



# Pet research: 18 new insights about your furry friends.

July 7<sup>th</sup>, 2021

## Time frame.

- 6/28 to 7/5, 2021.

## The research goals.

- Learn how PetSmart shoppers choose and purchase pet food brands.
- Determine which pet categories consumers buy from in-store vs. online.
- Understand how COVID impacted the shopping + future habits of pet parents.

## Sample.

- n=198.
- 18-45 years of age.
- Natural fallout on gender, ethnicity and other demos.

## Methodology overview.

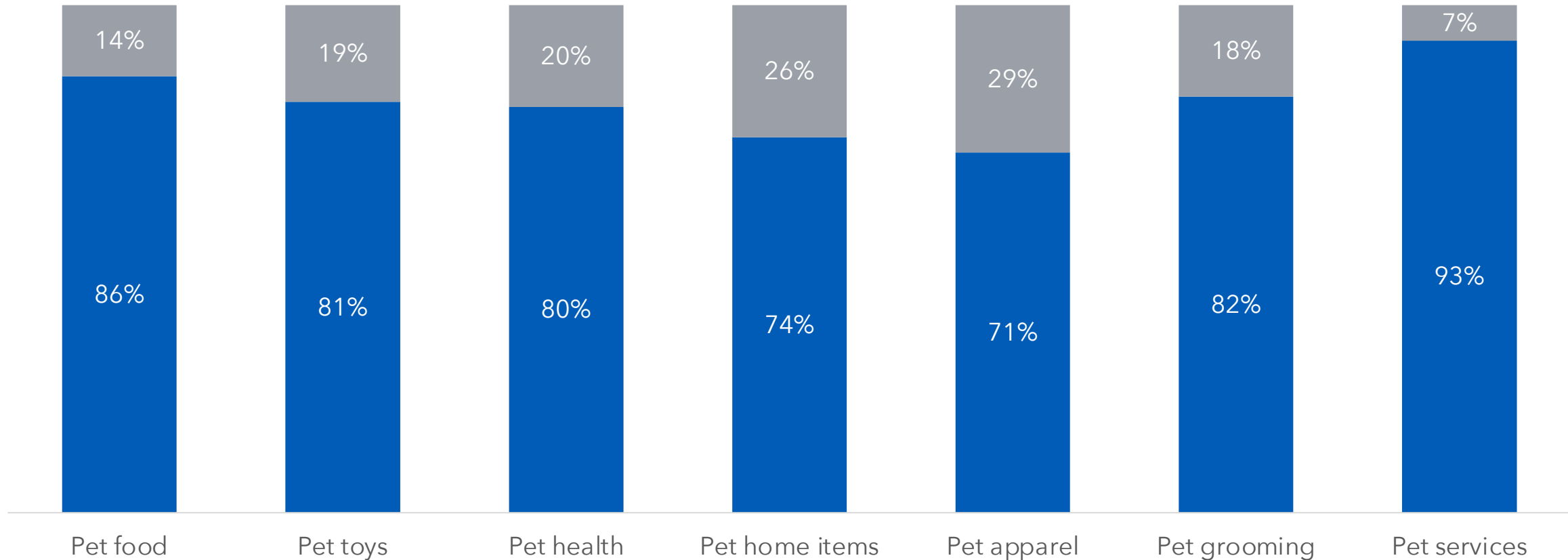
- MFour used Surveys On The Go<sup>®</sup> to identify pet owners who were leaving PetSmart.
- Then, a survey was sent to ask for feedback.

# In-store beats online, in all pet categories.



Are you more likely to buy these items in-store or online?

