



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

Dog Ownership and Sources of Pet Dogs in the U.S.A.

April 2015

Methodology

Sample

1,500 live interviews among a representative sample of United States residents age 18 and older.

Method

Landline and cell phone interviews conducted April 16-21, 2015.

Sampling Error

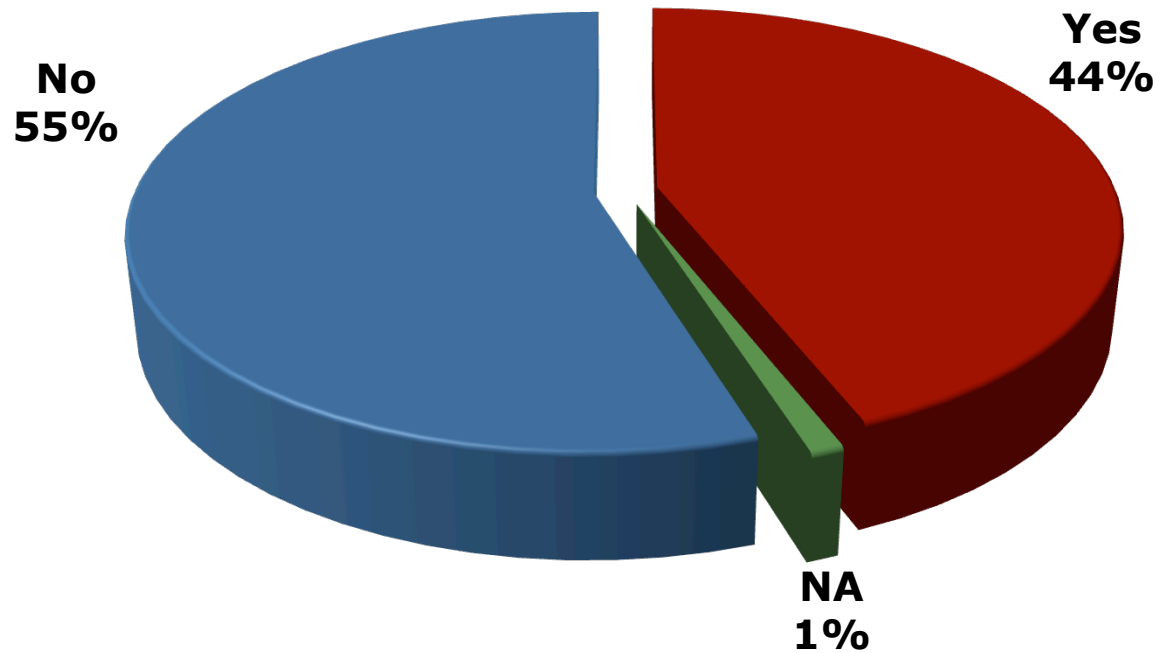
Plus or minus 3% at the 95% confidence level.

Dog Ownership



More than Four-in-Ten U.S.A. Households Own a Dog

"Do you or does anyone in your household own a dog?" (Q1)



Dog Ownership: Key Subgroups -1

	Yes	NA	No	Net yes
All residents	44%	1%	55%	-11%
Region				
Pacific	39%	--	61%	-22%
Mountain/Plains	52%	--	48%	+4%
North Central	46%	--	54%	-8%
South	44%	1%	56%	-12%
Northeast	39%	2%	59%	-20%
Gender				
Men	43%	1%	56%	-13%
Women	46%	*	54%	-8%
Age				
18-34	45%	1%	54%	-9%
35-44	44%	--	56%	-12%
45-54	55%	--	45%	+10%
55-64	45%	1%	54%	-9%
65+	37%	1%	62%	-25%

