

PET PERSPECTIVES

A SURVEY REPORT FROM MARS PETCARE
AND THE U.S. CONFERENCE OF MAYORS



MARS
petcare



PETS MAKE PEOPLE AND CITIES BETTER

Research shows pets reduce stress, encourage social connections, keep us active and bring us joy. And U.S. mayors agree — 100 percent of mayors surveyed by Mars Petcare agree pets can have a positive impact on people's mental and physical health.

Yet the barriers for pet ownership can be high — from housing rules, to breed restrictions, to a lack of green space in urban communities. More than 84 million U.S. families have a pet — a number that has risen for decades. It shouldn't be so hard to enjoy life together.

Our pet perspectives survey, in partnership with the U.S. Conference of Mayors, shows the promise of pet-friendly cities and the positive impact of making pet-ownership easier. As just one example, 82 percent of mayors who participated said pet-friendly amenities can have a positive economic impact.

It's time for cities to increase opportunities for people and pets to live, work and play together. That's why Mars Petcare is building a model for pet-friendly cities, advocating for fewer pets in shelters, more pet-friendly places, and happier, healthier lives for both people and pets.

Pets don't have a voice. But together, we can make cities more pet friendly so everyone can have a better, healthier life. We hope you'll join the movement at BetterCitiesForPets.com.



Mark Johnson,
Regional President of Mars Petcare North America





THE UNITED STATES CONFERENCE OF MAYORS

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CEO and Executive Director
TOM COCHRAN

June 23, 2017

Even if the research didn't exist, any pet owner will happily attest to the fact that pets – members of our families, as we see it – make us happier and healthier, physically and emotionally. And while Mayors and others have intuitively understood for a long time that pet-friendly amenities help boost the perceived attractiveness of our neighborhoods and cities, a growing body of research is demonstrating that the presence of pet-friendly amenities can measurably increase nearby property values, for example.

Still, as any Mayor can tell you, what we know to be good policy isn't always easy to implement. The challenges our cities face in enhancing opportunities for people and pets to interact outside of home range from finite amounts of open green space and lack of financial resources, to lack of education among our residents and business owners about the benefits and return on investment they can realize from supporting pet-positive environments and amenities.

That's why we're so happy to partner with Mars Petcare on this survey of Mayors and cities across the country, to gain a better understanding of the barriers cities face to designing pet-friendly cities, and what resources Mayors need to remove those barriers. Some of our findings confirm what we already know – others shed light on challenges and opportunities that haven't been broadly articulated before now.

What we ultimately hope will come from this research is the foundation for designing a campaign – or more than that, a movement – to help folks see that, in the long run, pet-friendly communities are as vital to our health and happiness as good food, or fresh air.

