



Millennials and Their Fur Babies



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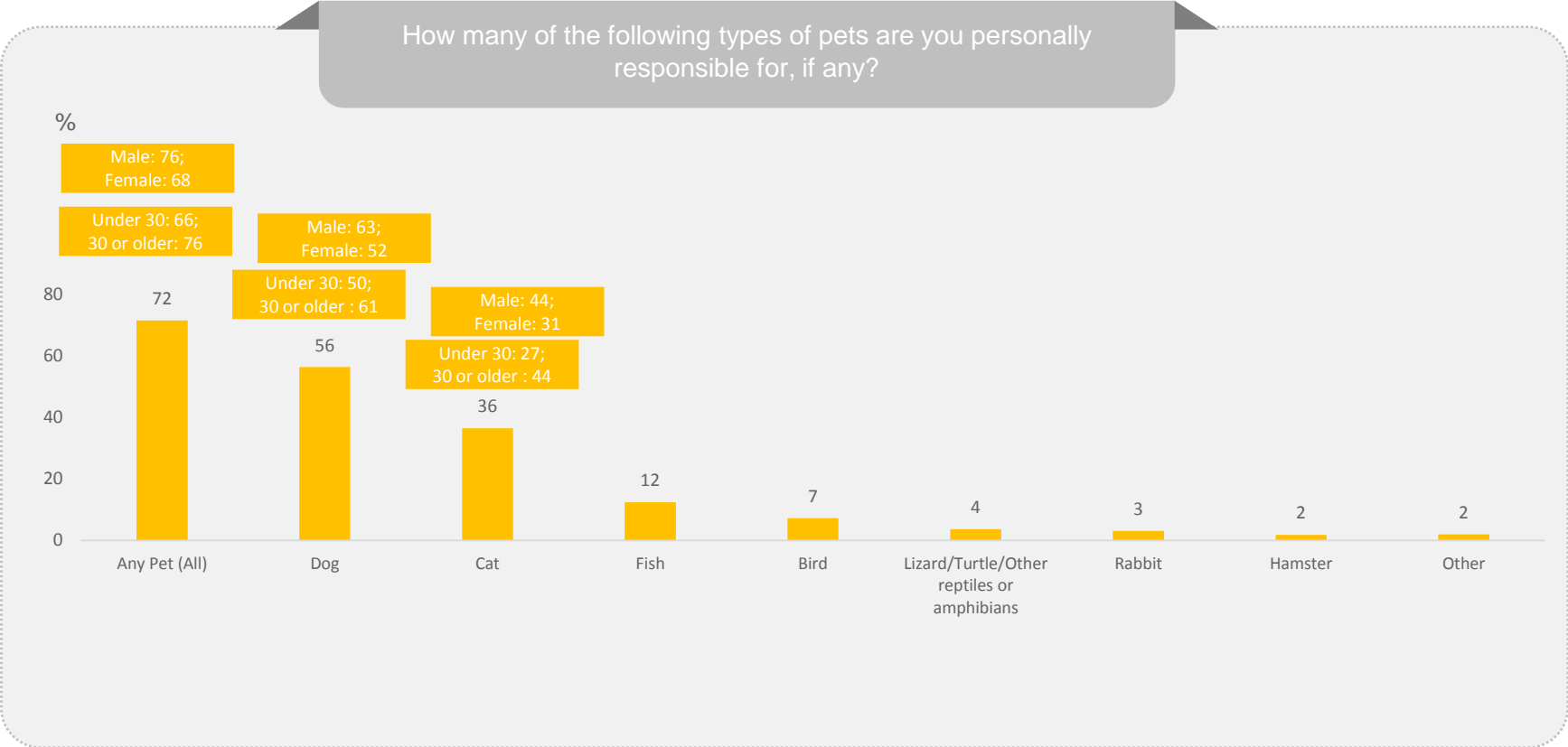
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Seven in 10 millennials own a pet

