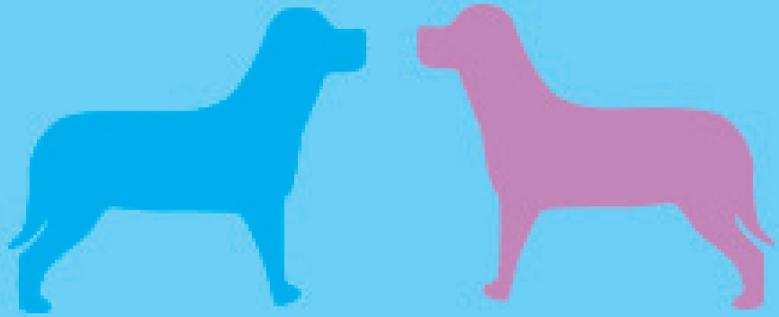


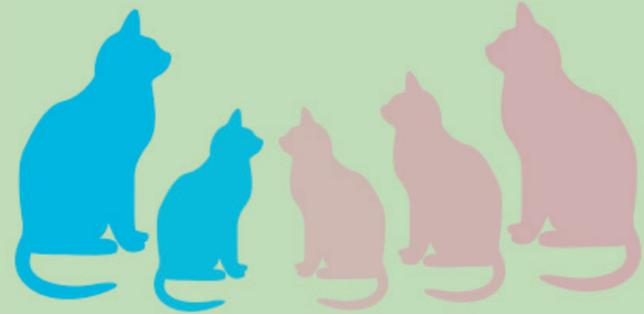
PEOPLE & THEIR PREFERRED PETS

The proportion of male to female dogs



The proportion of male to female dogs is 50% (even)

Proportion of female cats owned vs. male cats

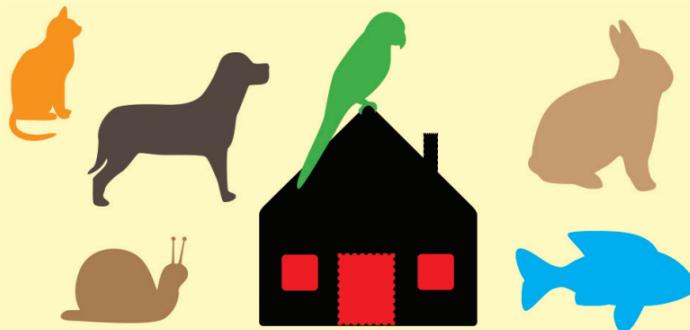


More female cats are owned than male cats (73 percent vs. 63 percent respectively)

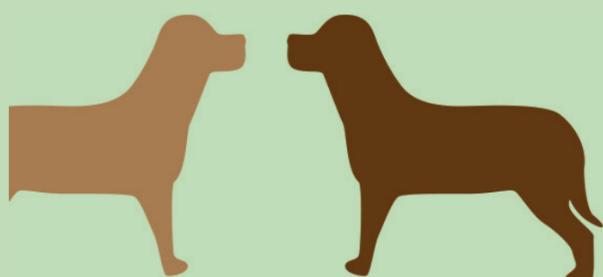
% of U.S. households that own a pet



63% of U.S. households own a pet, which equates to 71.1 millions homes

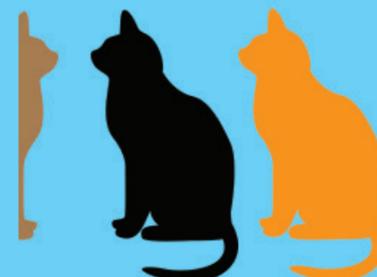


Average number of dogs owned by dog owners



On average, owners have almost two dogs (1.7)

Average number of cats owned by cat owners



On average, owners have two cats (2.3)