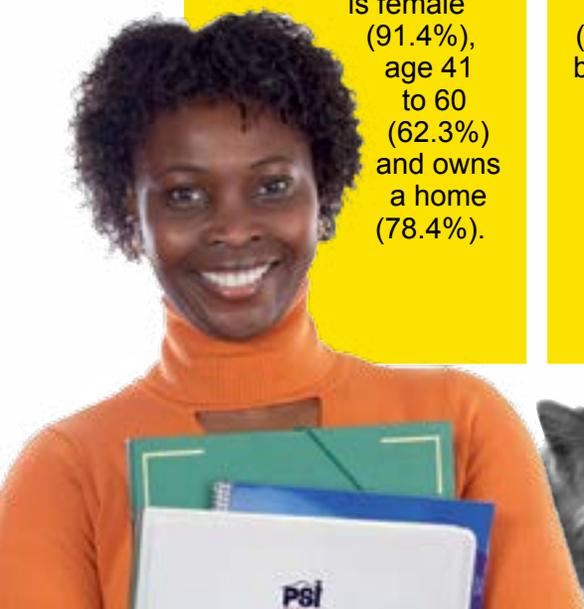


A Closer Look at the *Typical Pet-Sitting Business Owner...*

According to
PSI's 2016 survey:



The typical PSI member pet sitter is female (91.4%), age 41 to 60 (62.3%) and owns a home (78.4%).

She has completed at least some college (89.9%) and has been in business 6-15 years (46.8%).

PSI member pet sitters most commonly own dogs (83.7%) and cats (71.8%). Of these, most own two dogs and two cats.

These pet sitters are also "social"—81.9 percent use Facebook and about a third (31.2%) are on LinkedIn.



Professional pet sitters enter the industry from all walks of life—including former teachers, engineers, lawyers, executives and veterinary professionals. 90 percent have completed at least some college and nearly half have obtained a bachelor's or post-graduate degree.

When asked about their college degree emphasis:

- 26.9% indicated "business."
- 25.5% indicated "liberal arts."
- 23.4% indicated "other."
- 7.6% indicated "human biological sciences" (biology, etc.)
- 7.1% indicated "animal sciences."
- 7% indicated "fine arts."
- 2.5% indicated "physical sciences" (physics, chemistry, etc.)