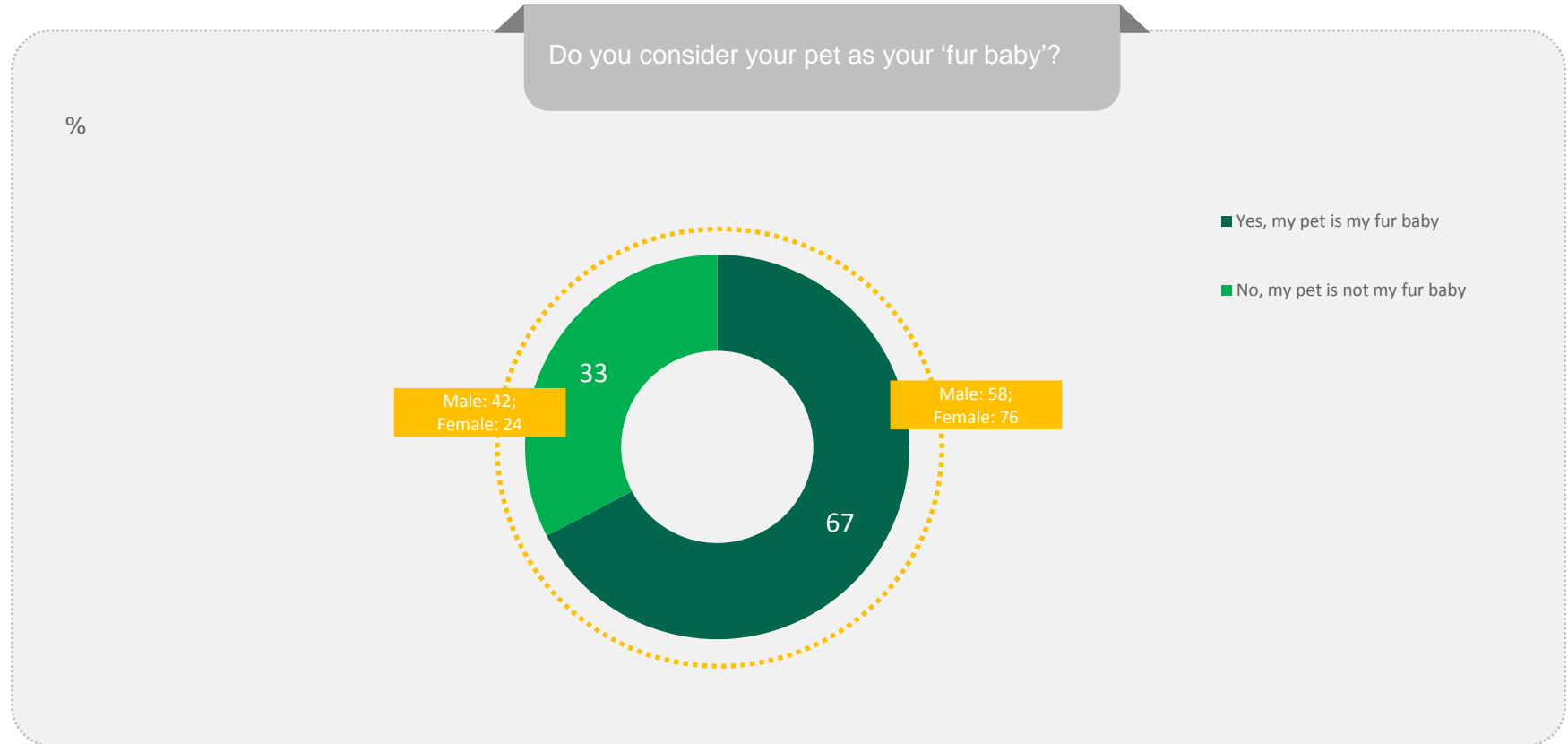
- More than half (56%) own a dog and over a third (36%) own a cat
- Men are more likely than women to own a pet (76%, 68%) as are those who are age 30+ compared to those who are under 30 (76%, 66%)



Q70. Base: All Millennials N=1,519

The majority of millennial pet owners see their pet as a 'fur baby'

- Women are more likely than men to consider their pet as a 'fur baby' (76%, 58%)

