



Dogs of Zurich: What the City's Canines Reveal

A Story of Breeds,
Neighborhoods, and Trends in
Zurich's Dog Population



Introduction

Using the Zurich dog registry, we explored how dog ownership trends reflect shifts in lifestyle, space, and culture.

- Trends:
 - Birth rates over time
 - Most popular dog breeds
 - Breed growth patterns
 - Neighborhood-level favorites

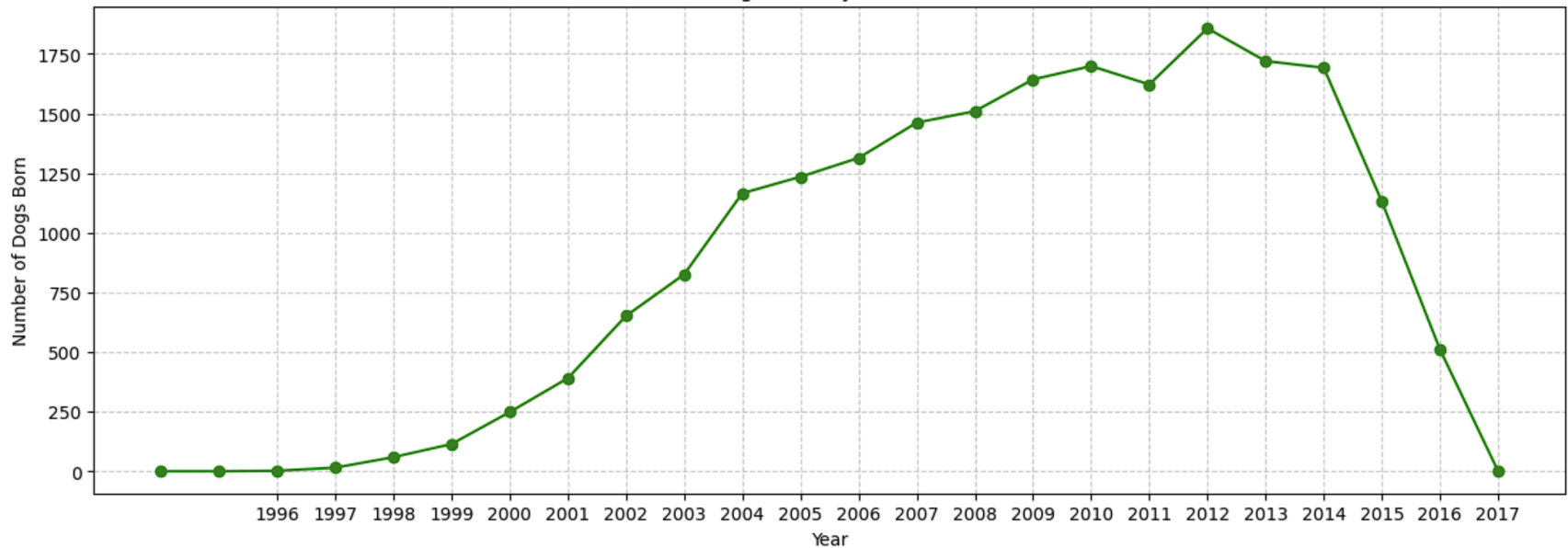


Zurich's Dog Boom Over Time: Was Zurich always dog friendly?

1994–2014 Steady Rise: Driven by urban prosperity, smaller households, and changing pet attitudes. Dog ownership became a lifestyle choice, not just a utility.

