

HUMAN-ANIMAL BOND QUIZ

What's your relationship style with your pet?



Determine your Human-Animal Bond score.

This will help your veterinarian better understand your relationship with your pet in order to better individualize care

	Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
1. I would make major life changes if necessary, to accommodate my pet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I miss my pet when I'm away from him/her	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I believe my pet is my best friend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share results with your vet to see what your score means regarding your relationship style.



Score: _____

Bond tiers (mini scale)
Bond tier 1 (3-11 pts): Friend
Bond tier 2 (12-13 pts): Companion
Bond tier 3 (14-15 pts): Family Member

Understanding your pet owner's Human-Animal Bond



Human-Animal Bond

HABRI conducted a global, quantitative study of the human-animal bond involving 18,145 pet owners and 1,357 veterinarians from nine countries and across four continents.

Why did HABRI conduct this study?

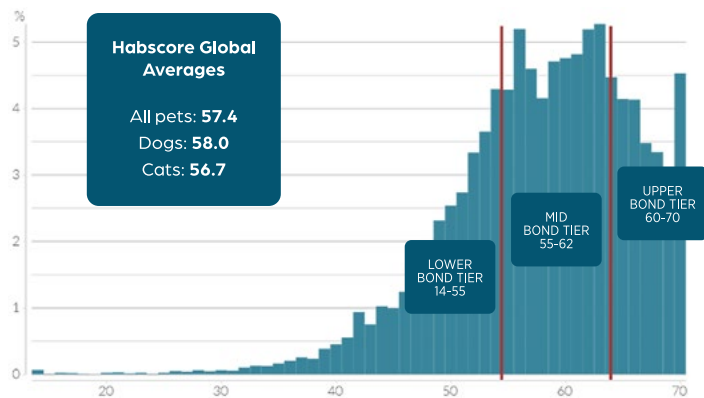
HABRI conducted this study to better understand the human-animal bond around the world. The survey results show that the human-animal bond is a global phenomenon with many people telling powerful stories about how much their pet meant to them and an overwhelming majority reported health benefits connected to pet ownership. The survey also identified a strong link between the strength of a pet owner's bond, and a higher propensity to exhibit behaviors that benefit their pet's overall health.

How is this study used to help pet owners?

The HABRI survey team developed a science-based instrument (HABSCORE) to measure the strength of the bond. In order to make it useful in a clinical setting, they created a shortened version of the full HABSCORE scale, that can, with a reasonable degree of accuracy, help determine what human-animal bond 'tier' an owner belongs to.

Respondents are presented with three questions about their relationship with their pet and asked to state their agreement with these on a 5-point scale. Responses are then added up, with final points determining the strength of their bond.

Overview of scale distribution and grouping of pet owners



HABSCORE frequency distribution (scale range: 14-70)

Bond tier scores (mini scale)

Bond tier 1 (3-11 pts): Friend

Bond tier 2 (12-13 pts): Companion

Bond tier 3 (14-15 pts): Family Member

What is the hab mini scale?

The mini scale is a shortened version of the full HABSCORE scale developed for this research.

The purpose is to provide animal health professionals with an easy to use, shortened list of statements for their clients.

The mini scale, with a reasonable degree of accuracy, can help determine what human animal bond 'tier' an owner belongs to.

How was it developed?

The mini scale was developed by performing a statistical discriminant analysis, using the full HABSCORE scale.

The top three variables identified were used to create the mini scale. These were able to predict the correct bond tier to an accuracy level of 72%.

Higher scores mean strongly bonded owners that potentially:



Higher Veterinary Visit Frequency



Are less price sensitive



More likely to seek therapeutic care for their pets



Do more preventive care

Understanding your pet owner's Human-Animal Bond

How to communicate with clients based on their human-animal bond score

First, acknowledge the strong bond they have with their pet. Then review the tiers by discussing the science of the bond stressing that stronger bonds impact the health and wellness of both pets and people.



