



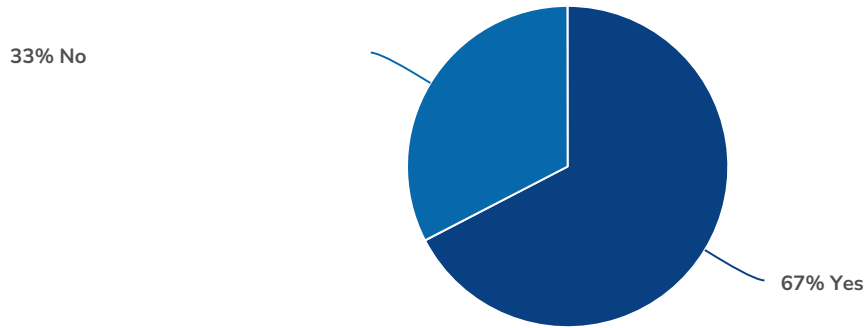
Results for Embrace Pet Insurance Member Survey

Response Counts



Totals: 12,144

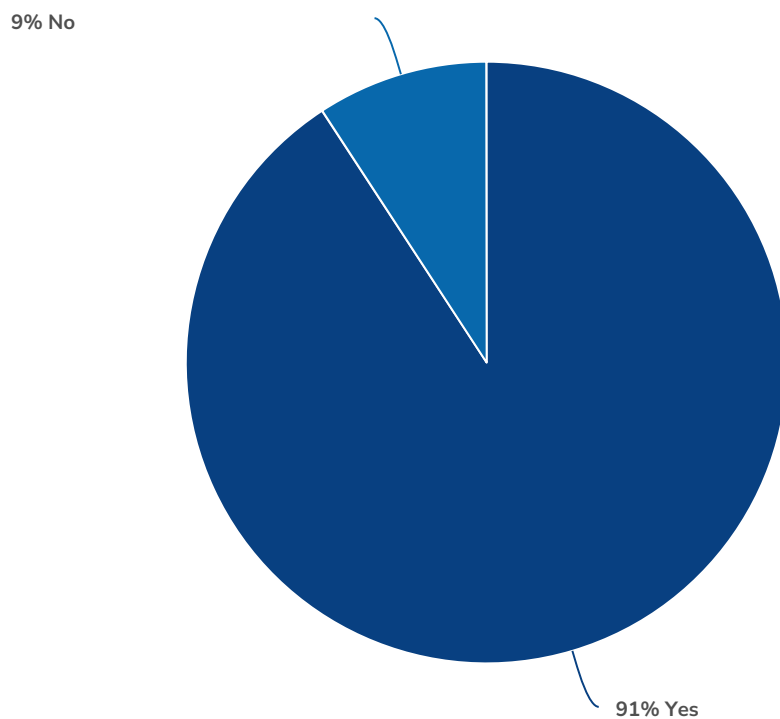
1. Have you ever faced a veterinary bill that was so high, you would have struggled to cover it without pet insurance?



Value	Percent	Responses
Yes	67.4%	8,177
No	32.6%	3,952

Totals: 12,129

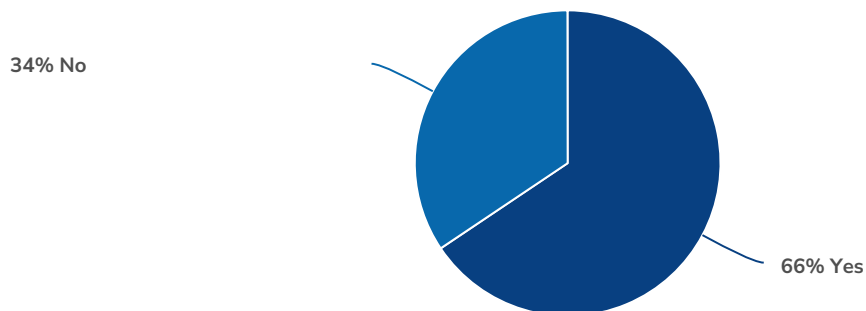
2. Do you believe that having pet insurance has enabled you to provide better care for your pet, potentially extending their life?



