

**APPENDIX PAGE 1**

Consumer Expenditure Survey, 2013									Key Comparison Incomes			
Item	All consumer units	\$30,000 and Less	\$30,000 to \$49,999	\$50,000 to \$69,999	\$70,000 to \$99,999	\$100,000 to \$119,999	\$120,000 to \$149,999	\$150,000 and more	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (1,000s)	125,670	43,123	24,210	17,887	17,462	6,967	6,581	9,441	85,219	40,451	109,648	16,022
Share of Households	100.0%	34.3%	19.3%	14.2%	13.9%	5.5%	5.2%	7.5%	67.8%	32.2%	87.3%	12.7%
Income before taxes	\$63,784	\$15,570	\$39,236	\$59,101	\$83,536	\$108,624	\$132,587	\$238,245	\$31,430	\$131,945	\$44,633	\$194,846
Income after taxes	\$56,352	\$16,138	\$38,063	\$54,713	\$74,659	\$95,291	\$113,596	\$187,547	\$30,463	\$110,894	\$41,621	\$157,172
Annual Expenditures	\$51,100	\$26,086	\$38,705	\$50,637	\$63,715	\$79,530	\$90,450	\$126,242	\$34,900	\$85,264	\$42,268	\$111,541
<b>ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET</b>												
Total Pet Spending	\$459.70	\$250.01	\$344.10	\$481.15	\$685.98	\$664.90	\$632.04	\$1,000.18	\$325.78	\$742.90	\$405.25	\$833.29
Pet food*	\$182.81	\$106.53	\$147.75	\$198.77	\$261.55	\$277.94	\$261.02	\$323.59	\$137.99	\$277.78	\$166.94	\$296.20
Pets, supplies, meds	\$119.06	\$63.25	\$97.84	\$138.40	\$152.14	\$169.89	\$199.64	\$236.97	\$88.85	\$182.72	\$104.08	\$221.64
Pet services	\$41.98	\$14.69	\$18.69	\$46.90	\$60.31	\$81.38	\$78.14	\$128.90	\$22.59	\$82.85	\$32.33	\$108.05
Vet services*	\$115.85	\$65.54	\$79.81	\$97.09	\$211.99	\$135.68	\$93.25	\$310.73	\$76.35	\$199.55	\$101.90	\$207.41
Pet Share of Total Expenditures	0.90%	0.96%	0.89%	0.95%	1.08%	0.84%	0.70%	0.79%	0.93%	0.87%	0.96%	0.75%
<b>PET SPENDING BY CATEGORY AND INCOME LEVEL IN \$ BILLIONS</b>												
Total Pet \$	\$57.75	\$10.61	\$8.63	\$8.55	\$12.03	\$4.76	\$4.22	\$8.95	\$27.79	\$29.96	\$44.58	\$13.17
\$ Food	\$22.96	\$4.49	\$3.77	\$3.52	\$4.60	\$2.02	\$1.76	\$2.81	\$11.78	\$11.19	\$18.39	\$4.57
\$ Pets & Supplies	\$14.96	\$2.73	\$2.37	\$2.48	\$2.66	\$1.18	\$1.31	\$2.24	\$7.57	\$7.39	\$11.41	\$3.55
\$ Pet Services	\$5.28	\$0.63	\$0.45	\$0.84	\$1.05	\$0.57	\$0.51	\$1.22	\$1.93	\$3.35	\$3.55	\$1.73
\$ Vet Services	\$14.55	\$2.76	\$2.04	\$1.72	\$3.73	\$0.99	\$0.63	\$2.69	\$6.52	\$8.04	\$11.23	\$3.32
<b>SHARE OF PET SPENDING BY INCOME LEVEL</b>												
Share of Households	100.0%	34.3%	19.3%	14.2%	13.9%	5.5%	5.2%	7.5%	67.8%	32.2%	87.3%	12.7%
Share Total Pet \$	100.0%	18.4%	14.9%	14.8%	20.8%	8.2%	7.3%	15.5%	48.1%	51.9%	77.2%	22.8%
Share Total Food	100.0%	19.5%	16.4%	15.3%	20.0%	8.8%	7.7%	12.2%	51.3%	48.7%	80.1%	19.9%
Share Total Pets/Supplies	100.0%	18.2%	15.8%	16.5%	17.8%	7.9%	8.8%	15.0%	50.6%	49.4%	76.3%	23.7%
Share Total Pet Services	100.0%	12.0%	8.6%	15.9%	20.0%	10.7%	9.7%	23.1%	36.5%	63.5%	67.2%	32.8%
