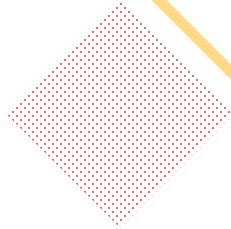
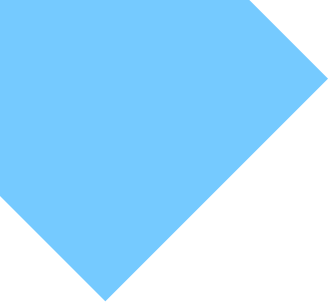


PSRC Report:

SAPUL SA PUSO ng mga **Pet Owner**

The background is a vibrant, abstract composition of overlapping organic shapes in various colors including teal, orange, pink, red, and blue. A semi-transparent rectangular box is centered over the image, containing the title text in white. In the bottom left corner, there is a logo consisting of three small blue circles of increasing size followed by the text 'psrc' in a green, lowercase, sans-serif font.

Acknowledging the Extended Family: Assessing Pet Ownership in the Philippines and Worldwide



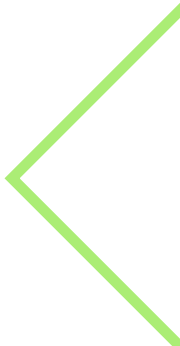
For more information, contact us at:
innovations@psrc.com.ph

UNDERSTANDING DATA

- All values shown in the report are percentages, except when explicitly mentioned.
- There may be some deviations due to rounding of numbers.
- Sample for total Philippines has a margin of error of 3%.
- All significance tests done are at 95% confidence level

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Exploring Pet Ownership and Perception in the Local and Global Setting

In commemoration of World Animal Day, the Worldwide Independent Network (WIN), represented locally by the Philippine Survey and Research Center, Inc. (PSRC), presents insights from the Worldviews Survey (WVS), along with public behaviors and perceptions within the context of global trends.

Through the WVS, we examine the following areas:

-  **Pet Ownership:** The incidence of pet owners among the market, both globally and locally. In addition, we dive into which segments in the Philippines have more tendency to own pets.
-  **Attitudes towards Pet Care:** How different segments view their position in taking care of the pets within their household



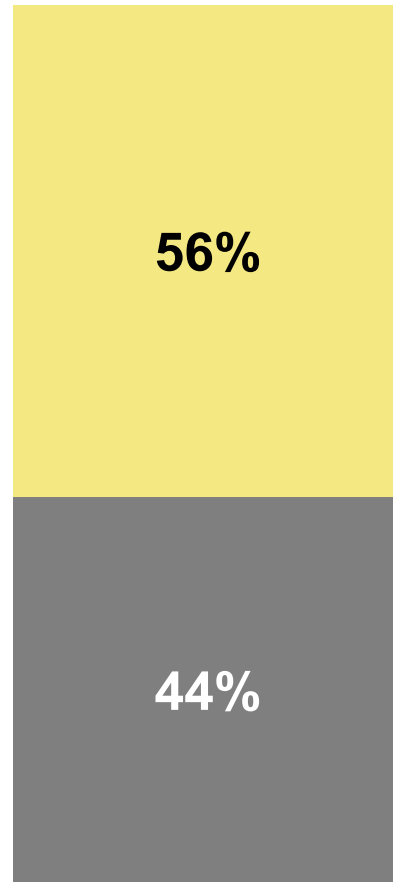
Pet ownership is split both worldwide and, in the Philippines, with households who own pets having a bit of an edge

Over half of households globally own at least one pet. This is similarly observed locally here in the Philippines.

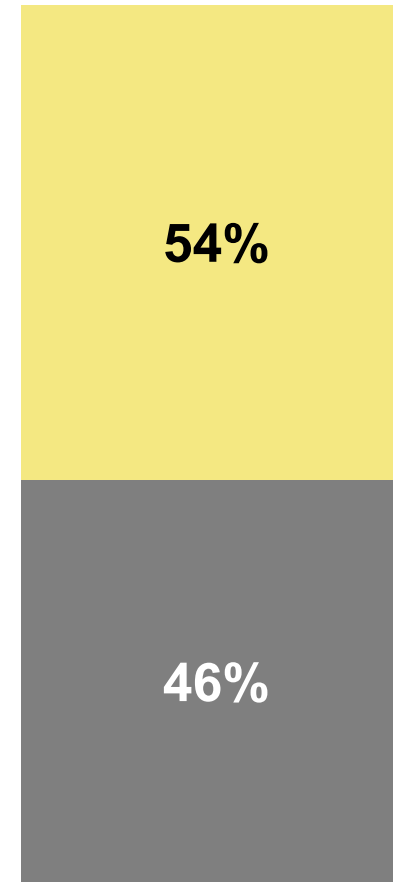
Do you have a pet living in your household?

