

BESPOKE SURVEYS

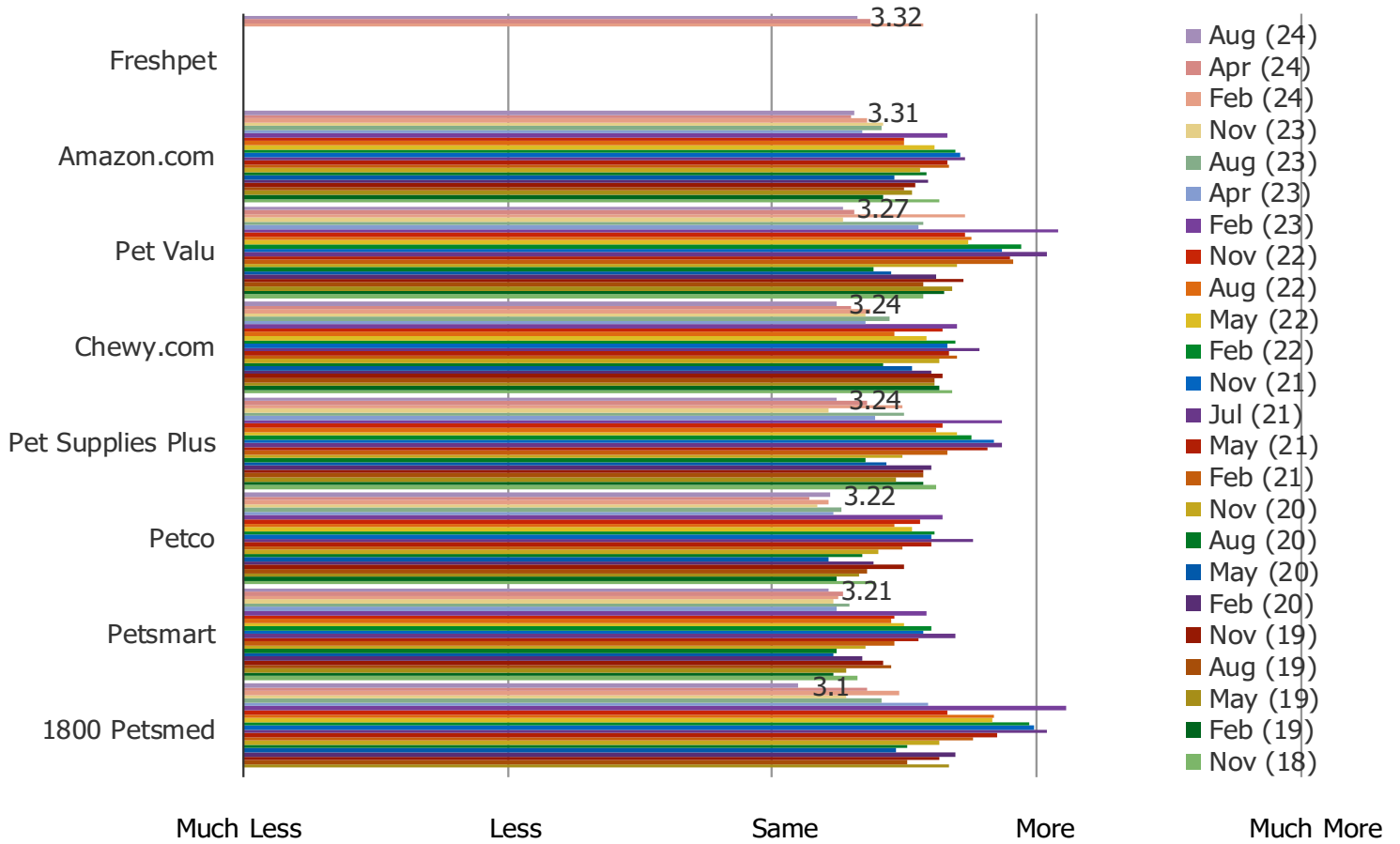
Pet Retail and Health, Vol 25

1,000+ Respondents Per Quarter

RESPONDENTS WHO REGULARLY OR OCCASIONALLY  
SHOP EACH RETAILER

DO YOU EXPECT TO USE THIS RETAILER FOR PET FOOD AND PRODUCTS MORE OR LESS OFTEN THAN YOU ARE NOW GOING FORWARD?

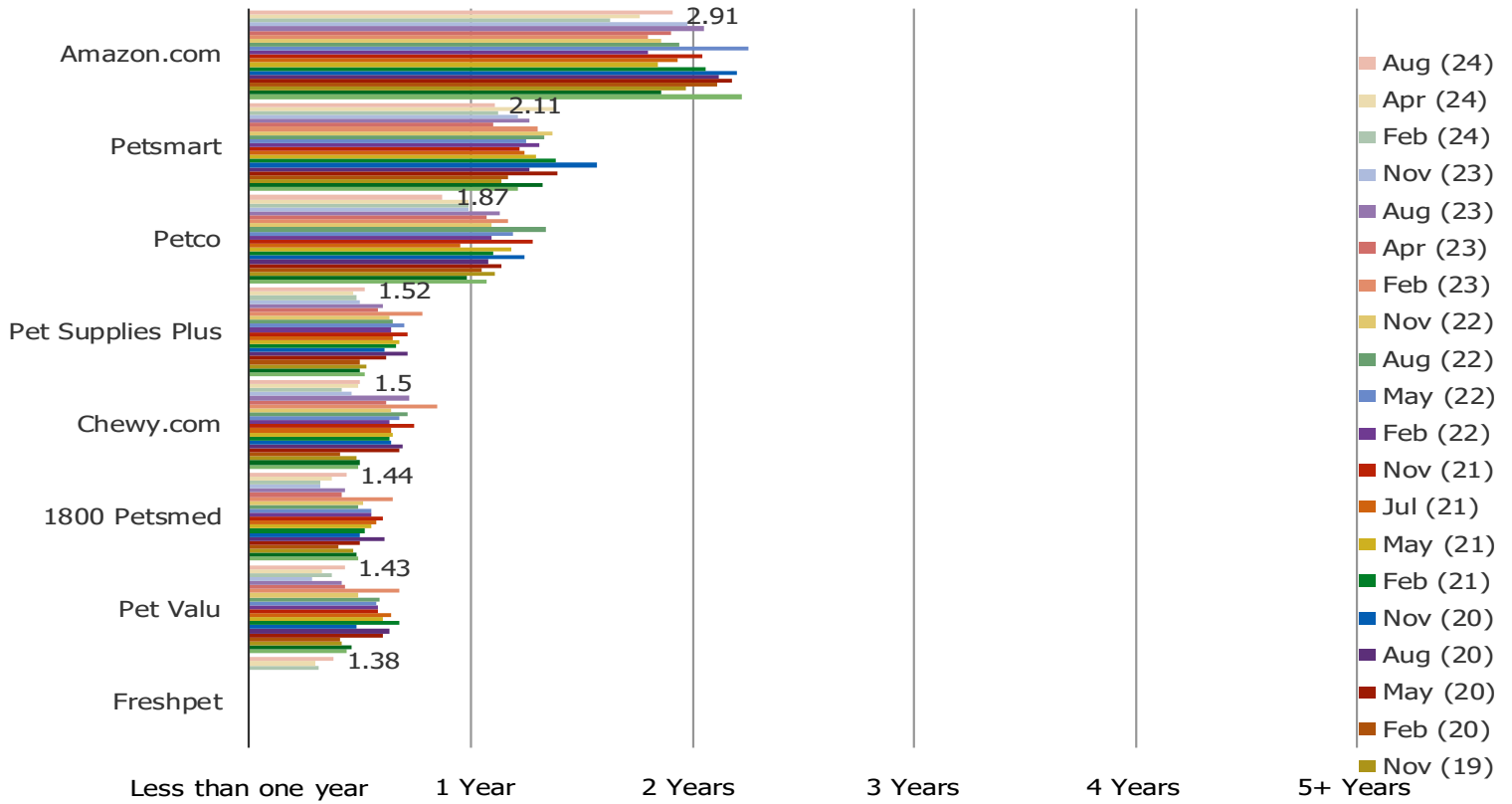
Posed to those who regularly or occasionally shop the following for pet food and products



	N=
Petsmart	268
Petco	231
Pet Valu	55
Pet Supplies Plus	103
Amazon.com	274
Chewy.com	214
1800 Petsmed	51
Freshpet	59

FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF THIS RETAILER?