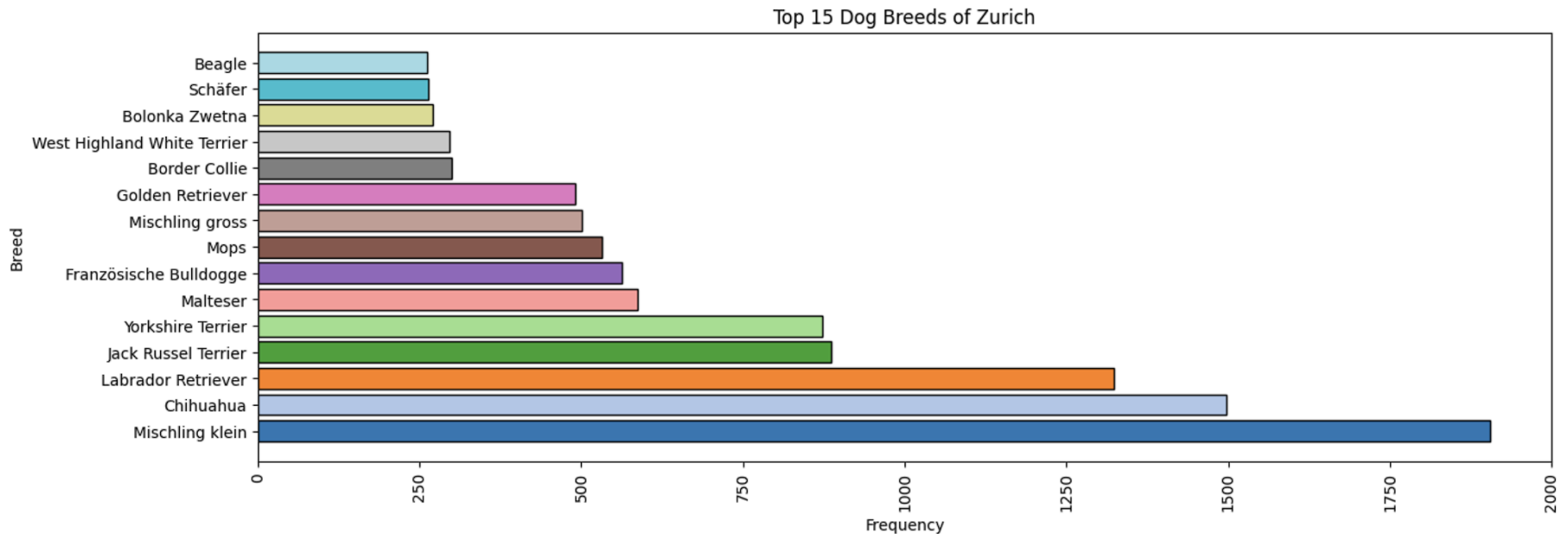
Post-2014 Decline: Potentially due to stricter ownership laws, higher urban housing costs, a shift toward adopting instead of breeding, and broader societal changes.

Total Dog Births by Year in Zurich



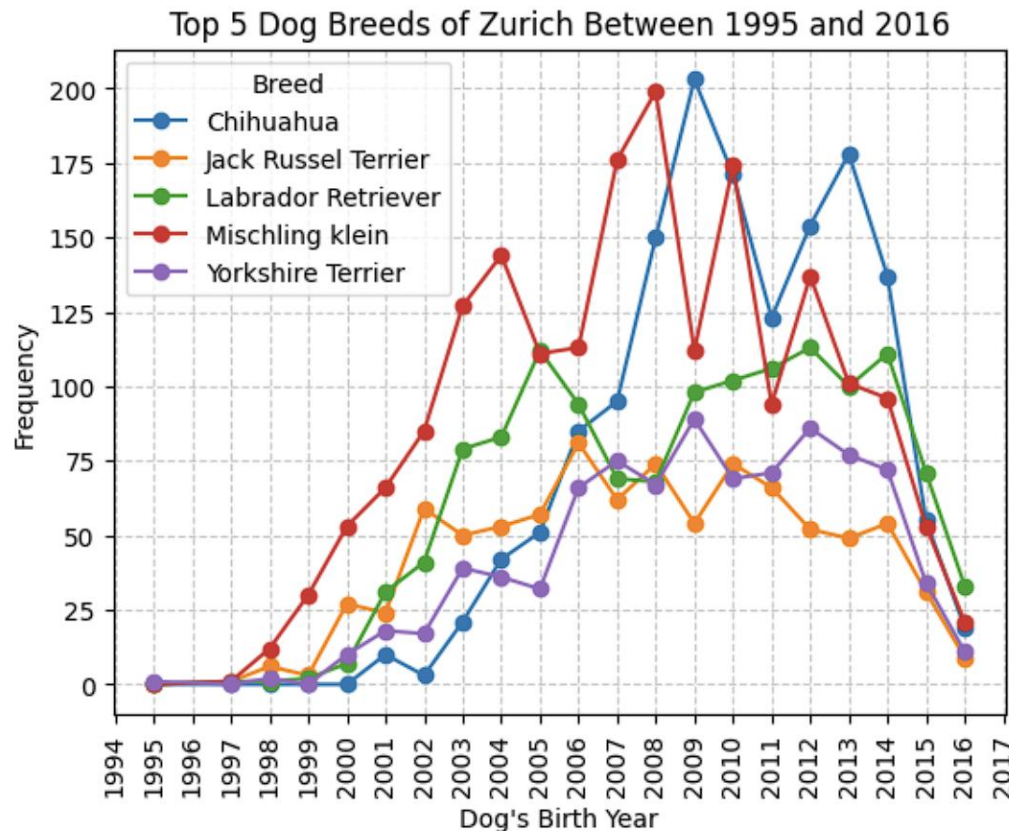
What is Zurich's Favorite Breeds?