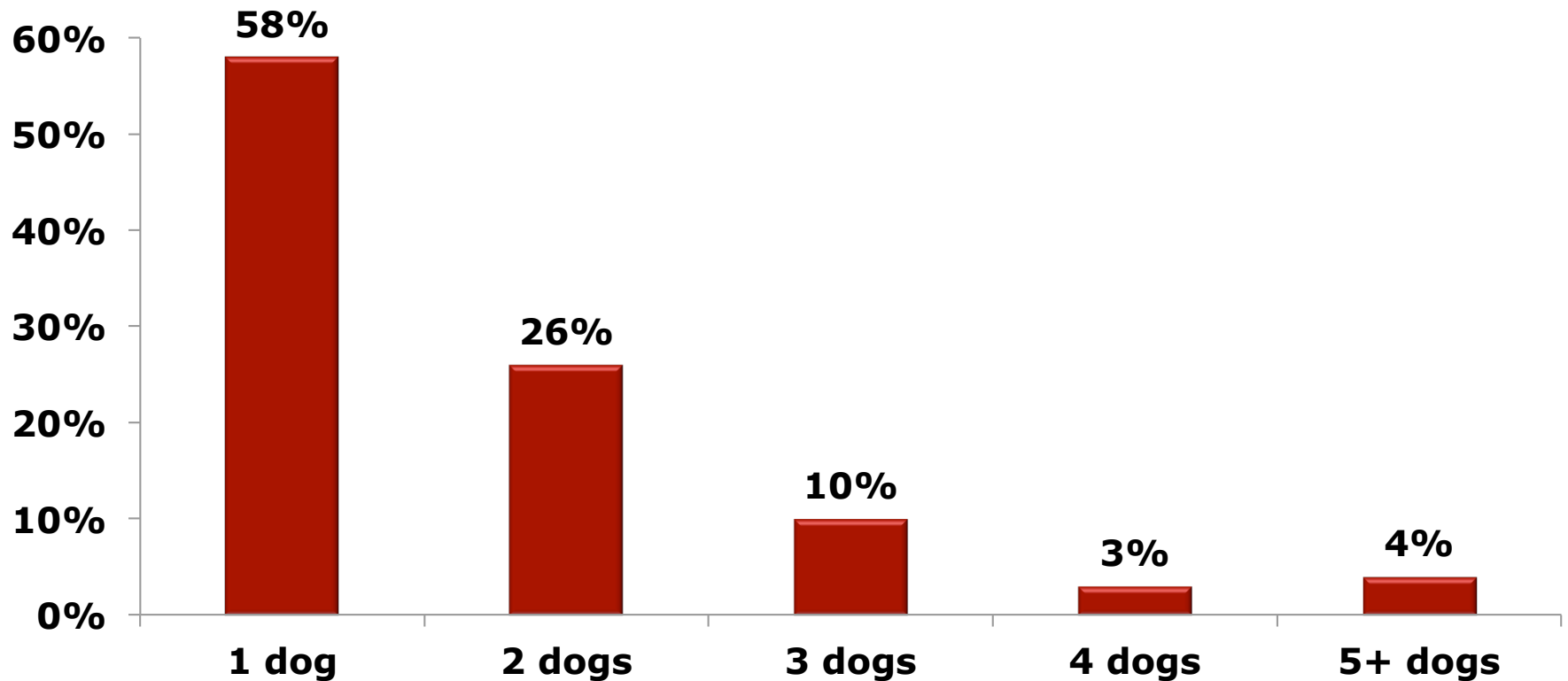
* Less than one-half of one percent

Dog Ownership: Key Subgroups -2

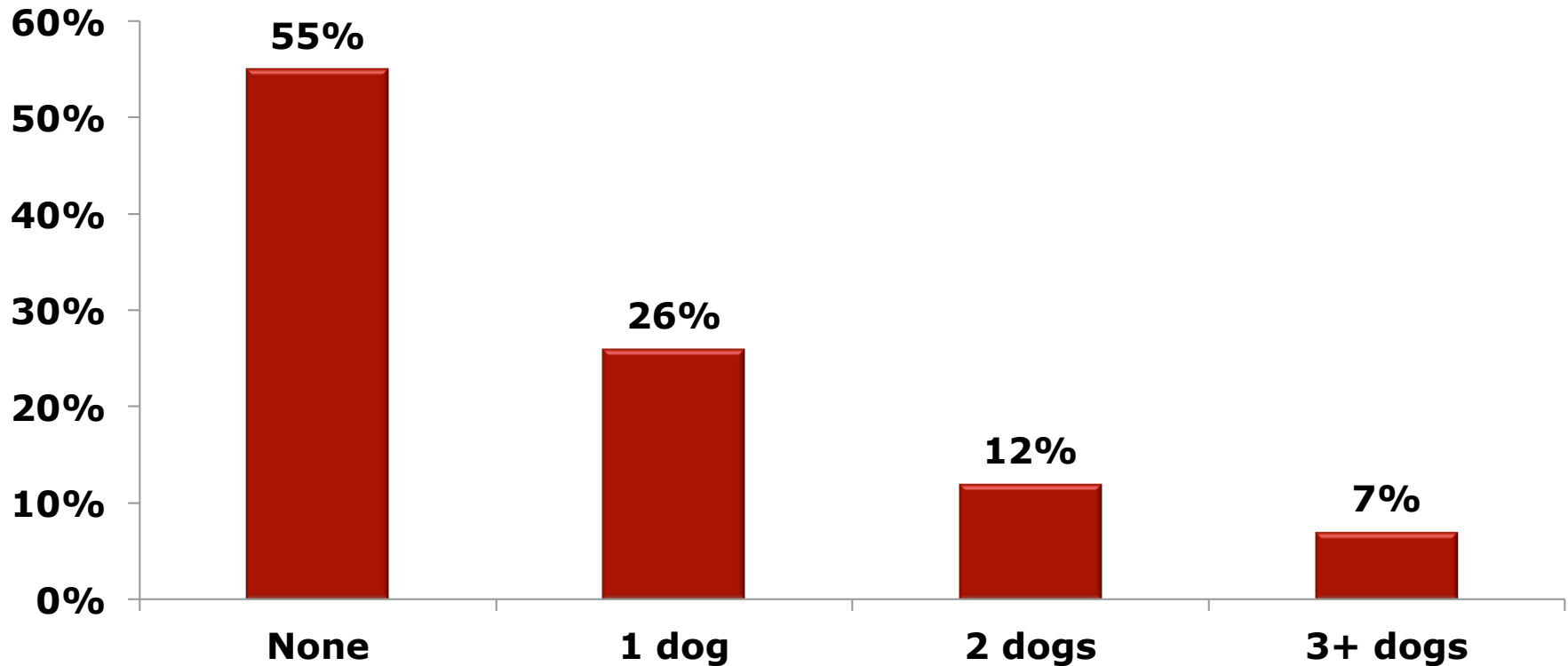
	Yes	NA	No	Net yes
All residents	44%	1%	55%	-11%
Ethnicity				
Caucasians	49%	*	51%	-2%
Total non-Caucasians	37%	1%	62%	-25%
African Americans	32%	2%	66%	-34%
Hispanics	42%	--	58%	-16%
Others	36%	*	64%	-28%
Kids under 18 in household?				
Yes	53%	1%	47%	+6%
No	41%	1%	58%	-17%
Income				
Less than \$30K	43%	*	57%	-14%
\$30K-49K	41%	1%	59%	-18%
\$50K-99K	56%	--	44%	+12%
\$100K or more	46%	*	53%	-7%

Number of Dogs in Household

IF DOGS IN HOUSEHOLD: "How many dogs are owned by people in your household?" (Q2, N=666)



