

GONE TO THE DOGS



AMONG DOG OWNERS

91%

FEEL THEIR DOG IS AN EQUAL MEMBER OF THEIR FAMILY.

76%

ADMIT THEY PREFER BEING AROUND THEIR DOG TO OTHER PEOPLE.

TOP REASONS FOR OWNING

1

COMPANIONSHIP

2

FUN/ENTERTAINMENT

3

SAFETY/SECURITY



ADOPTING, NOT SHOPPING

WHEN THEY WENT LOOKING FOR FIDO, MANY DOG OWNERS WORKED WITH A SHELTER OR RESCUE, WITH 30% ADOPTING DIRECTLY AND 8% ATTENDING A PET STORE ADOPTION EVENT. ONLY 5% PURCHASED FROM A PET STORE.

NationWise
Speed + Focus

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NationWise™ is a biweekly online omnibus survey of 1,500 demographically-representative American adults.

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