Bond tier 1
(3-11 pts):
Friend



Bond tier 2
(12-13 pts):
Companion

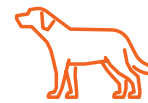
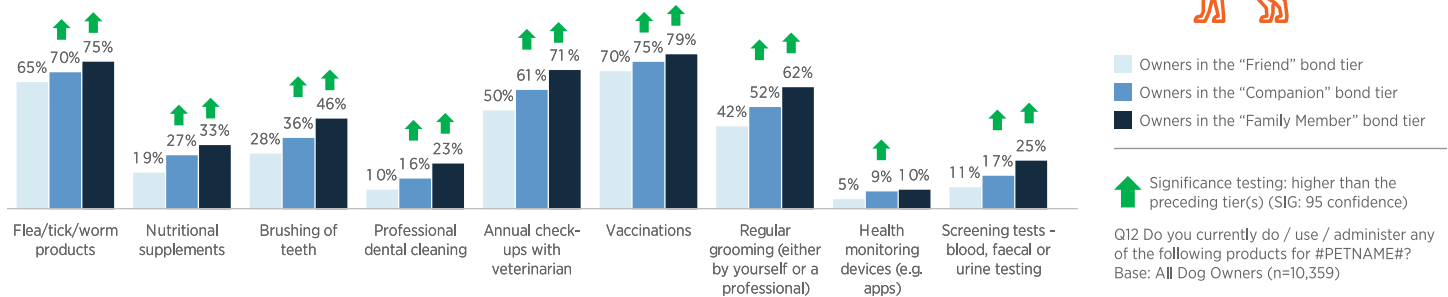


Bond tier 3
(14-15 pts):
Family Member

Strongly bonded owners do more preventive care

There is a clear correlation between the strength of the human animal bond and the propensity to engage in preventive care. The stronger the bond (higher the bond tier from 1 - 3) the greater the likelihood of the pet owner engaging in preventive care.

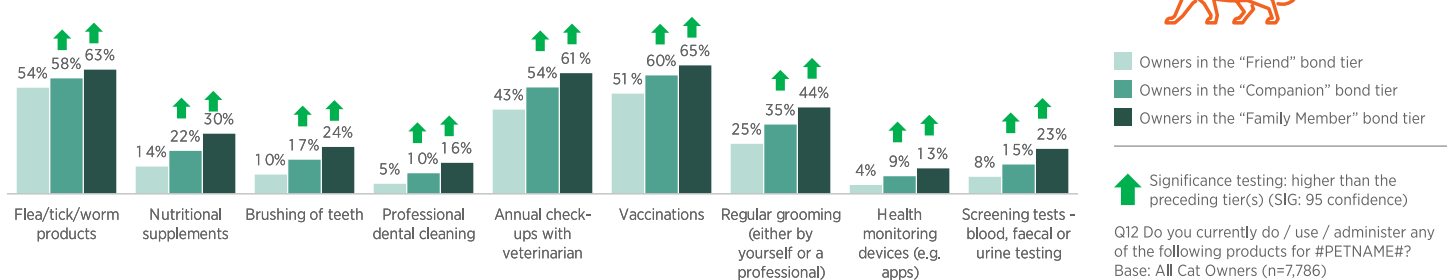
Preventive care undertaken (% of dog owners in each HAB segment, Total countries)



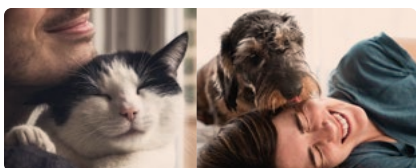
This patterns holds true for also cat owners

The strongly bonded group is significantly more likely to engage in preventive care measures.

Preventive care undertaken (% of cat owners in each HAB segment, Total Countries)



Stronger bonds can mean better pet health



Moving a pet owner up a single human animal bond tier (strengthening their bond) would increase the number of pets receiving regular veterinary check ups, vaccinations, oral care, tick, flea and worm preventives, diagnostic screening tests and grooming. **Efforts to strengthen the human animal bond will have a major impact on the health and wellness of both pets and people.**

All data on this document is referenced from: HABRI. (2021) International Survey of Pet Owners & Veterinarians retrieved from <https://habri.org/international-hab-survey/>

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