

THE COST of PET PARENTING

DINNER TIME!

The biggest expenditure? Food! Americans spend **\$24 billion** each year in cat food and dog kibble. That breaks down to:



\$246 annually for cats.

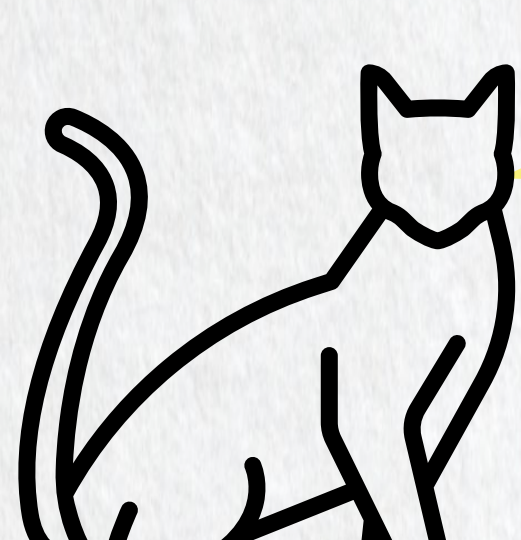


\$269 annually for dogs.

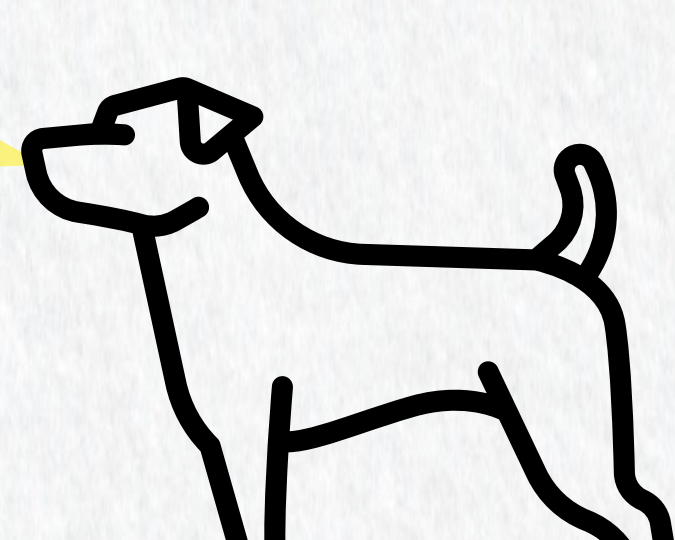
Special diets due to allergies or health issues can cost a lot more!

HOW MUCH FOR HEALTH?

The next biggest expense for pet parents is veterinary care, with **\$16 billion** spent annually nationwide.¹



A single kitty's share of that bill is **\$600** a year.



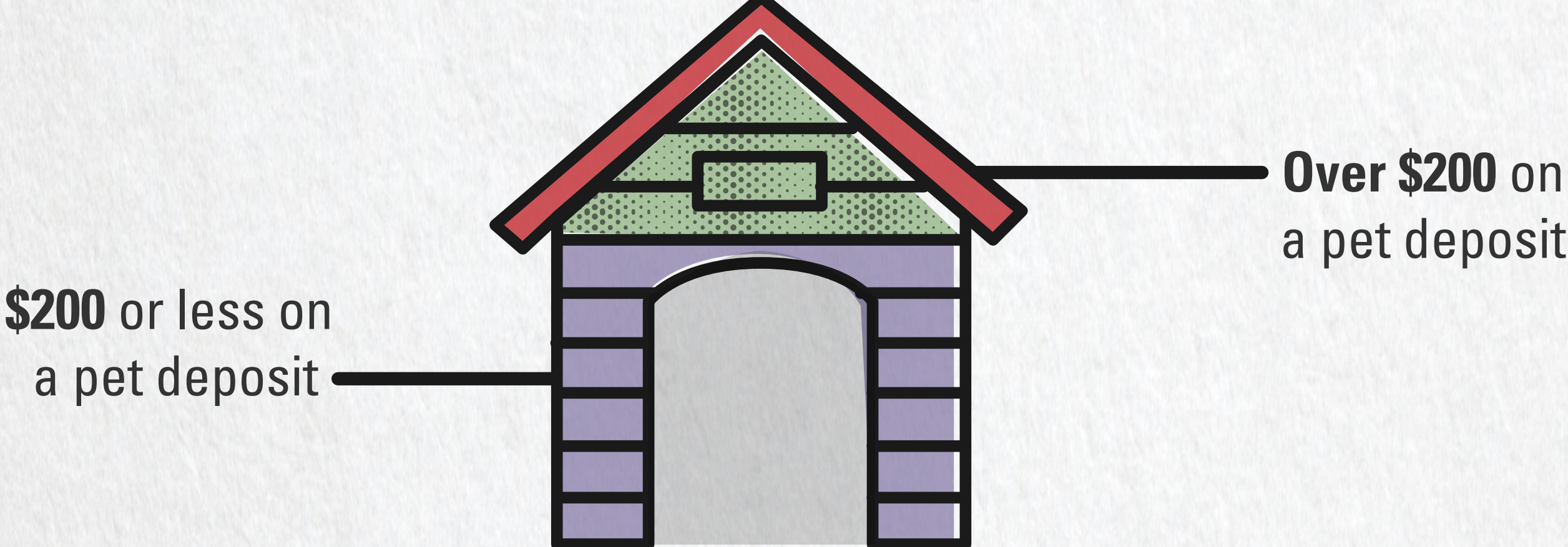
The average pooch is around **\$800** a year.



