

Greeks and their pets: Modern Trends & Perceptions

National Survey Results
2024





We'll see...



The relationship with pets



Attitudes and habits of Greeks about their pets:

- *My dog...*
- *My cat...*



Perceptions and eating habits for pets in Greece

Research Specifications

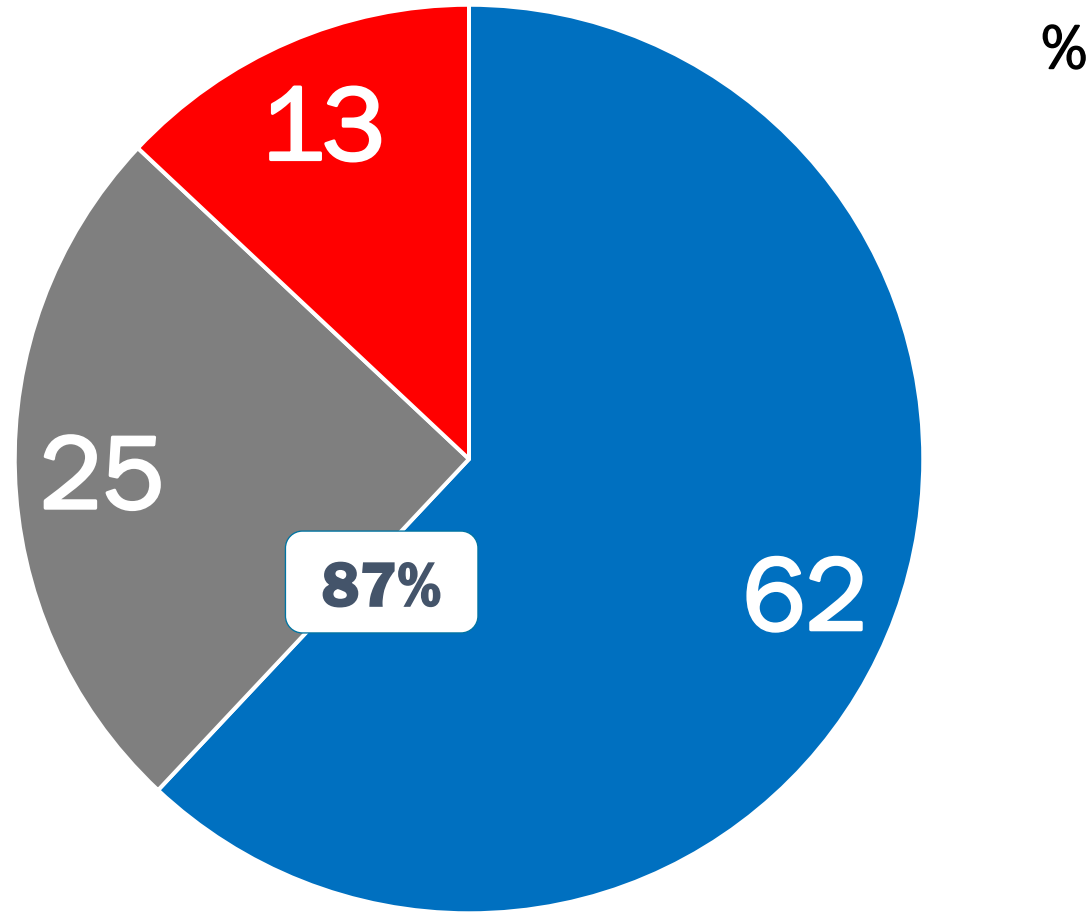


Research specifications

- Theme : "Greeks and their pets : Modern Trends & Perceptions"
- Online interviews via YouGov panel
- Structured questionnaire
- Population : Men & Women 18+ Nationwide
- Representative sample : 1004 persons
- Conduct : August 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

The relationship with pets

The Greeks and the Pets: Three out of five are owners, and almost all of them have life experience!

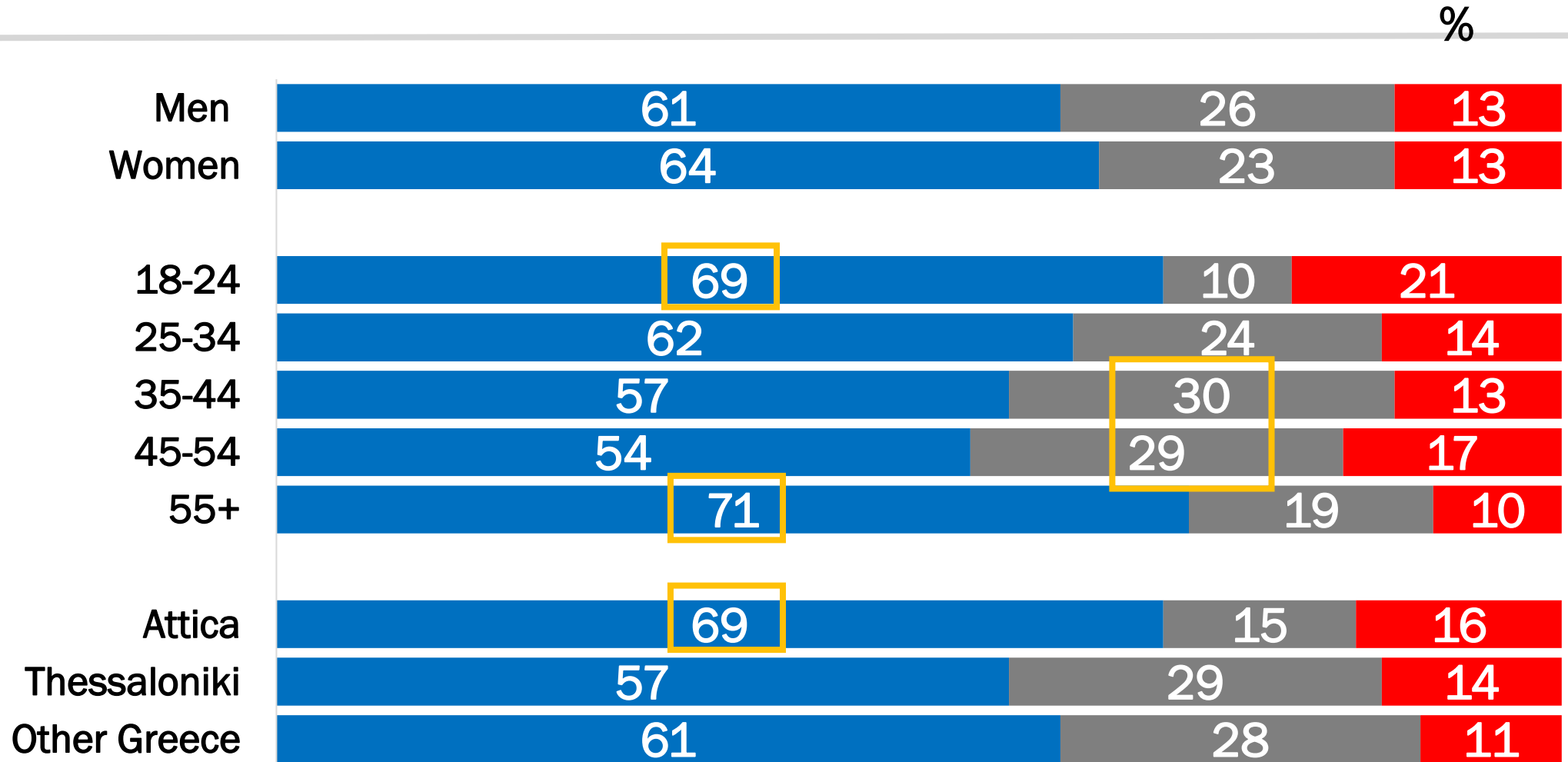


■ I have a pet at this time

■ I had a pet in the past, but I don't have one anymore

■ I've never had a pet

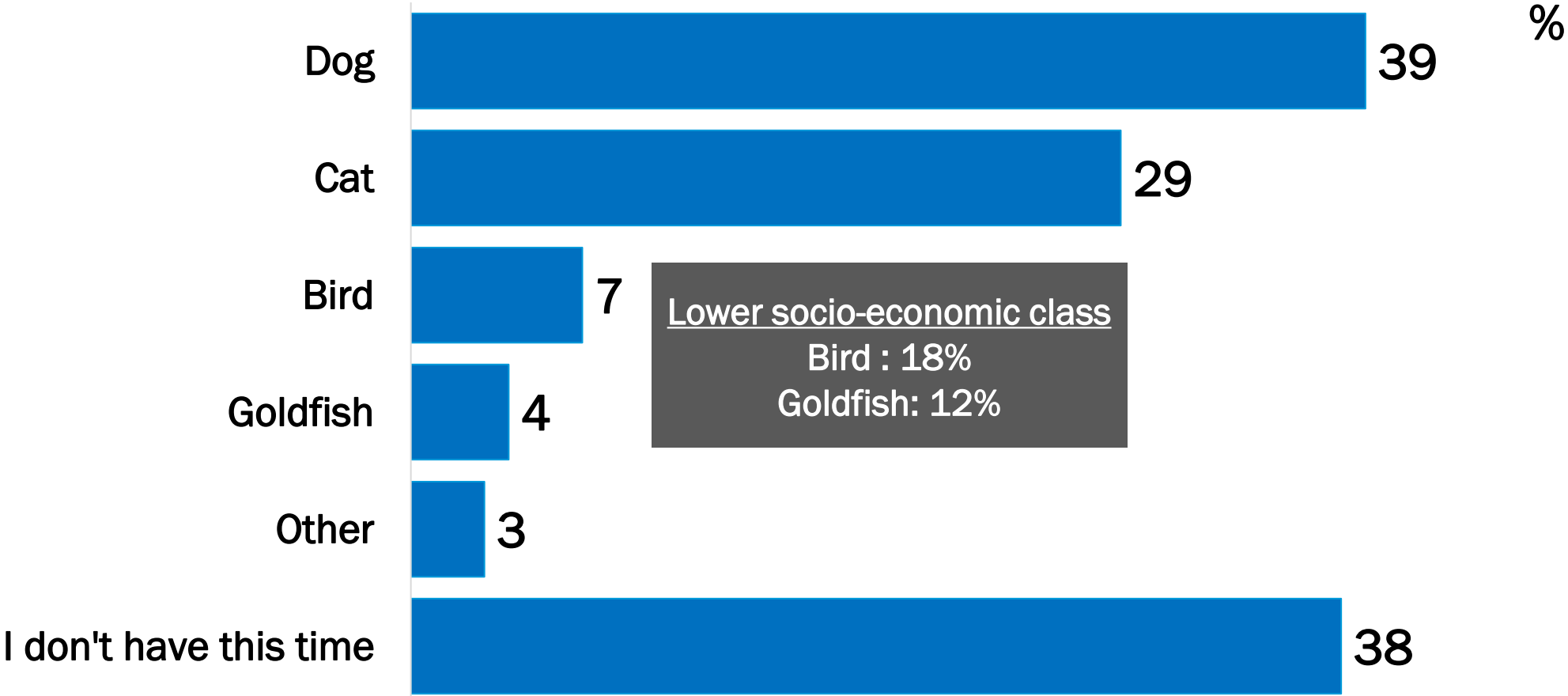
The need of Greeks for pets is intergenerational: The young and the mature are now enjoying their company, while the 35-54 are reminiscing about old loves...



■ I have a pet at this time
 ■ I had a pet in the past, but I don't have one anymore
 ■ I've never had a pet

Best friend or independent companion? Dogs and cats the most popular pets while birds and goldfish are most popular in lower socioeconomic classes

"Do you personally have a pet living with you at this time? If so, what kind of pet do you have?"

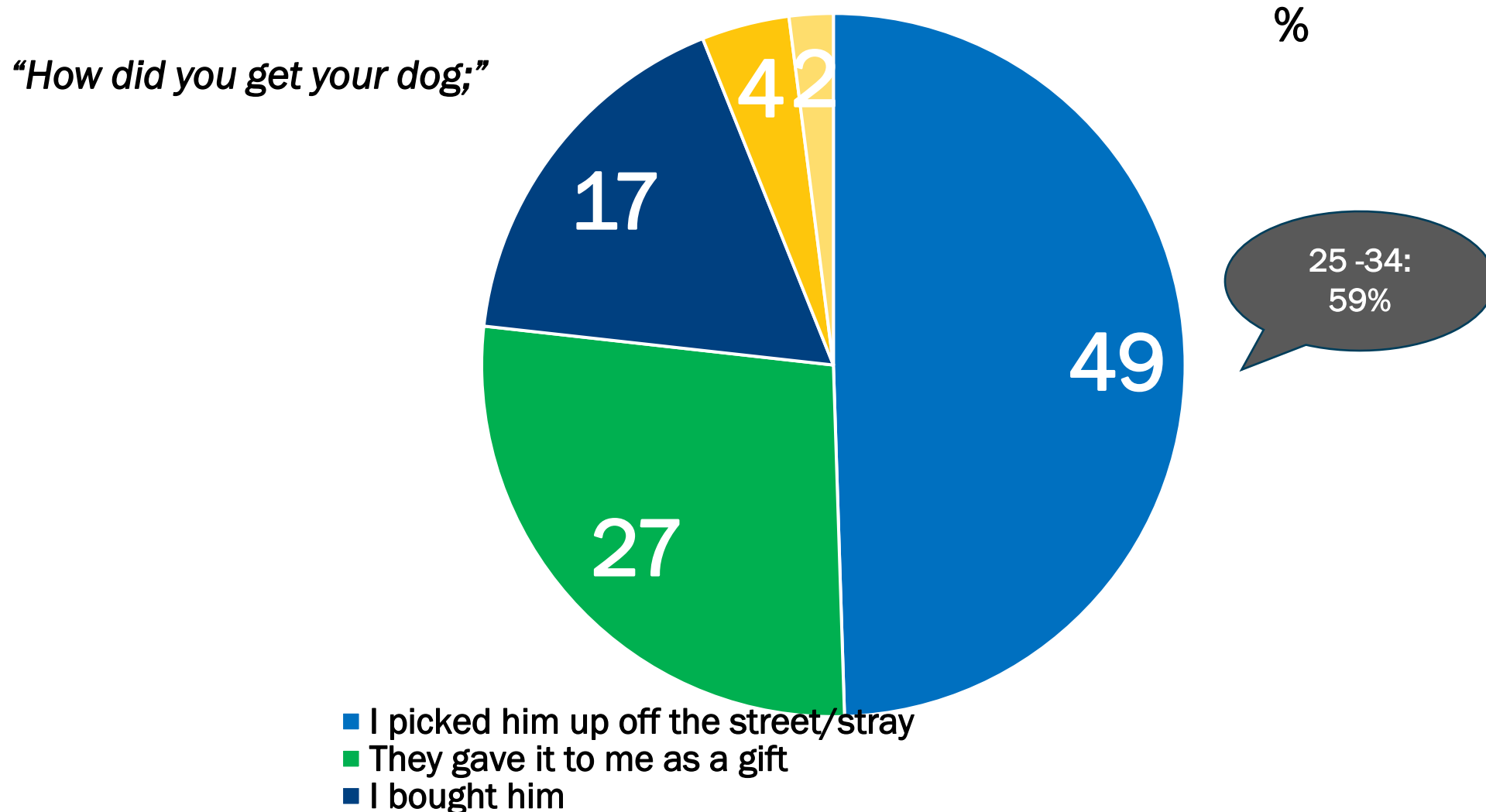


Attitudes and habits of Greeks with their pets



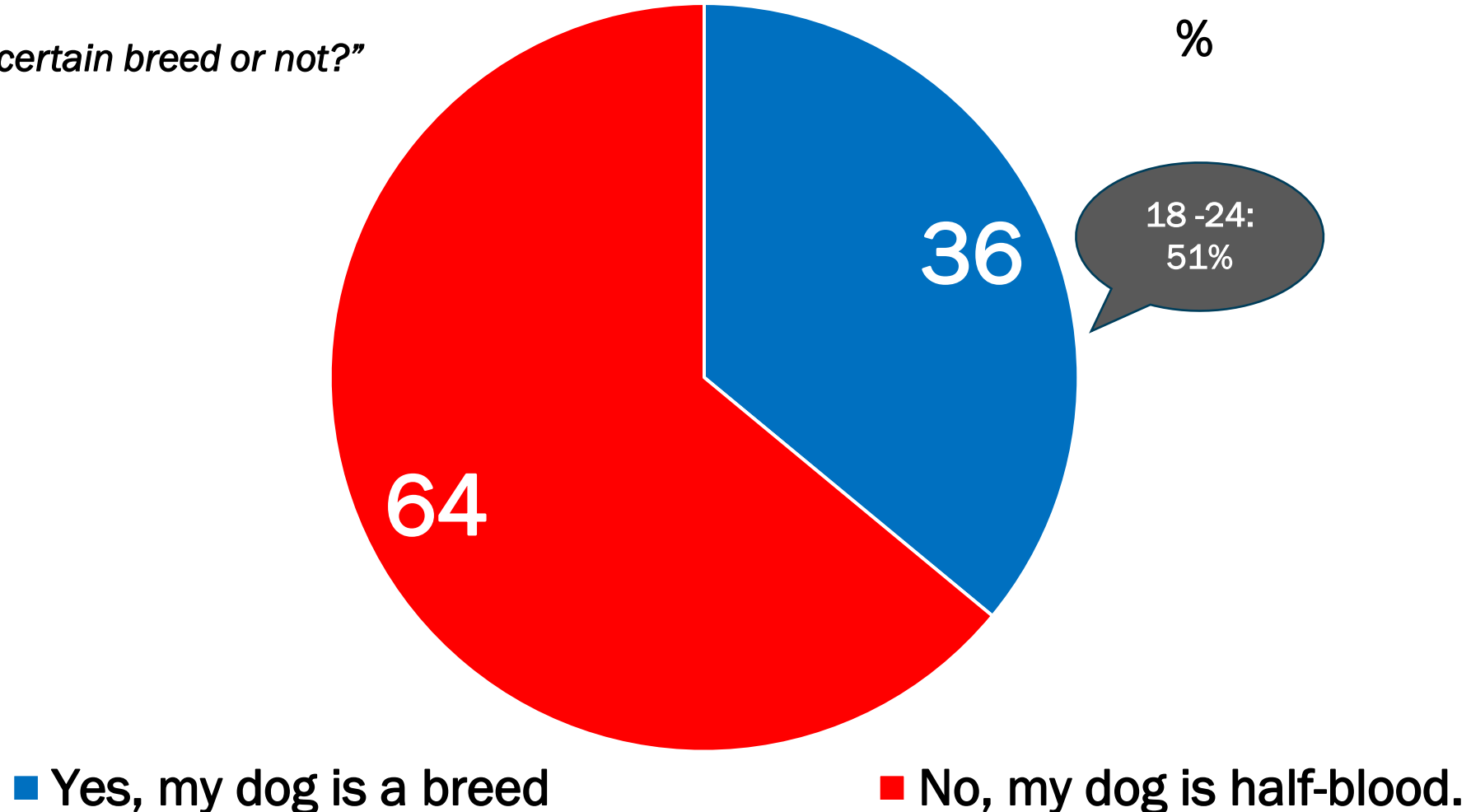
My dog...

