

	PAGE	TABLE NUMBER
BACKGROUND AND PURPOSE	xvi	
METHODOLOGY AND SAMPLE	xvi	
QUESTIONNAIRE REVISIONS	xvi	
2012 CHANGE IN METHODOLOGY	xvii	
MARGIN OF ERROR	xvii	
FOOTNOTES	xvii	
CUSTOM REPORTS	xvii	
GENERATION DATA	xviii	
PREVIOUS AND NON-PET OWNERS	xviii	
DEMOGRAPHICS	xviii	
STORE TYPE DEFINITIONS	xviii	
UNITED STATES CENSUS REGIONS MAP	xix	
EXECUTIVE SUMMARY		
General Information about Pet Ownership	2	
Trended Pet Ownership	3	1
Number of U.S. Households that Own a Pet	4	2
Pet Ownership by Generation	5	3
Number of Pets Owned by Species	6	4
Pet Combinations Owned	7 - 9	5 - 6g
Where Pets are Obtained	10	7
Where Pet Owners Learned of the Availability of Their Pet • Average Amount Spent to Purchase Pet	11	8, 9
Average Amount Spent on Pet Care Categories in the Past 12 Months	12, 13	10
Caring for a Pet's Health	14, 15	11
Electronic Tracking Devices • Health Insurance for Dogs and Cats	16	12, 13
Percentage of Pets Given Medications/Drugs	17	14a - 14c
Percentage of Pets Given Vitamins and/or Other Supplements	18	15
Use of Specially Formulated Food for Dogs and Cats	19	16
Overweight/Malnourished Pets • Pets on a Special Diet • Percentage of Pets Given Treats	20	17, 18
Pet Services Used in the Past Six Months	21	19
Flea and Tick Product Use • All-Natural, Chemical-Free Flea and Tick Products	22	20
Leash Ownership • Odor Neutralizers	23	21, 22
Training Devices Used	24	23
Arrangements Made When Pet Owner is Traveling	25	24
Arrangements Made When Pet Owner is at Work	26	25
Information Sources	27	26
Use of the Internet as a Source of Information About Pets	28	27a - 27c

	PAGE	TABLE NUMBER
Local/Independent Pet Stores versus Pet Chains/Superstores	29, 30	28a - 29
Importance of Brand Name When Purchasing Pet Products	31	30, 31
Toy Purchases for Pets	32	32
When Gifts are Purchased for Pets • Percentage of Pets that Share Gifts	33	33
Average Spent per Gift • Average Number of Gifts Purchased • Holiday Parties for Pets • Bought Pet-Themed Merchandise	34	34, 35
Benefits of Owning Pets	35	36
Drawbacks of Owning Pets	36	37
Priority of Large Medical Expenses • Provisions for Pet in Owner's Will	37	38, 39
Accidents Caused by Pet • Arrangements to be Made if Owner Could No Longer Care for Pet	38	40, 41
Pet Ownership 12 Months From Now • What Owner Would Buy Upon Pet's Death	39, 40	42 - 44b
What Owner Would Do If Pet Died	41, 42	45 - 48
New Supplies for a New Pet • Previous Pet Ownership	43	49 - 51
Reasons for Owning Multiple Pets	44	52
Demographic Profile	45 - 47	53a, 53b
Average Number of Years as a Pet Owner	48	54a, 54b
Outdoor Products Currently Owned • Care of Free-Roaming Animals	49 - 51	55 - 59
Feeding Wild Birds	51	60
How a Pet Owner Becomes Aware of New Pet Products	52	61, 62
Influence of the Economy on Pet Ownership • Pets in the Workplace	53	63, 64
Appendix	54, 55	A - D
Questionnaire	56 - 62	
DOG OWNERSHIP		
General Information About Dog Ownership	64	1, 2
Number of Dogs Owned	65	3a, 3b
Gender and Size of Dog	66	4
Breed of Dog • Average Age of Dog	67	5a - 6
Where Dogs are Obtained • Average Number Obtained From Source	68	7a
Where Dogs are Obtained by Size of Dog and Generation	69	7b, 7c
Where Dog Owners Learned of the Availability of Their Dog • Average Amount Spent to Purchase Dog	70	8, 9
Length of Time as a Dog Owner • Length of Time Owned Current Dog	71	10, 11
Where Dog is Kept During the Day and at Night • Where Dog Sleeps at Night	72	12
Veterinarian Visits • Obese/Overweight Dogs • Dogs on a Special Diet	73	13

