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BESPOKE SURVEYS

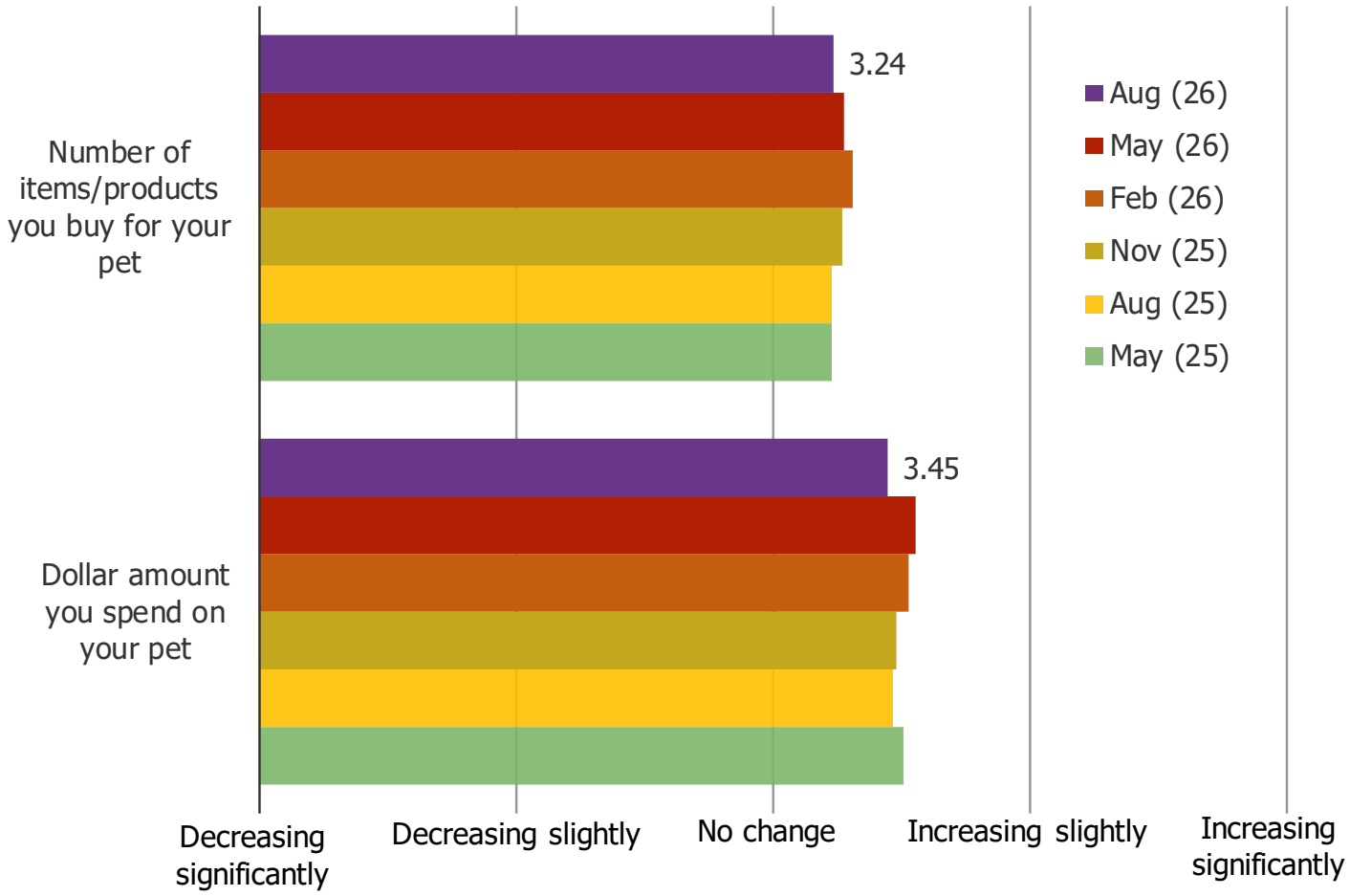
Pet Retail, Vol 33

1,000+ Respondents Per Quarter

August 2026

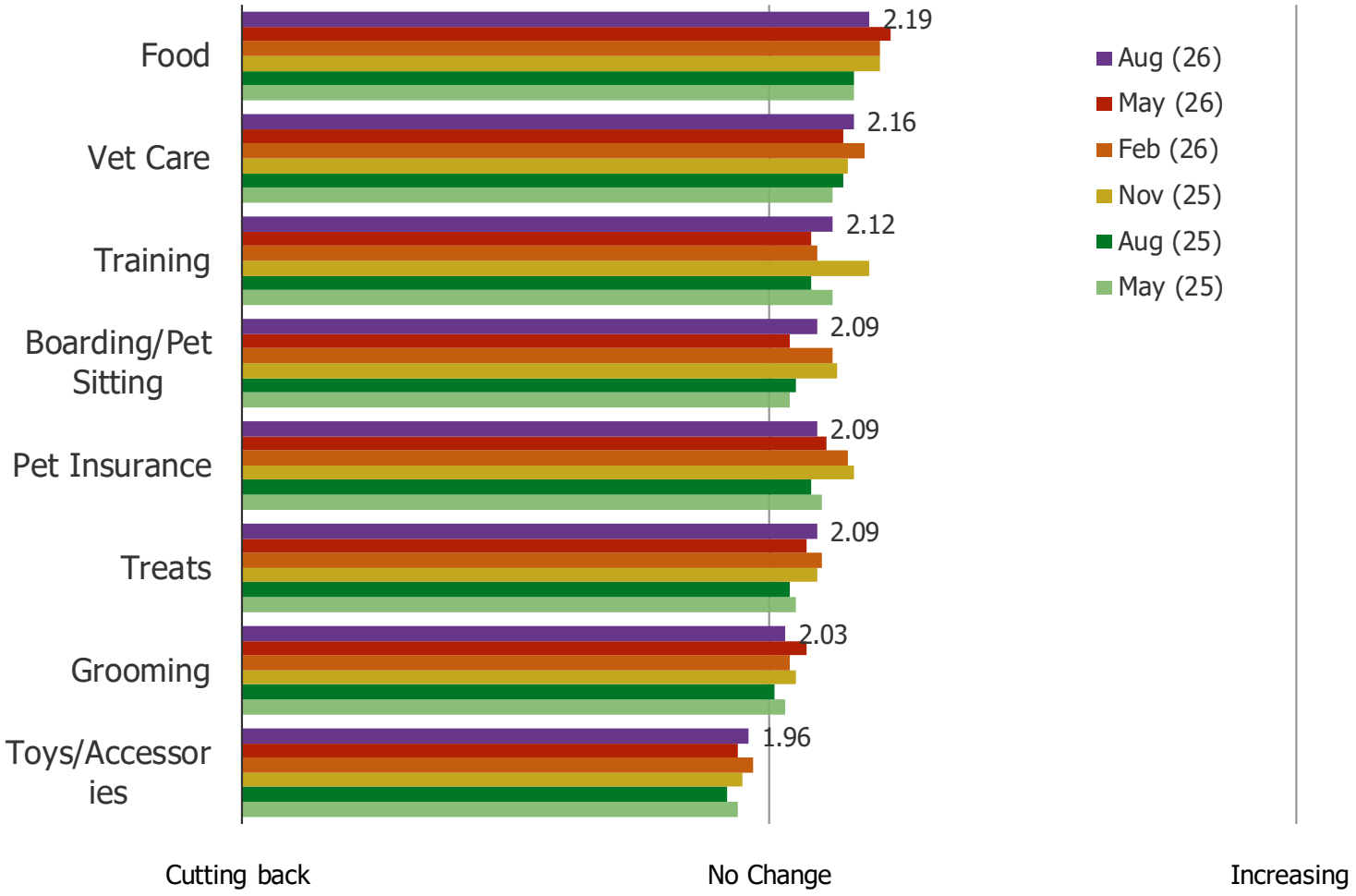
COMPARED TO LAST YEAR, HOW IS THE FOLLOWING CHANGING...

