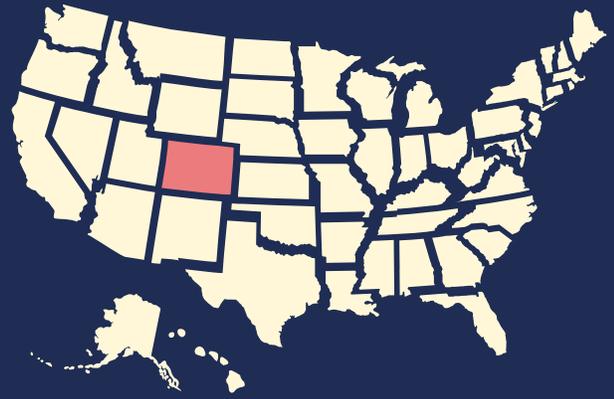


Economic Impact of the Colorado Pet Sector



Colorado is just one part of the American pet sector that supports 2.78 million jobs nationwide. The U.S. pet sector contributes \$260.5 billion directly and indirectly to America's economy and \$174 billion in annual gross domestic product. The care and companionship of pets is integral to not only the emotional and physical well-being of people, but also to the strength and stability of our economy.

There are **2.13M** households in Colorado

Over **64%** own at least one pet

About **47%** own at least one dog

Over **27%** own at least one cat

Average of almost **1.6** pets per household

\$1,849M spent by Colorado pet owners on pets in 2021

\$2,233M annual transactions in Colorado, with multiplier effects



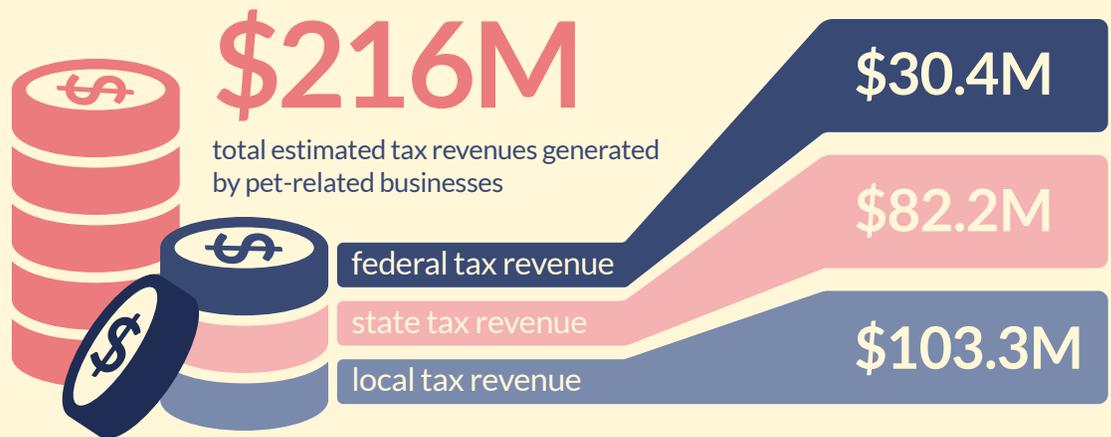
Although a portion of revenue went out of state, Colorado pet food manufacturers, retailers and veterinary service providers, to name a few, capture a share.



20,516 jobs in pet-related goods and service industries

34,026 jobs linked directly or indirectly to pet support sector

\$1,693M in-state earnings



*Expenditures of Colorado pet-owning households include all related expenditures based on a survey of pet owners conducted by the American Pet Products Association and the American Veterinary Medical Association. 2021 Economic Impact Data sourced from: Center for Economic Analysis, Michigan State University through the Animal Policy Group and Animal Health Economics, LLC. Pet ownership data sourced from: APPA National Pet Owners Survey: 2021-2022.

