

Shelter Pet

Adoption Research
Jan 21, 2015



Methodology & Sample



- 23 min online survey, 12/3 – 12/6/14
- N=1402
 - ✓ n=500 likely to acquire dog/ cat in next 12 months
 - ✓ n=501 dog/cat adopted from shelter/rescue (fallout: 64% shelter, 36% rescue)
 - ✓ n=401 dog/cat purchased from breeder/ pet store (fallout: 73% breeder, 27% pet store)
- Natural fallout of demographics, balanced across cells

Relationships with many dogs & cats represented



27. You mentioned that you had recently obtained a pet from a breeder or pet store. What is this pet's name?
38. You mentioned that you had recently adopted a pet from a shelter. What is this pet's name?

Executive Summary

- Dogs and cats are meaningful part of people's lives, and often loved like family
- Shelter/ rescue pet imagery is more positive than negative – on top of “doing the right thing”, the majority have heard successful adoption experiences, and find it easy to fall in love with animals there. Shelter/ rescue pets are also known to be affordable and “fully loaded”.
 - Although people who work there are perceived to be very dedicated to the animals, there's a sense that the human/ animal ratio is too low for ideal care. That, along with knowing many animals are put down, causes some sadness in visiting there. The concern that animals may have damaging backgrounds is noted, but not a prominent theme in relation to other perceptions.
- Half underestimate the extent of the euthanasia problem in America. But on hearing the real statistics they show compassion and increased openness to adoption.
- Evidence of great opportunity to leverage the passion and enthusiasm of shelter/ rescue pet adopters to help ‘normalize’ and celebrate it. They feel strong pride and social responsibility in discussing their adoption experience and love for their pet. Moreover, those likely to acquire a dog/ cat are very likely to talk to friends and family about options – and this group is highly receptive to persuasion based simply on the variety of truths about pet adoption.

Key findings – the important role of dogs/ cats

- Dogs and cats are cherished for their unconditional love, the joy and understanding they bring, and joint adventures. Moreover, nearly 1/3 strongly agree that their pet “saved them”, a belief that skews to Millennials.
- Most describe the relationship as mutually beneficial, but 20% of Millennials feel they benefit even more than their pet.
- Shelter/rescue and breeder pets likely to be most loved like family. Whereas 29% with animals from a pet store feel they just enrich their life, or are primarily for others in their household.
- Most of those looking to acquire a dog/ cat are considering several breeds/ options, and getting a pure-bred is not particularly important to the majority.

Key findings – shelter/ rescue imagery

- Shelter/ rescue imagery across segments: “I’m doing the right thing”, the majority have heard successful adoption experiences, and find it easy to fall in love with animals there. Shelter/ rescue pets are also known to be affordable and “fully loaded”.
 - Although people who work there are perceived to be very dedicated to the animals, there’s a sense that the human/ animal ratio is too low for ideal care. That, along with knowing many animals are put down, causes some sadness in visiting there. The concern that animals may have damaging backgrounds is noted, but not a prominent theme in relation to other perceptions.
- Note that while the image profile is really similar across segments, levels of absolute endorsement in the likely to acquire dog/ cat group are lower (as you would expect). Reflecting the opportunity to bolster impressions.
- Among the likely to acquire, familiarity with shelter/ rescues comes with age, especially in regards to perceptions of affordability, “fully loaded”, healthy animals, and knowledge of what the experience is like adopting there.

Key findings – motivations and recommendation

- Driving reason for shelter/ rescue pet adoption: doing the right thing. Shelter-pet adopters feel good about saving a life and finding a great companion in the process. And 1/3 loved the idea of joining the passionate community of shelter-pet adopters. Similar findings across generations.
- They felt adoption process was smooth, things were clean & organized, staff was knowledgeable and they got a good sense of the pet's background. A third thought it was fun!
- Shelter pet adopters passionately recommend shelters/ rescue: 71% have already done so, compared to only 41% of those acquiring from a breeder, and 21% acquiring from a pet store. Also, 1/3 of adopters say they recommend it “very often”.
- Discussing adoption evokes a **STRONG** sense of pride, kindness, social responsibility, to a degree not seen among breeder and pet store segments.

Key findings – social media

- In social media, most dog/ cat owners post pet content to their own profile; just 11% of pets have their own profile. Those who actively post their pet's travails also follow pet oriented accounts (a wide variety).
- Hashtags are used by a minority (10%), but a majority of shelter pet owners would be willing to participate in one created to raise awareness about the rewards of adopting from a shelter/ rescue. Likelihood is especially strong among those who post pet related content to their own SM profile(s), perhaps because it reflects their socially responsible/ caring nature and makes them feel good.

Unconditional love, joy, understanding, adventure...

Moreover, nearly 1/3 strongly agree that their pet “saved them”, a belief that skews to Millennials.

		Pet from...					
Agree Strongly	Total	Shelter or Rescue	Breeder	Pet Store	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index					
Pets deserve our unconditional love	76	101	106	86	95	101	105
Pets bring me a lot of joy	74	104	105	80	96	101	104
Pets provide unconditional love	73	102	110	84	95	102	105
Pets are an important part of our household	72	106	105	82	95	103	104
I love my pets like family	71	103	102	84	104	96	99
My pet cheers me up when I have a bad day	69	103	104	81	96	104	100
I love caring for my pet	65	103	97	84	99	99	103
Pets help me to relax	63	102	99	83	98	103	99
and companionship make it up in spades	60	102	111	81	103	101	95
I understand my pet(s) more than some people	47	101	96	85	106	99	93
Pets are perfect companions for outdoor adventures	45	94	110	89	102	102	94
My pet knows me better than most people do	41	93	99	90	102	103	93
I celebrate my pet’s birthday/ adoption anniversary	40	99	102	101	104	111	81
Pets help get me outdoors	35	99	103	90	102	102	94
My pet knows I saved him/her	33	109	66	91	109	104	84
My pet saved me	31	101	94	85	117	100	78
Base: Total	1346	501	322	135	330	317	255

18. Listed below are a number of things people have told us about pets. Please tell us how much you, personally, agree or disagree with each statement. There are no right or wrong answers – we’re only interested in your personal opinions.

A minority think pets limit their social life, are a burden

This is 3x more likely among those who acquired from a pet store vs. a shelter, but still a minority of those segments.

Agree Strongly	Total	Shelter or Rescue	Breeder	Pet Store	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index					
I have to limit my social life to take care of my pet	10	60	105	194	120	122	46
I only have pets because other people in my household want them	9	63	79	204	150	96	40
I struggle financially to take care of my pet	9	58	86	157	130	88	76
Taking care of my pet can be a burden	9	47	80	216	141	78	74
Base: Total	1346	501	322	135	330	317	255

The relationship is considered mutually beneficial...

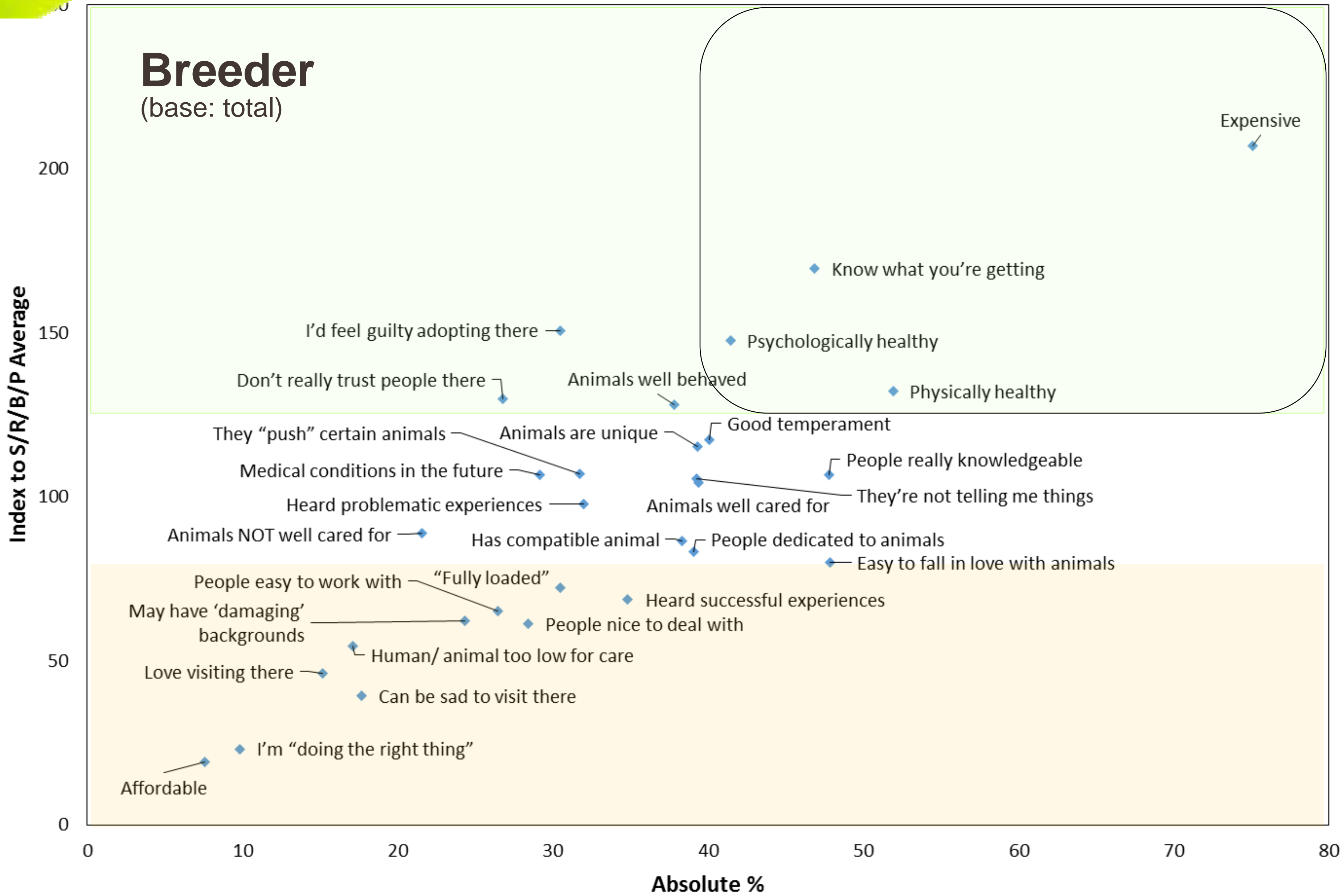
But Millennials may feel they benefit even more than their pet.