Posed to those who regularly or occasionally shop the following for pet food and products

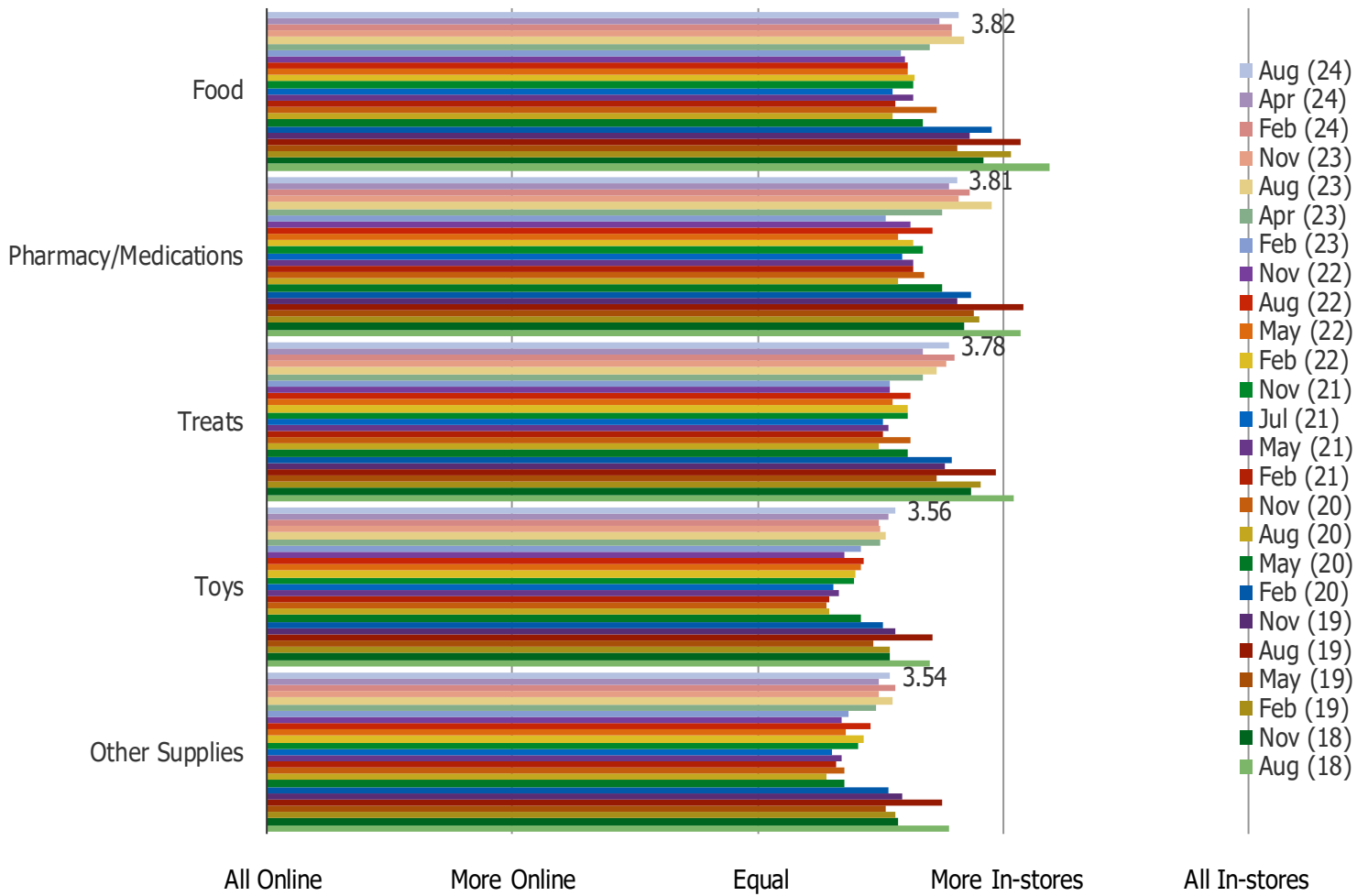


	N=
Petsmart	319
Petco	356
Pet Valu	532
Pet Supplies Plus	484
Amazon.com	313
Chewy.com	373
1800 Petsmed	536
Freshpet	528

## PET PRODUCT TYPES: IN-STORES OR ONLINE

DO YOU PREFER TO BUY THE FOLLOWING TYPES OF PRODUCTS IN-STORES OR ONLINE?

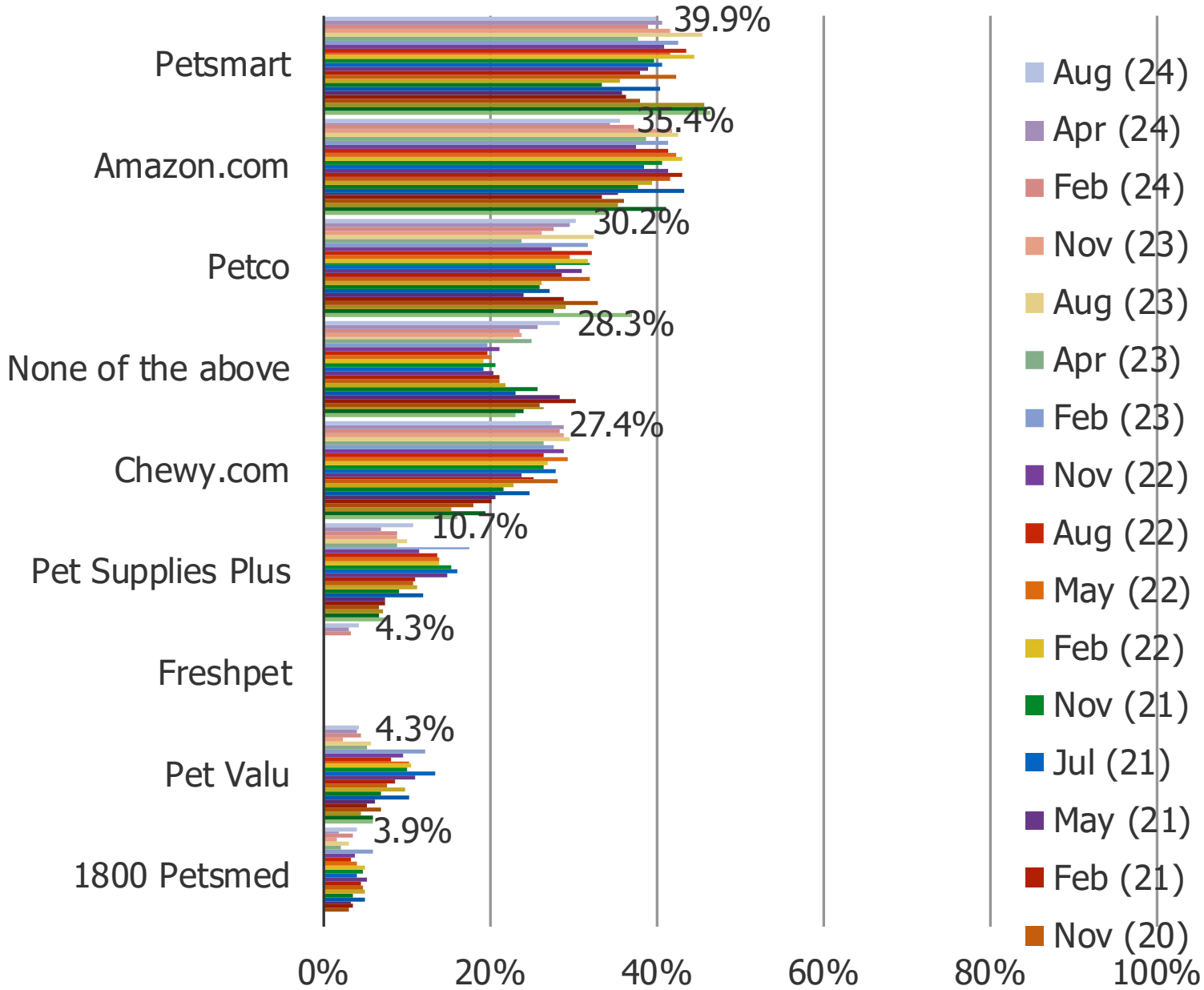
Posed to pet owners.



