



THE DOG OWNERSHIP SITUATION IN SOUTH AFRICA

From AMPS® 2011A			From AMPS® 2010B			From AMPS® 2009B		
Households	Dogs per household	Total Dogs	Households	Dogs per household	Total Dogs	Households	Dogs per household	Total Dogs
8,909,104	0	0	8,873,436	0	0	8,263,333	0	0
2,040,462	1	2,040,462	2,098,767	1	2,098,767	1,982,387	1	1,982,387
1,380,516	2	2,761,032	1,345,733	2	2,691,466	1,303,596	2	2,607,192
526,188	3	1,578,564	577,547	3	1,732,641	533,393	3	1,600,179
301,744	4	1,206,976	264,309	4	1,057,236	238,353	4	953,412
104,265	5	521,325	107,035	5	535,175	71,752	5	358,760
48,690	6	292,140	41,962	6	251,772	38,856	6	233,136
16,136	7	112,952	20,874	7	146,118	18,593	7	130,151
23,050	8	184,400	19,652	8	157,216	9,909	8	79,272
11,106	9	99,954	10,469	9	94,221	16,532	9	148,788
713	10	7,130	1,466	10	14,660	2,527	10	25,270
959	11	10,549	2,110	11	23,210	1,275	11	14,025
1,288	12	15,456	1,548	12	18,576	1,279	12	15,348
570	13	7,410	1,043	13	13,559	319	13	4,147
1,580	14	22,120	1,667	14	23,338	1,106	14	15,484
1,704	15	25,560	56	17	952	674	15	10,110
102	17	1,734	161	18	2,898	555	20	11,100
465	20	9,300	812	20	16,240			
13,368,642		8,897,064	13,368,647		8,861,805	12,484,439		8,188,761

*red numbers indicate unstable data (extrapolated from small sample size)

THE DOG OWNERSHIP SITUATION IN SOUTH AFRICA

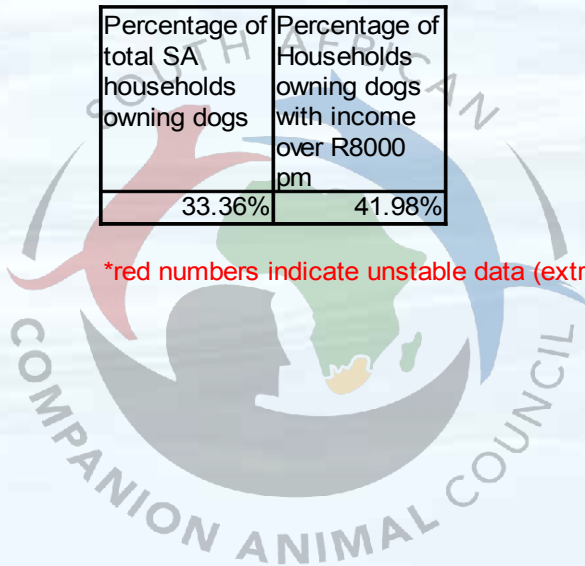
From AMPS® 2011A			From AMPS® 2010B			From AMPS® 2009B		
Households with gross income above R8,000 per month	Households with dogs and gross income above R8,000 per month	Total Dogs in households with income above R8000 pm	Households with gross income above R8,000 per month	Households with dogs and gross income above R8,000 per month	Total Dogs in households with income above R8000 pm	Households with gross income above R8,000 per month	Households with dogs and gross income above R8,000 per month	Total Dogs in households with income above R8000 pm
4,306,375	1,807,931	3,985,940	4,158,671	1,778,328	3,897,454	3,569,855	1,594,232	3,399,893

Percentage of total SA households owning dogs	Percentage of Households owning dogs with income over R8000 pm
33.36%	41.98%

