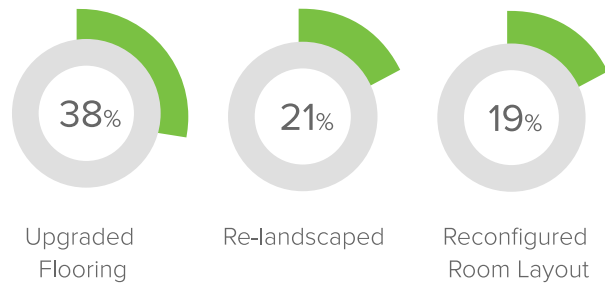


PETS & THE HOME

The survey was sent to registered Houzz users in the U.S., and fielded in August 2015. More than 3,100 pet owners shared insights on how they cater to their pets in their homes in our online survey.

REMODELING GOES TO THE DOGS

More than one-third of dog/cat owners have made pet-related upgrades to their home in the last two years (35%). Of those:



PET PEEVES IN THE HOME



DOGS COMMAND MORE DOLLARS

People are more likely to spend on pet-related items for their dogs than their cats.

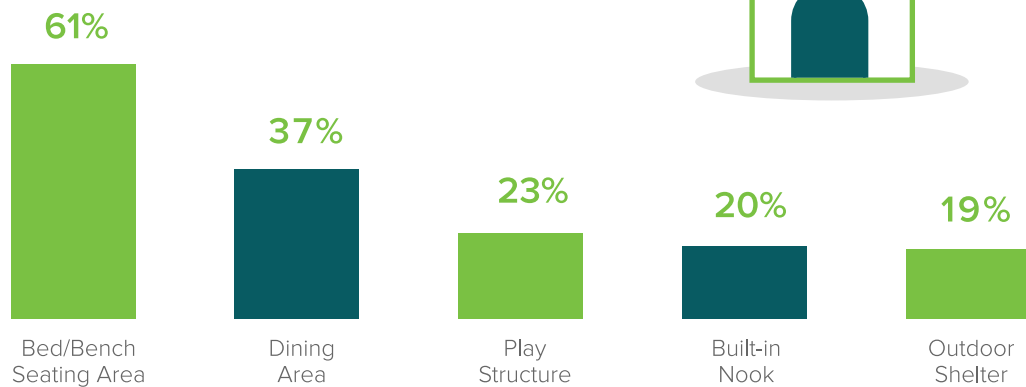


22% spent over \$1000 on dogs in the last two years vs. **14%** of cat owners!

Meanwhile, **27%** of cat owners spent less than \$100 vs. just **15%** of dog owners.

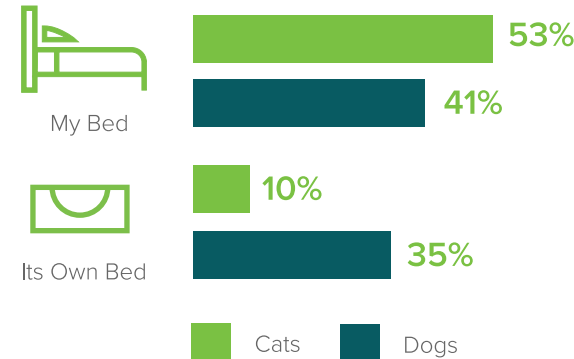
A HOME OF THEIR OWN

Nearly half have special areas in their home for their dog or cat (46%).

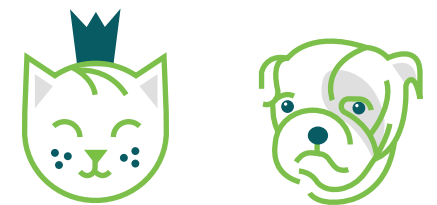


CAT GOT YOUR BED?

Cats more likely to snuggle up with his or her owner while dogs more than 3x more likely to have their own bed.



WHO RUNS THE WORLD? CATS!

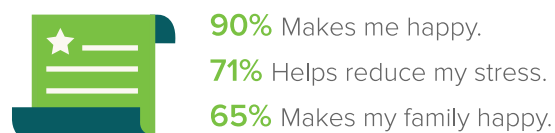


Cats are more likely to command the house:

13% of cat owners say their cat rules the house vs. **8%** with dogs.

70% of cat owners and **59%** of dog owners report it's a little of both.

TOP BENEFITS OF PET OWNERSHIP



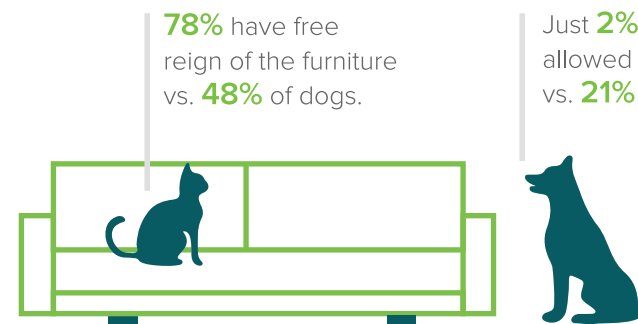
PET PURCHASES

Food/water dishes and pet beds tied as the most popular purchases in the last two years (65% each).



FURNITURE IS THE CAT'S MEOW

Cats are significantly more likely to be allowed on the furniture.



Just **2%** of cats are not allowed on the furniture vs. **21%** of dogs.