# RESPONDENTS WHO PURCHASED ITEMS IN THE PAST MONTH

HAVE YOU SHOPPED ANY OF THE FOLLOWING RETAILERS IN THE PAST MONTH FOR PET PRODUCTS?  
(SELECT ALL THAT APPLY)

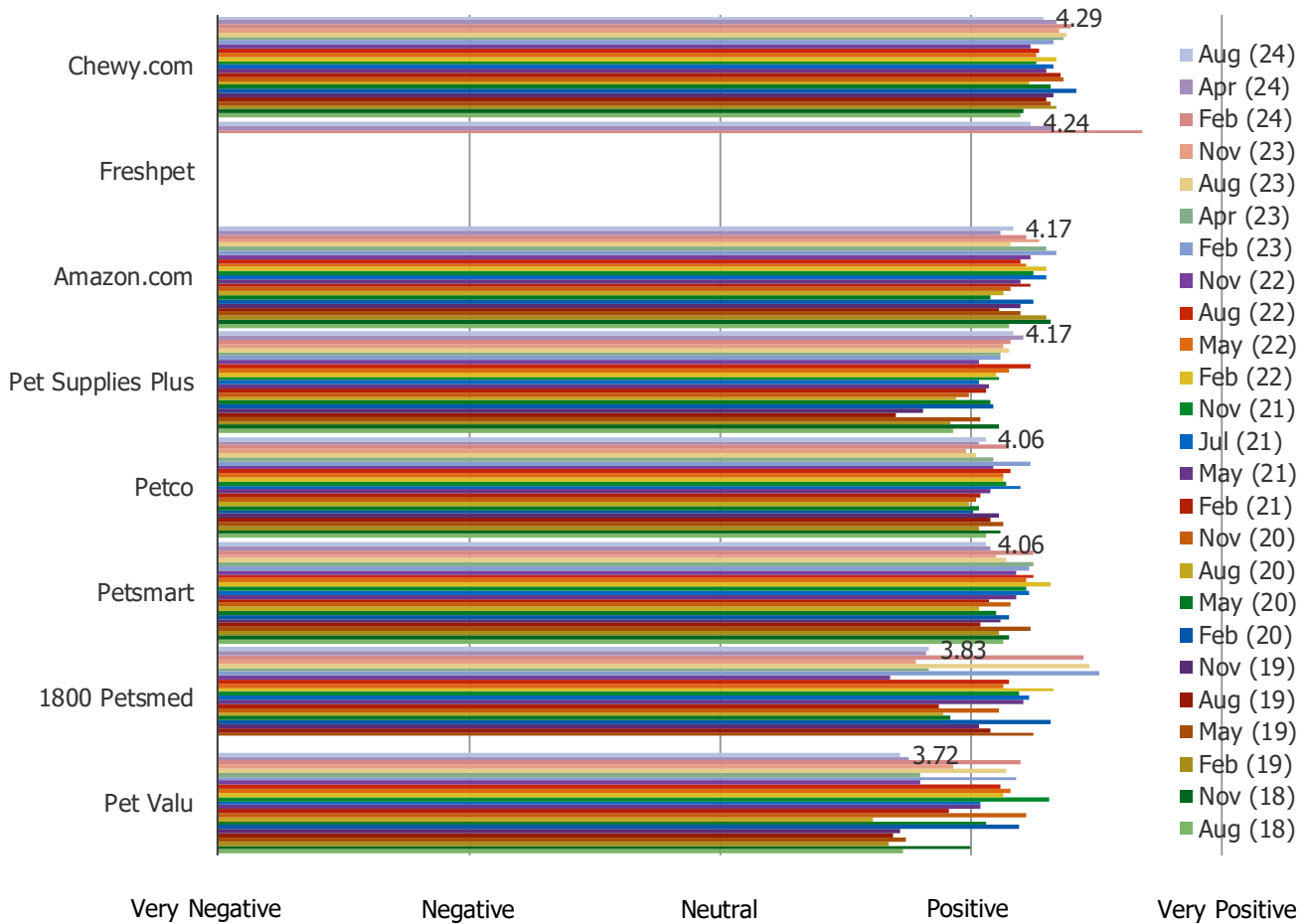
Posed to pet owners





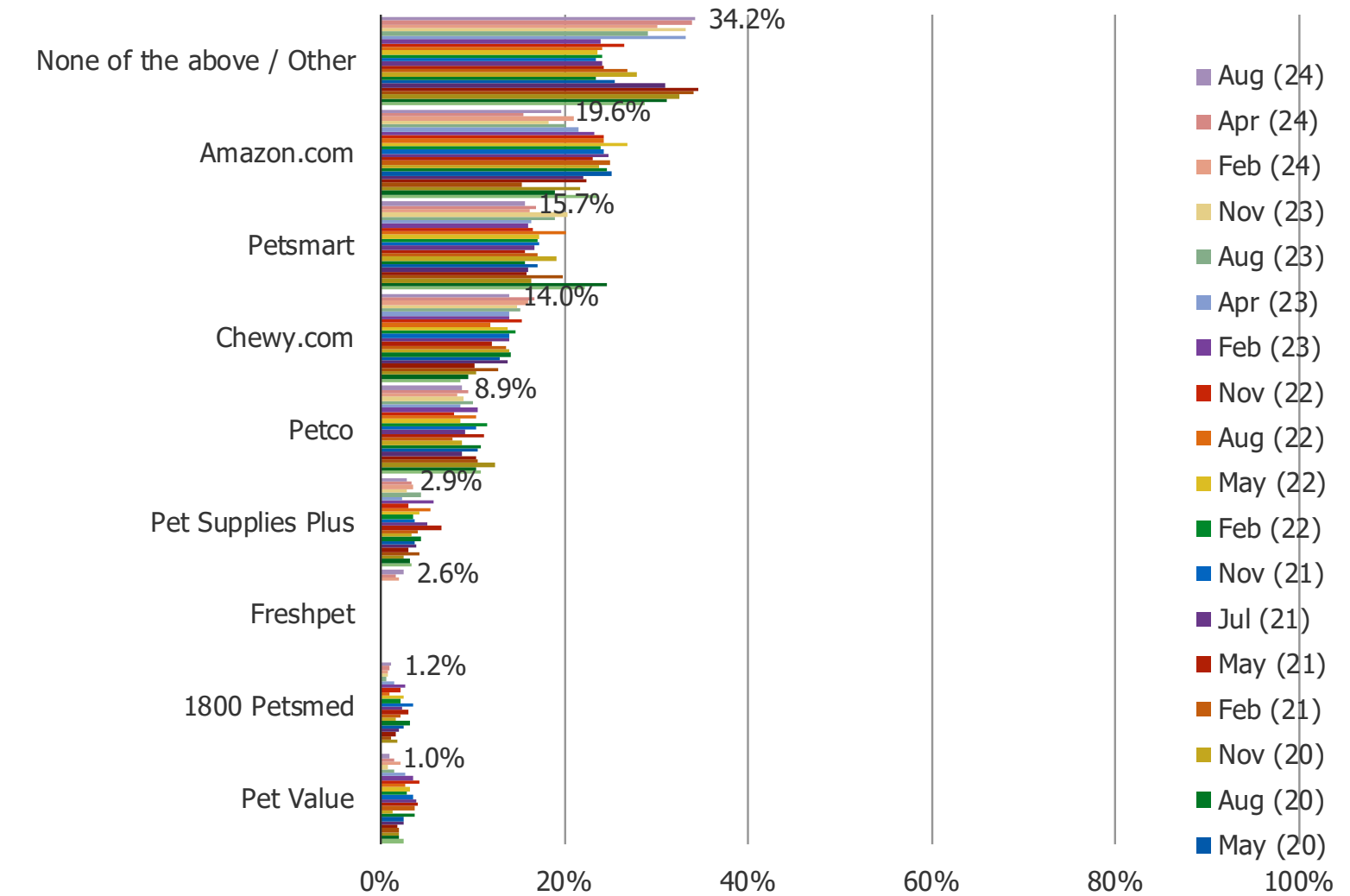
WHAT IS YOUR OPINION OF THIS RETAILER IN GENERAL FOR PET PRODUCT PURCHASES?