		Pet from...					
	Total	Shelter or Rescue	Breeder	Pet Store	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	5	%	%	%	%
Benefits you more than the pet	16	13	17	26	21	16	9
Is mutually beneficial to you and the pet	79	82	80	63	75	79	85
Benefits the pet more than you	5	5	3	11	4	6	5
Base: Have dog/ cat from shelter, rescue, breeder, or pet store	902	501	302	122	330	317	255

Shelter/rescue or breeder animals likely to be most loved

Whereas 29% with animals from pet stores feel they enrich their life, or for others in their household, but they’re “just pets”. Similar POV across generations.

		Pet from...					
	Total	Shelter or Rescue	Breeder	Pet Store	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	5	%	%	%	%
I love them like family	85	87	87	71	87	84	82
They enrich my life, but they’re just pets to me	13	11	12	21	10	14	15
They’re nice, but I don’t engage with them very often/ they’re mainly for others	2	2	0	7	2	2	2
I regret getting them – they just don’t fit into my lifestyle/ our needs aren’t compatible	0	0	1	1	0	0	0
Base: Have dog/ cat from shelter, rescue, breeder, or pet store	902	501	302	122	330	317	255



S/R/B/P – Shelter/Rescue/Breeder/Pet Store

16. Thinking more about your impressions of breeders, pet stores, animal shelters and rescue groups, please indicate which statements below, if any, that you associate with each. You can select as many or few as you wish, and there are no right or wrong answers – we're just interested in your opinions.

THREE words when hear “pet breeder”



Breeder drivers: puppy/ kitten & pure-bred

Also, there’s a sense that these animals may be especially good with children. Boomers especially likely to cite various motivations.

Reasons acquired from breeder rather than shelter/ rescue	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
I wanted a puppy / kitten	49	91	97	115
I wanted a purebred that I was unlikely to find at a shelter/rescue group	41	80	104	122
I wanted a specific breed that was good with families/children	31	104	79	118
You don’t always know what you’ll get	22	114	100	81
The shelter/rescue group didn’t have the type of dog or cat I was looking for	21	85	131	87
I wanted a pet with a specific temperament	18	62	108	142
I wanted a certain size pet	16	84	96	125
I worry that pets from shelters/rescue groups might have physical health issues	16	96	104	101
I worry that their pets might have behavior/ socialization issues	15	116	64	119
I worry that their pets might have psychological health issues	15	91	85	128
I knew someone else who had a good experience with this breeder	15	91	85	128
Shelters can be depressing/sad and I don’t like going there	10	133	76	83
I don’t know very much about getting pets through shelters/rescue groups	10	145	49	96
Base: Acquired a dog/ cat from a breeder	322	125	103	94

Note: reasons yielding <10% endorsement can be found in the appendix.

34. Which of the following are reasons why you bought (**INAME**) from a breeder or pet store, rather than getting a pet from a animal shelter or pet rescue?

Would recommend breeder because of transparency

...into lineage, temperament, home conditions.

Have Recommended Breeder (41%)

- They are bred for temperament and their lineage can be traced back many generations. Breeders care about the quality of the breed.
- I would make sure the breeder does it properly and not only to make money. Our breeder only bred her female twice a year
- I would tell them how to pick a good breeder - what questions to ask, home visits, testimonials from previous clients - so as to avoid the backyard/hobby breeders.
- They are much less expensive than at a pet store. Also you can see what conditions are where the pet was born.
- That if they want an animal with show training to get it from a breeder. If they want an animal with a medical history from birth to get it from a breeder.
- You know that the pet is well cared for and have easy access to all their medical records.
- healthier option especially from a breeder that you know well
- Definitely do your research first but it's worth it in the end

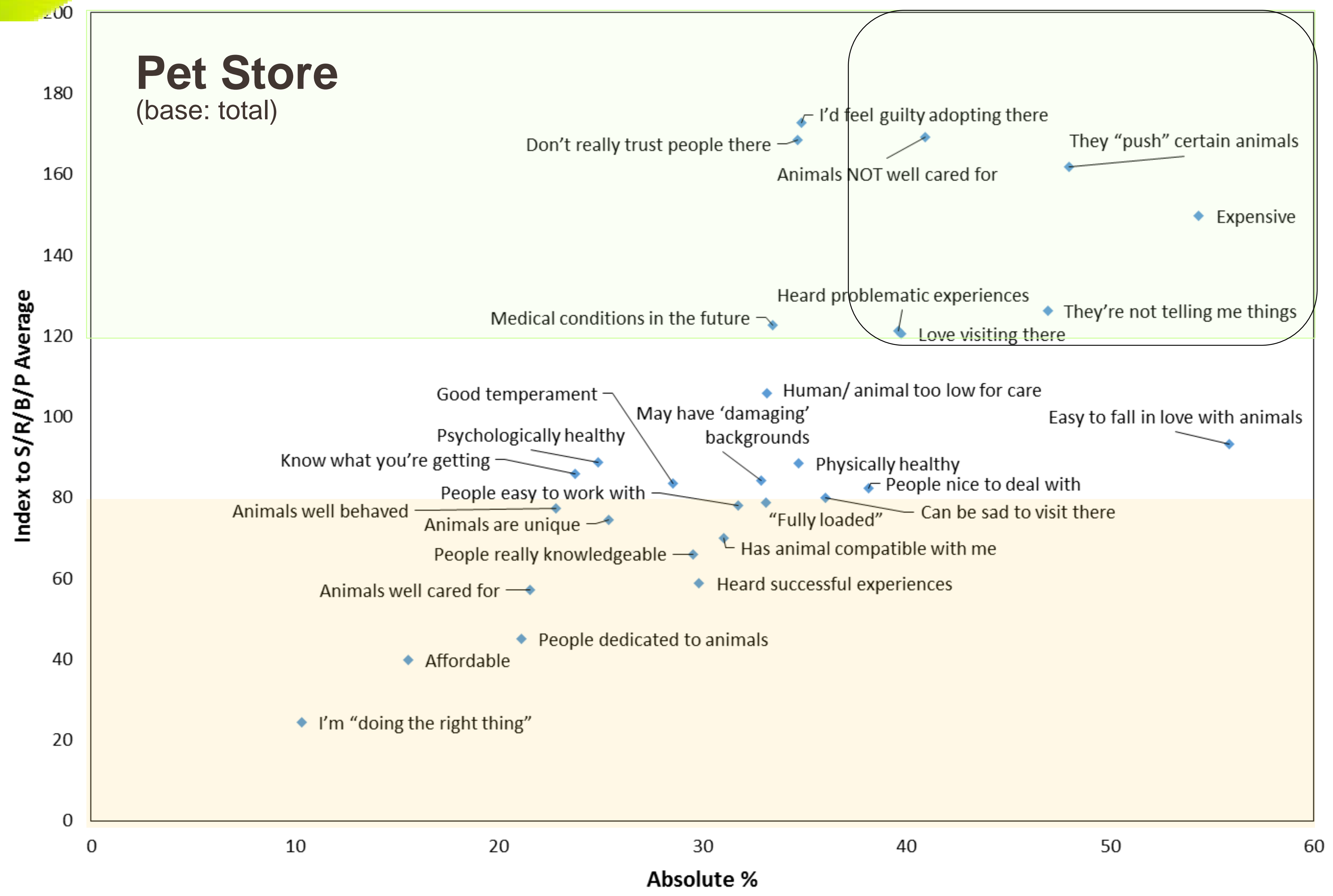
Base: Acquired dog/ cat from breeder

Likely to Recommend Breeder (52%)

- You know a breeder has bred responsibly and you know the dog will more likely be true to breed type so you will have a good idea what you are getting as far as breed characteristics.
- You know the history of the pet and can meet at least one of the parents.
- You know exactly what you are getting and they have good bloodlines
- They'll know the breed and will know the pet's lineage to help predict potential future health issues.
- They took great care of the mom and dad as well as the puppies.
- They can be expensive. But it's valuable knowing where your animal is coming from.
- The breeder I found provided pictures and updates prior to adoption. pet was so intelligent and easy to train. wonderful experience
- They can see the breeding history of the dogs and get references from people that purchased from a particular breeder.

28. How likely or unlikely would you be to recommend obtaining a pet from a breeder to a friend or relative looking to buy a pet?

