

Summary:
London

PAW

PDSA ANIMAL WELLBEING

REPORT

2018

The essential
insight into
the wellbeing
of UK pets

Methodology

This summary provides an overview of key findings for pets in London from our 2018 PDSA Animal Wellbeing (PAW) Report.

We surveyed a demographically representative sample of 4,639 UK pet owners in partnership with YouGov for the main Report, and we present here the results for the subset of these owners living in London.

Our total sample size was 278 dog, cat, and rabbit owners; aged 18 or over; and living in London. Fieldwork was undertaken between 9th and 19th January 2018. The survey was conducted online and statistically analysed by YouGov.

Percentages were rounded to the nearest whole number.

A minimum sample size of 50 was set to ensure robust results. Where a sample size of 50 was not available (i.e. for rabbit data), UK averages are shown.

UK figures are taken from the main PAW Report and full methods are detailed the rein. They have only been given for comparison where regional results are **statistically significantly different** from them. These have been highlighted in bold for clarity.

In London we surveyed ...

107 dog owners

159 cat owners

12 rabbit owners

You can download the full PAW Report from our website pdsa.org.uk/pawreport

100 years

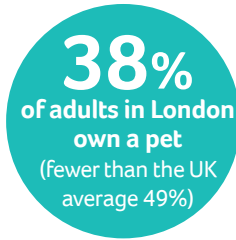
As the UK's leading veterinary charity, PDSA is committed to identifying and addressing barriers to pet wellbeing. After 100 years of working every single day to improve the lives of our nation's pets, we can reflect on how far we have come, and how far we still have to go.

The findings of our PAW Report continue to provide a valuable insight into the wellbeing of our nation's pets. We're incredibly proud that over the last eight years these findings have helped form the basis of campaigns and collaborative initiatives across the animal welfare sector and veterinary profession, to help improve pet wellbeing and give our nation's pets the great lives they deserve.



Population

These estimates are calculated using a combination of data collected for the PAW Report, a nationally representative survey of UK adults, and official government statistics.



When calculating population figures in the rest of this Report we've taken the population figure here, multiplied it by the percentage, then rounded to two significant figures.



16%

of adults in London
own a dog
(700,000 dogs)



20%

of adults in London
own a cat
(1.0 million cats)



2%

of adults in London
own a rabbit
(Total number of rabbits could not be
estimated due to sample distribution)

The 5 Welfare Needs

This report is structured around owners' knowledge and application of the Animal Welfare Act and the 5 Welfare Needs that are enshrined within them.

In London ...

38% of owners state they are familiar with the Animal Welfare Act 2006

23% of owners feel very informed with all 5 Welfare Needs

but only

13% of owners are able to correctly identify all 5 Welfare Needs



Similar to UK figures, owners in London feeling very informed of the 5 Welfare Needs did not translate to the ability to correctly identify them from a list and few were familiar with the relevant Animal Welfare Act.

Pre-purchase

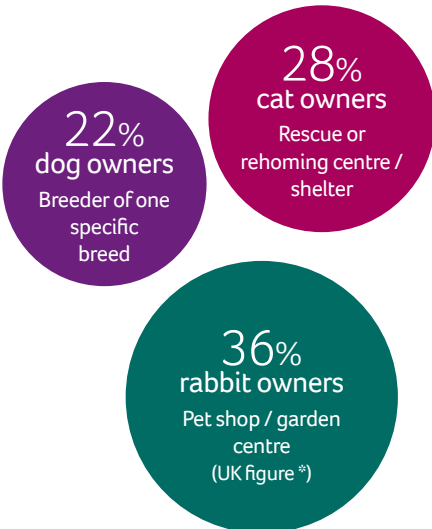
Despite pre-purchase research being a vital part of responsible pet ownership, 20% of pet owners in London did none at all before choosing a pet.

in London ...


Only 33% of pet owners visited their pet on more than one occasion before taking them home


24% of pet owners would consider buying from a puppy farm (worse than the UK average 16%)

Top places owners in London got their pet...



Costs of pet ownership

 **63%** of dog owners in London underestimated the minimum lifetime cost of dog ownership

 **92%** of cat owners in London underestimated the minimum lifetime cost of cat ownership

 **92%** of UK* rabbit owners underestimated the minimum lifetime cost of rabbit ownership

For details of how we calculated the costs of ownership and what owners were asked to include in this estimate, please refer to the full Report available online at pdsa.org.uk/pawreport

in summary ...

Worryingly, a higher proportion of London owners would consider getting a puppy from a puppy farm compared to the UK average, and owners in London display similar short-comings in pre-purchase research as the rest of the UK.

* All results for rabbits are UK averages due to our nationally representative dataset containing too few responses to report statistically significant figures for London.

