

The Bravecto Dogs and Children Survey 2017

- Media Factsheet -

Dogs and children – a journey of companionship

- 🐾 Homes with children make up over one- third (36%) of homes with dogs.
- 🐾 Key things that dogs provide children are companionship (73%), an emotional bond (67%), fun (66%) and learning responsibility (61%).
- 🐾 Dogs provide children with exercise (46%), learning compassion (37%) and communication skills (29%).



Dogs teach children responsibility

- 🐾 Children love playing with dogs (82%), feeding (71%), walking (65%) and, to many parents' delight, cleaning up dog poo! (46%).
- 🐾 Children are also engaged with letting dogs go outside to the toilet (40%), bathing (37%) and grooming (31%).

Children caring for their dog

- 🐾 Children are engaged with every aspect of dogs and their care. Most of the activities stay the same no matter the age of the child, but children 13 to 18 years of age are more likely to walk dogs (74%) than those 6 to 12 years of age (59%).
- 🐾 Older children 13 to 18 years of age are more likely to let dogs outside to go to the toilet (48%) than those 6 to 12 years (32%).

The special bond between dogs and children

- 🐾 The relationship with dogs and children changes over time, but not because of the child's age.
- 🐾 Over half (58%) of parents feel the longer the dog is in the family, the closer children become to their dogs. The relationship with dogs is a journey of companionship.
- 🐾 The emotional relationship between children and dogs is strong. Dogs make children feel happy (85%), loved (67%) and safe (64%).
- 🐾 Dogs also make children feel content (50%), amused (41%) and proud to be caring for their dog (41%).



Dogs provide a wide range of emotional support for children

- 🐾 Children 6 to 12 years of age are more likely to feel loved (75%) and those 13 to 18 years of age are more likely to feel content (62%).
- 🐾 Without a dog, parents feel their children would be lonely (47%), bored (38%) and sad (33%). This reflects the emotional bond parents witness between their child and their dog.
- 🐾 Dogs and children interact together to play games (53%), snuggle on the couch (41%) and go to the park (39%).
- 🐾 Children aged 13 to 18 years of age are more likely (52%) to 'snuggle on the couch' than younger children (34%).



For media enquiries contact LBPR:

Tabitha Galvin

Lisa Burling

M: 0422 260 413

M: 0429 976 718

E: tabitha@lbpr.com.au

E: lisa@lbpr.com.au

References

1. The Bravecto Dogs & Children Survey was completed in April 2017 with an online permission based panel of owners of dogs in Queensland, NSW and Victoria. Quotas were used for State and gender so that the results can be projected to the full population of dog owners in the eastern States. The sample size is 507 which gives a confidence level of $\pm 4.3\%$ at the 95% confidence interval.

About Bravecto

Bravecto is the only oral chew to deliver 3 months flea and paralysis tick protection for dogs in a single dose. It's a tasty oral chew that dogs love, it won't wash or rub off and there's no mess to administer or liquids to spill or transfer.

With Bravecto, your family can focus on loving life with your dog, knowing they are protected and leaving everyone to worry about more important things, like where is the leash?

To find out more visit www.bravecto.com.au or join our awesome online community of passionate dog owners on Facebook [[BravectoAU](#)] and Instagram [[BravectoAU](#)].

Social media hashtags: #bravecto #dogsandkids #dogs #paralysisticks #fleas #laurav