

RSPCA, Puppies polling – November 2020

Methodology: Savanta ComRes interviewed 2,173 UK adults online from 13th to 15th November 2020. Data were weighted to be demographically representative of the UK. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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<https://info.savanta.com/pollwatch>

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Christmas puppies

Q1. Do you or your household currently own a puppy or dog?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	1340	636	704	110	165	204	253	214	394	276	457	608
	62%	60%	63%	46%	44%	59%	66%	66%	78%	45%	62%	74%
						abg	abg	abcg	abcdegh		abg	abcdegh
Yes, from before the COVID-19 lockdown started in March	634	303	331	84	133	95	115	102	105	218	210	206
	29%	29%	30%	35%	35%	27%	30%	32%	21%	35%	29%	25%
				cfhi	cfhi		f	fi		cfhi	f	
Yes, since the COVID-19 lockdown started in March	199	122	77	47	77	48	18	6	4	124	66	10
	9%	12%	7%	19%	21%	14%	5%	2%	1%	20%	9%	1%
		b		cdefhi	cdefhi	defhi	fi			cdefhi	defi	
Net: Yes	833	425	408	131	210	144	132	108	108	341	276	216
	38%	40%	37%	54%	56%	41%	34%	34%	22%	55%	38%	26%
				cdefhi	cdefhi	efi	fi	fi		cdefhi	fi	

Christmas puppies

Q1. Do you or your household currently own a puppy or dog?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	1340	28	122	139	53	107	62	103	89	130	198	141	167	1128	1312	1190	704	636
	62%	43%	67%	57%	60%	61%	59%	55%	58%	69%	67%	70%	59%	62%	62%	62%	58%	66%
			ag		a				acfglho	acgl	acfghi			ag	ag	ag		a
Yes, from before the COVID-19 lockdown started in March	634	31	48	84	28	55	33	66	51	49	72	51	66	522	603	555	377	257
	29%	48%	26%	35%	32%	31%	32%	35%	33%	26%	24%	25%	23%	29%	29%	29%	31%	27%
		beijklmno		jl		l	ijklmno	l						l	l	l	b	
Yes, since the COVID-19 lockdown started in March	199	6	14	19	7	15	10	18	14	8	25	11	52	169	193	179	123	76
	9%	10%	7%	8%	8%	9%	10%	10%	9%	4%	9%	5%	18%	9%	9%	9%	10%	8%
						i		i					bcdefghijklmno	i	i	i		
Net: Yes	833	37	61	103	35	70	43	85	65	58	97	61	118	691	796	735	500	333
	38%	57%	33%	43%	40%	39%	41%	45%	42%	31%	33%	30%	41%	38%	38%	38%	42%	34%
		beijklmno		ijk		ik		bijklmno	ik				ijk		i		b	

Christmas puppies

Q1. Do you or your household currently own a puppy or dog?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

No

Yes, from before the COVID-19 lockdown started in March

Yes, since the COVID-19 lockdown started in March

Net: Yes

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
No	1340	-	1340	181	1038	42	1218
	62%	-	100%	37%	67%	16%	67%
			a		a		a
Yes, from before the COVID-19 lockdown started in March	634	634	-	174	444	102	521
	29%	76%	-	35%	29%	38%	29%
		b		b		b	
Yes, since the COVID-19 lockdown started in March	199	199	-	136	59	123	74
	9%	24%	-	28%	4%	46%	4%
		b		b		b	
Net: Yes	833	833	-	310	503	225	595
	38%	100%	-	63%	33%	84%	33%
		b		b		b	

Christmas puppies

Q2. How interested are you in buying a new puppy or dog in the next 6 months, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	152	74	78	28	46	32	21	9	16	74	53	25
	7%	7%	7%	12%	12%	9%	5%	3%	3%	12%	7%	3%
				defhi	defhi	defi				defhi	efi	
Fairly interested	339	171	168	68	102	71	47	22	29	170	118	51
	16%	16%	15%	28%	27%	20%	12%	7%	6%	28%	16%	6%
				cdefhi	cdefhi	defi	efi			cdefhi	efi	
Not very interested	302	154	148	61	83	57	50	25	26	144	107	51
	14%	15%	13%	25%	22%	16%	13%	8%	5%	23%	15%	6%
				cdefhi	cdefhi	efi	efi			cdefhi	efi	
Not at all interested	1239	605	634	62	111	155	245	249	417	173	400	666
	57%	57%	57%	26%	30%	45%	64%	77%	83%	28%	55%	81%
						abg	abcgh	abcdgh	abcdgh		abcg	abcdgh
Don't know	141	56	85	23	33	33	22	16	15	56	54	31
	6%	5%	8%	9%	9%	9%	6%	5%	3%	9%	7%	4%
			a	defi	efi	defi				defi	fi	
Net: Interested	491	245	246	95	148	103	68	31	45	244	171	76
	23%	23%	22%	40%	39%	30%	18%	10%	9%	39%	23%	9%
				cdefhi	cdefhi	defhi	efi			cdefhi	defi	
Net: Not interested	1541	759	782	123	194	212	295	275	442	317	507	717
	71%	72%	70%	51%	52%	61%	77%	85%	88%	51%	69%	87%
						abg	abcgh	abcdgh	abcdgh		abcg	abcdgh

Christmas puppies

Q2. How interested are you in buying a new puppy or dog in the next 6 months, if at all?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very interested	152	3	6	16	3	16	9	14	10	10	23	11	32	135	149	143	97	56
	7%	5%	3%	7%	4%	9%	8%	7%	6%	5%	8%	5%	11%	7%	7%	7%	8%	6%
						b							bdimno				b	
Fairly interested	339	4	28	37	15	27	17	23	29	25	43	30	60	289	334	306	226	113
	16%	7%	15%	15%	17%	15%	16%	12%	19%	13%	15%	15%	21%	16%	16%	16%	19%	12%
													agijmno				b	
Not very interested	302	10	25	34	9	29	8	32	27	16	41	22	48	258	291	266	172	130
	14%	16%	14%	14%	10%	16%	8%	17%	17%	9%	14%	11%	17%	14%	14%	14%	14%	13%
				f		fi		fi	fi		f		fi	fi	f	f		
Not at all interested	1239	43	113	134	52	97	66	108	79	125	176	124	123	1018	1197	1083	637	602
	57%	65%	62%	55%	59%	55%	62%	58%	51%	67%	60%	61%	43%	56%	57%	56%	53%	62%
		l	l	l	l	l	hl	l		cehlmno	l	l		l	l	l		a
Don't know	141	5	11	21	9	8	6	11	10	11	13	15	22	119	137	125	72	69
	6%	7%	6%	9%	10%	4%	6%	6%	6%	6%	4%	7%	8%	7%	6%	7%	6%	7%
				j	j													
Net: Interested	491	8	34	53	18	43	26	37	39	35	66	41	92	424	483	450	323	168
	23%	12%	19%	22%	21%	24%	24%	20%	25%	19%	22%	20%	32%	23%	23%	23%	27%	17%
													abcdgijkmno				b	
Net: Not interested	1541	53	138	168	61	126	74	140	105	142	216	146	171	1276	1488	1350	809	732
	71%	81%	75%	69%	69%	71%	70%	75%	68%	75%	73%	72%	60%	70%	71%	70%	67%	75%
		l	l	l	l	l	l	l	l	l	l	l	l	l	l	l	l	a

Christmas puppies

Q2. How interested are you in buying a new puppy or dog in the next 6 months, if at all?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Very interested	152 7%	88 11% b	64 5%	152 31% b	- -	77 29% b	69 4%
Fairly interested	339 16%	222 27% b	117 9%	339 69% b	- -	139 52% b	195 11%
Not very interested	302 14%	178 21% b	123 9%	- -	302 20% a	43 16%	252 14%
Not at all interested	1239 57%	324 39%	915 68% a	- -	1239 80% a	5 2%	1232 68% a
Don't know	141 6%	21 2% a	121 9% a	- -	- -	3 1%	64 4% a
Net: Interested	491 23%	310 37% b	181 14%	491 100% b	- -	216 81% b	264 15%
Net: Not interested	1541 71%	503 60%	1038 77% a	- -	1541 100% a	48 18%	1484 82% a

Christmas puppies

Q3. How likely are you to buy a new puppy or dog for Christmas (25th December 2020), if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	86 4%	54 5%	32 3%	17 7%	28 8%	22 6%	15 4%	1 *	3 1%	45 7%	36 5%	4 1%
		b		efi	defi	efi	efi			defhi	efi	
Fairly likely	181 8%	91 9%	91 8%	40 16%	65 17%	53 15%	15 4%	6 2%	3 1%	105 17%	68 9%	9 1%
				defhi	defhi	defhi	fi			defhi	defi	
Not very likely	296 14%	160 15%	136 12%	65 27%	89 24%	54 15%	43 11%	18 5%	28 5%	154 25%	97 13%	45 5%
				cdefhi	cdefhi	efi	efi			cdefhi	efi	
Not at all likely	1517 70%	715 67%	802 72%	104 43%	164 44%	199 57%	300 78%	288 90%	463 92%	267 43%	498 68%	751 91%
		a				abg	abcgh	abcdgh	abcdgh		abcg	abcdgh
Don't know	93 4%	41 4%	52 5%	16 7%	31 8%	21 6%	12 3%	9 3%	5 1%	46 7%	33 5%	14 2%
				defi	defhi	efi				defhi	fi	
Net: Likely	267 12%	144 14%	123 11%	57 23%	93 25%	74 21%	30 8%	7 2%	6 1%	150 24%	104 14%	13 2%
				defhi	defhi	defhi	efi			defhi	defi	
Net: Not likely	1813 83%	875 82%	938 84%	169 70%	252 67%	252 73%	343 89%	306 95%	491 98%	421 68%	595 81%	797 97%
							abcgh	abcdgh	abcdgh		abcg	abcdgh

Christmas puppies

Q3. How likely are you to buy a new puppy or dog for Christmas (25th December 2020), if at all?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	86 4%	4 6%	8 5%	9 4%	3 3%	8 4%	4 4%	7 4%	6 4%	6 3%	7 2%	5 2%	19 7%	70 4%	82 4%	73 4%	59 5%	27 3%
													jmno				b	
Fairly likely	181 8%	2 3%	17 10%	21 8%	6 7%	14 8%	8 8%	18 10%	14 9%	10 5%	22 7%	5 2%	44 15%	154 8%	179 9%	162 8%	121 10%	60 6%
			k	k		k	k	k	k		k		acdefghijklmno	k	k	k	b	
Not very likely	296 14%	3 5%	16 9%	32 13%	6 7%	31 17%	7 7%	28 15%	31 20%	23 12%	42 14%	26 13%	51 18%	269 15%	293 14%	277 14%	176 15%	120 12%
				f		bdf		f	abdfn		f		abdf	df	f	f		
Not at all likely	1517 70%	53 81%	133 73%	166 69%	70 79%	114 65%	83 79%	129 69%	94 61%	142 76%	220 75%	160 79%	152 53%	1248 69%	1464 69%	1331 69%	801 67%	715 74%
		hl	hl	l	ehl	lmno	l	ceghlmno	l	ehl	ehlm	ceghlmno		l	hl	l	a	
Don't know	93 4%	3 5%	8 4%	15 6%	3 4%	10 6%	3 3%	5 3%	9 6%	6 3%	5 2%	6 3%	20 7%	79 4%	90 4%	82 4%	46 4%	47 5%
				gj		j		j					fgjno	j	j	j		
Net: Likely	267 12%	6 9%	26 14%	29 12%	9 10%	22 12%	12 11%	26 14%	20 13%	16 9%	29 10%	10 5%	63 22%	223 12%	261 12%	235 12%	180 15%	87 9%
			k	k		k	k	k	k		k		cdefghijklmno	k	k	k	b	
Net: Not likely	1813 83%	56 86%	150 82%	198 82%	76 86%	145 82%	90 86%	157 84%	125 81%	165 88%	262 89%	187 92%	203 71%	1517 83%	1757 83%	1607 84%	977 81%	836 86%
			l	l	l	l	l	l	l	l	cehl	lmno	bceghlmno	l	l	l	a	

Christmas puppies

Q3. How likely are you to buy a new puppy or dog for Christmas (25th December 2020), if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Very likely

Fairly likely

Not very likely

Not at all likely

Don't know

Net: Likely

Net: Not likely

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Very likely	86 4%	69 8% b	16 1%	75 15% b	9 1%	86 32% b	- -
Fairly likely	181 8%	156 19% b	25 2%	141 29% b	39 3%	181 68% b	- -
Not very likely	296 14%	174 21% b	122 9%	144 29% b	139 9%	- -	296 16% a
Not at all likely	1517 70%	421 51%	1096 82% a	120 25%	1345 87% a	- -	1517 84% a
Don't know	93 4%	13 2% a	80 6% a	11 2% b	8 1%	- -	- -
Net: Likely	267 12%	225 27% b	42 3%	216 44% b	48 3%	267 100% b	- -
Net: Not likely	1813 83%	595 71%	1218 91% a	264 54%	1484 96% a	- -	1813 100% a

Christmas puppies

Q4. How much would you be willing to pay for a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender			Age								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to £500	140	62	78	27	39	22	24	10	17	66	46	28
	26%	23%	29%	24%	23%	19%	35%	32%	39%	24%	25%	36%
							cg					cg
£501 to £1,000	188	89	98	37	63	44	22	10	11	100	66	21
	35%	33%	37%	33%	37%	38%	31%	33%	25%	36%	36%	28%
£1,001 to £2,000	130	80	50	32	51	32	8	7	-	83	40	7
	24%	29%	19%	28%	30%	28%	12%	21%	-	29%	22%	9%
		b		di	di	di				dhi	i	
More than £2,001	20	13	7	5	10	3	2	-	-	15	5	-
	4%	5%	3%	5%	6%	3%	2%	-	-	5%	3%	-
Don't know	64	29	35	11	6	14	14	4	16	17	27	21
	12%	11%	13%	10%	3%	12%	20%	13%	36%	6%	15%	27%
				b		bg	abg	b			bg	abcgh
Net: Up to £1,000	328	151	177	64	102	66	47	21	28	166	113	49
	60%	55%	66%	57%	61%	58%	66%	65%	64%	59%	61%	64%
			a									
Net: Up to £2,000	457	231	227	96	152	98	55	28	28	248	153	56
	84%	85%	84%	86%	91%	85%	78%	87%	64%	89%	83%	73%
				i	dhi	i				dhi		
Net: More than £1,001	150	92	57	37	60	35	10	7	-	98	45	7
	28%	34%	21%	33%	36%	31%	14%	21%	-	35%	24%	9%
		b		di	dhi	di				dhi	i	

Christmas puppies

Q4. How much would you be willing to pay for a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to £500	140	4	9	20	9	7	9	10	11	9	19	4	30	118	136	127	83	57
	26%	39%	24%	36%	44%	15%	32%	22%	25%	25%	26%	10%	29%	25%	26%	26%	24%	30%
				e	egmno		e						e		e	e		
£501 to £1,000	188	2	13	12	6	21	10	20	15	20	20	14	34	162	186	172	126	61
	35%	19%	35%	20%	29%	44%	38%	46%	34%	56%	28%	34%	33%	35%	35%	35%	36%	33%
						cj	c	cj		cdjlmno				c	c	c		
£1,001 to £2,000	130	2	9	19	3	10	5	10	10	2	21	13	27	114	128	119	95	35
	24%	18%	23%	33%	18%	20%	18%	23%	23%	6%	28%	31%	26%	24%	24%	24%	27%	18%
			i	i				i	i		i		i	i	i	i	b	
More than £2,001	20	-	1	1	-	3	1	3	1	1	3	-	7	18	20	19	19	1
	4%	-	3%	2%	-	7%	2%	6%	3%	2%	3%	-	6%	4%	4%	4%	5%	1%
																	b	
Don't know	64	2	6	5	2	8	3	1	6	4	11	11	6	54	62	57	31	33
	12%	24%	15%	9%	9%	15%	10%	3%	14%	11%	15%	26%	6%	12%	12%	11%	9%	18%
			g			gl			g		gl			g	gl	g		a
Net: Up to £1,000	328	5	23	32	14	28	19	29	26	29	39	18	64	280	322	299	210	118
	60%	58%	59%	56%	73%	58%	70%	69%	59%	81%	53%	43%	62%	60%	61%	61%	59%	63%
						j				bcehijlmno								
Net: Up to £2,000	457	7	32	50	18	38	24	39	37	32	60	30	91	395	450	418	305	153
	84%	76%	82%	89%	91%	78%	87%	91%	83%	87%	81%	74%	88%	85%	85%	85%	86%	82%
							e											
Net: More than £1,001	150	2	10	20	3	13	5	12	12	3	23	13	33	132	148	138	114	36
	28%	18%	26%	35%	18%	27%	20%	29%	26%	8%	31%	31%	32%	28%	28%	28%	32%	19%
			i	i		i		i	i		i		i	i	i	i	b	

