



CENTER FOR
PET SAFETY®
The science of pet safety™

Pet Owners: A High-Value, High-Engagement Audience



Partner with Center for Pet Safety for Unmatched Visibility and Trust

If your organization wants to reach pet owners, partnering with **Center for Pet Safety (CPS)** is one of the smartest investments you can make. Pet owners are passionate, loyal, and willing to spend significantly to protect the animals they consider family.

The **Center for Pet Safety** gives your organization direct access to this powerful consumer base through trusted, mission-aligned engagement.

The Market Power of Pet Owners

A FAST GROWING, HIGH SPENDING CONSUMER SEGMENT¹

U.S. pet care
spending surpassed
\$150 billion in 2025



Dog owners spend
an average of
\$2,524 annually



Cat owners
spend **\$1,499**
annually



A MASSIVE, EMOTIONALLY INVESTED AUDIENCE²

66%

U.S. households
– 86.9 million
homes own
a pet

97%

Pet owners
consider their pets
part of the
family

65.1 M

Households
that own a dog

46 M

Households
that own a cat

11.1 M

Households own
freshwater fish

Sources: 1.CitizenShipper 2025 Pet Ownership Cost Report, USA Today 2.Pet Ownership Statistics 2025, Forbes

Partner with the Trusted Leader in Pet Safety and Consumer Protection

The Center for Pet Safety (CPS) is a 501(c)(3) nonprofit that brings independent scientific evaluation and credible safety standards to an industry with no federal oversight. Our work spans:

- Data driven research
- Consumer advocacy
- National education initiatives
- Independent safety standards trusted by manufacturers and consumers

When your organization partners with CPS, you align with the most credible voice in pet safety, plus gain national media coverage, strong consumer trust, and elevated CSR/ESG visibility.

Strategic Partnership Opportunities

Join mission aligned leaders such as Volvo Trucks, Subaru, Wells Fargo, Johnson Controls/Adient, and the Beird Family Foundation in advancing pet and family safety.

RESEARCH SPONSORSHIPS

Fund scientific studies that align with your values and demonstrate leadership in safety and innovation.

EDUCATION PARTNERSHIPS

Co-create branded safety resources, digital guides, and national awareness campaigns that reflect your mission and reach millions of families.

CAPACITY BUILDING SUPPORT

Strengthen CPS's ability to expand research, testing, and education through grants and sponsorships that scale national impact.



Let's Create Impact Together

Reach out to identify opportunities to work together while expanding your visibility with one of the most influential consumer groups in the U.S.



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