Pet Population and Ownership Trends in the U.S.

Description: Pet Population and Ownership Trends

Facing a leveling pet population and an aging human population, the pet industry may do well by looking to the U.S. Hispanic population as the source of growth opportunities in the coming years.

This and other insights can be found in This new report, Pet Population and Ownership Trends. Recognized as the leader in pet market research publishing, Packaged Facts offers authoritative data, analysis and perspective on where the pet market is today, and where it's headed in the future.

Pet Population and Ownership Trends offers comprehensive analysis of Hispanic pet owners, a crucial consumer segment to the future health of the pet industry. Latinos are disproportionately important to the pet industry as bird owners. Hispanics have also made significant contributions to maintaining ownership rates among dog and cat owners.

And that's important, because in the last five years the growth of pet ownership has plateaued: there are more than 200 million pets of all species that reside in about 65 million households in the U.S. Dogs remain the most commonly owned pet (in 45 million households), followed by cats (30 million households) and other pets.

But maintaining a robust pet population requires a robust and health human population, and here's the trouble spot. In between 2015 and 2020, as the baby boomer sector keeps shifting into their late 60s and further, the number of Americans inside the 65+ age sector is projected to grow about four times faster than the growth in the overall adult population. This quick growth in the aging of the U.S population has signaled an alarm in the pet industry due to pet ownership generally falling off with increasing age. There are 53% of 65 to 69 year old individuals that are pet owners, yet only 34% of Americans falling inside the 70+ age group actually own a pet. One of the most important questions within the pet industry is if baby boomers will continue in the paths created by other older generations or if, as usual, they will develop their own rules and continue to own pets well into their older years in life.

Why are Latinos a key driver in buttressing pet ownership rates in America in the future? The author expects that as U.S.-born generations of Latinos grow in numbers, dog ownership rates will increase dramatically among within the Latino demographic. As Latinos become more acculturated, the have been found to be more likely to own dogs. The most acculturated Latinos (those who have relatively low attachment to their original culture and who are English-dominant or bi-lingual) are even more likely than U.S. adults on average to be dog owners (43% vs. 41%).

Pet Population and Ownership Trends takes an in-depth look at these and other trends affecting the future of the pet industry. Included within the report are detailed estimates of the size of the American pet population today as well as projected growth totals in the dog and cat population. Also contained with the report are demographic and attitudinal profiles of owners of dogs, cats and other pets, such as fish, birds and reptiles.

Scope and Methodology

Pet Population and Ownership Trends analyzes trends in the growth of the pet population and highlights the demographic and psychographic characteristics of pet owners. The report is based on two primary data sources. The first source of data is compiled from national Online Consumer Surveys conducted in January/February, April/May and July/August 2014. These surveys reflect a panel of 2,000 U.S. adults (age 18+) balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household and household income.

The other source of primary data is Simmons National Consumer Study (NCS) for Spring 2014 from Experian Marketing Services. This survey was fielded from April 2013 through June 2014. (The report uses the Spring 2004 NCS in the case of 10-year-trend tables and figures and Spring 2009 for 5-year-trend tables and figures.) Experian Marketing Services regularly conducts booklet-based surveys of a large and random
sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population. The report also is based on a review of industry sources.

The report is organized in terms of the categorization of pet population data collected by Simmons NCS. In addition to capturing information on dog and cat ownership, Simmons NCS asks respondents to identify the number of pets they own in the following categories: fish, birds, reptiles, rabbits, hamsters and other pets. Small animals such as gerbils, ferrets and guinea pigs are the primary pets accounted for in the other category. Other pets also include animals ranging from horses to poultry.