Christmas puppies

Q4. How much would you be willing to pay for a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Up to £500	140	79	61	132	8	62	75
	26%	22%	32%	27%	17%	23%	28%
			a				
£501 to £1,000	188	139	48	173	14	98	87
	35%	39%	26%	35%	29%	37%	33%
		b					
£1,001 to £2,000	130	106	23	109	19	76	54
	24%	30%	13%	22%	40%	28%	20%
		b			a	b	
More than £2,001	20	15	5	19	*	12	7
	4%	4%	3%	4%	1%	5%	3%
Don't know	64	15	50	57	6	19	40
	12%	4%	27%	12%	12%	7%	15%
			a				a
Net: Up to £1,000	328	219	109	305	22	160	162
	60%	62%	58%	62%	47%	60%	61%
			b				
Net: Up to £2,000	457	325	133	414	42	235	216
	84%	92%	71%	84%	87%	88%	82%
		b				b	
Net: More than £1,001	150	121	28	128	20	88	62
	28%	34%	15%	26%	41%	33%	23%
		b			a	b	

Christmas puppies

Q5. Summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

Significance Level: 95%

	Total	Yes, definitely *b	Yes, probably *c	No, probably not *d	No, definitely not *e	Don't know *f	Net: Yes *g	Net: No *h
From a shelter, rescue centre, or rehoming centre in the UK	542 100%	190 35%	217 40%	90 17%	28 5%	16 3%	408 75%	118 22%
From a registered breeder in the UK	542 100%	169 31%	205 38%	105 19%	47 9%	15 3%	374 69%	152 28%
From a shelter, rescue centre, or rehoming centre outside the UK	542 100%	147 27%	200 37%	108 20%	71 13%	15 3%	347 64%	179 33%
Bred and imported from another country	542 100%	84 16%	141 26%	143 26%	146 27%	28 5%	225 42%	289 53%
Smuggled from outside the UK	542 100%	88 16%	117 22%	93 17%	225 41%	18 3%	206 38%	318 59%

Christmas puppies

Q5. Yes summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
From a shelter, rescue centre, or rehoming centre in the UK	408	200	208	84	126	81	53	26	39	209	134	65
	75%	73%	77%	75%	75%	70%	76%	81%	87%	75%	72%	84%
												c
From a registered breeder in the UK	374	180	194	75	126	74	48	23	28	201	122	51
	69%	66%	72%	67%	75%	65%	68%	74%	62%	72%	66%	67%
					ch							
From a shelter, rescue centre, or rehoming centre outside the UK	347	181	167	75	121	68	42	15	27	196	110	42
	64%	66%	62%	66%	72%	59%	59%	47%	61%	70%	59%	55%
				e	cdehi					cehi		
Bred and imported from another country	225	127	98	54	94	51	19	3	4	148	71	7
	42%	47%	37%	48%	56%	45%	27%	8%	9%	53%	38%	9%
		b		dehi	dehi	dei	ei			dehi	ei	
Smuggled from outside the UK	206	124	81	54	78	52	18	1	2	132	70	3
	38%	46%	30%	48%	46%	45%	26%	4%	5%	47%	38%	5%
		b		dehi	dei	dei	ei			dehi	ei	

Christmas puppies

Q5. Yes summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
From a shelter, rescue centre, or rehoming centre in the UK	408	9	28	39	17	38	22	35	31	30	51	32	75	349	398	370	274	134
	75%	100%	72%	69%	86%	77%	81%	82%	71%	83%	69%	78%	73%	75%	75%	75%	77%	71%
From a registered breeder in the UK	374	7	28	35	13	34	17	32	28	28	51	25	76	322	367	339	249	125
	69%	81%	71%	61%	67%	70%	64%	74%	63%	77%	70%	60%	74%	69%	69%	69%	70%	67%
From a shelter, rescue centre, or rehoming centre outside the UK	347	5	28	34	12	32	16	30	24	20	40	31	78	299	343	315	232	115
	64%	50%	71%	59%	59%	65%	60%	69%	55%	55%	54%	74%	75%	64%	64%	64%	65%	62%
													chijmno					
Bred and imported from another country	225	4	11	20	5	25	13	20	16	13	33	12	55	197	221	210	154	71
	42%	42%	29%	35%	27%	50%	47%	46%	36%	35%	45%	28%	53%	42%	42%	43%	43%	38%
					d								bcdimno					
Smuggled from outside the UK	206	5	17	20	5	20	10	19	11	10	25	10	54	174	201	185	142	64
	38%	51%	42%	35%	28%	40%	37%	44%	25%	27%	34%	24%	52%	37%	38%	37%	40%	34%
								h					cdhijmno					

Christmas puppies

Q5. Yes summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
From a shelter, rescue centre, or rehoming centre in the UK	408	257	150	374	32	199	200
	75%	73%	80%	76%	66%	75%	76%
			a				
From a registered breeder in the UK	374	247	128	344	29	192	176
	69%	70%	68%	70%	60%	72%	67%
From a shelter, rescue centre, or rehoming centre outside the UK	347	236	111	316	30	189	150
	64%	67%	59%	64%	63%	71%	57%
			b			b	
Bred and imported from another country	225	187	39	203	22	154	68
	42%	53%	21%	41%	45%	58%	26%
		b				b	
Smuggled from outside the UK	206	177	28	184	20	158	48
	38%	50%	15%	38%	43%	59%	18%
		b				b	

Christmas puppies

Q5. No summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Smuggled from outside the UK	318	143	175	54	86	59	48	31	40	140	107	71
	59%	52%	65%	48%	51%	51%	69%	96%	90%	50%	58%	93%
			a				abcg	abcdgh				abcdgh
Bred and imported from another country	289	137	152	52	69	54	47	27	40	121	101	67
	53%	50%	56%	47%	41%	47%	67%	83%	90%	43%	54%	87%
							abcg	abcgh			bg	abcdgh
From a shelter, rescue centre, or rehoming centre outside the UK	179	87	93	34	45	43	27	14	16	79	70	30
	33%	32%	34%	31%	27%	37%	39%	45%	36%	28%	38%	40%
						b		bg			bg	
From a registered breeder in the UK	152	87	65	35	39	34	20	8	16	74	54	24
	28%	32%	24%	31%	23%	29%	29%	26%	36%	26%	29%	32%
		b										
From a shelter, rescue centre, or rehoming centre in the UK	118	65	53	23	40	30	16	5	5	63	45	10
	22%	24%	20%	21%	24%	26%	22%	16%	12%	22%	24%	13%

Christmas puppies

Q5. No summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Smuggled from outside the UK	318	4	19	37	13	26	15	22	28	25	47	31	49	279	314	294	202	116
	59%	49%	50%	65%	69%	53%	55%	52%	62%	69%	65%	76%	48%	60%	59%	60%	57%	62%
				l	l					l	l			l	l	l		
Bred and imported from another country	289	4	23	36	13	19	13	20	23	23	41	29	45	249	284	261	181	107
	53%	48%	59%	64%	68%	39%	47%	46%	52%	62%	55%	70%	44%	53%	53%	53%	51%	57%
				egl	egl					el	e			el	el	e		
From a shelter, rescue centre, or rehoming centre outside the UK	179	5	10	21	7	14	8	12	16	16	33	10	26	156	175	165	115	64
	33%	50%	26%	38%	37%	29%	31%	29%	35%	43%	46%	24%	25%	33%	33%	33%	32%	34%
										l	beglmno							
From a registered breeder in the UK	152	2	8	22	6	11	7	11	15	7	21	16	26	135	150	143	98	54
	28%	19%	19%	39%	29%	23%	28%	25%	35%	19%	29%	38%	25%	29%	28%	29%	28%	29%
				i														
From a shelter, rescue centre, or rehoming centre in the UK	118	-	10	16	2	7	3	6	12	5	21	8	28	105	118	109	70	48
	22%	-	25%	28%	11%	14%	12%	15%	27%	14%	29%	20%	27%	23%	22%	22%	20%	26%
				f							efg		ef					

Christmas puppies

Q5. No summary: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Smuggled from outside the UK	318	171	147	292	25	101	210
	59%	48%	78%	59%	52%	38%	79%
			a				a
Bred and imported from another country	289	156	133	264	23	100	185
	53%	44%	71%	54%	47%	38%	70%
			a				a
From a shelter, rescue centre, or rehoming centre outside the UK	179	112	67	161	17	74	105
	33%	32%	36%	33%	35%	28%	40%
							a
From a registered breeder in the UK	152	103	49	134	18	67	83
	28%	29%	26%	27%	38%	25%	32%
From a shelter, rescue centre, or rehoming centre in the UK	118	90	29	102	16	60	57
	22%	25%	15%	21%	32%	23%	22%
		b			a		

Christmas puppies

Q5_1. Bred and imported from another country: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	*f	g	h	i
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	84	48	36	22	37	20	3	*	2	59	23	2
	16%	18%	13%	20%	22%	18%	4%	1%	4%	21%	13%	2%
				dei	dehi	dei				dehi	dei	
Yes, probably	141	79	62	32	57	31	16	2	2	89	47	5
	26%	29%	23%	29%	34%	27%	23%	8%	5%	32%	26%	6%
				ei	ei	ei	ei			ei	ei	
No, probably not	143	73	70	32	44	30	15	8	13	77	45	21
	26%	27%	26%	29%	26%	26%	22%	26%	28%	27%	24%	27%
No, definitely not	146	64	82	20	25	24	31	18	27	45	56	46
	27%	24%	30%	18%	15%	21%	45%	58%	61%	16%	30%	60%
			a				abcgh	abcgh			abg	abcgh
Don't know	28	9	19	6	5	9	4	3	1	11	13	3
	5%	3%	7%	5%	3%	8%	6%	8%	1%	4%	7%	4%
			a			b						
Net: Yes	225	127	98	54	94	51	19	3	4	148	71	7
	42%	47%	37%	48%	56%	45%	27%	8%	9%	53%	38%	9%
		b		dehi	dehi	dei	ei			dehi	ei	
Net: No	289	137	152	52	69	54	47	27	40	121	101	67
	53%	50%	56%	47%	41%	47%	67%	83%	90%	43%	54%	87%
							abcg	abcgh			bg	abcdgh

Christmas puppies

Q5_1. Bred and imported from another country: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	84	4	5	11	4	6	5	7	3	3	10	4	22	69	80	75	59	25
	16%	42%	14%	19%	18%	12%	20%	15%	7%	8%	14%	11%	21%	15%	15%	15%	17%	13%
Yes, probably	141	-	6	9	2	19	7	13	13	10	23	7	33	128	141	135	95	46
	26%	-	15%	16%	9%	38%	27%	31%	29%	27%	31%	18%	32%	27%	27%	27%	27%	25%
						bcdn	d	cd	d		cd		cd	d	d	d		
No, probably not	143	2	17	16	6	7	4	9	11	4	24	14	29	119	140	124	92	51
	26%	26%	43%	28%	31%	14%	16%	21%	25%	11%	32%	33%	28%	26%	26%	25%	26%	27%
			efgimno	i	ei						efi		ei	ei	ei	ei		
No, definitely not	146	2	6	20	7	12	8	11	12	19	17	15	16	129	144	138	90	56
	27%	22%	16%	36%	37%	25%	31%	25%	27%	51%	23%	37%	15%	28%	27%	28%	25%	30%
			bl	l			l			befghijlmo			l	l	l			
Don't know	28	1	4	1	1	6	2	3	5	1	-	1	3	21	27	22	19	8
	5%	10%	11%	1%	5%	11%	6%	8%	12%	3%	-	1%	3%	4%	5%	5%	5%	4%
			cjl	j	cjlmno	j	j	cjlmo	j						j			
Net: Yes	225	4	11	20	5	25	13	20	16	13	33	12	55	197	221	210	154	71
	42%	42%	29%	35%	27%	50%	47%	46%	36%	35%	45%	28%	53%	42%	42%	43%	43%	38%
					d								bcdimno					
Net: No	289	4	23	36	13	19	13	20	23	23	41	29	45	249	284	261	181	107
	53%	48%	59%	64%	68%	39%	47%	46%	52%	62%	55%	70%	44%	53%	53%	53%	51%	57%
			egl	egl						el	e			el	el	e		

Christmas puppies

Q5_1. Bred and imported from another country: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	84 16%	72 20% b	11 6%	78 16%	6 13%	64 24% b	19 7%
Yes, probably	141 26%	114 32% b	27 15%	125 25%	15 32%	89 34% b	50 19%
No, probably not	143 26%	89 25%	53 28%	128 26%	14 29%	60 23%	81 31% a
No, definitely not	146 27%	66 19%	80 43% a	136 28%	9 18%	40 15%	104 39% a
Don't know	28 5%	12 3%	15 8% a	24 5%	4 7%	13 5%	11 4%
Net: Yes	225 42%	187 53% b	39 21%	203 41%	22 45%	154 58% b	68 26%
Net: No	289 53%	156 44%	133 71% a	264 54%	23 47%	100 38%	185 70% a

Christmas puppies

Q5_2. From a shelter, rescue centre, or rehoming centre outside the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	147	72	76	29	50	34	22	4	8	79	56	12
	27%	26%	28%	26%	30%	29%	32%	14%	18%	28%	30%	16%
					ei	e	ei			e	ei	
Yes, probably	200	109	91	46	71	34	20	11	19	117	54	30
	37%	40%	34%	41%	42%	30%	28%	33%	43%	42%	29%	39%
				h	cdh					cdh		
No, probably not	108	53	55	25	30	25	12	7	10	55	37	17
	20%	20%	20%	22%	18%	22%	17%	22%	22%	19%	20%	22%
No, definitely not	71	33	38	9	15	18	15	7	7	24	33	14
	13%	12%	14%	8%	9%	15%	22%	23%	15%	9%	18%	18%
						g	abg	abg			abg	ag
Don't know	15	6	9	3	2	4	1	3	1	5	6	4
	3%	2%	3%	3%	1%	4%	2%	8%	3%	2%	3%	5%
								bg				
Net: Yes	347	181	167	75	121	68	42	15	27	196	110	42
	64%	66%	62%	66%	72%	59%	59%	47%	61%	70%	59%	55%
				e	cdehi					cehi		
Net: No	179	87	93	34	45	43	27	14	16	79	70	30
	33%	32%	34%	31%	27%	37%	39%	45%	36%	28%	38%	40%
						b		bg			bg	

Christmas puppies

Q5_2. From a shelter, rescue centre, or rehoming centre outside the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	147	3	11	17	6	13	9	11	8	5	11	20	33	124	144	133	92	55
	27%	32%	29%	30%	28%	26%	33%	27%	17%	15%	15%	49%	32%	27%	27%	27%	26%	30%
				j			ij						ij	j	j	j		
Yes, probably	200	2	16	16	6	19	7	18	17	15	29	10	44	175	199	182	140	60
	37%	18%	42%	29%	31%	40%	27%	42%	38%	40%	39%	25%	43%	38%	37%	37%	40%	32%
												f						
No, probably not	108	2	9	16	4	7	3	8	7	7	25	5	15	94	106	97	69	39
	20%	22%	22%	28%	21%	15%	12%	19%	16%	19%	33%	13%	15%	20%	20%	20%	19%	21%
				fl							efghlmno							
No, definitely not	71	3	1	6	3	7	5	4	9	9	9	5	11	62	69	67	46	25
	13%	29%	3%	10%	16%	15%	19%	10%	19%	24%	12%	12%	10%	13%	13%	14%	13%	14%
							b		b	bgln								
Don't know	15	-	1	2	1	3	2	1	4	1	*	1	-	11	15	14	8	7
	3%	-	4%	3%	3%	5%	9%	2%	9%	2%	*	1%	-	2%	3%	3%	2%	4%
			l		l	l	ijlmno		ijlmno									
Net: Yes	347	5	28	34	12	32	16	30	24	20	40	31	78	299	343	315	232	115
	64%	50%	71%	59%	59%	65%	60%	69%	55%	55%	54%	74%	75%	64%	64%	64%	65%	62%
												cfhijmno						
Net: No	179	5	10	21	7	14	8	12	16	16	33	10	26	156	175	165	115	64
	33%	50%	26%	38%	37%	29%	31%	29%	35%	43%	46%	24%	25%	33%	33%	33%	32%	34%
										l	beglmno							

