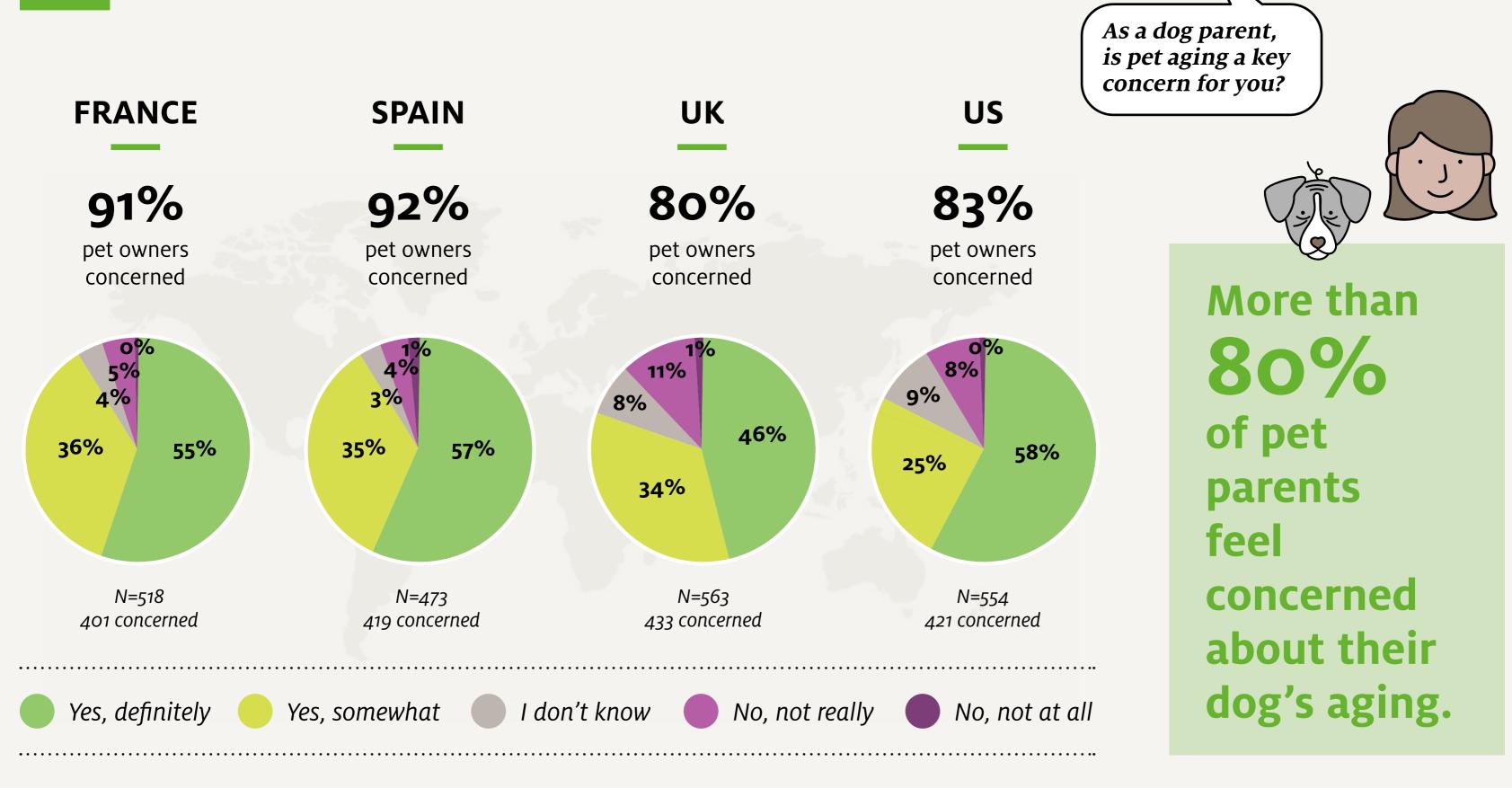
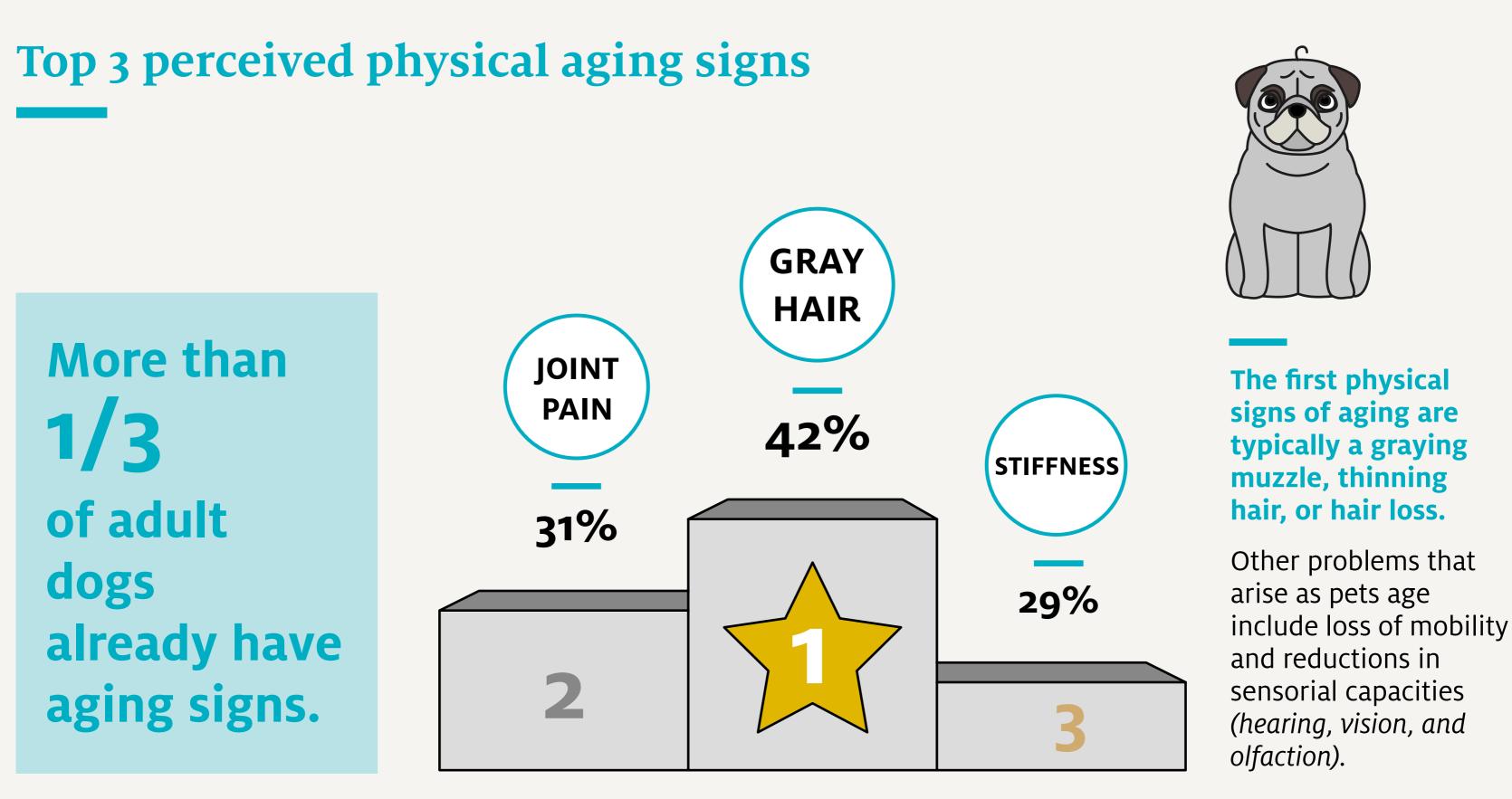
PET OWNERS ATTITUDES AND EXPECTATIONS TOWARD DOG AGING