Sincerely,

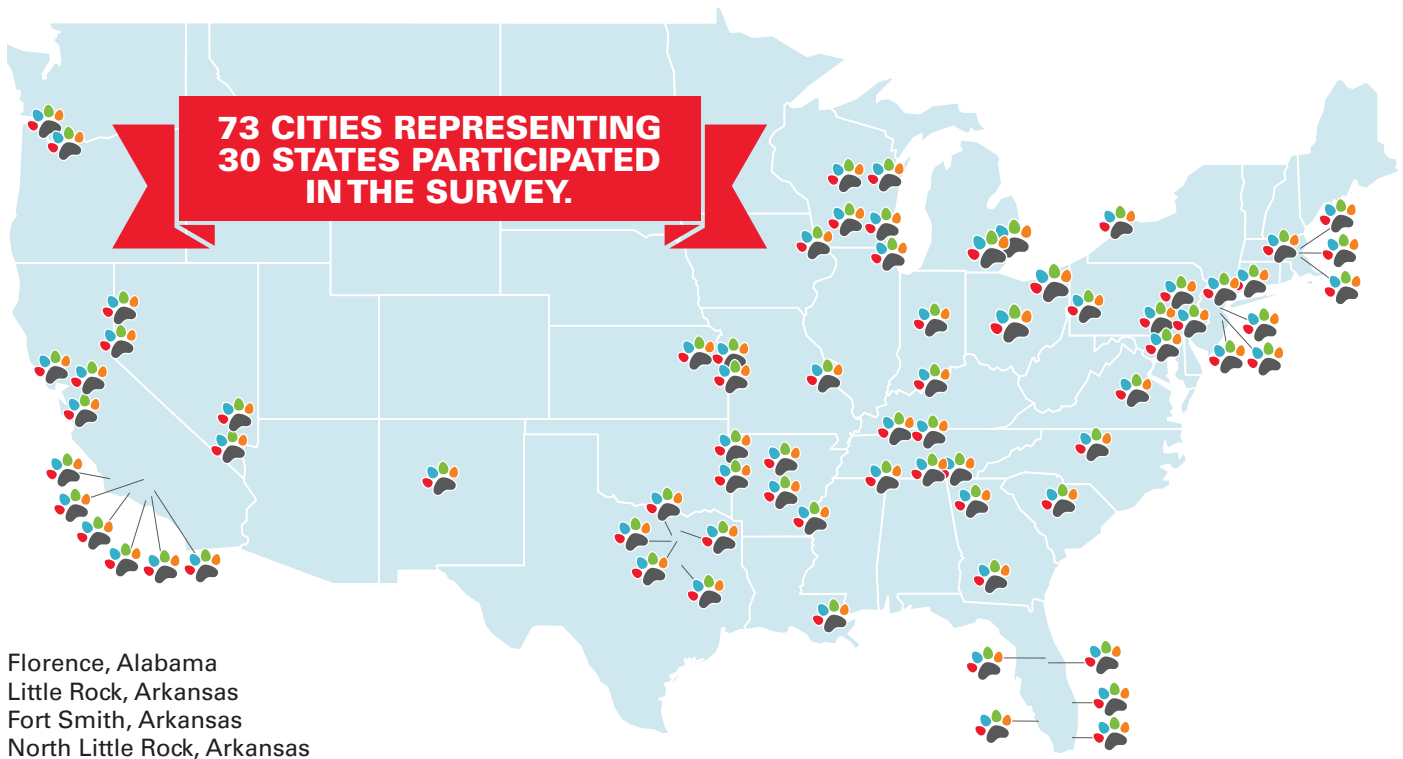
Tom Cochran

Tom Cochran
CEO & Executive Director

INPUT FROM MAYORS ACROSS THE COUNTRY

U.S. mayors have great insight to offer, both as leaders of their cities and as active pet owners themselves. Here's a look at who participated in our survey.

PETS MATTER NATIONWIDE



Florence, Alabama
Little Rock, Arkansas
Fort Smith, Arkansas
North Little Rock, Arkansas
Bentonville, Arkansas
Long Beach, California
Victorville, California
Lakewood, California
Petaluma, California
Torrance, California
Union City, California
West Hollywood, California
West Sacramento, California
Los Angeles, California
West Haven, Connecticut
Orlando, Florida
Cape Coral, Florida
Doral, Florida
Hallandale Beach, Florida
Apopka, Florida
Albany, Georgia
Johns Creek, Georgia
Oak Park, Illinois
Carmel, Indiana
Dubuque, Iowa
Topeka, Kansas
Louisville, Kentucky
New Orleans, Louisiana

College Park, Maryland
Quincy, Massachusetts
Newton, Massachusetts
Boston, Massachusetts
Everett, Massachusetts
Farmington Hills, Michigan
Rochester Hills, Michigan
Greenville, Mississippi
Kansas City, Missouri
St. Louis, Missouri
Independence, Missouri
Henderson, Nevada
Reno, Nevada
Sparks, Nevada
Las Vegas, Nevada
Brick, New Jersey
Clifton, New Jersey
Elizabeth, New Jersey
Kearny, New Jersey
Albuquerque, New Mexico
Niagara Falls, New York
Chapel Hill, North Carolina
Akron, Ohio

