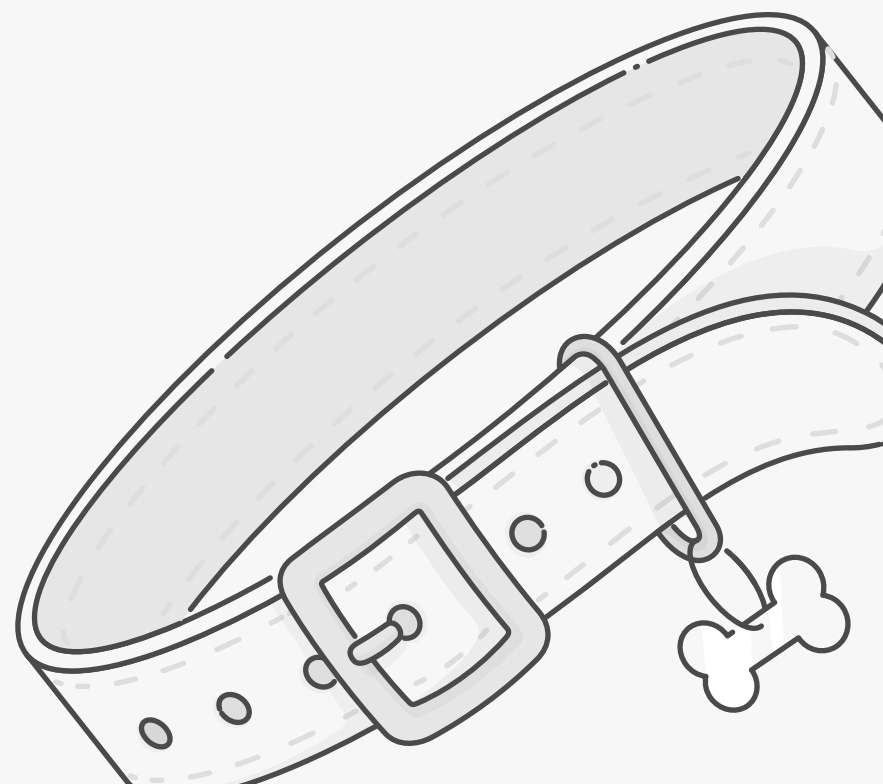
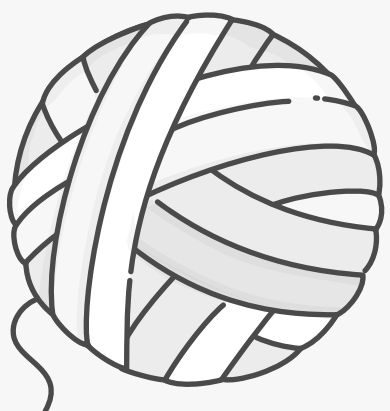


Lemonade

How Much Would Pet Parents Spend For Their Best Friends?



The relationships we build with pets are invaluable, but the care they require is far from cheap (that's one reason [pet health insurance](#) comes in handy). How much are Americans willing to spend on their furry friends?

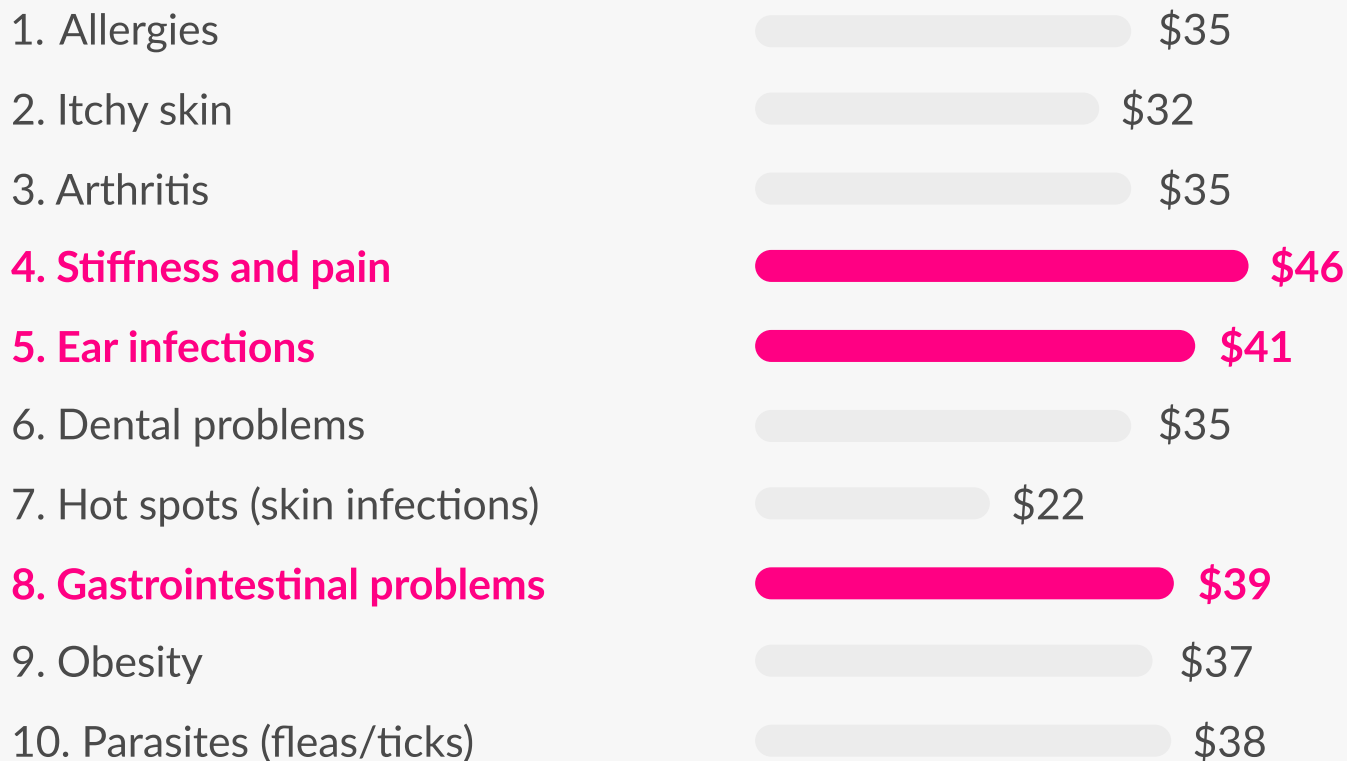
[Are pets priceless?](#)