Number of Dogs Per Household Among the Entire U.S. Population

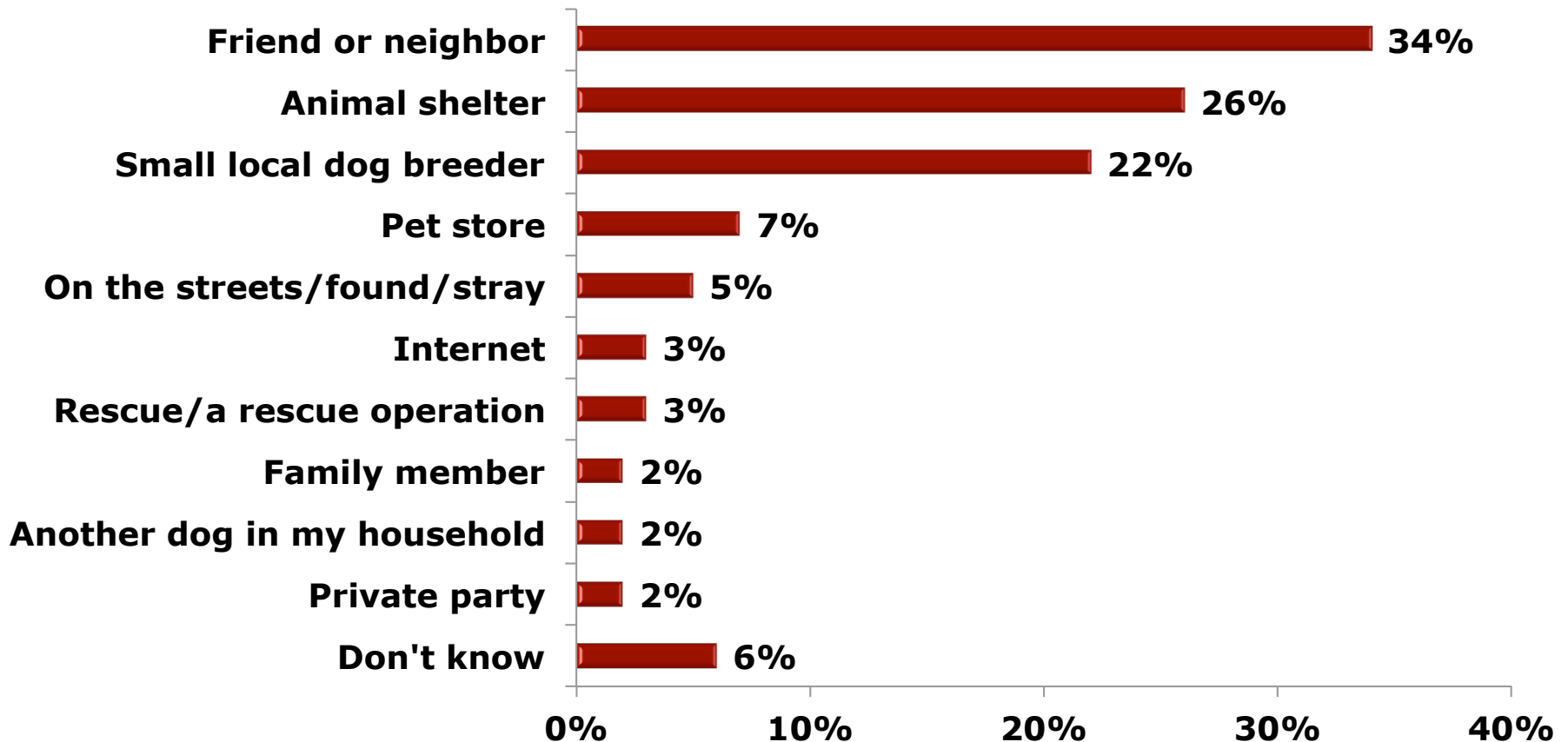


Sources of Pet Dogs



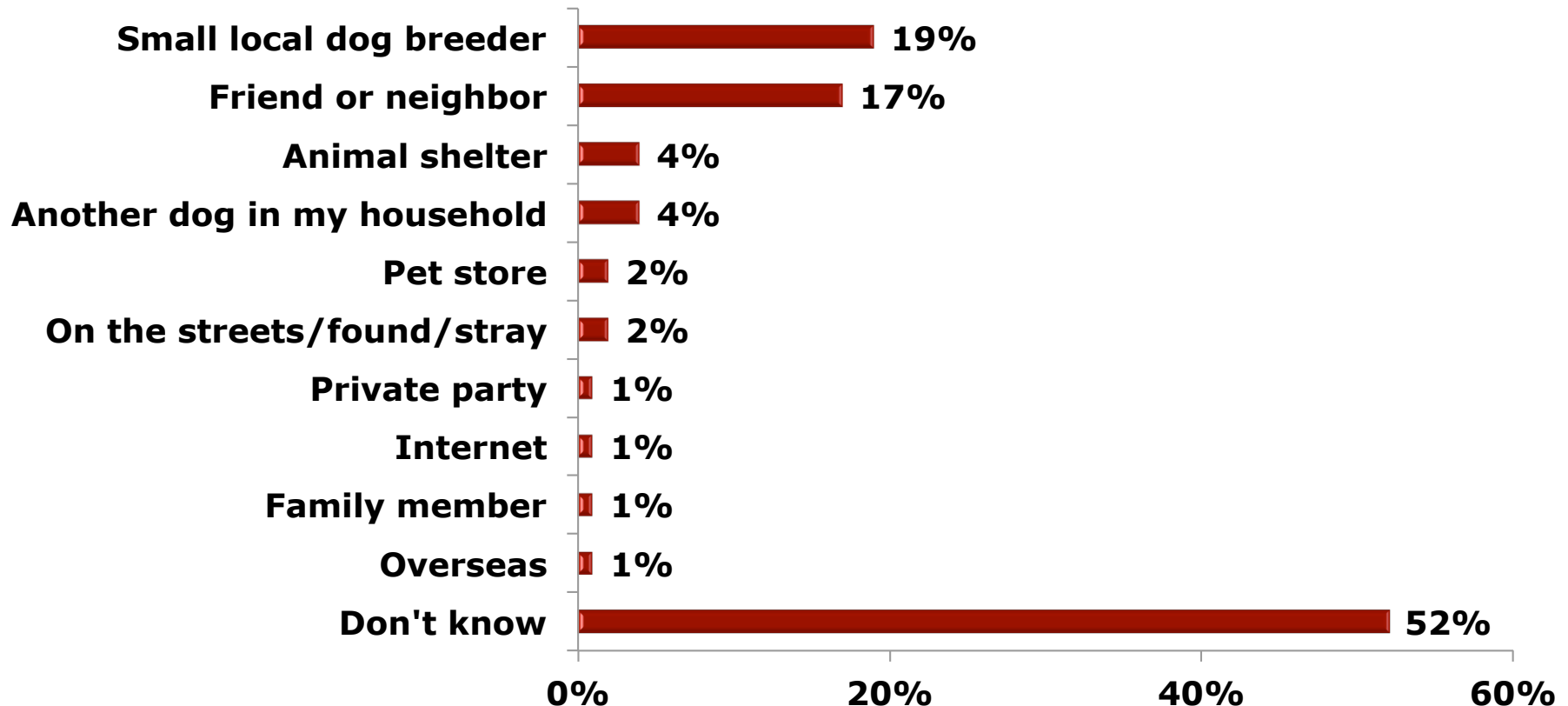
Sources of Pet Dogs

IF DOGS IN HOUSEHOLD: "Where did you get your dog or dogs?" (Q3, N=666)



Puppy Sources

IF DOGS IN HOUSEHOLD: "Do you know where your dog or dogs came from, as puppies? If you don't know, just say so." (Q4, N=666)



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