

Keeping Pets (Dogs and Cats) in Homes:
A Three-Phase Retention Study
Phase I: Reasons for Not Owning a Dog or Cat



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Phase I: Reasons for Not Owning a Dog or Cat

Funding for Phase I provided by PetSmart Charities, Inc.



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“By learning more about the barriers to pet ownership and lifelong retention, we can take measured steps to change minds, change policies, and change activities to help get more of these beautiful animals out of shelters and off the streets into the arms of loving families.”



Introduction

Every year, 3 to 4 million healthy, adoptable pets are euthanized at our nation's shelters. American Humane Association and the entire animal welfare community are forced to question: What needs to be done for these animals to be adopted? And what can be done to ensure that those who are adopted stay with their new families? American Humane Association's Animal Welfare Research Institute embarked on a multi-phase study in 2012 to better understand what is preventing people from adopting these animals and, more importantly, to learn the most effective strategies to ensure that newly adopted pets stay with their families, preventing relinquishment to shelters.

By learning more about the barriers to pet ownership and lifelong retention, we can take measured steps to change minds, change policies, and change activities to help get more of these beautiful animals out of shelters and off the streets into the arms of loving families.

With generous support from PetSmart Charities, Inc., American Humane Association's Animal Welfare Research Institute has completed the first phase of this effort, which focuses on better understanding why more than half of U.S. households do not currently own a dog or a cat.

According to the American Pet Products Association's National Pet Owners Survey (2011-2012), 38.9 million U.S. households own a cat and 46.3 million U.S. households own a dog. With the total number of U.S. households estimated at 117.5 million¹, there are many homes without pets. Understanding the reasons for pet ownership and relinquishment is crucial for developing strategies to reduce the number of homeless pets and euthanasia rates in our nation.

For more than 135 years, American Humane Association has succeeded in protecting America's children, pets, farm animals, and animal actors from cruelty, abuse, and neglect. Everything the organization does is rooted in science so that our actions, policies, and outreach may do the most good. In this ever-changing world, new threats to our most vulnerable constantly emerge, reinforcing the need for constant evaluation to protect our most precious treasures. Through projects such as this, American Humane Association and our Animal Welfare Research Institute hope to advance our knowledge of the challenges facing the wellness, welfare and well-being of the creatures around us and to strengthen the remarkable physical and emotional bond between human beings and the animals that share and enrich our world.

Robin R. Ganzert, PhD
President and Chief Executive Officer

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Chief Veterinary Advisor

¹ U.S. Census Bureau, 2012 Statistical Abstract

Overview

Research Purpose:

Phase I of the Keeping Pets (Dogs and Cats) in Homes Retention Study was structured to discern the reasons why so many Americans do not have a dog or cat in their homes.

Phase II will research how many dogs and cats acquired from a sampling of shelters and animal control agencies still remain in their new homes six months following adoption, and what happened to those pets who are no longer in those homes.

Phase III will test practical interventional strategies for improving retention rates following the acquisition of a new pet.

Objectives of Phase I:

- Survey adults in U.S. households who have never owned a dog or a cat as an adult
- Survey adults in U.S. households who have previously owned a dog or cat, but currently do not own one
- Identify length of time previous owners had owned previous pet
- Identify reason(s) why previous owners no longer have previous pet
- Identify reason(s) why previous owners have not acquired a new pet
- Identify reason(s) why non-pet owners do not have a cat or a dog
- Determine differences in ownership of cats/dogs based on income, gender, age, and geography
- Determine likelihood of future pet ownership, and if likely, identify sources of acquisition

Methodology:

An online survey was created and administered to 1500 respondents in February 2012. Surveys were created and fielded for three groups of consumers who:

1. Never owned a dog or cat as an adult, “non-pet owners” (n=500)
2. Previously owned a cat but not within past 12 months (n=500)
3. Previously owned a dog but not within past 12 months (n=500)

Age categories for previous owners combined 18-34 year olds in order to have enough of a sample to perform significance testing. No non-owner age categories were combined. Respondents completed each survey with a margin of error +/- 4.4 percent.



Executive Summary of Findings

Previous Ownership Findings:

The respondents who had previously owned a dog or cat in the past provided insights about their previous experience with pets, how they obtained them, and what happened to those companion animals:

“Of those who gave up their animals, the most common reason cited was that the landlord or place of residence did not allow dogs or cats.”

- Obtaining the animal from family, a friend, or a neighbor was the most common method of acquisition for previous dog owners (38%) and cat owners (41 percent).
- About one-fourth of previous dog owners obtained their prior pet from a shelter or rescue organization (22%) and four percent were acquired as strays; for cat owners, 18 percent obtained their prior pet from a shelter or rescue organization and approximately one-fourth were acquired as strays (22%).
- More than 40 percent of households of previous owners have not had a dog or cat for more than five years.
- The majority of previous dog owners (81%) and cat owners (73%) no longer have a dog or cat because it died or was euthanized; sixteen percent of dog owners gave away their pet as did similar numbers of cat owners (17%). Of those who gave up their animals, the most common reason cited was that the landlord or place of residence did not allow dogs or cats. This was true for 29 percent of dog owners and 21 percent of cat owners.



“The costs associated with pet ownership (e.g., veterinary care, food, and cleaning supplies, among others) are cited as prohibitive for many.”

Reasons for Non-Ownership:

- Almost half (49%) of respondents who have never owned a pet as an adult had a dog or cat as a child.
- The costs associated with pet ownership (e.g., veterinary care, food, and cleaning supplies, among others) are cited as prohibitive for many. For previous dog owners, veterinary costs are the top reason (30%) for not currently owning a dog, followed by “general costs” (29%). Among cat owners these numbers were 25 percent and 24 percent, respectively.
- For both previous dog and cat owners, travel away from home is a barrier to ownership, with respondents citing that they do not wish to neglect an animal (26% of dog owners, 28% of cat owners).
- One-fourth of previous cat owners cited cleaning up after the animal as a reason for not owning a cat. One in six (16%) said allergies played a role in not owning another cat.
- Grief over the loss of a prior pet appeared to be a deterrent to future ownership. One in five (20%) of previous dog owners and one in six (17%) of their feline-owning counterparts reported to be still grieving the loss of a prior pet.
- Those who have never had a dog or cat in their households gave reasons for not considering ownership: The top three reasons cited for never owning a dog are lifestyle (30%), cleaning up after them (30%), and the general expense of maintaining a pet (29%). Only 12 percent of non-owners indicated a general dislike of dogs. However, more than one in three (35%) said they simply do not like cats. Nearly as many (29%) reported to not like the smell of a litter box.
- Seniors (those 65 or older) as a whole did not seem very receptive to future pet ownership in this survey. Among previous dog owners, 59 percent would not consider a dog; 66 percent of previous cat owners would not consider another cat. Among those who had never owned an animal, the figures were even bleaker: An overwhelming 90 percent of seniors said they would not consider getting a dog. Ninety-four percent are not open to cat ownership.



“Potential dog owners are more likely to have children in the household (56%) vs. potential cat owners (36%).”



Profiles of Those Likely to Consider a Dog or Cat:

Many people, fortunately, are receptive to owning a pet, whether they previously had one or not, although the likelihood is higher they will choose a dog over a cat.

- Among those who had once owned dogs, 45 percent would consider obtaining another, while only 34 percent of previous cat owners were receptive to future cat ownership.
- Even among those who had never owned a dog or cat, 25 percent said they would probably or definitely consider a dog; 10 percent of respondents indicated that they would probably or definitely consider obtaining a cat.
- The demographics of potential owners helped identify some interesting differentiators that affect the likelihood to bring an animal into their homes:
 - a. Potential dog owners are more likely to have three or more adults in their household (71 percent of previous dog owners and 52 percent of non-owners).
 - b. Potential cat owners live in a variety of household sizes. Sixty percent of previous cat owners considering another cat live in single-adult households. Those who did not previously own a cat and would consider one are most likely to live in households with three or more adults (32%).
 - c. Potential dog owners are more likely to have children in the household (56%) vs. potential cat owners (36%).
 - d. Among previous cat owners, those most likely to consider another cat had incomes between \$50,000 and \$74,999; among non-owners considering a cat, the highest income bracket (\$150,000+) is the most likely to consider a cat. Potential dog owners do not vary significantly by income but the \$150,000+ bracket for both previous dog owners and non-owners tends to be the most likely to obtain a dog.
 - e. The age group with the greatest likelihood of obtaining a cat is those who in the 18-34 range. Potential dog owners also peak at 18 to 34 years old with the likelihood to consider a dog decreasing directly as age increases.
 - f. Current non-owners who had a dog as a childhood pet are more likely to consider a dog compared to those who did not have a dog as a child. However, the same can't be said for non-owners who had a cat as a childhood pet. They are no more likely to consider a cat than those who grew up without one.

Likelihood of Adopting a Shelter Animal:

- If a pet is to be considered in the future, adoption from a shelter or rescue organization was cited as the number-one option among respondents: 64 percent of prospective owners who previously owned dogs indicated that they would adopt a dog from a shelter or rescue organization, and 56 percent of prospective owners who previously owned a cat indicated they would adopt a cat from a shelter or rescue organization. These percentages are dramatically higher than those given when respondents listed the source of their prior pet, with only 22 percent of dogs and 18 percent of cats coming from a shelter.
- Gratifyingly, those who have not previously owned pets also preferred the shelter or rescue organization route for obtaining a future dog (51%) or cat (42%).

Conclusions

Five distinct conclusions may be drawn as result of the Phase I survey:

“In dramatic contrast, our respondents now say they are most likely to procure any future pets through humane groups, shelters, and rescue organizations.”



1. Dogs are more likely to be considered as a future pet than cats. Previous dog owners were more likely to consider adding a dog to their household while previous cat owners were not as likely to consider adding another cat to their family. In addition, those who have never owned a dog or cat as an adult say they are more likely to consider owning a dog rather than a cat (this is especially true if they had a dog as a childhood pet vs. if they had a cat as a childhood pet).
2. Fewer owners acquired their prior pet from shelters or rescue organizations than from friends, family, and neighbors. In dramatic contrast, our respondents now say they are most likely to procure any future pets through humane groups, shelters, and rescue organizations.
3. The leading barriers preventing current ownership are cost, lifestyle, cleanup, and grief over the loss of a beloved pet. For previous dog and cat owners, lifestyle issues include a lack of time to care for the animal and travel away from home; the expenses of veterinary and general care also inhibit future ownership. Many previous owners of dogs and cats indicated that they were still grieving the loss of their pet, and this was a factor in their not obtaining another animal. This grief was noted even though twelve months or longer had passed since the prior pet had left the family. More than one-third of non-owners noted a general dislike of cats as the main reason why they do not currently own one; only 12 percent of non-owners indicated a general dislike of dogs.
4. Those who owned a dog or cat within the last five years, but currently do not own one, were more likely to consider adding another dog or cat to their household. Beyond this five-year mark, however, the likelihood of pet ownership drops sharply as people cited lifestyles that were no longer conducive to support a dog or cat in the household. Interestingly, older people were not as receptive to adding a dog or cat to their homes despite research showing the health and emotional benefits of pet ownership (including increased exercise and companionship).
5. There are marked demographic differences between those who would consider owning a dog and those owning a cat, suggesting different adoption and retention strategies.

Promising Next Steps in Raising Levels of Pet Ownership

“By learning more about reasons people relinquish their pets and by testing interventional strategies to prevent this from happening, more dogs and cats can live out their lives in forever homes.”

Phase I of the study identified several issues to address in future phases when considering how to support future pet owners and lower barriers to ownership. The findings suggest that some of the more promising avenues warranting additional work include:

1. Supporting younger future cat owners (18 to 34 years)
2. Continuing to assess negative attitudes toward cats, especially among people who have never owned a cat
3. Understanding that ongoing grief is a barrier to new pet ownership and identify methods to help people work through grief, celebrate the prior pet, and reenter the ownership pool
4. Understanding that more future owners may be adopting pets from shelters and rescue agencies and offering support at this point of acquisition
5. Working with broad and diverse segments of society to reduce existing barriers to ownership, such as housing restrictions and veterinary/general expenses

There are still significant hurdles to overcome in helping to get more of these healthy, adoptable animals out of the nation's shelters and into the loving arms of people looking to add a new member to their family. Using the data gathered and the work to be done in future phases of this study, we hope over time to decrease pet homelessness and relinquishment to the nation's shelters. By learning more about reasons people relinquish their pets and by testing interventional strategies to prevent this from happening, more dogs and cats can live out their lives in forever homes.

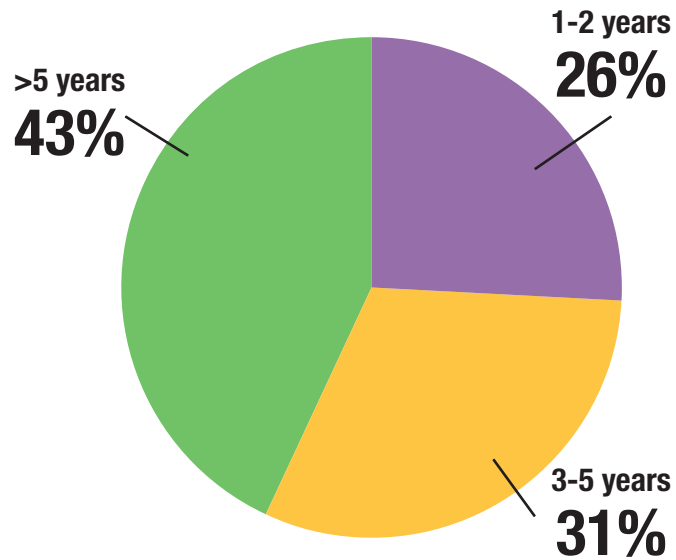


Findings – Previous Pet Ownership



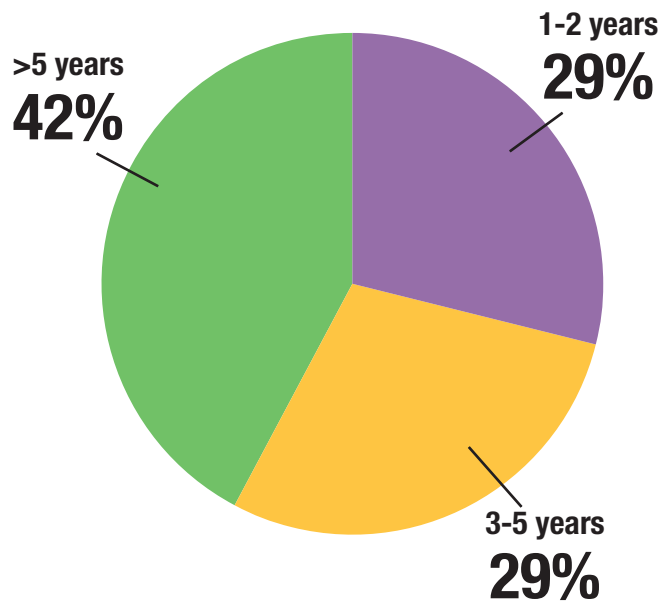
Previous Dog/Cat Ownership*

How long has it been since a dog was living in your household?



n=500

How long has it been since a cat was living in your household?



