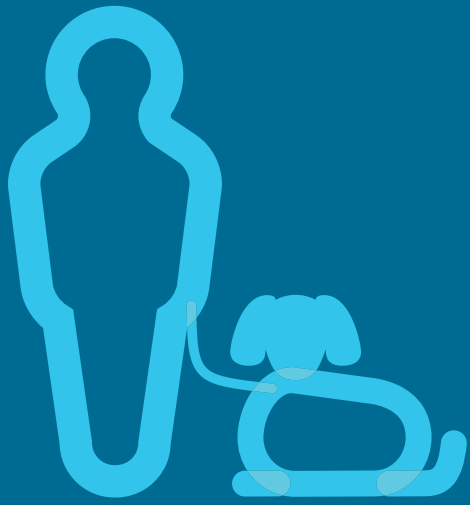




Pet owners fetch billions

For most Americans, a house without a pet just isn't a home. According to a recent APPA survey, 62% of U.S. households own at least one pet, fueling a \$45.5 billion dollar industry. Pet care is also one of the fastest-growing categories in retail. Unsurprisingly, pet owners are one of the most-requested segments by advertisers, with Americans spending more money on their pets than on movies, video games and music combined (eMarketer).

Methodology

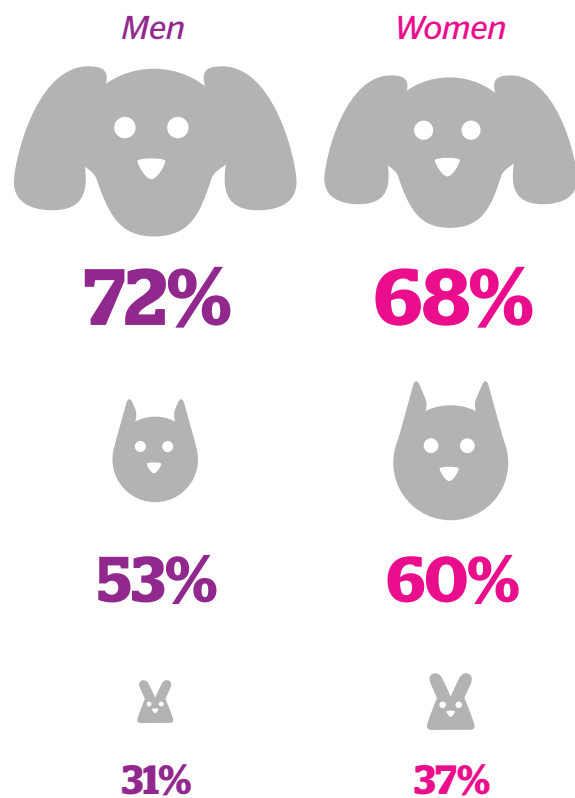
interclick partnered with KN Dimestore to gain further insight into this audience. Where do they shop? How much do they spend? What factors influence their purchase decisions? The study was based on an online survey of 569 pet owners.



interclick

Pet preferences

From toddlers to teens to terrier-stroking seniors, every age group loves pets. Dogs are the most popular American pet. They're seen as loyal companions, man's best friend, and considered by most to be part of the family.