Posed to pet owners.



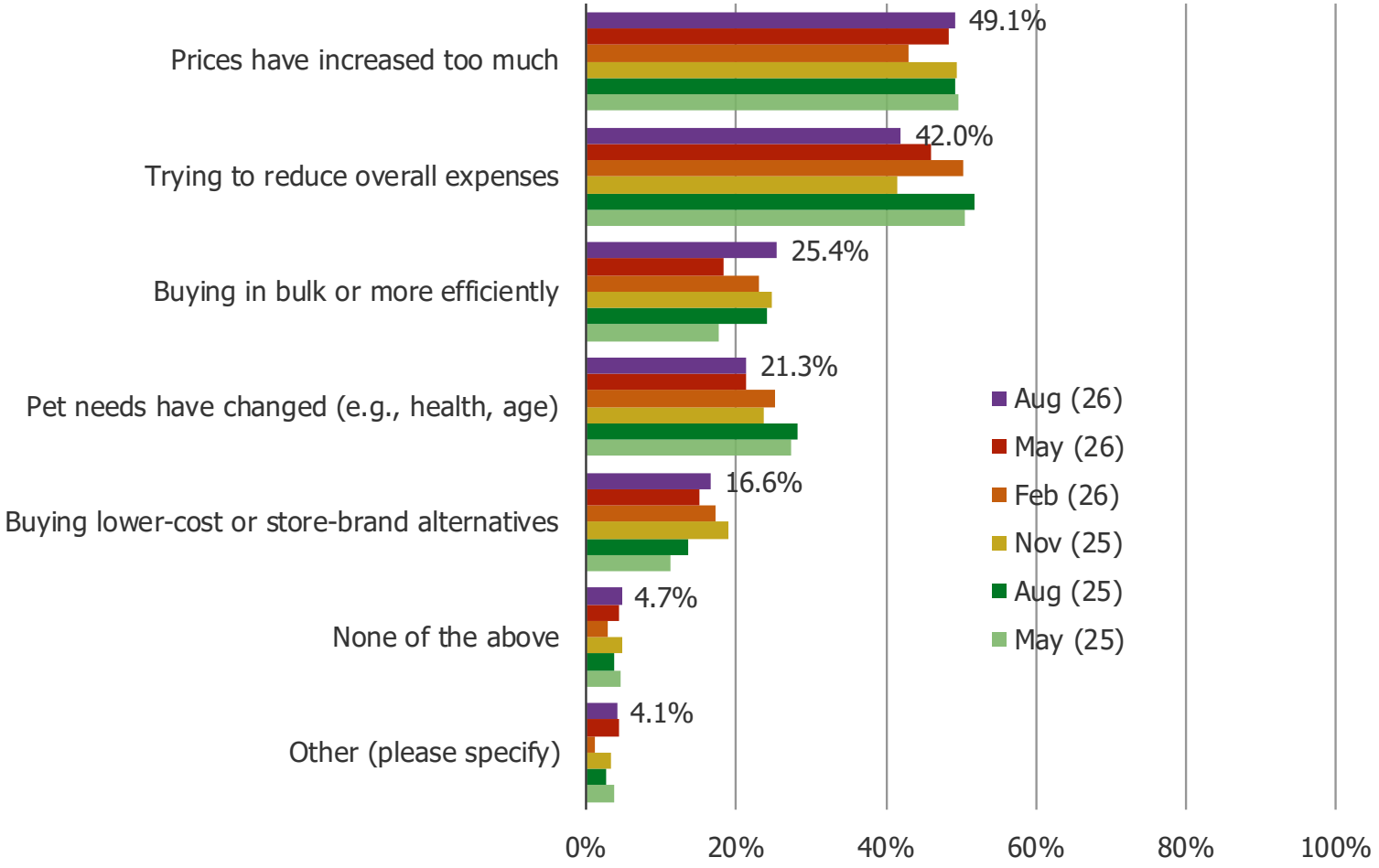
OVER THE PAST THREE MONTHS, HAVE YOU BEEN CUTTING BACK OR INCREASING YOUR SPENDING ON THE FOLLOWING FOR YOUR PET(S)?

Posed to pet owners.



