

PetAg's Aging Pet Care Awareness Survey – Results

HIGHLIGHTS

PetAg's Aging Pet Care Awareness Survey

**Impulse Research Corporation conducted the Aging Pet Care Awareness Survey in December 2007 for PetAg, Inc. in collaboration with Kelly S. Swanson, Ph.D., Asst. Professor, Department of Animal Sciences and Division of Nutritional Sciences and Adjunct Assistant Professor, Department of Veterinary Clinical Medicine at the University of Illinois through an online survey of a random sample of 1,039 men and women, ages 18+ with an overall sampling error rate of +/- 3 percent.*

Doctor knows best.

The majority of pet-owners (63.5 percent) turn to their veterinarian most often for education or information about their aging pet's health. The Internet follows significantly behind at 27 percent.

Is Fido tipping the scale?

While obesity concerns continue to be a growing trend among Americans, a mere 29 percent of survey respondents are concerned with their pets maintaining a healthy weight. Low weight should be of equal concern, as underweight pets can potentially have more critical underlying problems.

One thing leads to another...

The top three age-related symptoms that concern pet-owners the most – aching joints (55.7 percent), loss of sight/hearing (54.6 percent) and lack of energy (36.1 percent) – can be prevented or reduced by maintaining a healthy body weight.

Mental sharpness misunderstood.

Only 25% of the respondents were concerned about cognitive decline in senior pets. Research publications have reported a high incidence of cognitive dysfunction in senior pets, and according to Kelly S. Swanson, Ph.D., dietary intervention (supplements including Omega 3 fatty acids, DHA, and antioxidants) and behavioral enrichment (playing games and supplying a variety of toys to stimulate the mind) have both been shown to maintain sharp minds in aged pets.

Drinking dinner.

More than 40 percent of the pet owners surveyed said that a complete liquid meal supplement would be desirable for their senior or adult pet. A liquid meal supplement is beneficial in helping underweight pets reach their ideal weight, which can be exacerbated by poor dental health, lack of appetite and nutrient mal-absorption, or as a daily supplement for aging pets with waning appetites and thirst.

Daily dose.

More than two-thirds of the respondents (68.3 percent) said they consider taking daily nutritional supplements necessary to ensure their own long-term health. With the similarities between humans and pets regarding health and disease, many of the same strategies may be implemented in pets to increase health and longevity, such as nutritional intervention that many people themselves practice.

About PetAg, Inc.

For over 60 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Ill., PetAg has brought pets and their owners some of the most recognizable brand names in the industry. PetAg products cover a wide range of animals through every stage of the life cycle. From newborn care including the scientifically

balanced neonatal milk replacers, Esbilac and KMR, to senior pet care supplements including the patent-pending CatSure and DogSure which lead the category. PetAg's health and fitness categories include Vive Low-Calorie Nutrition Bars, Vive Energy Bites, Rawhide Brand and Chunky Chews® for dogs, Puppy and Doggie Giggles exercise toys for canines, and Pink Parrot exercise toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets. For information, visit www.petag.com. # # #