

REDC



WIN
Worldwide
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Of Market Research



WIN WORLDWIDE VIEW STUDY

WORLD ANIMAL DAY

OCTOBER 2026

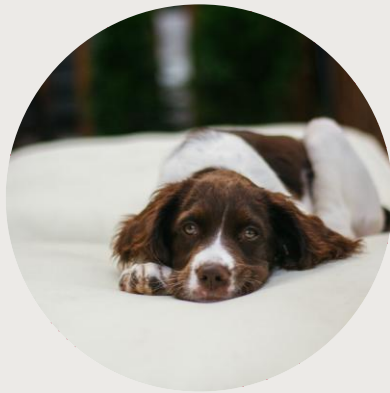
Ireland's pet culture is family-shaped, dog-led and globally familiar

Key Findings 2026



Pets are part of everyday Irish life

At 59%, pet ownership in Ireland sits just above the 56% global average. The narrow gap shows Ireland is part of a broad international norm, with a modest local uplift.



Ireland's pet culture is distinctly dog-led

Dog ownership reaches 41% in Ireland versus 32% globally, while cat ownership is 26% versus 28%. Ireland's distinctiveness lies in its preference for dogs, not pets overall.



Children lift ownership, while Dublin stands apart geographically

Pet ownership rises from 53% in households without dependent children to 70% in those with them. Separately, Dublin records 49%, versus 62-65% across the other Irish regions - a clear capital-versus-regions divide.



Multi-species homes follow a global pattern

Some 26% of Irish pet-owning households keep more than one species - almost identical to 27% globally. Multi-pet life is an international norm rather than a uniquely Irish behaviour.

