

- The State of the American Pet-

A Study Among Pet Owners

Prepared for:

Ralston Purina

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Background & Purpose

Ralston-Purina has commissioned Yankelovich Partners to conduct a survey among dog and cat owners on their attitudes toward and experiences with pet health in order to set a Pet Health Agenda for the 21st century.

The following topics were explored:

- ❖ The owner's relationship and daily life with their pet
- ❖ The benefits and challenges of pet ownership
- ❖ The pet's behavior and training of the pet
- ❖ The pet's health and well-being
- ❖ Sources of information on pet health and well-being

The results of this survey provide a “snapshot” of pet owners' experiences and attitudes in the year 2000, pinpointing areas of satisfaction and areas of concern for pet owners.



Methodology

Telephone interviews were conducted among 2,001 owners of dogs and cats. A total of 1,001 dog owners and 1,000 cat owners were interviewed. Interviews were conducted between August 3 and August 23, 2000 and were approximately 15 minutes in length. All participants were contacted via random digit dialing to ensure a representative sample of pet owners nationwide.

Participants were screened for the following criteria:

- ❖ Own at least one dog or cat, but not more than three pets combined.
- ❖ Individuals employed by pet product companies, or by an ad agency, public relations or market research firm were excluded. Breeders of dogs or cats were excluded as well.

Participants were asked to answer questions about one specific dog or cat only.

The margin of error for the entire sample of 2,001 pet owners is $\pm 2.2\%$.



Summary of Findings



Summary of Findings

Pet Owners Find Companionship In Owning A Dog Or Cat

- ❖ The majority of dog owners (68%) and cat owners (61%) say companionship is the greatest benefit of owning their pet.
- ❖ Evidence of this companionship is apparent among both dog and cat owners.
 - Among dog owners...
 - 95% pet and hug their dog daily,
 - 92% play with their dog daily,
 - 45% have taken their dog on vacation, and
 - 43% have celebrated their dog's birthday.
 - Among cat owners...
 - 91% pet and hug their cat daily,
 - 85% play with their cat daily,
 - 29% have celebrated their cat's birthday,
 - 23% have visited health care facilities or schools with their cat, and
 - 16% have taken their cat on vacation.



Summary of Findings

In Addition To The Benefits, There Are Challenges To Owning A Pet

- ❖ The top four challenges of owning a pet are the same for both dog and cat owners, but vary slightly in the number of pet owners who mention them.
 - Among dog owners...
 - Obedience training (15%) and maintaining their dog's health (15%) are the top two challenges.
 - Cleaning up after their dog and just having something to take care of are each mentioned by ten percent of dog owners.
 - Among cat owners...
 - Maintaining their cat's health (13%) and cleaning up after their cat (13%) are seen as the biggest challenges.
 - For seven percent of cat owners, having something to take care of is the biggest challenge.
 - Although at the top of the list for dog owners, only five percent of cat owners feel obedience training is their greatest challenge.
- ❖ As would be expected, significantly more pet owners with younger pets say the greatest challenge of owning a pet is obedience training.



Summary of Findings

Pet Owners Who Have Children At Home Face Different Challenges And Pay Somewhat Less Attention To Their Pet

❖ Compared to pet owners without children at home...

- More pet owners with children under 18 at home own both cats and dogs (25% vs. 16%).
- More pet owners with children under 18 at home own younger pets (under 7 years of age) (73% vs. 58%).
- Fewer pet owners with children under 18 at home groom their pet daily (79% vs. 27%).
- Fewer pet owners with children under 18 at home celebrate their pets birthday (33% vs. 38%), take their pet on vacation (28% vs. 33%), or to stores, restaurants, and bars (8% vs. 11%).



Summary of Findings

Veterinarians Are By Far The Source Both Dog And Cat Owners Turn To The Most For Information About Their Pet

- ❖ More than seven out of ten dog owners (78%) and cat owners (71%) turn to a veterinarian most often for information about their pet.
 - Other sources, such as the Internet, books, and friends or family members are each turned to by fewer than seven percent of both cat and dog owners alike.
 - However, the number of pet owners who use the Internet to get information is higher among younger pet owners. Nine percent of pet owners age 18 to 34 turn to the Internet for information about their pet.

On Average Dog Owners Have Made More Visits To The Veterinarian In The Past Year

- ❖ Dog owners have made an average of 2.3 visits to the veterinarian in the past year, while cat owners have made an average of 1.6 visits.
- ❖ On average, pet owners age 18 to 35 and pet owners without children have taken their pet to the veterinarian more often in the past year (2.2 and 2.0 respectively).



Summary of Findings

Behavior Problems Exist, But Overall, Pet Owners Say Their Pets Are Well-behaved

❖ Among dog owners...

- The top three behavior problems experienced with their dog are barking and growling (17%), jumping on people (13%), and begging for food (11%).
- However, nearly all dog owners (97%) say that overall, their dog is well-behaved.
 - This includes three out of five dog owners (60%) who say their dog is very well behaved.
- In fact, fewer than one out of five dog owners (19%) have taken their dog to obedience training.

❖ Among cat owners...

- The top three behavior problems experienced with their cat are clawing the furniture (20%), climbing on furniture or counters (16%), and eliminating in the house outside the litter box (10%).
- However, like dog owners, nearly all cat owners (97%) say that overall, their cat is well-behaved.
 - This includes seven out of ten cat owners (72%) who say their cat is very well behaved.



Summary of Findings

Cat And Dog Owners Have Similar Ways Of Handling Their Pet's Behavior Problem

- ❖ Disciplining or scolding their pet is the top method used by both dog and cat owners.
 - Over half of dog owners (51%) and more than one-third of cat owners (35%) handle their pet's problem in this manner.
 - Other methods received significantly fewer mentions. Only five percent of dog owners and eight percent of cat owners say they spank or swat their pet.
 - It is also worth noting that nearly one out of five dog owners (18%) and one-quarter of cat owners (24%) say they do nothing.

Not Many Pet Owners Have Fully Solved Their Pet's Problem

- ❖ Only one out of five dog owners (21%) and three out of ten cat owners (30%) have fully solved their pet's behavior problem.
 - For many dog owners (54%) and cat owners (42%) some progress has been made, but they are still working on a solution.



Summary of Findings

The Single Greatest Health Problem Pet Owners Have Experienced With Their Pet Varies

❖ Among dog owners...

- Fleas and ticks (6%), ear infections (6%), and allergies (5%) are the top three most common problems.
- Each of the other health problems were mentioned by four percent or fewer dog owners.

❖ Among cat owners...

- Hairballs (6%), fleas and ticks (5%), and urinary tract infections (4%) are the top three most common problems.
- Additionally, each of the other health problems were mentioned by three percent or fewer cat owners.

However. Many Pet Owners Use Similar Methods Of Treating Their Pet's Health Problem

- ❖ One-third of both dog owners (36%) and cat owners (34%) give their pet medicine, while slightly fewer dog owners (32%) and cat owners (26%) also take their pet to the veterinarian.



Summary of Findings

In Many Cases, The Pet's Health Problem Has Been Solved

- ❖ The majority of dog owners (57%) and cat owners (62%) say their pet's health problem has been fully solved.
 - More than one-quarter of dog owners (28%) and cat owners (27%) say some progress has been made, but they are still working on a solution.
 - Only fifteen percent of dog owners and eleven percent of cat owners say the problem still exists.

Some Pet Owners Have Considered Or Sought Alternative Health Remedies

- ❖ One-third of dog owners (33%) and over one-quarter of cat owners (26%) have either considered or sought nutritional supplements for their pet.
- ❖ More than one out of ten dog owners (17%) and cat owners (16%) have considered or sought a massage.
- ❖ The number of owners who have considered or sought nutritional supplements or massages for their pet is significantly higher for owners whose pet is age 13 or older.



Summary of Findings

Despite Health Problems, Overall, Dog And Cat Owners Give Their Pet A Clean Bill Of Health

❖ Among dog owners...

- Nearly all (97%) describe their dog's overall health as good.
 - This includes more than four out of five dog owners (82%) who describe their dog's health as very good.
- Additionally, two out of five dog owners (41%) say they have not experienced any health problems with their dog.
- The majority of dog owners (80%) do not even think their dog has a weight problem.

❖ Among cat owners...

- Nearly all (98%) describe their cat's health as good.
 - This includes more than four out of five cat owners (84%) who describe their cat's health as very good.
- Additionally, nearly half of cat owners (46%) say they have not experienced any health problems with their cat.
- The majority of cat owners (76%) also do not believe their cat has a weight problem.



Summary of Findings

When It Comes To Why Pet Owners Have Not Spayed Or Neutered Their Pet, Many Say They Have Just Not Bothered To Do It Yet

- ❖ One-third of dog owners (34%) and fifteen percent of cat owners have not had their pet spayed or neutered.
- ❖ The top reason given by both dog owners (30%) and cat owners (27%) is that they have simply not bothered to do it yet.
- ❖ Other reasons given by dog owners include...
 - wanting to breed their dog (21%) and
 - the dog being too young (13%).
- ❖ Other reasons given by cat owners include...
 - the cat being too young (20%) and
 - not being able to afford it (18%).



Summary of Findings

The Pet Overpopulation Problem Is An Important Issue To Many

- ❖ Reducing the pet overpopulation problem is, by far, the issue most important for both dog and cat owners.
 - Over half of dog owners (56%) and nearly two-thirds of cat owners (63%) rank this issue number one in importance to them.
 - The second most important issue for both dog owners (17%) and cat owners (13%) is promoting a more pet-friendly society.
 - Twelve percent of dog owners and ten percent of cat owners say increasing preventive healthcare for pets is the most important issue for them.
 - Finally, increasing funding for research to improve pet health is the most important issue for ten percent of dog owners and eight percent of cat owners.
- ❖ More pet owners without children consider promoting a more pet-friendly society as their most important issue (16% vs 13%), while more of those with children see increased funding for improved pet health as important (11% vs. 8%).



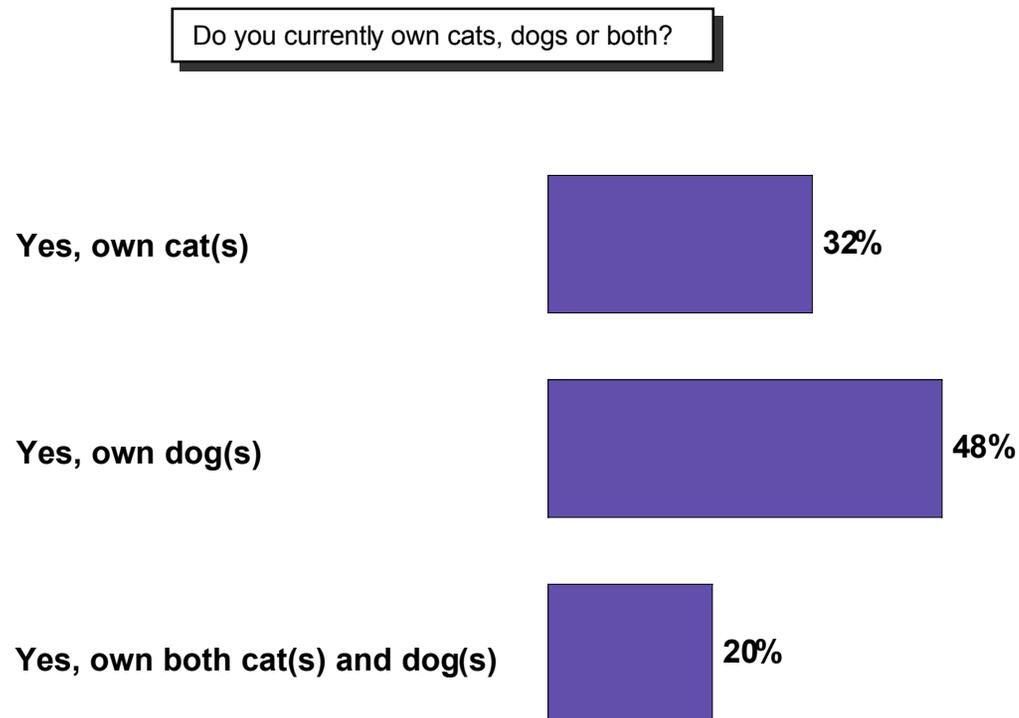
***Detailed Findings
“All Pet Owners”
(Dog and Cat)***



Currently Own Cats, Dogs, or Both

One out of five pet owners (20%) own both cat(s) and dog(s).

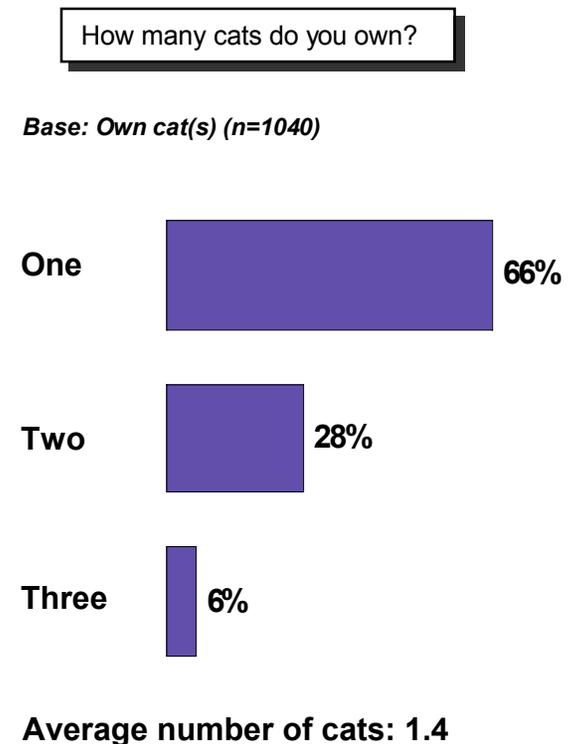
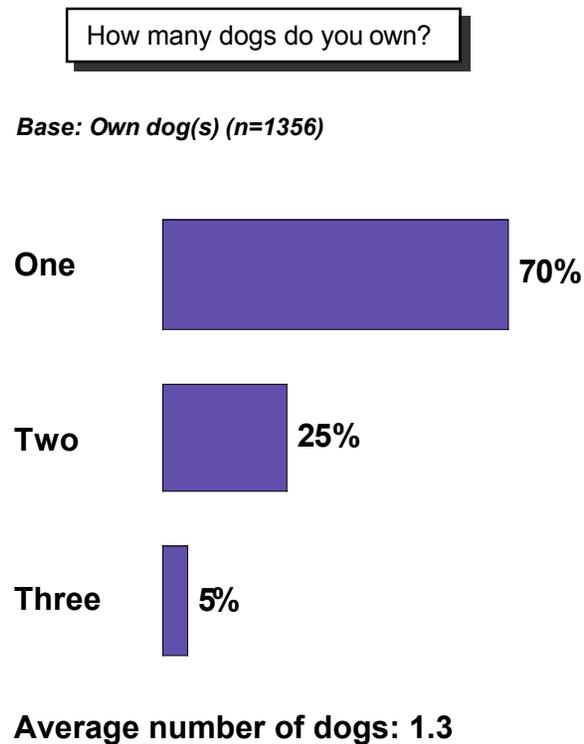
❖ However, the majority of pet owners (80%) own only one or the other.



Number of Pets

The majority of pet owners do not own multiple dogs or cats.

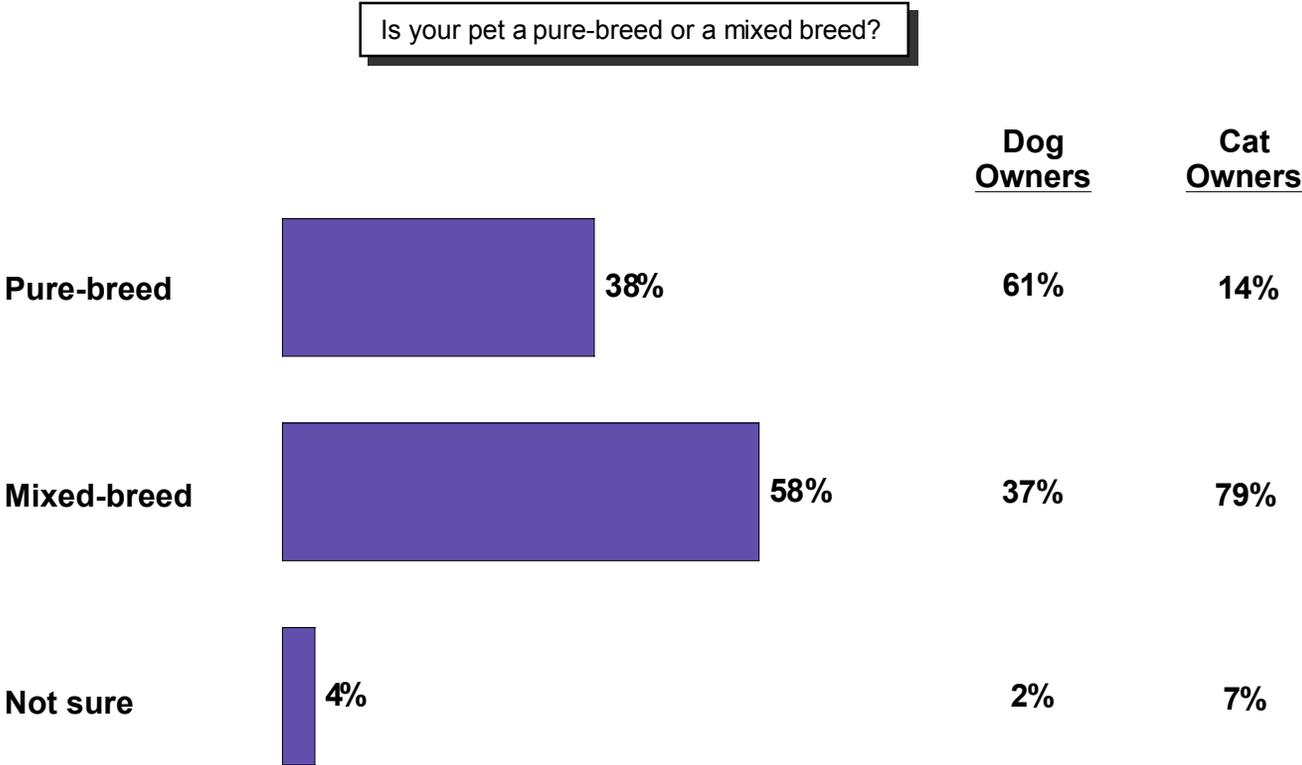
- ❖ Among dog owners, seven out of ten (70%) own only one dog.
- ❖ Among cat owners, two-thirds (66%) own only one cat.



Breed of Pet

Nearly two out of five pet owners (38%) own a pure-breed dog or cat.

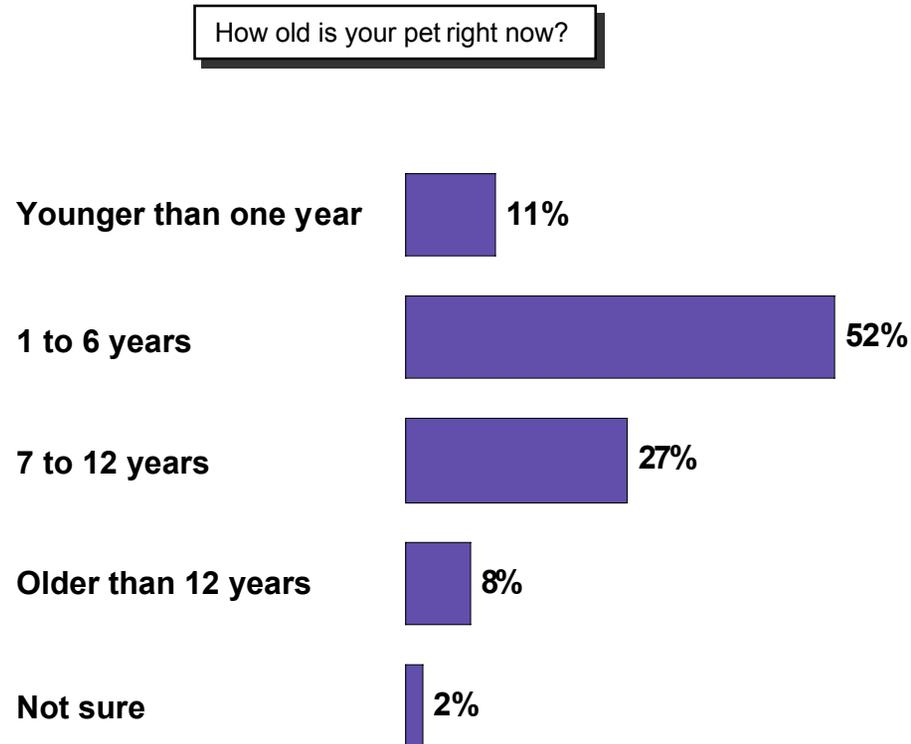
❖ As would be expected, more dog owners own a pure-breed.



Age of Pet

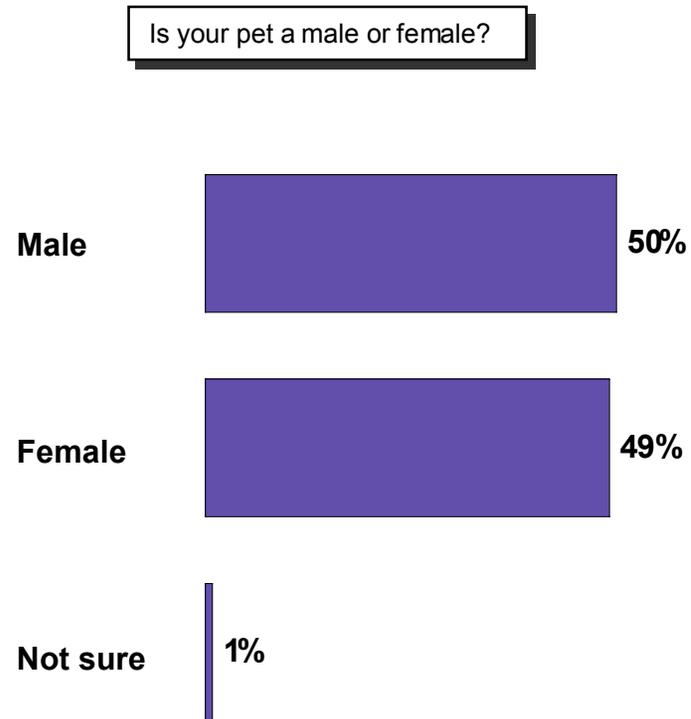
The majority of pet owners (63%) own a dog or cat that is under the age of seven.

- ❖ This includes eleven percent of pet owners who own a dog or cat that is younger than one year old.



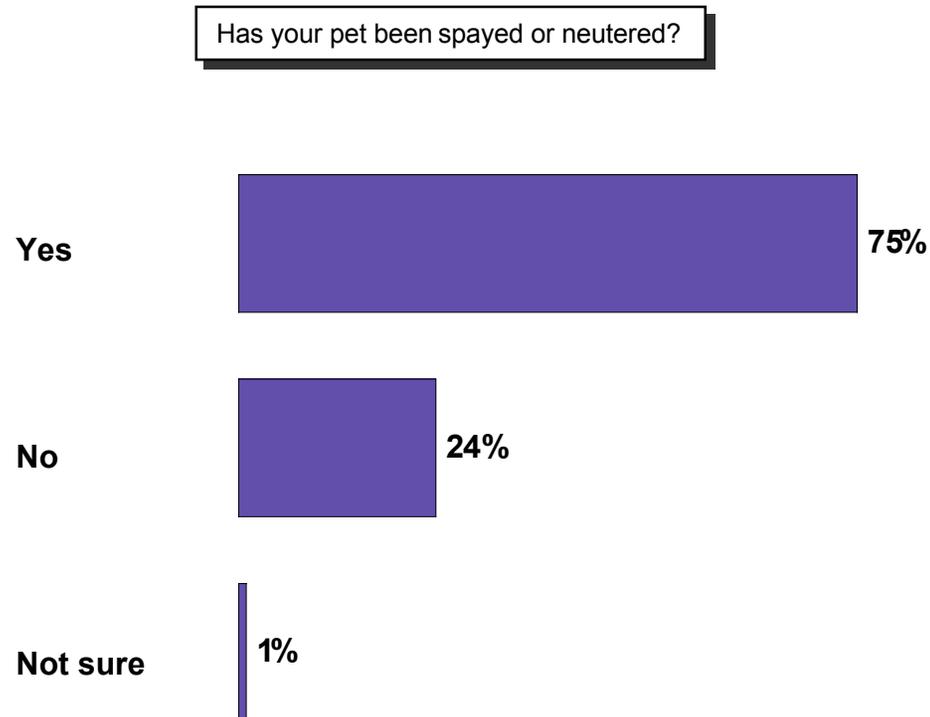
Gender of Pet

There is an equal distribution among pet owners of male and female pets.



Whether Pet Has Been Spayed or Neutered

Nearly one-quarter of pet owners (24%) have not spayed or neutered their pet.



