



# DEMOGRAPHIC PROFILE

## NEW DOG OWNER PROGRAM

### NO. OF DOGS IN HOUSEHOLD:

Average	1.6 dogs
One	57.5%
Two	30.6%
Three	6.3%
Four+	5.6%

### OWNER GENDER:

Female	80.3%
Male	19.7%

### OWNER AGE:

Average	46.1 years
29 or younger	22.4%
30-39	18.7%
40-49	13.1%
50-59	21.3%
60-69	14.2%
70+	10.4%

### HOUSEHOLD INCOME:

Average	\$48,200
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