Pet owners interest in dog aging



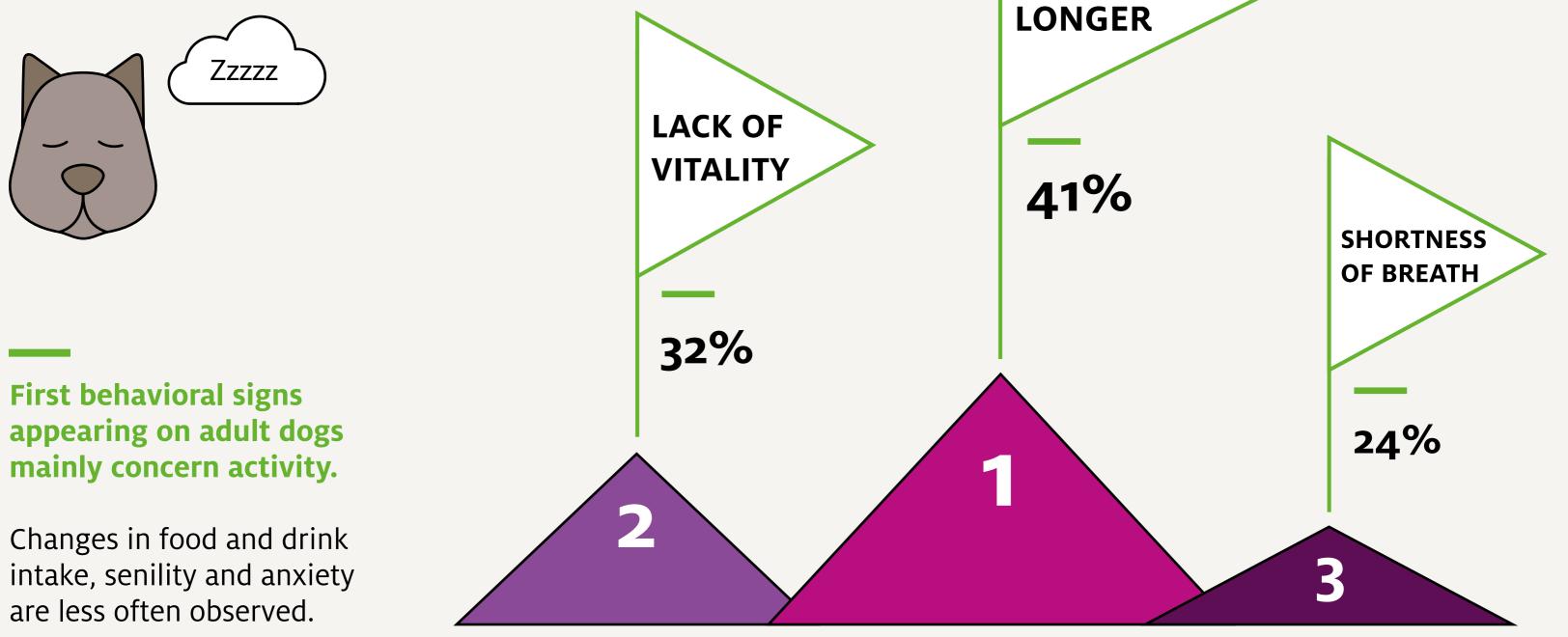
All respondents, including screened out respondents: only pet owners concerned with aging selected after this question

