Hispanics as Pet Market Consumers

Description:

Hispanics as Pet Market Consumers enables marketers to understand the unique preferences of Latino pet owners that can help lay the foundation for successful marketing strategies. For example, when selecting dog foods Hispanic dog owners are more likely than other dog owners to bear in mind the food texture and taste preferred by their dogs. Latino cat owners are more likely than non-Hispanic cat owners to consider factors such as product freshness and protein content.

The report also highlights key differences between Latino pet owners and the rest of the Latino population that suggest the need for nuanced approaches when marketing to Latino pet owners. For example, because Hispanic pet owners are more acculturated than Latinos who do not own pets, they are less likely to turn to Spanish-language media or to be influenced by Spanish-language advertising. Hispanic pet owners also are more affluent than Hispanics without pets in their homes. They have a much higher likelihood of enjoying a household income of $100,000 or more and of owning their homes.

Contents:

CHAPTER 1 EXECUTIVE SUMMARY
Scope of the Report
Methodology
INSIGHTS AND OPPORTUNITIES
Hispanic Pet Ownership Registers Steady Upswing
Multicultural Population Responsible for Most of the Growth in Pet Ownership
Acculturation Triggers Increased Level of Pet Ownership
Hispanic Pet Ownership Will Continue to Accelerate
Latino Spending on Pets Growing at Above-Average Rate
Marketers Should Recognize High Degree of Acculturation of Latino Pet Owners
Millennial Hispanic Pet Owners Deserve Special Attention
Store Brands Have Room to Grow with Latino Pet Owners
Unique Concerns of Latino Pet Owners Create Opportunities for Pet Food Marketers
Latinos Offer Natural and Organic Pet Food Marketers a Path to Success
Need to Heighten Awareness of Preventative Value of Flea/Tick Control Products
Hispanics Hold Key to Expanding Market for Products for Pets Other Than Dogs or Cats
PROFILE OF HISPANIC PET OWNERS
More Than 20 Million Latinos Own Pets
Hispanics Account for One in Three Bird Owners
Latinos More Likely to Have Multiple Dogs, Birds or Reptiles
Younger Dogs More Common Among Latino Owners
Smaller Dogs Catch Fancy of Latino Pet Owners
Hispanic Pet Owners Less Affiliated with Hispanic Culture
Puerto Ricans Most Likely to Own Pets
Mexicans Favor Dogs or Cats, Other Latinos Prefer Fish, Birds or Reptiles
Latino Pet Owner Population Has Solid Middle-Income Base
Latino Pet Owners Have Higher Incomes Than Non-Pet Owners
CONSUMER BEHAVIOR
Latino Pet Owners More Likely to Head to PetSmart or Petco
Latino Pet Owners Less Likely to Shop Online
Millennial Hispanic Pet Owners More Attuned to Online Shopping
Hispanic Use of Flea and Tick Control Products Differs
Hispanic Cat Owners More Likely to Take Steps to Control or Prevent Heartworm
Price Matters More to Latino Pet Owners
Latino Dog Owners More Likely to Humanize Dog Foods
Pet Food Product Safety Concerns Latino Pet Owners
Latino Cat Owners More Concerned About Cat Food Characteristics
Price and Availability of Natural/Organic Pet Products Seen as Obstacles
MARKETING TO HISPANIC PET OWNERS
Latino Pet Owners More Likely to Prefer English-Language Media
Spanish-Language Ads Less Effective with Hispanic Pet Owners
Hispanic Pet Owners Less Likely to Need Spanish-Language Labeling
TV Advertising Engages Hispanic Pet Owners
English-Dominant Hispanic Pet Owners Download Entertainment
Product Placement Effective with Latino Pet Owners
Celebrity Marketing Works with English-Dominant Latino Pet Owners
More Acculturated Latino Pet Owners Heavily Involved in Social Media
Latino Pet Owners Reward Companies Engaged in Pet Welfare Causes

CHAPTER 2 INSIGHTS AND OPPORTUNITIES

TOPLINE TRENDS IN HISPANIC PET OWNERSHIP

Hispanic Pet Ownership Registers Steady Upswing

Figure 2-1 Percent of Adults with Pets: Hispanics vs. Non-Hispanics, 2007-2016
Hispanics Gain Bigger Share of Pet Owner Population