- These Breeds reflect Zurich's urban lifestyle: smaller dogs like Chihuahuas and Maltesers are ideal for apartments.
- Labs, Golden Retrievers, and Beagles are popular family-friendly choices.
- French Bulldogs and Pugs are trendy and fashionable.
- Mixed breeds (Mischling) show a culture of rescue/adoption.
- Presence of breeds like Schäfer and Border Collie show the balance between tradition and modern pet ownership.



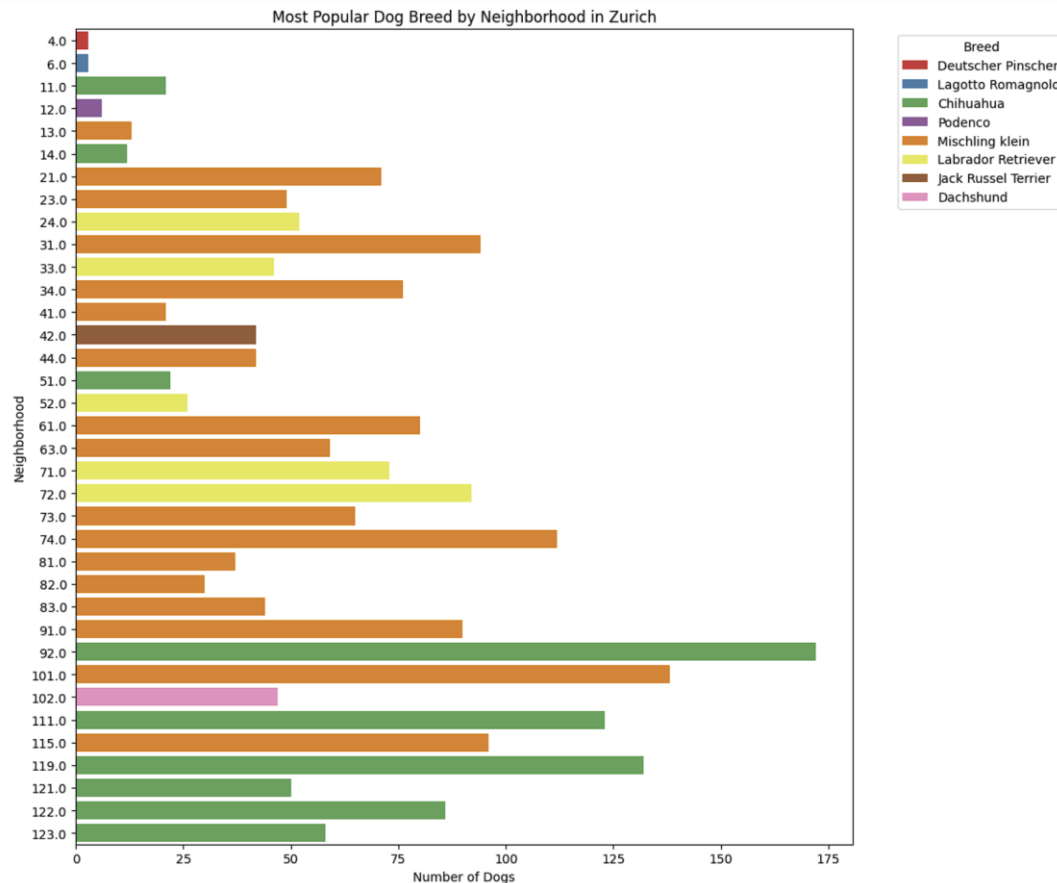
How Breed Popularity Changes Over Time

- **Chihuahuas:** Rose sharply after 2005—small, fashionable, and rose in media popularity.
- **Jack Russell Terriers:** Popular in early 2000s, decline possibly due to high energy levels not matching urban lifestyles.
- **Labrador Retrievers:** Remain a solid family choice; slight recent dip as smaller breeds become more practical in city living.
- **Mischling klein:** Surge reflects a growing preference and shifting attitudes for rescued and mixed breeds.
- **Yorkshire Terriers:** Peaked around 2009, now slowly fading in favor of trendier small breeds with lower grooming needs.



Zurich Neighborhoods and Their Dogs: Does breed preference vary by neighborhood?

- Breed preferences seem to vary greatly by neighborhood
- Urban areas favor small breeds like Chihuahua and Mischling klein — ideal for apartment living and transit
- Suburban and greener neighborhoods show more Labrador Retrievers and Jack Russel Terriers — active breeds suited for space
- Some unique neighborhood favorites (e.g., Podenco, Dachshund) may reflect local breeder influence or specific resident demographics



Summary of Key Insights

Pet Ownership Reflects Life Trends

- A steady rise in dog births from 1994 to 2014 hints at growing pet companionship—possibly linked to urbanization, family structures, and lifestyle shifts.
- A sharp decline after 2014 may reflect economic pressures, housing trends, or changing attitudes toward pet ownership.