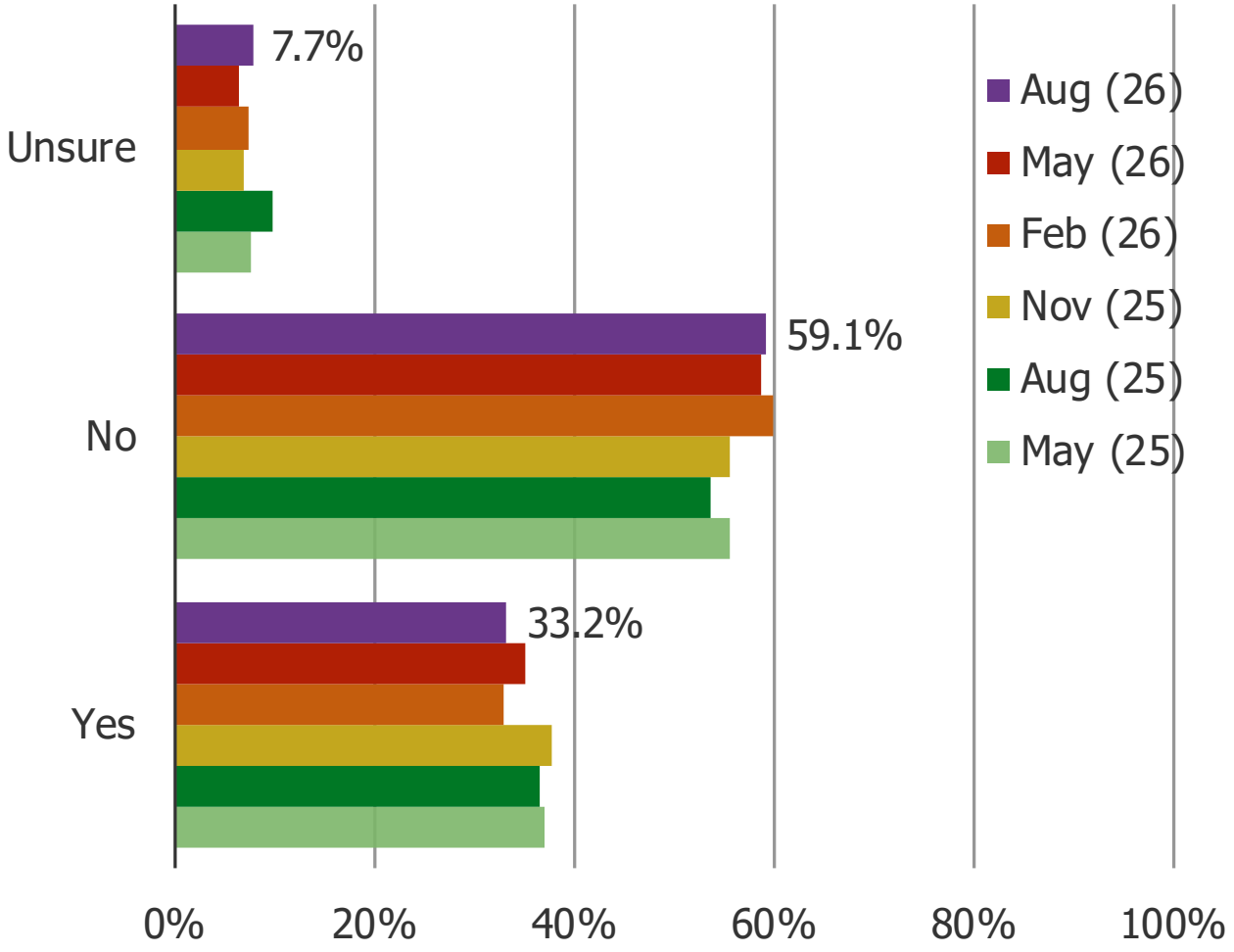
YOU INDICATED THAT YOU ARE SPENDING LESS IN ONE OR MORE AREAS. WHAT IS THE MAIN REASON FOR CUTTING BACK? SELECT ALL THAT APPLY

Posed to pet owners who are cutting back spend.



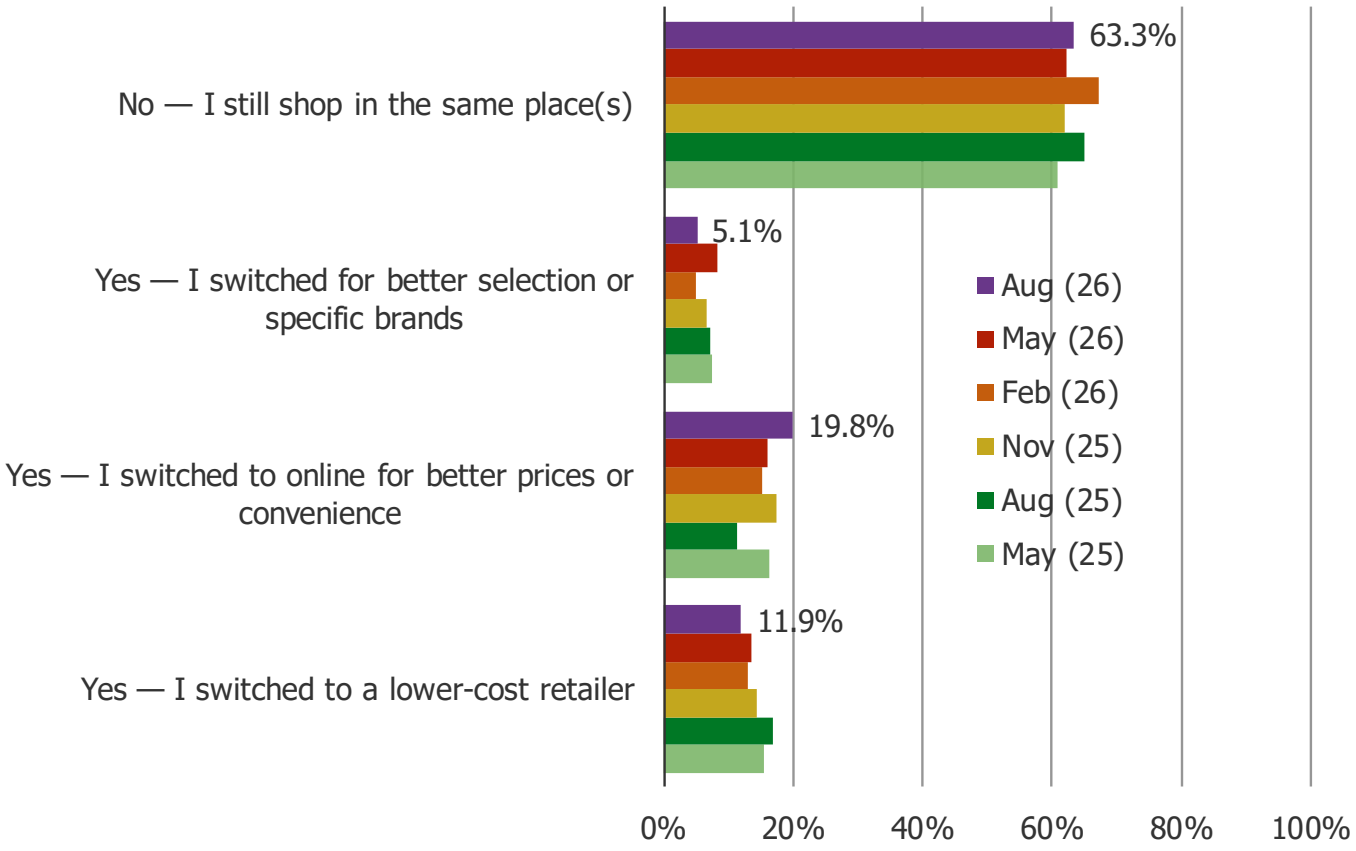
DO YOU FEEL FINANCIAL PRESSURE HAS INFLUENCED YOUR DECISIONS ABOUT PET CARE?

Posed to pet owners.



COMPARED TO A YEAR AGO, HAS YOUR PRIMARY PET SHOPPING LOCATION CHANGED?

Posed to pet owners.