Christmas puppies

Q5_2. From a shelter, rescue centre, or rehoming centre outside the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	147 27%	95 27%	52 28%	138 28% b	8 17%	85 32% b	57 22%
Yes, probably	200 37%	141 40%	59 32%	178 36%	22 46%	104 39%	93 35%
No, probably not	108 20%	68 19%	40 21%	98 20%	10 20%	45 17%	62 24% a
No, definitely not	71 13%	44 12%	27 15%	64 13%	8 16%	29 11%	42 16%
Don't know	15 3%	6 2%	9 5% a	14 3%	1 1%	5 2%	9 3%
Net: Yes	347 64%	236 67%	111 59%	316 64%	30 63%	189 71% b	150 57%
Net: No	179 33%	112 32%	67 36%	161 33%	17 35%	74 28%	105 40% a

Christmas puppies

Q5_3. From a shelter, rescue centre, or rehoming centre in the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	190	92	98	32	58	32	29	16	23	90	61	40
	35%	34%	37%	29%	34%	28%	41%	50%	53%	32%	33%	52%
							c	acgh				abcgh
Yes, probably	217	108	110	51	68	49	24	10	15	119	73	25
	40%	40%	41%	46%	40%	43%	35%	30%	34%	43%	40%	33%
No, probably not	90	51	40	18	33	23	9	3	4	51	32	7
	17%	19%	15%	16%	20%	20%	12%	11%	9%	18%	17%	10%
No, definitely not	28	15	13	5	6	6	7	1	1	12	14	3
	5%	5%	5%	5%	4%	6%	10%	5%	3%	4%	7%	4%
							bg					
Don't know	16	8	8	5	3	5	1	1	1	8	6	2
	3%	3%	3%	5%	2%	4%	2%	4%	1%	3%	3%	2%
Net: Yes	408	200	208	84	126	81	53	26	39	209	134	65
	75%	73%	77%	75%	75%	70%	76%	81%	87%	75%	72%	84%
												c
Net: No	118	65	53	23	40	30	16	5	5	63	45	10
	22%	24%	20%	21%	24%	26%	22%	16%	12%	22%	24%	13%

Christmas puppies

Q5_3. From a shelter, rescue centre, or rehoming centre in the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	190	5	10	21	7	15	12	16	13	13	21	16	39	163	185	175	123	67
	35%	52%	26%	38%	38%	30%	46%	38%	30%	37%	29%	39%	38%	35%	35%	35%	35%	36%
							j											
Yes, probably	217	4	18	18	9	23	10	19	18	17	29	16	36	186	213	195	151	67
	40%	48%	45%	31%	48%	47%	35%	44%	41%	47%	40%	39%	35%	40%	40%	40%	43%	36%
No, probably not	90	-	5	14	1	5	3	5	8	2	15	7	24	82	90	85	57	33
	17%	-	14%	25%	8%	10%	10%	12%	19%	5%	20%	16%	24%	18%	17%	17%	16%	18%
				efi							i		efi	i	i	i		
No, definitely not	28	-	4	2	1	2	1	1	3	3	6	2	4	23	28	24	13	15
	5%	-	11%	3%	3%	4%	2%	3%	7%	8%	8%	4%	4%	5%	5%	5%	4%	8%
																	a	
Don't know	16	-	1	2	1	4	2	1	1	1	2	1	-	13	16	14	11	5
	3%	-	4%	3%	3%	9%	7%	3%	2%	3%	2%	1%	-	3%	3%	3%	3%	3%
			l	l	l	lmno	l	l		l	2%				l	l		
Net: Yes	408	9	28	39	17	38	22	35	31	30	51	32	75	349	398	370	274	134
	75%	100%	72%	69%	86%	77%	81%	82%	71%	83%	69%	78%	73%	75%	75%	75%	77%	71%
Net: No	118	-	10	16	2	7	3	6	12	5	21	8	28	105	118	109	70	48
	22%	-	25%	28%	11%	14%	12%	15%	27%	14%	efg	20%	27%	23%	22%	22%	20%	26%
				f									ef					

Christmas puppies

Q5_3. From a shelter, rescue centre, or rehoming centre in the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	190 35%	106 30%	84 45%	177 36%	11 23%	84 32%	103 39%
			a	b			
Yes, probably	217 40%	151 43%	66 35%	197 40%	21 43%	115 43%	97 37%
No, probably not	90 17%	67 19%	24 13%	78 16%	13 27%	44 17%	46 17%
		b		a			
No, definitely not	28 5%	23 6%	5 3%	25 5%	3 6%	16 6%	12 4%
		b					
Don't know	16 3%	7 2%	8 4%	15 3%	1 1%	8 3%	7 3%
Net: Yes	408 75%	257 73%	150 80%	374 76%	32 66%	199 75%	200 76%
			a				
Net: No	118 22%	90 25%	29 15%	102 21%	16 32%	60 23%	57 22%
		b		a			

Christmas puppies

Q5_4. Smuggled from outside the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	88	56	32	22	42	16	7	1	-	64	23	1
	16%	21%	12%	20%	25%	14%	10%	4%	-	23%	13%	2%
		b		ei	cdehi	i	i			cdehi	i	
Yes, probably	117	68	49	32	36	36	11	-	2	68	47	2
	22%	25%	18%	28%	21%	31%	16%	-	5%	24%	25%	3%
		b		dei	ei	bdei	ei			ei	ei	
No, probably not	93	46	47	27	34	21	10	1	-	61	32	1
	17%	17%	18%	24%	20%	18%	15%	3%	-	22%	17%	1%
				ei	ei	ei	i			ei	ei	
No, definitely not	225	97	128	27	52	38	38	30	40	79	75	70
	41%	36%	47%	24%	31%	33%	54%	93%	90%	28%	41%	91%
			a				abcg	abcdgh			abg	abcdgh
Don't know	18	6	12	4	4	4	4	-	2	8	8	2
	3%	2%	5%	3%	2%	4%	5%	-	5%	3%	4%	3%
Net: Yes	206	124	81	54	78	52	18	1	2	132	70	3
	38%	46%	30%	48%	46%	45%	26%	4%	5%	47%	38%	5%
		b		dehi	dei	dei	ei			dehi	ei	
Net: No	318	143	175	54	86	59	48	31	40	140	107	71
	59%	52%	65%	48%	51%	51%	69%	96%	90%	50%	58%	93%
			a				abcg	abcdgh				abcdgh

Christmas puppies

Q5_4. Smuggled from outside the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	88	2	5	7	1	11	6	10	3	2	15	3	23	75	86	81	59	29
	16%	24%	13%	12%	4%	23% dhi	21% di	23% dhi	7%	5%	21% di	8%	22% dhi	16%	16%	16%	17%	15%
Yes, probably	117	2	11	13	5	9	4	9	8	8	10	7	31	99	115	104	82	35
	22%	27%	29%	23%	23%	18%	16%	21%	18%	22%	14%	17%	30% fjmno	21%	22%	21%	23%	19%
No, probably not	93	2	11	5	3	8	3	7	5	5	13	11	20	78	92	81	64	30
	17%	18%	27% c	9%	15%	17%	12%	17%	12%	15%	17%	28%	19%	17%	17%	16%	18%	16%
No, definitely not	225	3	9	32	10	18	11	15	22	20	35	20	30	202	222	213	138	86
	41%	31%	22%	56% begln	54% bl	36%	42%	35%	51% bl	55% bgl	47% bl	48%	29%	43% bl	42% bl	43% bl	39%	46%
Don't know	18	-	3	-	1	3	2	1	6	1	1	-	-	13	18	15	11	7
	3%	-	8% cjl	-	3% l	6% l	8% cjlmo	3% l	13% cjlmo	3% l	1%	-	-	3% l	3% l	3% l	3%	4%
Net: Yes	206	5	17	20	5	20	10	19	11	10	25	10	54	174	201	185	142	64
	38%	51%	42%	35%	28%	40%	37%	44% h	25%	27%	34%	24%	52% cdhijmno	37%	38%	37%	40%	34%
Net: No	318	4	19	37	13	26	15	22	28	25	47	31	49	279	314	294	202	116
	59%	49%	50%	65% l	69% l	53%	55%	52%	62%	69% l	65% l	76%	48%	60% l	59% l	60% l	57%	62%

Christmas puppies

Q5_4. Smuggled from outside the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	88 16%	77 22% b	11 6%	79 16%	9 19%	68 26% b	20 8%
Yes, probably	117 22%	100 28% b	17 9%	105 21%	11 24%	90 34% b	27 10%
No, probably not	93 17%	71 20% b	23 12%	74 15%	19 39% a	45 17%	43 16%
No, definitely not	225 41%	101 28%	124 66% a	218 44% b	6 12%	56 21%	166 63% a
Don't know	18 3%	6 2%	12 6% a	15 3%	3 6%	8 3%	7 3%
Net: Yes	206 38%	177 50% b	28 15%	184 38%	20 43%	158 59% b	48 18%
Net: No	318 59%	171 48%	147 78% a	292 59%	25 52%	101 38%	210 79% a

Christmas puppies

Q5_5. From a registered breeder in the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	169	69	101	32	53	37	24	13	10	85	61	23
	31%	25%	37%	29%	31%	33%	34%	42%	22%	30%	33%	30%
			a									
Yes, probably	205	111	94	43	73	37	24	10	18	116	61	28
	38%	41%	35%	38%	44%	32%	34%	32%	40%	41%	33%	37%
					ch					h		
No, probably not	105	59	45	28	28	24	10	3	12	55	35	15
	19%	22%	17%	25%	16%	21%	15%	9%	27%	20%	19%	19%
				be								
No, definitely not	47	28	19	7	11	9	10	6	4	18	20	9
	9%	10%	7%	6%	7%	8%	14%	18%	8%	7%	11%	12%
							abg	abg				
Don't know	15	6	10	3	3	7	2	-	1	5	9	1
	3%	2%	4%	2%	2%	6%	3%	-	3%	2%	5%	2%
						bg						
Net: Yes	374	180	194	75	126	74	48	23	28	201	122	51
	69%	66%	72%	67%	75%	65%	68%	74%	62%	72%	66%	67%
					ch							
Net: No	152	87	65	35	39	34	20	8	16	74	54	24
	28%	32%	24%	31%	23%	29%	29%	26%	36%	26%	29%	32%
		b										

Christmas puppies

Q5_5. From a registered breeder in the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	169	5	11	19	6	12	11	13	15	10	26	12	30	142	165	153	117	53
	31%	52%	29%	33%	30%	23%	41%	31%	34%	27%	35%	29%	29%	30%	31%	31%	33%	28%
Yes, probably	205	3	16	16	7	23	6	19	13	18	25	13	46	180	202	186	133	72
	38%	29%	42%	28%	37%	46%	23%	43%	29%	49%	35%	31%	45%	38%	38%	38%	37%	39%
No, probably not	105	2	8	14	4	6	5	8	9	4	18	11	17	91	103	95	70	35
	19%	19%	19%	26%	19%	12%	17%	19%	20%	11%	24%	27%	17%	19%	19%	19%	20%	19%
No, definitely not	47	-	-	8	2	5	3	3	6	3	5	9	44	47	47	28	19	
	9%	-	-	13%	11%	11%	10%	6%	15%	8%	5%	12%	9%	10%	9%	10%	8%	10%
Don't know	15	-	4	-	1	4	2	1	1	1	1	1	9	15	12	8	8	
	3%	-	9%	-	3%	8%	9%	1%	2%	4%	1%	1%	2%	3%	2%	2%	4%	
			cjlmno			clmno		cjlmno										
Net: Yes	374	7	28	35	13	34	17	32	28	28	51	25	76	322	367	339	249	125
	69%	81%	71%	61%	67%	70%	64%	74%	63%	77%	70%	60%	74%	69%	69%	69%	70%	67%
Net: No	152	2	8	22	6	11	7	11	15	7	21	16	26	135	150	143	98	54
	28%	19%	19%	39%	29%	23%	28%	25%	35%	19%	29%	38%	25%	29%	28%	29%	28%	29%
				i														

Christmas puppies

Q5_5. From a registered breeder in the UK: Would you buy a puppy or dog from the following sources, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Yes, definitely	169 31%	106 30%	63 34%	160 33% b	9 18%	78 29%	87 33%
Yes, probably	205 38%	141 40%	64 34%	184 38%	20 42%	115 43% b	89 34%
No, probably not	105 19%	70 20%	35 19%	91 19%	13 28%	46 17%	58 22%
No, definitely not	47 9%	33 9%	14 8%	42 9%	5 10%	21 8%	25 10%
Don't know	15 3%	5 1%	10 5% a	13 3%	1 2%	8 3%	5 2%
Net: Yes	374 69%	247 70%	128 68%	344 70%	29 60%	192 72%	176 67%
Net: No	152 28%	103 29%	49 26%	134 27%	18 38%	67 25%	83 32%

Christmas puppies

Q6. How long would you be willing to wait for a puppy or dog to become available, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would want them instantly	33 6%	18 7%	15 6%	9 8% h	14 8% h	4 3%	1 2%	1 4%	4 9%	23 8% h	5 3%	5 7%
A day	31 6%	19 7%	12 4%	9 8% i	12 7% i	9 8% i	1 2%	-	-	20 7% i	10 6%	-
A week	86 16%	55 20% b	31 12%	21 19% ei	24 14% ei	29 25% begi	12 16% ei	* 1%	-	45 16% ei	41 22% bei	* *
A month	132 24%	59 22%	73 27%	25 22%	47 28%	28 24%	15 22%	5 15%	13 29%	71 26%	43 23%	18 23%
Up to three months	129 24%	60 22%	69 26%	25 22%	36 21%	25 22%	17 24%	12 38% abcgh	15 33%	61 22%	42 23%	27 35% abg
Up to six months	49 9%	22 8%	27 10%	9 8%	11 6%	9 8%	9 13%	6 18% bg	6 13%	20 7%	18 10%	11 15% bg
Up to a year	28 5%	13 5%	15 5%	6 5%	11 6%	3 2%	3 4%	4 13% ch	2 4%	16 6%	6 3%	6 8%
Over a year	17 3%	9 3%	8 3%	3 3%	5 3%	3 2%	5 7%	2 5%	-	8 3%	7 4%	2 2%
Don't know	36 7%	19 7%	18 7%	6 5%	10 6%	5 5%	7 10%	2 8%	5 12%	16 6%	12 7%	8 10%

Christmas puppies

Q6. How long would you be willing to wait for a puppy or dog to become available, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would want them instantly	33	-	2	2	1	2	1	3	2	1	7	1	11	31	33	32	19	15
	6%	-	4%	3%	3%	4%	5%	8%	5%	4%	10%	2%	11%	7%	6%	6%	5%	8%
A day	31	1	-	3	1	1	1	2	4	*	2	3	12	29	30	30	22	8
	6%	10%	-	6%	4%	2%	3%	4%	10%	1%	2%	8%	12%	6%	6%	6%	6%	4%
													beijmno					
A week	86	2	7	9	5	9	5	9	3	3	10	4	19	72	84	77	56	30
	16%	22%	17%	16%	23%	19%	20%	21%	7%	9%	13%	11%	19%	15%	16%	16%	16%	16%
A month	132	-	12	12	1	11	6	11	9	8	23	12	26	115	132	121	92	40
	24%	-	30%	21%	7%	23%	22%	26%	21%	23%	31%	29%	25%	25%	25%	24%	26%	21%
			d					d			d		d	d	d	d		
Up to three months	129	5	8	15	4	15	8	10	10	13	17	7	17	109	125	117	80	49
	24%	51%	20%	27%	19%	31%	28%	23%	22%	37%	24%	18%	17%	23%	23%	24%	23%	26%
					l					l								
Up to six months	49	-	5	7	4	2	3	3	8	3	3	4	8	41	49	44	32	17
	9%	-	13%	12%	19%	5%	11%	8%	17%	9%	4%	9%	7%	9%	9%	9%	9%	9%
					ejl				ej									
Up to a year	28	-	3	1	2	*	2	2	3	2	6	3	4	23	28	25	20	8
	5%	-	7%	3%	9%	1%	6%	5%	7%	5%	8%	7%	4%	5%	5%	5%	6%	4%
					e													
Over a year	17	2	-	2	1	4	1	-	3	2	1	-	2	15	15	15	12	5
	3%	17%	-	4%	7%	8%	2%	-	6%	5%	2%	-	2%	3%	3%	3%	3%	3%
					g	gln			g									
Don't know	36	-	4	4	1	5	1	2	3	2	5	7	4	32	36	33	21	16
	7%	-	9%	8%	7%	9%	2%	5%	6%	6%	6%	16%	4%	7%	7%	7%	6%	8%

