



A Few Fun Facts

- There are approximately 1,000 Society Dog members
- Pre-Furred Merchants recognize the Society Dog membership card by providing discounts to members
- Humane Society Silicon Valley has chosen Society Dog as a 'partner' with plans to open their new facility to Society Dog events
- 30 Society Dog Charter members contribute continually to the success of the organization
- Requests have been received from cities all over the country to start a 'Pack' in their area (Chicago, Phoenix, Columbus, N. Alabama, Hartford, Lawrence, and more!)
- Requests have been received from cities all over California to start a 'Pack' (San Francisco, San Diego, Santa Barbara, Fresno, Walnut Creek, Oakland, Los Altos, Campbell, and more!)
- Approximately 7,000,000 people are Bay Area residents and 2,000,000 are dog owners
- Americans spend an astonishing \$41 billion a year on their furry friends; double what was spent a decade ago with annual spending to hit \$52 billion in the next two years
- Americans spend more annually on their dogs than going to the movies (\$10.8 billion), video games (\$11.6 billion), and music (10.6 billion) combined
- 44.8 million households in the U.S. have dogs (APPMA 2007-2008 stats) with 74.8 million dogs total
- 70% of people sign their pet's name on greeting and holiday cards
- It's estimated that 1,000,000 dogs in the U.S. have been named as the primary beneficiary in their owner's will