

# YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Gender		Age					Social Grade	
Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, ONE, if any, of the following statements most closely describes how you feel about dogs? (Please select the option that best applies)

Unweighted base	6089	2725	3364	442	838	1010	1088	2711	3725	2364
<b>Base: All GB Adults</b>	<b>4047</b>	<b>1965</b>	<b>2082</b>	<b>454</b>	<b>605</b>	<b>721</b>	<b>671</b>	<b>1595</b>	<b>2307</b>	<b>1740</b>
I love dogs	42%	36%	48%	56%	46%	44%	44%	36%	40%	45%
I like dogs	28%	29%	27%	25%	29%	24%	27%	30%	28%	27%
I have no strong feelings about dogs	18%	21%	15%	13%	14%	19%	19%	21%	18%	17%
I dislike dogs	8%	9%	6%	2%	6%	8%	6%	10%	9%	5%
I hate dogs	3%	4%	3%	3%	4%	3%	4%	3%	4%	3%
Don't know	1%	1%	1%	1%	2%	1%	1%	0%	0%	1%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Region							
Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Which, ONE, if any, of the following statements most closely describes how you feel about dogs? (Please select the option that best applies)

Unweighted base	6089	1495	1019	589	641	1479	5223	317	549
<b>Base: All GB Adults</b>	<b>4047</b>	<b>970</b>	<b>665</b>	<b>368</b>	<b>547</b>	<b>944</b>	<b>3494</b>	<b>202</b>	<b>351</b>
I love dogs	42%	42%	42%	42%	41%	44%	42%	44%	43%
I like dogs	28%	29%	28%	25%	26%	27%	27%	30%	30%
I have no strong feelings about dogs	18%	17%	19%	20%	19%	18%	18%	16%	18%
I dislike dogs	8%	7%	8%	9%	8%	8%	8%	7%	6%
I hate dogs	3%	5%	2%	3%	5%	3%	4%	2%	2%
Don't know	1%	1%	1%	1%	1%	0%	1%	1%	1%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Gender		Age					Social Grade	
Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For each of the following dog descriptions, please say whether you think they are a good dog, a bad dog, or neither.

**Bailey - a dog who who alerted his foster carer to a fire in St Mellons, Cardiff**

Unweighted base	2037	920	1117	162	263	343	364	905	1226	811
<b>Base</b>	<b>1369</b>	<b>675</b>	<b>694</b>	<b>168</b>	<b>194</b>	<b>237</b>	<b>238</b>	<b>533</b>	<b>762</b>	<b>608</b>
Good dog	91%	88%	93%	88%	92%	87%	90%	93%	89%	93%
Neither good nor bad dog	5%	6%	4%	5%	2%	7%	7%	4%	6%	4%
Bad dog	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
Don't know	3%	4%	2%	4%	6%	5%	2%	2%	4%	3%

**PD Axle - a police dog stabbed four times while responding to a "domestic incident"**

Unweighted base	1996	893	1103	152	270	311	353	910	1198	798
<b>Base</b>	<b>1314</b>	<b>638</b>	<b>676</b>	<b>155</b>	<b>188</b>	<b>215</b>	<b>213</b>	<b>544</b>	<b>740</b>	<b>574</b>
Good dog	79%	73%	85%	70%	74%	73%	84%	84%	77%	82%
Neither good nor bad dog	15%	19%	10%	18%	14%	18%	14%	13%	17%	11%
Bad dog	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%
Don't know	6%	7%	4%	11%	11%	8%	2%	3%	5%	6%

**Harley - a therapy dog who aims to calm passengers at Aberdeen International Airport**

Unweighted base	2061	895	1166	143	278	357	371	912	1248	813
<b>Base</b>	<b>1332</b>	<b>604</b>	<b>728</b>	<b>135</b>	<b>190</b>	<b>249</b>	<b>225</b>	<b>535</b>	<b>740</b>	<b>593</b>
Good dog	86%	78%	92%	81%	87%	86%	87%	86%	85%	88%
Neither good nor bad dog	9%	14%	6%	6%	6%	10%	11%	10%	11%	7%
Bad dog	1%	2%	0%	7%	1%	-	1%	-	1%	0%
Don't know	4%	6%	2%	6%	6%	4%	1%	3%	3%	5%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Region							
Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For each of the following dog descriptions, please say whether you think they are a good dog, a bad dog, or neither.

