

Media Release

The Hon Harriet Shing MP
Acting Minister for Agriculture



Friday, 12 January 2024

SECRET LIFE OF PETS: RESULTS FROM VICTORIA'S FIRST PET CENSUS

Pet owners across Victoria have shared their unique insights and opinions on pet ownership, attitudes, and experiences in the Allan Labor Government's first-ever Victorian Pet Census.

Acting Minister for Agriculture Harriet Shing today visited Lort Smith Campbellfield Veterinary Clinic and Adoption Centre to announce the findings on pet ownership – thanks to over 37,000 responses to the Victorian Pet Census on Victorians' furry, feathered and finned friends.

The crucial information gathered as part of the Census will allow the Labor Government to better support Victorian pets, their owners and the animal welfare sector to access the services and support they need most.

This survey identified an estimated 4.3 million pets across Victoria, providing a greater understanding of the unique needs of a variety of animal species to help close the current knowledge gap on pet welfare and owner priorities.

Victoria's most popular pets are dogs, accounting for 41 per cent, followed by cats at 24 per cent. Among the preferred dog breeds were Cavoodle, Labrador, Greyhound, Border Collie, and Golden Retriever. In great news, the majority of cat owners adopted their cats from an animal or rescue shelter.

In a demonstration of commitment, pet owners have collectively spent an estimated \$6.6 billion in the past year alone on pet products and services to ensure the wellbeing of their beloved companions.

The Census also highlighted the positive impact of pets on the lives of Victorians, with an overwhelming 98 per cent attesting to benefits of pet ownership. Companionship and love were ranked highest at 79 per cent, followed by improved mental health and emotional support at 57 per cent.

The data collected reflects the diversity in pets found homes in Victorians households, including 83,000 reptiles and amphibians and 43,000 insects and spiders, chosen for their unique appeal and low-maintenance care.

The Pet Census findings underscore the immense love, health benefits, and deep connection between Victorians and their animal companions, guiding tailored support and improved welfare services for pets of all shapes and sizes across the state.

To explore the results visit, animalwelfare.vic.gov.au/pet-census

Quotes attributable to Acting Minister for Agriculture Harriet Shing

"The immense love and care Victorians have for our pets is reflected in the numerous responses to our first Pet Census, highlighting the vital role pets play in the lives of Victorians."

"The Census data will empower us to better cater to a diverse range of pet owners in our community, ensuring quality support and services for every pet, regardless of species."

Quote attributable to Member for Broadmeadows Kathleen Matthews-Ward

"Victoria's Pet Census will help us ensure we're best supporting our furry friends and their owners with the services they need."

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