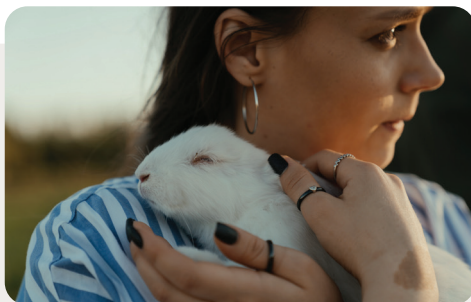




Meet...

## Jen

40 year old, rabbit owner



**“I’m a mother of two girls, aged 10 and 12, and work full time for the local council. We have a 2-year-old rabbit called Snowflake.**

**My girls have been begging for a pet for a couple of years now. There’s no way we have time for a dog and a cat is too much of a long term commitment so a rabbit seemed like the next best thing.**

**We would often pop into our local Pets at Home to have a look at the animals and after months of constant badgering I decided the next time we went we would bring a rabbit home with us.**

**The girls were really keen at first but now they barely take any interest. I’m constantly hassling them to give Snowflake attention and it falls on me to look after her 99% of the time. I want to make sure she’s looked after but don’t have much time and sometimes it feels like a real hassle.**



### Hopes and dreams

- To spend quality time as a family sharing experiences together.
- To support her girls through secondary school and into further education.
- To spend more time on herself, getting fit and finding new hobbies and interests.



### Online behaviours



#### Facebook

Frequent user of Facebook, scrolling multiple times a day to keep up-to-date with her peers and networks.



#### TikTok

She has recently signed up so she can keep up to date with what her girls are looking at online as they have both recently got their own smartphones. She also follows them on YouTube to keep an eye on who they are following.



#### WhatsApp

To keep in touch with her family and friends. Uses a family group to send her girls reminders of chores and to share funny videos and memes they come across online.





## Preparation for pet ownership

Getting Snowflake was a spontaneous decision and the bulk of guidance on how to look after her came via the purchasing experience.

She bought a small hutch for Snowflake that could fit into the shed outside and a run she gets put into everyday as long as the weather conditions are appropriate.

The pet shop employee told Jen what dry food to get and she likes to top up with fresh vegetables but isn't sure what the best things to feed her are.

## Challenges

She has lost track of what vaccinations Snowflake needs on a regular basis.

Last time she went to the vets they mentioned that rabbits like to have companions, she doesn't want to commit to another young rabbit and is struggling with time to give it much thought.

She would like her children to take more responsibility for looking after Snowflake but has run out of ideas on how to encourage or incentivise this.

## Views on animal welfare

**“Animals should be treated well , but we need to treat each other with kindness too.”**

She does feel that animal welfare is an important issue amongst many others. She may be inclined to lend her voice and support to animal welfare organisations but they will be competing with other issues and causes she is interested in.

## How she supports charities

Jen prioritises causes that have had a personal impact on her life. She supports Cancer Research UK with a regular donation ever since her dad was diagnosed with cancer.

She is receptive to gift ideas or products that have a charitable angle and sponsored a dog via Dogs Trust for a year for her youngest daughter before getting Snowflake.

## What influences her

- Her children.
- Her peers on Facebook.