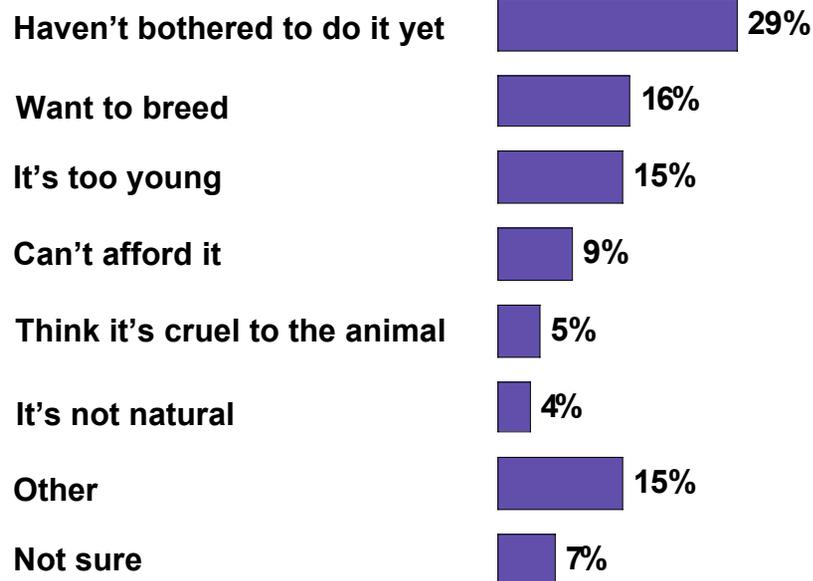
Reason Pet Has Not Been Spayed or Neutered

The top reason cited by many pet owners (29%) for not having their pet spayed or neutered is that they have just not bothered to do it yet.

- ❖ However, some pet owners (16%) want to breed their pet and a similar number (15%) report that their pet is too young.

Why hasn't your pet been spayed or neutered?

Multiple responses allowed



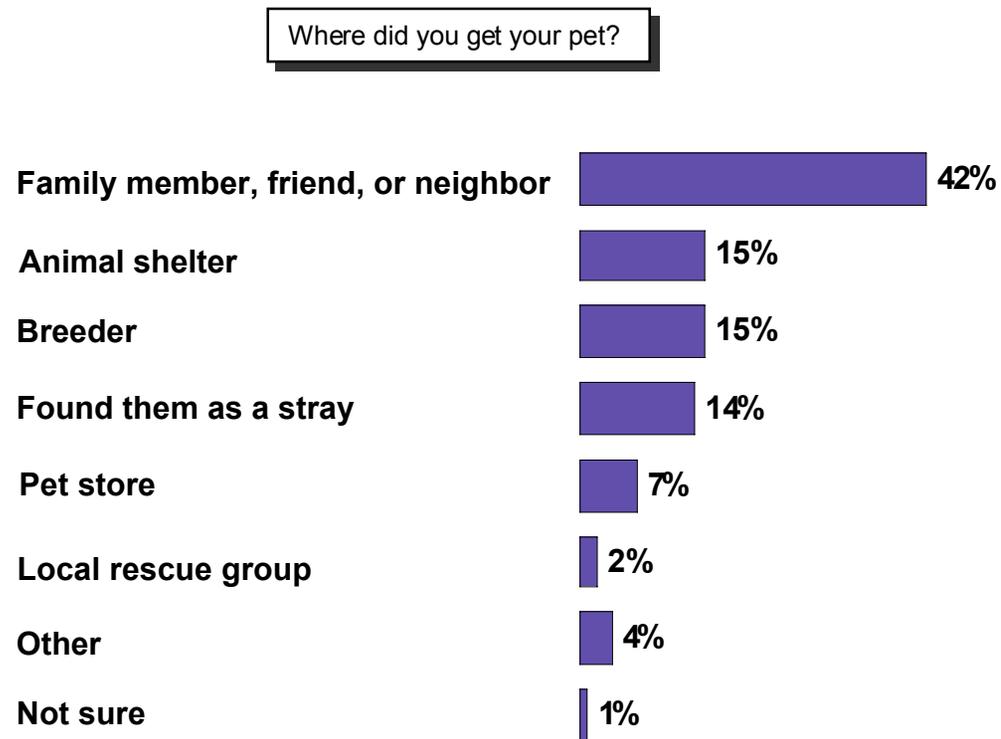
Base: Pet has not been spayed or neutered (n=483)



Where Owners Got Their Pet

More than two out of five pet owners (42%) got their pet from a family member, friend, or neighbor.

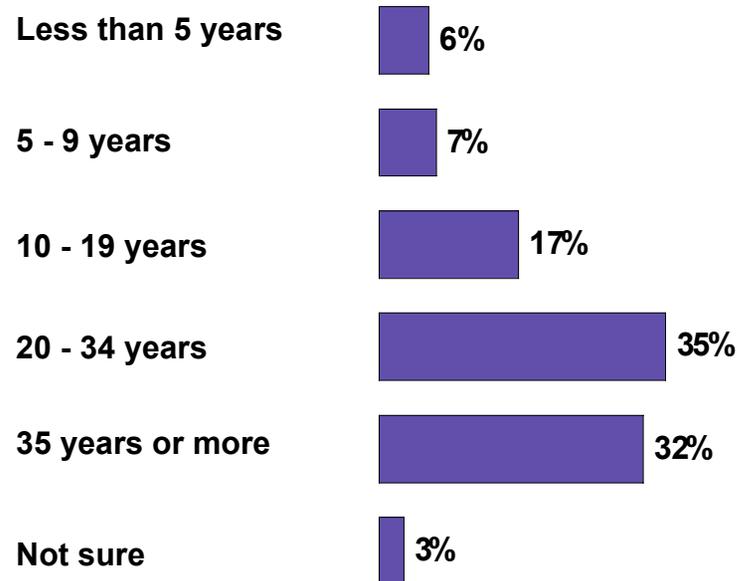
- ❖ Smaller percentages of pet owners report getting their pet from the animal shelter (15%), a breeder (15%), or finding them as a stray (14%).



Number of Years As a Pet Owner

Two-thirds of pet owners (67%) report that over the course of their lifetime they have been a pet owner for 20 years or more. This includes one-third (32%) who report being a pet owner for more than 35 years.

Over the course of your lifetime, for how many years have you been a pet owner?

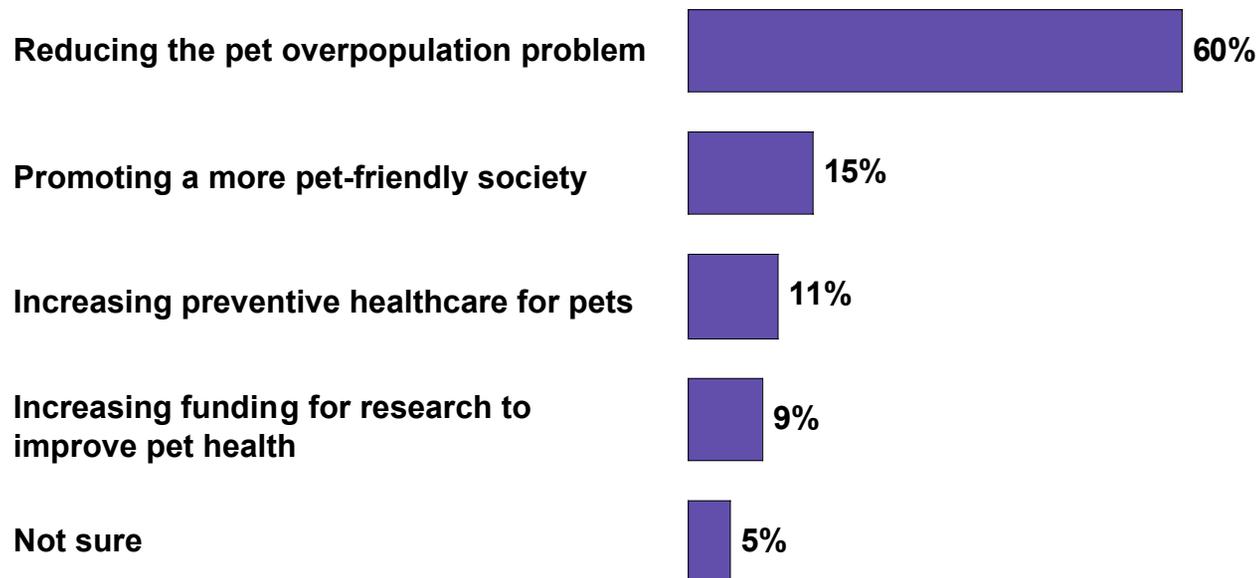


Issues Most Important to Pet Owners

Reducing the pet overpopulation problem is by far the issue most important to pet owners, as reported by three out of five pet owners (60%).

- ❖ A distant second, cited most important by fifteen percent of pet owners, is promoting a more pet friendly society.

Thinking about our country's pet population, which of the following issues is most important to you?

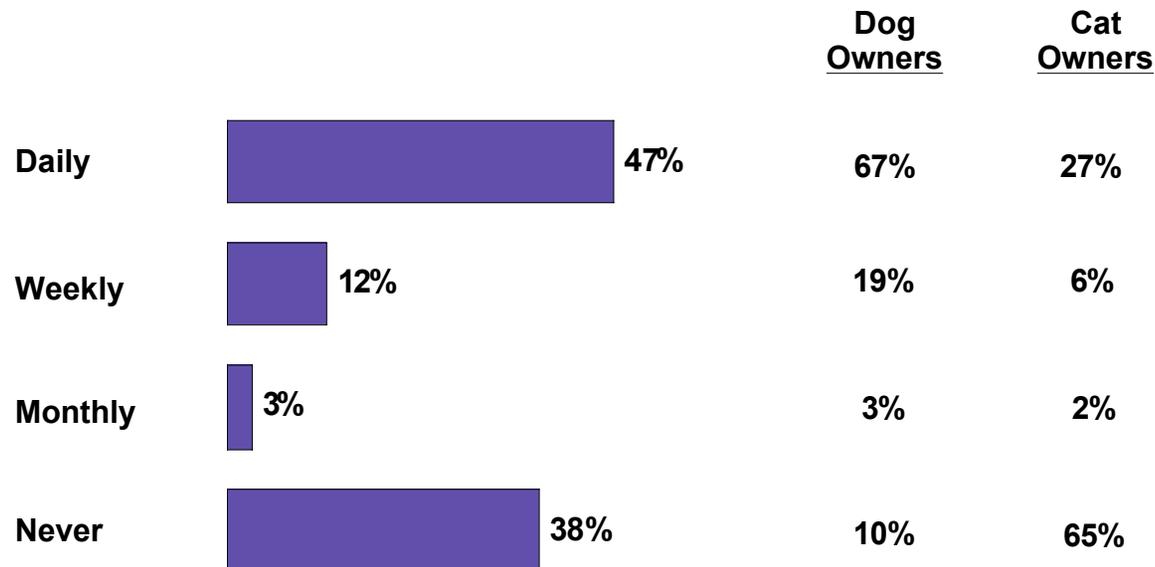


Frequency of Exercising Pet / Taking Pet For a Walk

Nearly half of pet owners (47%) exercise their pet or take their pet for a walk daily. On the other hand, almost two out of five pet owners (38%) never exercise their pet or take their pet for a walk.

- ❖ This large contrast can be attributed to the different lifestyles of dogs and cats. As would be expected, more dog owners exercise their dog or take their dog for a walk daily, while more cat owners never do this.

Do you exercise / take your pet for a walk daily, weekly, monthly, or never?

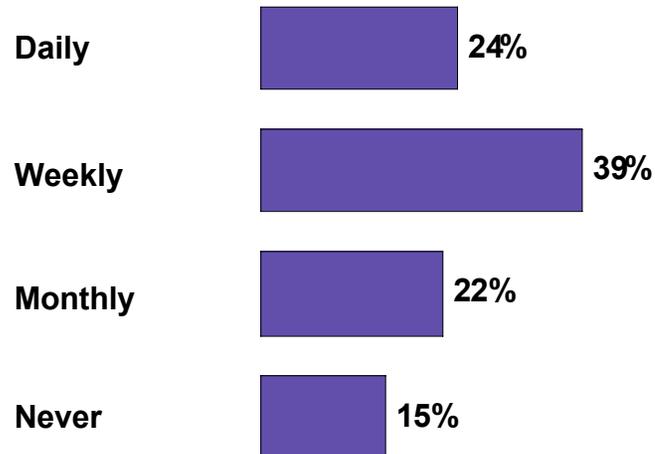


Frequency of Grooming Pet

Pet owners vary in the frequency of grooming their pet.

❖ However, nearly two-thirds (63%) groom their pet either daily or weekly.

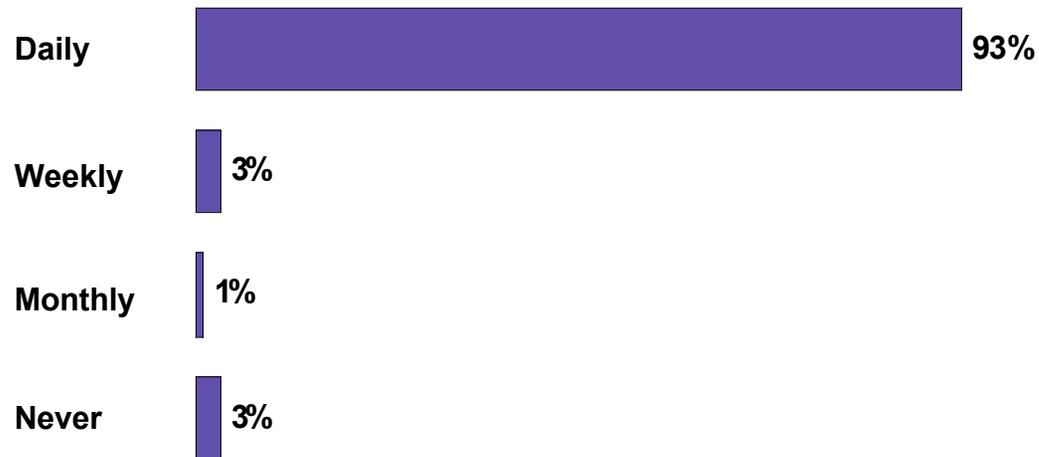
Do you groom your pet daily, weekly, monthly, or never?



Frequency of Petting and Hugging Pet

An overwhelming number of pet owners (93%) pet and hug their dog or cat daily.

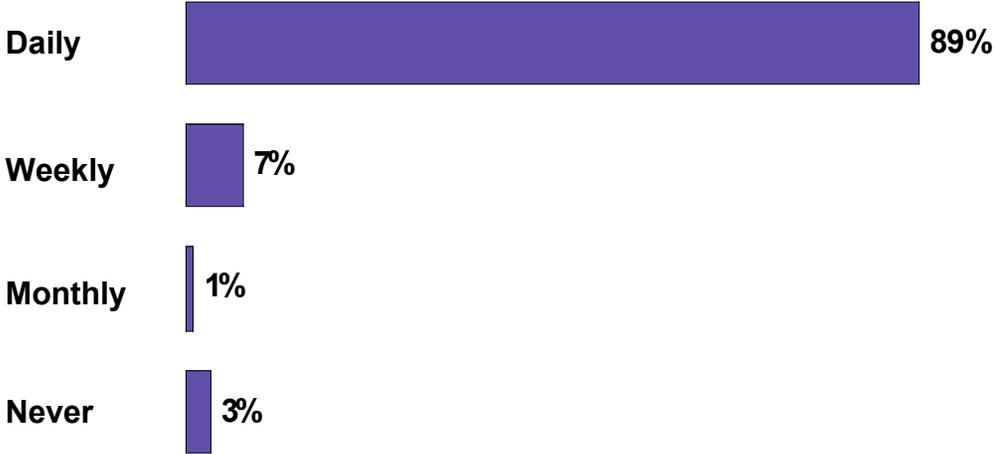
Do you pet and hug your pet daily, weekly, monthly, or never?



Frequency of Playing with Pet

Nearly nine out of ten pet owners (89%) play with their dog or cat daily.

Do you play with your pet daily, weekly, monthly, or never?



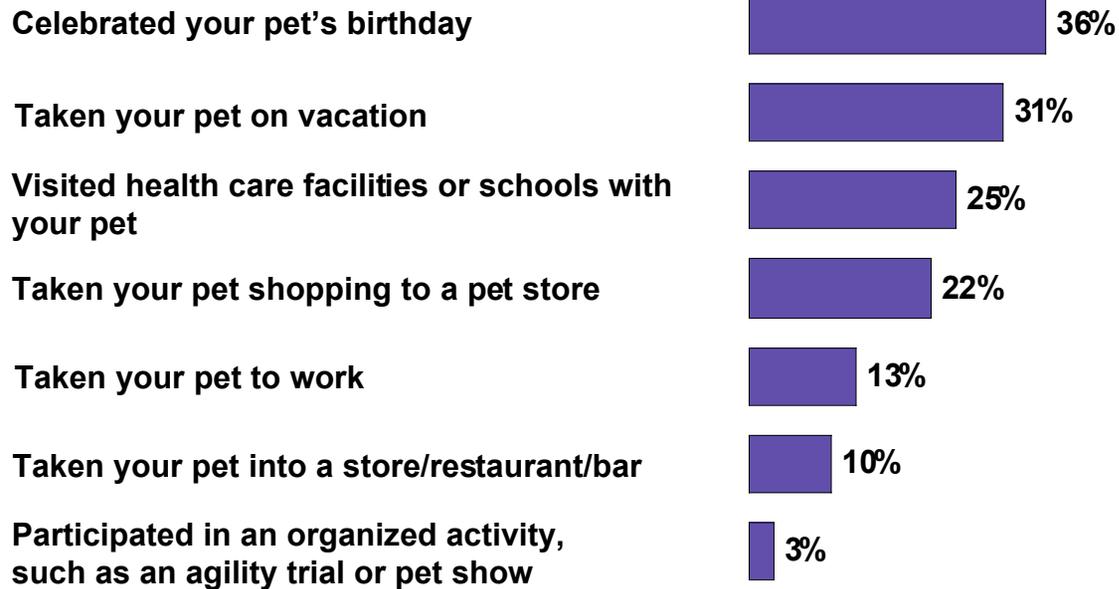
Activities Pet Owners Do with Their Pet

Among activities owners do with their pets, celebrating their pet's birthday is at the top of the list.

- ❖ Almost one-third of pet owners (31%) have taken their pet along on vacation.

Have you ever...?

Summary of "Yes"

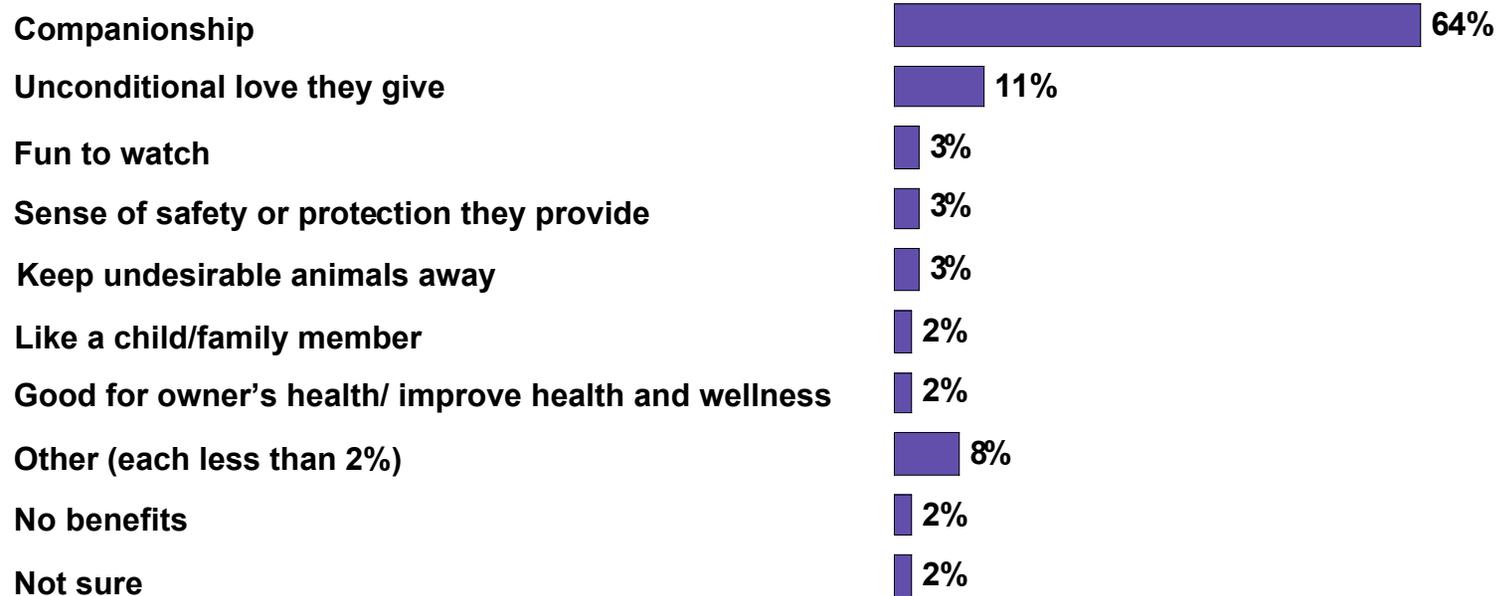


Greatest Benefit of Owning a Pet

According to nearly two-thirds of pet owners (64%), companionship is the greatest benefit of owning a dog or cat.

- ❖ The unconditional love their pet gives was mentioned by more than one out of ten pet owners (11%).

What is the greatest benefit of owning your pet?

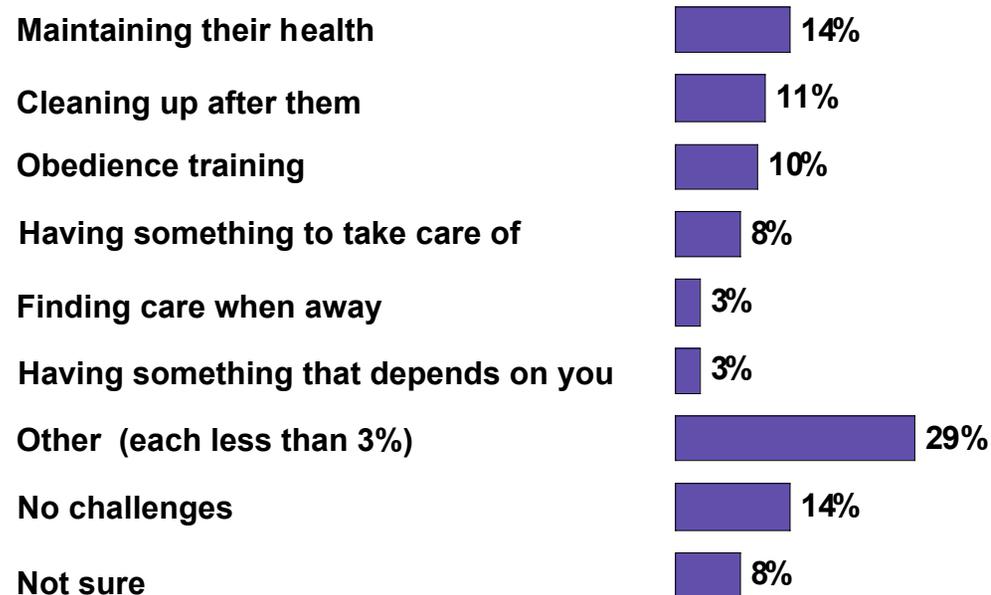


Greatest Challenge of Owning a Pet

Pet owners have different views on the greatest challenge of owning a pet.

- ❖ Each of the top three challenges reported were mentioned by only about one out of ten pet owners. These include maintaining a pet's health (14%), cleaning up after a pet (11%), and obedience training (10%).

What is the greatest challenge of owning a pet?

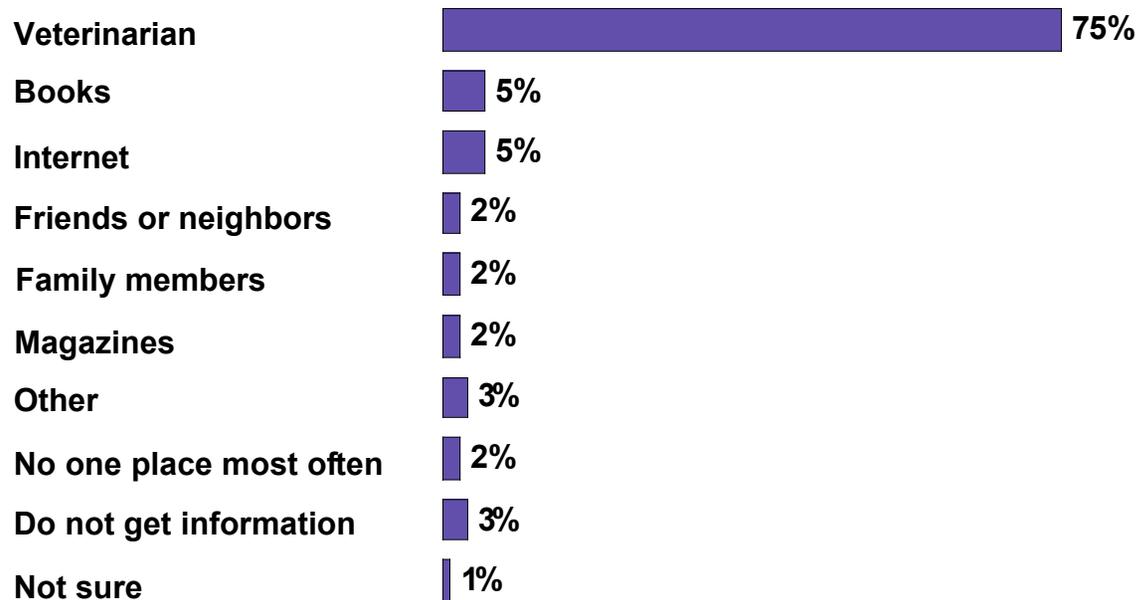


Sources of Information Owners Turn to About Their Pet

Veterinarians are overwhelmingly the favored source of information among pet owners.

- ❖ Three-quarters of pet owners (75%) most often turn to a veterinarian for information about their dog or cat.

