

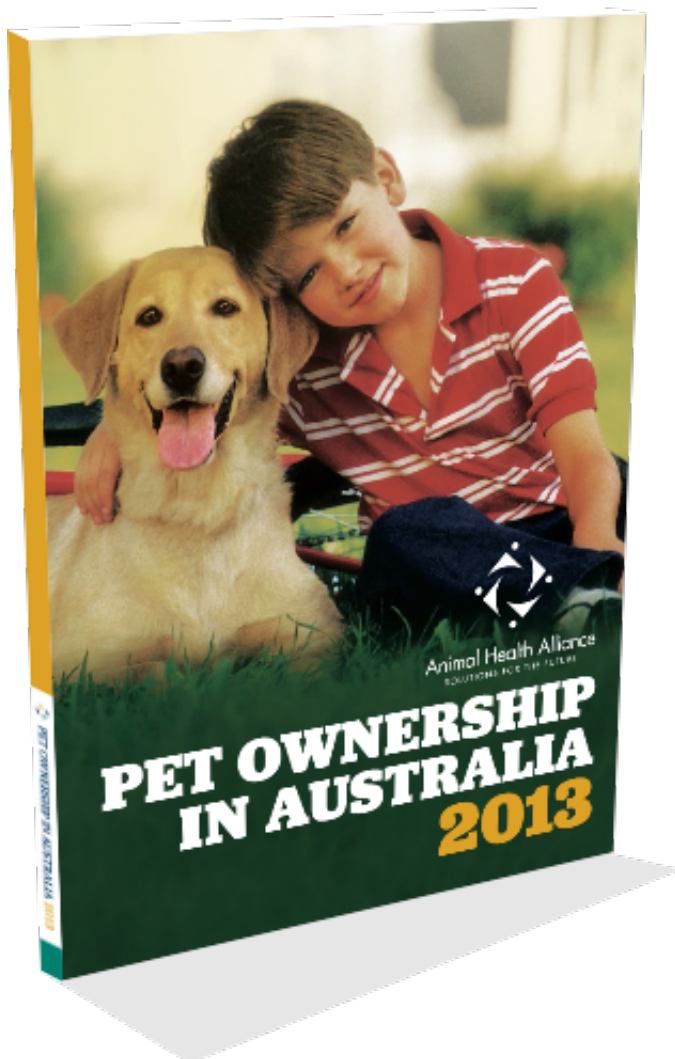
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Pet Ownership in Australia 2013 – Hard copy – \$299



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Pets play an important role in the everyday lives of millions of Australians. With more than 25 million pets in 63% of Australian households, they outnumber people.

With such a strong history of pet ownership, it's not surprising that most of Australia's 5 million pet owning households consider them to be members of the family.

Pet owners value the animals they choose to share their lives with and prioritise their health and wellbeing.

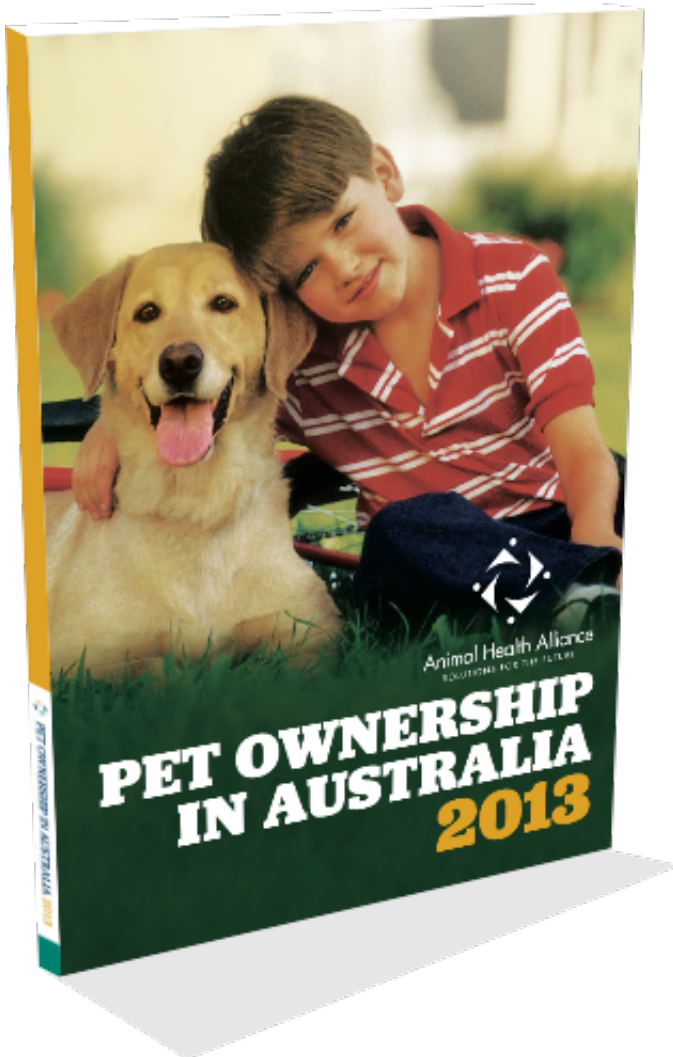
It's estimated that the Australian pet industry is worth \$8.0 billion annually.

Pet Ownership in Australia 2013 has been researched and prepared by the Animal Health Alliance (the Alliance).

It provides detailed insights into pet ownership trends, buying behaviour and expenditure breakdowns across various product areas and services. The report focusses on dog, cat, bird and fish ownership and includes the average spend per household on a range of pet care products and services. It also covers the benefits of pet ownership and value of the pet care industry to the Australian economy.

To inform the report, the Alliance commissioned one of the most comprehensive surveys of pet ownership undertaken in Australia – the Australian Pet Ownership Survey.

This survey will be repeated every three years, with the findings published in future editions of Pet Ownership in Australia.



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