Contents:
Chapter 1: Executive Summary
Scope and Methodology
Topline Trends and Insights
Pet Population and Ownership Trends
Table 1-1 Number of Households and Adults with Pets and Pet Population by Type of Pet, 2014 (in thousands)
Demographic Highlights of Pet Owners
Consumer Highlights
Looking to the Future
Dog Population and Ownership Trends
Selected Characteristics of the Dog Population
Demographic Characteristics of Dog Owners
Consumer Profile of Dog Owners
Cat Population and Ownership Trends
Selected Characteristics of the Cat Population
Demographic Highlights of Cat Owners
Consumer Profile of Cat Owners
Pet Population and Ownership Trends: Other Pets
Demographic Profile of Owners of Other Pets
Where Owners of Other Pets Buy Pet Supplies
Chapter 2: Topline Trends and Insights
The Pet Population and Pet Ownership Today
65 Million Households Enjoy the Company of Tens of Millions of Pets
Table 2-1 Number of Households with Pets by Type of Pet, 2014 (in thousands)
57% of Americans Own at Least One Pet
Table 2-2 Number of Pet Owners by Category of Pet, 2014 (in thousands)
Dogs Represent Largest Share of Pet Population
Table 2-3 Pet Population by Category, 2014 (in thousands)
Dog and Cat Owners Less Likely to Own Other Kinds of Pets
Table 2-4 Cross-Ownership of Pets by Type of Pet Owned, 2014
Overview of Pet Population and Ownership Trends
Pet Ownership Levels Off
Figure 2-1 Number of Households Owning Pets, 2007-2014 (in millions)
Table 2-5 Percent of Households Owning Pets by Type of Pet, 2004-2014 (in thousands)
Table 2-6 Number of Households Owning Pets by Type of Pet, 2004-2014 (in millions)
Pet Reptile Population Experiences Highest Growth Rate
Table 2-7 Number of Households with Pets by Type of Pet, 2009-2014 (in thousands)
Table 2-8 Pet Population by Type of Pet, 2009-2014 (in thousands)
Owners of Multiple Pets Drive Growth
Table 2-9 Number of Households with Pets by Number and Type of Pets, 2009-2014 (in thousands)
Demographic and Consumer Highlights
Different Pets for Different Folks
Table 2-10 Demographic Profile of Pet Owners by Type of Pet Owned, 2014
Pets Important to Mental Health
Table 2-11 Percent of Dog and Cat Owners Who Consider Their Cats or Dogs to Be Important to Their Mental Health, 2014
Dog Owners Spending More on Dog Food and Supplies
Table 2-12 Trends in Spending by Dog and Cat Owners on Pet Food and Supplies, 2014
Buying Patterns Differ by Type of Pet Owned
Table 2-13 Where Pet Owners Buy Pet Supplies by Type of Pet Owned
Looking to the Future
Will Boomers Continue to Save the Day?
Table 2-14 Projected Growth of the Adult Population by Age Group, 2015-2020 (in thousands)
Table 2-15 Pet Ownership by Selected Age Group, 2014
Highly Acculturated and Affluent Latinos Offer Bright Spot on Horizon
Table 2-16 Projected Population Growth 2015-2020, Hispanics vs. Non-Hispanics (in thousands)
Cultural Factors and the Human-Animal Bond Will Help Buoy Pet Population
Chapter 3: Dog Population and Ownership Trends
Topline Insights
Dog Ownership Trends
Selected Characteristics of the Dog Population
Demographic Characteristics of Dog Owners
Size and Growth of the Dog Population
82 Million Dogs in 45 Million Households
Table 3-1 Number of Households with Dogs by Number of Dogs in Household, 2014 (in thousands)
Table 3-2 Size of Dog Population by Number of Dogs in Household, 2014 (in thousands)
Dog Population Increased by Nearly 25 Million in Last Decade
Table 3-3 Dog Population by Number of Dogs in Household, 2004-2014 (in thousands)
Nearly Half of Dog Owners Have Multiple Dogs