Posed to pet owners who have shopped each of the following retailers in the past month



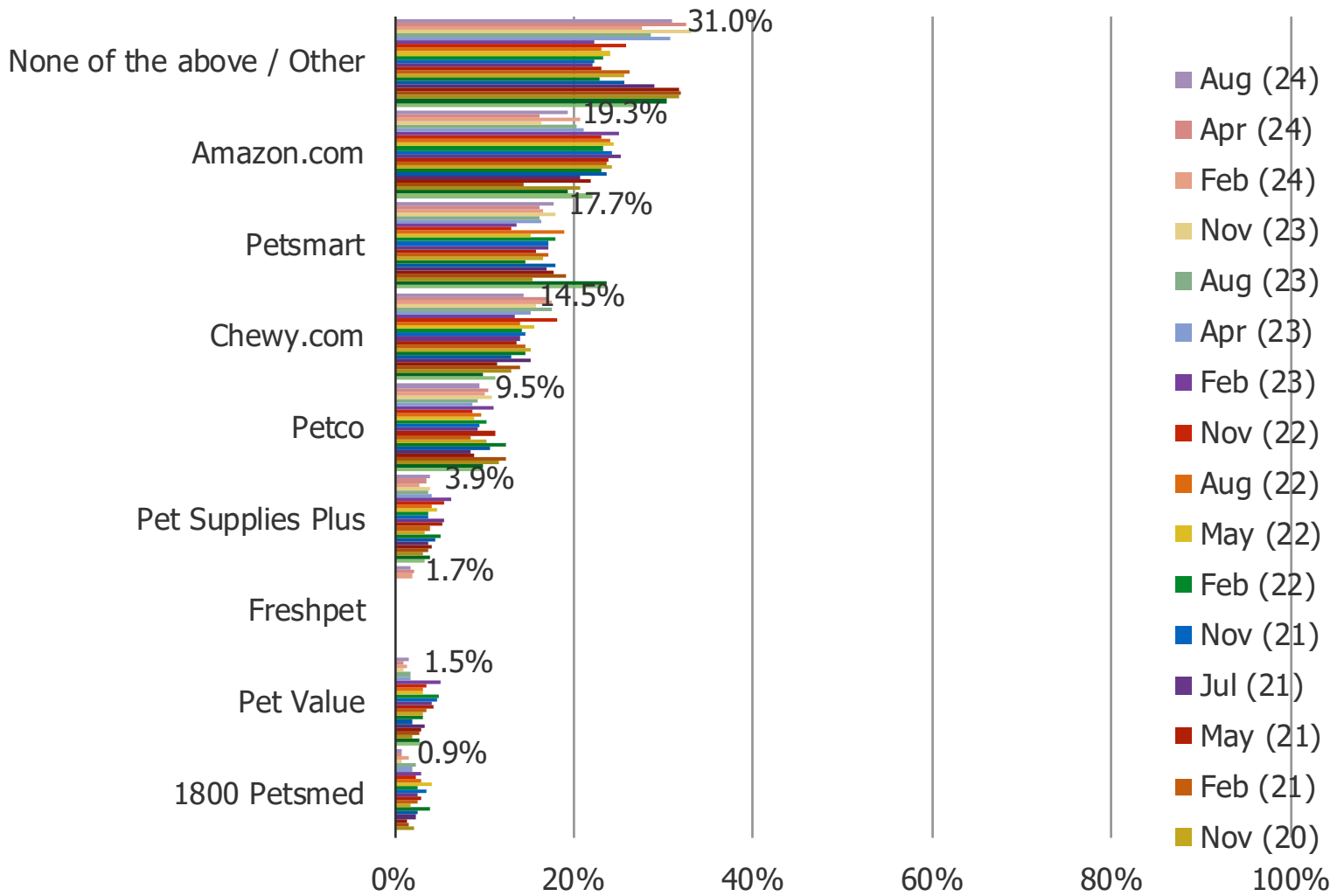
THINKING ABOUT THE LAST TIME YOU PURCHASED PET FOOD OR PRODUCTS, FROM WHICH RETAILER DID YOU MAKE THE PURCHASE?

Posed to pet owners.



THINKING ABOUT THE NEXT TIME YOU NEED TO PURCHASE PET FOOD OR PRODUCTS, FROM WHICH RETAILER WILL YOU BE MOST LIKELY TO PURCHASE FROM?

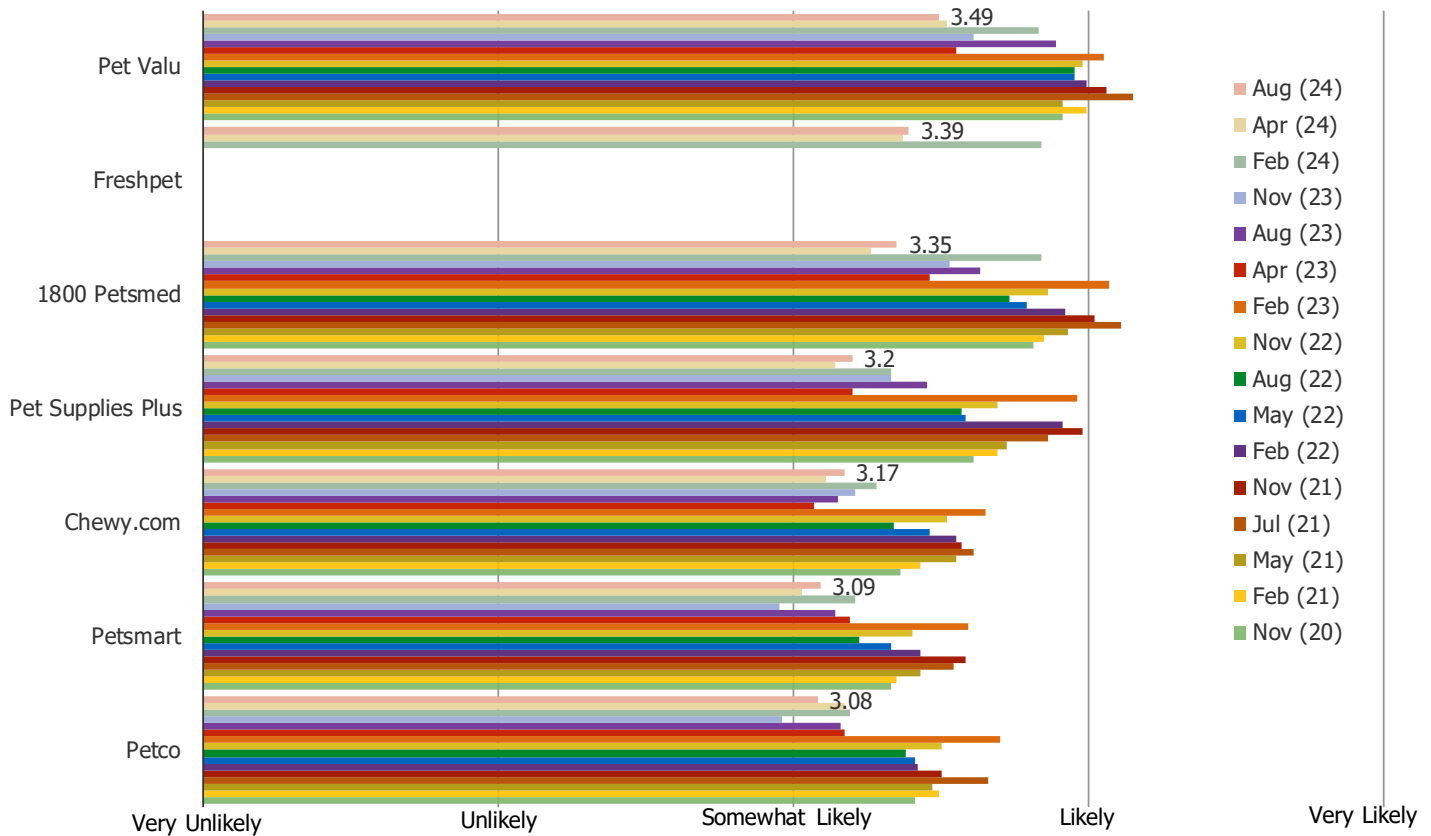
Posed to pet owners.



