

PetOnomics: The Cost of Owning a Pet



Pet owners spend billions of dollars on their pets every year

Pet expenditure in the U.S. was 3x greater than the entire gross domestic product of Iceland in 2012



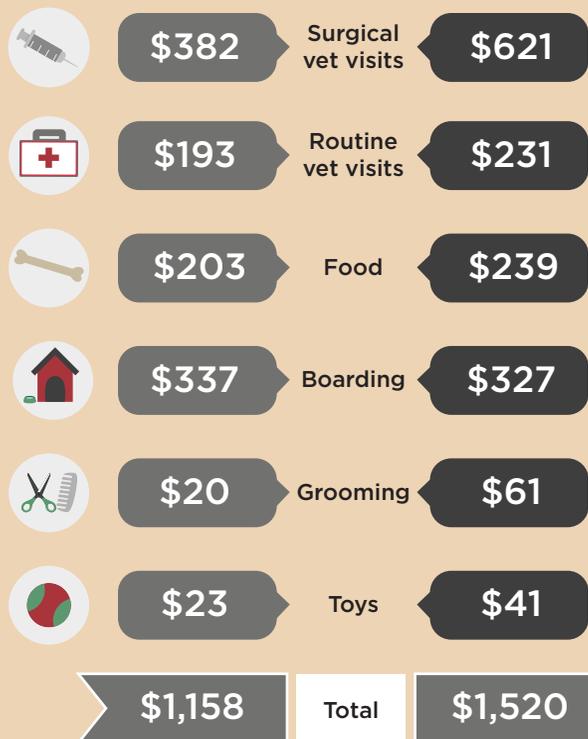
PET COST BREAKDOWN

How that \$53 billion was spent³



CAT vs. DOG

Which popular pet's average annual costs are higher?⁴



Percentage of pet expenditures made by people with no kids at home⁴



Spending increase on pets over the last decade⁵

PET TRAVEL INDUSTRY



51%

Percentage of pet owners who travel with their pets



500

Number of pets that travel on major airlines each day



\$150

Extra airline revenue made from each pet in every flight



\$27 million

Estimated annual airline revenue from pet travel

MONTHLY COST OF PET INSURANCE BY:⁶



Canine

\$29



Feline

\$19



Avian

\$10



Exotic

\$10



Reptile

\$7



¹ <http://www.statisticbrain.com/pet-ownership-statistics/> ² <http://www.statisticbrain.com/countries-ranked-by-purchasing-power-parity/> ³ <http://www.bls.gov/opub/btn/volume-2/spending-on-pets.htm> • http://www.americanpetproducts.org/press_industrytrends.asp ⁴ <http://www.marketwatch.com/story/pack-mentality-more-people-than-ever-are-traveling-with-pets-1339515016100> ⁵ http://www.americanpetproducts.org/press_industrytrends.asp ⁶ Sample canine and feline premiums reflect the Major Medical Plan with a \$250 annual deductible. Sample avian, exotic and reptile premiums reflect the Avian & Exotic Pet Plan with a \$50 per-incident deductible. Premiums vary based on the age of the pet, species, size (as an adult), plan type, deductible and state of residence.

Insurance plans are offered and administered by Veterinary Pet Insurance Company in California and DVM Insurance Agency in all other states. Underwritten by Veterinary Pet Insurance Company (CA), Brea, CA, an A.M. Best A rated company (2013); National Casualty Company (all other states), Madison, WI, an A.M. Best A+ rated company (2014). Veterinary Pet Insurance, VPI and the cat/dog logo are service marks of Veterinary Pet Insurance Company. Nationwide, the Nationwide N and Eagle, and Nationwide Is On Your Side are service marks of Nationwide Mutual Insurance Company. ©2015 Veterinary Pet Insurance Company and Nationwide. 15GRP3235