Share Total Vet Services	100.0%	19.0%	14.0%	11.8%	25.6%	6.8%	4.3%	18.5%	44.8%	55.2%	77.2%	22.8%

Consumer Expenditure Survey, 3rd quarter 2013 > 2nd quarter 2014									Key Comparison Incomes			
Item	All consumer units	\$30,000 and Less	\$30,000 to \$49,999	\$50,000 to \$69,999	\$70,000 to \$99,999	\$100,000 to \$119,999	\$120,000 to \$149,999	\$150,000 and more	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (1,000s)	126,420	43,292	24,741	17,990	16,732	7,404	6,294	9,966	86,023	40,397	110,160	16,260
Share of Households	100.0%	34.2%	19.6%	14.2%	13.3%	5.9%	5.0%	7.9%	68.0%	32.0%	87.1%	12.9%
Income before taxes	\$64,432	\$15,692	\$39,375	\$59,112	\$83,218	\$108,502	\$132,652	\$240,606	\$31,584	\$134,382	\$44,596	\$198,819
Income after taxes	\$56,437	\$16,256	\$38,188	\$54,470	\$73,886	\$94,490	\$112,615	\$186,793	\$30,556	\$111,551	\$41,434	\$158,080
Annual Expenditures	\$51,933	\$26,288	\$39,842	\$51,136	\$64,081	\$79,207	\$91,665	\$127,836	\$35,438	\$86,681	\$42,796	\$113,835
<b>ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET</b>												
Total Pet Spending	\$481.68	\$230.54	\$344.13	\$543.22	\$678.52	\$627.74	\$796.25	\$1,169.24	\$329.58	\$794.48	\$402.56	\$1,015.10
Pet food*	\$181.36	\$112.31	\$148.11	\$190.90	\$258.73	\$232.83	\$264.84	\$306.42	\$139.29	\$265.98	\$165.51	\$288.47
Pets, supplies, meds	\$126.02	\$63.93	\$96.68	\$131.01	\$172.90	\$200.63	\$184.29	\$288.67	\$87.38	\$208.32	\$107.98	\$248.26
Pet services	\$42.11	\$14.22	\$21.72	\$43.61	\$61.73	\$62.05	\$85.64	\$135.89	\$22.52	\$83.81	\$31.13	\$116.44
Vet services*	\$132.19	\$40.08	\$77.63	\$177.70	\$185.16	\$132.23	\$261.49	\$438.26	\$80.39	\$236.37	\$97.93	\$361.93
Pet Share of Total Expenditures	0.93%	0.88%	0.86%	1.06%	1.06%	0.79%	0.87%	0.91%	0.93%	0.92%	0.94%	0.89%
<b>PET SPENDING BY CATEGORY AND INCOME LEVEL IN \$ BILLIONS</b>												
Total Pet \$	\$60.80	\$9.80	\$8.55	\$9.61	\$11.86	\$4.48	\$5.39	\$11.11	\$27.96	\$32.84	\$44.30	\$16.51
\$ Food	\$22.88	\$4.69	\$3.70	\$3.35	\$4.84	\$1.61	\$1.86	\$2.83	\$11.73	\$11.14	\$18.18	\$4.69
\$ Pets & Supplies	\$15.93	\$2.77	\$2.39	\$2.36	\$2.89	\$1.49	\$1.16	\$2.88	\$7.52	\$8.42	\$11.90	\$4.04
\$ Pet Services	\$5.32	\$0.62	\$0.54	\$0.78	\$1.03	\$0.46	\$0.54	\$1.35	\$1.94	\$3.39	\$3.43	\$1.89
\$ Vet Services	\$16.67	\$1.74	\$1.92	\$3.12	\$3.10	\$0.92	\$1.84	\$4.05	\$6.77	\$9.90	\$10.79	\$5.89
<b>SHARE OF PET SPENDING BY INCOME LEVEL</b>												
Share of Households	100.0%	34.2%	19.6%	14.2%	13.3%	5.9%	5.0%	7.9%	68.0%	32.0%	87.1%	12.9%
Share Total Pet \$	100.0%	16.1%	14.1%	15.8%	19.5%	7.4%	8.9%	18.3%	46.0%	54.0%	72.9%	27.1%
Share Total Food	100.0%	20.5%	16.2%	14.6%	21.1%	7.1%	8.1%	12.4%	51.3%	48.7%	79.5%	20.5%
Share Total Pets/Supplies	100.0%	17.4%	15.0%	14.8%	18.2%	9.3%	7.3%	18.1%	47.2%	52.8%	74.7%	25.3%
Share Total Pet Services	100.0%	11.6%	10.1%	14.7%	19.4%	8.6%	10.1%	25.4%	36.4%	63.6%	64.4%	35.6%