## CROSS-SHOPPING AMAZON

WHEN YOU SHOP FOR PET FOOD OR PRODUCTS FROM THE FOLLOWING, HOW LIKELY ARE YOU TO PRICE CHECK THE ITEM ON AMAZON BEFORE MAKING THE PURCHASE?

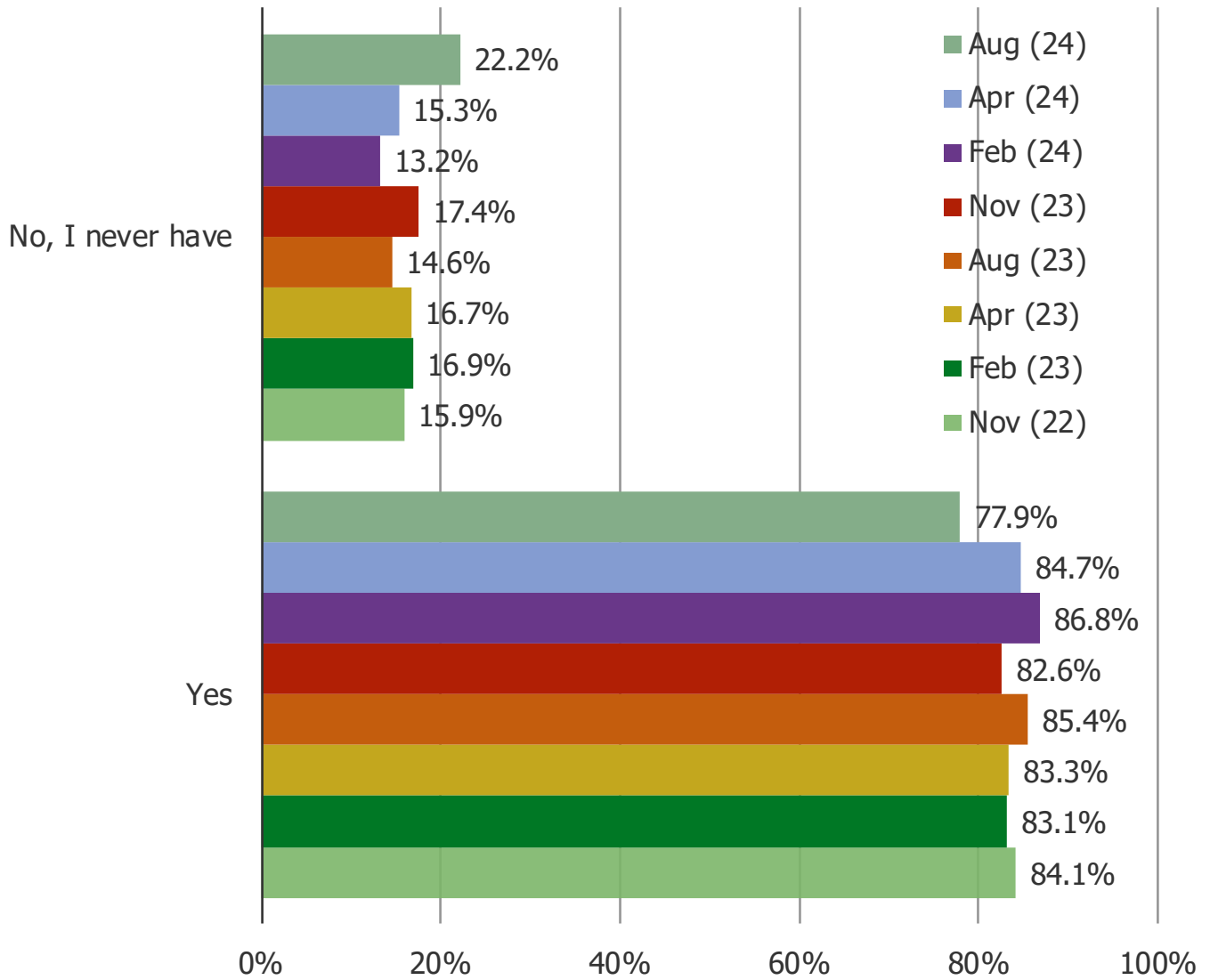
Posed to pet owners who regularly or occasionally shop each of the following.



## VETERINARY SERVICES

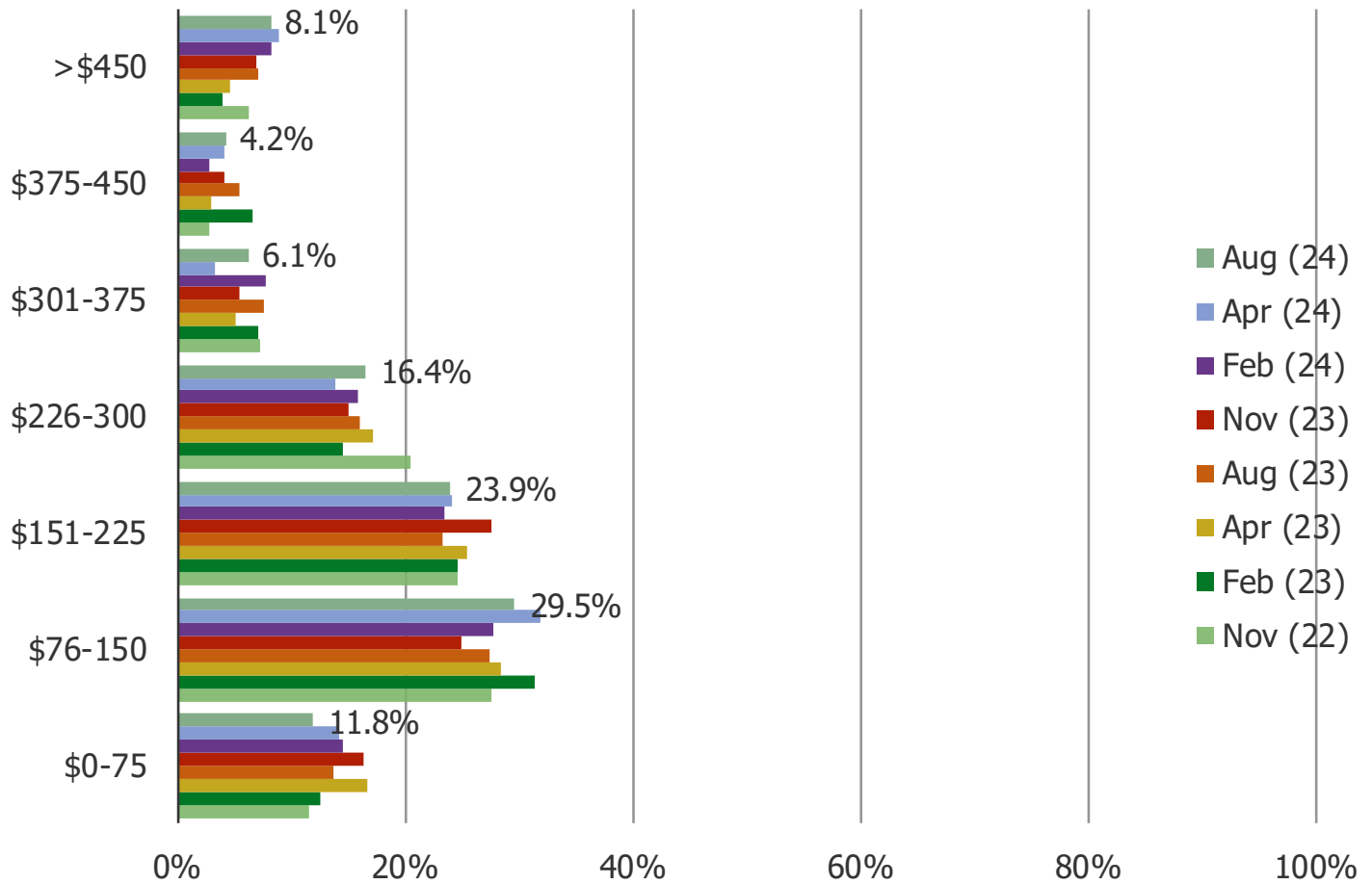
HAVE YOU EVER TAKEN YOUR PET TO THE VETERINARIAN?

