

TABLE OF CONTENTS

1	Introduction
2	Pet populations
6	Pet-owning households
11	Pet owner demographics
15	Pet acquisitions
20	Veterinary visits
27	Pet owner spending
38	Methodology

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INTRODUCTION

The American Veterinary Medical Association (AVMA) is committed to advancing the science and practice of veterinary medicine, and a key component of that mission is understanding trends in pet populations and pet ownership. This edition of the AVMA Pet Owner and Demographic Sourcebook contains updated information on U.S. pet populations, pet-owning households, pet owners, and pet acquisitions, as well as details on veterinary care visits and pet owner spending. By analyzing these data through an economic and social lens, the report provides valuable insights into who pet owners are, how they view their pets, and how they think and behave when it comes to pet products and veterinary services.

The findings are largely based on responses to the AVMA Pet Ownership and Demographics Surveys conducted in 2023 and 2024 and include pet owner behaviors during the previous year. A total of 6,979 respondents completed the survey in 2023, and 7,539 completed it in 2024.

Results have been weighted based on certain demographic and other variables to match their distribution in the U.S. population and household information reported by the U.S. Census Bureau. Data represented by fewer than 10 respondents are not reported, and therefore percentages may not sum to precisely 100%.