

## How Much Would <br> Pet Parents Spend For Their Best Friends?



The relationships we build with pets are invaluable, but the care they require is far from cheap (that's one reason pet health insurance comes in handy). How much are Americans willing to spend on their furry friends? Are pets priceless?

Lemonade commissioned a survey of 501 dog owners and 501 cat owners to find out. Here's what we learned.

# Most Common Dog Diseases and Costs 

Most Common Diseases

1. Allergies
2. Itchy skin
3. Arthritis
4. Stiffness and pain
5. Ear infections
6. Dental problems
7. Hot spots (skin infections)
8. Gastrointestinal problems
9. Obesity
10. Parasites (fleas/ticks)

## Average Monthly Cost

\$35
\$32
\$35
\$46
$\$ 41$
\$35
\$22
$\$ 39$
\$37
\$38


## Average Monthly Cost for Diseases

ByDog Breed



# Most Common Cat Diseases and Costs 

## Most Common Diseases

1. Ear infections
2.Parasites (fleas/ticks)
2. Dental Problems
3. Gastrointestinal Problems
4. Intestinal worms
5. Feline lower urinary tract disease
6. Upper respiratory infection
7. Diabetes
8. Hyperthyroidism
9. Chronic kidney disease

## Average Monthly Cost

\$72\$47\$35\$70
$\longrightarrow \$ 93$
\$61
$\longrightarrow \$ 94$
$\$ \$ 130$
\$30
$\$ 90$


## Average Monthly Cost for Diseases

## By Cat Breed



## How Much Are Pet Owners Willing to Spend on Their Pets?

Dog and cat owners would spend an average of \$1,907 per year (roughly $4 \%$ of their annual income) to give their furry friends a high quality life.


Dog owners were willing to spend $\$ 2,075$ annually to give their dog a quality life.

By dog breed:

| Poodle | $\$ 3,330$ |
| :--- | :--- |
| Pomeranian | $\$ 2,640$ |
| Staffordshire Bull Terrier | $\$ 2,389$ |
| Labrador Retriever | $\$ 2,257$ |
| German Shepherd | $\$ 2,135$ |

Cat owners were willing to spend $\$ 1,746$ annually to give their cat a quality life.

By cat breed:
Persian
Maine Coon
Siamese

American Shorthair
\$2,245
\$1,924
\$1,717
\$2,696
,
\$1,671

Of pet owners, Gen Zers were willing to spend $68 \%(\$ 2,293)$ more than baby boomers $(\$ 1,367)$ to give their pet a high-quality life.

# How much are you willing to spend to give your pet a high-quality life? 

By Parental Status


## How Much Pet Owners Spend on Their Pets vs. Family Members

By Annual Average Costs



Pet owners claimed they spend more quality time with their pet than their...


Sibling(s)


Parent(s)


12\%

Partner(s)


Child(ren)

# How Much Are Pet Owners Willing to Spend to Save Their Pet's Life? 

On average, dog and cat owners would spend $\$ 6,060$ to save their pet in a life-or-death situation.


How much are pet owners willing to spend to save their pet in a life-or-death situation

Dog Owners
Cat Owners
\$8,292 \$3,828

# How Much Pet Owners Would Spend to Save Their Pet 

By Age Group
\$11,153


## By Parental Status

Non-parents


Parents
\$4,083

Labrador Retriever owners were willing to spend the most to save their dog in a life-or-death situation $(\$ 27,500)$

Russian Blue owners were willing to spend the most to save their cat in a life-or-death situation $(\$ 18,226)$

Dog and cat owners were willing to spend $\$ 3,525$ on new treatments and medicines to extend a pet's lifespan.

## ThinkingAboutYour Pet's Future

Nearly 42\% of dog and cat owners weren't confident they could afford life-saving treatments for their pets.

# Percentage of Pet Owners with a Pet Emergency Fund or Pet Savings Account 

Average Amount Saved
\$1,131
\$883


Both
Neither

Pet Emergency
Fund

6\% Pet Savings Account


# What Have Owners Done to Better Provide For Their Pets? 

Cut nonessential spending



Took gigwork

25\%
Freelanced $\square$ ..... 17\%
Cut essential spending $\square$ ..... 12\%
Picked up a second job7\%


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