

population of the state or region by the total number of pet-owning households in each state or region.) However, the same caution mentioned previously must be noted. Without additional analysis, it is unknown whether the error in the estimate introduced by differences between national and community demographic and pet-ownership characteristics is greater than or less than the error introduced by the larger error inherent in the smaller state or regional samples.

Formulas for estimating the number of pets using national percentages and number of pets:

- Dogs:** Number of dogs = 0.584 x total number of households in your community
 Number of dogs = 1.6 x number of dog-owning households
- Cats:** Number of cats = 0.638 x total number of households in your community
 Number of cats = 2.1 x number of cat-owning households
- Birds:** Number of birds = 0.071 x total number of households in your community
 Number of birds = 2.3 x number of bird-owning households
- Horses:** Number of horses = 0.041 x total number of households in your community
 Number of horses = 2.7 x number of horse-owning households

EXAMPLE:

Suppose that you know a community has a population of 50,000.

To estimate the number of dog-owning households in this community:

Divide total population by the average number of people per household from the Census:

$$50,000 \div 2.6 = 19,231 \text{ households}$$

$$19,231 \times .365 = 7,019 \text{ dog-owning households}$$

To estimate the number of dogs in this community:

$$19,231 \times 0.584 = 11,231 \text{ dogs}$$

Alternatively:

$$1.7 \times 7,019 = 11,231 \text{ dogs}$$

Additional information on state and regional demographics are available in the 2012 *U.S. Pet Ownership & Demographics Sourcebook*.

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