**Bailey - a dog who who alerted his foster carer to a fire in St Mellons, Cardiff**

Unweighted base	2037	517	313	181	226	519	1756	102	179
<b>Base</b>	<b>1369</b>	<b>352</b>	<b>200</b>	<b>105</b>	<b>208</b>	<b>343</b>	<b>1208</b>	<b>61</b>	<b>101</b>
Good dog	91%	89%	91%	95%	88%	93%	91%	89%	91%
Neither good nor bad dog	5%	7%	5%	4%	4%	4%	5%	7%	7%
Bad dog	1%	1%	2%	1%	1%	1%	1%	-	-
Don't know	3%	3%	2%	1%	7%	2%	3%	4%	2%

**PD Axle - a police dog stabbed four times while responding to a "domestic incident"**

Unweighted base	1996	483	336	212	209	484	1724	100	172
<b>Base</b>	<b>1314</b>	<b>305</b>	<b>228</b>	<b>133</b>	<b>157</b>	<b>324</b>	<b>1147</b>	<b>59</b>	<b>109</b>
Good dog	79%	79%	82%	83%	72%	79%	79%	82%	81%
Neither good nor bad dog	15%	13%	15%	11%	16%	17%	15%	12%	13%
Bad dog	1%	1%	0%	1%	1%	-	1%	-	-
Don't know	6%	7%	2%	5%	12%	3%	6%	5%	6%

**Harley - a therapy dog who aims to calm passengers at Aberdeen International Airport**

Unweighted base	2061	487	359	207	205	517	1775	96	190
<b>Base</b>	<b>1332</b>	<b>292</b>	<b>231</b>	<b>129</b>	<b>173</b>	<b>323</b>	<b>1148</b>	<b>63</b>	<b>121</b>
Good dog	86%	86%	83%	88%	79%	90%	86%	91%	86%
Neither good nor bad dog	9%	9%	13%	6%	10%	8%	9%	7%	8%
Bad dog	1%	0%	2%	-	3%	0%	1%	-	1%
Don't know	4%	5%	3%	5%	7%	1%	4%	3%	4%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Gender		Age					Social Grade	
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Kola - a therapy dog at Holme House Prison helping inmates stay off drugs</b>										
Unweighted base	2089	921	1168	138	296	343	371	941	1283	806
Base	1369	642	726	145	207	236	210	570	782	587
Good dog	88%	83%	92%	92%	89%	88%	85%	87%	88%	87%
Neither good nor bad dog	8%	11%	6%	3%	8%	8%	12%	8%	8%	8%
Bad dog	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%
Don't know	3%	5%	2%	4%	2%	4%	2%	4%	3%	4%
<b>Fred - a dog who adopted nine orphaned ducklings at Essex castle</b>										
Unweighted base	1955	876	1079	118	291	315	350	881	1211	744
Base	1249	595	654	121	192	219	214	503	720	529
Good dog	83%	75%	90%	84%	86%	82%	87%	79%	81%	85%
Neither good nor bad dog	14%	20%	9%	14%	11%	14%	11%	17%	16%	11%
Bad dog	1%	2%	1%	2%	2%	-	1%	1%	1%	2%
Don't know	2%	4%	1%	1%	2%	4%	1%	2%	2%	3%
<b>Irma - a dog whose owner, an armed forces veteran who suffers from PTSD, says he would not be alive today without her help</b>										
Unweighted base	2019	908	1111	137	277	318	373	914	1220	799
Base	1304	627	677	129	192	229	225	528	726	578
Good dog	90%	87%	92%	89%	88%	86%	89%	92%	88%	92%
Neither good nor bad dog	7%	9%	5%	6%	7%	8%	9%	5%	8%	5%
Bad dog	0%	0%	0%	-	-	1%	-	0%	0%	0%
Don't know	3%	4%	2%	5%	4%	5%	2%	3%	3%	3%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