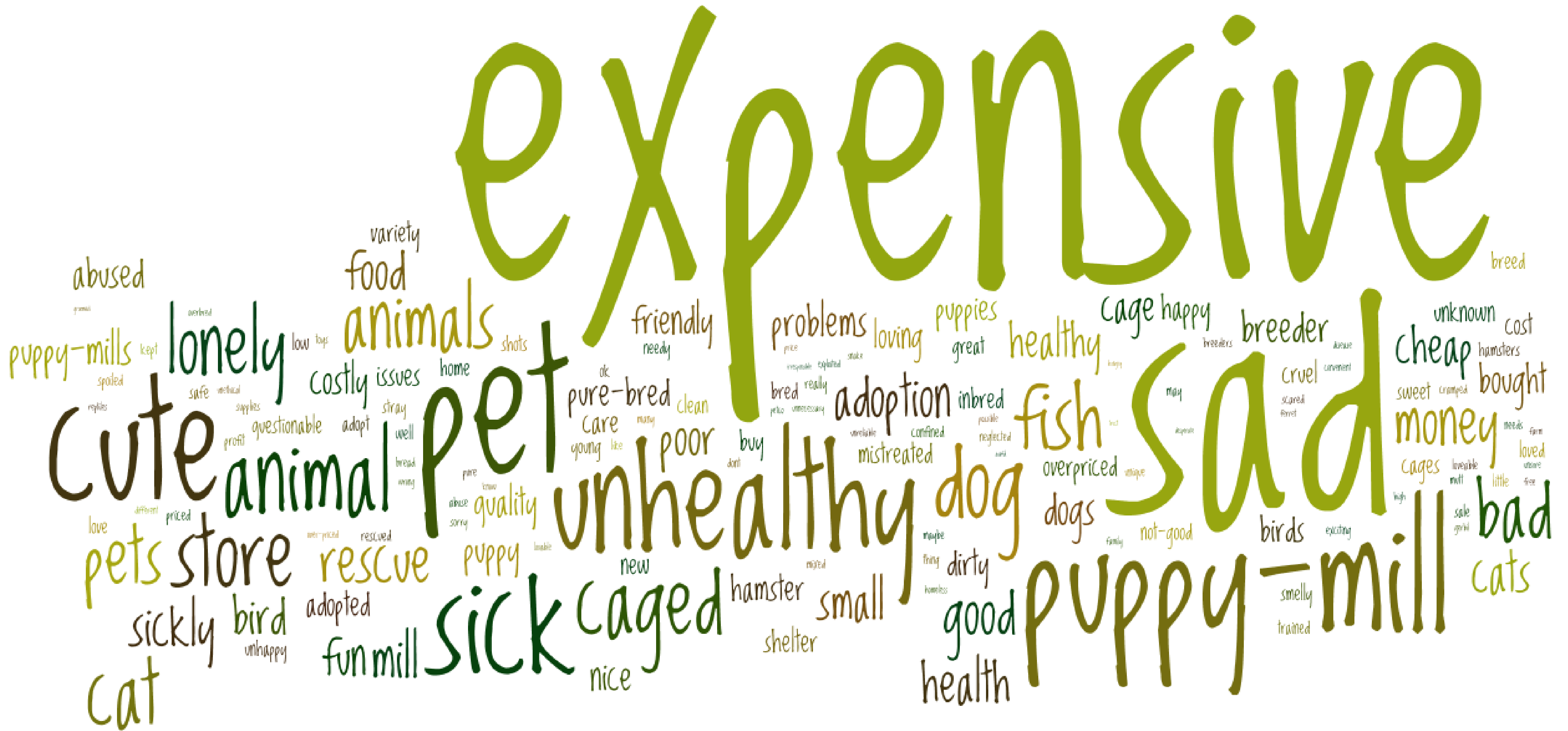
29. What would you say to a friend or relative in order to convince them to obtain a pet from a breeder?



S/R/B/P – Shelter/Rescue/Breeder/Pet Store

16. Thinking more about your impressions of breeders, pet stores, animal shelters and rescue groups, please indicate which statements below, if any, that you associate with each. You can select as many or few as you wish, and there are no right or wrong answers – we're just interested in your opinions.

THREE words when hear “pet store pet”



12. And what are the first THREE words that come to your mind when you hear “pet store pet”?

Pet store drivers: puppy/ kitten, IMPULSE, convenient

Again, Boomers cite more motivations, but also Gen Xers are a bit more likely to worry that shelter pets may have psychological and behavioral issues.

Reasons acquired from pet store rather than shelter/ rescue	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
I wanted a puppy / kitten	27	68	114	159
It was impulsive, I saw the dog / cat in the store and fell in love with it	21	109	78	121
It was more convenient, as the pet store is close to home	19	101	90	117
I wanted a specific breed that was good with families/children	16	70	134	112
I wanted a purebred that I was unlikely to find at a shelter/rescue group	15	74	113	147
You don't always know what you'll get	14	111	89	93
I wanted a pet that was very low maintenance	13	94	78	163
I don't know very much about getting pets through shelters/rescue groups	13	124	66	104
I worry that their pets might have psychological health issues	13	50	165	104
I worry that their pets might have behavior/ socialization issues	12	92	123	73
Shelters can be depressing/sad and I don't like going there	11	70	131	117
I worry that pets from shelters/rescue groups might have physical health issues	11	70	150	78
The shelter/rescue group didn't have the type of dog or cat I was looking for	10	45	121	210
There aren't any shelters/rescue groups near where I live	10	97	0	316
I wanted a pet with a specific temperament	10	97	87	135
Base Acquired a dog/ cat from a pet store	135	64	48	23*
*Catution: low base				

Note: reasons yielding <10% endorsement can be found in the appendix.

34. Which of the following are reasons why you bought (**INAME**) from a breeder or pet store, rather than getting a pet from a animal shelter or pet rescue?

Recommend pet store because of simplicity

...you can get a pure-bred, health warranty, staff answers q's, buy supplies, and "price is right".

Have Recommended Pet Store (21%)

- They take great care of their pets and you can trust them
- People there were knowledgeable and took care of the pets
- A little expensive but they got a large variety of pure breeds
- Tell them the negatives of breeders, the possible problems with animals from a rescue group and the inhospitable experience from animal shelter.
- Pet store offers a variety of pet supplies and pet food along with good dog
- Pure-bred pets

Likely to Recommend Pet Store (66%)

- They usually have all their shots and most stores give a health guarantee
- The store was very helpful in answering my questions.
- If they feel that you are sincerely interested in caring for the pet than the adoption process will be simple.
- Pure breed, all shots, plenty of available information about pet from employees
- That have a great affordable plan to help pay for all of their shots.
- Animals come from good places, have medical history available and are up to date on shots; are kept in clean environments
- That I never had any problems and she was and has been very healthy
- Having a good experience with this cat. pet store was clean. price was right. very happy with our cat.
- Usually pet store has kept pet up and it should be healthy. Should pet have hidden defect, most stores give reasonable time for recourse. Avoids hassle of looking for specific kinds/temperment elsewhere.

Base: Acquired dog/ cat from pet store

39. How likely or unlikely would you be to recommend obtaining a pet from a pet store to a friend or relative looking to buy a pet?
40. What would you say to a friend or relative in order to convince them to obtain a pet from a pet store?

THREE words when hear “pet store”



Bad experiences change their tune...

...e.g. health conditions developed, pets died suddenly, felt they were lied to or misinformed.

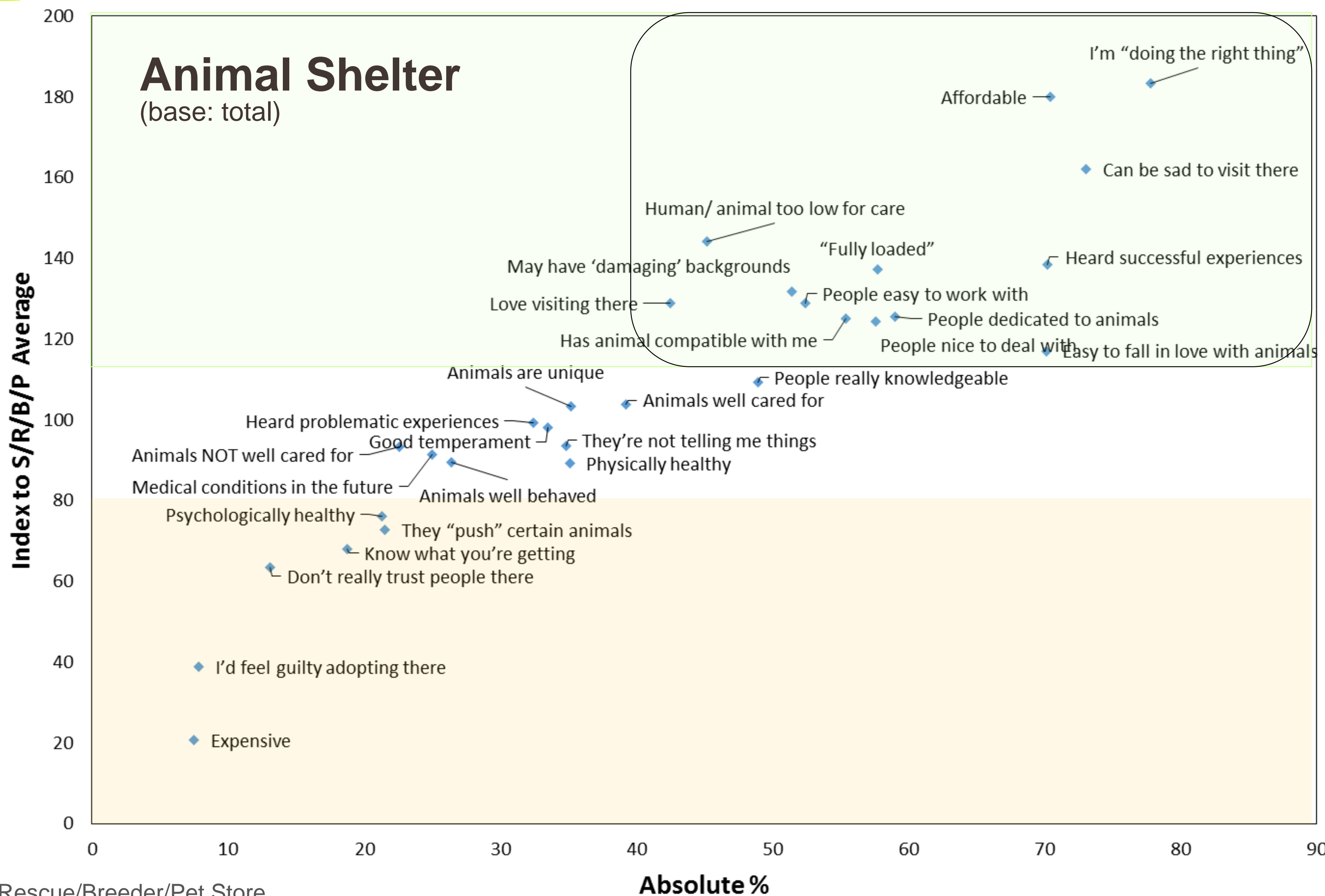
Would Not Recommended Breeder (6%)