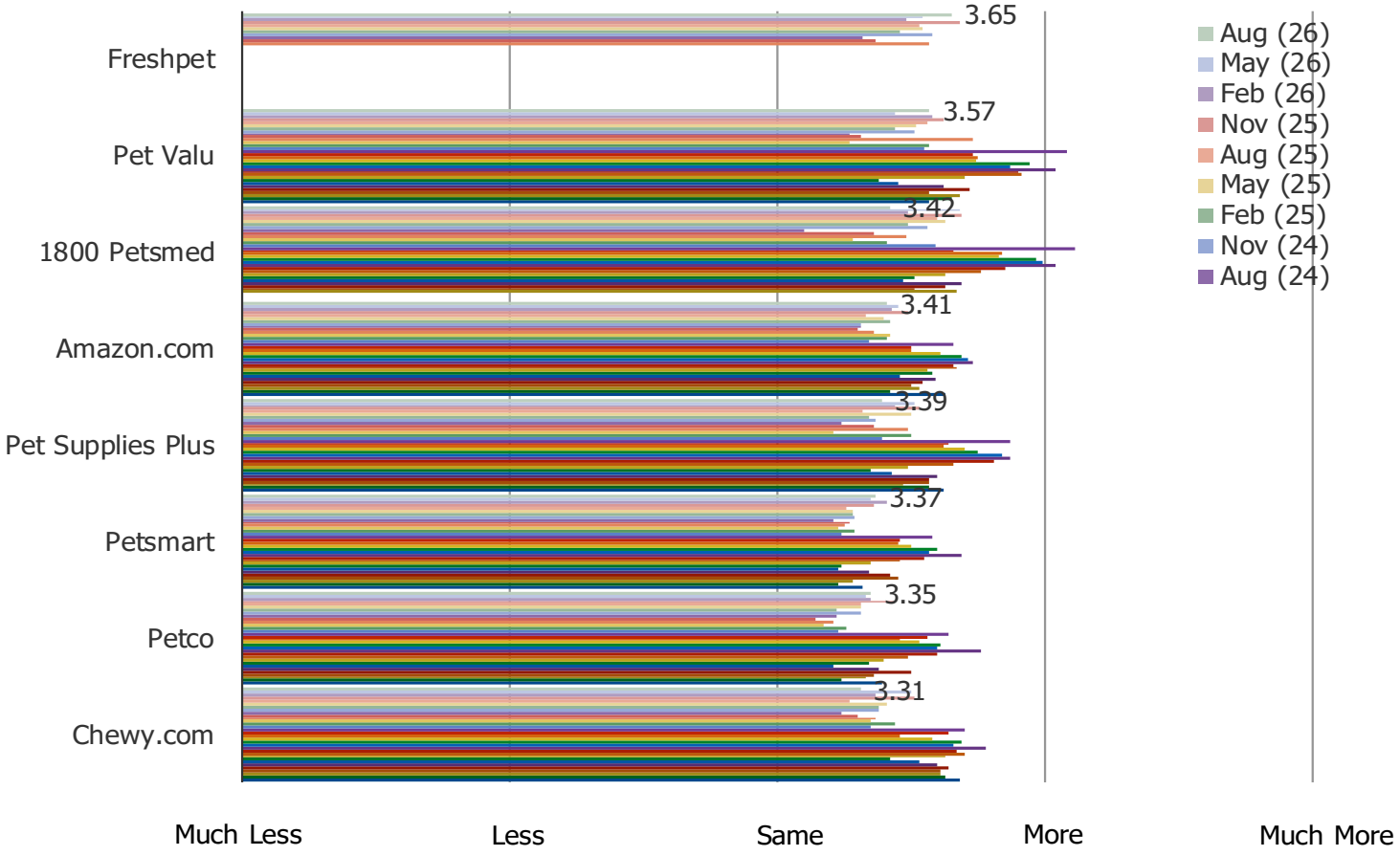


RESPONDENTS WHO REGULARLY OR OCCASIONALLY SHOP EACH RETAILER

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

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



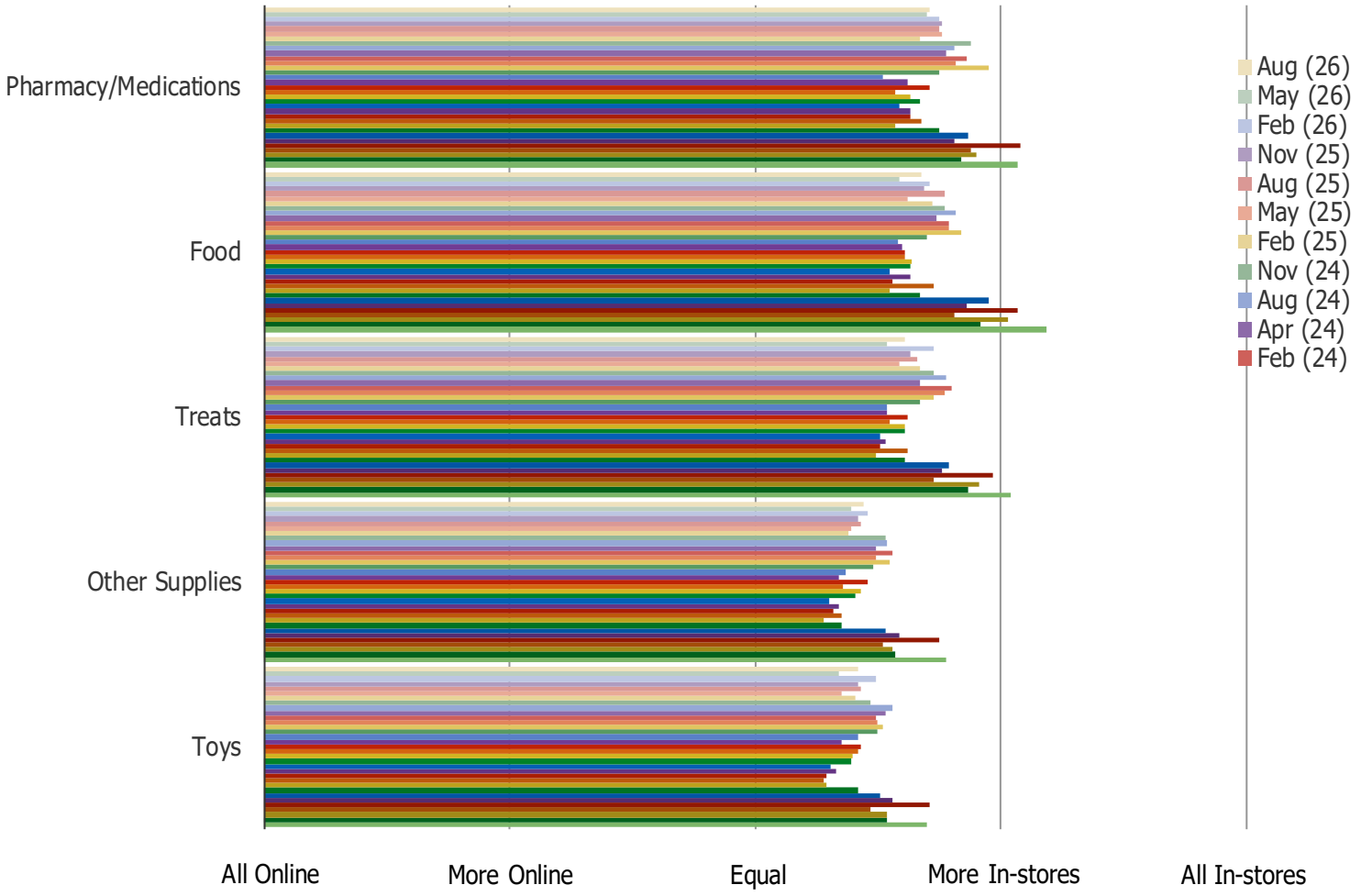
	N=
Petsmart	275
Petco	233
Pet Valu	63
Pet Supplies Plus	112
Amazon.com	276
Chewy.com	246
1800 Petsmed	67
Freshpet	88

PET PRODUCT TYPES: IN-STORES OR ONLINE

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

Posed to pet owners.

