

# PET SPENDING 2014-BY GENERATION

CONSUMER EXPENDITURE SURVEY 2014 SPENDING BY GENERATION						
The Generations Defined >	Generation Name >	The Millenials	Generation X	The Baby Boomers	The Silent Generation	The Greatest Generation
	Birth Years >	1981 and later	1965 to 1980	1946 to 1964	1929 to 1945	Before 1929
Item	All consumer units	In 2015: < 34 yrs old	In 2015: 34 > 49 yrs old	In 2015: 50 > 68 yrs old	In 2015: 69 > 85 yrs old	In 2015: > 85 years old
# consumer units (000)	127,006	27,038	34,197	44,998	18,003	2,770
Share of Households	100.00%	21.29%	26.93%	35.43%	14.17%	2.18%
Income before taxes	\$66,877	\$50,860	\$84,238	\$75,454	\$41,890	\$31,956
Income after taxes	\$58,364	\$45,991	\$72,415	\$64,439	\$39,374	\$30,416
Annual Expenditures	\$53,495	\$43,941	\$63,137	\$58,202	\$40,923	\$32,609
ANNUAL PET EXPENDITURES PER CONSUMER UNIT (H/H) - ALL H/Hs, PET AND NONPET						
Total Pet Spending	507.14	360.05	521.34	656.50	383.72	210.36
Pet food*	189.91	158.52	204.88	216.90	160.27	70.95
Pets, supplies, meds	133.83	112.19	160.29	148.26	94.21	41.64
Pet services	44.68	26.38	46.44	59.47	36.72	12.97
Vet services*	138.72	62.96	109.73	231.88	92.52	84.79
Pet Share of Total Expenditures	0.95%	0.82%	0.83%	1.13%	0.94%	0.65%
PET SPENDING BY CATEGORY AND GENERATION IN \$ BILLIONS						
Total Pet \$	\$64.32	9.69	17.76	29.47	6.87	0.53
\$ Food	\$24.07	4.28	6.99	9.74	2.88	0.18
\$ Pets & Supplies	\$17.00	3.03	5.48	6.67	1.70	0.12
\$ Pet Services	\$5.67	0.71	1.59	2.68	0.66	0.04
\$ Vet Services	\$17.58	1.67	3.70	10.38	1.63	0.20
SHARE OF PET SPENDING BY GENERATION (*All consumer column reflects segment share of Total Pet)						
Share of Households	100.00%	21.29%	26.93%	35.43%	14.17%	2.18%
Share Total Pet \$	100.00%	15.07%	27.61%	45.81%	10.68%	0.83%
Share Total Food	37.4%	17.77%	29.05%	40.46%	11.96%	0.75%
Share Total Pets/Supplies	26.4%	17.8%	32.2%	39.2%	10.0%	0.7%
Share Total Pet Services	8.8%	12.6%	28.0%	47.2%	11.7%	0.6%
Share Total Vet Services	27.3%	9.5%	21.0%	59.0%	9.3%	1.1%

GENERATIONS: SOME KEY DEMOGRAPHICS						
The Generations Defined >	Generation Name >	The Millenials	Generation X	The Baby Boomers	The Silent Generation	The Greatest Generation
	Birth Years >	1981 and later	1965 to 1980	1946 to 1964	1929 to 1945	Before 1929
	Age in 2015 >	< 34 yrs old	34 > 49 yrs old	50 > 68 yrs old	69 > 85 yrs old	> 85 years old
# of consumer units (000's)	127,006	27,038	34,197	44,998	18,003	2,770
Income before taxes	\$66,877	\$50,860	\$84,238	\$75,454	\$41,890	\$31,956
Average annual expenditures	\$53,495	\$43,942	\$63,137	\$58,202	\$40,923	\$32,610
Total Annual Pet Spending	507.14	360.054	521.343	656.503	383.72	210.359
CU COMP: Ave # People in CU	2.47	2.51	3.20	2.26	1.73	1.41
# Children under 18	0.59	0.79	1.21	0.26	0.04	0.02
# Adults 65 and older	0.36	0.02	0.04	0.33	1.41	1.25
# Earners	1.27	1.41	1.64	1.33	0.41	0.12
HOUSING: Homeowner	63%	29%	60%	76%	81%	75%
With mortgage	37%	23%	48%	44%	21%	6%
Without mortgage	26%	6%	12%	32%	60%	70%
HOUSING: Renter	37%	71%	40%	24%	19%	25%
RACE: Black or African-American	13%	13%	15%	13%	8%	8%
RACE: White, Asian, and A/O races	87%	87%	85%	87%	92%	92%
HISPANIC: Hispanic or Latino	13%	17%	18%	9%	7%	3%
HISPANIC: Not Hispanic or Latino	87%	83%	82%	91%	93%	97%