

# 52% of consumers are likely to stick with their dog food brand after a recall, whereas 48% are likely to switch

If the brand that you are currently feeding to your dog has a recall, which comes closest to your view? (N = 2,719)

I would probably continue to buy from the brand after the recall ends

36%

I would probably stop buying from the brand after the recall ends

33%

I would definitely continue to buy from the brand after the recall ends

16%

I would definitely stop buying from the brand after the recall ends

15%