Posed to pet owners (N = 587).



HOW BIG WAS YOUR LAST VET BILL?

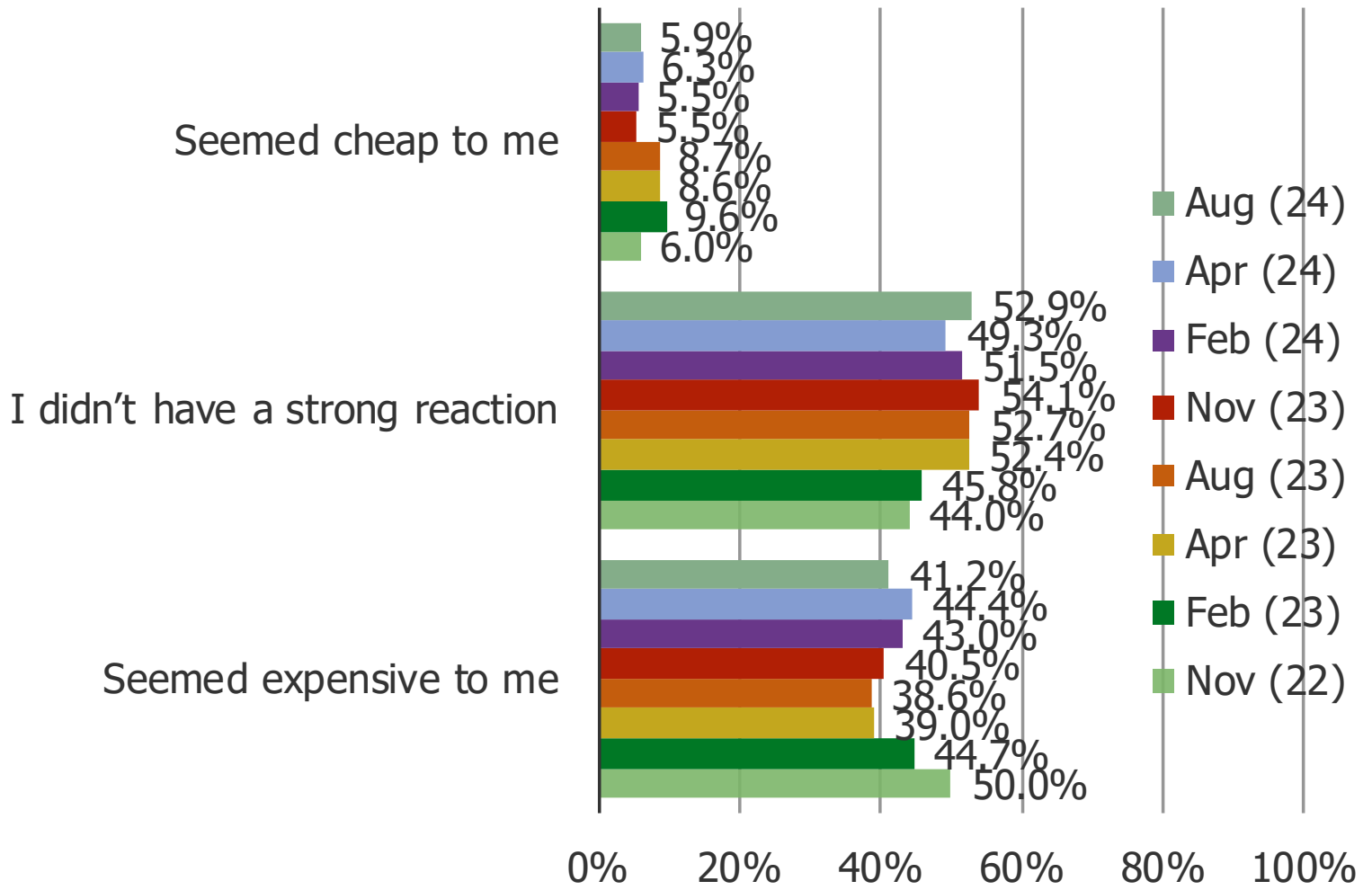
Posed to pet owners who have taken their pet to a vet (N = 457).





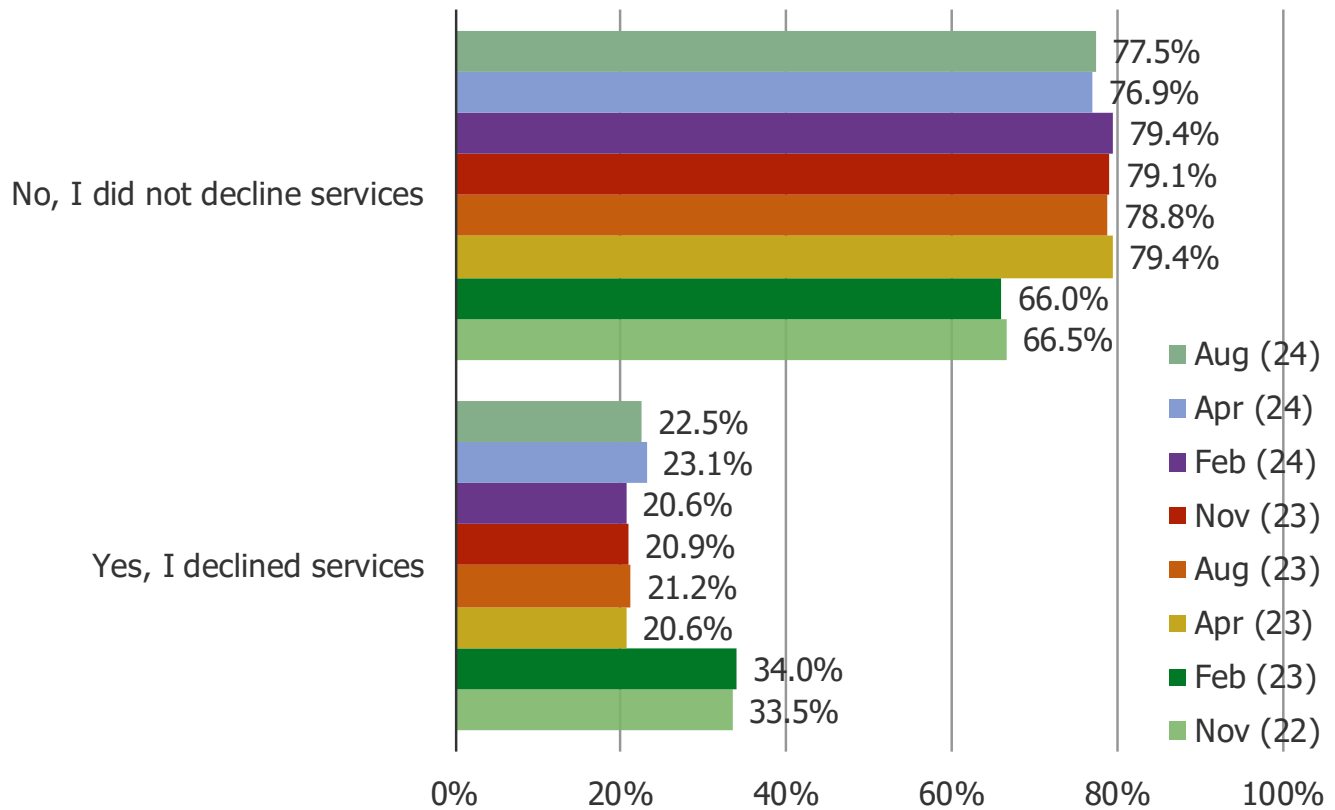
HOW DID YOU REACT WHEN YOU RECEIVED YOUR MOST RECENT VET BILL?

Posed to pet owners who have taken their pet to a vet (N = 456).



