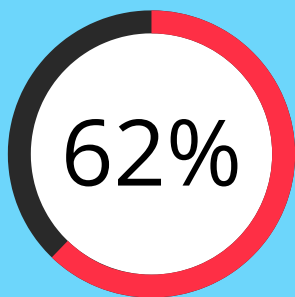


# DOGGIE DAYS OF summer



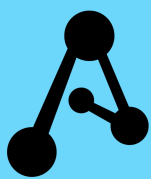
3 in 5 Millennial  
pet parents say  
**plan** their  
summer vacation  
around their pets.



**53%** of Millennial pet  
parents say they often or  
always take their pet with  
them on summer vacations.



**More than half** of  
Millennial pet  
parents say  
they only stay at  
**pet friendly**  
hotels and  
Airbnbs.



**Atomik  
Research**  
Insights & Analytics



**Methodology:** Atomik Research conducted a survey of 2,004 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. The sample consists of 760 millennial respondents, a majority of which are pet parents (n=593).