

Fast Facts & Photos



Pets on the Loose: Not Cute – Unsafe

It's time to shed light on a dark subject: the safety and comfort of furry family members during car travel.

Let's face it, although Americans call their four-footed friends “family” – and often refer to themselves as mommy or daddy – they don't actually treat them as such. While human children are secured in car seats or belted in as they transition from toddlers and tykes to teens, our defenseless pets fend for themselves.

The Vizionation report *An Inside View: Car Interior Scenes & Secrets* found two-thirds (65%) of Millennial and Gen X drivers transport pets – mostly dogs – in their vehicles at least sometimes. This research aligns with other national pet travel studies. But unlike other surveys, we visually documented how pets actually travel.

What we found is alarming.

Other than the occasional blanket, very few pet-specific accommodations exist in vehicles to provide safety or comfort of dogs, cats, or exotics.

Even scarier: 98% of all pets ride unrestrained. Let that sink in: ***98% of al pets ride unrestrained.***

According to the [Center for Pet Safety](#), pets on the loose become projectiles when cars suddenly stop or crash. They're linked with distracted driving accidents, too. And while many states have laws banning dogs on laps while driving, our study captured several instances of driver seat rides.

As conscientious as we are about human safety in cars, the ugly and often *painful* truth is that pet safety is still compromised. We've got hundreds of pet travel photos to prove it.

UX experts, mobility innovators and advertisers seeking a spot on new vehicle shopping lists must understand pet travel real-world; it's not as neat – or as cute – as stock photography and superficial surveys suggest.

The everyday life of *real* Millennials, *real* Gen Xers is nowhere near as cool or tidy as automakers might believe.

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So, why are pets brought along for the ride?

- Three-quarters said so they can spend time together visiting pet-friendly places and spaces
- About half go on short trips/errands – often because they’re “family” or pals
- Fully four-in-ten owners include their critter companions on longer road trips and vacations.
- A few – usually those whose pets are reluctant travelers – only make vet trips.

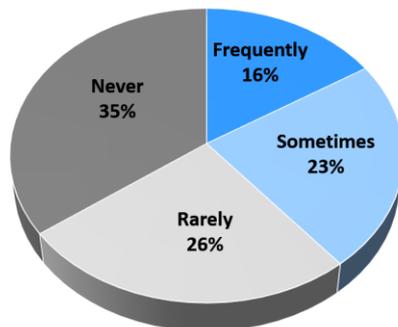


Pets' Wild Rides

Furry family members mostly unrestrained



Frequency of Transporting Pets



SOURCE: Vization_An Inside View: Car Interior Scenes & Secrets.