

Study appendix



THE HAPPINESS OF PET OWNERS

Asking 12,167 people about their pets and happiness.

We asked 12,167 people similar questions and learned how much pets influence our lives.

A study by Tracking Happiness

Study link:

<https://www.trackinghappiness.com/happiness-of-pet-owners-study/>

Method

We collected 12,617 survey responses from a number of sources. These include Amazon Mechanical Turk (MTurk) workers, our newsletter subscribers, and numerous Facebook groups.

We asked each respondent to complete a 2-minute survey.

Survey responses were collected between September 10, 2021 and September 20, 2021.

Survey respondents were only allowed to respond once.

Illegitimate responses - such as duplicate responses or responses with missing data - were filtered from the results.

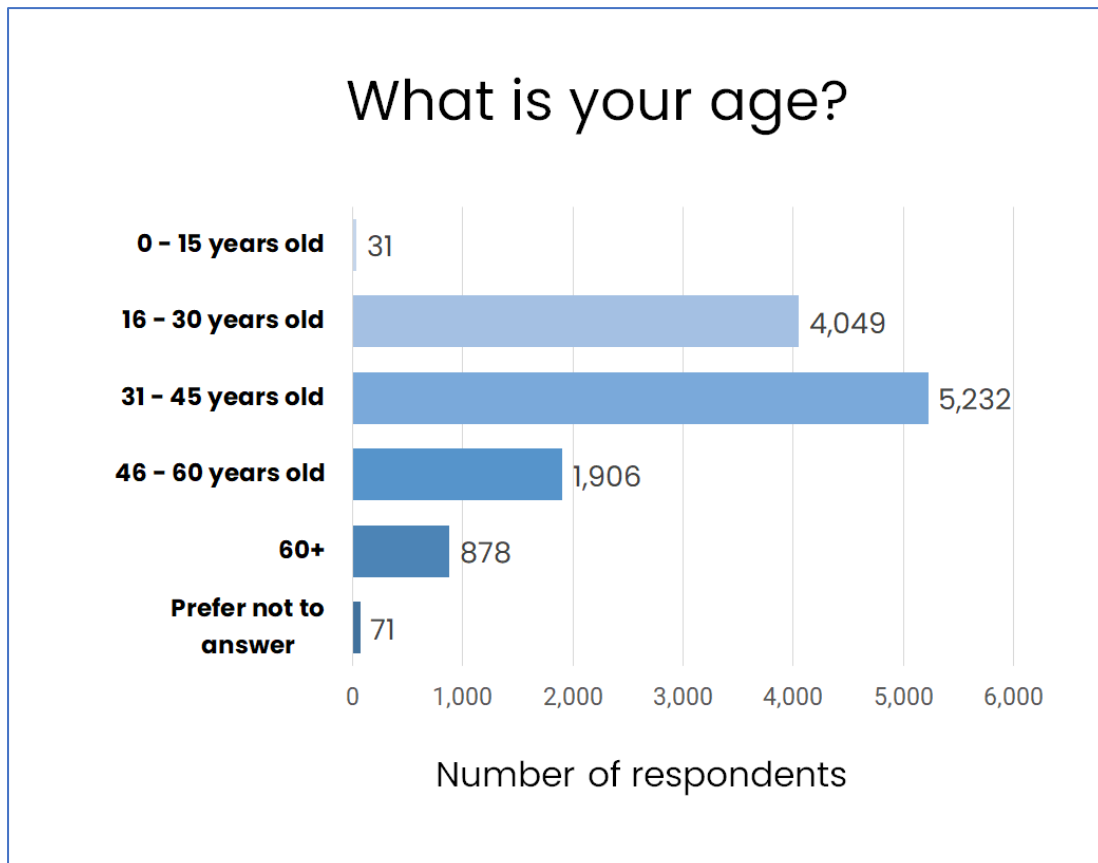
The survey responses are completely anonymized. No identifying information was collected.

