



Meet...

## Paul

38 year old, dog seeker



I'm a Sales Manager for an IT company, living in a 3 bedroom house in Duxford with my wife and 2 children 8 and 10. We are looking for a dog to complete our family. I'd love to rescue but because me and my wife both work full time and have the children, we are struggling to find an animal rescue centre that will accept us, we've started to look on Pets4Homes and Facebook groups for a dog that someone is having to give up.

My parents have always had dogs and they live around the corner from us, now my mums retired they have agreed to help out if we get a dog, as there are a couple of days a week when both me and my wife are out at work. We waited to get a dog until we knew we had the finances and support in place to give them the best life.



### Hopes and dreams

- Focusing on getting their oldest child into a good secondary school
- Extending the family home in the next year
- Saving towards a big family holiday for their mums 60th Birthday.
- Wants to complete a full marathon before he turns 40.

### Online behaviours



#### WhatsApp

Has a very active family group including parents and siblings where they share updates including about their pets, things they find interesting and seek advice from each other and make plans.



#### Pets4Homes

Visiting Pets4homes a couple of times a week to see what dogs are available.



#### YouTube

Visits YouTube daily to view a variety of content related to his interests and hobbies such as fitness and DIY. Has viewed YouTube videos on different dog breeds and enjoys entertaining pet videos.



### Preparation for pet ownership

He has no desire for a particular breed of dog and whilst he would like a younger dog it doesn't need to be a puppy.

He's keen to give a home to a dog that needs it, and has looked at multiple rescue centres online, including Woodgreen, but found that he gets little response and that most of the dogs require a home with no young children, so has widened his search to include people looking to re-home their dogs through pet websites and social media.

Whilst he see's himself as experienced with dogs he has been researching local dog training classes and sees this as a fun way to get the children involved when the time comes.





## Challenges

Knows that some of the people advertising dogs for rehoming might be unethical owners or stolen dogs and is keen to know how to avoid these people.

Whilst he's not attached to a particular breed he wants to make sure that the dog they get is the right fit for his family so is looking for a good source of information on breeds and their characteristics.

Likes to go on holiday abroad with their extended family so will need somewhere reliable for their dog to stay during these times.

## Views on animal welfare

**I've been really upset by the recent stories in the news about people that got a pet during the pandemic and are now giving them up, it's so irresponsible.**

He prides himself on taking a responsible approach to getting a dog and feels that other people should do the same. He follows Woodgreen, which is his local animal welfare organisation on Facebook and shares posts with his networks that highlight how to look after dogs.

He sees the RSPCA as a vital service and doesn't think the government does enough to protect animals from cruelty and irresponsible owners.

## How he supports charities

He likes to support causes where he feels the state isn't doing enough, with one off gifts.

**I made a £20 donation to the RSPCA on their website, after I read about the animals that are being abandoned post pandemic.**

Currently training for Cambridge half marathon and planning to support shelter

**I like to keep fit and it's a good way to raise some money too. I got my place through Shelter, I know people are struggling right now so I wanted to support a charity that's helping them.**

## What influences him

- His friends and family.
- Things he see's reported in the news.
- YouTube influencers that he follows.