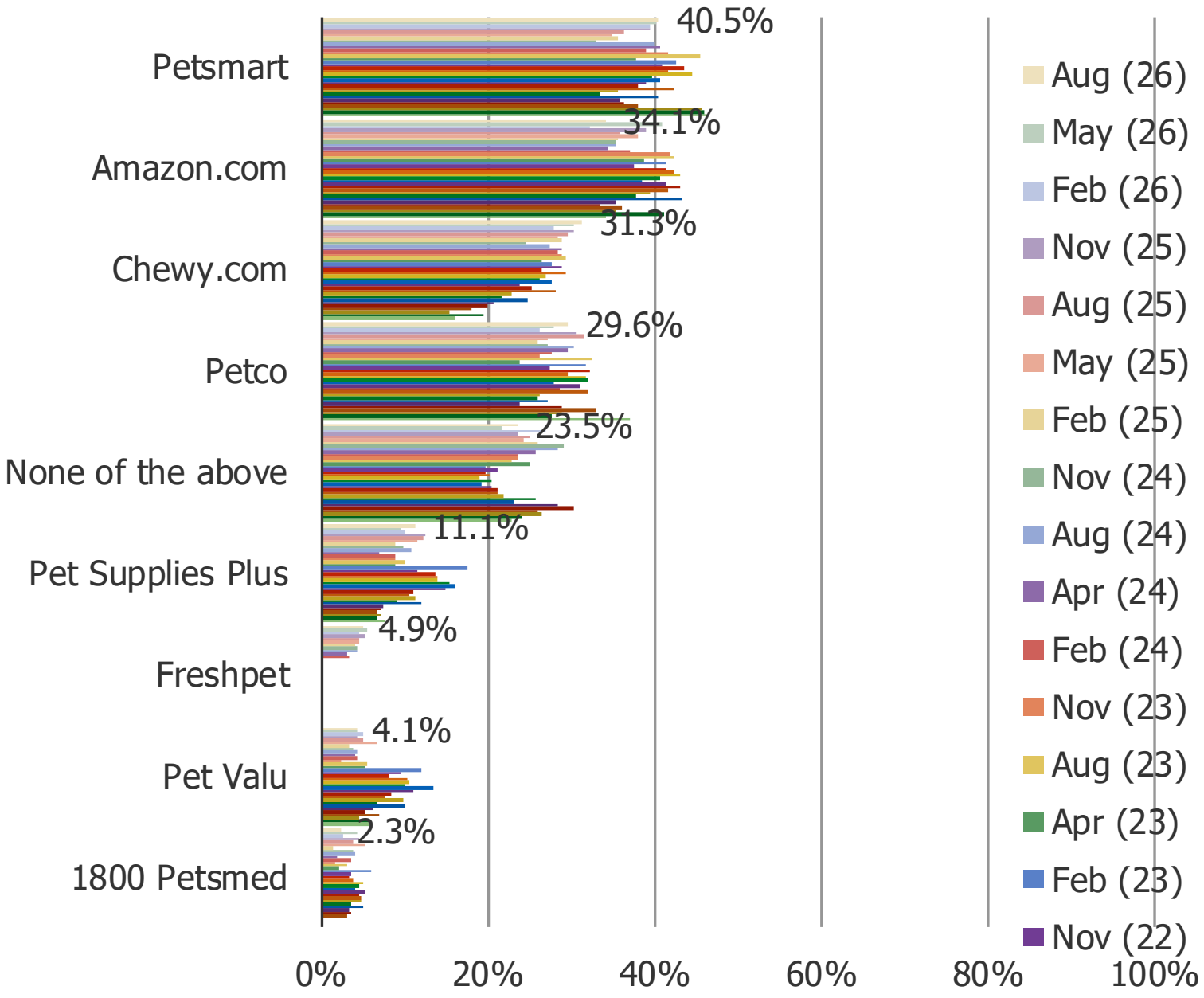


RESPONDENTS WHO PURCHASED ITEMS IN THE PAST MONTH

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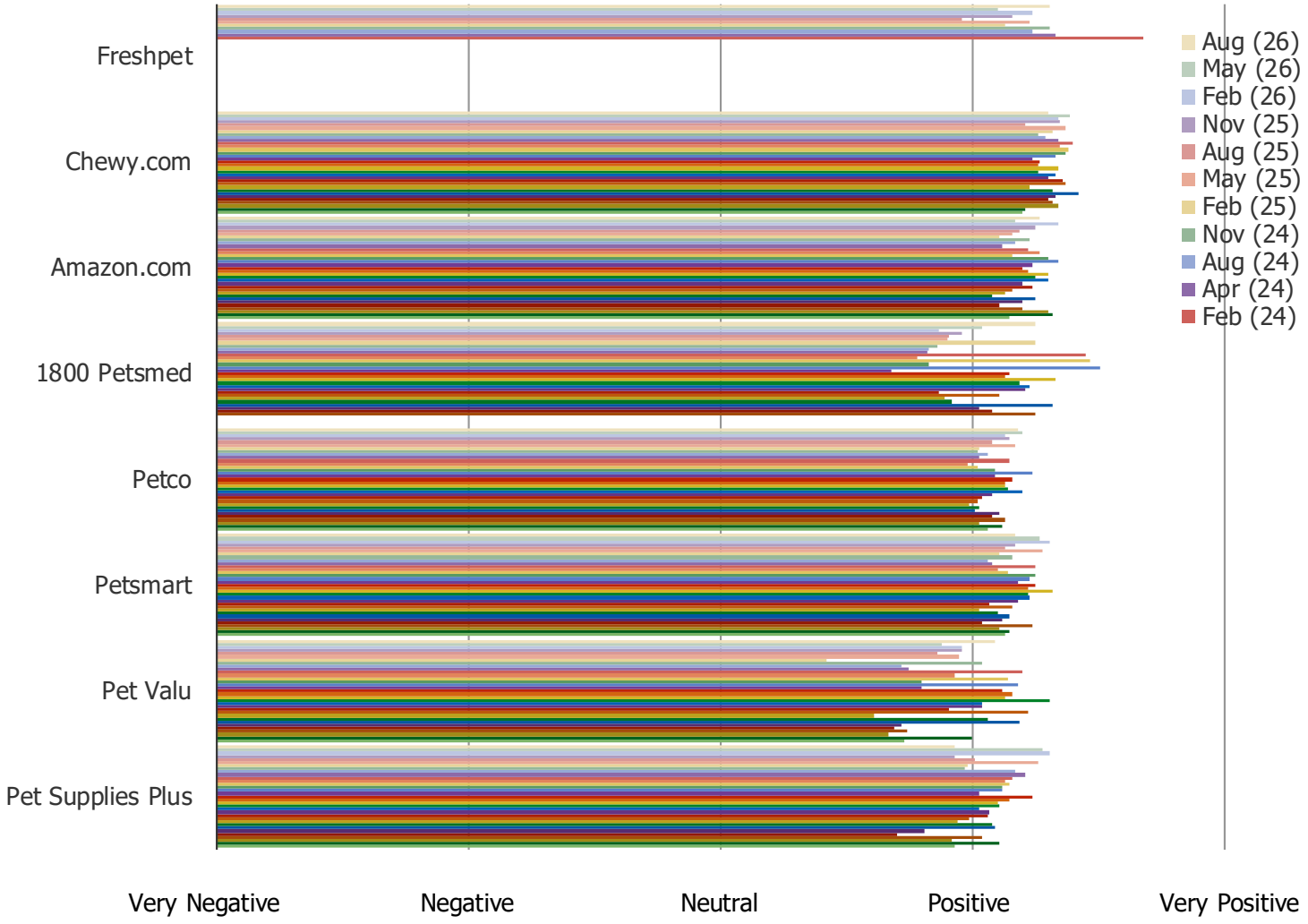
HAVE YOU SHOPPED ANY OF THE FOLLOWING RETAILERS IN THE PAST MONTH FOR PET PRODUCTS? (SELECT ALL THAT APPLY)

