## **7 EMERGING PET TRENDS**

Pets are a \$75 billion driver of the U.S. economy. Here's how pet-friendly cities are making pets more welcome.

#### **BEYOND DOGGY BAGS**

From pet-friendly patios to "yappy hours," restaurants are joining the pet economy.



of pet owners say they'd stay longer at a bar or cafe if they can bring their pet.

#### FROM PARKLETS TO "BARKLETS"

Cities are reimagining sidewalks and street corners as pet-friendly community space.



60% of cities say they consider pets in green space planning.

#### PETS AS A WORK PERK

Employers are making pets welcome to win talent, improve morale and reduce stress.

59%

of employees would choose a dog-friendly employer over one that's not.



#### **BRINGING ZEN TO SHELTERS**

Shelters are mirroring homes to ease anxiety and welcome adopters.

### 45%

of people say they'd be more likely to adopt if they could meet pets outside cages.

> DOG PARK

#### FROM PET-FRIENDLY TO PET-OPTIMIZED PADS

Property owners are increasing pet-friendly amenities to attract tenants.

When asked about most desired amenities:



# NOW RENTING – PETS WELCOME!

of pet owners favored a dog park or trail.

39%

said an onsite pet wash.



#### **OPEN FOR BUSINESS**

Retailers are catering to pet owners.

67%

of pet owners say they'd spend more money at businesses that welcome pets.



#### **PET "PAW-LITICS"**

Political leaders are elevating pet priorities.

## 89%

of cities say they include pets in disaster relief planning.





Sources: Pet-Friendly Cities Survey conducted by OnePoll in June 2019 with a sample of 2,000 American pet owners. | **Better Cities For Pets**<sup>™</sup> City Assessment. | Pet-Friendly Workplace Survey conducted by OnePoll in May 2018 with a sample of 1,000 U.S. employees and 2,000 U.S. employers. See details for the above at BetterCitiesForPets.com.



©2019, Mars or Affiliates.