Lemonade commissioned a survey of 501 dog owners and 501 cat owners to find out. Here's what we learned.

Most Common Dog Diseases and Costs

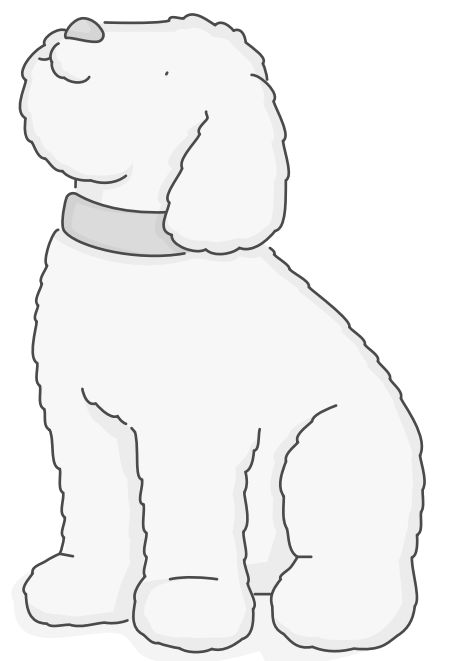
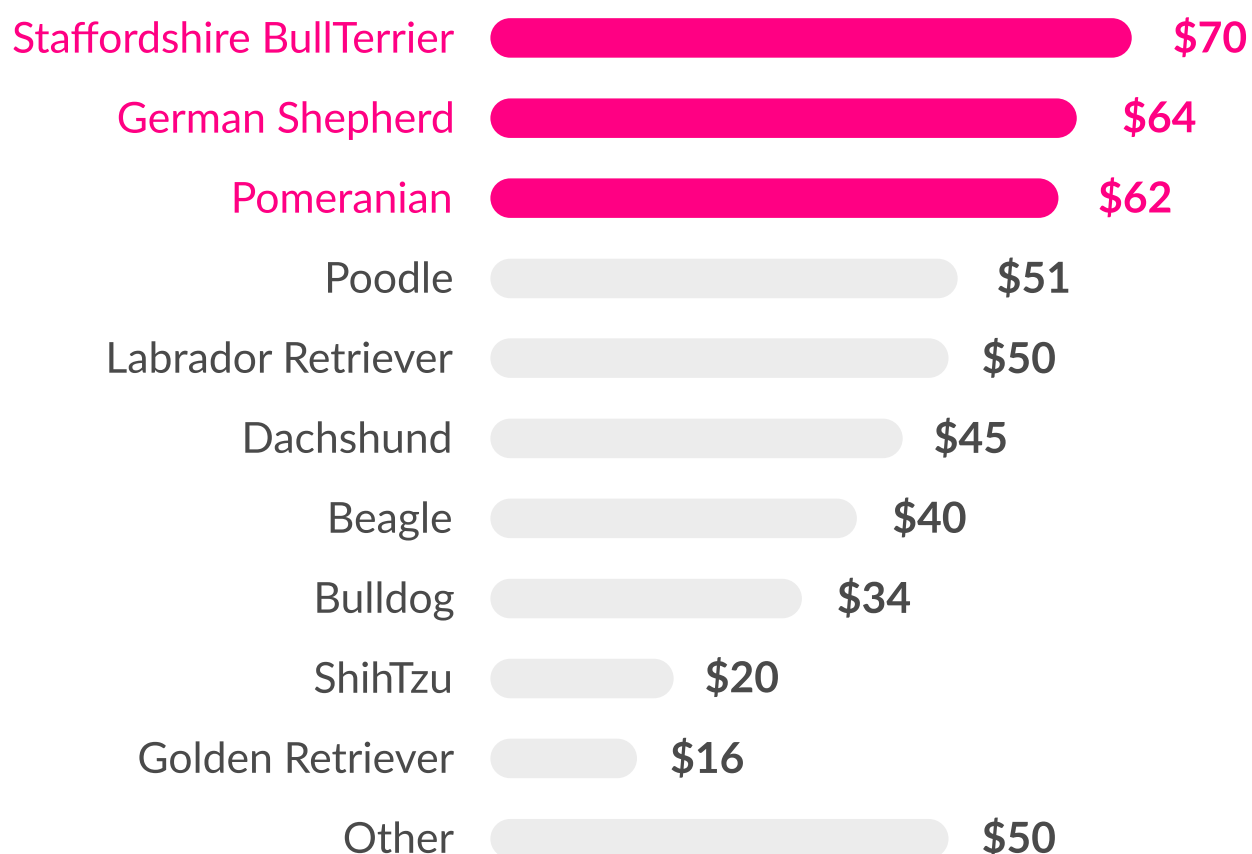
Most Common Diseases

