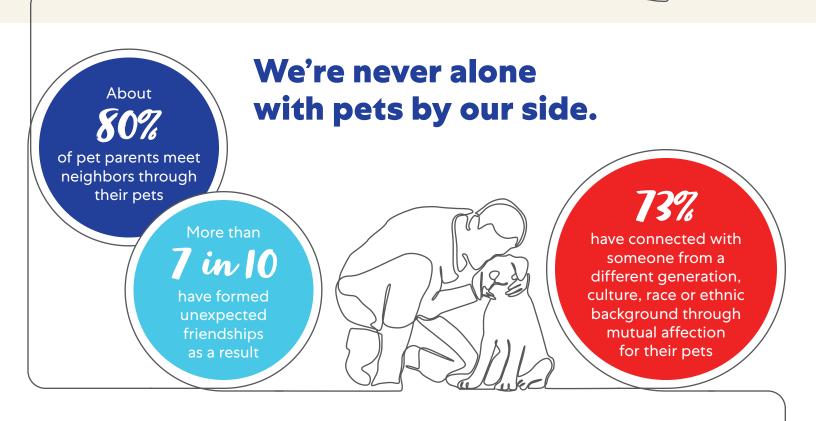
# The Power of Pets

## The unbreakable bond we share with our pets unites us all, no matter our differences.

Mars Pet Nutrition North America's "Pets Connect Us" report shows the power of pets to bring communities together.



### Pets help people feel like they belong.



#### About **9 in 10**

people say pets act as conversation starters or icebreakers

of employed pet parents talk about their pets often with coworkers more likely to "swipe right" on a dating app if a pet is featured in the profile





By harnessing the ability of pets to provide companionship and connection, while at the same time helping get more pets into loving homes, we're delivering on our purpose at Mars Pet Nutrition North America: A BETTER WORLD FOR PETS. Read more at BetterCitiesforPets.com and StateofPetHomelessness.com.

Sources: KRC Research conducted online surveys of 1,000 pet parents each from the United States and Canada from October 30 to November 6, 2023 and KRC Research conducted online surveys of 1,000 adults each from the United States and Canada from December 15 to 17, 2023.

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