Value	Percent	Responses
Yes	90.8%	11,004
No	9.2%	1,118

Totals: 12,122

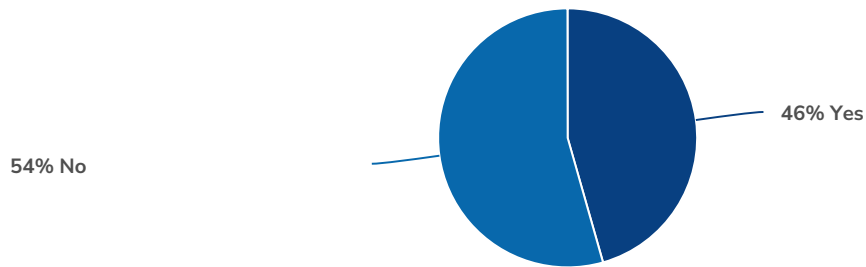
3. Has having pet insurance influenced your decisions regarding treatments or procedures for your pet? For instance, were you able to opt for a recommended surgery or treatment that you might have otherwise declined due to cost?



Value	Percent	Responses
Yes	65.6%	7,952
No	34.4%	4,161

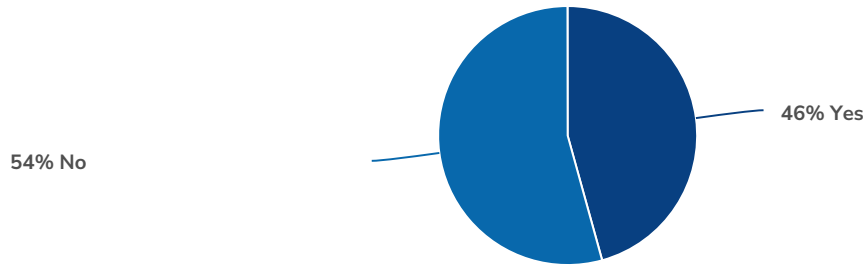
Totals: 12,113

4. Do you use any pet technology products (e.g., smart feeders, pet cameras, activity trackers) to enhance your pet's life or your experience as a pet owner?



Value	Percent	Responses
Yes	45.6%	5,531
No	54.4%	6,588
		Totals: 12,119

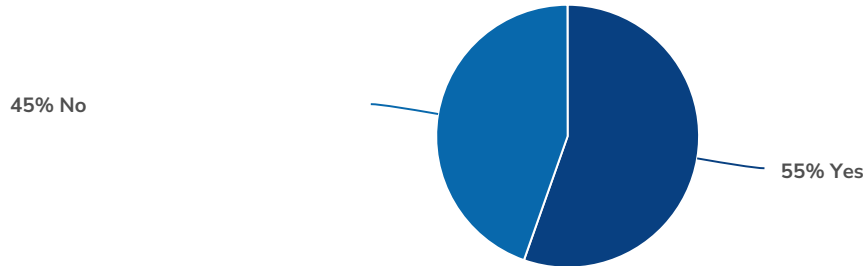
5. Do you prepare or purchase homemade human-grade meals or treats for your pet?



Value	Percent	Responses
Yes	45.7%	5,543
No	54.3%	6,578

Totals: 12,121

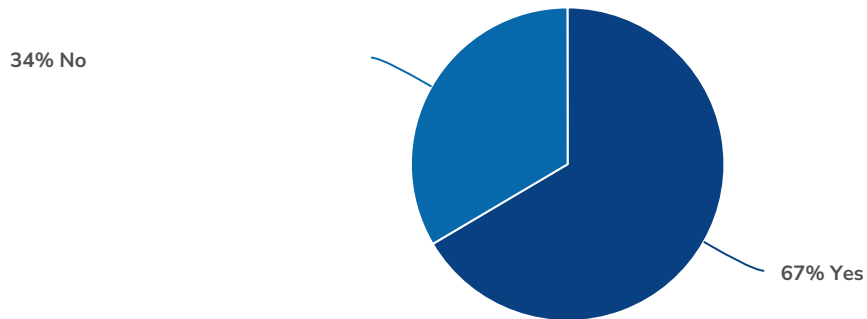
6. Have you established a workout routine that includes your pet?