		Total	Region							
		Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Kola - a therapy dog at Holme House Prison helping inmates stay off drugs</b>										
	Unweighted base	2089	521	362	199	201	489	1772	110	207
	<b>Base</b>	<b>1369</b>	<b>333</b>	<b>235</b>	<b>120</b>	<b>187</b>	<b>293</b>	<b>1169</b>	<b>71</b>	<b>129</b>
	Good dog	88%	85%	86%	90%	89%	91%	88%	89%	87%
	Neither good nor bad dog	8%	12%	9%	7%	4%	5%	8%	10%	9%
	Bad dog	1%	0%	2%	-	-	1%	1%	-	1%
	Don't know	3%	3%	2%	3%	7%	3%	4%	1%	3%
<b>Fred - a dog who adopted nine orphaned ducklings at Essex castle</b>										
	Unweighted base	1955	452	342	199	211	458	1662	119	174
	<b>Base</b>	<b>1249</b>	<b>295</b>	<b>210</b>	<b>114</b>	<b>170</b>	<b>279</b>	<b>1068</b>	<b>73</b>	<b>108</b>
	Good dog	83%	83%	84%	86%	79%	82%	83%	77%	84%
	Neither good nor bad dog	14%	13%	12%	10%	16%	15%	14%	22%	14%
	Bad dog	1%	2%	1%	-	1%	1%	1%	1%	-
	Don't know	2%	2%	2%	4%	4%	2%	2%	-	2%
<b>Irma - a dog whose owner, an armed forces veteran who suffers from PTSD, says he would not be alive today without her help</b>										
	Unweighted base	2019	518	311	189	223	485	1726	110	183
	<b>Base</b>	<b>1304</b>	<b>316</b>	<b>212</b>	<b>104</b>	<b>171</b>	<b>313</b>	<b>1116</b>	<b>75</b>	<b>113</b>
	Good dog	90%	89%	89%	92%	83%	93%	89%	91%	91%
	Neither good nor bad dog	7%	9%	7%	3%	7%	5%	7%	8%	8%
	Bad dog	0%	-	1%	-	-	-	0%	-	-
	Don't know	3%	2%	3%	5%	9%	2%	4%	1%	1%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Gender		Age					Social Grade	
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Axel - a dog who bit and chased off a robber who was attacking his 86 year old owner</b>										
Unweighted base	2073	939	1134	141	279	351	401	901	1297	776
<b>Base</b>	<b>1382</b>	<b>682</b>	<b>700</b>	<b>132</b>	<b>207</b>	<b>261</b>	<b>255</b>	<b>526</b>	<b>814</b>	<b>568</b>
Good dog	86%	83%	89%	86%	77%	82%	89%	90%	84%	88%
Neither good nor bad dog	11%	13%	8%	10%	16%	14%	10%	8%	12%	8%
Bad dog	2%	2%	1%	-	5%	1%	1%	1%	1%	2%
Don't know	2%	2%	2%	4%	2%	3%	1%	2%	2%	2%
<b>Snipe - a dog working for United Utilities sniffing out water leaks in rural areas</b>										
Unweighted base	2114	947	1167	157	306	341	371	939	1277	837
<b>Base</b>	<b>1386</b>	<b>657</b>	<b>728</b>	<b>149</b>	<b>227</b>	<b>232</b>	<b>236</b>	<b>542</b>	<b>781</b>	<b>604</b>
Good dog	86%	81%	92%	90%	89%	83%	87%	86%	86%	87%
Neither good nor bad dog	10%	15%	6%	6%	9%	12%	11%	11%	11%	9%
Bad dog	1%	1%	0%	2%	2%	-	0%	0%	-	2%
Don't know	3%	3%	2%	3%	1%	5%	1%	3%	3%	3%
<b>Ruby - a farmer's dog who adopted three abandoned fox cubs</b>										
Unweighted base	2027	900	1127	155	269	338	357	908	1218	809
<b>Base</b>	<b>1382</b>	<b>656</b>	<b>726</b>	<b>162</b>	<b>201</b>	<b>244</b>	<b>231</b>	<b>545</b>	<b>770</b>	<b>612</b>
Good dog	76%	70%	83%	83%	77%	76%	80%	73%	74%	79%
Neither good nor bad dog	18%	23%	14%	13%	17%	21%	16%	20%	21%	15%
Bad dog	3%	4%	1%	2%	3%	0%	2%	4%	2%	3%
Don't know	3%	3%	2%	2%	3%	3%	1%	3%	2%	3%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Region							
	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Axel - a dog who bit and chased off a robber who was attacking his 86 year old owner</b>									
Unweighted base	2073	495	325	211	206	519	1756	123	194
Base	1382	320	225	137	173	322	1178	78	126
Good dog	86%	85%	91%	88%	80%	84%	85%	91%	87%
Neither good nor bad dog	11%	11%	7%	9%	14%	13%	11%	7%	11%
Bad dog	2%	3%	2%	1%	1%	2%	2%	-	1%
Don't know	2%	1%	1%	3%	5%	2%	2%	2%	2%
<b>Snipe - a dog working for United Utilities sniffing out water leaks in rural areas</b>									
Unweighted base	2114	530	344	213	211	501	1799	117	198
Base	1386	330	233	125	175	321	1184	73	128
Good dog	86%	84%	87%	86%	88%	87%	86%	87%	87%
Neither good nor bad dog	10%	10%	10%	11%	9%	10%	10%	11%	12%
Bad dog	1%	1%	2%	-	-	0%	1%	-	1%
Don't know	3%	5%	2%	3%	3%	3%	3%	2%	1%
<b>Ruby - a farmer's dog who adopted three abandoned fox cubs</b>									
Unweighted base	2027	504	355	179	211	510	1759	103	165
Base	1382	333	236	117	175	339	1202	66	115
Good dog	76%	77%	77%	79%	73%	74%	76%	77%	85%
Neither good nor bad dog	18%	18%	20%	16%	17%	21%	19%	21%	13%
Bad dog	3%	3%	3%	-	5%	3%	3%	1%	1%
Don't know	3%	3%	1%	5%	6%	2%	3%	1%	1%



## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Gender		Age					Social Grade	
Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

**Sir Jack Spratticus - a dog who has completely changed his owner's life by helping her deal with complex mental health illnesses**

Unweighted base	1998	908	1090	162	290	338	323	885	1226	772
<b>Base</b>	<b>1338</b>	<b>682</b>	<b>656</b>	<b>182</b>	<b>207</b>	<b>233</b>	<b>186</b>	<b>530</b>	<b>759</b>	<b>580</b>
Good dog	91%	88%	94%	92%	91%	90%	91%	92%	90%	93%
Neither good nor bad dog	6%	8%	4%	3%	5%	7%	8%	5%	7%	4%
Bad dog	0%	-	0%	-	0%	-	-	0%	-	0%
Don't know	3%	4%	2%	4%	3%	3%	1%	2%	3%	3%

**Freddie - a dog who saved a newborn lamb that had become 'frozen to ground' by Storm Emma**

Unweighted base	2008	898	1110	141	268	342	377	880	1216	792
<b>Base</b>	<b>1348</b>	<b>662</b>	<b>686</b>	<b>143</b>	<b>192</b>	<b>255</b>	<b>242</b>	<b>515</b>	<b>768</b>	<b>579</b>
Good dog	89%	85%	94%	91%	87%	87%	91%	90%	89%	90%
Neither good nor bad dog	7%	10%	3%	4%	9%	8%	5%	7%	7%	6%
Bad dog	0%	0%	0%	-	1%	-	0%	-	0%	0%
Don't know	4%	5%	3%	5%	2%	6%	3%	3%	3%	4%

**Dave - a dog who helped rescue three women who were being swept out to sea by dragging one of the women back to shore**

Unweighted base	2016	927	1089	160	288	338	362	868	1219	797
<b>Base</b>	<b>1400</b>	<b>699</b>	<b>701</b>	<b>173</b>	<b>214</b>	<b>258</b>	<b>228</b>	<b>527</b>	<b>783</b>	<b>618</b>
Good dog	93%	91%	94%	90%	92%	91%	92%	95%	93%	93%
Neither good nor bad dog	4%	5%	3%	3%	3%	6%	5%	2%	4%	3%
Bad dog	1%	1%	1%	3%	1%	0%	1%	1%	0%	2%
Don't know	2%	3%	2%	4%	3%	3%	1%	2%	3%	2%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Region							
	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Sir Jack Spratticus - a dog who has completely changed his owner's life by helping her deal with complex mental health illnesses</b>									
Unweighted base	1998	501	347	190	213	488	1739	98	161
Base	1338	339	211	120	195	310	1175	65	98
Good dog	91%	92%	91%	90%	87%	92%	91%	96%	96%
Neither good nor bad dog	6%	5%	7%	5%	8%	7%	6%	3%	1%
Bad dog	0%	-	0%	-	-	0%	0%	-	-
Don't know	3%	3%	2%	5%	5%	1%	3%	1%	2%
<b>Freddie - a dog who saved a newborn lamb that had become 'frozen to ground' by Storm Emma</b>									
Unweighted base	2008	476	339	211	215	489	1730	86	192
Base	1348	313	213	135	183	320	1164	53	132
Good dog	89%	88%	92%	93%	85%	90%	90%	83%	91%
Neither good nor bad dog	7%	7%	6%	4%	5%	7%	6%	13%	8%
Bad dog	0%	0%	-	1%	1%	-	0%	-	-
Don't know	4%	5%	2%	2%	9%	3%	4%	4%	2%
<b>Dave - a dog who helped rescue three women who were being swept out to sea by dragging one of the women back to shore</b>									
Unweighted base	2016	486	354	200	212	491	1743	101	172
Base	1400	345	254	121	187	306	1213	66	122
Good dog	93%	92%	92%	97%	89%	96%	93%	91%	94%
Neither good nor bad dog	4%	5%	4%	3%	4%	2%	4%	5%	4%
Bad dog	1%	1%	2%	-	1%	-	1%	2%	-
Don't know	2%	3%	2%	-	5%	2%	3%	2%	2%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Gender		Age					Social Grade	
Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

