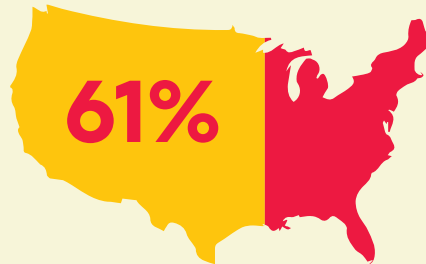


## Recent market research by the Human Animal Bond Research Institute (HABRI) and Mars Petcare shows:

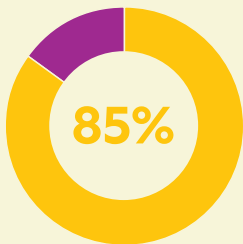
More than half of Americans surveyed believe social isolation is a growing concern and many believe it affects both families and communities



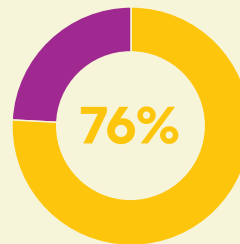
**61%** of Americans say they feel either lonely or socially isolated

## Pets may help us combat loneliness and may improve our health

When it comes to both pet owners and non-pet-owners:



**85%** of respondents believe interaction with companion animals can help reduce loneliness



**76%** agree human-animal interactions can help address social isolation

## Most pet owners recognize that their pets make them feel less lonely

**Nearly 9 in 10 (89%)**

people who got a pet for loneliness feel their pet has helped them feel less lonely

**3 in 4 pet owners**

who got their pets for a reason other than loneliness also feel their pet has helped them feel less lonely



Addressing “loneliness” was the most frequent reason for people to recommended pet ownership to others



Pet owners with the closest bonds with their pets see the highest positive impact on their feelings of loneliness and social isolation

Owning a pet may help improve your mental health

# 1 in 4 (26%) pet owners

stated they got a **pet to improve their mental health** – with respondents aged 55+ doing so more frequently (55%)

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## What can we do to harness these benefits?



Half of people aged 18-34 say they believe **governmental organizations should take a leading role** in fostering companion animal interaction



Research shows people believe **governments** – both **state (41%) and federal (38%)** – have a degree of **responsibility to foster companion animal interaction**

Close to

# 3 in 4 (73%)

# people

believe **nursing homes and assisted-living facilities have a degree of responsibility** to foster companion animal interaction

To learn more about the research into the benefits of pets on loneliness please visit [www.waltham.com](http://www.waltham.com) and [www.habri.org](http://www.habri.org). To learn more about the many other benefits of pets and how you can take action in your community so that more people and pets can live healthy lives together, visit [www.BetterCitiesforPets.com](http://www.BetterCitiesforPets.com).

### About the Market Research

The market research, conducted by Edelman Intelligence on behalf of HABRI and Mars Petcare, was a nationally representative, 30-minute online questionnaire conducted in the US to explore the role pets and human-animal interaction can play in addressing social isolation and loneliness.

The questionnaire was conducted among 2,036 respondents, including 1,469 pet owners (72%).

The UCLA Loneliness Index and the Monash Dog Owner Relationship Scale (MDORS) were used within the analysis to explore key themes. Data was tested at a 95% confidence interval.