- Finn had a heart condition and died at 1 year old. It was not disclosed to us.
- Found out was a farming breeder
- My husband bought Pollo as a gift for me from a breeder, not knowing exactly how I Felt about breeders. I think breeders are selfish, greedy assholes who only want money. There are thousands and thousands of homeless cats that can be adopted at an outstanding price but people want designer or pure bred animals and its not fair to the shelters or sanctuaries.
- Because most people are just looking for a companion and there are so many shelter/rescue dogs that need saving. The only reason I adopted this particular dog (my other dogs were all rescues and adopted foster dogs) from a breeder was because I specifically wanted a dog with certain breeding to train for obedience and agility trials.
- The dog was born in very cramped quarters. Plus, because of breeding, medical issues have developed
- I would recommend rescuing an animal from a shelter or rescue because there are too many great animals without homes

Would Not Recommend Pet Store (13%)

- Shelter animals need a home.
- Expensive
- Animals are exposed to sickness
- I think adopting from shelters is better
- They are harder to train, they are kept in cages in their own waste, not enough attention from humans
- They lie about breed history
- My dog was real skittish afraid of everyone and developed an eye problem not to long after we got her
- Some are not reputable. We've had 2 pets die within days. Our vet advises against it.
- There were so many issues about the type of dog I got that were not explained to me even though I asked. Plus the staff should've taken more steps to explain the issues even if I didn't ask and they did not.

Base: Acquired dog/ cat from breeder/ pet store

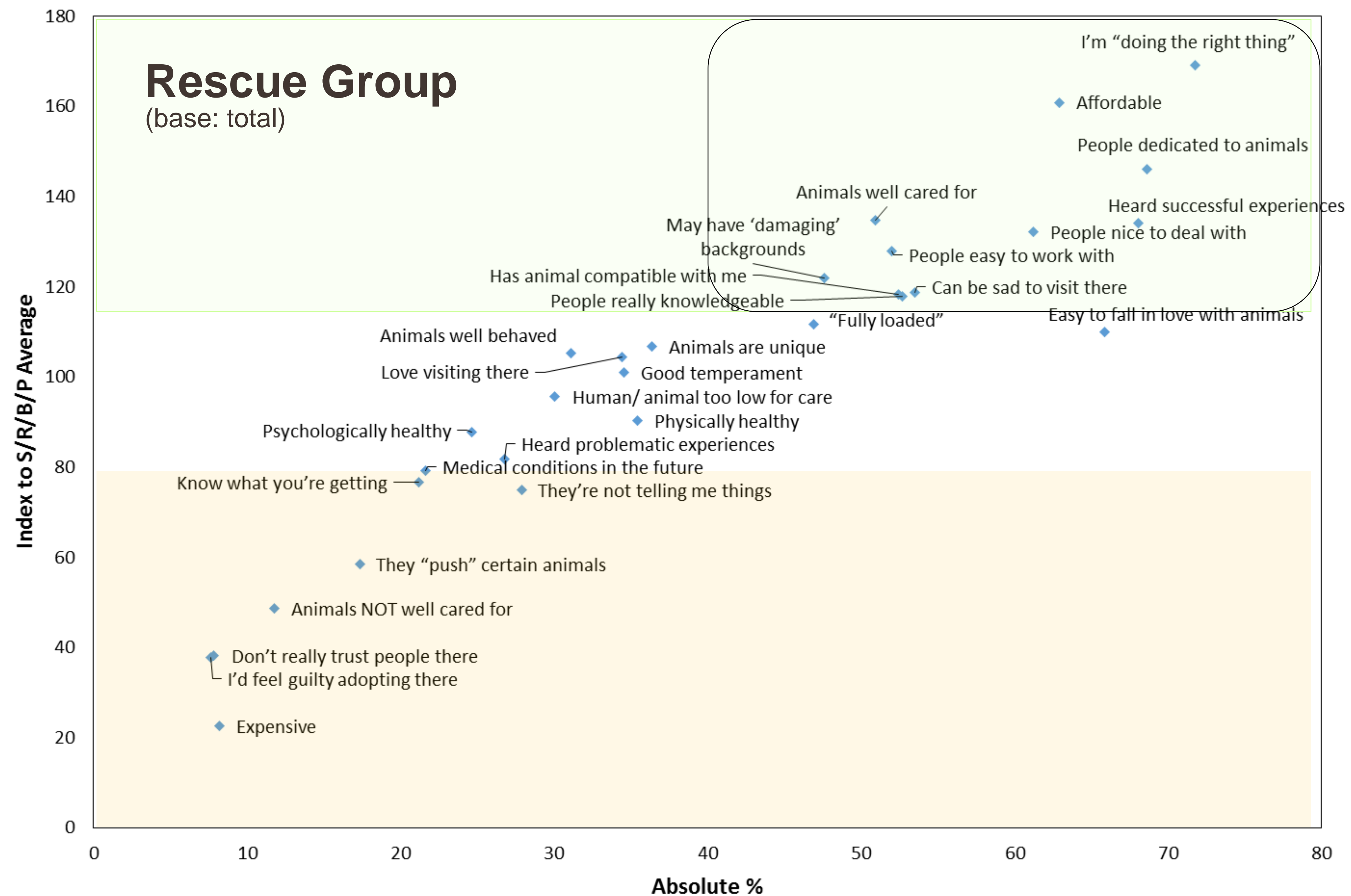


S/R/B/P – Shelter/Rescue/Breeder/Pet Store

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THREE words when hear “shelter pet”





S/R/B/P – Shelter/Rescue/Breeder/Pet Store

16. Thinking more about your impressions of breeders, pet stores, animal shelters and rescue groups, please indicate which statements below, if any, that you associate with each. You can select as many or few as you wish, and there are no right or wrong answers – we're just interested in your opinions.

THREE words when hear “rescue pet”



Driving reason for shelter adoption: doing the right thing

Shelter-pet adopters feel good about saving a life, meanwhile finding a great companion. And 1/3 loved the idea of joining the passionate community of shelter-pet adopters. Similar across generations.

Reasons adopted from shelter/rescue group	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
I felt like I was “doing the right thing”	62	94	104	102
At a shelter/rescue group you can save an animal’s life	61	93	105	102
Shelter/rescue pets make great companions	50	94	98	110
I visited a shelter/rescue group and just fell in love with an animal	41	107	98	95
Their animals often come “fully loaded” (e.g. vaccinations etc.)	41	95	99	107
Shelter/rescue animals are less expensive	37	105	100	93
The pets look like they really want a nice home	37	103	95	103
I had previously adopted from a shelter/rescue group and had a good experience	36	81	108	113
Shelters/rescues have a wide range of types and breeds to select from	33	101	99	101
I love the idea of joining a passionate community of shelter/rescue supporters	32	89	105	107
“Mutts” can have fewer health issues than pure breeds	27	108	84	110
The shelter/rescue group had the type of dog or cat I was looking for	25	66	115	122
I knew someone else who had a good experience with a shelter/rescue group	21	90	100	113
Base: Adopted a dog/ cat from a shelter/ rescue	501	174	180	147

...But there are a variety of drivers.

Reasons adopted from shelter/rescue group	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
It's very convenient	20	109	106	82
They provide all available information about a particular dog/ cat's background and upbringing, so you can make an informed decision	20	102	87	114
Shelter pets are pre-screened for temperament	17	77	113	111
Staff helped "match make" us based on temperament, exercise needs, etc.	16	102	95	104
The shelter/rescue helped find the right pet to best fit my home/life situation	16	86	111	102
1-in-20 shelter animals are pure-bred	4	121	88	90
Other (Please Specify)	4	79	63	170
None of these	4	170	63	62
Base: Adopted a dog/ cat from a shelter/ rescue	501	174	180	147

Also, they felt adoption process was smooth, easy...

That staff was knowledgeable, things were clean & organized, and they got a good sense of the pet's background. A third even thought it was fun.