	PAGE	TABLE NUMBER
Services and Products Obtained From the Veterinarian	74	14
Dental Health and Dogs	75	15
Percentage of Dogs that are Spayed or Neutered	76	16a - 16c
Medications/Drugs Given to Dog • Outlets Where Medications/Drugs are Obtained	77, 78	17, 18
Dogs Given Flavored Oral Medication	79	19a, 19b
Homeopathic Remedies Given to Dogs	80	20
Flea and Tick Products Purchased in the Past 12 Months	81	21
Flea and Tick Product Use by Region	82, 83	22a - 22d
All-Natural, Chemical-Free Flea and Tick Products	83	23
Vitamin and Other Supplement Use	84, 85	24 - 26
Health Insurance for Dogs	85	27
Obedience Training for Dogs	86	28
Training Devices Used	87	29
Electronic Tracking Devices	88	30a, 30b
Services Used in the Past Six Months	89	31
Types of Dog Food Purchased in the Past 12 Months • Food Used Most Often	90	32
Types of Dog Food Purchased in the Past 12 Months by Size of Dog	91	33
Type of Dog Food Used Most Often by Size of Dog	92	34
Forms of Dog Food Used Occasionally and Most Often	93	35a, 35b
Size of Dry Dog Food Purchased Most Often • Use of Specially Formulated Food	94	36, 37
Treat Purchases	95	38 - 40
Types of Treats Purchased • Average Number of Treats Fed per Day	96	41, 42
Types of Chews Purchased • Average Number Purchased • Kind of Chews	97	43
Frequency of Taking Dog to a Dog Park	98	44a, 44b
Arrangements Made When Dog Owner is Traveling	99	45
Average Number of Trips • Pet-Friendly Places	100	46, 47
Frequency Dog Accompanies Owner on Errands	101	48a, 48b
Methods Used to Secure Dog in Car	102	49
Arrangements Made When Dog Owner is at Work	103	50a, 50b
Leashes Currently Owned • Material of Leash • Frequency of Buying Leash	104	51, 52
Harness/Halter and No-Pull Collar Ownership • Ownership of Non-Flea and Tick Collars	105	53, 54
Ownership of Kennel/Cage, Carrier/Crate	106	55, 56
Ownership of Water/Food Bowls	107	57

	PAGE	TABLE NUMBER
Important Features When Selecting a Bowl	108	58
Designer Dog Products	109	59
Brushes and Other Grooming Tools Owned	110	60a
Brushes and Other Grooming Tools Owned by Size of Dog	111	60b
Outlets Where Grooming Tools are Purchased	112	61
Grooming Methods • Odor Neutralizers	113	62, 63
Information Sources	114	64
Trends in Information Sources	115	65a - 65c
Dog Care Items Currently Owned • Purchased in the Past 12 Months • Average Number • Plan to Purchase in the Next 12 Months • Outlets	116 - 118	66
Dog Care Items Currently Owned • Purchased in the Past 12 Months • Plan to Purchase in the Next 12 Months	119	67a, 67b
Outlets Where Dog Care Items are Usually Purchased	120, 121	68
Importance of Brand Name When Purchasing Dog Products	122	69a - 69c
Specific Expenses for All Dogs Owned	123, 124	70a, 70b
Trends in Expenses for Dog Care Items	124 - 126	71a - 71g
Share of Dollars	127	72
Local/Independent Pet Stores versus Pet Chains/Superstores	128	73, 74
Preferred Outlet When Shopping for Dog Care Items	129	75
Toy Purchases for Dogs • Toy Purchases by Demographic Segments	130, 131	76 - 77b
Types of Toys Purchased • Material of Toys Purchased • If Dogs Share Toys	131, 132	78 - 80
When Gifts are Purchased for Dogs	133	81a, 81b
Average Spent per Gift • Average Number of Gifts Purchased	134	82 - 84
Percentage of Dogs that Share Gifts	135	85a, 85b
Holiday/Birthday Parties for Dogs • Bought Pet-Themed Merchandise	136	86a - 86c
Benefits and Drawbacks of Owning Dogs	137, 138	87
Benefits and Drawbacks of Owning Dogs by Generation	139, 140	88a - 88d
Benefits and Drawbacks of Owning Dogs by Presence of Children	140, 141	89
Accidents Caused by Dog • Priority of Large Medical Expenses	142	90, 91
Provisions for Dog in Owner's Will • Arrangements to be Made if Owner Could No Longer Care for Dog	143, 144	92 - 93b
Hospice Care for Dog	144	94
What Owner Would Buy Upon Dog's Death	145, 146	95a - 95d
What Owner Would Do If Dog Died	147	96, 97
New Supplies for a New Pet	148	98
Previous Pet Ownership	148	99, 100
Reasons for Owning Multiple Pets	149	101a, 101b