YES, I have a pet

NO, I don't have a pet



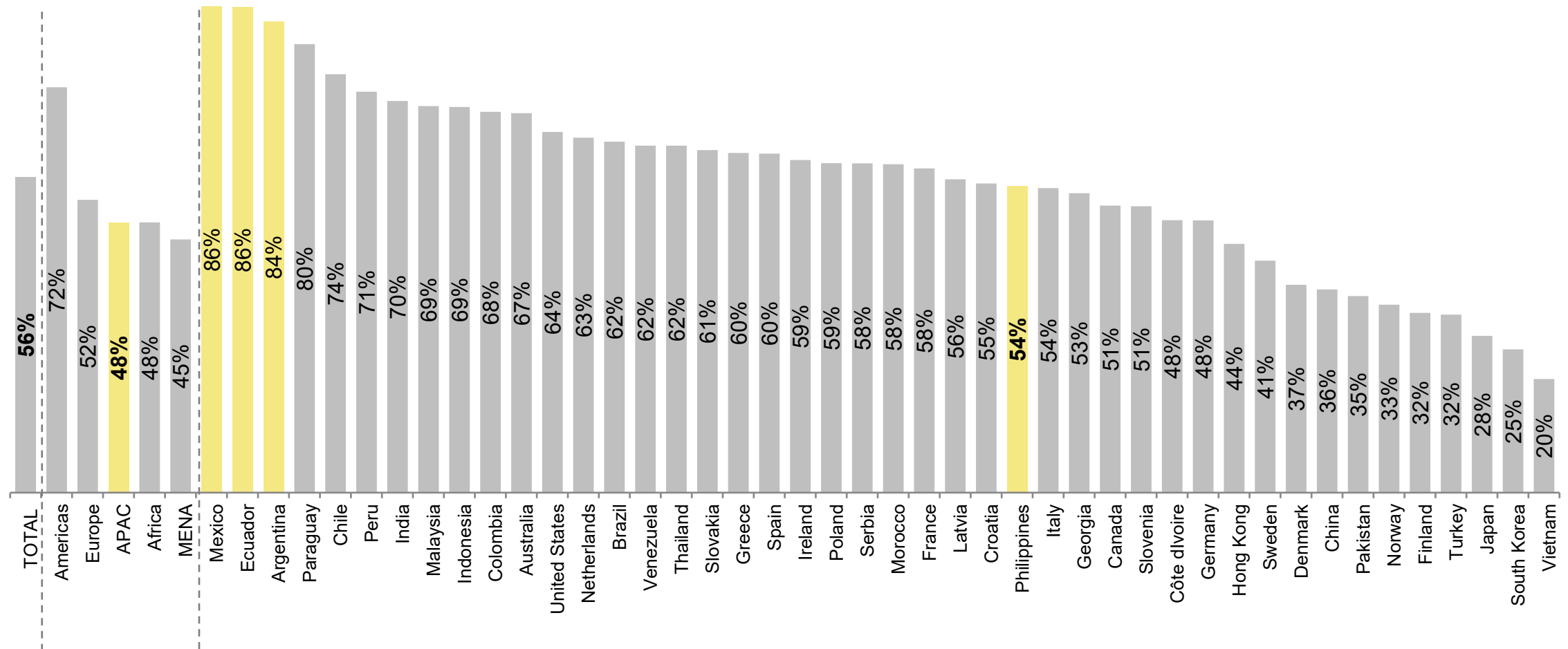
TOTAL GLOBAL



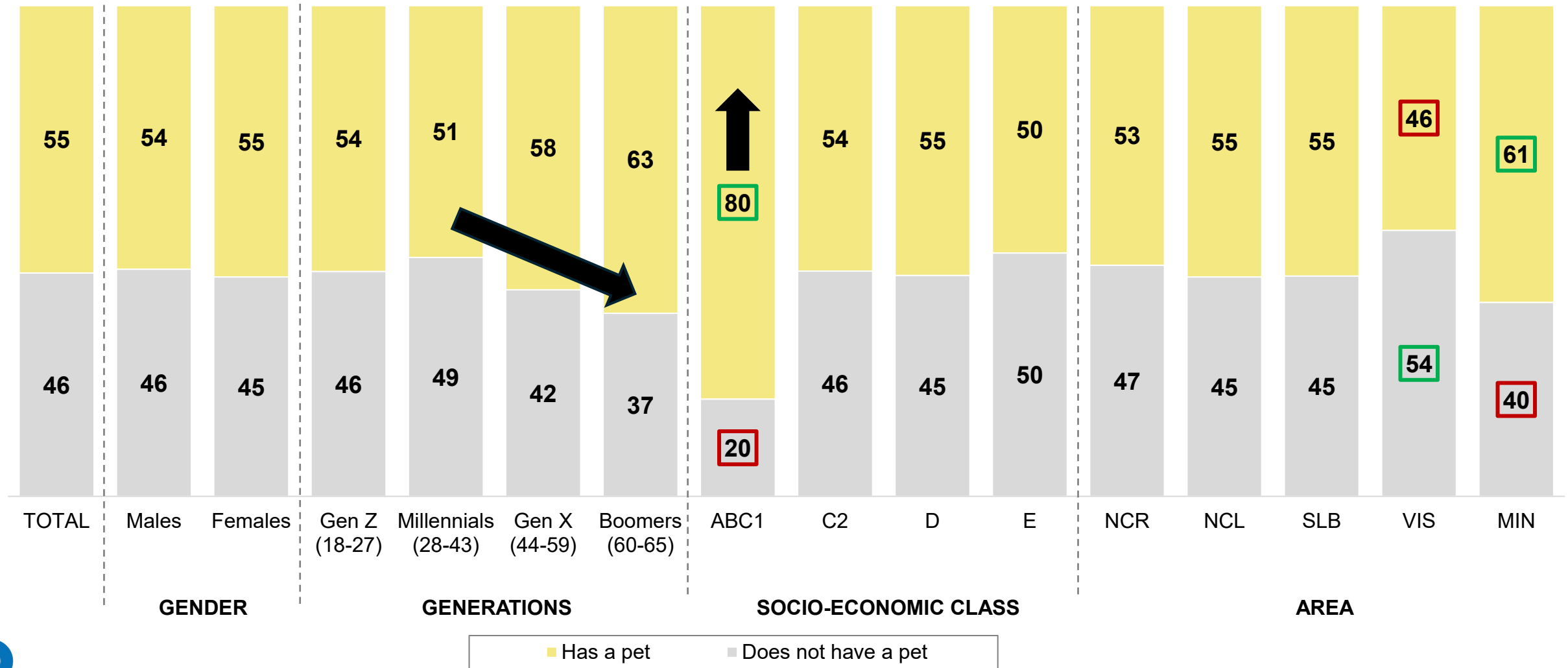