Figure 2-2 Hispanics as Percent of Total Adult Population and Pet Owner Population, 2007-2016
Number of Hispanic Pet Owners Skyrockets

Figure 2-3 Percent Growth in Number of Pet Owners: Hispanics vs. Non-Hispanic Whites, 2007-2016
Table 2-1 Number of Non-Hispanic White and Multicultural Adults Owning Pets, 2007 vs. 2016 (in thousands)
Pet Ownership Surpasses Growth in Hispanic Adult Population

Figure 2-4 Percent Growth in Number of Hispanic Adult Pet Owners vs. Hispanic Adults Overall, 2007-2016
Hispanic Pet Owners Outpace Other Multicultural Pet Owners

Figure 2-5 Pet Ownership Rates by Race and Hispanic Origin, 2016
Multicultural Population Responsible for Most of the Growth in Pet Ownership

Figure 2-6 Share of Total Growth in Pet Owner Population: Hispanics, Other Multi-Cultural Segments, and Non-Hispanic Whites, 2007-2016
Number of Latino Dog Owners Doubles Between 2007 and 2016

Table 2-2 Growth in Number of Dog or Cat Owners: Hispanics or Non-Hispanics, 2007-2016 (in thousands)
Latinos Help Stem Decline in Ownership of Pets Other Than Dogs or Cats

Table 2-3 Growth in Number of Hispanics Who Own Pets Other Than Dogs or Cats, 2007-2016 (in thousands)
Table 2-4 Change in Number Who Own Pets Other Than Dogs or Cats: Hispanics vs. Non-Hispanics, 2007-2016 (in thousands)
Acculturation Triggers Increased Level of Pet Ownership

Hispanics as Pet Market Consumers

November 2016 © Packaged Facts iii

Figure 2-7 Hispanic Pet Ownership Rates by Degree of Acculturation and by Languages Used at Home, 2016
Table 2-5 Degree of Acculturation: Hispanic Pet Owners vs. Overall Hispanic Population, 2016
Figure 2-8 Share of Hispanic Pet Owners by Degree of Acculturation, 2016
Hispanic Pet Ownership Will Continue to Accelerate

Figure 2-9 Percent Agreeing That "I Don't Have a Pet Now but I Hope to Have One in the Future": Hispanics vs. Non-Hispanics, 2016
Table 2-6 Projected Growth in the Number of Pet Owners by Race and Hispanic Origin, 2016 vs. 2021 (in thousands)

Table 2-7 Projected Growth in the Number of Pet Owners by Race and Hispanic Origin, 2016-2021
Figure 2-10 Share of Growth in the Number of Pet Owners: Hispanics vs. Non-Hispanic Whites, 2016-2021

MARKET OPPORTUNITIES

Latino Spending on Pets Growing at Above-Average Rate

Marketers Should Recognize High Degree of Acculturation of Latino Pet Owners

Figure 2-11 Media and Advertising Preferences of Hispanics: Pet Owners vs. Non-Pet Owners, 2016
Millennial Hispanic Pet Owners Deserve Special Attention

Figure 2-12 Pet Ownership Rates by Generational Age Group: Hispanics vs. Non-Hispanics, 2016
Figure 2-13 Acculturation Profile of Hispanic Pet Owners: Millennials vs. All Other Adults, 2016
Figure 2-14 Pet Owner Usage of Smartphones for Shopping: Millennial Hispanics, All Other Hispanics, and Non-Hispanics, 2016

Store Brands Have Room to Grow with Latino Pet Owners

Figure 2-15 Pet Product Price Sensitivity: Hispanic vs. Non-Hispanic Pet Owners, 2016
Figure 2-16 Attitudes Toward Brand Names: Hispanic vs. Non-Hispanic Pet Owners, 2016
Unique Concerns of Latino Pet Owners Create Opportunities for Pet Food Marketers

Figure 2-17 Key Concerns about Dog Food: Hispanic vs. Non-Hispanic Purchasers, 2016
Figure 2-18 Key Concerns About Cat Food: Hispanic vs. Non-Hispanic Purchasers, 2016
Latinos Offer Natural and Organic Pet Food Marketers a Path to Success

Figure 2-19 Attitudes Toward Natural/Organic Pet Foods and Product Safety: Hispanic vs. Non-Hispanic Pet Owners, 2016
Figure 2-20 Factors Affecting Willingness to Buy Natural/Organic Pet Products: Hispanic vs. Non-Hispanic Pet Owners
CHAPTER 3 PROFILE OF HISPANIC PET OWNERS