Share Total Vet Services	100.0%	10.4%	11.5%	18.7%	18.6%	5.5%	11.0%	24.3%	40.6%	59.4%	64.7%	35.3%

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<b>ACTUAL CHANGE In Consumer Expenditure Survey - Midyear 2013/14 vs 2013 Annual</b>												
Item	All consumer units	\$30,000 and Less	\$30,000 to \$49,999	\$50,000 to \$69,999	\$70,000 to \$99,999	\$100,000 to \$119,999	\$120,000 to \$149,999	\$150,000 and more	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (1,000s)	750	169	531	103	(730)	437	(287)	525	804	(54)	512	238
Share of Households	0.0%	-0.07%	0.31%	0.00%	-0.58%	0.31%	-0.26%	0.37%	0.23%	-0.23%	-0.11%	0.11%
Income before taxes	\$648	\$122	\$139	\$11	(\$318)	(\$122)	\$65	\$2,361	\$154	\$2,437	(\$37)	\$3,972
Income after taxes	\$85	\$119	\$125	(\$243)	(\$772)	(\$801)	(\$981)	(\$754)	\$93	\$657	(\$186)	\$908
Annual Expenditures	\$833	\$202	\$1,137	\$499	\$366	(\$323)	\$1,214	\$1,594	\$538	\$1,417	\$528	\$2,294
<b>ACTUAL CHANGE IN ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET</b>												
Total Pet Spending	\$21.98	(\$19)	\$0	\$62	(\$7)	(\$37)	\$164	\$169	\$4	\$52	(\$3)	\$182
Pet food*	-\$1.45	\$6	\$0	(\$8)	(\$3)	(\$45)	\$4	(\$17)	\$1	(\$12)	(\$1)	(\$8)
Pets, supplies, meds	\$6.96	\$1	(\$1)	(\$7)	\$21	\$31	(\$15)	\$52	(\$1)	\$26	\$4	\$27
Pet services	\$0.13	(\$0.5)	\$3	(\$3)	\$1	(\$19)	\$8	\$7	(\$0)	\$1	(\$1)	\$8
Vet services*	\$16.34	(\$25)	(\$2)	\$81	(\$27)	(\$3)	\$168	\$128	\$4	\$37	(\$4)	\$155
Pet Share of Total Expenditures	0.03%	-0.08%	-0.03%	0.11%	-0.02%	-0.04%	0.17%	0.12%	0.00%	0.05%	-0.02%	0.14%
<b>ACTUAL CHANGE IN PET SPENDING BY CATEGORY AND INCOME LEVEL IN \$ BILLIONS</b>												
Total Pet \$Billions	\$3.05	(\$0.80)	(\$0.08)	\$1.06	(\$0.17)	(\$0.28)	\$1.17	\$2.16	\$0.17	\$2.88	(\$0.28)	\$3.33
\$ Food	-\$0.09	\$0.20	(\$0.07)	(\$0.17)	\$0.24	(\$0.41)	\$0.10	\$0.03	(\$0.04)	(\$0.05)	(\$0.21)	\$0.12
\$ Pets & Supplies	\$0.97	\$0.04	\$0.02	(\$0.12)	\$0.24	\$0.30	(\$0.15)	\$0.64	(\$0.06)	\$1.02	\$0.48	\$0.49
\$ Pet Services	\$0.05	(\$0.02)	\$0.08	(\$0.05)	(\$0.02)	(\$0.11)	\$0.02	\$0.14	\$0.01	\$0.03	(\$0.12)	\$0.16
\$ Vet Services	\$2.12	(\$1.02)	(\$0.12)	\$1.40	(\$0.63)	(\$0.07)	\$1.21	\$1.36	\$0.26	\$1.86	(\$0.44)	\$2.56
<b>ACTUAL CHANGE IN SHARE OF PET SPENDING BY INCOME LEVEL</b>												
Share of Households	0.0%	-0.07%	0.31%	0.00%	-0.58%	0.31%	-0.26%	0.37%	0.23%	-0.23%	-0.11%	0.11%
Share Total \$	0.0%	-2.24%	-0.88%	1.00%	-1.33%	-0.88%	1.57%	2.77%	-2.13%	2.13%	-4.34%	4.34%
Share Total Food	0.0%	0.95%	-0.25%	-0.68%	1.12%	-1.75%	0.45%	0.16%	0.02%	-0.02%	-0.61%	0.61%
Share Total Pets & Supplies	0.0%	-0.86%	-0.82%	-1.75%	0.40%	1.41%	-1.50%	3.11%	-3.42%	3.42%	-1.61%	1.61%
Share Total Pet Services	0.0%	-0.44%	1.52%	-1.16%	-0.56%	-2.11%	0.38%	2.38%	-0.09%	0.09%	-2.76%	2.76%