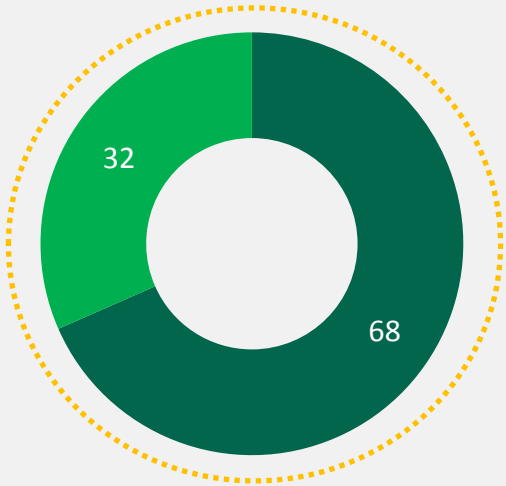


Q425. Base: All Millennials who own at least one pet n=1,139

Seven in 10 (68%) millennial pet owners would take leave to care for a new pet, if their employer offered it

If your employer offered leave to care for a new pet, would you take it?

%

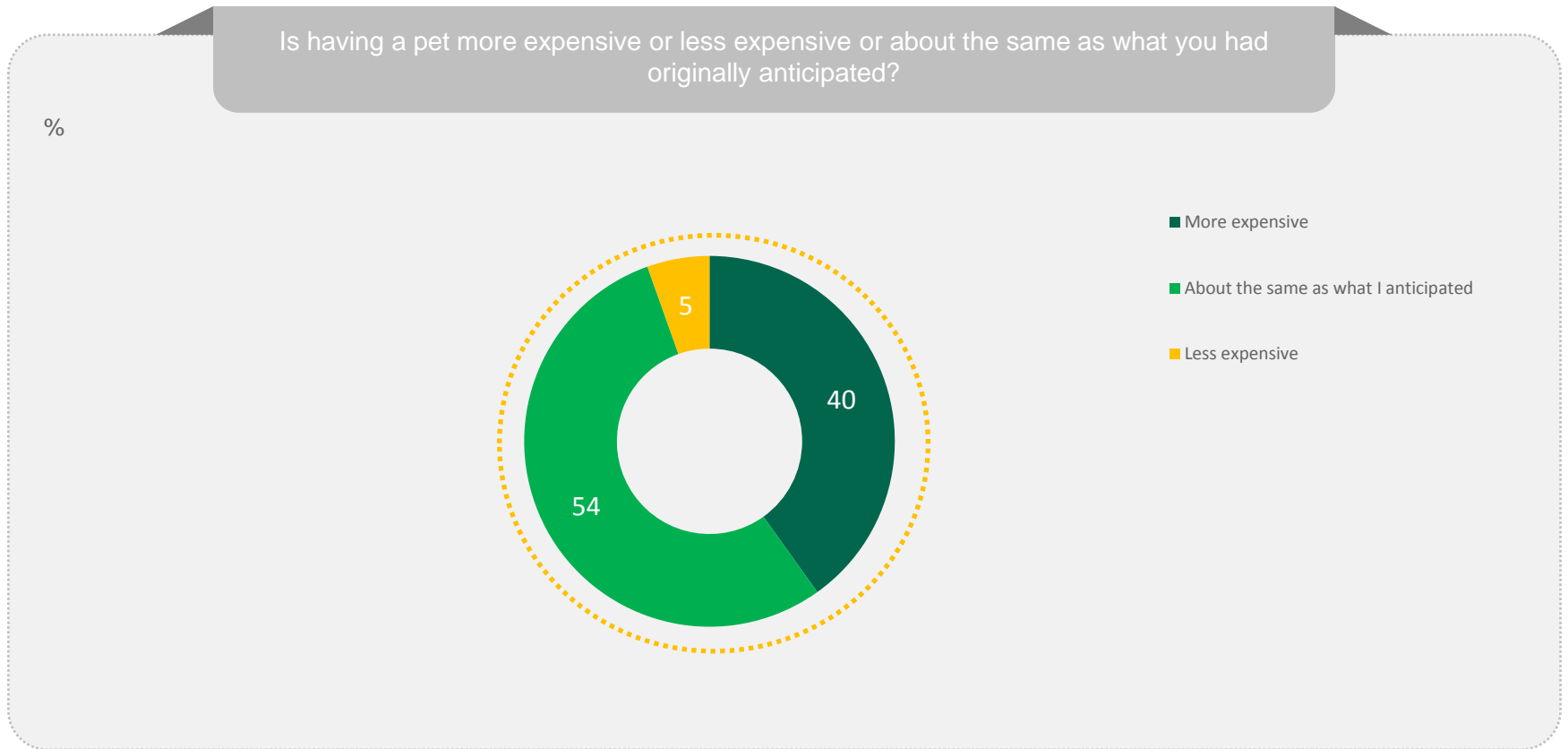


- I would take leave to care for my new pet if my employer offered it
- No, I would not