Average Monthly Cost

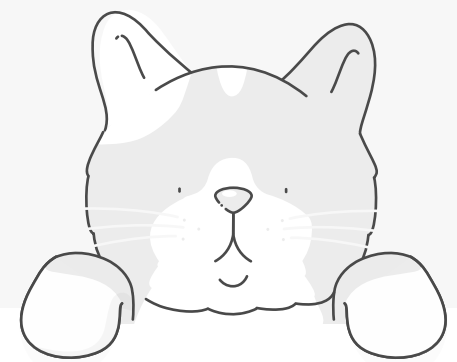
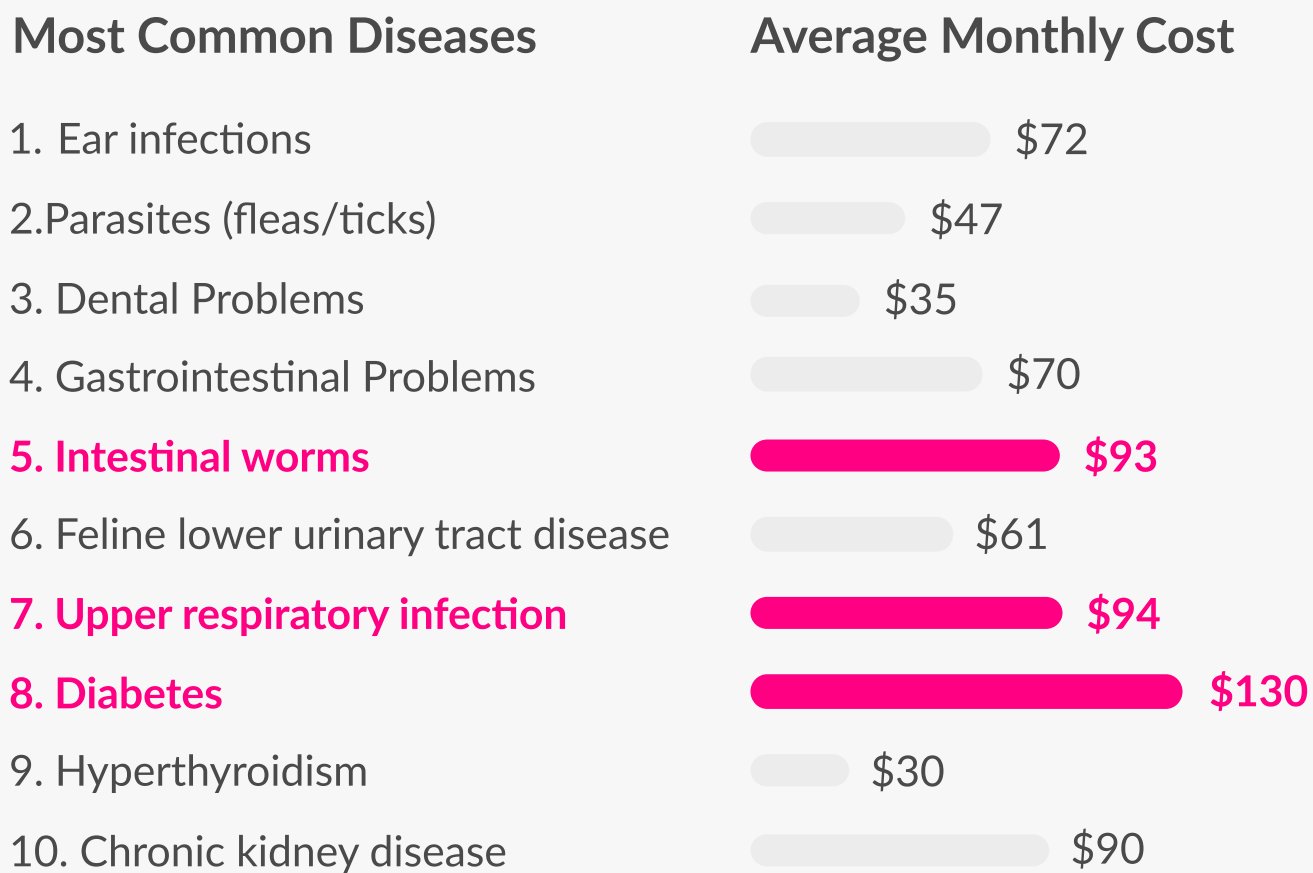


