

METHODOLOGY DISCLOSURE STATEMENT

Client name	Animal Medicines Australia (AMA)
Project name	Pet Ownership Study 2025-2027
Project reference	SNR 2403006
Research dates:	25 February -10 March 2025.
Target population:	The target population for the research was Australian residents (all states and territories) aged 18+.
Research methodology:	The research comprised an online survey lasting up to 20 minutes with a total sample size of n=2,450, including boosted samples for Western Australia and South Australia. Survey participants were sourced via Cint – an accredited fieldwork agency that draws from a range of professional research panels. Participation was on a voluntary, opt-in basis. Quotas were set using population data from the Australian Bureau of Statistics' (ABS) Census by place of residence, as well as gender interlocked with age - ensuring a representative sample of the adult population.
Weighting approach:	Given most findings were related to household characteristics, weights were applied by household location interlocked with household size. For findings relating to individual attitudes and behaviours, weights were applied by place of residence and gender interlocked with age.
Research questions:	A combination of single choice, multiple choice and open-ended (text response) questions were used in the research. The full question wording used in the survey is included within the report. For multiple choice questions and statement grids, the order of response options and statements was randomised to avoid potential order effect.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>