

Consumer Expenditure Survey, 2013									Key Groups		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	\$30,000 to \$69,999	\$70,000 to \$119,999	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (000)	125,670	43,123	24,210	17,887	17,462	6,967	6,581	9,441	42,097	24,429	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%	33.5%	19.4%	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	\$47,677	\$90,691	\$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	\$45,138	\$80,543	\$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	\$43,775	\$68,225	\$34,900	\$85,264	\$42,268	\$111,541
ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET														
Total Pet Spending	\$459.70	\$250.01	\$344.10	\$481.15	\$685.98	\$664.90	\$632.04	\$1,000.18	401.27	\$679.51	\$325.78	\$742.90	\$405.25	\$841.40
Pet food*	\$182.81	\$106.53	\$147.75	\$198.77	\$261.55	\$277.94	\$261.02	\$323.59	168.63	\$266.35	\$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	115.07	\$157.20	\$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	30.68	\$66.32	\$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	86.88	\$189.65	\$76.35	\$199.55	\$101.90	\$215.52
Pet Share of Total Expenditures	0.90%	0.96%	0.89%	0.95%	1.08%	0.84%	0.70%	0.79%	0.93%	1.00%	0.93%	0.87%	0.96%	0.75%
PET SPENDING BY CATEGORY AND INCOME LEVEL IN \$ BILLIONS														
Total Pet \$	\$57.75	\$10.61	\$8.63	\$8.55	\$12.03	\$4.76	\$4.22	\$8.95	\$17.18	\$16.79	\$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	\$7.29	\$6.62	\$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	\$4.84	\$3.84	\$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	\$1.29	\$1.62	\$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	\$3.76	\$4.71	\$6.52	\$8.04	\$11.23	\$3.32
SHARE OF PET SPENDING BY INCOME LEVEL (*All consumer column reflects segment share of Total Pet)														
Share of Households	100.0%	34.3%	19.3%	14.2%	13.9%	5.5%	5.2%	7.5%	33.5%	19.4%	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%	29.8%	29.1%	48.1%	51.9%	77.2%	22.8%
Share Total Food *	39.8%	19.5%	16.4%	15.3%	20.0%	8.8%	7.7%	12.2%	31.8%	28.8%	51.3%	48.7%	80.1%	19.9%
Share Total Pets/Supplies*	25.9%	18.2%	15.8%	16.5%	17.8%	7.9%	8.8%	15.0%	32.4%	25.7%	50.6%	49.4%	76.3%	23.7%
Share Total Pet Services*	9.1%	12.0%	8.6%	15.9%	20.0%	10.7%	9.7%	23.1%	24.5%	30.7%	36.5%	63.5%	67.2%	32.8%
Share Total Vet Services*	25.2%	19.0%	14.0%	11.8%	25.6%	6.8%	4.3%	18.5%	25.8%	32.4%	44.8%	55.2%	77.2%	22.8%

Consumer Expenditure Survey, 2014									Key Groups		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	\$30,000 to \$69,999	\$70,000 to \$119,999	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (000)	127,006	42,497	24,208	18,036	16,640	8,271	6,332	11,022	42,244	24,911	84,741	42,265	109,652	17,354
Share of Households	100.0%	33.5%	19.1%	14.2%	13.1%	6.5%	5.0%	8.7%	33.3%	19.6%	66.7%	33.3%	86.3%	13.7%