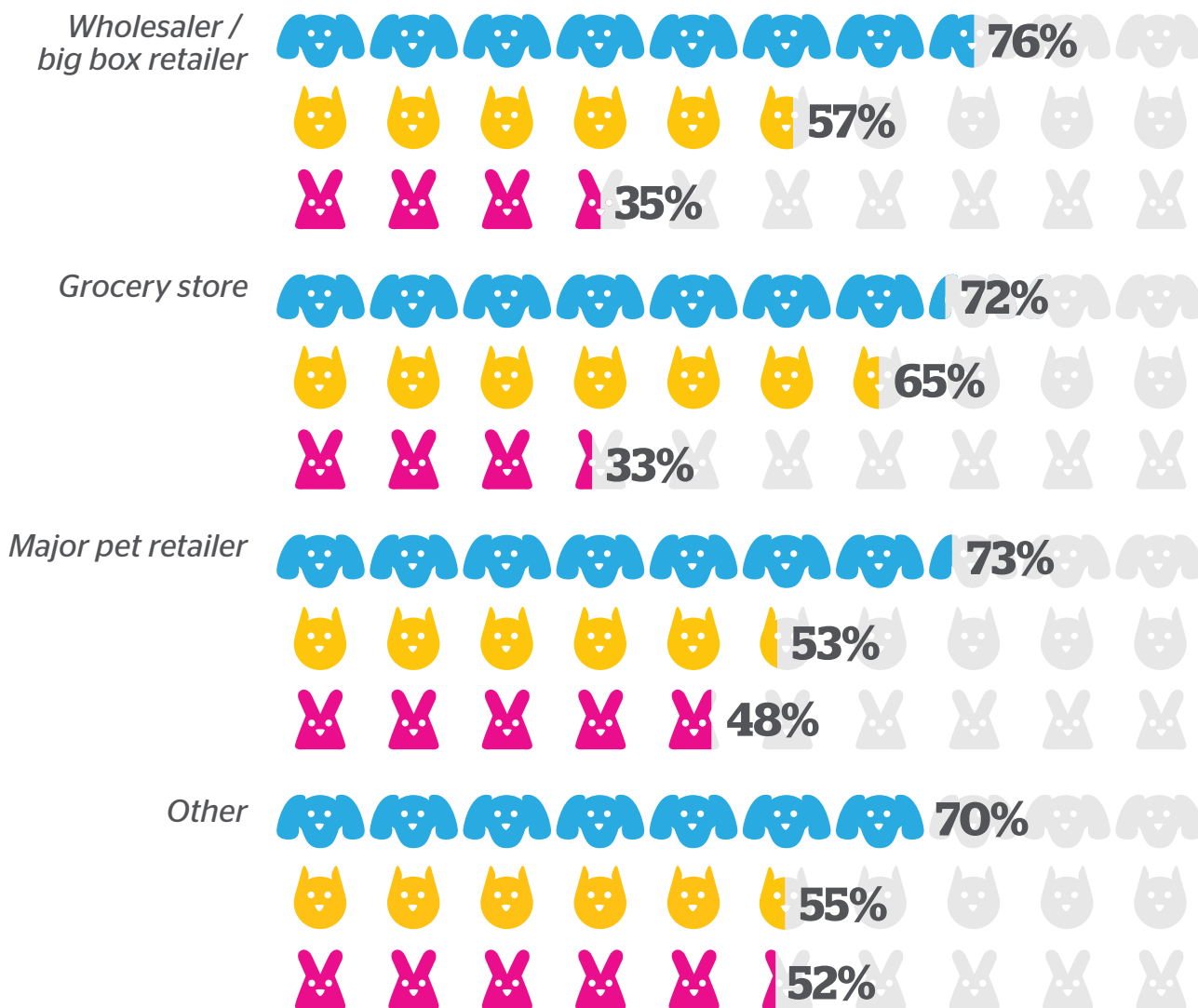


Men are more likely to own dogs (72%), while cat owners are more likely to be women (60%).

Where do pet owners shop?

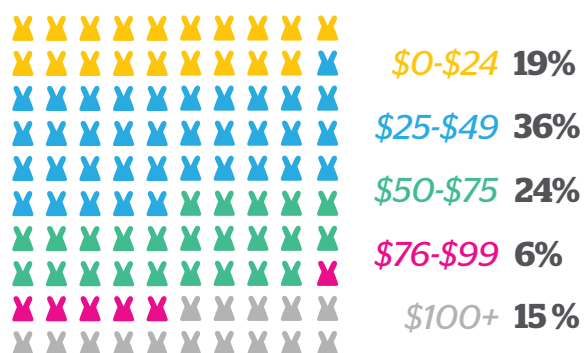
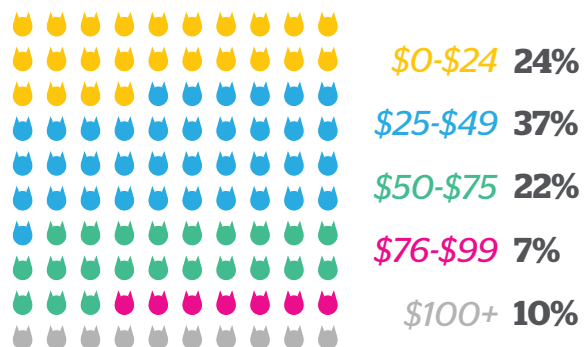
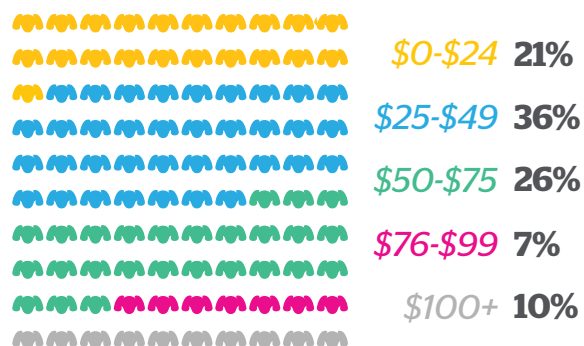
Whether they have dogs, cats, fish, birds, or other pets, owners shop at multiple places. From grocery stores to major pet retailers, they hit the road in all directions to purchase pet food and supplies.

65% of cat owners are more likely to shop at neighborhood grocery stores. They are convenient and easy to visit frequently.



