The AVMA
Pet Demographic Study
&
Partners for Healthy Pets®
Agenda

- Pet Demographic Study
  - Pet Ownership and Population
  - Veterinary Visits and Expenditures
  - Impact of Spay/Neuter

- Partners for Healthy Pets®
Household Pet Survey - Method

- Conducted in Spring 2012
  - 50,000 + households surveyed
  - Pet ownership, veterinary visits and expenditures
  - Dogs, cats, birds, horses, specialty/exotic pets
  - Every 5 years - trends since 1983

- US Pet Ownership & Demographic Sourcebook
  - US Census uses this data in their Statistical Abstract
Ownership & Population
Percent of HHs that Owned At Least 1 Pet at EOY

All Pets

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>56.1%</td>
</tr>
<tr>
<td>2006</td>
<td>57.4%</td>
</tr>
<tr>
<td>2011</td>
<td>56.0%</td>
</tr>
</tbody>
</table>

Change: -2.4%
Pet Ownership
(Percent of HHs Owned at EOY 2011)

Total: 56%

- 36.5%
- 30.4%
- 10.6%
- 3.1%
- 1.5%
Trends: Percent of Households that Owned Dogs and Cats at EOY

1987: 32.4%
1991: 30.4%
1996: 37.2%
2001: 36.5%
2006: 32.4%
2011: 30.4%

Change:
-1.9% between 2006 and 2011
-6.2% between 1991 and 2006
Trends: Total Numbers of Dogs and Cats Owned at EOY

<table>
<thead>
<tr>
<th>Year</th>
<th>Dogs (Millions)</th>
<th>Cats (Millions)</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2001</td>
<td>81.7</td>
<td></td>
<td>-9.4%</td>
</tr>
<tr>
<td>2006</td>
<td>72.1</td>
<td></td>
<td>-3.0%</td>
</tr>
<tr>
<td>2011</td>
<td>74.1</td>
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</tbody>
</table>
Trends: Percent of Households that Owned Birds and Horses at EOY
Trends: Total Numbers of Birds and Horses Owned at EOY


-25.9% decrease for Birds
-32.9% decrease for Horses
Trends: Percent of Households that Owned Specialty/Exotics at EOY

- 2006: 12.7%
- 2011: 10.6%

Change: -8.7%
What Does This Mean?

- Decline in all measures
  - Percent of HHs that own any pet
  - Percent of HHs that own dogs, cats, horses, birds
  - Total # of owned dogs, cats, horses, birds
  - Number owned per HH

- Why?
  - Recession?
  - Other?
    - Need to find out?
    - Can we even influence?
Gender of Caretaker
Primarily Responsible for Pet Care

**All Pets**

- 81% Female
- 19% Male
Marketing to Women: Efforts in Other Industries

- “Women’s World” investment fund
- K2 ski manufacturer
  - Increased sales to women by 25% with ski designed for women’s lower center of gravity
- Cadillac SRX
  - Electric hatchback increased female buyers from 40-54%
- Bosch Ixo cordless screwdriver
  - Weighs 0.6 lbs. and is a bestseller
Aging Pet Population
Age of Dogs

- 1987:
  - Less Than 1: 11%
  - 1 to 5: 38%
  - 6 to 10: 27%
  - 11 or older: 15%

- 2011:
  - Less Than 1: 11%
  - 1 to 5: 41%
  - 6 to 10: 33%
  - 11 or older: 15%

- 11 or older: 42%
- 6 to 10: 48%
Age of Cats

- 11 or older: 11% (1987) vs. 20% (2011)
- 6 to 10: 18% (1987) vs. 30% (2011)
- 1 to 5: 43% (1987) vs. 38% (2011)
- Less than 1: 28% (1987) vs. 12% (2011)

Year Comparison:
- 1987: 29% of cats are 11 or older
- 2011: 50% of cats are 11 or older
What Does This Mean?

- Fewer pets in the pipeline
  - Profession/Industry-wide concern

- Exacerbated by loss of starter services in many practices
  - Low cost clinics to a full-service veterinary practice

- Lost opportunity to bond pets to practice for life
Veterinary Visits
Total Veterinary Visits
(in Millions)

- 1987: 63.3
- 1991: 60.5
- 1996: 119.4
- 2001: 130.4
- 2006: 119.4
- 2011: 130.4

Annual changes:
- 1987 to 1991: 9.2%
- 1991 to 1996: -4.4%
- 1996 to 2001: 10.5%
- 2001 to 2006: 10.9%
- 2006 to 2011: 9.2%
## Average # of Visits Per Year

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Dog</td>
<td>1.9</td>
<td>1.5</td>
<td>1.6</td>
</tr>
<tr>
<td>Per Cat</td>
<td>1.0</td>
<td>0.7</td>
<td>0.7</td>
</tr>
</tbody>
</table>
## Number of Visits to Veterinarian Per Household - Dogs

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>No visits</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>One</td>
<td>16</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Two</td>
<td>22</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Three or more</td>
<td>24</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Mean</td>
<td>38</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>2.7</td>
<td>2.6</td>
<td>2.6</td>
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</tbody>
</table>
Number of Visits to Veterinarian Per Household - Cats