Demographics of the respondents

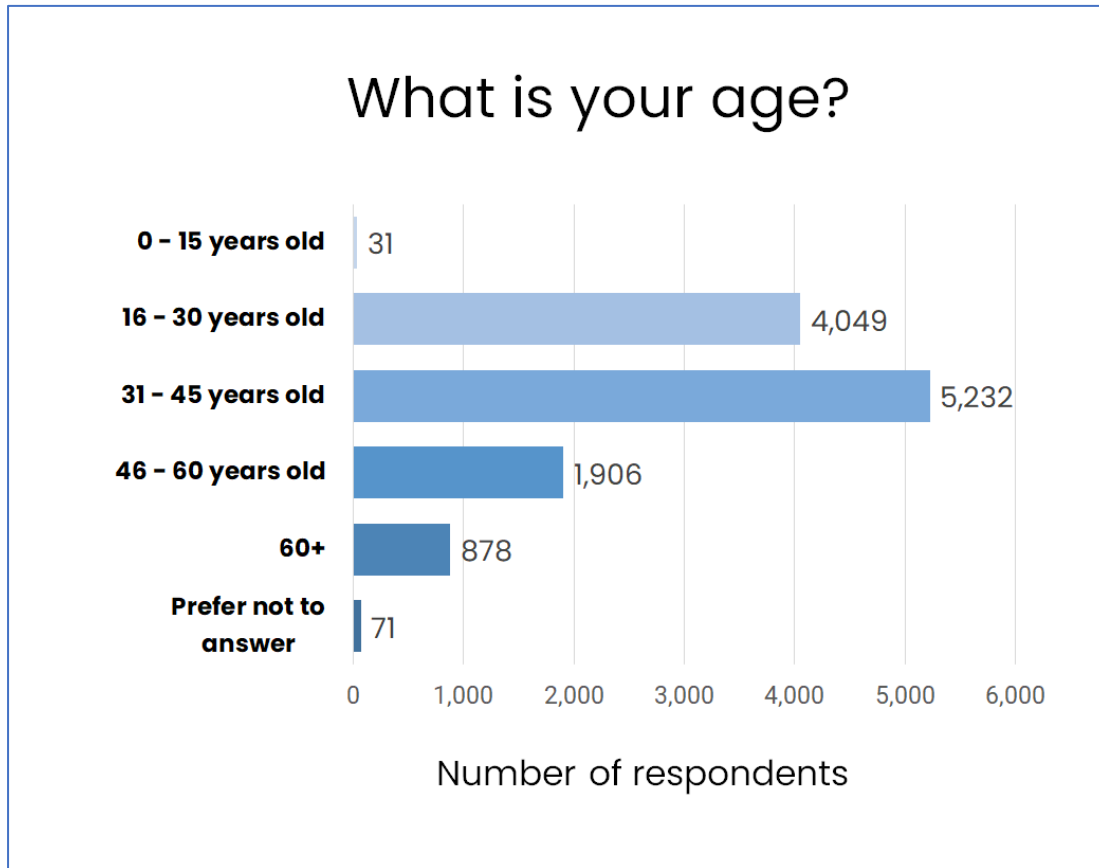
As part of the survey, we asked respondents 3 demographic questions:

- What gender do you identify as?
- What is your age?
- Where is your home located?