Sensitivity of Greeks: half of the owners acquire their dog from the street and often as a gift

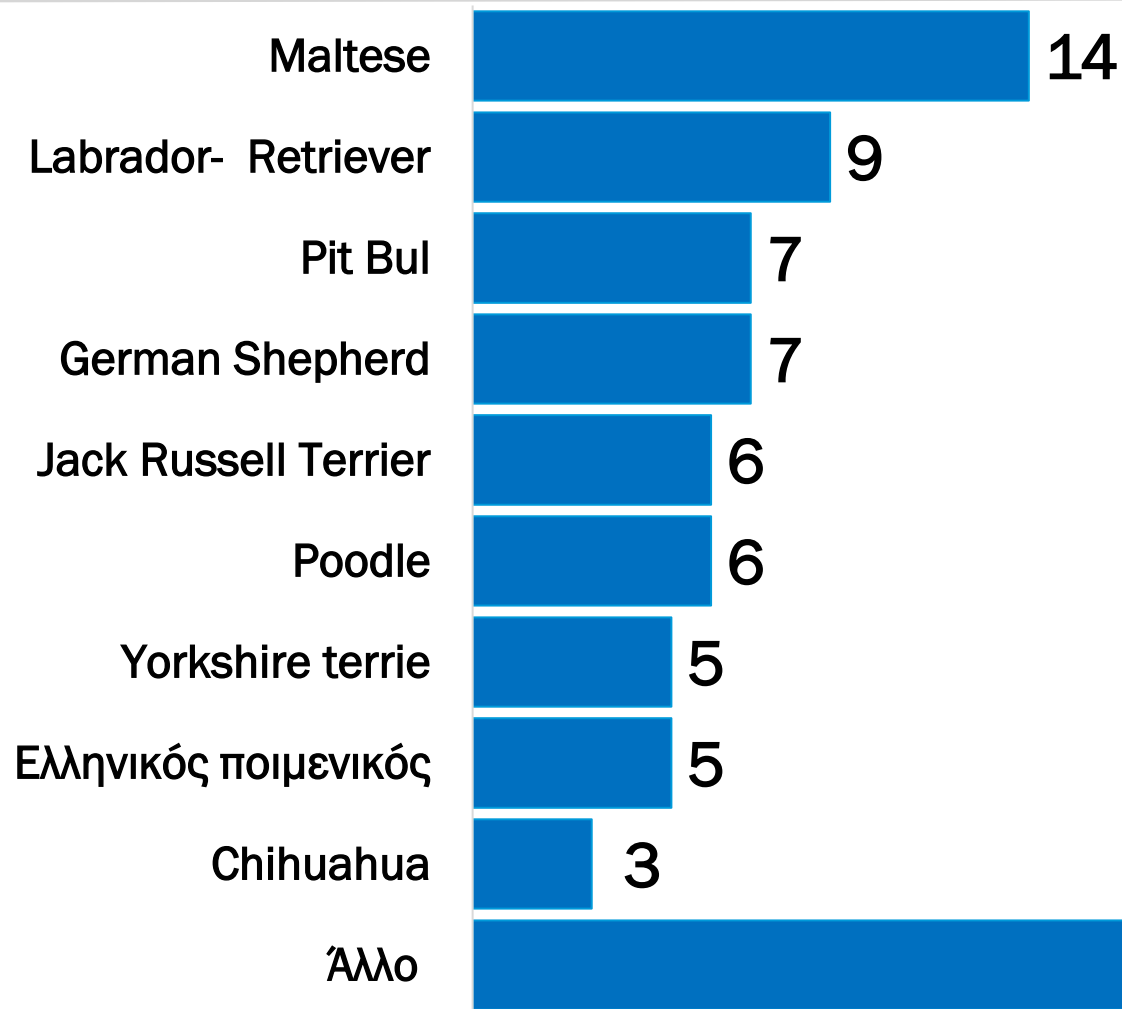


Half-breed dogs the most popular choice for Greek owners, but young people (18 -24) prefer dogs of breed

"Is your dog a certain breed or not?"



Simple love of the owners as they choose all breeds of dogs...

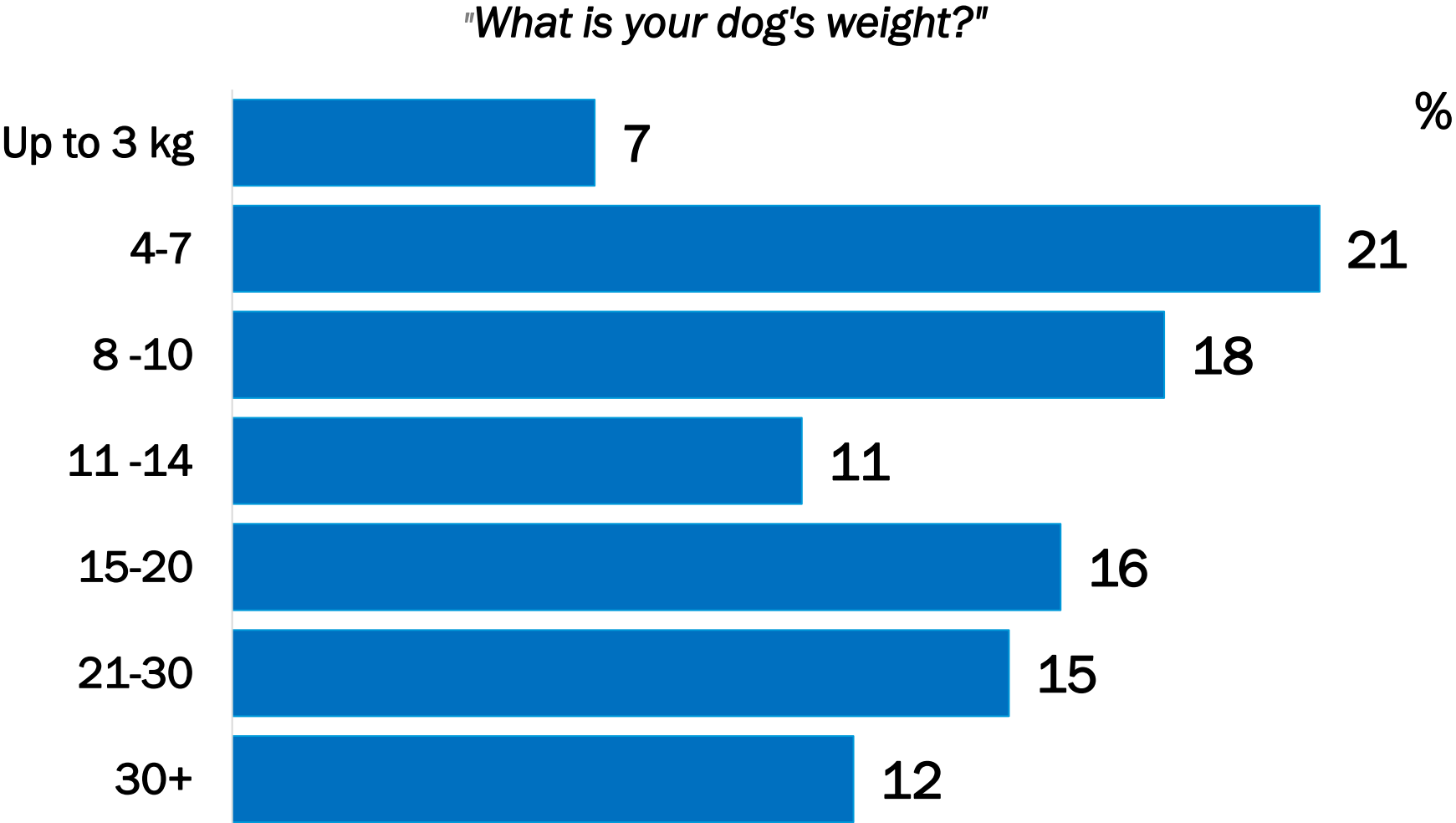


"What breed is your dog?"
Asked to those who have dogs of a breed
(36% owners of dog)

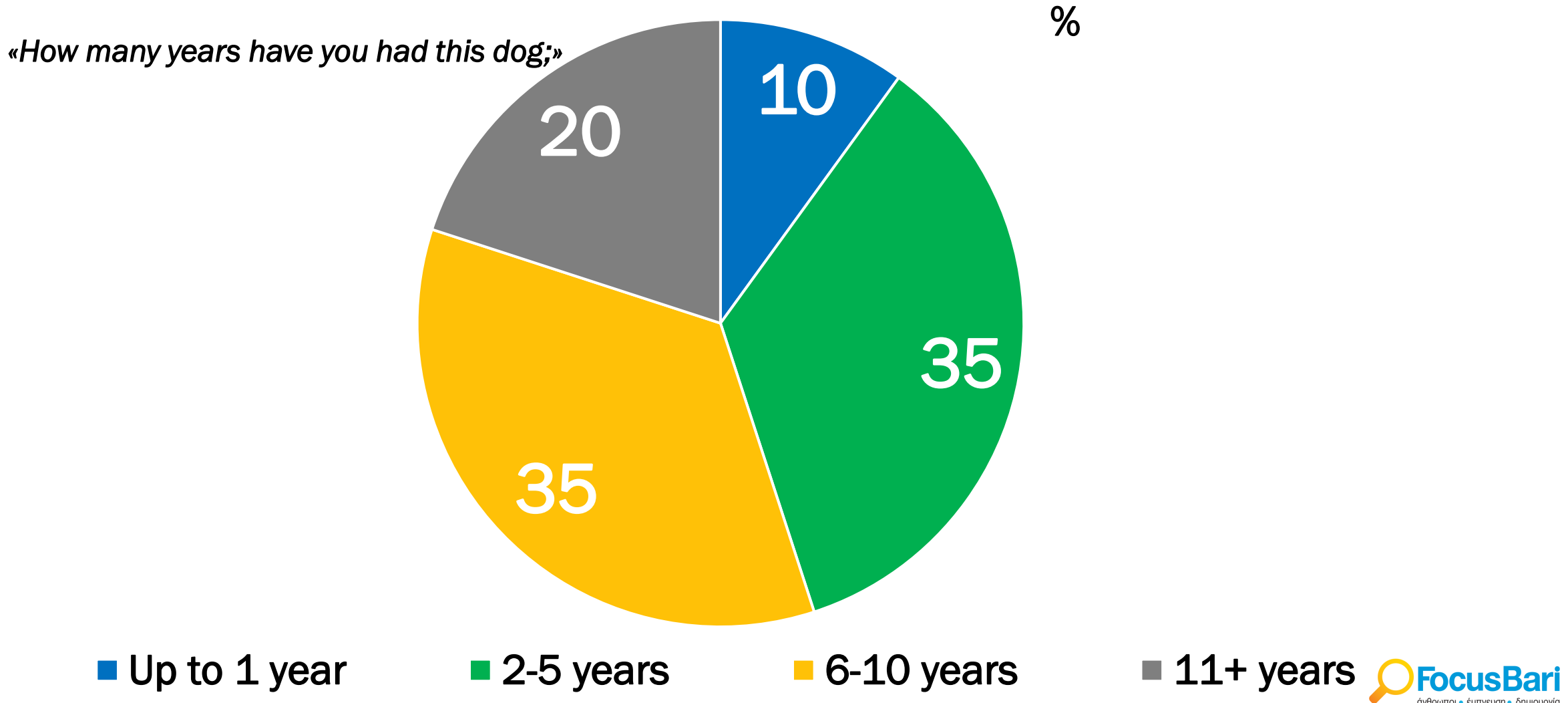
Other (mentions):

Cocker Spaniel
Husky
Dogo Argentino
German Shorthaired Pointer
French Bulldog
Beagle
Coconi...

Owners prefer small and medium sized dogs with a noticeable presence of large dogs over 20 kg



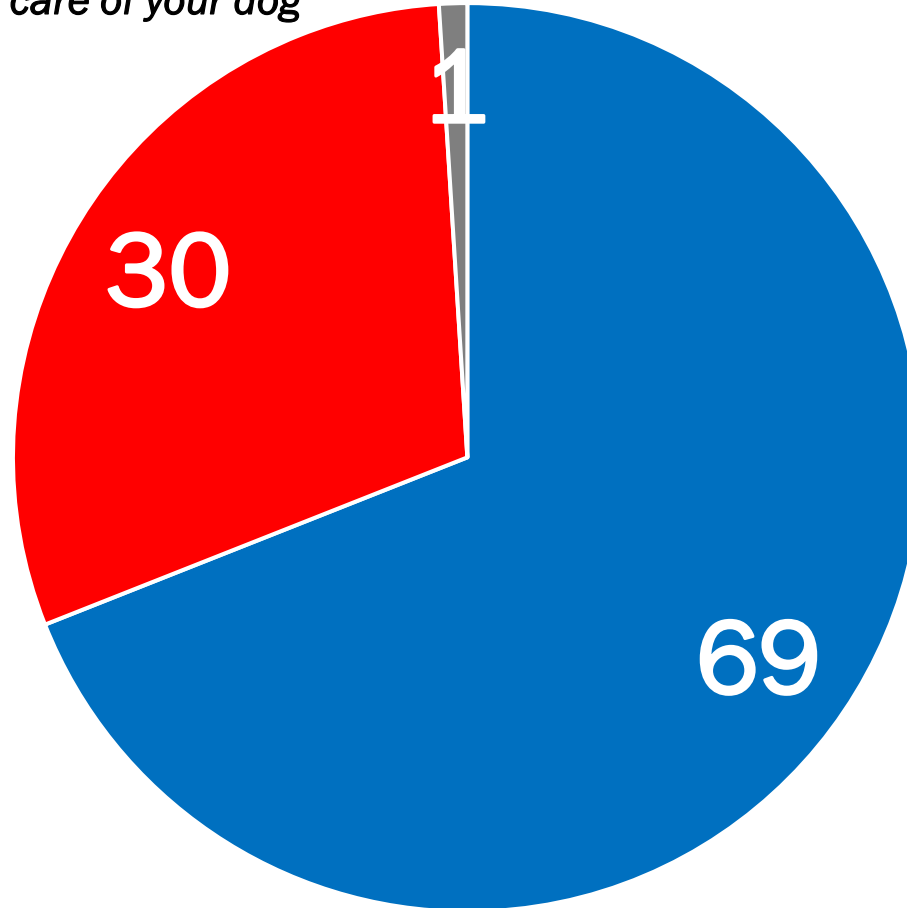
Long-term relationship of the Greeks with their dogs: It proves Commitment and Loyalty!



And of course, dog care is a personal matter...