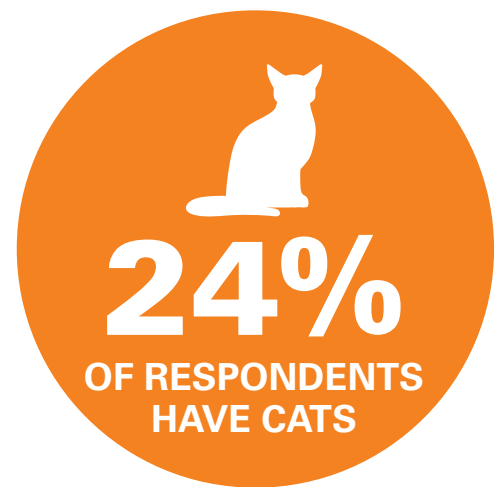
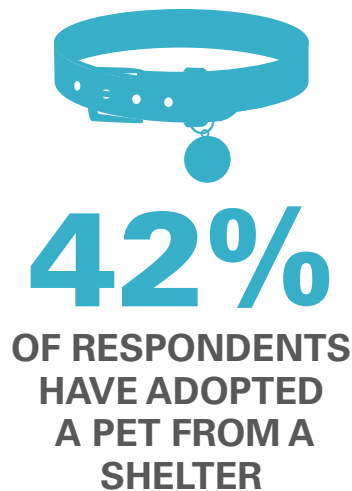
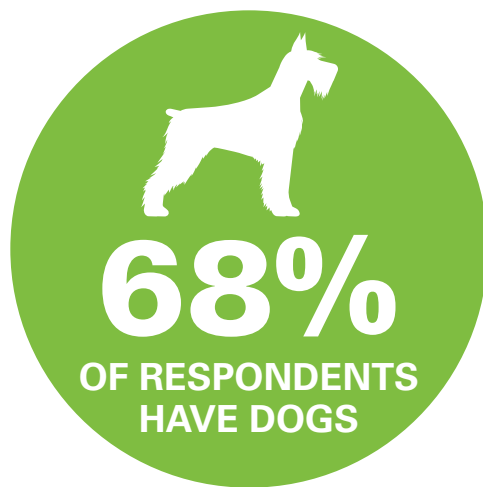
Columbus, Ohio
Gresham, Oregon
Philadelphia, Pennsylvania
Pittsburgh, Pennsylvania
Allentown, Pennsylvania
Lancaster, Pennsylvania
Columbia, South Carolina
Cleveland, Tennessee
Franklin, Tennessee
Clarksville, Tennessee
Nashville, Tennessee
Dallas, Texas
Plano, Texas
Grand Prairie, Texas
Killeen, Texas
Fort Worth, Texas
Richmond, Virginia
Vancouver, Washington
Madison, Wisconsin
Green Bay, Wisconsin
Franklin, Wisconsin
Wisconsin Rapids, Wisconsin

THESE MAYORS KNOW PETS!



100%

AGREE PETS
CAN HAVE
A POSITIVE
IMPACT ON
PEOPLE'S
MENTAL
AND PHYSICAL
HEALTH



ON AVERAGE
MAYORS WHO ARE DOG OWNERS HAVE
2 DOGS IN THEIR HOME
AND MAYORS WHO ARE CAT OWNERS HAVE
2 CATS IN THEIR HOME

OPPORTUNITIES EXIST IN CITIES OF ALL SIZES

To understand how the size of a mayor's community affects its pet amenities and needs, we looked at the data breaking down cities into three size groups: fewer than 50,000 residents, between 50,001 and 250,000, and over 250,000. Here are a few trends we found.

LARGER CITIES WERE THE MOST IN NEED OF OUTDOOR AMENITIES.

To be more pet friendly, it would help if we had resources for improving outdoor amenities for dogs.

POPULATION

Less than 50,000	66.7%
Between 50,001 and 250,000	75.0%
Over 250,000	90.5%

PERCEIVED NEEDS OF PET SHELTERS VARY BY CITY SIZE, TOO.

POPULATION LESS THAN 50,000

NEEDED THE MOST:
Facility Upgrades AND
Training for
Shelter Teams



NEEDED THE LEAST:
Food/Other Supplies



POPULATION BETWEEN 50,001 AND 250,000

NEEDED THE MOST:
Training for
Shelter Teams



NEEDED THE LEAST:
Food/Other Supplies



POPULATION 250,000 +

NEEDED THE MOST:
Food/Other Supplies



NEEDED THE LEAST:
More Staff for
Shelter Teams

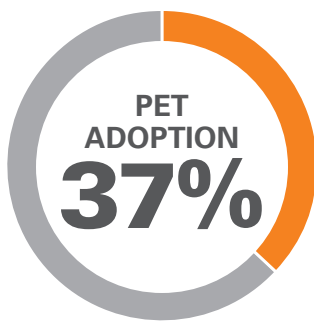


UNDERSTANDING OPPORTUNITIES AND CHALLENGES

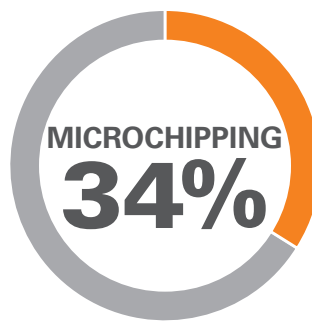
Knowing where we need to go starts with knowing where we are. To gauge the state of pet-friendly cities in the United States, mayors were invited to share thoughts on their cities' strengths and needs.

HOMELESS PETS NEED HELP

37% of cities run or support a program to underwrite the costs associated with pet adoption.



34% of cities run or support a program to provide free or low-cost pet microchipping.