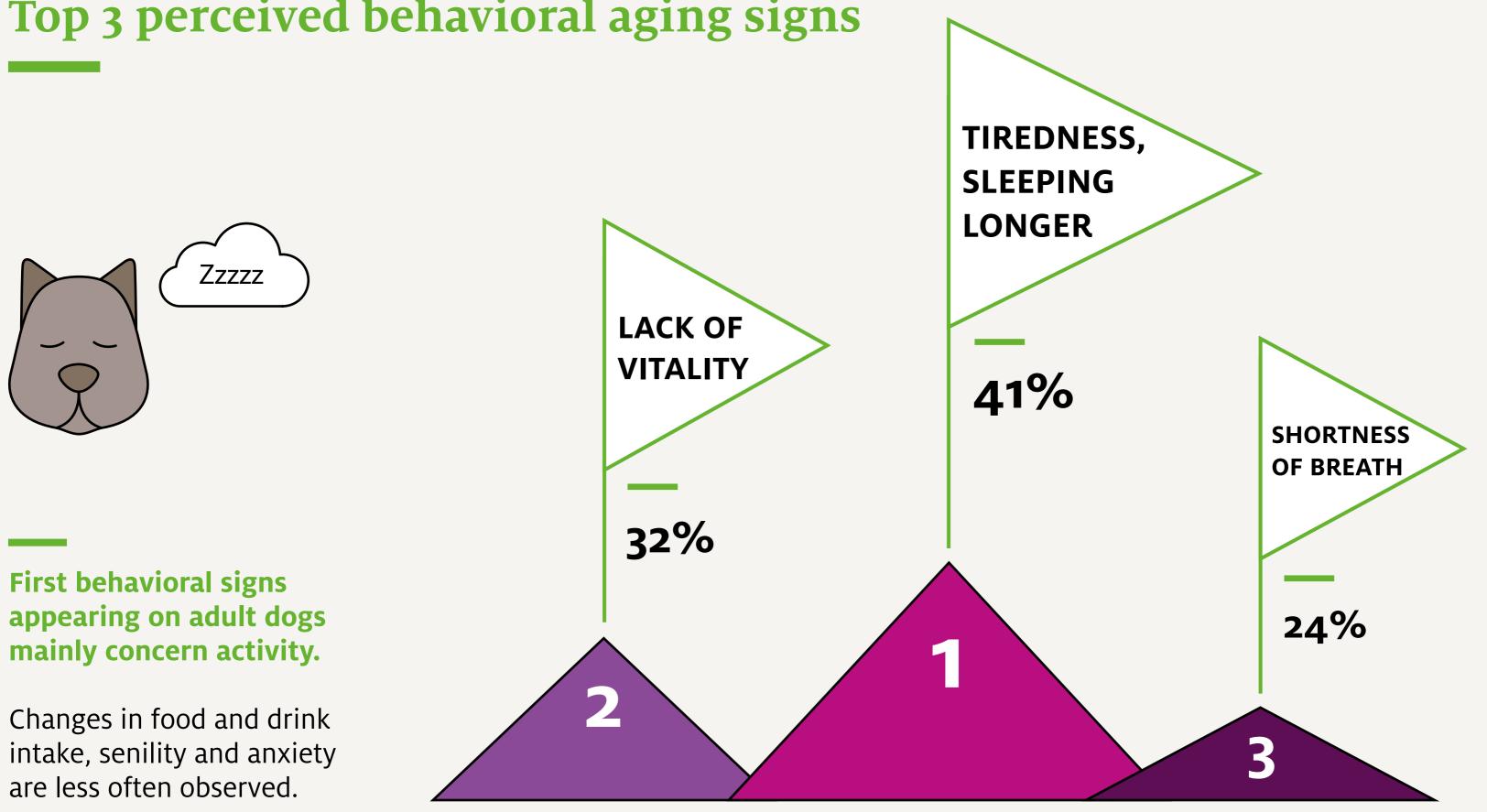


All countries, among owners perceiving dog aging signs; N=794 | Percentage of owners having selected a criteria among a list of 15

Top 3 perceived behavioral aging signs TIREDNESS, **SLEEPING** LONGER

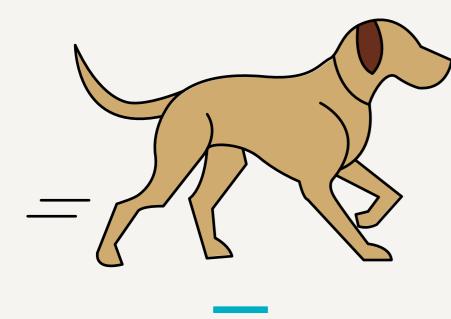




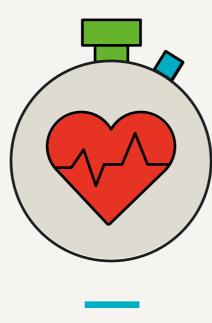


All countries, among owners perceiving dog aging signs; N=794 | Percentage of owners having selected a criteria among a list of 12

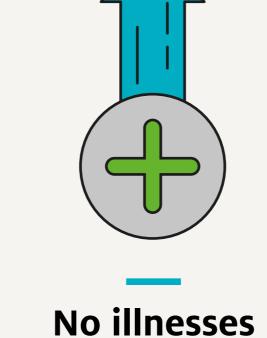
Owners' top expectations toward dog's aging



