

CHARLOTTE REED

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The Power of Pets Fact Sheet

- There are 73.9 million dogs in 43.5 million American households.
- 55% of pet owners consider themselves as mom or dad to their pets.
- 16% of dog owners claim to have bought a car or home with a pet in mind.
- In about 20% of dog households, the TV, radio, or stereo is left on when the animals are left alone, presumably so they don't get lonely.
- About a third (37%) of dog owners has their pet's picture prominently displayed in their homes, 14% display it at their place of work and about 10% of dog owners carry their pet's picture in their wallet or purse.
- 57% of dog owners slept with their beloved canines.
- 33% talk to their pets on the phone or through the answering machines.
- 62% sign letters or cards from them and their pets.
- 65% of pet owners believe their pets smile.
- 36% include a photograph in their holiday cards.
- 21% of owners sometimes dress their pets.
- 63% of dog owners surveyed said they give their pets presents at Christmas.
- About 27% of pet owners claim to have taken their pet to a professional photographer to have a picture taken with family, Santa, or the Easter Bunny.
- 36% of dog owners give their pets presents on their birthday.
- 57% of pet owners would want their pet as a companion if deserted on an island.

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(Sources for this information include the American Humane Association, American Animal Hospital Association, American Boarding Kennel Association, American Kennel Club, American Pet Products Manufacturers Association, American Veterinary Medical Association, Cat Fanciers' Association, Pet Food Institute, Pet Sitters International, Gallup Poll on pet ownership, and National Council on Pet Population Study and Policy.)