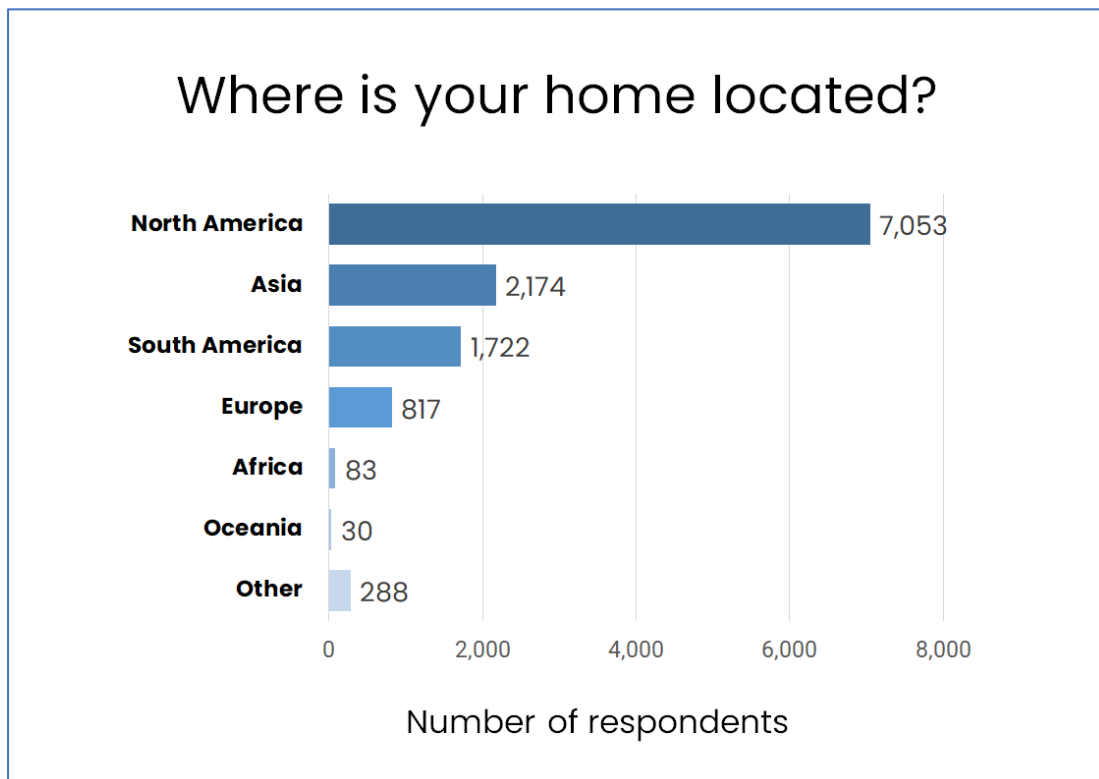
Gender



Age



Location



Questionnaire

Here is a copy of the exact questionnaire that was sent to the respondents.

Short happiness survey

This is a short 2-min survey that aims to provide more data about the impact of having pets on your happiness.

Whatever your answer is, please know that there are no wrong answers.

1. If you look back at the last year of your life, how would you rate your happiness on a scale from 1 to 10? *

1 2 3 4 5 6 7 8 9 10

Completely miserable Completely happy

Short happiness survey

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Pets

Does your household currently have a pet? *

Yes

No

Page 2

Note: The answer to this question determined the remaining questions of the questionnaire.

If the respondent answered "Yes", then the respondent would go to page 3 and would skip page 4.

If the respondent answered "No", then the respondent would go to page 4 and would skip page 3.

Short happiness survey

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Your pet(s)

What kind of pet(s) does your household have? *

- Dogs
- Cats
- Birds
- Horses
- Reptiles (snakes, turtles, lizzards, etc)
- Fish
- Rabbits
- Hamsters
- Ferrets
- Guinea pigs
- Other: _____

Did your pet join your household during the pandemic? *

In other words, did you get your pet during times of lockdown and COVID-19 restrictions? If you have multiple pets and only got 1 of them during the pandemic, please answer "No".

- Yes
- No

Short happiness survey

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Whatever your answer is, please know that there are no wrong answers.

Aspiration to get pets in the future?

Are you planning to get a pet in the future? *

Yes

No

Short happiness survey

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Whatever your answer is, please know that there are no wrong answers.

Demographics

In order to learn more about your (anonymous) answers, we would like to learn more about your demographics.

What gender do you identify as? *

- Female
- Male
- Genderfluid
- Prefer not to say
- Other: _____

What is your age? *

- 0 - 15 years old
- 16 - 30 years old
- 31 - 45 years old
- 46 - 60 years old
- 60+
- Prefer not to answer

Where is your home located? *

- North America
- South America
- Europe
- Africa
- Asia
- Oceania
- Other: _____