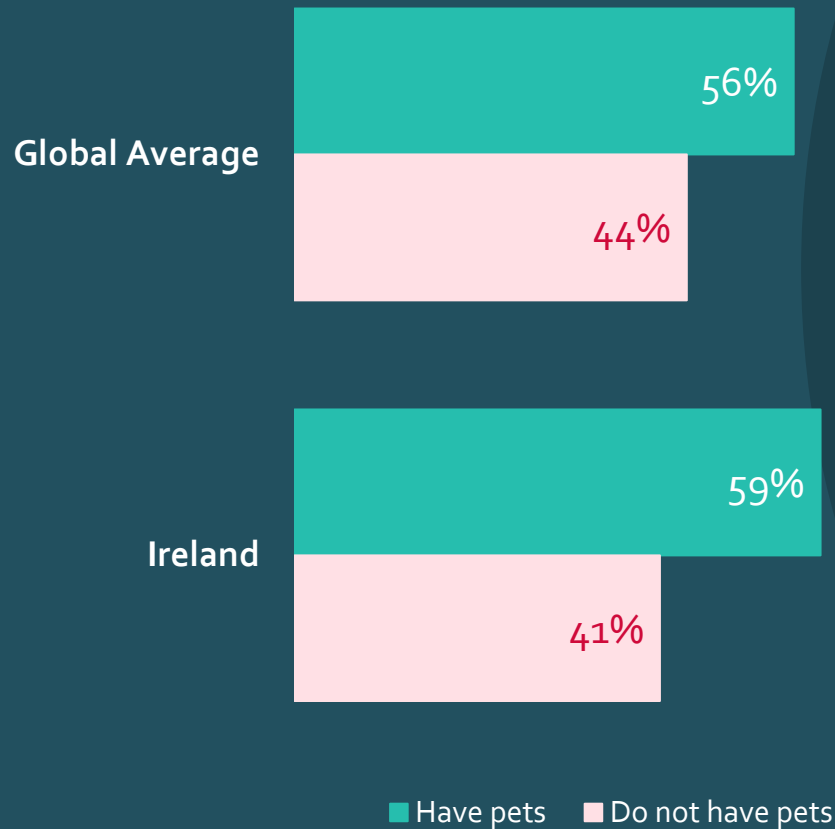
01

Ownership of any pets



Pet ownership is slightly more embedded in Irish life than globally

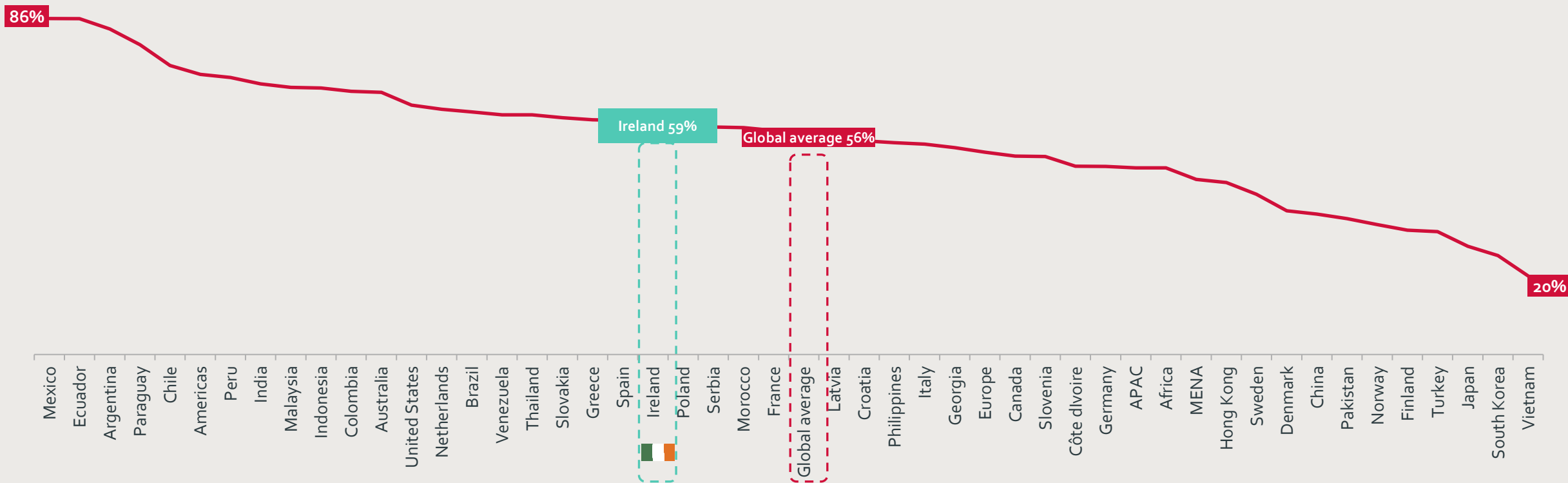
The narrow gap suggests Ireland follows a shared global norm, with only a modest local uplift.



Ireland sits near the middle of a highly varied global pet landscape

The widespread between countries points to culture and living patterns, not one universal model, as the real drivers of ownership.

% Of the world's population that have pets in their household

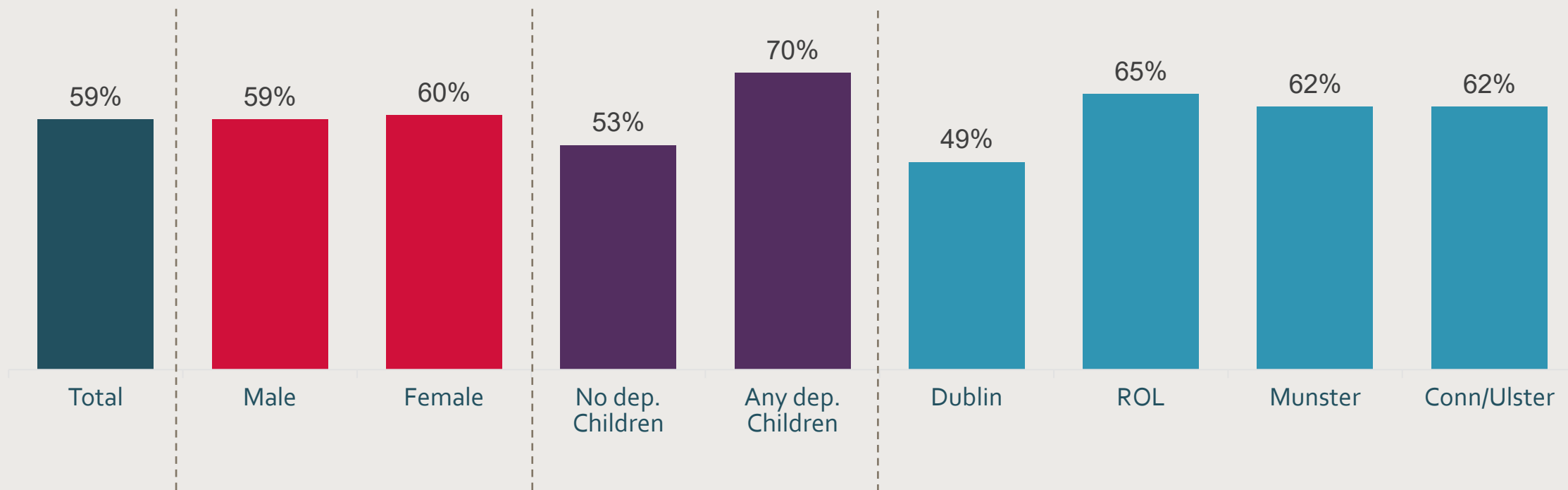


Family life and geography shape pet ownership more than gender

Ownership rises in homes with children and outside Dublin, while men and women look much the same.