■ In-store ■ Online

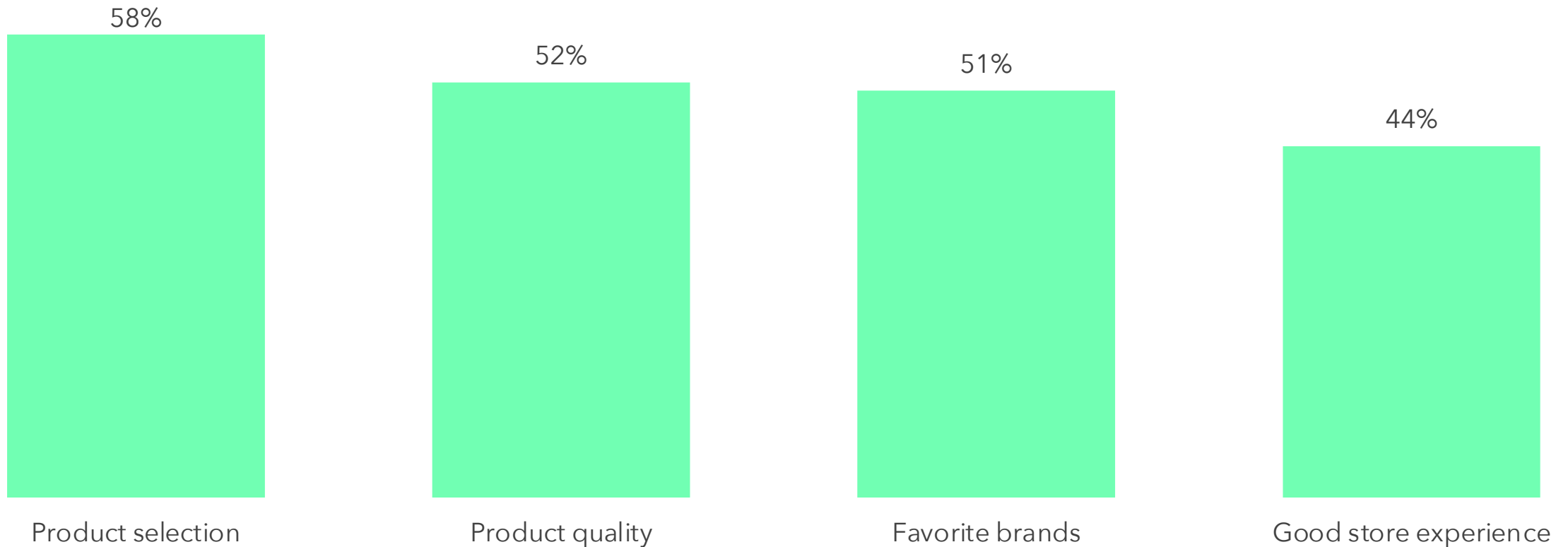


Base: 198

# PetSmart locations are known for selection + quality.



Why did you shop at PetSmart today? (Top mentions)