### Sandy - a dog who ran back in a burning building to be with another, blind, dog until the fire brigade rescued them

Unweighted base	1994	884	1110	156	267	321	363	887	1232	762
<b>Base</b>	<b>1322</b>	<b>649</b>	<b>673</b>	<b>161</b>	<b>205</b>	<b>226</b>	<b>225</b>	<b>506</b>	<b>768</b>	<b>554</b>
Good dog	88%	84%	91%	90%	89%	86%	84%	89%	88%	88%
Neither good nor bad dog	8%	10%	6%	4%	5%	11%	12%	7%	9%	7%
Bad dog	1%	1%	1%	3%	2%	-	1%	1%	0%	2%
Don't know	3%	4%	2%	4%	4%	3%	3%	2%	3%	3%

### Jaden - a dog who alerted emergency services by pulling an emergency cord after his disabled owner collapsed

Unweighted base	1969	866	1103	151	269	321	353	875	1205	764
<b>Base</b>	<b>1300</b>	<b>629</b>	<b>671</b>	<b>163</b>	<b>194</b>	<b>228</b>	<b>209</b>	<b>506</b>	<b>755</b>	<b>546</b>
Good dog	93%	90%	96%	91%	94%	87%	97%	94%	93%	93%
Neither good nor bad dog	4%	6%	2%	4%	3%	8%	2%	4%	4%	4%
Bad dog	1%	1%	0%	1%	0%	1%	1%	-	1%	0%
Don't know	3%	4%	2%	4%	2%	4%	1%	2%	2%	3%

### Archie - a dog who alerted his owner to a fire in their flat

Unweighted base	2021	911	1110	149	257	358	351	906	1252	769
<b>Base</b>	<b>1363</b>	<b>682</b>	<b>680</b>	<b>146</b>	<b>200</b>	<b>259</b>	<b>227</b>	<b>531</b>	<b>793</b>	<b>570</b>
Good dog	91%	88%	95%	96%	84%	89%	93%	93%	91%	92%
Neither good nor bad dog	5%	8%	3%	1%	11%	7%	4%	4%	6%	4%
Bad dog	1%	1%	0%	-	2%	-	2%	0%	0%	1%
Don't know	3%	3%	2%	3%	3%	4%	1%	3%	3%	2%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

Total	Region							
Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland

### Sandy - a dog who ran back in a burning building to be with another, blind, dog until the fire brigade rescued them

Unweighted base	1994	494	313	171	227	508	1713	103	178
<b>Base</b>	<b>1322</b>	<b>339</b>	<b>198</b>	<b>115</b>	<b>178</b>	<b>305</b>	<b>1134</b>	<b>68</b>	<b>120</b>
Good dog	88%	88%	90%	87%	86%	86%	88%	86%	92%
Neither good nor bad dog	8%	6%	7%	11%	9%	9%	8%	11%	7%
Bad dog	1%	1%	2%	1%	1%	2%	1%	-	-
Don't know	3%	5%	2%	1%	4%	4%	3%	3%	2%

### Jaden - a dog who alerted emergency services by pulling an emergency cord after his disabled owner collapsed

Unweighted base	1969	509	332	196	211	450	1698	96	175
<b>Base</b>	<b>1300</b>	<b>317</b>	<b>210</b>	<b>117</b>	<b>187</b>	<b>294</b>	<b>1125</b>	<b>63</b>	<b>113</b>
Good dog	93%	93%	94%	92%	90%	93%	93%	96%	95%
Neither good nor bad dog	4%	4%	4%	5%	5%	3%	4%	3%	4%
Bad dog	1%	0%	-	-	2%	1%	1%	-	-
Don't know	3%	3%	2%	4%	3%	3%	3%	1%	1%

