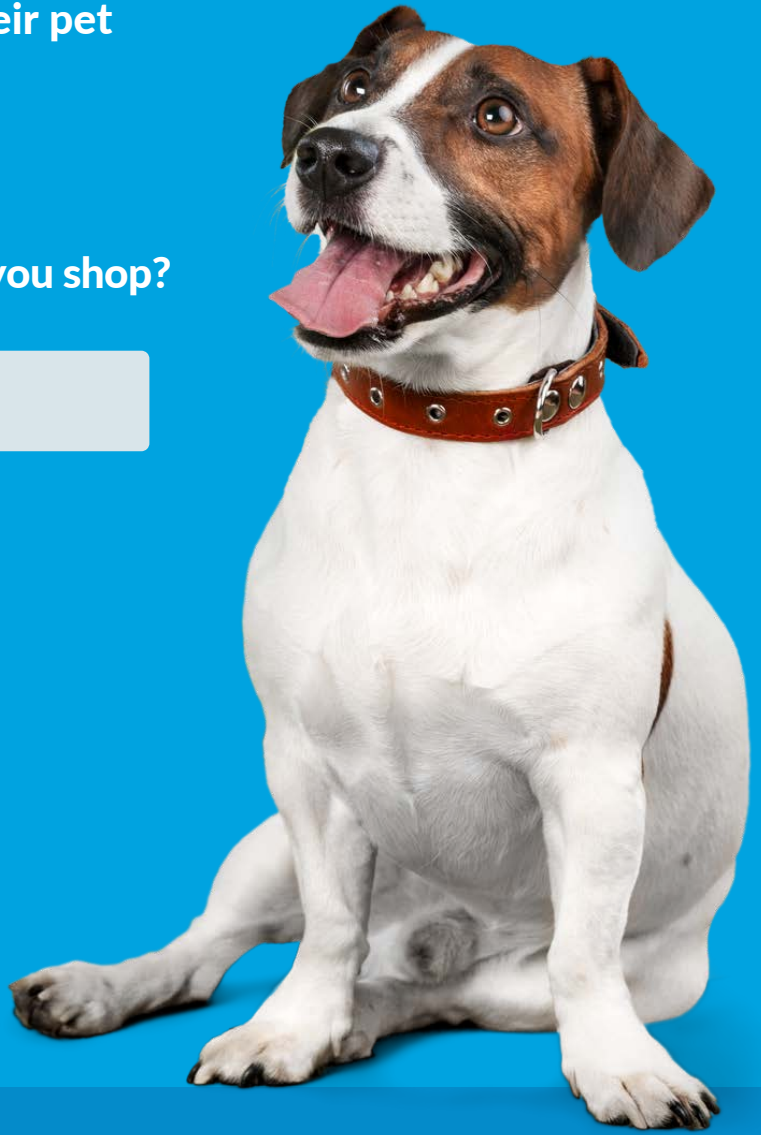


## PET STORE INSIGHTS

We surveyed 2036 North American consumers to learn about their pet store purchasing habits.



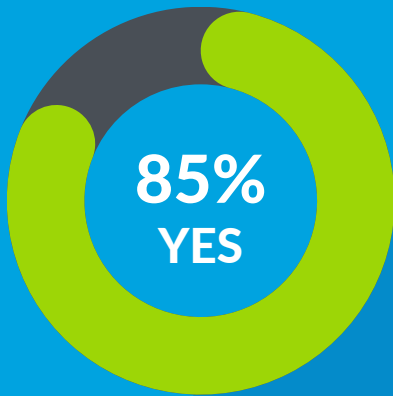
When shopping in person, where do you shop?



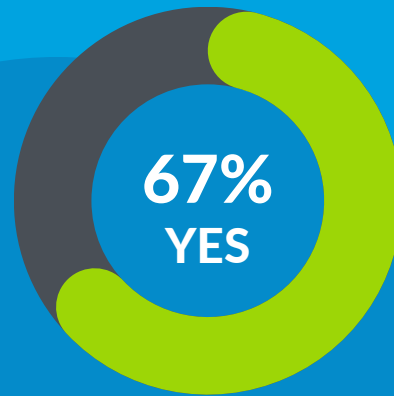
When shopping for pet supplies, do you prefer to shop online or in-store?



Is it important to have staff available who are knowledgeable about pets/products while shopping in store?



Do online reviews (Google/Yelp, etc.) impact your decision on which pet supply store you chose to shop at?



When deciding where to shop, what are the TOP 3 factors you consider?

