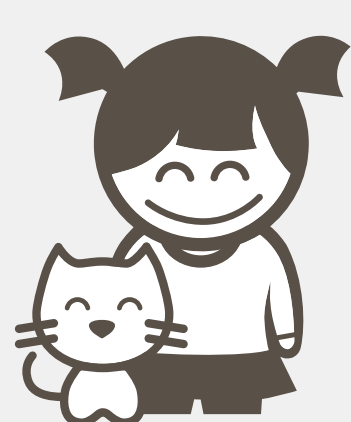


WITH YOU I'M BETTER

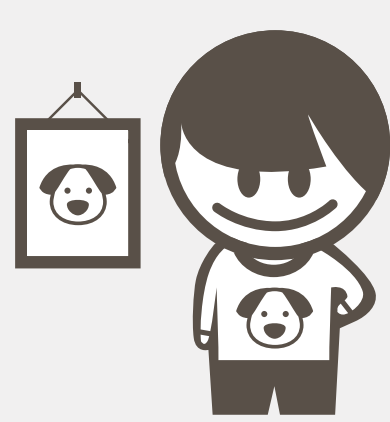
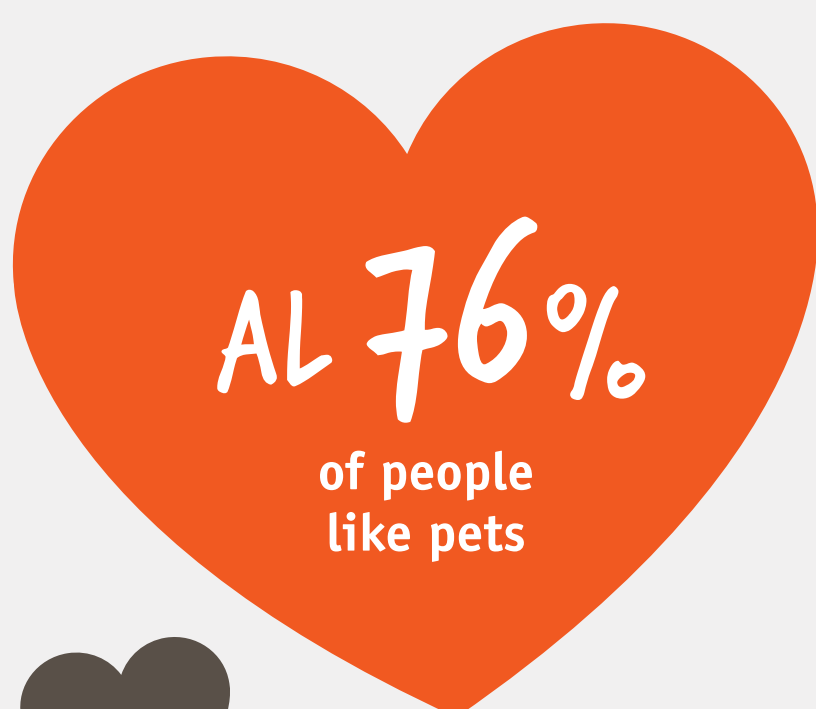
We carried out our **second scientific analysis** of the bond between people, dogs and cats and the results continue to be surprising.

WHAT DID WE FIND OUT?