Average Monthly Cost for Diseases

By Dog Breed

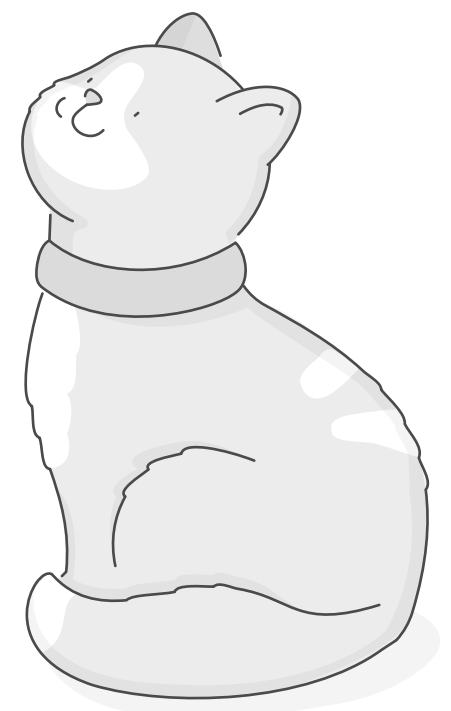
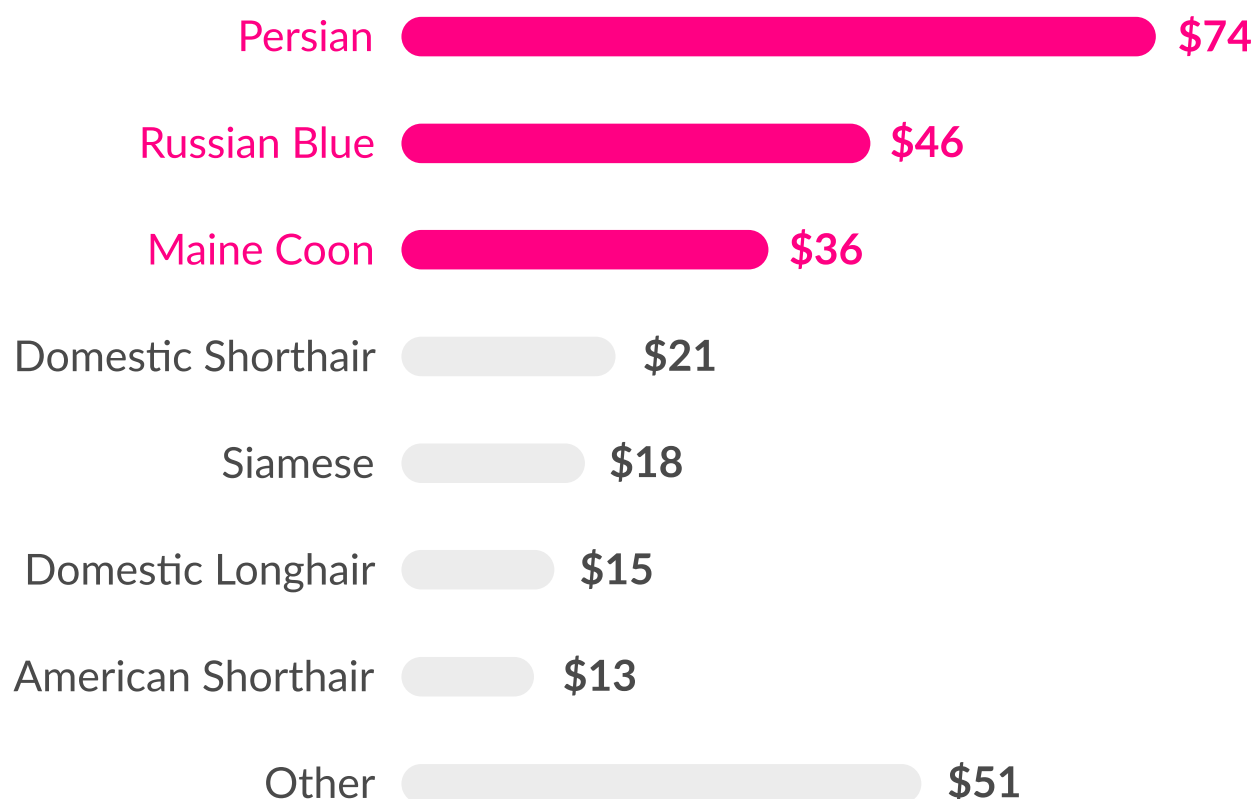


Most Common Cat Diseases and Costs



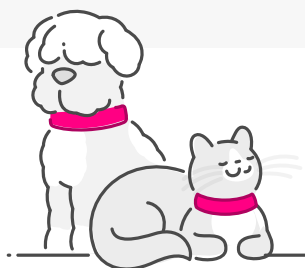
Average Monthly Cost for Diseases

By Cat Breed



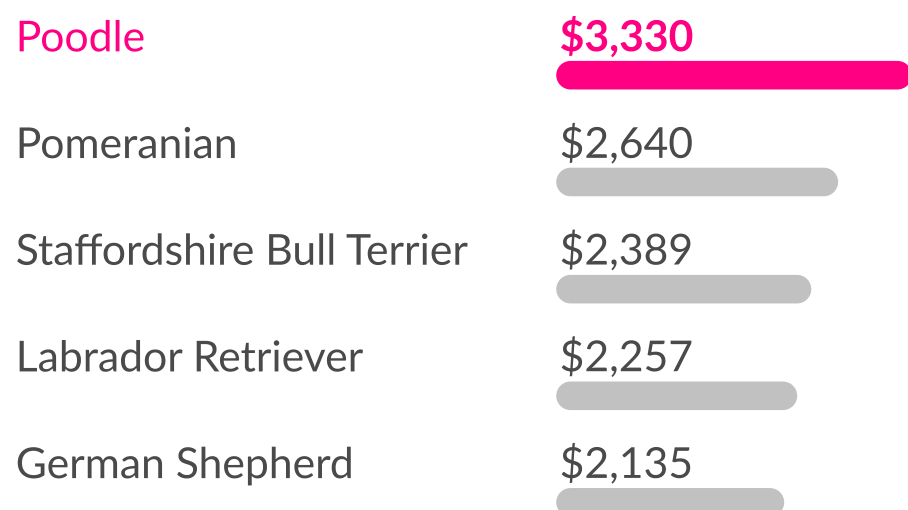
How Much Are Pet Owners Willing to Spend on Their Pets?

Dog and cat owners would spend an average of **\$1,907 per year (roughly 4% of their annual income)** to give their furry friends a high quality life.



