



America's Growing Dog Pack

A data-driven profile of dog ownership in 2023

Bark Graphs & Insights Unleashed

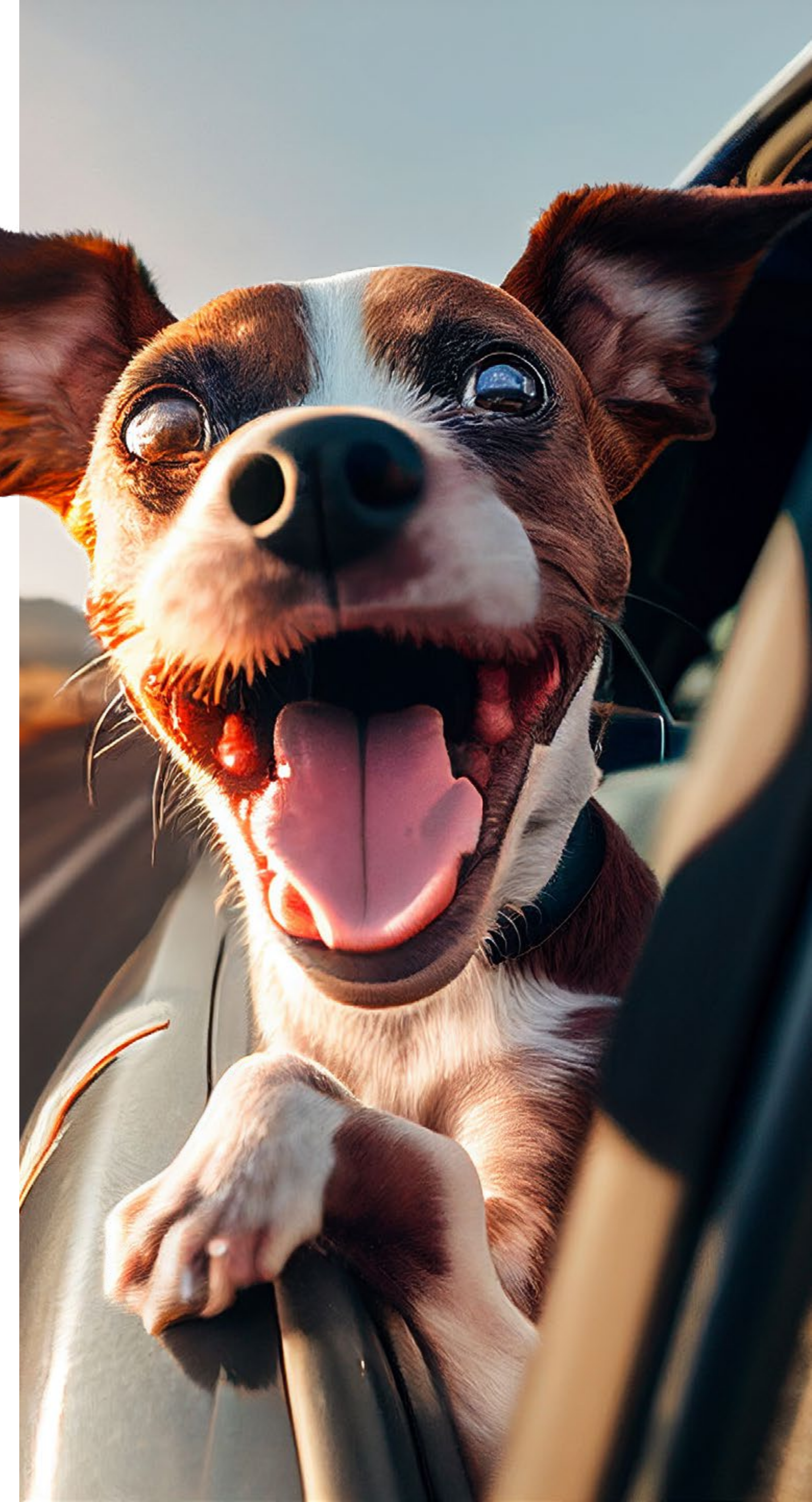
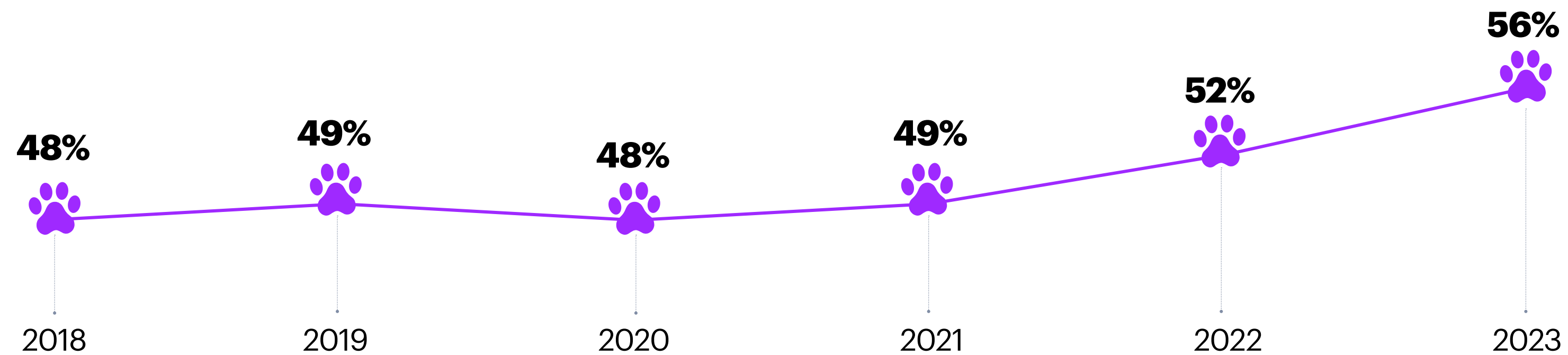
US dog ownership has surged in the past three years, with 56% of Americans now saying they have a dog in their household. The percentage of dog owners in the US increased more between April 2022 and April 2023 than any point in the preceding five years, indicating that the 'pandemic puppy' trend isn't over yet.