“Who mainly and systematically takes care of your dog”

%



■ I personally

■ Another family member

■ Other person

The attitudes of Greek dog owners on issues of care and living of their pets

Dog owners were placed in a series of [sentences about the care and living of their pets, answering Yes/No.](#)

The phrases were:

"I've sterilized him"

"I take him regularly to the vet for vaccinations, teeth cleaning, preventive checks"

"I've put a chip on his shoulder."

"I give him specific food according to the vet's instructions"

"He lives in an apartment"

"He lives in a house with a garden"

"Now and then I give him more food / leftovers"

"I take him for a walk two or three times a day"

"The main reason I have a dog is for companionship"

"The main reason I have a dog is because the relationship with pets improves the human soul"

"The main reason I have a dog is to protect the house"

"The main reason I have a dog is because my children want it"

Greeks demonstrate their care for their dogs: Athenians giving priority to spaying and neutering, while the people of Thessaloniki put their dogs on veterinary checks and chips.

"I have him neutered."

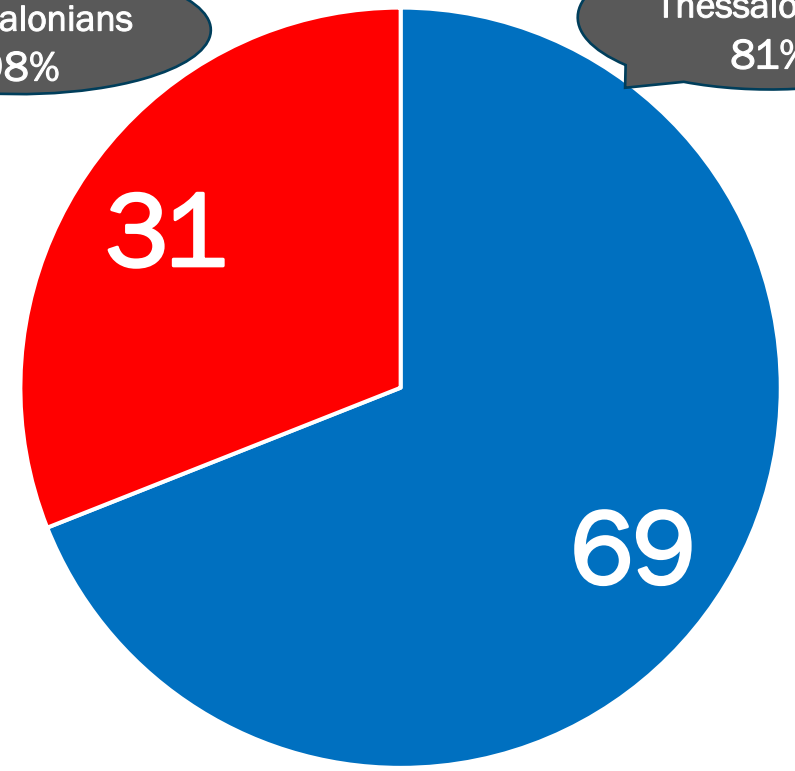
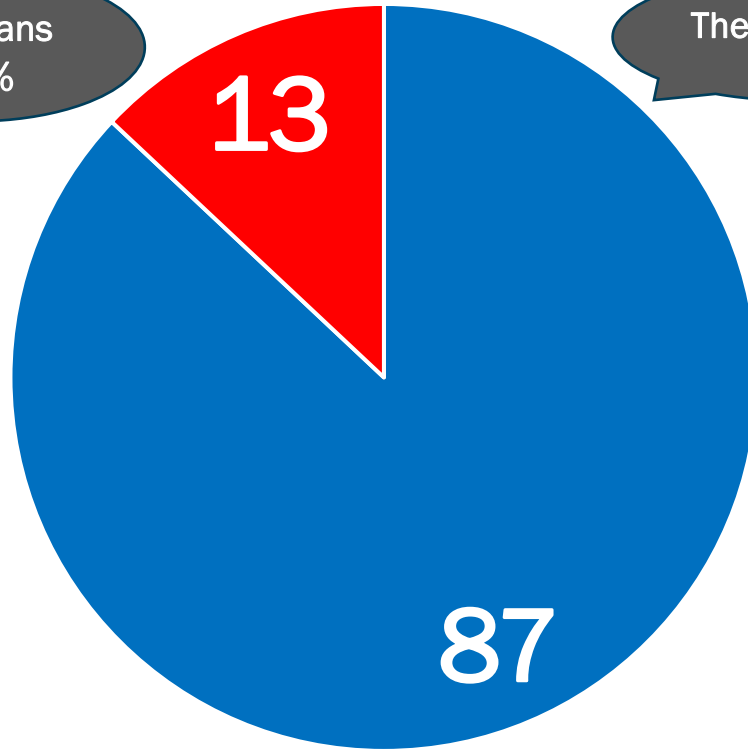
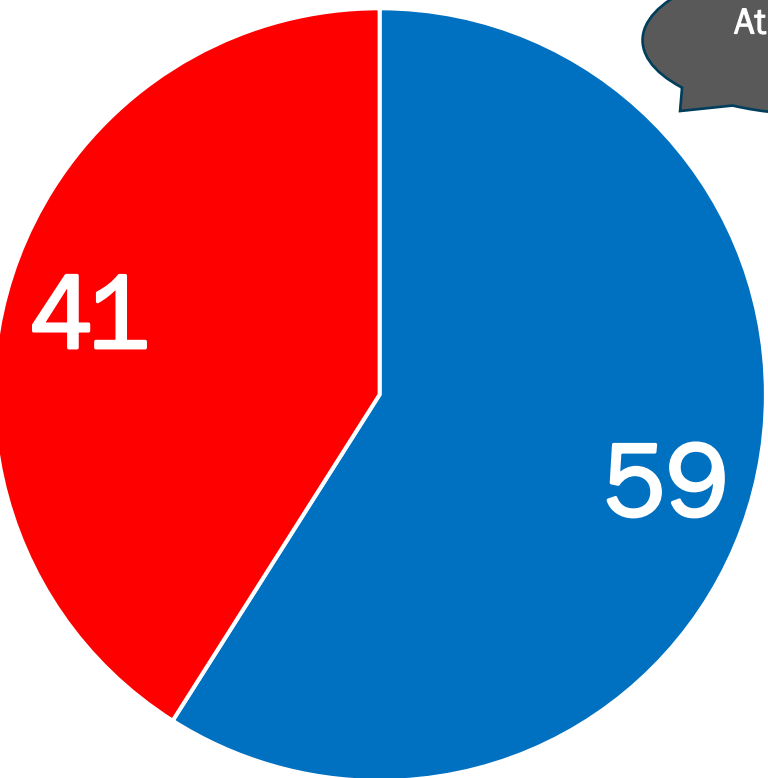
"I take him regularly to the vet for
vaccinations, teeth cleaning,
preventive checks"

"I've put a chip on his shoulder." %

Athenians
66%

Thessalonians
98%

Thessalonians
81%

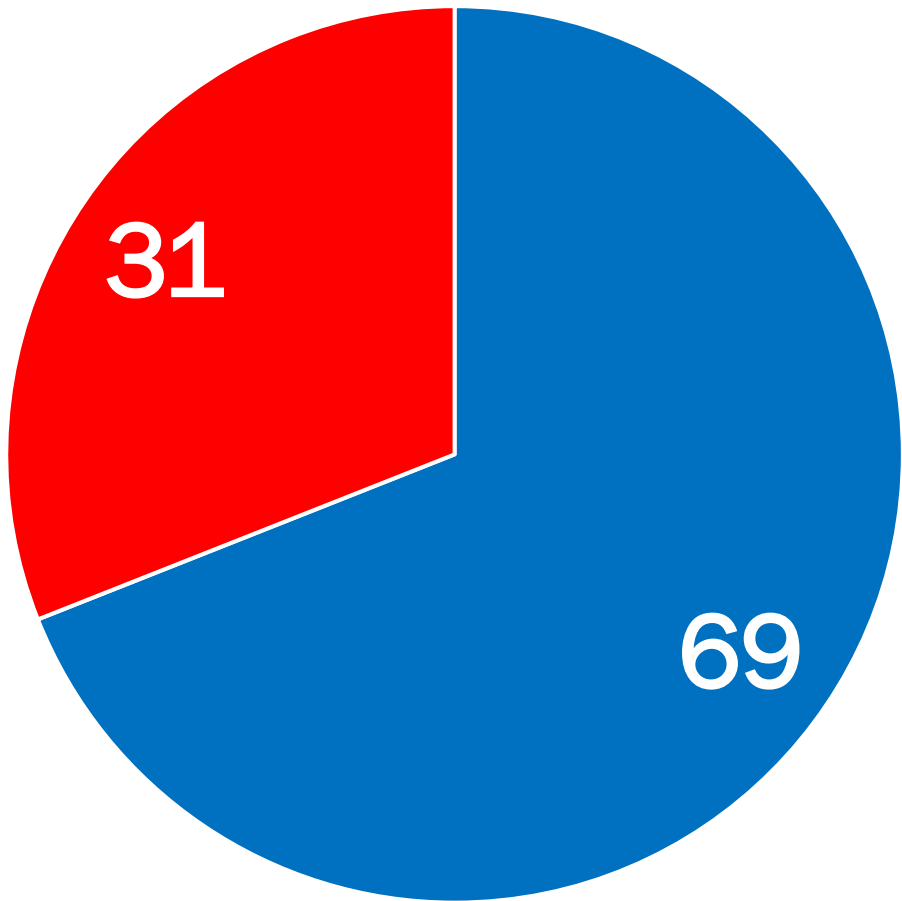


■ Yes

■ No

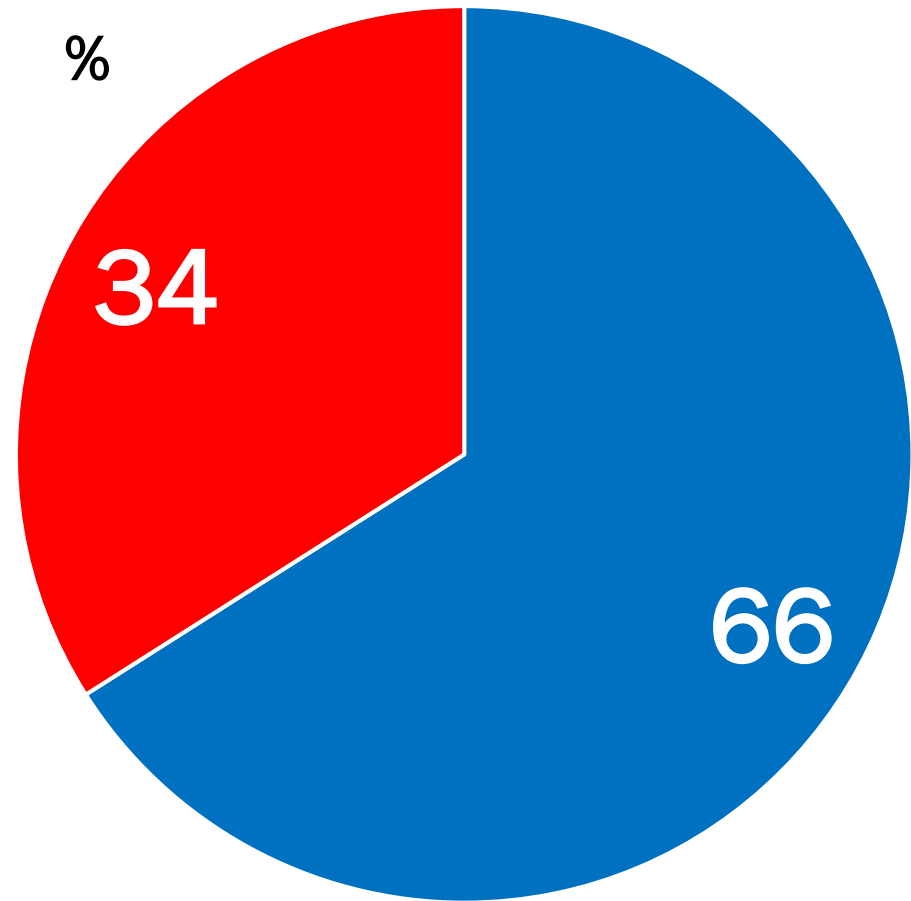
In feeding their dogs, the owners follow the instructions of the veterinarian, but they also give other foods / treats

"I give him specific food according to the vet's instructions"



■ Yes

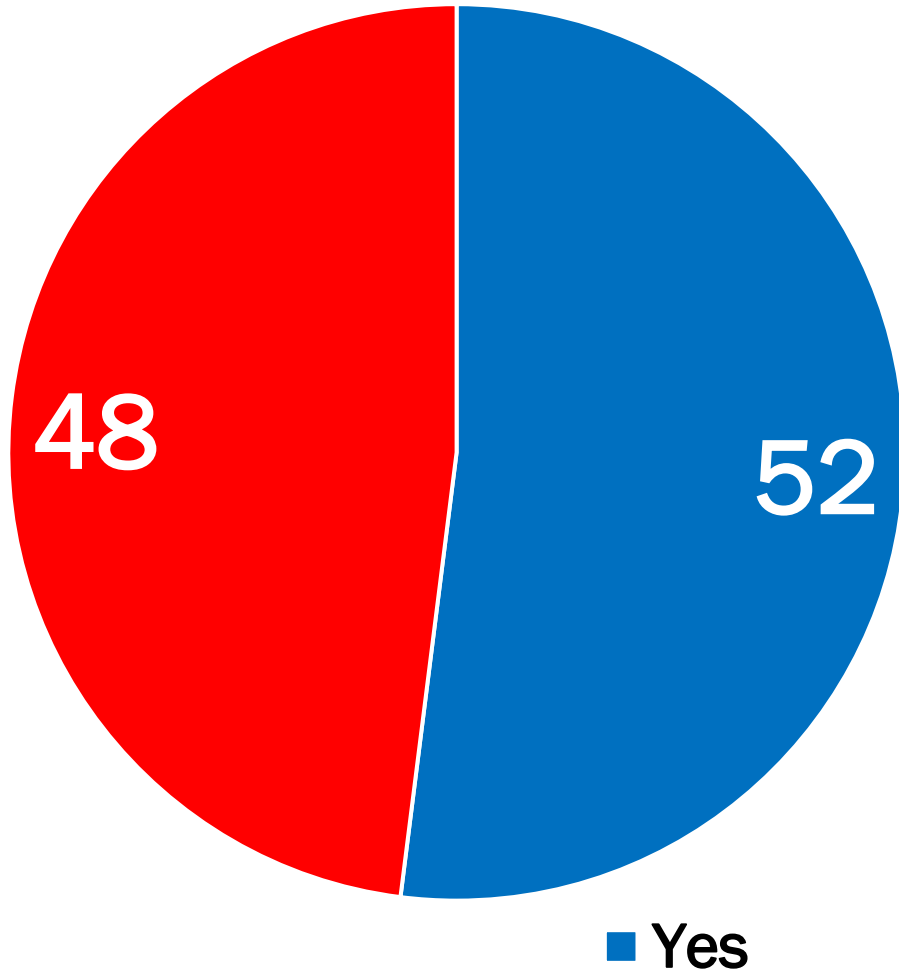
"Now and then I give him more food / leftovers"



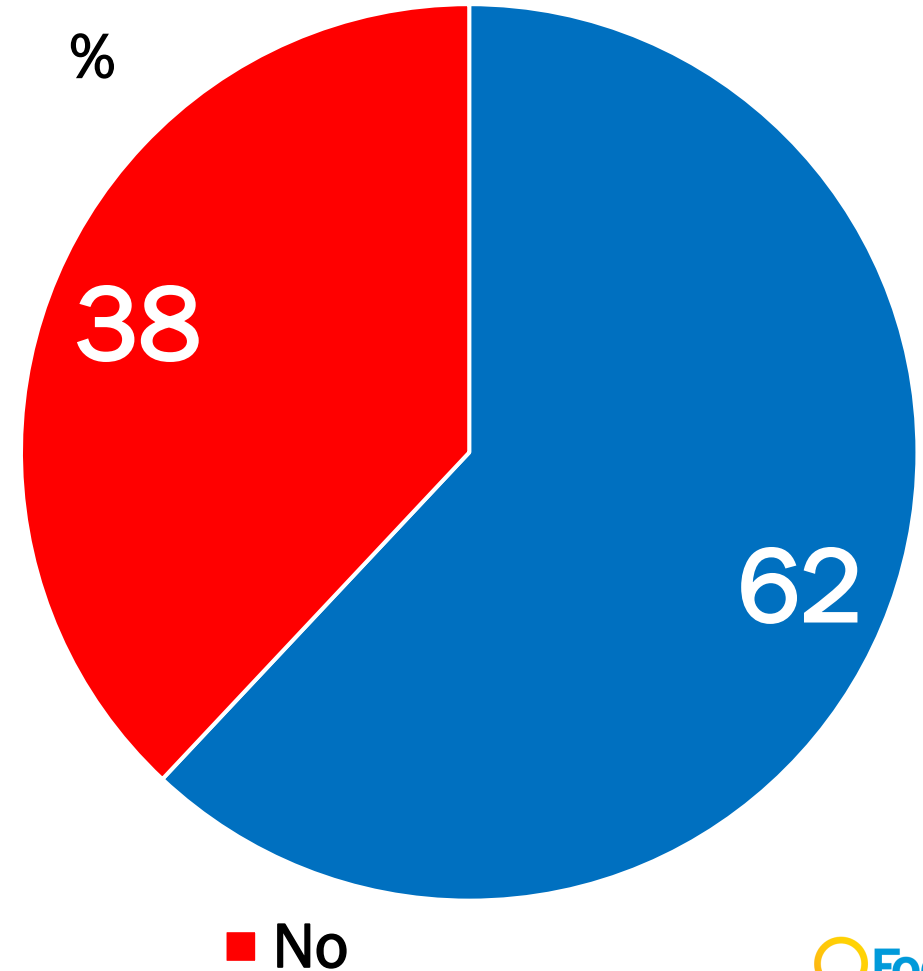
■ No

Dogs in Greece live mainly in detached houses with garden, but also in apartments

