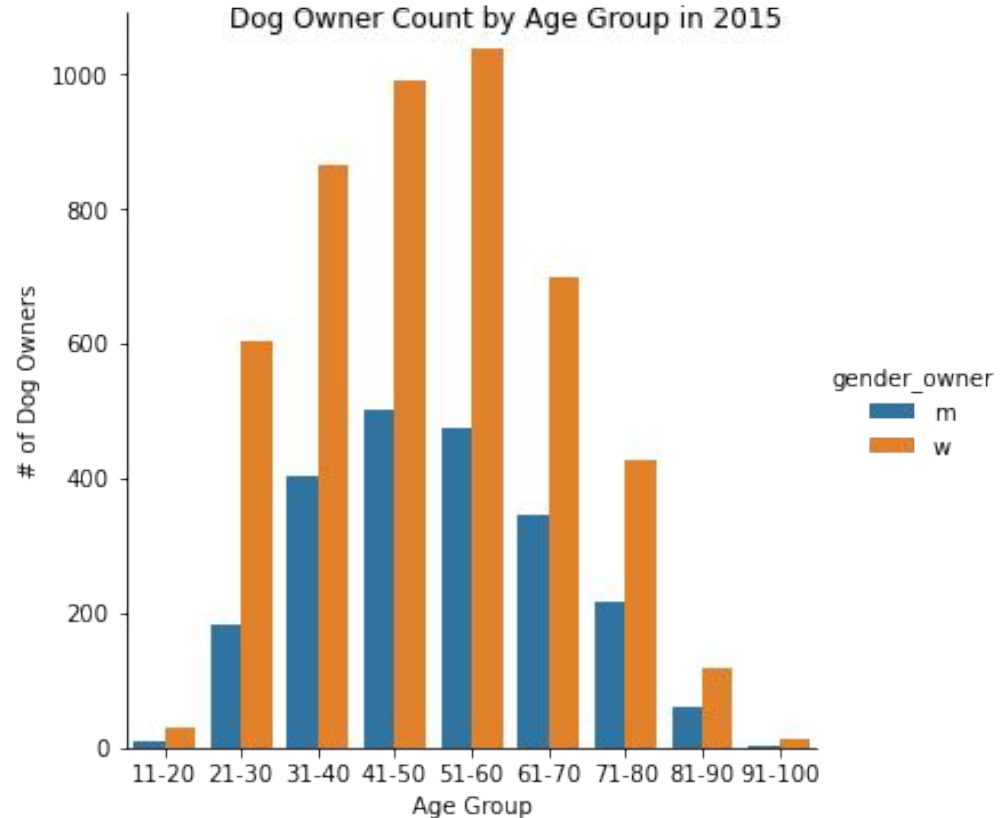


# Zurich Dogs 2015

The Who, Where, What

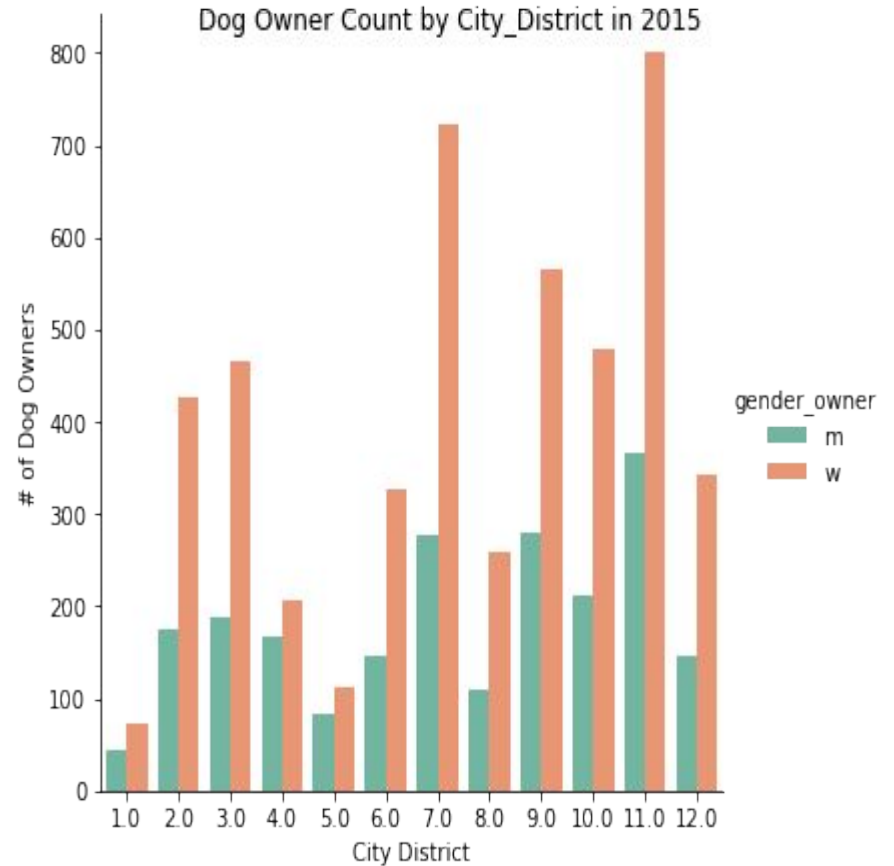
# The Who? Men vs. Women? Age vs. Youth?