Value	Percent	Responses
Yes	55.4%	6,713
No	44.6%	5,399

Totals: 12,112

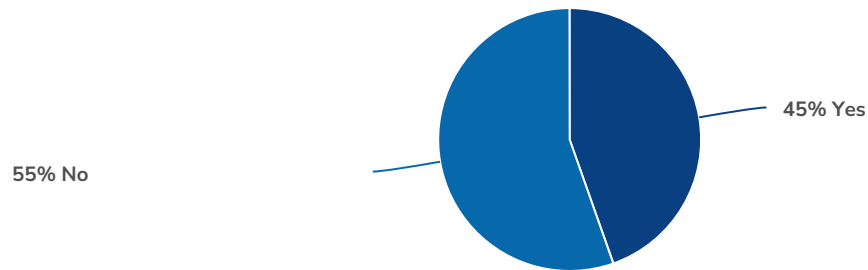
7. Do you prioritize your pet's health and nutrition over your own?



Value	Percent	Responses
Yes	66.5%	8,060
No	33.5%	4,056

Totals: 12,116

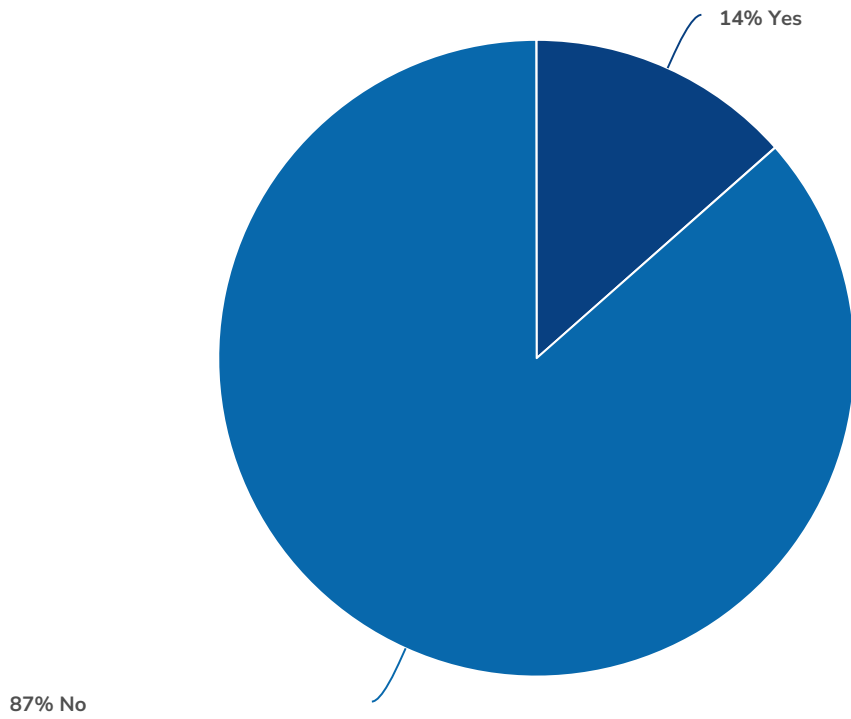
8. Have you ever used your pet as an excuse to get off a work call or leave a meeting early?