"He lives in an apartment"

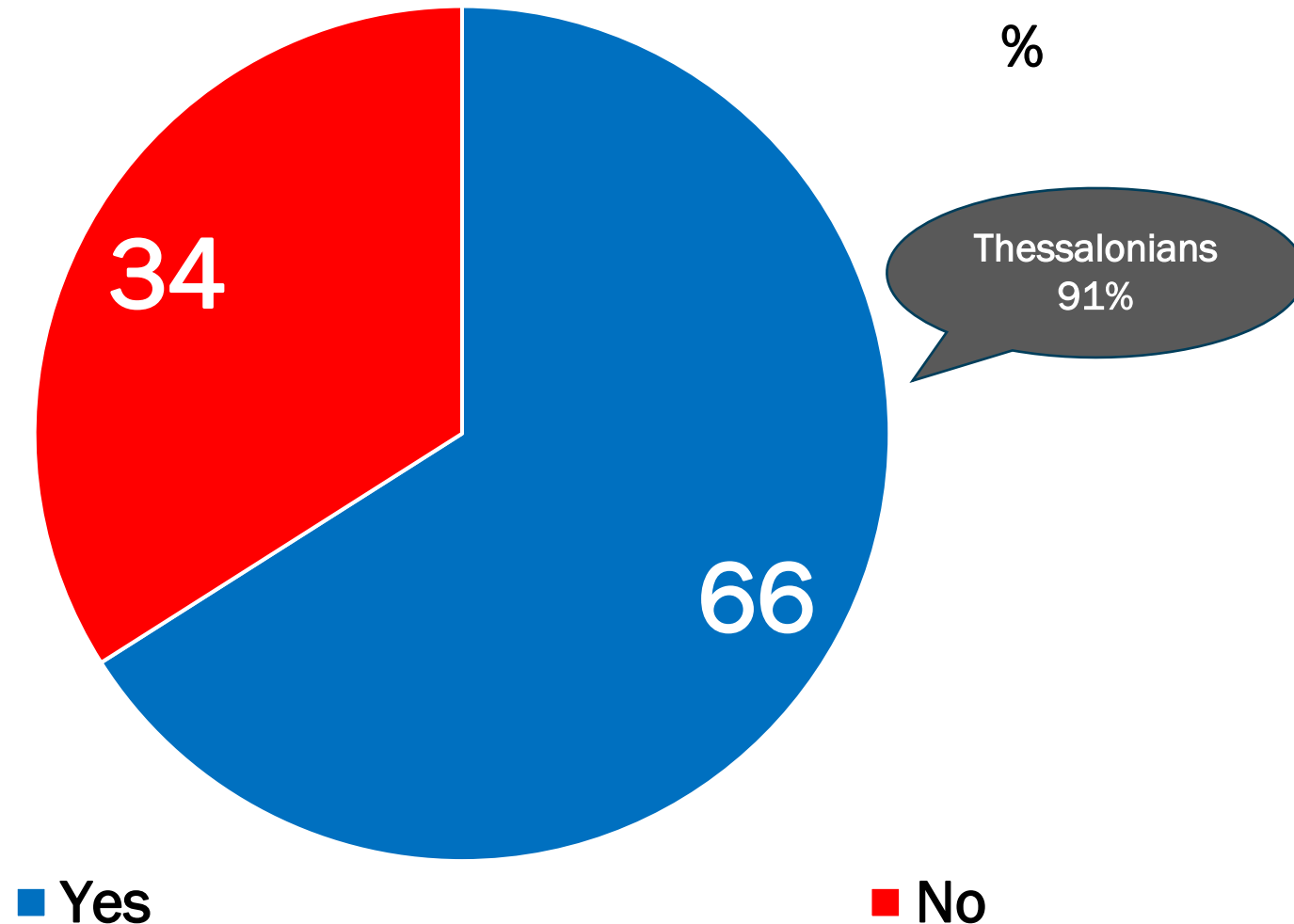


"He lives in a house with a garden"



Two out of three Greeks appear consistent with their daily dog walks, with impressive first place among Thessalonians

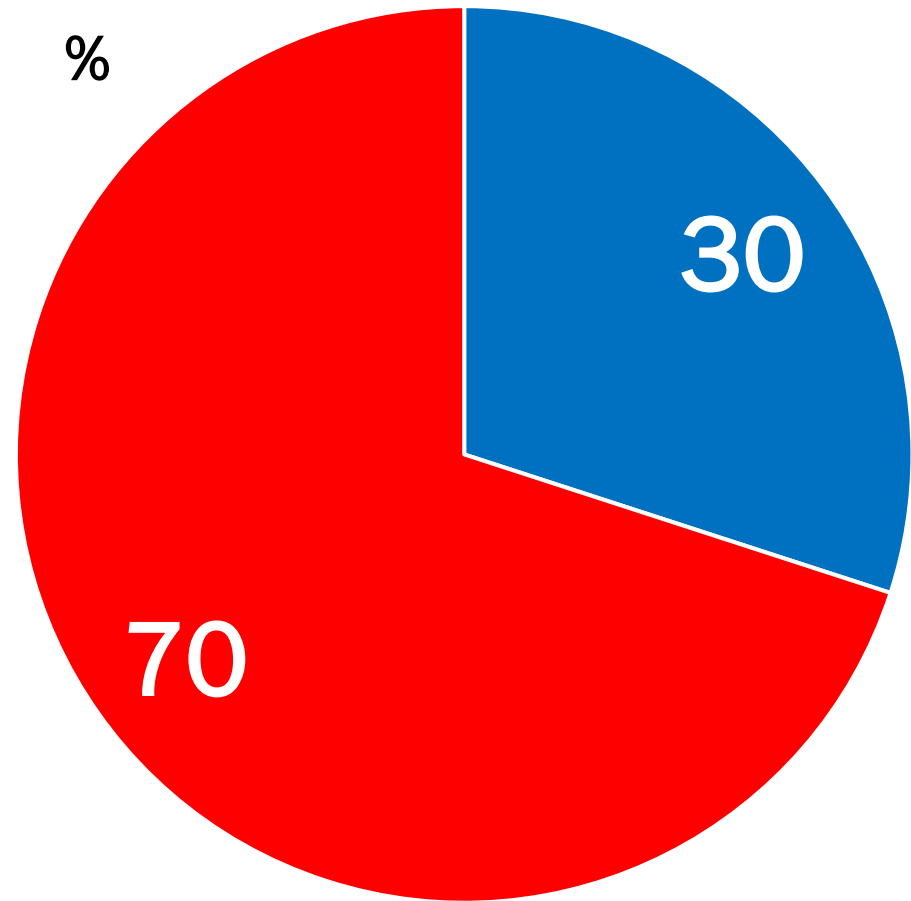
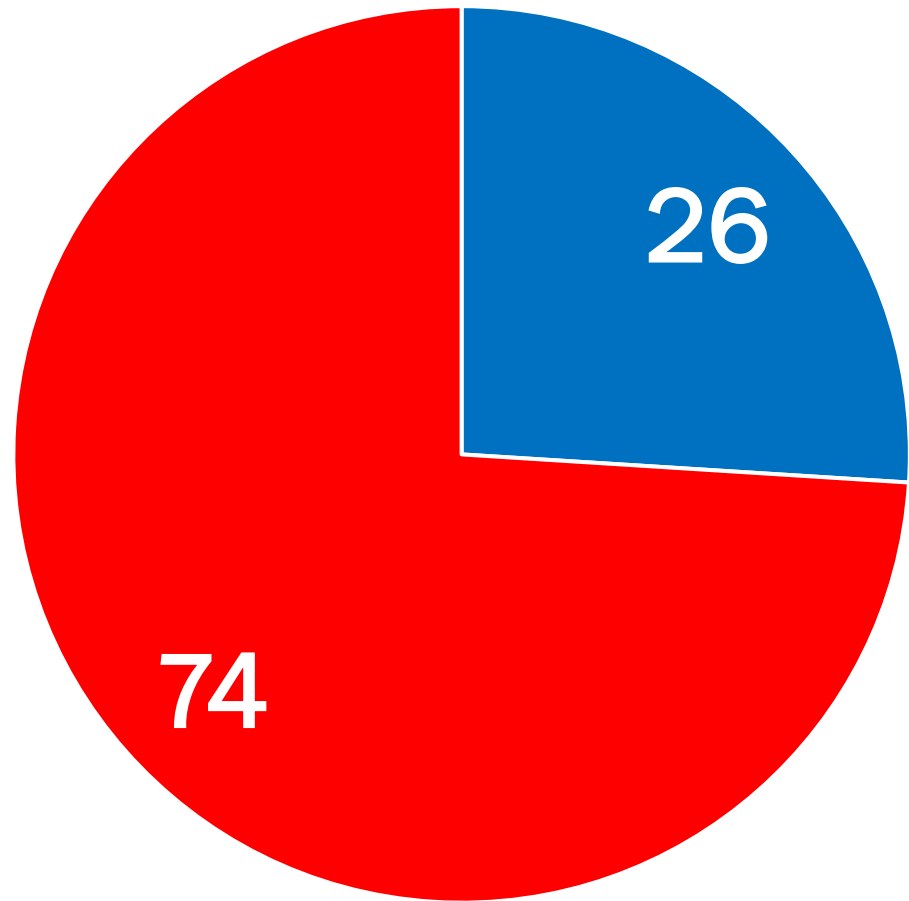
«I take him for a walk two or three times a day»



The reason why Greeks get a dog is neither to guard their home nor the desire of their children...

"The main reason I have a dog is to protect the house"

"The main reason I have a dog is because my children want it"

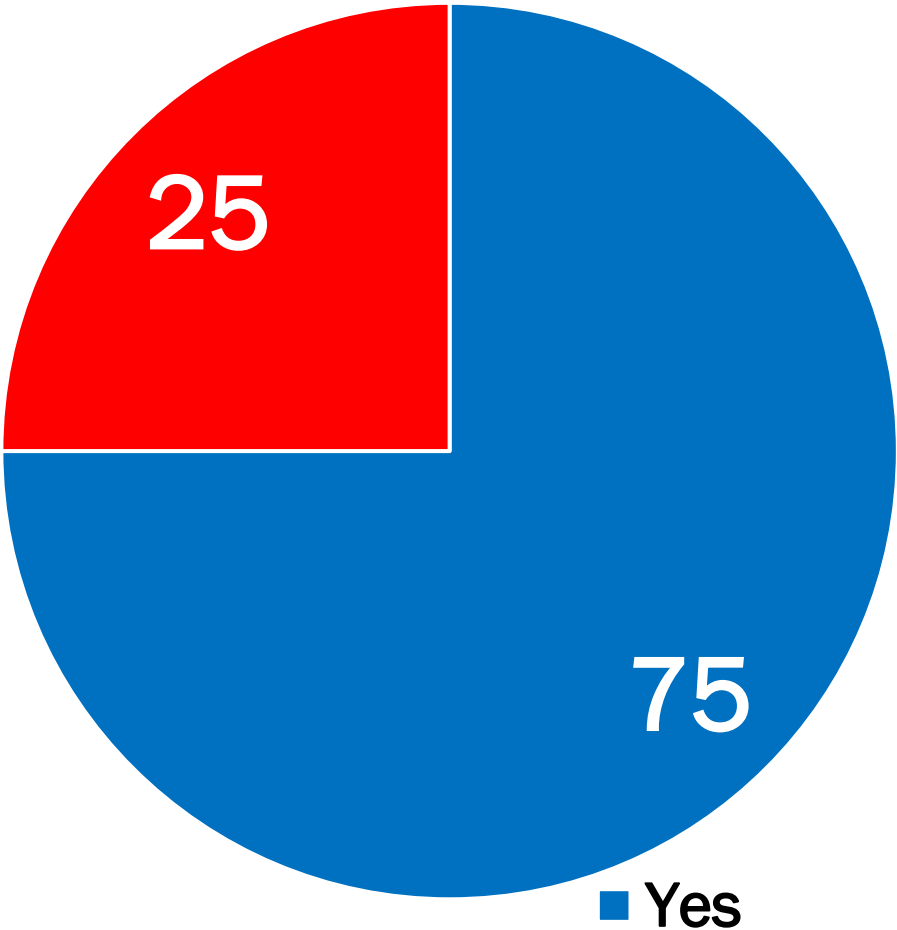


■ Yes

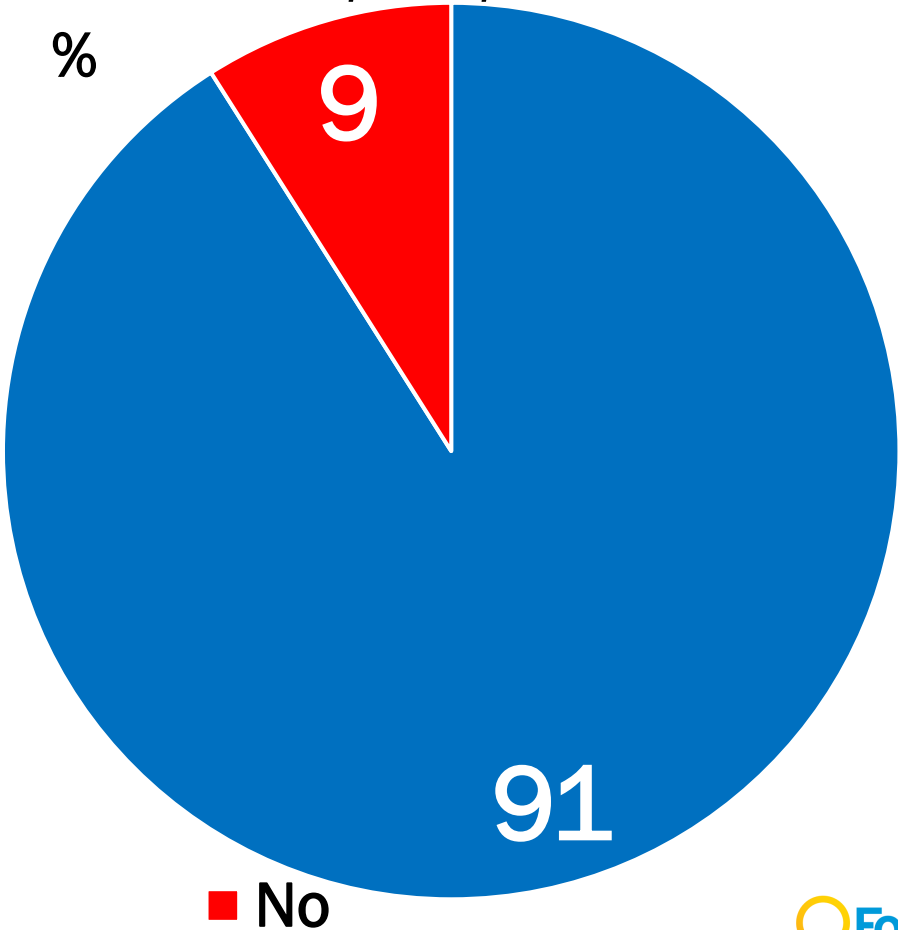
■ No

...as the main reasons for getting a dog are primarily mental well-being, but also companionship!