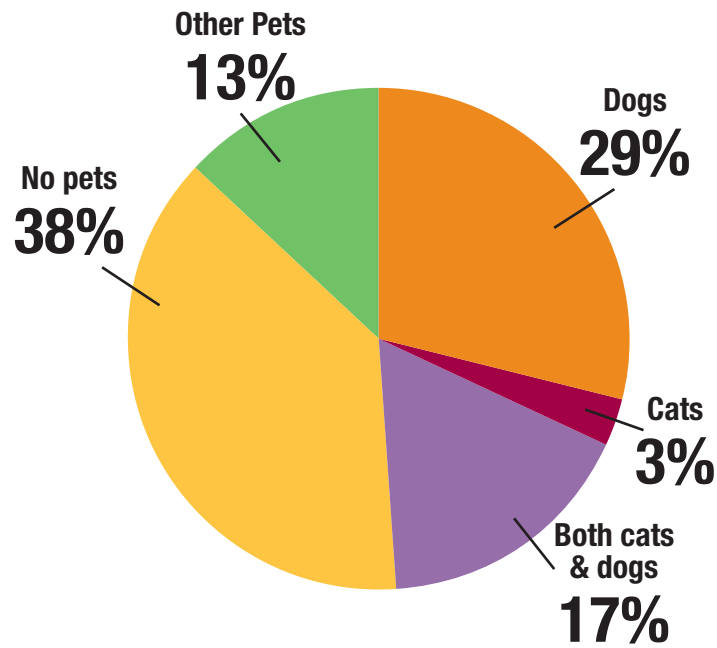
n=500

- More than 40% of households without a cat or dog have not had a cat or dog for more than 5 years (NOTE: Survey did not include households that had a cat or dog within the past year)

* Amongst U.S. households currently without a cat or dog for more than 12 months.

Childhood Dog/Cat Ownership*

Which of the following types of pets did your family own when you were growing up?



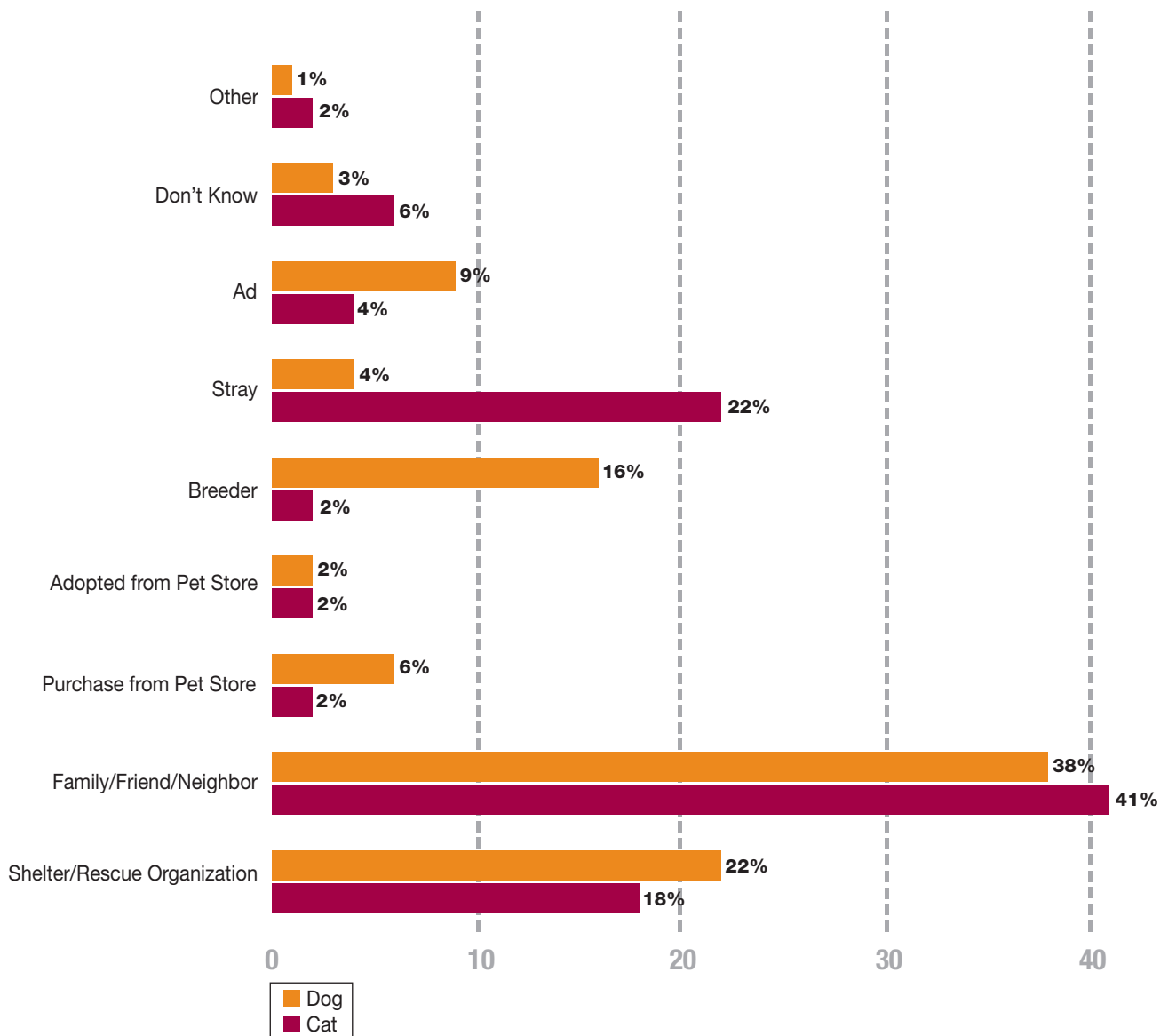
n=501

- Nearly half (49%) of households with people never owning a dog or cat as adults grew up with a dog or cat as children

* Amongst U.S. households never owning a cat or dog as an adult.

Origin of Previous Dog/Cat

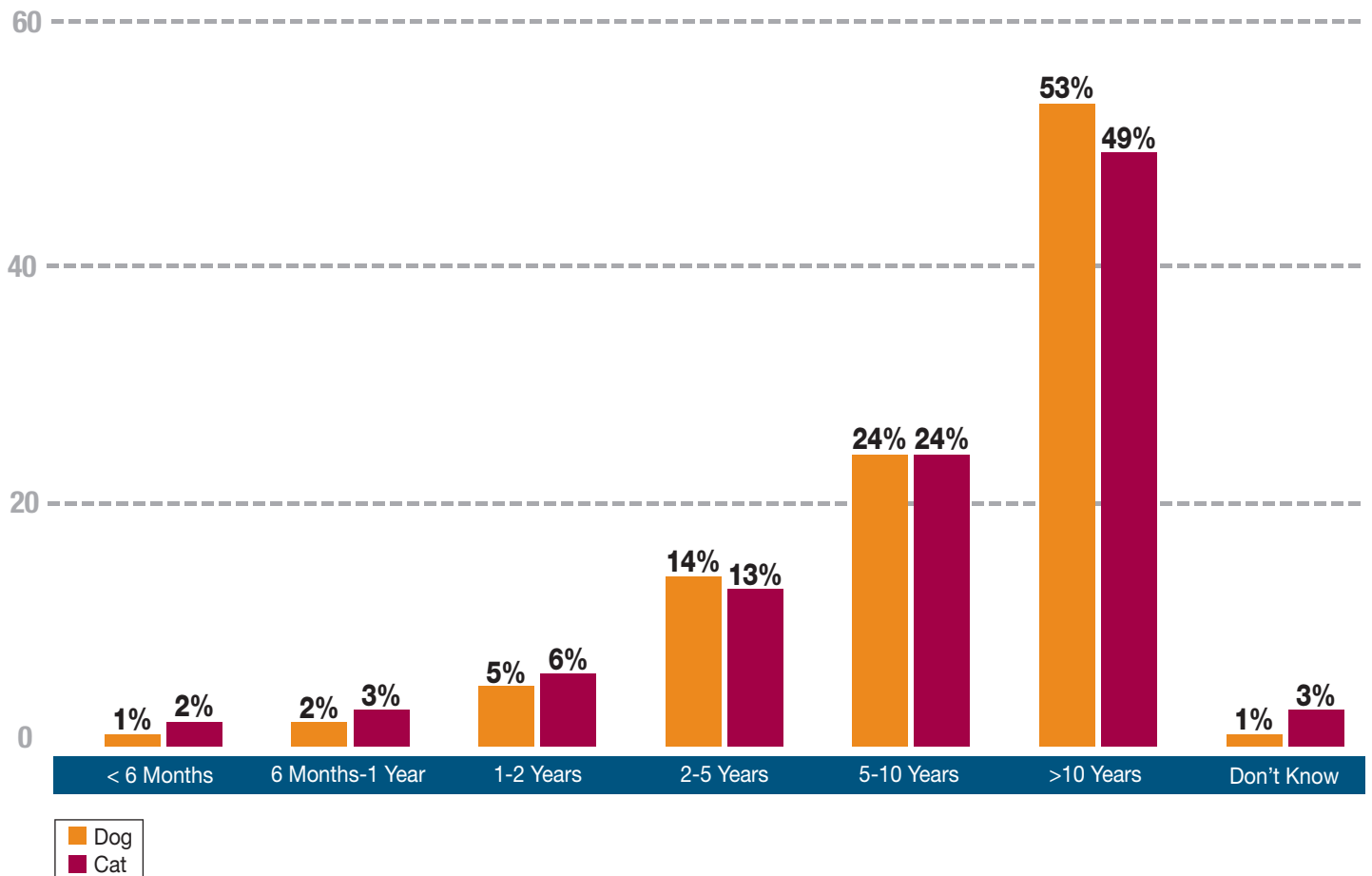
From where did you obtain your most recent dog/cat?



- Most previous owners obtained their previous dog/cat from a family member, friend, or neighbor
- The second most common way that previous owners obtained their pets was:
 - Cats: Stray (22%)
 - Dogs: Shelter/Rescue organization (22%)

Length of Ownership

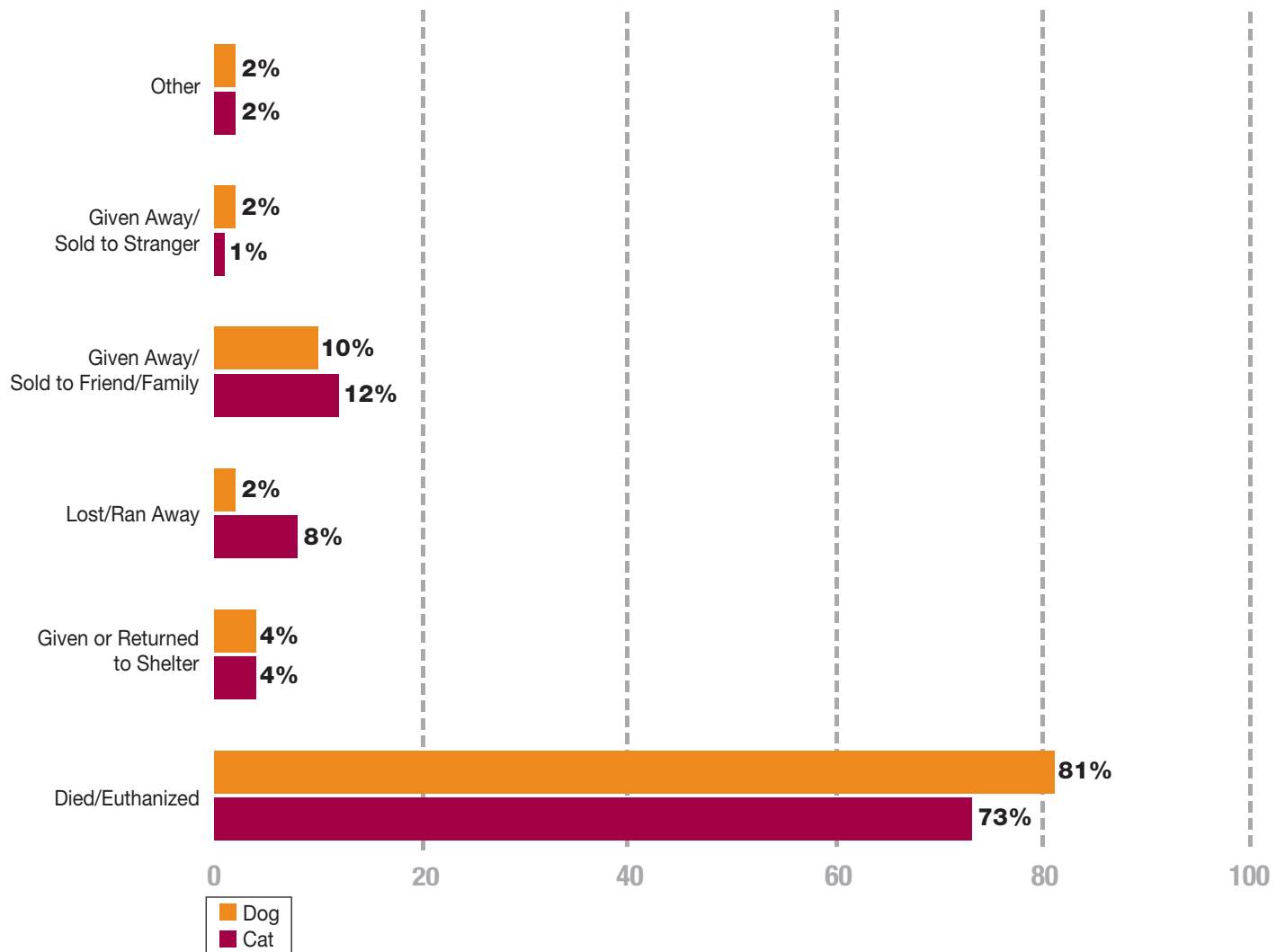
Approximately how long did the dog/cat live in your household?



- Nearly half of cat owners and more than half of dog owners had their pet for 10 years or more
- Nearly one-quarter of dog/cat owners had their pet for 5 to 10 years

What Happened to Previous Dog/Cat?