Have pets in their household: Ireland x demographics

% Own ANY pets



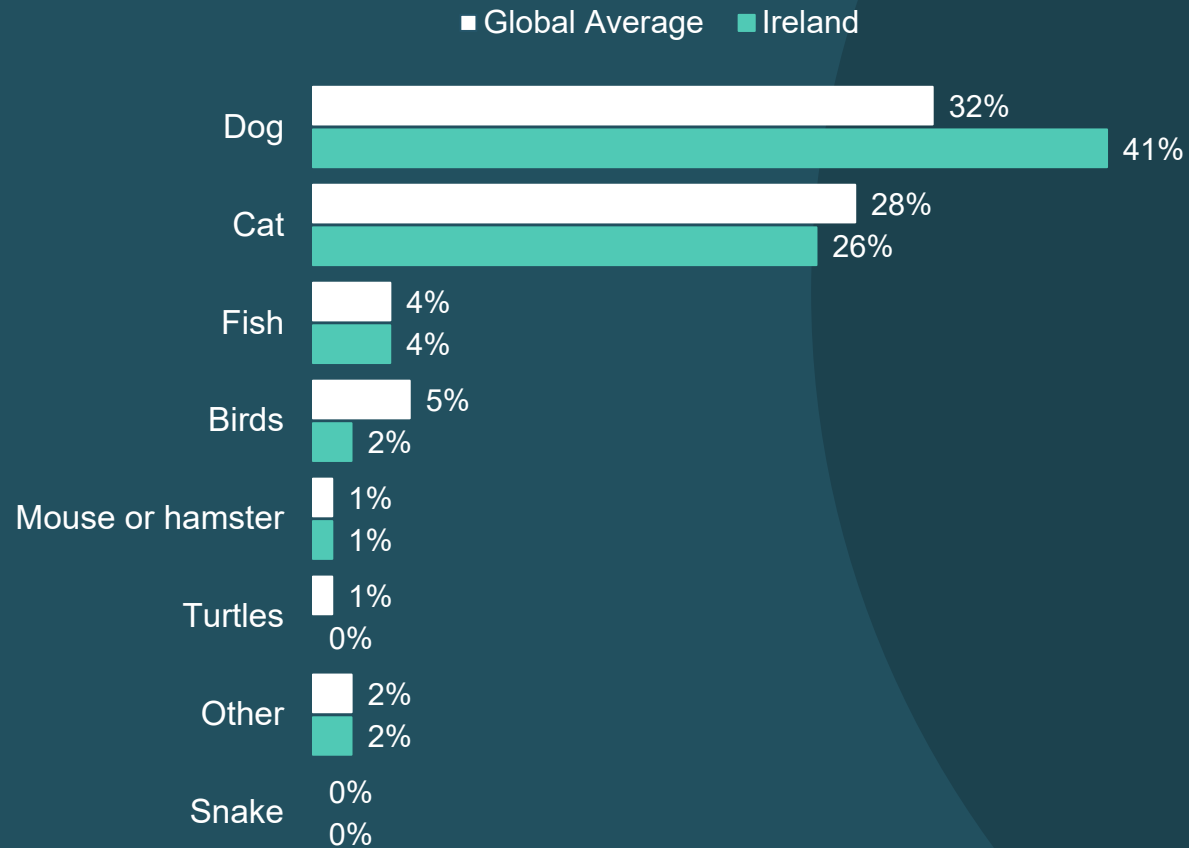
02

Ownership of kinds of pets



Ireland's pet culture is distinctly dog-led

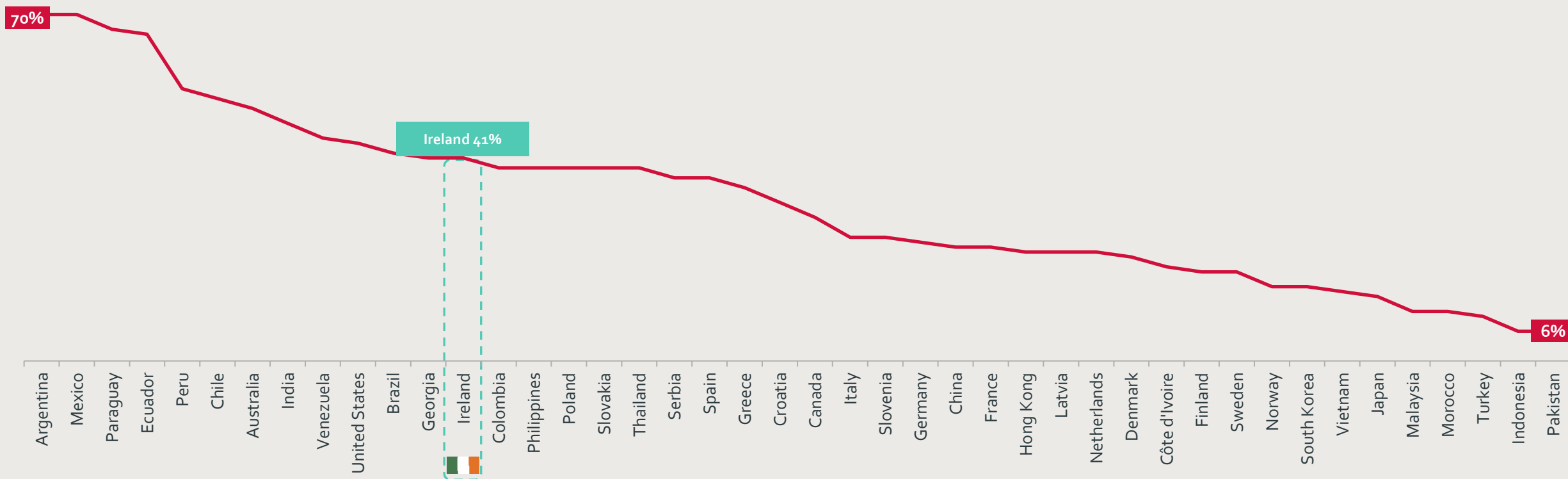
Cats and smaller pets broadly mirror the global