



UK Pet Insurance Hypothesis test



Interest in 'pandemic pets' has been booming

Coronavirus: Animal charities issue warning after rise in enquiries to adopt pets

Interest in animals has increased during the COVID-19 outbreak, but charities warn people should think before getting a new pet.

By Alice Udale-Smith, news reporter

Monday 28 March 2020 12:47 UK

COVID-19 CORONAVIRUS



Feeling lonely? People are getting pets to help them cope with social distancing



Why you can trust Sky News

People are looking to pets to provide company, while they are unable to see friends and family due to social distancing measures.

Animal shelters say there has been a noticeable rise in the number of people looking to foster or rehome a pet during the [coronavirus](#) outbreak.

The good place
Pets

Quarantine companions: 'If you can give a pet a home whilst self-isolating it's fabulous'

As shelters brace for fewer volunteers and more surrendered animals, Australians are being urged to consider adopting or fostering

- [Australia coronavirus live blog](#)
- [See all our coronavirus coverage](#)
- [Read more in the Good Place series](#)

Kate Leaver

Thu 26 Mar 2020 16:30 GMT



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▲ Max, a cat adopted during the Covid-19 pandemic

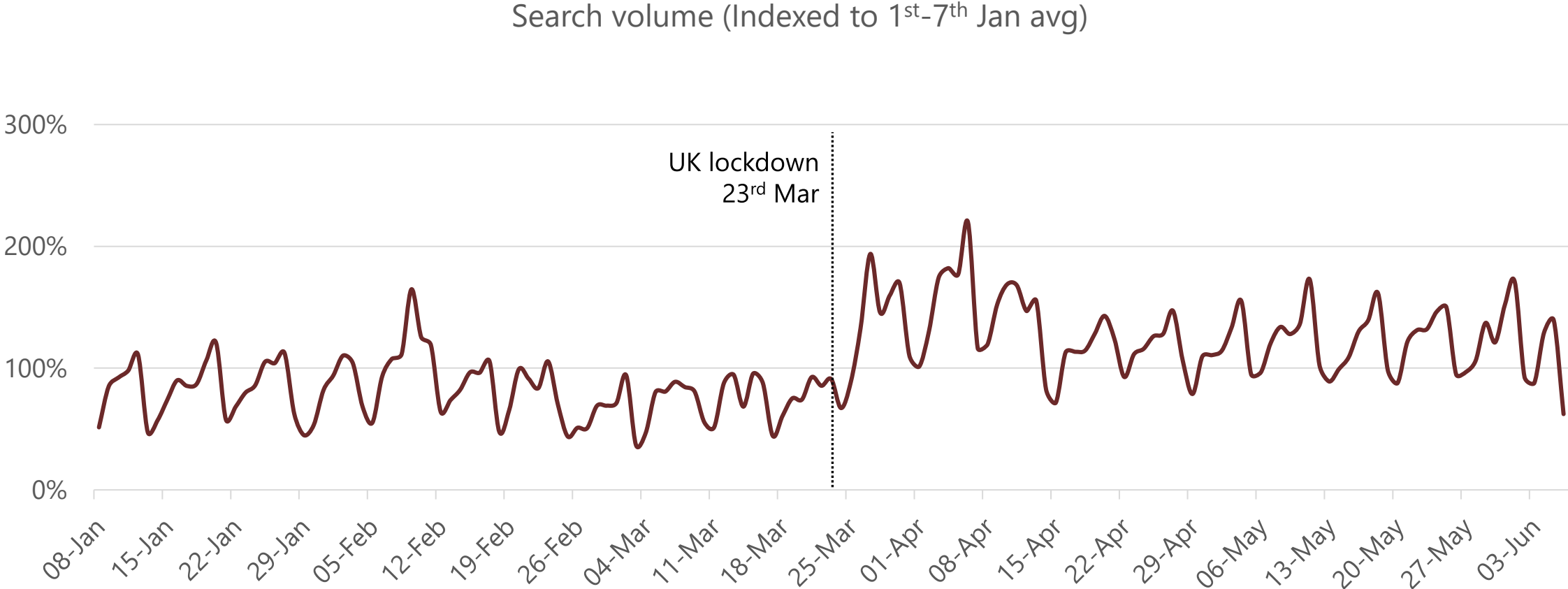
Andrew has always wanted a cat of his own. When he was 10 he presented his parents with a dossier that laid out the case for getting him a kitten. His request was denied. Twenty-three years later, he brought home Maximum "Max" Tony Valentine, named in part after his grandfather.

Hypothesis

News outlets globally reporting a rise in pet adoption enquiries. Are we seeing a similar trend on search? How is that manifesting in pet insurance interest?

