548 | 27.6 |
| Unknown cross/mixed breed | 63,459 | 14.4 |
| Acquisition Source | | |
| General selling websites, e.g. Gumtree | 36,704 | 8.6 |
| Pet selling websites, e.g. Pets4Homes | 90,761 | 20.6 |
| Social media | 20,276 | 4.6 |
| Kennel Club's breeder webpages | 27,373 | 6.2 |
| Breed group websites | 11,563 | 2.6 |
| Individual breeders' websites | 15,275 | 3.5 |
| UK-based charity/rehoming centre websites | 53,418 | 12.1 |
| Overseas charity/rehoming centre websites | 12,015 | 2.7 |
| Visit to breeder | 25,655 | 5.8 |
| Visit to UK-based charities/rehoming centres | 19,086 | 4.3 |
| Local press, e.g. newspaper adverts | 7,729 | 1.7 |
| Local adverts, e.g. shop windows | 2,370 | 0.5 |
| Through family or friends | 80,124 | 18.2 |

| | | |
|---|---------|------|
| Through people in the local community/word of mouth | 10,376 | 2.4 |
| Other | 55,011 | 12.5 |
| Missing data | 1051 | 0.2 |
| Year of acquisition | | |
| Pre-2000 | 242 | 0.1 |
| 2000-2009 | 30,000 | 6.8 |
| 2010 | 16,321 | 3.7 |
| 2011 | 18,424 | 4.2 |
| 2012 | 20,355 | 4.6 |
| 2013 | 23,198 | 5.3 |
| 2014 | 26,108 | 5.9 |
| 2015 | 29,138 | 6.6 |
| 2016 | 32,742 | 7.4 |
| 2017 | 35,392 | 8.0 |
| 2018 | 43,719 | 9.9 |
| 2019 | 49,999 | 11.4 |
| 2020 | 62,151 | 14.1 |
| 2021 (up to Oct 2021) | 52,273 | 11.9 |
| Age at acquisition | | |
| Under 1 | 287,830 | 65.4 |
| 1-3 | 73,636 | 16.7 |
| >3-6 | 31,374 | 7.1 |
| >6-9 | 12,188 | 2.8 |
| >9-12 | 4,241 | 1.0 |
| >12 | 967 | 0.2 |
| Missing data | 30,187 | 6.9 |
| Cost of dog | | |
| No cost | 58,112 | 13.2 |
| < £100 | 31,772 | 7.2 |
| £100-250 | 86,193 | 19.6 |
| £251-500 | 91,761 | 20.8 |
| £501 - 1000 | 100,562 | 22.8 |
| £1001-2000 | 52,677 | 12.0 |
| £2001-3000 | 16,423 | 3.7 |
| £3001-4000 | 2,302 | 0.5 |
| £4001 – 5000 | 329 | 0.07 |
| > £5000 | 292 | 0.07 |
| Registered with vet? | | |
| Yes | 432394 | 98.2 |
| No | 8,029 | 1.8 |
| No | 1462 | 18.2 |
| No but plan to | 3276 | 40.8 |
| No but will if unwell | 3291 | 41.0 |

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|-------------------------------------|---------|------|
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| | | |
| | | |
| Payment of vet fees | | |
| Veterinary insurance | 285,076 | 64.7 |
| Savings | 195,814 | 44.5 |
| With support from friends or family | 32,834 | 7.5 |
| With support of a charity | 8,458 | 1.9 |
| Don't know | 11,944 | 2.7 |
| Prefer not to say | 12,677 | 2.9 |

Table S2. Data counts for owner demographic information.

| Dog owners | | |
|--------------------|---------|------|
| | N | % |
| Gender | | |
| Male | 65,311 | 18.4 |
| Female | 261,058 | 73.7 |
| Non-binary | 659 | 0.19 |
| Prefer not to say | 4,095 | 1.2 |
| Missing | 22,923 | 6.5 |
| Age | | |
| 18-24 | 16,273 | 4.6 |
| 25-34 | 43,393 | 12.3 |
| 35-44 | 48,788 | 13.8 |
| 45-54 | 88,338 | 25.0 |
| 55-64 | 82,642 | 23.3 |
| 65-74 | 40,186 | 11.4 |
| 75+ | 7,863 | 2.2 |
| Prefer not to say | 3,641 | 1.0 |
| Missing | 22,922 | 6.5 |
| Region | | |
| Crown dependencies | 244 | 0.1 |
| East of England | 34,188 | 9.7 |
| East Midlands | 19,829 | 5.6 |
| Greater London | 20,060 | 5.7 |
| Northeast England | 15,697 | 4.4 |
| Northwest England | 37,959 | 10.7 |
| Northern Ireland | 6,070 | 1.7 |
| Scotland | 27,125 | 7.7 |
| Southeast England | 44,785 | 12.6 |
| Southwest England | 34,946 | 9.9 |
| Wales | 16,491 | 4.7 |
| West Midlands | 28,867 | 8.2 |

