

Facts on Noise, Dogs, and Pets

More than 40 percent of Americans whose homes have any traffic noise at all classify that noise as "bothersome," according to the 2005 American Housing Survey, conducted by the U.S. Census Bureau. One-third of those say the noise is so bothersome they want to move. All told, more than 100 million Americans are regularly exposed to noise levels in excess of the 55 decibels that federal agencies have recommended as a reasonable background intensity. (Washington Post, *Noise Pollution Takes Toll on Health & Happiness*, June 5, 2007)

Approximately 75 million dogs are owned in the U.S. About 45 million households have at least one dog. (2007-2008 National Pet Owners Survey)

Between 4,000-6,000 animal shelters exist in the US with 6-8 million cats and dogs entering shelters each year. (Human Society of the U.S., October, 2006)

Spending in the U.S. pet industry has grown from approximately \$17 billion in 1994 to \$39 billion in 2006. In 2007, an estimated \$41 billion will be spent. (2007-2008 National Pet Owners Survey)

In 2006, Americans spent \$9.8 billion annually on vet services and another \$9.9 billion on over-the-counter drugs and other supplies. Americans are expected to spend 52% more on medicine to treat their pets in 2007 than they spent five years ago. (American Pet Products Manufacturers Association)

As many as 90% of people who bring their dogs to a vet discuss some type of behavioral issue. (Lilly Behavior Symposium, Advanstar Communications, 2007) Dog behavior problems range from mild anxiety to severe aggression. Estimates suggest that currently more than ten million dogs or one out of every seven American dogs suffer from separation anxiety when left alone or separated from their main person(s). (Veterinary Forum, May 2007, Vol 24, No 5, 14)

40% of dogs are estimated to be overweight or obese. (BusinessWeek, July 30, 2007)

Approximately 77% of dogs were medicated in 2006, an increase of about 20 percentage points from 1996. (American Pet Products Manufacturers Association)