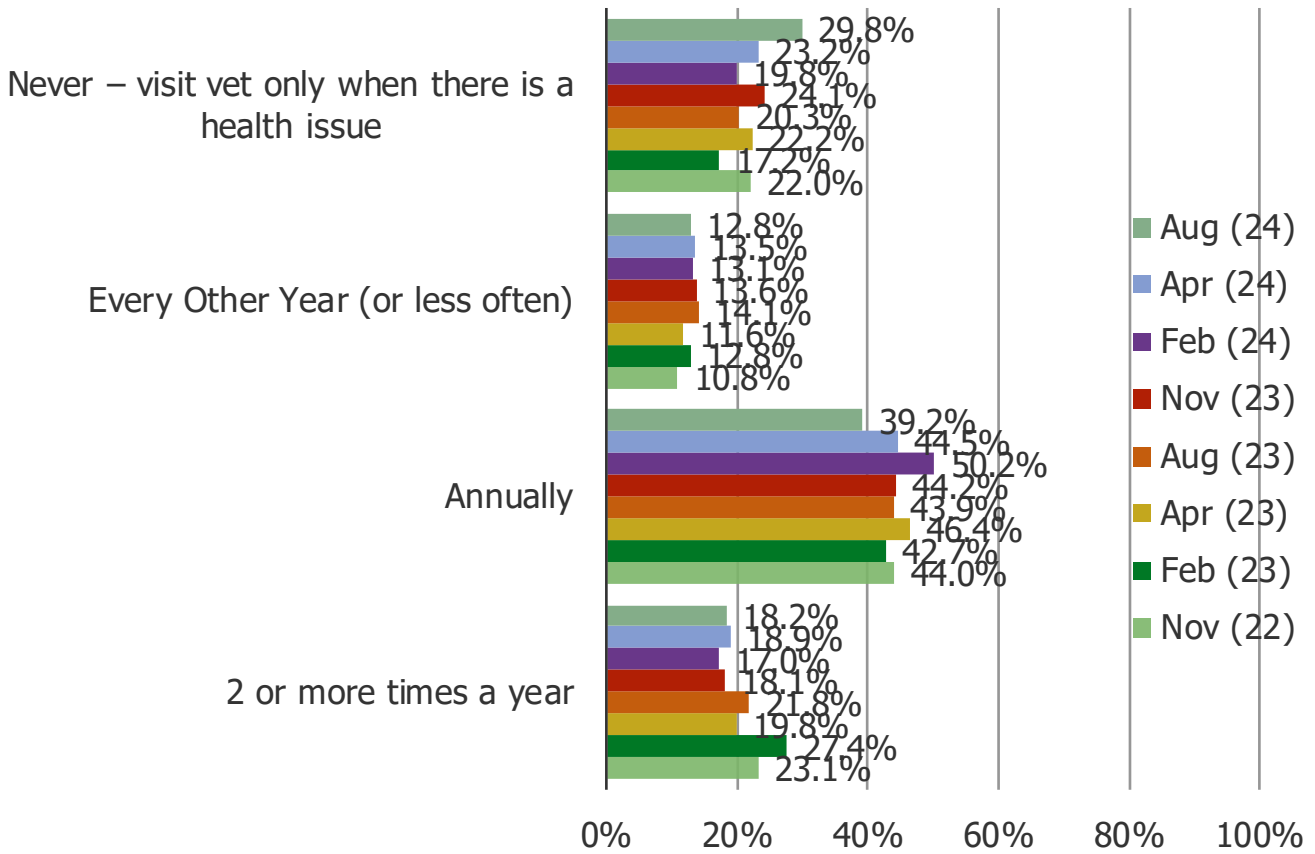
AT YOUR MOST RECENT VET VISIT, DID YOU DECLINE ANY SERVICES THAT THE VET RECOMMENDED FOR YOUR PET?

Posed to pet owners who have taken their pet to a vet (N = 457).



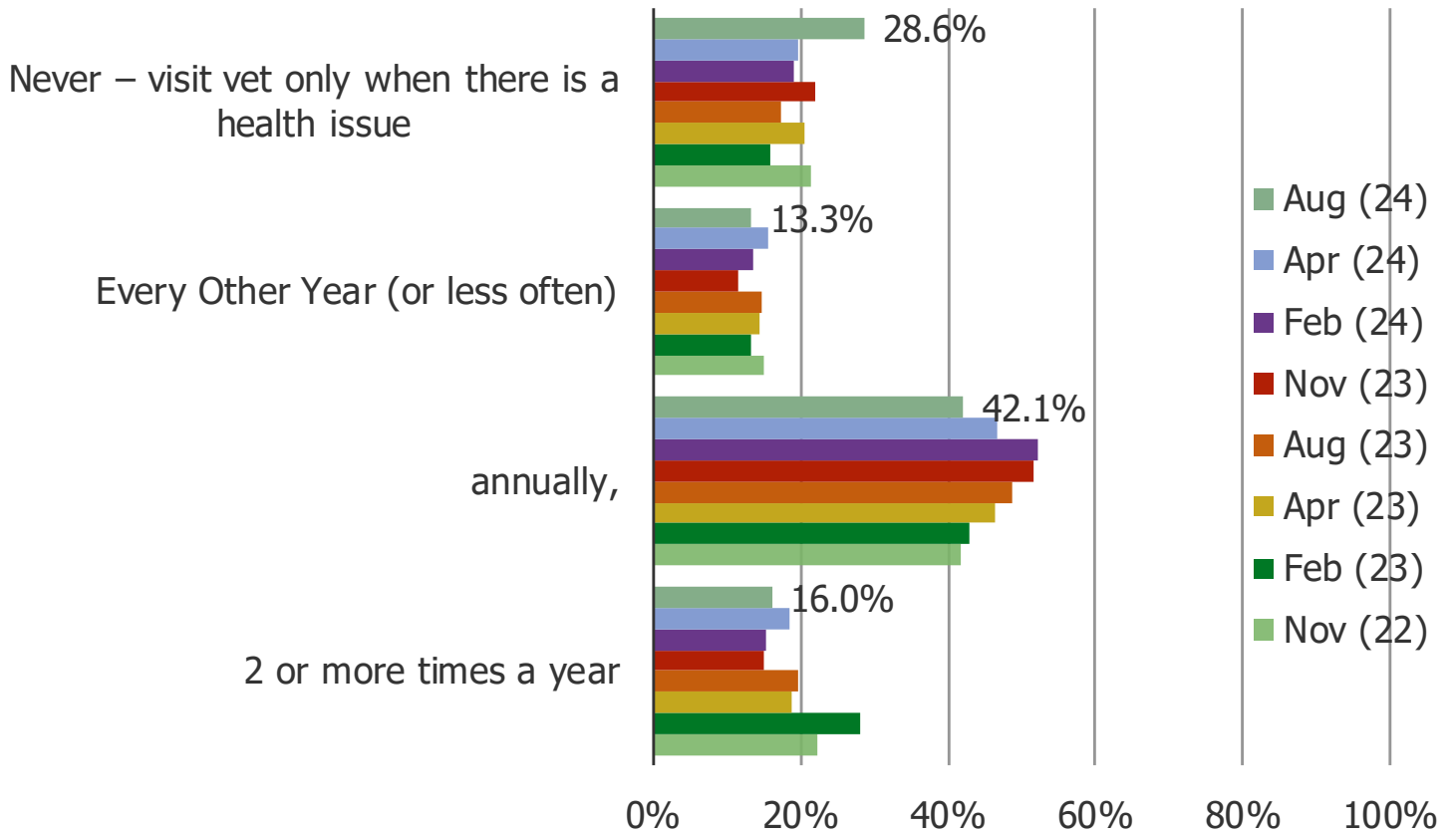
IN THE PAST, HOW OFTEN HAVE YOU TAKEN YOUR PET TO THE VET FOR A CHECK UP? (I.E., THERE IS NOTHING WRONG WITH YOUR PET BUT YOU TAKE THEM FOR A CHECKUP)

Posed to pet owners (N = 587).