OVERVIEW

More Than 20 Million Latinos Own Pets

Table 3-1 Number of Hispanic Pet Owners by Category of Pet, 2016 (in thousands)

More Than Half of Latinos Are Pet Owners

Figure 3-1 Pet Ownership Rates: Hispanics vs. Non-Hispanics, 2016

Figure 3-2 Pet Ownership Rates by Type of Pet: Hispanics vs. Non-Hispanics, 2016

Hispanics Account for One in Three Bird Owners

Figure 3-3 Hispanics as Percent of Overall Pet Owners by Type of Pet, 2016

Pet Ownership Patterns Differ

Table 3-2 Ownership of Other Pets Among Dog or Cat Owners: Hispanics vs. Non-Hispanics, 2016

Table 3-3 Ownership of Other Pets Among Bird or Fish Owners: Hispanics vs. Non-Hispanics, 2016

Latinos More Likely to Have Multiple Dogs, Birds or Reptiles

Table 3-4 Percent Who Own Multiple Pets of Same Type: Hispanics vs. Non-Hispanics, 2016

Younger Dogs More Common Among Latino Owners

Table 3-5 Ages of Dogs Owned: Hispanic vs. Non-Hispanics, 2016

Figure 3-4 Percent with Dog Under 4 Years Old: Hispanic and Non-Hispanic Dog Owners, 2016

Table 3-6 Ages of Cats Owned: Hispanics vs. Non-Hispanics, 2016

Smaller Dogs Catch Fancy of Latino Pet Owners

Figure 3-5 Percent Agreeing That "I'd Prefer to Have a Small Pet You Can Take With You More Places": Hispanic vs. Non-Hispanic Pet Owners, 2016

Latinos Use Social Media to Brag on Their Pets

Figure 3-7 Percent Agreeing That "I Like to Use Social Media to Share Pet Experiences": Hispanic vs. Non-Hispanic Pet Owners, 2016

Hispanic Pet Owners See Pets as Good Practice for Raising Kids

Figure 3-8 Percent Agreeing That "Having a Pet Is a Good Way to Get Ready for Having a Family": Hispanic vs. Non-Hispanic Pet Owners, 2016

IMPACT OF ACCULTURATION AND NATIONAL HERITAGE ON PET OWNERSHIP

Acculturation Provides Context for Understanding Latino Pet Owners

Table 3-8 Degree of Acculturation of Hispanics by Domestic vs. Foreign Birth and by Languages Spoken at Home, 2016

Latino Pet Ownership Closely Linked to Acculturation

Figure 3-9 Percent of Hispanics Owning Pets by Degree of Acculturation, 2016

Table 3-9 Number of Hispanic Pet Owners by Degree of Acculturation, 2016

Table 3-10 Hispanic Pet Owner Population vs. Overall Hispanic Population by Degree of Acculturation, 2016

Hispanic Pet Owners Less Affiliated with Hispanic Culture

Table 3-11 Attitudes of Hispanics Toward Hispanic Culture: Pet Owners vs. Non-Pet Owners, 2016

Language Provides Important Clue to Hispanic Pet Ownership

Figure 3-10 Attitudes of Hispanics Toward Preserving Spanish Language: Pet Owners vs. Non-Pet Owners, 2016

Puerto Ricans Most Likely to Own Pets

Figure 3-12 Pet Ownership Rates Among Hispanics by Heritage, 2016

Mexicans Dominate Pet Owner Population

Figure 3-13 Share of Hispanic Pet Owners by Heritage, 2016

Figure 3-14 Hispanic Pet Ownership Rates: By Heritage, 2016

Mexicans Favor Dogs or Cats, Other Latinos Prefer Fish, Birds or Reptiles

Table 3-12 Ownership Rates by Type of Pet Owned: Mexicans vs. All Other Hispanics, 2016

DEMOGRAPHIC HIGHLIGHTS OF HISPANIC AND NON-HISPANIC PET OWNERS

Latino Pet Owners Far Younger Than Other Pet Owners

Figure 3-15 Share of Pet Owners by Generational Age Group: Hispanics vs. Non-Hispanics, 2016