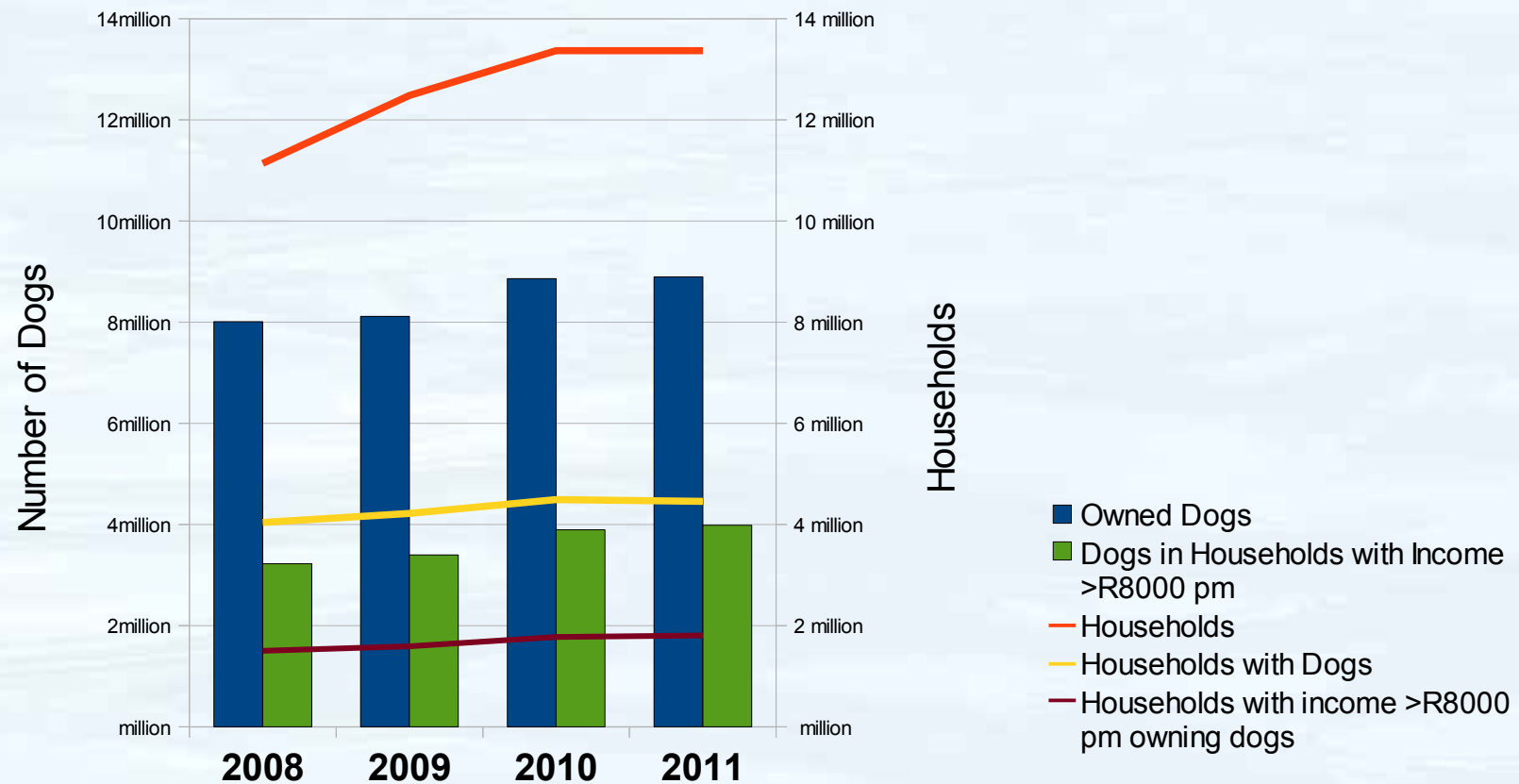
Percentage of total SA households owning dogs	Percentage of Households owning dogs with income over R8000 pm
33.63%	42.76%

Percentage of total SA households owning dogs	Percentage of Households owning dogs with income over R8000 pm
33.81%	44.66%

*red numbers indicate unstable data (extrapolated from small sample size)