74%

say their pet makes them **happy** or would do so if they had one

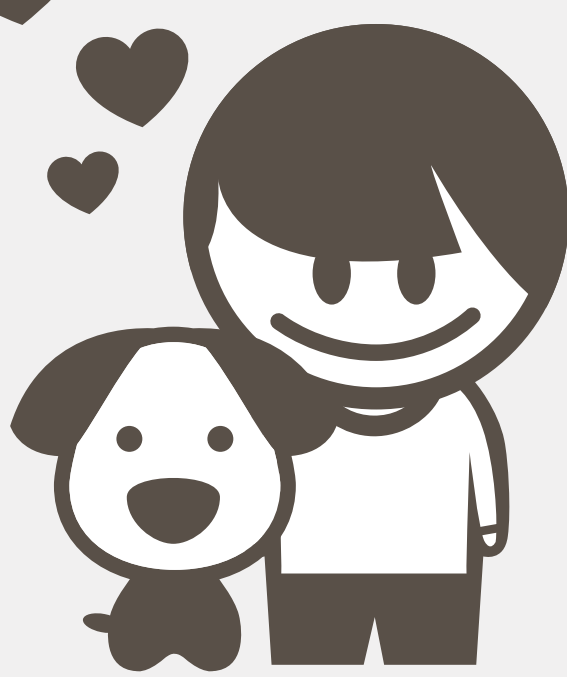


31%

believe their pet is **much more important** than any of their friends

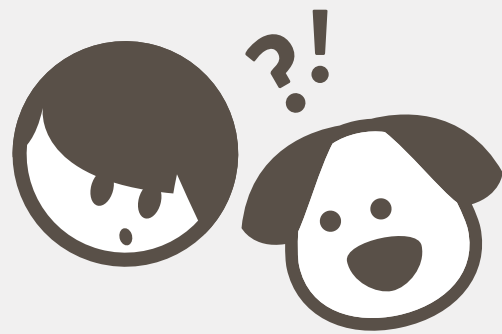
70%

understand what their pet wants to say



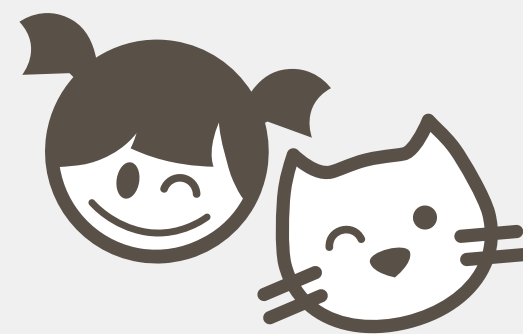
70%

believe it is worth **having a pet**



62%

often **talk** to their pets or would do so



WOMEN

have more **affinity** with pets

2-PLAYING



1-CARING



RANKING OF IDEAS

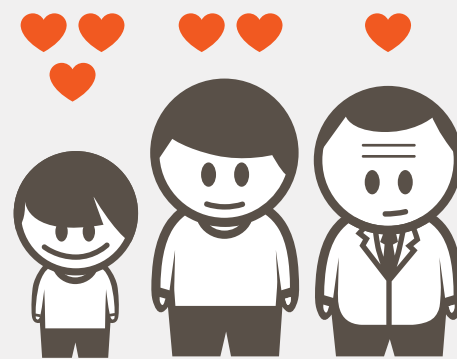
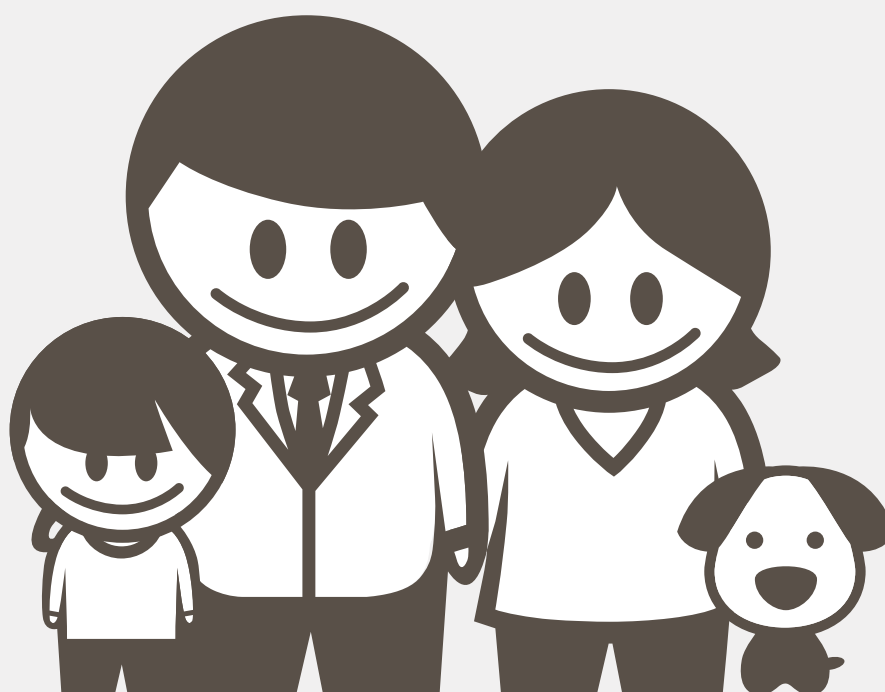
children associate with pets