Over their lifetime, the typical pet will require at least one emergency veterinary visit, which could cost between **\$2,000** and **\$4,000**.²

THE NEST

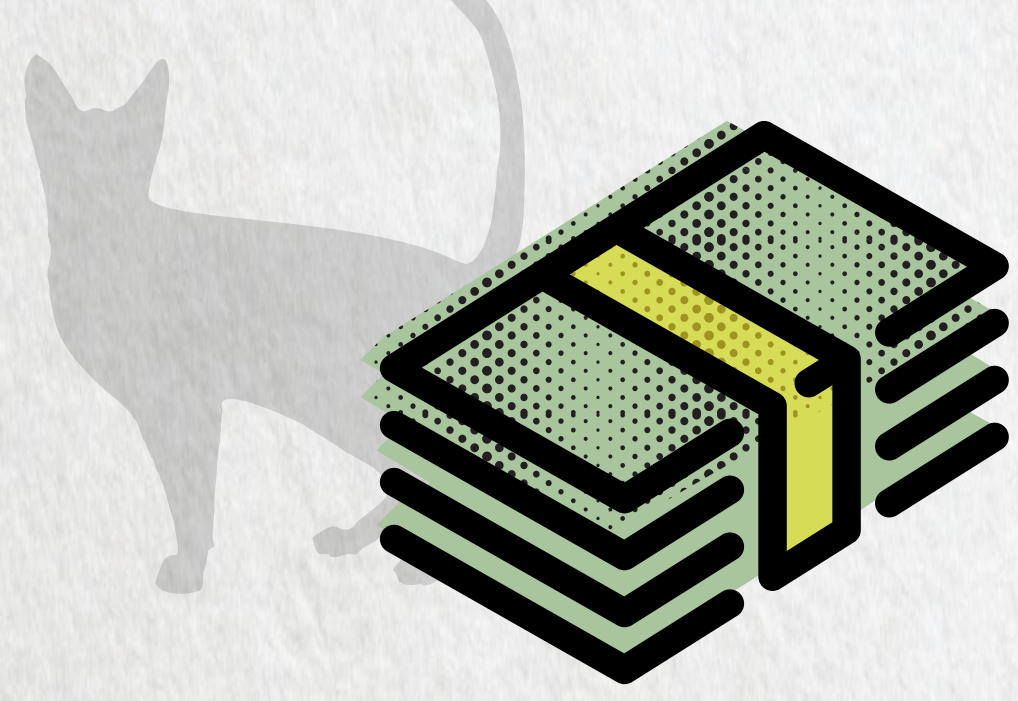
On a one year lease, most pet parents can expect to pay:³



*In addition, a landlord may charge a monthly "pet rent" fee that averages **\$35 a month** – costing a pet parent **\$420 more each year** than a non-pet parent.⁴*

