

Fact Sheet: Industry Statistics & Trends

DOG OWNERSHIP

37% of US households owned at least one dog in a 1999 pet census. The average US dog-owning household is home to 1.6 dogs.

46% of Empire City households owned at least one in a 1999 pet census. The population of Empire City has been growing by 1.13% annually.

SPENDING ON PETS

Estimated 2005 Sales within the U.S. Pets Market

For 2005, it estimated that \$35.9 billion will be spent on our pets in the U.S. Spending on pets has increased by 4.67% annually over the past decade.

Breakdown:

Expense	Estimated \$
Food	\$14.5 billion
Vet Care	\$8.6 billion
Supplies/Medicine	\$8.8 billion
Live animal purchases	\$1.6 billion
Pet Services: grooming & boarding	\$2.4 billion

According to the 2005/2006 National Pet Owners Survey*, basic annual expenses for dog and cat owners in dollars include:

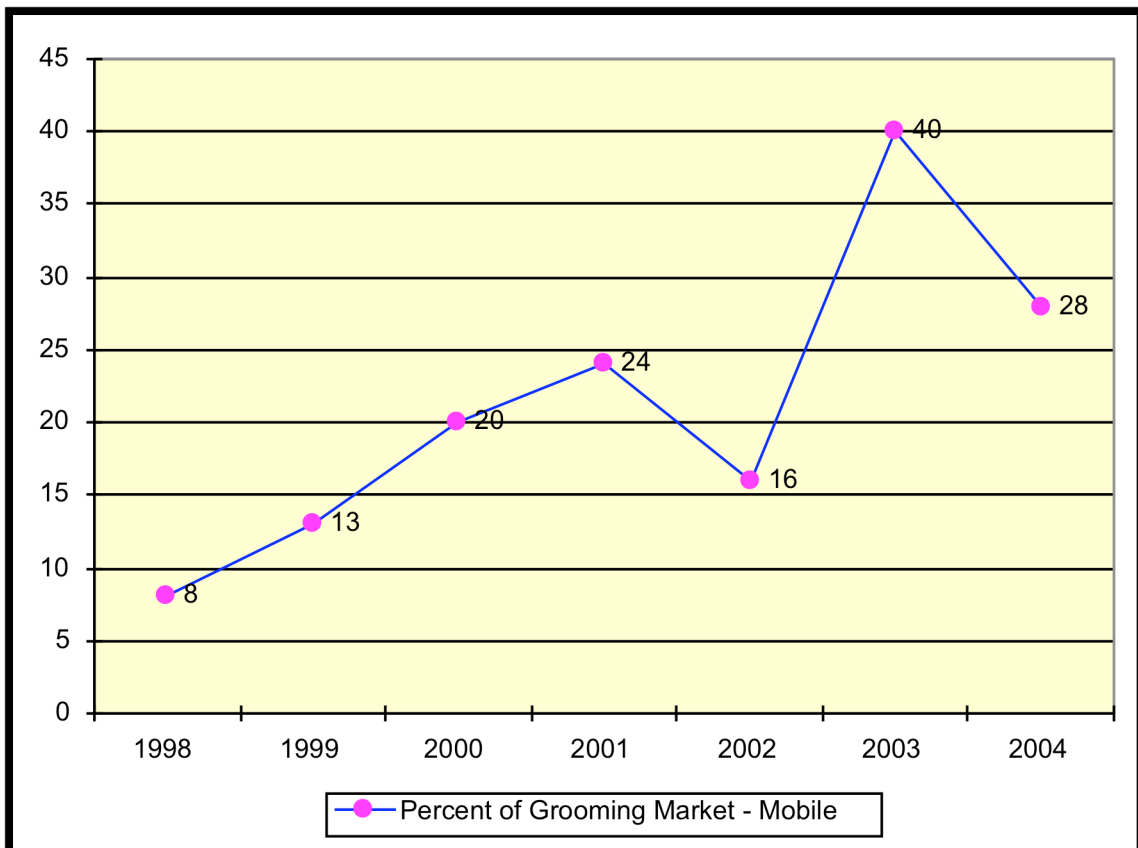
Expense	Dogs	Cats
Surgical Vet Visits	574	337
Food	241	185
Kennel Boarding	202	119
Routine Vet	211	179
Other Supplies	177	78
Groomer/Grooming Aids	163	48
Vitamins	127	20
Treats	88	52
Toys	55	30

According to the 2005/2006 National Pet Owners Survey*, annual average number of visits to basic services:

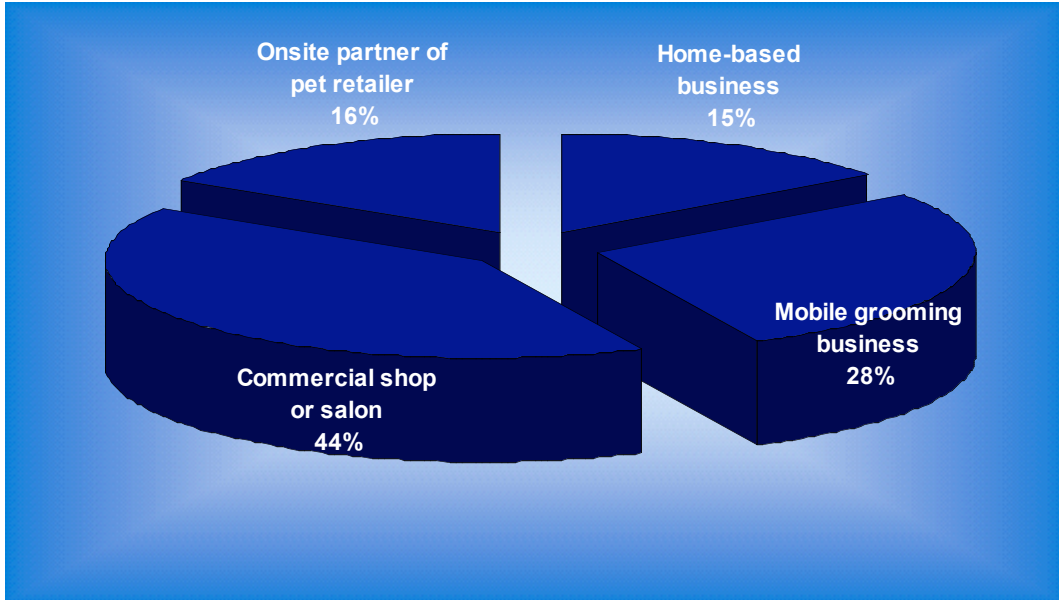
Service	Dogs	Cats
Surgical Vet Visits	1.9	1.2
Kennel Boarding	2.5	0.6
Routine Vet	2.8	1.9
Professional Groomer	1.8	0.9

PET GROOMING

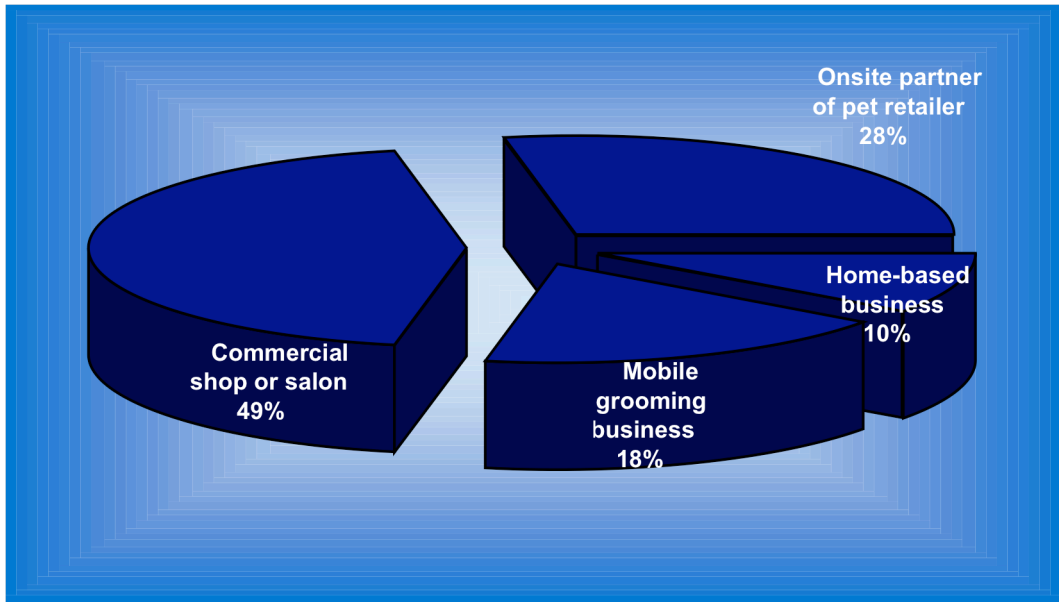
National Trend for Mobile Grooming Business (1998-2004)



National Pet Grooming Market 2004 (Pie)



Empire City Grooming Market 2004 (Pie)



*Portions of the data have been adjusted to facilitate teaching these case materials. If you intend to pursue a dog grooming business, please make sure to do your own research.