| | | |
|---|---------|------|
| Yorkshire and the Humber | 30,178 | 8.5 |
| Missing data | 37,607 | 10.6 |
| Overall household size (adults & children) | | |
| 1 | 78,192 | 22.1 |
| 2 | 123,475 | 34.9 |
| 3 | 59,341 | 16.8 |
| 4 | 48,624 | 13.7 |
| 5 | 12,257 | 3.5 |
| 6 | 4,646 | 1.3 |
| >6 | 3,331 | 0.9 |
| Missing data | 24,180 | 6.8 |
| Children in household | | |
| Infants | | |
| Yes | 29,251 | 8.3 |
| 1-2 | 24,761 | 84.7 |
| 3-4 | 3,578 | 12.2 |
| >4 | 912 | 3.1 |
| No | 324,795 | 91.7 |
| Children | | |
| Yes | 69,289 | 19.6 |
| 1-2 | 62,977 | 90.9 |
| 3-4 | 5,400 | 7.8 |
| >4 | 912 | 1.3 |
| No | 284,757 | 80.4 |
| Household types | | |
| Adult only | 275,159 | 74.5 |
| Single Adult* | 22,922 | |
| At least one adult** | 83,183 | |
| Multiple Adults | 169,054 | |
| Adult and children | 63,384 | 17.2 |
| Adult and infants | 22,786 | 6.2 |
| Adult, children, and infants | 7,858 | 2.1 |

*Single adults - those that ticked 0 people in response ** Could either be a single adult or 2 adults - Respondent ticked one adult only however due to survey limitations where it appeared to be unclear to respondents to include themselves initially, this could include both respondents reporting just themselves and answered correctly or incorrectly with 2 adults and neglected to include themselves.

Table S3. – Numbers of females and males aged between 1-2 years that are neutered.

| | Female | Male |
|---------------|---------------|-------------|
| Intact | 16647 | 24165 |
| Neuter | 11009 | 13820 |

Table S4. – Numbers of females and males aged greater than 10 years that are neutered.

| | Female | Male |
|---------------|---------------|-------------|
| Intact | 2790 | 7185 |
| Neuter | 31501 | 32763 |

Table S5. Number and proportions of female and male dogs neutered and intact by year of age.

| Age (Years) | Female | | | Male | | |
|------------------------|---------------|-----------------|--------------------------------------|---------------|-----------------|--------------------------------------|
| | Intact | Neutered | Proportion of dogs intact | Intact | Neutered | Proportion of dogs intact |
| 1 | 11005 | 2347 | 82.4 | 15763 | 3271 | 82.8 |
| 2 | 5642 | 8662 | 39.4 | 8402 | 10549 | 44.3 |
| 3 | 2397 | 8612 | 21.8 | 4658 | 9770 | 32.3 |
| 4 | 1787 | 9037 | 16.5 | 3567 | 10323 | 25.7 |
| 5 | 1397 | 8766 | 13.7 | 2920 | 10333 | 22.0 |
| 6 | 1176 | 8399 | 12.3 | 2495 | 9968 | 20.0 |
| 7 | 1063 | 8195 | 11.5 | 2277 | 9399 | 19.5 |
| 8 | 926 | 8281 | 10.1 | 2101 | 9196 | 18.6 |
| 9 | 786 | 7998 | 8.95 | 1864 | 8639 | 17.7 |
| 10 | 703 | 7313 | 8.77 | 1724 | 7903 | 17.9 |
| 11 | 586 | 6568 | 8.19 | 1577 | 6904 | 18.6 |
| 12 | 519 | 5779 | 8.24 | 1328 | 6092 | 17.9 |
| 13 | 372 | 4445 | 7.72 | 961 | 4569 | 17.4 |
| 14 | 271 | 3453 | 7.28 | 734 | 3318 | 18.1 |
| 15 | 168 | 2084 | 7.46 | 449 | 2151 | 17.3 |
| 16+ | 171 | 1859 | 9.19 | 412 | 1826 | 22.56 |