Income before taxes	\$66,877	\$15,911	\$39,270	\$59,111	\$83,130	\$108,773	\$133,145	\$242,681	\$47,741	\$91,644	\$31,778	\$137,249	\$45,379	\$202,714
Income after taxes	\$58,364	\$16,508	\$38,188	\$54,534	\$74,104	\$94,110	\$113,111	\$188,134	\$45,207	\$80,747	\$30,815	\$113,600	\$42,158	\$160,760
Annual Expenditures	\$53,495	\$26,814	\$38,258	\$51,242	\$63,562	\$78,461	\$92,162	\$130,513	\$45,121	\$68,509	\$36,081	\$87,962	\$43,520	\$116,520
ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET														
Total Pet Spending	\$507.14	\$237.82	\$391.84	\$521.16	\$656.52	\$634.69	\$892.15	\$1,172.85	\$447.78	\$651.85	\$346.05	\$817.77	\$418.28	\$1,067.08
Pet food*	\$189.91	\$112.37	\$166.91	\$202.40	\$246.07	\$234.40	\$268.51	\$326.22	\$182.38	\$242.73	\$148.94	\$266.66	\$171.86	\$303.45
Pets, supplies, meds	\$133.83	\$65.89	\$95.49	\$134.16	\$176.38	\$215.01	\$208.92	\$311.17	\$112.00	\$189.21	\$88.88	\$223.97	\$111.67	\$273.86
Pet services	\$44.68	\$15.23	\$26.24	\$35.00	\$68.80	\$64.88	\$77.91	\$143.87	\$29.98	\$67.50	\$22.58	\$88.97	\$32.79	\$119.80
Vet services*	\$138.72	\$44.33	\$103.20	\$149.59	\$165.27	\$120.41	\$336.82	\$391.58	\$123.42	\$152.42	\$85.65	\$238.17	\$101.96	\$369.97
Pet Share of Total Expenditures	0.95%	0.89%	1.02%	1.02%	1.03%	0.81%	0.97%	0.90%	0.99%	0.95%	0.96%	0.93%	0.96%	0.92%
PET SPENDING BY CATEGORY AND INCOME LEVEL IN \$ BILLIONS														
Total Pet \$	\$64.32	\$9.63	\$9.52	\$9.67	\$11.92	\$5.03	\$5.97	\$12.57	\$19.20	\$16.95	\$28.83	\$35.50	\$45.78	\$18.54
\$ Food	\$24.07	\$4.44	\$4.06	\$3.81	\$4.69	\$1.79	\$1.84	\$3.43	\$7.87	\$6.49	\$12.31	\$11.76	\$18.79	\$5.28
\$ Pets & Supplies	\$17.00	\$2.80	\$2.31	\$2.42	\$2.93	\$1.78	\$1.32	\$3.43	\$4.73	\$4.71	\$7.53	\$9.47	\$12.24	\$4.75
\$ Pet Services	\$5.67	\$0.65	\$0.64	\$0.63	\$1.14	\$0.54	\$0.49	\$1.59	\$1.27	\$1.68	\$1.91	\$3.76	\$3.60	\$2.08
\$ Vet Services	\$17.58	\$1.75	\$2.51	\$2.81	\$3.15	\$0.92	\$2.31	\$4.12	\$5.33	\$4.07	\$7.08	\$10.50	\$11.15	\$6.43
SHARE OF PET SPENDING BY INCOME LEVEL (*All consumer column reflects segment share of Total Pet)														
Share of Households	100.0%	33.5%	19.1%	14.2%	13.1%	6.5%	5.0%	8.7%	33.3%	19.6%	66.7%	33.3%	86.3%	13.7%
Share Total Pet \$	100.0%	15.0%	14.8%	15.0%	18.5%	7.8%	9.3%	19.5%	29.9%	26.4%	44.8%	55.2%	71.2%	28.8%
Share Total Food *	37.4%	18.4%	16.9%	15.8%	19.5%	7.5%	7.7%	14.3%	32.7%	27.0%	51.1%	48.9%	78.1%	21.9%
Share Total Pets/Supplies*	26.4%	16.5%	13.6%	14.2%	17.3%	10.5%	7.8%	20.2%	27.8%	27.7%	44.3%	55.7%	72.0%	28.0%
Share Total Pet Services*	8.8%	11.4%	11.2%	11.1%	20.2%	9.5%	8.7%	27.9%	22.3%	29.6%	33.7%	66.3%	63.4%	36.6%
Share Total Vet Services*	27.3%	10.0%	14.3%	16.0%	17.9%	5.2%	13.1%	23.4%	30.3%	23.2%	40.3%	59.7%	63.4%	36.6%

**ACTUAL CHANGE In Consumer Expenditure Survey - 2014 vs 2013**

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	\$30,000 to \$69,999	\$70,000 to \$119,999	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (000)	1,336	(626)	(\$2)	149	(822)	1,304	(249)	1,581	147	482	(478)	1,814	4	1,332