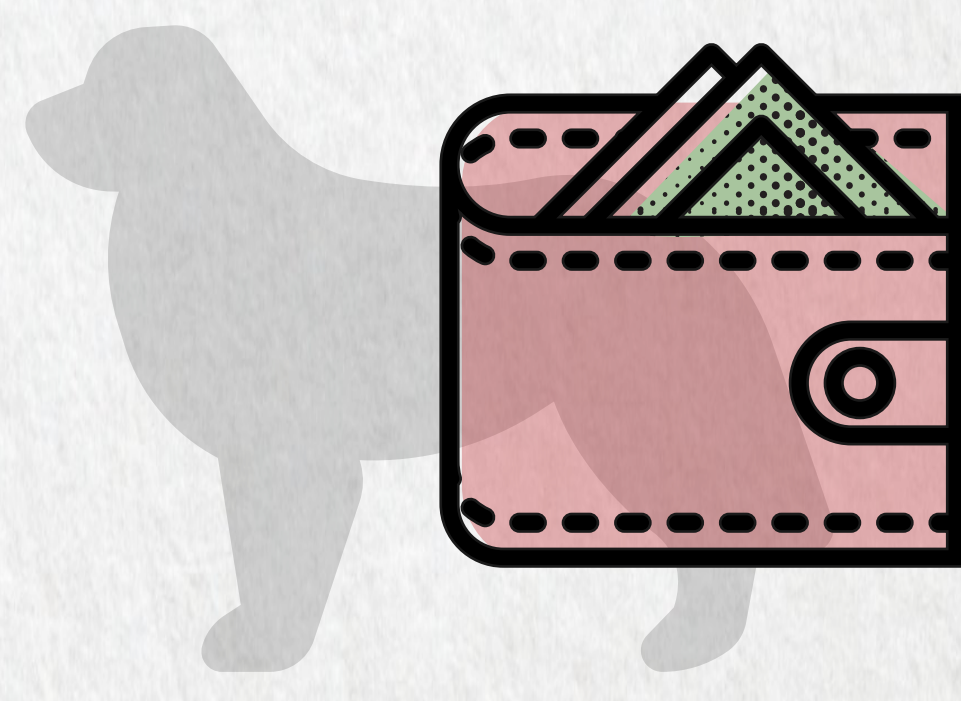
A PET PARENT BUDGET

Aside from pet health, a pet parent should plan for additional annual and unexpected expenses.



Annual cost for a cat:

\$670

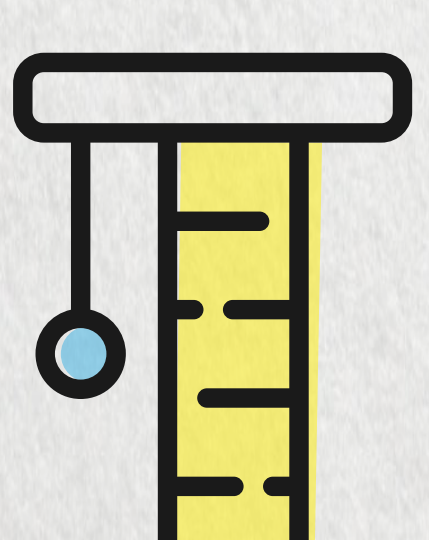


Annual cost for a medium-sized dog:

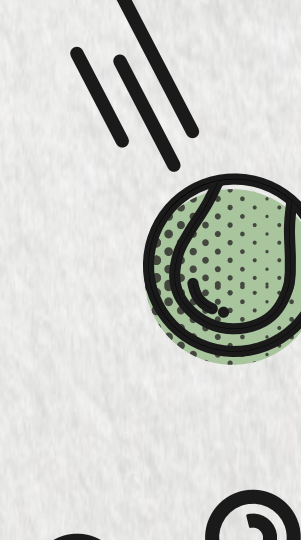
\$695

*In the first year, additional purchases like pet furniture and necessary spaying or neutering may up the cost to **\$1,580** for a medium-sized dog and **\$1,035** for a cat.*

THE MOST UNEXPECTED COSTS?

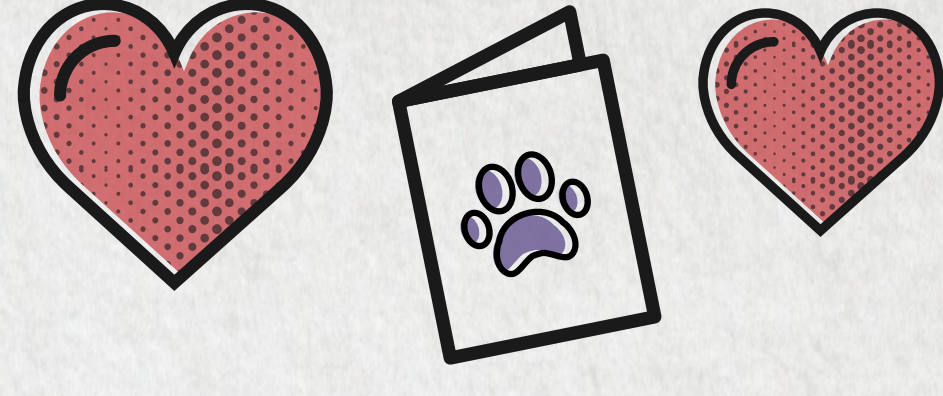


\$25 annually for toys and treats for cats



\$55 annually for toys and treats for dogs

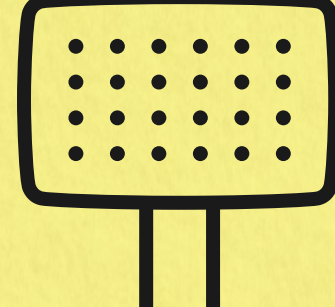
\$703 million on Valentine's Day gifts for pets in 2015!⁵



