Did you know?

- In 2006, nearly half of pet owners, or 49.7%, considered their pets to be family members.
- There are more than 72 million pet dogs in the U.S. and nearly 82 million pet cats.
- The average veterinary expenditure per household for all pets was $366 in 2006.
- Among horse-owning households, 61.1% had at least one visit to the veterinarian in 2006, an increase of 11.9% from 2001.

The all-new 2007 edition of the *U.S. Pet Ownership and Demographics Sourcebook* is the largest, most statistically accurate and complete survey of the pet owning public and pet population demographics. Drawn from a national survey of over 47,000 households, the survey results are presented alongside the results from similar surveys dating back to 1987, illustrating long-term trends.

Use the information provided in the 2007 edition of the *U.S. Pet Ownership and Demographics Sourcebook* in a variety of ways. Among them are:

- **Business plan development**: Identify business opportunities from underserved or growing markets. Uncover niche markets that might be seeking new products or services.
- **Analyzing market and consumer trends**: Determine the characteristics of pet-owning households being served. Uncover spending trends by household income and its affect of spending by species.
- **Strategic planning**: Changes to pet populations over time signal necessary changes in business, public policy and governmental regulations. The highly accurate data gathered for the U.S. Pet Ownership and Demographics Sourcebook are a perfect source for making informed decisions.

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