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ISBN: 979-8-9943394-2-8 (Digital version)
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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 Ownership 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, 2024, 2025, and 2026 and include pet owner behaviors during the previous calendar year. A total of 6,979 respondents completed the survey in 2023, 7,539 completed it in 2024, 7,519 completed it in 2025, and 7,547 completed it in 2026.

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 at the time of publication. Data represented by fewer than 10 respondents are not reported, and therefore percentages may not sum to precisely 100%.