As pet care and pet supply companies compete for this growing market, understanding who dog owners

are, how they shop and the impact of their economic outlooks on spending will be critical in earning long-term brand loyalty.

Drawing on demographic and attitudinal data from **YouGov Profiles**, this report explores the differences between dog owners and the rest of America. The final section leverages **YouGov BrandIndex** to highlight a growing competitive threat to specialty pet care retailers.

% of Americans with a dog

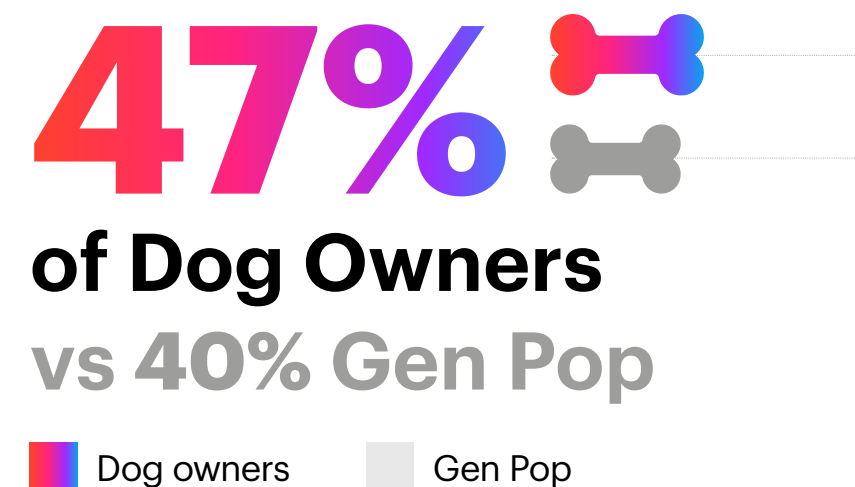




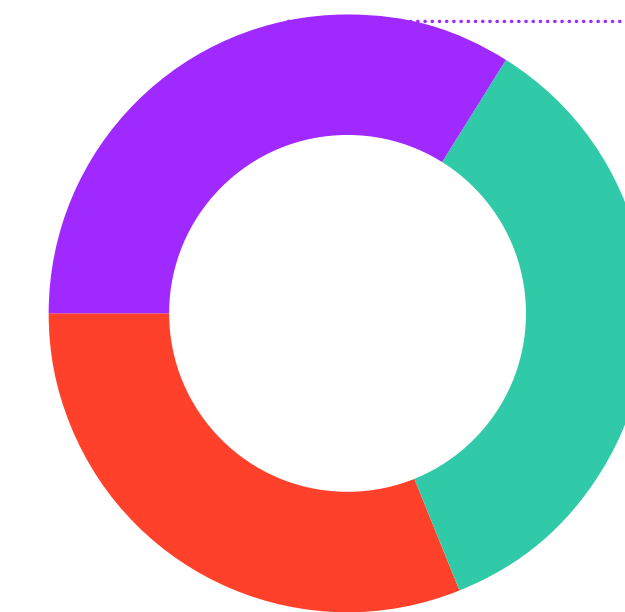
Who let the **dogs** out?

- US Dog Owners tend to be younger and are more likely than the average American to have children living at home.

“I sometimes let my children influence what I buy.”



How old are they?