Q430. Base: All Millennials who own at least one pet n=1,139

For millennials, owning a pet is likely to be as expensive, or more expensive, than they originally expected

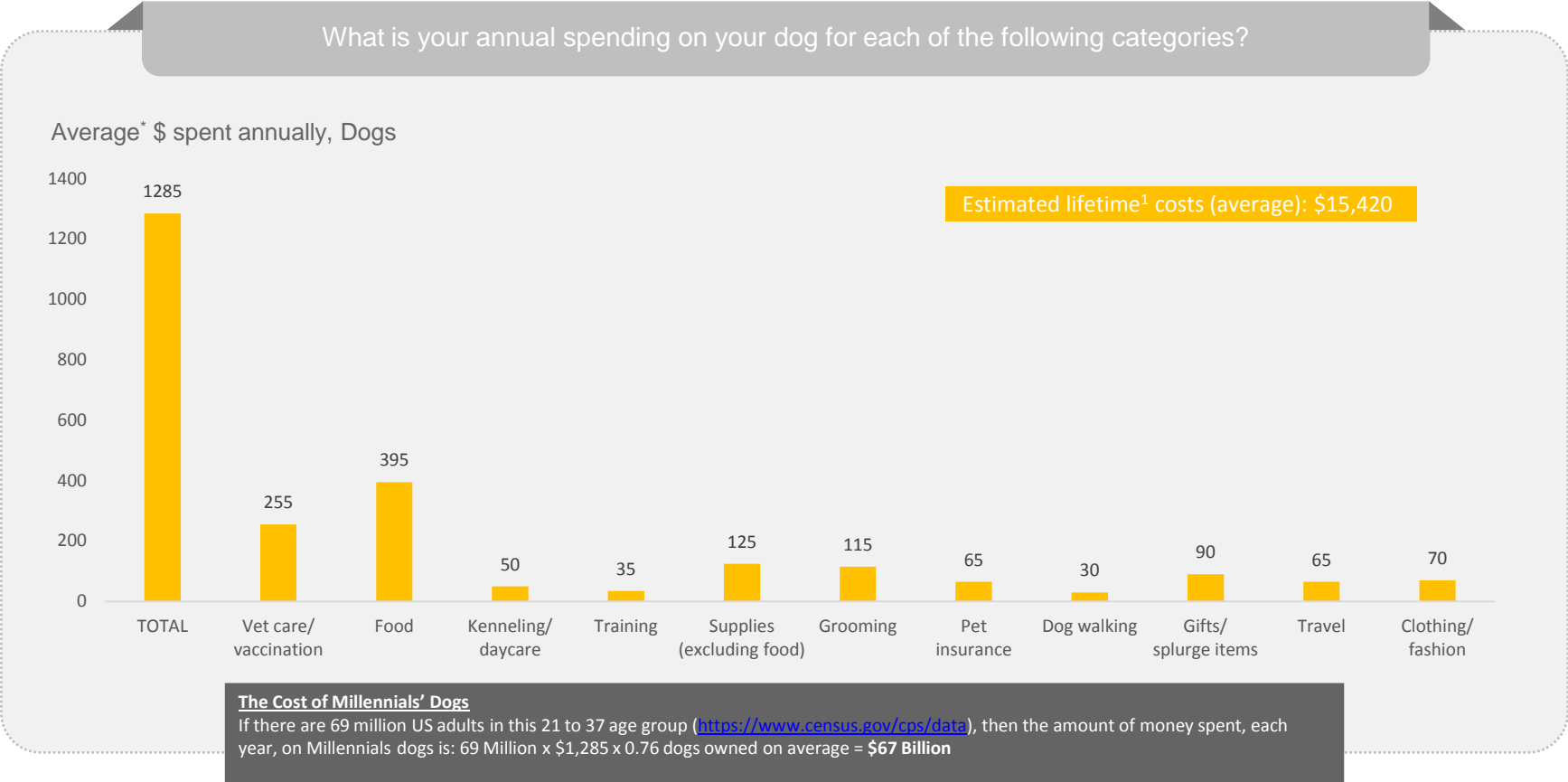
- Over half (54%) expect expenses to be 'about the same as what I anticipated' and another 4 in 10 deem it 'more expensive'



