

The Guide to... Dog Owners

Contributed by BMRB
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There are almost 5.5 million `main shoppers` who own a dog. These dog owners are 30% more likely than the average main shopper to be aged between 45 and 54, and 29% more likely to be in social grade D.

They are almost 50% more likely than the average main shopper to be in the `unconstrained couple` lifestage group.

Dog-owning `main shoppers` are 42% more likely than cat-owning `main shoppers` to live in Scotland.

Almost a fifth of them watch 40 hours or more of television a week, and nearly 20% `specially choose` to view Watchdog.

Dog owners account for more than a third of all the conservatory/sunlounge extensions bought in the past 12 months and just under a third of all those who have bought replacement wooden flooring.

Approaching three-quarters of them are `very interested` in magazine articles about `nature and animals`.

Over a quarter of all dog owners also own a cat, and almost 100,000 dog owners saw `The Cat in the Hat` at the cinema.

48% agree they'd `never buy toiletries and cosmetics that have been tested on animals`. They are 13% more likely than the average `main shopper` to do so.