Different pets, similar spending

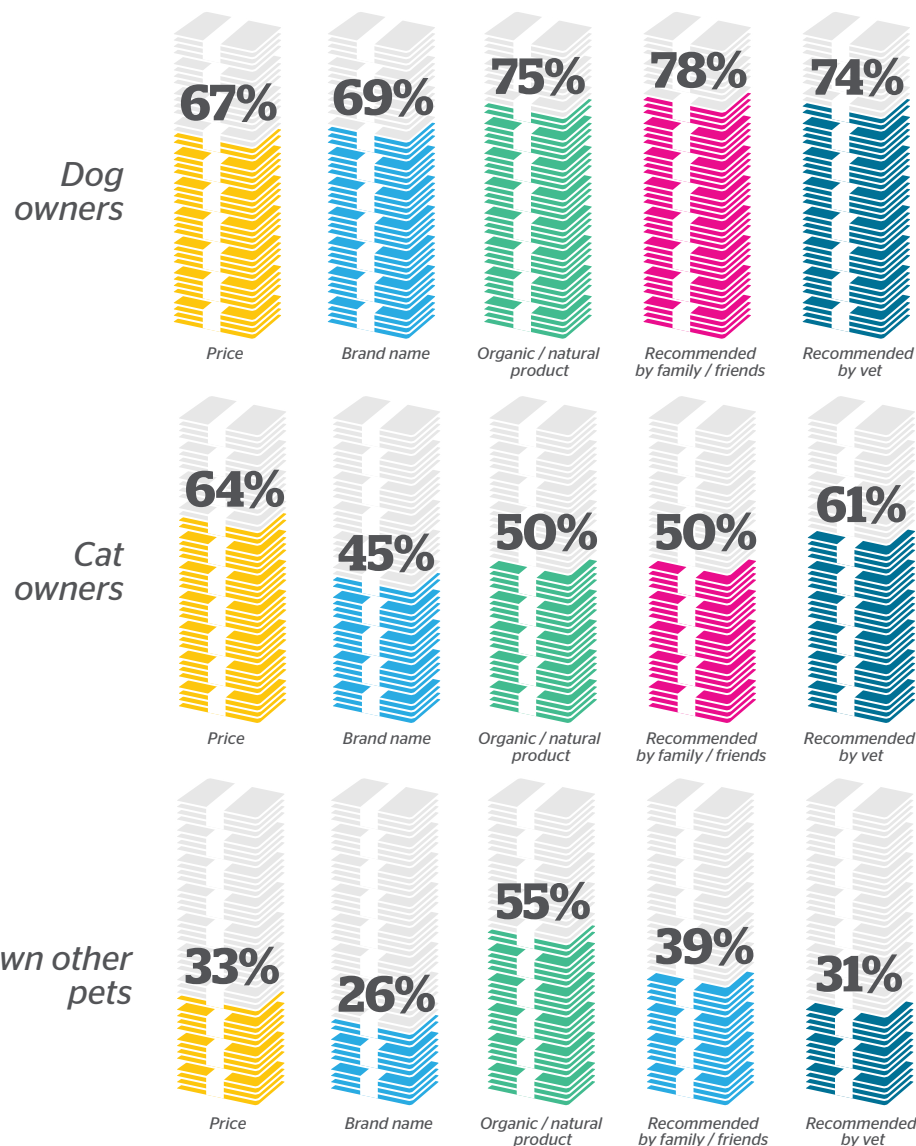
Owning a pet can take a bite out your wallet. While many pet owners would like to pamper their pets, most are concerned with cost and choose budget-friendly options. Pet owners are most likely to spend \$25-\$49 monthly on pet supplies.



What drives their purchases?

Dogs are social animals. Dog owners tend to mingle with other owners in parks, doggie runs, and other dog-friendly environments. Therefore, it makes sense that getting advice from family and friends on which dog foods and supplies to buy is an important part of dog owners' lives.

Cats, on the other hand, are more independent animals. Cats are usually indoor pets and do not provide for social settings. Therefore, cat owners are more likely to seek recommendations from their veterinarians on which cat foods and supplies to buy.



Spending levels at different store types

Since grocery stores & wholesaler/big box retailers are cheaper options, pet owners tend to spend under \$50 at these locations, regardless of what type of pet they own.

DOG OWNERS		
	UNDER \$50	MORE THAN \$50
WHOLESALE / BIG BOX RETAILER	46%	36%
MAJOR PET RETAILER	30%	37%
GROCERY STORE	47%	40%
OTHER	10%	21%

CAT OWNERS		
	UNDER \$50	MORE THAN \$50
WHOLESALE / BIG BOX RETAILER	39%	38%
MAJOR PET RETAILER	24%	39%
GROCERY STORE	52%	44%
OTHER	12%	19%

OTHER PETS		
	UNDER \$50	MORE THAN \$50
WHOLESALE / BIG BOX RETAILER	43%	33%
MAJOR PET RETAILER	44%	44%
GROCERY STORE	43%	39%
OTHER	19%	26%

Conclusions



The right ad for the right pet owner

Dog owners tend to rely more on recommendations from family and friends. Creative messaging aimed at dog owners should appeal to the entire family and include a call to action to enable sharing.

Cat owners, on the other hand, are predominantly women, so messaging should be targeted to women.



Be a fierce competitor

Competition for pet owners' attention is fierce. They shop at multiple places for their pet care needs, from grocery stores to major pet retailers to small boutiques. So keep your brand in front of pet owners as much as possible, to stay top of mind next time they buy supplies.



Give cat owners a treat

Cat owners are looking for convenience when purchasing pet products. Due to proximity to their home, they are shopping at grocery stores frequently. Give your brand an edge by promoting local deals that will drive cat owners to your store.