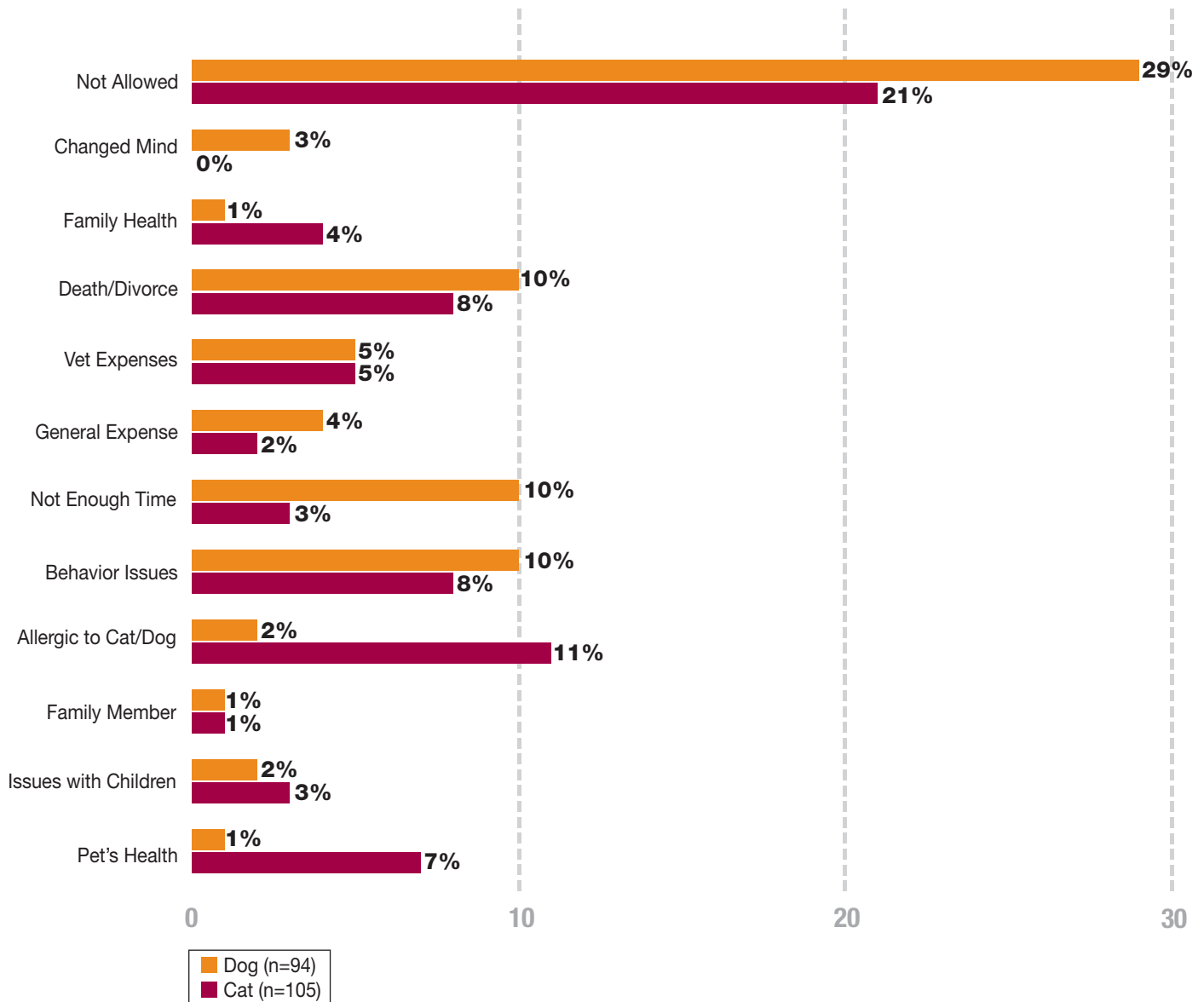
Why does the dog/cat no longer live in your household?



- The majority of dogs/cats either died or were euthanized by owners
- 10% of dogs and 12% of cats were given away or sold to friends or family members

Reasons for Giving Away Dog/Cat

Why was your dog/cat returned, given away or sold? (main reason)



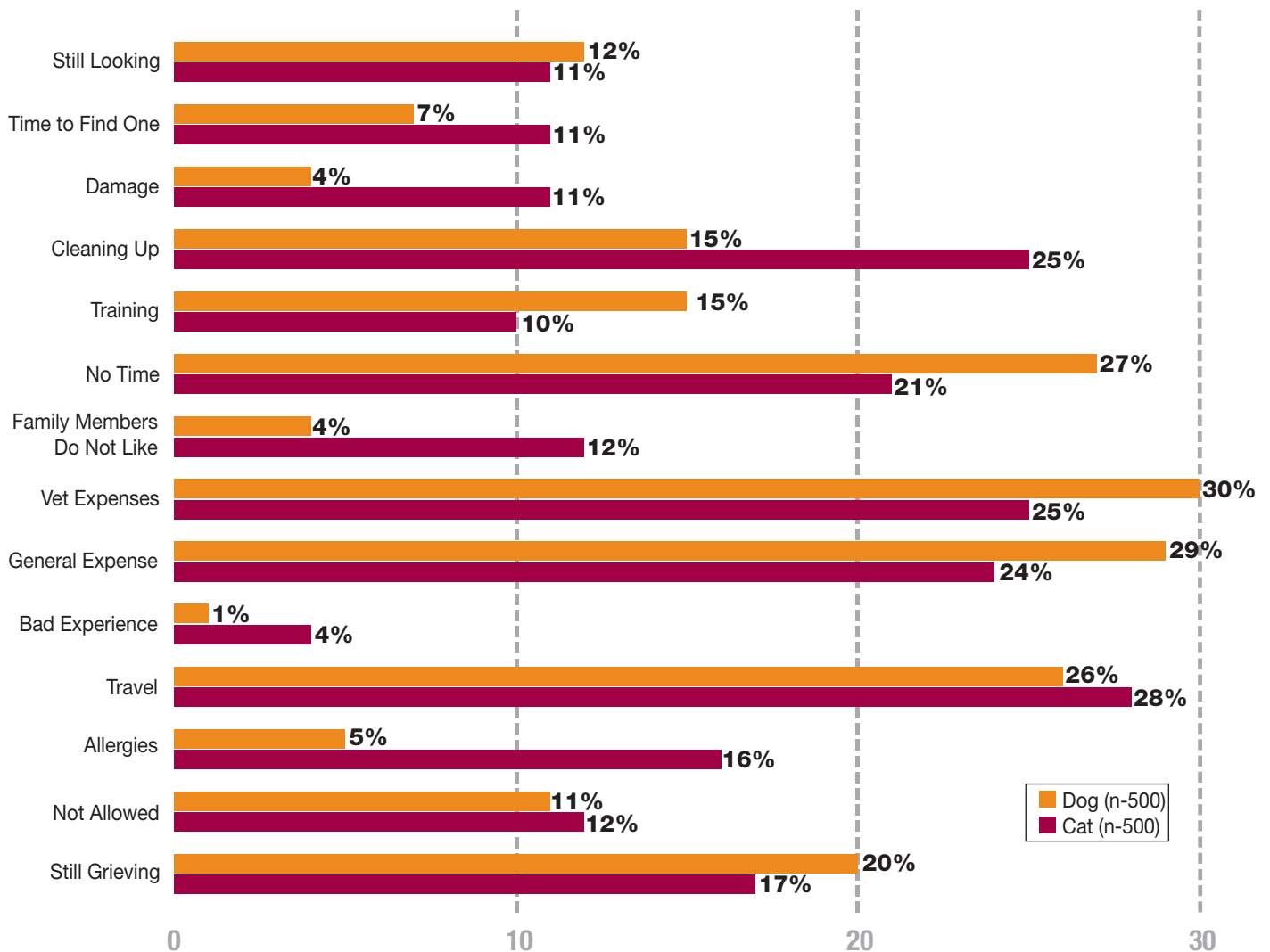
- The most common reason cited to give away their cat (21%) or dog (29%) was because their landlord or place of residence did not allow dogs/cats.
- The second most common reason cited for giving away previous pets:
 - Cats: Allergies (11%)
 - Dogs:
 - Not enough time (10%)
 - Divorce/Death (10%)
 - Behavior issues (10%)
 - Chewing/destructive behavior and excessive barking are behavior issues with 24% of the dogs (Note small sample size of 9)

Findings – Potential Ownership



Reasons for Not Currently Owning Dog/Cat (Previous Owners)

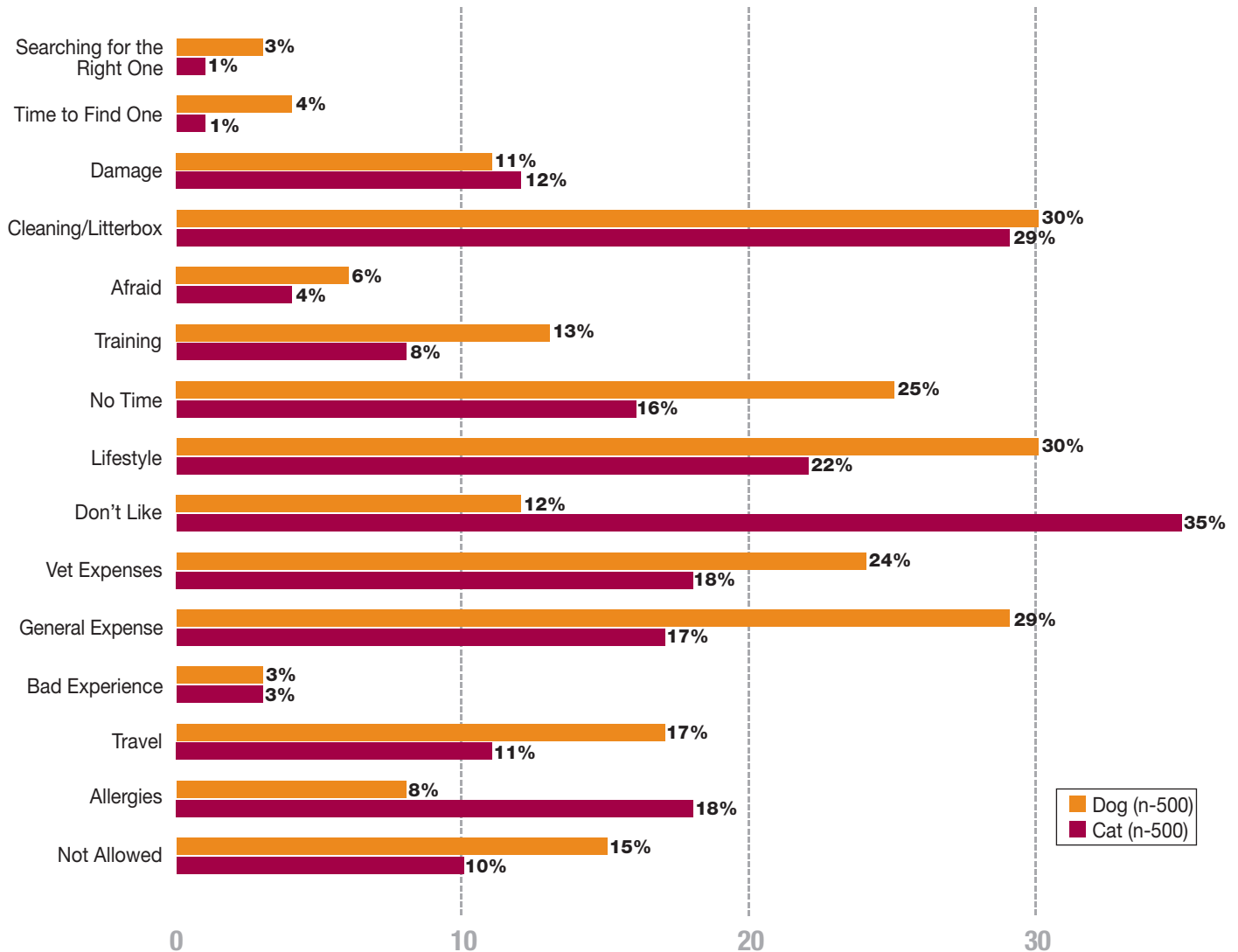
Top reasons why you currently do not have a dog/cat living in your household? (select up to three)



- The main reasons previous dog owners do not currently own a dog are:
 - Veterinarian costs (30%)
 - General expenses (29%)
 - No time (27%)
 - Travel too much (26%)
- Top reasons why previous cat owners do not currently own a cat are:
 - Travel too much (28%)
 - Cleaning up (25%)
 - Veterinarian costs (25%)
 - General expenses (24%)
- 20% of previous dog owners and 17% of previous cat owners are still grieving the loss of their previous pet

Reasons for Not Currently Owning Dog/Cat (Non-Owners*)

Top reasons why you currently do not have a dog/cat living in your household? (select up to three)

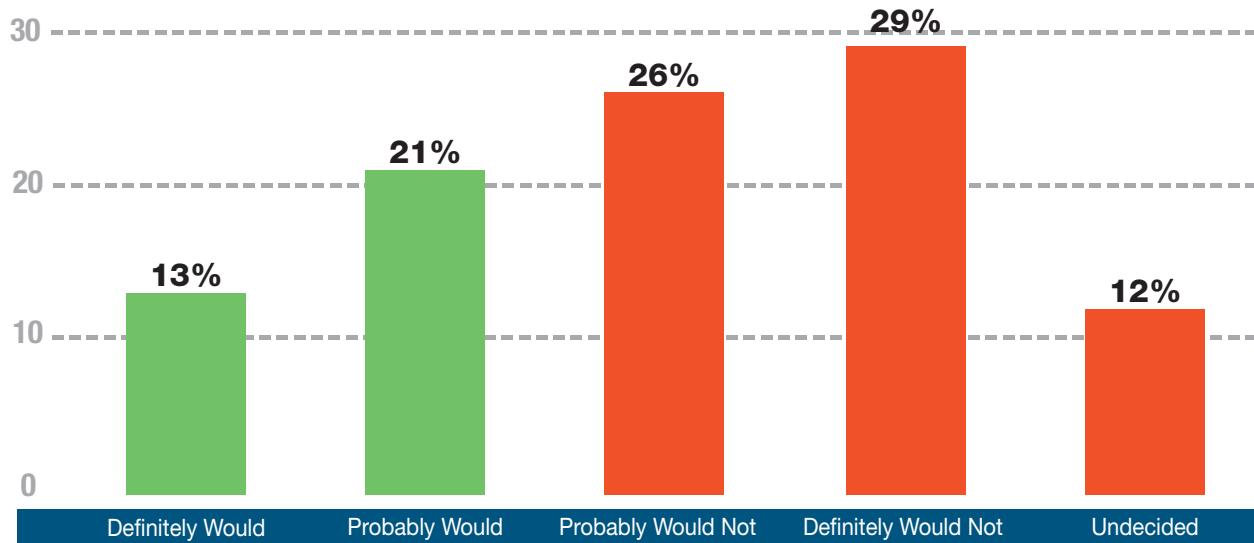


- The main reasons non-pet owners do not own a cat is they “Just don’t like them” (35%) followed by “Litter box smell” (29%)
- Non-pet owners do not currently own a dog due mainly to:
 - Lifestyle (30%)
 - Cleaning up e.g., shedding (30%)
 - General expense (29%)

* Non-owners are respondents who have never owned a dog/cat as an adult

Likelihood to Consider a Cat (Previous Owners)

