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PET OWNER PROFILE

Pet owners are predominantly female and fairly evenly spread between the ages of 25 and 55. Still, Caucasian women between the ages of 40 and 50 are most likely to use pet-care services according to Market Trends: The U.S. Market for Pet Care Services:

Pet Owners by age:

Less than 25 year old	12 %
25 – 34 years old	21 %
35 – 44 years old	22 %
45 – 54 years old	23 %
55 – 64 years old	15 %
65 and older	7 %

Pet Owners by gender:

Female	80 %
Male	20 %

*AAHA 2004 Pet Owner Survey
Veterinary Economics – August, 2005*