



Meet...

Steve

32 year old, dog owner



I live in Manchester with Betty, my 3 year old French Bulldog, my partner and 3 month old daughter. I Work in finance for an online clothing company but really want to become a buyer one day as I love fashion.

When me and my partner first got together we talked about wanting a puppy so when we moved in together we thought it would be a great way to start a little family.

I've never lived with a dog before, but one of my colleagues used to bring his French Bulldog into the office and he was really cute and funny, so I knew that's the dog I wanted.



Hopes and dreams

- Saving for a family home.
- Growing his family.
- Re-training so that he can change careers in a couple of years.

Online behaviours

Instagram

Both him and his partner use Instagram frequently to share their life online and when they first got Betty they set up a profile dedicated to sharing pictures of her and to follow other French Bulldog accounts, sometimes they reach out to other owners and breeders if they have a specific question.

On demand content

Steve and his partner stream all of their media in a way that suits them from TV shows to music and podcasts. TikTok is become an increasing source of entertainment, and something they share with friends and family.

Preparation for pet ownership

Steve started searching for French Bulldog puppies online and decided to get a puppy via Kennel Club as his work colleague had told him that this breed can have health issues so wanted a trusted breeder.

He got Betty from a local breeder, who provided him with an information pack and some puppy training tips He also signed up for some local training classes on the weekend but only made it to half of them.

Him and his partner scoped out dog friendly places nearby so they could socialise with Betty and bought lots of accessories like designer dog beds and a raw food subscription.





I fully intended to get Betty trained but then life took over, when we first got her we treated her a bit like a baby so nows she's used to being in our bedroom and can be quite possessive.



Challenges

Since they had their daughter they are struggling to dedicate the time to Betty that they once had and are worried about Bettys behaviour around the baby.

They have found it increasingly difficult to socialise with Betty due to her behaviour and their friends wanting to go to places that don't allow dogs.

They recently lost their trusted dog sitter and are struggling to find another one.



It's got to the point where we are wondering if Betty might be better off with someone else, I've started to look on websites that advertise older dogs for sale and thinking about seeing if someone would like to buy her, that can give her a better life then we can.



Views on animal welfare



There are so many issues to solve right now, I think it's terrible when people are cruel to their animals but I can see why people have to give up their pets, it's much harder work then you realise and life changes.



Steve puts human issues over animal welfare issues, but does feel some shame around giving Betty up and wants to ensure that she goes to a good home.



How he supports charities

Steve does not actively support any charities with cash or regular gifts.

He sponsors friends and has recently donated to a friends crowdfunder to help with some funeral expenses.

He plays the national lottery and sees this as a way to support charities whilst getting something back.



What influences him

- His partner and friends
- Advertising and influencers on Instagram and TikTok