Table 3-4 Dog Population by Number of Dogs in Household, 2014 (in thousands)
Growth in Dog-Owniug Households Outpaces Overall Household Growth
Table 3-5 Growth in Number of Households with Dogs vs. Households without Dogs, 2004-2014 (in thousands)
95 Million Adults Now Own Dogs
Table 3-6 Growth in Number of Dog Owners, 2004-2014 (in thousands)
Table 3-7 Number of Dog Owners by Number of Dogs in Household, 2014 (in thousands)
New Dog Owners Continuously Join the Fold
Figure 3-1 Percent of Current Dog Owners Who Owned a Dog Three Years Ago, 2014
More Households Choose to Own Multiple Dogs
Table 3-8 Growth in Number of Households with Dogs by Number of Dogs in Household, 2004 vs. 2014 (in thousands)
Figure 3-2 Average Number of Dogs in Households with Dogs, 2004 vs. 2014
Boomers Help Drive Growth in Dog Owners
Table 3-9 Growth in the Population of Dog Owners by Age Group, 2004-2014 (in thousands)
Multicultural Dog Owners Come to the Fore
Table 3-10 Growth in the Population of Dog Owners by Race and Hispanic Origin, 2004-2014 (in thousands)
Dog Ownership Plummets in Rural Areas
Table 3-11 Growth in the Population of Dog Owners by Region and Place of Residence, 2004-2014 (in thousands)
Higher Income Trend to Dog Ownership
Table 3-12 Growth in the Population of Dog Owners by Educational Attainment and Household Income, 2004-2014 (in thousands)
More Dogs Now Living in Smaller Households
Table 3-13 Growth in the Population of Dog Owners by Marital Status and Household Structure, 2004-2014 (in thousands)
Characteristics of the Dog Population
Dog Population Evenly Divided Across Age Segments
Table 3-14 Age of Dogs Owned, 2014
Large Breeds Make a Comeback
Table 3-15 Size of Dogs Owned, 2014
Age and Gender of Owners Have Little Relationship to Size of Dog Owned
Table 3-16 Size of Dog Owned by Age of Owner, 2014
Table 3-17 Size of Dog Owned by Gender of Owner, 2014
Urbanites Like Smaller Dogs, Country Folks Go For Big Dogs
Table 3-18 Size of Dog Owned by Place of Residence, 2014
Large Dogs Less Likely to Be Found in Households with Children
Table 3-19 Size of Dog Owned by Presence of Children in Household, 2014
Owners More Likely to Rescue a Dog than Buy from Breeders
Figure 3-3 Percent of Dog Owners Agreeing People Should Adopt Dogs from Shelters or Adopt Other Stray/Unwanted Dogs Rather than Purchase Them from Pet Shops or Breeders, 2014
Figure 3-4 Where/How Dogs Were Acquired, 2014
Most Dogs Live Inside
Table 3-20 Percent Keeping Dogs Inside or Outside, 2014
Demographic Characteristics of Dog Owners
Dog Owners a Distinctive Segment of Population
Table 3-21 Key Demographic Differences between Dog Owners and Non-Dog Owners, 2014
Ownership of Dogs Drops Sharply in 65+ Age Group
Table 3-22 Ownership of Dogs by Age Group, 2014 Non-Hispanic Whites Still Overwhelming Majority of Dog Owners
Table 3-23 Ownership of Dogs by Race and Hispanic Origin, 2014
Dogs Remain More Common in Rural Areas
Table 3-24 Ownership of Dogs by Region and Place of Residence, 2014
Affluence Key to Dog Ownership
Figure 3-5 Percent Owning Dogs, Household Income of Less than $50,000 vs. Household Income of $50,000 or More, 2014
Table 3-25 Ownership of Dogs by Household Income, 2014
Married-with-Children Demographic More Likely to Own Dogs
Table 3-26 Ownership of Dogs by Marital Status and Household Structure, 2014
Apartment Living Rules Out Dog Ownership
Table 3-27 Ownership of Dogs by Kind of Residence, 2014
Owners of Multiple Dogs Have Distinctive Profile
Table 3-28 Demographic Profile of Dog Owners by Number of Dogs Owned, 2014
Profile of Latino Dog Owners
Latino Households Own 10 Million Dogs
