



Pet Popularity and Spending in the U.S

About 63 percent of all U.S. households have pets.

More than half of these households have more than one animal. The two most popular pets in Western countries are dogs and cats. In the United States, a 2009-2010 survey showed that dog-owning households outnumbered those owning cats, but that the total number of pet cats was higher than that of dogs.

The average cost to care for a dog over its lifetime is estimated at about \$33,152. People commonly get pets for companionship, to protect a home or property, or because of the beauty of the animals.

Spending in the U.S. pet industry grew from 43.2 billion in 2008 to 45.5 billion in 2009 to 47.7 billion in 2010. The pet industry continues to climb even in a pale economy, marking it as one of the few recession resistant industries.

According to the American Pet Product Association 2008 Pet Owners survey:

Animals owned	Number of U.S. Households that own animals	Total number of pets
	In Millions	In Millions
Dog	45.6	77.5
Cat	38.2	93.6
Freshwater Fish	13.3	171.7
Bird	6.0	15.0
Small Pets	5.3	15.9
Reptile	4.7	13.6
Equine	3.9	13.3
Saltwater Fish	.7	11.2



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