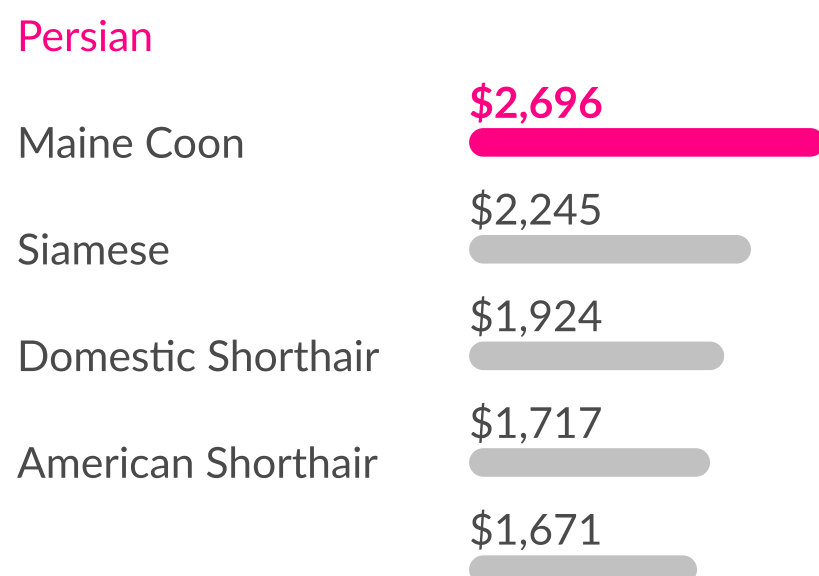
Dog owners were willing to spend **\$2,075** annually to give their dog a quality life.

By dog breed:



Cat owners were willing to spend **\$1,746** annually to give their cat a quality life.

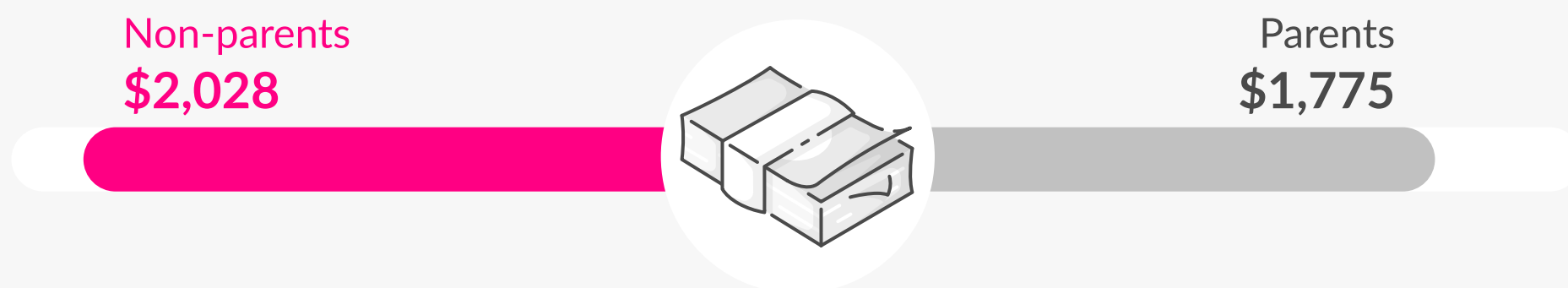
By cat breed:



Of pet owners, Gen Zers were willing to spend **68% (\$2,293)** more than baby boomers (**\$1,367**) to give their pet a high-quality life.

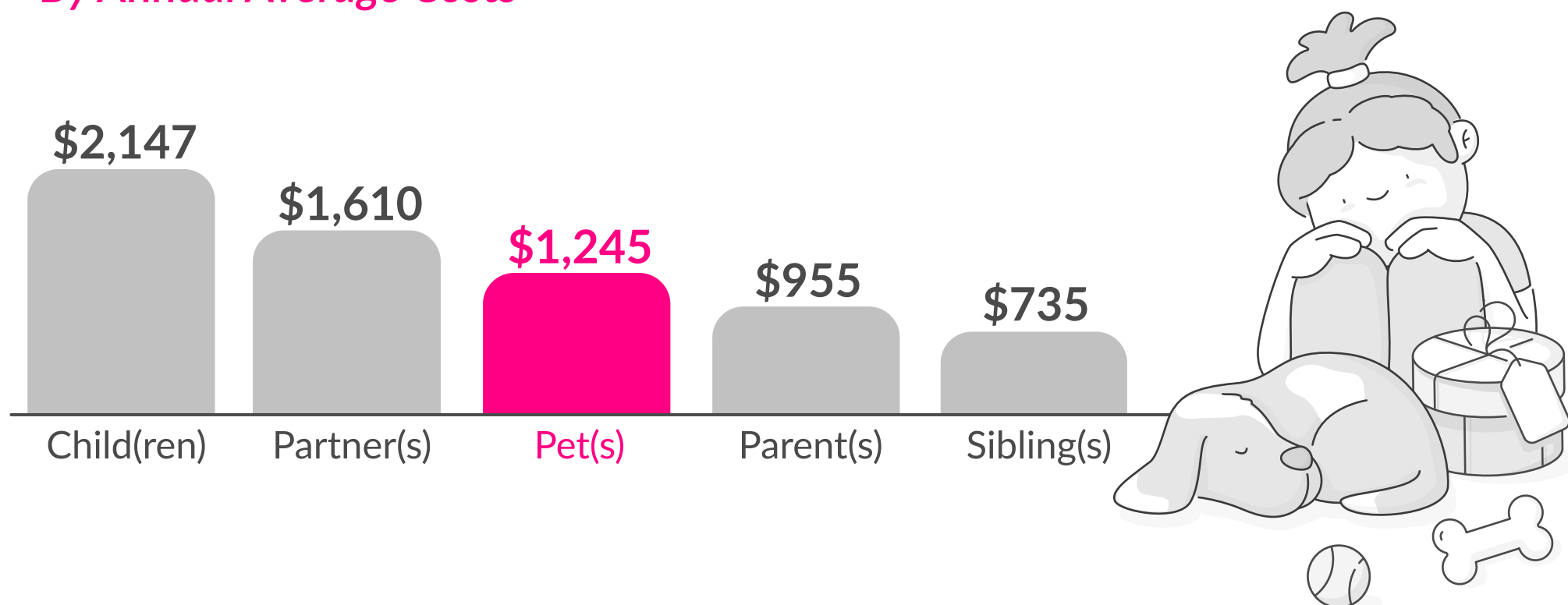
How much are you willing to spend to give your pet a high-quality life?