	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
The adoption process went smoothly	73	95	99	107
The shelter/rescue group staff was friendly	66	88	104	108
Easy	57	96	97	108
The shelter/rescue group staff was knowledgeable	49	87	106	108
The shelter was very clean	47	91	99	112
The shelter was very organized	39	86	103	114
The staff at the shelter/rescue group gave me a good sense of the pet's background	35	99	89	115
It was fun	35	103	93	104
Visiting the shelter was a little sad / depressing	28	105	94	101
Staff at the shelter/rescue group helped "match make" us based on temperament, exercise needs, etc.	18	101	85	116
More process than I had expected	12	88	104	110
The shelter/rescue group staff were not very knowledgeable	6	72	99	134
The shelter/rescue group staff did not seem like they knew a lot about the pets	4	192	46	57
None of these	3	144	60	97
Other (Please Specify)	3	89	64	157
I was denied by a shelter/rescue group before finding my pet	2	180	70	43
Difficult	1	115	111	68
Base: Total shelter pet adopters	501	174	180	147

Acquisition behavior reflects awareness (or lack thereof)

There is further education to be done, with about half in the market for a pet unaware of the issue.

	Total	Pet from...			Likely to Adopt
		Shelter or Rescue	Breeder	Pet Store	
	%	%	%	%	%
Euthanasia / being “put to sleep”	53	61	54	33	50
<u>Net: Not euthanasia</u>	<u>47</u>	<u>39</u>	<u>46</u>	<u>67</u>	<u>50</u>
Being hit by a car	15	11	13	20	21
Natural causes	12	9	14	20	12
Cancer	7	6	8	9	7
Obesity related ailments	5	5	6	8	3
Heart disease and stroke	4	3	3	5	5
Kidney failure	3	4	2	3	2
Addison's Disease	1	1	1	2	1
Base: Total	1402	501	322	135	500

Issue-unaware folks estimate fewer animals euthanized

While many familiar with the issue over-estimate the exact figures.

	#1 cause of death	
	Euthanasia	Net: Not euthanasia
	%	%
< 2M	<u>40</u>	<u>72</u>
Less than 100,000	1	13
100,000 – 199,999	3	10
200,000 – 299,999	3	8
300,000 – 399,999	3	9
400,000 – 499,999	1	5
500,000 – 999,999	10	9
1 million – just under 2 million	18	19
2 million – just under 3 million	10	6
> 3M	<u>50</u>	<u>22</u>
3 million – just under 4 million	16	8
4 million – just under 5 million	15	6
5 million – just under 6 million	13	5
6 million – just under 7 million	4	2
All 7 million	1	1
Base: Total	749	653

Education dramatically increases shelter consideration

A minority are steady in their consideration of acquisition channels, especially those acquiring pets from breeders.

	Pet from...			Likely to Adopt
	Shelter or Rescue	Breeder	Pet Store	
	%	%	%	%
Would make me much more likely to consider a shelter pet	65	39	46	55
Would make me somewhat more likely to consider a shelter pet	13	28	26	22
Wouldn't change my likelihood to consider a shelter pet	21	27	22	17
Would make me somewhat less likely to consider a shelter pet	1	1	3	2
Would make me much less likely to consider a shelter pet	1	5	2	4
Base: Didn't realize euthanasia #1 cause of death in dogs/ cats	195	148	91	252

Note: a layer deeper, results are quite similar with Millennials

73. If you found out that of the 6-7 million dogs and cats in animal shelters in the US, approximately 2.7 million end up being euthanized or destroyed each year, how would that, if at all, change your likelihood of getting your next pet from a shelter?

The statistics persuade the majority to do the right thing

More Likely to Consider Shelter/ Rescue (74%)

- Because I would want to save at least one animal from being killed.
- I think it's important to consider adopting an animal instead of going through a pet store.
- If I find the right fit for my family and it is a pet that can be saved, then by all means.
- I hate for these animals to be destroyed ..that's why adopting from shelter is best..
- Feel good that we saved at least 1 pet.
- Animals are so loving. I can't think about them being killed. They just want a family.
- Animals often times end up in shelters because of assholes that buy from pet stores
- It's terrible that these animals are overbred, they didn't ask for this. Wish I could save them all

Base: Didn't realize euthanasia is #1 cause of death among dogs/ cats each year

82. Which of the following do you think is the #1 cause of death among dogs and cats each year?
84. If you found out that of the 6-7 million dogs and cats in animal shelters in the US, approximately 2.7 million end up being euthanized or destroyed each year, how would that, if at all, change your likelihood of getting your next pet from a shelter?
85. Why do you say that?

Exposure to friends' shelter pets also increases receptivity

As does experience raising pets and familiarity with shelters.

Acquired from Breeder but likely to consider shelter/ rescue next time (63%)

- I have had friends go through the rescue process, and it seems well worth it.
- Positive experiences from friends who have rescue dogs
- I would be willing to consider getting my next pet from a shelter/rescue group because now I am an experienced pet owner and could probably handle any behavioral issues that might arise.
- I was 7 when I got Cassie. Now that I'm 18 and have an understanding, love, and knowledge about animals, i can say that I would be more prepared and up for the task.
- As I grow older I realize that saving a pet is so important. there are so many animals that need homes.
- I know someone that got 2 rescue dogs and are very pleased, after quite a bit of training. Evidently Bubba was abused and was afraid of men. He would cower when a man came towards him. He turned out to be a wonderful baby and loves is people daddy.
- Just learning more about shelters/rescues and seeing what they have available.

Acquired from Pet Store but likely to Consider Shelter/ Rescue Next Time (76%)

- Am more familiar with shelters now, would rather save a dog
- I have been researching and reading more stories and articles about animal rescue places and feel I would like to save a poor animal that maybe didn't have a good start in life with a bad human and want to show them that there are good loving humans out there.
- Because they take good care of their dogs.
- Its the right thing to do
- It's the more responsible way
- I feel that the people running shelters and rescues care more about the animals than the people at pet stores, whose primary priority is their business.
- If the pet was the right breed and very family friendly and in good health I might consider it
- Because it feels good knowing you're helping an innocent animal that needs it.
- I'd rather know I was doing some good by saving an animal.
- I like that the pets are vetted. It's heartbreaking to see 2 of our pets die within days of purchasing from the pet store.

35. How likely or unlikely would you be to consider obtaining your next pet from a shelter/rescue group instead of a breeder?
36. Why do you say that?

Shelter pet adopters are most enthusiastic to recommend

Fully 7 in 10 have done so, and the remaining are very likely to do so.

		Pet from...		
Recommendation	Total	Shelter or Rescue	Breeder	Pet Store
	%	%	%	%
I have recommended it	44	71	41	21
<u>Net: Likely to Recommend</u>	<u>49</u>	<u>28</u>	<u>52</u>	<u>66</u>
Very likely	31	23	27	44
Somewhat likely	17	5	25	21
Not very likely	5	1	4	10
Not at all likely	2	1	2	3
Base: Have dog/ cat from shelter, rescue, breeder, or pet store	902	501	322	135

Shelter pet adopters give passionate recommendations

Have Recommended Shelter/ Rescue (71%)

- By adopting from a shelter you save two animals, the one you take home and the one that will take its place in the shelter. Shelter pets have been examined by a vet, vaccinated, spayed/neutered, and sometimes been trained in basic obedience. They love just as much as any other pet. My shelter pet outrageously smart, goofy, and wonderful. Pet stores and even some backyard breeders only care about money and are turning out too many unhealthy animals that are eventually discarded.
- The dog is so grateful to be adopted and the mixed breed dogs have less chances of having medical conditions that cost so much money to attend to and they live longer.
- My last two kittens were rescue. They were almost dead when we found them. All my animals love me, but these 2 won't let me out of their sight and have to have a paw touching me when they sleep. They know I saved them.
- Many of the animals have come from good homes where the person or family cannot take care of them anymore. They are very loving and such an adoption does not encourage breeders at puppy mills
- You never know where you'll find your perfect match. Some animals have been through a lot and are just looking for love.
- Save the ones that are already here don't create a demand for new ones
- There is no profit motive here - they're just trying to find good, permanent homes for these kids.
- They make the best pets.
- Its the right thing to do and it can bring happiness to your life and to your kids, i my self am very pleased with my animals
- These animals desperately need homes through no fault of their own. Unless you need a specific type of dog as a work dog ie one that is good for assisting the blind or that make excellent police dogs - then breeding dogs or any animal is stupid. Let's take care of what we have rather than creating more. And fancy breeds just for show are asinine.
- The pets at a shelter show so much more love and affection. They are well taken care of the and they let you know up front about any problems the animal might have.
- There are tons of pure bred animals at the shelter. You can find any breed of dog you want. There are rescues that are breed specific. Just call them and they will help you find a dog that is perfect for you! The best part is that you are not buying from a breeder and you are actually saving two dogs - the one you rescue and the space made for another one to be offered at the shelter/rescue.