picture, making dogs the clearest point of difference.



Ireland is firmly dog-owning, without being among the most dog-dominant markets

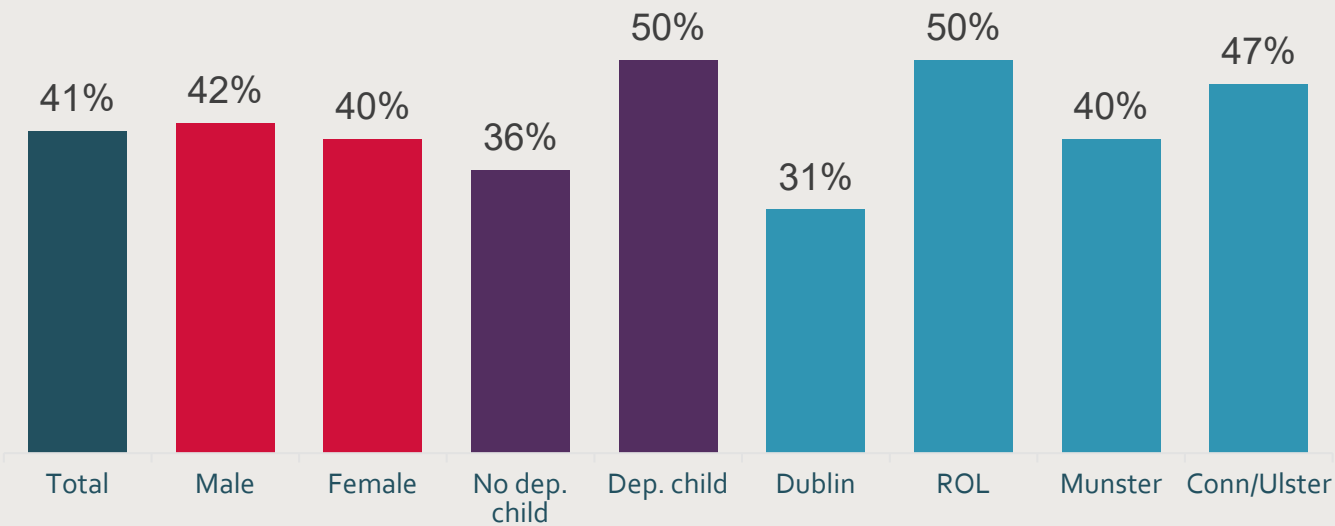
Strong affinity for dogs sits below the exceptional levels seen across parts of Latin America