By Parental Status



How Much Pet Owners Spend on Their Pets vs. Family Members

By Annual Average Costs

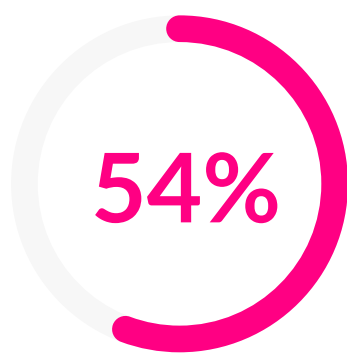




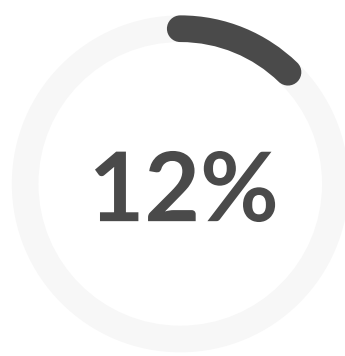
Pet owners claimed they spend more **quality time** with their pet than their...



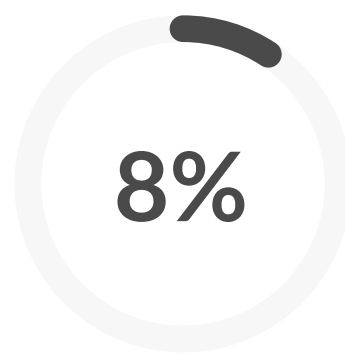
Sibling(s)



Parent(s)



Partner(s)



Child(ren)

How Much Are Pet Owners Willing to Spend to Save Their Pet's Life?



On average, dog and cat owners would spend **\$6,060** to save their pet in a life-or-death situation.



How much are pet owners willing to spend to save their pet in a life-or-death situation