Share of Households	0.0%	-0.85%	-0.16%	-0.03%	-0.80%	0.97%	-0.25%	1.17%	-0.24%	0.16%	-1.09%	1.07%	-0.95%	0.95%
Income before taxes	\$3,093	\$341	\$34	\$10	(\$406)	\$149	\$558	\$4,436	\$64	\$953	\$348	\$5,304	\$746	\$7,868
Income after taxes	\$2,012	\$370	\$125	(\$179)	(\$555)	(\$1,181)	(\$485)	\$587	\$69	\$204	\$352	\$2,706	\$537	\$3,588
Annual Expenditures	\$2,395	\$728	(\$447)	\$605	(\$153)	(\$1,069)	\$1,712	\$4,271	\$1,346	\$284	\$1,181	\$2,698	\$1,252	\$4,979
<b>ACTUAL CHANGE IN ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET</b>														
Total Pet Spending	\$47.44	(\$12.19)	\$47.74	\$40.01	(\$29.47)	(\$30.21)	\$260.11	\$172.67	\$46.51	(\$27.66)	\$20.27	\$74.87	\$13.03	\$225.68
Pet food*	\$7.10	\$5.84	\$19.16	\$3.63	(\$15.48)	(\$43.54)	\$7.49	\$2.63	\$13.75	(\$23.62)	\$10.95	(\$11.12)	\$4.92	\$7.25
Pets, supplies, meds	\$14.77	\$2.64	(\$2.35)	(\$4.24)	\$24.24	\$45.12	\$9.28	\$74.20	(\$3.07)	\$32.01	\$0.03	\$41.25	\$7.59	\$52.22
Pet services	\$2.70	\$0.54	\$7.55	(\$11.90)	\$8.49	(\$16.50)	(\$0.23)	\$14.97	(\$0.70)	\$1.18	(\$0.01)	\$6.12	\$0.46	\$11.75
Vet services*	\$22.87	(\$21.21)	\$23.39	\$52.50	(\$46.72)	(\$15.27)	\$243.57	\$80.85	\$36.54	(\$37.23)	\$9.30	\$38.62	\$0.06	\$154.45
Pet Share of Total Expenditures	0.05%	-0.07%	0.13%	0.07%	-0.05%	-0.03%	0.27%	0.11%	0.06%	-0.04%	0.03%	0.06%	0.001%	0.17%
<b>ACTUAL CHANGE IN PET SPENDING BY CATEGORY AND INCOME LEVEL IN \$ BILLIONS</b>														
Total Pet \$Billions	\$6.57	(\$0.98)	\$0.89	\$1.12	(\$0.11)	\$0.27	\$1.75	\$3.62	\$2.02	\$0.16	\$1.04	\$5.54	\$1.20	\$5.37
\$ Food	\$1.11	(\$0.05)	\$0.29	\$0.29	\$0.09	(\$0.23)	\$0.08	\$0.62	\$0.58	(\$0.13)	\$0.53	\$0.57	\$0.40	\$0.71
\$ Pets & Supplies	\$2.03	\$0.07	(\$0.06)	(\$0.06)	\$0.27	\$0.60	\$0.01	\$1.19	(\$0.11)	\$0.87	(\$0.04)	\$2.08	\$0.83	\$1.20
\$ Pet Services	\$0.40	\$0.02	\$0.19	(\$0.21)	\$0.09	(\$0.03)	(\$0.02)	\$0.37	(\$0.02)	\$0.06	(\$0.02)	\$0.41	\$0.05	\$0.35
\$ Vet Services	\$3.03	(\$1.01)	\$0.47	\$1.09	(\$0.58)	(\$0.07)	\$1.68	\$1.43	\$1.57	(\$0.64)	\$0.56	\$2.46	(\$0.08)	\$3.11
<b>ACTUAL CHANGE IN SHARE OF PET SPENDING BY INCOME LEVEL (*All consumer column reflects segment share of Total Pet)</b>														
Share of Households	0.0%	-0.81%	-0.16%	0.00%	-0.80%	0.97%	-0.26%	1.17%	-0.20%	0.20%	-1.09%	1.11%	-0.95%	0.95%
Share Total \$	0.0%	-3.39%	-0.15%	0.24%	-2.29%	-0.42%	1.97%	4.04%	0.10%	-2.74%	-3.29%	3.31%	-6.01%	5.99%
Share Total Food*	-2.3%	-1.11%	0.44%	0.51%	-0.53%	-1.36%	-0.02%	2.04%	0.90%	-1.85%	-0.15%	0.18%	-2.01%	2.01%
Share Total Pets & Supplies*	0.5%	-1.73%	-2.24%	-2.34%	-0.45%	2.59%	-0.98%	5.25%	-4.60%	2.00%	-6.30%	6.30%	-4.27%	4.27%
Share Total Pet Services*	-0.3%	-0.60%	2.62%	-4.80%	0.24%	-1.25%	-1.05%	4.84%	-2.20%	-1.10%	-2.78%	2.78%	-3.79%	3.79%
Share Total Vet Services*	2.1%	-8.97%	0.27%	4.20%	-7.69%	-1.58%	8.77%	4.89%	4.50%	-9.20%	-4.47%	4.47%	-13.76%	13.76%