Good & healthy physical condition



Long life

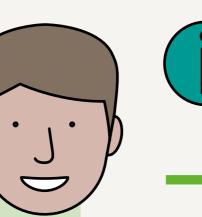




No joint pain

All countries; N=1674

Owner sources of information about dog aging



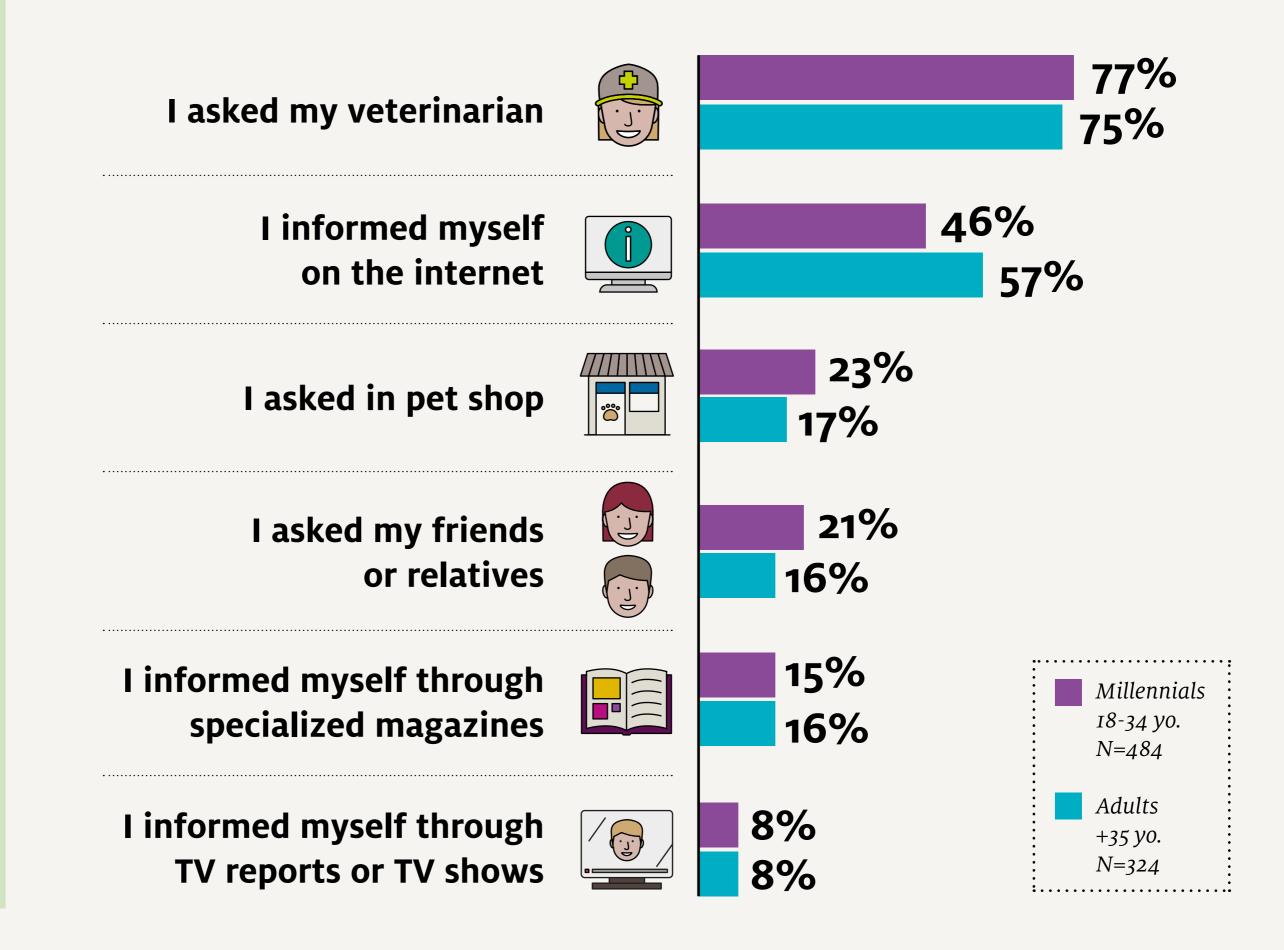
Where did you get information about canine aging and how to prevent or fight against it?

