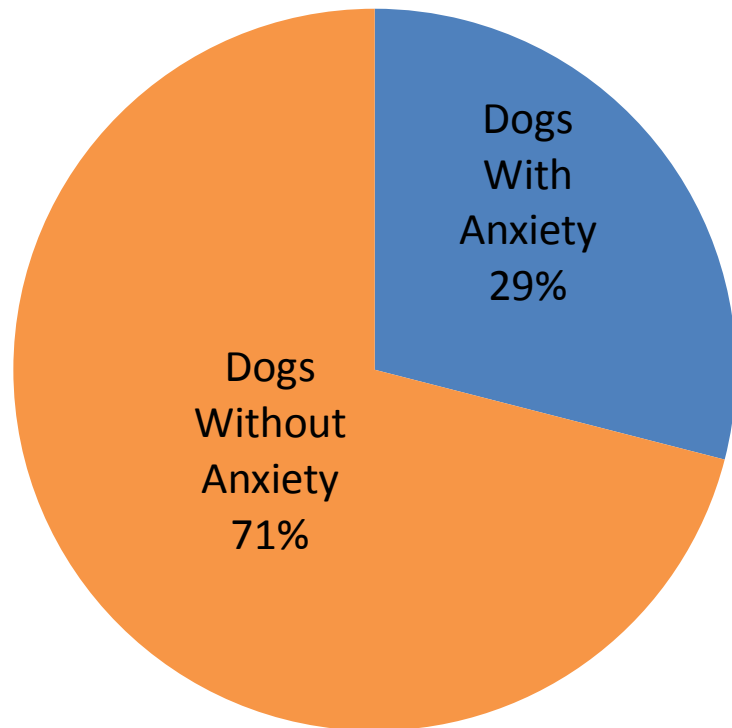


# Incidence of Anxiety in the Total Dog Population



577 dogs out of 1,960 dogs (29%) surveyed suffer from anxiety or fear issue(s)



**Nearly 23 million dogs in the United States suffer from anxiety or fear issue(s)**

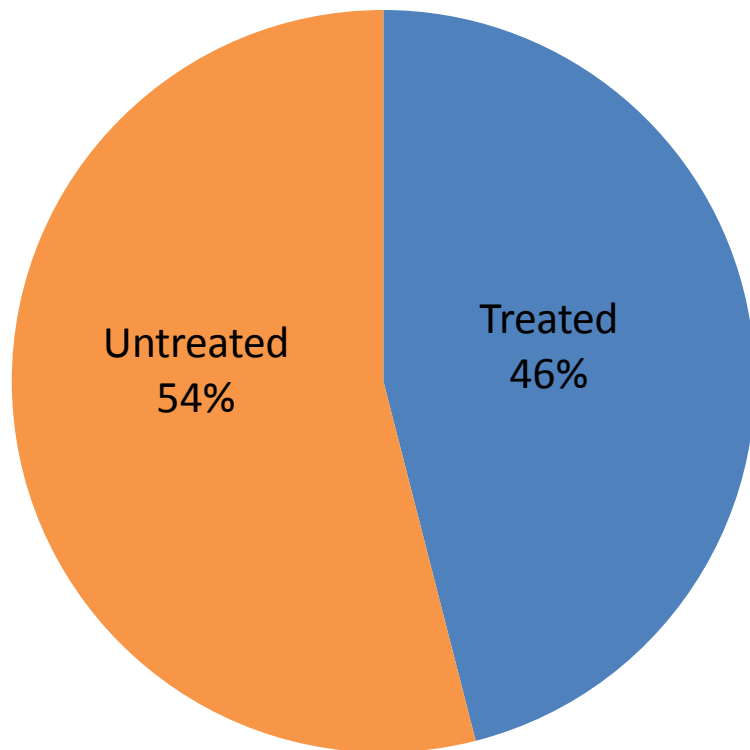
## Number of Dogs Suffering from Major Anxiety Types:

Noise Anxiety:	17% or 13 Million Dogs
Separation Anxiety:	13% or 10 Million Dogs
Reactivity	12% or 9 Million Dogs
General Anxiety:	5% or 3.5 Million Dogs
Travel Anxiety:	5% or 3.5 Million Dogs



