

New Survey Shows Close Bond People Feel with Their Dogs

Just Right by Purina Dog Food Brand Shares New Survey Findings about the Relationship Between Dogs and their Owners

ST. LOUIS, July 11, 2018 /PRNewswire/ -- It turns out dogs are more than just man and woman's best friend. They are also counselors, confidants, bunk mates, stress relievers, and overwhelmingly viewed as part of the family, according to the 2018 Pets and People Survey by Just Right® by Purina®.

The brand's survey of more than 1,000 dog owners revealed fascinating details about the unique relationship and unbreakable bond people share with their dogs.

Among the key findings:

- 95 percent view their dog as part of the family,
- 62 percent said their dog helps them de-stress after a long day at work, and
- 55 percent believe their dog provides emotional comfort after receiving bad news.

The survey also found dogs have helped 15 percent of men gain the attention of the opposite sex, while half of all women surveyed said they preferred time with their dog over time with their partner and/or other family members. Among Millennials age 18 to 34 years old, 56 percent said they have purchased birthday cakes for their dogs, and 77 percent said they feed their dogs before they feed themselves.

"Having dogs myself, I know firsthand that the emotional connection between dog owners and their pets runs deep," said Julia Pitlyk, brand manager for Just Right by Purina. "We conducted this survey to learn more about what exactly the owner-dog relationship looks like and while each relationship provides that deep connection, the results really support our belief that every dog is unique – some may be confidants while others are effective wingmen."

About Just Right by Purina

Just Right by Purina combines an owners' firsthand knowledge of their dog with Purina's proven nutritional expertise to create a personalized dog food, delivered direct to consumers' doors. Dog owners create their pet's nutritional profile with information such as their dog's age, size, activity level and protein preference, and Just Right recommends a dog food blend that's personalized to their dog's needs and preferences. Just Right by Purina lets owners choose their dog's food with confidence and without compromise. The brand is manufactured by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

About the Survey

Research Now SSI conducted an online survey on behalf of Just Right by Purina among adults ages 18+ who are dog owners and have some responsibility over the well-being of their pet. A total of 1,010 responses were collected between March 26 and March 29, 2018. The online surveys are not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

SOURCE Just Right by Purina

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