Figure 3-16 Percent of Pet Owners Under and Over 50 Years of Age: Hispanics vs. Non-Hispanics, 2016

Males Form Majority of Hispanic Pet Owners

Figure 3-17 Distribution of Pet Ownership by Gender: Hispanics vs. Non-Hispanics, 2016

Latino Pet Owners Cluster in West and in Large Metro Areas
Table 3-13 Distribution of Pet Owners by Region and Metropolitan Segmentation: Hispanics vs. Non-Hispanics, 2016
Latino Pet Owner Population Has Solid Middle-Income Base
Figure 3-18 Distribution of Pet Owners by Educational Attainment: Hispanics vs. Non-Hispanics, 2016
Figure 3-19 Distribution of Pet Owners by Household Income Grouping: Hispanics vs. Non-Hispanics, 2016
Household Structure Differs
Table 3-14 Distribution of Pet Owners by Marital Status: Hispanics vs. Non-Hispanics, 2016
Figure 3-20 Distribution of Pet Owners by Selected Household Composition Metrics: Hispanics vs. Non-Hispanics, 2016
Lower Rate of Homeownership Affects Choices of Latino Pet Owners
Figure 3-21 Distribution of Pet Owners by Kind of Residence: Hispanics vs. Non-Hispanics, 2016
DEMOGRAPHIC HIGHLIGHTS OF LATINO PET OWNERS AND NON-PET OWNERS
Latino Pet Owners Slightly Younger Than Non-Pet Owners
Figure 3-22 Percent of Hispanics Who Are Under 50 Years of Age: Pet Owners vs. Non-Pet Owners, 2016
Latino Pet Owners More Likely to Live in Southwest and on West Coast
Table 3-15 Distribution of Hispanics by Region and Metropolitan Segmentation: Pet Owners vs. Non-Pet Owners, 2016
Hispanic Pet Owners Less Likely to Have College Degree, More Likely to Work Full-Time
Figure 3-23 Percent of Hispanics Who Are College Graduates or Are Employed Full-Time: Pet Owners vs. Non-Pet Owners, 2016
Latino Pet Owners Have Higher Incomes Than Non-Pet Owners
Figure 3-24 Distribution of Hispanics by Household income Grouping: Pet Owners vs. Non-Pet Owners, 2016
Pet Owners Live in Larger Households
Figure 3-25 Distribution of Hispanics by Household Composition: Pet Owners vs. Non-Pet Owners, 2016
Figure 3-26 Average Household Size: Mexicans vs. All Hispanics, 2016
Figure 3-27 Percent of Households with Children Under 18: Mexicans vs. All Hispanics, 2016
Latino Pet Owners Much More Likely Than Other Latinos to Own Their Home
Figure 3-28 Percent of Hispanics Living in Owned House or Condo/Co-op: Pet Owners vs. Non-Pet Owners, 2016
CHAPTER 4 CONSUMER BEHAVIOR
Pet Spending by Hispanics Rebounds
Figure 4-1 Average Annual Expenditures on Pets: Hispanic vs. Non-Hispanic Households, 2013-2015
Hispanic Spending on Pets Totals $4.1 Billion
Table 4-1 Growth in Number of Households: Hispanics vs. Non-Hispanics, 2013-2015 (in thousands)
Table 4-2 Aggregate Spending on Pets: Hispanic vs. Non-Hispanic Households, 2013-2015 (in million $)
WHERE LATINOS SHOP FOR PET PRODUCTS
Latino Pet Owners More Likely to Head to PetSmart or Petco
Table 4-3 Purchasing Patterns for Dog or Cat Products: Hispanics vs. Non-Hispanics, 2016
Acculturation Matters in Channel Choices of Latino Pet Owners
Table 4-4 Purchasing Patterns for Dog or Cat Products: English-Dominant vs. Spanish-Dominant Hispanics, 2016
Latino Pet Owners Less Likely to Shop Online
Figure 4-2 Percent Purchasing Products Online in Last 30 Days: Hispanics vs. Non-Hispanics, 2016
Figure 4-3 Percent Purchasing Pet Products Online in Last 12 Months: Hispanic vs. Non-Hispanic Pet Owners, 2016
Millennial Hispanic Pet Owners More Attuned to Online Shopping
Figure 4-4 Percent of Hispanic Pet Owners Purchasing Any Products Online in Last 30 Days : By Age Group, 2016
