

Table Of Contents

SECTION 1: Total Pet Ownership and Pet Population

- Overview
- Chapter 1: All Pets
- Chapter 2: Multiple-Pet Ownership
- Chapter 3: Dog Ownership
- Chapter 4: Cat Ownership
- Chapter 5: Bird Ownership
- Chapter 6: Horse Ownership
- Chapter 7: Specialty and Exotic Pet Ownership
- Total Pet Ownership and Pet Population: Summary Tables

SECTION 2: Veterinary Medical Use and Expenditures

- Overview
- Chapter 1: All Pet-Owning Households
- Chapter 2: Multiple-Pet Households
- Chapter 3: Dog-owning Households
- Chapter 4: Cat-owning Households
- Chapter 5: Bird-owning Households
- Chapter 6: Horse-owning Households
- Chapter 7: Specialty and Exotic Pet-owning Households
- Veterinary Medical Use and Expenditures: Summary Tables

SECTION 3: Pet Owner Demographics

- Overview
- Chapter 1: All Pet-owning Households
- Chapter 2: Multiple-Pet Households
- Chapter 3: Dog-owning Households
- Chapter 4: Cat-owning Households
- Chapter 5: Bird-owning Households
- Chapter 6: Horse-owning Households
- Pet Owner Demographics: Summary Tables

SECTION 4: Pet Owner Profiles

- Overview
- Household Designation
- Marital Status
- Household Size
- Household Income
- Education Level of the Head of Household
- Employment Status of the Head of Household
- Home-ownership Status
- Type of Residence
- Community Size
- Race and Ethnicity
- Pet Owner Profiles: Summary Tables

Appendix A: Study Method

- Methodology
- Survey
- Calculations
- Statistical Inference
- Sample Representativeness
- Weighting of Data

Appendix B: Dog Breeds

Appendix C: Formulas