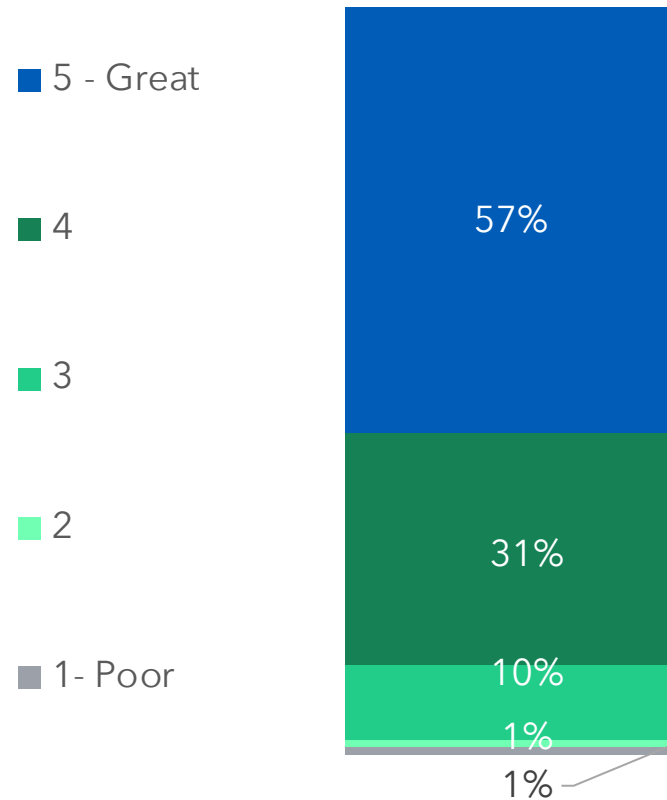


Base: 198

# PetSmart offers pets + parents a great experience.

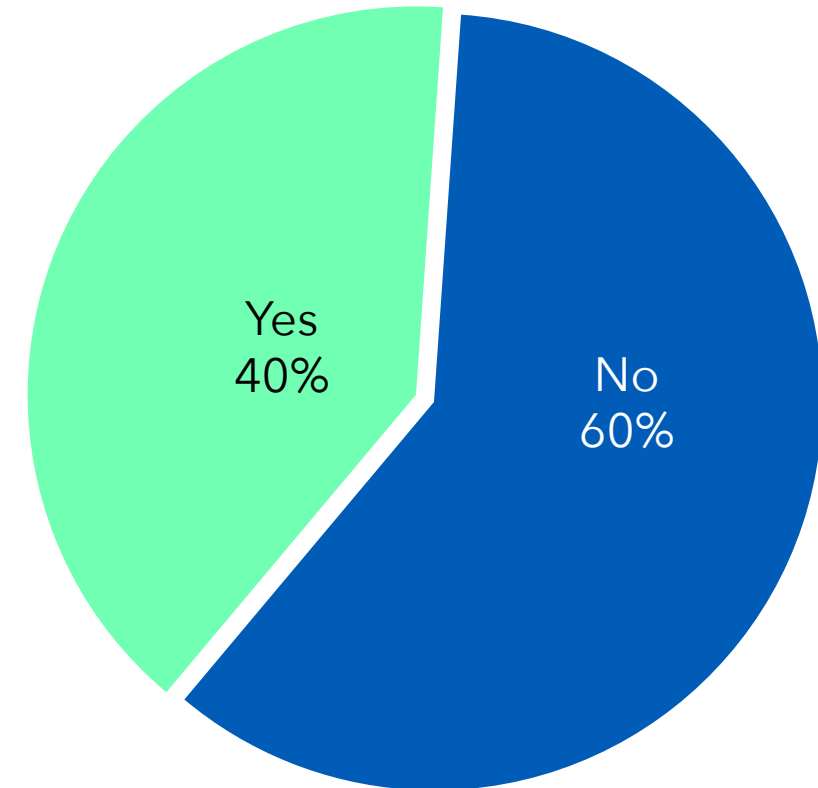


How was your store experience on a scale from 1 (poor) to 5 (great)?



Base: 198

Did you bring your pet with you?