Table 3-29 Number of Latino Households with Dogs by Number of Dogs in Household, 2014 (in thousands)
Table 3-30 Size of Dog Population Owned by Latinos by Number of Dogs in Household, 2014 (in thousands)
Latinos Prefer Smaller Dogs
Table 3-31 Size of Dogs Owned by Hispanics, 2014
Acculturation Leads to Dog Ownership
Table 3-32 Hispanic Ownership of Dogs by Degree of Identification with Original Culture and Language Use, 2014
Figure 3-6 Ownership of Dogs by Hispanics by Degree of Acculturation
Mexicans More Likely to Be Dog Owners
Table 3-33 Hispanic Ownership of Dogs by National Heritage, 2014
Table 3-34 Hispanic Ownership of Dogs by Selected Geographic Area, 2014
Demographic Profile of Hispanic Dog Owners
Table 3-35 Demographic Profile, Hispanic vs. All Dog Owners, 2014
Consumer Profile of Dog Owners
Most Dog Owners View Their Dogs as Key to Mental Health
Figure 3-7 Percent of Dog Owners Agreeing Their Dogs Are Important to Their Mental Health, 2014
Even Less Affluent Dog Owners Spending More on Dog Food
Figure 3-8 Percent of Dog Owners Spending More on Dog-Related Products and Services by Category, 2014
Table 3-36 Spending Patterns of Dog Owners by Household Income, 2014
Dog Owners More Likely to Use Mobile Technology for Shopping
Table 3-37 Use of Mobile Technology for Shopping by Dog Owners, 2014
Social Media Attract Dog Owners
Table 3-38 Use of Social Media by Dog Owners, 2014
Online Purchases More Common for Dog Owners
Figure 3-9 Percent of Dog Owners Making Online Purchase in Last Seven Days, 2014
Chapter 4: Cat Population and Ownership Trends
Topline Insights
Cat Ownership Trends
Selected Characteristics of the Cat Population
Demographic Highlights of Cat Owners
Consumer Profile of Cat Owners
Size and Growth of the Cat Population
65 Million Cats in 30 Million Households
Table 4-1 Number of Households with Cats by Number of Cats in Household, 2014 (in thousands)
Table 4-2 Number of Cat Owners by Number of Cats in Household, 2014 (in thousands)
Table 4-3 Size of Cat Population by Number of Cats in Household, 2014 (in thousands)
Number of Households with Cats Increased 11% in Last Decade
Table 4-4 Households with Cats by Number of Cats in Household, 2004-2014 (in thousands)
Table 4-5 Percent of Households with Cats by Number of Cats in Household, 2004 vs. 2014 (in thousands)
Table 4-6 Growth in Number of Households with Cats vs. Households without Cats, 2004-2014 (in thousands)
Fewer Households Own Four or More Cats
Table 4-7 Cat Population by Number of Cats in Household, 2004-2014 (in thousands)
Figure 4-1 Average Number of Cats in Households with Cats, 2004 vs. 2014
Cat Owners Decline in Relative Importance
Table 4-8 Growth in Number of Cat Owners, 2004-2014 (in thousands)
Table 4-9 Percent of Adults Owning Cats by Number of Cats in Household, 2004 vs. 2014 (in thousands)
One in Four Cat Owners New to the Experience
Figure 4-2 Percent of Current Cat Owners Who Owned a Cat Three Years Ago, 2014
55+ Age Group Most Responsible for Growth in Cat Population
Table 4-10 Growth in the Population of Cat Owners by Age and Gender, 2004-2014 (in thousands)
Latinos Set the Pace
Table 4-11 Growth in Cat Ownership by Race and Hispanic Origin, 2004-2014 (in thousands)
Cat Ownership in Rural Areas Falls Off Dramatically
Table 4-12 Growth in Cat Ownership by Region, 2004-2014 (in thousands)
Table 4-13 Growth in Cat Ownership by Place of Residence, 2004-2014 (in thousands)
Number of Affluent Cat Owners on the Rise
Table 4-14 Growth in the Population of Cat Owners by Educational Attainment, 2004-2014 (in thousands)
