The ideal target audience is young, higher income pet owners who want upscale treatment for their pets, and wish to redesign and implement features on their website to reach these people. Thus, one of the goals of our study is to find out what higher-income, young, internet-savvy pet owners would want in a veterinary website, and what would attract such visitors to the business. Our target audience for the study would include the following criteria:

* Fairly young demographic (20-50)
* Moderately high income or greater (50,000+)
* Moderate and above internet fluency, likely to use the internet to assess a business
* Devoted pet owners, or those interested in a new pet
* Floridian

We will be particularly interested in data from those who have at least 3 of the following 5 traits. In addition, the nature of the survey, and procedures of the study requires that we recruit participants with the following critieria:

* Literate, in order to understand and comply with survey instructions.
* Some degree of internet fluency, in order to comply with survey directions.
* Remotely accessible, in order to standardize the survey process for all participants.
* 18+ so that there are no added complications involved with surveying children.