	PAGE	TABLE NUMBER
Demographic Profile	150 - 152	102a, 102b
Questionnaire	153 - 175	
CAT OWNERSHIP		
General Information About Cat Ownership	178	1, 2
Number of Cats Owned	179	3a, 3b
Gender of Cat • Breed of Cat	180, 181	4 - 5b
Average Age of Cat in Human Years	181	6
Where Cats are Obtained • Average Number Obtained from Source	182	7
Where Cat Owners Learned of the Availability of Their Cat	183	8a, 8b
Average Amount Spent to Purchase Cat • Length of Time as a Cat Owner	184	9 - 10b
Length of Time Owned Current Cat	185	11a, 11b
Where Cat is Kept During the Day and at Night	186	12
Veterinarian Visits • Services and Products Obtained	187	13
Cats Taken to a Professional Groomer	188	14a, 14b
Obese/Overweight Cats • Cats on a Special Diet	189	15a - 16
Percentage of Cats that are Spayed or Neutered	190	17a - 17d
Medications/Drugs Given to Cat	191	18
Outlets Where Medications/Drugs are Obtained	192	19
Cats Given Flavored Oral Medication	193	20a, 20b
Homeopathic Remedies Given to Cats	194	21a, 21b
Flea and Tick Products Purchased in the Past 12 Months	195, 196	22a, 22b
Flea and Tick Product Use by Region	197, 198	23a - 23d
All-Natural, Chemical-Free Flea and Tick Products	199	24a - 24c
Vitamin and Other Supplement Use	200	25a - 26
Health Insurance for Cats	201	27a, 27b
Training Devices Used	202, 203	28a - 29
Electronic Tracking Devices	203, 204	30a, 30b
Services Used in the Past Six Months	204	31
Types of Cat Food Purchased in the Past 12 Months • Food Used Most Often	205	32
Forms of Cat Food Used Occasionally and Most Often • Size of Dry Cat Food Purchased Most Often	206	33, 34
Use of Specially Formulated Food	207	35a, 35b
Treat Purchases	208	36, 37
Types of Treats Purchased • Average Number of Treats Fed per Day	209	38
Arrangements Made When Cat Owner is Traveling	210, 211	39a, 39b