Where do you most often turn for information about your pet?



Pet Behavior

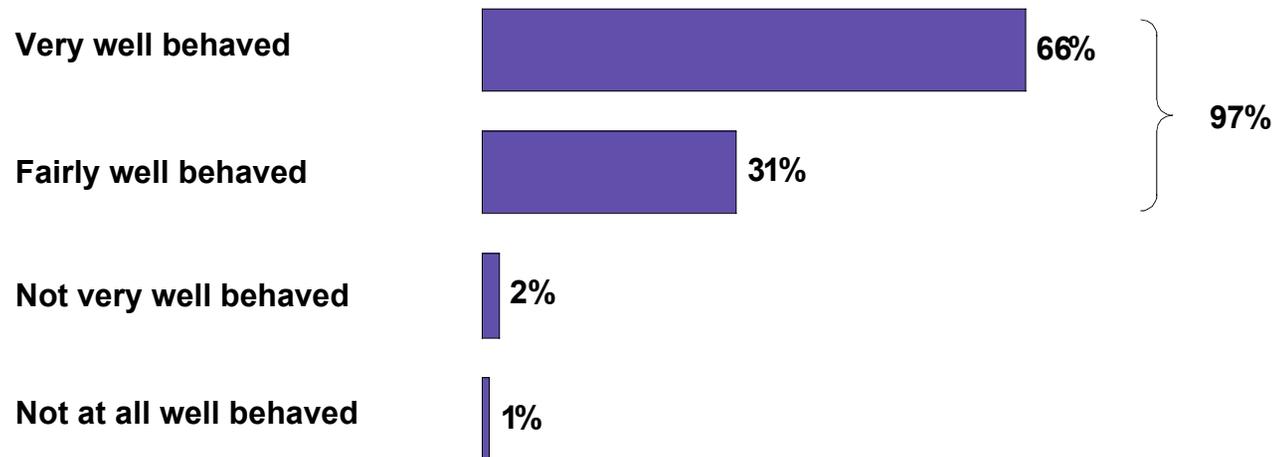


Behavior of Pet

Overall, nearly all pet owners (97%) say their dog or cat is well behaved.

- ❖ Very few pet owners (3%) say their pet is not well behaved.

Overall, would you say your pet is very well behaved, fairly well behaved, not very well behaved, or not very well behaved at all?



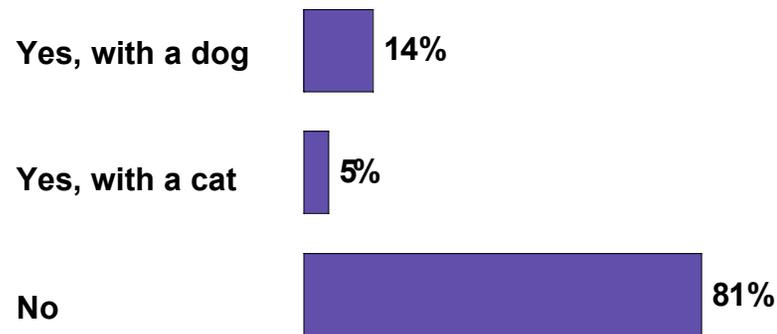
Whether Have Ever Removed a Pet from the Household

The majority of pet owners have not had a behavior problem with a dog or cat so severe that they removed the animal from their household.

- ❖ However, when pet owners do experience such severe behavior problems with their pet, it is usually with a dog (14% versus 5% of severe behavior problems with cats).

Have you ever had a behavior problem with a cat or dog so severe that you removed the animal from your household?

Multiple responses allowed



Behavior Problem That Caused Removal of Pet

Reasons for removing cats and dogs vary.

- ❖ Three out of ten pet owners (30%) have removed a dog from their household for biting people.
- ❖ One-third of pet owners (33%) have removed a cat from their household for eliminating in the house outside the litter box.

What was the behavior problem that caused you to remove the last pet from your household?

Top 5 responses

Reason for removing a dog

Base: Have removed a dog from household (n=287)

Multiple responses allowed

- ✓ **Biting people (30%)**
- ✓ **Destroying household or personal items (13%)**
- ✓ **Barking/growling (8%)**
- ✓ **Problems with house-breaking (7%)**
- ✓ **Fighting with other animals (7%)**

Reason for removing a cat

Base: Have removed a cat from household (n=95)

Multiple responses allowed

- ✓ **Eliminating in the house outside the litter box (33%)**
- ✓ **Biting people (14%)**
- ✓ **Intolerance of children (11%)**
- ✓ **Scratching people (11%)**
- ✓ **Destroying household or personal items (8%)**



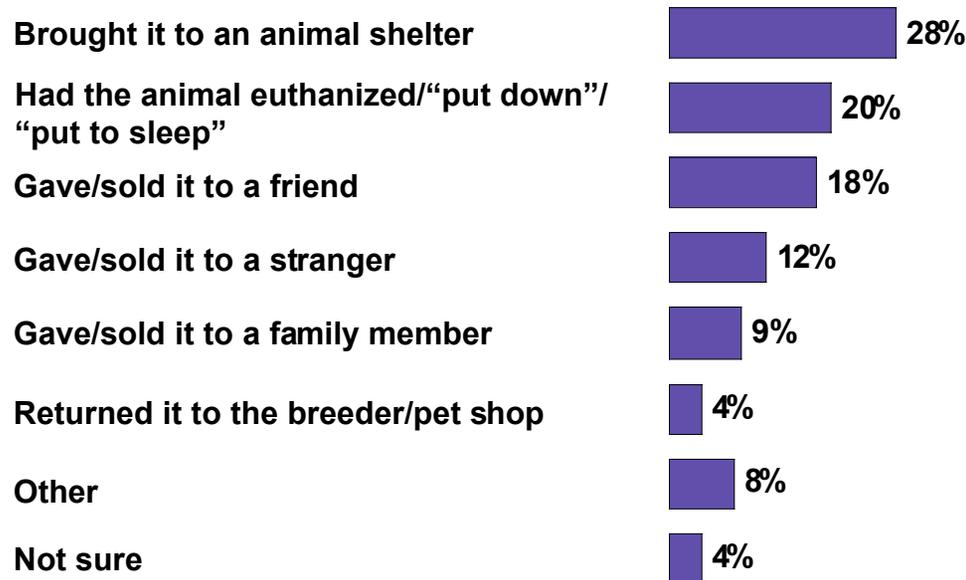
What Happened to the Last Pet That Was Removed

Among pet owners who have removed a dog or cat from the household, more than one-quarter (28%) have taken their pet to an animal shelter.

- ❖ One out of five pet owners (20%) have had the animal euthanized.
- ❖ Still others gave or sold the pet either to a friend (18%), a stranger (12%), or a family member (9%).

What did you do with the last pet that you removed from your household?

Multiple responses allowed



Base: Have removed a pet from household (n=383)



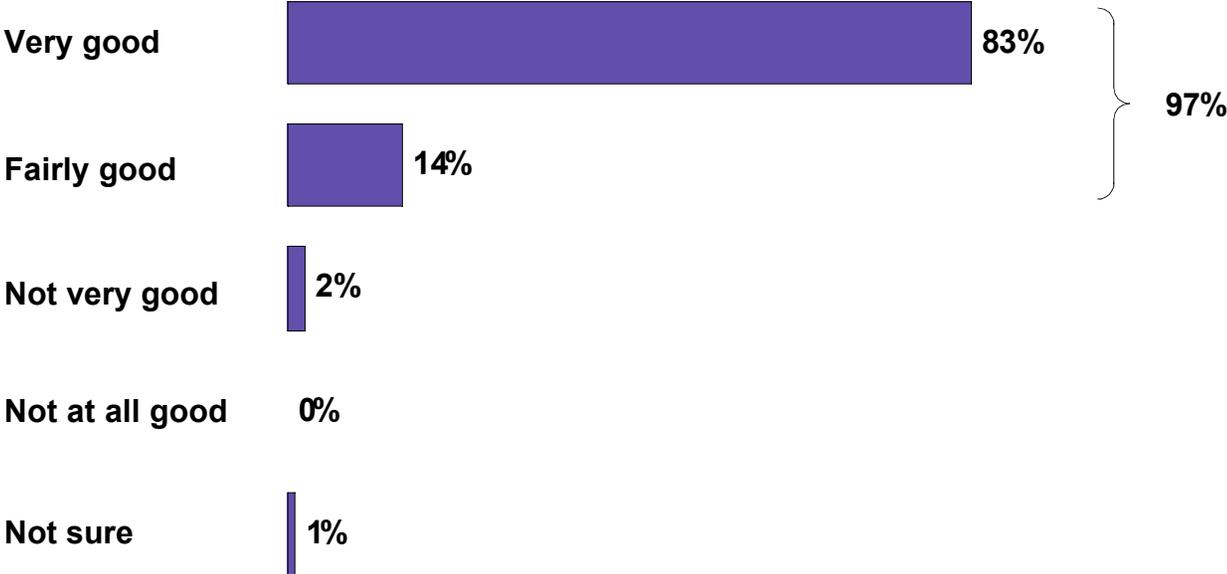
Pet Health



Pet's Overall Health

Nearly all pet owners (97%) describe their pet's overall health as at least fairly good. This includes an overwhelming majority of pet owners (83%) who describe their pet's health as very good.

How would you describe your pet's overall health -- would you say their health is very good, fairly good, not very good, or not at all good?

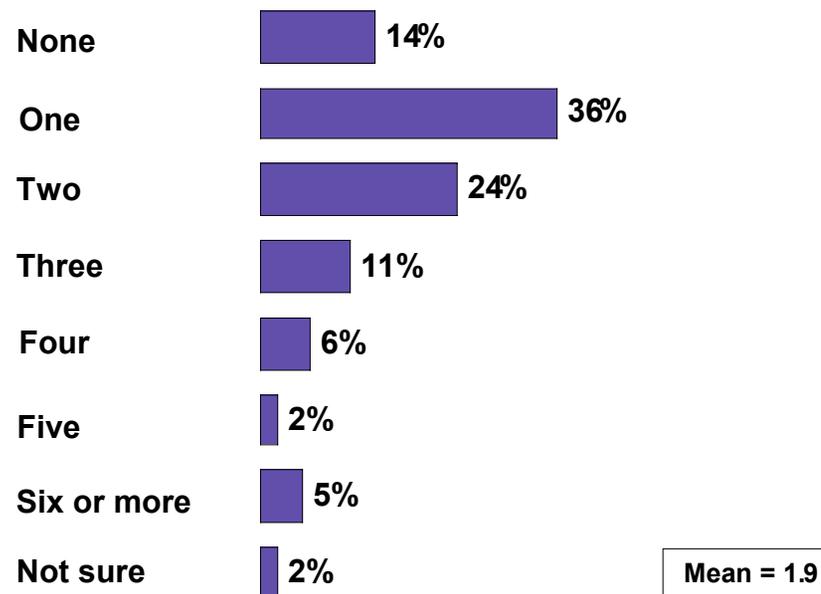


Number of Times Taken Pet to a Veterinarian

On average, pet owners take their dog or cat to a veterinarian close to two times a year.

- ❖ Notably, fourteen percent of pet owners have not taken their pet to the veterinarian at all in the past year.

In the past year, how many times did you take your pet to a veterinarian?



Greatest Health Problem Experienced with Pet

Many pet owners have not experienced health problems with their dog or cat. However, for those who have, the problems vary.

- ❖ Although fleas and/or ticks, as well as ear infections, are cited as the top health problem experienced by dog owners, they were mentioned by only 6% of dog owners.
- ❖ Similarly, although hairballs are cited as the top health problem experienced by cat owners, it was only mentioned by 6% of cat owners.

What is the single greatest health problem you have experienced with your pet?

Top 3 responses

Dog owners

- ✓ Fleas and/or ticks (6%)
- ✓ Ear infections (6%)
- ✓ Allergies (5%)
- No health problems: 41%

Cat owners

- ✓ Hairballs (6%)
- ✓ Fleas and/or ticks (5%)
- ✓ Urinary tract infections (4%)
- No health problems: 46%



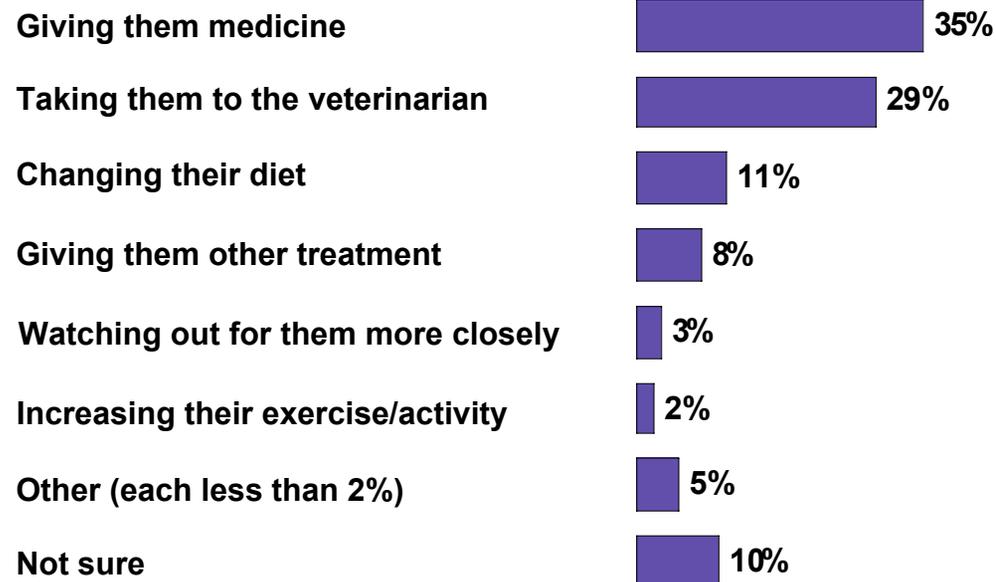
Steps Taken to Address Health Problem

More than one-third of pet owners (35%) have given their dog or cat medicine to address their health problem.

- ❖ Three out of ten pet owners (29%) have taken their pet to a veterinarian.

What steps are you taking to address this health problem?

Multiple responses allowed



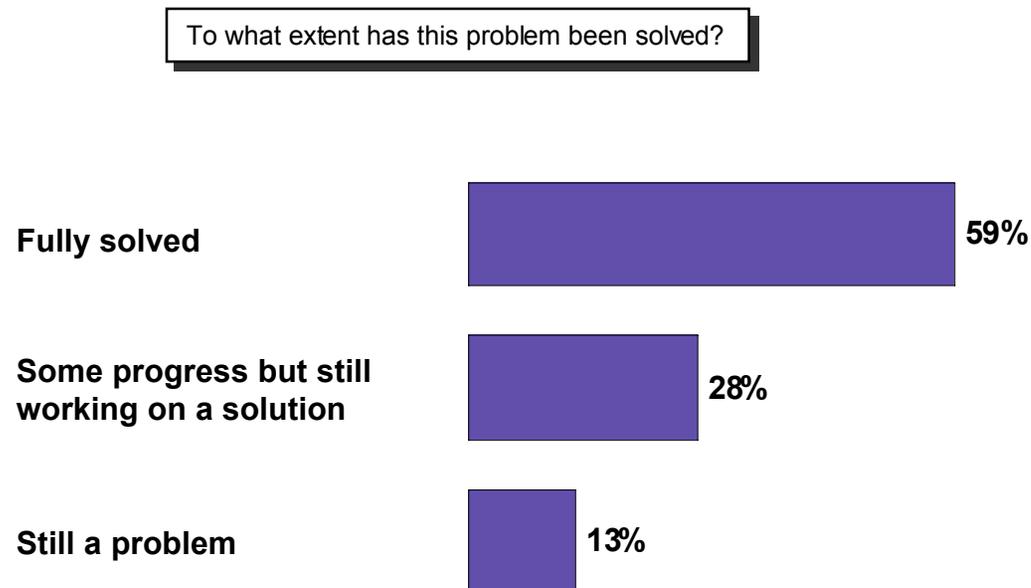
Base: Have experienced/recall the single greatest health problem with pet (n=1066)



Extent to Which Problem Has Been Solved

Over half of pet owners (59%) say their pet's health problem has been fully solved.

- ❖ More than one-quarter of pet owners (28%) have made some progress on solving their pet's behavior problem, but are still working on a solution.



Base: Have experienced/recall the single greatest health problem with pet (n=1066)



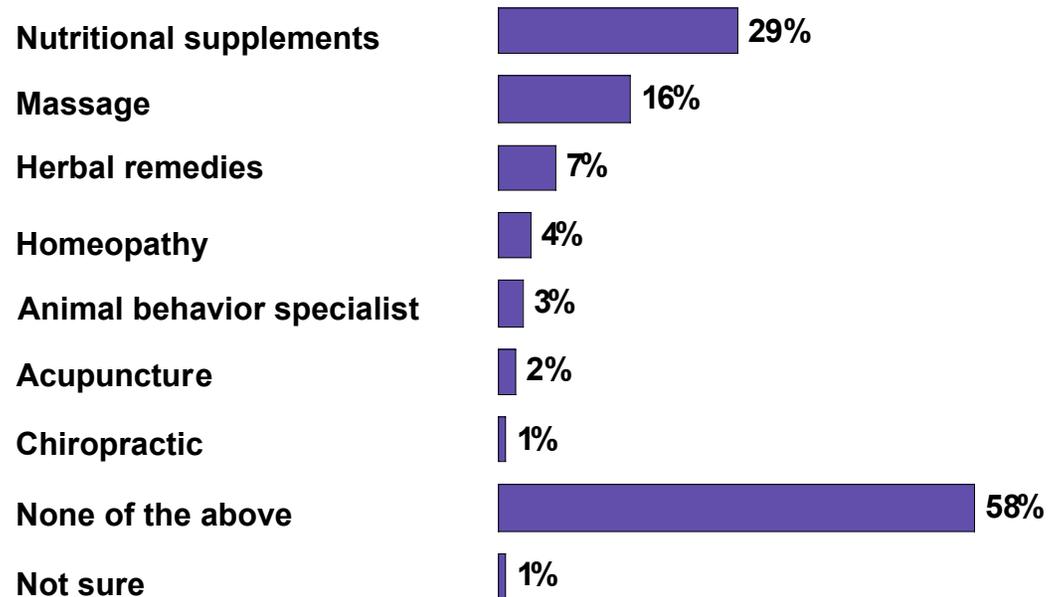
Whether Have Considered / Sought Alternative Health Remedies

Nearly three out of ten pet owners (29%) have considered or sought nutritional supplements as an alternative health remedy for their pet.

- ❖ It is also interesting to note that sixteen percent of pet owners have either considered or sought a massage for their dog or cat.

Have you ever considered or sought any of the following alternative health remedies for your pet's health?

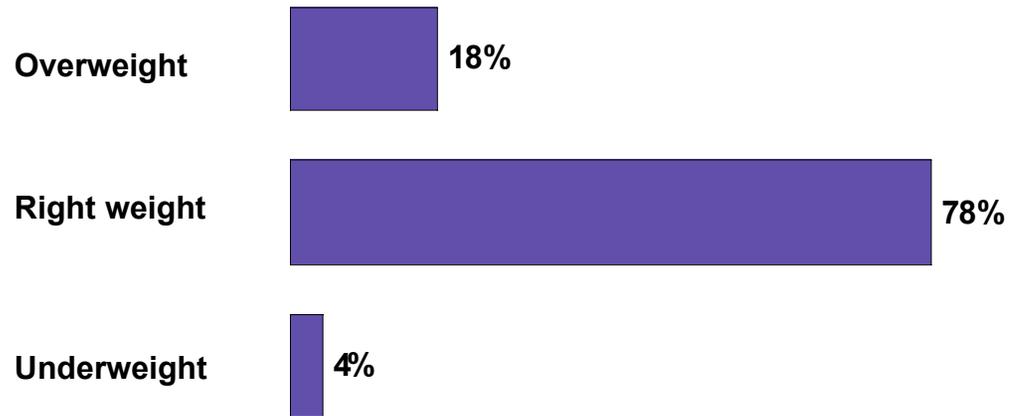
Multiple responses allowed



Pet's Weight

The majority of pet owners (78%) consider their pet to be just the right weight.

Do you think your pet is overweight, the right weight, or underweight?



Demographic Profile of Pet Owners

<u>Gender</u>	<u>%</u>
Male	32
Female	68

<u>Age</u>	<u>%</u>
18 - 24	10
25 - 29	9
30 - 34	11
35 - 39	13
40 - 49	25
50 - 64	20
65 or older	12

<u>Race</u>	<u>%</u>
White	85
Black	6
Asian	1
Hispanic	4
Other	1
Refused	3

<u>Hispanic Origin</u>	<u>%</u>
Yes	6
No	92
Refused	2

<u>Marital Status</u>	<u>%</u>
Married	59
Unmarried couple living together	4
Single, never married	19
Divorced/Separated	10
Widowed	6
Refused	2

<u>Children under 18 in Household</u>	<u>%</u>
Yes	39
No	60
Refused	1

<u>Total Family Income</u>	<u>%</u>
Less than \$20,000	10
\$20,000 - \$34,999	15
\$35,000 - \$49,999	21
\$50,000 - \$74,999	17
\$75,000 - \$99,999	9
\$100,000+	7
Refused	21
Mean (000's)	52.1
Median (000's)	45.2

<u>Region</u>	<u>%</u>
Northeast	17
Midwest	24
South	35
West	24

<u>Education</u>	<u>%</u>
8th grade or less	2
Some high school	5
High school graduate	31
Some college	26
College graduate	25
Postgraduate study	10
Refused	1

<u>Use the Internet</u>	<u>%</u>
Yes	56
No	42
Refused	2

<u>Internet Usage</u>	<u>%</u>
Once a day or more	64
At least once per week	27
At least once per month	6
Less than once per month	3
Varies too much to say	0
Don't know/Refused	0

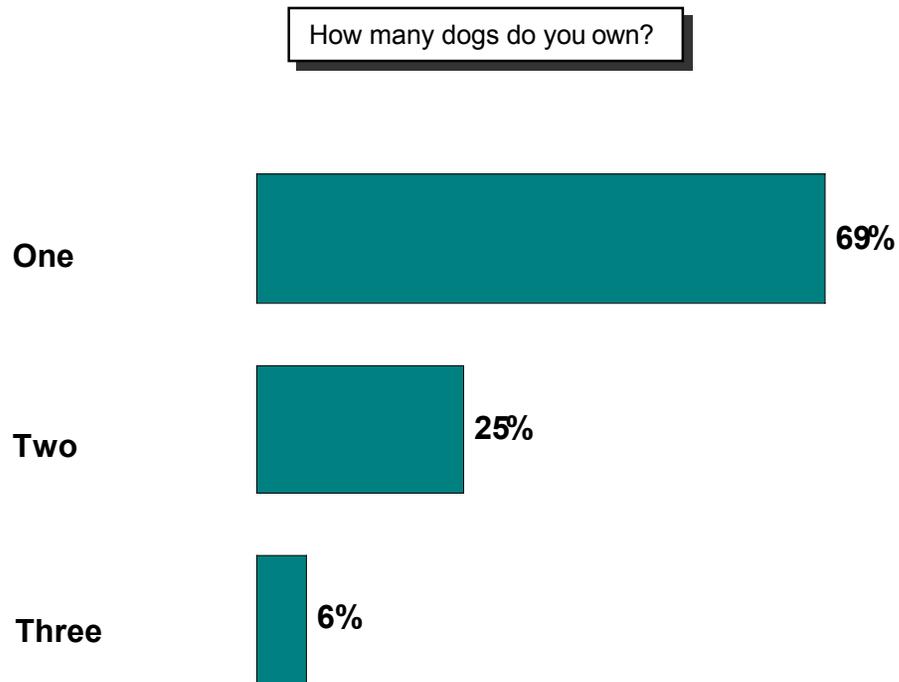


***Detailed Findings
“Dog Owners”***



Number of Dogs Own

The majority of dog owners (69%) own only one dog.



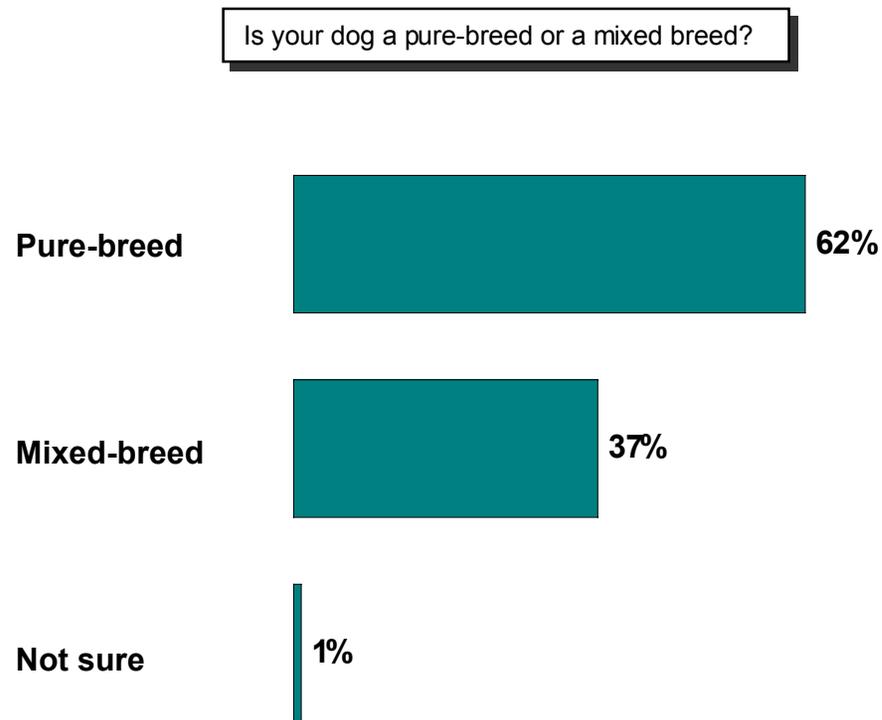
Average number of dogs: 1.4



Breed of Dog

Pure-breed dogs outnumber mixed-breed dogs.

