



# How Pet Owner Demographics Have Changed

	Then 2010	Now 2020	Harness this trend
Generational changes	Millennials were just entering the pet ownership conversation.	Millennials are the top pet owning demographic.	Focus on customer experience and intentionally reach out to Millennials in ways they like to communicate.
Communication changes	Phone and email communication were the norm.	75% of Millennials prefer texting over talking. <sup>1</sup>	Streamline workflow and drive customer satisfaction with text-based communication.
Relationships with pets	Pets were filling empty nests for Boomers and were regarded as key family members.	Pets are often thought of as starter children or key family members.	Make sure your approach to care and communication is personal and empathetic.
Spending	In 2010, veterinary care and product spending was \$13.1 billion. <sup>2</sup>	In 2022, veterinary care and product spending will hit \$34.3 billion. <sup>3</sup>	Streamline your workflow and find ways to improve practice efficiencies to keep up with increasing demand.
Pet ownership	72.9 million US households owned a pet in 2010. <sup>2</sup>	70% of US households own a pet in 2022. <sup>4</sup>	Many households own more than one pet — make sure your communication is personalized and makes it easy for pet owners to identify which pet you're talking about.

**Book a Demo**

Book a demo to learn how Otto can help you effectively communicate with today's pet owners.

References

- 1 <https://uplandsoftware.com/mobile-messaging/resources/blog/75-millennials-prefer-texting-talking/>
- 2 <https://www.petfoodindustry.com/articles/2188-appa-releases-2010-pet-industry-spending-figures-2011-pet-owners-survey>
- 3 [https://www.americanpetproducts.org/press\\_releasedetail.asp?id=1254](https://www.americanpetproducts.org/press_releasedetail.asp?id=1254)
- 4 <https://www.bankrate.com/insurance/homeowners-insurance/pet-ownership-cost-statistics>