Figure 4-5 Percent of Hispanic Pet Owners Purchasing Any Products Online in Last 30 Days: By Language Spoken at Home, 2016
PET PRODUCT PREFERENCES
Latinos Are More Active Buyers of Pet Products
Table 4-5 Types of Dog or Cat Products Purchased in Last 12 Months: Hispanic vs. Non-Hispanic Pet Owners, 2016
Table 4-6 Types of Dog or Cat Products Purchased in Last 12 Months: English-Dominant Hispanic vs. Spanish-Dominant Hispanic Pet Owners, 2016
Hispanic Use of Flea and Tick Control Products Differs
Table 4-7 Purchase of Flea/Tick Control Products by Dog or Cat Owners: Hispanics vs. Non-Hispanics, 2016
Table 4-8 Purchase of Flea/Tick Control Products by Hispanic Dog or Cat Owners: By Languages Spoken at Home, 2016
Spanish-Dominant Pet Owners Most Likely to Buy Flea/Tick Control Products
Figure 4-6 Use of Flea/Tick Control Products for Dogs or Cats: Spanish-Dominant Hispanics vs. Non-Hispanic Pet Owners, 2016
Hispanic Cat Owners More Likely to Take Steps to Control or Prevent Heartworm
Figure 4-7 Use of Heartworm Control/Prevention Products for Dogs or Cats: Hispanic vs. Non-Hispanic Pet Owners, 2016
Figure 4-8 Use of Heartworm Control/Prevention Products for Dogs or Cats Among Hispanic Pet Owners: By Languages Spoken at Home, 2016
Store-Brand Pet Foods More Popular with Latinos
Table 4-9 Attitudes Toward Brand Names: Hispanic vs. Non-Hispanic Pet Owners, 2016
Figure 4-9 Use of Store-Brand Packaged Dry Cat Foods: Hispanic vs. Non-Hispanic Cat Owners, 2016
Figure 4-10 Use of Store-Brand Dog Food Products: Hispanic vs. Non-Hispanic Dog Owners, 2016
Price Matters More to Latino Pet Owners
Figure 4-11 Pet Product Price Sensitivity: Hispanic vs. Non-Hispanic Pet Owners, 2016
Figure 4-12 Percent Agreeing Price Is Important When Buying Dog Foods: Hispanics vs. Non-Hispanics, 2016
Figure 4-13 Percent Agreeing Price Plays a Role When Buying Cat Foods: Hispanics vs. Non-Hispanics, 2016
Health Concerns Play Key Role in Choice of Pet Foods
Figure 4-14 Pet Health Factors Important in Buying Dog Foods: Hispanic vs. Non-Hispanic Dog Owners, 2016
Figure 4-15 Pet Health Factors Important in Buying Cat Foods: Hispanic vs. Non-Hispanic Cat Owners, 2016
Latino Dog Owners More Likely to Humanize Dog Foods
Figure 4-16 Percent Citing “Trends and Ingredients I Know About in Relation to Human Foods” as an Important Factor When Buying Dog Foods: Hispanic vs. Non-Hispanic Dog Owners 2016
Pet Food Product Safety Concerns Latino Pet Owners
Figure 4-17 Percent Agreeing that “Fear of Contamination/Product Safety Is a Key Consideration in the Pet Foods I Buy”: Hispanic vs. Non-Hispanic Pet Owners, 2016
Hispanic Dog Owners Place Higher Value on Buying the Food Fido Likes
Figure 4-18 Percent Agreeing That Their Dog’s “Food Texture and Flavor/Ingredient Preferences” Are Important Factors When Buying Dog Food: Hispanic vs. Non-Hispanic Pet Owners, 2016
Fewer Differences When It Comes to Caring About What’s in Dog Foods
Figure 4-19 Characteristics Important in Buying Dog Foods: Hispanic vs. Non-Hispanic Dog Owners, 2016
Latino Cat Owners More Concerned About Cat Food Characteristics
Figure 4-20 Characteristics Important in Buying Cat Foods: Hispanic vs. Non-Hispanic Cat Owners, 2016
Natural/Organic Pet Foods Appeal to Latinos
Figure 4-21 Perceived Benefits of Natural/Organic Pet Products and Foods: Hispanic vs. Non-Hispanic Pet Owners, 2016
Price and Availability of Natural/Organic Pet Products Seen as Obstacles