### Archie - a dog who alerted his owner to a fire in their flat

Unweighted base	2021	491	350	172	203	492	1708	116	197
<b>Base</b>	<b>1363</b>	<b>327</b>	<b>231</b>	<b>100</b>	<b>172</b>	<b>335</b>	<b>1165</b>	<b>72</b>	<b>126</b>
Good dog	91%	89%	92%	92%	90%	93%	91%	93%	91%
Neither good nor bad dog	5%	6%	5%	7%	6%	4%	5%	5%	6%
Bad dog	1%	1%	1%	1%	1%	0%	1%	-	-
Don't know	3%	4%	2%	-	3%	3%	3%	2%	3%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Gender		Age					Social Grade	
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Patch - a dog who supports pupils with learning difficulties at a Bournemouth primary school</b>										
Unweighted base	2037	909	1128	143	299	341	361	893	1231	806
Base	1370	660	709	148	211	261	231	519	755	615
Good dog	90%	83%	96%	92%	85%	86%	91%	93%	88%	92%
Neither good nor bad dog	7%	11%	2%	5%	8%	8%	8%	5%	8%	4%
Bad dog	1%	1%	0%	2%	2%	1%	-	0%	1%	0%
Don't know	3%	4%	2%	1%	6%	6%	2%	2%	3%	3%
<b>Bonnie - a dog who went for help after her OAP owner got lost in the woods</b>										
Unweighted base	2037	926	1111	139	275	323	371	929	1267	770
Base	1375	688	687	154	199	238	225	560	823	551
Good dog	90%	87%	94%	85%	90%	87%	92%	93%	91%	90%
Neither good nor bad dog	6%	7%	4%	5%	6%	10%	6%	4%	6%	5%
Bad dog	1%	2%	0%	5%	1%	-	0%	0%	1%	1%
Don't know	3%	4%	1%	4%	3%	3%	2%	3%	2%	4%
<b>Griffin - a dog who helps her owner, a wheelchair user who suffers from the rare connective tissue disorder, with over 100 physical chores, from opening doors, to loading and unloading the washing machine and flushing the toilet</b>										
Unweighted base	2083	909	1174	154	287	354	360	928	1309	774
Base	1374	665	709	154	207	247	220	546	801	572
Good dog	92%	88%	95%	91%	88%	89%	93%	94%	91%	92%
Neither good nor bad dog	5%	8%	3%	6%	6%	8%	7%	3%	6%	4%
Bad dog	1%	1%	0%	1%	1%	1%	-	0%	0%	1%
Don't know	2%	3%	2%	2%	5%	2%	1%	2%	2%	3%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Region							
	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Patch - a dog who supports pupils with learning difficulties at a Bournemouth primary school</b>									
Unweighted base	2037	493	339	184	224	489	1729	105	203
Base	1370	327	217	123	190	314	1172	63	135
Good dog	90%	92%	87%	94%	83%	88%	89%	95%	94%
Neither good nor bad dog	7%	5%	8%	3%	10%	8%	7%	4%	5%
Bad dog	1%	1%	2%	-	1%	0%	1%	-	-
Don't know	3%	3%	2%	3%	5%	3%	3%	1%	1%
<b>Bonnie - a dog who went for help after her OAP owner got lost in the woods</b>									
Unweighted base	2037	469	359	208	213	512	1761	98	178
Base	1375	303	239	132	194	327	1195	67	113
Good dog	90%	90%	93%	89%	87%	92%	90%	85%	92%
Neither good nor bad dog	6%	6%	4%	6%	8%	4%	6%	8%	6%
Bad dog	1%	1%	2%	-	1%	1%	1%	5%	-
Don't know	3%	4%	1%	5%	3%	3%	3%	2%	2%
<b>Griffin - a dog who helps her owner, a wheelchair user who suffers from the rare connective tissue disorder, with over 100 physical chores, from opening doors, to loading and unloading the washing machine and flushing the toilet</b>									
Unweighted base	2083	526	330	222	209	496	1783	116	184
Base	1374	332	212	145	184	311	1183	74	116
Good dog	92%	89%	92%	91%	89%	94%	91%	92%	96%
Neither good nor bad dog	5%	8%	5%	7%	5%	4%	6%	7%	3%
Bad dog	1%	1%	0%	-	2%	-	1%	-	-
Don't know	2%	2%	2%	2%	5%	3%	3%	1%	1%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