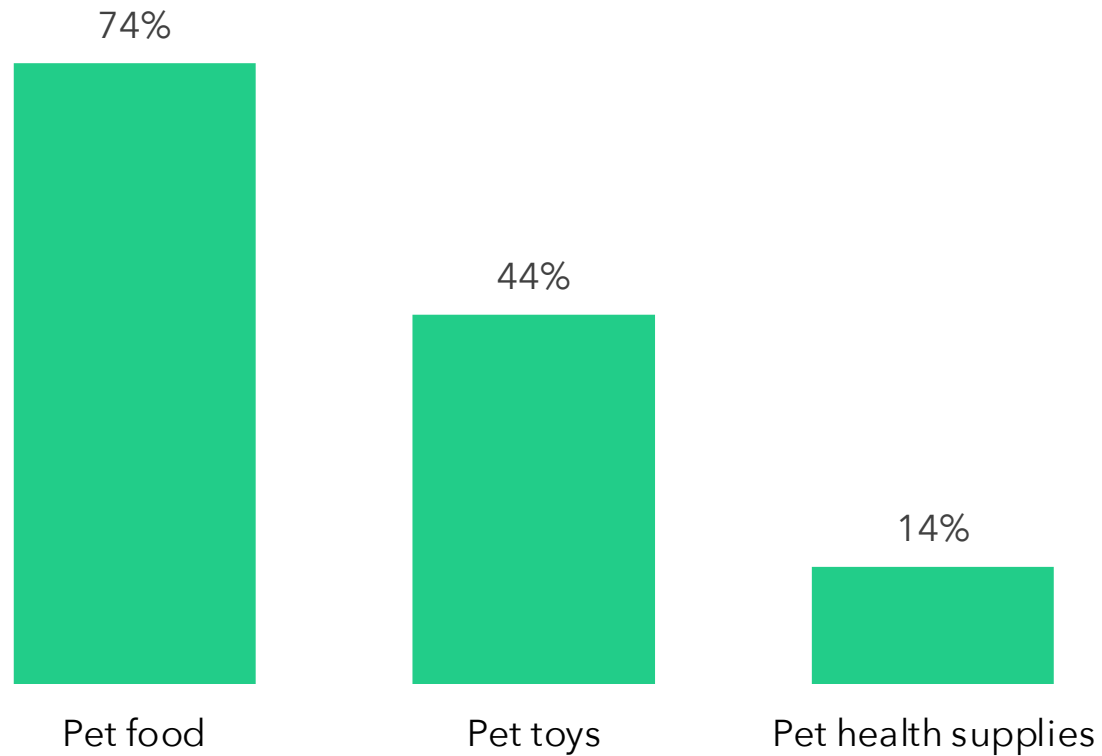


Base: 198

# Dry pet food is a pet owner's #1 purchase.

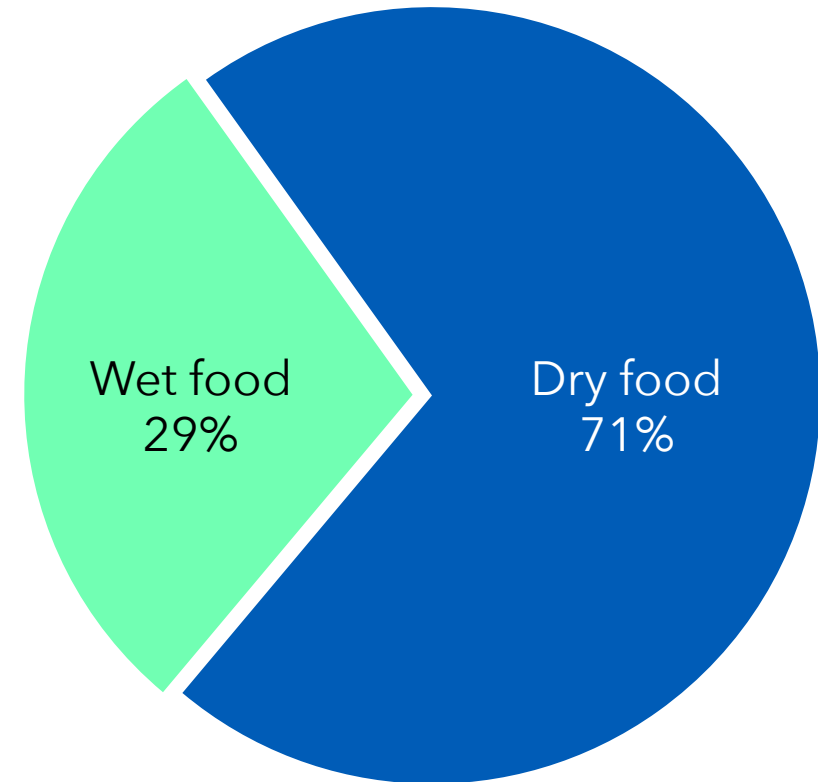


What did you buy today? (Top 3 listed)



Base: 147

What type of pet food did you buy?