"The main reason I have a dog is for companionship"



"The main reason I have a dog is because the relationship with pets improves the human soul"





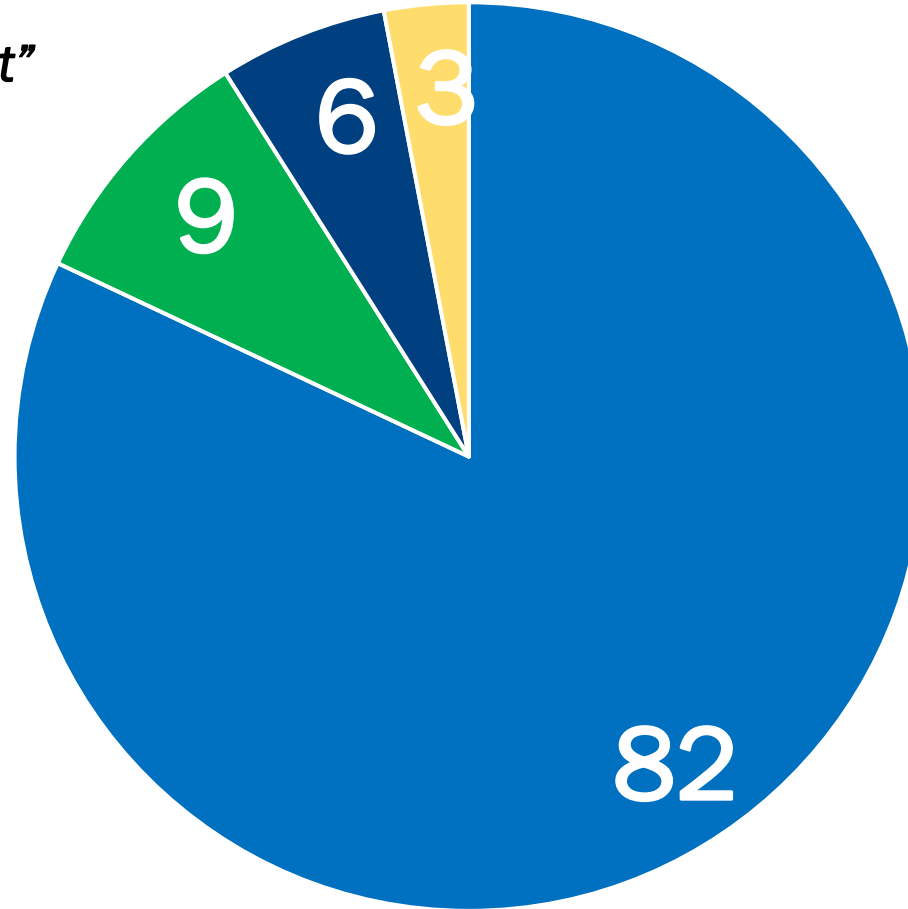
my cat...



Greeks prefer stray cats - Only 3% of owners have bought their cat

“How did you get your cat”

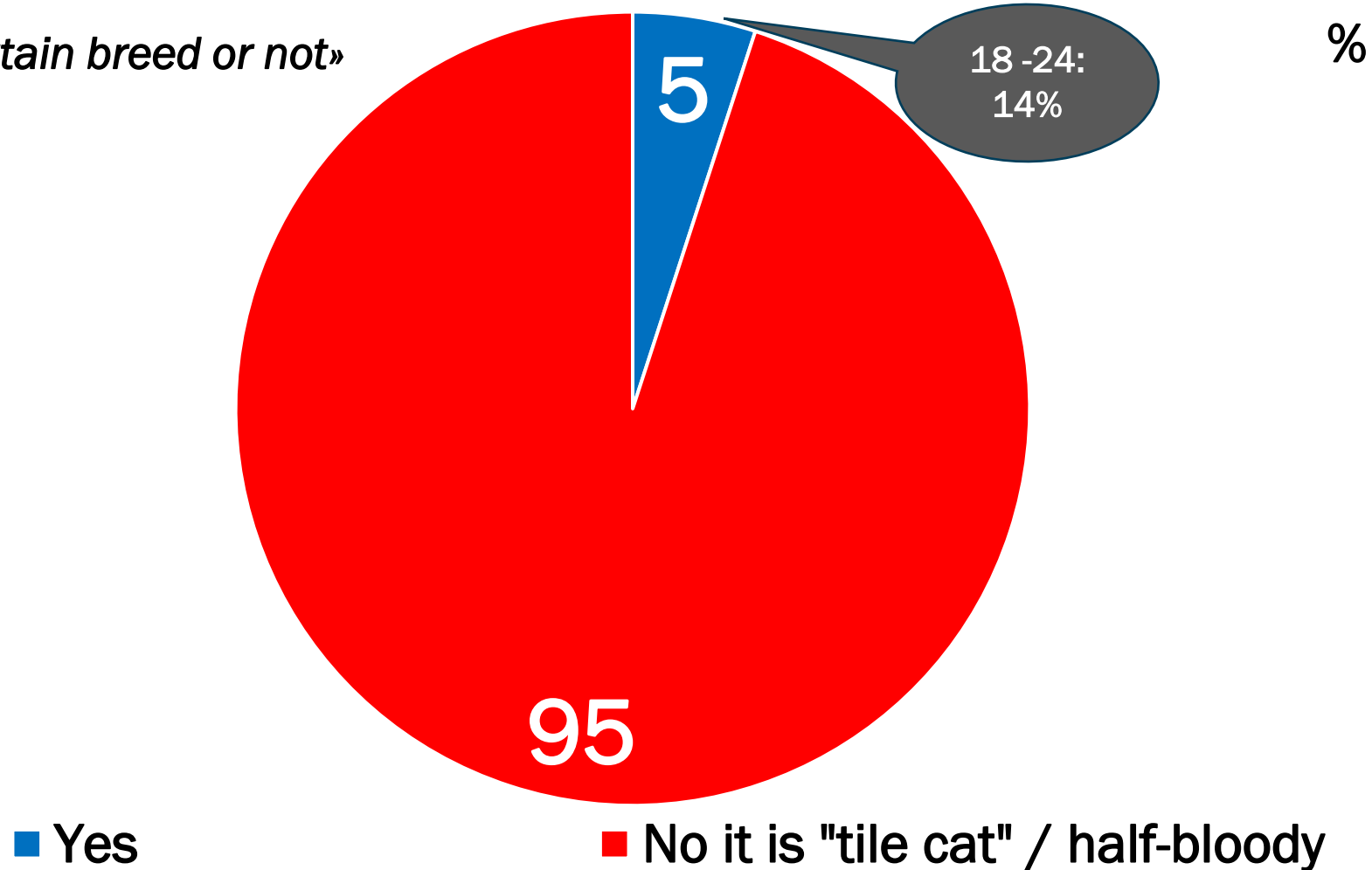
%



■ I picked her up off the street/stray ■ They gave it to me as a gift ■ I had her parents before

The tile cat is clearly the most popular choice, while pedigree cats are preferred mainly by young people

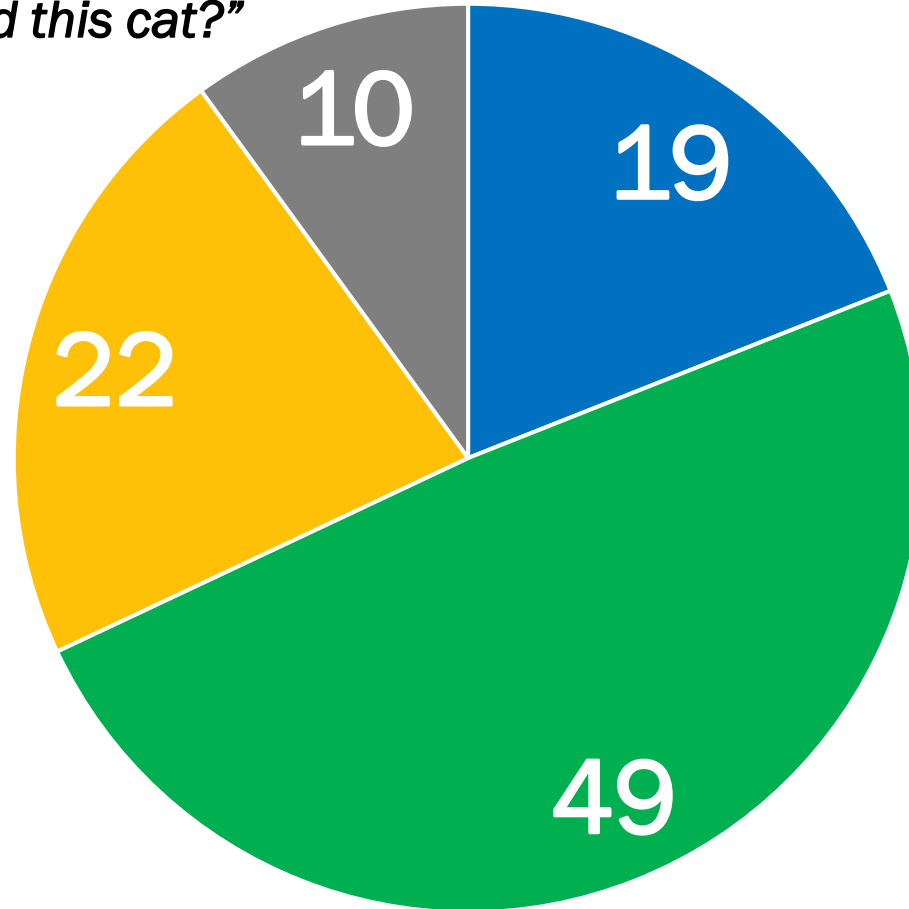
«Is your cat of a certain breed or not»



Long-term commitment of Greeks to their cats with more than two years of companion care

“How many years have you had this cat?”

%



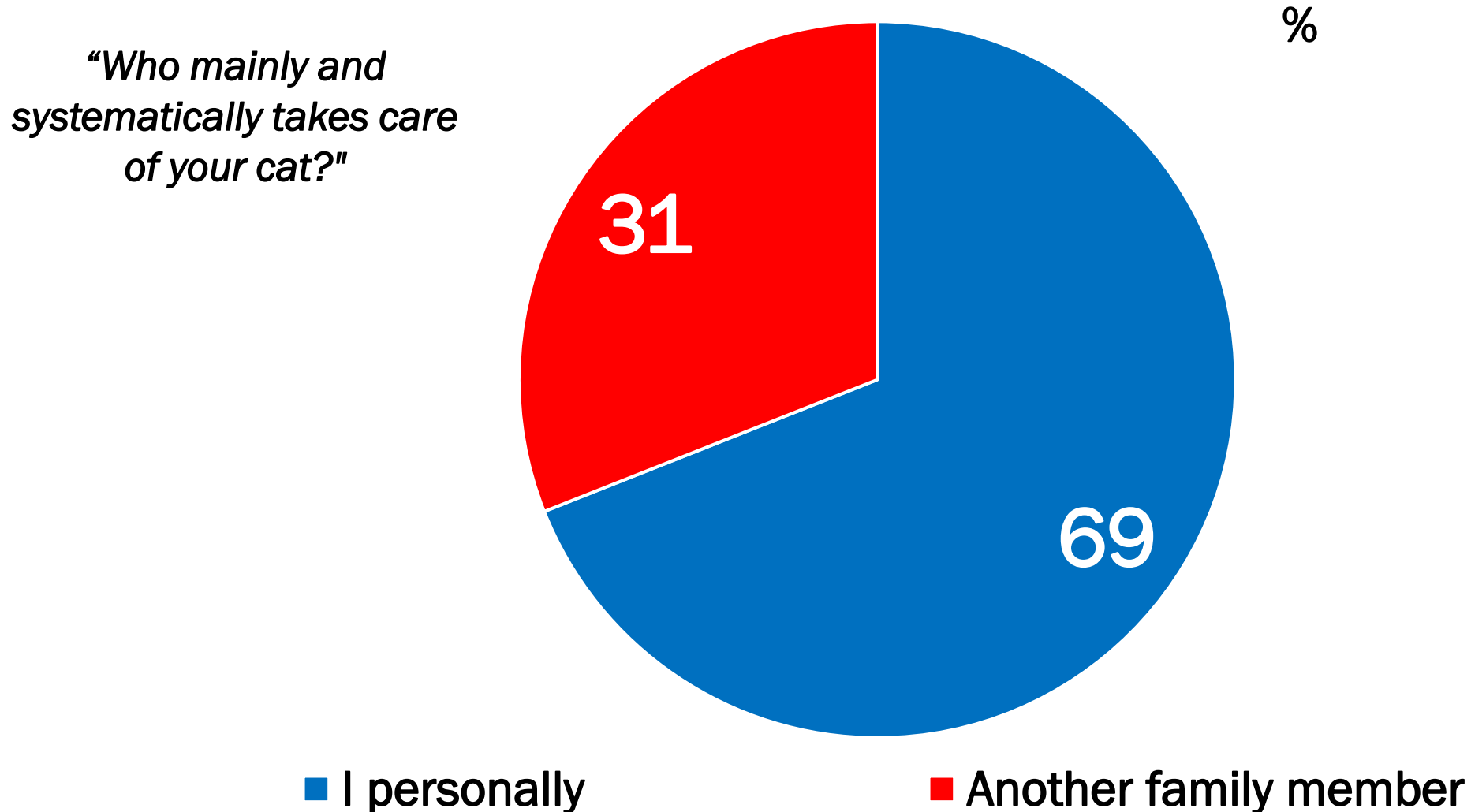
■ Up to 1 year

■ 2-5 years

■ 6-10 years

■ 11+ years

Over Two out of Three Greeks take care of their cats themselves, making it a personal matter



The attitudes of Greek cat owners on issues of care and living of their pets

Cat owners were placed in a series of [sentences about the care and living of their pets, answering Yes/No.](#)

The phrases were:

"I've sterilized her"

"I take her regularly to the vet for vaccinations, teeth cleaning, preventive checks"

"He lives in an apartment"

"He lives in a house with a garden"

"I give her specific food according to the vet's instructions"

"Now and then I give her more food/ leftovers"

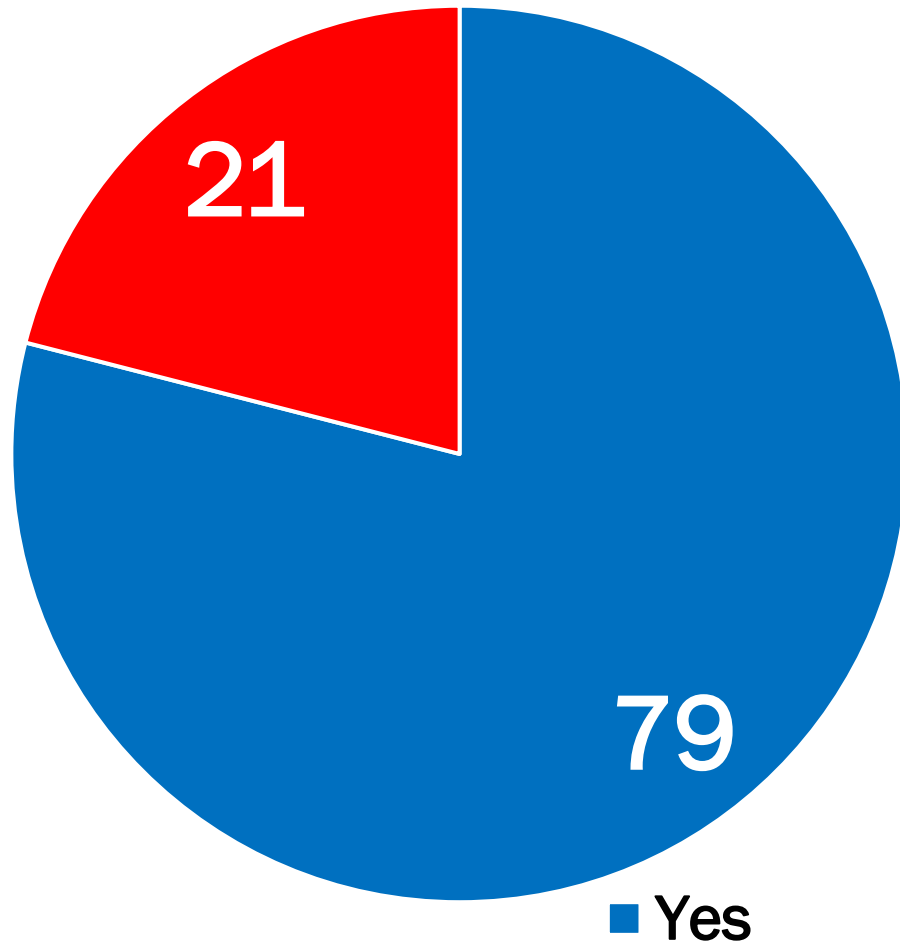
"The main reason I have a cat is for companionship"

"The main reason I have a cat is because the relationship with pets improves the human soul"