Share Total Vet Services	0.0%	-8.56%	-2.49%	6.89%	-7.02%	-1.28%	6.68%	5.77%	-4.15%	4.15%	-12.46%	12.46%
<b>% CHANGE In Consumer Expenditure Survey - Midyear 2013/14 vs 2013 Annual</b>												
Item	All consumer units	\$30,000 and Less	\$30,000 to \$49,999	\$50,000 to \$69,999	\$70,000 to \$99,999	\$100,000 to \$119,999	\$120,000 to \$149,999	\$150,000 and more	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (1,000s)	0.60%	0.39%	2.19%	0.58%	-4.18%	6.27%	-4.36%	5.56%	0.94%	-0.13%	0.47%	1.49%
Share of Households	0.00%	-0.20%	1.59%	-0.02%	-4.18%	5.64%	-4.93%	4.93%	0.34%	-0.73%	-0.13%	0.88%
Income before taxes	1.02%	0.78%	0.35%	0.02%	-0.38%	-0.11%	0.05%	0.99%	0.49%	1.85%	-0.08%	2.04%
Income after taxes	0.15%	0.73%	0.33%	-0.44%	-1.03%	-0.84%	-0.86%	-0.40%	0.31%	0.59%	-0.45%	0.58%
Annual Expenditures	1.63%	0.77%	2.94%	0.99%	0.57%	-0.41%	1.34%	1.26%	1.54%	1.66%	1.25%	2.06%
<b>% CHANGE IN ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET</b>												
Total Pet Spending	4.78%	-7.79%	0.01%	12.90%	-1.09%	-5.59%	25.98%	16.90%	1.17%	6.94%	-0.67%	21.82%
Pet food*	-0.79%	5.43%	0.24%	-3.96%	-1.08%	-16.23%	1.46%	-5.31%	0.94%	-4.25%	-0.86%	-2.61%
Pets, supplies, meds	5.85%	1.08%	-1.19%	-5.34%	13.65%	18.09%	-7.69%	21.82%	-1.65%	14.01%	3.75%	12.01%
Pet services	0.31%	-3.22%	16.18%	-7.01%	2.34%	-23.75%	9.60%	5.42%	-0.31%	1.16%	-3.71%	7.76%
Vet services*	14.10%	-38.84%	-2.73%	83.03%	-12.65%	-2.54%	180.42%	41.04%	5.29%	18.45%	-3.90%	74.50%
Pet Share of Total Expenditures	3.10%	-8.49%	-2.84%	11.80%	-1.65%	-5.20%	24.31%	15.44%	-0.37%	5.19%	-1.89%	19.36%
<b>% CHANGE IN PET SPENDING BY CATEGORY AND INCOME LEVEL</b>												
Total Pet \$Billions	5.28%	-7.56%	-0.94%	12.38%	-1.44%	-5.95%	27.84%	24.11%	0.63%	9.60%	-0.63%	25.31%
\$ Food	-0.37%	4.45%	-1.90%	-4.78%	5.19%	-20.14%	5.53%	0.93%	-0.34%	-0.41%	-1.14%	2.70%
\$ Pets & Supplies	6.48%	1.48%	0.98%	-4.79%	8.90%	25.50%	-11.71%	28.59%	-0.73%	13.86%	4.24%	13.68%
\$ Pet Services	0.88%	-2.84%	18.73%	-6.48%	-1.93%	-18.97%	4.82%	11.29%	0.63%	1.02%	-3.26%	9.37%
\$ Vet Services	14.58%	-37.12%	-5.76%	81.46%	-16.84%	-7.09%	191.65%	50.33%	3.95%	23.20%	-3.92%	77.10%
<b>% CHANGE IN SHARE OF PET SPENDING BY INCOME LEVEL</b>												
Share of Households	0.00%	-0.20%	1.59%	-0.02%	-4.18%	5.64%	-4.93%	4.93%	0.34%	-0.73%	-0.13%	0.88%
Share Total \$	0.0%	-6.53%	-4.59%	7.00%	-9.57%	-15.86%	29.89%	36.90%	-3.14%	6.61%	-4.97%	34.02%
Share Total Food	0.0%	5.15%	-1.68%	-4.58%	5.37%	-21.20%	6.22%	1.03%	0.03%	-0.03%	-0.80%	2.69%
Share Total Pets & Supplies	0.0%	-4.38%	-4.98%	-11.44%	2.02%	16.05%	-19.55%	25.42%	-6.68%	7.03%	-2.00%	8.07%
Share Total Pet Services	0.0%	-2.43%	9.59%	-7.01%	-3.13%	-26.73%	4.34%	15.91%	-0.18%	0.18%	-3.62%	11.63%
Share Total Vet Services	0.0%	-71.29%	-28.99%	43.33%	-35.19%	-11.94%	68.59%	25.04%	-11.39%	6.54%	-18.54%	37.98%