Veterinarians and the Internet are the 2 major sources of information.

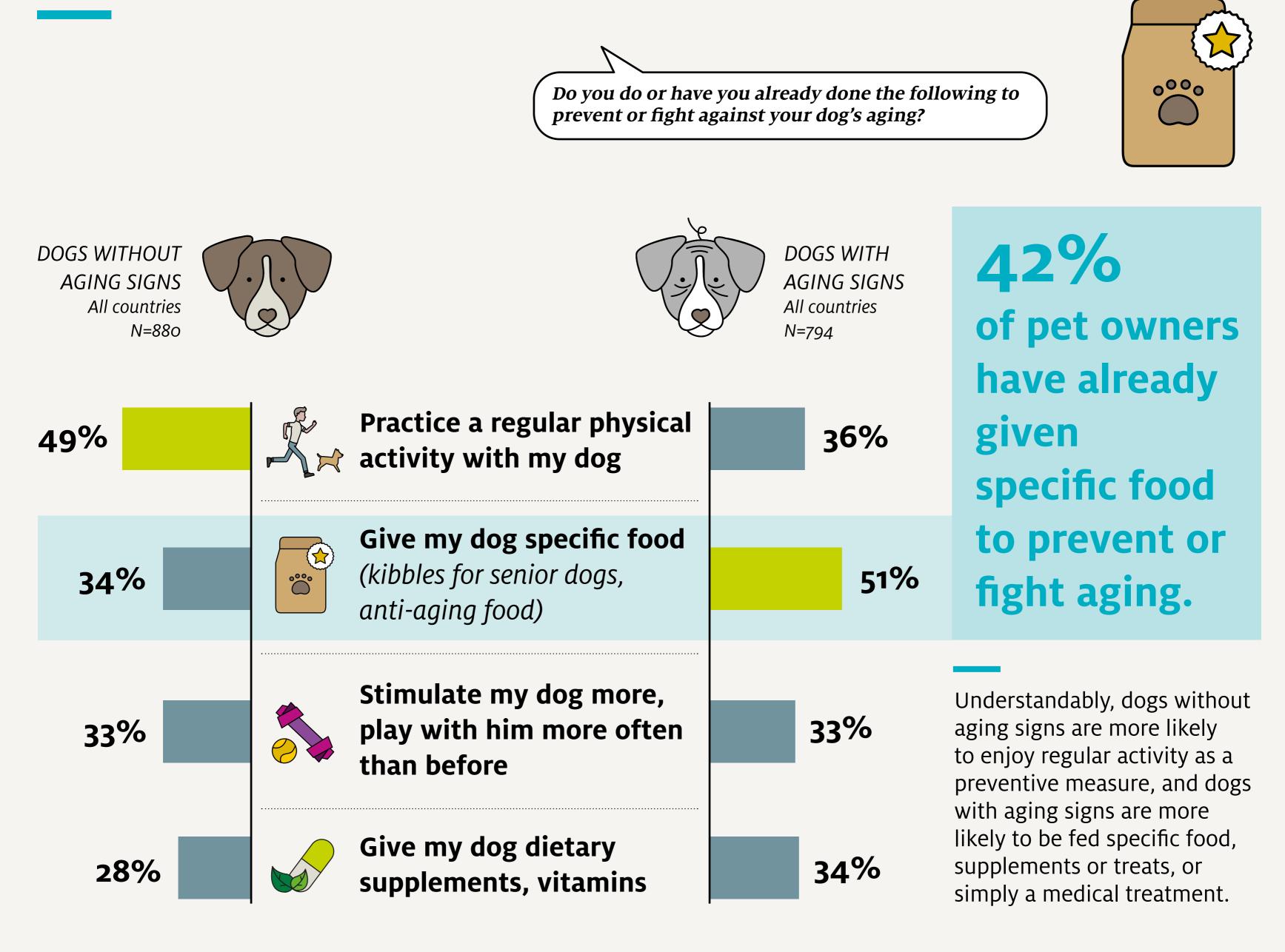
Surprisingly, Millennials are more likely to consult their veterinarian, to get informed in pet shops or to ask friends, and less likely to use the internet, than adults.