Table S6. – Cost paid for the top 25 most common dog breeds across all years.

| Breed | No cost | <£100 | £100–£250 | £251–£500 | £501–£1000 | £1001–£2000 | >£2000 |
|-------------------------------------|----------------|-----------------|------------------|------------------|-------------------|--------------------|------------------|
| Beagle | 11.53 | 4.48 | 17.69 | 20.54 | 31.65 | 11.90 | 2.21 |
| Bichon frise | 15.35 | 3.39 | 16.12 | 36.06 | 22.04 | 5.27 | 1.78 |
| Border collie | 13.54 | 10.64 | 30.80 | 23.79 | 14.87 | 5.93 | 0.43 |
| Border terrier | 8.19 | 2.34 | 8.34 | 34.48 | 35.65 | 7.72 | 3.28 |
| Boxer | 8.76 | 1.73 | 10.42 | 12.44 | 32.10 | 25.71 | 8.84 |
| Cavalier king Charles spaniel | 9.63 | 1.33 | 7.71 | 23.32 | 37.28 | 12.93 | 7.80 |
| Cocker spaniel | 9.19 | 1.36 | 6.02 | 22.46 | 39.77 | 13.83 | 7.37 |
| Cockerpoo - Dachshund | 4.95 | 0.42 | 2.31 | 10.15 | 44.19 | 23.92 | 14.05 |
| (miniature smooth haired) | 7.57 | 1.05 | 3.75 | 5.49 | 27.94 | 39.11 | 15.10 |

| | | | | | | | |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|
| French bulldog | 13.49 | 0.72 | 5.12 | 6.81 | 19.69 | 37.25 | 16.92 |
| German shepherd dog | 11.44 | 3.85 | 16.29 | 17.92 | 29.97 | 17.23 | 3.29 |
| Golden retriever | 7.81 | 1.05 | 4.50 | 10.51 | 36.75 | 28.82 | 10.56 |
| Greyhound | 11.37 | 15.60 | 66.43 | 5.71 | 0.47 | 0.34 | 0.07 |
| Jack Russell terrier | 19.84 | 12.82 | 39.72 | 17.60 | 6.22 | 3.69 | 0.11 |
| Labradoodle | 6.33 | 1.20 | 5.35 | 16.49 | 37.45 | 20.99 | 12.19 |
| Labrador | 10.39 | 2.55 | 9.70 | 23.73 | 34.75 | 13.50 | 5.39 |
| Lhasa apso | 15.74 | 3.57 | 11.01 | 39.13 | 25.31 | 4.91 | 0.34 |
| Miniature schnauzer | 6.20 | 0.84 | 3.42 | 14.41 | 50.61 | 17.34 | 7.18 |
| Pug | 12.59 | 1.25 | 6.74 | 14.14 | 39.24 | 24.52 | 1.53 |
| Shih tzu | 15.18 | 2.96 | 12.99 | 38.85 | 21.98 | 7.24 | 0.80 |
| Spaniel (English springer) | 13.00 | 3.47 | 15.90 | 34.95 | 21.53 | 9.35 | 1.80 |
| Staffordshire bull terrier | 21.56 | 13.22 | 30.78 | 15.37 | 11.49 | 5.61 | 1.97 |
| West highland white terrier | 10.41 | 3.22 | 12.03 | 37.67 | 28.40 | 5.33 | 2.94 |
| Whippet | 11.52 | 5.30 | 16.79 | 25.79 | 26.92 | 11.66 | 2.03 |
| Yorkshire terrier | 19.31 | 4.87 | 19.01 | 35.68 | 14.24 | 5.97 | 0.92 |

Table S7. – Cost paid for dog broken down by year of acquisition and source.