Base: Adopted dog/ cat from shelter/ rescue

...passionate recommendations cont'd

Have Recommended Shelter/ Rescue (71%)

- We recently told an acquaintance how easy it was to adopt our kitten from the shelter. There were quite a few to choose from and you had the opportunity to visit and play with them before choosing. He came spayed, neutered, all shots and health tests and they were running a special so he was FREE!!!! He was found on the street and we rescued him and now we are his people. Love at first sight.
- These animals truly need a new life / home
- Adopting from a shelter discourages the market forces that encourage bad practices by pet stores and breeders by reducing demand. It's more affordable to adopt from a shelter. The animals at shelters are in need of care, possibly more so than those from breeders and pet stores. There's more diligence to care prior to adopting out if you get a pet from a shelter.
- Pets from pet stores are often from puppy mills, which treat the animals terribly. Many breeders are not the professionals they claim to be, and even if they are top-notch breeders, they are just contributing to pet overpopulation. Nobody truly needs a super expensive, pure-bred dog or cat.
- These animals need our help, they may not make it out alive. They will likely have less health problems because they are not interbred. They will love you more because they know you saved them.
- Shelter dogs make wonderful pets! There are many purebreeds, and many who come fully trained as adults, or cute puppies as well. Plus, they come with all their shots, vaccinated, and micro chipped. I got my dog from one, and you've seen how amazing she is.
- If you are going to get a pet, then help one that needs a home-- save it from being euthanized. this will help you and the community.
- These pets need a home. They have been abandoned. They are lovable mutts and probably healthier.
- I tell people that breeding animals is wrong, and not good for the breed in the long run. Also, there are so many dogs and cats in shelters that are wonderful and if they don't get adopted, they will be euthanized.
- There are too many unwanted pets in shelters that die every day. The shelter animals have already been evaluated, have all of their shots, are microchipped, and come with a month of free pet insurance. Besides all that, the money goes to help other unwanted animals and rescuing from a shelter gives not only the adopted pet a home, but it also opens a spot for the shelter to save another animal. Most of all though, adopting is very rewarding, and there is nothing that compares to an animal's unconditional love.

Base: Adopted dog/ cat from shelter/ rescue

And they do it often!

How often mention <u>where</u> obtained pet	Pet from...		
	Shelter or Rescue	Breeder	Pet Store
	%	%	%
Very often	32	16	17
Often	28	18	30
Sometimes	32	41	25
Rarely	6	13	12
Almost never	2	12	15
Base: Total	501	302	122

Discussing: feel pride, kindness, social responsibility

To a degree not seen among breeder and pet store segments.

		Pet from...		
Feel when discussing <u>where</u> aquired pet	Total	Shelter or Rescue	Breeder	Pet Store
	%	%	%	%
Net: Positive	<u>82</u>	<u>93</u>	<u>82</u>	<u>70</u>
Proud	50	65	50	34
Kind	36	54	26	27
Socially responsible	31	53	19	19
Confident	49	48	54	45
Smart	37	39	39	32
Informed	36	36	46	27
Thrifty	7	10	4	6
Indifferent	9	4	9	15
Net: Negative	<u>4</u>	<u>0</u>	<u>5</u>	<u>7</u>
Ashamed	3	0	3	6
Embarrassed	3	0	3	4
Other (Please Specify)	3	5	4	0
None of these	10	5	8	17
Base: Have dog/ cat from shelter, rescue, breeder, or pet store	902	501	322	135

42. Which of the following words, if any, describe how you feel when you talk to friends, colleagues or acquaintances about where you adopted (**INSERT Q.38 NAME**)?

In SM, most post pet content to their own profile
Only 11% of dogs/ cats have their own profile; this over-indexes among Millennials and the Pet Store segment. Facebook is most prevalent channel, followed by Twitter and Instagram.

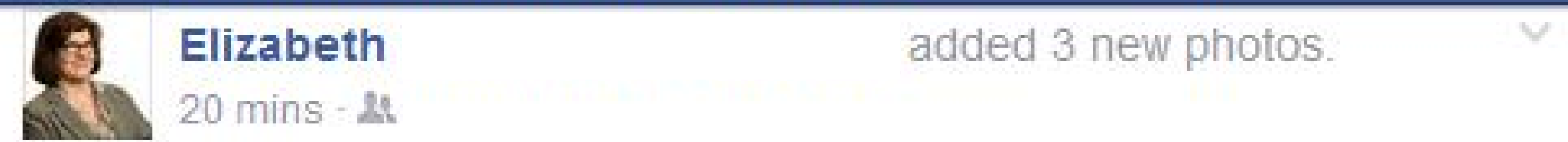
		Pet from...					
Social Media Presence	Total	Shelter or Rescue	Breeder	Pet Store	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index					
My pet has its own social media profile	11	81	85	241	121	93	82
I regularly upload photos/ videos/ anecdotes about my pet(s) to my own social media profile(s)	24	93	96	133	129	106	55
I occasionally upload photos/ videos/ anecdotes about my pet(s) to my own social media profile(s)	35	107	101	73	114	95	87
My pet doesn't have a presence in social media	37	101	104	84	69	102	138
Base: Have dog/ cat from shelter, rescue, breeder, or pet store	902	501	302	122	330	317	255
Pet Profiles on...							
Facebook	66	98	117	88	90	107	110
Twitter	13	55	59	204	132	102	36
Instagram	9	147	0	102	176	68	0
Tumblr	6	110	176	51	75	51	216
Other (Please Specify)	5	133	70	61	45	123	173
Base: Pet has a profile	95	43	27	31	42	31	22

Other (Please Specify) → Dogbook

53. Which of the following best describes your pet's social media presence?
54. On what sites does this pet have a social media profile?

Seen on Facebook while preparing this report...

(permission to share)



I would like to introduce Lenny a 6 year old schnauzer we adopted Wednesday evening. He is a very friendly guy and very happy to have a soft bed to roll around on. He was picked up as a stray and found by a rescue group. You can tell he's had some rough times but that has changed. Lucy adores him, he is not so sure, but 85 lbs versus 20 lbs can be a little intimidating. He has some bad habits we will work on but he is part of our pack now and we will all patiently teach him proper behavior and love him. Welcome to our family little Lenny.



Many who actively post their pet’s travails also follow pet oriented accounts (a wide variety)

	Follow Pet- Related Accounts	Base: Total dog/ cat owners
Total %	28	902
<u>Index</u>		
My pet has a profile	192	95
I regularly upload to my profile	184	212
I occasionally upload to my profile	110	316
Millennials: 18-34	140	330
Gen X: 35-49	89	317
Boomers: 50+	62	255

- @adorable_animals @barkbox @susiesseniordogs
- ASPCA, Humane Society
- Boo, Grumpy Cat, Lil Bub
- Disco the parakeet, friend's pets, Venus the chimera cat, critter room (rescue webcam), tinykitten rescue webcam, friends who are rescuers
- Gentle Barn, Boxer Frenzy, Panda Paws, Fur Ever Wild, Animal Ark Hastings, Hastings Veterinary Clinic
- Local animal shelter adoption pages
- My cousin's dalmatian, Peep.
- My vet
- Nebraska Humane Society, Barkbox, Sidewalk Dog, Dog Day Getaway
- Pit bulls and Parolees, Forgotten dogs of 5th ward
- The rescue I adopted from, another shelter in the area.
- Willow and the Troublemakers
- YouTube, just silly videos about cute and funny things they do

57. Do you follow any pets or pet-related accounts (e.g. friend’s pet, famous pet, shelter, etc.) in social media?
58. Which pet or pet-related accounts do you follow on social media?

10% currently use hashtags

A few mention ones relating to shelter pets.



	Use pet-specific hash-tags	Base: Dog/cat has some sort of SM presence
Total %	10	568
<u>Index</u>		
My pet has a profile	203	95
I regularly upload to my profile	163	212
I occasionally upload to my profile	58	316
Millennials: 18-34	144	246
Gen X: 35-49	98	197
Boomers: 50+	16	125

Majority in a position to use shelter-pet hashtag would

Especially strong likelihood among folks who post pet related things to their own SM profile(s), perhaps because it reflects their socially responsible/ caring nature.

New Hashtag Utilization	Total	My pet has a profile	I regularly upload pet stuff to my profile	I occasionally upload pet stuff to my profile	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	%	%	%	%	%
Inclined to take part if hashtag theme was created to build awareness about the rewards of adopting a pet from a shelter/ rescue group	63	72	76	56	67	65	55
Base: Adopted from shelter, and dog/ cat has some sort of SM presence	314	43	109	187	128	113	73

Half considering dog/ cat very likely to use shelter/ rescue

(Of course, likelihood metrics are always overstated from eventual behavior)

Very Likely to Obtain From...	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	%	%
<u>Net: Shelter/ Rescue</u>	<u>51</u>	<u>52</u>	<u>51</u>	<u>48</u>
Adopt a pet from a shelter	<u>46</u>	<u>46</u>	<u>47</u>	<u>43</u>
Adopt a pet from a rescue group	39	41	37	35
Obtain from a breeder	21	30	17	6
Obtain from a pet store	14	20	10	6
Adopt from a friend or family	37	46	28	30
Adopt a stray	35	39	31	32
Base: Likely to Adopt	500	240	146	114

Most desired breeds...



But most are open to several options

	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
Yes, one specific type / breed	24	25	28	14
Yes, I have a few in mind	25	26	24	23
No, I'm open. My decision will depend on my connection with the pet	37	35	29	50
No, I don't know yet	15	14	18	13
Base: Likley to adopt	500	240	146	114

Selection Criteria: Personality, Temperament, Age, Size

Other factors relevant to a minority.

	%
The pet’s personality	66
The pet’s temperament	58
The pet’s age	52
The pet’s size	52
The pet’s ability to socialize well with animals/ children	39
The pet’s history	25
The pet’s exercise needs	18
None of these	9
Other (Please Specify)	6
Base: Adopted from shelter/ rescue	501

Most consider acquiring dog/ cat for less than 6 months

A third take longer than a year.