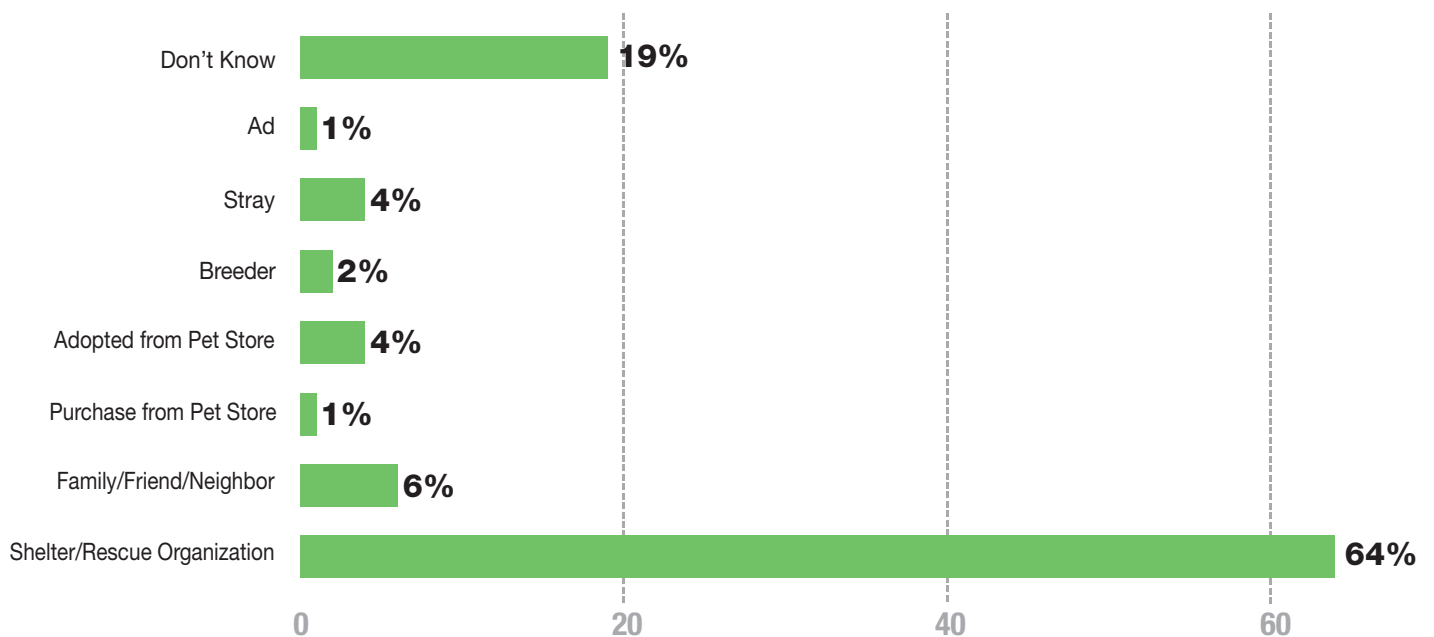
How likely are you to consider having a cat as a household pet?



n=500

- Approximately one-third (34%) of previous cat owners would consider having another cat as a household pet

From where would you most likely obtain a cat?

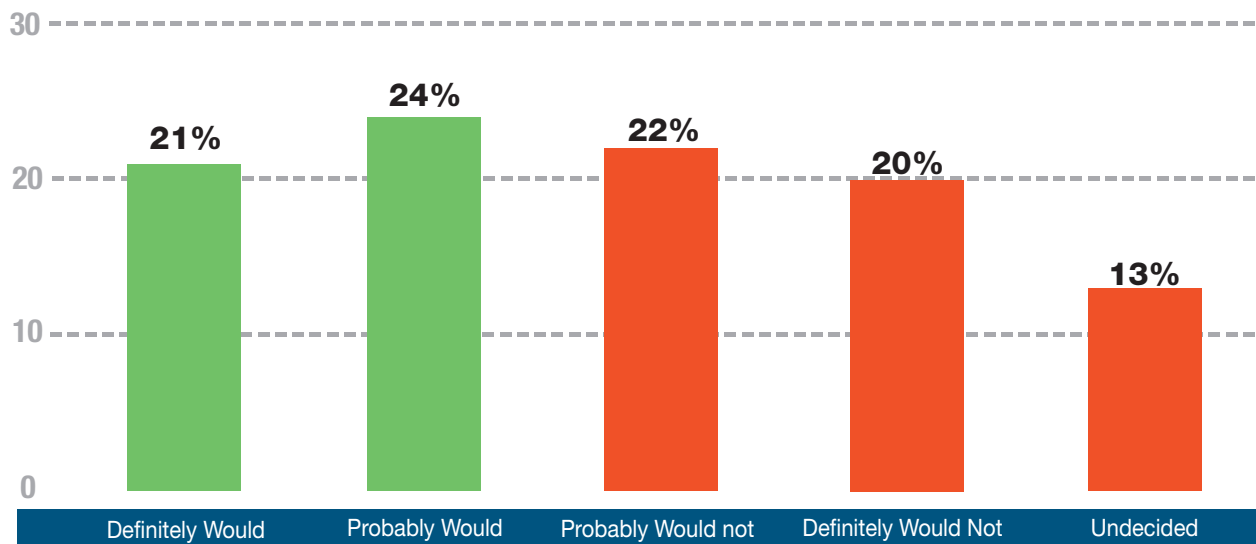


n=170

- Nearly two-thirds (64%) of previous cat owners who would consider getting another cat would most likely obtain one from an animal shelter or rescue organization
- This is an increase over the 18% who previously obtained their cat from a shelter or rescue organization

Likelihood to Consider a Dog (Previous Owners)

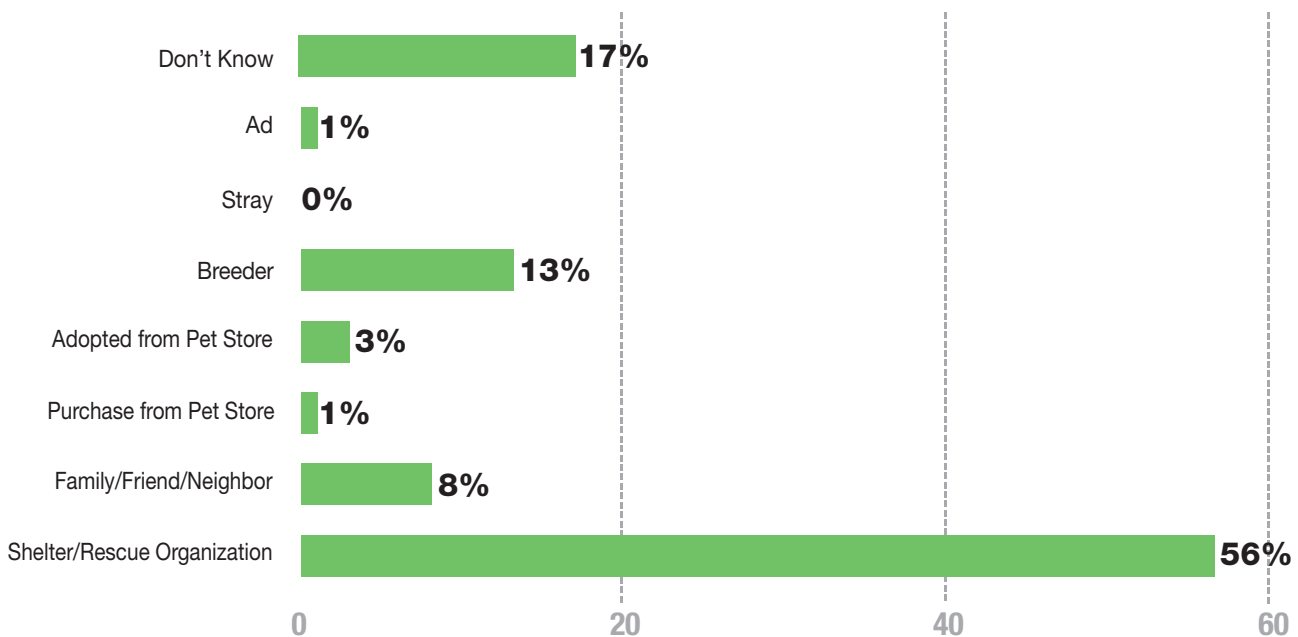
How likely are you to consider having a dog as a household pet?



n=500

- Nearly half (45%) of previous dog owners would consider having another dog as a household pet

From where would you most likely obtain a dog?

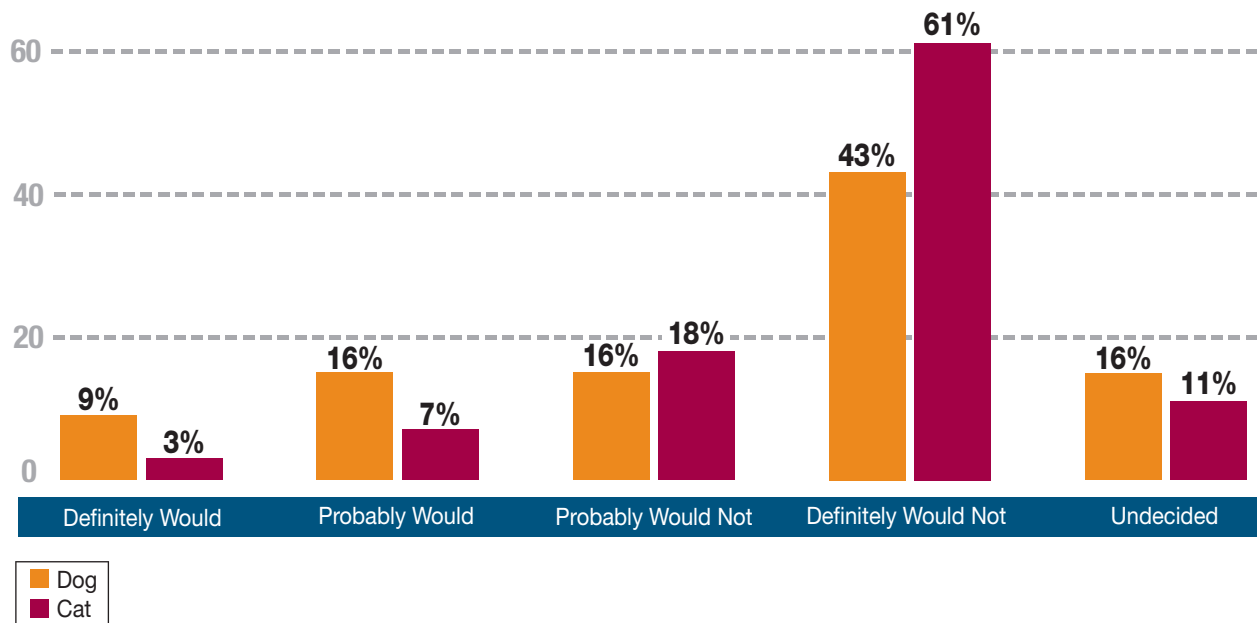


n=225

- More than half (56%) of previous dog owners who would consider getting another dog would most likely obtain one from an animal shelter or rescue organization
- This is an increase over the 22% who previously obtained their dog from a shelter or rescue organization

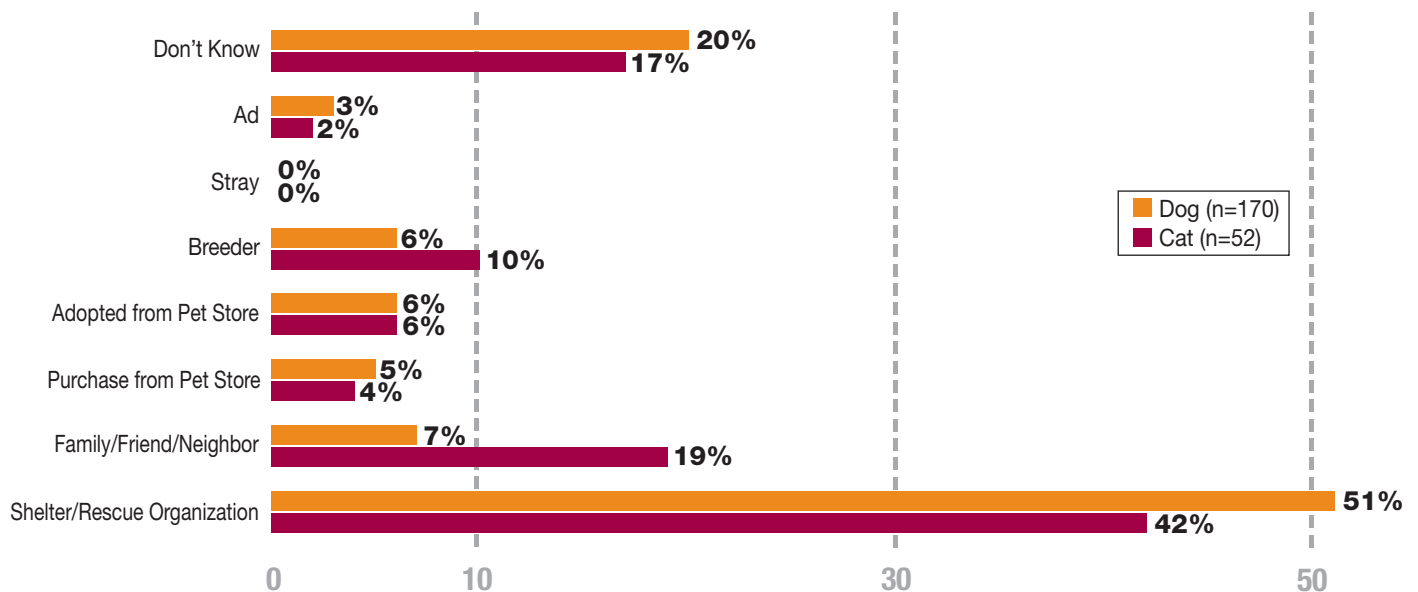
Likelihood to Consider a Dog/Cat (Non-Owners*)

How likely are you to consider having a dog/cat as a household pet?



- One-quarter of non-pet owners would consider having a dog as a household pet
- 10% of non-pet owners would consider having a cat as a household pet, however, the majority (61%) definitely would NOT consider a cat in the future

From where would you most likely obtain a dog/cat?



