

*The Dog Talk Project: Exploring Relationships between People and their Dogs ([www.dogtalkproject.com](http://www.dogtalkproject.com))*

# The Dog Talk Project

CUSTOMIZED SURVEYS FOR PET-RELATED BUSINESSES & ORGANIZATIONS

Customize or sponsor a Dog Talk survey to learn more about your customers & their dogs and for market research regarding their dog-related needs and interests!

**What is the Dog Talk Project?** The Dog Talk Project is a web-based survey and data collection program that studies the relationships between people and their dogs. Dog Talk administers a series of surveys that examine owner and dog demographics, dog-related activities, daily routines, and pet owner knowledge and preferences.

**Who Owns the Dog Talk Project?** Dog Talk was created and is owned by AutumnGold Consulting ([www.autumngoldconsulting.com](http://www.autumngoldconsulting.com))

**The Dog Talk Database:** The Dog Talk database can answer questions about dog care, nutrition, behavior, training, and the relationships between owners and their dogs. Dog Talk data are used for academic studies, writing projects, and market research studies (see next page for details)



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# Dog Talk Project Services

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**AutumnGold Consulting offers two types of Dog Talk Project services:**

**Customized Surveys:** AutumnGold works closely with clients to identify key questions related to their products or mission and creates customized surveys that provide detailed answers and vital information. Target audiences and influencing factors are identified for each survey; these may include owner and dog demographics, geographical regions, breed comparisons, and pet-related activities and professions. AutumnGold distributes surveys, collects data, analyzes results and produces a comprehensive report to the contracting agency.

**Sponsored Surveys:** Companies and organizations may sponsor existing Dog Talk Project surveys. Our surveys examine a wide variety of pet-related topics and reach a large and diverse audience. Survey sponsorship includes the agency's logo and web links on all survey materials. Sponsoring agencies also may request results reports that are tailored to their specific interests.

**ADVERTISE:** A select number of advertising spots are available to pet industry companies and organizations on the Dog Talk Project Home Page. Contact us to find out more!

## CONTACT INFORMATION

Linda P. Case, Owner  
AutumnGold Consulting  
Phone: 217-586-4864  
admin@dogtalkproject.com  
lcase@autumngoldconsulting.com