Dog Owners

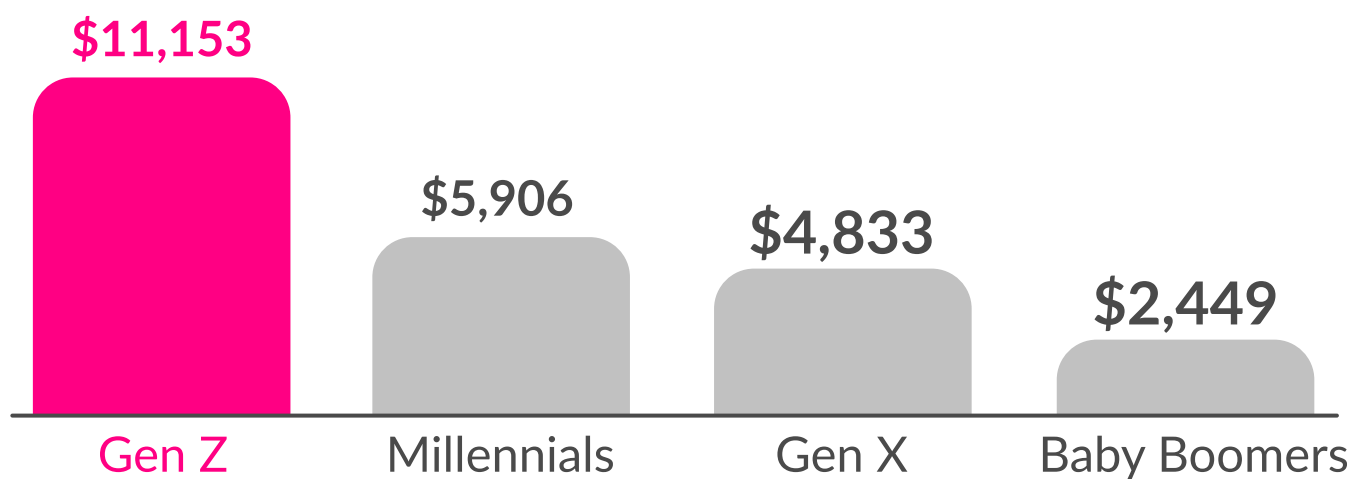
\$8,292

Cat Owners

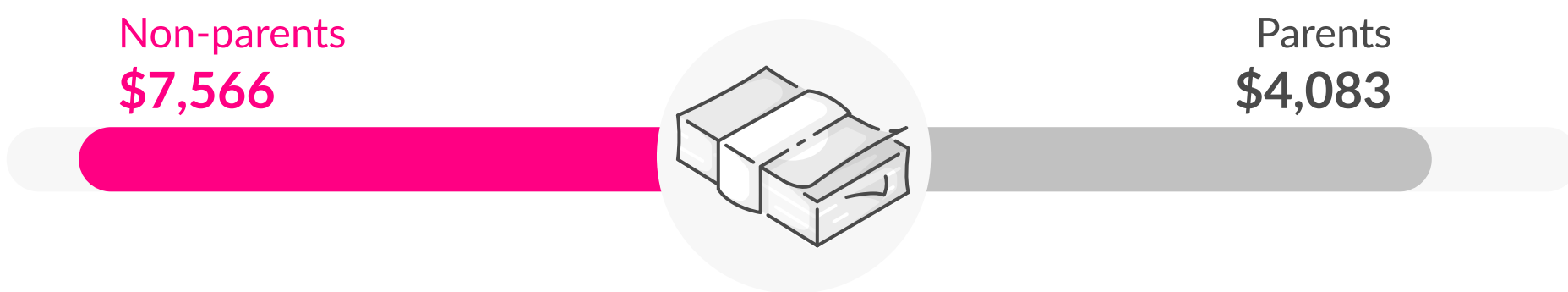
\$3,828

How Much Pet Owners Would Spend to Save Their Pet

By Age Group



By Parental Status



Labrador Retriever owners were willing to spend the most to save their dog in a life-or-death situation (**\$27,500**)

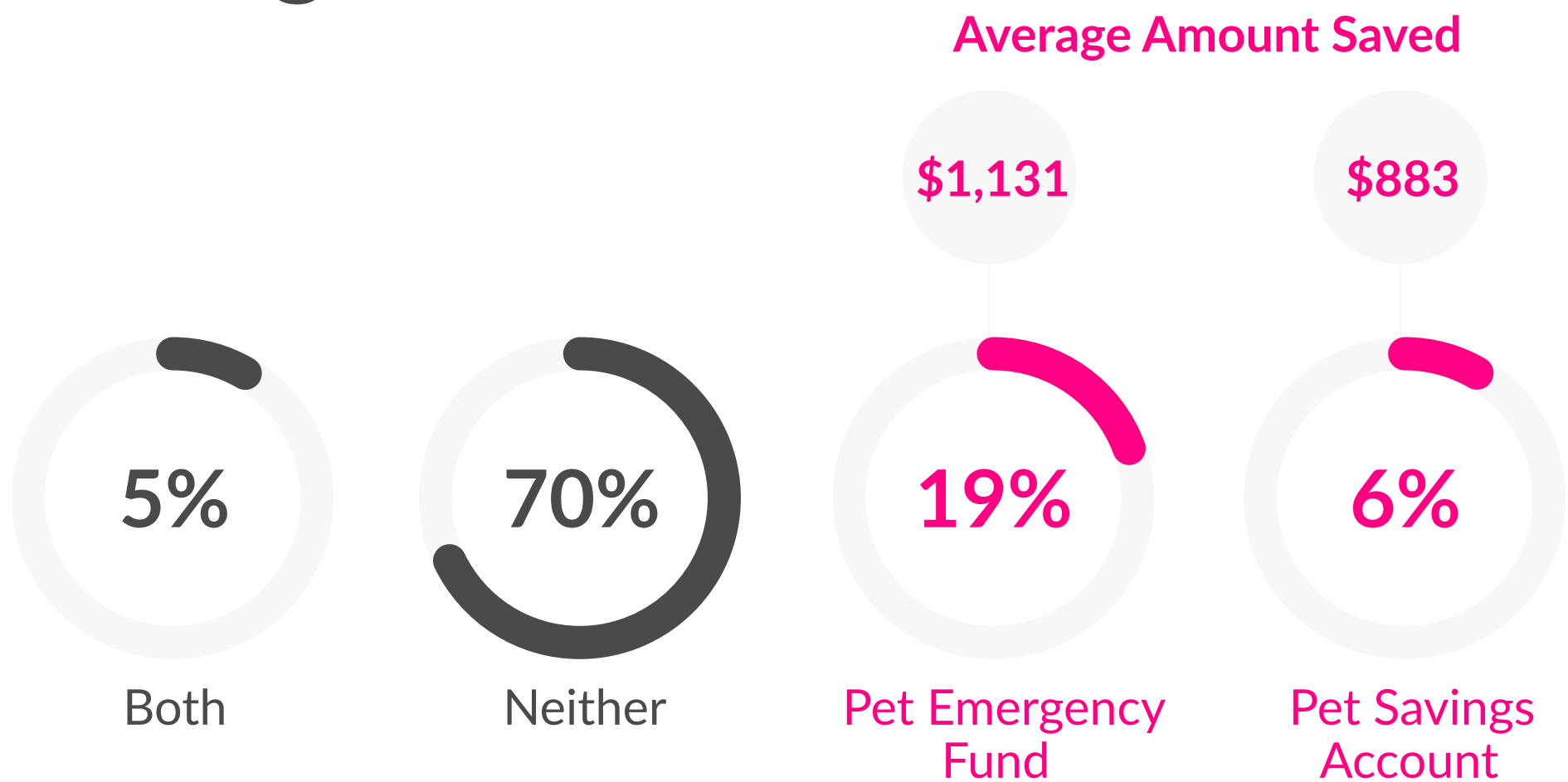
Russian Blue owners were willing to spend the most to save their cat in a life-or-death situation (**\$18,226**)

Dog and cat owners were willing to spend **\$3,525** on new treatments and medicines to extend a pet's lifespan.

Thinking About Your Pet's Future

Nearly 42% of dog and cat owners weren't confident they could afford life-saving treatments for their pets.

