

Pet Facts & Fancies



Pet Ownership On The Rise More U.S. Households Own Pets Than Do Not

(NAPSA)—According to the American Pet Products Manufacturers Association (APPMA), the leading United States not-for-profit pet industry organization, pets are owned by more than half of all United States households. In fact, the number of pet-owning households across the country has increased by more than 10 million since 1992.

APPMA's 2003/2004 National Pet Owners Survey shows that 64.2 million U.S. households report owning a pet in 2002, compared to 54 million households a decade ago.

"APPMA's new survey clearly indicates America's ongoing love affair with the companion animal community is solid," said Lee Alvarado, association spokesperson. "We estimate that pet owners will spend \$31 billion in 2003 to care for, feed, spoil and pamper the American pet population."

Survey data shows 77.7 million cats; 65 million dogs; 16.8 million small animals; 17.3 million birds; 8.8 million reptiles; 7 million salt-water fish; and 185 million freshwater fish are owned by U.S. pet owners today.

The survey also found:

- Dogs and cats are found in at least one-out-of-three U.S. households.
- Seven-out-of-10 fish owners say keeping fish generates a relaxing environment and helps relieve stress.
- Households in southern and western U.S. regions own the most pet birds.
- Turtles and tortoises are the



More and more people are adopting pets: over half of all U.S. households include animals; more than a third, cats or dogs.

most popular reptile in U.S. households with children.

- One-third of small animal owners consider their pets as children or as family members.
- Companionship, love, company and affection, along with fun to have in the household, are top benefits associated with pet ownership.
- The majority of U.S. pet owners bought a gift for their companion animals within the last 12 months.

Biannually, APPMA's National Pet Owners Survey, the pet industry's most comprehensive consumer research study, examines demographics, buying habits, and other traits of U.S. owners of dogs, cats, fish, birds, reptiles, and small animals.

For more information, visit www.appma.org.