

PetOnomics: The Cost of Owning a Pet



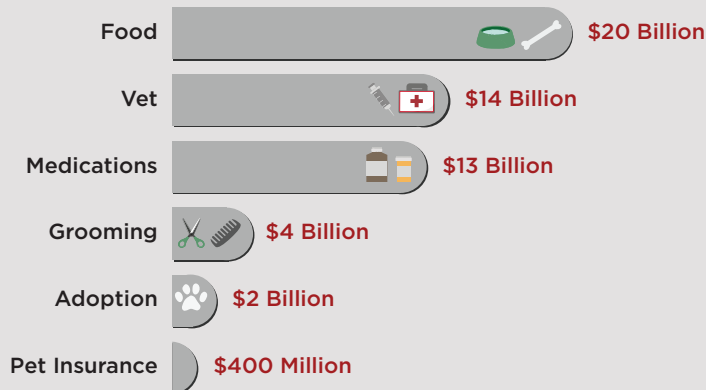
Pet owners spend billions of dollars on their pets every year

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



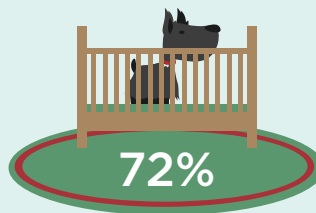
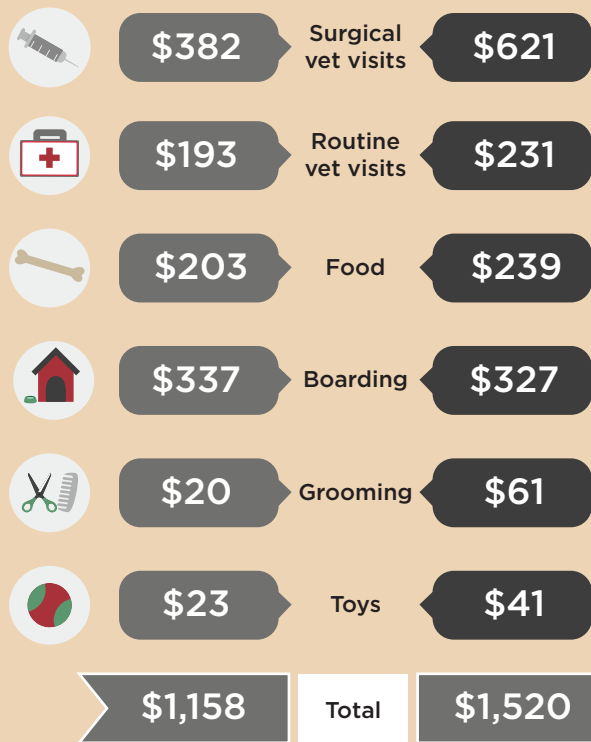
PET COST BREAKDOWN

How that \$53 billion was spent⁵

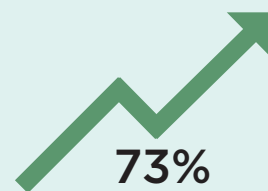


CAT vs. DOG

Which popular pet's average annual costs are higher?³



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

Enroll today!



Nationwide[®]
is on your side

¹http://www.statisticbrain.com/pet-ownership-statistics/ ²http://www.statisticbrain.com/countries-ranked-by-purchasing-power-parity/ ³http://www.bls.gov/opub/btn/volume-2/spending-on-pets.htm • ⁴http://www.americanpetproducts.org/press_industrytrends.asp ⁵http://www.marketwatch.com/story/pack-mentality-more-people-than-ever-are-traveling-with-pets-1339515016100 ⁶Sample 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.

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