Christmas puppies

Q6. How long would you be willing to wait for a puppy or dog to become available, if at all?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
I would want them instantly	33 6%	18 5%	15 8%	32 7%	1 2%	20 7%	13 5%
A day	31 6%	29 8%	2 1%	28 6%	2 4%	24 9%	6 2%
		b				b	
A week	86 16%	71 20%	15 8%	75 15%	11 23%	64 24%	22 8%
		b				b	
A month	132 24%	91 26%	41 22%	118 24%	14 29%	69 26%	63 24%
Up to three months	129 24%	79 22%	50 27%	117 24%	11 23%	50 19%	76 29%
							a
Up to six months	49 9%	30 8%	20 10%	45 9%	4 8%	17 6%	31 12%
							a
Up to a year	28 5%	16 5%	11 6%	24 5%	3 7%	10 4%	16 6%
Over a year	17 3%	8 2%	9 5%	17 3%	* 1%	5 2%	10 4%
Don't know	36 7%	12 3%	24 13%	34 7%	2 4%	8 3%	26 10%
			a				a

Christmas puppies

Q7. Why are you interested in buying a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	643	311	332	182	194	133	74	40	20	376	207	60
Total	542	273	269	112	168	115	70	32	45	280	185	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I hope they would encourage me to go outside more or go for more walks	163	82	81	27	49	36	21	12	17	76	57	29
	30%	30%	30%	24%	29%	31%	30%	39%	38%	27%	31%	38%
												a
I have more time at home because of the COVID-19 pandemic	136	81	55	22	58	28	13	5	11	80	41	16
	25%	30%	21%	19%	35%	24%	19%	14%	25%	28%	22%	20%
		b			acdehi					a		
I hope they help combat my feelings of isolation and loneliness	132	75	57	35	42	31	14	5	5	77	45	10
	24%	28%	21%	31%	25%	27%	19%	15%	12%	28%	24%	13%
				dei		i				i		
I want a puppy or dog more than any other pet	132	66	66	23	38	38	18	7	8	61	55	15
	24%	24%	24%	21%	23%	33%	25%	23%	17%	22%	30%	20%
						abg					ag	
It has been a challenging year and I hope buying a puppy or dog will provide some relief	126	64	62	39	43	23	13	6	2	82	36	8
	23%	23%	23%	35%	26%	20%	19%	18%	5%	29%	19%	11%
				bcdehi	i					chi		
I already have a puppy or dog and want another one	120	57	63	22	41	26	16	10	5	63	42	15
	22%	21%	23%	20%	24%	23%	22%	32%	11%	22%	23%	20%
My child/children has/have been asking for a puppy or dog	118	63	55	28	41	30	13	3	2	69	43	5
	22%	23%	20%	25%	24%	26%	19%	10%	5%	25%	23%	7%
				ei	ei	ei	i			ei	i	
Other	22	5	17	1	3	-	5	2	11	5	5	12
	4%	2%	6%	1%	2%	-	7%	5%	24%	2%	3%	16%
		a					abcg	c				abcgh
Don't know	12	5	7	3	1	3	5	-	1	3	8	1
	2%	2%	3%	2%	*	3%	7%	-	3%	1%	4%	2%
							bg				bg	
None of these	15	10	5	2	2	4	3	1	2	4	8	3
	3%	4%	2%	2%	1%	4%	5%	2%	5%	1%	4%	4%
Net: Covid related	15	10	5	2	2	4	3	1	2	4	8	3
	3%	4%	2%	2%	1%	4%	5%	2%	5%	1%	4%	4%

Christmas puppies

Q7. Why are you interested in buying a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		*a	b	c	d	e	f	g	h	i	j	*k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	643	7	34	58	30	65	62	68	39	42	79	28	131	540	636	602	407	236
Total	542	9	39	57	19	49	27	43	44	36	73	41	104	466	533	494	355	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I hope they would encourage me to go outside more or go for more walks	163 30%	1 10%	11 27%	19 33%	6 32%	15 30%	9 32%	13 30%	16 37%	11 31%	26 36%	3 8%	33 32%	143 31%	162 30%	151 31%	101 29%	61 33%
I have more time at home because of the COVID-19 pandemic	136 25%	- -	12 32%	13 22%	5 24%	14 28%	7 27%	8 18%	10 23%	6 17%	18 24%	8 20%	35 34%	117 25%	136 26%	124 25%	95 27%	41 22%
I hope they help combat my feelings of isolation and loneliness	132 24%	7 72%	7 18%	16 28%	5 25%	12 24%	5 20%	8 19%	10 24%	8 23%	22 30%	5 13%	26 25%	113 24%	126 24%	119 24%	83 24%	49 26%
I want a puppy or dog more than any other pet	132 24%	- -	10 25%	18 31%	2 12%	12 24%	5 17%	13 29%	12 28%	11 31%	18 25%	9 23%	22 21%	117 25%	132 25%	122 25%	79 22%	53 28%
It has been a challenging year and I hope buying a puppy or dog will provide some relief	126 23%	5 51%	10 25%	12 22%	6 33%	9 17%	4 15%	9 22%	5 12%	9 26%	13 17%	6 15%	38 36%	107 23%	121 23%	112 23%	90 25%	36 19%
I already have a puppy or dog and want another one	120 22%	4 40%	7 19%	16 28%	8 41%	6 12%	8 29%	11 26%	13 30%	4 11%	18 25%	7 18%	17 16%	101 22%	116 22%	109 22%	88 25%	32 17%
My child/children has/have been asking for a puppy or dog	118 22%	4 44%	5 14%	13 23%	4 21%	12 25%	6 22%	7 16%	11 25%	6 17%	13 18%	7 18%	29 28%	102 22%	114 21%	108 22%	81 23%	37 20%
Other	22 4%	- -	2 4%	- -	- -	- -	1 5%	2 4%	2 4%	2 5%	3 4%	8 20%	2 2%	19 4%	22 4%	20 4%	11 3%	10 6%
Don't know	12 2%	- -	- -	2 4%	* 2%	* 1%	1 3%	1 1%	1 2%	* 1%	1 1%	4 10%	2 2%	11 2%	12 2%	12 2%	6 2%	6 3%
None of these	15 3%	- -	- -	1 2%	- -	1 3%	2 8%	1 2%	1 3%	3 8%	1 1%	2 4%	2 2%	12 3%	15 3%	15 3%	8 2%	7 4%
Net: Covid related	15 3%	- -	- -	1 2%	- -	1 3%	2 8%	1 2%	1 3%	3 8%	1 1%	2 4%	2 2%	12 3%	15 3%	15 3%	8 2%	7 4%

Christmas puppies

Q7. Why are you interested in buying a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
I hope they would encourage me to go outside more or go for more walks	163 30%	87 25%	76 40% a	156 32% b	6 12%	66 25%	94 36% a
I have more time at home because of the COVID-19 pandemic	136 25%	96 27%	40 21%	125 26%	11 23%	73 27%	59 22%
I hope they help combat my feelings of isolation and loneliness	132 24%	91 26%	42 22%	123 25%	10 20%	71 26%	59 22%
I want a puppy or dog more than any other pet	132 24%	79 22%	53 28%	119 24%	12 26%	68 26%	60 23%
It has been a challenging year and I hope buying a puppy or dog will provide some relief	126 23%	91 26% b	35 19%	116 24%	10 20%	70 26%	54 20%
I already have a puppy or dog and want another one	120 22%	114 32% b	5 3%	111 23%	8 17%	70 26% b	49 19%
My child/children has/have been asking for a puppy or dog	118 22%	78 22%	40 21%	103 21%	13 27%	67 25% b	48 18%
Other	22 4%	2 1%	20 10% a	22 4%	- -	2 1%	20 7% a
Don't know	12 2%	4 1%	8 4% a	10 2%	2 3%	6 2%	5 2%
None of these	15 3%	3 1%	12 6% a	13 3%	1 3%	8 3%	6 2%

Christmas puppies

Q7. Why are you interested in buying a new puppy or dog?

BASE: All who are interested in buying a puppy or dog in the next 6 months or for Christmas

Significance Level: 95%

Unweighted Total

Total

Net: Covid related

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes a	No b	Interested a	Not interested b	Likely a	Not likely b
Unweighted Total	643	437	206	564	75	339	290
Total	542	354	187	491	48	267	264
	100%	100%	100%	100%	100%	100%	100%
Net: Covid related	15	3	12	13	1	8	6
	3%	1%	6%	3%	3%	3%	2%

Christmas puppies

Q8. Summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

Significance Level: 95%

	Total	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree
		*b	*c	*d	*e	*f	*g	*h	*i
Puppies and dogs should not be smuggled between countries	2173 100%	1429 66%	280 13%	251 12%	64 3%	49 2%	100 5%	1709 79%	113 5%
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	2173 100%	1323 61%	362 17%	271 12%	64 3%	41 2%	112 5%	1684 78%	105 5%
There should be greater control on how many imported dogs are allowed into the UK	2173 100%	1084 50%	416 19%	358 16%	97 4%	50 2%	168 8%	1500 69%	147 7%
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	2173 100%	739 34%	392 18%	512 24%	221 10%	123 6%	186 9%	1131 52%	344 16%
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	2173 100%	385 18%	549 25%	647 30%	178 8%	123 6%	291 13%	934 43%	301 14%
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	2173 100%	189 9%	248 11%	565 26%	191 9%	271 12%	710 33%	437 20%	462 21%

Christmas puppies

Q8. Agree summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Puppies and dogs should not be smuggled between countries	1709	803	906	161	219	247	331	286	465	380	578	751
	79%	76%	81%	67%	58%	71%	86%	89%	93%	62%	79%	91%
			a	b		bg	abcgh	abcgh	abcdgh		abcg	abcdgh
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	1684	797	887	144	224	243	316	286	471	368	559	757
	78%	75%	80%	60%	60%	70%	82%	89%	94%	60%	76%	92%
			a			abg	abcgh	abcdgh	abcdegh		abcg	abcdgh
There should be greater control on how many imported dogs are allowed into the UK	1500	714	786	136	211	203	279	250	420	347	482	670
	69%	67%	71%	56%	56%	58%	73%	78%	84%	56%	66%	81%
							abcgh	abcgh	abcdgh		abcg	abcdgh
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	1131	542	590	108	173	164	203	169	315	280	367	484
	52%	51%	53%	45%	46%	47%	53%	52%	63%	45%	50%	59%
							ag	ag	abcdegh			abcgh
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	934	453	481	117	169	173	143	153	179	286	316	332
	43%	43%	43%	49%	45%	50%	37%	48%	36%	46%	43%	40%
				dfi	df	dghi		dfi		dfi	f	
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	437	230	206	81	119	94	59	42	41	200	153	83
	20%	22%	19%	34%	32%	27%	15%	13%	8%	32%	21%	10%
				cdefhi	defhi	defhi	fi			defhi	defi	

Christmas puppies

Q8. Agree summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Puppies and dogs should not be smuggled between countries	1709	61	136	191	76	131	88	144	109	152	245	168	207	1424	1649	1512	937	772
	79%	93%	74%	79%	85%	74%	84%	77%	71%	81%	83%	83%	73%	78%	78%	79%	78%	80%
		bceghlmno			beh		beh			hl	beh	hl		hl	hl	hl		
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	1684	53	139	188	73	130	89	145	109	159	238	153	208	1403	1631	1492	922	763
	78%	82%	76%	78%	83%	73%	84%	77%	71%	85%	81%	76%	73%	77%	77%	78%	77%	79%
					h		behklmno			behklmno	hl							
There should be greater control on how many imported dogs are allowed into the UK	1500	49	124	159	71	123	81	139	92	133	206	137	186	1246	1451	1327	812	688
	69%	75%	67%	66%	80%	70%	77%	74%	60%	71%	70%	68%	65%	68%	69%	69%	67%	71%
					bchklmno		chlmo	hl		h	h			h	h	h		
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	1131	48	69	131	51	101	60	100	72	93	161	101	143	954	1084	1014	631	500
	52%	73%	38%	54%	58%	57%	57%	53%	47%	50%	55%	50%	50%	52%	51%	53%	52%	52%
		bceghijklmno		b	b	b	b	b		b	b	b	b	b	b	b		
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	934	22	81	93	44	74	42	92	67	89	132	64	134	789	912	831	555	379
	43%	34%	44%	38%	49%	42%	40%	49%	43%	48%	45%	32%	47%	43%	43%	43%	46%	39%
			k		k			ck	k	k	k		ck	k	k	k	b	
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	437	10	32	50	20	37	19	44	30	35	50	30	80	376	427	395	290	147
	20%	15%	17%	21%	23%	21%	18%	24%	19%	19%	17%	15%	28%	21%	20%	21%	24%	15%
								k					befhijklmno				b	

Christmas puppies

Q8. Agree summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Puppies and dogs should not be smuggled between countries	1709	622	1087	356	1275	183	1491
	79%	75%	81%	73%	83%	69%	82%
			a		a		a
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	1684	607	1078	346	1264	169	1483
	78%	73%	80%	71%	82%	63%	82%
			a		a		a
There should be greater control on how many imported dogs are allowed into the UK	1500	569	931	341	1091	187	1287
	69%	68%	69%	69%	71%	70%	71%
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	1131	451	681	282	803	171	938
	52%	54%	51%	57%	52%	64%	52%
				b		b	
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	934	434	500	270	618	173	737
	43%	52%	37%	55%	40%	65%	41%
		b		b		b	
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	437	286	151	205	212	160	273
	20%	34%	11%	42%	14%	60%	15%
		b		b		b	

Christmas puppies

Q8. Disagree summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	462 21%	230 22%	232 21%	59 24% dh	96 26% cdh	68 19%	71 18%	71 22%	97 19%	155 25% cdhi	139 19%	168 20%
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	344 16%	140 13%	204 18% a	57 24% bdefhi	64 17% fi	64 18% fi	60 16% f	52 16% f	47 9%	121 20% fi	124 17% fi	100 12%
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	301 14%	142 13%	160 14%	39 16%	57 15%	44 13%	47 12%	36 11%	77 15%	96 16%	92 13%	113 14%
There should be greater control on how many imported dogs are allowed into the UK	147 7%	66 6%	81 7%	31 13% defhi	46 12% defhi	32 9% defi	18 5%	7 2%	13 3%	77 12% defhi	50 7% efi	20 2%
Puppies and dogs should not be smuggled between countries	113 5%	59 6%	53 5%	27 11% cdefhi	43 12% cdefhi	20 6% efi	11 3%	7 2%	4 1%	71 11% cdefhi	31 4% fi	11 1%
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	105 5%	60 6%	45 4%	23 9% cdefhi	46 12% cdefhi	17 5% fi	12 3% fi	7 2% f	* *	68 11% cdefhi	29 4% fi	8 1%

Christmas puppies

Q8. Disagree summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	462 21%	24 37%	46 25%	53 22%	22 25%	31 18%	23 22%	39 21%	39 25%	40 21%	58 20%	43 21%	44 15%	369 20%	438 21%	392 20%	251 21%	211 22%
		cefgijlmno	l		l				l					l	l	l		
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	344 16%	9 14%	45 25%	34 14%	13 15%	24 14%	14 13%	27 15%	26 17%	30 16%	44 15%	31 15%	45 16%	276 15%	335 16%	290 15%	201 17%	143 15%
		cefgijlmno																
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	301 14%	9 14%	15 8%	28 12%	8 9%	28 16%	13 12%	29 15%	29 19%	21 11%	46 16%	33 16%	44 15%	264 15%	292 14%	277 14%	171 14%	130 13%
									b		b		b	b	b	b		
There should be greater control on how many imported dogs are allowed into the UK	147 7%	5 8%	11 6%	12 5%	3 3%	15 9%	5 4%	13 7%	18 12%	9 5%	19 7%	17 8%	20 7%	126 7%	142 7%	131 7%	85 7%	62 6%
								cdfimno										
Puppies and dogs should not be smuggled between countries	113 5%	1 2%	12 7%	11 4%	4 4%	12 7%	4 4%	11 6%	11 7%	6 3%	13 5%	6 3%	21 7%	95 5%	111 5%	99 5%	72 6%	41 4%
												i						
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	105 5%	1 1%	9 5%	11 5%	3 3%	12 7%	2 2%	5 3%	17 11%	6 3%	14 5%	8 4%	18 6%	93 5%	104 5%	95 5%	57 5%	48 5%
					fg			cdgijkmno				f						

Christmas puppies

Q8. Disagree summary: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK

Puppies and dogs should not be imported from other countries outside the UK under any circumstances

Generally speaking, I trust organisations that rescue and rehome dogs from other countries