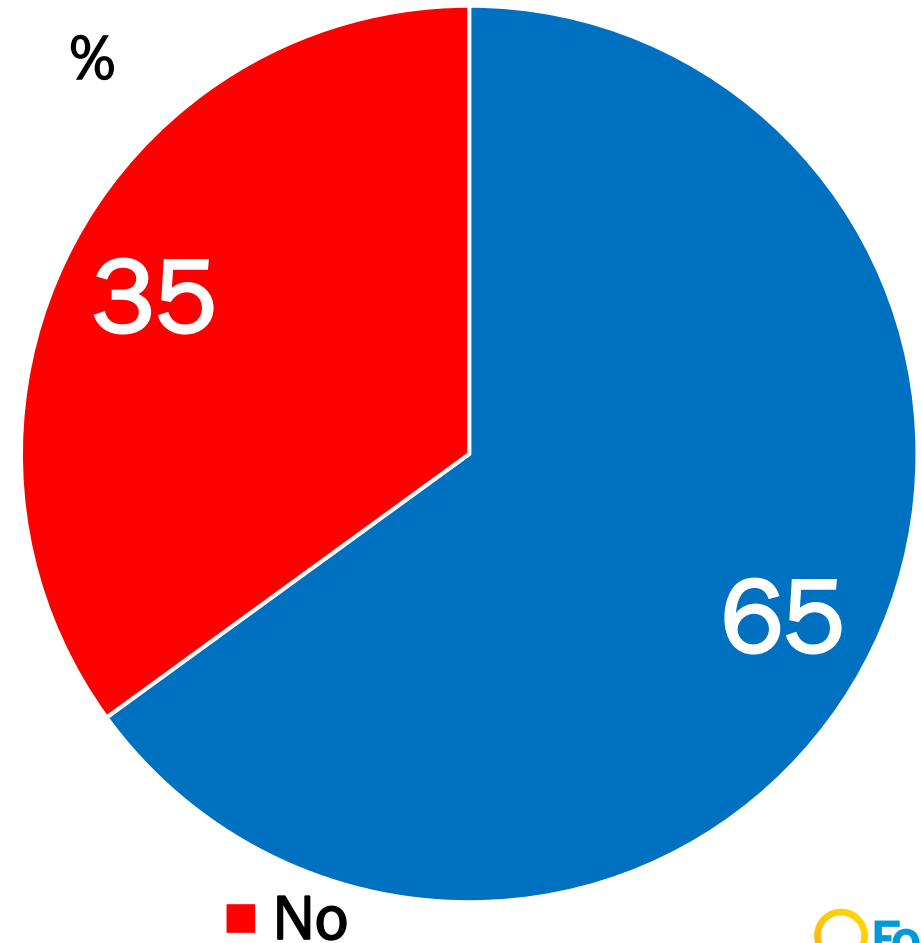
"The main reason I have a cat is because my children want it"

Exemplary care Greeks declare for their cats: neutering, but also systematic veterinary checks

"I've sterilized her"



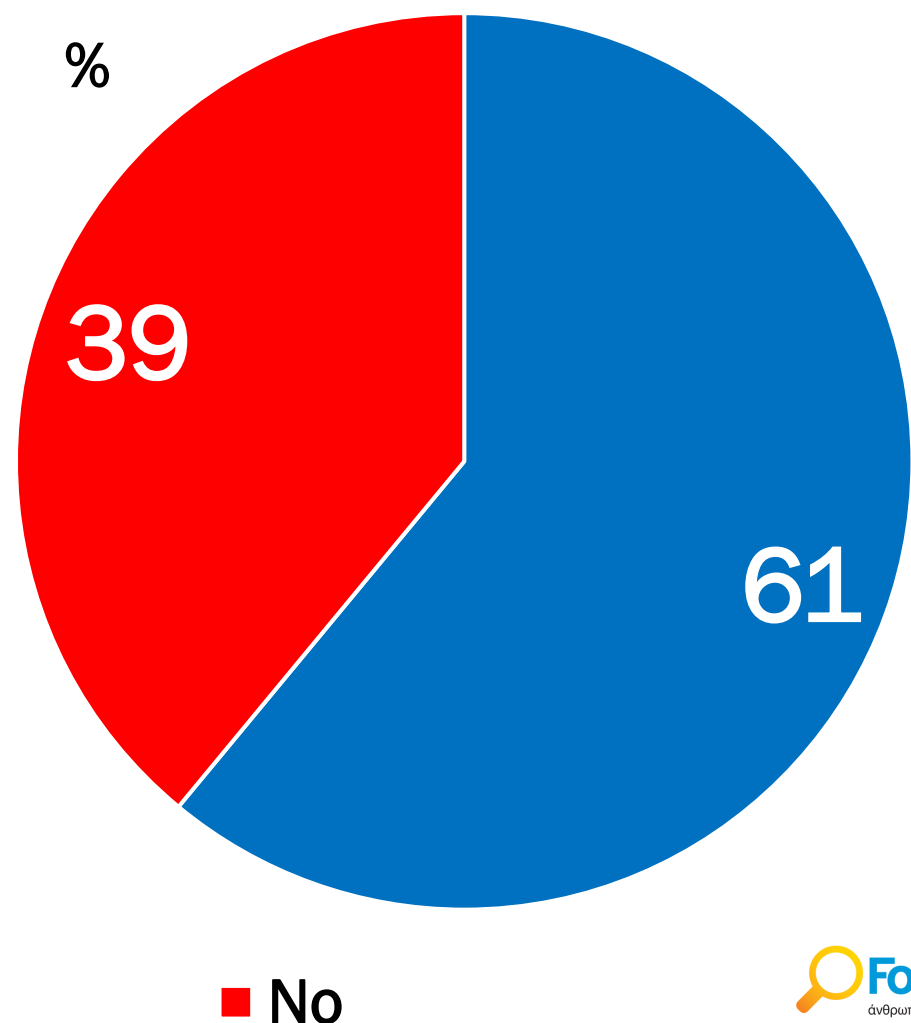
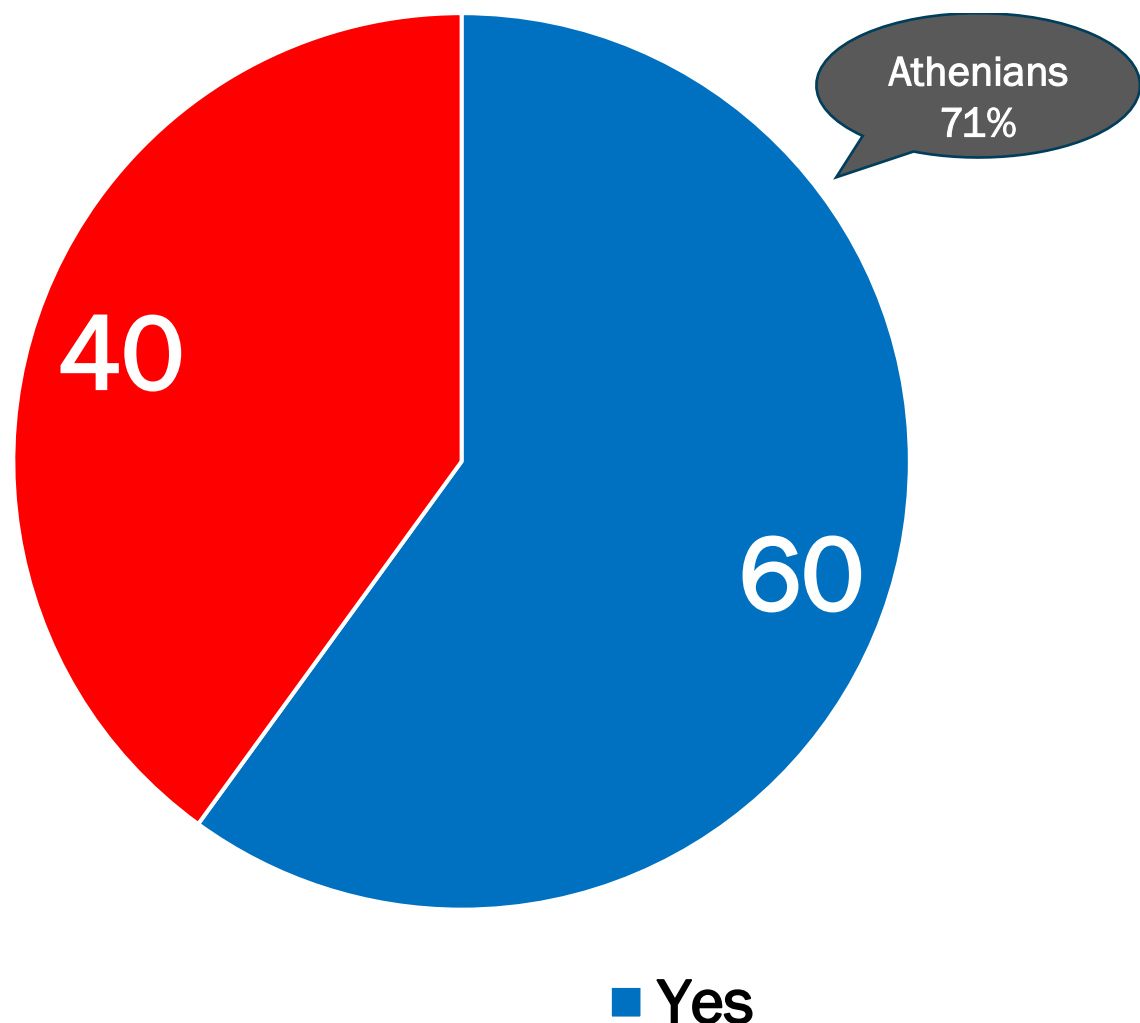
"I take her regularly to the vet for vaccinations, teeth cleaning, preventive checks"



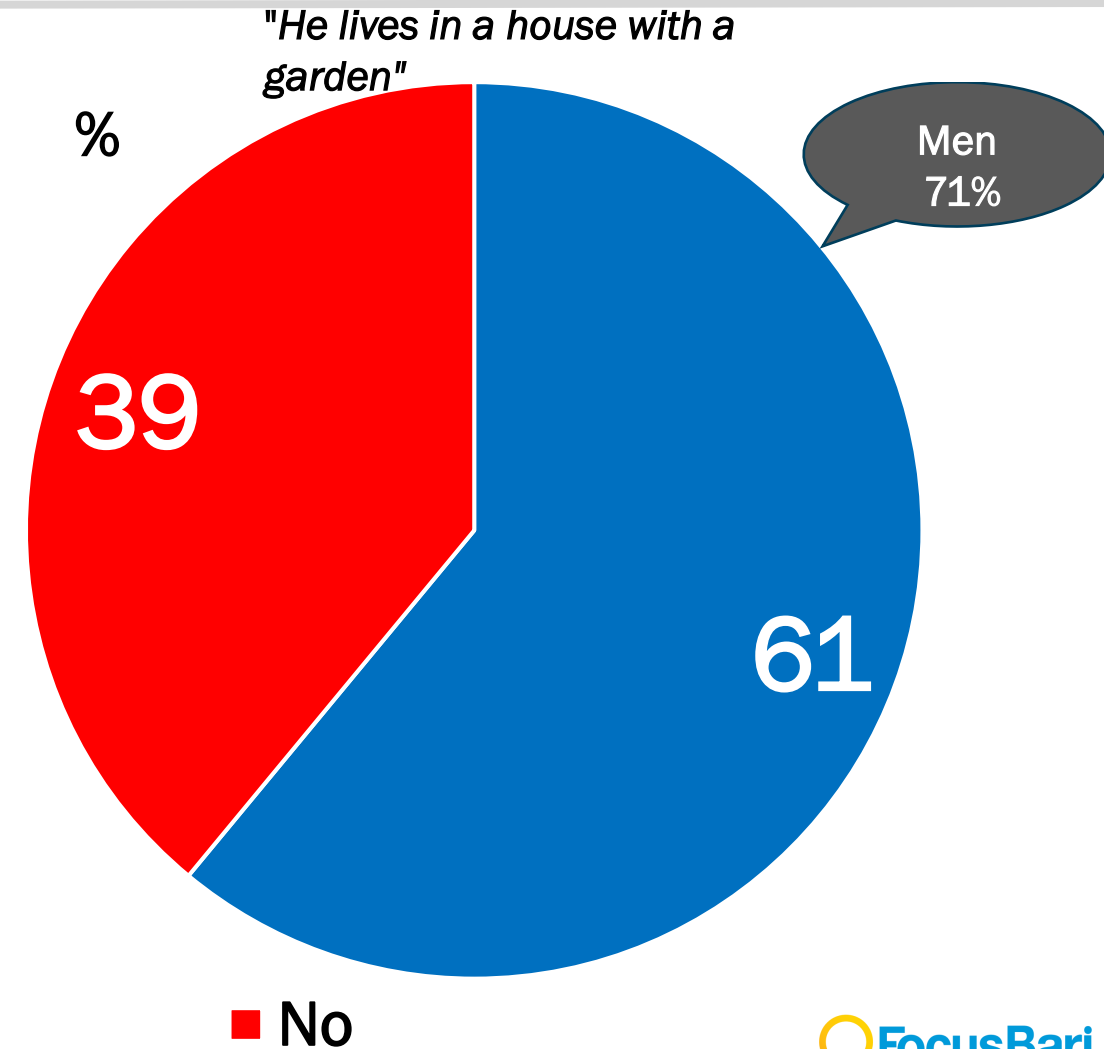
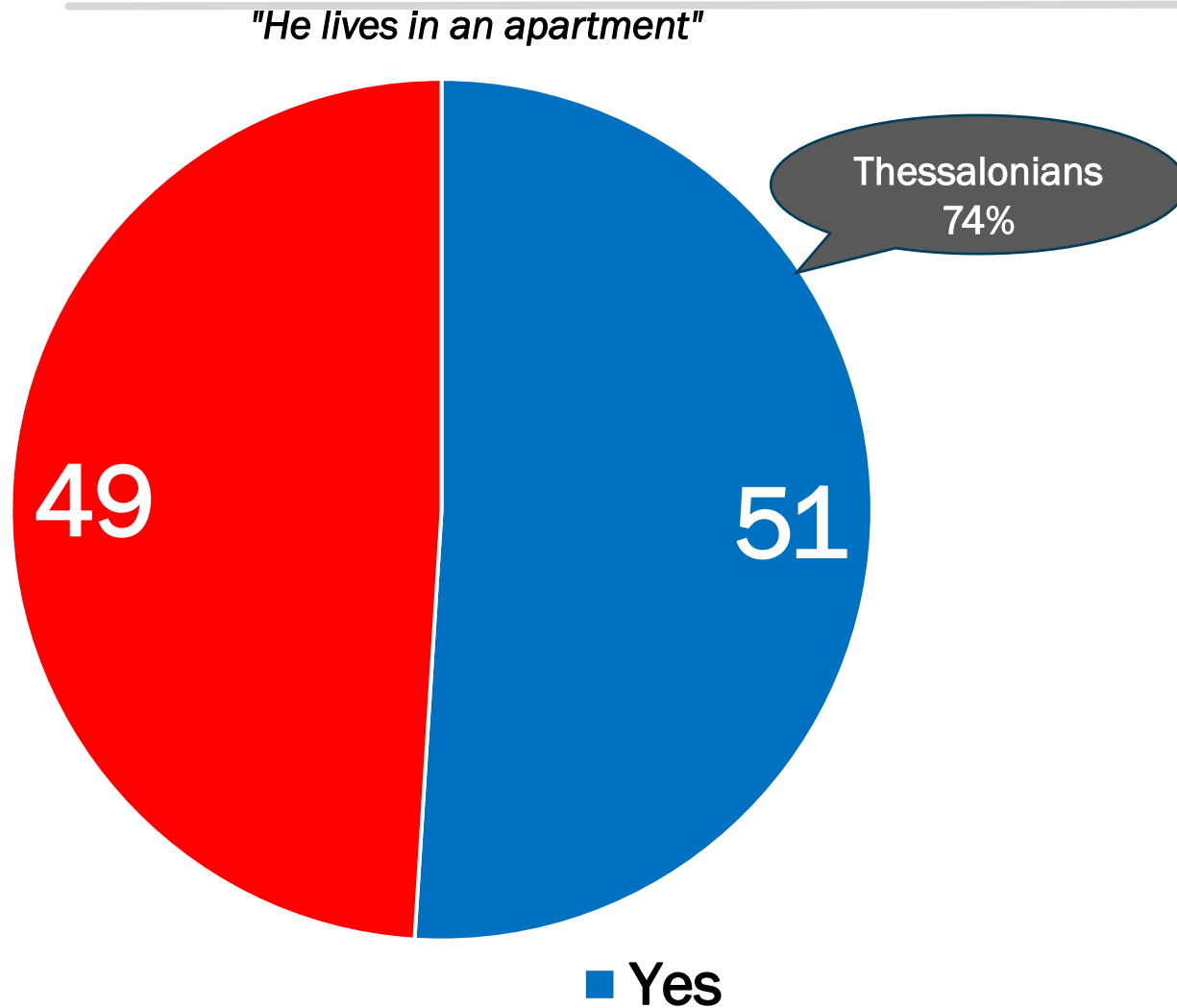
Double diet plan for cats as well: Specialized food, mainly from the Athenians but also occasionally other foods/specialties

"I give her specific food according to the vet's instructions"

"Now and then I give her more food/ leftovers to eat"