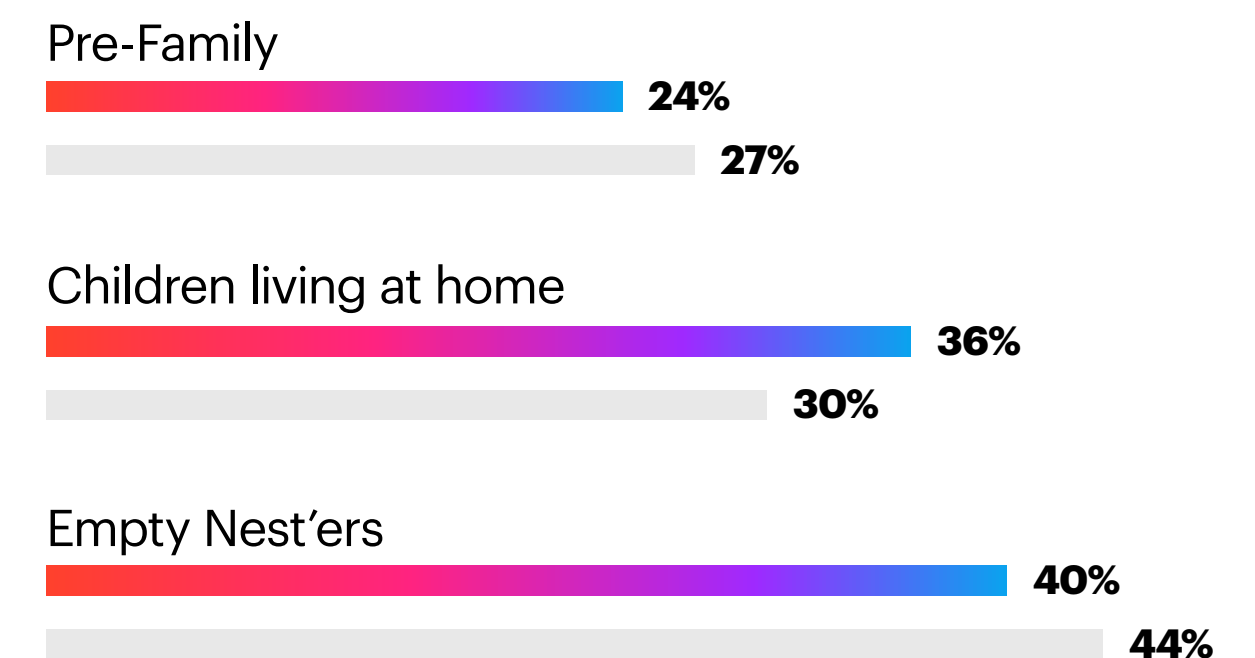


34%
(vs. 30% Gen Pop)
18-34

35%
(vs. 32% Gen Pop)
35-54

31%
(vs. 38% Gen Pop)
55+

What's their household like?

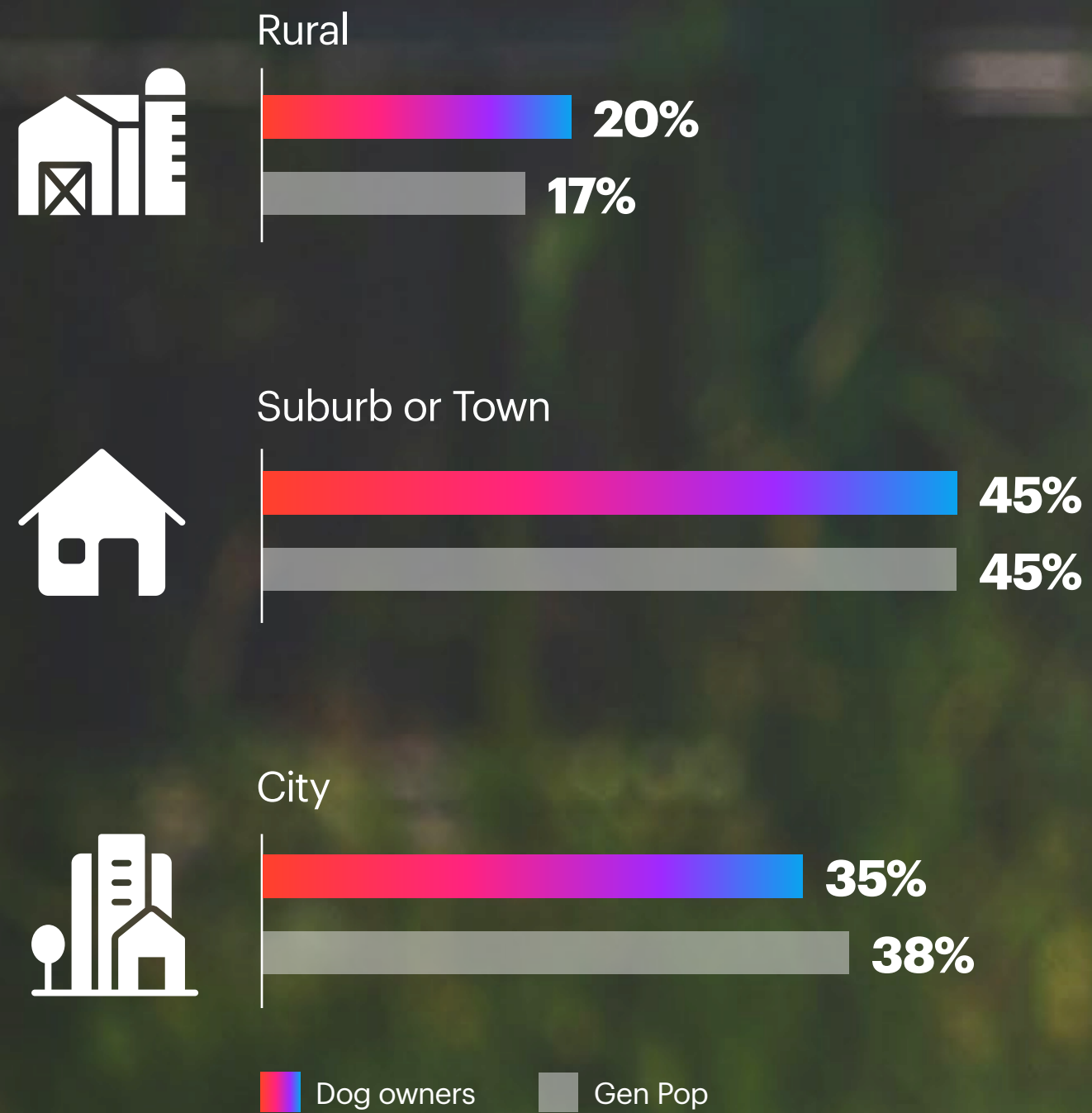


Marked territory

With more dog owners living in suburban or rural settings, America's dogs are very likely to have access to their own outdoor space.



Where do they live?



Do they have access to outdoor space?



Extended family

39%

of dog owners also have a cat in the household, and they consider their pets family.