Posed to pet owners



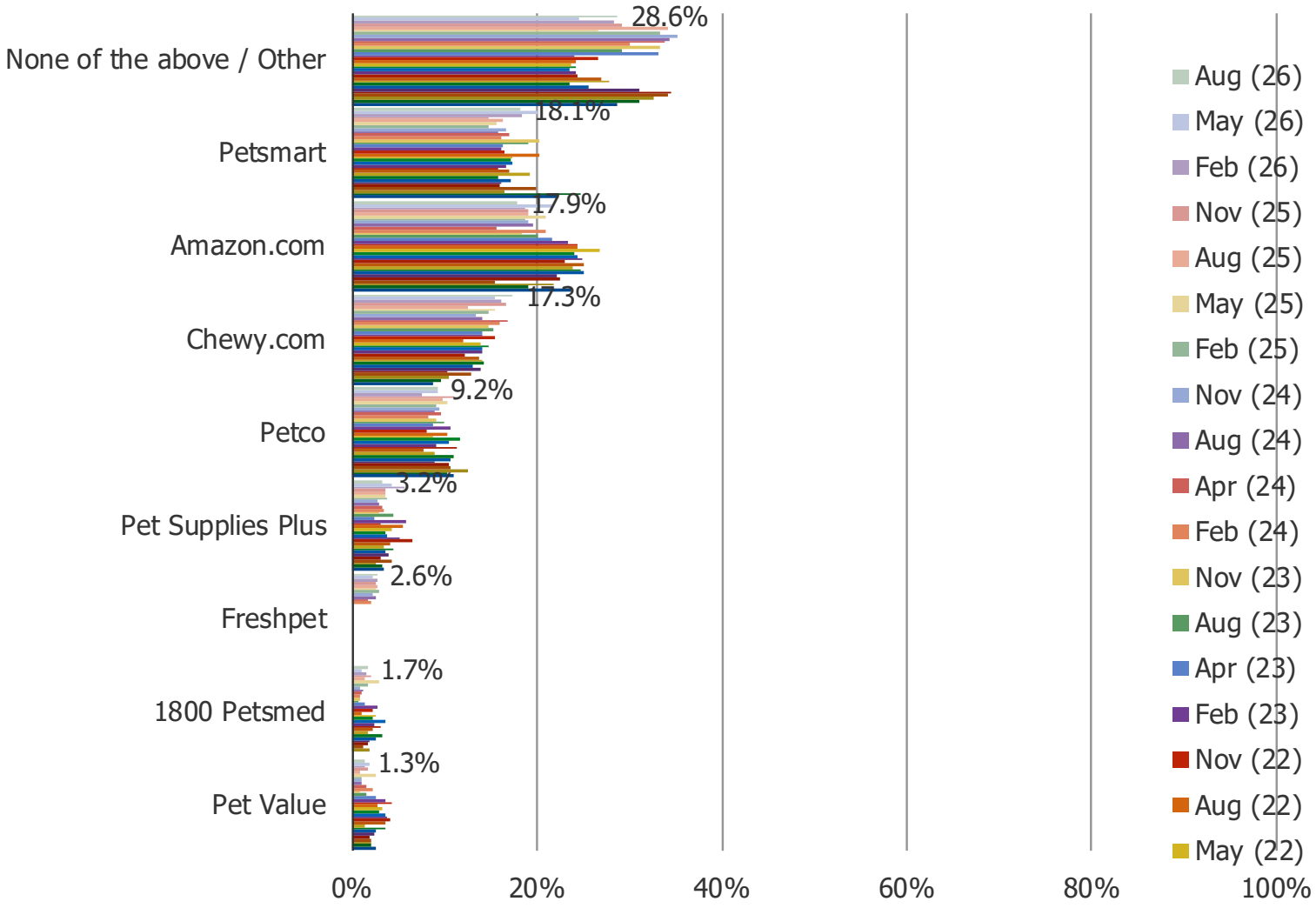
WHAT IS YOUR OPINION OF THIS RETAILER IN GENERAL FOR PET PRODUCT PURCHASES?

