

APPA GENERATIONAL REPORT VOLUME 1

THIS NEWLY RELEASED REPORT EXAMINES PET OWNERSHIP BY GENERATION TO IDENTIFY TRENDS, CHANGES AND NEW OPPORTUNITIES IN THE PET PRODUCTS MARKET.

Based on the 2015–2016 National Pet Owners Survey, the Generational Report analyzes all aspects of pet ownership by generation in terms of Gen Y (Millennials), Gen X, Baby Boomers and Builders.



Topics reported include:

- Media usage
- Online purchasing
- Types of pets owned
- Health benefits of pet ownership
- Reasons for not currently owning a pet
- Many more

This report also specifically explores dog and cat ownership by generation, including:

- Where the pet was obtained and the average amount spent
- Veterinarian visits
- Flea and tick product usage
- Types of food
- Treats
- Specific expenses for dog and cat ownership
- Toy and gift purchases
- Benefits and drawbacks of ownership
- What a pet owner would do if their pet died

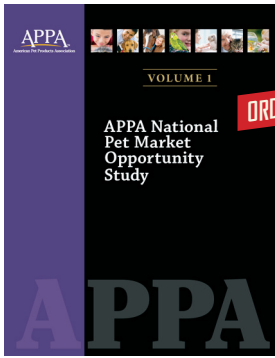
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