“When I talk about my family, I include all my pets”

69% of Dog Owners vs **55%** Gen Pop

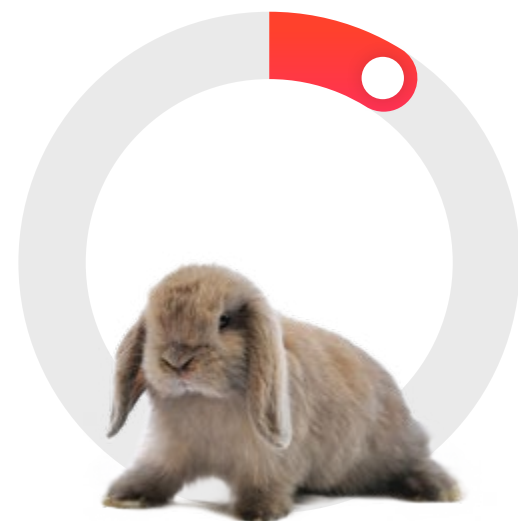
“I take my pets everywhere that I can”

51% of Dog Owners vs **36%** Gen Pop



39%

42% Gen Pop



9%

8% Gen Pop



3%

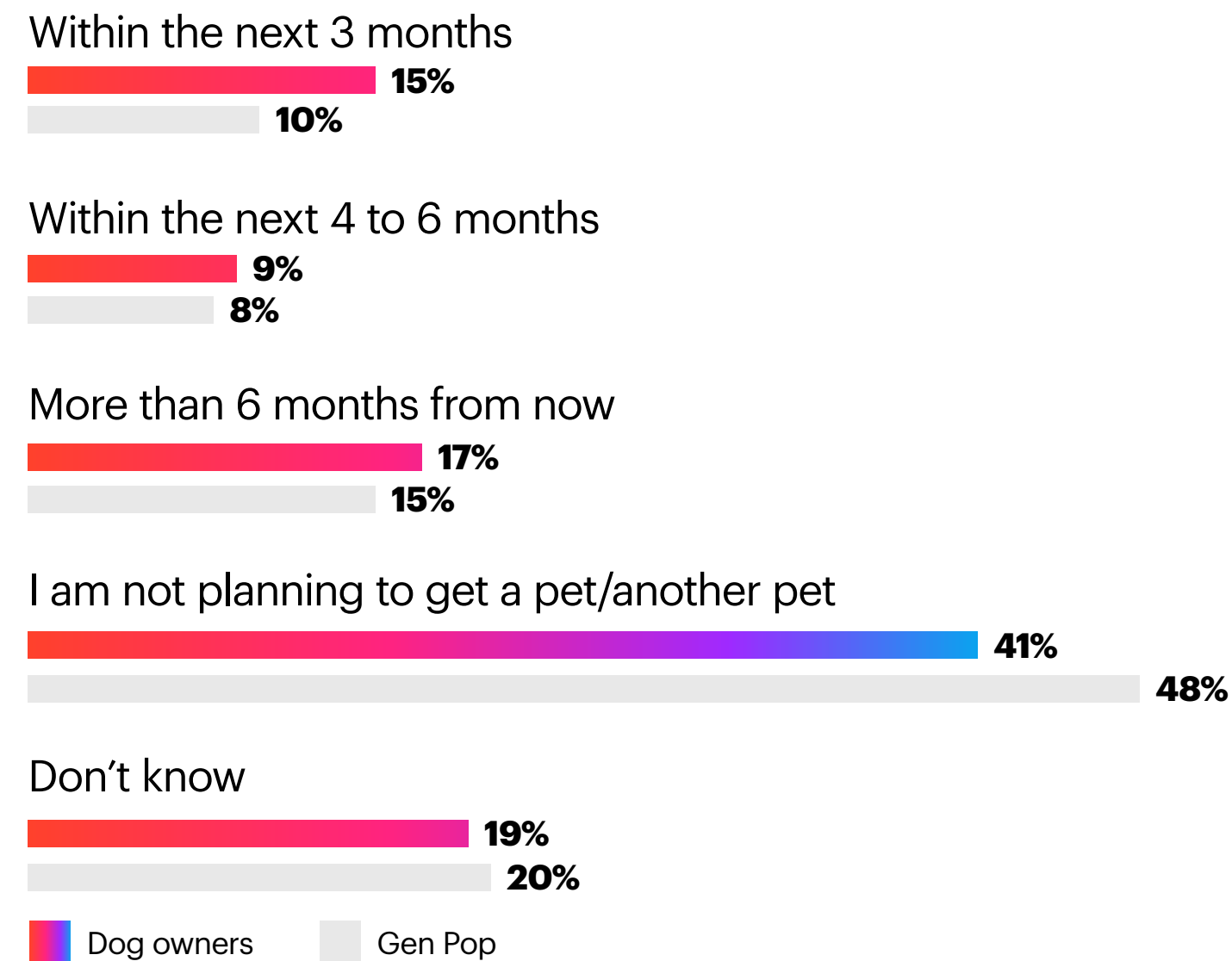
3% Gen Pop



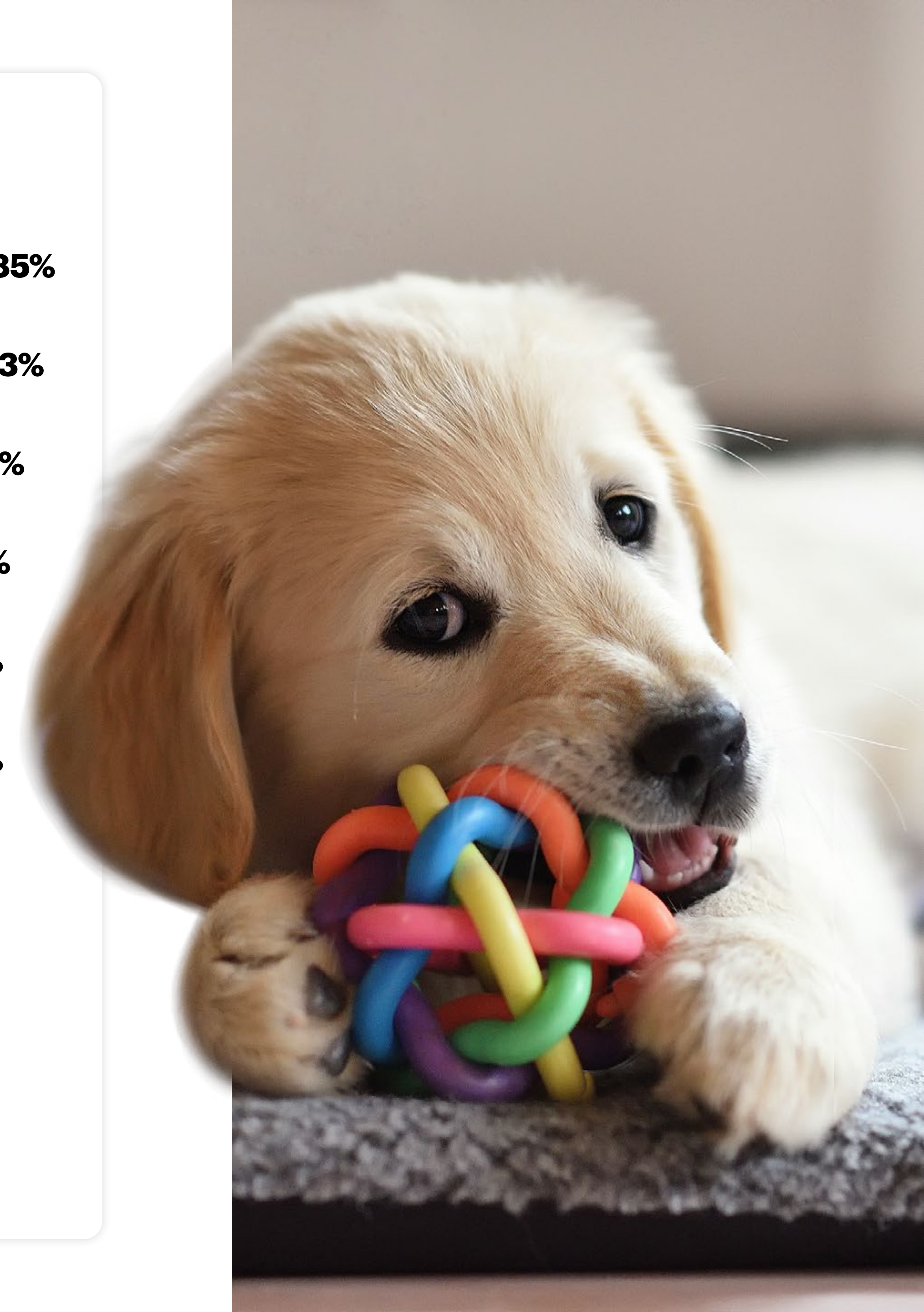
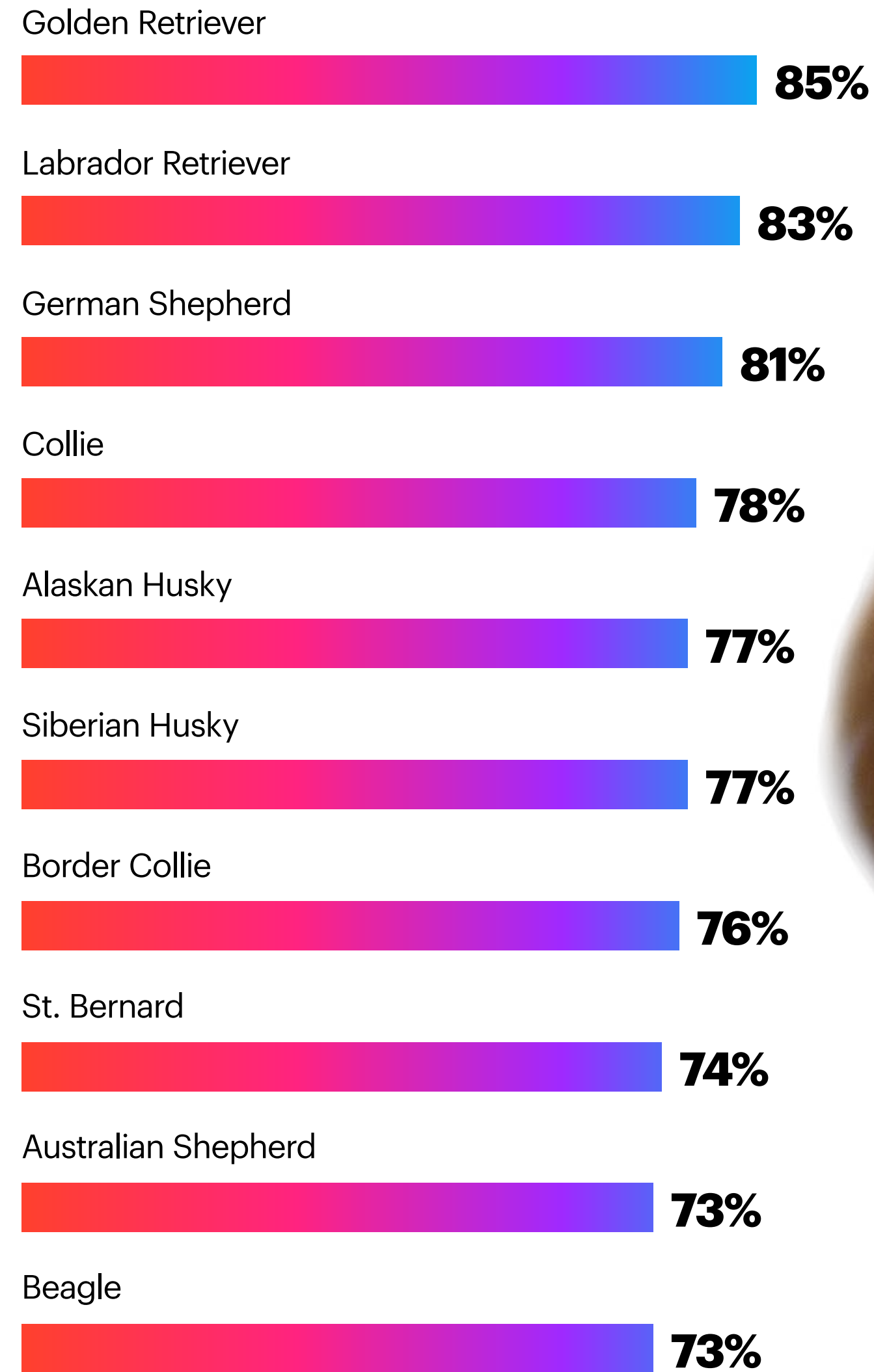
Extending the extended family