TOTAL PHILIPPINES

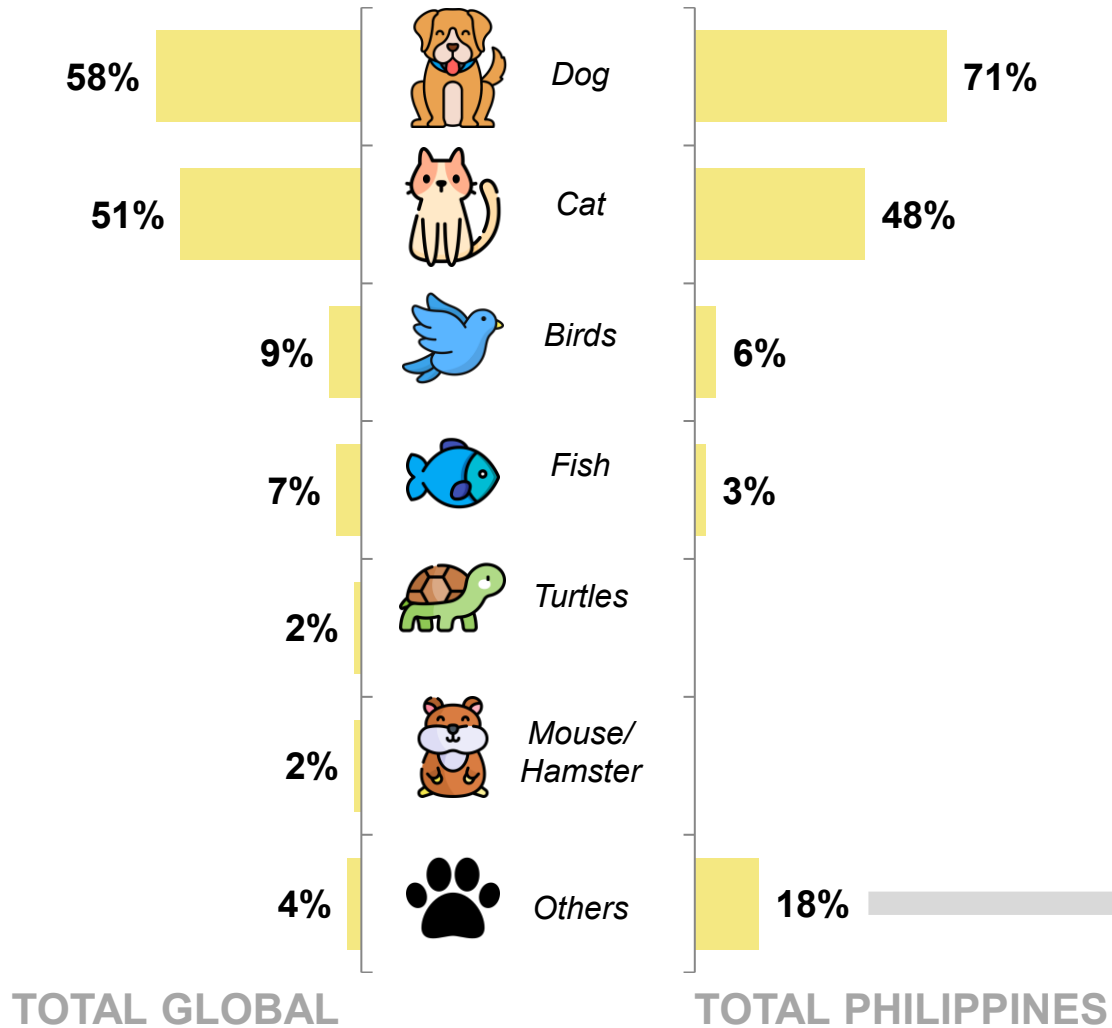
South America leads the pack in pet ownership