40 /0 of dog owners have already looked for information about dog aging.

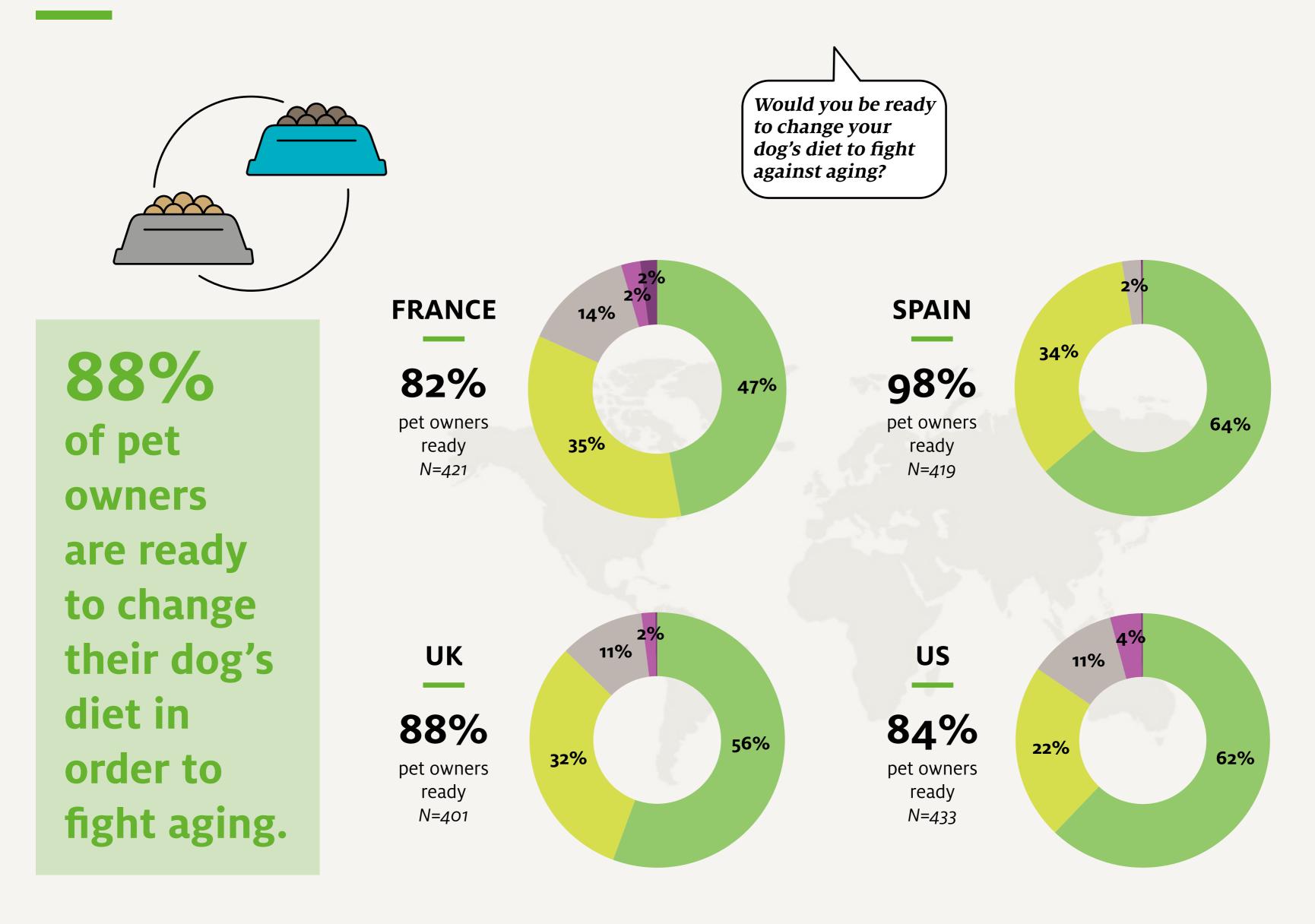
Owners of dogs with aging signs are significantly more informed (61% vs 37%).