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



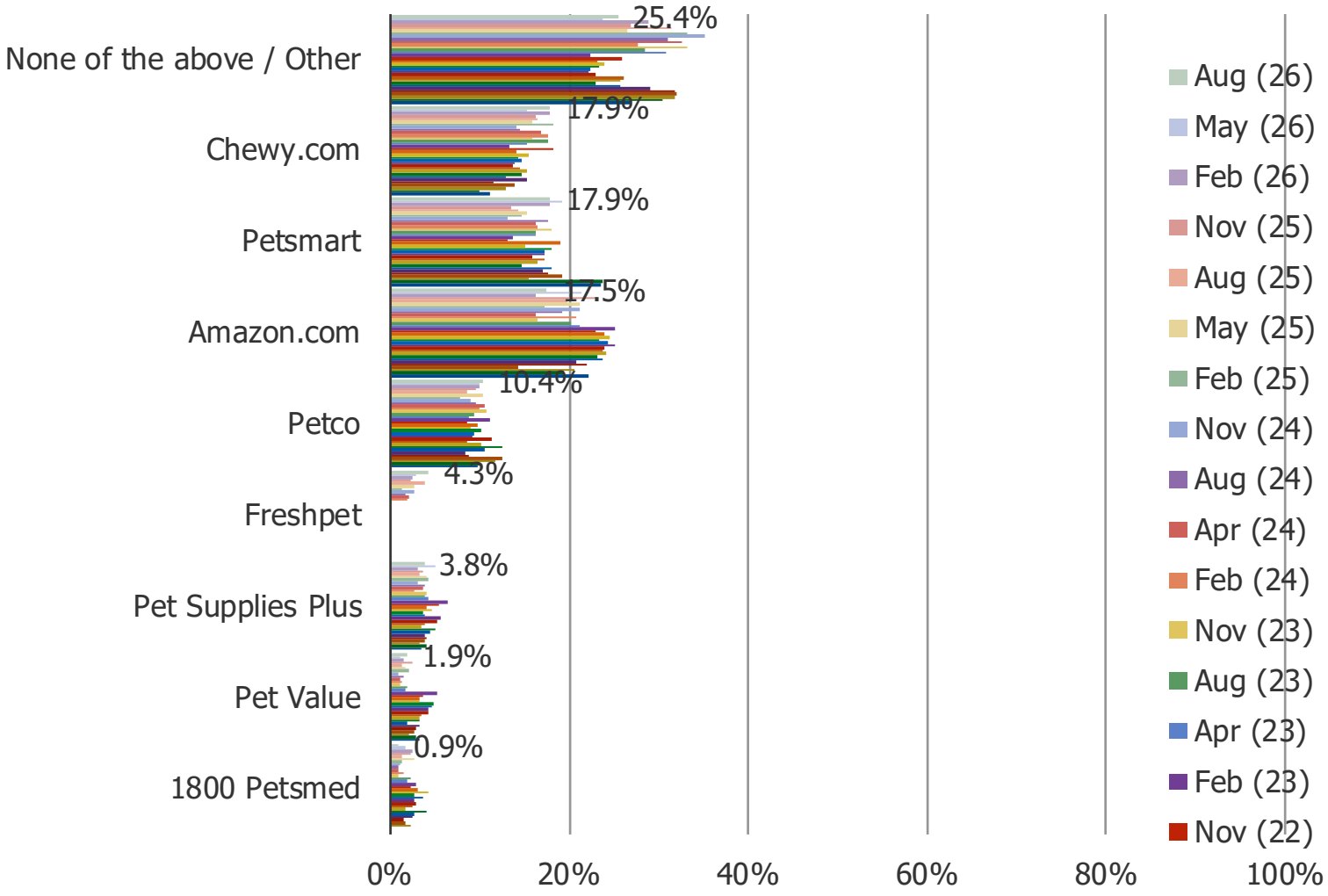
THINKING ABOUT THE LAST TIME YOU PURCHASED PET FOOD OR PRODUCTS, FROM WHICH RETAILER DID YOU MAKE THE PURCHASE?

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.

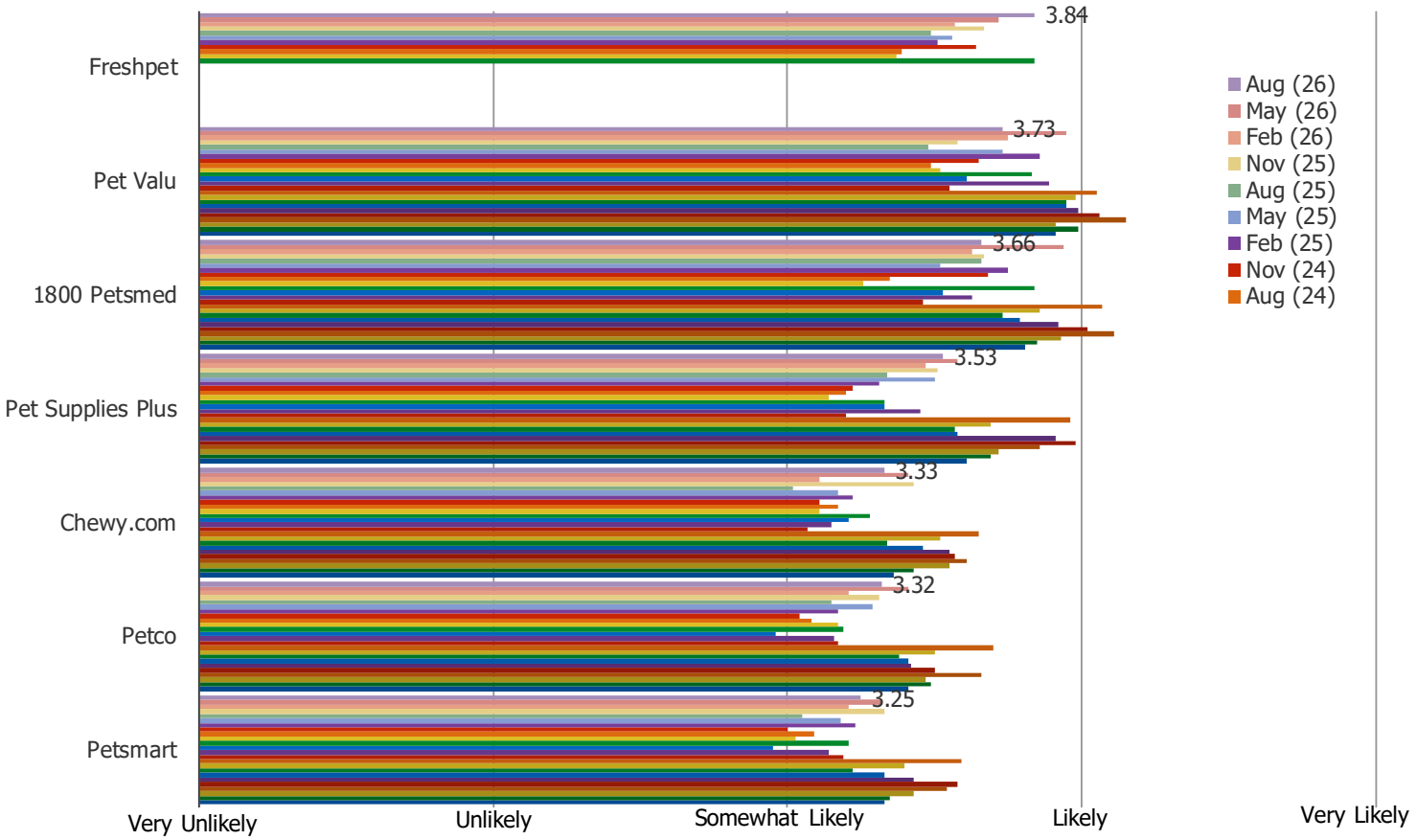


CROSS-SHOPPING AMAZON

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

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.