Nearly a quarter of dog owners plan to get another pet in the next six months. Their favorite breeds of dog include retrievers, shepherds, and huskies.

When are they getting another one?



Which breeds do dog owners like?



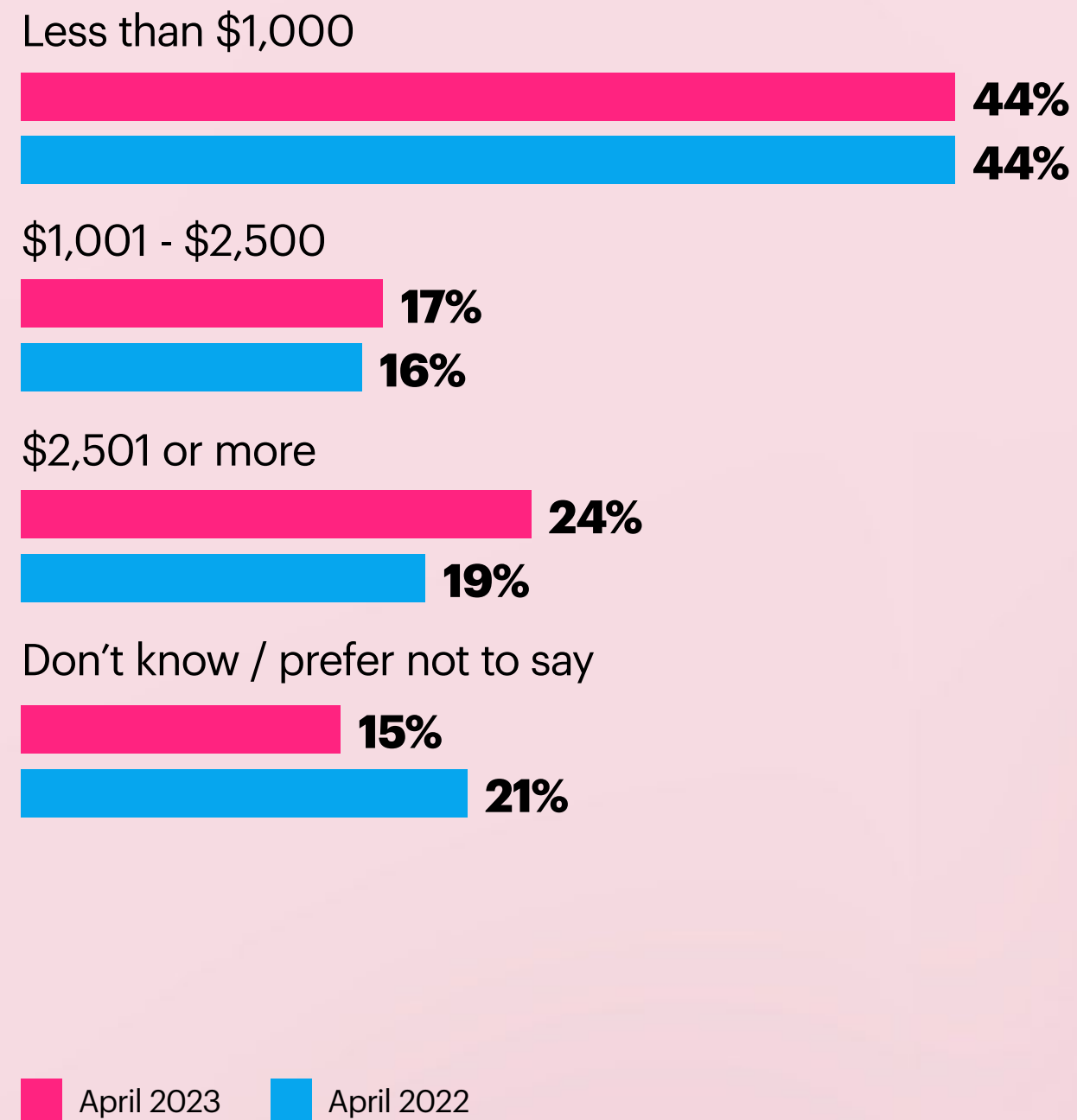
Paws on spending

Despite having more disposable income than last year, US dog owners perceive their financial situation to be worse and spend more cautiously.