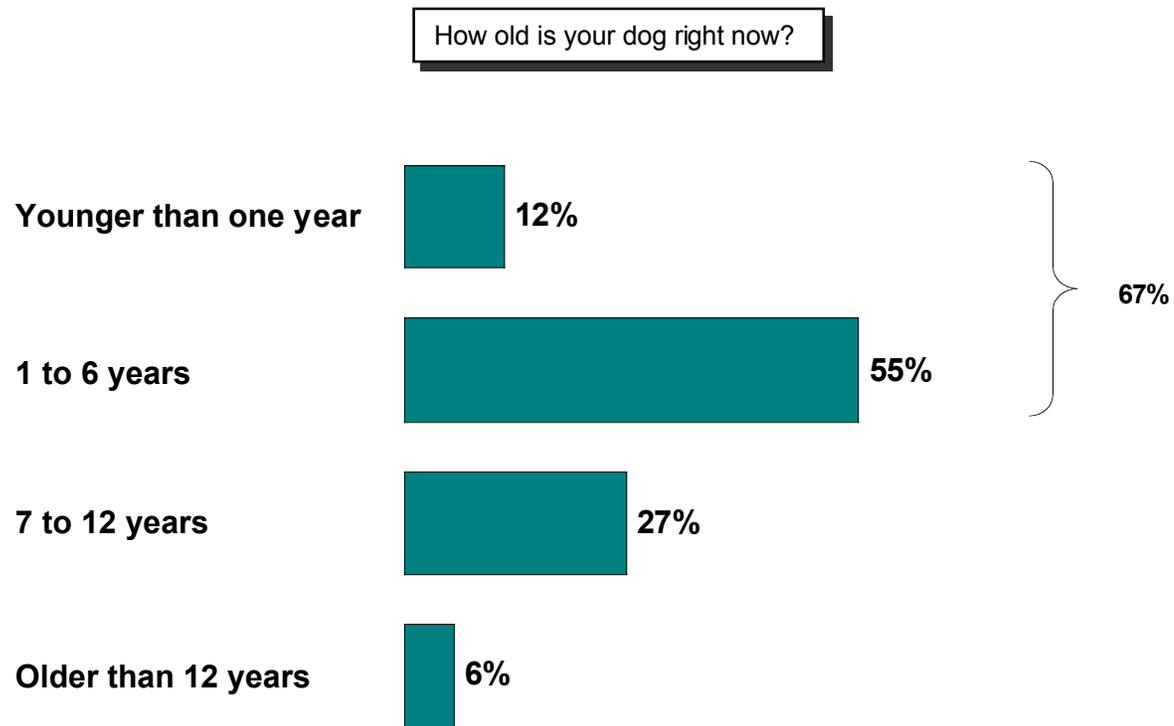
- ❖ Three out of five dog owners (61%) own a pure-breed dog.



Age of Dog

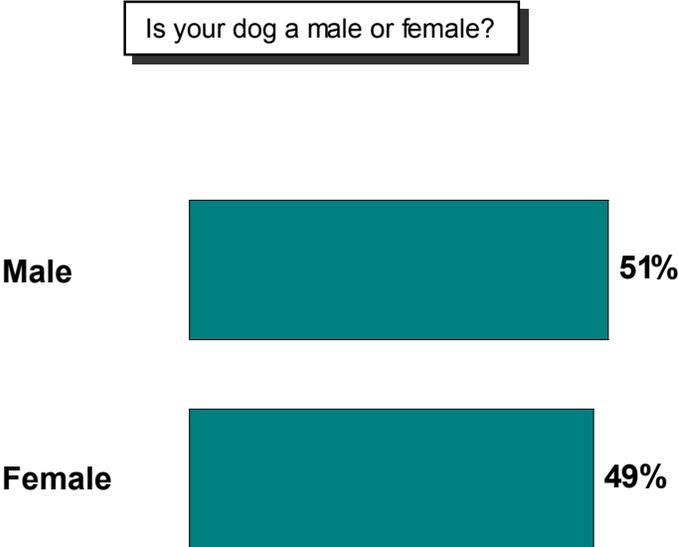
Two-thirds of dog owners (67%) own a dog that is under seven years of age.

- ❖ One-quarter of dog owners (27%) own a dog age seven to twelve.
- ❖ Very few dog owners (6%) own a dog older than twelve.



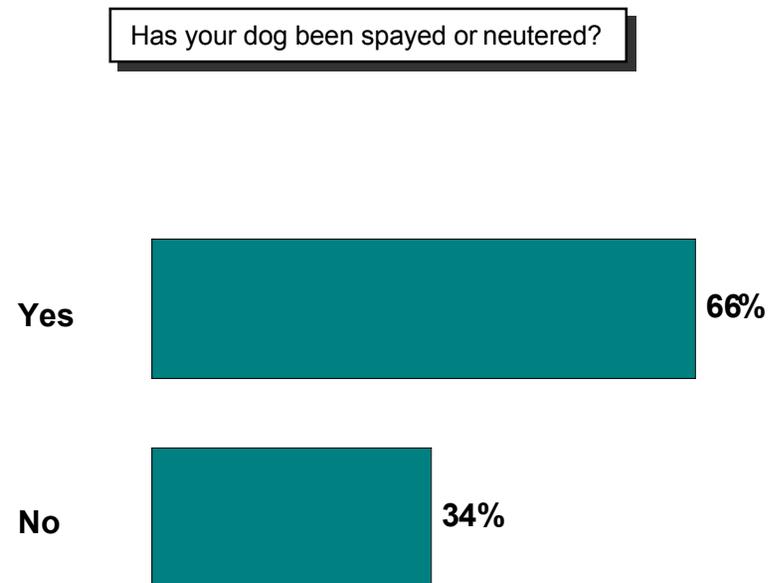
Gender of Dog

The number of male dogs owned versus female dogs owned is evenly split (51% versus 49% respectively).



Whether Dog Has Been Spayed or Neutered

Although two-thirds of dog owners (66%) report their dog has been spayed or neutered, this leaves one-third of dog owners (34%) whose dog has not been spayed or neutered.



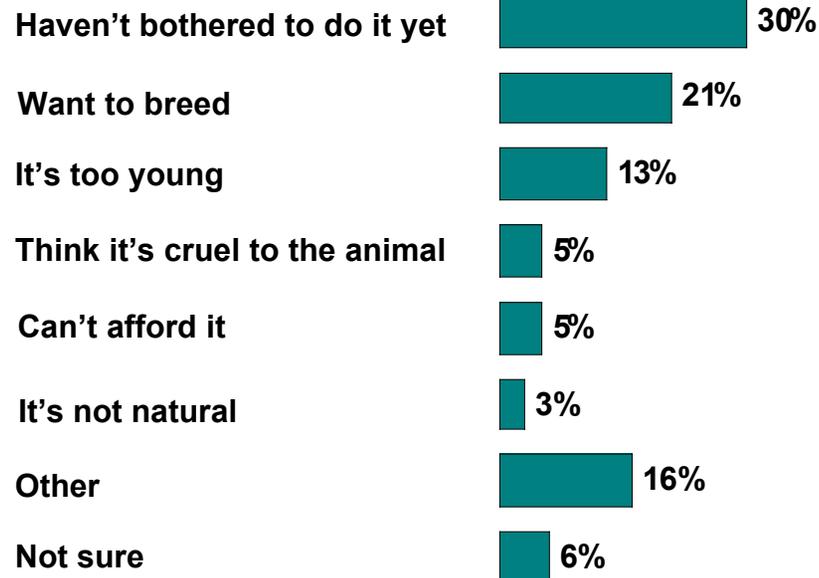
Reason Dog Has Not Been Spayed or Neutered

Among dog owners who have not had their dog spayed or neutered, three out of ten (30%) have simply not bothered to do it yet.

- ❖ One out of five dog owners (21%) who have not had their dog spayed or neutered wants to breed their dog.

Why hasn't your dog been spayed or neutered?

Multiple responses allowed



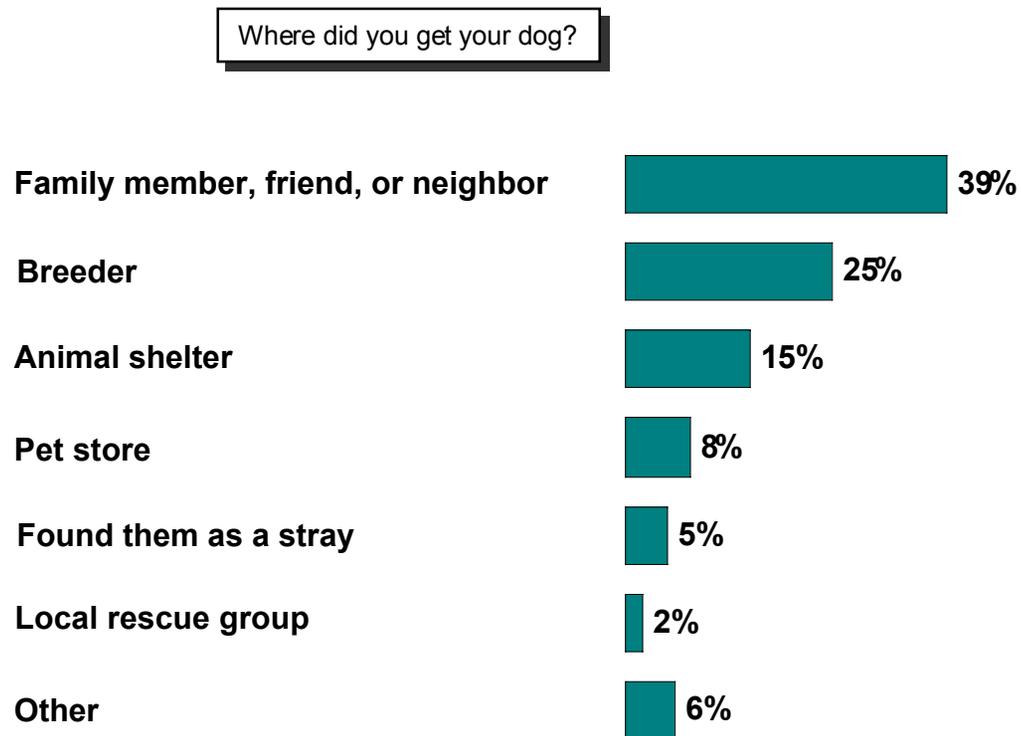
Base: Dog has not been spayed or neutered (n=336)



Where Owners Got Their Dog

Nearly two out of five dog owners (39%) got their dog from a family member, friend, or neighbor.

- ❖ One-quarter of dog owners (25%) got their dog from a breeder.

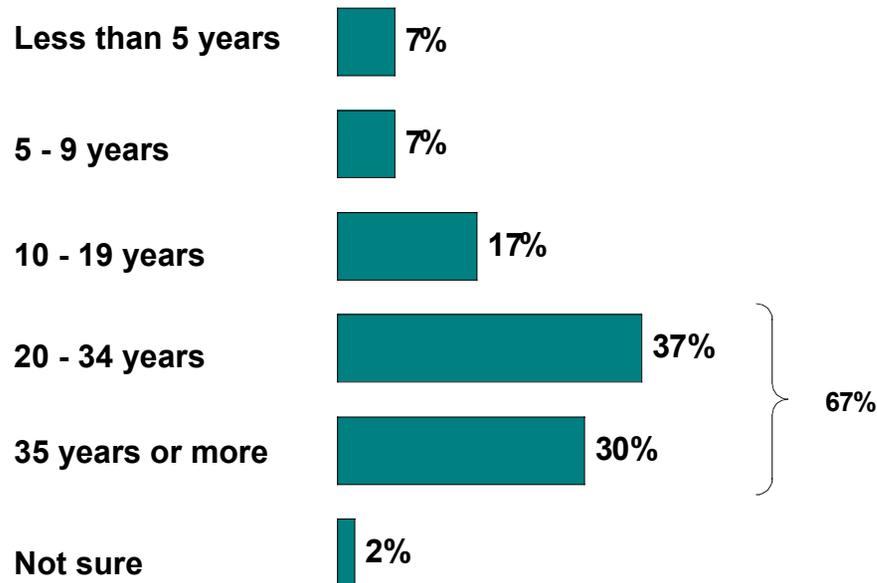


Number of Years As a Dog Owner

Over the course of their lifetime, the majority of current dog owners report that they have been a dog owner for many years.

- ❖ Two-thirds of dog owners (67%) have been dog owners for twenty years or more, including thirty percent who have been dog owners for more than thirty-five years.

Over the course of your lifetime, for how many years have you been a dog owner?

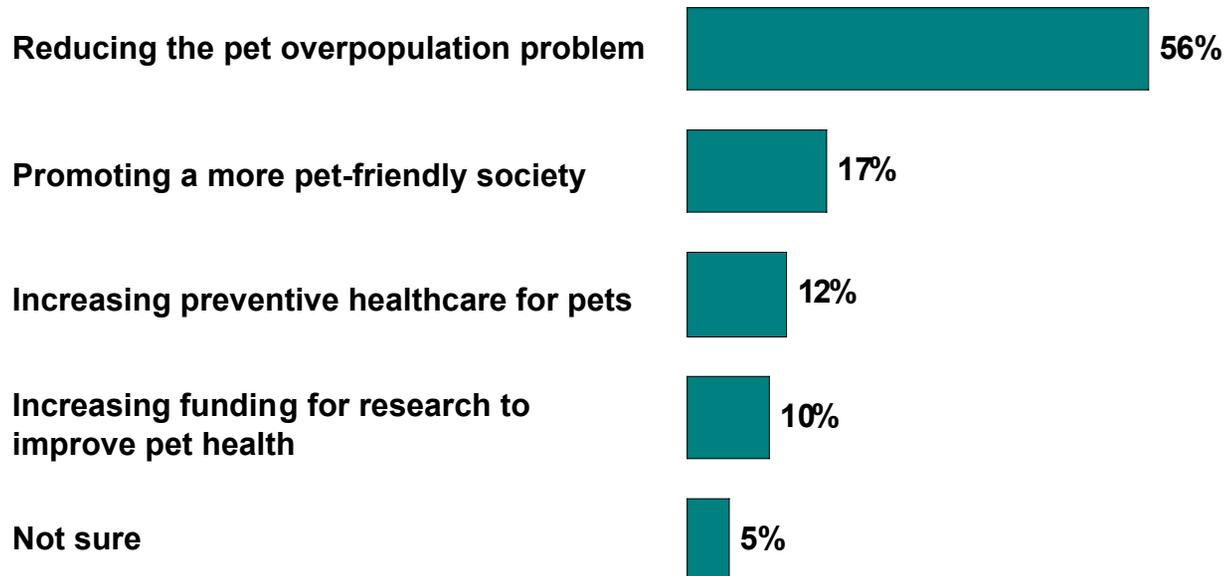


Issues Most Important to Dog Owners

Reducing the pet overpopulation problem is the issue most important to over half of dog owners (56%).

- ❖ Promoting a more pet-friendly society is most important to seventeen percent of dog owners.

Thinking about our country's pet population, which of the following issues is most important to you?

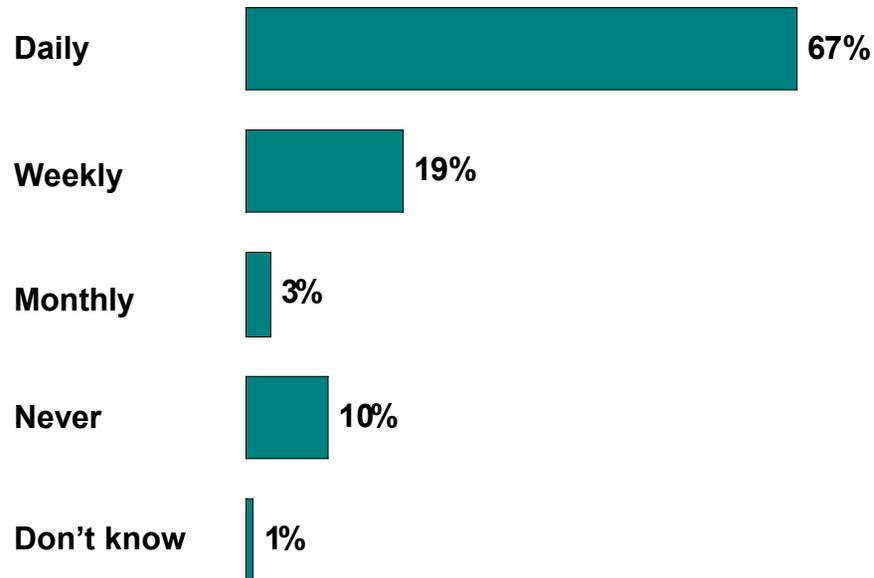


Frequency of Exercising Dog / Taking Dog For a Walk

Two-thirds of dog owners (67%) exercise their dog or take their dog for a walk daily.

- ❖ Two out of five dog owners (19%) do this weekly.

Do you exercise / take your dog for a walk daily, weekly, monthly, or never?

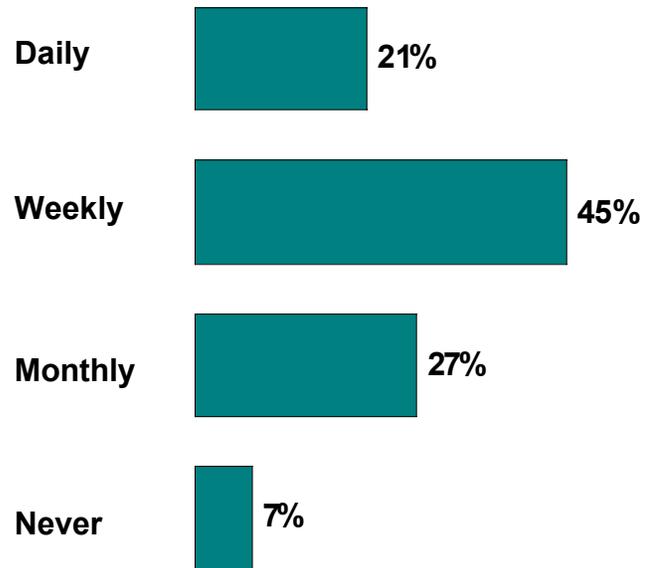


Frequency of Grooming Dog

Almost all dog owners report grooming their dog, if only monthly.

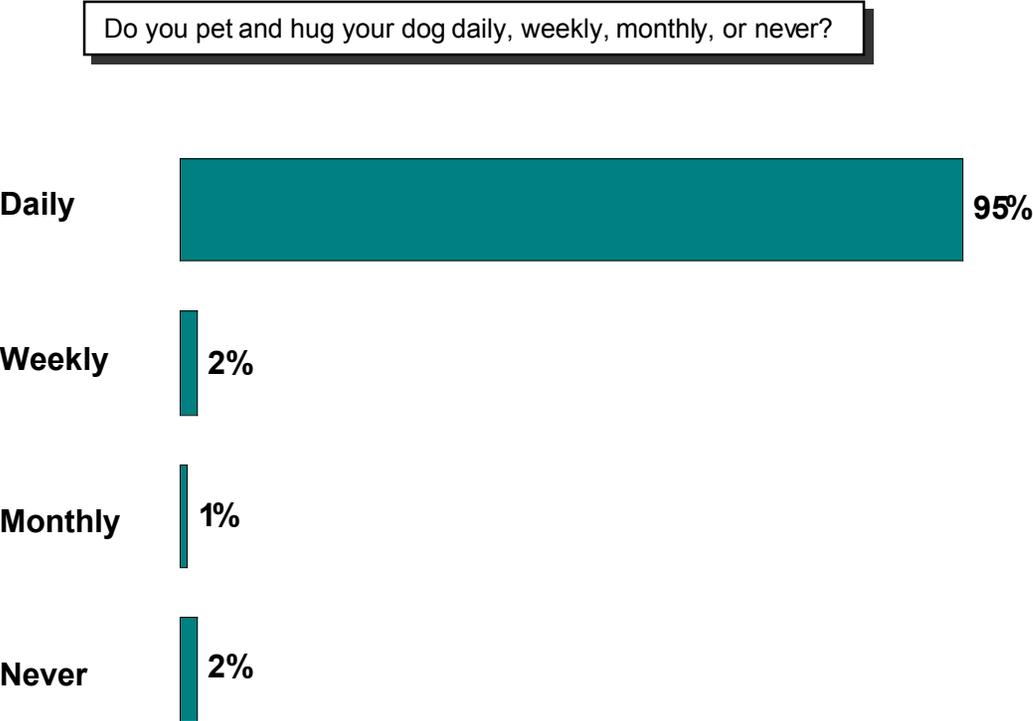
- ❖ Nearly half of dog owners (45%) groom their dog weekly.
- ❖ One out of five dog owners (21%) groom their dog daily.

Do you groom your dog daily, weekly, monthly, or never?



Frequency of Petting and Hugging Dog

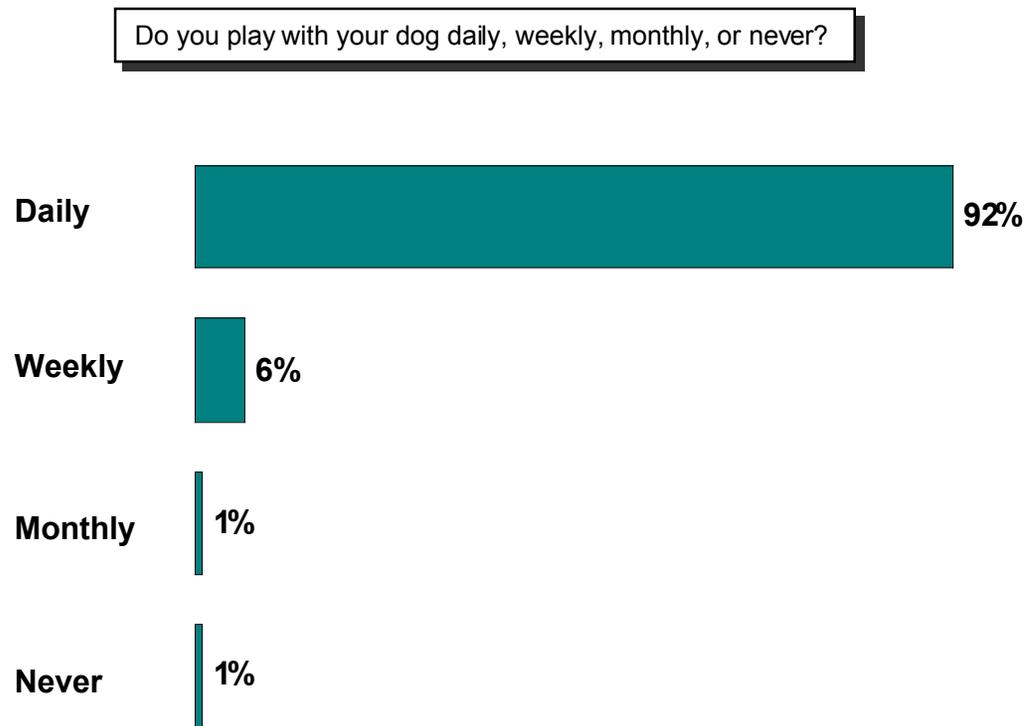
Almost all dog owners (95%) take time each day to pet and hug their dog.



Frequency of Playing with Dog

Dog owners also take time out each day to play with their dog.

- ❖ Nine out of ten dog owners (92%) say they play with their dog daily.



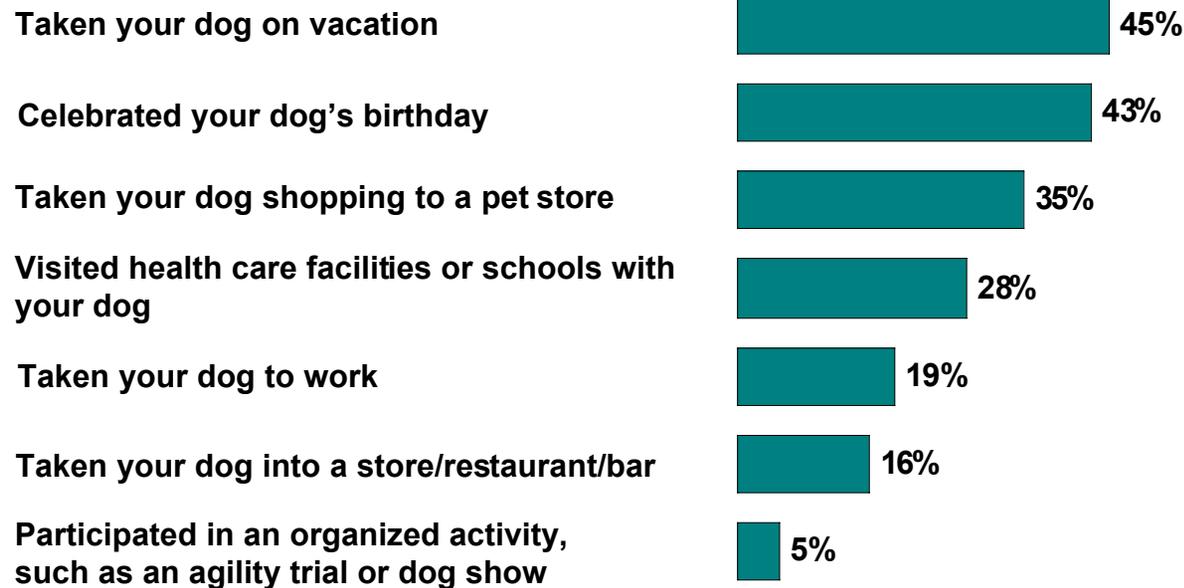
Activities Pet Owners Do with Their Dog

Many dog owners include their dog in special activities.