Areas like Mexico, Ecuador and Argentina show over 4 in 5 citizens owning a pet
Asia-Pacific has slightly lower pet ownership (46%) than the Philippines at 54%



The more affluent report higher pet ownership.
We also see an increasing trend in pet ownership as we go to the older age groups.
 Looking at areas, Mindanao registered the highest level of pet ownership while Visayas registered the lowest

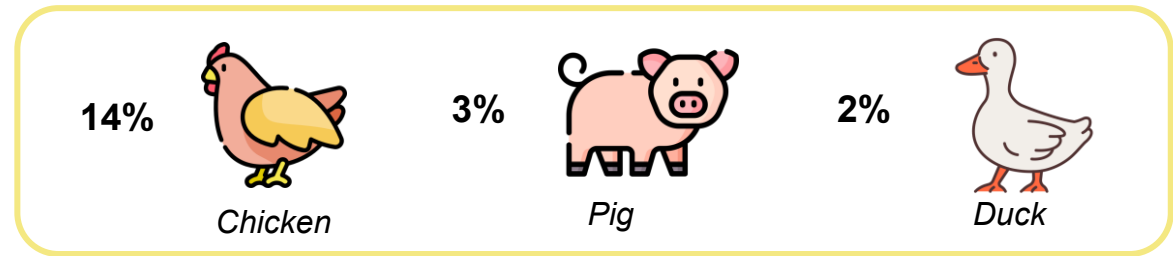




Dogs remain man's best friend, both among global and Filipino citizens

Globally, dog and cat ownership dominate the market. Dogs in particular, are higher among the more affluent (ABC1). Much less own other domestic pets, such as birds, fish, turtles or hamsters.

In the Philippines there is a larger gap between dog vs cat owners, with 14% also showing chicken/rooster ownership



OTHER PETS OWNED IN THE PHILIPPINES



Pet ownership remains common for the Filipino

But how do pets fit into the overall household dynamic?

Filipinos see their pet as a caretaker, and treat them justly with the same care

Particularly among those in Luzon, more treat their pet as if they were an extended member of their family



54%

see their pet as their protector/guardian
Sig. high among NCL



38%

treat their pet as their child
Sig. high among NCR, NCL

The more affluent report higher pet ownership. We also see an increasing trend in pet ownership as we go to the older age groups.

Upper income homes, as well as those living in NCR lean more towards packaged/branded food