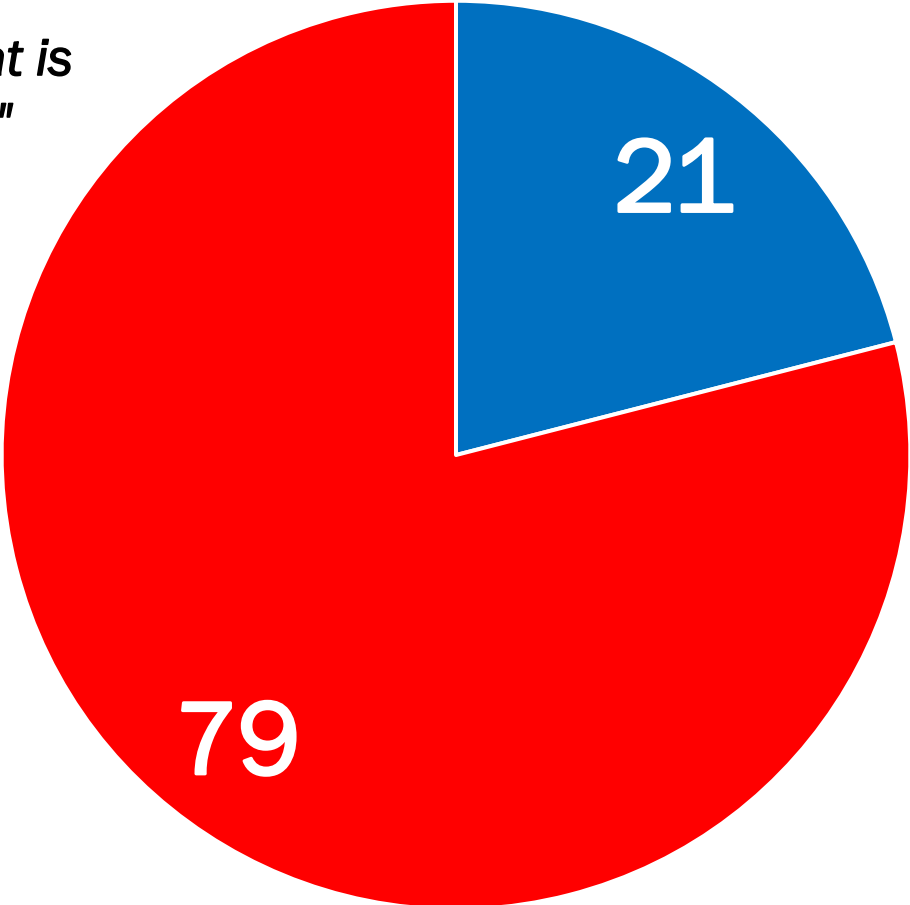
Cats: Most common in detached houses with gardens (mainly men), but dominant in apartments in Thessaloniki:



It is certain that Greeks do not choose their cats to satisfy the wishes of their children...

"The main reason I have a cat is because my children want it."

%

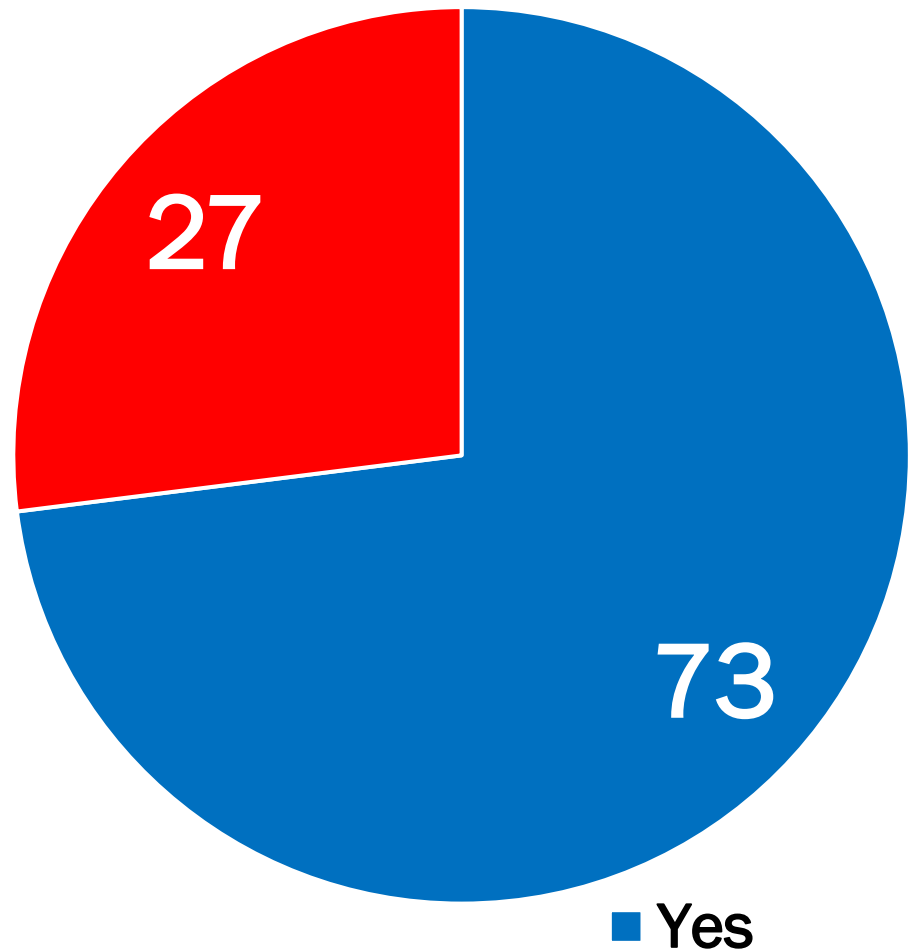


■ Yes

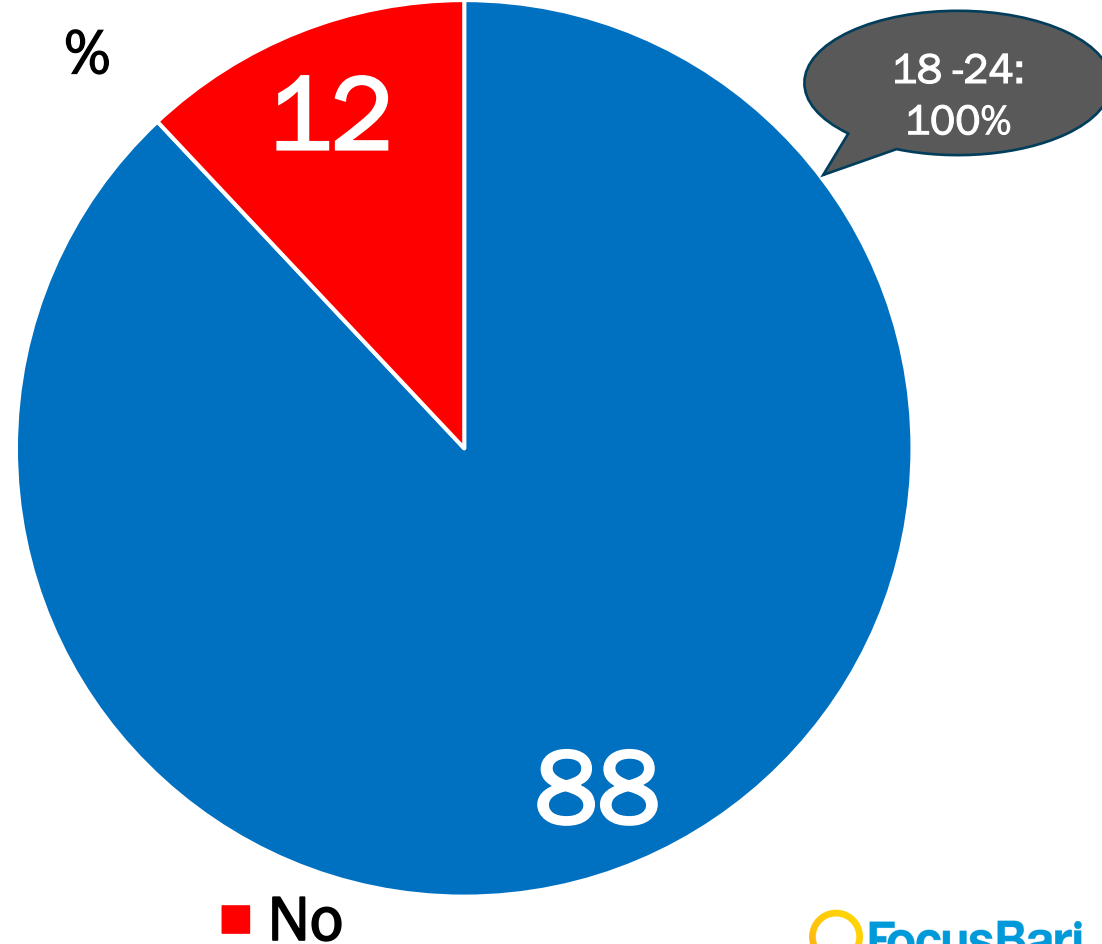
■ No

As the main reasons for getting a cat are mental balance - especially for young people, and companionship!

"The main reason I have a cat is for companionship"



"The main reason I have a cat is because the relationship with pets improves the human soul"



Perceptions and eating habits for pets in Greece

The perceptions of Greeks on individual issues concerning their pets.

Greek dog and cat owners were ranked on a series of [phrases about the care and living of their pets, using a five-point scale](#):

(Strongly agree/ quite agree, Neither agree/ neither disagree, Strongly disagree/ quite disagree).

The phrases were:

"The dog is man's most faithful companion"

"True love is known through the relationship with your dog"

"Children grow up much better when they have a dog"

"The relationship between man and animals is very important"

"People who have pets build more meaningful relationships"

"People who hate or dislike animals are more restricted and closed-minded"

"Caring for a pet makes a person better"

"A pet is a great commitment, responsibility and obligation"

"Having a pet makes life difficult"

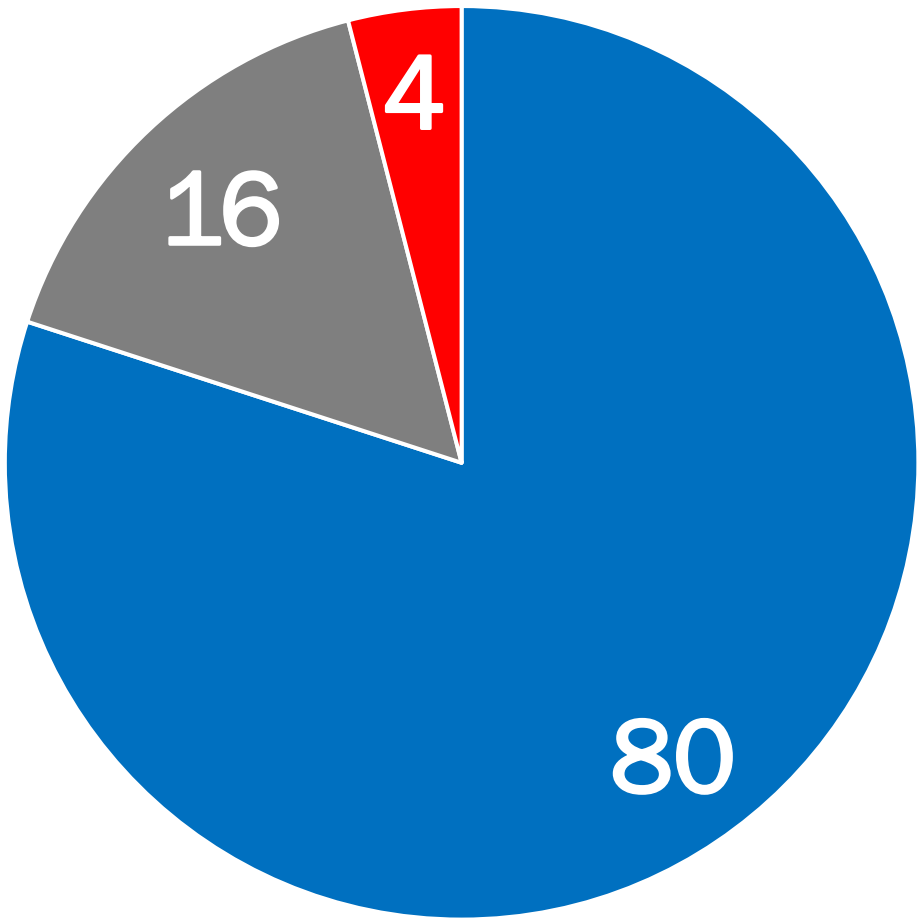
"I'd like a pet, but it's too expensive"

"I prefer cats because they have less care than dogs"

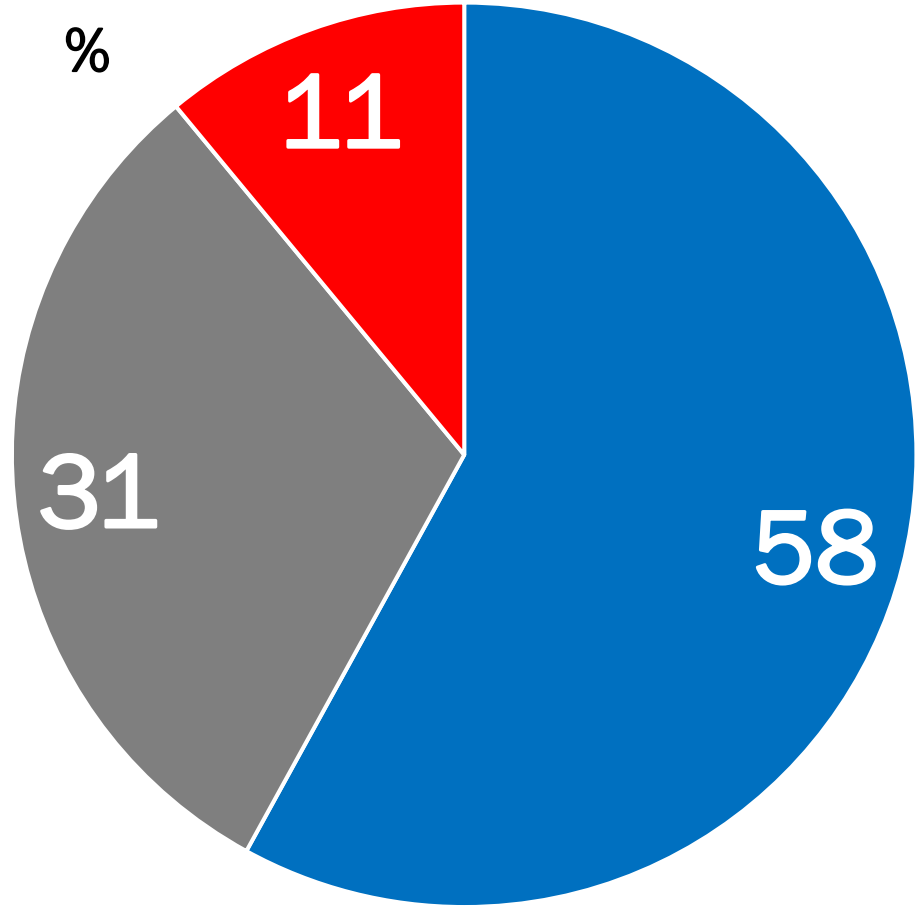
"I give a lot of time and care to my pet"

The relationship of the owner with his dog offers primarily loyalty, but also emotional connection...