Q420. Base: All Millennials who own at least one pet n=1,139

Dog owners spend \$1,285 per year on their pet

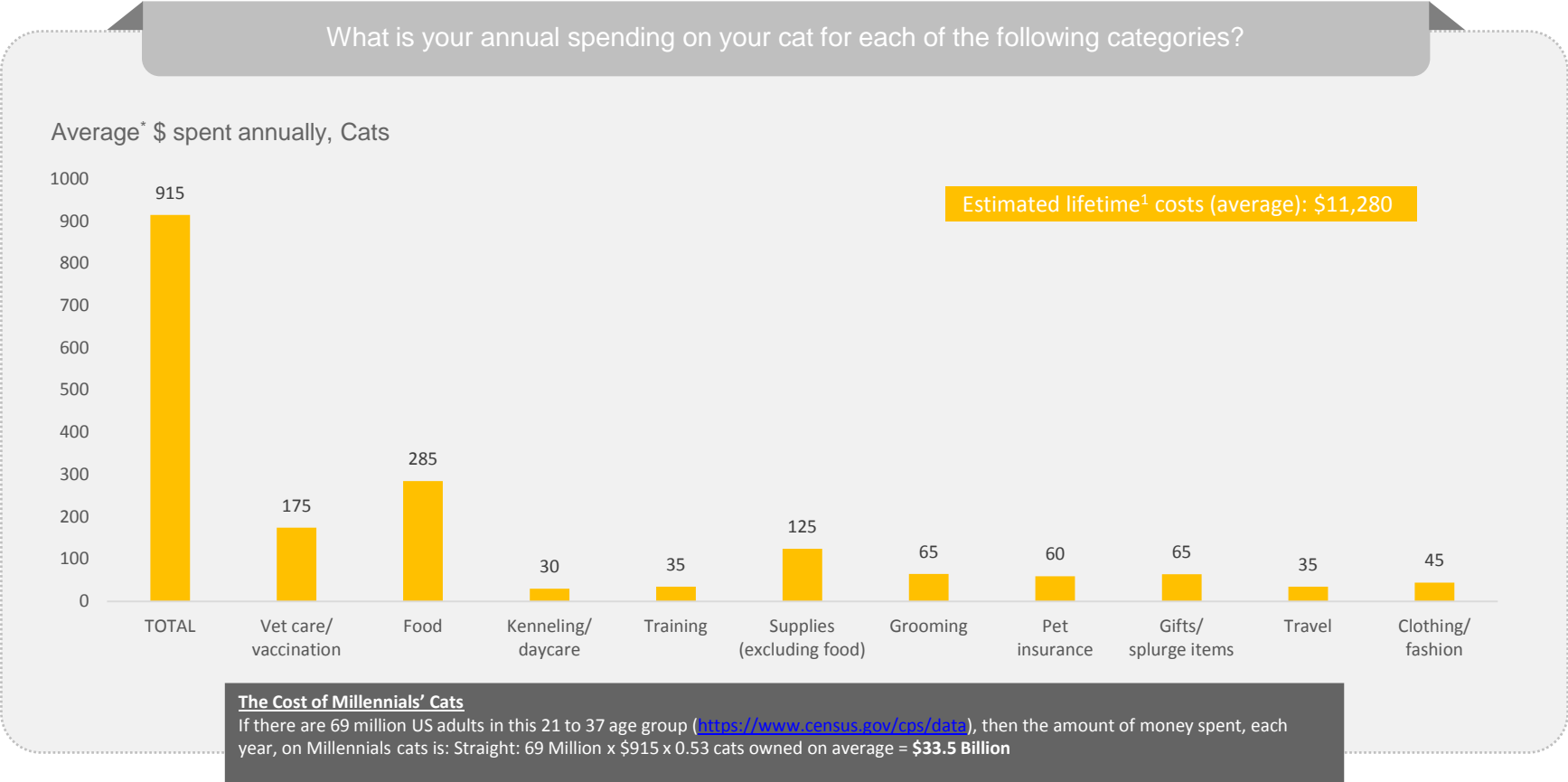
- As a group, millennials spend \$67 billion per year on their pet dogs