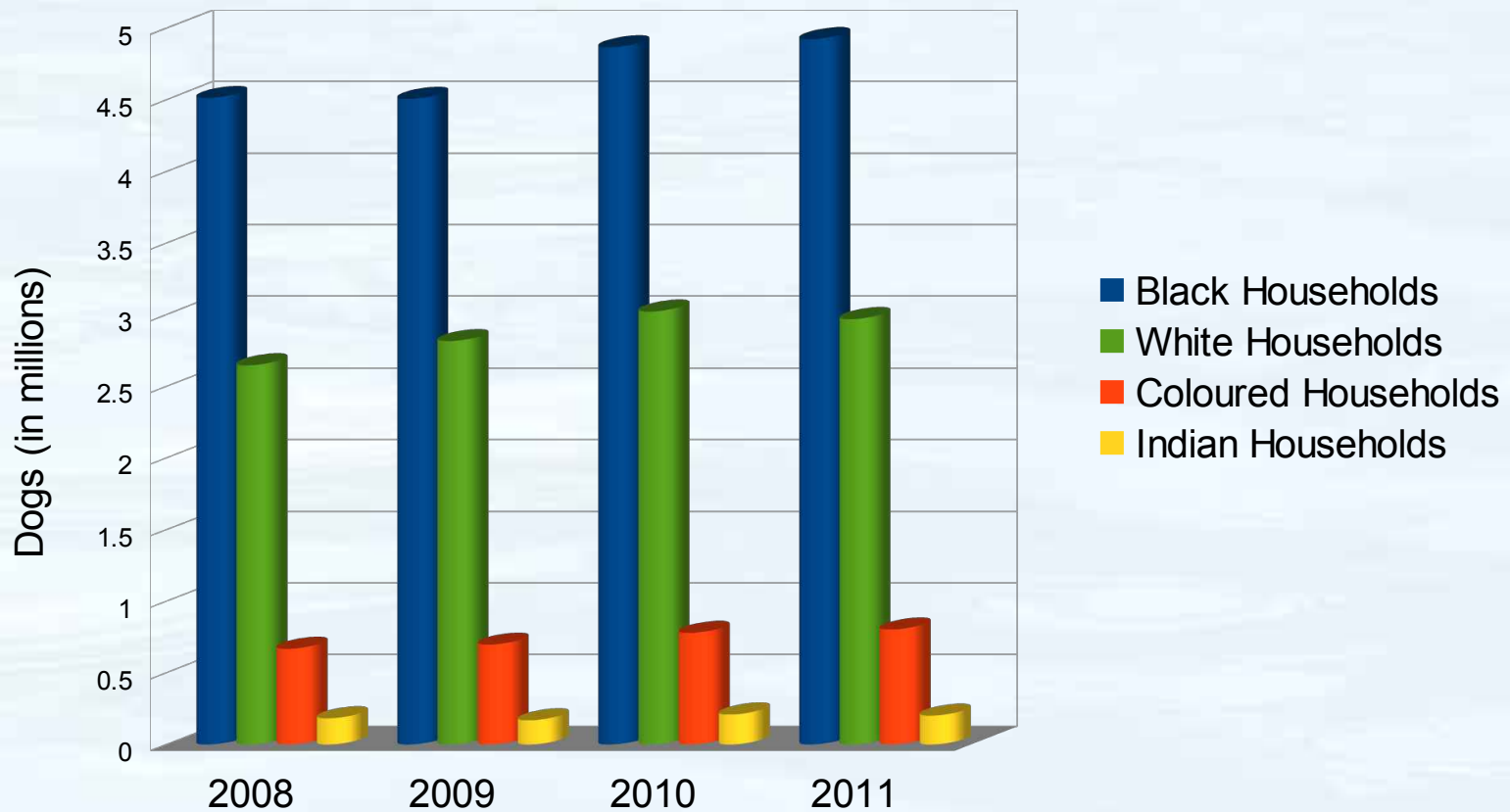


DOG POPULATION TRENDS



DOG OWNERSHIP

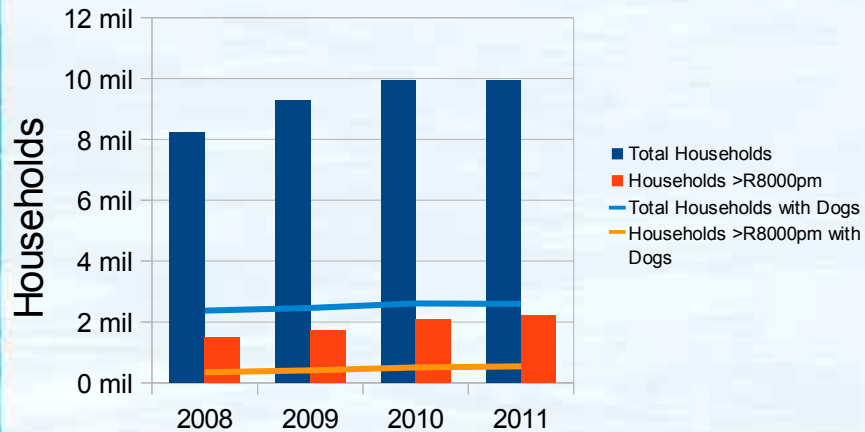
BY POPULATION GROUP



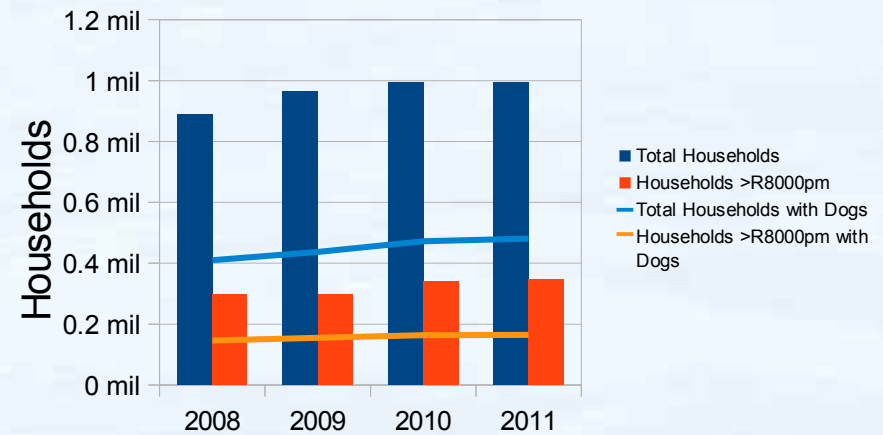
DOG OWNERSHIP TRENDS

BY POPULATION GROUP

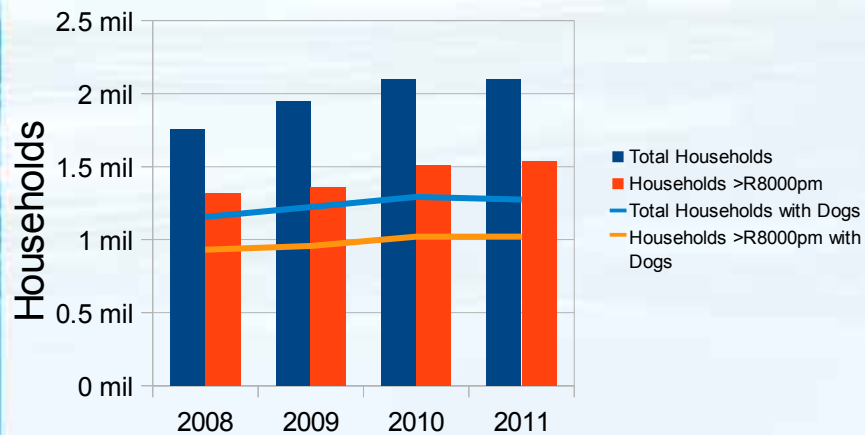
Black Households



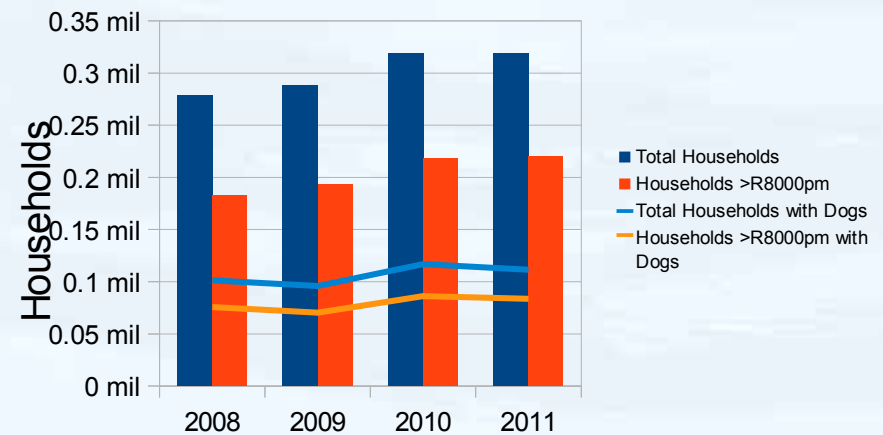
Coloured Households



White Households



Indian Households



THE CAT OWNERSHIP SITUATION IN SOUTH AFRICA

From AMPS® 2011A (Jan'11 to June'11)			From AMPS® 2010B			From AMPS® 2009B		
Households	Cats per household	Total Cats	Households	Cats per household	Total Cats	Households	Cats per household	Total Cats
12,138,210	0	0	12,114,010	0	0	11,168,898	0	0
835,466	1	835,466	819,111	1	819,111	867,264	1	867,264
229,773	2	459,546	265,709	2	531,418	247,533	2	495,066