3-FEEDING



EL 76%

believe you should treat pets with the **same respect** as any other member of the family



THE YOUNGER

They are the **more affinity** they have

PEOPLE WHO HAVE PETS

75%



EMOTIONAL

EL 43%

of people **have a pet**

People who live with a dog display **two relationship profiles**

25%



PRAGMATIC

AND THOSE WHO DON'T?

AL 33%

like animals but don't have any

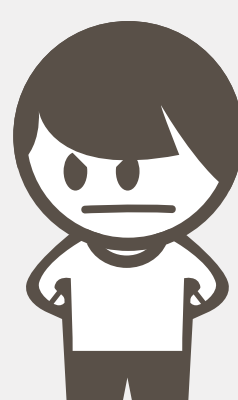


Because they don't have enough

SPACE

EL 57%

of respondents **have no animals** Why?



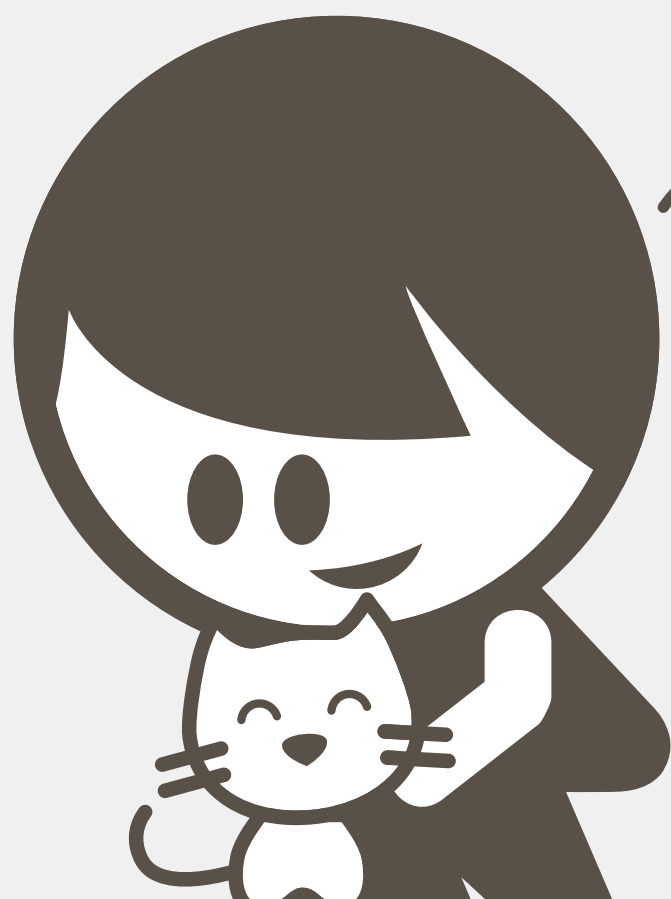
EL 16%

don't have one because they **don't like them**



Because they don't have enough

TIME



They don't like them living in the

HOUSE

I don't have any but

I WOULD LIKE TO