- ❖ More than two out of five dog owners (45%) have taken their dog on vacation.
- ❖ Additionally, over two out of five dog owners (43%) say they have celebrated their dog's birthday.
- ❖ One-third of dog owners (35%) have taken their dog shopping to a pet store.

Have you ever...?

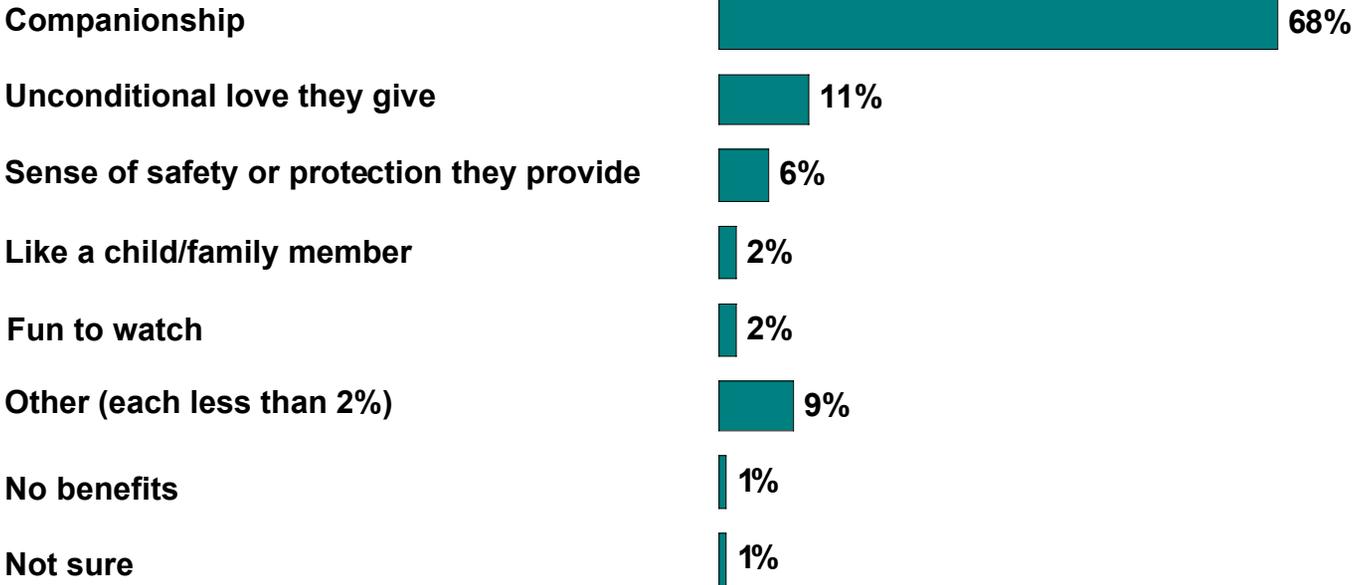
Summary of "Yes"



Greatest Benefit of Owning a Dog

Most dog owners (68%) agree that the greatest benefit of owning a dog is companionship.

What is the greatest benefit of owning your dog?

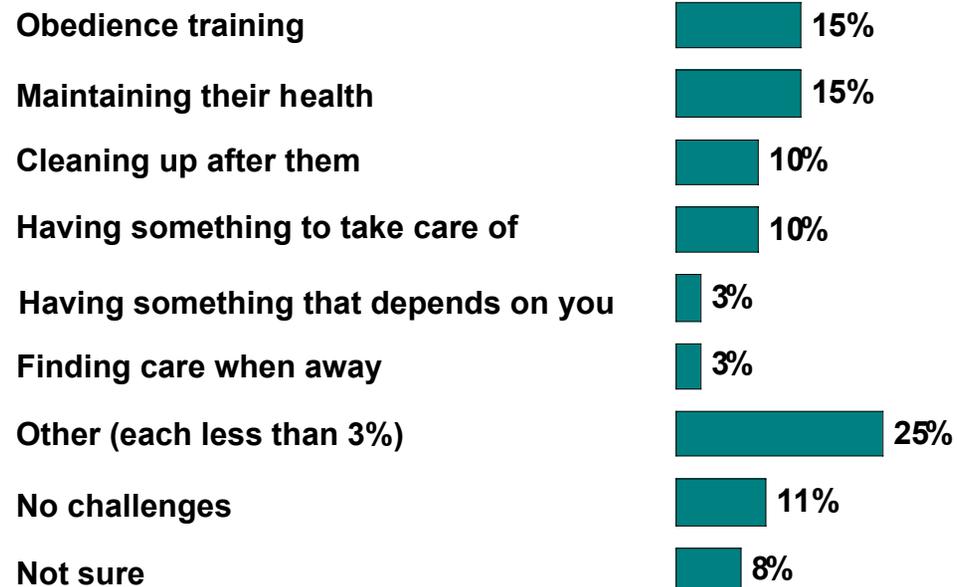


Greatest Challenge of Owning a Dog

Obedience training and maintaining their pet's health are the top challenges given by dog owners in owning a dog.

❖ Each of these were mentioned by 15% of dog owners.

What is the greatest challenge of owning a dog?

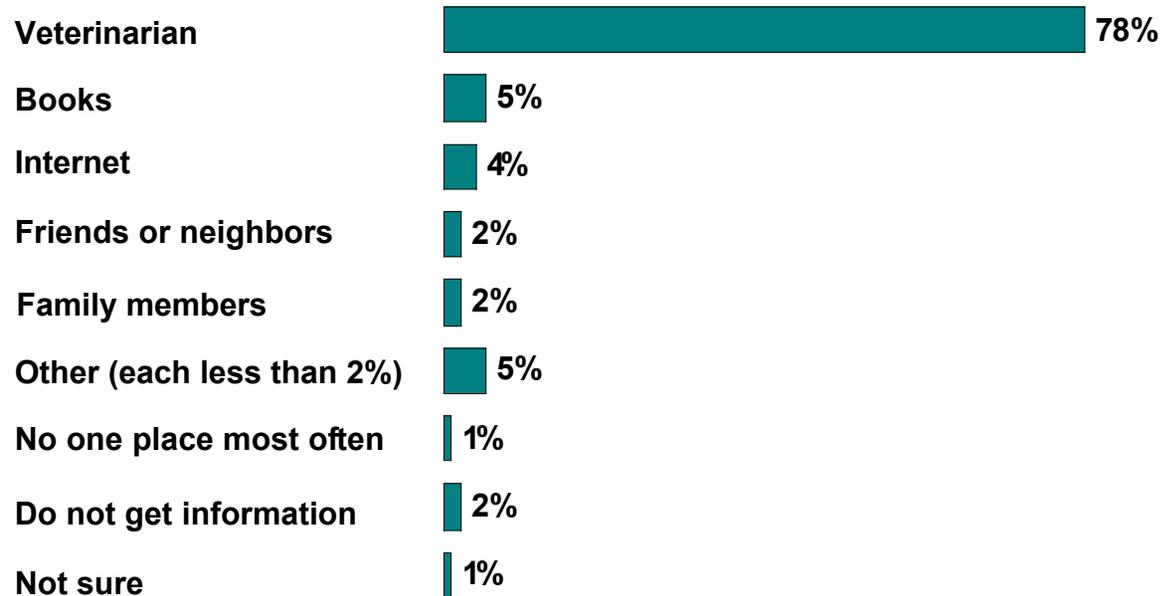


Sources of Information Owners Turn to About Their Dog

The most popular source turned to by dog owners for information about their dog is veterinarians.

- ❖ Other sources, such as books, the Internet, friends, and family members are turned to much less often by dog owners for information about their dog.

Where do you most often turn for information about your dog?



Dog Behavior

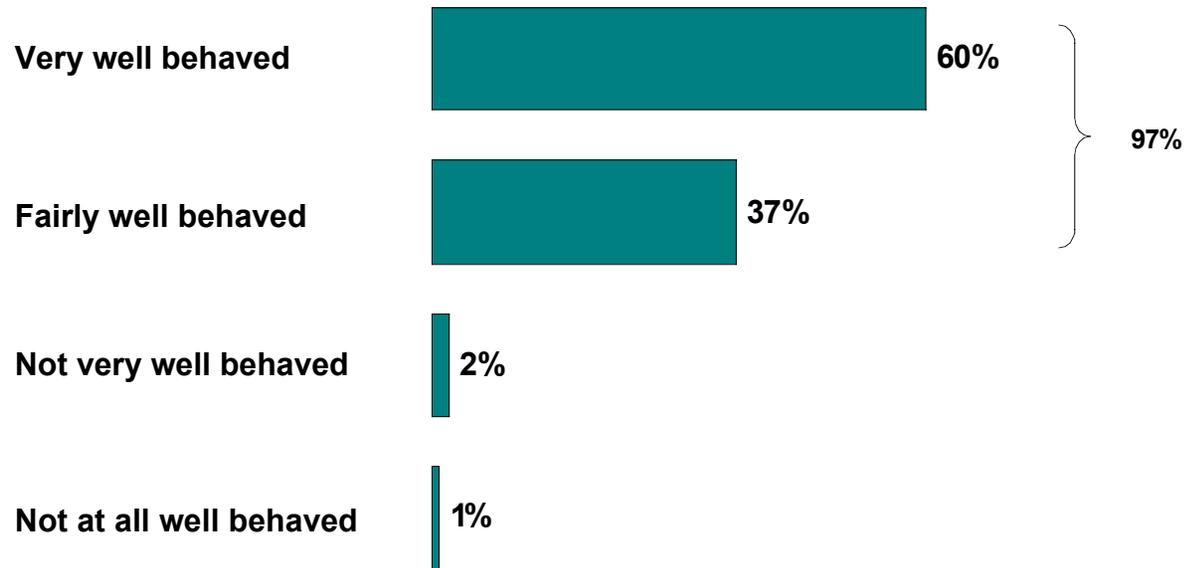


Behavior of Dog

Overall, nearly all dog owners (97%) say their dog is well behaved.

- ❖ This includes three out of five dog owners (60%) who say their dog is very well behaved.
- ❖ Very few dog owners (3%) say that, overall, their dog is not well behaved.

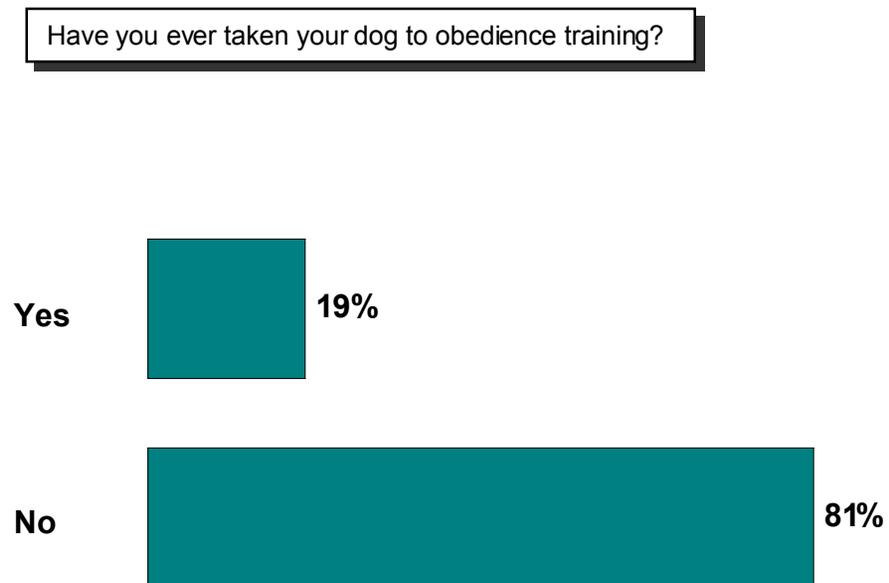
Overall, would you say your dog is very well behaved, fairly well behaved, not very well behaved, or not very well behaved at all?



Whether Have Taken Dog to Obedience Training

Not many dog owners have taken their dog to obedience training.

- ❖ Indeed, four out of five dog owners (81%) say they have not ever taken their dog to obedience training.

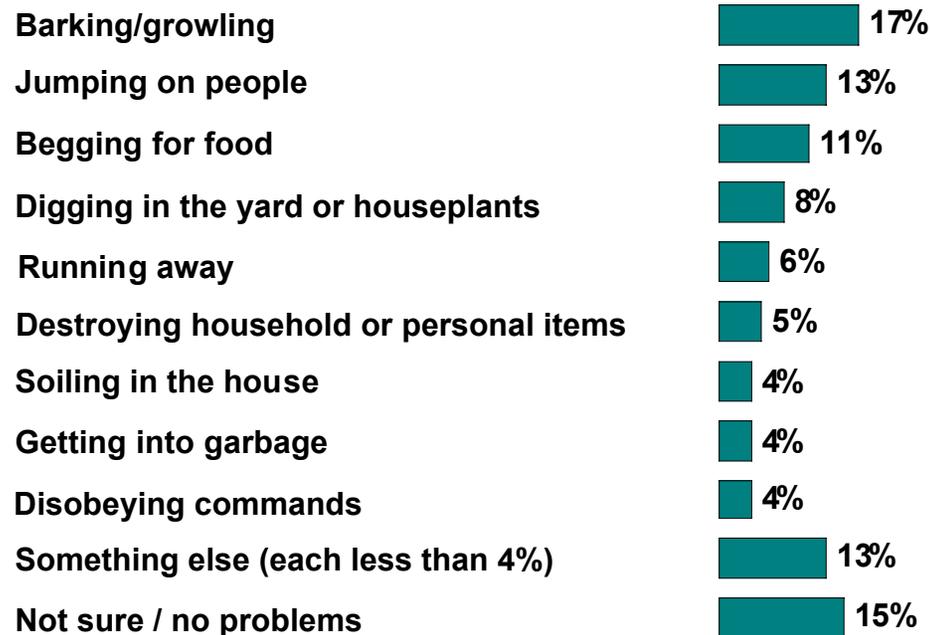


Greatest Behavior Problem Experienced with Dog

The single greatest behavior problem with their dog, experienced by nearly one out of five dog owners (17%), is barking and growling.

- ❖ Jumping on people ranked second as the single greatest behavior problem, mentioned by thirteen percent of dog owners.
- ❖ Begging for food (11%) was a close third.

Which of the following is the single greatest behavior problem you have experienced with your dog?

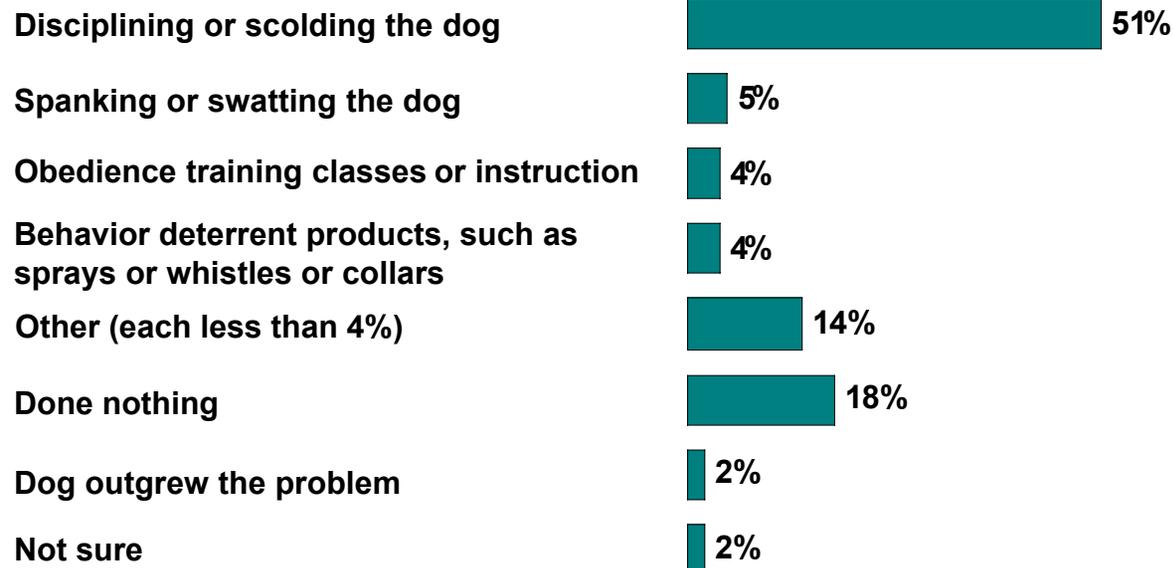


Method of Handling Dog's Problem

Among dog owners who have experienced behavior problems with their dog, over half (51%) have disciplined or scolded their dog.

- ❖ Other methods of handling their dog's behavior problem were not as common among dog owners.
- ❖ Doing nothing to handle the dog's problem was mentioned by nearly one out of five (18%) dog owners.

How have you handled your dog's problem?

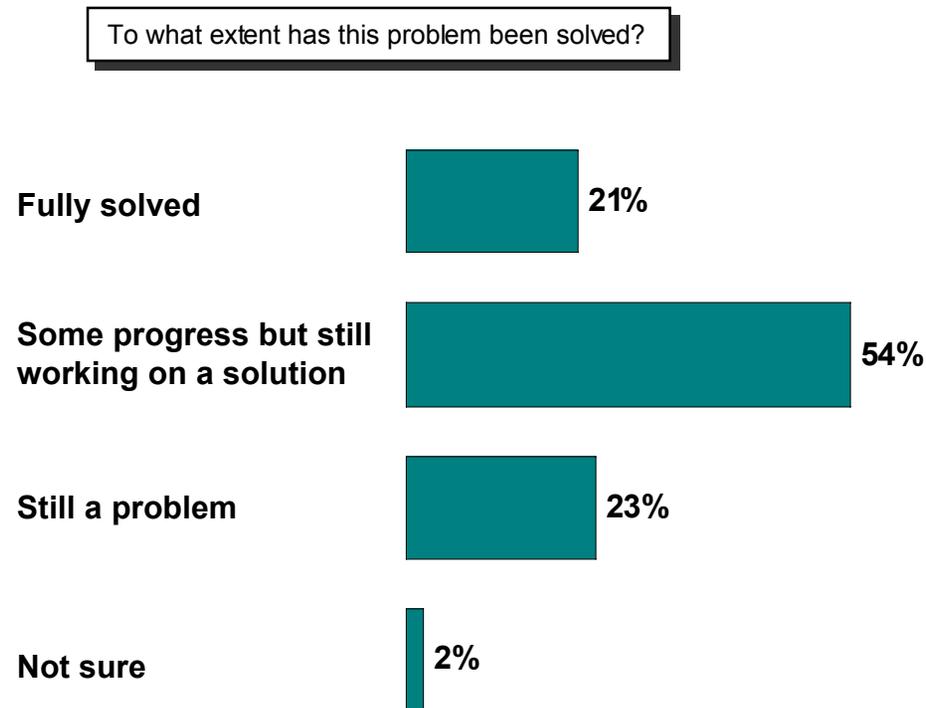


Base: Have experienced/recall the single greatest behavior problem with dog (n=854)



Extent to Which Problem Has Been Solved

For most behavior problems experienced by dog owners with their dog (54%), some progress has been made, but a solution is still being worked on.



Base: Have experienced/recall the single greatest behavior problem with dog (n=854)



Dog Health

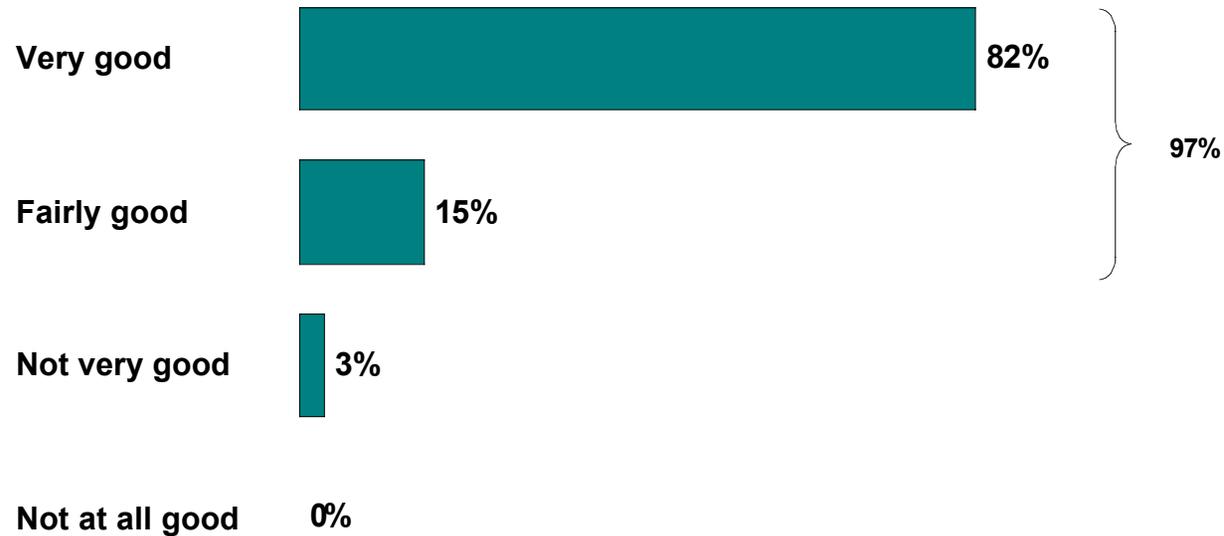


Dog's Overall Health

Overall, dog owners say their dog's health is good.

- ❖ In fact, the majority of dog owners (82%) say their dog's health is very good.
- ❖ Fifteen percent say their dog's health is fairly good.

How would you describe your dog's overall health -- would you say their health is very good, fairly good, not very good, or not at all good?

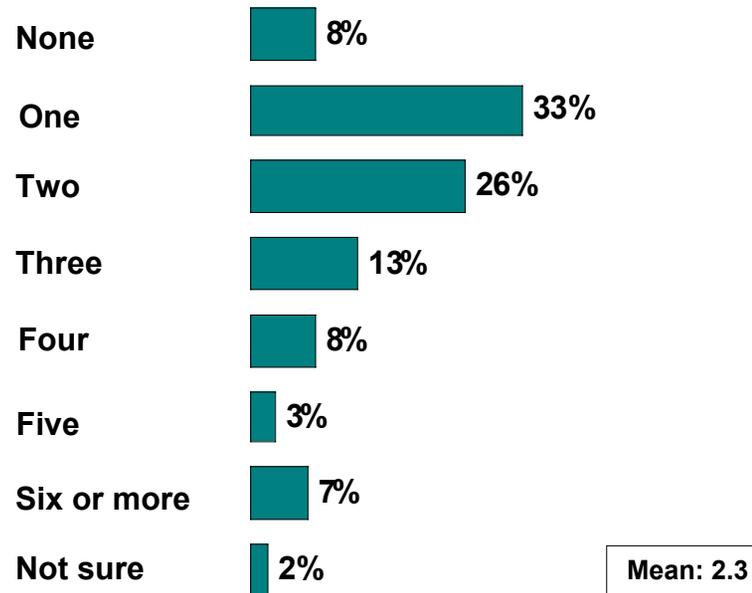


Number of Times Taken Dog to a Veterinarian

Nine out of ten dog owners (90%) have taken their dog to a veterinarian at least once in the past year.

- ❖ This includes over half of dog owners (57%) who have taken their dog to the veterinarian more than once.

In the past year, how many times did you take your dog to a veterinarian?

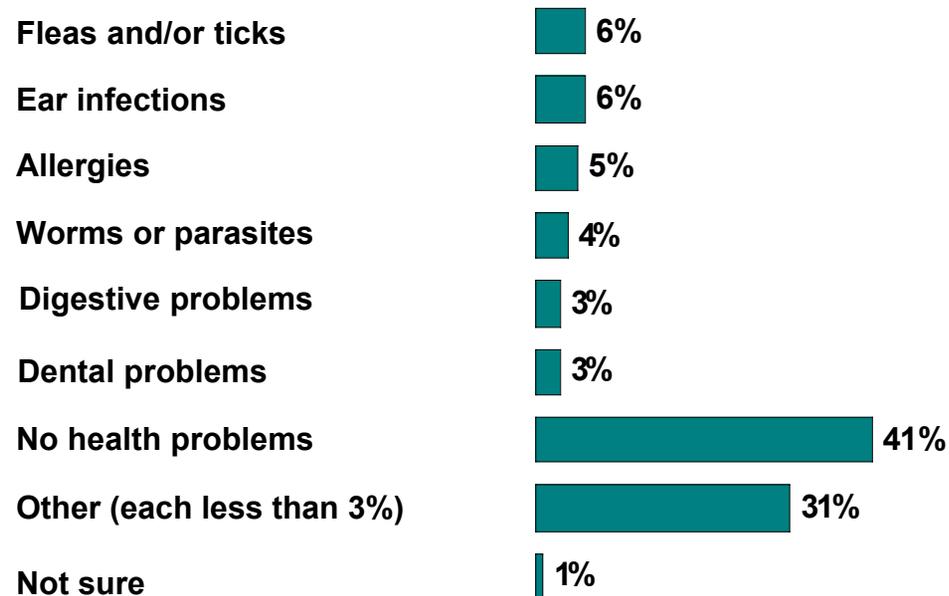


Greatest Health Problem Experienced with Dog

Two out of five dog owners (41%) say they have not experienced any health problems with their dog.

