

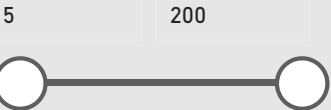
Reset filters



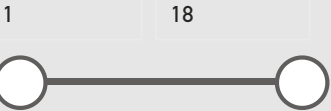
Daily Steps and Survey Results



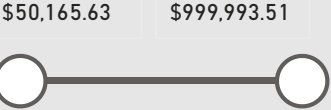
Pet's Weight



Pet's Age



Household Income



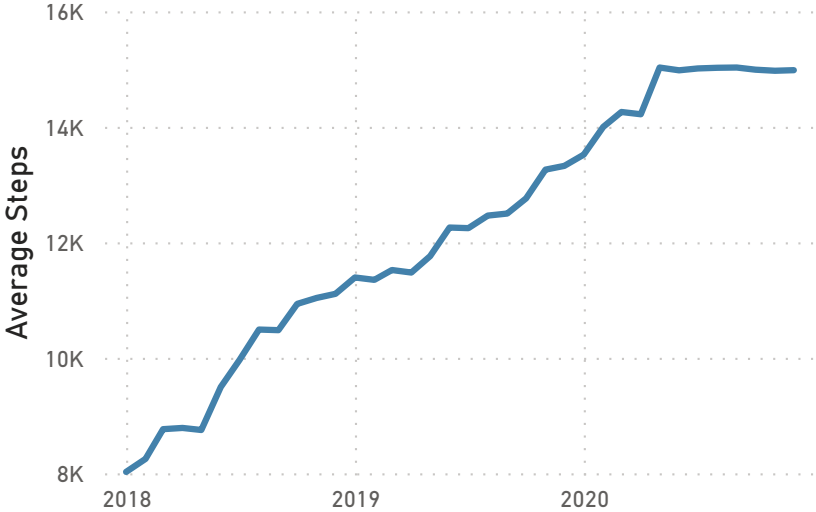
State

- Search
- ☐ Select all
 - ☐ Alabama
 - ☐ Alaska
 - ☐ Arizona

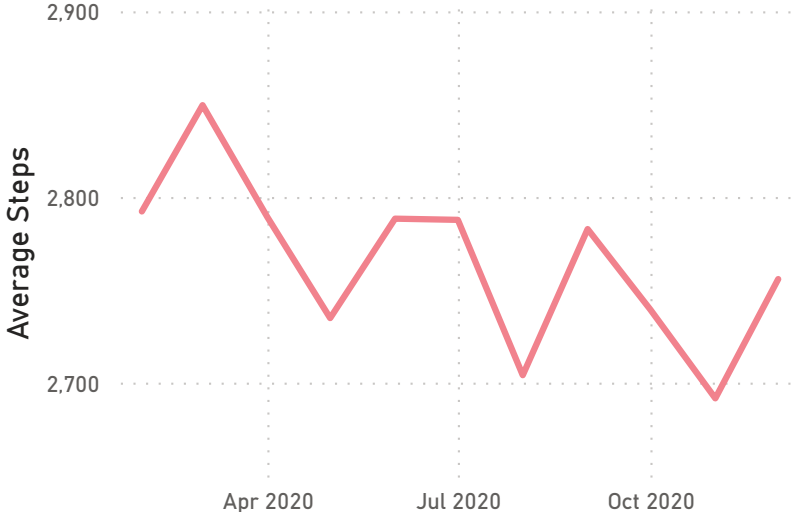
Purchase Location

- Search
- ☐ Select all
 - ☐ Great Buy
 - ☐ Other
 - ☐ PetFans
 - ☐ Rainforest.Com
 - ☐ Waggle Trial
 - ☐ Waggle.Com

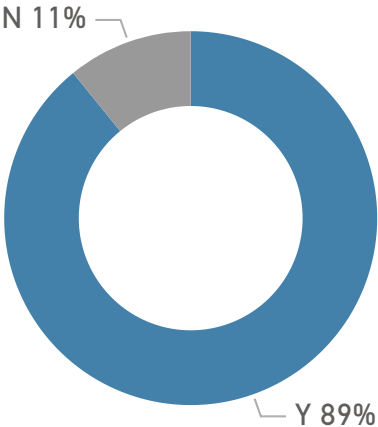
Average Daily Steps (Lapdog))