**% CHANGE In Consumer Expenditure Survey - 2014 vs 2013**

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	\$30,000 to \$69,999	\$70,000 to \$119,999	< \$70K	> \$70K	< \$120K	> \$120K
# consumer units (000)	1.06%	-1.45%	-0.01%	0.83%	-4.71%	18.72%	-3.78%	16.75%	0.35%	1.97%	-0.56%	4.48%	0.004%	8.31%
Share of Households	0.00%	-2.49%	-0.86%	-0.23%	-5.72%	17.43%	-4.71%	15.54%	-0.71%	0.82%	-1.61%	3.33%	-1.09%	7.46%
Income before taxes	4.85%	2.19%	0.09%	0.02%	-0.49%	0.14%	0.42%	1.86%	0.13%	1.05%	1.11%	4.02%	1.67%	4.04%
Income after taxes	3.57%	2.30%	0.33%	-0.33%	-0.74%	-1.24%	-0.43%	0.31%	0.15%	0.25%	1.16%	2.44%	1.29%	2.28%
Annual Expenditures	4.69%	2.79%	-1.16%	1.20%	-0.24%	-1.34%	1.89%	3.38%	3.08%	0.42%	3.38%	3.16%	2.96%	4.46%
<b>% CHANGE IN ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET</b>														
Total Pet Spending	10.32%	-4.87%	13.87%	8.32%	-4.30%	-4.54%	41.15%	17.26%	11.59%	-4.07%	6.22%	10.08%	3.21%	26.82%
Pet food*	3.88%	5.48%	12.97%	1.83%	-5.92%	-15.67%	2.87%	0.81%	8.15%	-8.87%	7.94%	-4.00%	2.95%	2.45%
Pets, supplies, meds	12.41%	4.18%	-2.40%	-3.06%	15.94%	26.56%	4.65%	31.31%	-2.67%	20.36%	0.03%	22.58%	7.30%	23.56%
Pet services	6.43%	3.69%	40.36%	-25.37%	14.07%	-20.28%	-0.29%	11.61%	-2.28%	1.78%	-0.04%	7.39%	1.41%	10.87%
Vet services*	19.74%	-32.36%	29.30%	54.07%	-22.04%	-11.25%	261.20%	26.02%	42.06%	-19.63%	12.18%	19.35%	0.06%	71.66%
Pet Share of Total Expenditures	5.60%	-7.14%	14.73%	7.35%	-4.33%	-3.11%	38.82%	13.60%	6.71%	-4.47%	2.84%	6.74%	0.13%	23.15%
<b>% CHANGE IN PET SPENDING BY CATEGORY AND INCOME LEVEL</b>														
Total Pet \$Billions	11.37%	-9.20%	10.28%	13.12%	-0.93%	5.68%	41.46%	40.39%	11.76%	0.95%	3.75%	18.47%	2.69%	40.75%
\$ Food	4.82%	-1.02%	7.61%	8.35%	2.03%	-11.48%	4.43%	22.28%	7.96%	-1.96%	4.54%	5.13%	2.15%	15.61%
\$ Pets & Supplies	13.59%	2.66%	-2.48%	-2.24%	10.29%	50.39%	0.47%	53.32%	-2.27%	22.66%	-0.55%	28.13%	7.26%	33.76%
\$ Pet Services	7.53%	2.62%	41.40%	-24.90%	8.24%	-4.76%	-4.71%	30.25%	-1.55%	3.70%	-0.78%	12.19%	1.54%	20.15%
\$ Vet Services	20.82%	-36.59%	23.16%	63.60%	-15.46%	-7.09%	266.98%	52.96%	41.76%	-13.59%	8.67%	30.67%	-0.69%	93.50%
<b>% CHANGE IN SHARE OF PET SPENDING BY INCOME LEVEL (*All consumer column reflects segment share of Total Pet)</b>														
Share of Households	0.00%	-2.37%	-0.86%	-0.02%	-5.72%	17.43%	-4.93%	15.54%	-0.60%	1.03%	-1.61%	3.45%	-1.09%	7.46%
Share Total \$	0.0%	-9.86%	-0.76%	1.67%	-16.52%	-7.61%	37.69%	53.75%	0.30%	-14.12%	-4.86%	10.30%	-6.89%	47.00%
Share Total Food*	-5.9%	-6.02%	2.93%	3.41%	-2.56%	-16.46%	-0.32%	13.18%	3.02%	-6.36%	-0.32%	0.35%	-2.60%	8.81%
Share Total Pets & Supplies*	2.0%	-8.85%	-13.63%	-15.31%	-2.27%	29.41%	-12.78%	42.96%	-14.47%	6.94%	-12.29%	12.94%	-5.33%	21.46%
Share Total Pet Services*	-3.4%	-3.31%	16.56%	-29.01%	1.35%	-15.74%	-11.91%	32.35%	-6.79%	-4.28%	-5.50%	5.64%	-4.97%	15.97%
Share Total Vet Services*	8.5%	-74.69%	3.16%	26.39%	-38.52%	-14.74%	90.03%	21.20%	18.37%	-29.97%	-12.26%	7.05%	-20.48%	41.94%