		Considering...			
How long thinking about getting a dog or cat?	Total	A dog	A cat	Both	Undecided at this time
	%	%	%	%	%
A week or less	14	11	13	13	26
2 - 3 weeks	10	11	10	9	5
A month or so	19	17	25	32	10
2 – 3 months	13	15	13	11	10
4 – 6 months	10	13	5	6	9
7 – 12 months	7	9	3	4	8
Longer than a year	27	24	31	26	32
Base: Likely to Adopt	500	230	135	47	88

Research approach reliant on friends/ family advice

	Likely to Adopt	Pet from...		
		Shelter or Rescue	Breeder	Pet Store
	%	%	%	%
Talked to friends or family	33	29	34	33
Looked at pictures of different breeds of dogs / cats	23	23	37	21
Read about dog / cat temperament profiles	19	15	35	18
Did a Google search of places to adopt a pet by location	18	28	31	22
Read about dog / cat physical profiles (e.g. exercise needed)	17	17	32	21
Went to adoption/ rescue websites (e.g. Petfinder, Adopt-a-Pet, etc)	16	45	16	10
Watched a TV program about pet ownership (e.g. Cesar Milan: Dog Whisperer)	11	6	8	11
Base: Total	500	501	322	135

20. Thinking about the most recent dog or cat you bought or adopted, which of the following, if any, did you do to research the purchase/adoption?
63. Which of the following, if any, have you already done to research the purchase/adoption?

Few consult a vet, visit online forums, or take quizzes.

	Likely to Adopt	Pet from...		
		Shelter or Rescue	Breeder	Pet Store
Consulted a veterinarian	9	8	13	14
Went to forums online about buying/adopting a pet	9	7	12	10
Follow pet-related accounts in social media	9	7	8	12
Talked to people at pet stores	9	6	9	26
Talked to breeders	8	4	38	8
Took a pet personality quiz	8	6	7	13
Went to pet store websites	7	4	9	12
Talked to people who acquired dog/ cat from a breeder	6	4	18	7
Went to breeder websites	6	5	36	11
Talked to people who acquired dog/ cat from a pet store	5	5	5	12
Saw an advertisement	4	6	9	4
Other internet sources	5	7	10	2
Other (Please Specify)	4	11	6	0
None of these	28	20	13	23
Base: Total	500	501	322	135

Currently, those likely to acquire a dog/ cat hear shelter & rescue recommended most often from friends/ family

	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	%	%
<u>NetL Shelter/ Rescue</u>	<u>71</u>	<u>69</u>	<u>72</u>	<u>73</u>
Animal shelter	60	54	65	68
Rescue group	53	57	51	43
Breeder	30	32	29	23
Pet store	37	40	35	30
Other (specify)	9	7	9	16
Base: Likely to adopt, and consulted friends/ family	259	140	75	44

Those likely to acquire dog/ cat receptive to conversion

...across a variety of moral and feature dimensions. Joining the passionate community of shelter/ rescue supporters also appeals.

Much more likely to consider getting pet from shelter/ rescue if...	Total	Acquired from Breeder	Acquired from Pet Store	Likely to Adopt
	%	%	%	%
Knowing you could save the life of a pet	46	44	44	50
Knowing you're doing a good thing	39	37	33	48
Knowing they often 'come with everything' (i.e., shots, neutered/spayed etc.)	41	35	41	46
Knowing you can find kind, gentle pets at a shelter/rescue group	38	32	36	45
Knowing that shelter/rescue pets are physically healthy	38	36	35	43
Knowing that shelter/rescue pets are psychologically healthy	37	33	36	42
Knowing you can find your perfect pet there	34	28	33	42
Knowing shelter/rescue pets are less expensive	32	26	30	40
Knowing you'll get all available information about a particular dog / cat's background and upbringing, so you can make an informed decision	34	32	33	38
Knowing staff at the shelter/rescue group can help "match make" pets with owners, based on temperament, exercise needs, and other factors	32	30	28	38
Knowing you'd be joining a passionate community of shelter/rescue-supporters	32	27	30	38
Base: Total	946	322	135	500

37. Which of the following, if any, would make you more likely to consider getting your next pet from a shelter/rescue instead of a breeder/pet store?

70. Which of the following, if any, would make you more likely to consider getting your next pet from a shelter/rescue group instead of somewhere else?

Getting a pure-bred not particularly important to majority

Much more likely to consider getting pet from shelter/ rescue if...	Total	Acquired from Breeder	Acquired from Pet Store	Likely to Adopt
	%	%	%	%
Knowing that in many cases, pets end up at shelters/rescue groups because of “people problems” (e.g. life changes) rather than “pet problems”	34	32	34	37
Hearing/ seeing “happily ever after” stories directly from people who have adopted a pet from a shelter/rescue group	34	32	34	36
Knowing they can connect you with training specialists to help in the process of integrating the dog / cat into your life	28	23	27	34
Knowing that 'mutts' have fewer health issues than pure breeds	27	21	29	32
Being able to sign up to a waiting list for a particular breed of dog/ cat	27	32	22	26
Knowing that 1-in-20 shelter pets are pure-bred	23	19	24	25
Base: Total	946	322	135	500

37. Which of the following, if any, would make you more likely to consider getting your next pet from a shelter/rescue instead of a breeder/pet store?
70. Which of the following, if any, would make you more likely to consider getting your next pet from a shelter/rescue group instead of somewhere else?

Motivation hierarchy consistent among Millennials

‘Pops’ in a few areas, just in the breeder and pet store segments.

		Millennials: 18-34		
	Total %	Breeder	Pet Store	Likely to Adopt
Knowing you could save the life of a pet	46	100	116	96
Knowing you're doing a good thing	39	107	131	107
Knowing they often 'come with everything' (i.e., have all their shots, have been neutered/sp	41	112	105	98
Knowing you can find kind, gentle pets at a shelter/rescue group	38	106	119	95
Knowing that shelter/rescue pets are physically healthy	38	107	108	102
Knowing that shelter/rescue pets are psychologically healthy	37	109	121	98
Knowing you can find your perfect pet there	34	113	129	105
Knowing shelter/rescue pets are less expensive	32	123	127	100
Knowing you'll get all available information about a particular dog / cat's background and upb	34	106	108	104
Knowing staff at the shelter/rescue group can help “match make” pets with owners, based on	32	118	117	111
Knowing you'd be joining a passionate community of shelter/rescue-adoption supporters	32	111	127	100
Knowing that in many cases, pets end up at shelters/rescue groups because of “people proble	34	118	119	113
Hearing/ seeing “happily ever after” stories directly from people who have adopted a pet fro	34	116	128	112
Knowing they can connect you with training specialists to help in the process of integrating th	28	120	129	115
Knowing that 'mutts' have fewer health issues than pure breeds	27	134	135	107
Being able to sign up to a waiting list for a particular breed of dog/ cat	27	111	105	107
Knowing that 1-in-20 shelter pets are pure-bred	23	122	119	118
Base: Total	946	240	64	125

37. Which of the following, if any, would make you more likely to consider getting your next pet from a shelter/rescue instead of a breeder/pet store?
70. Which of the following, if any, would make you more likely to consider getting your next pet from a shelter/rescue group instead of somewhere else?

Appendix

Adoption Research

12-2014



Millennials associate unique animals with shelters/ rescue

They also are a bit more likely to “know what they are getting” from a pet store. Caution: that attribute can be interpreted in positive or negative way.

Millennials Perceptions	Animal Shelter		Rescue Group		Breeder		Pet Store	
	%	Index to Total	%	Index to Total	%	Index to Total	%	Index to Total
Moral/ Social								
I’m “doing the right thing”	76	97	69	97	12	118	15	146
Heard successful experiences	67	96	63	92	40	114	35	117
Heard problematic experiences	34	106	28	106	34	106	40	101
I’d feel guilty adopting there	10	123	10	129	33	109	36	103
Animals								
Has animal compatible with me	55	99	54	103	39	102	35	114
Affordable	66	93	60	95	9	125	23	147
“Fully loaded”	52	90	46	98	33	109	36	110
May have ‘damaging’ backgrounds	52	102	49	104	23	96	31	93
Animals are unique	45	127	46	127	39	99	31	122
Physically healthy	33	95	37	103	50	96	39	112
Good temperament	35	103	34	100	43	108	34	117
Animals well behaved	31	118	34	109	42	111	28	121
Medical conditions in the future	28	112	26	120	31	105	34	100
Psychologically healthy	23	106	26	107	41	99	28	114
Know what you’re getting	21	112	24	111	46	98	33	137
Expensive	9	117	10	120	71	94	49	90
Base: Millennials (570)								

16. Thinking more about your impressions of breeders, pet stores, animal shelters and rescue groups, please indicate which statements below, if any, that you associate with each. You can select as many or few as you wish, and there are no right or wrong answers – we’re just interested in your opinions.

Rescues are known for “pushing” animals

Likely related to social media approach to finding animals a loving home (so probably a positive)

Millennials Perceptions	Animal Shelter		Rescue Group		Breeder		Pet Store	
	%	Index to Total	%	Index to Total	%	Index to Total	%	Index to Total
Experience								
Can be sad to visit there	69	94	54	100	19	106	36	101
Easy to fall in love with animals	69	98	62	95	48	100	56	100
People dedicated to animals	56	95	66	97	39	99	24	116
People nice to deal with	54	93	56	92	28	99	40	104
People easy to work with	48	91	47	90	26	99	33	105
People really knowledgeable	50	101	50	95	47	98	34	115
Human/ animal too low for care	46	103	33	109	19	109	33	98
Love visiting there	44	103	37	107	16	107	43	108
Animals well cared for	41	105	51	100	40	101	26	119
They’re not telling me things	36	104	32	115	41	106	44	93
Animals NOT well cared for	25	112	14	121	21	99	40	97
They “push” certain animals	26	119	22	126	34	106	44	92
Don’t really trust people there	16	120	9	114	30	111	35	102
Base: Millennials (570)								

Boomers more familiar: basics of shelter pet adoption

...affordable, “fully loaded”, and healthy.