79,579	3	238,737	90,765	3	272,295	96,699	3	290,097
38,978	4	155,912	38,846	4	155,384	51,770	4	207,080
13,892	5	69,460	9,120	5	45,600	15,721	5	78,605
15,168	6	91,008	13,387	6	80,322	13,307	6	79,842
3,041	7	21,287	3,072	7	21,504	6,057	7	42,399
2,845	8	22,760	3,779	8	30,232	3,969	8	31,752
8,861	9	79,749	6,609	9	59,481	5,307	9	47,763
1,334	10	13,340	2,014	10	20,140	2,010	10	20,100
217	11	2,387	376	11	4,136	1,644	11	18,084
410	12	4,920	965	12	11,580	572	12	6,864
264	14	3,696	77	17	1,309	1,350	13	17,550
605	20	12,100	326	19	6,194	150	14	2,100
			483	20	9,660	69	15	1,035
						2,120	20	42,400
13,368,643		2,010,368	13,368,649		2,068,366	12,484,440		2,248,001

*red numbers indicate unstable data (extrapolated from small sample size)

THE CAT OWNERSHIP SITUATION IN SOUTH AFRICA

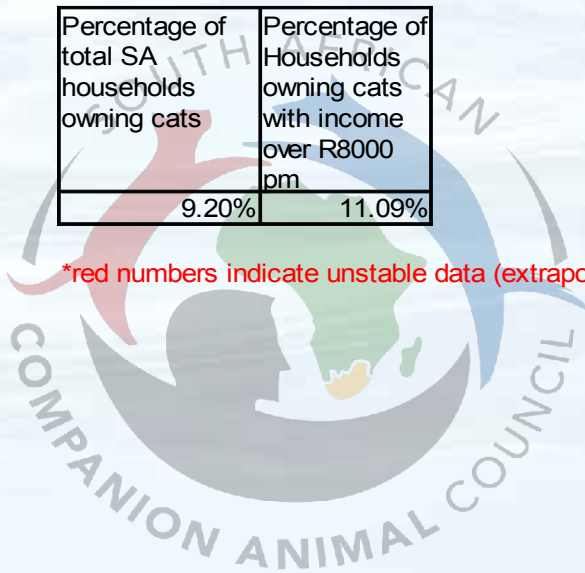
From AMPS® 2011A			From AMPS® 2010B			From AMPS® 2009B		
Households with gross income above R8,000 per month	Households with cats and gross income above R8,000 per month	Total Cats in households with income above R8000 pm	Households with gross income above R8,000 per month	Households with cats and gross income above R8,000 per month	Total Cats in households with income above R8000 pm	Households with gross income above R8,000 per month	Households with cats and gross income above R8,000 per month	Total Cats in households with income above R8000 pm
4,306,375	477,606	859,545	4,158,672	483,573	882,219	3,569,858	447,728	871,792

Percentage of total SA households owning cats	Percentage of Households owning cats with income over R8000 pm
9.20%	11.09%