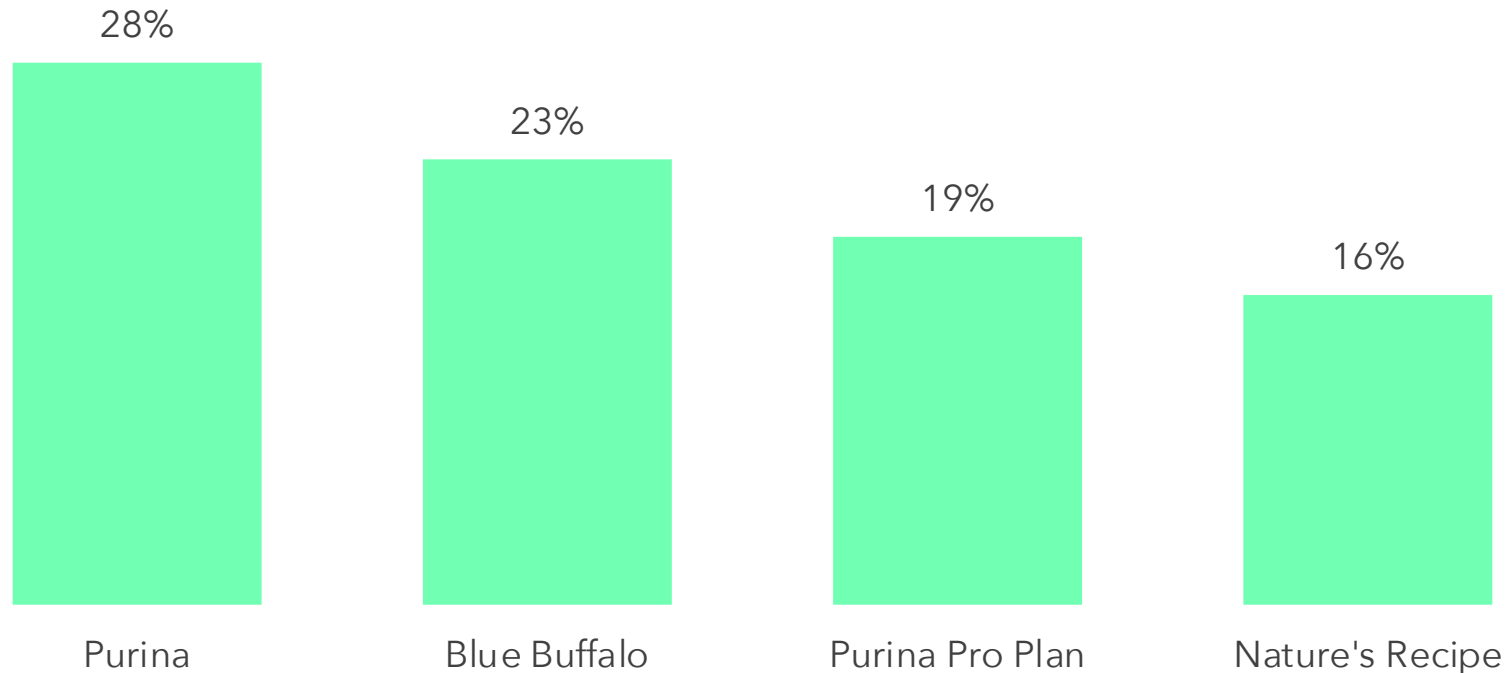


Base: 109

# Purina + Blue Buffalo = most popular brands.



Which pet food brands do you normally buy? (Top mentions)



