

Are we there for the pet
Or are they there for us?

Understanding Pets & Their Parents

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Confidential

Pets are increasingly the baby in the household




On average there is 1.2 pets per household in the USA vs 0.6 children

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"in a survey by the American Animal Hospital Association, 40 percent of married female dog owners reported they received more emotional support from their pet than from their husband or their kids"

People & Pet lives are closer than ever before...





Another family member Fed like we feed ourselves Bought for as an individual

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Owners are misinformed

There's a **knowledge gap** about what great nutrition actually means for Pets and **the risks** if this isn't properly managed.



2/3 of pets have special needs but only 10% are fed an appropriate diet

Many pets even on a 'good' diet are being overfed – or over treated!

Leading to suffering for the Pets of America

The percentage of U.S. pets that are **obese or overweight** has increased

>54% of pets are now obese

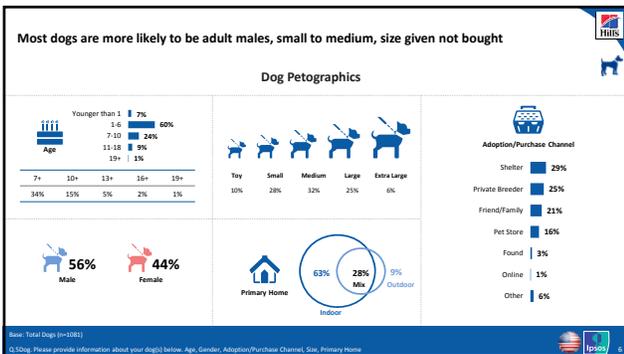


Since 2001: Dog vet visits have slipped 21% and cat visits dropped 30%

For the first time, Pets are starting to die younger again – from preventable diseases

Most dogs are more likely to be adult males, small to medium, size given not bought

Dog Petographics



Age: Younger than 1 (7%), 1-6 (60%), 7-10 (24%), 11-15 (9%), 16+ (1%)

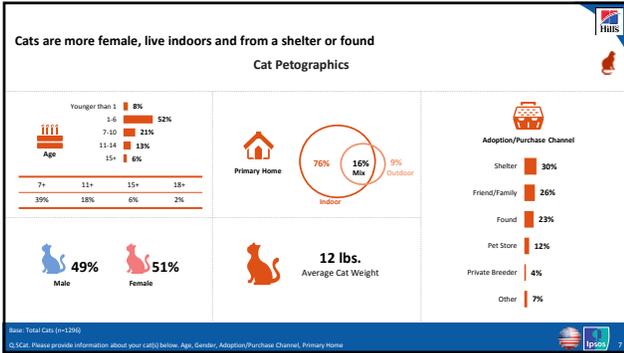
Size: Toy (10%), Small (28%), Medium (32%), Large (25%), Extra Large (6%)

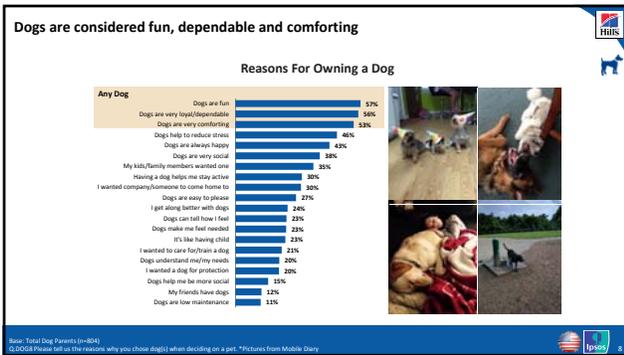
Adoption/Purchase Channel: Shelter (29%), Private Breeder (25%), Friend/Family (21%), Pet Store (16%), Found (3%), Online (1%), Other (6%)

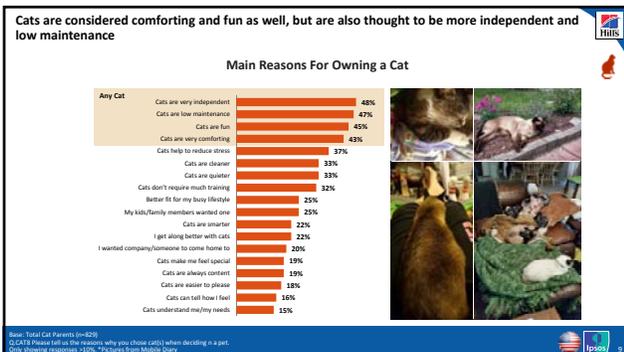
Gender: Male (56%), Female (44%)

Primary Home: 63% Indoor, 28% Outdoor, 9% Both

Base: Total Dogs (n=1981)
© 2016. Please provide information about your dog(s) below: Age, Gender, Adoption/Purchase Channel, Size, Primary Home







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First things first: shelter and breeder parents both love their pets. A lot.

When exploring the differences between owners who adopted from shelters and those who worked with breeders it's important to understand that **both groups love their pets equally**. No matter their beginnings, these animals have all become integral parts of their families.

They are nurtured – and spoiled – like children. They are admired and conversed with like close friends. **They are, without question, equal members of their households.**



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While both shelter and breeder parents share a mutual love for their pets and care for them in similar ways, the relationship between breeder pet parents and their animals is not as complex as the relationship between owners and shelter pets.

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Detailed planning brings owners and breeder pets together.

Owners of breeder pets often have invested a great deal of time, thought, and money into finding the pet they've determined is right for their families. While they recognize that every animal will have a unique personality, they've chosen to work with breeders because **they know what breed will best fit with their lifestyle and prefer to limit surprise.**

It's far too cold to say their relationship is transactional. But their introductions are more structured than those of shelter pets and their owners.



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In contrast, owners of shelter pets thank serendipity – and not planning – for bringing their pets into their lives.

Shelter pet parents often recall with great fondness their first moments meeting their pets. Though their motivations for visiting shelters vary (some set out looking for an animal while others were visiting with no intention of bringing home an animal), they all thank serendipity for introducing them to the dog/cat they brought home. They describe these introductions **as fate. As destiny. As meant to be.**



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And while fate ultimately unites them with their pets, shelter pet owners are mission-driven.

These owners see vulnerable animals in need of homes and **feel obligated to rescue them.** Considering all the animals in need of loving homes, paying a breeder for a pure-bred animal isn't an option.

Some are even evangelical about their mission to save these animals.

"I believe in providing a home for a pet in need and I do not want to support puppy mills or breeding for profit." – Denise D.



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These owners feel that nurturing their shelter pets is an obligation.

Shelter pet parents take pride in the happy, healthy lives they've given to their companions. They are motivated to care for their animals perhaps in part because they know **their pets' challenging pasts and feel a sense of duty to make up for the love they've been deprived.**

And that this obligation to protect and care is a blessing.

Shelter pet parents describe themselves as **"lucky" to have the privilege to care for their animals.** They never say their animals should feel indebted for their rescue. Rather, it's the other way around.

Finally, shelter pet parents are looking for confirmation that their pets feel loved.

These pet parents live with a quiet, constant state of anxiety that their animals might not recognize how loved they really are. They suspect their pets feel cared for, but **if only there was a way to know for sure.**



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