Across all age groups,  
female owners outnumber males.



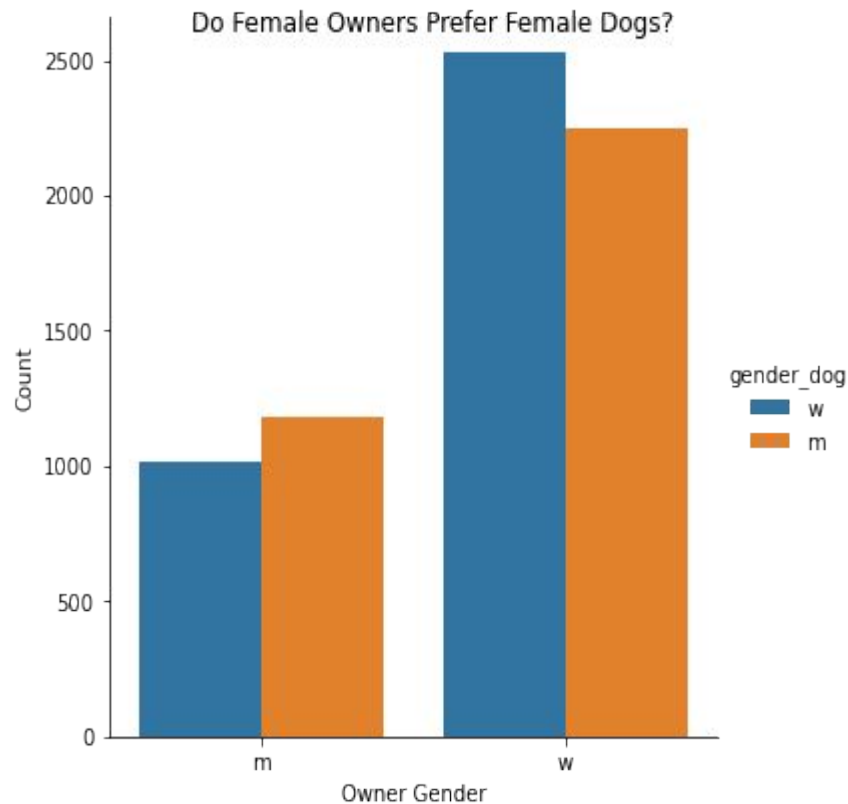
# Where in Zurich?