Average Daily Steps (Lapcat)



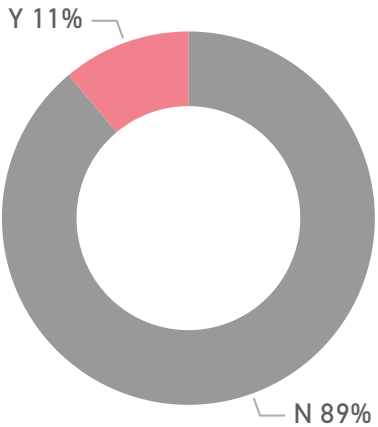
Would you recommend Lapdog?



Recommendation Results

Rating Results

Would you recommend Lapcat?



Pet Insights



Reset filters

Cat

Dog

Female

Male

Select breed

All

Select weight

5200

Select age

118

11K

Number of pets selected

10K

Number of dogs selected

1000

Number of cats selected

62

Average weight (lbs)

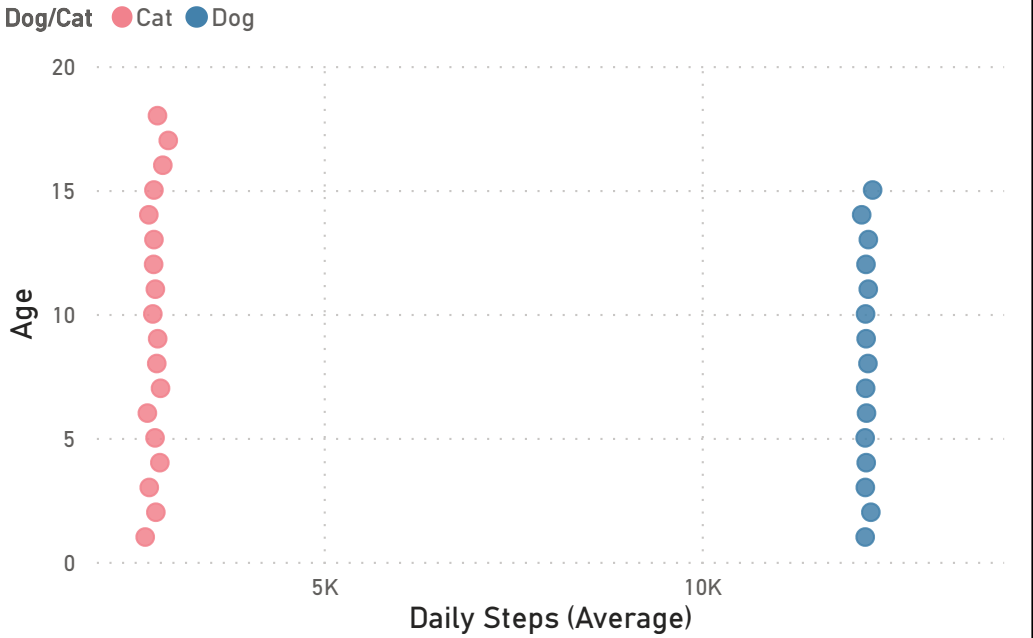
7

Average age

Top Breeds

Dog/Cat	Breed	Number of pets
Dog	Yorkshire Terrier	256
Dog	St. Bernard	198
Cat	Siamese	56
Cat	Sphynx	41
Cat	Siberian	16

Daily Steps (Average) by Age



Family Insights



Reset filters

Cat

Dog

Would family recommend Waggle?

