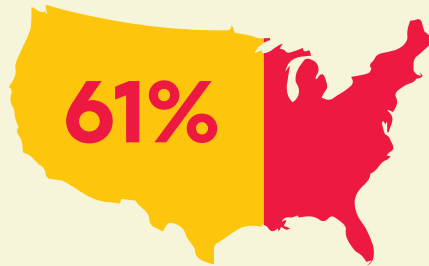


Feeling lonely? Consider a pet

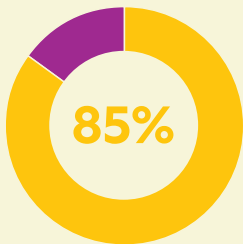
More than half of Americans surveyed believe social isolation is a growing concern and many believe it affects both families and communities



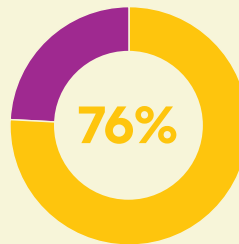
61% of Americans say they feel either lonely or socially isolated

Pets may help us combat loneliness and may improve our health

When it comes to both pet owners and non-pet-owners:



85% of respondents believe interaction with companion animals can help reduce loneliness



76% agree human-animal interactions can help address social isolation

Most pet owners recognize that their pets make them feel less lonely

Nearly 9 in 10 (89%)

people who got a pet for loneliness feel their pet has helped them feel less lonely

3 in 4 pet owners

who got their pets for a reason other than loneliness also feel their pet has helped them feel less lonely



Addressing “loneliness” was the most frequent reason for people to recommended pet ownership to others



Pet owners with the closest bonds with their pets see the highest positive impact on their feelings of loneliness and social isolation

Owning a pet may help improve your mental health

1 in 4 (26%) pet owners

stated they got a **pet to improve their mental health** – with respondents aged 55+ doing so more frequently (55%)

Our plan to better understand how pet interaction can be a way to address social isolation and loneliness

Recognizing the power of pets to overcome social isolation and loneliness, HABRI and Mars Petcare have convened working groups of experts across pet care, human health and government to:



Advance high-quality, **human-animal interaction research**



Share and support **best practices in human-animal interaction** that help prevent, reduce and mitigate **social isolation and loneliness**



Help address **barriers** and provide **solutions to pet ownership** so more people can benefit from the **human-animal bond**

To learn more about HABRI and Mars Petcare's recommendations on furthering research, best practices and solutions on how pets can help address the social isolation and loneliness epidemic please visit [Insert URL]. To learn more about the research into the benefits of pets on loneliness please visit www.waltham.com and www.habri.org.

To learn more about the Market Research, visit bit.ly/petsagainstloneliness