Table 4-15 Growth in the Population of Cat Owners by Household Income, 2004-2014 (in thousands)
High Growth in Cat Ownership in Smaller Households without Children
Table 4-16 Growth in the Population of Cat Owners by Marital Status and Household Structure, 2004-2014 (in thousands)
Characteristics of the Cat Population
Most Cats Are More than Four Years Old
Table 4-17 Age of Cats Owned, 2014
Domestic Short Hair Cats Predominate
Table 4-18 Breed of Cats Owned, 2014
Stray Cats Get Warm Welcome from Many Cat Owners
Table 4-19 Where Owners Acquired Cats and Dogs, 2014
Few Cat Owners Use Online Pet Finding Services
Figure 4-3 Percent of Cat Owners Using Online Pet Finding Service for Most Recently Acquired Cat, 2014
Table 4-20 Where/How Acquired Most Recently Acquired Cat, 2014
Country Cats Run Wild
Table 4-21 Percent of Cat Owners Keeping Cats Inside or Outside by Place of Residence, 2014
Women More Likely to View Their Cats as Overweight
Figure 4-4 Percent of Cat Owners Agreeing Their Cats Are Overweight by Gender of Cat Owner, 2014
Demographic Characteristics of Cat Owners
Ownership of Cats Peaks Among 45- to 54-Year-Olds
Table 4-22 Ownership of Cats by Age Group, 2014
Vast Majority of Cat Owners Are Non-Hispanic White
Table 4-23 Ownership of Cats by Race and Hispanic Origin, 2014
Cats Remain Important to Rural Residents
Table 4-24 Ownership of Cats by Region and Place of Residence, 2014
Middle-Income Households Most Likely to Own Cats
Table 4-25 Ownership of Cats by Education and Household Income, 2014
Households with Children Less Likely to Have Cats
Table 4-26 Ownership of Cats by Marital Status and Household Structure, 2014
Cats Scarce in Apartments
Table 4-27 Ownership of Cats by Kind of Residence, 2014
Demographics of Owners of Multiple Cats
Table 4-28 Demographic Profile of Cat Owners by Number of Cats Owned, 2014
Profile of Latino Cat Owners
Number of Latino Cat Owners Tops 5 Million
Table 4-29 Number of Latino Households with Cats by Number of Cats in Household, 2014 (in thousands)
Table 4-30 Number of Latino Cat Owners by Number of Cats in Household, 2014 (in thousands)
Cat Population in Latino Households Tops 4 Million
Table 4-31 Size of Cat Population Owned by Latinos by Number of Cats in Household, 2014 (in thousands)
English Dominant Hispanics Far More Likely to Own Cats
Table 4-32 Hispanic Ownership of Cats by Degree of Identification with Original Culture and Language Use, 2014
Figure 4-5 Ownership of Cats by Hispanics by Degree of Acculturation, 2014
Cubans Most Likely to Have Cats
Figure 4-6 Hispanic Ownership of Cats by National Heritage, 2014
Geographic Differences in Cat Ownership by Hispanics
Table 4-33 Hispanic Ownership of Cats by Selected Geographic Area, 2014
Latino Cat Owners Compared
Table 4-34 Demographic Profile, Hispanic vs. All Cat Owners, 2014
Consumer Profile of Cat Owners
Huge Majority View Cats as Part of the Family
Table 4-35 Attitudes of Cat Owners toward Their Cats, 2014
Cat Owners Like to Pamper Their Cats
Figure 4-7 Percent of Cat Owners Who Enjoy Purchasing Pet Products That Pamper Their Cat, 2014
Cat Owners Feel Financial Pressure Taking Care of Their Cats’ Health
Table 4-36 Percent of Cat Owners Concerned about Affordability of Veterinary Care, 2014
Figure 4-8 Percent of Cat Owners Taking Their Cats to the Vets less Often These Days Due to the Economy, 2014
Many Cat Owners Spending More on Cat Food
Figure 4-9 Percent of Cat Owners Spending More on Cat Care by Type of Product and Service, 2014
Younger Owners Set the Pace in Spending on Their Cats
Table 4-37 Spending Patterns of Cat Owners by Demographic Category, 2014