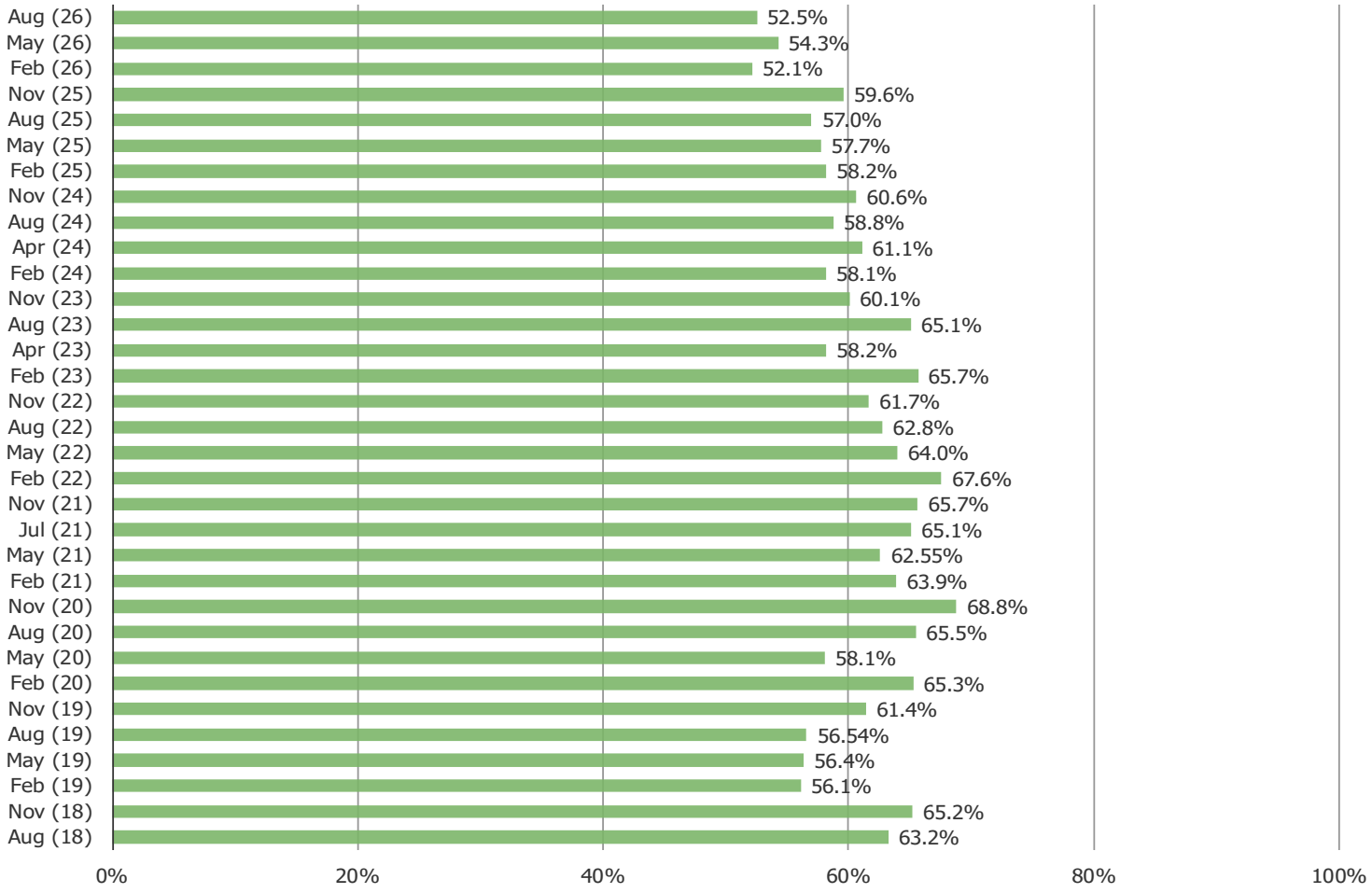


PET OWNER BACKGROUND

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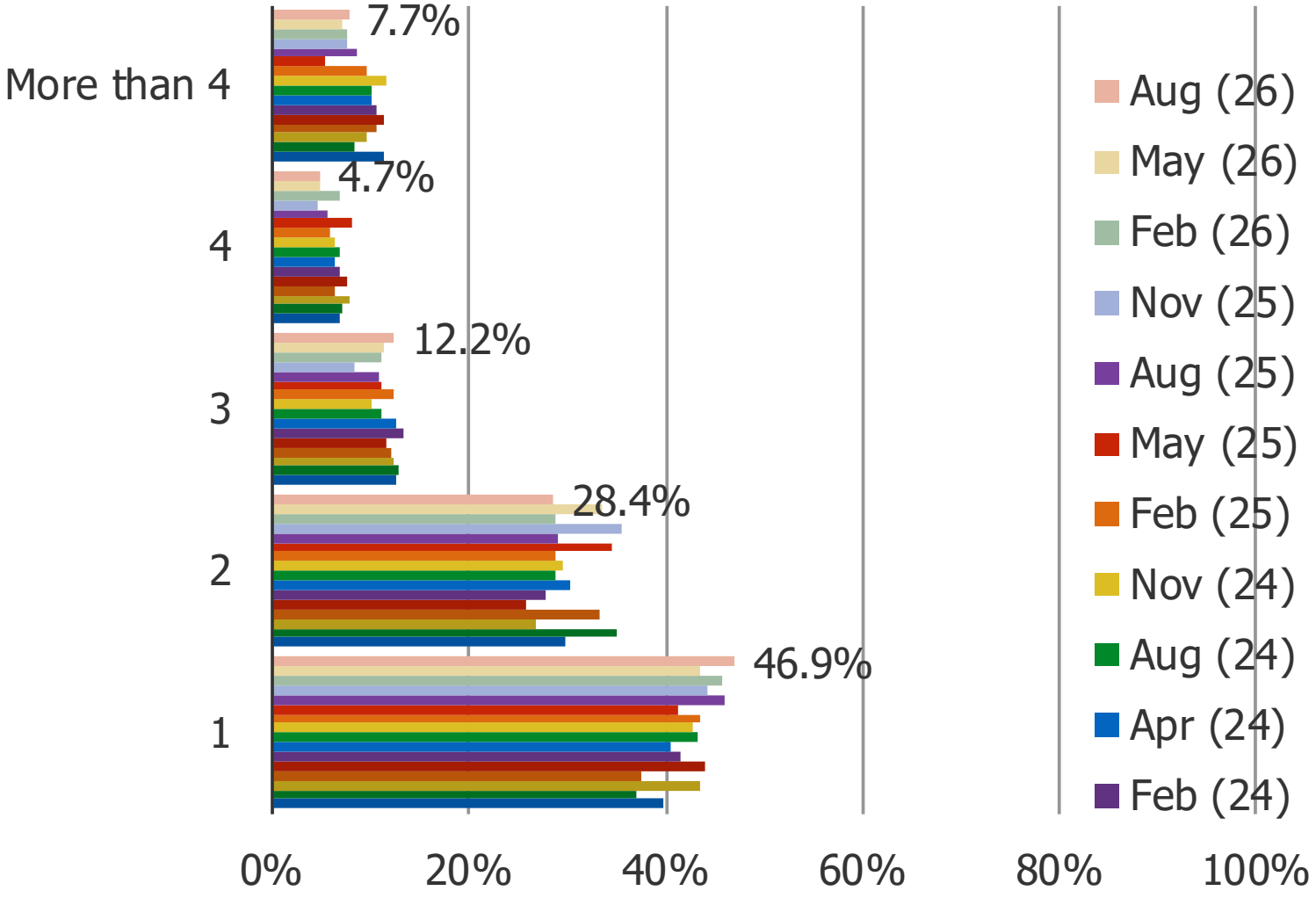
DO YOU CURRENTLY HAVE ONE OR MORE PETS?

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.