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>One</td>
<td>35</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td>Two</td>
<td>25</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>Three or More</td>
<td>18</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>Mean</td>
<td>1.8</td>
<td>1.7</td>
<td>1.6</td>
</tr>
</tbody>
</table>
Total Veterinary Visits:
Birds and Horses
(In Millions)

- 1991: 4.3
- 1996: 4.2
- 2001: 1.3
- 2006: 1.5
- 2011: -2.3%

- 1991: 0.5
- 1996: 1
- 2001: 1.5
- 2006: 0
- 2011: 15.4%

Comparison between birds and horses.
## Average Veterinary Visits Per Year - Horses & Birds

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
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<tbody>
<tr>
<td>Per Bird</td>
<td>0.2</td>
<td>0.1</td>
<td>0.15</td>
</tr>
<tr>
<td>Per Horse</td>
<td>0.9</td>
<td>0.5</td>
<td>0.7</td>
</tr>
</tbody>
</table>
Percent of Pet Owners Who Say Check-ups Are Very/Somewhat Important

89%

75%
But what they actually do........

<table>
<thead>
<tr>
<th>Primary Reason for Not Visiting</th>
<th>Dog</th>
<th>Cat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wasn’t Sick</td>
<td>49</td>
<td>54</td>
</tr>
<tr>
<td>Could Not Afford</td>
<td>29</td>
<td>22</td>
</tr>
<tr>
<td>No Vaccines Needed</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Hard To Transport</td>
<td>1</td>
<td>3</td>
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</table>
Veterinary Expenditures
Total Veterinary Expenditures: Dogs and Cats (in Billions $)

- 1991: $7.1 billion
- 1996: $7.4 billion
- 2001: $16.1 billion
- 2006: $19.1 billion
- 2011: $16.1 billion

4.2% increase from 1991 to 2006
18.6% increase from 1991 to 2011
### Percentage of HHs by Expenditures: Dog

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>None</td>
<td>19%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>$0-$99</td>
<td>20%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>$100-$199</td>
<td>19%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>$200-$499</td>
<td>27%</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>$500-$999</td>
<td>10%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>$1,000+</td>
<td>5%</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

- **58%** to **51%**
- **50%** to **51%**
### Percentage of HHs by Expenditures: Cat

<table>
<thead>
<tr>
<th>Expenditure Range</th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>37</td>
<td>39</td>
<td>46</td>
</tr>
<tr>
<td>$0-$99</td>
<td>23</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>$100-$199</td>
<td>16</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>$200-$499</td>
<td>16</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>$500-$999</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>$1,000+</td>
<td>2</td>
<td>4</td>
<td>4</td>
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</table>
## Mean Expenditures

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2006</th>
<th>2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Dog</td>
<td>$179</td>
<td>$200</td>
<td>$227</td>
<td>13.5%</td>
</tr>
<tr>
<td>Per Cat</td>
<td>$85</td>
<td>$81</td>
<td>$90</td>
<td>11.1%</td>
</tr>
<tr>
<td>Per Bird</td>
<td>$9</td>
<td>$9</td>
<td>$14</td>
<td>55.6%</td>
</tr>
<tr>
<td>Per Horse</td>
<td>$112</td>
<td>$92</td>
<td>$133</td>
<td>44.6%</td>
</tr>
</tbody>
</table>

**Inflation 11.6%**
Total Veterinary Expenditures: Birds and Horses (in Millions $)

- **1991**: 102.8
- **2001**: 718.3
- **2011**: 825.7

**Percentage Growth**
- **15.0%** from 1991 to 2001
- **40.9%** from 2001 to 2011
What Does This Mean?

- Most dogs and cats are not getting necessary preventive care
  - 51% of dog HHs spend <$200/year
  - 74% of cat HHs spend <$200/year

- Growth in expenditures not real growth
What Pet Owners Think and Do About Veterinary Healthcare
Owner Perception of Dog Weight

- 86% Average
- 12% Overweight
- 2% Underweight
Owner Perception Of Cat Weight

- **78%** Average
- **17%** Underweight
- **6%** Overweight
What Does This Mean?

- Vast majority of pet owners think their pet is of average weight, but...
  - 37% increase in overweight dogs in past five years, 90% increase in cats

- Weight associated with
  - Diabetes
  - Arthritis
  - High blood pressure
  - Hypothyroidism (dogs)
Pet Owners Would Take Pet to Veterinarian More Often...