TABLE OF CONTENTS

	PAGE	TABLE NUMBER
Average Number of Trips Cat has Taken by Transportation Mode • Arrangements Made When Cat Owner is at Work	211	40, 41
Leashes Currently Owned • Material of Leash • Frequency of Buying Leash • Harness/Halter Ownership	212, 213	42, 43
Ownership of Non-Flea and Tick Collars	213, 214	44, 45
Ownership of Carriers • Material of Carrier • Kitty Condo/Cat Bed Ownership	214, 215	46 - 48
Ownership of Water/Food Bowls	216	49
Important Features When Selecting a Bowl	217	50
Designer Cat Products	218	51a, 51b
Brushes and Other Grooming Tools Owned • Outlets Where Grooming Tools are Purchased	219	52, 53
Scratching Post Ownership	220, 221	54 - 55b
Types of Litter Boxes Owned • Litter Box Liners • Size and Type of Litter Usually Purchased • Litter Box Deodorizer	222, 223	56
Odor Neutralizers • Information Sources	224, 225	57 - 58b
Trends in Information Sources	226	59a - 59c
Cat Care Items Currently Owned • Purchased in the Past 12 Months • Average Number • Plan to Purchase in the Next 12 Months • Outlets	227 - 229	60
Items Currently Owned • Purchased in the Past 12 Months • Plan to Purchase in the Next 12 Months	229	61a, 61b
Outlets Where Cat Care Items are Usually Purchased	230	62
Importance of Brand Name When Purchasing Cat Products	231	63 - 64b
Specific Expenses for All Cats Owned	232, 233	65a, 65b
Specific Expenses for All Cats Owned by Region	234	65c
Trends in Expenses for Cat Care Items	234 - 236	66a - 66e
Share of Dollars	236	67
Local/Independent Pet Stores versus Pet Chains/Superstores • Preferred Outlet When Shopping for Cat Care Items	237	68, 69
Toy Purchases for Cat • Types of Toys Purchased	238	70, 71
Average Number of Toys Purchased • If Cats Share Toys	239	72, 73
When Gifts are Purchased for Cats	240, 241	74a, 74b
Average Spent per Gift • Number of Gifts Purchased • Cats that Share Gifts	241	75, 76
Holiday/Birthday Parties for Cats • Bought Pet-Themed Merchandise	242	77a, 77b
Benefits and Drawbacks of Owning Cats	243 - 245	78a, 78b
Benefits and Drawbacks of Owning Cats by Generation	246	78c
Accidents Caused by Cat	247	79
Priority of Large Medical Expenses • Provisions for Cat in Owner's Will	248	80, 81
Arrangements to be Made if Owner Could No Longer Care for Cat	249	82a, 82b

	PAGE	TABLE NUMBER
Hospice Care for Cat	250	83a, 83b
What Owner Would Buy Upon Cat's Death	251	84a, 84b
What Owner Would Do If Cat Died	252	85
How Long Owner Would Wait to Replace Cat • New Supplies for New Pet	253	86, 87
Previous Pet Ownership	254	88, 89
Reasons for Owning Multiple Pets	255	90
Demographic Profile	256 - 258	91a, 91b
Questionnaire	259 - 277	
FISH OWNERSHIP		
General Information About Fish Ownership	280, 281	1, 2
Average Number of Fish Owned	281 - 283	3 - 5
Type of Freshwater Fish Owned	284	6
Where Fish are Obtained	285, 286	7a - 7c
Where Fish Owners Learned of the Availability of Their Fish • Average Amount Spent to Purchase New and/or Additional Fish	287	8, 9
New Equipment Bought • Length of Time as a Fish Owner	288	10a - 11
Ownership of Bowls, Desktop Aquariums and Tanks • Average Number Owned	289	12, 13
Ownership of Bowls, Desktop Aquariums and Tanks by Size	290	14
Outlets Where Bowls, Tanks and Aquariums are Obtained	291	15
Material and Shape of Tanks	292	16
Tank Maintenance Service	293	17a, 17b
Medications and Treating Compounds	294	18
Kinds of Medications/Treating Compounds Purchased	295	19a, 19b
Outlets Where Medications/Treating Compounds are Obtained	296	20
Types of Fish Food Purchased in the Past 12 Months • Outlets Where Food is Purchased • Average Number of Purchases in the Past 12 Months	297, 298	21 - 23
Arrangements Made When Fish Owner is Traveling	299, 300	24a - 24c
Information Sources	301, 302	25, 26
Trends in Information Sources	303 - 305	27 - 28f
Freshwater Fish Accessories Currently Owned • Purchased in the Past 12 Months • Average Number • Plan to Purchase • Outlets	306 - 308	29, 30
Saltwater Fish Accessories Currently Owned • Purchased in the Past 12 Months • Average Number • Plan to Purchase • Outlets	309 - 312	31, 32
Fish Accessories Currently Owned • Purchased in the Past 12 Months • Plan to Purchase	313	33a, 33b
Importance of Brand Name When Purchasing Fish Accessories	314	34a, 34b
Specific Expenses for All Fish Owned	315, 316	35a - 35c