- Shelters and rescue organizations are the most likely place that a non-pet owner would turn to for a dog (51%) or cat (42%)

* Non-owners are respondents who have never owned a dog/cat as an adult

Detailed Analysis by Demographics of Previous Dog/Cat Owners



Detailed Analysis by Demographics of Previous Dog Owners

Most Likely to Consider a Dog

- Marital Status: Single/never married and divorced respondents
- Age: Likeliness to consider a dog is negatively correlated with age (the younger are more likely to consider a dog than the older)
- Gender: No significant difference
- Adults in Household: Households with three or more adults
- Children in Household: Households with children
- Income: No significant difference
- Region: Respondents living in the Western U.S. region
- Urban/Suburban/Rural: No significant difference
- Previous Ownership: Respondents who last owned a dog within the past five years

Detailed Analysis by Demographics of Previous Cat Owners

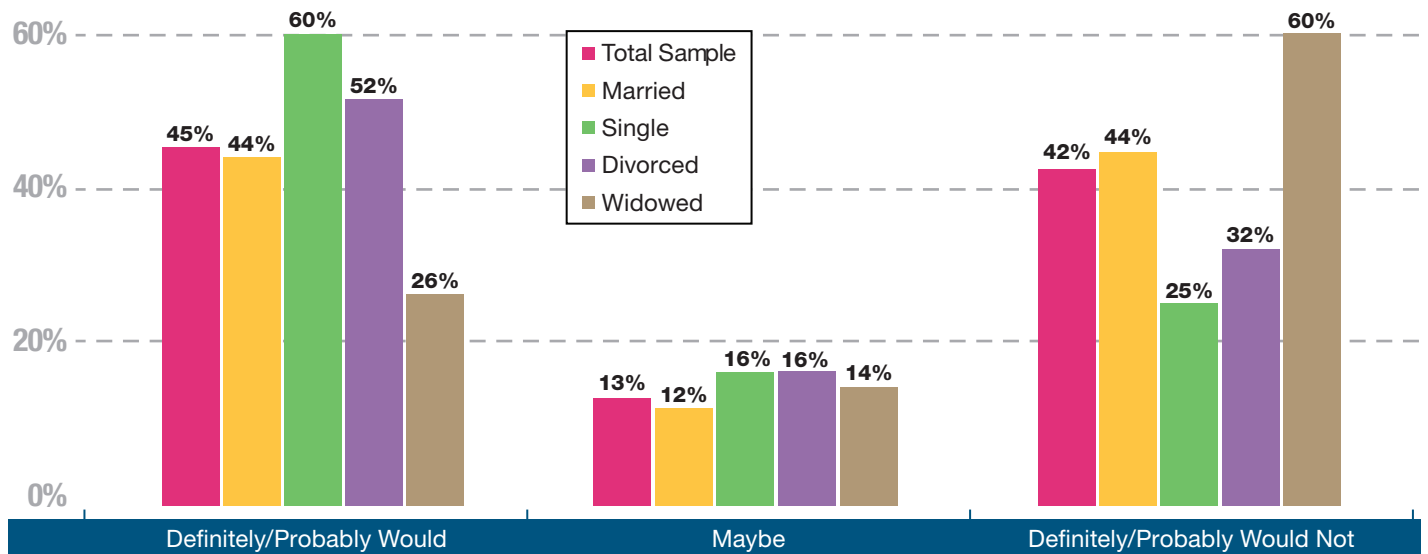
Most Likely to Consider a Cat

- Marital Status: Single/never married respondents
- Age: 18 to 34 year olds
- Gender: No significant difference
- Adults in Household: People who live alone
- Children in Household: No significant difference
- Income: Respondents with incomes between \$50,000 to \$74,999
- Region: Respondents living in the Midwest, Northeast, Southwest, and Western regions of the U.S. are more likely to consider a cat
- Urban/Suburban/Rural: No significant difference
- Previous Ownership: Previous cat owners who owned a cat less than five years ago or who had a cat for two years or longer

Likelihood to Consider a Dog/Cat by Marital Status

Previous Dog Owner

How likely are you to consider having a dog as a household pet?

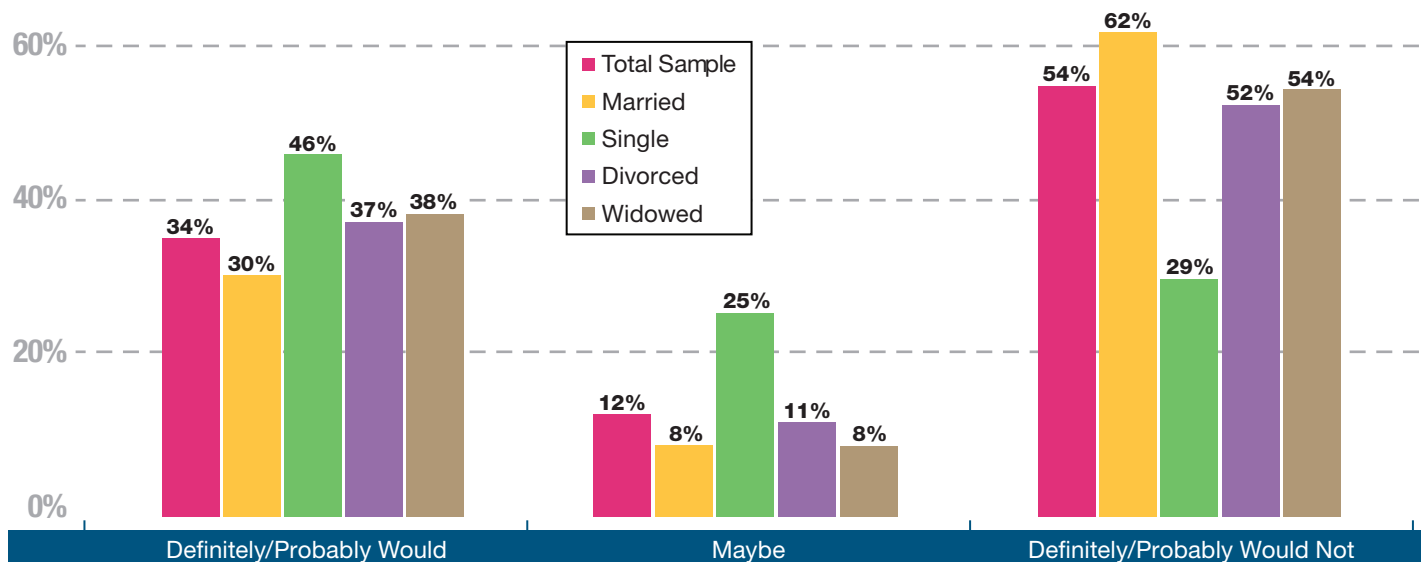


n=500

- Single and divorced respondents are more likely to consider a dog in the future
- Widowed respondents are less likely to consider a dog in the future

Previous Cat Owner

How likely are you to consider having a cat as a household pet?



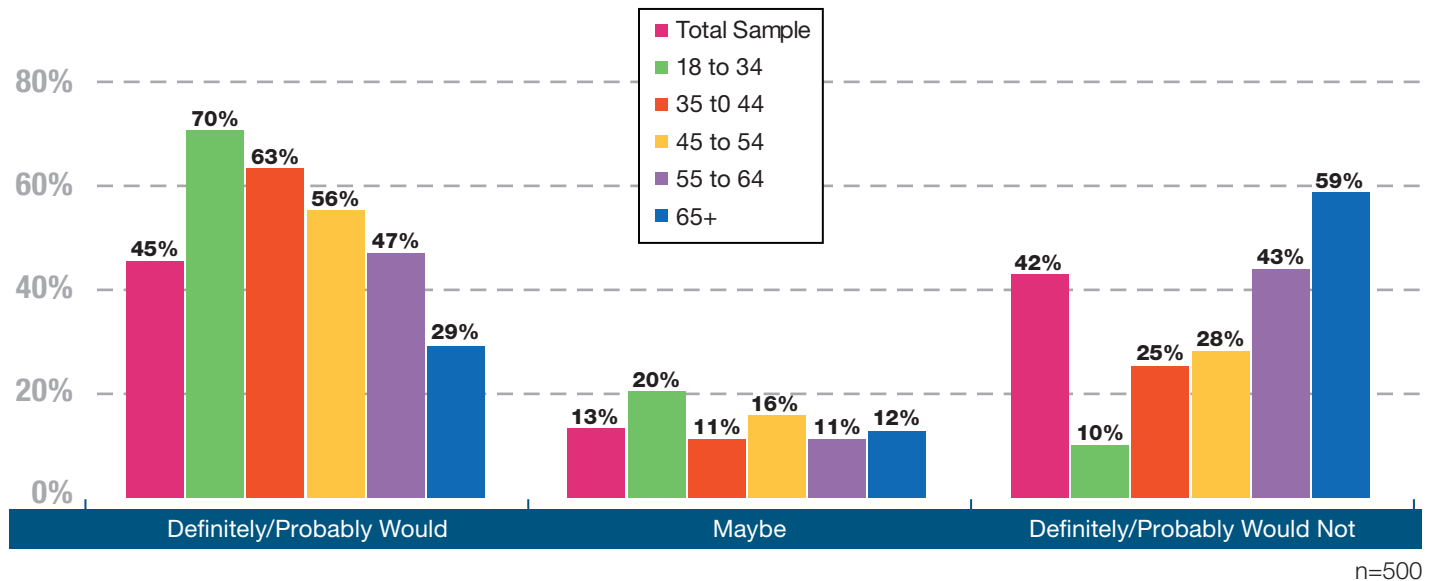
n=500

- Singles are more likely to consider a cat in the future and also responded the highest in being “uncertain”
- Married respondents are less likely to consider a cat in the future

Likelihood to Consider a Dog/Cat by Age

Previous Dog Owner

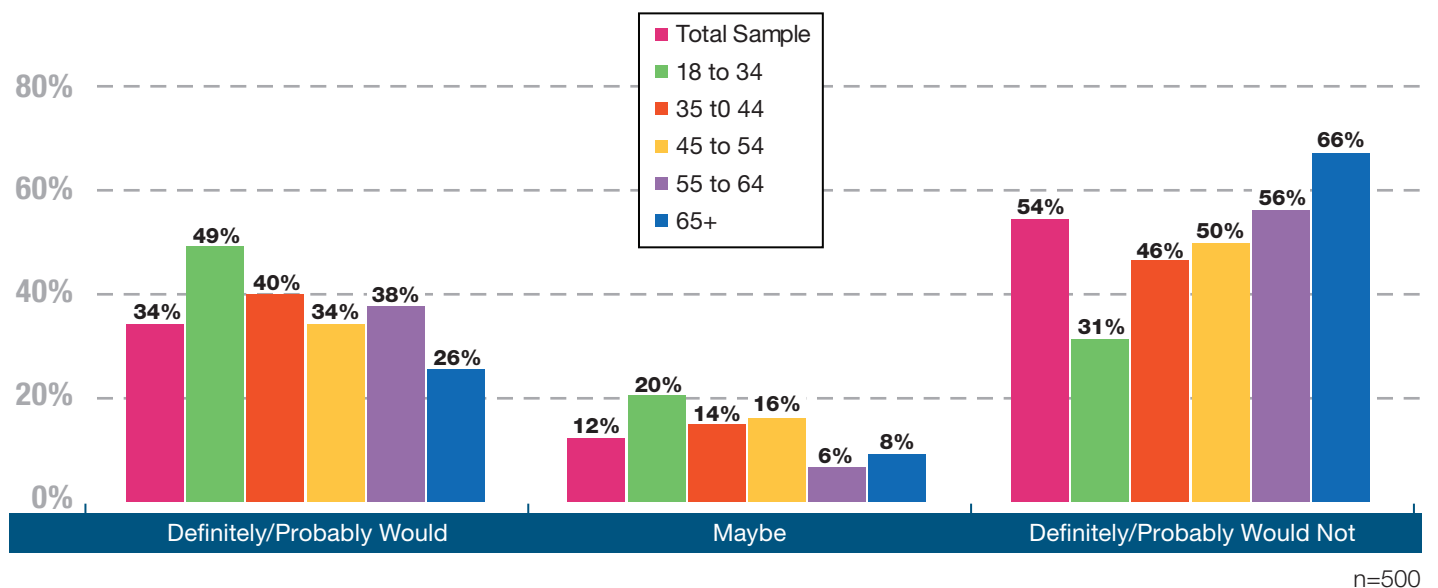
How likely are you to consider having a dog as a household pet?



- Likelihood to consider a dog in the future is correlated to age with young respondents being significantly more likely
- Respondents over 65 are significantly less likely to consider a dog

Previous Cat Owner

How likely are you to consider having a cat as a household pet?

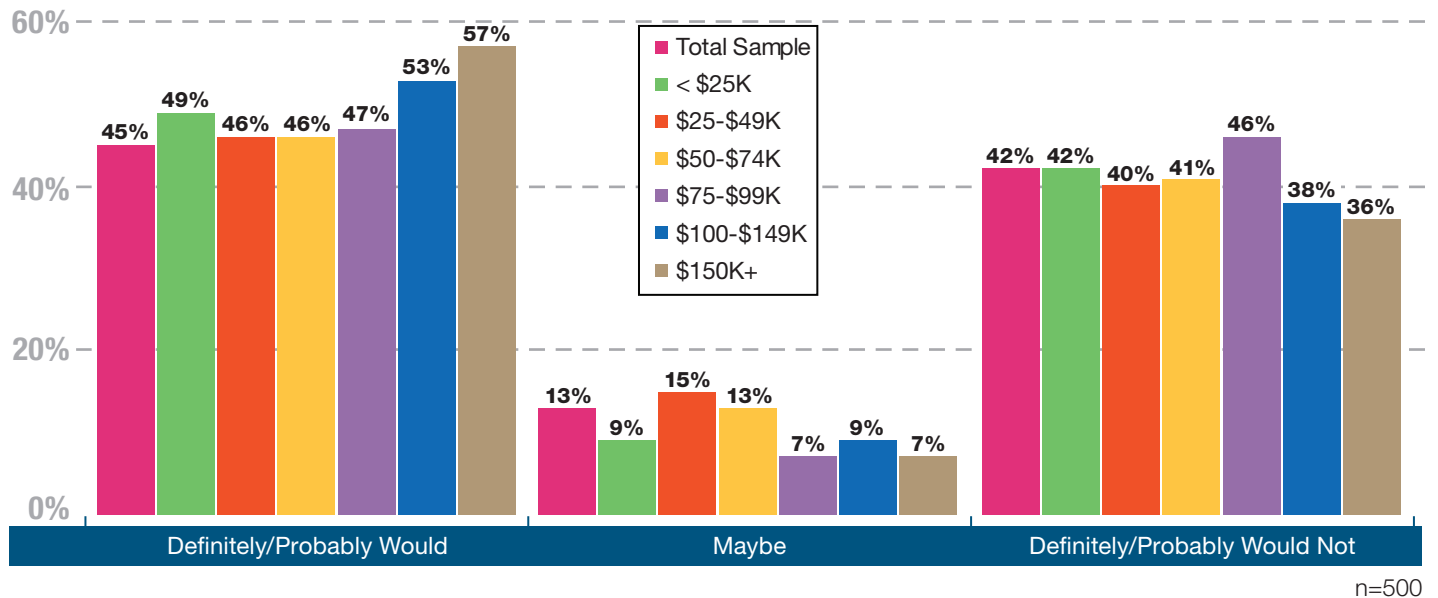


- 18 to 34 year olds are somewhat more likely to consider a cat compared to the older age groups

Likelihood to Consider a Dog/Cat by Income

Previous Dog Owner

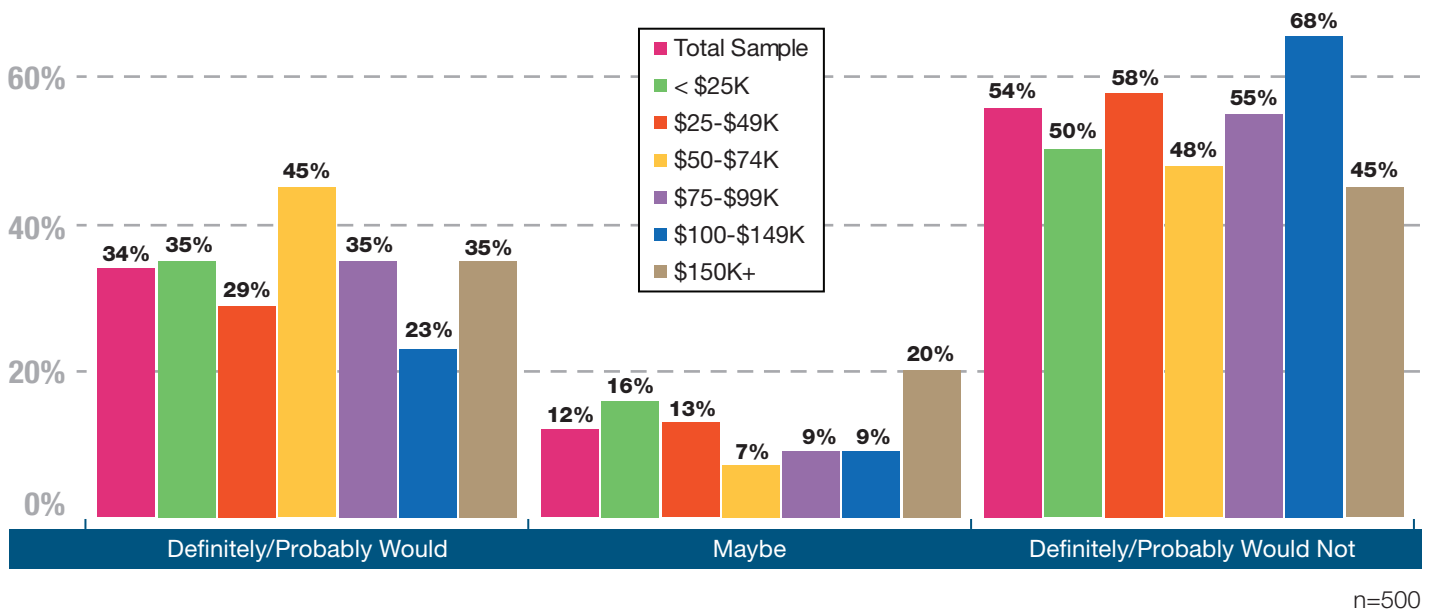
How likely are you to consider having a dog as a household pet?