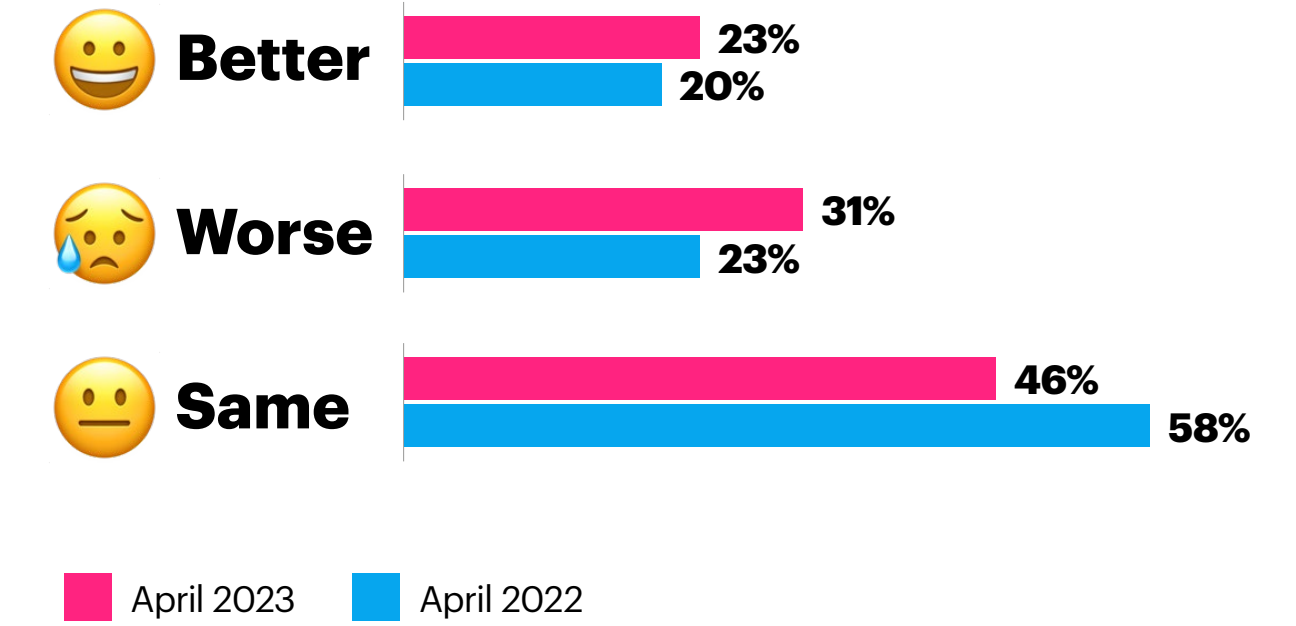
“I am more careful with my finances than I used to be”

79% of Dog Owners vs **76%** Gen Pop

Monthly Disposable Income - Dog Owners



Change in financial situation since last year Dog Owners



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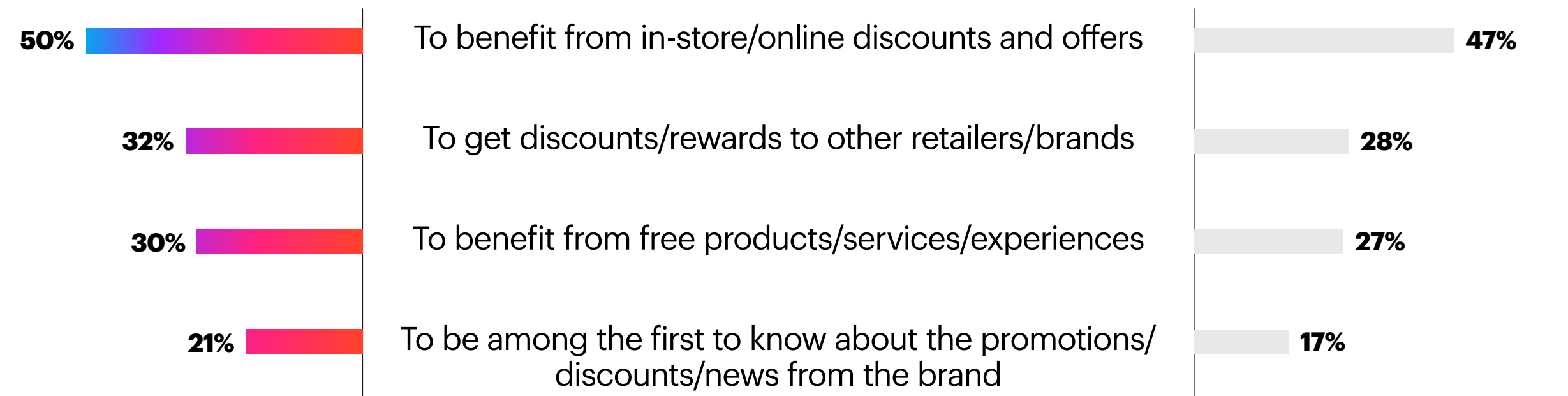
Loyal dogs, loyal owners

US Dog Owners are more likely than the average American to join loyalty programs to save money, even if they know it leads them to spend more.

“I spend more money with brands that I am a loyalty member of”

60% of Dog Owners vs **55%** Gen Pop

Top reasons to subscribe to loyalty programs



Errand merging?

US Dog Owners are more likely to purchase pet care products from grocery stores than they were last year, a 17% YoY increase.