There should be greater control on how many imported dogs are allowed into the UK

Puppies and dogs should not be smuggled between countries

All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK	462 21%	207 25% b	255 19%	113 23%	321 21%	41 15%	403 22% a
Puppies and dogs should not be imported from other countries outside the UK under any circumstances	344 16%	158 19% b	186 14%	78 16%	248 16%	37 14%	296 16%
Generally speaking, I trust organisations that rescue and rehome dogs from other countries	301 14%	123 15%	178 13%	81 16%	211 14%	35 13%	262 14%
There should be greater control on how many imported dogs are allowed into the UK	147 7%	87 10% b	61 5%	53 11% b	86 6%	25 9%	114 6%
Puppies and dogs should not be smuggled between countries	113 5%	71 9% b	42 3%	45 9% b	62 4%	31 12% b	75 4%
All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings	105 5%	69 8% b	36 3%	39 8% b	63 4%	26 10% b	74 4%

Christmas puppies

Q8_1. Puppies and dogs should not be imported from other countries outside the UK under any circumstances: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	739 34%	351 33%	388 35%	53 22%	88 23%	86 25%	130 34%	123 38%	260 52%	141 23%	216 30%	383 46%
							abcg	abcgh	abcdegh		abg	abcdegh
Slightly agree	392 18%	191 18%	201 18%	55 23%	85 23%	78 23%	72 19%	45 14%	56 11%	140 23%	151 21%	101 12%
				efi	efi	efi	fi			efi	efi	
Neither agree nor disagree	512 24%	287 27%	226 20%	63 26%	110 29%	86 25%	88 23%	72 22%	94 19%	172 28%	174 24%	166 20%
		b		fi	defhi					fi		
Slightly disagree	221 10%	92 9%	129 12%	43 18%	44 12%	46 13%	35 9%	28 9%	25 5%	87 14%	81 11%	53 6%
			a	bdefhi	fi	fi	f			defi	fi	
Strongly disagree	123 6%	48 5%	75 7%	13 6%	20 5%	17 5%	25 7%	24 7%	23 5%	33 5%	43 6%	47 6%
			a									
Don't know	186 9%	92 9%	93 8%	14 6%	30 8%	33 10%	34 9%	29 9%	45 9%	44 7%	68 9%	74 9%
						a					a	
Net: Agree	1131 52%	542 51%	590 53%	108 45%	173 46%	164 47%	203 53%	169 52%	315 63%	280 45%	367 50%	484 59%
							ag	ag	abcdegh			abcgh
Net: Disagree	344 16%	140 13%	204 18%	57 24%	64 17%	64 18%	60 16%	52 16%	47 9%	121 20%	124 17%	100 12%
			a	bdefhi	fi	fi	f	f		fi	fi	

Christmas puppies

Q8_1. Puppies and dogs should not be imported from other countries outside the UK under any circumstances: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	739	37	40	88	42	62	41	59	50	56	103	75	85	621	702	662	374	366
	34%	57%	22%	36%	48%	35%	39%	32%	33%	30%	35%	37%	30%	34%	33%	34%	31%	38%
		bcefg hijklmno		b	beghijlmno	b	bl	b	b		b	b		b	b	b		a
Slightly agree	392	11	29	43	9	39	19	40	22	37	58	26	58	333	381	352	258	134
	18%	16%	16%	18%	10%	22%	18%	22%	14%	19%	20%	13%	20%	18%	18%	18%	21%	14%
						dk		dk		d	d		d	d	d	d		b
Neither agree nor disagree	512	9	50	59	19	36	23	48	39	52	68	40	70	431	504	453	275	237
	24%	13%	27%	24%	21%	20%	22%	25%	25%	28%	23%	20%	25%	24%	24%	24%	23%	24%
Slightly disagree	221	2	30	25	8	17	9	21	12	17	32	15	32	180	219	188	135	86
	10%	4%	17%	10%	9%	10%	8%	11%	8%	9%	11%	8%	11%	10%	10%	10%	11%	9%
			afhikmno															
Strongly disagree	123	7	15	9	5	7	5	6	14	13	12	15	13	96	116	101	66	57
	6%	10%	8%	4%	6%	4%	5%	3%	9%	7%	4%	8%	5%	5%	6%	5%	5%	6%
									cgj									
Don't know	186	-	18	19	6	16	9	13	16	13	21	30	26	158	186	167	96	89
	9%	-	10%	8%	6%	9%	8%	7%	10%	7%	7%	15%	9%	9%	9%	9%	8%	9%
			a						a			acdgiijmno						
Net: Agree	1131	48	69	131	51	101	60	100	72	93	161	101	143	954	1084	1014	631	500
	52%	73%	38%	54%	58%	57%	57%	53%	47%	50%	55%	50%	50%	52%	51%	53%	52%	52%
		bceghijklmno		b	b	b	b	b		b	b	b	b	b	b	b		
Net: Disagree	344	9	45	34	13	24	14	27	26	30	44	31	45	276	335	290	201	143
	16%	14%	25%	14%	15%	14%	13%	15%	17%	16%	15%	15%	16%	15%	16%	15%	17%	15%
			cefgijlmno															

Christmas puppies

Q8_1. Puppies and dogs should not be imported from other countries outside the UK under any circumstances: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Strongly agree	739 34%	255 31%	484 36% a	159 32%	553 36%	91 34%	634 35%
Slightly agree	392 18%	196 23% b	196 15%	124 25% b	250 16%	80 30% b	304 17%
Neither agree nor disagree	512 24%	199 24%	313 23%	116 24%	347 22%	54 20%	417 23%
Slightly disagree	221 10%	108 13% b	113 8%	46 9%	166 11%	28 10%	187 10%
Strongly disagree	123 6%	50 6%	73 5%	32 6%	82 5%	9 3%	109 6%
Don't know	186 9%	26 3%	159 12% a	15 3%	143 9% a	5 2%	161 9% a
Net: Agree	1131 52%	451 54%	681 51%	282 57% b	803 52%	171 64% b	938 52%
Net: Disagree	344 16%	158 19% b	186 14%	78 16%	248 16%	37 14%	296 16%

Christmas puppies

Q8_2. Puppies and dogs should not be smuggled between countries: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1429 66%	663 63%	766 69% a	100 42%	145 39%	177 51% abg	288 75% abcgh	270 84% abcdgh	450 90% abcdegh	245 40%	465 63% abcg	719 87% abcdgh
Slightly agree	280 13%	140 13%	140 13%	61 25% defhi	74 20% defi	70 20% defhi	43 11% efi	16 5%	15 3%	135 22% defhi	114 16% efi	32 4%
Neither agree nor disagree	251 12%	150 14% b	101 9%	42 17% defhi	89 24% acdefhi	56 16% defhi	27 7%	18 6%	18 4%	132 21% cdefhi	84 11% defi	36 4%
Slightly disagree	64 3%	33 3%	30 3%	15 6% defhi	26 7% cdefhi	12 4% defi	3 1%	3 1%	4 1%	41 7% cdefhi	15 2%	8 1%
Strongly disagree	49 2%	26 2%	23 2%	12 5% cdefhi	17 5% efhi	8 2% fi	8 2% fi	3 1%	- -	30 5% cdefhi	16 2% fi	3 *
Don't know	100 5%	48 5%	52 5%	11 5%	24 6% fi	24 7% efi	15 4%	11 4%	15 3%	35 6% i	39 5%	26 3%
Net: Agree	1709 79%	803 76%	906 81% a	161 67% b	219 58%	247 71% bg	331 86% abcgh	286 89% abcgh	465 93% abcdgh	380 62%	578 79% abcg	751 91% abcdgh
Net: Disagree	113 5%	59 6%	53 5%	27 11% cdefhi	43 12% cdefhi	20 6% efi	11 3%	7 2%	4 1%	71 11% cdefhi	31 4% fi	11 1%

Christmas puppies

Q8_2. Puppies and dogs should not be smuggled between countries: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1429	54	119	162	64	104	75	118	93	133	205	142	159	1180	1375	1255	758	671
	66%	84%	65%	67%	72%	59%	71%	63%	61%	71%	70%	70%	56%	65%	65%	65%	63%	69%
		bceghlmno		l	el		ehl			el	el	el		l	l	l		a
Slightly agree	280	6	17	29	12	27	13	26	16	19	40	26	48	244	274	257	179	101
	13%	9%	9%	12%	13%	15%	12%	14%	11%	10%	13%	13%	17%	13%	13%	13%	15%	10%
													b				b	
Neither agree nor disagree	251	3	26	29	7	23	9	24	24	22	27	14	43	212	248	222	139	112
	12%	5%	14%	12%	8%	13%	9%	13%	15%	12%	9%	7%	15%	12%	12%	12%	12%	12%
									k				fjk					
Slightly disagree	64	1	7	8	2	6	2	7	4	2	8	2	14	53	62	55	41	22
	3%	2%	4%	3%	2%	3%	2%	4%	3%	1%	3%	1%	5%	3%	3%	3%	3%	2%
													i					
Strongly disagree	49	-	5	3	2	6	2	4	7	3	6	4	7	42	49	44	31	18
	2%	-	3%	1%	2%	3%	2%	2%	5%	2%	2%	2%	3%	2%	2%	2%	3%	2%
									c									
Don't know	100	-	9	11	2	11	3	9	10	8	10	14	13	88	100	91	55	45
	5%	-	5%	5%	2%	6%	3%	5%	6%	4%	3%	7%	5%	5%	5%	5%	5%	5%
Net: Agree	1709	61	136	191	76	131	88	144	109	152	245	168	207	1424	1649	1512	937	772
	79%	93%	74%	79%	85%	74%	84%	77%	71%	81%	83%	83%	73%	78%	78%	79%	78%	80%
		bceghlmno			behl		behl			hl	behl	hl		hl	hl	hl		
Net: Disagree	113	1	12	11	4	12	4	11	11	6	13	6	21	95	111	99	72	41
	5%	2%	7%	4%	4%	7%	4%	6%	7%	3%	5%	3%	7%	5%	5%	5%	6%	4%
													i					

Christmas puppies

Q8_2. Puppies and dogs should not be smuggled between countries: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1429 66%	456 55%	973 73% a	238 49%	1126 73% a	96 36%	1305 72% a
Slightly agree	280 13%	166 20% b	114 9%	118 24% b	149 10%	87 33% b	186 10%
Neither agree nor disagree	251 12%	128 15% b	123 9%	79 16% b	138 9%	47 18% b	173 10%
Slightly disagree	64 3%	41 5% b	22 2%	30 6% b	31 2%	19 7% b	42 2%
Strongly disagree	49 2%	30 4% b	19 1%	15 3%	30 2%	12 5% b	33 2%
Don't know	100 5%	12 1%	88 7% a	11 2%	67 4% a	6 2%	74 4%
Net: Agree	1709 79%	622 75%	1087 81% a	356 73%	1275 83% a	183 69%	1491 82% a
Net: Disagree	113 5%	71 9% b	42 3%	45 9% b	62 4%	31 12% b	75 4%

Christmas puppies

Q8_3. All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1323 61%	616 58%	706 63% a	90 37%	122 32%	162 47%	254 66%	259 81%	435 87%	212 34%	417 57%	694 84%
				abg	abcgh	abcdgh	abcdegh	abcdegh	abcdegh	abcg	abcdgh	abcdgh
Slightly agree	362 17%	181 17%	181 16%	54 23% defi	102 27% defhi	81 23% defi	61 16% efi	27 8%	36 7%	157 25% defhi	142 19% efi	63 8%
Neither agree nor disagree	271 12%	151 14% b	120 11%	62 26% cdefhi	76 20% defhi	64 18% defhi	36 9% fi	19 6%	14 3%	138 22% defhi	100 14% defi	34 4%
Slightly disagree	64 3%	40 4% b	24 2%	15 6% defhi	32 9% cdefhi	12 4% defi	3 1%	1 *	- -	47 8% cdefhi	16 2% efi	1 *
Strongly disagree	41 2%	20 2%	21 2%	8 3% fi	14 4% cfhi	5 1%	8 2% f	6 2% f	* *	22 4% cfhi	13 2% f	6 1%
Don't know	112 5%	52 5%	60 5%	12 5%	30 8% efi	23 7% efi	22 6% i	9 3%	16 3%	42 7% efi	45 6% ei	25 3%
Net: Agree	1684 78%	797 75%	887 80% a	144 60%	224 60%	243 70% abg	316 82% abcgh	286 89% abcdgh	471 94% abcdegh	368 60%	559 76% abcg	757 92% abcdgh
Net: Disagree	105 5%	60 6%	45 4%	23 9% cdefhi	46 12% cdefhi	17 5% fi	12 3% fi	7 2% f	* *	68 11% cdefhi	29 4% fi	8 1%

Christmas puppies

Q8_3. All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1323 61%	50 76% eghlmno	112 61%	148 61% l	61 69% ghl	103 58%	74 70%	105 56%	84 55%	127 68%	180 61%	135 67% ghl	145 51%	1087 60% l	1273 60% l	1161 60% l	700 58%	622 64% a
Slightly agree	362 17%	4 6%	27 15%	40 17% k	12 14%	27 15%	15 14%	40 21% ak	24 16%	32 17% k	59 20% ak	19 9%	63 22% afkmno	316 17% k	358 17% k	331 17% k	221 18% b	141 15%
Neither agree nor disagree	271 12%	9 13%	25 14%	34 14%	11 12%	26 15%	9 9%	28 15% f	20 13%	18 9%	28 9%	22 11%	42 15% f	228 13%	262 12%	237 12%	165 14% b	106 11%
Slightly disagree	64 3%	1 1%	2 1%	7 3%	* 1%	9 5% fgi	1 1%	2 1% bcdfgijklnmo	12 8%	1 1%	9 3%	4 2%	15 5% bdfgino	60 3% i	63 3%	61 3%	39 3%	25 3%
Strongly disagree	41 2%	- -	7 4% l	4 2%	2 3%	3 2%	1 1%	3 2%	5 3%	4 2%	4 2%	4 2%	2 1%	33 2%	41 2%	34 2%	18 2%	23 2%
Don't know	112 5%	2 3%	11 6%	9 4%	2 2%	8 5%	5 5%	9 5%	8 5%	5 3%	15 5%	19 10% cdimno	18 6%	95 5%	110 5%	100 5%	60 5%	53 5%
Net: Agree	1684 78%	53 82%	139 76%	188 78%	73 83% h	130 73% behklmno	89 84%	145 77%	109 71%	159 85% behklmno	238 81% hl	153 76%	208 73%	1403 77%	1631 77%	1492 78%	922 77%	763 79%
Net: Disagree	105 5%	1 1%	9 5%	11 5%	3 3%	12 7% fg	2 2%	5 3%	17 11% cdfgijklnmo	6 3%	14 5%	8 4%	18 6% f	93 5%	104 5%	95 5%	57 5%	48 5%

Christmas puppies

Q8_3. All puppies and dogs that are imported from other countries outside the UK should receive mandatory health screenings: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1323 61%	418 50%	904 67% a	225 46%	1044 68% a	82 31%	1222 67% a
Slightly agree	362 17%	189 23% b	173 13%	121 25% b	219 14%	87 33% b	261 14%
Neither agree nor disagree	271 12%	142 17% b	129 10%	93 19% b	139 9%	64 24% b	171 9%
Slightly disagree	64 3%	45 5% b	19 1%	30 6% b	34 2%	18 7% b	43 2%
Strongly disagree	41 2%	24 3% b	17 1%	9 2%	29 2%	8 3%	30 2%
Don't know	112 5%	15 2%	98 7% a	13 3%	75 5% a	8 3%	85 5%
Net: Agree	1684 78%	607 73%	1078 80% a	346 71%	1264 82% a	169 63%	1483 82% a
Net: Disagree	105 5%	69 8% b	36 3%	39 8% b	63 4%	26 10% b	74 4%