Value	Percent	Responses
Yes	44.6%	4,850
No	55.4%	6,034

Totals: 10,884

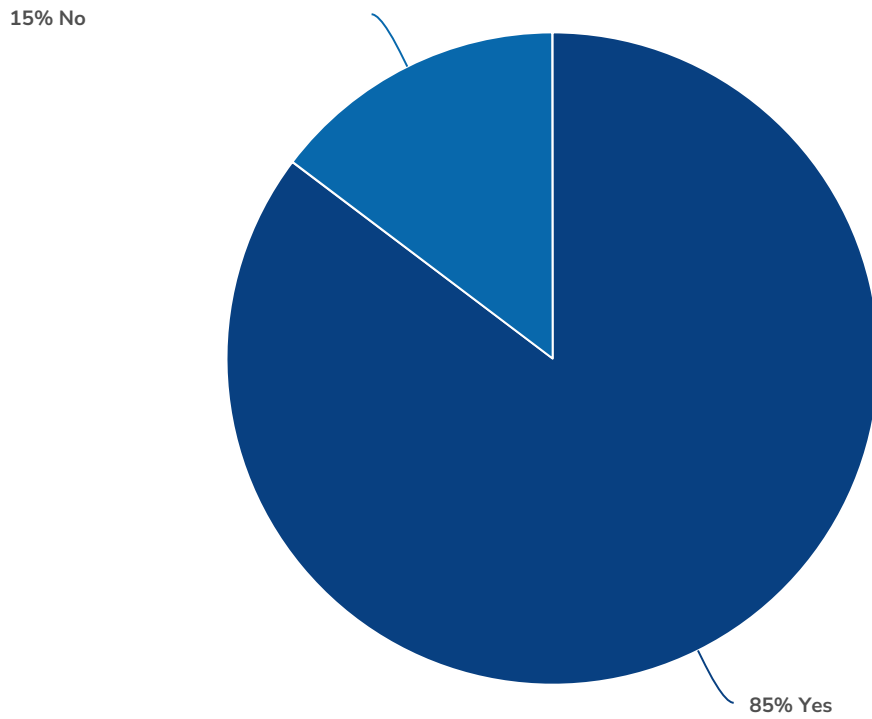
9. Has anyone ever remarked that you and your pet look alike?



Value	Percent	Responses
Yes	13.5%	1,474
No	86.5%	9,409

Totals: 10,883

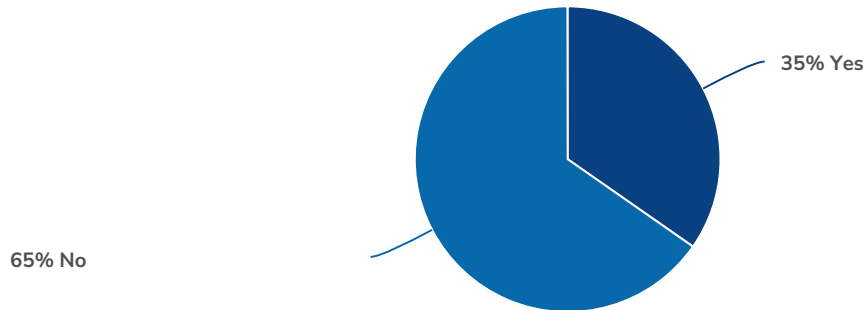
10. Do you identify as a “dog mom,” “cat dad,” or another term of endearment for your pet?



Value	Percent	Responses
Yes	85.3%	9,261
No	14.7%	1,600

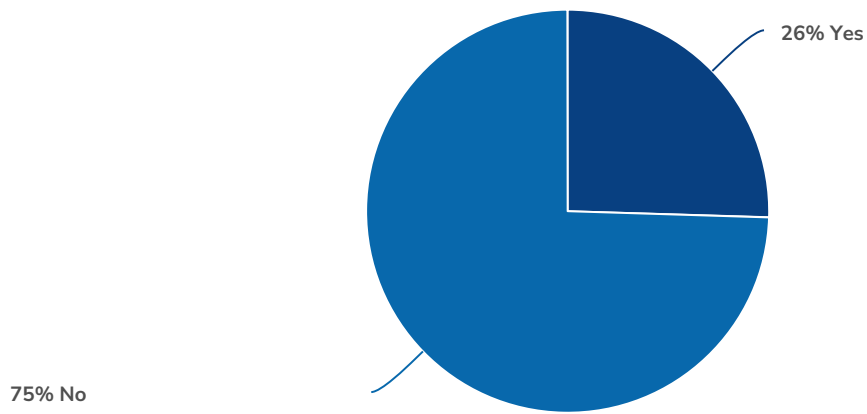
Totals: 10,861

11. Does your pet have a noticeable reaction when you play music?



Value	Percent	Responses
Yes	34.7%	3,770
No	65.3%	7,080
		Totals: 10,850

12. Does your pet have a favorite TV show?



Value	Percent	Responses
Yes	25.5%	2,764
No	74.5%	8,057
		Totals: 10,821