Many Cat Owners Are Big Online Spenders
Figure 4-10 Percent of Cat Owners Making Online Purchase in Last Seven Days
Table 4-38 Amount Spent on Cat Products Online in Last 30 Days by Those Personally Buying Cat Products, 2014
Social Media Engage Cat Owners
Table 4-39 Use of Social Media by Cat Owners, 2014
Cat Owners Turn to Their Smartphones for Shopping
Table 4-40 Use of Mobile Technology for Shopping by Cat Owners, 2014
Chapter 5: Pet Population and Ownership Trends: Other Pets
Topline Insights
Pet Population Trends: Other Pets
Demographic Profile of Owners of Other Pets
Where Owners of Other Pets Buy Pet Supplies
Pet Population Trends: Other Pets
Millions of Households Have All Kinds of Non-Canine and Non-Feline Pets
Table 5-1 Number of Households with Other Pets by Category, 2014 (in thousands)
Population of Other Pets Totals 87 Million
Table 5-2 Population of Other Pets by Category, 2014 (in thousands)
Population of Other Pets Dropped 11% in Last Five Years
Table 5-3 Number of Households with Other Pets by Type of Pet, 2009-2014 (in thousands)
Table 5-4 Other Pet Population by Type of Pet, 2009-2014 (in thousands)
Reptiles All the Rage
Figure 5-1 Ownership and Size of Population of Reptiles, 2009 vs. 2014 (in millions)
Drop in Number of Households with Multiple Pets Has Outsize Impact
Table 5-5 Number of Households with Other Pets by Number and Type of Pets, 2009-2014 (in thousands)
Demographic Profile of Owners of Other Pets
32 Million Adults Own Pets Other than Dogs or Cats
Table 5-6 Number of Adults with Other Pets by Category, 2014 (in thousands)
Reptile Owners More Likely to Be Under 35
Figure 5-2 Percent under the Age of 35, Reptile Owners vs. All Adults, 2014
Table 5-7 Owners of Birds, Fish, Reptiles and Rabbits or Hamsters by Age, 2014
Table 5-8 Owners of Birds, Fish, Reptiles and Rabbits or Hamsters by Gender, 2014
Latinos More Likely to Own Birds
Table 5-9 Owners of Birds, Fish, Reptiles and Rabbits or Hamsters by Race and Hispanic Origin, 2014
Figure 5-3 Percent of Hispanics in Adult Population vs. Percent of Hispanic Bird Owners, 2014
Pet Fish and Rabbits Less Popular in the Southeast
Table 5-10 Owners of Birds, Fish, Reptiles and Rabbits or Hamsters by Region and Place of Residence, 2014
Other Pets Live in Affluent Households
Table 5-11 Owners of Birds, Fish, Reptiles and Rabbits or Hamsters by Educational Attainment and Household Income, 2014
Kids Drive Ownership of Birds, Fish and Other Pets
Figure 5-4 Percent of Owners of Other Pets with Children in Household by Type of Pet, 2014
Table 5-12 Owners of Birds, Fish, Reptiles and Rabbits or Hamsters by Marital Status and Household Structure, 2014
Pet Population and Ownership Trends: Fish
Fish Ownership Stable
Figure 5-5 Number of Households with Pet Fish, 2009-2014 (in thousands)
Figure 5-6 Size of Population of Pet Fish, 2009 vs. 2014 (in millions)
Pet Fish Ownership Peaks Among Gen-Xers
Table 5-13 Ownership of Pet Fish by Age, Gender and Race and Hispanic Origin, 2014
Owners of Pet Fish Cluster in Pacific Region and Smaller Cities
Table 5-14 Ownership of Pet Fish by Region and Place of Residence, 2014
Fish Swim in Affluent Households
Figure 5-7 Percent of Those with Household Income of $75,000 or More, Owners of Pet Fish vs. All Adults, 2014
Table 5-15 Ownership of Pet Fish by Household Income, 2014
Households with Kids Favor Fish
Figure 5-8 Percent Living in Households with Children, Owners of Pet Fish vs. All Adults, 2014
Table 5-16 Ownership of Fish by Marital Status and Household Structure, 2014
Petsmart and Supermarkets Main Sources for Pet Fish Supplies
