



Meet...

# Hannah

35 year old, dog owner



**I work in advertising for an agency and live in Hackney, London with my 2 year old dachshund Lennie. I got Lennie during lockdown, I'd recently moved into my own place with a small garden.**

**I live on my own so the pandemic was a lonely time for me. I'd never properly considered getting a dog before although I think they're cute, but I was working from home and when I did go out I was seeing puppies everywhere and it got me thinking.**

**I didn't have pets growing up so didn't really know what to expect, but thought everyone else is doing it so why not!**



## Hopes and dreams

- Moving up in her career.
- Spending more time socialising and travelling with friends.
- She would like to live abroad in the next 5 years.



## Online behaviours



### Instagram and TikTok



Frequent daily user of both platforms following a range of influencers she finds entertaining or share her political views.

Instagram in particular is somewhere she engages with pet related experts and follows dachshund breeders and owners. She shares lots of pictures and videos of Lennie online.



### Facebook

Her use of Facebook had dropped dramatically over the last few years. Visiting infrequently to keep up-to date with distant family. More recently she has found it a useful forum for pet advice and connecting with dachshund owners and experts.



## Preparation for pet ownership

Hannah knew that she wanted a small dog as her living space is compact. She saw people with dachshunds and liked how they looked so started searching for puppies online and came across Pets4Homes which she started to check regularly, but found the puppies were going quickly.

She approached someone she saw in the local park and got the name of their breeder, this is how she found Lennie. The breeder was unregistered and Hannah did not visit the breeders house, only seeing Lennie on the video call.

Lennie was not vaccinated or microchipped when Hannah bought him home.





Hannah took Lennie to a vet who gave her some advice on how to settle and toilet train him but had not done any research of her own and found the early stages of puppy training challenging.

**There's no way I could have coped with it, if I hadn't been working from home at the time I had no idea how much work it was, sometimes I feel like its having a kid!**

## Challenges

Lennie has been barking more since he turned one and Hannah has found she is having to go to the office more frequently which is making this situation worse. She has started to visit pet forums on Facebook to see what other people are experiencing and how they are dealing with it and searching for an animal behaviour expert to help her.

Now there are more opportunities to socialise, Hannah is struggling with leaving Lennie at home for less than 4 hours a day and is also feeling restricted with travel plans. She has started to look at Borrow my Doggy as a way to help, as her family live too far away to support her.

## Views on animal welfare

**I like animals, but there are so many people struggling and causes that need support.**

Hannah keeps up-to date with the news through social media and animal welfare is not a key talking point for her and her peers. Whilst she feels that animals should not be treated cruelly she prioritises other issues.

Since she got Lennie she has started following Dogs Trust on Facebook as finds they publish some useful tips and advice.

## How she supports charities

Hannah supports charities where the cause feels current to her often influenced by what her peers are talking about on social media. She recently made a donation to the DEC Ukraine Appeal when it hit the headlines.

She will also participate in charitable activities that fit into her lifestyle and are inherently shareable and took part in Macmillan's, Go Sober for October, alongside a couple of her closest friends. She bought her dog's bed via the Dogs Trust gift shop after being targeted with ads on Instagram.

## What influences her

- Social media and influencers.
- Her peers.