- There are no significant differences in likelihood to consider a dog based on income

Previous Cat Owner

How likely are you to consider having a cat as a household pet?

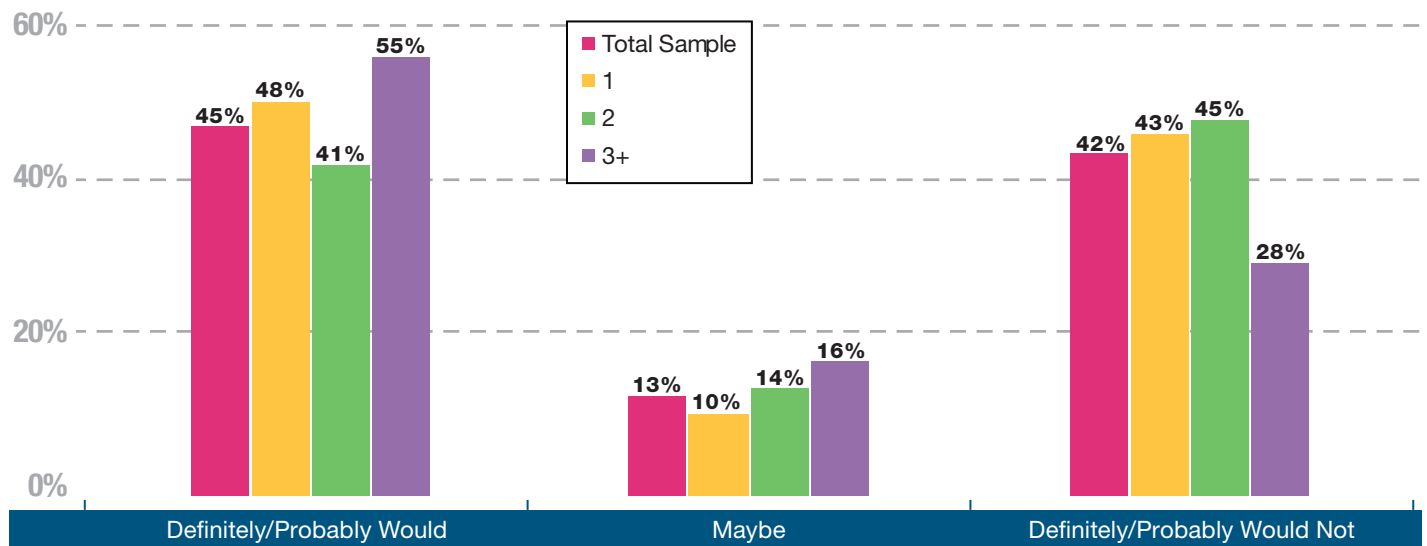


- Respondents with incomes between \$50,000 and \$74,999 are significantly more likely to consider a cat
- Those with incomes between \$100,000 and \$149,999 are less likely to consider a cat

Likelihood to Consider a Dog/Cat by Number of Adults in the Household

Previous Dog Owner

How likely are you to consider having a dog as a household pet?

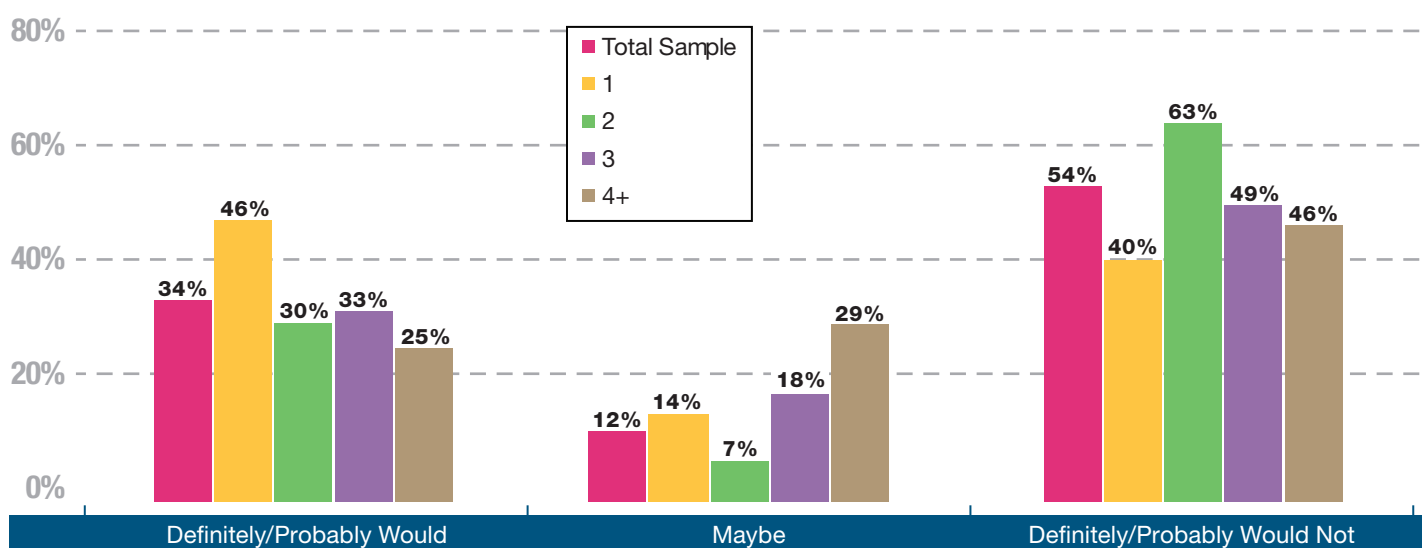


n=500

- Respondents with 3 or more adults in the household are significantly more likely to consider a dog

Previous Cat Owner

How likely are you to consider having a cat as a household pet?



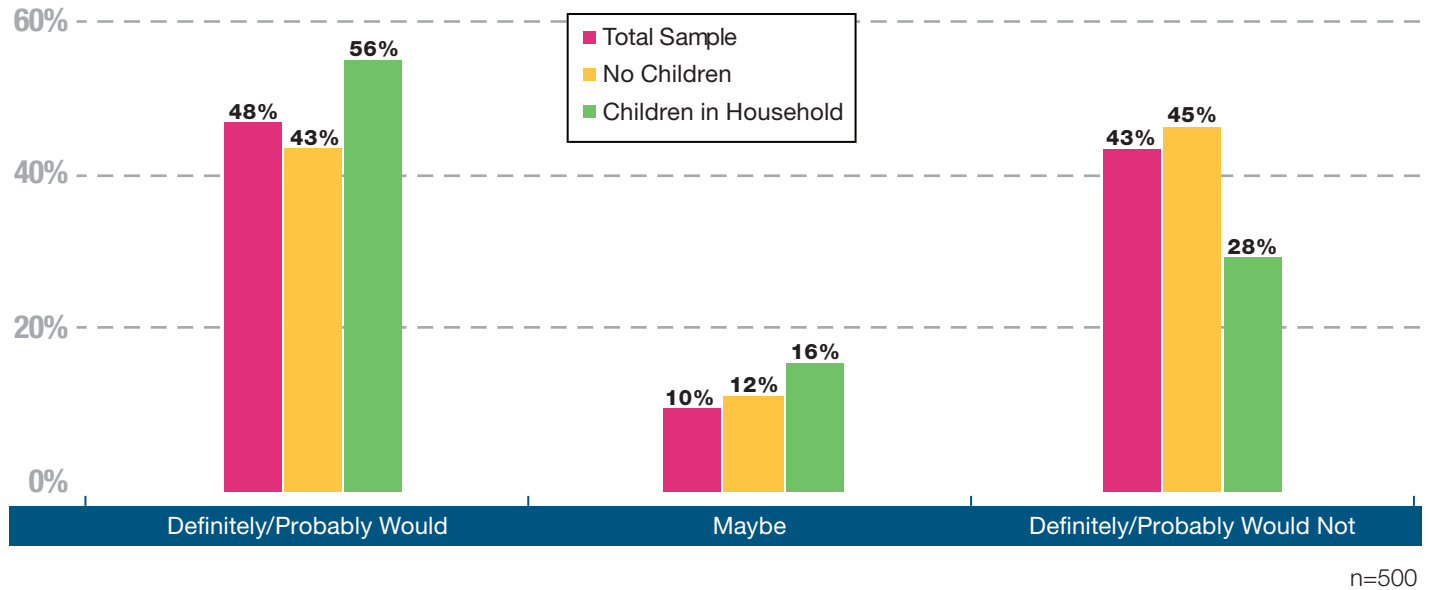
n=500

- Respondents with 1 adult living in the household are significantly more likely to consider a cat
- Households with 2 adults are less likely than single member households to consider a cat

Likelihood to Consider a Dog/Cat by Children in the Household

Previous Dog Owner

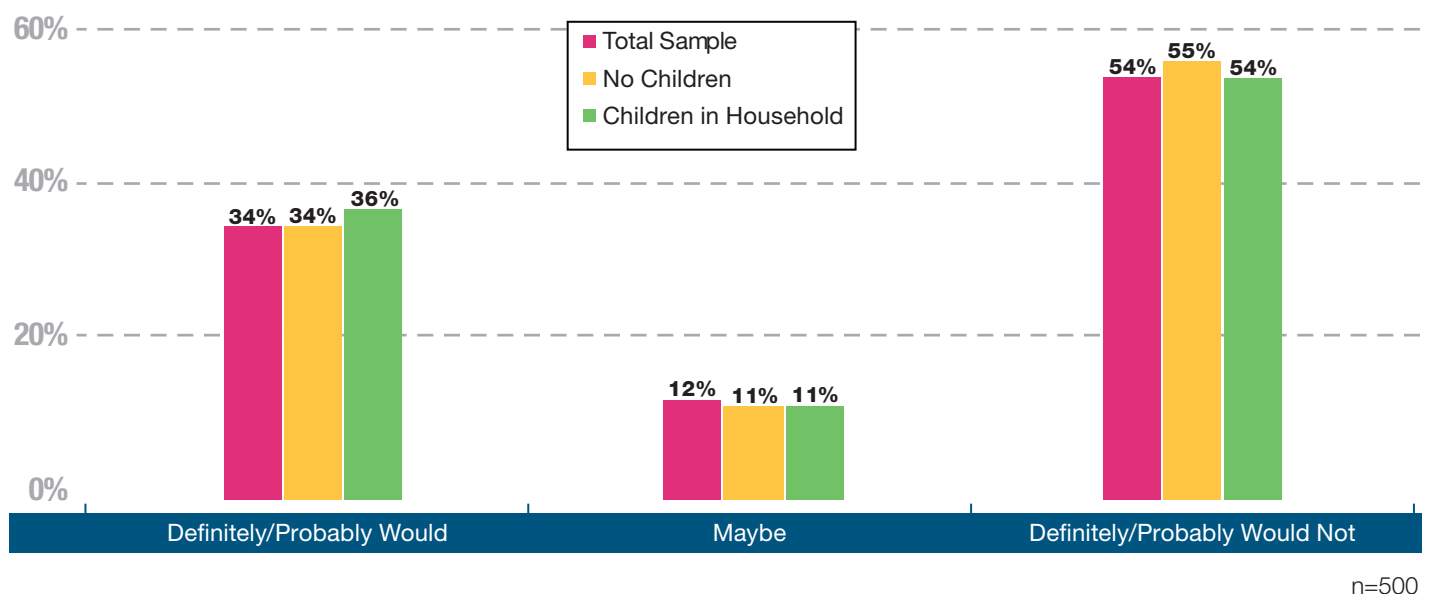
How likely are you to consider having a dog as a household pet?



- Households with children are significantly more likely to consider a dog compared to households without children

Previous Cat Owner

How likely are you to consider having a cat as a household pet?