Women comprise the majority of  
Dog owners in all Zurich City Districts



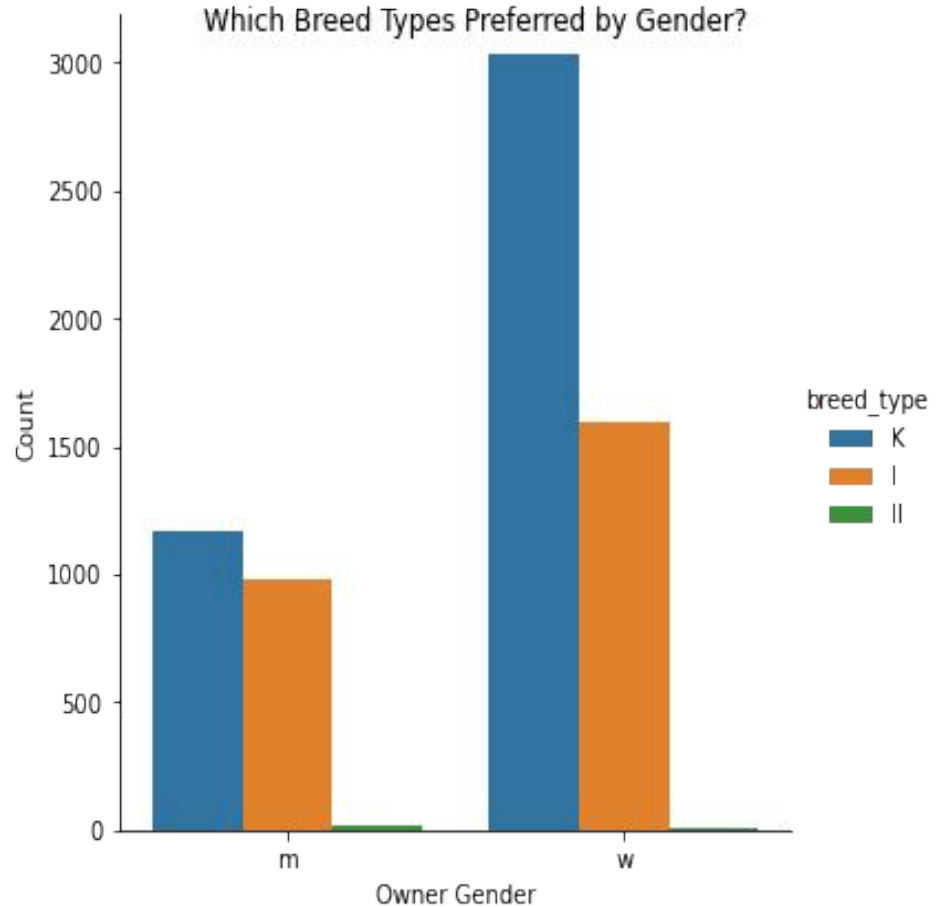
# What kinds of dogs?

- Female owner slight preference for female dogs.
- Male owners have slight preference for male dogs.



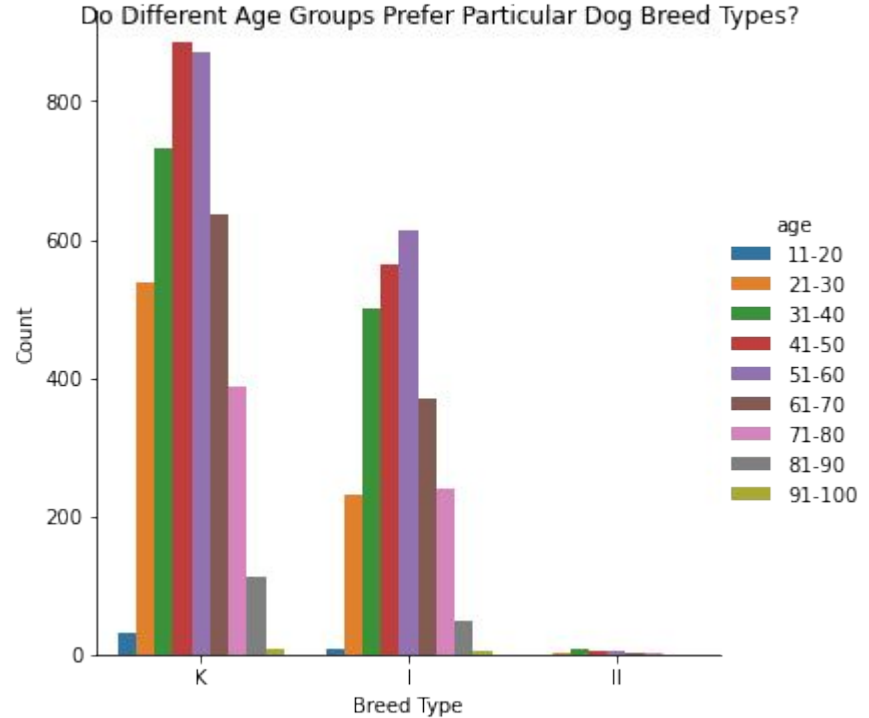
# Women prefer smaller dogs

- Smaller dogs, 'K-type', preferred by women by large margin



## Smaller Dogs Preferred Overall by All Age Groups

For medium size dogs, 51-60 age group is largest.



# Understanding the Zurich Dog Owner Environment:

- Small female dogs owned by women represent the largest group of dogs in Zurich.
- Female owners outnumber male owners in all Zurich City District. Districts 7 and 11 have the largest difference, almost 2:1 female to male owners.
- Female owners outnumber male owners in all age groups.
- The largest owner age group is the 51-60 year old.
- Second largest owner age group is the 41-50 year old.