- If I knew I could prevent problems & expensive treatment later:
  - Dog Owners: 59%
  - Cat Owners: 56%

- If I was convinced would help pet live longer:
  - Dog Owners: 59%
  - Cat Owners: 53%

- If each visit was less expensive:
  - Dog Owners: 47%
  - Cat Owners: 54%

- If I really believed pet needed exams more often:
  - Dog Owners: 44%
  - Cat Owners: 49%

- If it wasn't so stressful for me and my pet:
  - Dog Owners: 22%
  - Cat Owners: 28%

- If my pet didn’t dislike it so much:
  - Dog Owners: 19%
  - Cat Owners: 26%

Dog Owners  Cat Owners

2011 Bayer Veterinary Care Usage Study
Percent of Pet Owners Who Have Pet Insurance

- 6%
- 3%
- 2%
- 9%
Impact of Spay/Neuter
Shelter Intakes

- Evenly divided between relinquished and picked up by animal control
- Only ~15-20% of dogs are returned to owners
- ~ 25% of dogs appear to be purebred
- Only about 10% are spayed or neutered
  - Approx. 78% of pet dogs and 88% of pet cats are spayed or neutered

Source: ASPCA
Source of Pet Dogs  
(Our best estimates)

- ~ 26% purchased from breeders
- 20-30% adopted from shelters and rescues
- 2-10% purchased from pet shops
- Balance come from friends, relatives, strays
An Unprecedented Coalition Focused on Improving the Health of Our Pets
Background

LONG TERM DECLINE IN VETERINARY VISITS

CONCURRENT INCREASE IN PREVENTABLE DISEASES

FORMATION OF PARTNERS FOR HEALTHY PETS
Organizations Involved

TIER 1
- AAHA
- AVMA
- AVMAF
- Banfield Pet Hospital
- Elanco
- Hills Laboratories
- IDEXX Laboratories
- MERCK Animal Health
- Merial
- NAVTA
- Zoetis

TIER 2
- AAVMC
- AVMAE
- Bayer Animal Health
- Novartis Animal Health
- Boehringer Ingelheim

TIER 3
- Butler Schein Animal Health
- MWI Veterinary Supply
- VPI Pet Insurance

SUPPORTER
- Abbott Animal Health
- Vetoquinol
### Organizations Involved

<table>
<thead>
<tr>
<th>ASSOCIATE MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Association of Feline Practitioners</td>
</tr>
<tr>
<td>American Veterinary Distributors Association</td>
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<tr>
<td>Alabama VMA</td>
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<tr>
<td>American Heartworm Society</td>
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<tr>
<td>Association of Shelter Veterinarians</td>
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<tr>
<td>California VMA</td>
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<tr>
<td>Canadian VMA</td>
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<td>CATalyst Council</td>
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<tr>
<td>Chicago VMA</td>
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<td>Colorado VMA</td>
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<td>North American Veterinary Conference</td>
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<td>Oregon VMA</td>
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<td>Pennsylvania VMA</td>
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<tr>
<td>Pet Nutrition Alliance</td>
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<td>Society of Animal Welfare Administrators</td>
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<td>South Carolina VMA</td>
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<td>South Dakota VMA</td>
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<td>Student American Veterinary Medical Association</td>
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<td>Texas A &amp; M University</td>
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<td>Winn Feline Foundation</td>
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<td>Wisconsin VMA</td>
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<tr>
<td>Washington State VMA</td>
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</tbody>
</table>
A Growing Partnership

An Unprecedented Coalition

- 20 Founding Members
  - AVMA, AAHA, AAVMC, NAVTA, AVMF, and ASVMAE
  - 14 Animal Health Industry Organizations

- 55 Associate Members committed to in-kind contributions
  - 14 Veterinary Associations, including SAVMA
  - 35 State VMAs (so far!)
  - 2 Media Members
  - 1 College of Veterinary Medicine (so far!)
  - 3 Other (Canadian VMA, Ontario VMA, Chicago VMA)
Mission and Vision

Our Mission:
To ensure that pets receive the preventive healthcare they deserve through regular visits to a veterinarian

Our Vision:
To improve the overall health of our pets
Objectives

**Address** increasing prevalence of serious diseases in pets

**Enhance** pet owners’ perceived value of preventive care

**Ensure** regular veterinary visits become the norm

**Increase** understanding of the veterinarian’s central role in the health and happiness of pets

**Make** preventive healthcare of cats a priority
Current State of the Veterinary Profession and Pet Health

Implications

DECREASE in regular visits = INCREASE in preventable & treatable illness, like heartworm disease
Partners for Healthy Pets

Offers innovative **tools & resources** to the profession

partnersforhealthypets.org
Tools

A Closer Look

1. Implementing Guidelines
2. Communicating Value
3. Preventive Healthcare Programs
4. Internet Marketing & Social Media
5. Feline-Friendly Practices
6. Opportunity Survey Tool
Next Objective: Engage Pet Owners

Direct to Consumer Campaign

• Anticipate the launch of an 18 month campaign in July 2013
• Projected $5+ Million budget
• Potential to expand scope and duration
Practice Enrollment

May – July 2013

• Sales representatives of member companies will recruit practices to participate

• Participating Practice Materials
  o Participant logo/badge (e.g., window cling)
  o Creative materials for practice display, websites, and newsletters
  o Periodic updates as campaign unfolds
We’re All Working Together

Veterinary Associations

Animal Health Industry Companies

Veterinary Practices
An Important Mission.
A Powerful Partnership.

*Be Part of It!*