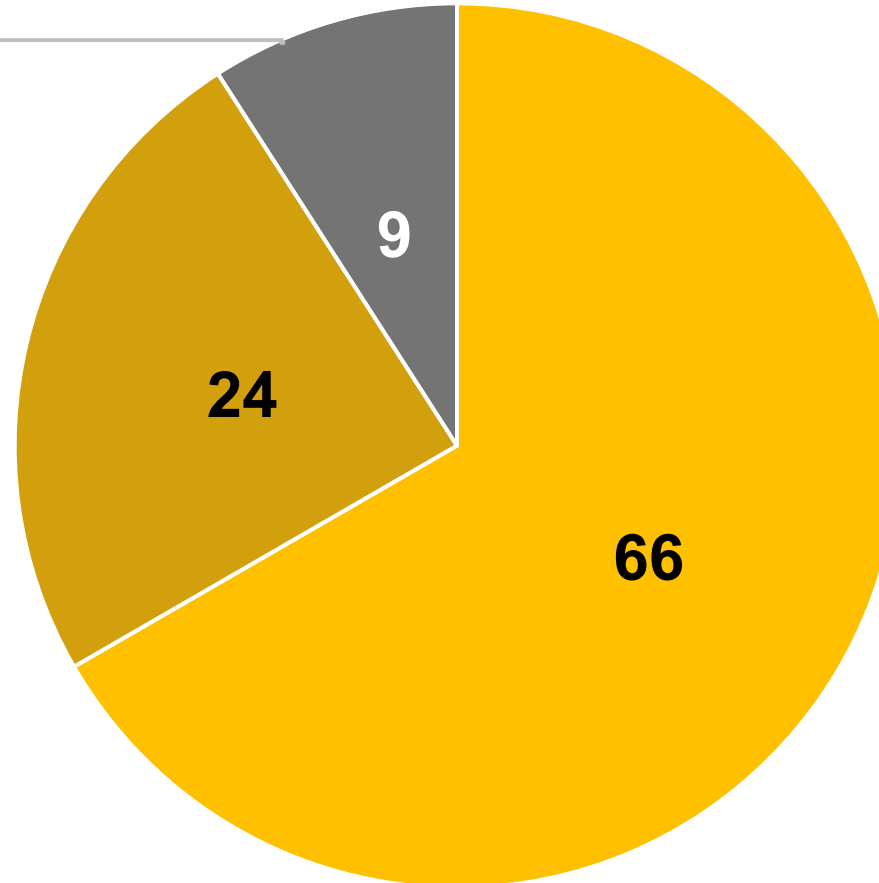
Mix of Packaged and Fresh Food

C2

Packaged Food

ABC1C2, NCR

DE, MIN



Fresh Food

E, MIN

ABC1C2, NCR

Majority of households own at least one pet, and see them as guardians or valued members of the family

- **More Filipinos lean to being pet owners**
54% of Filipinos interviewed own a pet in their household. Among the more affluent households, ownership incidence increases to 80%, showing a large jump in pet owners
- **Dogs continue to be the most popular pet among Filipinos**
Nearly 80% of pet owners own a dog. Among other popular pets in the household are cats and chickens.
- **Pets are a beloved member of the family, both in value and in meal**
Some households show particular care for their pets, treating them like their own kin. Their diets adjust based on what can be given. Among upper income homes, they choose to invest in packaged/branded food, while lower income households feed them what's available at their disposal.

“...Pets are increasingly part of how families define themselves, not a luxury reserved for specific groups of people.”

As pet ownership keeps growing worldwide, these regional and demographic differences will matter well beyond market research, from consumer goods to urban planning and public health.”

*Richard Colwell
WIN Association President*

WVS Survey 2026

Global methodology:

A total of 44,000 persons were interviewed globally. In each country, a representative sample of around 1,000 men and women were interviewed from November 27, 2025 to February 13, 2026, either face-to-face, via telephone or online

The margin of error for the survey is between +3-5% at 95% confidence level.

Methodology for the Philippines:

How we did it	Face to face interviews aided by a structured questionnaire
Sample size	N=1,000
Respondent specifications	• Males and females • 18-65 years old • From ABCDE households • Nationwide urban/rural
Fieldwork dates	January 9- 26, 2026

Worldwide Independent Network of MR (WIN) and the Worldviews Survey (WVS)

The **Worldwide Independent Network of MR (WIN)**, is a global network conducting market research and opinion polls in every continent. WIN has demonstrated wide competencies and abilities to conduct multi-country surveys at the highest standards. As the leading global association of independent market research and polling firms, WIN has released its Worldviews Survey.

The Worldwide Independent Network of MR (WIN), a leading global association of independent market research and polling firms, has released its latest annual Worldviews Survey. This year's survey captures the perspectives and beliefs of 44,000 individuals across 44 countries.



The background is a vibrant, abstract composition of overlapping organic shapes in shades of teal, blue, orange, pink, and yellow. In the center-right, there are two large, stylized eyes with white sclera and black pupils. Below the eyes is a stylized ear. To the right of the ear is a large, pink, flower-like or coral-like structure. The overall style is modern and artistic.

For more information, contact us at:
innovations@psrc.com.ph



PSRC Report:

SAPUL SA PUSO

ng mga **Pet Owner**