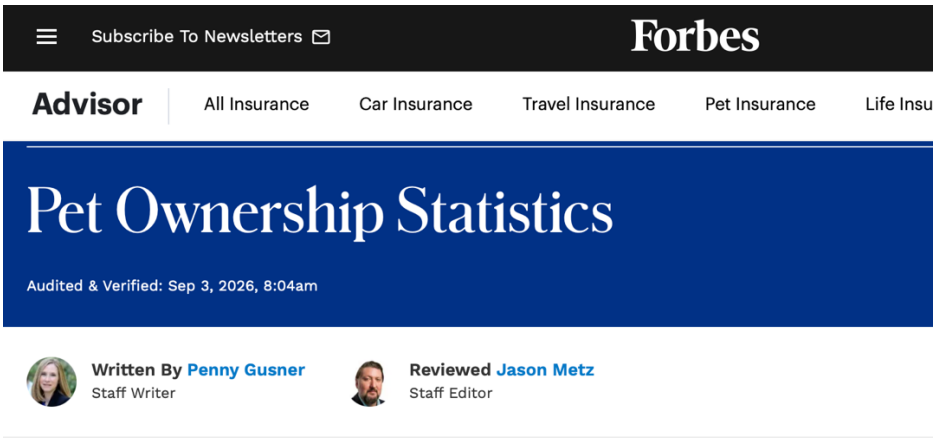


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The following data highlights the most popular types of pets nationwide[9].

The Most Popular Pet in the U.S. Are Dogs

- Dogs (71 million households)
- Cats (53 million households)
- Freshwater fish (9 million households)
- Reptiles (6 million households)
- Small animals such as hamsters, gerbils, rabbits, guinea pigs, chinchillas, mice and ferrets (5 million households)
- Birds (5 million households)

...

Gen-Z Is Most Likely To Spoil Their Pet With Gifts and Spend Money on Training

- Gen-Z pet owners (ages 18 to 25) are the most likely to spoil their pets with birthday cakes (34%), birthday presents (39%) and clothing or costumes (32%)[6]
- Gen-Z pet owners are also the most likely to spend money on behavioral training (41%), doggy day care (35%), specialized pet food (44%) and dog walking services (31%)[6]

...

Colorado Tops the List of States With the Most Devoted Dog Owners

- Colorado at the top of the list is followed by Virginia, Georgia, Alaska and Nevada[15]