"The dog is man's most faithful companion"



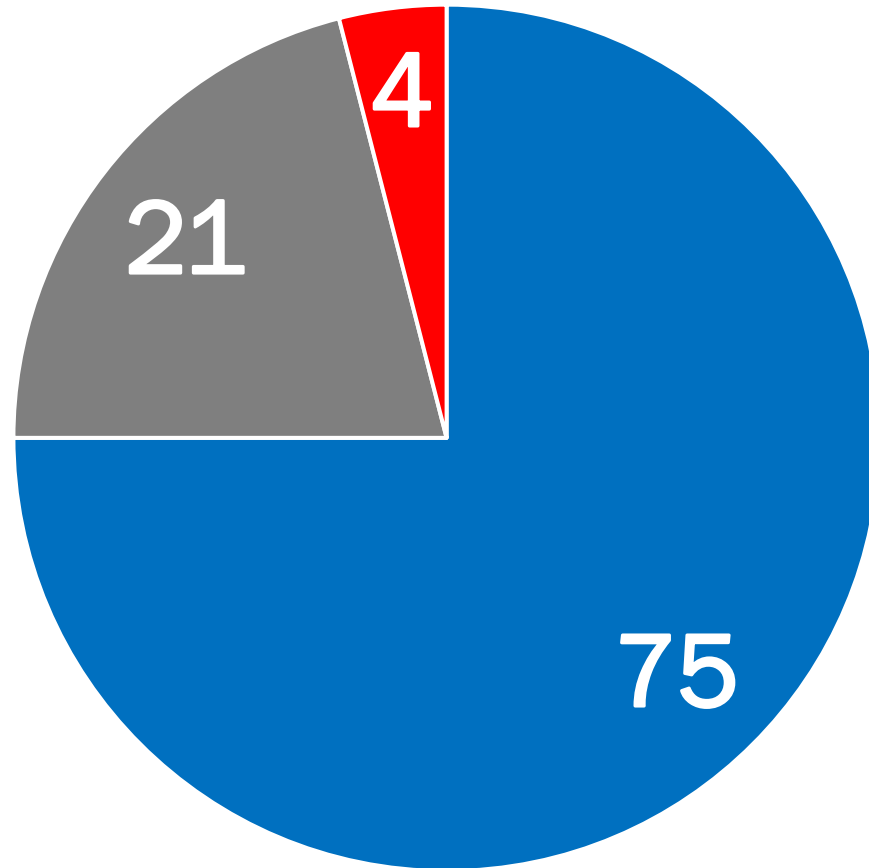
"True love is known through the relationship with your dog"



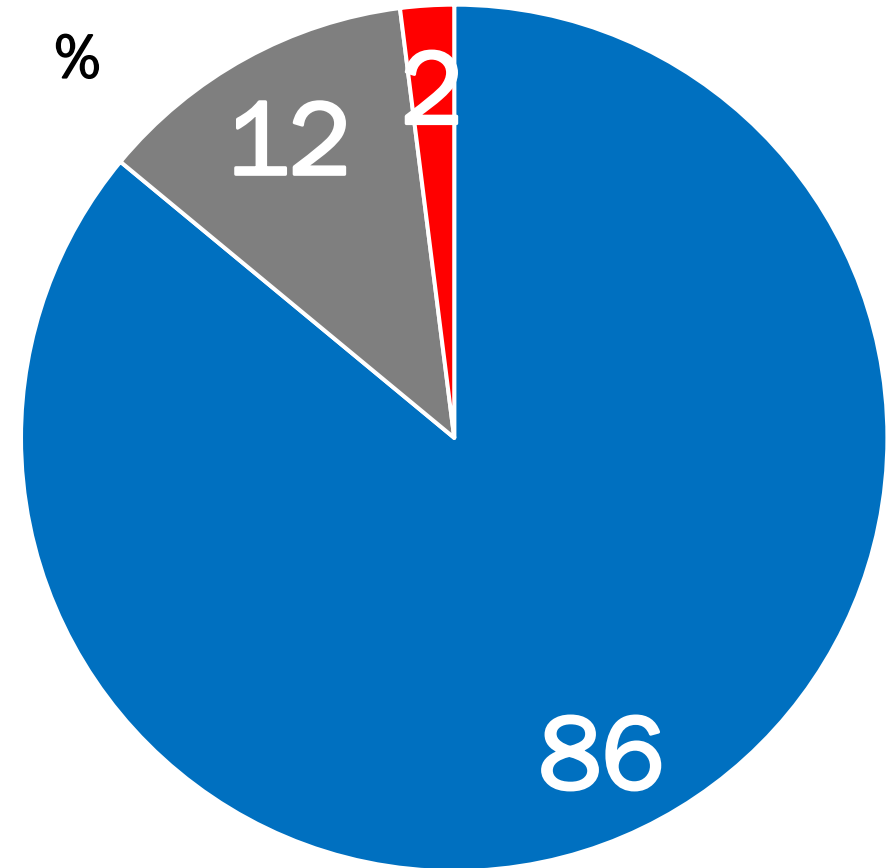
■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

The majority recognise the power of the human-animal bond and the beneficial effect on children

"Children grow up much better when they have a dog"



"The relationship between man and animals is very important"



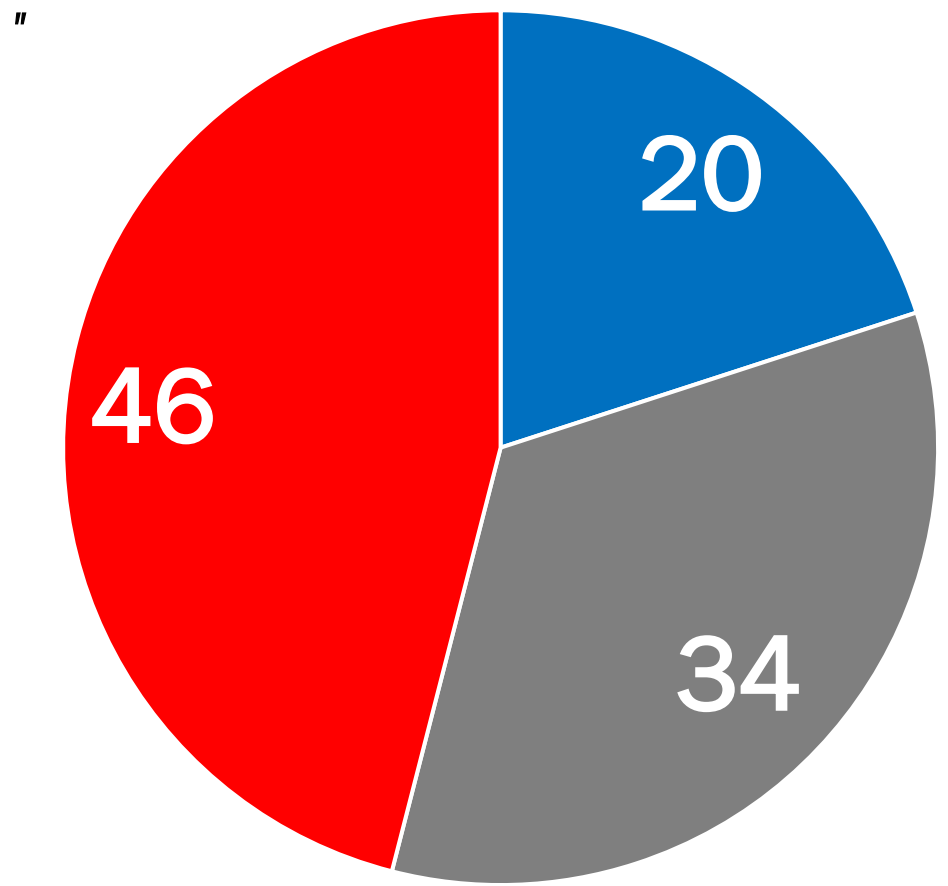
■ I agree very much/ quite a lot

■ Neither agree nor disagree

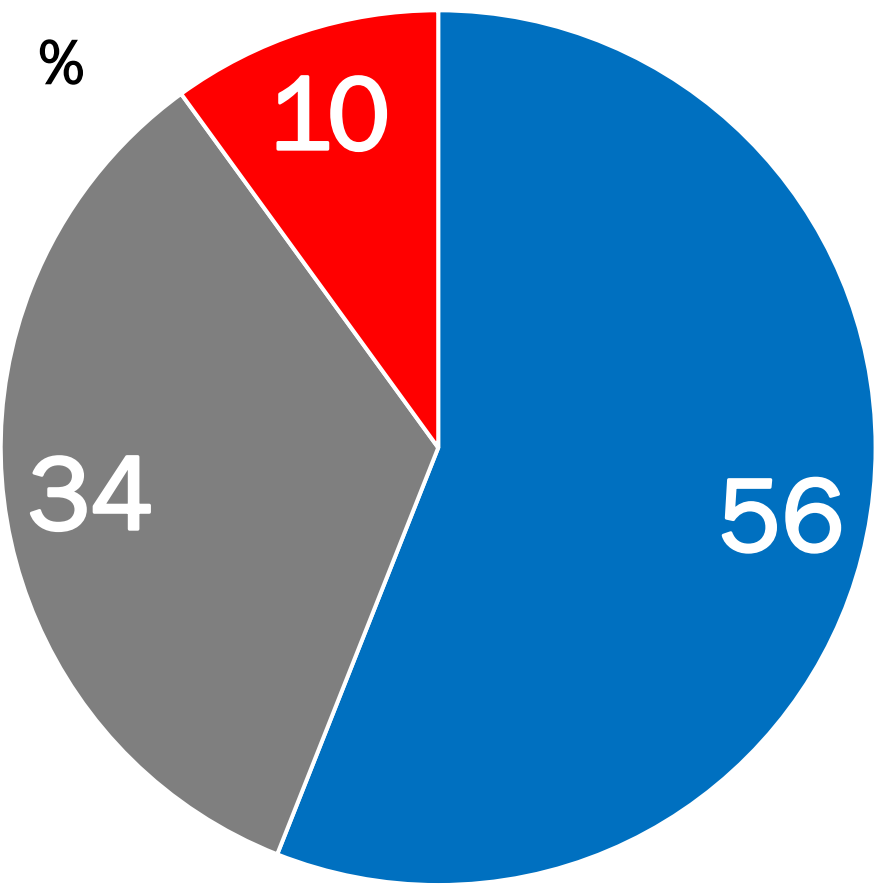
■ Disagree very/quite disagree

Cats are not preferred because they are considered easier to care for, since loyalty to all pets is important

"I prefer cats because they have less care than dogs"



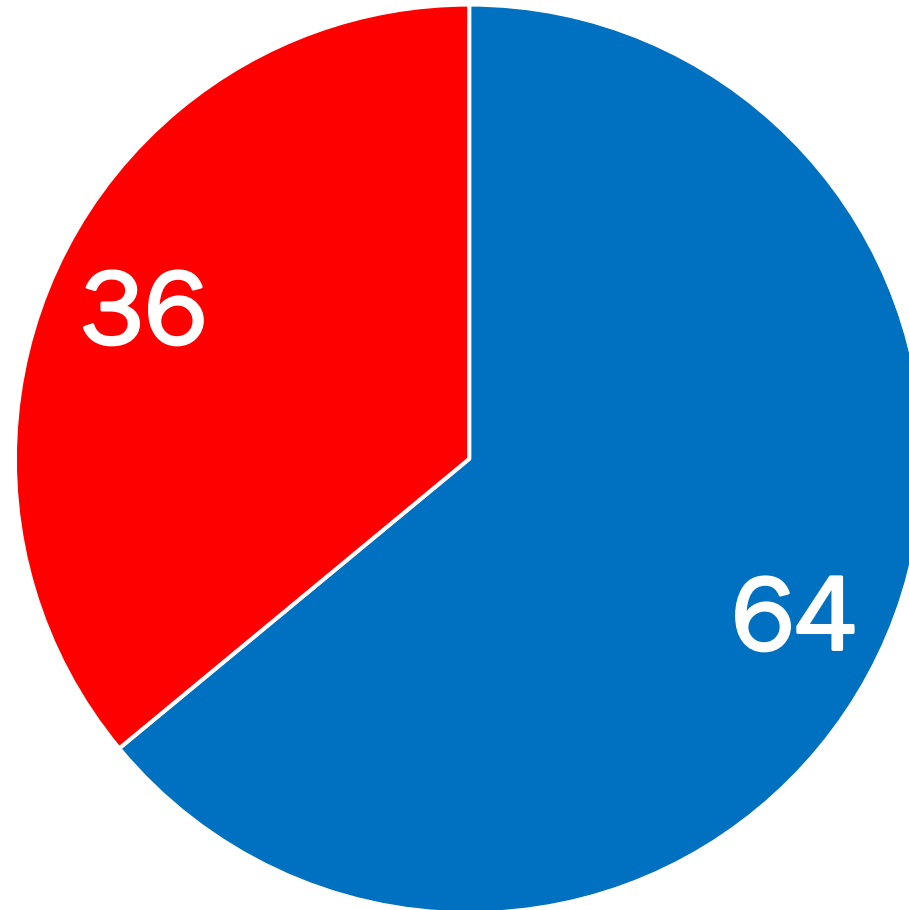
"I give a lot of time and care to my pet"



■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

The majority choose branded food brands, while one in three owners trust the vet/pet shop

“Which brands of animal feed you buy regularly”



%

Indicative brand references:

Whiskas

Pedigree

Frolic

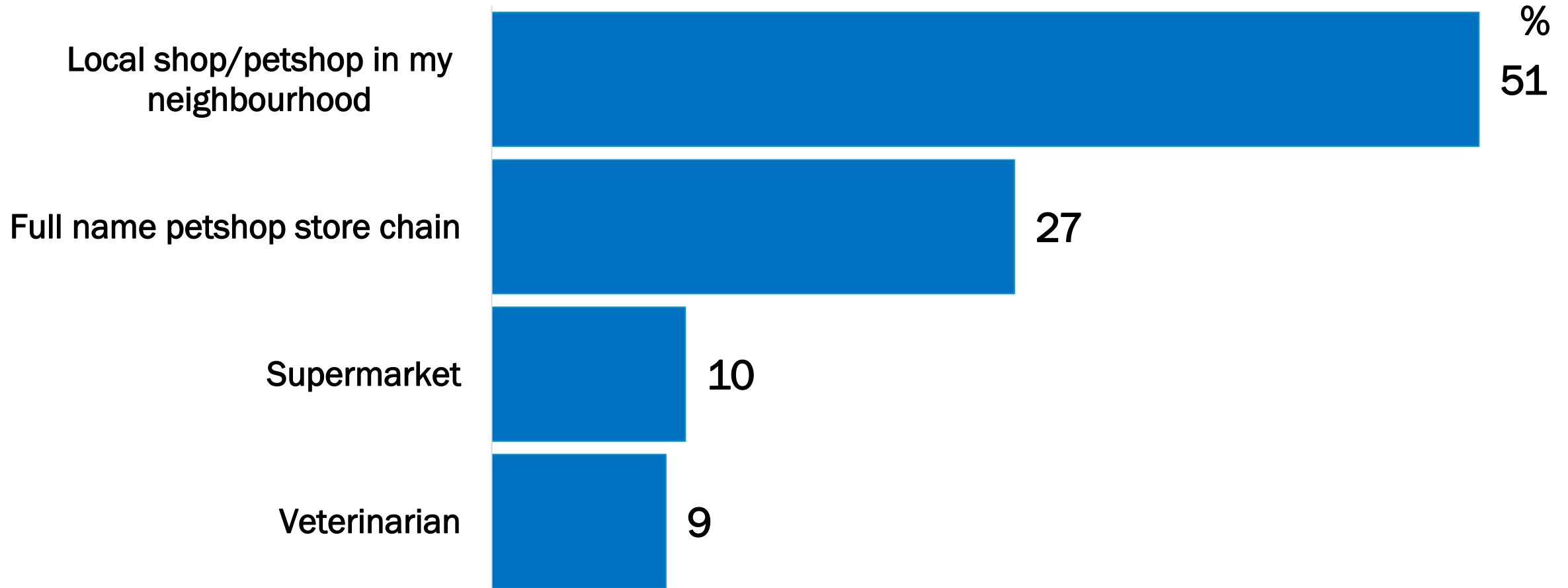
Royal Canin...

■ I have regular brand(s)

■ I don't have a regular brand/whatever the vet/petshop suggests

Trust in local petshops seems to be the main reason for choosing pet food

"Where do you usually buy your pet food from? "



Conclusions and Important "takeaways"

More than three out of five Greeks own pets, preferring mainly dogs (39%) and cats (29%), while the vast majority of Greeks (87%) have had experience with a pet at some point in their lives (now or in the past).

This relationship shows the deep connection of Greeks with animals and the need for their companionship, as nine out of ten owners state that living with a pet offers mental balance, while it is generally accepted that children grow up better with a four-legged friend.

The love for animals is enduring, as the young (18-24) and the mature (55+) now share the experience of living together, reinforcing the intergenerational experience, while the 35-54 age group is in the intermediate stage, reminiscing about old companionships ...Dogs are mainly found in detached houses with gardens, but also in apartments, while cats are more often found in apartments in Thessaloniki.

Conclusions and Important "takeaways"

Most pet owners appear particularly sensitive, choosing a half-breed dog (64%) or a tabby cat (95%), but young owners, aged 18-24, are choosing pedigree pets, mainly for dogs.

It is worth noting that although eight out of ten Greek owners acknowledge the cost and commitment that a pet requires (78%), they are not a deterrent to owning one, as the need for the mental wellbeing offered by their care is stronger (80%).

The owners state that it is clearly their personal responsibility to take care of their dog and cat, while they are consistent in their obligations, ensuring frequent veterinary checks, sterilizations and their safety.

Conclusions and Important "takeaways"

Impressive is the attitude of Thessaloniki residents with nine out of ten owners declaring that they take their dogs for daily walks and preventive veterinary check-ups, while eight out of ten owners have placed chips on their dogs. Athenian owners, on the other hand, place more emphasis on neutering their dogs and on specialized food for their cats.

Owners do not have fixed preferences in food brands for their pets, but follow the recommendations of vets and local pet shops. Their personal relationship with neighbourhood pet shops leads half of the owners to buy their pets' food from them.

The Greeks and their pets: Modern Trends & Perceptions

Results of the National Survey 2024

Thank you!

Want more info? Ask xenia@focus.gr