Households with Dogs x country



Dogs are most closely tied to family households and life beyond Dublin

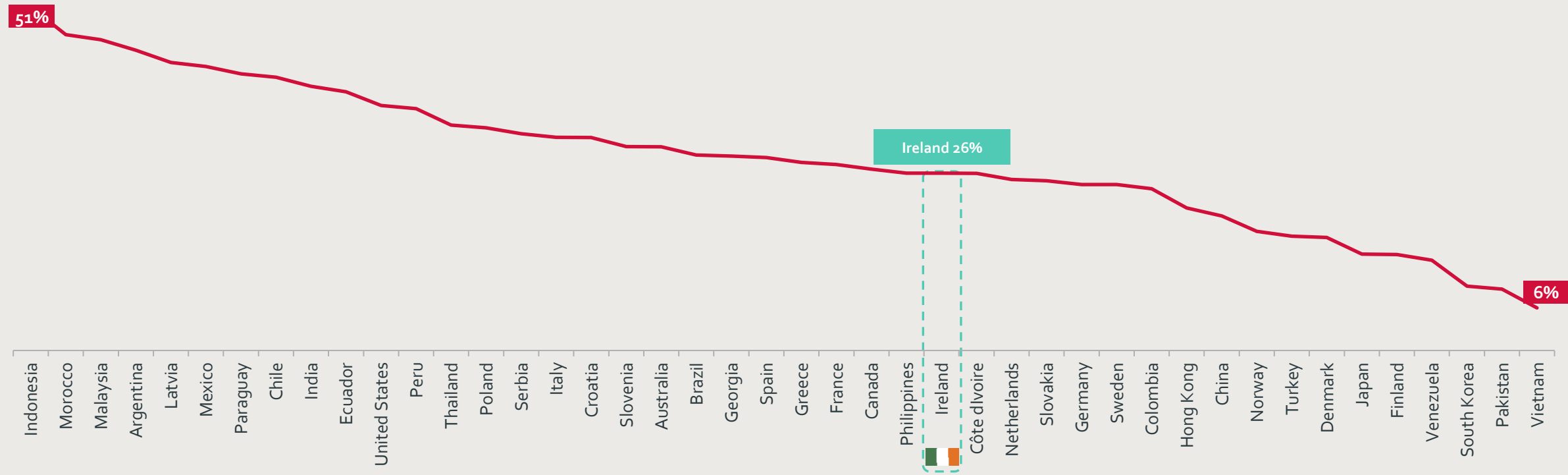
Dog ownership in Ireland x demographics



Cat ownership in Ireland is comparatively restrained on the global stage

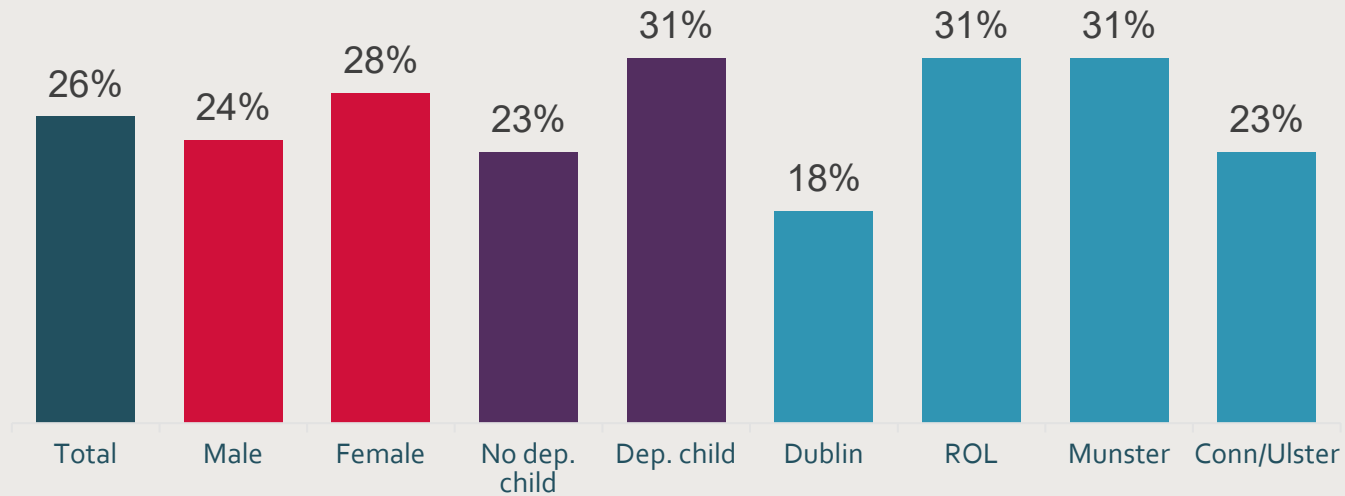
Cats are present in Irish homes, but less culturally dominant than in leading Asian and North African markets.

