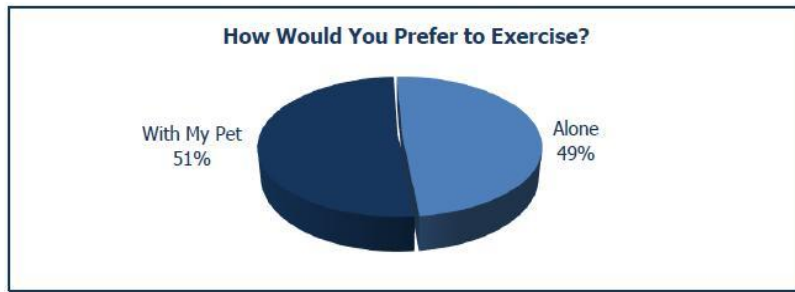


Mars Petcare – Pet Owner Survey Fact Sheet

GETTING PHYSICAL

These days, there are so many ways to get fit – but for many, the most enjoyable method is to exercise alongside their pet.



Workout Buddy. Forget the expense of personal trainers – over half (51%) of pet owners would prefer to exercise with their pet than alone.

Dogs are more likely than cats to be exercise partners.

Nearly two in three (64%) dog owners prefer to exercise with their pet than alone, compared to 37 percent of cat owners and 32 percent of other pet owners.

Sixty-five percent of pet owners with a dog weighing 15 pounds or more prefer to exercise with their pet, compared to 40 percent of those with dogs who are more trim.

Double the Pleasure. Helping a pet exercise can push the owner to get fit, too. About two in five (39%) pet owners feel that making sure their pet is active has made them more active.

Playing Around. Owners enjoy regularly playing with their pets in various places, whether in their home (71%) or in their yard (44%). However, less than one in five (18%) spend time playing with their favorite furry friend in a public place, such as a park or beach, on a regular basis.

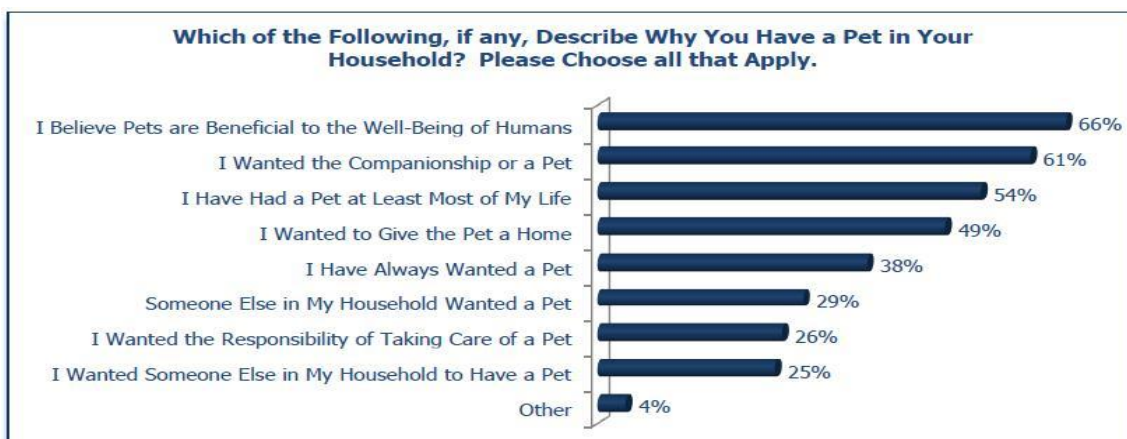
Space Wanted. Perhaps there would be more opportunities to be active with pets if our furry friends were allowed in more places. A quarter (25%) of pet owners wish there were more pet-friendly places in their area. And close to one in five (18%) would be more active themselves if they could take their pet to more places where they exercise, such as the gym or park.

Out of Steam. What’s more, about one in five pet owners wish they had more time (24%) or energy (20%) to help their pet exercise.

HOME IMPROVEMENT

What is driving the addition of pets to homes across America?

Get Well. Improving overall well-being of humans is the main motivation for getting a pet, as this was the reason for two in three (66%) pet owners.