## Why?

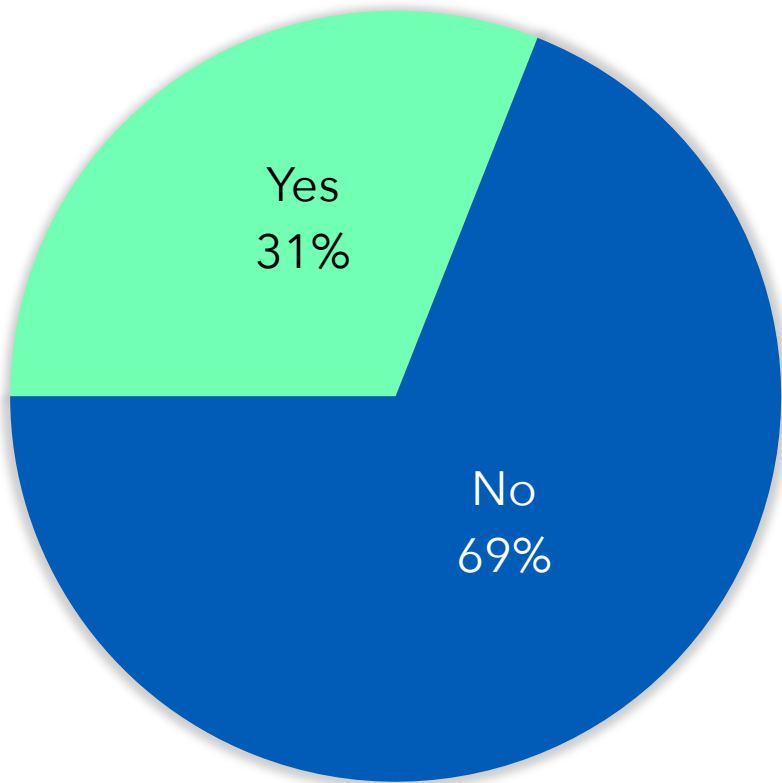
---

- 79% say quality is more important than price.
- 47% buy this brand because it's "healthy for my pet."
- 44% buy this brand because it's "high quality."

# The pandemic led new pet parents to adopt.

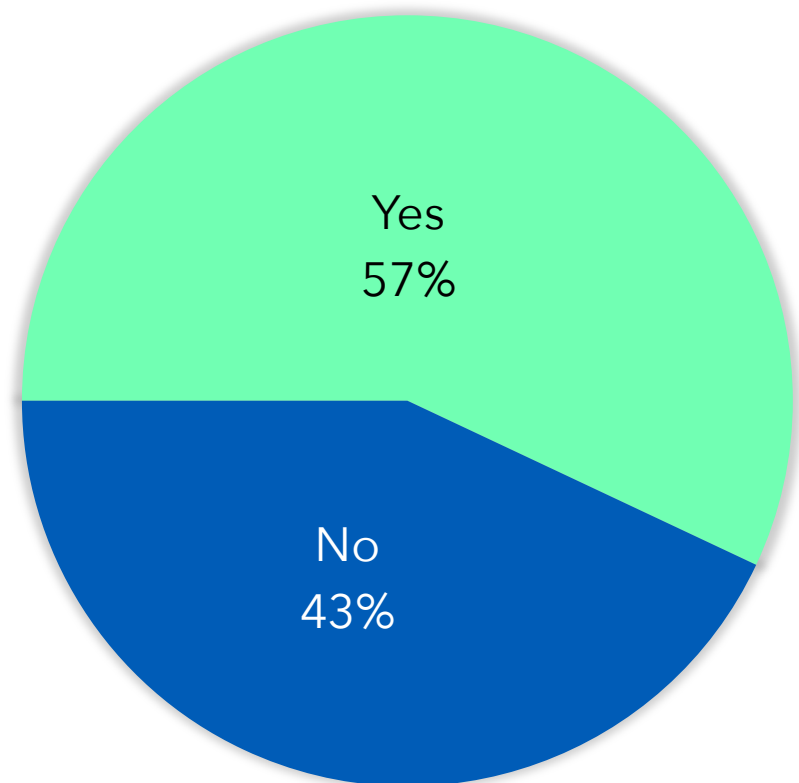


Did you buy or adopt a pet during COVID?



Base: 198

Did your pet come from a rescue or shelter?