Table 5-17 Where Owners of Pet Fish Buy Pet Supplies, 2014
Pet Population and Ownership Trends: Birds
Ownership of Pet Birds on the Decline
Figure 5-9 Number of Households with Pet Birds, 2009-2014 (in thousands)
Figure 5-10 Size of Population of Pet Birds, 2009 vs. 2014 (in thousands)
Women More Likely to Own Pet Birds
Figure 5-11 Bird Ownership by Gender, 2014
Table 5-18 Ownership of Birds by Age Group, 2014
Latinos Keen on Birds
Table 5-19 Ownership of Birds by Race and Hispanic Origin, 2014
Relatively Few Pet Birds in Northeast
Table 5-20 Ownership of Birds by Region and Place of Residence, 2014
Both Moderate-Income and Relatively Affluent Households Have Birds
Table 5-21 Ownership of Birds by Household Income, 2014
Large Households a Hallmark of Bird Owners
Table 5-22 Ownership of Birds by Household Structure, 2014
Bird Owners Turn to Vets and Independent Pet Stores for Supplies
Table 5-23 Where Owners of Pet Birds Buy Pet Supplies, 2014
Pet Population and Ownership Trends: Reptiles
Ownership of Reptiles Takes Off
Figure 5-12 Number of Households with Pet Reptiles, 2009-2014 (in thousands)
Figure 5-13 Size of Population of Pet Reptiles, 2009 vs. 2014 (in thousands)
Owners of Pet Reptiles More Likely to Be Male or Non-Hispanic White
Figure 5-14 Profile of Age, Gender and Race and Hispanic Origin, Pet Reptile Owners vs. All Adults, 2014
Table 5-24 Ownership of Pet Reptiles by Age, Gender and Race and Hispanic Origin, 2014
Pet Reptiles Most Prevalent in the Southeast
Table 5-25 Ownership of Pet Reptiles by Region and Place of Residence, 2014
Affluent Consumers More Likely to Own Reptiles
Figure 5-15 Percent with Income of $75,000 or More, Pet Reptile Owners vs. All Adults, 2014
Table 5-26 Ownership of Pet Reptiles by Household Income, 2014
Reptiles Most Likely to Be in Households with Kids
Table 5-27 Ownership of Pet Reptiles by Marital Status and Household Structure, 2014
Petco and Petsmart Fail to Attract Reptile Owners
Table 5-28 Where Owners of Pet Reptiles Buy Pet Supplies, 2014
Pet Population and Ownership Trends: Rabbits and Hamsters
Rabbit and Hamster Populations Experience Ups and Downs
Figure 5-16 Number of Households with Rabbits, 2009-2014 (in thousands)
Figure 5-17 Number of Households with Hamsters, 2009-2014 (in thousands)
Figure 5-18 Pet Population Trends: Rabbits and Hamsters, 2009 vs. 2014 (in thousands)
Owners of Rabbits or Hamsters Tend to Be Female and 25- to 44-Years Old
Table 5-29 Ownership of Rabbits or Hamsters by Age, Gender and Race and Hispanic Origin, 2014
Southwest and Southeast Regions Don't Favor Rabbits and Hamsters
Table 5-30 Ownership of Rabbits or Hamsters by Region and Place of Residence, 2014
Rabbits and Hamsters Live in Financially Comfortable Homes
Table 5-31 Ownership of Rabbits or Hamsters by Household Income, 2014
Kids Drawn to Rabbits and Hamsters
Table 5-32 Ownership of Rabbits or Hamsters by Presence of Children, 2014
Owners of Rabbits or Hamsters Go Online for Pet Supplies
Table 5-33 Where Owners of Rabbits or Hamsters Buy Pet Supplies

Ordering:  
Order Online - [http://www.researchandmarkets.com/reports/3058247/](http://www.researchandmarkets.com/reports/3058247/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Pet Population and Ownership Trends in the U.S.
Web Address: http://www.researchandmarkets.com/reports/3058247/
Office Code: SC2GD4QD

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 3595</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 7990</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

---

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World