	PAGE	TABLE NUMBER
Share of Dollars - Freshwater Fish	317	36a
Share of Dollars - Saltwater Fish	318	36b
Local/Independent Pet Stores versus Pet Chains/Superstores	318	37
Preferred Outlet When Shopping for Fish Care Items	319, 320	38a - 38c
When Gifts are Purchased for Fish	321, 322	39a, 39b
Average Number of Gifts Purchased per Year • Average Spent per Gift	322	40a - 41b
Bought Pet-Themed Merchandise	323	42a, 42b
Benefits and Drawbacks of Owning Fish	324 - 326	43a, 43b
Benefits of Owning Fish by Type of Fish Owned	327	44a - 44c
Drawbacks of Owning Fish by Type of Fish Owned	328	44d - 44f
Likelihood of Still Owning Fish in 12 Months	329	45a, 45b
Provisions for Fish in Owner's Will • Arrangements to be Made if Owner Could No Longer Care for Fish	330	46, 47
What Owner Would Do If Fish Died	331	48, 49
Previous Pet Ownership	332	50, 51
Reasons for Owning Multiple Pets	333	52
Demographic Profile	334 - 336	53a, 53b
Questionnaire	337 - 356	
BIRD OWNERSHIP		
General Information About Bird Ownership	358	1, 2
Number of Birds Owned	359	3a, 3b
Gender and Size of Bird	360	4a, 4b
Species of Bird • Average Age of Bird	361	5, 6
Where Birds are Obtained	362, 363	7a, 7b
Where Bird Owners Learned of the Availability of Their Bird	364	8a, 8b
Average Amount Spent to Purchase Bird	365	9a, 9b
Length of Time as a Bird Owner	366, 367	10a - 10c
Veterinarian Visits	367, 368	11a - 11c
Services and Products Obtained from the Veterinarian • Malnourished Birds • Birds on a Special Diet	369, 370	12, 13
Birds with Beaks/Nails Trimmed or Wings Clipped	370	14
Medications/Drugs Given to Bird	371	15a, 15b
Vitamin and Other Supplement Use	372	16 - 18
Types of Bird Food Purchased in the Past 12 Months • Outlet Where Purchased	373, 374	19a - 20
Size of Bird Food Purchased	374, 375	21

	PAGE	TABLE NUMBER
Treat Purchases • Outlets Where Treats are Purchased	376, 377	22 - 25
Arrangements Made When Bird Owner is Traveling • Cage Ownership	378	26, 27
Type of Cage Owned • Material of Cage	379	28, 29
Frequency of Cage Replacement • Cage Cleaning and/or Sanitizing	380	30, 31
Cage Liners	381	32
Information Sources	382, 383	33 - 35
Bird Care Items Currently Owned • Purchased in the Past 12 Months • Average Number Purchased • Plan to Purchase • Outlets	384, 385	36
Bird Care Items Currently Owned • Purchased in the Past 12 Months • Plan to Purchase	386	37a, 37b
Outlets Where Bird Care Items are Usually Purchased	386, 387	38
Importance of Brand Name When Purchasing Bird Products	388	39 - 40b
Specific Expenses for All Birds Owned	389, 390	41a - 41c
Trends in Expenses for Bird Care Items	391, 392	42a - 42e
Share of Dollars	393	43
Local/Independent Pet Stores versus Pet Chains/Superstores	394	44, 45
Preferred Outlet When Shopping for Bird Care Items	395	46
When Gifts are Purchased for Birds	396, 397	47a - 47c
Average Number of Gifts Purchased per Year • Average Spent per Gift	397	48a, 48b
Bought Pet-Themed Merchandise	398	49a - 49c
Benefits and Drawbacks of Owning Birds	399, 400	50a, 50b
Benefits and Drawbacks of Owning Birds by Generation	401, 402	51
Benefits and Drawbacks of Owning Birds by Presence of Children	403	52
Accidents Caused by Bird	404	53a, 53b
Priority of Large Medical Expenses	405	54a, 54b
Provisions for Bird in Owner's Will	406	55a, 55b
Arrangements to be Made if Owner Could No Longer Care for Bird	407	56a, 56b
What Owner Would Buy Upon Bird's Death	408	57a, 57b
What Owner Would Do If Bird Died	409	58, 59
New Supplies for a New Pet • Previous Pet Ownership	410, 411	60 - 62
Reasons for Owning Multiple Pets	411	63
Demographic Profile	412 - 414	64a, 64b
Questionnaire	415 - 425	
SMALL ANIMAL OWNERSHIP		
General Information About Small Animal Ownership	428	1, 2
Number of Small Animals Owned	429	3a, 3b