- ❖ The top three most common problems, although mentioned by only a small percentage of dog owners, are fleas and ticks (6%), ear infections (6%), and allergies (5%).

What is the single greatest health problem you have experienced with your dog?



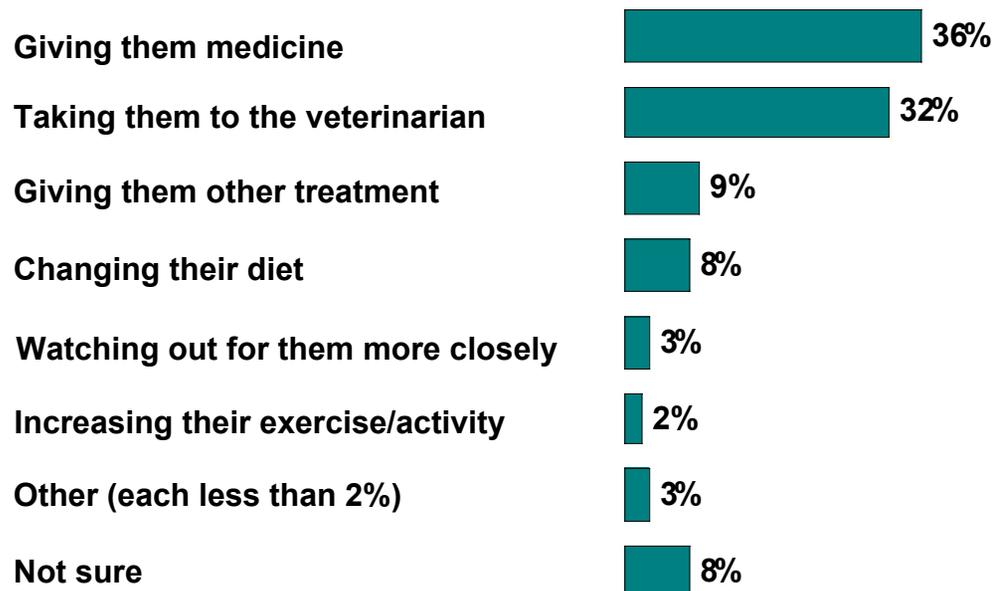
Steps Taken to Address Health Problem

Among dog owners who have experienced health problems with their dog, more than one-third (36%) have given their dog medicine to address the problem.

- ❖ An additional one-third (32%) have taken their dog to the veterinarian.

What steps are you taking to address this health problem?

Multiple responses allowed



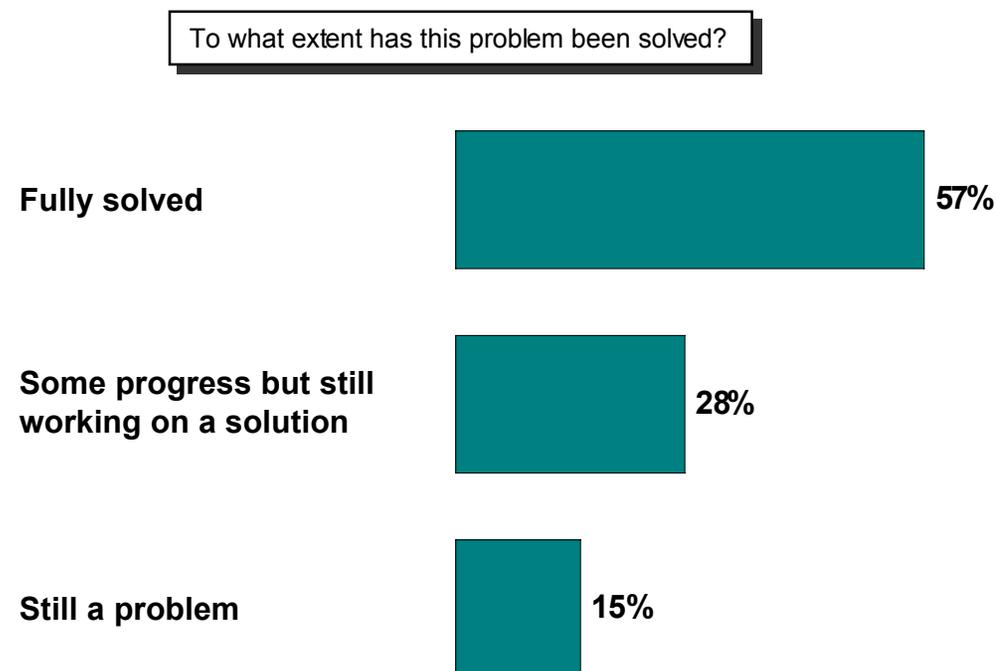
Base: Have experienced/recall the single greatest health problem with dog (n=561)



Extent to Which Problem Has Been Solved

Over half of dog owners (57%) who have experienced a health problem with their dog say the problem has been fully solved.

- ❖ An additional one-quarter of dog owners (28%) say they have made progress, but are still working on a solution.
- ❖ Fifteen percent of dog owners are still experiencing the problem.



Base: Have experienced/recall the single greatest health problem with dog (n=561)



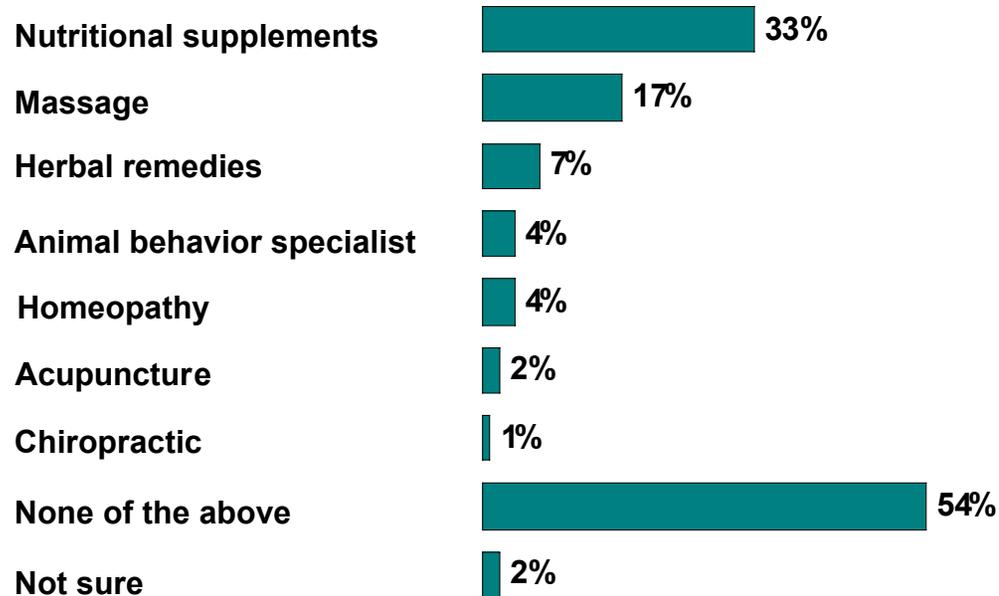
Whether Have Considered / Sought Alternative Health Remedies

Alternative health remedies have been considered or sought out by more than two out of five dog owners (44%).

- ❖ One-third of dog owners (33%) have considered or sought out nutritional supplements.
- ❖ Seventeen percent of dog owners have considered or sought out a massage for their dog.

Have you ever considered or sought any of the following alternative health remedies for your dog's health?

Multiple responses allowed

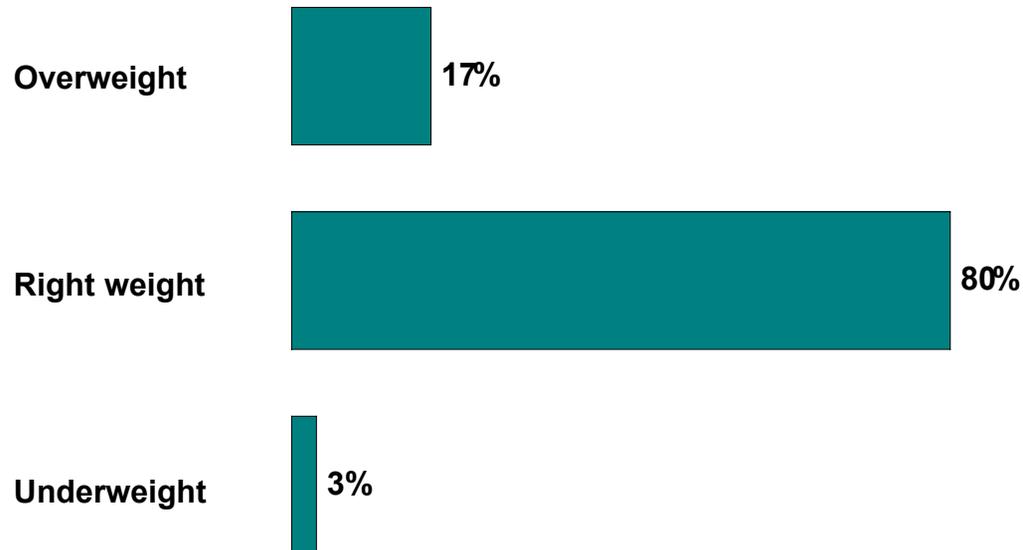


Dog's Weight

The majority of dog owners (80%) believe their dog is the correct weight.

- ❖ Only seventeen percent of dog owners think their dog is overweight.
- ❖ Even fewer (3%) think their dog is underweight.

Do you think your dog is overweight, the right weight, or underweight?



Demographic Profile of Dog Owners

<u>Gender</u>	<u>%</u>
Male	34
Female	66

<u>Age</u>	<u>%</u>
18 - 24	9
25 - 29	8
30 - 34	11
35 - 39	12
40 - 49	26
50 - 64	20
65 or older	13
Refused	1

<u>Race</u>	<u>%</u>
White	85
Black	6
Asian	1
Hispanic	5
Other	1
Refused	2

<u>Hispanic Origin</u>	<u>%</u>
Yes	7
No	91
Refused	2

<u>Marital Status</u>	<u>%</u>
Married	62
Unmarried couple living together	3
Single, never married	17
Divorced/Separated	9
Widowed	6
Refused	3

<u>Children under 18 in Household</u>	<u>%</u>
Yes	39
No	60
Refused	1

<u>Total Family Income</u>	<u>%</u>
Less than \$20,000	10
\$20,000 - \$34,999	14
\$35,000 - \$49,999	21
\$50,000 - \$74,999	19
\$75,000 - \$99,999	8
\$100,000+	7
Refused	21
Mean (000's)	53.4
Median (000's)	46.6

<u>Region</u>	<u>%</u>
Northeast	15
Midwest	25
South	37
West	23

<u>Education</u>	<u>%</u>
8th grade or less	2
Some high school	5
High school graduate	33
Some college	27
College graduate	23
Postgraduate study	8
Refused	2

<u>Use the Internet</u>	<u>%</u>
Yes	55
No	43
Refused	2

<u>Internet Usage</u>	<u>%</u>
Once a day or more	62
At least once per week	28
At least once per month	7
Less than once per month	3
Varies too much to say	0
Don't know/Refused	0

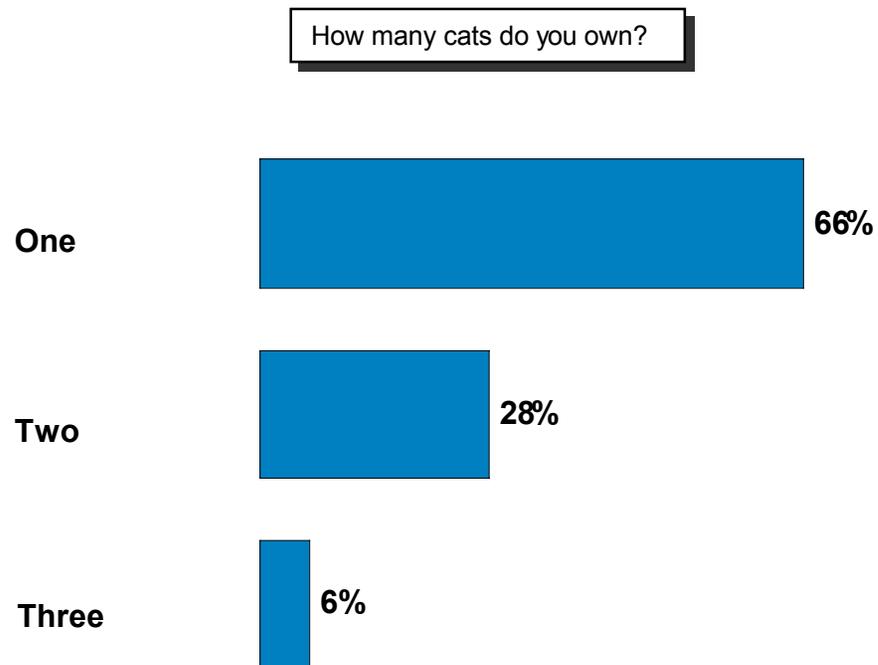


***Detailed Findings
“Cat Owners”***



Number of Cats Own

The majority of cat owners (66%) own only one cat.



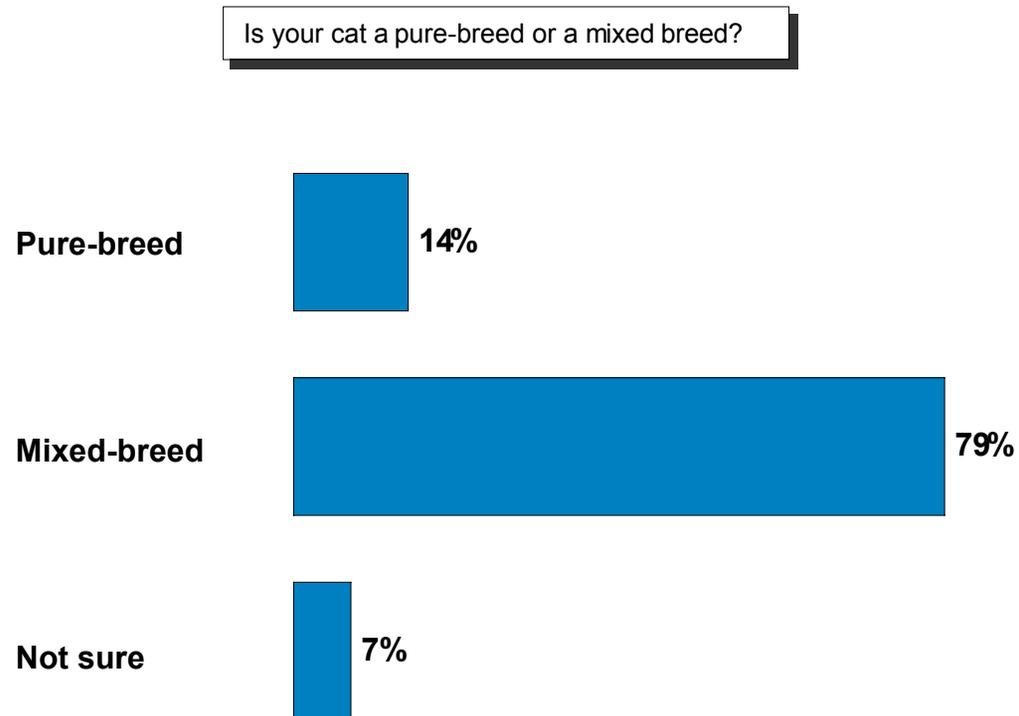
Average number of cats: 1.4



Breed of Cat

Not many cat owners (14%) own a pure-breed cat.

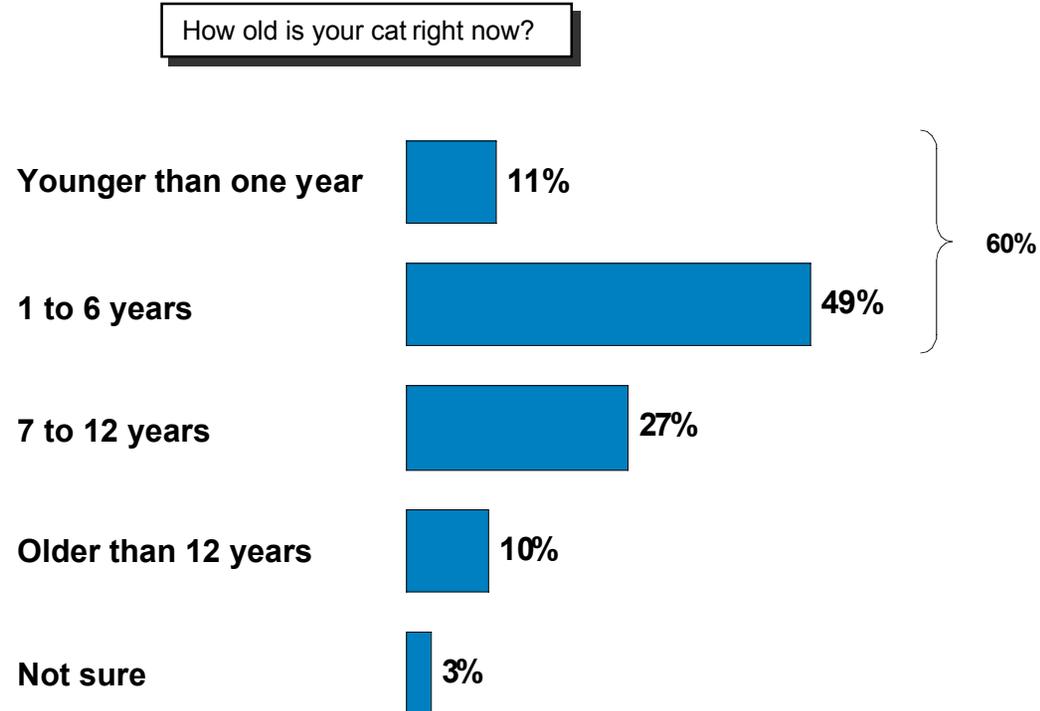
❖ The majority of cat owners (79%) own a mixed-breed.



Age of Cat

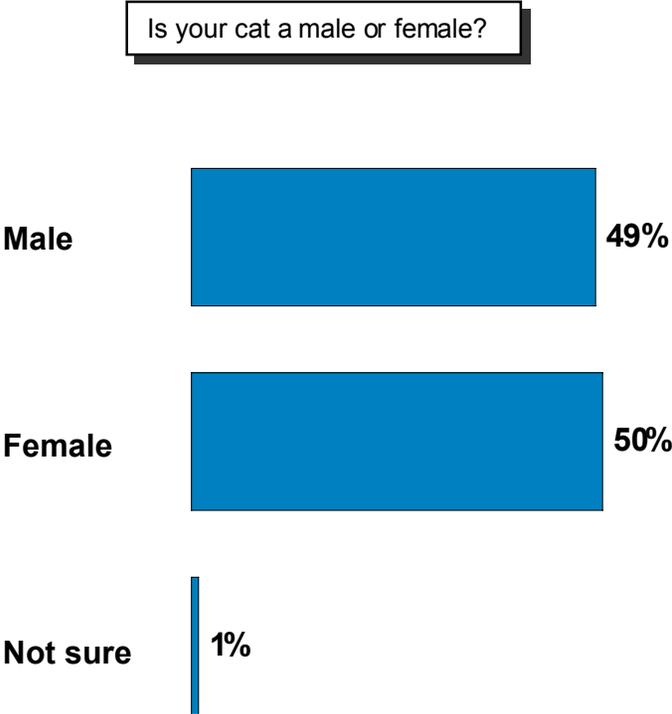
Three out of five cat owners (60%) own a cat that is under seven years of age.

- ❖ One-quarter of cat owners (27%) own a cat age seven to twelve.
- ❖ Ten percent of cat owners own a cat that is older than twelve.



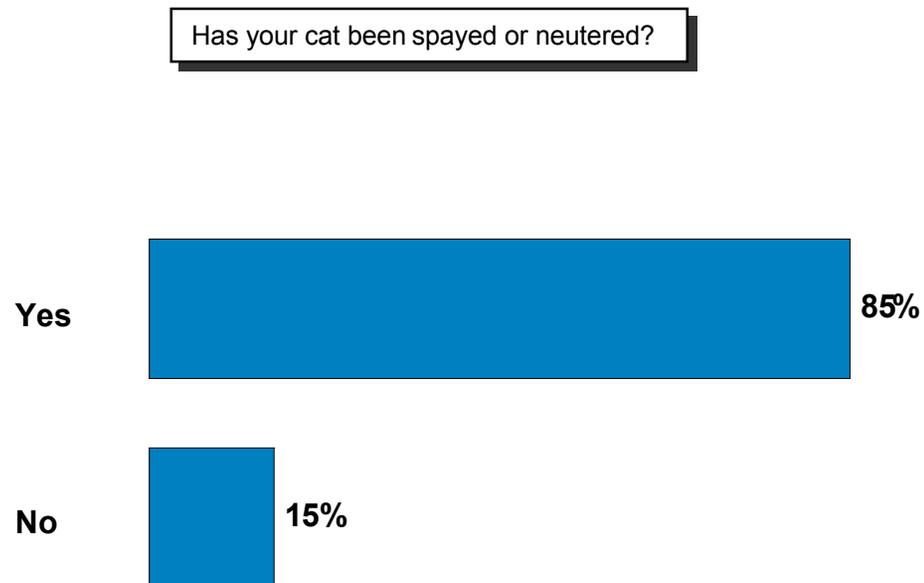
Gender of Cat

The number of male cats owned versus female cats owned is evenly split (49% versus 50% respectively).



Whether Cat Has Been Spayed or Neutered

More than four out of five cat owners (85%) have had their cat spayed or neutered.



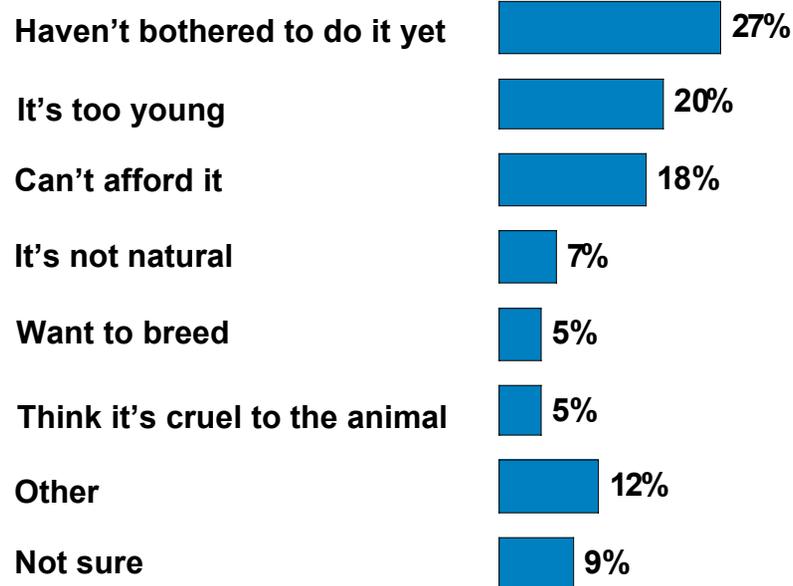
Reason Cat Has Not Been Spayed or Neutered

Among cat owners who have not had their cat spayed or neutered, more than one-quarter (27%) say they have just not bothered to do it yet.

- ❖ One out of five cat owners (20%) say their cat is too young.
- ❖ Eighteen percent of cat owners say they can not afford it.

Why hasn't your cat been spayed or neutered?

Multiple responses allowed



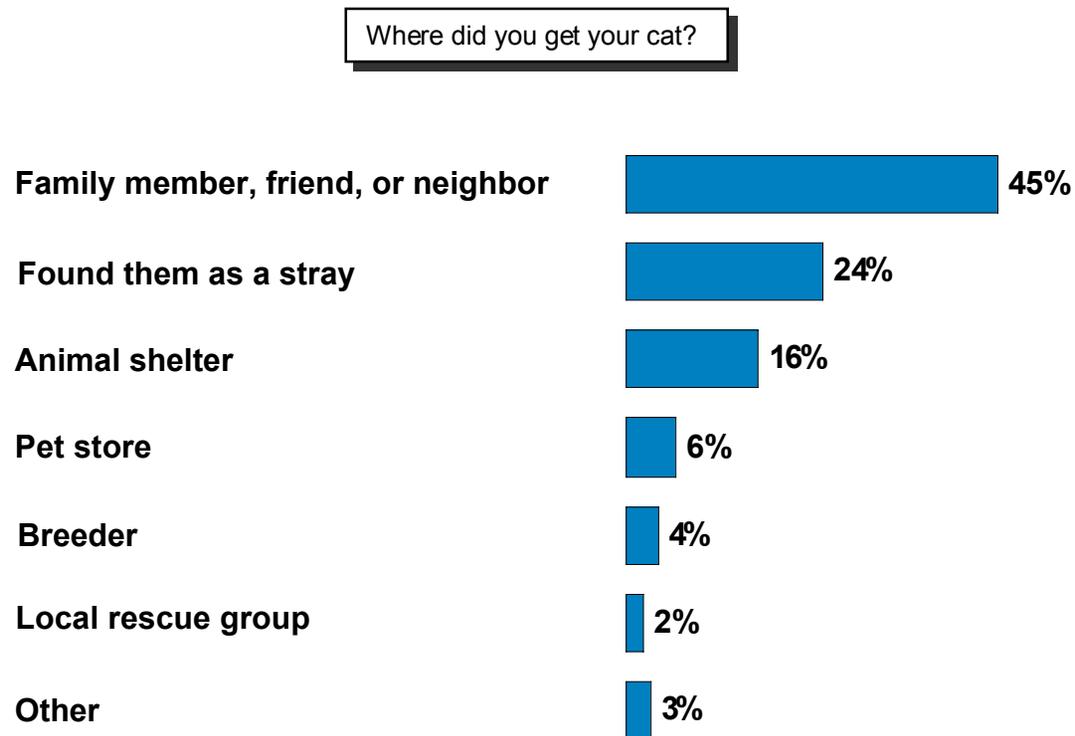
Base: Cat has not been spayed or neutered (n=147)



Where Owners Got Their Cat

Almost half of cat owners (45%) got their cat from a family member, friend, or neighbor.