Q400. Base: All Millennials who own at least one dog n=855
 Averages exclude top and bottom 5% (i.e. exclude outliers) and have been rounded to the nearest \$5
 1. Assumes average lifetime of 12 years: <https://en.wikipedia.org/wiki/Dog>

Millennial cat owners spend \$915 per year on their pet

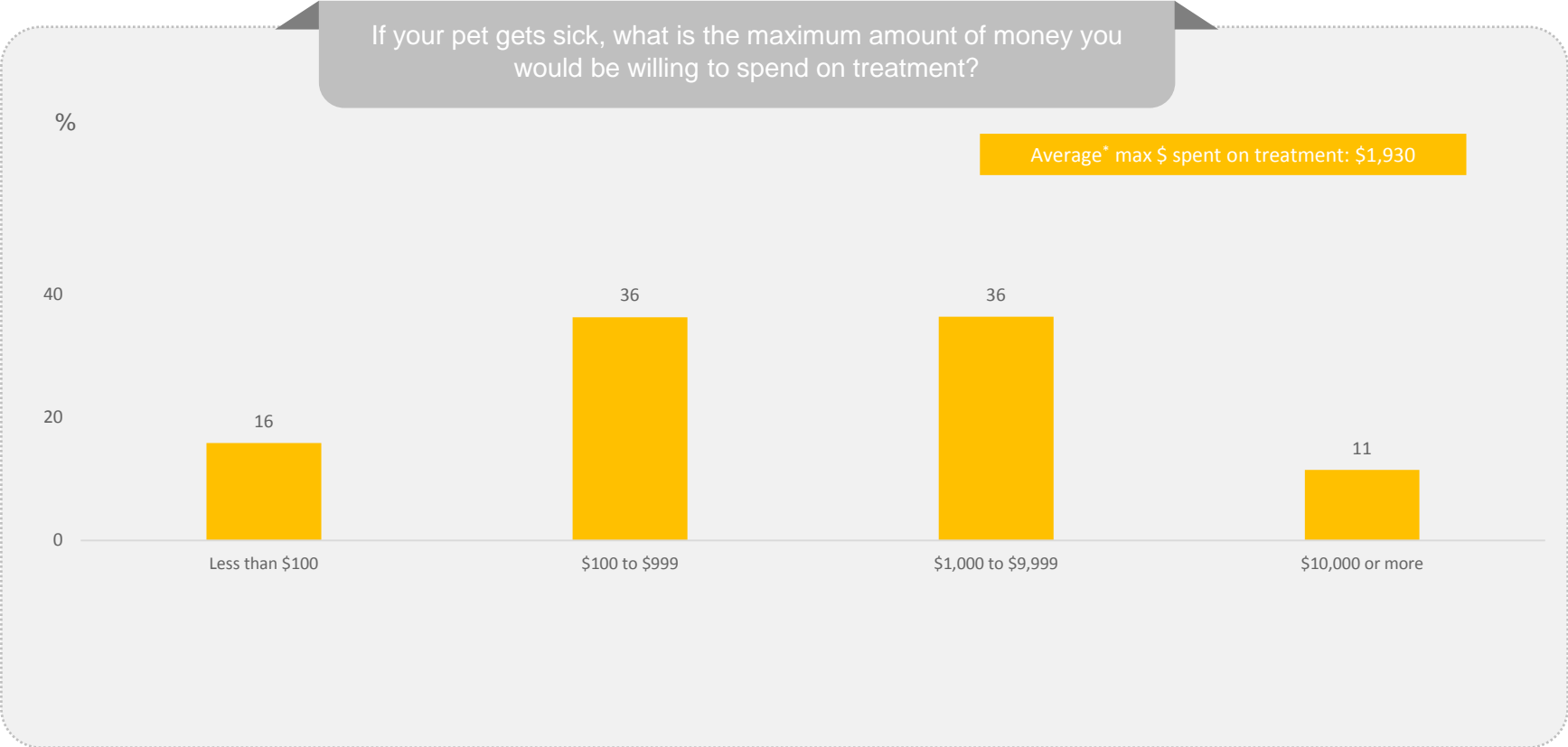
- As a group, millennials spend \$33.5 billion per year on their pet cats



