

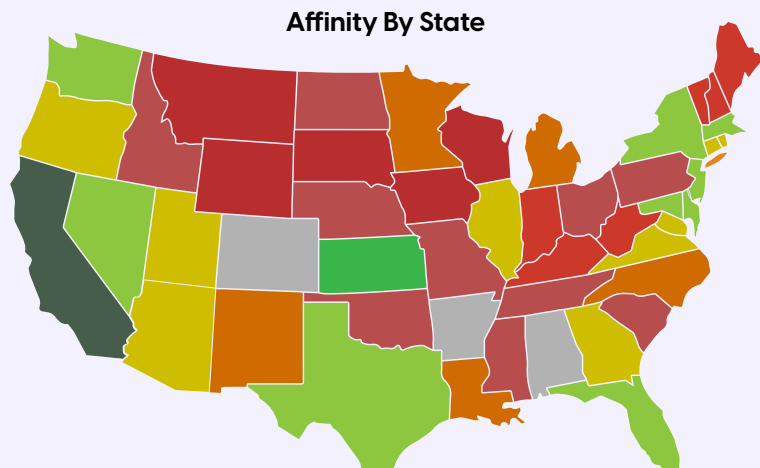
Pet Owners

Skydeo Audience Report

Pet owners are devoted to their animal companions, finding joy in nurturing and forming deep bonds. This diverse group represents various backgrounds, sharing a commitment to their pets' well-being and embodying unconditional love.

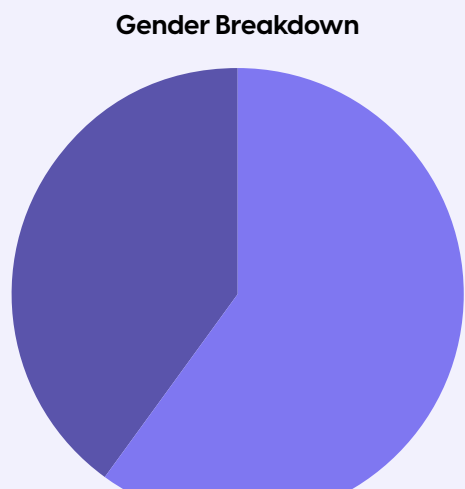


In rural and spacious regions, pet ownership flourishes while urban centers see fewer pets.



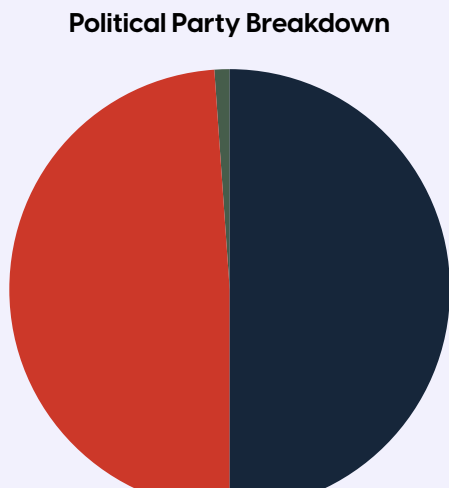
Though all genders find happiness and companionship in caring for their pets, men are fewer in number.