Households with cats x country



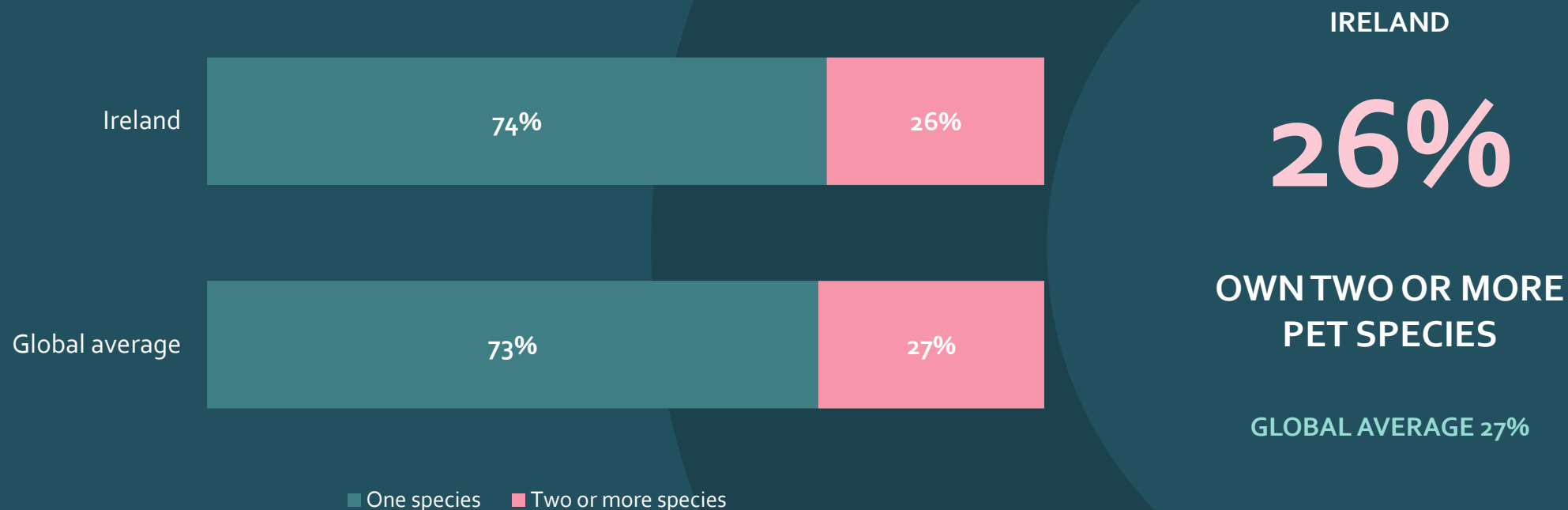
Cats appeal most to families with children and households outside Dublin

Cat ownership in Ireland x demographics



Multi-species ownership in Ireland mirrors the global norm

Keeping more than one kind of pet appears to be a stable behaviour, not a uniquely Irish trait.



Sample; methodology; and questionnaire

Sample and Methodology

Methodology:

The WWS (WIN Worldviews Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 45,000 people were interviewed globally. See below for sample details. The fieldwork was conducted in January 2026. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

About the WIN Survey

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About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent. RED C Research are the Irish members of the WIN network.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

Over the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.

Questionnaire – Pet Ownership

D7-Do you have any of the following pets in your household?

1. Dog
2. Cat
3. Birds
4. Mouse or hamster
5. Snake
6. Fish
7. Turtles
97. Other (please specify):
99. I do not have any pet



THANK YOU

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