Q400. Base: All Millennials who own at least one cat n=604
 Averages exclude top and bottom 5% (i.e. exclude outliers) and have been rounded to the nearest \$5
 1. Assumes average lifetime of 12 years: <https://en.wikipedia.org/wiki/Cat>

Millennials are prepared to spend up to almost \$2,000, on average, if their pet gets sick

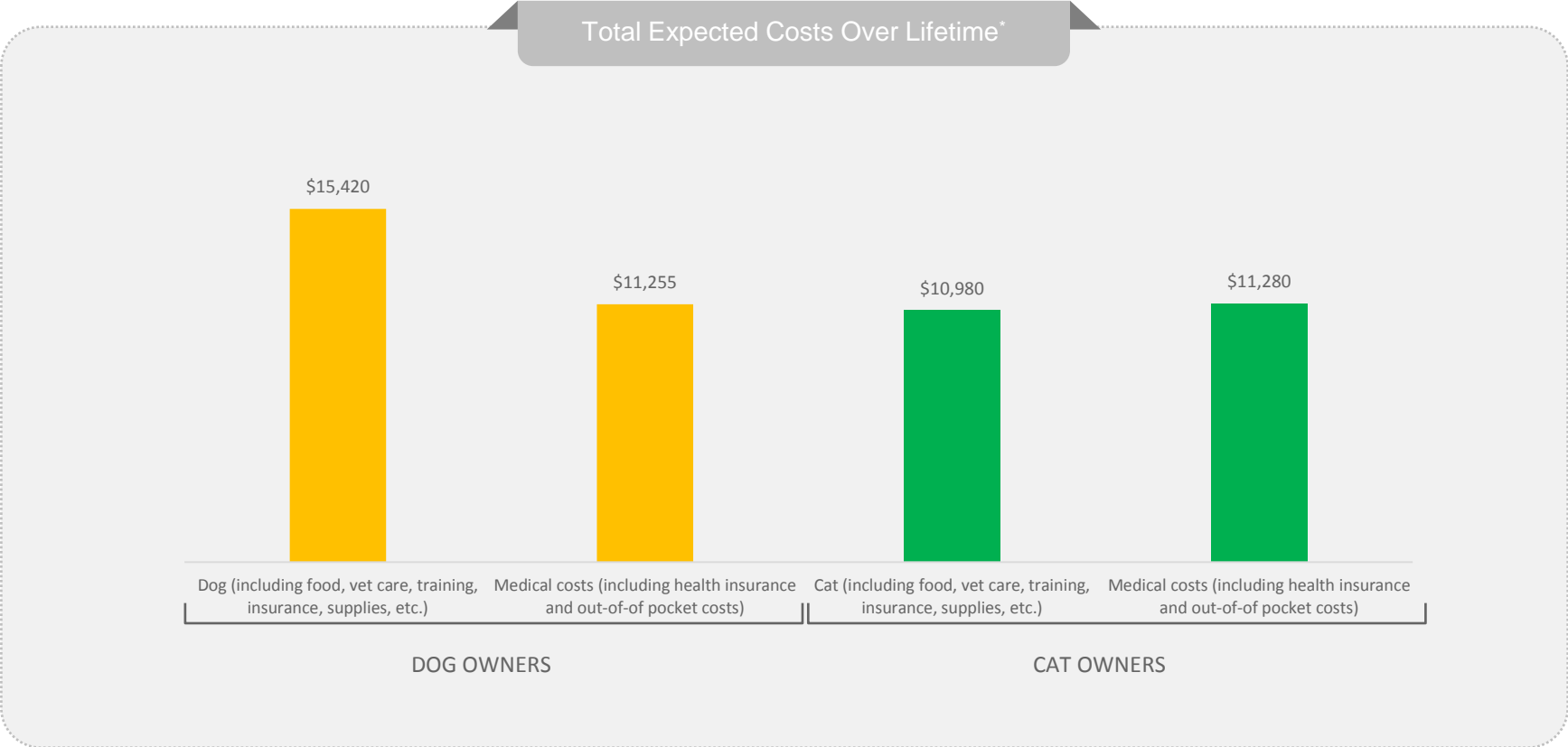
- One in 10 (11%) say they are prepared to spend \$10,000 or more on a sick pet