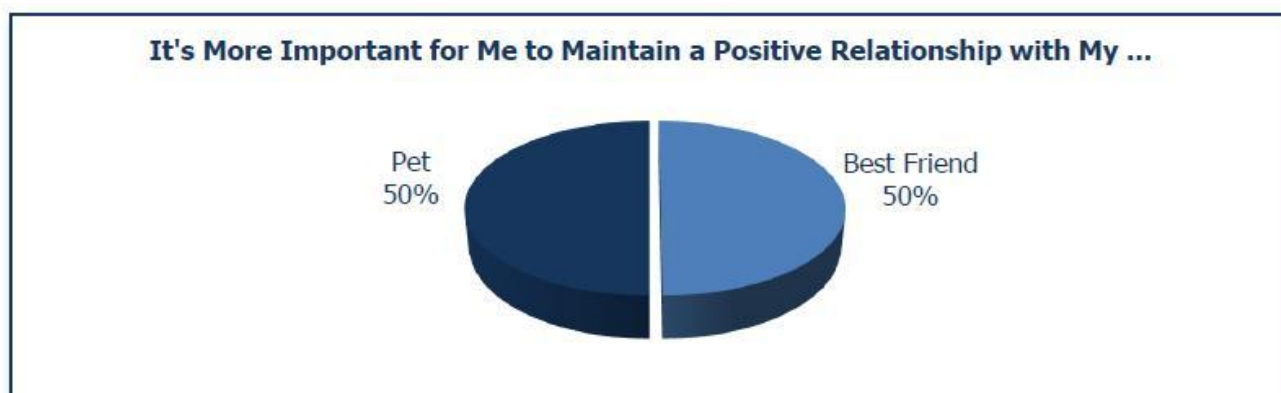
- Pet owners who are female are more likely than their male counterparts to have a pet because they believe a pet supports their well-being (69% vs. 61%).
- Nearly three in four (73%) pet owners ages 45 and older obtained a pet because of their impact on a person's well-being, compared to 61 percent of those who are 18-44 years old.

Stand By Me. Another incentive for a majority of pet owners to bring an animal home was about the company, as over six in ten (61%) wanted the pet's companionship, and 54 percent are simply used to having a pet in their lives.

PET CONNECTION

As many of these folks have first-hand knowledge, nothing compares to the relationship between a pet and their owner. These companions are packed full of emotional benefits.

Special Friends. One in two (50%) pet owners feel it's more important to keep a positive relationship going with their pet than with their best human pal.



More women than men who own pets (53% vs. 46%) feel it's more critical to maintain a good rapport with their pet than with their best buddies.

Bonded for Life. Clearly, pet owners have powerful feelings for their little buddies. Over nine in ten (95%) assert that they have a very strong emotional connection to their pet, and more than three in five (63%) claim to be extremely attached to their pet.

Nearly seven in ten (69%) women admit they are extremely attached to their pet, compared to 56 percent of men.

Bring out Feelings. It's no wonder these folks have such compassion for their pets, as spending time together makes owners full of all kinds of positive emotions, such as happiness (83%), love (70%), calmness (65%), excitement (31%), and even invigoration (18%).

- More women than men say that spending time with their pets makes them feel loved (76% vs. 63%) and calm (69% vs. 59%).
- Nearly two in five (36%) pet owners ages 18-44 admit that quality time with their pet excites them, compared to 22 percent of those 45 and older.

Fun Love. What's more, the top prize for favorite quality in pets for over two in five (44%) pet owners is that they are loving, followed by playful (20%) and sweet (15%).

- Pet owners ages 18-34 are more likely than those older (27% vs. 15%) to say their favorite quality in their pet is that they are playful.

Bonus Time. Similarly, pets benefit the households they live in by supplying extra doses of happiness (73%), love (71%), fun (65%), and energy (43%). The positives outweigh the negatives, as less than one in five say their pet adds things that might be frowned upon, such as mess (19%), noise (16%), stress (4%) and anxiety (3%).

- Women are more likely than men to observe that their pet adds happiness (75% vs. 69%), love (74% vs. 67%), and fun (68% vs. 61%) to their homes.
- Pet owners who are not parents are more likely than those who have children to report their pet provides more happiness (77% vs. 67%) and love (74% vs. 67%) to their households.

Methodological Notes:

The Mars Petcare Survey was conducted by Kelton Research between August 6th and August 12th, 2010 using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.