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

Understanding Pets & Their Parents

Joe Keating

Agenda

Category Landscape
• Attitudes towards food & retail
• Shelter demographics
• Cat & Small dog insights

Pet Population
Low overall growth of 0.8%

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.

“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.”

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


Millennials & boomers are more likely to own dogs & cats


FEMALES & BABY BOOMERS SELF-REPORT THE HIGHEST ANNUAL SPEND ON PET FOOD AND TREATS

Source: Harris Poll, May 2015. “Approximately how much would you estimate you spend annually on food for your pet?” 2015.05.03.
Consumers say quality pet food is worth a little sacrifice

Among US/French consumers who currently enjoy each of these things, many say they’d be willing to give them up if need be to ensure their dog or cat had high-quality food:

<table>
<thead>
<tr>
<th>Feature</th>
<th>US (%)</th>
<th>France (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good tasting</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Healthy ingredients</td>
<td>95</td>
<td>90</td>
</tr>
<tr>
<td>Nutritional benefits</td>
<td>95</td>
<td>90</td>
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<tr>
<td>Convenient packaging</td>
<td>90</td>
<td>85</td>
</tr>
<tr>
<td>Sustainable packaging</td>
<td>85</td>
<td>80</td>
</tr>
<tr>
<td>Good value</td>
<td>80</td>
<td>70</td>
</tr>
</tbody>
</table>

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

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

What Does That Mean in Store?

What pet shoppers want...
What pet shoppers get...

WHAT APPEARED TO HAVE BEEN LOYALTY
may have always, only been “repeat business”

 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 eat
a “good” diet
are being overfed
—or underfed!
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.

The percentage of U.S. pets that are obese or overweight has increased. >54% of pets are now obese.

Younger millennials are less likely to have pets relative to those married with kids, having a higher income and some college education; but those that do own more dogs than cats.

Most dogs are more likely to be adult males, small to medium, size given not bought.
Cats are more female, live indoors and from a shelter or found

### Cat Petographics

- **Gender:**
  - Male: 49%
  - Female: 51%
- **Age:**
  - 0-6mo: 20%
  - 6-11mo: 20%
  - 1-5yr: 20%
  - 6-10yr: 20%
  - 11+yr: 10%
- **Primary Home:**
  - House: 70%
  - Apartment: 15%
  - Other: 5%
- **Adoption/Purchase Channel:**
  - Shelter: 48%
  - Pet Store: 12%
  - Online/Store: 7%
  - Private Breeder: 2%
  - Other: 1%
- **Weight:**
  - 3-6lbs: 23%
  - 7-11lbs: 23%
  - 12-17lbs: 17%
  - 18+lbs: 16%
- **Main Channel:**
  - Outdoor Mix: 26%
  - Petographics: 23%
  - Channel, Home: 20%
  - Pet: 16%
  - Store: 12%
  - Others: 7%

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Dogs are considered fun, dependable and comforting

### Reasons For Owning a Dog

- **Fun:**
  - 46%
- **Dependable:**
  - 43%
- **Comforting:**
  - 46%

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Cats are considered comforting and fun as well, but are also thought to be more independent and low maintenance

### Main Reasons For Owning a Cat

- **Low Maintenance:**
  - 53%
- **Independent:**
  - 56%
- **Comforting:**
  - 61%
- **Fun:**
  - 69%
Adoptive dog parents are more likely to be older than typical dog owners, and they are less likely to also have a cat in their household.

Cat owners who adopt from a shelter are a bit more likely to be younger than other cat owners.
Thought Process

People don’t always recognize what they are feeling so how do we understand subconscious needs??

Clinical psychologist
Cat behaviorist

What Are The Perceived Differences Between Having A Cat Versus A Dog?

Cats were widely considered to be easier to care for than dogs and were perceived as having many functional advantages (usually centering around low maintenance and convenience), but also some emotional ones: cats were described as complex, selective, mysterious & spiritual.
Key components of the relationship between cat people and their cats:

1. Reciprocal Relationship
2. A Mirror
3. My Responsibility
4. Sacrificing For One's Cat
5. Part Of Daily Routine

What Is The Underlying Nature Of The Relationship Between Cat People And Their Cats?

Reciprocal Relationship

A Mirror

My Responsibility

Sacrificing For One's Cat

Part Of Daily Routine

What Is The Underlying Nature Of The Relationship Between Cat People And Their Cats?

Most Cat Parents perceived a reciprocal relationship between themselves and their cats, almost to the point of being symbiotic.

This theme was often played out during the feeding situation.
As with any pet, Cat Parents are very aware of the responsibility of caring for their cat, who they realize is completely dependent on them, and this sometimes raises anxiety and worry. The anxiety is considerably more acute for those who have outdoor cats.

"You are responsible for a defenseless being that is dependent on you"

"It’s my duty to take care of her, it’s like taking care of a child"

"My cat disappeared while outside for a long time, and I didn’t know what to do. I felt helpless and alone, and I felt like I had let him down. It’s an awful feeling."

"It was a moment when I realized my responsibility."

"I love my cat."

"My cat disappeared while outside for a long time, and I didn’t know what to do. I felt helpless and alone, and I felt like I had let him down. It’s an awful feeling."

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"I love my cat."

So What?

MORE RESULTS TO COME BUT SOME INITIAL THOUGHTS

CAT PEOPLE FEEL THEY ARE MORE SOPHISTICATED, INTELLIGENT PET PARENTS THAN DOG PEOPLE

But with it: acknowledge what smart choices they have made

Don’t use the same communication for cat and dog people

Provide a differentiated look and feel to product, packaging and in-store

Highlight the more feminine aspects of the relationship between cat people and their cats.

MOMENTS OF CONNECTION ARE SIGNIFICANT TO CAT PEOPLE

Portraying these in communication will resonate more deeply than showing feeding moments.
Life with smaller dogs

Small dogs growing

Small and toy dog breed population grew in the past 5 years +11.7%
Vs. total dog population growth of 2.3%

Source: Euromonitor, National Pet owner survey, Banfield 2014

Insight

Pet parents don’t define their dog as just small or toy:

- What matters is their BIG personality and the emotional connection they share
- Pet parents only talk about small when referring to the basic fact of their dog’s small physicality, not their character.
- They believe their dogs have larger-than-life personalities and confidence, which only serves to make their adorably small size seem ironic.
- A subset of pet parents feel that the name “toy” objectifies their dog

Source: Small dogs Pet parent understanding 2015
Insight

• They belong to communities, exchange health and nutrition information with other like-minded Pet Parents. Vets are not their primary source of information.

• Pet Parents believe their small dogs have fragile digestive systems that leave no room for error.

• Pet Parents quickly tout those who talk directly to their dogs and get down to their dogs’ level.

Source: Small dogs Pet parent understanding 2015

Insight

• Small dogs are a conduit to traditional values and simple moments in a modern world.

• Pet Parents play the role of protector more often than with other size dogs. However what others see as babying, Pet Parents see as instilling confidence in their small dogs.

• Having a small dog allows Pet Parents to take risks they never would have taken on their own.

Source: Small & Toy Immersion 2015

Summary

• Low overall pet population growth but more small dogs
• Continuing trend of more dogs & cats than babies
• Millennials & Boomers are key demographics
  - Boomers spend more
• People expect the same for their pet as they do for themselves
• Pet parents tend to be more middle class than the rest of the population
• Cat people see themselves as more sophisticated
• Small dogs are not seen as small but big in personality
Thank You!

All content in this presentation is strictly confidential.