Q410. Base: All Millennials who own at least one pet n=1,139
Averages exclude top and bottom 5% (i.e. exclude outliers) and have been rounded to the nearest \$10

Millennial dog owners expect to spend more on their dog through its lifetime than on personal medical costs during their own adult lifetime

- Millennial cat owners expect to spend broadly the same amount on their cat as on their personal lifetime medical costs

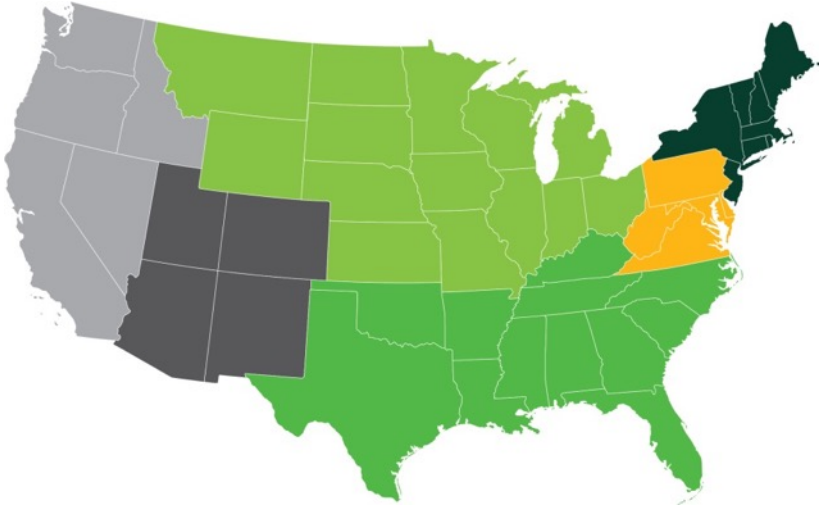


Q390/Q400. Base: All Millennials who own at least one dog (n=855)

* Spending on Dog calculated as 12 years (i.e. average lifetime of a dog <https://en.wikipedia.org/wiki/Dog>) multiplied by the reported annual spend. Expected medical costs were provided in response to a question asking for the total expected spend over the course of your adult life. Averages exclude top and bottom 5% (i.e. exclude outliers) and have been rounded to the nearest \$10

Research Method

<p>WHO</p> <p>1,139 Millennial pet owners aged 21 to 37</p>	<p>WHAT</p> <p>Online Survey</p>	<p>WHEN</p> <p>February 21 to March 7, 2018</p>
<p>Average time to complete survey: 15 minutes</p>	<p>CONDUCTED BY</p> <p>Head Solutions Group on behalf of TD Ameritrade Holding Corporation¹</p>	



West	Southwest	South
19%	17%	22%
Mid-Atlantic	New England	Midwest
19%	3%	20%

This survey was conducted by Head Solutions Group on behalf of TD Ameritrade Holding Corporation¹

The statistical margin of error for the total weighted sample of N=1,139 American adults within the target group is +/- 3.6%.² This means that in 19 out of 20 cases, survey results will differ by no more than 3.6 percentage points in either direction from what would have been obtained by the opinions of all target group members in the U.S. Sample was drawn from major regions in proportion to the U.S. Census

¹ Head Solutions Group (U.S.) Inc. and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other's products and services
² Assumes survey participants are the same as non participants

Note: Percentages may not add up to 100 due to rounding.