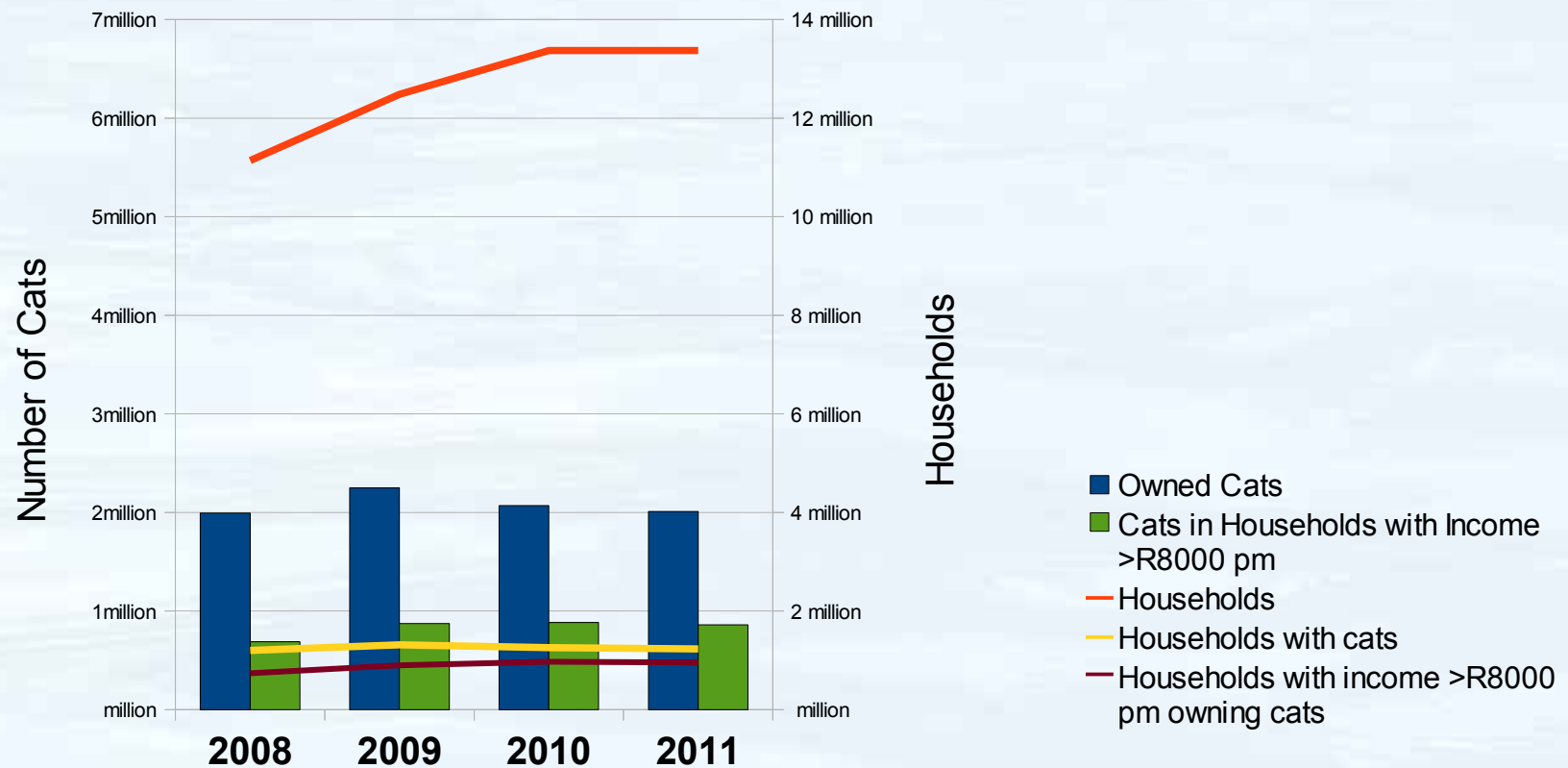
Percentage of total SA households owning cats	Percentage of Households owning cats with income over R8000 pm
9.38%	11.63%

Percentage of total SA households owning cats	Percentage of Households owning cats with income over R8000 pm
10.54%	12.54%