GOING FORWARD, HOW OFTEN DO YOU PLAN TO TAKE YOUR PET TO THE VET FOR A WELLNESS CHECK UP? (I.E., THERE IS NOTHING WRONG WITH YOUR PET BUT YOU TAKE THEM FOR A CHECKUP)

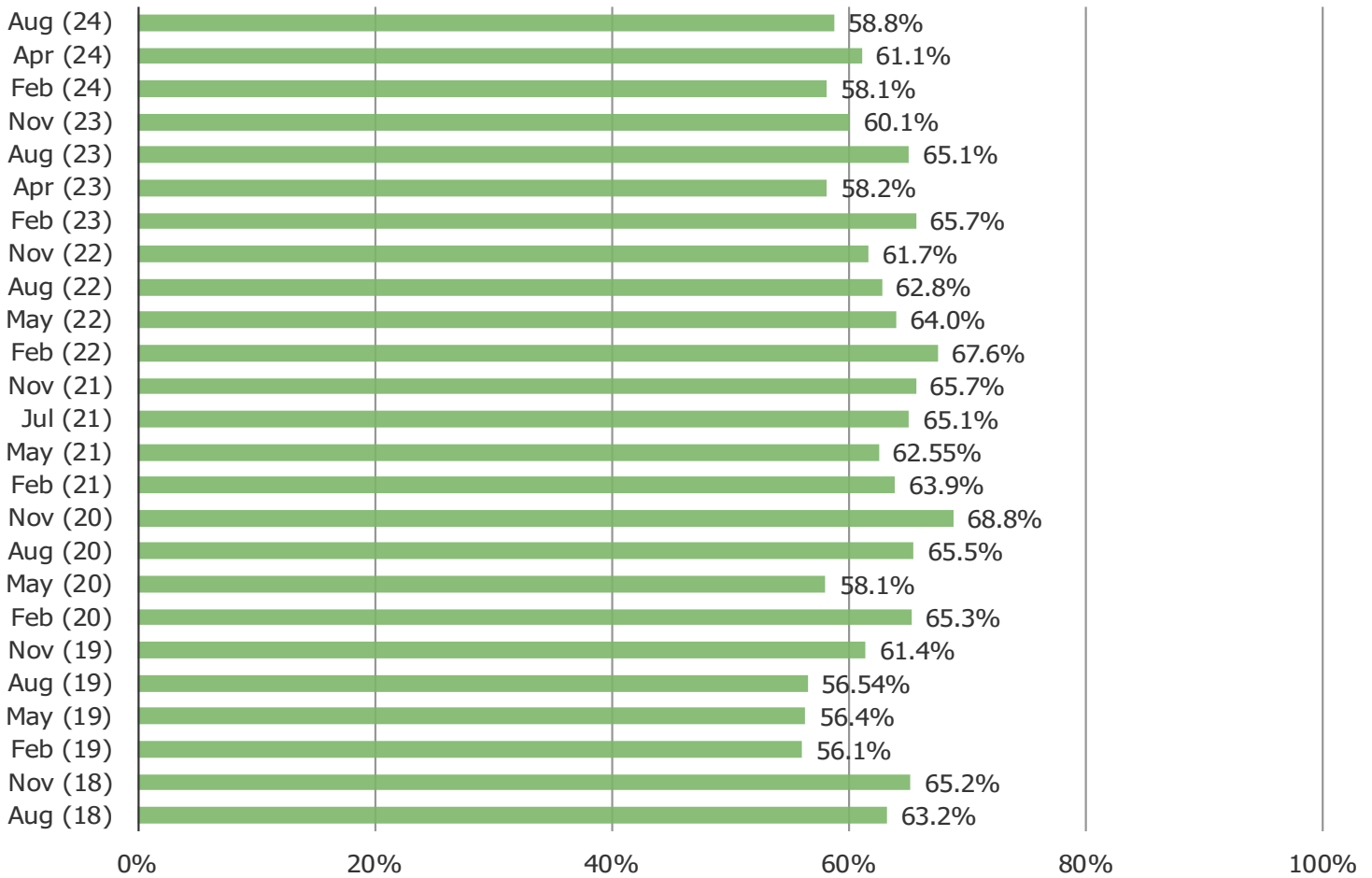
Posed to pet owners (N = 587).



## PET OWNER BACKGROUND

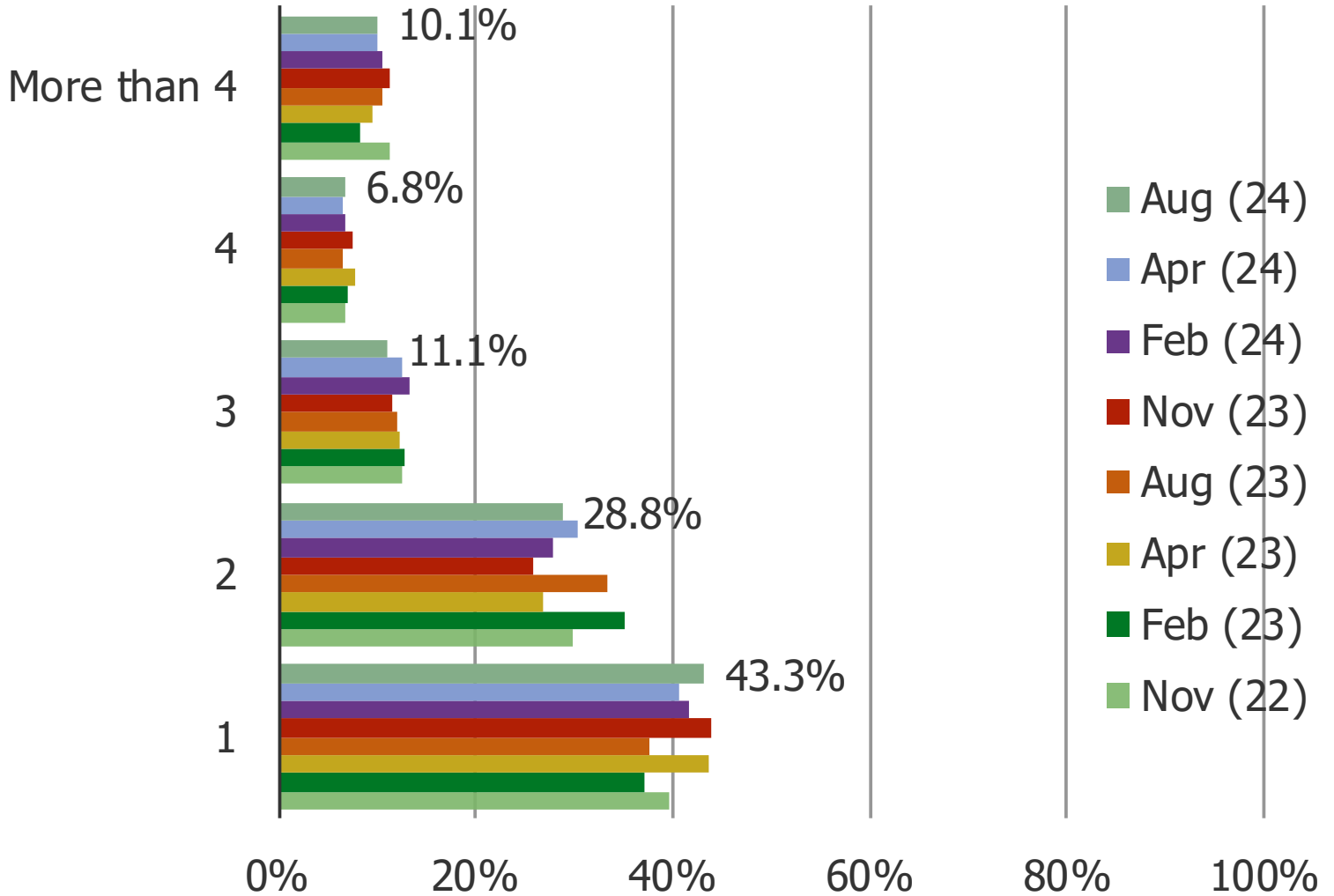
DO YOU CURRENTLY HAVE ONE OR MORE PETS?

Posed to all respondents.



HOW MANY PETS DO YOU HAVE?

Posed to pet owners.



WHAT KIND OF PET(S) DO YOU HAVE? (SELECT ALL THAT APPLY)

Posed to pet owners.

