

## Two thirds of Australians believe owning a pet is good practice for parenthood

*Woolworths Insurance is helping young couples protect their 'furry family'*

**Sunday, 9 March 2014:** New research from Woolworths Insurance has found Australians are using pets to practice their parenting skills ahead of having children.

More than half (53%) see a pet as a good practice run for looking after kids and 39 per cent think pet ownership is a great way to test a couple's compatibility. However, just five per cent of all pet owners have pet insurance.

Chris Cramond, Head of Woolworths Insurance said, "The results encouragingly show we take the subject of pet ownership very seriously. Woolworths Insurance wants all relationships, including those with your pets, to be long and stress-free, so as soon as your pet walks through the door, remember to get them covered.

"Any new addition to the family, including a pet, is incredibly exciting and a moment you'll never forget. However, in all the excitement some may overlook the importance of financially protecting themselves from accident or illness.

"Pet Insurance is an easy way to ensure you are prepared for unforeseen vet bills and goes some way to helping maintain a happy home."

### **Pets versus children**

The research reveals that couples see pets and children in similar ways. Two thirds (66%) per cent of those surveyed agree that kids and pets both make a mess, 81 per cent think the two are highly dependent, and 31 per cent said they both keep you up at night.

However, many believe the mess and sleepless nights are worth it. Fifty six per cent of dog and cat owners agree both kids and pets give unconditional love, while 65 per cent already consider their pet to be one of their children and treat it accordingly.

### **How ready are we?**

Many view pet ownership to be an easier option than all-out parenthood and the Woolworths Insurance results show some respondents think it's a good trial run:

- 61 per cent agree if couples can't care for a pet, they probably aren't ready to be parents
- 40 per cent think the responsibility of being a pet owner can expose the weak points in a relationship
- Nine per cent of respondents admit they can't look after themselves, let alone another dependant

**# ENDS #**

*For further information please contact Fuel Communications:*

Fuel Communications

Tel: +61 (02) 8217 6500

Email: [Woolworths@fuelcommunications.com.au](mailto:Woolworths@fuelcommunications.com.au)

# Media Release



## Notes to editors:

- This study was conducted by Galaxy Research among a representative sample of Australians aged 18-64 years between Friday 16 August and Monday 19 August, 2013
- The sample was 1,022 respondents, distributed throughout Australia including both capital city and non-capital city areas

## About Woolworths Pet Insurance

Woolworths offers Australia's cheapest pet insurance, find lower comparable and we'll beat it\*. Woolworths Pet Insurance gives owners of dogs and cats up to 80% back on eligible vet expenses. There are three levels of cover to choose from ranging from Basic which covers against accidental injury; Standard which provides cover against accidental injury and illnesses; to Comprehensive which covers against accidental injury, illness plus routine care.

Benefits are subject to the terms and conditions including the limits and exclusions of the insurance policy. Cover is issued by The Hollard Insurance Company Pty Ltd ABN 78 090 584 473 AFSL No. 241436 (Hollard). Woolworths Ltd ABN 88 000 014 675AR No. 245476 (Woolworths) acts as Hollard's authorised representative. Any advice provided is general only and may not be right for you. Before you purchase this product you should carefully read the Combined Product Disclosure Statement and Financial Services Guide (Combined PDS FSG) to decide if it is right for you (available at [woolworths.com.au/insurance](http://woolworths.com.au/insurance) or by calling 1300 10 1234).

\* Price Promise (a) only available if Woolworths Pet Insurance policy purchased by 31 March 2014 (b) only applies to competitor products available as at 1 November 2013 that at least cover up to 80% back on eligible vet bills and have a similar excess (c) does not apply to quoted renewals, variations, free insurance offers, or quotes that include discounts for other products purchased (d) only available if the quote is genuine – written proof of quote may be required. Please note covers provided by insurers will vary.