**Dog Anxiety Survey**

## Percent of Anxiety Cases Being Treated



**More than 12 million dogs are left to just suffer from their anxiety or fear issue(s)**

**Why? Of those that did not treat their dogs:**

71% felt that treatment was not necessary

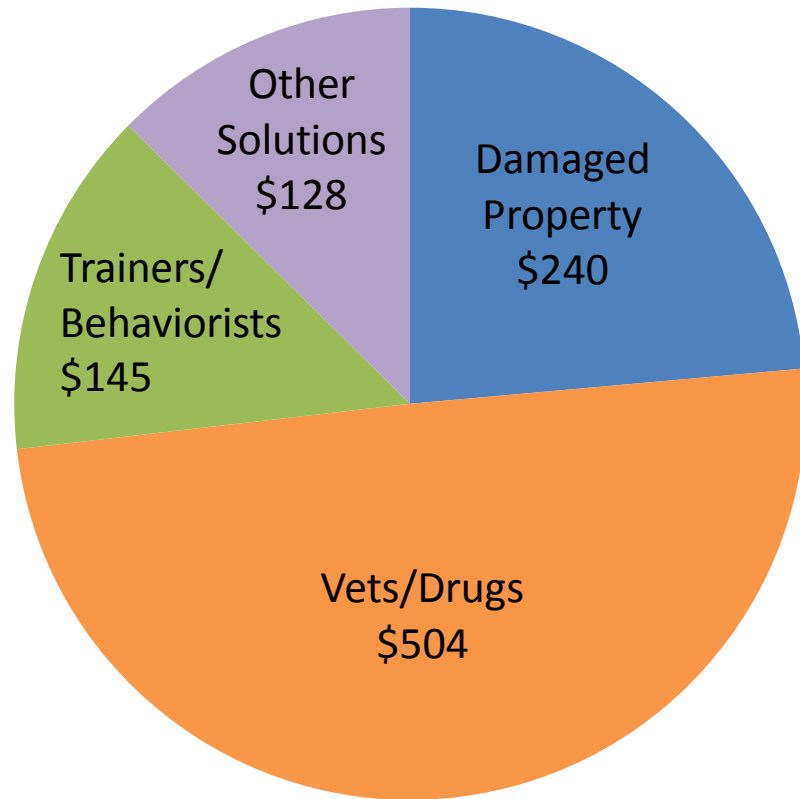
29% felt that a viable solution did not exist

Based on total dogs suffering from anxiety



**Dog Anxiety Survey**

## Average Annual Expenditures on Anxiety Problems



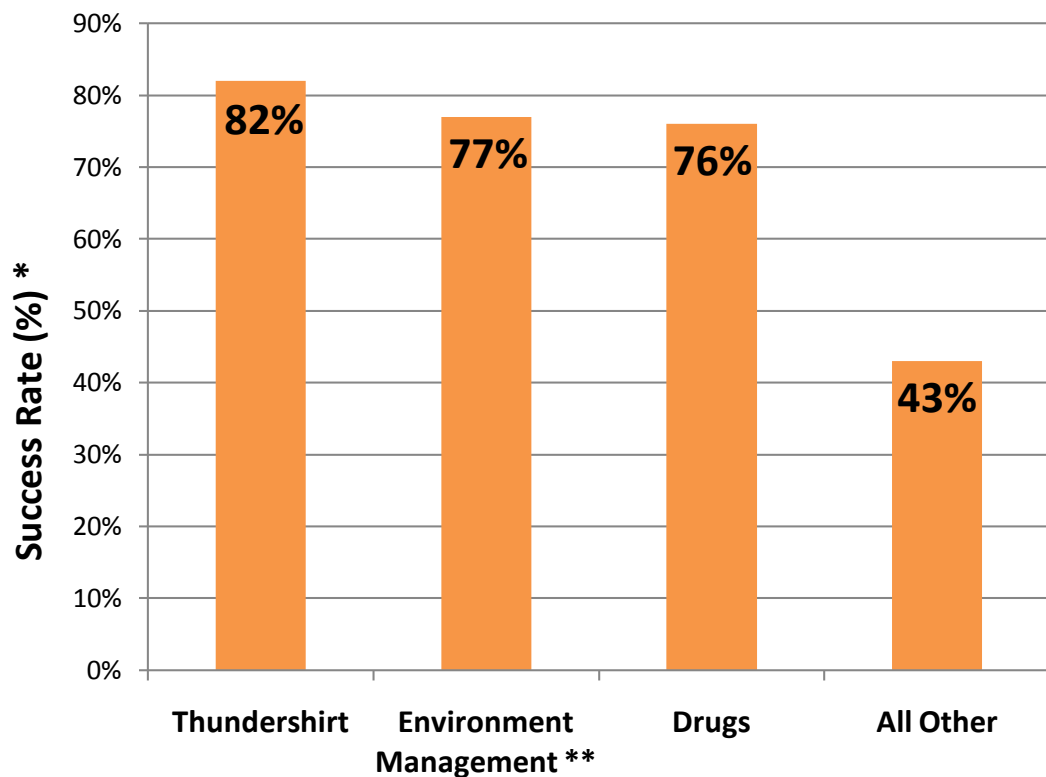
**More than \$1 billion per year spent on dog anxiety and fear issue(s)**

Annual expenditures spent in millions. Based on 18.6 million households owning at least one dog with an anxiety or fear issue with a total average expenditure



**Dog Anxiety Survey**

# Success Rates of Solutions Tried for Dog Anxiety Problems



**Thundershirt has the highest success rate for achieving improvement in anxiety symptoms (82%)**

\* Of those dogs that tried solution, % that showed improvement in symptoms as judged by the dog owner. 1,577 Thundershirt cases; 914 Drug cases; 874 Environment Management cases; 3,744 All Other cases.

\*\* Attempting to avoid the sights, sounds, situations, etc. that cause the anxiety or fear issue.



**Dog Anxiety Survey**