

Pet Companion Panel



Did you know that American spending on pets has doubled during the past ten years?

Did you know that Americans spend approximately \$34 billion dollars¹ each year on their pets?

Did you know that thousands of your customers are active members of Harris Interactive's *Pet Companion Panel*?



Americans own more pets than ever before. In fact, there are more pets than people in the US: 350 million pets versus about 280 million people. The pet product industry is growing rapidly and continues to be one of the country's healthiest industries.

An interesting trend: Health-conscious consumers have become increasingly interested in products that enhance their emotional and physical well being and are seeking similar types of products for their pets. For example, today's pet foods include complete and balanced diets that offer a variety of specialized health benefits. Other pet product trends include: High-end luxury products; high-tech interactive products and fashionable products for fashionable pets and pet owners.

So what does all of this mean for your business?

The amount that Americans spend on their pets points to a sizeable potential for companies that seek to expand in this market. The Harris Interactive Consumer Packaged Goods research team will help you determine whether consumers will consider your pet products and services (or your competitors' products and services) and will help you understand why. This information is crucial to your marketing strategies, advertising plans, new product launches, pricing structures and more.

The Harris Interactive online Pet Companion Panel

The Harris Interactive Pet Companion Panel consists of over 550,000 men and women involved in the purchasing decisions associated with pet food, pet products, pet insurance, and veterinary services and medicine.

Harris Interactive's Consumer Packaged Goods Research team

We provide domain knowledge and strategic consulting, complemented with targeted samples, to give you forward looking market insights. Our promise is to help you listen to and understand your current customers, your competitors' customers, and your future customers.

We offer

- Pet industry domain knowledge, by offering forward thinking approaches to research.
- Brand and strategic consulting to understand the rational and emotional drivers of brand equity within and across stakeholder groups.
- Customer loyalty and satisfaction management to measure the drivers of loyalty and provide links to business process improvements and financial results.

*¹APPMA Corporate Spotlight
Survey conducted by the American Pet Products
Manufacturers Association*



Contact Information

We look forward to partnering with you to deliver insightful information that leads to your increased business growth.

To take the next step, please contact us at info@harrisinteractive.com or call us at 877.919.4765.



- Marketing communications to test and track communications – all stages and media – with an understanding of the consumer connection across the system.
- Choice-based modeling to help you test the trade-offs consumers are willing to make which helps you solve business challenges.
- Market segmentation to provide a blueprint for strategic and tactical decisions
- Customer and competitive tracking surveys to serve as beacons for decision making.
- Product concept testing to help you determine which product or service will resonate with customers.
- Science behind our market research. With more than 30 methodologists, scientists and statisticians, we constantly fund research on research which advances our knowledge of market research thereby giving you confidence in your choice of partner.