Figure 4-22 Willingness to Buy Natural/Organic Pet Products: Hispanic vs. Non-Hispanic Pet Owners, 2016
Natural Products Sold by Pet Stores Get Higher Marks
Figure 4-23 Percent Agreeing That “Natural Products Sold in Pet Stores and Pet Superstores Are Superior to Those Sold in General Stores Such as Supermarkets or Supercenters”: Hispanic vs. Non-Hispanic Pet Owners, 2016
SHOPPING BEHAVIOR
Acculturation Affects Use of Coupons
Figure 4-24 Use of Coupons: Hispanic vs. Non-Hispanic Pet Owners, 2016
Table 4-10 Use of Coupons: English-Dominant Hispanic vs. Spanish-Dominant Hispanic Pet Owners, 2016
Figure 4-25 Percent Using Coupons for Pet Food: Hispanic vs. Non-Hispanic Pet Owners, 2016
Figure 4-26 Percent Using Coupons for Pet Food: English-Dominant Hispanic vs. Spanish-Dominant Hispanic Pet Owners, 2016
English-Dominant Pet Owners Most Likely to Use Smartphones When Shopping
Figure 4-27 Percent Agreeing That “I Would Be Interested in a Service That Would Let Me Use My Cellphone to Make Purchases in a Store”: Hispanic vs. Non-Hispanic Pet Owners and Hispanic Pet Owners by Languages Spoken at Home, 2016
Table 4-11 Use of Smartphones and Other Mobile Devices for Shopping in Last 30 Days: Hispanic vs. Non-Hispanic Pet Owners and Hispanic Pet Owners by Languages Used at Home, 2016
CHAPTER 5 MARKETING TO HISPANIC PET OWNERS
MEDIA PREFERENCES
Latino Pet Owners More Likely to Prefer English-Language Media
Figure 5-1 Percent of Hispanics Preferring Only/Mostly Spanish-Language Media: Pet Owners vs. Non-Pet Owners, 2016
Figure 5-2 Percent of Hispanics Preferring Only/Mostly English-Language Media: Pet Owners vs. Non-Pet Owners, 2016
Table 5-1 Recent Use of Spanish-Language Media by Hispanics: Pet Owners vs. Non-Pet Owners, 2016
Spanish-Language Ads Less Effective with Hispanic Pet Owners
Hispanic Pet Owners Less Likely to Need Spanish-Language Labeling
Figure 5-3 Percent of Hispanics Agreeing That “Spanish-Language Labeling Helps Me Select What I Want”: Pet
Owners vs. Non-Pet Owners, 2016
MARKETING TO HISPANIC PET OWNERS
TV Advertising Engages Hispanic Pet Owners
Table 5-3 Attitudes Toward Television Advertising: Hispanic vs. Non-Hispanic Pet Owners, 2016
English-Dominant Hispanic Pet Owners Download Entertainment
Table 5-4 Attitudes Toward Downloading Entertainment Content: Hispanic Pet Owners by Language Preference and Non-Hispanic Pet Owners, 2016
Product Placement Effective with Latino Pet Owners
Figure 5-4 Attitudes Toward Product Placement: Hispanics vs. Non-Hispanic, 2016
Celebrity Marketing Works with English-Dominant Latino Pet Owners
Figure 5-5 Percent Agreeing That "I Like to Buy the Same Products That Celebrities Use": Hispanic Pet Owners by Language Preference vs. Non-Hispanic Pet Owners, 2016
Cellphone Advertising Succeeds with English-Dominant Hispanic Pet Owners
Figure 5-6 Percent Agreeing That "I Am Likely to Purchase Products I See Advertised on My Cellphone": Hispanic Pet Owners by Language Preference vs. Non-Hispanic Pet Owners, 2016
More Acculturated Latino Pet Owners Heavily Involved in Social Media
Table 5-5 Consumer Use of Social Media: Hispanic Pet Owners by Language Preference vs. Non-Hispanic Pet Owners, 2016
Latino Pet Owners Reward Companies Engaged in Pet Welfare Causes
Figure 5-7 Percent Agreeing That “The Participation by Pet Product Brands in Pet Welfare and Rescue Causes and Events Plays a Significant Role in Which Pet Brands I Buy”: Hispanic vs. Non-Hispanic Pet Owners, 2016

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