Perceptions: Animal Shelter	Total %	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
Moral/ Social				
I’m “doing the right thing”	72	98	92	115
Heard successful experiences	64	98	94	111
Heard problematic experiences	32	111	95	83
I’d feel guilty adopting there	12	116	79	93
Animals				
Has animal compatible with me	54	100	102	97
Affordable	63	87	103	124
“Fully loaded”	55	90	101	121
May have ‘damaging’ backgrounds	51	105	91	100
Animals are unique	35	116	101	65
Physically healthy	34	97	89	121
Good temperament	34	101	90	110
Animals well behaved	26	111	86	94
Medical conditions in the future	27	116	94	75
Psychologically healthy	23	110	94	87
Know what you’re getting	21	112	99	76
Expensive	10	106	114	69
Base: Likely to Adopt	500	240	146	114

16. Thinking more about your impressions of breeders, pet stores, animal shelters and rescue groups, please indicate which statements below, if any, that you associate with each. You can select as many or few as you wish, and there are no right or wrong answers – we’re just interested in your opinions.

And better informed of shelter pet adoption experience

Perceptions: Animal Shelter	Total %	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
Experience				
Can be sad to visit there	68	97	95	112
Easy to fall in love with animals	65	96	100	108
People dedicated to animals	53	94	102	110
People nice to deal with	52	95	94	117
People easy to work with	49	89	104	117
People really knowledgeable	49	103	96	98
Human/ animal too low for care	46	103	90	106
Love visiting there	40	97	97	111
Animals well cared for	38	102	102	93
They're not telling me things	32	108	101	82
Animals NOT well cared for	27	110	93	87
They "push" certain animals	25	112	84	96
Don't really trust people there	17	114	96	76
Base: Likely to Adopt	500	240	146	114

16. Thinking more about your impressions of breeders, pet stores, animal shelters and rescue groups, please indicate which statements below, if any, that you associate with each. You can select as many or few as you wish, and there are no right or wrong answers – we’re just interested in your opinions.

“Path to purchase” simpler for shelter pet adopters

	Pet from...			Likely to Adopt
	Shelter or Rescue	Breeder	Pet Store	
	%	%	%	%
Talked to friends or family	39	59	60	56
Read about dog / cat temperament profiles	33	55	54	55
Read about dog / cat physical profiles (e.g. exercise needed)	26	53	48	52
Took a pet personality quiz	36	39	61	42
Looked at pictures of different breeds of dogs / cats	31	44	48	49
Watched a TV program about pet ownership (e.g. Cesar Milan: Dog Whisperer)	30	31	60	44
Follow pet-related accounts (e.g. friend’s pet, famous pet, shelter, etc.) in social media	34	42	31	42
Went to breeder websites	17	46	47	34
Talked to breeders	36	61	36	35
Talked to people who acquired dog/ cat from a breeder	38	53	33	47
Went to pet store websites	19	7	25	42
Talked to people at pet stores	9	25	44	47
Talked to people who acquired dog/ cat from a pet store	22	31	31	41
Went to forums online about buying/adopting a pet	19	35	43	42
Did a Google search of places to adopt a pet by location	32	40	43	45
Consulted a veterinarian	41	51	32	57
Saw an advertisement	27	36	50	53
Went to adoption/rescue websites (e.g. Petfinder, Adopt-a-Pet, etc)	61	28	43	43
Other internet sources	38	24	33	50

23. And how influential would you say each of these were to you in your ultimate decision about the most recent dog or cat you purchased or adopted?
65. And how influential would you say each of these has been to you in your search for a dog or cat?

After talking to friends/ family, some go online (again)

	Pet from...		
	Shelter or Rescue	Breeder	Pet Store
	%	%	%
Went into a shelter	61	17	27
Looked for information online	33	44	36
Went into a rescue group	44	14	22
Went to a breeder	3	73	20
Went to a pet store	14	17	62
None of these	7	4	2
Base: Talked to friends/ family	147	111	45

Most adopting from a shelter check out 1-2...
and adopt during those visits. Few had hesitations about the adoption.

	Shelters Visted	Total Visits
	%	%
One	68	62
Two	21	22
Three	8	9
Four	1	2
Five or more	2	5
Base: Adopted from shelter	501	501

	%
Hesitations	11
No hesitations	89
Base: Adopted from shelter	501

Q's – Cost, age, characteristics, medical history, etc.

Questions hoping to get answers to...	Pet from...		
	Shelter or Rescue	Breeder	Pet Store
	%	%	%
Costs for purchase/adoption	46	48	33
The age of a particular dog/cat	39	26	27
Characteristics of different breeds of dogs or cats (e.g. temperament, health, care and exercise needs)	22	35	22
The medical history of a particular cat/dog	27	22	27
Has a particular pet been spayed or neutered	37	16	22
Information about a particular dog / cats background and upbringing	25	23	20
What types of food to feed a certain type of dog/cat	16	23	23
Where to get dogs/cats	22	20	19
How does a certain breed of dog/cat behave with children	15	25	19
Costs of feeding/caring for the dog/cat	13	17	24
A particular dog's/cat's genetic history (e.g. parents)	6	24	18
Other people's experiences with particular breeds of dogs or cats	11	20	15
Other people's experiences with certain breeders, pet stores, shelters or rescue groups	10	23	13
Allergy information	12	18	16
Has a particular pet had any sort of training	15	11	15
Had a particular dog/cat been adopted/purchased before	12	11	16
Pros and cons of obtaining pet at a breeder vs. a shelter vs. a pet store vs. a rescue group	9	16	11
If a particular dog/cat had been adopted before, why didn't it work out	13	6	10
Other (Please Specify)	3	1	1
None of these	20	16	22
Base: Total	501	322	135

24. Which of the following, if any, were questions you were hoping to get answers to when you were researching your most recent dog or cat purchase or adoption? This research may have been done at any point prior to the moment of purchase/ adoption.

Less common drivers of breeder-pet purchase include...

Reasons acquired from a breeder rather than a shelter/ rescue	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
I am not experienced with raising dogs with special needs	9	123	94	49
I wanted a certain size pet	9	88	94	147
I am not totally confident in my ability to judge a dog / cat's psychological health	7	105	113	59
I was comfortable with it, but someone else in my close family was not on board	7	70	188	0
I didn't want to risk adopting an animal that may be "challenging"	7	141	63	65
I worry that previously owned pets will never really bond with a new family	7	94	125	65
Nearby shelters/rescue groups don't have convenient hours	6	53	176	73
Shelters/rescue groups tend to have poor service	4	42	169	117
I was denied by a shelter or rescue group	0	-	-	-
Other (Please Specify)	4	84	113	117
None of these	11	141	94	0
Base: Acquired dog/ cat from a breeder	135	64	48	23*

34. Which of the following are reasons why you bought (**INSERT Q.27 NAME**) from a breeder or pet store, rather than getting a pet from a animal shelter or pet rescue?

Less common drivers of pet store pet purchase include...

Reasons acquired from a pet store rather than a shelter/ rescue	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	Index		
I am not experienced with raising dogs with special needs	9	123	94	49
I wanted a certain size pet	9	88	94	147
I am not totally confident in my ability to judge a dog / cat's psychological health	7	105	113	59
I was comfortable with it, but someone else in my close family was not on board	7	70	188	0
I didn't want to risk adopting an animal that may be "challenging"	7	141	63	65
I worry that previously owned pets will never really bond with a new family	7	94	125	65
Nearby shelters/rescue groups don't have convenient hours	6	53	176	73
Shelters/rescue groups tend to have poor service	4	42	169	117
I was denied by a shelter or rescue group	0	-	-	-
Other (Please Specify)	4	84	113	117
None of these	11	141	94	0
Base: Acquired dog/ cat from a pet store	135	64	48	23*
*Catution: low base				

34. Which of the following are reasons why you bought (**INSERT Q.27 NAME**) from a breeder or pet store, rather than getting a pet from a animal shelter or pet rescue?

THREE words when hear “pet shelter”



Just over half know that Adam Levine hosts The Voice

Awareness is better among Millennials and Gen X. Half of Boomers don't know/ may not watch it.

Judge on NBC's reality singing competition The Voice	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	%	%
Adam Levine	<u>56</u>	<u>61</u>	<u>60</u>	<u>43</u>
Rihanna	1	2	1	1
Mariah Carey	4	5	2	5
Bruno Mars	2	3	1	1
Brad Paisley	4	4	3	5
Don't know	33	25	33	46
Base: Total	1402	570	463	369

2/3 know Ellen DeGeneres is married to Portia De Rossi

Awareness is more consistent across age groups, but there is a little Millennial/Gen X skew.

Ellen DeGeneres married to...	Total	Millennials: 18-34	Gen X: 35-49	Boomers: 50+
	%	%	%	%
Portia De Rossi	<u>63</u>	<u>64</u>	<u>67</u>	<u>56</u>
Naomi Watts	1	2	1	1
Jodie Foster	1	2	1	1
Ellen Pompeo	2	2	1	2
Cynthia Nixon	2	2	2	2
Don't know	31	28	29	39
Base: Total	1402	570	463	369