| | | No cost | < £100 | £100–250 | £251–500 | £501–1000 | £1001–2000 | >£2000 |
|---------------------|------------|---------|--------|----------|----------|-----------|------------|--------|
| Year of acquisition | Source | | | | | | | |
| 2016 | Breeder | 1.94 | 0.77 | 3.11 | 18.89 | 58.37 | 15.19 | 1.75 |
| | Charity | 7.53 | 19.17 | 59.69 | 11.93 | 1.13 | 0.33 | 0.21 |
| | Commercial | 2.55 | 4.22 | 16.94 | 36.77 | 34.39 | 4.46 | 0.68 |
| | Personal | 40.51 | 4.56 | 13.08 | 21.59 | 16.95 | 2.71 | 0.61 |
| 2017 | Breeder | 2.20 | 0.77 | 2.63 | 14.56 | 56.57 | 20.86 | 2.42 |
| | Charity | 6.75 | 16.22 | 57.85 | 17.52 | 1.23 | 0.25 | 0.18 |
| | Commercial | 2.41 | 3.24 | 14.16 | 34.18 | 38.29 | 7.07 | 0.66 |
| | Personal | 38.99 | 4.66 | 11.52 | 19.92 | 20.27 | 4.01 | 0.62 |
| 2018 | Breeder | 2.05 | 0.44 | 2.12 | 13.20 | 52.24 | 26.97 | 2.98 |
| | Charity | 6.91 | 13.80 | 56.45 | 20.97 | 1.38 | 0.17 | 0.32 |
| | Commercial | 2.47 | 2.27 | 11.77 | 31.86 | 41.11 | 9.69 | 0.82 |
| | Personal | 39.87 | 3.38 | 9.46 | 17.71 | 22.50 | 6.28 | 0.79 |
| 2019 | Breeder | 2.23 | 0.54 | 2.05 | 9.50 | 46.39 | 35.26 | 4.03 |
| | Charity | 6.24 | 9.67 | 53.39 | 28.44 | 1.95 | 0.24 | 0.07 |

| | | | | | | | | |
|------|------------|-------|------|-------|-------|-------|-------|-------|
| | Commercial | 2.04 | 1.96 | 8.88 | 27.66 | 44.11 | 14.34 | 1.01 |
| | Personal | 39.90 | 2.91 | 8.42 | 16.59 | 23.17 | 8.06 | 0.95 |
| 2020 | Breeder | 1.96 | 0.27 | 1.27 | 3.90 | 24.84 | 48.93 | 18.84 |
| | Charity | 5.77 | 4.84 | 35.02 | 48.26 | 5.43 | 0.43 | 0.25 |
| | Commercial | 1.51 | 0.85 | 3.09 | 10.39 | 27.57 | 37.21 | 19.38 |
| | Personal | 30.68 | 2.00 | 6.36 | 12.57 | 23.15 | 19.49 | 5.74 |
| 2021 | Breeder | 2.73 | 0.21 | 1.01 | 1.89 | 11.09 | 48.03 | 35.05 |
| | Charity | 5.27 | 3.08 | 23.99 | 53.79 | 12.90 | 0.55 | 0.42 |
| | Commercial | 1.48 | 0.51 | 1.75 | 6.14 | 22.39 | 43.04 | 24.68 |
| | Personal | 27.49 | 1.09 | 3.34 | 7.70 | 17.57 | 30.81 | 12.00 |

NB. Values are the percentage of all dogs acquired each year which fall into each price category. Breeder = breeder website, breed group website, kennel club website breeder lists, or visit to a breeder. Charity = website of a UK or foreign rehoming charity, or a visit to a rehoming centre. Commercial = pet selling websites, general selling websites, social media, local press, or local adverts. Personal = friends or family, local community or word-of-mouth

Table S8. – number of dogs owned per household and cumulative percentage.

| Dogs per household | percent | Cumulative % |
|--------------------|---------|--------------|
| 1 | 67.4 | 67.4 |
| 2 | 25.2 | 92.7 |
| 3 | 5.1 | 97.7 |
| 4 or more | 2.3 | 100 |

Table S9. – Difference in percentage of sources of acquisition between 2018/2019 and the COVID-19 pandemic (2020/21).

| Source | 2018/2019 | 2020/2021 | Difference |
|--------------------------|-----------|-----------|------------|
| Pet websites | 23.7 | 31.3 | 7.6 |
| Family and friends | 17.7 | 19.7 | 2 |
| Foreign rehoming website | 3.4 | 5.1 | 1.7 |
| Breed group website | 2.7 | 2.6 | -0.1 |
| Local adverts | 0.2 | 0.1 | -0.1 |
| Local community | 2.2 | 2.1 | -0.1 |
| Local press | 0.5 | 0.2 | -0.3 |
| Breeder website | 3.4 | 2.9 | -0.5 |
| Social media | 5.5 | 4.7 | -0.8 |
| Kennel club website | 6.3 | 5.2 | -1.1 |
| General website | 8.9 | 7.5 | -1.4 |
| Breeder visit | 5.6 | 4 | -1.6 |
| Rehoming websites | 14.6 | 12.3 | -2.3 |
| Rehoming visit | 5.2 | 2.2 | -3 |