N

Y

Region

All

Number of family pets

2

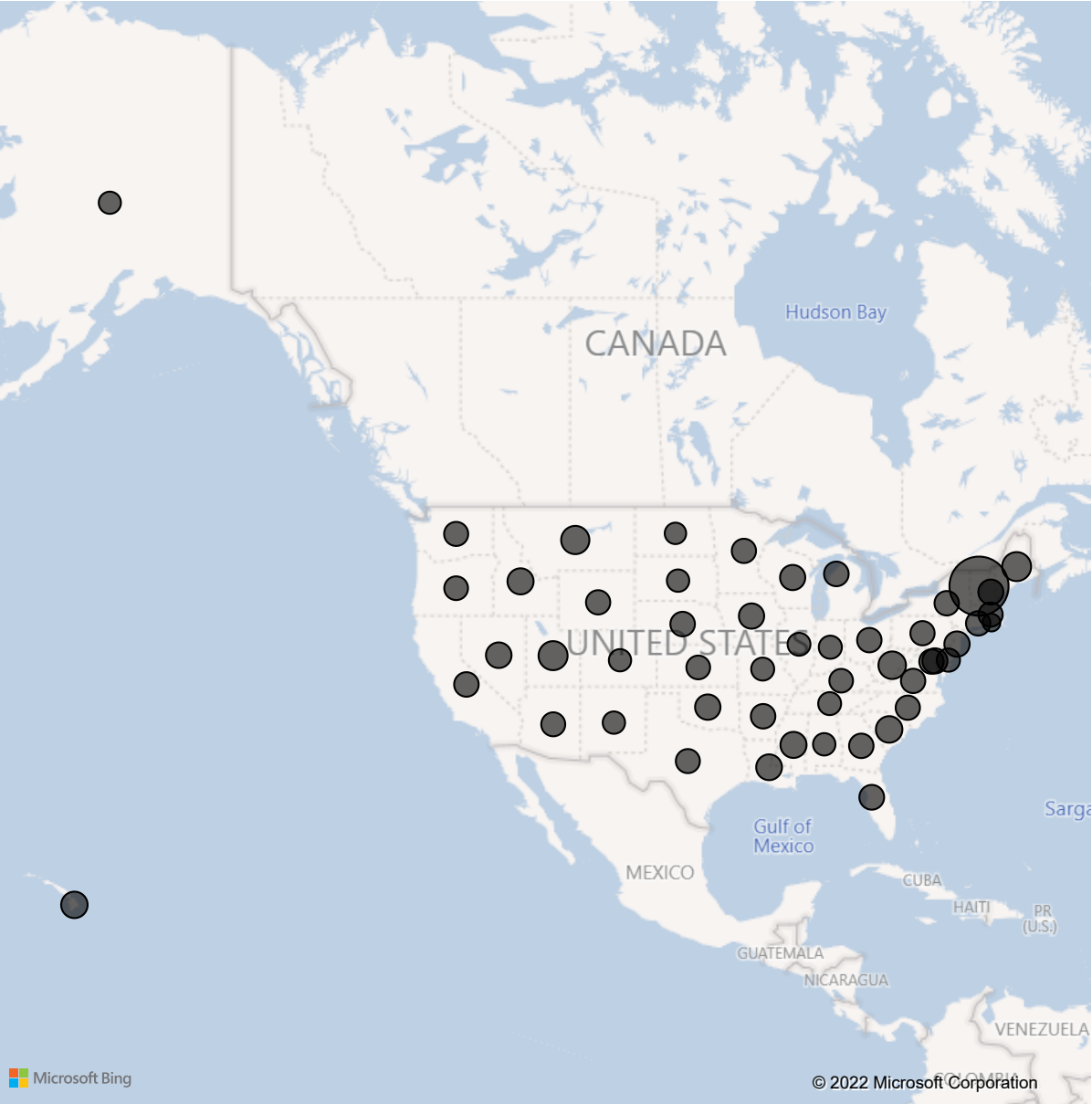
8

Yearly Spending on Pets

\$504

\$49,890

Family spending on pets across US



Cities with the most Waggle users

Washington

Sacramento

New York City

Las Vegas

Kansas City

Houston

El Paso

Dallas

Chicago

Atlanta

States with the most Waggle users

Virginia

Texas

Pennsylvania

Ohio

North Carolina

New York

Georgia

Florida

District of Columbia

California

\$523K

Average Household Income