Pet owner actions to fight aging



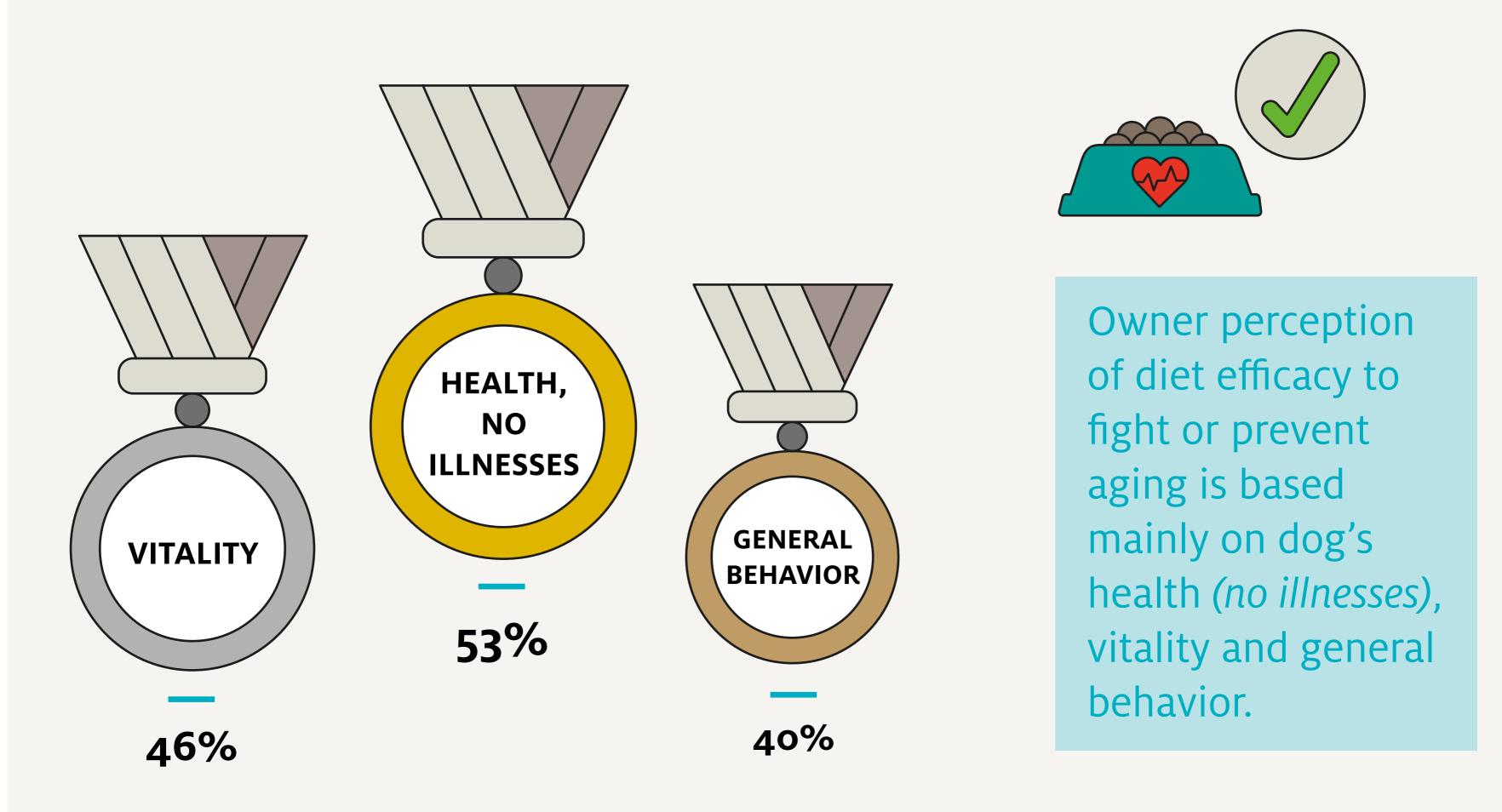
Owner propensity to change dog's diet to prevent or fight aging



Yes, definitely	Yes, probably	

I don't know

Top 3 criteria of dog food efficacy against aging



All countries; N=1674 | Percentage of owners having selected a criteria among a list of 9

Respondent profile