OTHER BIG ANNUAL EXPENSES?⁶



\$165 for cat litter



\$320 for long hair dog grooming



\$5,000 for dog walking



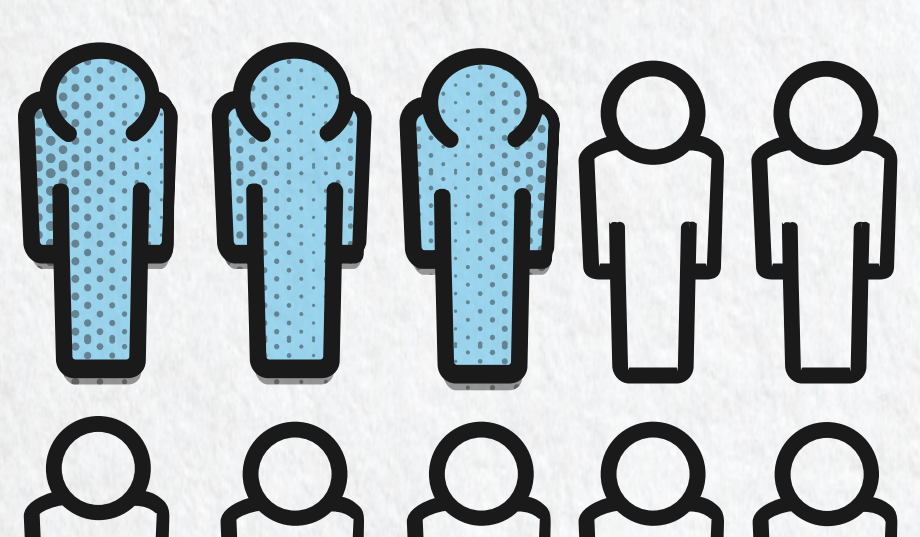
\$6,500 for doggie day care

EMOTIONAL COSTS

There are some emotional and financial costs pet parents face that aren't often factored in.



30% of all pet parents have taken time off work to look after their sick pets and will miss two days of work on average per year.⁷



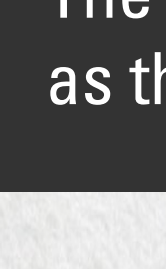
3 in 10 people take time off to mourn the loss of a pet because they were too upset to concentrate.



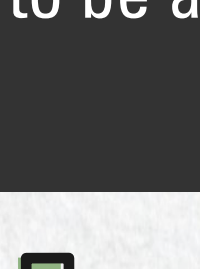
Many pet parents will experience **more than 3 months** of grieving after the loss of a pet.

BENEFITS

The health benefits of pet parenthood seem to be almost as numerous as the costs. Having a pet:⁸



Eases symptoms of depression



Can reduce pet allergies in young children



Reduces cholesterol



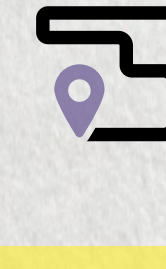
Leads to a greater sense of safety and well being



Acts as an icebreaker in social situations



Lowers stress



Increases exercise

*In fact, **76%** of people say a pet is part of the family, and **44%** say a pet is their best friend. And that is priceless!*

Sources:
¹ http://www.americanpetproducts.org/press_industrytrends.asp
² <http://www.kiplinger.com/article/spending/T065-C000-S001-the-true-cost-of-owning-a-pet.html>
³ <http://money.usnews.com/money/blogs/my-money/2013/07/17/how-much-should-you-pay-for-a-pet-deposit>
⁴ <http://www.realtor.com/advice/rent/should-you-pay-pet-rent/>
⁵ https://www.aspc.org/sites/default/files/upload/images/pet_care_costs.pdf
⁶ <https://www.angieslist.com/articles/how-much-does-doggy-day-care-cost.htm>
⁷ ASPCA Pet Health Insurance Pet Loss Survey, January-April 2016
⁸ <http://www.webmd.com/hypertension-high-blood-pressure/features/health-benefits-of-pets>
 Various icons designed by Freepik and distributed by Flaticon

For more information:



ASPCA PET HEALTH INSURANCE

IMCpetinsurance.com

U0816-IG

Underwritten by United States Fire Insurance Company.