Pet insurance searches rose immediately after lockdown

5 days after lockdown, on 27th Mar searches were at +94% the Jan avg

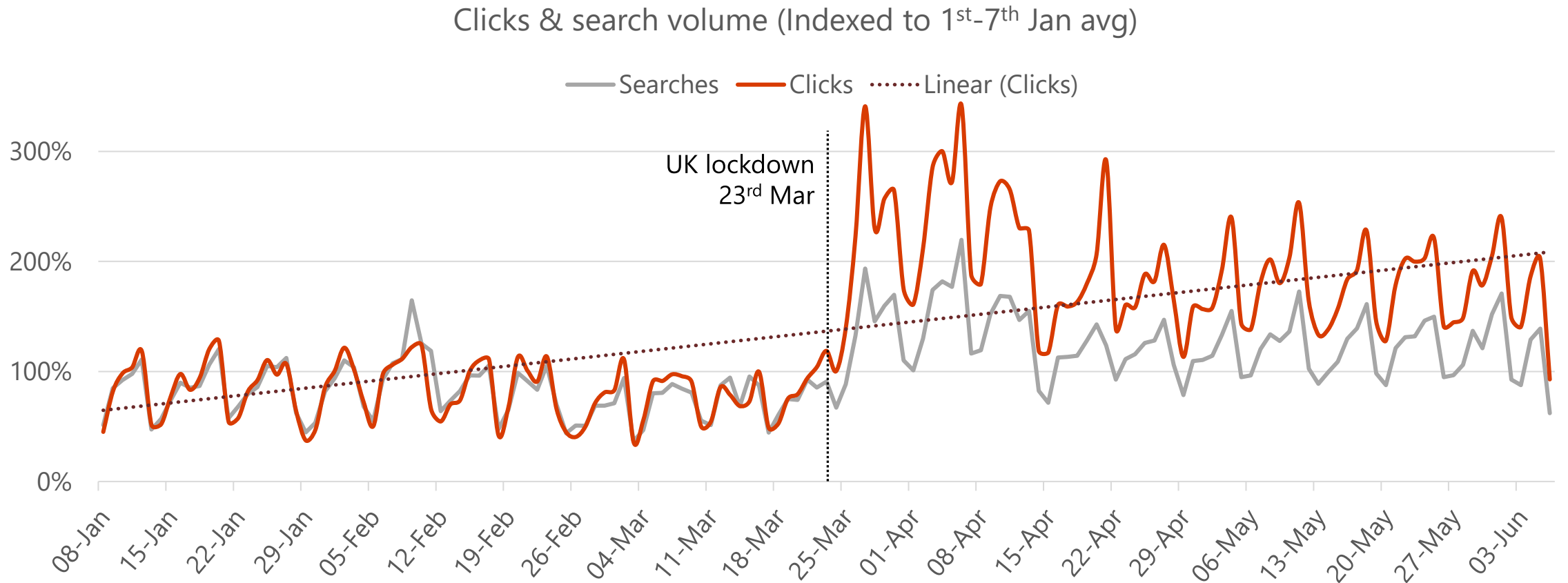


Microsoft Internal, Jan – 6th Jun 2020. All devices. Based on top Pet Insurance searches



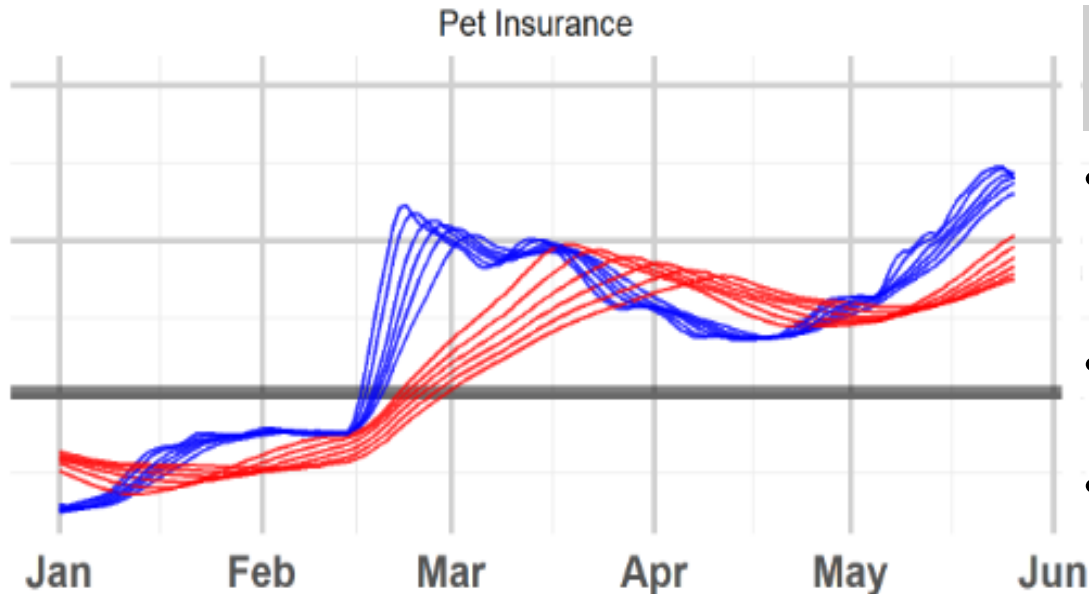
Clicks increased exponentially versus searches

While searches grew +94% on 27th Mar, clicks increased by almost 3.5x



Rebound analysis: Pet insurance

Analysis provides at-a-glance view on current commercial viability of pet insurance marketplace compared to times of relative normality. It is a technical analysis agnostic to external indicators.



- Short-term averages are on a continual upward trajectory
- This is raising long-term moving averages with it
- Market conditions continue to exceed the median for May'19 and May'18

Conclusion

- Lockdown has pushed people indoors for extended periods
- Pet adoptions are on the rise, a trend first observed late March
- Pet insurance searches & clicks have eclipsed Jan average
- The trend is growing, and the marketplace continues to grow
- First-time pet owners may be seeking knowledge on how to care for their pets as part of the insurance journey