	Total	Gender		Age					Social Grade	
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Buttons - a dog who taught himself how to be an assistance dog and has given support to his owner through serious illness</b>										
Unweighted base	1986	891	1095	130	271	322	366	897	1228	758
Base	1308	620	688	135	193	241	224	514	750	558
Good dog	91%	87%	94%	90%	91%	85%	91%	94%	90%	92%
Neither good nor bad dog	6%	8%	4%	3%	7%	10%	7%	4%	6%	6%
Bad dog	1%	2%	0%	1%	2%	1%	1%	0%	1%	1%
Don't know	2%	3%	1%	5%	0%	4%	1%	2%	3%	1%
<b>Waffles - a hearing dog who has become the 'ears' for his young owner</b>										
Unweighted base	2027	926	1101	148	286	339	358	896	1240	787
Base	1366	693	673	158	206	241	218	542	770	596
Good dog	90%	87%	94%	93%	88%	84%	92%	92%	90%	90%
Neither good nor bad dog	6%	9%	4%	3%	7%	9%	6%	5%	6%	6%
Bad dog	1%	1%	0%	-	0%	2%	1%	0%	0%	1%
Don't know	3%	4%	2%	3%	5%	4%	1%	2%	3%	2%
<b>Taz - a search and rescue dog who has spent his life working in adverse conditions to help find missing persons, from murder enquiries to a helicopter crash</b>										
Unweighted base	2076	921	1155	158	280	356	360	922	1272	804
Base	1378	650	728	168	209	240	219	542	788	590
Good dog	91%	89%	94%	93%	93%	82%	93%	93%	91%	91%
Neither good nor bad dog	6%	7%	4%	2%	6%	11%	5%	5%	6%	5%
Bad dog	1%	1%	0%	1%	-	2%	-	0%	0%	1%
Don't know	2%	3%	2%	4%	1%	4%	2%	2%	2%	3%

## YouGov - Hero Dogs

GB Sample: 23rd - 27th July 2018

		Total	Region							
		Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
<b>Buttons - a dog who taught himself how to be an assistance dog and has given support to his owner through serious illness</b>										
	Unweighted base	1986	502	331	179	206	480	1698	98	190
	<b>Base</b>	<b>1308</b>	<b>318</b>	<b>217</b>	<b>115</b>	<b>175</b>	<b>301</b>	<b>1126</b>	<b>64</b>	<b>118</b>
	Good dog	91%	88%	91%	92%	90%	93%	90%	88%	97%
	Neither good nor bad dog	6%	7%	6%	8%	5%	5%	6%	12%	2%
	Bad dog	1%	2%	1%	-	1%	0%	1%	-	-
	Don't know	2%	4%	2%	-	4%	2%	3%	-	1%
<b>Waffles - a hearing dog who has become the 'ears' for his young owner</b>										
	Unweighted base	2027	502	339	189	232	500	1762	101	164
	<b>Base</b>	<b>1366</b>	<b>336</b>	<b>213</b>	<b>126</b>	<b>206</b>	<b>321</b>	<b>1201</b>	<b>63</b>	<b>102</b>
	Good dog	90%	89%	86%	95%	86%	95%	90%	90%	91%
	Neither good nor bad dog	6%	7%	10%	5%	6%	3%	6%	9%	7%
	Bad dog	1%	1%	2%	-	1%	-	1%	-	-
	Don't know	3%	3%	2%	-	8%	2%	3%	1%	2%
<b>Taz - a search and rescue dog who has spent his life working in adverse conditions to help find missing persons, from murder enquiries to a helicopter crash</b>										
	Unweighted base	2076	509	353	211	219	476	1768	121	187
	<b>Base</b>	<b>1378</b>	<b>322</b>	<b>229</b>	<b>146</b>	<b>185</b>	<b>307</b>	<b>1188</b>	<b>76</b>	<b>115</b>
	Good dog	91%	88%	92%	91%	90%	94%	91%	96%	92%
	Neither good nor bad dog	6%	7%	7%	6%	5%	5%	6%	3%	5%
	Bad dog	1%	2%	-	-	-	-	1%	-	-
	Don't know	2%	3%	1%	2%	6%	1%	2%	1%	3%