Christmas puppies

Q8_4. Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	189 9%	101 9%	88 8%	36 15% defhi	47 13% defi	46 13% defhi	22 6%	16 5%	21 4%	83 13% defhi	69 9% defi	37 4%
Slightly agree	248 11%	130 12%	118 11%	46 19% defhi	72 19% cdefhi	48 14% efi	37 10% fi	26 8% f	21 4%	117 19% cdefhi	85 12% fi	46 6%
Neither agree nor disagree	565 26%	278 26%	287 26%	65 27%	103 27%	96 28%	94 25%	84 26%	122 24%	168 27%	190 26%	207 25%
Slightly disagree	191 9%	92 9%	99 9%	31 13% defhi	49 13% defhi	35 10% ei	28 7%	18 6%	31 6%	80 13% defhi	63 9%	49 6%
Strongly disagree	271 12%	138 13%	133 12%	28 11%	47 13%	33 9%	43 11%	53 17% cdgh	67 13%	75 12%	76 10%	120 15% ch
Don't know	710 33%	322 30%	387 35% a	36 15%	58 16%	90 26% abg	160 42% abcgh	124 39% abcg	241 48% abcegh	94 15%	250 34% abcg	365 44% abcgh
Net: Agree	437 20%	230 22%	206 19%	81 34% cdefhi	119 32% defhi	94 27% defhi	59 15% fi	42 13%	41 8%	200 32% defhi	153 21% defi	83 10%
Net: Disagree	462 21%	230 22%	232 21%	59 24% dh	96 26% cdh	68 19%	71 18%	71 22%	97 19%	155 25% cdhi	139 19%	168 20%

Christmas puppies

Q8_4. Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	189 9%	5 8%	14 8%	23 9%	11 12% ij	14 8%	10 9%	18 10%	13 9%	10 6%	17 6%	15 7%	38 13% ijmno	160 9%	183 9%	169 9%	130 11% b	58 6%
Slightly agree	248 11%	5 7%	18 10%	28 11%	9 11%	23 13%	9 9%	26 14%	17 11%	25 13%	33 11%	15 7%	42 15% fk	217 12%	243 12%	226 12%	159 13% b	89 9%
Neither agree nor disagree	565 26%	14 22%	47 26%	59 24%	22 25%	45 26%	26 25%	55 30%	44 29%	51 27%	82 28%	54 27%	64 22%	477 26%	550 26%	503 26%	304 25%	261 27%
Slightly disagree	191 9%	5 8%	25 14% jmo	28 11%	5 6%	13 7%	9 9%	20 11%	15 10%	14 7%	22 7%	13 7%	22 8%	152 8%	186 9%	161 8%	114 9%	77 8%
Strongly disagree	271 12%	19 29% bcefgijklmno	21 11%	25 10%	16 19% cegl	18 10%	14 13% l	19 10%	24 15% l	26 14% l	36 12% l	30 15% l	21 8% l	217 12% l	251 12% l	231 12% l	137 11%	133 14%
Don't know	710 33%	17 26%	59 32%	80 33%	24 27%	64 36% g	38 36% g	48 26%	41 27%	61 33%	105 36% g	75 37% g	97 34% g	597 33% g	693 33% g	634 33% g	359 30%	350 36% a
Net: Agree	437 20%	10 15%	32 17%	50 21%	20 23%	37 21%	19 18%	44 24% k	30 19%	35 19%	50 17%	30 15% bfhijkmno	80 28% bfhijkmno	376 21%	427 20%	395 21%	290 24% b	147 15%
Net: Disagree	462 21%	24 37% cefgijlmno	46 25% l	53 22%	22 25% l	31 18%	23 22%	39 21%	39 25% l	40 21%	58 20%	43 21%	44 15% l	369 20% l	438 21% l	392 20% l	251 21%	211 22%

Christmas puppies

Q8_4. Buying a puppy or dog from another country is easier and cheaper than buying or rescuing a dog in the UK: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Strongly agree	189 9%	132 16% b	56 4%	103 21% b	79 5%	79 30% b	107 6%
Slightly agree	248 11%	153 18% b	95 7%	101 21% b	133 9%	81 30% b	166 9%
Neither agree nor disagree	565 26%	210 25%	354 26%	112 23%	404 26%	56 21%	469 26% a
Slightly disagree	191 9%	104 12% b	88 7%	57 12% b	128 8%	25 9%	160 9%
Strongly disagree	271 12%	103 12%	167 12%	56 11%	193 12%	16 6%	243 13% a
Don't know	710 33%	130 16%	579 43% a	61 12%	604 39% a	11 4%	668 37% a
Net: Agree	437 20%	286 34% b	151 11%	205 42% b	212 14%	160 60% b	273 15%
Net: Disagree	462 21%	207 25% b	255 19%	113 23%	321 21%	41 15%	403 22% a

Christmas puppies

Q8_5. There should be greater control on how many imported dogs are allowed into the UK: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1084 50%	505 48%	578 52% a	65 27%	118 31%	116 33% a	220 57% abcgh	200 62% abcgh	364 73% abcdegh	183 30%	337 46% abcg	564 68% abcdegh
Slightly agree	416 19%	209 20%	207 19%	71 30% defhi	93 25% defi	87 25% defi	59 15%	51 16%	55 11%	164 27% defhi	146 20% fi	106 13%
Neither agree nor disagree	358 16%	201 19% b	157 14%	58 24% defhi	92 24% defhi	83 24% defhi	51 13% f	40 12% f	36 7%	149 24% defhi	133 18% defi	76 9%
Slightly disagree	97 4%	44 4%	53 5%	23 9% defhi	31 8% defhi	25 7% defhi	7 2%	3 1%	8 2%	54 9% defhi	32 4% defi	11 1%
Strongly disagree	50 2%	22 2%	28 3%	8 3% ei	15 4% efi	7 2%	11 3% i	4 1%	5 1%	23 4% efi	18 2%	9 1%
Don't know	168 8%	79 7%	89 8%	16 7%	27 7%	30 8%	37 10%	25 8%	33 7%	44 7%	66 9%	58 7%
Net: Agree	1500 69%	714 67%	786 71%	136 56%	211 56%	203 58%	279 73% abcgh	250 78% abcgh	420 84% abcdgh	347 56%	482 66% abcg	670 81% abcdgh
Net: Disagree	147 7%	66 6%	81 7%	31 13% defhi	46 12% defhi	32 9% defi	18 5%	7 2%	13 3%	77 12% defhi	50 7% efi	20 2%

Christmas puppies

Q8_5. There should be greater control on how many imported dogs are allowed into the UK: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1084 50%	42 64% ehl	88 48%	125 51%	53 60% ehlmno	78 44%	58 55% el	99 53% l	69 45%	96 51%	144 49%	110 54% l	123 43%	896 49% l	1042 49% l	954 50% l	550 46%	533 55% a
Slightly agree	416 19%	7 11%	36 19%	35 14%	17 20%	45 26% chkmno	23 22% ck	40 21% c	24 15%	37 20%	61 21%	28 14%	63 22% ck	349 19%	409 19%	373 19%	262 22% b	154 16%
Neither agree nor disagree	358 16%	9 14%	33 18%	52 22% dfgk	10 11%	28 16%	14 13%	26 14%	32 21%	33 18%	49 17%	21 10%	51 18% k	302 17% k	349 17% k	316 16% k	215 18% b	143 15%
Slightly disagree	97 4%	3 4%	8 5%	10 4%	3 3%	9 5%	4 4%	9 5%	7 4%	4 2%	16 5%	12 6%	13 4%	82 5% g	94 4%	86 4%	54 5%	43 4%
Strongly disagree	50 2%	2 4%	3 2%	2 1%	* * f	7 4% f	1 1%	4 2%	11 7% bcdfgijlmno	5 2%	3 1%	5 2%	7 3%	44 2% g	48 2%	45 2%	31 3%	19 2%
Don't know	168 8%	2 3%	16 9%	19 8%	5 5%	10 6%	6 5%	9 5%	12 8%	13 7%	21 7%	28 14% defgijlmno	28 10% g	145 8%	166 8%	150 8%	91 8%	77 8%
Net: Agree	1500 69%	49 75%	124 67%	159 66%	71 80% bchklmno	123 70%	81 77% chlmno	139 74% hl	92 60%	133 71% h	206 70% h	137 68%	186 65% g	1246 68% h	1451 69% h	1327 69% h	812 67%	688 71%
Net: Disagree	147 7%	5 8%	11 6%	12 5%	3 3%	15 9%	5 4%	13 7%	18 12% cdfimno	9 5%	19 7%	17 8%	20 7%	126 7%	142 7%	131 7%	85 7%	62 6%

Christmas puppies

Q8_5. There should be greater control on how many imported dogs are allowed into the UK: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Strongly agree	1084 50%	345 41%	739 55%	206 42%	834 54%	91 34%	975 54%
		a	a	a	a	a	a
Slightly agree	416 19%	224 27%	192 14%	135 28%	257 17%	95 36%	312 17%
		b	b	b	b	b	b
Neither agree nor disagree	358 16%	156 19%	202 15%	84 17%	235 15%	50 19%	273 15%
		b	b	b	b	b	b
Slightly disagree	97 4%	58 7%	39 3%	36 7%	55 4%	20 8%	71 4%
		b	b	b	b	b	b
Strongly disagree	50 2%	28 3%	22 2%	17 3%	31 2%	4 2%	44 2%
		b	b	b	b	b	b
Don't know	168 8%	22 3%	146 11%	13 3%	129 8%	6 2%	139 8%
		a	a	a	a	a	a
Net: Agree	1500 69%	569 68%	931 69%	341 69%	1091 71%	187 70%	1287 71%
Net: Disagree	147 7%	87 10%	61 5%	53 11%	86 6%	25 9%	114 6%
		b	b	b	b	b	b

Christmas puppies

Q8_6. Generally speaking, I trust organisations that rescue and rehome dogs from other countries: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	385 18%	194 18%	191 17%	45 19%	76 20% d	66 19%	56 14%	65 20% d	77 15%	121 20% d	122 17%	142 17%
Slightly agree	549 25%	259 24%	290 26%	72 30% dfi	93 25%	107 31% dfi	88 23%	88 27% f	102 20%	165 27% f	194 27% f	189 23%
Neither agree nor disagree	647 30%	331 31%	315 28%	65 27%	108 29%	101 29%	125 32%	92 29%	154 31%	174 28%	226 31%	247 30%
Slightly disagree	178 8%	81 8%	97 9%	30 13% defhi	35 9%	29 8%	26 7%	21 7%	36 7%	66 11% dehi	55 8%	57 7%
Strongly disagree	123 6%	61 6%	63 6%	9 4%	22 6%	16 5%	21 5%	15 5%	41 8% ag	30 5%	37 5%	56 7% a
Don't know	291 13%	134 13%	157 14%	20 8%	41 11%	29 8%	69 18% abcegh	40 13%	91 18% abcg	61 10%	99 13% acg	132 16% abcg
Net: Agree	934 43%	453 43%	481 43%	117 49% dfi	169 45% df	173 50% dfhi	143 37%	153 48% dfi	179 36%	286 46% dfi	316 43% f	332 40%
Net: Disagree	301 14%	142 13%	160 14%	39 16%	57 15%	44 13%	47 12%	36 11%	77 15%	96 16%	92 13%	113 14%

Christmas puppies

Q8_6. Generally speaking, I trust organisations that rescue and rehome dogs from other countries: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	385 18%	18 28% gj	39 21% g	43 18%	19 21%	34 19%	20 19%	25 13%	24 16%	38 20%	43 15%	31 15%	50 18%	307 17%	367 17%	328 17%	217 18%	168 17%
Slightly agree	549 25%	4 6%	42 23% a	50 21% a	25 28% ak	40 23% a	22 21% a	67 36% abcekmno	42 27% ak	51 27% ak	89 30% acfk	33 16% ak	84 30% acfk	481 26% ak	545 26% ak	503 26% ak	338 28% b	211 22%
Neither agree nor disagree	647 30%	23 35%	60 33%	84 35% ghl	21 24% ghl	61 34% ghl	36 34% ghl	48 25%	35 23%	57 30%	81 28%	70 35% hl	72 25%	528 29%	624 30%	564 29%	327 27%	319 33% a
Slightly disagree	178 8%	7 11%	12 6%	16 7%	3 4%	13 8%	5 4%	12 6%	20 13% cdfgno	15 8%	23 8%	24 12% df	28 10% f	155 8% f	171 8%	159 8%	114 9% b	64 7%
Strongly disagree	123 6%	2 3%	3 2%	12 5%	5 5%	14 8% b	8 8% b	17 9% bi	8 5%	7 4%	23 8% b	9 4%	15 5%	110 6% b	121 6% b	118 6% b	57 5% a	66 7%
Don't know	291 13%	11 18%	27 15%	38 15% e	15 17% e	15 8%	14 14%	20 10%	24 15% e	20 11%	36 12%	35 17% e	35 12%	238 13% e	280 13% e	252 13%	151 13%	141 15%
Net: Agree	934 43%	22 34%	81 44% k	93 38%	44 49% k	74 42%	42 40%	92 49% ck	67 43% k	89 48% k	132 45% k	64 32% k	134 47% ck	789 43% k	912 43% k	831 43% k	555 46% b	379 39%
Net: Disagree	301 14%	9 14%	15 8%	28 12%	8 9%	28 16%	13 12%	29 15%	29 19% b	21 11%	46 16% b	33 16% b	44 15% b	264 15% b	292 14%	277 14% b	171 14%	130 13%

Christmas puppies

Q8_6. Generally speaking, I trust organisations that rescue and rehome dogs from other countries: To what extent, if at all, do you agree or disagree with the following statements?

BASE: All respondents

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
Significance Level: 95%		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Strongly agree	385 18%	190 23% b	195 15%	123 25% b	240 16%	71 27% b	301 17%
Slightly agree	549 25%	243 29% b	306 23%	147 30% b	378 25%	102 38% b	437 24%
Neither agree nor disagree	647 30%	229 28%	417 31%	117 24%	480 31% a	53 20%	557 31% a
Slightly disagree	178 8%	82 10% b	96 7%	56 11% b	118 8%	20 8%	155 9%
Strongly disagree	123 6%	41 5%	83 6%	25 5%	94 6%	14 5%	107 6%
Don't know	291 13%	47 6%	244 18% a	23 5%	232 15% a	6 2%	257 14% a
Net: Agree	934 43%	434 52% b	500 37%	270 55% b	618 40%	173 65% b	737 41%
Net: Disagree	301 14%	123 15%	178 13%	81 16%	211 14%	35 13%	262 14%

Christmas puppies

Q9. Summary: To what extent are you aware of the following, if at all?

BASE: All respondents

Significance Level: 95%

The risks associated with importing puppies, dogs and other pets from other countries

The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March

The ban of third party sales of puppies and kittens in England (known as Lucy's Law)

The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly)

Total	Yes - I am fully aware of this	Yes - I am aware of this but not in detail	No - I am not aware of this	Net: Aware
	*b	*c	*d	*e
2173 100%	553 25%	754 35%	866 40%	1307 60%
2173 100%	614 28%	441 20%	1118 51%	1055 49%
2173 100%	418 19%	429 20%	1326 61%	847 39%
2173 100%	328 15%	411 19%	1435 66%	738 34%

Christmas puppies

Q9. Aware summary: To what extent are you aware of the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The risks associated with importing puppies, dogs and other pets from other countries	1307	642	665	179	263	206	204	176	279	441	410	456
	60%	61%	60%	74%	70%	59%	53%	55%	56%	71%	56%	55%
				cdefhi	cdefhi					cdefhi		
The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March	1055	484	571	168	241	185	167	118	176	409	352	294
	49%	46%	51%	70%	64%	53%	44%	37%	35%	66%	48%	36%
			a	cdefhi	cdefhi	defi	fi			cdefhi	efi	
The ban of third party sales of puppies and kittens in England (known as Lucy's Law)	847	420	427	141	227	165	119	78	117	368	283	196
	39%	40%	38%	58%	60%	47%	31%	24%	23%	60%	39%	24%
				cdefhi	cdefhi	defhi	fi			cdefhi	defi	
The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly)	738	373	366	148	222	149	91	59	70	370	240	129
	34%	35%	33%	61%	59%	43%	24%	18%	14%	60%	33%	16%
				cdefhi	cdefhi	defhi	fi			cdefhi	defi	

Christmas puppies

Q9. Aware summary: To what extent are you aware of the following, if at all?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The risks associated with importing puppies, dogs and other pets from other countries	1307 60%	47 72% dh	124 68% defhjo	141 58%	47 53%	99 56%	60 57%	119 63% h	81 52%	118 63%	166 56%	120 59%	186 65% defhjmo	1076 59%	1260 60%	1135 59%	754 63% b	553 57%
The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March	1055 49%	32 50%	98 53% j	110 45%	39 45%	91 51%	51 48%	97 52% j	79 51%	80 42%	125 42%	99 49%	154 54% cijmo	874 48%	1023 49%	925 48%	646 54% b	409 42%
The ban of third party sales of puppies and kittens in England (known as Lucy's Law)	847 39%	27 41%	72 39%	93 38%	32 37%	74 42%	39 37%	76 40%	59 39%	66 35%	99 34%	76 37%	133 47% cfijmno	709 39%	820 39%	748 39%	525 44% b	322 33%
The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly)	738 34%	18 28%	60 33%	73 30%	29 33%	62 35%	31 29%	73 39% cfij	59 39% ij	51 27%	85 29%	65 32%	131 46% abcdefijkmno	629 35% i	720 34%	660 34%	462 38% b	277 29%