TABLE OF CONTENTS

	PAGE	TABLE NUMBER
Type of Small Animal Owned	430	4a, 4b
Type of Small Animal Owned by Number of Children in the Household	431	5a, 5b
Type of Small Animal Owned by Single versus Multiple Small Animal Owners	432	6a, 6b
Multiple Small Animal Ownership	433	7a - 7c
Where Small Animals are Obtained	434	8a
Where Small Animals are Obtained by Type Owned	435	8b
Where Small Animal Owners Learned of the Availability of Their Small Animal	436	9a, 9b
Average Amount Spent to Purchase Small Animal • Length of Time as a Small Animal Owner	437	10 - 12
Where Small Animal is Kept During the Day and at Night	438	13
Medications/Drugs Given to Small Animals	439	14
Vitamin and Other Supplement Use	440	15, 16
Types of Small Animal Food Purchased in the Past 12 Months	441	17
Top Five Foods Fed to Each Small Animal Type	442, 443	18a - 18d
Outlets Where Food is Purchased • Average Number Purchased in the Past 12 Months	444, 445	19a, 19b
Treat Purchases	446	20, 21
Treat Purchases by Region; Presence and Number of Children; Generation	447	22a, 22b
Outlets Where Treats are Purchased	448	23
Arrangements Made When Small Animal Owner is Traveling	449	24
Cage Ownership • Number of Cages Owned • Material of Cage • Frequency of Replacing Cage • Cage Cleaning and/or Sanitizing	450, 451	25, 26
New Equipment Bought with the Purchase of New/Additional Small Animals	452	27
Information Sources	453, 454	28, 29
Small Animal Care Items Currently Owned • Purchased in the Past 12 Months • Average Number Purchased • Plan to Purchase in the Next 12 Months	454, 455	30
Items Currently Owned • Purchased in the Past 12 Months • Plan to Purchase in the Next 12 Months	455, 456	31a, 31b
Small Animal Care Items Purchased in the Past 12 Months by Type of Small Animal Owned	456 - 458	32 - 33d
Outlets Where Small Animal Care Items are Purchased	459	34
Small Animal Care Items Purchased on the Internet	460	35a, 35b
Importance of Brand Name When Purchasing Small Animal Products	461, 462	36 - 37c
Specific Expenses for All Small Animals Owned	463, 464	38, 39
Local/Independent Pet Stores versus Pet Chains/Superstores • Preferred Outlet When Shopping for Small Animal Care Items	465	40, 41
When Gifts are Purchased for Small Animals	466	42a, 42b