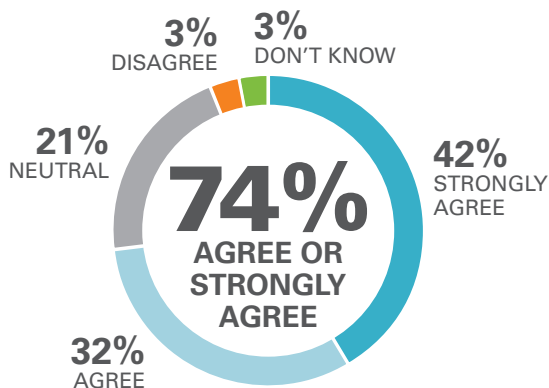
52% of cities run or support a program to provide free or low-cost pet spaying/neutering.



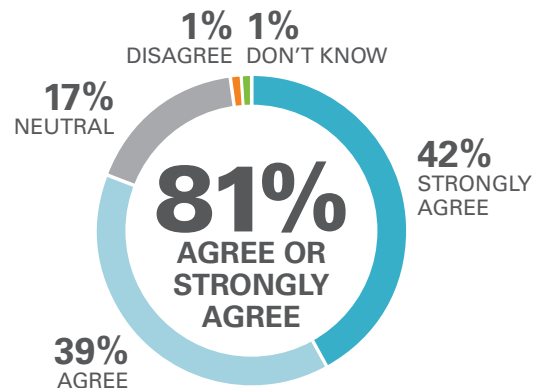
35% ranked facility upgrades as the greatest need to help homeless pet shelters in their city.

PETS & PEOPLE ARE FAMILY

Offering pet-friendly amenities can help residential rental communities improve tenant stability, thus reducing turnover.



Local availability of pet-friendly amenities can help increase the value of residential property.

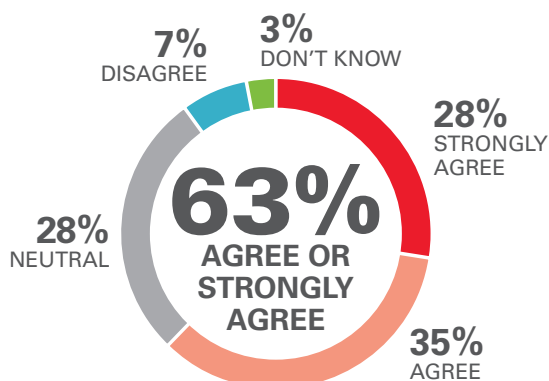


69% said a responsible pet ownership educational campaign would help make their city more pet friendly.

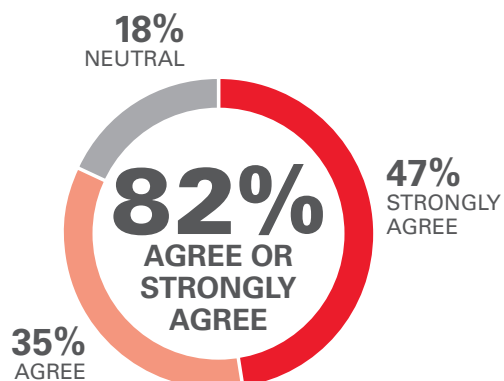


PETS ARE GOOD FOR BUSINESS

Pet-friendly policies and amenities can attract additional traffic to retail establishments, restaurants, cafés, etc.



Providing pet-friendly amenities can have an overall positive economic impact on my community.



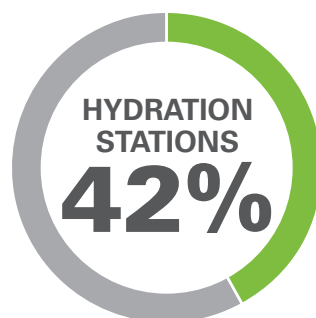
66% don't have, or aren't aware of, pet-friendly policies for public spaces such as restaurants and stores.

GREEN SPACE IS GOOD SPACE

81% of cities say they have off-leash parks where pets can play.



42% of cities say they have hydration stations for pets.



56% of cities say they have waste stations for pet owners to clean up after pets.






23% of cities say they have pet washing areas for public use.



29% say their city's residents do not have adequate access to off-leash dog parks and pet-friendly greenways or trails.

JOIN THE MOVEMENT

MAKE PETS WELCOME IN YOUR CITY

-  Shelters that are warm and welcoming, and a home for every pet.
-  Opportunities for people to take pets with them to work, shop and dine.
-  Numerous, accessible green spaces for the health of people and pets.

Pets make life better for your constituents, and maybe for you personally, but they don't have a voice. We hope you'll add yours. As a U.S. mayor, you have tremendous power to make your city more pet friendly.

Together, we can help ensure fewer pets in shelters, more pet-friendly places, and happier, healthier lives for both people and pets.

Join the movement at
BetterCitiesForPets.com






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