Pet research: 18 new insights about your furry friends.

July 7th, 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.

Methodology overview.

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

Time frame.

• 6/28 to 7/5, 2021.

Sample.

• n=198.
• 18-45 years of age.
• Natural fallout on gender, ethnicity and other demos.
In-store beats online, in all pet categories.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>In-store</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pet food</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>Pet toys</td>
<td>81%</td>
<td>19%</td>
</tr>
<tr>
<td>Pet health</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Pet home items</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Pet apparel</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Pet grooming</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>Pet services</td>
<td>93%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: 198
PetSmart locations are known for selection + quality.

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

- Product selection: 58%
- Product quality: 52%
- Favorite brands: 51%
- Good store experience: 44%

Base: 198
PetSmart offers pets + parents a great experience.

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

- 5 - Great: 57%
- 4: 31%
- 3: 10%
- 2: 1%
- 1 - Poor: 1%

Did you bring your pet with you?

- Yes: 40%
- No: 60%
Dry pet food is a pet owner’s #1 purchase.

What type of pet food did you buy?

- Dry food: 71%
- Wet food: 29%

What did you buy today? (Top 3 listed)

- Pet food: 74%
- Pet toys: 44%
- Pet health supplies: 14%

Base: 147

Base: 109
Purina + Blue Buffalo = most popular brands.

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

- 28% Purina
- 23% Blue Buffalo
- 19% Purina Pro Plan
- 16% Nature's Recipe

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.”

Base: 198
The pandemic led new pet parents to adopt.

Did you buy or adopt a pet during COVID?

- Yes: 31%
- No: 69%

Base: 198

Did your pet come from a rescue or shelter?

- Yes: 57%
- No: 43%

Base: 62
Have you returned to work?

- Yes: 62%
- No: 38%

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

- Extremely satisfied: 12%
- Very satisfied: 16%
- Moderately satisfied: 34%
- Slightly satisfied: 18%
- Not at all satisfied: 20%

Base: 198
Base: 123
So, here are few ways to entertain furry friends.

How often do you dress up your pet?

- Every time: 6%
- Frequently: 28%
- Sometimes: 35%
- Rarely: 30%
- Never: 1%

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

- Squeaky toy: 30%
- Ball: 19%
- Chew toy: 17%
- Plush toy: 14%

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.
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.