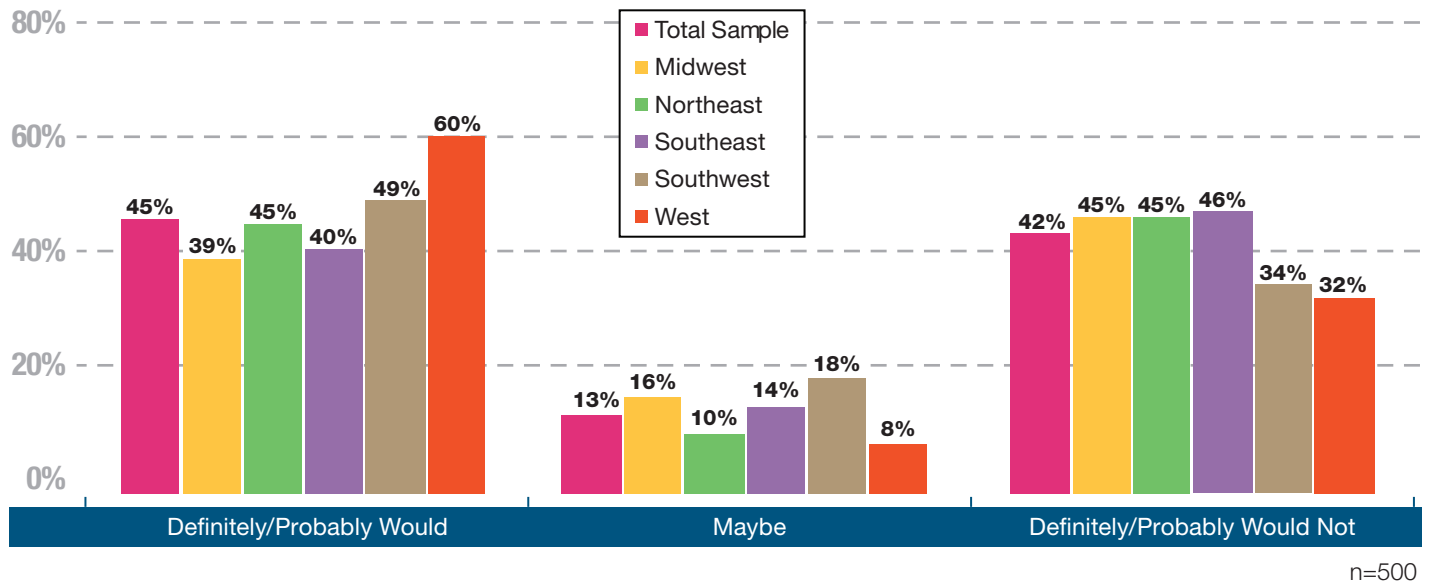


- There are no significant differences to consider a cat based on children in the household

Likelihood to Consider a Dog/Cat by U.S. Region*

Previous Dog Owner

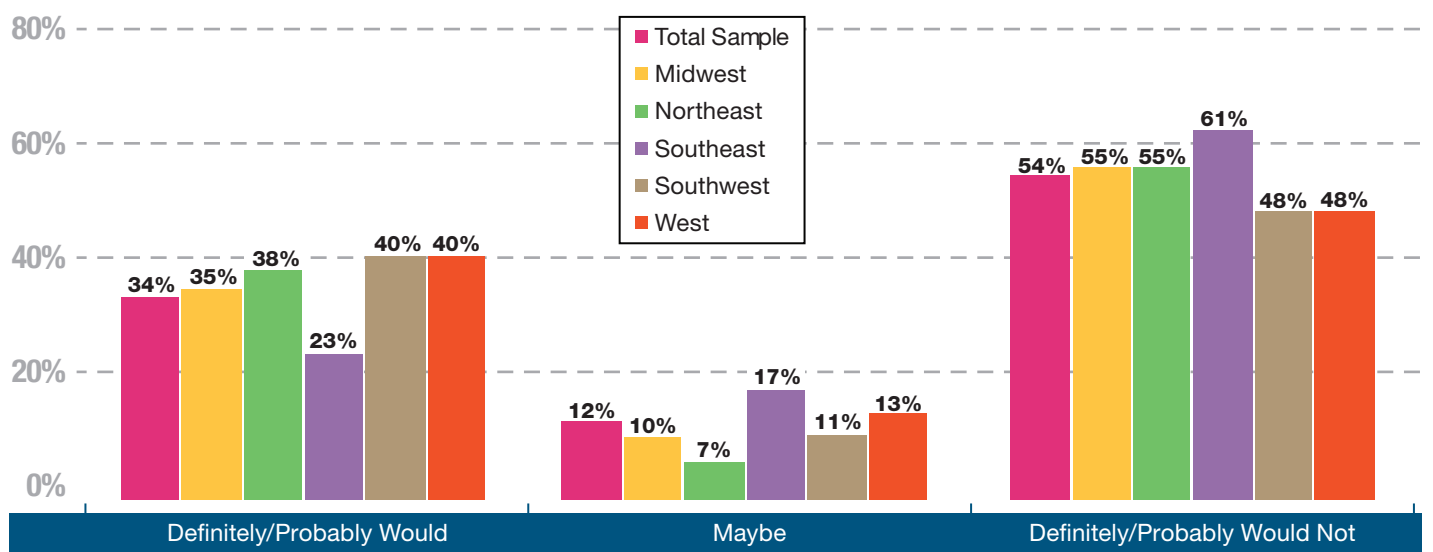
How likely are you to consider having a dog as a household pet?



- Respondents living in the Western region of the U.S. are significantly more likely to consider a dog

Previous Cat Owner

How likely are you to consider having a cat as a household pet?



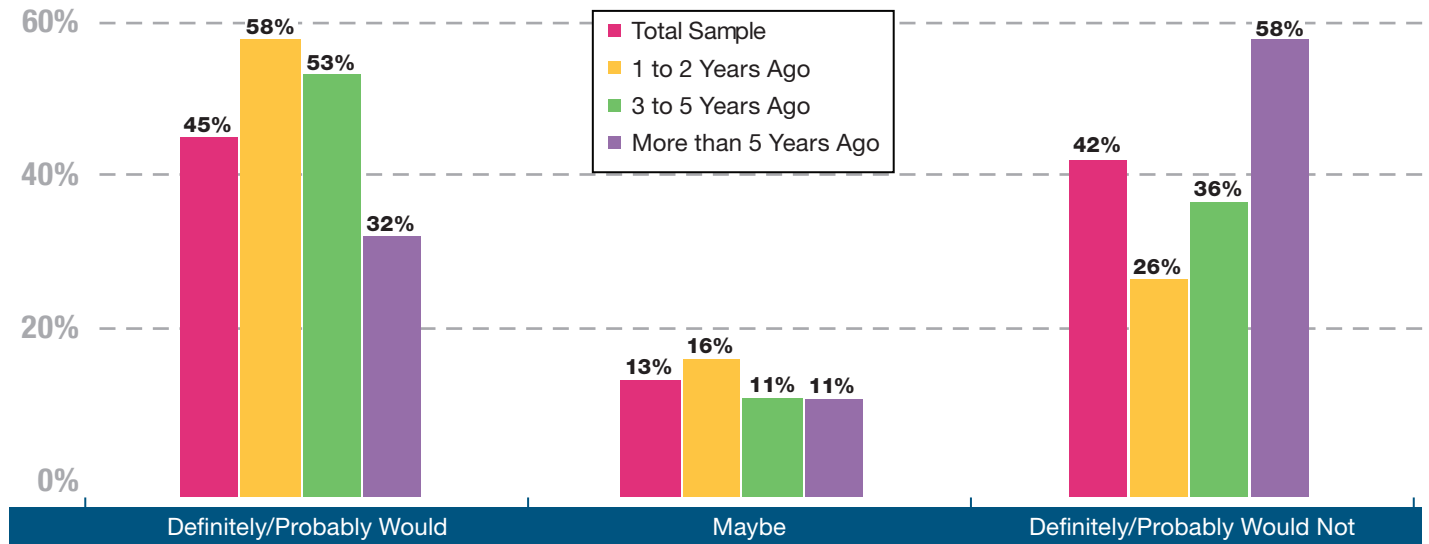
- Respondents living in the Southeast region of the U.S. are less likely than the other regions to consider a cat

* Please see page 46 for definitions of each region

Likelihood to Consider a Dog/Cat by Length of Time Since Owning a Dog/Cat

Previous Dog Owner

How likely are you to consider having a dog as a household pet?

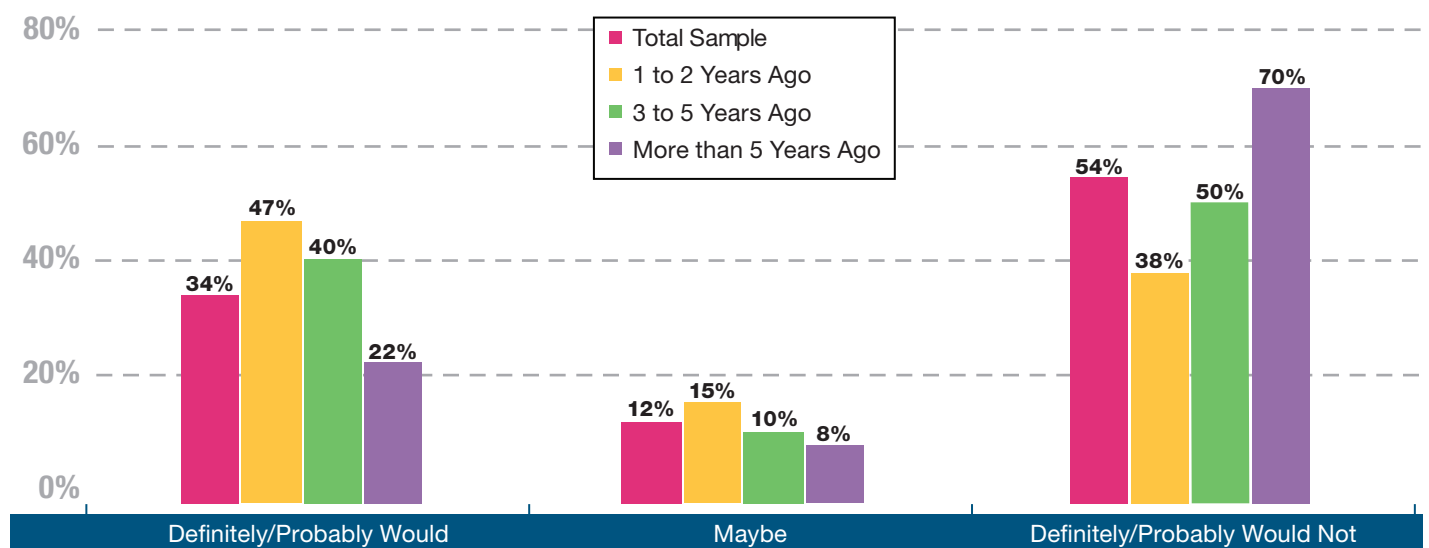


n=500

- Respondents who last owned a dog within the past 5 years are more likely to consider a dog

Previous Cat Owner

How likely are you to consider having a cat as a household pet?



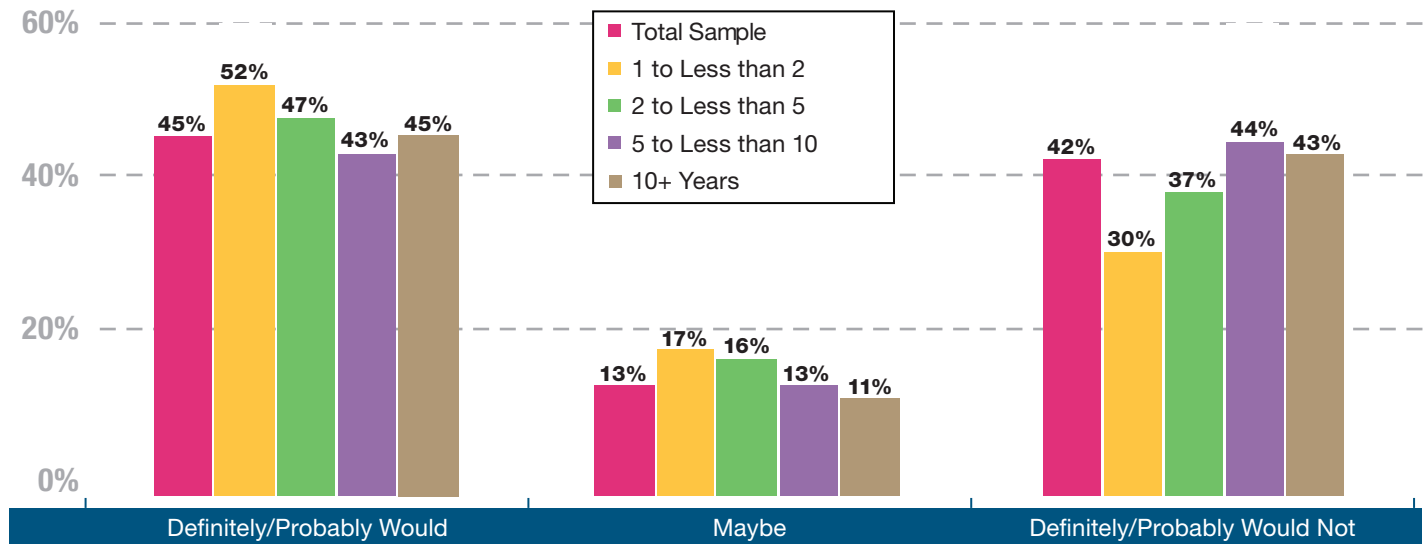
n=500

- Respondents who recently owned a cat are more likely to consider one with the most likely group being the respondents who owned a cat 1 to 2 years ago

Likelihood to Consider a Dog/Cat by Length of Previous Pet Ownership

Previous Dog Owner

How likely are you to consider having a dog as a household pet?

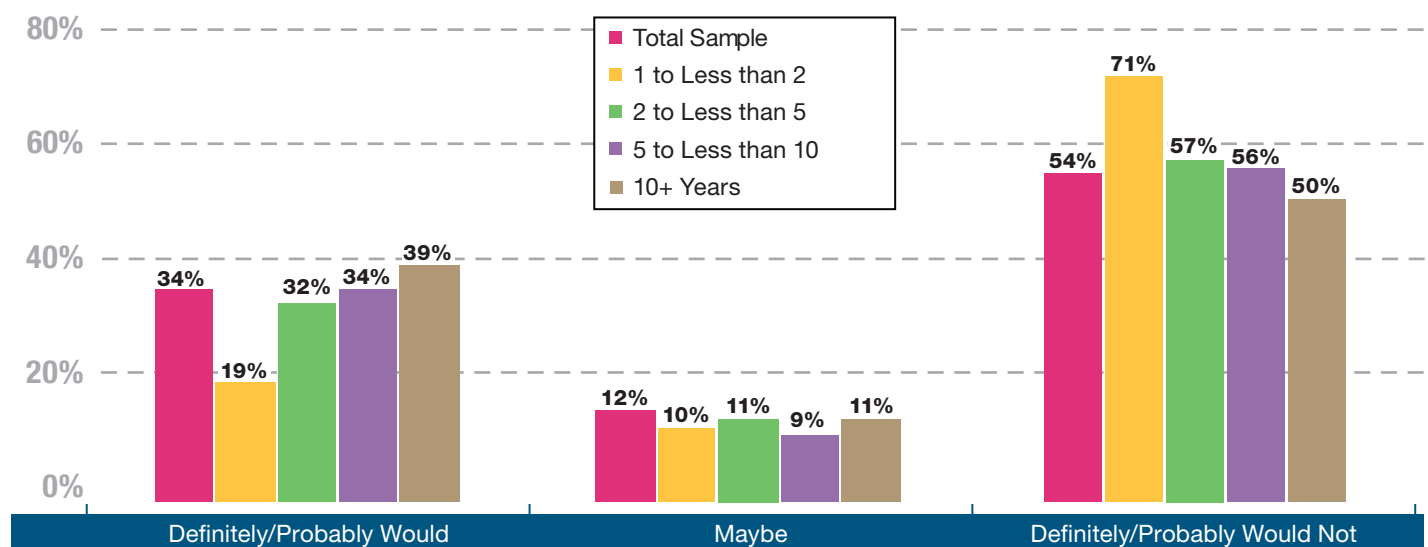


n=500

- There are no significant differences in likelihood to consider a dog based on length of previous ownership

Previous Cat Owner

How likely are you to consider having a cat as a household pet?



n=500

- Respondents who had a cat for 2 years or longer are significantly more likely to consider a cat