- ❖ Nearly one-quarter of cat owners (24%) found their cat as a stray.

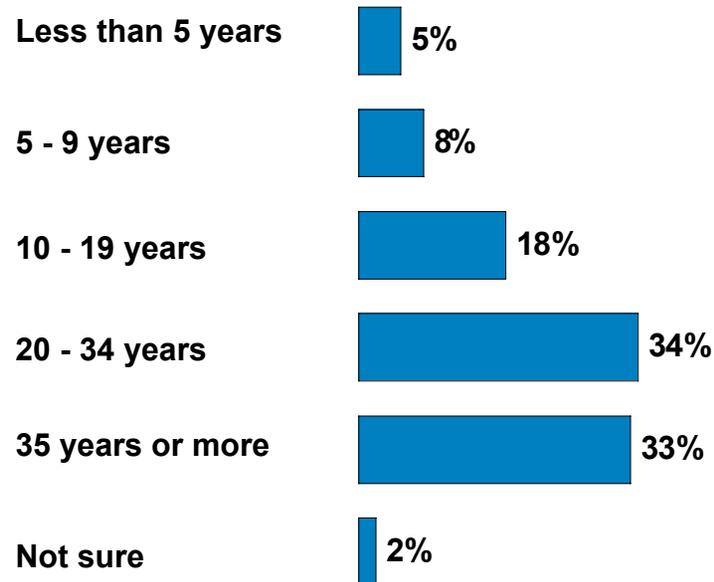


Number of Years As a Pet Owner

Over the course of their lifetime, two-thirds of cat owners (67%) have been pet owners for more than twenty years.

- ❖ This includes one-third of cat owners (33%) who have owned a pet for 35 years or more over the course of their lifetime.

Over the course of your lifetime, for how many years have you been a pet owner?



Mean = 27.6

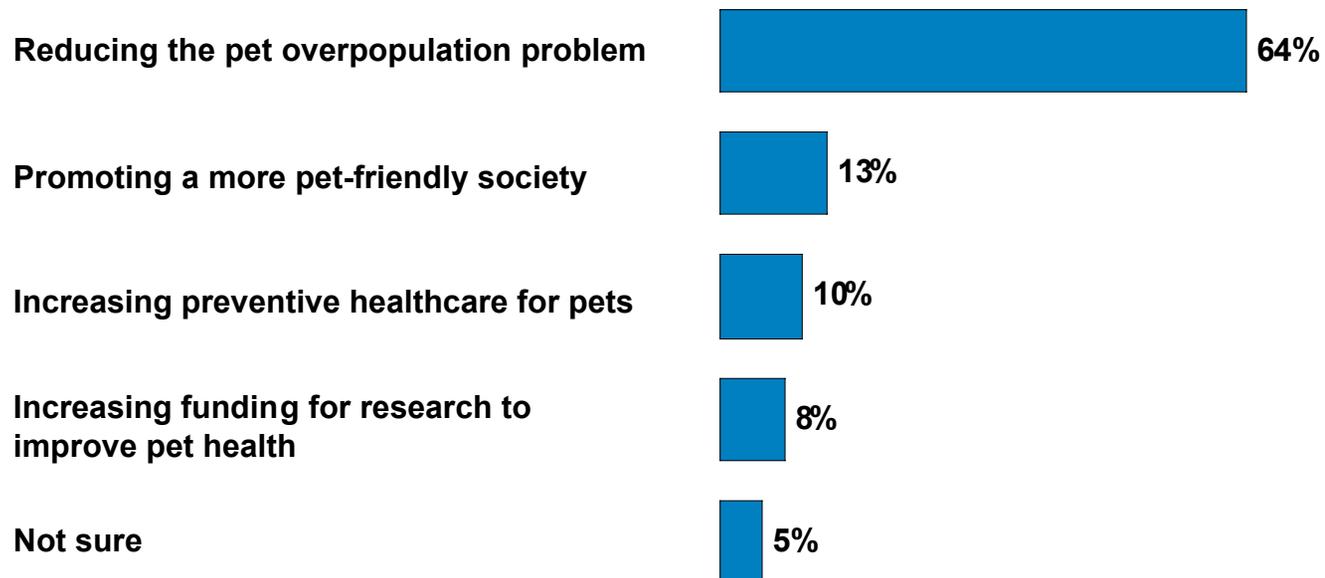


Issues Most Important to Cat Owners

Reducing the pet overpopulation problem is the issue most important to nearly two-thirds (63%) of cat owners.

- ❖ For more than one out of ten cat owners (13%), promoting a more pet-friendly society is the most important issue.
- ❖ Ten percent of cat owners feel it is important to increase preventive healthcare for pets.

Thinking about our country's pet population, which of the following issues is most important to you?

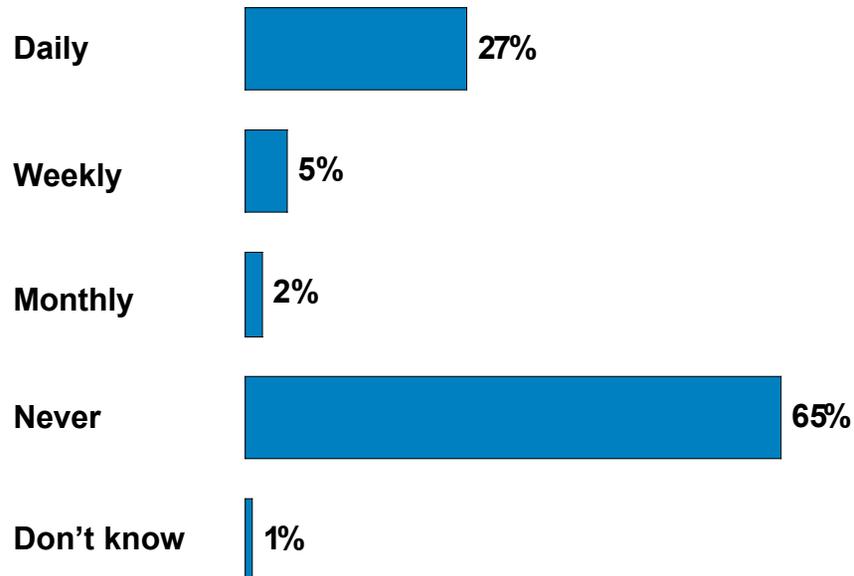


Frequency of Exercising Cat / Taking Cat For a Walk

Most cat owners (65%) never exercise their cat or take their cat for a walk.

- ❖ However, one-quarter of cat owners (27%) do in fact exercise their cat or take their cat for a walk daily.

Do you exercise / take your cat for a walk daily, weekly, monthly, or never?

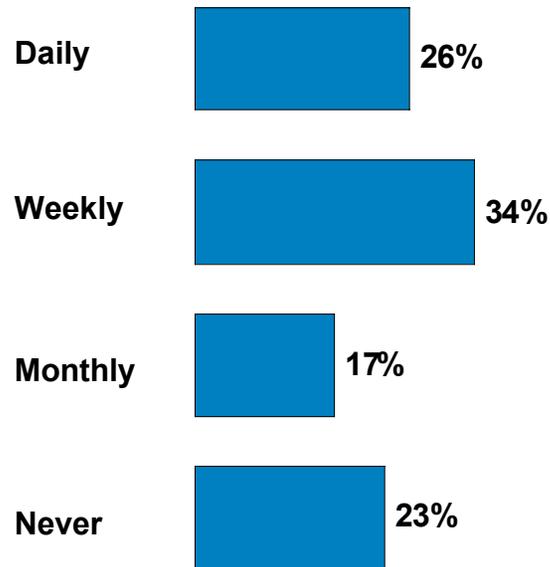


Frequency of Grooming Cat

More than three-fourths of cat owners (77%) groom their cat.

- ❖ One-quarter (26%) groom their cat daily.
- ❖ One-third (34%) groom their cat weekly.
- ❖ Seventeen percent groom their cat monthly.

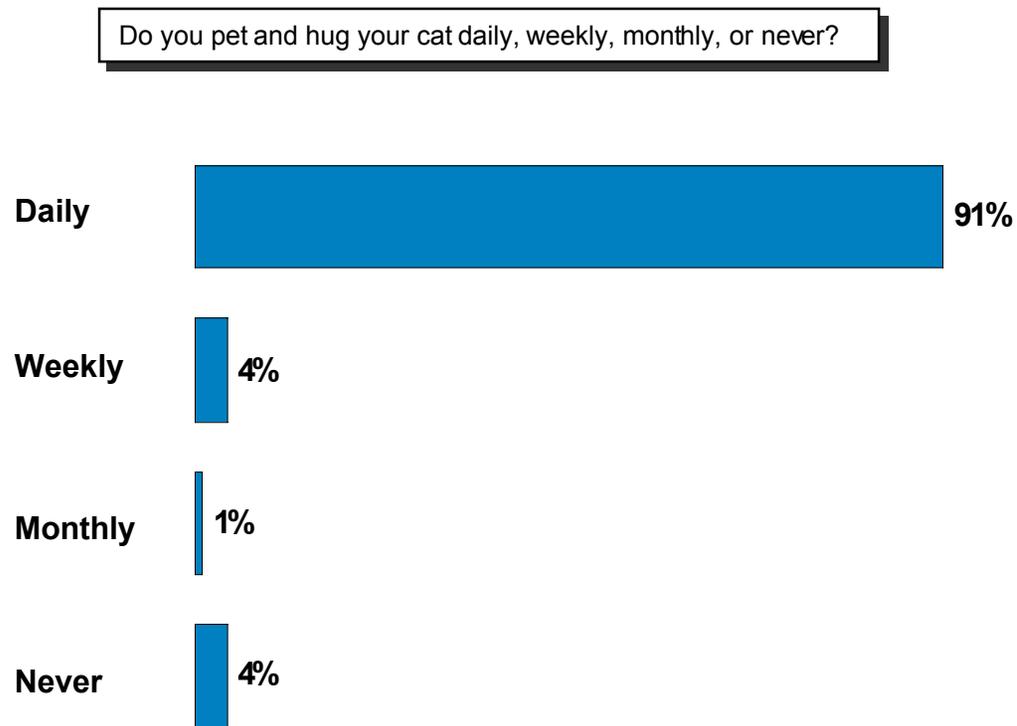
Do you groom your cat daily, weekly, monthly, or never?



Frequency of Petting and Hugging Cat

Almost all cat owners frequently pet and hug their cat.

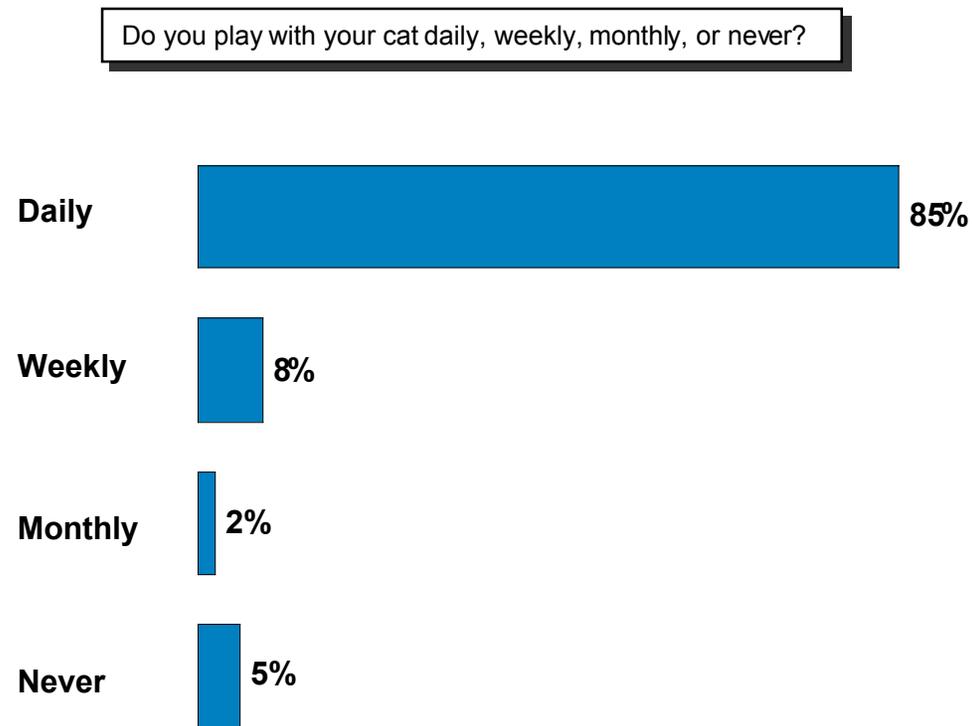
- ❖ Nine out of ten cat owners (91%) pet and hug their cat daily.



Frequency of Playing with Cat

The majority of cat owners play with their cat often.

- ❖ More than eight out of ten cat owners (85%) play with their cat daily.
- ❖ Eight percent of cat owners play with their cat weekly.



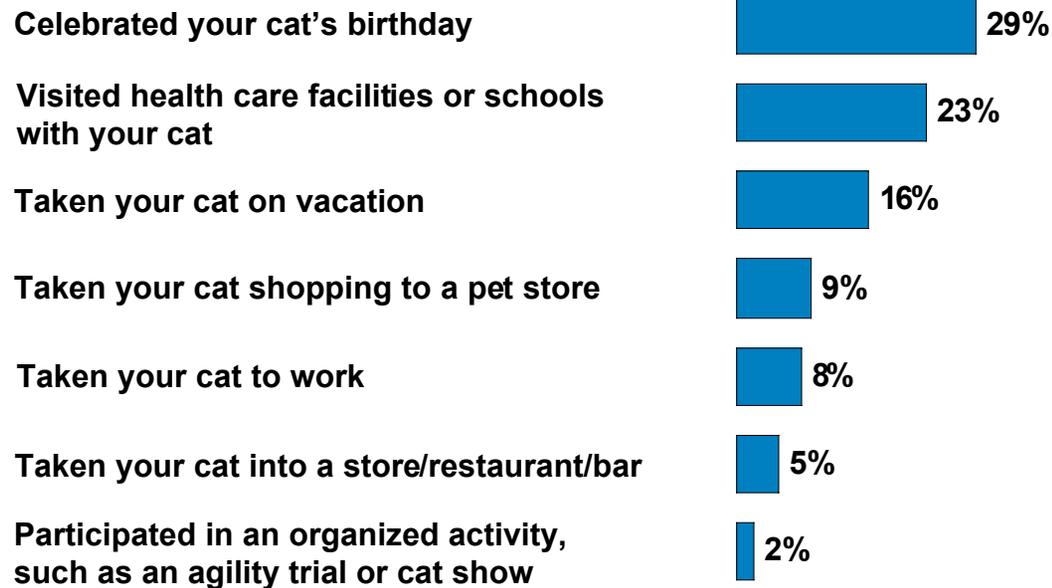
Activities Pet Owners Do with Their Cat

Among activities cat owners have done with their cat, nearly three out of ten (29%) have celebrated their cat's birthday.

- ❖ Nearly one-quarter (23%) have visited health care facilities or schools with their cat.
- ❖ Sixteen percent have taken their cat on vacation.

Have you ever...?

Summary of "Yes"

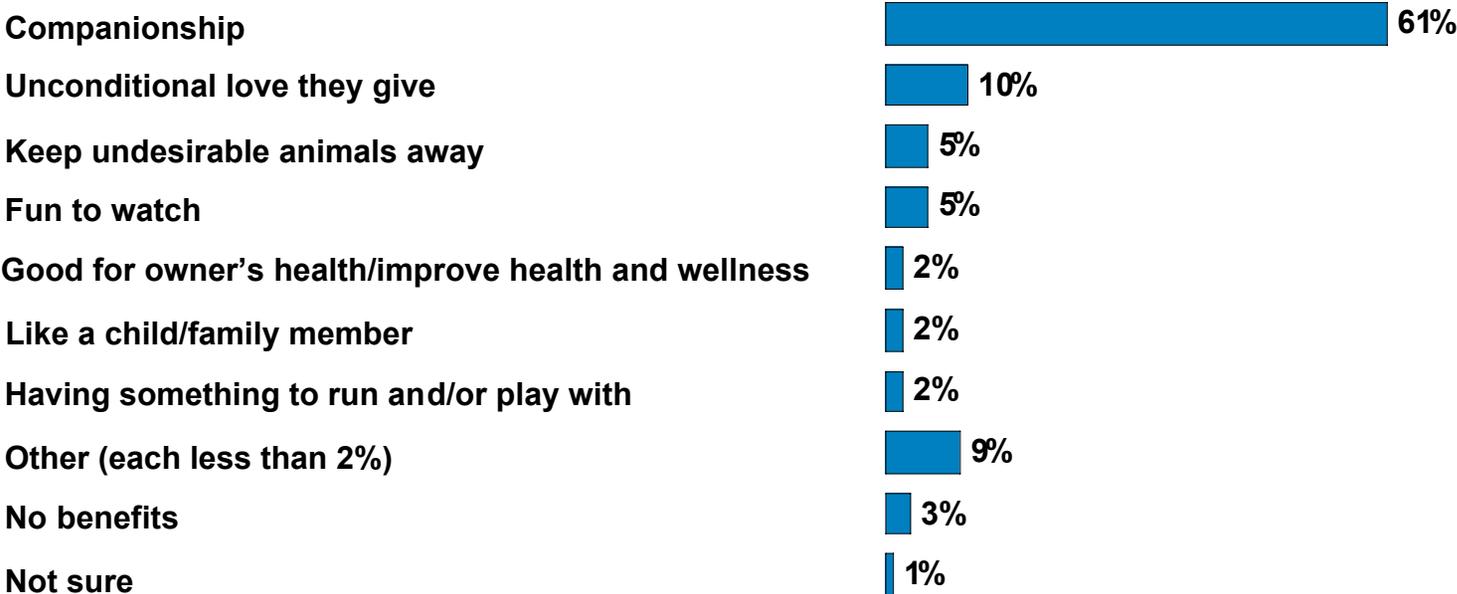


Greatest Benefit of Owning a Cat

The greatest benefit of owning a cat, as mentioned by three out of five cat owners (61%), is companionship.

- ❖ One out of ten cat owners (10%) says the greatest benefit of owning a cat is the unconditional love they give.

What is the greatest benefit of owning your cat?

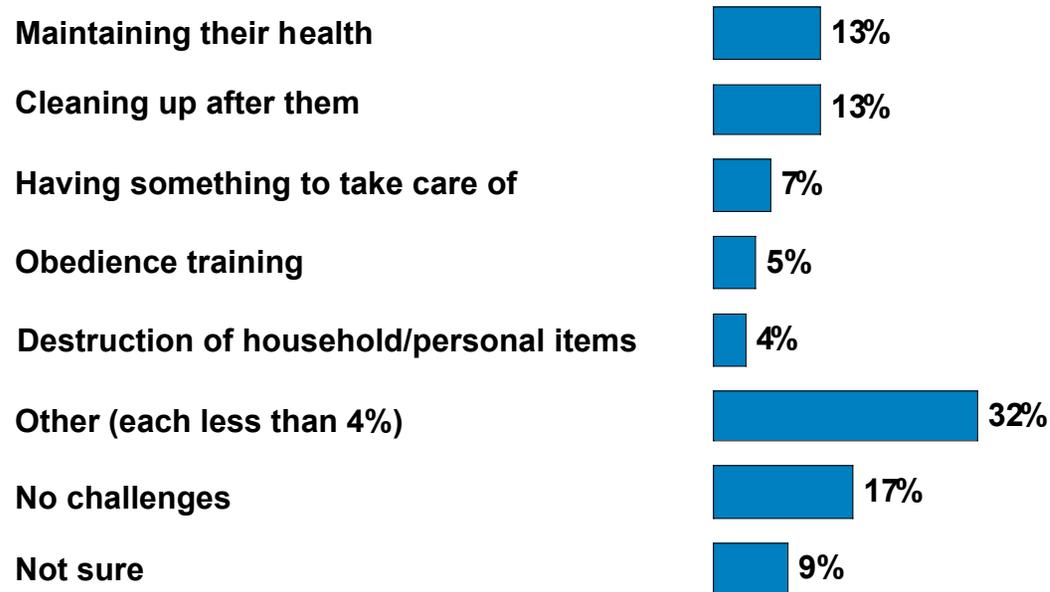


Greatest Challenge of Owning a Cat

Many cat owners differ in their opinion of the greatest challenge of owning a cat.

- ❖ Maintaining their cat's health (13%) and cleaning up after their cat (13%) were mentioned the most.

What is the greatest challenge of owning a cat?

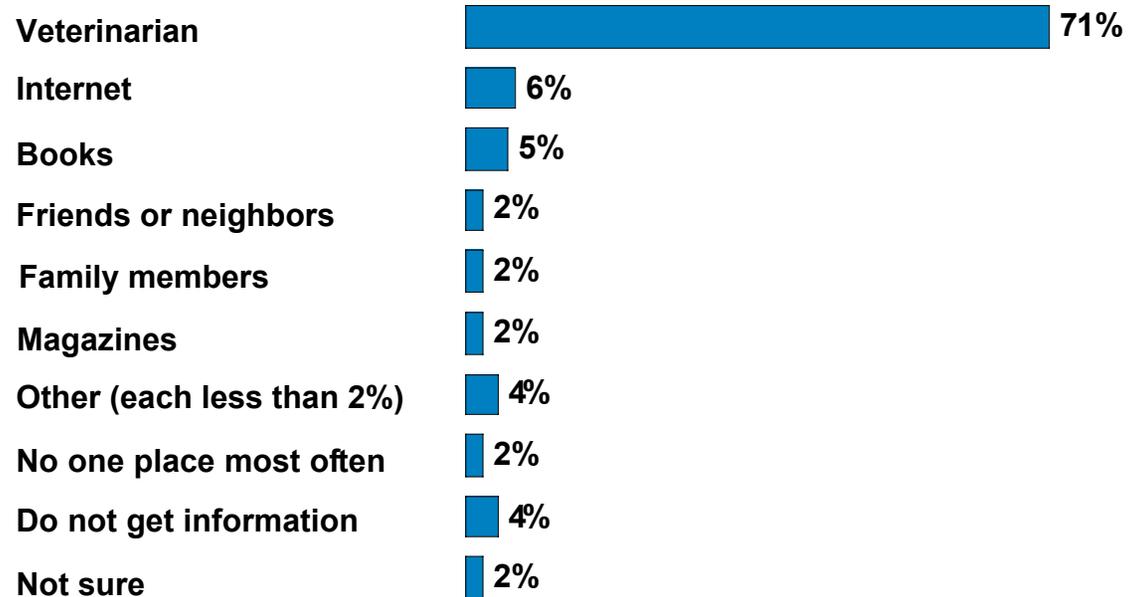


Sources of Information Owners Turn to About Their Cat

The majority of cat owners (71%) turn to a veterinarian for information about their cat.

- ❖ Few cat owners turn to the Internet (6%), books (5%), or other sources for information about their cat.

Where do you most often turn for information about your cat?



Cat Behavior

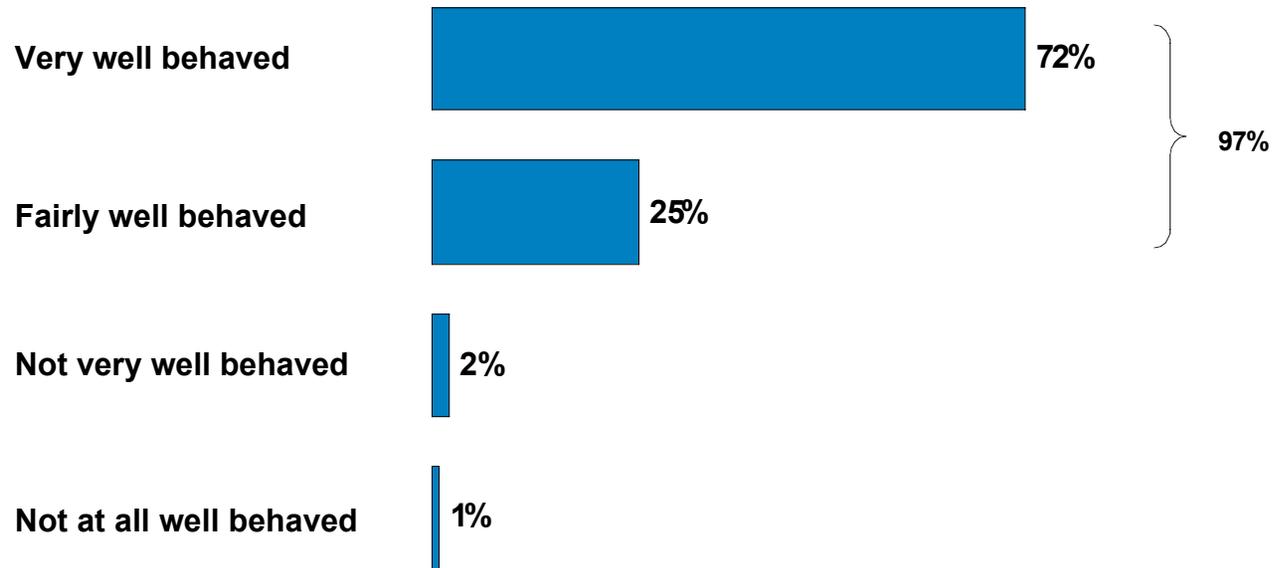


Behavior of Cat

Overall, nearly all cat owners (97%) say their cat is well behaved.