Christmas puppies

Q9. Aware summary: To what extent are you aware of the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

The risks associated with importing puppies, dogs and other pets from other countries

The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March

The ban of third party sales of puppies and kittens in England (known as Lucy's Law)

The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly)

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
The risks associated with importing puppies, dogs and other pets from other countries	1307	666	641	397	839	237	1033
	60%	80%	48%	81%	54%	89%	57%
		b		b		b	
The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March	1055	612	443	374	627	244	782
	49%	74%	33%	76%	41%	91%	43%
		b		b		b	
The ban of third party sales of puppies and kittens in England (known as Lucy's Law)	847	517	330	324	477	231	589
	39%	62%	25%	66%	31%	87%	33%
		b		b		b	
The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly)	738	483	256	334	368	239	475
	34%	58%	19%	68%	24%	90%	26%
		b		b		b	

Christmas puppies

Q9_1. The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly): To what extent are you aware of the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	328	175	153	74	99	61	39	27	26	174	100	54
	15%	16%	14%	31%	26%	18%	10%	9%	5%	28%	14%	7%
				cdefhi	cdefhi	defi	fi			cdefhi	efi	
Yes - I am aware of this but not in detail	411	198	213	74	122	88	52	31	44	196	139	75
	19%	19%	19%	31%	33%	25%	13%	10%	9%	32%	19%	9%
				defhi	cdefhi	defhi	i			cdefhi	defi	
No - I am not aware of this	1435	688	747	93	154	198	294	263	432	247	493	695
	66%	65%	67%	39%	41%	57%	76%	82%	86%	40%	67%	84%
						abg	abcgh	abcgh	abcdgh		abcg	abcdgh
Net: Aware	738	373	366	148	222	149	91	59	70	370	240	129
	34%	35%	33%	61%	59%	43%	24%	18%	14%	60%	33%	16%
				cdefhi	cdefhi	defhi	fi			cdefhi	defi	

Christmas puppies

Q9_1. The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly): To what extent are you aware of the following, if at all?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	328	8	33	33	11	35	17	36	23	19	32	20	62	270	320	287	219	109
	15%	12%	18%	14%	12%	20%	16%	19%	15%	10%	11%	10%	22%	15%	15%	15%	18%	11%
			ij			ijk		ijk					cdijkmno				b	
Yes - I am aware of this but not in detail	411	11	27	39	19	26	14	38	37	32	54	45	69	359	400	373	243	168
	19%	17%	15%	16%	21%	15%	13%	20%	24%	17%	18%	22%	24%	20%	19%	19%	20%	17%
								ef			f		bcefno	f	f	f		
No - I am not aware of this	1435	47	123	170	59	116	74	114	94	137	210	137	153	1190	1388	1265	742	692
	66%	72%	67%	70%	67%	65%	71%	61%	61%	73%	71%	68%	54%	65%	66%	66%	62%	71%
		l	l	gl	l	l	gl			ghlm	ghl	l		l	l	l		a
Net: Aware	738	18	60	73	29	62	31	73	59	51	85	65	131	629	720	660	462	277
	34%	28%	33%	30%	33%	35%	29%	39%	39%	27%	29%	32%	46%	35%	34%	34%	38%	29%
								cfij	ij				abcdefijklmno	i			b	

Christmas puppies

Q9_1. The Puppy Contract (a free tool kit to encourage those buying and breeding puppies to do so responsibly): To what extent are you aware of the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes - I am fully aware of this

Yes - I am aware of this but not in detail

No - I am not aware of this

Net: Aware

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	328	243	85	180	133	142	175
	15%	29%	6%	37%	9%	53%	10%
		b		b		b	
Yes - I am aware of this but not in detail	411	240	171	153	236	98	300
	19%	29%	13%	31%	15%	37%	17%
		b		b		b	
No - I am not aware of this	1435	350	1084	157	1172	28	1338
	66%	42%	81%	32%	76%	10%	74%
		a		a		a	
Net: Aware	738	483	256	334	368	239	475
	34%	58%	19%	68%	24%	90%	26%
		b		b		b	

Christmas puppies

Q9_2. The ban of third party sales of puppies and kittens in England (known as Lucy's Law): To what extent are you aware of the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	418	215	203	71	110	89	47	43	58	181	136	102
	19%	20%	18%	29%	29%	26%	12%	13%	12%	29%	19%	12%
				defhi	defhi	defhi				defhi	defi	
Yes - I am aware of this but not in detail	429	206	223	70	117	75	72	35	59	187	147	94
	20%	19%	20%	29%	31%	22%	19%	11%	12%	30%	20%	11%
				cdefhi	cdefhi	efi	efi			cdefhi	efi	
No - I am not aware of this	1326	640	686	100	149	183	266	243	385	249	449	628
	61%	60%	62%	42%	40%	53%	69%	76%	77%	40%	61%	76%
						abg	abcgh	abcgh	abcdgh		abcg	abcdgh
Net: Aware	847	420	427	141	227	165	119	78	117	368	283	196
	39%	40%	38%	58%	60%	47%	31%	24%	23%	60%	39%	24%
				cdefhi	cdefhi	defhi	fi			cdefhi	defi	

Christmas puppies

Q9_2. The ban of third party sales of puppies and kittens in England (known as Lucy's Law): To what extent are you aware of the following, if at all?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	418	11	40	45	21	37	20	36	25	34	46	35	69	347	407	367	272	146
	19%	17%	22%	18%	24%	21%	19%	19%	16%	18%	16%	17%	24%	19%	19%	19%	23%	15%
												hjmno					b	
Yes - I am aware of this but not in detail	429	16	32	48	11	37	19	40	35	33	53	41	64	362	413	381	253	176
	20%	24%	18%	20%	13%	21%	18%	21%	23%	18%	18%	20%	23%	20%	20%	20%	21%	18%
												d						
No - I am not aware of this	1326	38	111	150	56	103	67	112	94	121	196	127	151	1110	1288	1177	679	647
	61%	59%	61%	62%	63%	58%	63%	60%	61%	65%	66%	63%	53%	61%	61%	61%	56%	67%
				l			l			l	l		l	l	l		a	
Net: Aware	847	27	72	93	32	74	39	76	59	66	99	76	133	709	820	748	525	322
	39%	41%	39%	38%	37%	42%	37%	40%	39%	35%	34%	37%	47%	39%	39%	39%	44%	33%
												cfijmno					b	

Christmas puppies

Q9_2. The ban of third party sales of puppies and kittens in England (known as Lucy's Law): To what extent are you aware of the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes - I am fully aware of this

Yes - I am aware of this but not in detail

No - I am not aware of this

Net: Aware

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	418	284	134	186	214	141	267
	19%	34%	10%	38%	14%	53%	15%
		b		b		b	
Yes - I am aware of this but not in detail	429	233	196	138	263	90	323
	20%	28%	15%	28%	17%	34%	18%
		b		b		b	
No - I am not aware of this	1326	316	1010	167	1063	36	1224
	61%	38%	75%	34%	69%	13%	67%
		a		a		a	
Net: Aware	847	517	330	324	477	231	589
	39%	62%	25%	66%	31%	87%	33%
		b		b		b	

Christmas puppies

Q9_3. The risks associated with importing puppies, dogs and other pets from other countries: To what extent are you aware of the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	553	287	266	87	121	91	69	77	108	208	159	185
	25%	27%	24%	36%	32%	26%	18%	24%	21%	34%	22%	22%
				cdefhi	defhi	d		d		cdefhi		
Yes - I am aware of this but not in detail	754	355	399	91	142	115	136	99	172	233	251	271
	35%	33%	36%	38%	38%	33%	35%	31%	34%	38%	34%	33%
					e					e		
No - I am not aware of this	866	418	448	63	113	142	180	145	223	176	322	368
	40%	39%	40%	26%	30%	41%	47%	45%	44%	29%	44%	45%
						abg	abg	abg	abg		abg	abg
Net: Aware	1307	642	665	179	263	206	204	176	279	441	410	456
	60%	61%	60%	74%	70%	59%	53%	55%	56%	71%	56%	55%
				cdefhi	cdefhi					cdefhi		

Christmas puppies

Q9_3. The risks associated with importing puppies, dogs and other pets from other countries: To what extent are you aware of the following, if at all?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	553	24	49	64	24	52	25	50	36	49	58	39	81	454	528	479	308	244
	25%	37%	27%	27%	27%	29%	24%	27%	24%	26%	20%	19%	28%	25%	25%	25%	26%	25%
		jk				jk						jk						
Yes - I am aware of this but not in detail	754	23	75	76	23	47	35	69	44	69	108	81	106	622	731	657	445	309
	35%	35%	41%	32%	26%	27%	33%	37%	29%	37%	37%	40%	37%	34%	35%	34%	37%	32%
			deh				e			e	e	de	de	e	e	e	b	
No - I am not aware of this	866	18	59	102	42	78	46	69	73	70	129	82	99	743	848	789	450	416
	40%	28%	32%	42%	47%	44%	43%	37%	48%	37%	44%	41%	35%	41%	40%	41%	37%	43%
				abl	bl	bl		abgl		bl				l		bl		a
Net: Aware	1307	47	124	141	47	99	60	119	81	118	166	120	186	1076	1260	1135	754	553
	60%	72%	68%	58%	53%	56%	57%	63%	52%	63%	56%	59%	65%	59%	60%	59%	63%	57%
		dh	defhjo					h					defhjmo				b	

Christmas puppies

Q9_3. The risks associated with importing puppies, dogs and other pets from other countries: To what extent are you aware of the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes - I am fully aware of this

Yes - I am aware of this but not in detail

No - I am not aware of this

Net: Aware

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	553	345	207	217	305	145	396
	25%	41%	15%	44%	20%	54%	22%
		b		b		b	
Yes - I am aware of this but not in detail	754	321	433	180	534	92	637
	35%	39%	32%	37%	35%	34%	35%
		b					
No - I am not aware of this	866	167	699	94	702	30	780
	40%	20%	52%	19%	46%	11%	43%
		a	a	a	a	a	a
Net: Aware	1307	666	641	397	839	237	1033
	60%	80%	48%	81%	54%	89%	57%
		b		b		b	

Christmas puppies

Q9_4. The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March: To what extent are you aware of the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	614	275	339	95	145	107	98	67	102	240	205	170
	28%	26%	30%	39%	39%	31%	26%	21%	20%	39%	28%	21%
			a	cdefhi	cdefhi	efi				cdefhi	efi	
Yes - I am aware of this but not in detail	441	209	232	73	96	78	69	51	74	169	147	125
	20%	20%	21%	30%	26%	22%	18%	16%	15%	27%	20%	15%
				cdefhi	defhi	efi				defhi	i	
No - I am not aware of this	1118	576	541	73	135	163	217	203	326	208	380	529
	51%	54%	49%	30%	36%	47%	56%	63%	65%	34%	52%	64%
		b				abg	abcg	abcgh	abcdgh		abg	abcdgh
Net: Aware	1055	484	571	168	241	185	167	118	176	409	352	294
	49%	46%	51%	70%	64%	53%	44%	37%	35%	66%	48%	36%
			a	cdefhi	cdefhi	defi	fi			cdefhi	efi	

Christmas puppies

Q9_4. The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March: To what extent are you aware of the following, if at all?

BASE: All respondents

	Regions															Social grade			
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b		
Significance Level: 95%																			
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035	
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes - I am fully aware of this	614	20	64	63	25	41	33	61	47	48	66	61	86	497	594	530	388	226	
	28%	31%	35%	26%	28%	23%	31%	33%	31%	26%	22%	30%	30%	27%	28%	28%	32%	23%	
			ej				j	ej				j		j		b			
Yes - I am aware of this but not in detail	441	12	33	47	15	50	18	36	32	32	59	38	69	377	429	395	257	184	
	20%	19%	18%	19%	17%	28%	17%	19%	21%	17%	20%	19%	24%	21%	20%	21%	21%	19%	
					bcdfgijkmno														
No - I am not aware of this	1118	33	86	133	49	86	54	90	75	108	170	103	131	945	1085	999	558	560	
	51%	50%	47%	55%	55%	49%	52%	48%	49%	58%	58%	51%	46%	52%	51%	52%	46%	58%	
				l						l	bgl		l	l		a			
Net: Aware	1055	32	98	110	39	91	51	97	79	80	125	99	154	874	1023	925	646	409	
	49%	50%	53%	45%	45%	51%	48%	52%	51%	42%	42%	49%	54%	48%	49%	48%	54%	42%	
			j					j				cijmo				b			

Christmas puppies

Q9_4. The price of puppies and dogs has increased since the start of the COVID-19 lockdown in March: To what extent are you aware of the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes - I am fully aware of this

Yes - I am aware of this but not in detail

No - I am not aware of this

Net: Aware

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Yes - I am fully aware of this	614	376	238	244	340	154	446
	28%	45%	18%	50%	22%	58%	25%
		b		b		b	
Yes - I am aware of this but not in detail	441	236	205	130	288	90	336
	20%	28%	15%	27%	19%	34%	19%
		b		b		b	
No - I am not aware of this	1118	221	897	117	914	23	1031
	51%	26%	67%	24%	59%	9%	57%
		a		a		a	
Net: Aware	1055	612	443	374	627	244	782
	49%	74%	33%	76%	41%	91%	43%
		b		b		b	

Christmas puppies

Q10. Summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

Significance Level: 95%

	Total	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know	Net: Confident	Net: Not confident
		*b	*c	*d	*e	*f	*g	*h
How to avoid an illegal or irresponsible puppy or dog breeder	2173 100%	336 15%	646 30%	423 19%	278 13%	489 23%	982 45%	701 32%
How to avoid an illegal or irresponsible puppy or dog seller	2173 100%	345 16%	647 30%	424 20%	278 13%	479 22%	992 46%	702 32%
How to get a happy, healthy puppy	2173 100%	377 17%	728 34%	371 17%	220 10%	476 22%	1106 51%	591 27%

Christmas puppies

Q10. Confident summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
How to get a happy, healthy puppy	1106	514	592	147	219	192	185	154	209	366	377	363
	51%	48%	53%	61%	58%	55%	48%	48%	42%	59%	51%	44%
			a	defhi	defhi	efi				defhi	fi	
How to avoid an illegal or irresponsible puppy or dog seller	992	478	514	122	200	173	154	149	193	322	327	343
	46%	45%	46%	51%	53%	50%	40%	46%	39%	52%	45%	42%
				dfi	dfhi	dfi		f		dfhi		
How to avoid an illegal or irresponsible puppy or dog breeder	982	486	496	135	194	171	155	145	183	329	325	328
	45%	46%	45%	56%	52%	49%	40%	45%	36%	53%	44%	40%
				defhi	dfhi	dfi		f		defhi	f	

Christmas puppies

Q10. Confident summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Regions															Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b	
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
How to get a happy, healthy puppy	1106	40	97	119	48	75	55	95	78	98	147	105	147	913	1065	968	650	456
	51%	62%	53%	49%	55%	43%	52%	51%	51%	52%	50%	52%	52%	50%	51%	50%	54%	47%
		e					e						e	e	e	e	b	
How to avoid an illegal or irresponsible puppy or dog seller	992	29	86	112	28	72	47	80	69	101	141	96	131	831	963	877	590	402
	46%	44%	47%	46%	32%	40%	44%	43%	45%	54%	48%	47%	46%	46%	46%	46%	49%	42%
			d	d			d		d	degmno	d	d	d	d	d	d	b	
How to avoid an illegal or irresponsible puppy or dog breeder	982	28	86	108	34	78	43	78	83	98	124	100	123	826	955	869	577	405
	45%	42%	47%	44%	38%	44%	41%	41%	54%	52%	42%	50%	43%	45%	45%	45%	48%	42%
									dfgjlo	dfgjl							b	

Christmas puppies

Q10. Confident summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

How to get a happy, healthy puppy

How to avoid an illegal or irresponsible puppy or dog seller

How to avoid an illegal or irresponsible puppy or dog breeder

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes a	No b	Interested a	Not interested b	Likely a	Not likely b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
How to get a happy, healthy puppy	1106 51%	594 71% b	512 38%	359 73% b	692 45%	195 73% b	877 48%
How to avoid an illegal or irresponsible puppy or dog seller	992 46%	531 64% b	461 34%	337 69% b	608 39%	195 73% b	769 42%
How to avoid an illegal or irresponsible puppy or dog breeder	982 45%	546 66% b	436 33%	340 69% b	596 39%	198 74% b	758 42%