“Each time I go to a supermarket I end up buying things which I wasn’t intending to purchase”

70% of Dog Owners vs 65% Gen Pop

Buying pet care products from grocery stores - Dog Owners

At least once per week



1-3 days a month



Less than once a month



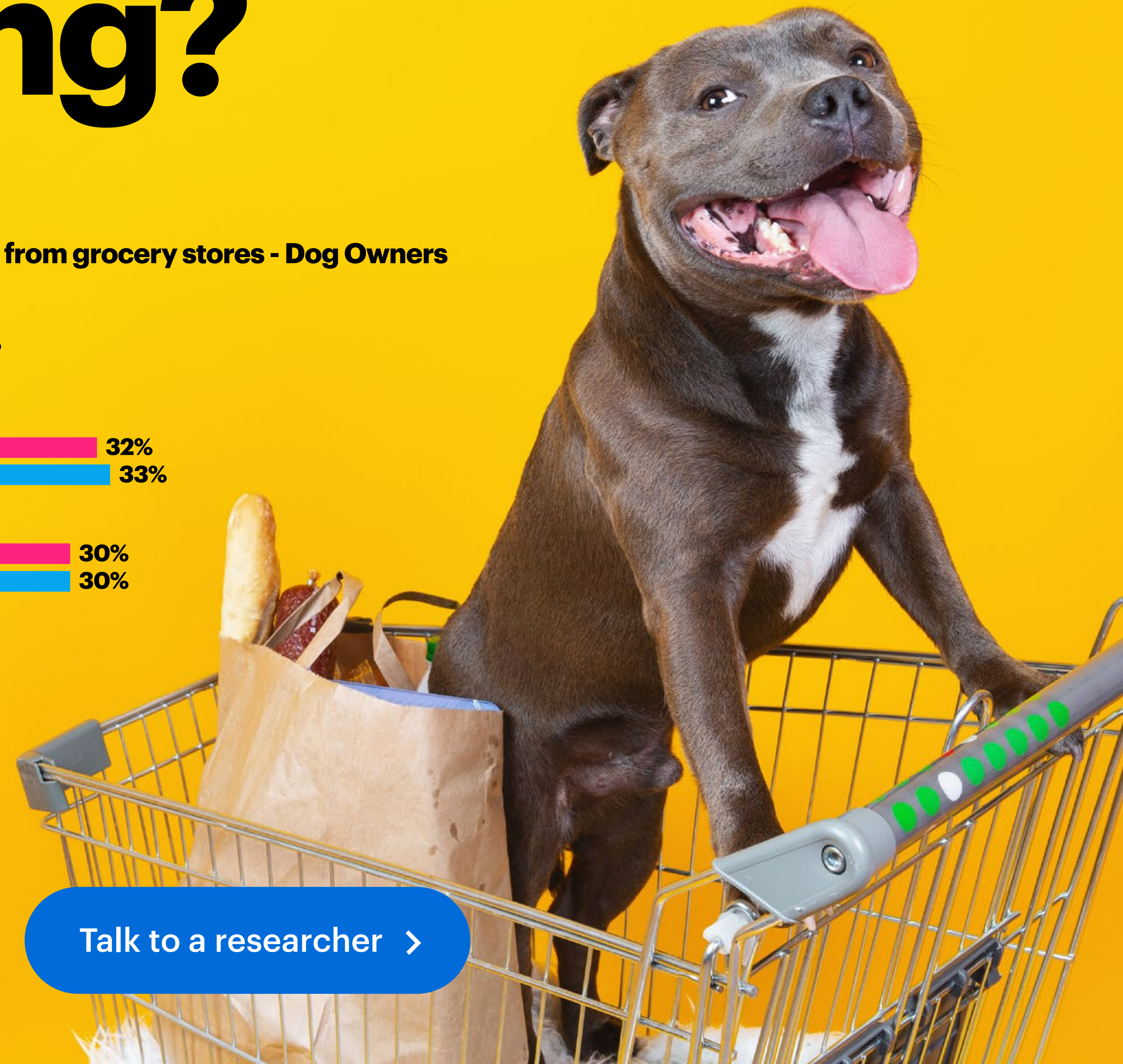
Never



April 2023 April 2022

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**Which
grocery stores
are winning with
dog owners?**



Most considered

Dog owners are most likely to consider shopping at ubiquitous grocers Walmart and Target, while wholesalers Costco and Sam's Club made biggest year-over-year gains.

Top Considered Grocers for US Dog Owners			
Rank	Store	% Considering	Change in Rank
1	Walmart	57.9%	-
2	Target	37.1%	-
3	Aldi	31.0%	+1
4	Costco	28.3%	+2
5	Walgreens	27.7%	-2
6	CVS	26.0%	-1
7	Kroger	25.8%	-
8	Sam's Club	22.5%	+2
9	Dollar General	21.7%	-
10	Dollar Tree	21.6%	-2

YouGov BrandIndex: Brands ranked by Consideration Score among respondents between April 1, 2022 and March 31, 2023, with additional filtering by dog owners via YouGov Profiles. Change in Rank measured between that time and the previous twelve months. (N>8,000).

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Methodology

This report draws on survey data from YouGov's panel of **nearly 6 million American** adults, analyzed within **YouGov Profiles** using our **April 23, 2023 dataset**.

Period

Previous datasets accessed for comparative purposes include April 22, 2018; April 21, 2019; April 26, 2020; April 25, 2021; April 24, 2022.

Population

US Dog Owners represents the 56.1% of Americans who have a pet or working dog in their household.

Learn more about thousands of Susans today



Gender



Age



Top region



Attitudes advertising



Attitudes general



Brands liked



Hobbies and interests



Media consumption



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