



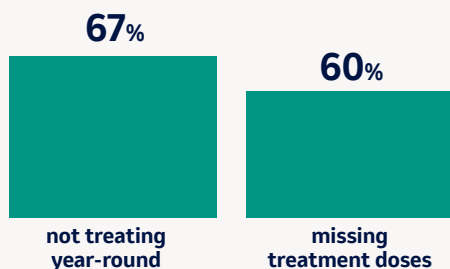
Merck Animal Health Global Survey Reveals Gaps in Flea and Tick Prevention, Highlights Need for Year-Round Care

Pet owners share challenges in maintaining flea and tick care

The recent Pet Owner & Vet Perspectives on Parasite Treatment and Prevention: A Global Survey, conducted by Merck Animal Health, reveals critical gaps in pet owner adherence, knowledge of flea and tick threats, and preferences for treatment options. As part of the global survey, pet owners (n=427) and veterinarians (n=42) within the U.S. were surveyed. The findings underscored the need for consistent, year-round flea and tick prevention, particularly as recent data links warmer temperatures to the expanding geographic spread of fleas and ticks.

U.S. Veterinarians See Gaps in Adherence, Yet Pet Owners Face Barriers to Consistent Care

Many U.S. veterinarians believe most of their clients exhibit non-adherence, including:



Veterinarians may be justified, as



Additionally, over the past year, **about half of U.S. pet owners admit to having forgotten to administer treatment** (51% dog owners, 49% cat owners).



With the Flea and Tick Population Growing, Care Should Be Managed Year-Round

Changes in the climate are contributing to the expansion of fleas and ticks in more geographic regions than ever before.

Ticks have been expanding their geographic ranges in recent decades largely due to warming temperatures.ⁱ Furthermore, tick populations in many areas of the past and even newly established localities have increased in abundance.ⁱ

Flea and tick season last longer as the climate is warming.

Recent data illustrates that **the world has experienced the hottest decade in history.**ⁱⁱ

Data shows that warmer average temperatures can mean longer warm seasons, earlier spring seasons, shorter and milder winters, and hotter summers, **meaning conditions might become more hospitable for many carriers of vector-borne diseases.**ⁱ

Therefore, one way warmer temperatures might affect pet and human health is by increasing the risk of vector-borne diseases. A vector is any organism – such as fleas, ticks or mosquitoes – that can transmit a pathogen, or infectious agent, from one host to another.ⁱⁱⁱ

Fleas and Ticks Pose Serious Health Risks to Both Pets and Humans, Yet Many Pet Owners Underestimate the Need for Consistent, Year-Round Protection

More than 3 in 5 (63%) of U.S. pet owners see flea and tick-borne illnesses as harmful to their pet, with half (50%) expressing the same concern towards their personal and family's health.

While nearly half of pet owners in the U.S. (49%) emphasize flea and tick season is in the summer months, veterinarians are almost four times more likely (vets: 57%; pet owners: 16%) to define flea and tick season as year-round, with even more veterinarians (60%) observing issues throughout the year.

And while 81% of U.S. pet owners consider flea and tick treatment a crucial part of pet care, 71% of pet owners do not use treatment year-round.

Many U.S. pet owners admit to less than adherent approaches to administering flea and tick treatments:

Twenty-four (24%) of U.S. dog owners and 39% of cat owners administer flea and tick sprays only during flea and tick season, defined by 49% of pet owners as the summer months.

Up to 12% of U.S. pet owners only administer flea and tick treatments whenever they see a flea/tick on them, depending on the type of treatment and pet.

And only 10% of U.S. dog owners and 8% of cat owners administer flea and tick collars when they remember to.

U.S. Pet Owners Trust Their Veterinarians, and Most Pets Have Annual Visits



93%

of U.S. veterinarians agree that pet owners rely on their recommendations for flea and tick prevention. Eighty-eight percent (88%) of U.S. veterinarians offer flea and tick prevention for dogs as part of a routine check-up, while 86% offer the same services for cats.

U.S. veterinarians estimate a quarter (27%) of pet owners do not bring their pet annually, most commonly due to their pet not needing an annual visit/it's not important (32%) and financial concerns/cost constraints (29%).

A Once-Yearly Prescription Medication May Be an Easier and More Convenient Option for Pet Owners and Veterinarians to Protect Animals and Humans from Fleas and Ticks

U.S. pet owners place high trust in once-yearly medication (66%), only trailing oral medications (74%).

Safety of treatment (41%), cost of treatment (33%), and minimal side effects (33%) are the top considerations for pet owners when choosing a new flea and tick treatment.

U.S. veterinarians consider ease of administration (88%) as the top criteria for recommending a flea and tick treatment, closely followed by proven safety record (76%) and minimal side effects (71%).

Fifty-eight percent (58%) of U.S. pet owners would prefer to treat their cat and/or dog for fleas and ticks less frequently and many (73%) are likely to try a once-yearly flea and tick medication.

Most U.S. veterinarians (76%) are likely to recommend a once-yearly flea and tick medication.

Stay Educated on Flea/Tick Diseases & Discuss Prevention with Your Veterinarian

Flea and tick risks can vary widely across the U.S. Stay informed by speaking with your veterinarian about local flea and tick-borne diseases, key symptoms to watch for and treatment options that support year-round prevention.

For more information, visit <https://www.merck-animal-health.com/media/fleaandtick-global-survey>

Survey Methodology:

The Pet Owner & Vet Perspectives on Parasite Treatment and Prevention: A Global Survey was conducted by Savanta on behalf of Merck Animal Health among n=4,072 pet owners and n=582 veterinarians in 15 countries. Pet owners were adults 18+ who own a dog and/or cat. Pet owner sample size by country: Australia & New Zealand n=268, Brazil n=318, Canada n=277, China n=256, France n=257, Germany n=259, Italy n=283, Japan n=289, Mexico n=286, Peru n=286, Poland n=296, Spain n=294, United Kingdom (UK) n=276, United States (U.S.) n=427. Veterinarians worked at least 10 hours a week in practice and treat both dogs and cats. Veterinarian sample size by country: Australia & New Zealand n=40, Brazil n=43, Canada n=43, China n=52, France n=41, Germany n=41, Italy n=42, Japan n=24, Mexico n=52, Peru n=40, Poland n=38, Spain n=42, United Kingdom (UK) n=42, United States (U.S.) n=42. The research was conducted online between December 23, 2024, and January 28, 2025.

Merck Animal Health: A Leader in Parasiticides

Merck Animal Health is committed to providing innovative solutions for parasite control. With a focus on research and development, we strive to improve the health and well-being of animals worldwide.

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