- 60% Female
- 40% Male

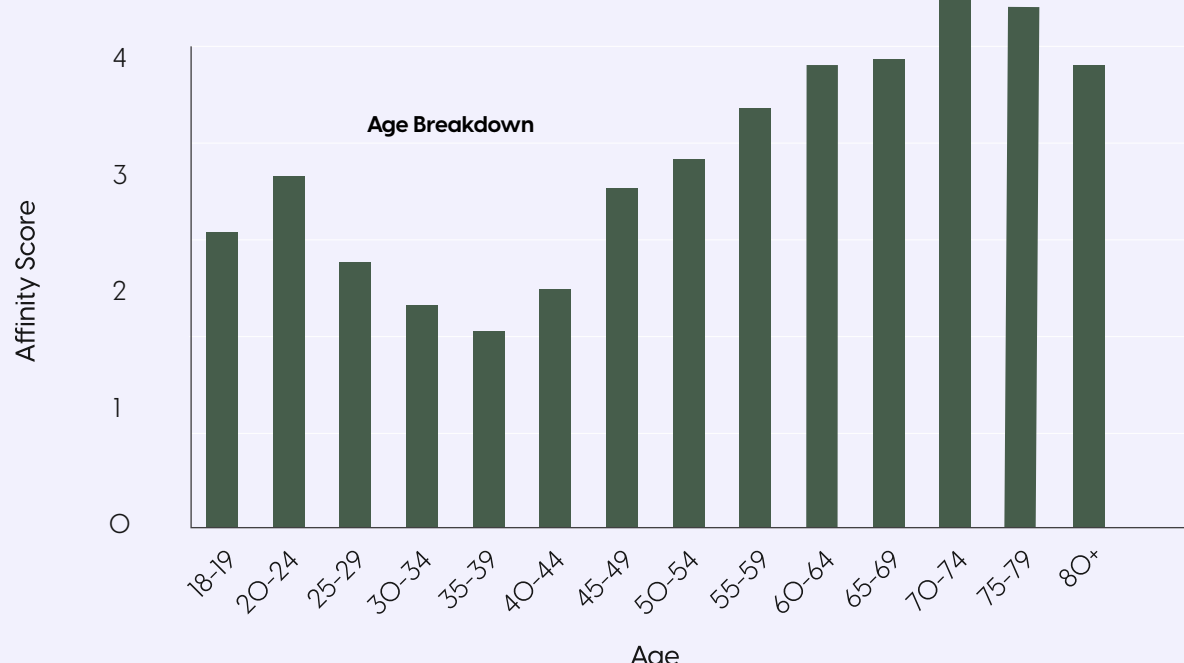


It bridges political divides, with people of both political affiliations finding common joy in their animal companions.

- 50% Democrat
- 49% Republican
- 01% Independent

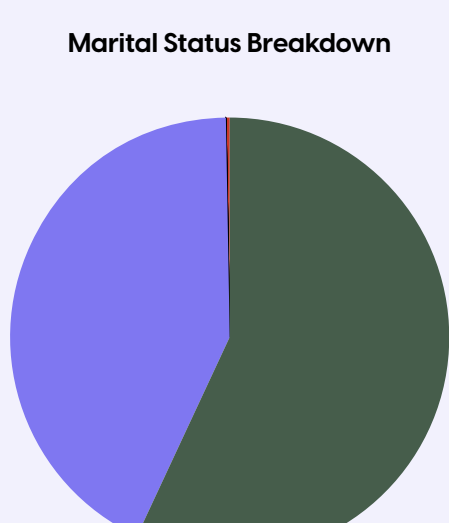


It peaks among young adults seeking companionship and seniors finding comfort and joy in their loyal pets.

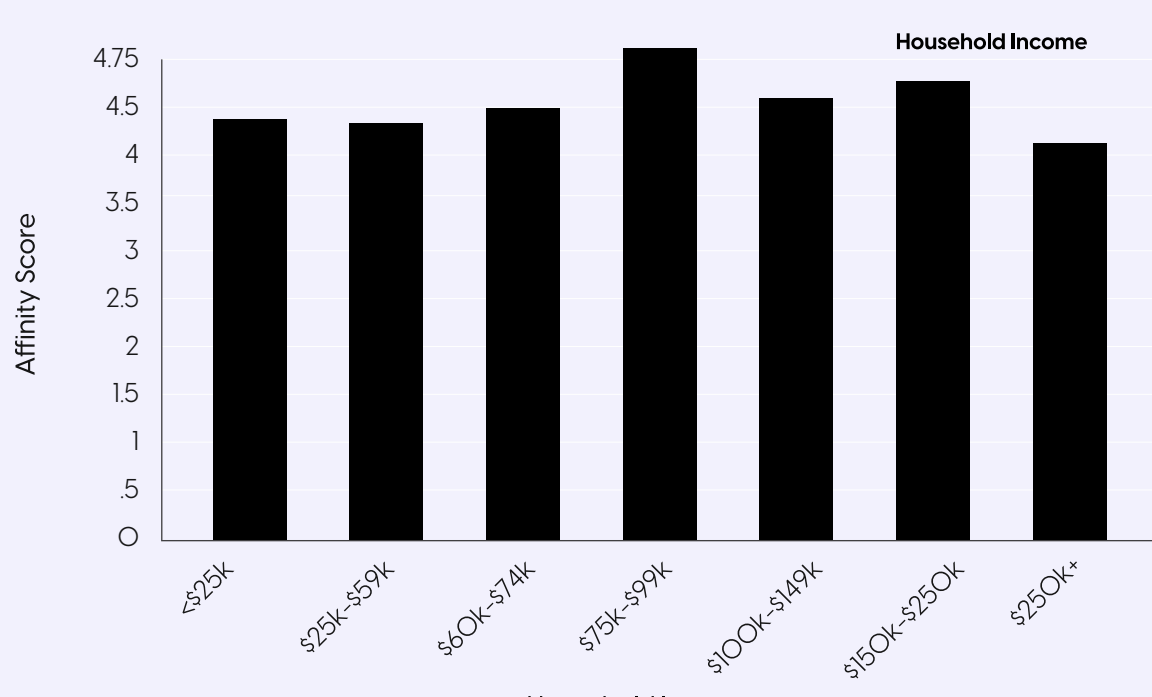


A few more married couples than single find fulfillment and happiness through their pet companions.

- 57% Married
- 42.85% Single
- 0.08% Divorced
- 0.03% Engaged
- 0.03% In a Relationship
- 0.01% Widowed



Regardless of income, people from all walks of life find comfort in their furry friends.



Their diverse interests span bird watching to scrapbooking, passionate support for NASCAR, and a forward-thinking interest in organic gardening.

Top Affinities for Pet Owners

- Bird Watching
- Doll Collecting
- Quilting
- Baking
- Motorcycles
- Weight Control
- Music
- Organic Gardening
- Science Fiction Books

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