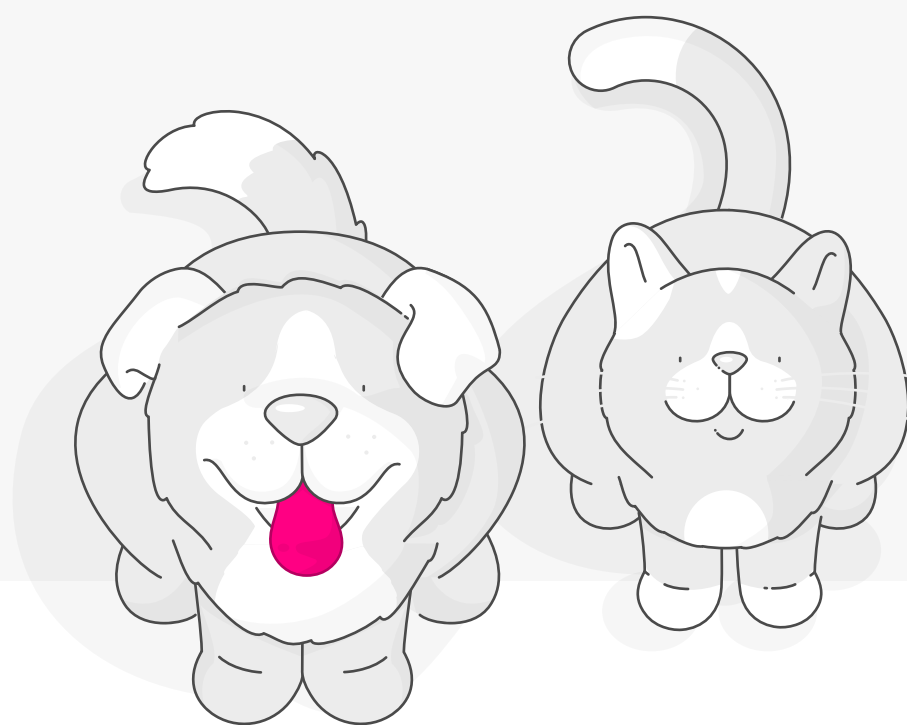
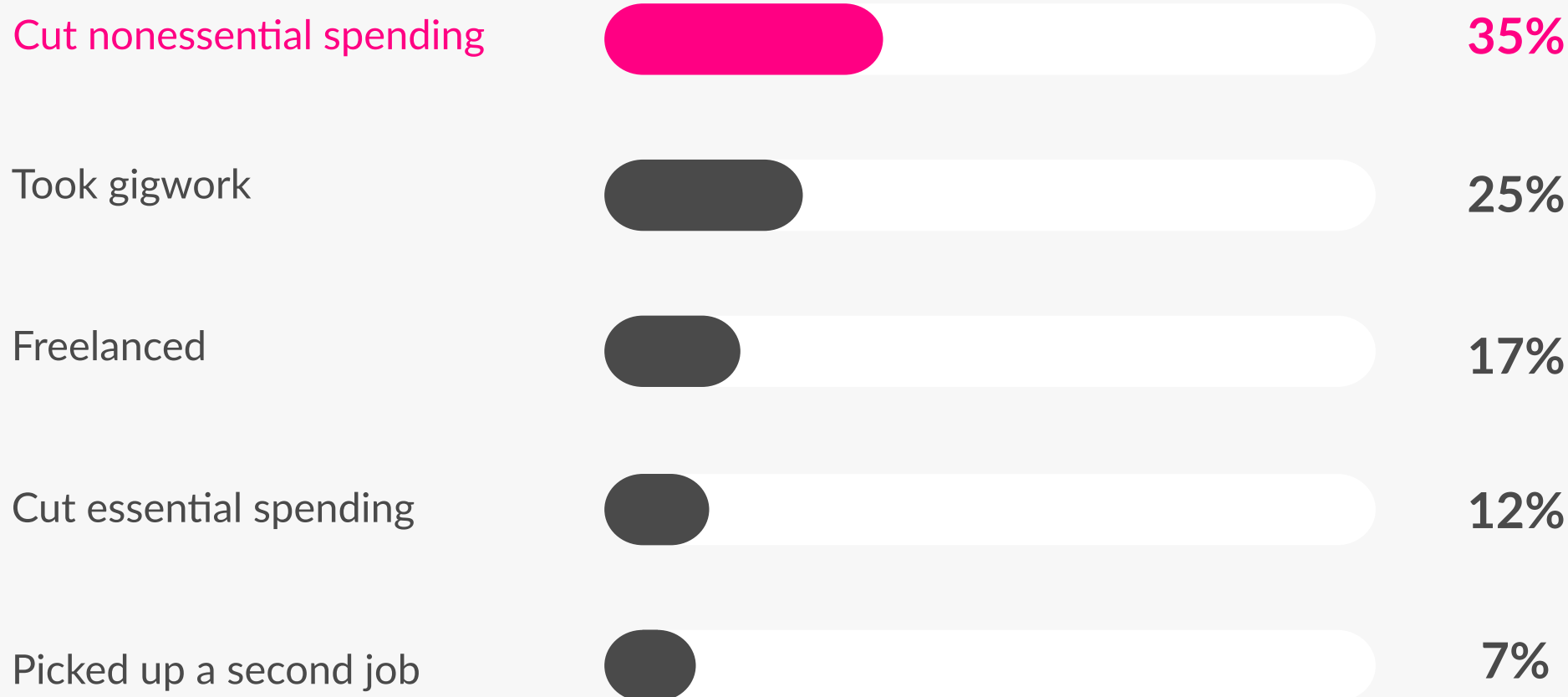
Percentage of Pet Owners with a Pet Emergency Fund or Pet Savings Account



Dog and cat owners save an average of \$439 annually in order to care for their pets.



What Have Owners Done to Better Provide For Their Pets?



Looking to cover your best pal?
Get a quote for Lemonade [cat insurance](#) or [dog insurance](#) today.

Lemonade

www.lemonade.com/pet