Christmas puppies

Q10. Not confident summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
How to avoid an illegal or irresponsible puppy or dog seller	702	342	360	93	122	97	130	88	172	214	228	260
	32%	32%	32%	38% cehi	32%	28%	34%	27%	34%	35% ce	31%	32%
How to avoid an illegal or irresponsible puppy or dog breeder	701	335	366	81	121	93	132	92	182	202	225	274
	32%	32%	33%	33% c	32%	27%	34% c	29%	36% ce	33% c	31%	33% c
How to get a happy, healthy puppy	591	305	286	69	100	87	103	79	153	169	190	232
	27%	29%	26%	29%	27%	25%	27%	25%	31%	27%	26%	28%

Christmas puppies

Q10. Not confident summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
How to avoid an illegal or irresponsible puppy or dog seller	702 32%	29 45% i	61 33%	79 32%	34 39% i	59 33%	33 31%	64 34%	51 33%	48 25%	90 31%	57 28%	98 34% i	579 32%	673 32%	611 32%	375 31%	326 34%
How to avoid an illegal or irresponsible puppy or dog breeder	701 32%	30 46% ehik	65 35% i	78 32%	28 31%	53 30%	34 33%	63 34% i	39 25%	45 24%	101 34% i	58 29%	107 38% himno	572 31% i	671 32% i	606 32% i	382 32%	319 33%
How to get a happy, healthy puppy	591 27%	22 34%	57 31% k	67 28%	21 23%	53 30%	28 26%	52 28%	41 26%	42 23%	78 26%	41 20%	91 32% ikmo	484 27%	569 27%	512 27%	321 27%	270 28%

Christmas puppies

Q10. Not confident summary: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

How to avoid an illegal or irresponsible puppy or dog seller

How to avoid an illegal or irresponsible puppy or dog breeder

How to get a happy, healthy puppy

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
How to avoid an illegal or irresponsible puppy or dog seller	702	258	444	131	535	65	619
	32%	31%	33%	27%	35%	24%	34%
					a		a
How to avoid an illegal or irresponsible puppy or dog breeder	701	240	461	124	540	59	623
	32%	29%	34%	25%	35%	22%	34%
			a		a		a
How to get a happy, healthy puppy	591	192	399	108	451	67	508
	27%	23%	30%	22%	29%	25%	28%
			a		a		

Christmas puppies

Q10_1. How to get a happy, healthy puppy: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	377	179	198	56	82	63	59	47	71	138	121	118
	17%	17%	18%	23% defhi	22% defhi	18%	15%	15%	14%	22% defhi	17%	14%
Fairly confident	728	335	394	91	137	129	126	107	138	228	256	245
	34%	32%	35%	38% fi	36% fi	37% fi	33%	33%	27%	37% fi	35% fi	30%
Not very confident	371	194	177	53	71	68	60	50	70	124	128	119
	17%	18%	16%	22% defi	19%	19% i	16%	15%	14%	20% fi	17%	14%
Not at all confident	220	111	110	16	29	19	42	30	84	45	62	113
	10%	10%	10%	7%	8%	6%	11% acg	9%	17% abcdegh	7%	8%	14% abcegh
Don't know	476	242	234	25	57	69	97	89	140	82	166	229
	22%	23%	21%	10%	15% a	20% ag	25% abg	28% abcg	28% abcg	13%	23% abg	28% abcgh
Net: Confident	1106	514	592	147	219	192	185	154	209	366	377	363
	51%	48%	53% a	61% defhi	58% defhi	55% efi	48%	48%	42%	59% defhi	51% fi	44%
Net: Not confident	591	305	286	69	100	87	103	79	153	169	190	232
	27%	29%	26%	29%	27%	25%	27%	25%	31%	27%	26%	28%

Christmas puppies

Q10_1. How to get a happy, healthy puppy: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	377 17%	18 27% de	28 15%	46 19%	11 12%	23 13%	20 19%	31 17%	24 16%	35 19%	46 16%	42 21%	54 19%	311 17%	360 17%	331 17%	226 19% b	151 16%
Fairly confident	728 34%	23 35%	69 37%	73 30%	37 42% ce	53 30%	35 33%	64 34%	54 35%	64 34%	101 34%	64 31%	93 33%	602 33%	706 33%	637 33%	423 35%	305 31%
Not very confident	371 17%	12 18%	36 20% i	42 17%	16 18%	34 19% i	15 14%	32 17%	26 17%	20 11%	50 17%	24 12%	65 23% fikmno	308 17% i	359 17% i	323 17% i	211 18%	160 16%
Not at all confident	220 10%	10 15%	21 11%	25 10%	5 5%	19 10%	13 13%	20 11%	14 9%	22 12%	28 9%	17 8%	26 9%	176 10%	210 10%	189 10%	111 9%	110 11%
Don't know	476 22%	3 4%	30 16%	56 23% al	19 22% a	49 28% abl	22 21% a	41 22% a	35 23% a	47 25% al	71 24% al	56 28% abl	47 17%	422 23% al	474 22% al	444 23% al	233 19%	244 25% a
Net: Confident	1106 51%	40 62% e	97 53%	119 49%	48 55%	75 43%	55 52% e	95 51%	78 51%	98 52%	147 50%	105 52%	147 52% e	913 50% e	1065 51% e	968 50% e	650 54% b	456 47%
Net: Not confident	591 27%	22 34%	57 31% k	67 28%	21 23%	53 30%	28 26%	52 28%	41 26%	42 23%	78 26%	41 20%	91 32% ikmo	484 27%	569 27%	512 27%	321 27%	270 28%

Christmas puppies

Q10_1. How to get a happy, healthy puppy: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Very confident

Fairly confident

Not very confident

Not at all confident

Don't know

Net: Confident

Net: Not confident

	Total	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas	
		Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Very confident	377	214	163	155	197	84	276
	17%	26%	12%	32%	13%	31%	15%
		b		b		b	
Fairly confident	728	380	349	204	495	111	602
	34%	46%	26%	41%	32%	41%	33%
		b		b		b	
Not very confident	371	152	219	81	269	57	301
	17%	18%	16%	17%	17%	21%	17%
						b	
Not at all confident	220	40	180	27	183	10	207
	10%	5%	13%	5%	12%	4%	11%
			a		a		a
Don't know	476	47	429	24	397	6	427
	22%	6%	32%	5%	26%	2%	24%
		a		a		a	
Net: Confident	1106	594	512	359	692	195	877
	51%	71%	38%	73%	45%	73%	48%
		b		b		b	
Net: Not confident	591	192	399	108	451	67	508
	27%	23%	30%	22%	29%	25%	28%
			a		a		

Christmas puppies

Q10_2. How to avoid an illegal or irresponsible puppy or dog breeder: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	336	179	157	44	75	42	57	52	66	119	99	118
	15%	17%	14%	18%	20%	12%	15%	16%	13%	19%	13%	14%
				ch	cfhi					cfhi		
Fairly confident	646	308	339	91	120	129	98	93	117	210	226	209
	30%	29%	30%	38%	32%	37%	25%	29%	23%	34%	31%	25%
				defhi	dfi	defhi				dfi	fi	
Not very confident	423	200	223	57	88	71	81	48	77	145	152	126
	19%	19%	20%	23%	24%	20%	21%	15%	15%	23%	21%	15%
				efi	efi	i	ei			efi	ei	
Not at all confident	278	135	144	24	33	22	51	43	105	57	73	148
	13%	13%	13%	10%	9%	6%	13%	14%	21%	9%	10%	18%
							bcg	bcg	abcdegh		c	abcgh
Don't know	489	239	250	25	60	84	98	84	137	86	182	222
	23%	23%	23%	11%	16%	24%	25%	26%	27%	14%	25%	27%
					a	abg	abg	abg	abg		abg	abg
Net: Confident	982	486	496	135	194	171	155	145	183	329	325	328
	45%	46%	45%	56%	52%	49%	40%	45%	36%	53%	44%	40%
				defhi	dfhi	dfi		f		defhi	f	
Net: Not confident	701	335	366	81	121	93	132	92	182	202	225	274
	32%	32%	33%	33%	32%	27%	34%	29%	36%	33%	31%	33%
				c			c		ce	c		c

Christmas puppies

Q10_2. How to avoid an illegal or irresponsible puppy or dog breeder: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	336	9	27	48	11	30	16	27	26	32	30	31	47	283	327	299	195	141
	15%	14%	15%	20%	13%	17%	16%	14%	17%	17%	10%	15%	17%	16%	16%	16%	16%	15%
				j		j				j			j	j	j	j		
Fairly confident	646	18	58	60	22	48	27	51	57	67	94	69	76	543	628	570	383	264
	30%	28%	32%	25%	25%	27%	25%	27%	37%	35%	32%	34%	27%	30%	30%	30%	32%	27%
									cfgl	cfl							b	
Not very confident	423	17	35	44	27	28	16	41	24	24	60	35	72	355	406	371	237	186
	19%	25%	19%	18%	31%	16%	15%	22%	16%	13%	20%	17%	25%	20%	19%	19%	20%	19%
				bcefhijkmno				i		i		efhimno	i	i	i			
Not at all confident	278	14	29	34	*	25	19	22	15	21	40	23	35	216	265	235	145	133
	13%	21%	16%	14%	1%	14%	18%	12%	9%	11%	14%	11%	12%	12%	13%	12%	12%	14%
		d	d	d		d	dhmno	d	d	d	d	d	d	d	d	d		
Don't know	489	7	33	56	27	46	28	47	32	44	71	44	54	421	482	449	244	245
	23%	11%	18%	23%	31%	26%	26%	25%	21%	23%	24%	22%	19%	23%	23%	23%	20%	25%
				abl		a											a	
Net: Confident	982	28	86	108	34	78	43	78	83	98	124	100	123	826	955	869	577	405
	45%	42%	47%	44%	38%	44%	41%	41%	54%	52%	42%	50%	43%	45%	45%		48%	42%
								dfgilo	dfgjl								b	
Net: Not confident	701	30	65	78	28	53	34	63	39	45	101	58	107	572	671	606	382	319
	32%	46%	35%	32%	31%	30%	33%	34%	25%	24%	34%	29%	38%	31%	32%	32%	32%	33%
		ehik	i					i		i			himno	i	i	i		

Christmas puppies

Q10_2. How to avoid an illegal or irresponsible puppy or dog breeder: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Very confident

Fairly confident

Not very confident

Not at all confident

Don't know

Net: Confident

Net: Not confident

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Very confident	336 15%	205 25% b	131 10%	141 29% b	177 11%	83 31% b	241 13%
Fairly confident	646 30%	341 41% b	305 23%	199 41% b	419 27%	116 43% b	518 29%
Not very confident	423 19%	196 24% b	227 17%	94 19%	303 20%	46 17%	363 20%
Not at all confident	278 13%	44 5%	234 17% a	30 6%	237 15% a	13 5%	260 14% a
Don't know	489 23%	47 6%	443 33% a	28 6%	405 26% a	10 4%	431 24% a
Net: Confident	982 45%	546 66% b	436 33%	340 69% b	596 39%	198 74% b	758 42%
Net: Not confident	701 32%	240 29%	461 34% a	124 25%	540 35% a	59 22%	623 34% a

Christmas puppies

Q10_3. How to avoid an illegal or irresponsible puppy or dog seller: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%												
Unweighted Total	2173	1013	1160	385	429	382	364	342	271	814	746	613
Total	2173	1060	1113	241	376	348	385	322	502	617	732	824
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	345	179	165	50	73	48	52	47	74	123	100	122
	16%	17%	15%	21%	19%	14%	13%	15%	15%	20%	14%	15%
				cdehi	cdhi					cdehi		
Fairly confident	647	299	349	72	127	125	102	102	119	199	227	221
	30%	28%	31%	30%	34%	36%	27%	32%	24%	32%	31%	27%
					dfi	dfi		f		fi	f	
Not very confident	424	218	206	73	87	73	72	40	79	160	145	119
	20%	21%	19%	30%	23%	21%	19%	13%	16%	26%	20%	14%
				bdefhi	efi	ei	e			defhi	ei	
Not at all confident	278	124	153	20	35	24	58	48	93	55	82	141
	13%	12%	14%	8%	9%	7%	15%	15%	19%	9%	11%	17%
							abcg	abcg	abcgh		c	abcgh
Don't know	479	240	239	27	54	78	100	84	137	80	178	221
	22%	23%	21%	11%	14%	22%	26%	26%	27%	13%	24%	27%
						abg	abg	abg	abg		abg	abg
Net: Confident	992	478	514	122	200	173	154	149	193	322	327	343
	46%	45%	46%	51%	53%	50%	40%	46%	39%	52%	45%	42%
				dfi	dfhi	dfi		f		dfhi		
Net: Not confident	702	342	360	93	122	97	130	88	172	214	228	260
	32%	32%	32%	38%	32%	28%	34%	27%	34%	35%	31%	32%
				cehi						ce		

Christmas puppies

Q10_3. How to avoid an illegal or irresponsible puppy or dog seller: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

	Total	Regions														Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	Net: England and Wales	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	a	b
Significance Level: 95%																		
Unweighted Total	2173	37	133	228	96	201	202	235	143	178	269	136	315	1801	2136	2003	1138	1035
Total	2173	65	183	243	88	177	105	188	154	188	295	202	285	1819	2108	1924	1204	969
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very confident	345	11	30	44	11	24	19	30	29	29	40	31	46	285	333	303	199	145
	16%	18%	16%	18%	13%	14%	18%	16%	19%	15%	14%	15%	16%	16%	16%	16%	17%	15%
Fairly confident	647	17	56	67	17	47	28	50	40	72	101	66	85	546	630	574	390	257
	30%	26%	31%	28%	19%	27%	27%	27%	26%	39%	34%	32%	30%	30%	30%	30%	32%	27%
			d							o	d	d	d	d	d	d	b	
Not very confident	424	18	34	49	30	38	14	40	28	28	46	34	65	358	406	372	237	187
	20%	27%	19%	20%	34%	21%	13%	22%	18%	15%	15%	17%	23%	20%	19%	19%	20%	19%
		f			b	f		f					fij	f	f	f		
Not at all confident	278	11	27	29	5	21	18	24	22	20	45	23	32	220	266	239	138	139
	13%	18%	15%	12%	5%	12%	17%	13%	14%	11%	15%	11%	11%	12%	13%	12%	11%	14%
		d	d				dlmo	d	d		d		d	d	d	d		a
Don't know	479	7	36	52	26	46	26	43	34	38	63	49	56	410	472	436	239	240
	22%	11%	20%	22%	30%	26%	25%	23%	22%	20%	22%	24%	20%	23%	22%	23%	20%	25%
					al													a
Net: Confident	992	29	86	112	28	72	47	80	69	101	141	96	131	831	963	877	590	402
	46%	44%	47%	46%	32%	40%	44%	43%	45%	54%	48%	47%	46%	46%	46%	46%	49%	42%
			d	d			d		d	degmno	d	d	d	d	d	d	b	
Net: Not confident	702	29	61	79	34	59	33	64	51	48	90	57	98	579	673	611	375	326
	32%	45%	33%	32%	39%	33%	31%	34%	33%	25%	31%	28%	34%	32%	32%	32%	31%	34%
		i			i								i					

Christmas puppies

Q10_3. How to avoid an illegal or irresponsible puppy or dog seller: To what extent, if at all, are you confident in the following, if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Very confident

Fairly confident

Not very confident

Not at all confident

Don't know

Net: Confident

Net: Not confident

	Dog ownership		Interest in buying a dog in the next 6 months		Likelihood to buy a dog for Christmas		
	Total	Yes	No	Interested	Not interested	Likely	Not likely
		a	b	a	b	a	b
Unweighted Total	2173	916	1257	564	1441	339	1722
Total	2173	833	1340	491	1541	267	1813
	100%	100%	100%	100%	100%	100%	100%
Very confident	345 16%	203 24% b	142 11%	152 31% b	178 12%	88 33% b	247 14%
Fairly confident	647 30%	329 39% b	319 24%	185 38% b	431 28%	107 40% b	522 29%
Not very confident	424 20%	200 24% b	225 17%	102 21%	297 19%	51 19%	361 20%
Not at all confident	278 13%	58 7%	219 16% a	29 6%	238 15% a	14 5%	258 14% a
Don't know	479 22%	44 5%	435 32% a	23 5%	397 26% a	6 2%	425 23% a
Net: Confident	992 46%	531 64% b	461 34%	337 69% b	608 39%	195 73% b	769 42%
Net: Not confident	702 32%	258 31%	444 33%	131 27%	535 35% a	65 24%	619 34% a