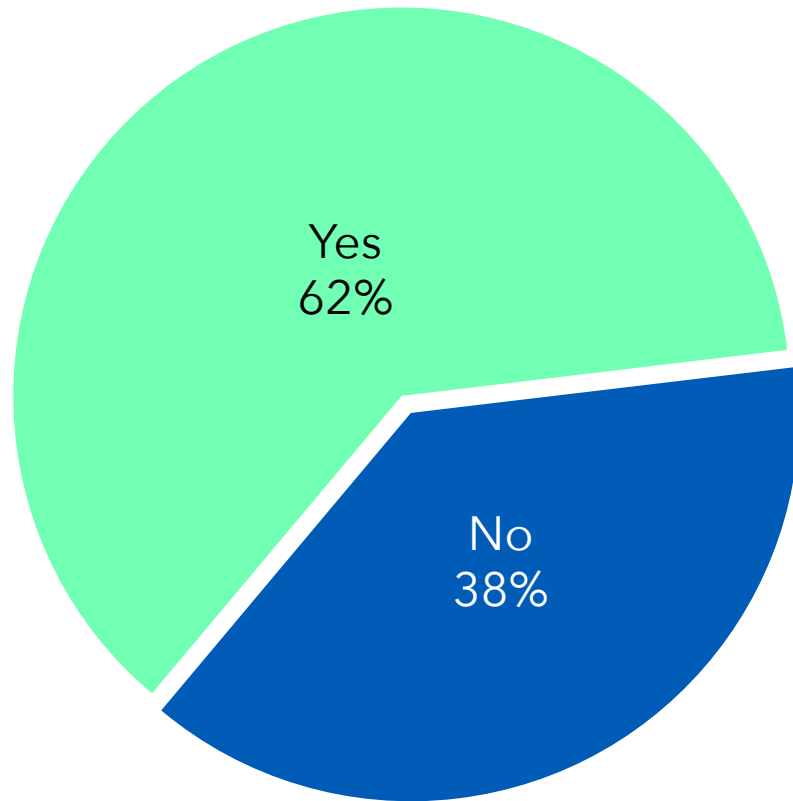
Base: 62



# While you're away, your pets will play.

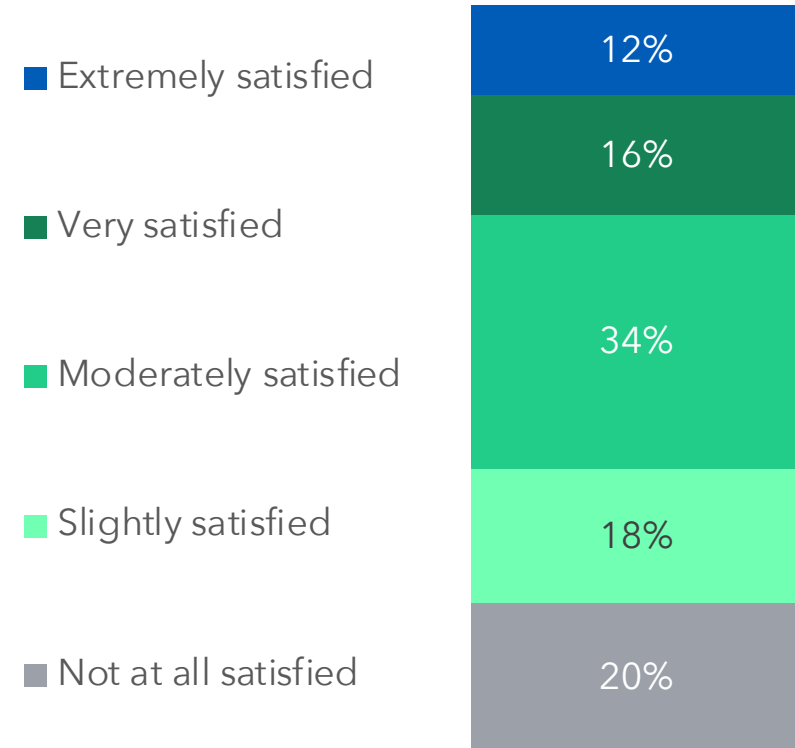


Have you returned to work?



Base: 198

What's your pet's satisfaction with your return?