Breed Popularity Tells a Cultural Story

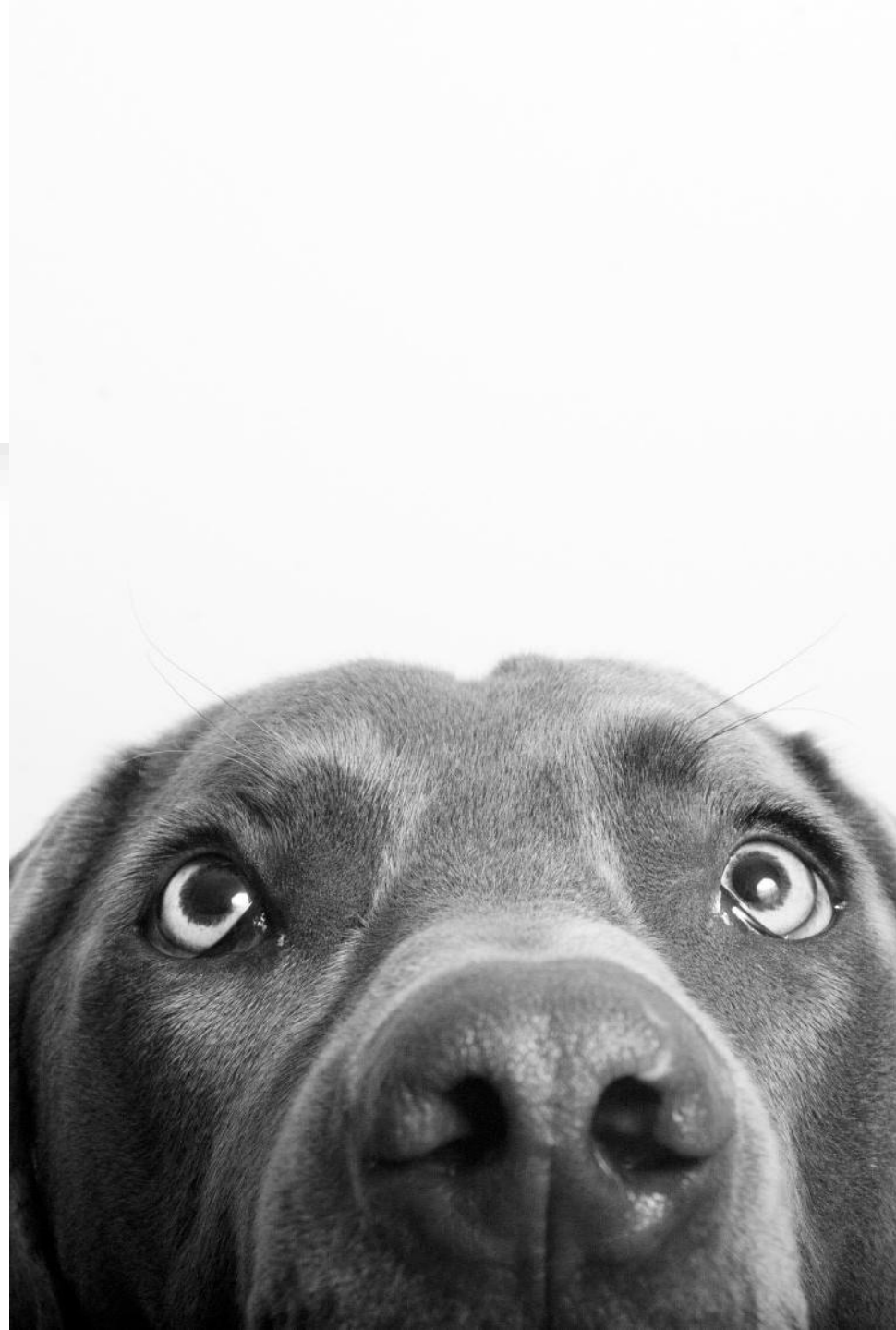
- The surge in small, apartment-friendly breeds like Chihuahuas and French Bulldogs mirrors Zurich's city living.
- Larger working breeds are less common, possibly due to space constraints and lifestyle changes.

Neighborhoods Have Distinct Dog Identities

- Central neighborhoods prefer compact companion breeds.
- Outer districts and green areas see more large or mixed breeds—suggesting dogs mirror the character of their communities.

Trends Aren't Static—They Evolve

- The top 5 breeds have shifted significantly over time.
- Breed choice may be influenced by social media, trends in family life, and pet policies.



Thank You