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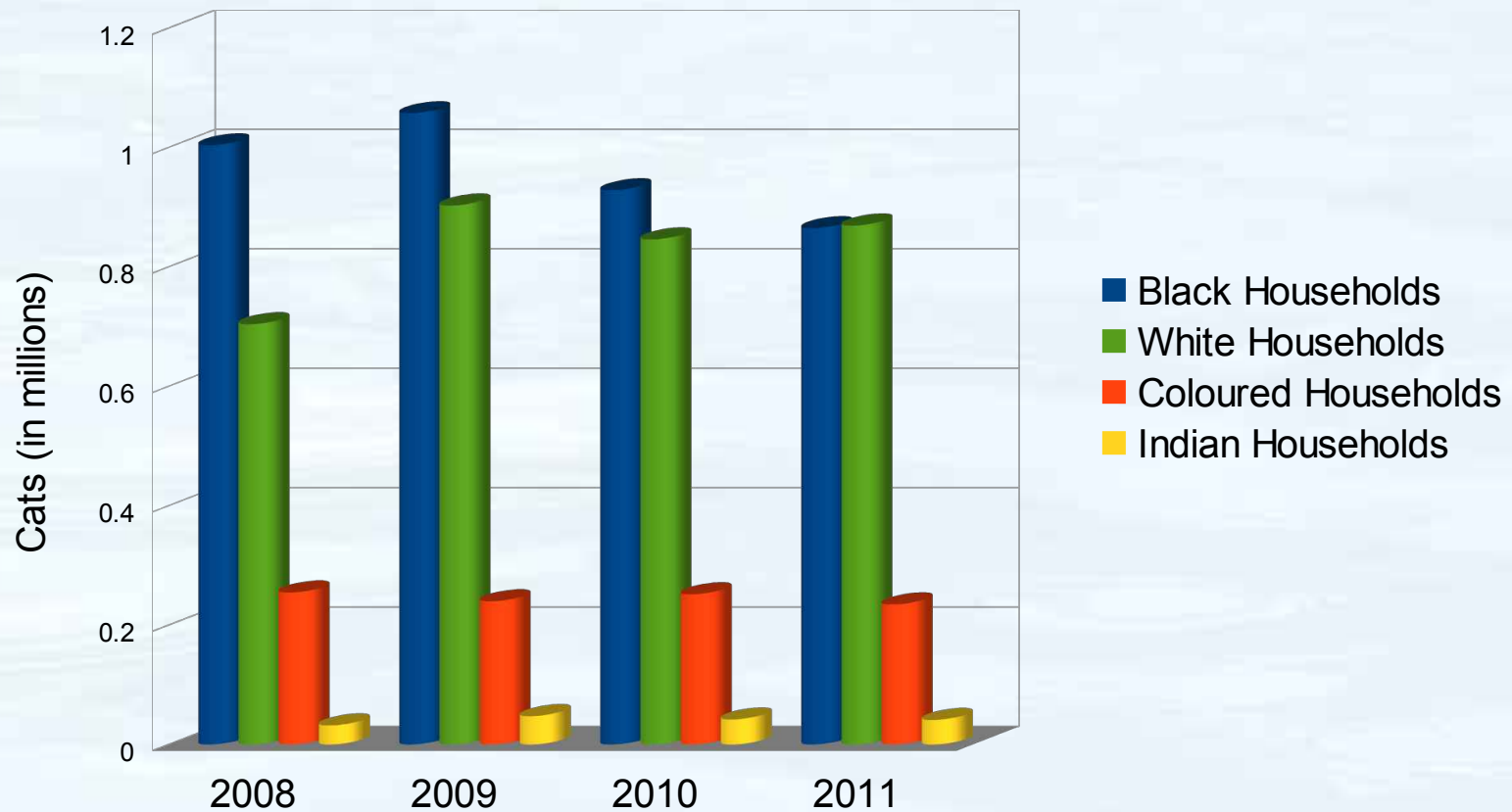