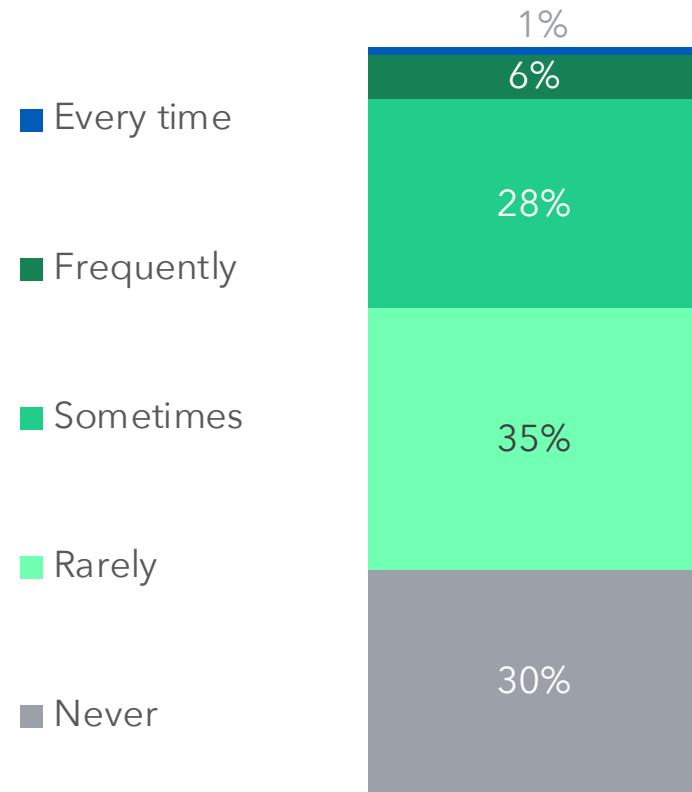


Base: 123

# So, here are few ways to entertain furry friends.

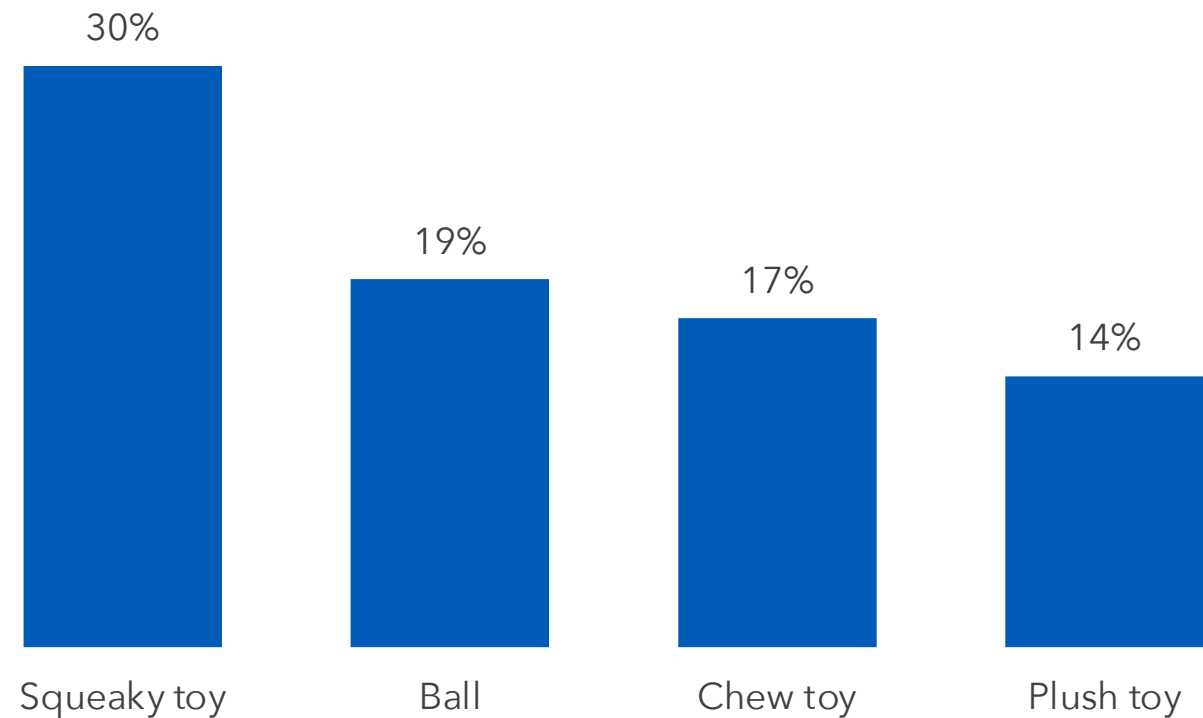


How often do you dress up your pet?



Base: 198

What's your pet's favorite toy? It's a...



Base: 198



# About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.





# Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



**Choose better market research.**