

PetOnomics: The cost of owning a pet

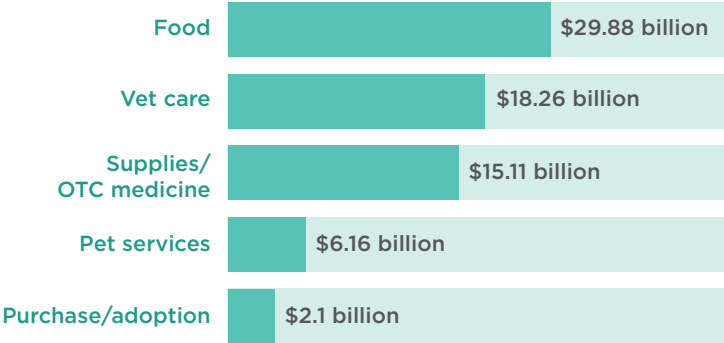
Pet owners spend billions of dollars on their pets every year

Pet expenditure in the U.S. was 3x greater than the entire gross domestic product of Iceland in 2017



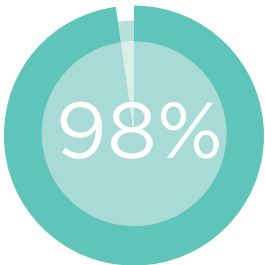
PET COST BREAKDOWN

How that \$69.51 billion was spent³

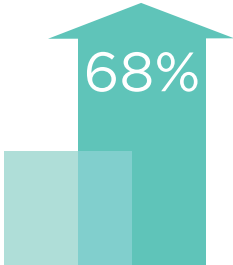


Which popular pet's average annual costs are higher?⁴

CAT		DOG
\$245	Surgical vet visits	\$474
\$182	Routine vet visits	\$257
\$235	Food	\$235
\$56	Treats	\$72
\$164	Kennel boarding	\$322
\$46	Vitamins	\$58
\$30	Groomer or grooming aids	\$84
\$30	Toys	\$47
\$988	TOTAL	\$1,549

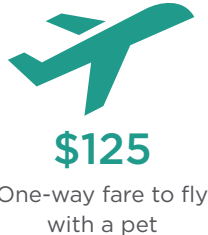


Percentage of pet owners who significantly underestimate the lifetime cost of pet ownership³



Percent increase in spending on pets over the last decade⁵

ADDITIONAL PET SPENDING



30% of dog owners/25% cat owners purchase organic or natural food for their pet¹



People purchase **5 gifts per year** for their pet on average

AVERAGE MONTHLY COST OF PET INSURANCE:⁶



Dogs

\$39



Cats

\$23



Birds

\$12



Exotic pets

\$10



Reptiles

\$7

Enroll today!

877-738-7874 • [PetsNationwide.com](https://www.petsnationwide.com)



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>

⁵http://www.americanpetproducts.org/press_industrytrends.asp

⁶ Sample canine and feline premiums reflect My Pet Protection Plan premiums across all states, 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 terms, definitions and explanations are intended for informational purposes only and do not in any way replace or modify the definitions and information contained in individual insurance contracts, policies or declaration pages, which are controlling. Such terms and availability may vary by state and exclusions may apply. Underwritten by Veterinary Pet Insurance Company (CA), Columbus, OH, an A.M. Best A+ rated company (2017); National Casualty Company (all other states), Columbus, OH, an A.M. Best A+ rated company (2017). Agency of Record: DVM Insurance Agency, Nationwide, the Nationwide N and Eagle, and Nationwide is on your side are service marks of Nationwide Mutual Insurance Company. ©2018 Nationwide. 18GRP5452