- ❖ This includes seven out of ten cat owners (72%) who say their cat is very well behaved.
- ❖ Very few cat owners (3%) say that, overall, their cat is not well behaved.

Overall, would you say your cat is very well behaved, fairly well behaved, not very well behaved, or not very well behaved at all?

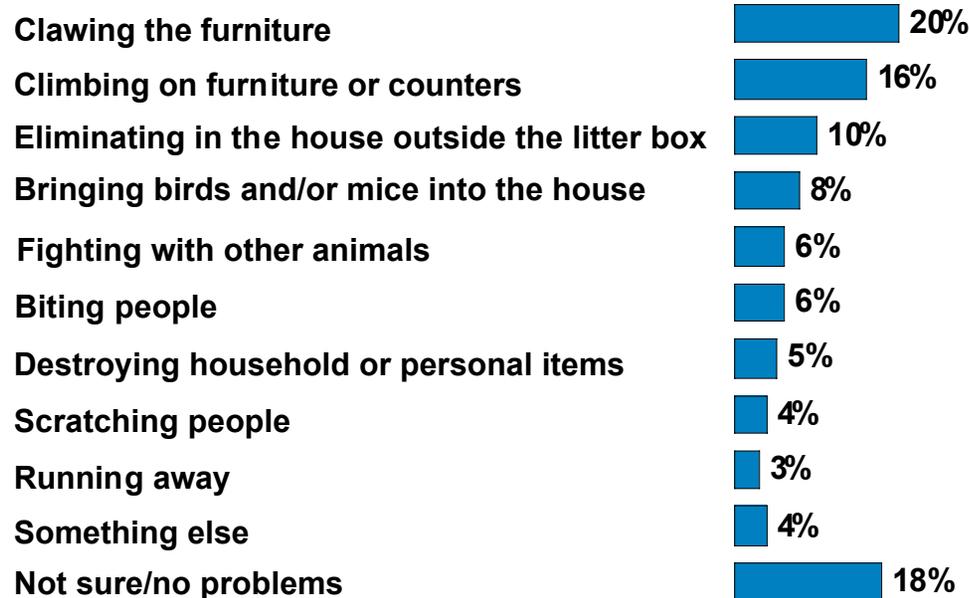


Greatest Behavior Problem Experienced with Cat

The number one behavior problem with their cat, experienced by one out of five cat owners (20%), is clawing the furniture.

- ❖ Climbing on furniture and counters is the biggest behavior problem for sixteen percent of cat owners.

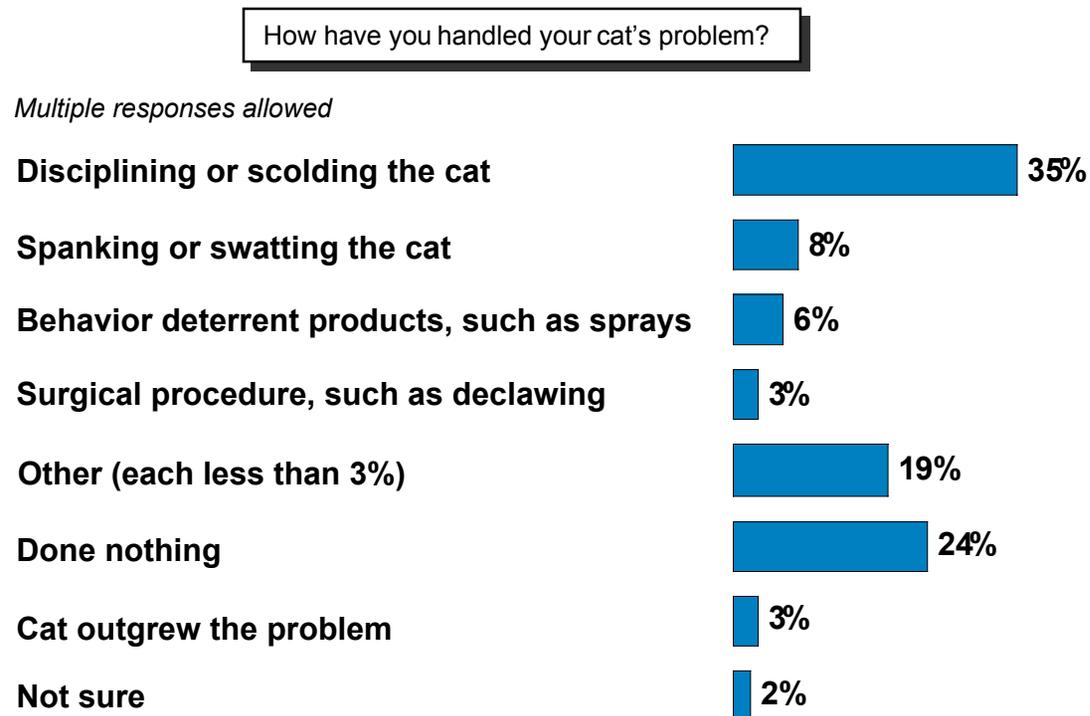
Which of the following is the single greatest behavior problem you have experienced with your cat?



Method of Handling Cat's Problem

Among cat owners who have experienced a behavior problem with their cat, various methods are given for handling the problem.

- ❖ The method mentioned most often for handling their cat's behavior problem is disciplining or scolding the cat. This was mentioned by more than one-third (35%) of cat owners.



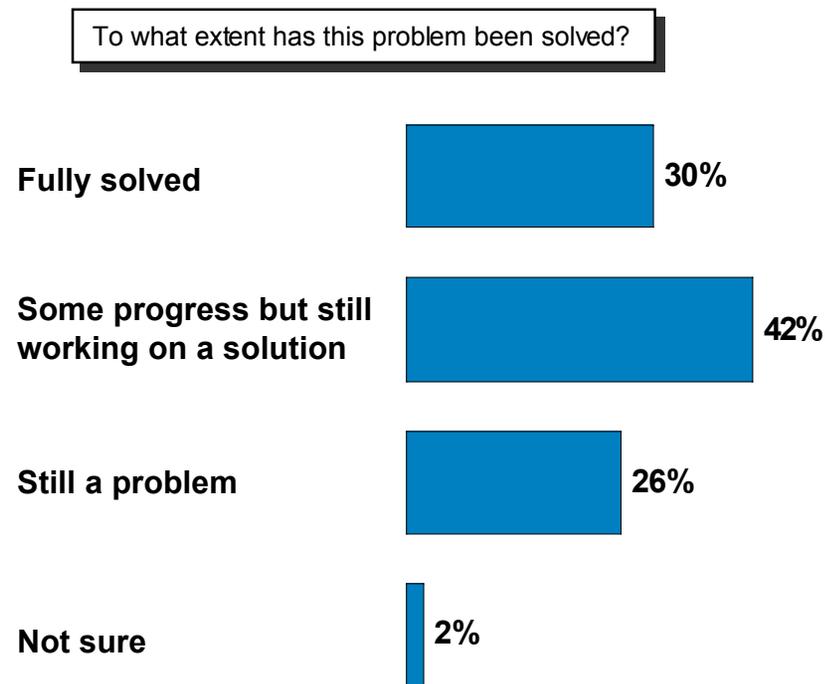
Base: Have experienced/recall the single greatest behavior problem with cat (n=800)



Extent to Which Problem Has Been Solved

Among cat owners who have experienced a behavior problem with their cat, only three out of ten (30%) have fully solved the problem.

- ❖ Two out of five cat owners (42%) have made some progress, but are still working on a solution.
- ❖ One-quarter of cat owners (26%) say the problem still exists.



Base: Have experienced/recall the single greatest behavior problem with cat (n=800)



Cat Health

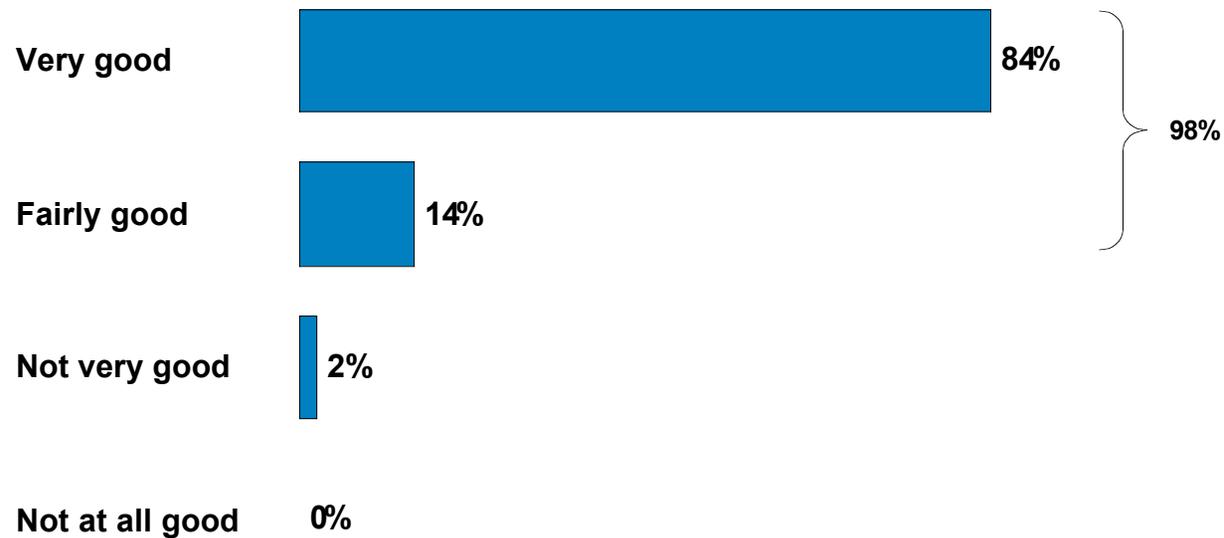


Cat's Overall Health

Almost all cat owners (98%) say their cat's health is good.

- ❖ More than eight out of ten cat owners (84%) say their cat's health is very good.
- ❖ Fourteen percent of cat owners say their cat's health is fairly good.

How would you describe your cat's overall health -- would you say their health is very good, fairly good, not very good, or not at all good?

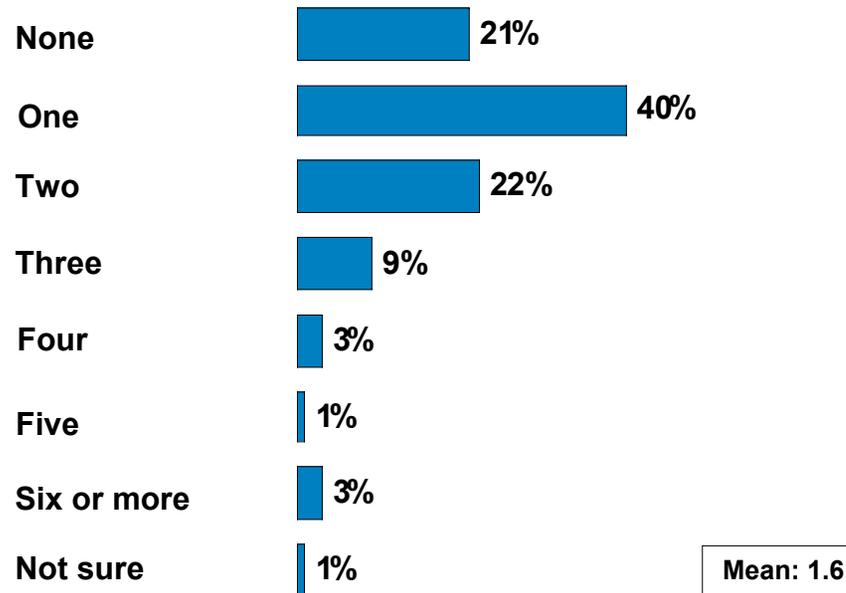


Number of Times Taken Cat to a Veterinarian

More than three-fourths of cat owners (78%) have taken their cat to the veterinarian at least once in the past year.

- ❖ This includes nearly two out of five cat owners (38%) who have taken their cat to the veterinarian more than once.

In the past year, how many times did you take your cat to a veterinarian?

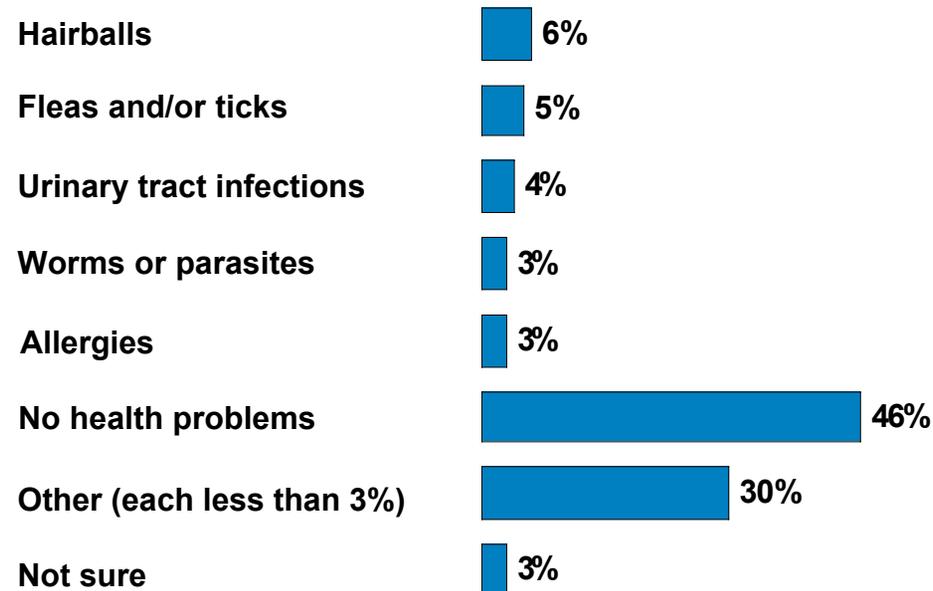


Greatest Health Problem Experienced with Cat

The single greatest health problem cat owners have experienced with their cat varies from owner to owner.

- ❖ The top three most common problems, although mentioned by only a small percentage of cat owners, are hairballs (6%), fleas and ticks (5%), and urinary tract infections (4%).
- ❖ Almost half of cat owners (46%) have not experienced any health problems with their cat.

What is the single greatest health problem you have experienced with your cat?



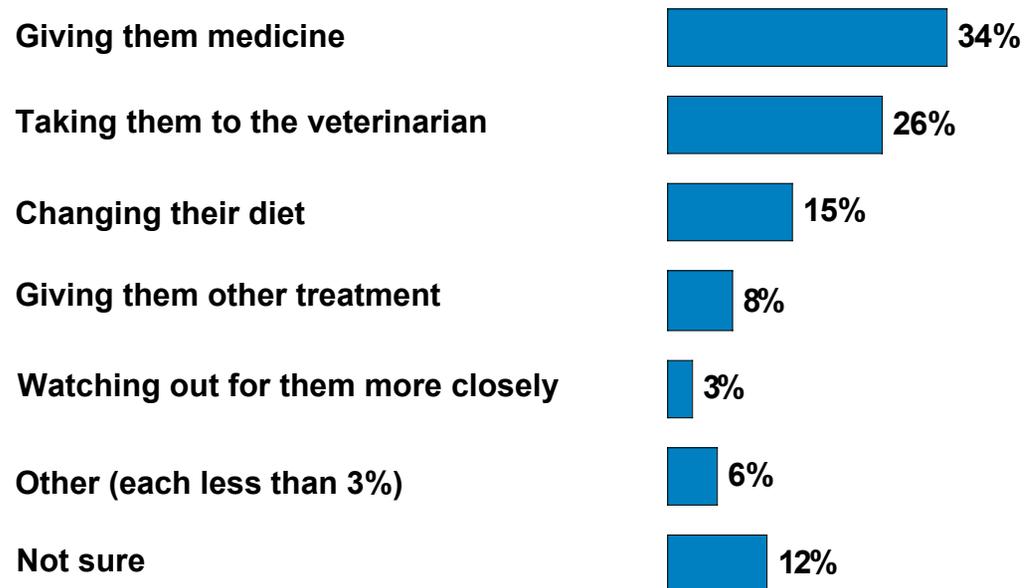
Steps Taken to Address Health Problem

Among dog owners who have experienced health problems with their cat, more than one-third (34%) have given their cat medicine to address the problem.

- ❖ An additional one-quarter (26%) have taken their cat to the veterinarian.

What steps are you taking to address this health problem?

Multiple responses allowed



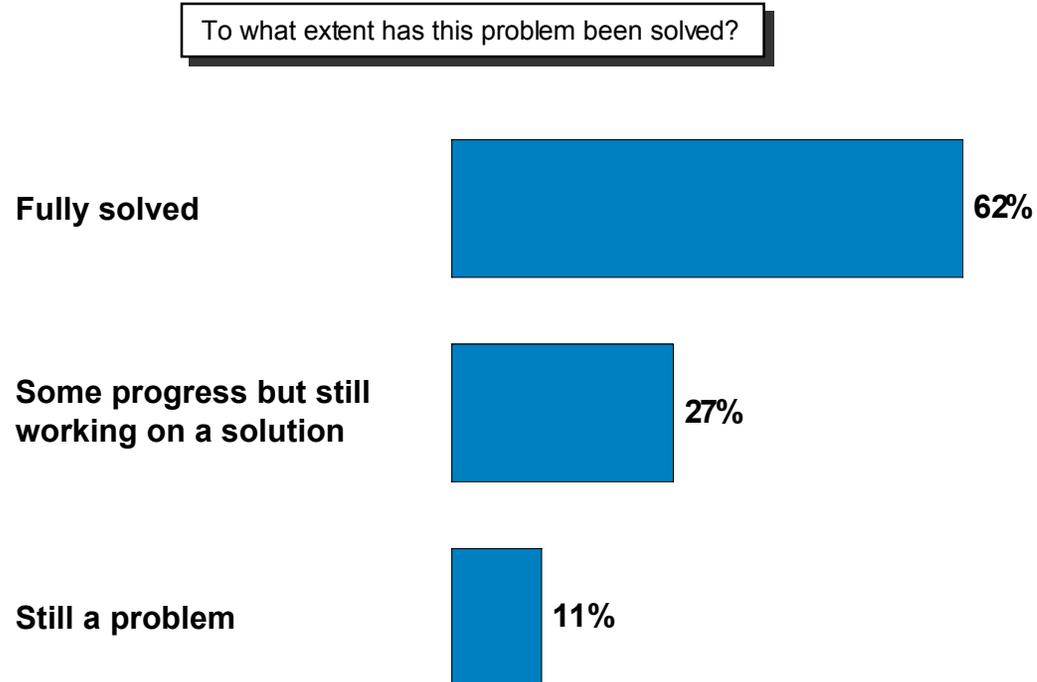
Base: Have experienced/recall the single greatest health problem with cat (n=505)



Extent to Which Problem Has Been Solved

Among cat owners who have experienced a health problem with their cat, almost two-thirds (62%) say the problem has been fully solved.

- ❖ One-quarter of cat owners (27%) have made some progress, but are still working on a solution.
- ❖ Eleven percent of cat owners say the problem still exists.



Base: Have experienced/recall the single greatest health problem with cat (n=505)



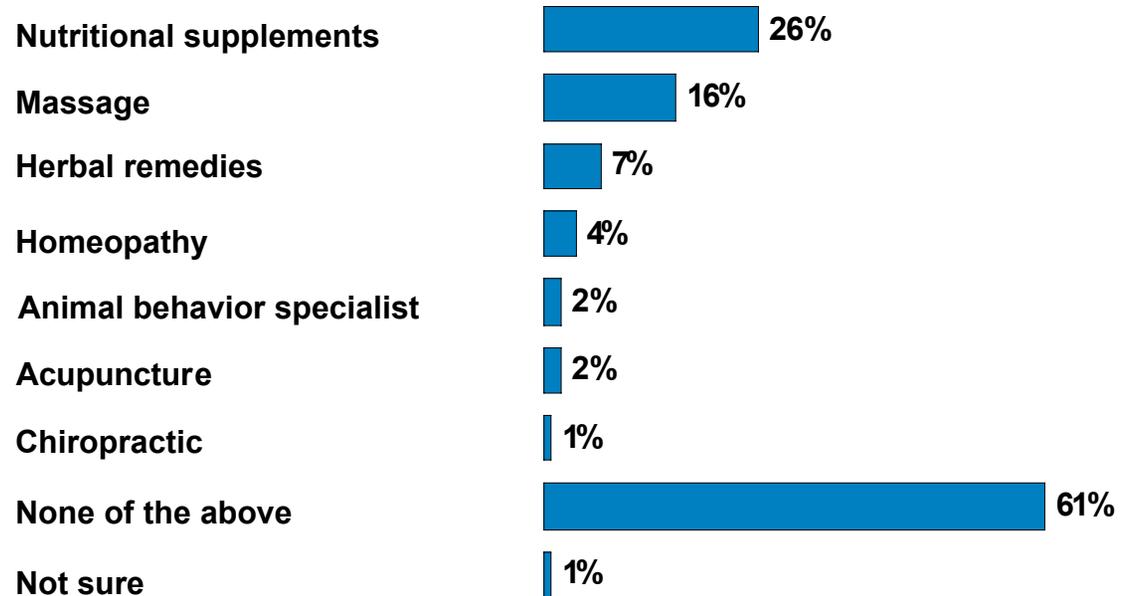
Whether Have Considered / Sought Alternative Health Remedies

Nearly two out of five cat owners (39%) have considered or sought alternative health remedies for their cat.

- ❖ One-quarter of cat owners (26%) have considered or sought nutritional supplements for their cat.
- ❖ Sixteen percent of cat owners have considered or sought a massage for their cat.

Have you ever considered or sought any of the following alternative health remedies for your cat's health?

Multiple responses allowed

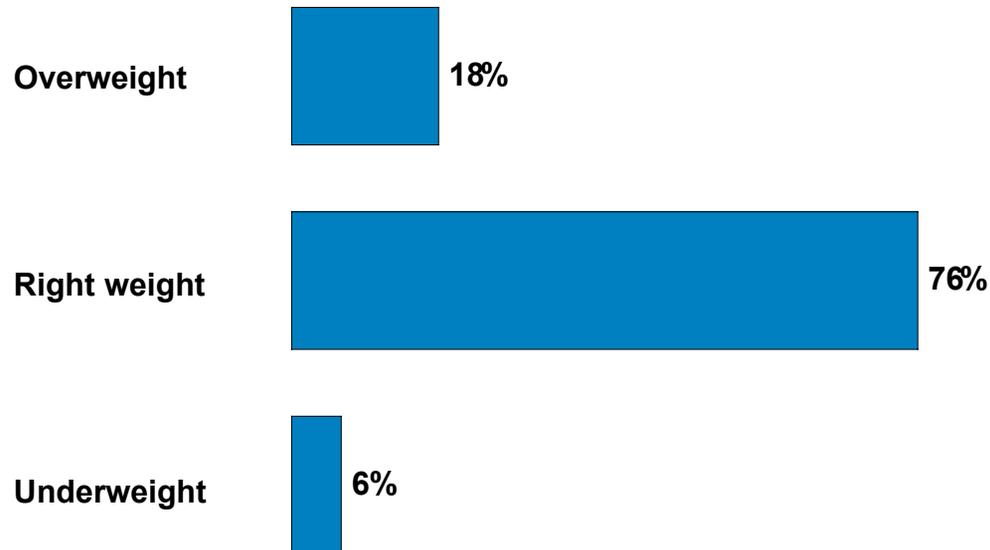


Cat's Weight

Three-fourths of cat owners (76%) believe their cat is the correct weight.

- ❖ Nearly one out of five cat owners (18%) think their cat is overweight.
- ❖ Only six percent of cat owners think their cat is underweight.

Do you think your cat is overweight, the right weight, or underweight?



Demographic Profile of Cat Owners

<u>Gender</u>	<u>%</u>
Male	30
Female	70

<u>Age</u>	<u>%</u>
18 - 24	12
25 - 29	9
30 - 34	11
35 - 39	13
40 - 49	24
50 - 64	20
65 or older	11
Refused	0

<u>Race</u>	<u>%</u>
White	86
Black	5
Asian	1
Hispanic	3
Other	1
Refused	4

<u>Hispanic Origin</u>	<u>%</u>
Yes	5
No	93
Refused	2

<u>Marital Status</u>	<u>%</u>
Married	55
Unmarried couple living together	4
Single, never married	21
Divorced/Separated	10
Widowed	7
Refused	3

<u>Children under 18 in Household</u>	<u>%</u>
Yes	39
No	59
Refused	2

<u>Total Family Income</u>	<u>%</u>
Less than \$20,000	11
\$20,000 - \$34,999	17
\$35,000 - \$49,999	22
\$50,000 - \$74,999	16
\$75,000 - \$99,999	9
\$100,000+	6
Refused	19
Mean (000's)	50.8
Median (000's)	43.8

<u>Region</u>	<u>%</u>
Northeast	19
Midwest	24
South	32
West	25

<u>Education</u>	<u>%</u>
8th grade or less	1
Some high school	5
High school graduate	29
Some college	26
College graduate	26
Postgraduate study	11
Refused	2

<u>Use the Internet</u>	<u>%</u>
Yes	57
No	42
Refused	1

<u>Internet Usage</u>	<u>%</u>
Once a day or more	65
At least once per week	27
At least once per month	5
Less than once per month	2
Varies too much to say	0
Don't know/Refused	1