CAT POPULATION TRENDS



CAT OWNERSHIP

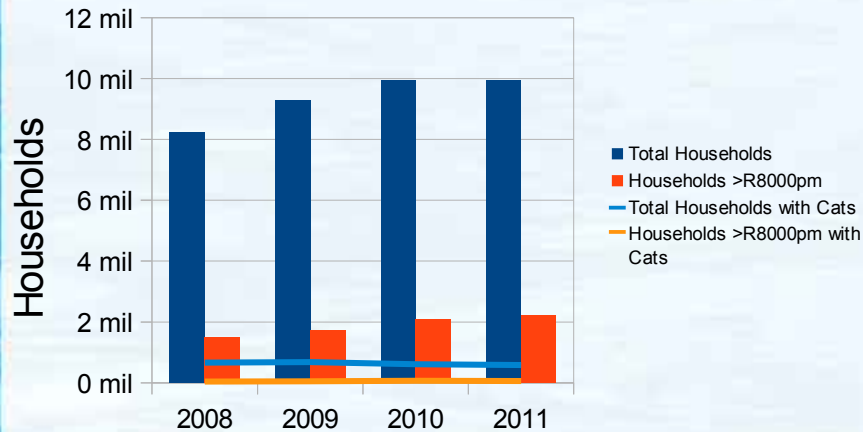
BY POPULATION GROUP



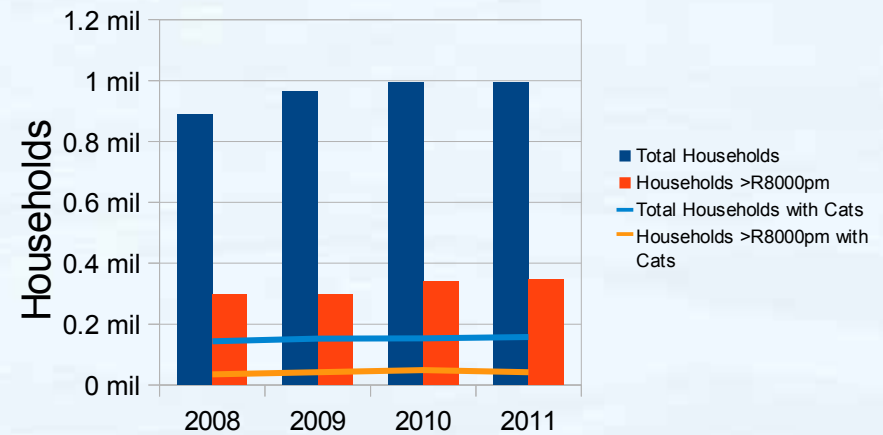
CAT OWNERSHIP TRENDS

BY POPULATION GROUP

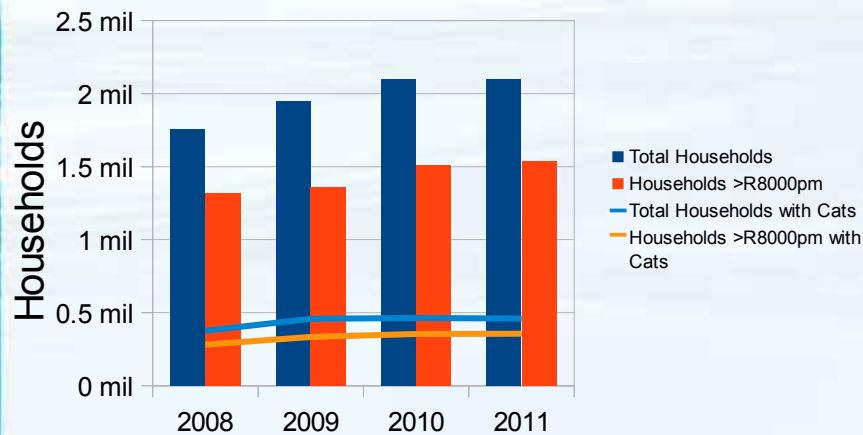
Black Households



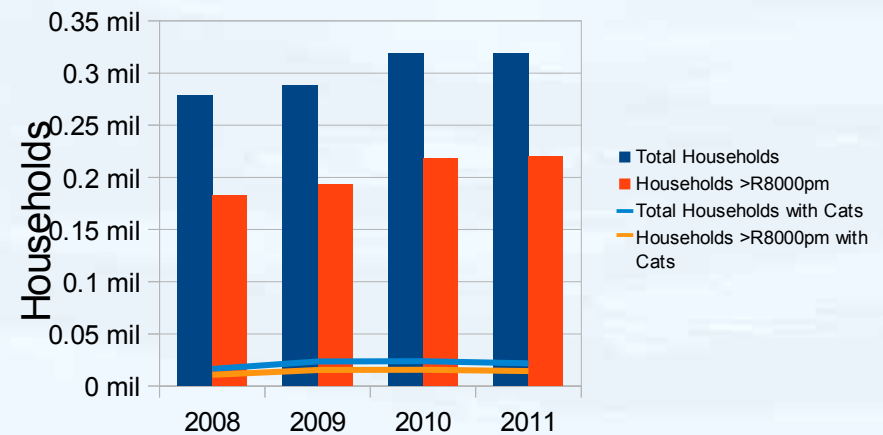
Coloured Households



White Households



Indian Households



IMPORTANCE OF PROMOTING BENEFITS OF PETS AND RPO

- Growing middle class who can afford to own pets and apply the 10 Points of Responsible Pet Ownership
- Dog numbers growing more slowly than household numbers. Cat numbers showing slight decline.
- % of households with dogs and cats is declining

	2008	2009	2010	2011
»Dogs	36.2%	33.8%	33.6%	33.36%
»Cats	10.78%	10.54%	9.38%	9.20%

THE 10 POINTS OF RPO

THE TEN POINTS OF RESPONSIBLE PET OWNERSHIP (RPO)

- Make provision for the care of your pet for its entire lifespan
- Choose your pet carefully to match your lifestyle and home environment
- Interact positively with your pet every day
- Provide adequate shelter and protection from harm
- Feed a specifically prepared pet food to meet your pet's nutritional needs and provide fresh, clean drinking water
- Take your pet to a veterinarian for a wellness examination at least once a year
- Ensure that your pet receives regular vaccinations at your local veterinarian throughout its life
- Always choose an approved preventative treatment against external (fleas and ticks) and internal (worms) parasites and ensure that your pet is treated regularly
- Responsible breeders should register their pet with a recognised breeders' association
- All male and female pets should be sterilised if they are not intended to be bred



Responsible Pet Ownership in South
Africa

- working toward our common goal

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