Dogs



Environment

Results for London are similar to UK averages, with many owners who walk their dogs expressing concerns about it

- 120,000 dogs (17%) are walked less than once a day
- 52% of owners have one or more concerns about walking their dog

Diet

Results for London are similar to UK averages, with dog obesity remaining a key problem

- 19% of dog owners matched the shape of their pet to an overweight or obese silhouette (body condition score (BCS) 4/5 or 5/5)
- 39% of owners did not know the weight or BCS of their dog

Behaviour

Results for London are similar to UK averages, with a high proportion of dogs showing fearful or troublesome behaviours

- 10% of dog owners (70,000 dogs) haven't trained their dog in any way
- 77% of dog owners (540,000 dogs) report that they would like to change at least one of their dog's behaviours
- 600,000 dogs (85%) are reported to be afraid of something (e.g. fireworks, thunder and lightning)
- 320,000 dogs (45%) are afraid of fireworks

Companionship

London results are similar to UK averages, with a high proportion of dogs being left alone for longer than acceptable

- 220,000 dogs (31%) are left alone for 5 or more hours on a typical weekday
- 4% of owners report that they'd like to change their dog showing signs of distress when left alone

Health

Results for London are similar to UK averages, with many still missing out on vital preventive care

- 7% of dogs (49,000 dogs) aren't registered with a vet
- 38% of dogs (270,000 dogs) aren't insured
- 35,000 of dogs (5%) aren't microchipped
- 23% of dogs (160,000 dogs) aren't vaccinated with a primary course when young

in summary ...

London dog owners echo national shortfalls regarding their dogs' Welfare Needs, and addressing the issues raised in the main Report would help to improve the health and wellbeing of dogs in the area.



Cats



Environment

Results for London are similar to the UK average, with a lack of resources a major problem

- In homes with multiple cats, owners aren't providing enough scratching posts or water bowls for their cats (recommended minimum is number of cats + 1)



Diet

Results for London are similar to UK averages, with lack of awareness of body shape reflecting a problem with feline obesity

- 52% of cat owners matched the shape of their pet to an overweight or obese silhouette (body condition score (BCS) 4/5 or 5/5)
- 60% of owners don't know the weight or BCS of their cat



Behaviour

Results in London are similar to UK averages, with many cat owners reporting problematic and fearful behaviours

- 79% of cat owners (790,000 cats) report that they would like to change at least one of their cat's behaviours
- Top three behaviours that owners wanted to change were scratching furniture, waking me up, and scratching carpets
- 890,000 cats (89%) were reported to be afraid of something. The top three fears were unfamiliar people, vacuum cleaner and loud noises



Companionship

Results for London are similar to UK averages, revealing poor owner understanding of cats' solitary natures

- 370,000 cats (37%) live in a multi-cat household
- 20% of cats live with another cat or cats that they don't get on with



Health

Fewer cats in London are registered with a vet, meaning their owners may lack advice on preventive care from a reputable source

- **27% of cats (270,000 cats) aren't registered with a vet (worse than the UK average 19%)**
- 13% of cats (130,000 cats) aren't neutered
- 37% of cats (370,000 cats) aren't microchipped
- 31% of cats (310,000 cats) aren't vaccinated with a primary course when young

in summary ...

As well as issues noted in the main Report, more London cat owners are neglecting to register them with a vet, meaning many cats are missing out on important guidance from a veterinary professional that could help to improve all their Welfare Needs.

Rabbits

(UK)



Environment

Across the UK, rabbits are facing life in small, barren hutches

- 28% of UK rabbits are kept in inadequate housing

Diet

Across the UK, despite some improvement many rabbits are still fed inappropriate diets

- 20% of UK rabbits are fed rabbit muesli as part of their main diet
- Only 53% of UK rabbit owners feed the daily recommended amount of hay
- 77% of UK rabbit owners don't know the weight or body condition score of their rabbit

Behaviour

Across the UK, rabbits' natural behaviours are being misunderstood as problems

- 54% of UK rabbit owners want to change at least one of their rabbit's behaviours
- Top three behaviours owners wanted to change were thumping their back feet, digging up ground and / or carpets, chewing furniture etc
- 66% of UK rabbits are reported to be afraid of something (e.g. loud noises, fireworks, unfamiliar people)

Companionship

Across the UK, despite being highly social, many rabbits are lonely kept alone

- 54% of UK rabbits live alone

Health

Across the UK, the preventive health of many rabbits is being neglected

- 34% of UK rabbits aren't currently registered with a vet
- 46% of UK rabbits aren't neutered
- 49% of UK rabbits aren't vaccinated with a primary course when young

in summary ...

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The reality for pet rabbits is unfortunately far from having all their needs provided for. This is highlighted in one of the veterinary professions' top concerns for them: a complete lack of care and/or being forgotten about. Issues across all 5 Welfare Needs must be addressed in order to improve their wellbeing.
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**All results for rabbits are UK averages due to our nationally representative dataset containing too few responses to report statistically significant figures for London.*



Help us improve pet wellbeing

Every year the PAW Report gives us essential insights into pet wellbeing in the UK and this year we have released results for the UK's constituent nations and England's regions to help tailor local strategies.

We'd love for the findings of this year's Report to again be used by the sector to continue to stimulate change – to enable us all to acknowledge the most pressing issues and tackle them head on. This will ensure continued momentum in the drive to improve the welfare of pets in London and across the UK.

Only through hard work and collaboration can we tackle these issues in order to see improvements in key areas such as obesity, loneliness, behavioural issues, pre-purchase decision making and more in future PAW Reports.

**Saving pets is what we do.
Every. Single. Day.**

Your support today will save pets' lives tomorrow.

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Find out how at pdsa.org.uk