	PAGE	TABLE NUMBER
Average Number of Gifts Purchased • Average Spent per Gift	467, 468	43a - 44c
Bought Pet-Themed Merchandise	469	45
Benefits and Drawbacks of Owning Small Animals	470 - 472	46a, 46b
Accidents Caused by Small Animal	473	47
Provisions for Small Animal in Owner's Will	474	48a, 48b
Arrangements to be Made if Owner Could No Longer Care for Small Animal	475	49
What Owner Would Buy Upon Small Animal's Death	476	50a, 50b
What Owner Would Do If Small Animal Died	477	51a, 51b
How Long Owner Would Wait to Replace Small Animal	478	52a, 52b
New Supplies for a New Pet	479	53a, 53b
Previous Pet Ownership	480	54a, 54b
Length of Time Between Previous Pet and Current Pet	481	55a, 55b
Reasons for Owning Multiple Pets	482	56
Demographic Profile	483 - 485	57a, 57b
Questionnaire	486 - 494	
REPTILE OWNERSHIP		
General Information About Reptile Ownership	496	1, 2
Number of Reptiles Owned	497	3
Type of Reptile Owned	498	4a, 4b
Type of Reptile Owned by Number of Children in the Household	499	5a, 5b
Type of Reptile Owned by Single versus Multiple Reptile Owners	500	6a, 6b
Multiple Reptile Ownership	501, 502	7a - 7d
Where Reptiles are Obtained	503, 504	8a, 8b
Where Reptile Owners Learned of the Availability of Their Reptile • Average Amount Spent to Purchase Reptile	505	9 - 11
Length of Time as a Reptile Owner • Medications/Drugs Given to Reptile	506	12, 13
Vitamin and Other Supplement Use	507	14, 15
Average Number of Vitamin/Other Supplement Doses Given per Month	508	16
Types of Reptile Food Purchased in the Past 12 Months	509	17
Top Five Foods Fed to Each Reptile Type	510, 511	18a - 18e
Types of Reptile Food Purchased in the Past 12 Months by Number of Reptiles Owned	512	19
Outlets Where Food is Purchased	513, 514	20a, 20b
Treat Purchases	515	21, 22
Treat Purchases by Region, Presence of Children and Generation • Outlets Where Treats are Purchased	516	23, 24
Arrangements Made When Reptile Owner is Traveling	517	25a, 25b

TABLE OF CONTENTS

	PAGE	TABLE NUMBER
Information Sources	518, 519	26a - 27
Reptile Care Items Currently Owned • Purchased in the Past 12 Months • Average Number Purchased • Plan to Purchase in the Next 12 Months	520, 521	28
Items Currently Owned • Purchased in the Past 12 Months • Plan to Purchase in the Next 12 Months	522	29a, 29b
Reptile Care Items Purchased in the Past 12 Months by Type of Reptile Owned	523 - 525	30 - 31e
Outlets Where Reptile Care Items are Purchased	526	32
Reptile Care Items Purchased on the Internet	527	33a, 33b
Importance of Brand Name When Purchasing Reptile Products	528	34a, 34b
Specific Expenses for All Reptiles Owned	529, 530	35, 36
Local/Independent Pet Stores versus Pet Chains/Superstores • Preferred Outlet When Shopping for Reptile Care Items	531	37, 38
When Gifts are Purchased for Reptiles • Average Number of Gifts Purchased per Year	532, 533	39a - 40b
Average Spent per Gift • Bought Pet-Themed Merchandise	534	41a - 42
Benefits and Drawbacks of Owning Reptiles	535 - 537	43, 44
Reptile Ownership 12 Months From Now	538	45a, 45b
Accidents Caused by Reptile	539	46
Provisions for Reptile in Owner's Will	540	47a, 47b
Arrangements to be Made if Owner Could No Longer Care for Reptile	541	48
What Owner Would Buy Upon Reptile's Death	542	49a, 49b
What Owner Would Do If Reptile Died	543	50a, 50b
How Long Owner Would Wait to Replace Reptile • New Supplies for a New Pet	544	51, 52
Previous Pet Ownership	545	53a, 53b
Length of Time Between Previous Pet and Current Pet	546	54a, 54b
Reasons for Owning Multiple Pets	547	55
Demographic Profile	548 - 550	56a, 56b
Questionnaire	551 - 559	
HORSE OWNERSHIP		
General Information About Horse Ownership	562	1, 2
Number of Horses Owned and/or Leased	563, 564	3a - 3d
Average Number of Horses Owned by Region and Income	565	4
Average Amount Spent to Purchase Horse • Length of Time as a Horse Owner	566, 567	5a - 6c
Primary Rider of Horse	568	7a, 7b
Where Horse is Kept • Veterinarian Visits	569	8, 9
Services and Products Obtained from the Veterinarian	570	10

