

Says

"I wish I could bring my pet"

Calls place ahead of time to see if the place is pet friendly

"I wish I could bring my dog with me while grocery shopping"

"I only know a few pet-friendly places"

"If only I knew it was pet-friendly I would've brought my dog"

Does

Ability to bring their dog along on errands

Enjoy dining out with their dog on a restaurant patio

Access to information on the most popular pet-friendly places

Convenient planning for a day out with their dog

Pains

Can't find dog friendly restaurants

Might have to drop their dog back at home if they want to go somewhere where their pet can't

Has anxiety about tying their dog outside of a store

Frustrated when they have to leave their dog at home

Gains

Does take their dog out on walks

Does ask restaurants if their place is pet-friendly

Does spoil/ put care into their pets

Can imagine them bringing their pets to known pet friendly places (dog park, pet store)