	PAGE	TABLE NUMBER
Where Horse Receives Routine and Emergency Treatment	571	11, 12
Medications/Drugs Given to Horse	572, 573	13 - 14b
Medications/Drugs Given to Horse by Household Income and Number of Veterinarian Visits	574	15
Medications/Drugs Given to Horse by Generation	575	16
Outlets Where Medications/Drugs are Obtained	576	17
Form of Horse Supplement Usually Used	577	18
Types of Food Purchased in the Past 12 Months	578, 579	19a, 19b
Food Fed Most Often • Food Purchased versus Food Used Most Often	580, 581	20a - 21
Grooming Tools Owned	582	22
Information Sources	583	23
Horse Care Items Currently Owned • Purchased in the Past 12 Months • Plan to Purchase in the Next 12 Months	584	24
Outlets Where Horse Care Items are Purchased	585	25
Importance of Brand Name When Purchasing Horse Products	586, 587	26 - 27b
Specific Expenses for All Horses Owned	588, 589	28 - 29b
Average Amount Spent on Services in the Past 12 Months	590	30
When Gifts are Purchased for Horses	591, 592	31a, 31b
Average Number of Gifts Purchased	593	32a, 32b
Average Spent per Gift	594	33a, 33b
Bought Pet-Themed Merchandise	595	34a, 34b
Benefits and Drawbacks of Owning Horses	596 - 600	35 - 38c
Accidents Caused by Horse • Priority of Large Medical Expenses	601	39, 40
Provisions for Horse in Owner's Will	602	41a, 41b
Arrangements to be Made if Owner Could No Longer Care for Horse	603	42a, 42b
Arrangements to be Made Upon Death of Horse	604, 605	43a, 43b
What Owner Would Do If Horse Died	606	44a, 44b
How Long Owner Would Wait to Replace Horse	607	45a, 45b
Previous Pet Ownership	608, 609	46a - 47b
Reasons for Owning Multiple Pets	609, 610	48 - 49b
Demographic Profile	611 - 613	50a, 50b
Questionnaire	614 - 621	
LIFESTYLE AND MEDIA SURVEY		
Background, Purpose and Objective	624	
Number of Pets Owned by Species	625	1
Pet Combinations Owned	626	2

	PAGE	TABLE NUMBER
Age and Gender of Person Most Responsible for Purchasing Pet Products	627	3
Pet Ownership by Generation	628, 629	4a - 4d
Trended Leisure Activities of Current Pet Owners	630	5a
Leisure Activities by Type of Pet Owned and Generation	631, 632	5b, 5c
Media Viewing Habits	633	6a, 6b
Reasons for Using the Internet in the Past Year	634	7
How a Pet Owner Becomes Aware of New Pet Products	635	8
How a Pet Owner Learns About Pet Products on the Internet	636	9
Items Purchased Online	637	10, 11
Pet Owners and Personal Statements	638, 639	12
Spending Time with a Pet as a Leisure Activity	640, 641	13a - 13c
Outdoor Products Currently Owned	642	14a, 14b
Garden Pond Ownership • Size of Garden Pond • Average Number Owned	643	15a - 16
Garden Pond Accessories	644	17a, 17b
Garden Pond Owners and Leisure Activities	645	18
Garden Pond Owners and Personal Statements	646, 647	19
Garden Pond Fish Considered Pets	648	20a, 20b
Care of Free-Roaming Animals	649	21, 22
Frequency of Providing Care to Free-Roaming Animals	650	23a, 23b
Current Pet Owners Who Care for Free-Roaming Animals and Personal Statements	651	24
Pets in the Workplace	652, 653	25a - 25c
Specific Health Benefits from Pet Ownership	653, 654	26a, 26b
Influence of the Economy on Pet Ownership	655, 656	27 - 28c
Reasons for Not Currently Owning a Pet	657	29
Demographic Profile	658 - 660	30a, 30b