Detailed Analysis by Demographics of Non-Pet Owners



Most Likely to Consider a Dog

- Childhood Pet: Those who had a dog or other pets (non-cat/dog) as a childhood pet are more likely to consider a dog while those who had a cat are less likely
- Marital Status: Single/never married
- Age: Less than 65
- Gender: No significant difference
- Adults in Household: Households with three or more adults
- Children in Household: Households with children
- Income: Respondents with incomes of <\$75,000 and ≥\$100,000 are most likely
- Region: Respondents living in the Western and Northeast regions are more likely to consider a dog compared to respondents living in the Southwest
- Urban/Suburban/Rural: No significant difference

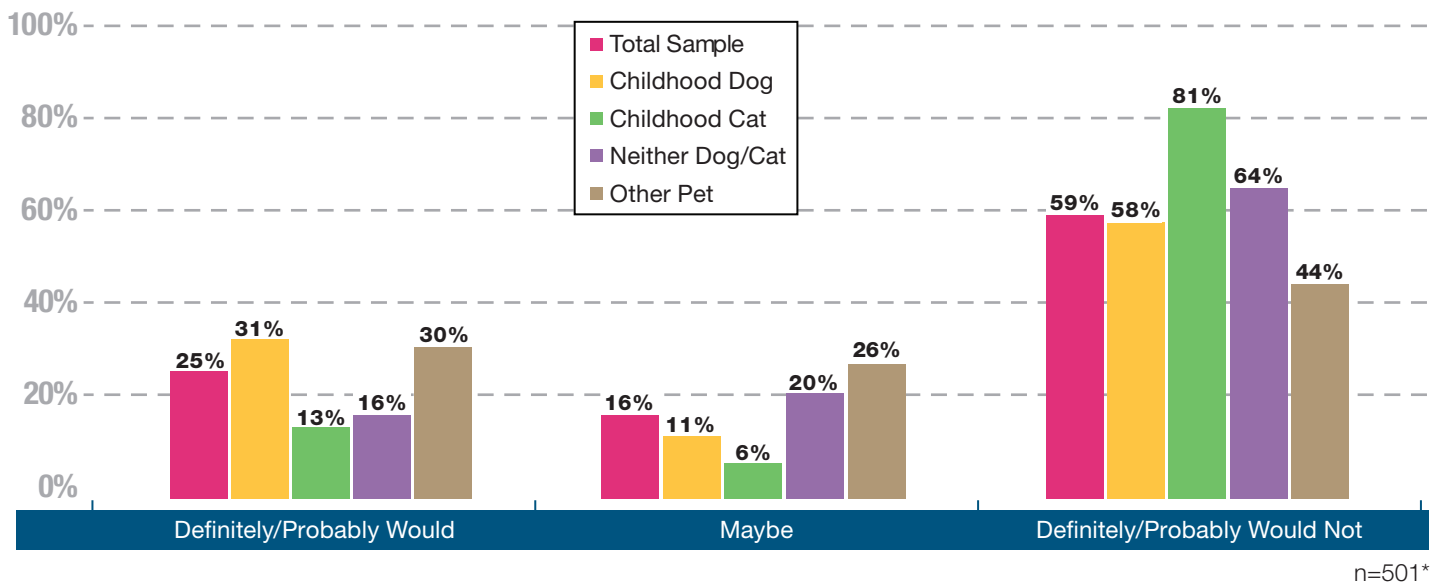
Most Likely to Consider a Cat

- Childhood Pet: Those who had a dog as a childhood pet are less likely to consider a cat while those who had a cat as a childhood pet are not any more or less likely to consider a cat
- Marital Status: Single/never married
- Age: 18 to 44 year olds
- Gender: No significant difference
- Adults in Household: Households with three or more adults
- Children in Household: Households with children
- Income: Respondents with incomes of <\$75,000 and ≥\$100,000 are most likely
- Region: Respondents living in the Northeast or West are more likely compared to those living in the Southwest
- Urban/Suburban/Rural: No significant difference

* Non-owners are respondents who have never owned a dog/cat as an adult

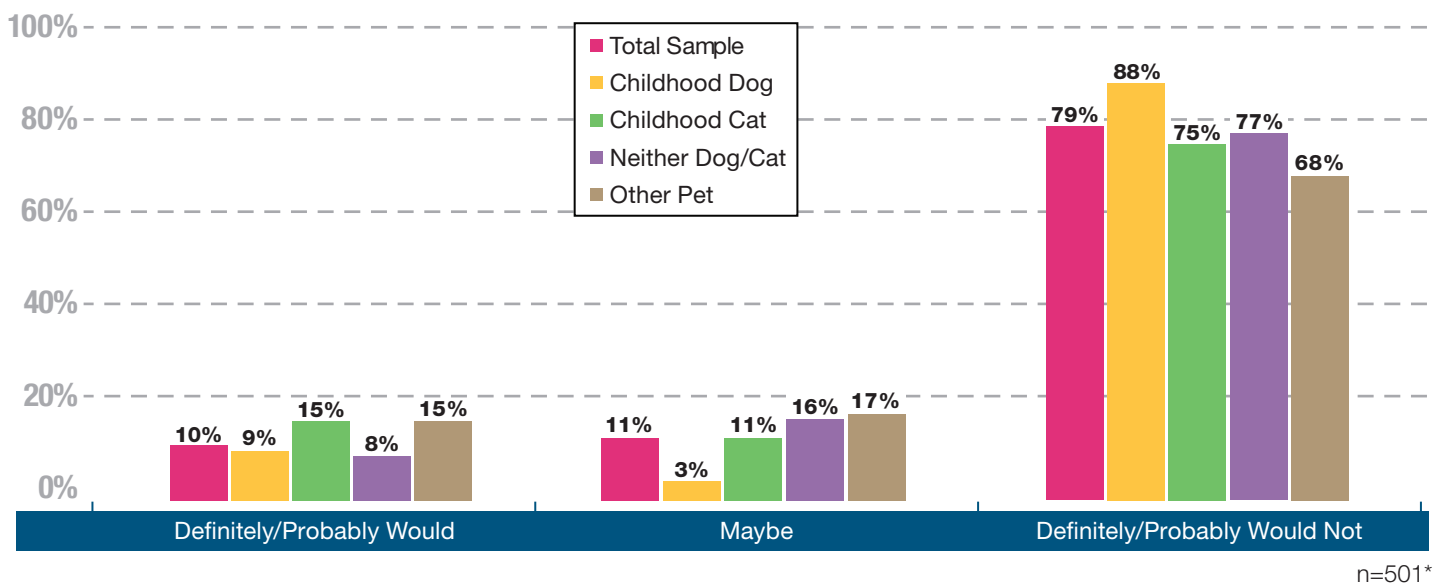
Likelihood to Consider a Dog/Cat - Non-Pet Owners vs. Childhood Owners

How likely are you to consider having a dog as a household pet?



- Respondents who had a dog as a childhood pet or other childhood pets (not dog/cat) are significantly more likely to consider a dog in the future
- Respondents who had a cat as a childhood pet are significantly less likely to consider a dog in the future

How likely are you to consider having a cat as a household pet?



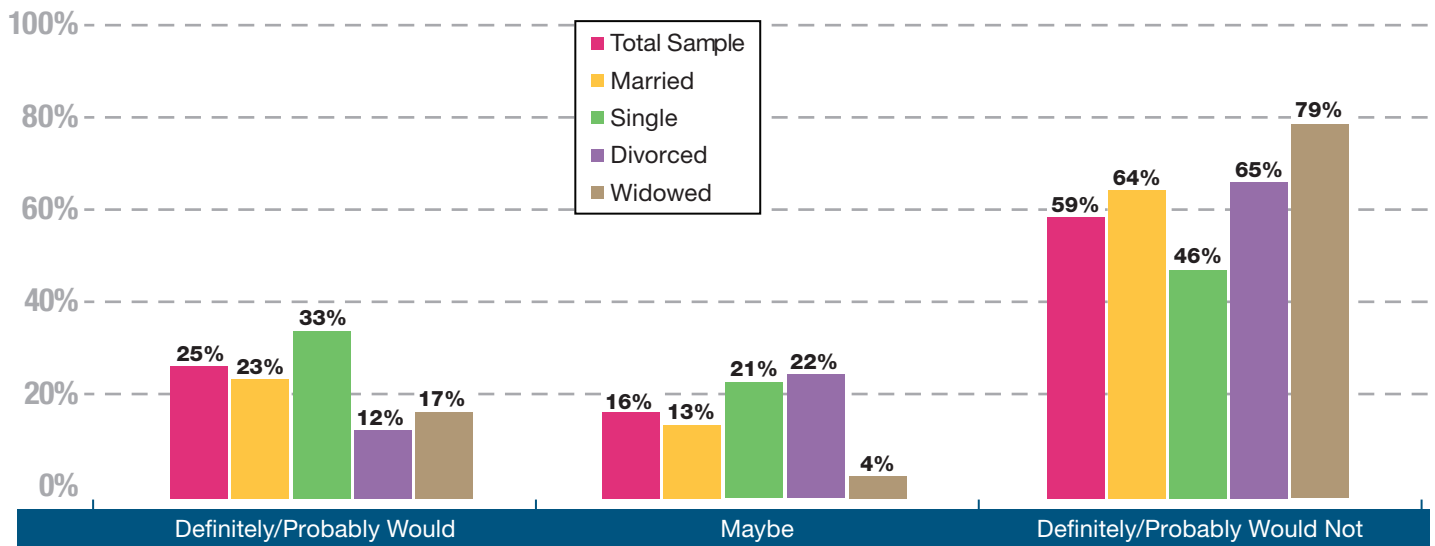
- Respondents who had a dog as a childhood pet are less likely to consider a cat in the future
- Respondents who had a cat as a childhood pet are no more or less likely to consider a cat in the future

*There were 501 respondents to this question

Likelihood to Consider a Dog/Cat by Marital Status

Non-Owners

How likely are you to consider having a dog as a household pet?

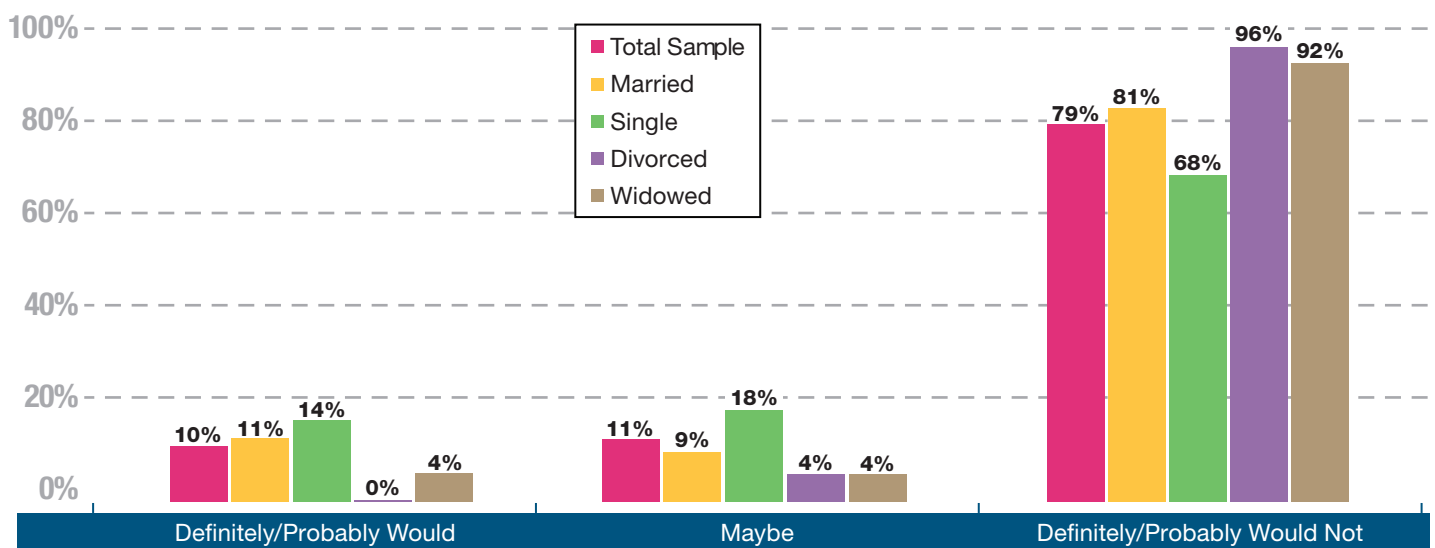


n=500

- Single respondents are significantly more likely to consider a dog in the future

Non-Owners

How likely are you to consider having a cat as a household pet?



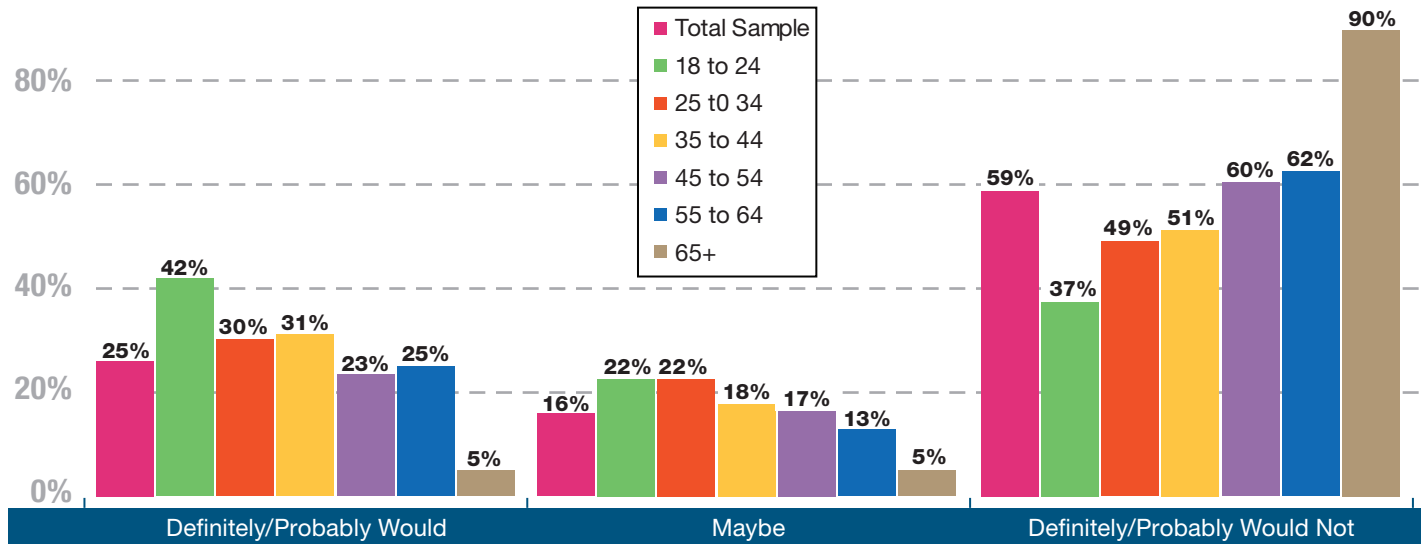
n=500

- Singles responded the highest in being “uncertain”
- Married, divorced or widowed respondents are less likely to consider a cat in the future

Likelihood to Consider a Dog/Cat by Age

Non-Owners

How likely are you to consider having a dog as a household pet?

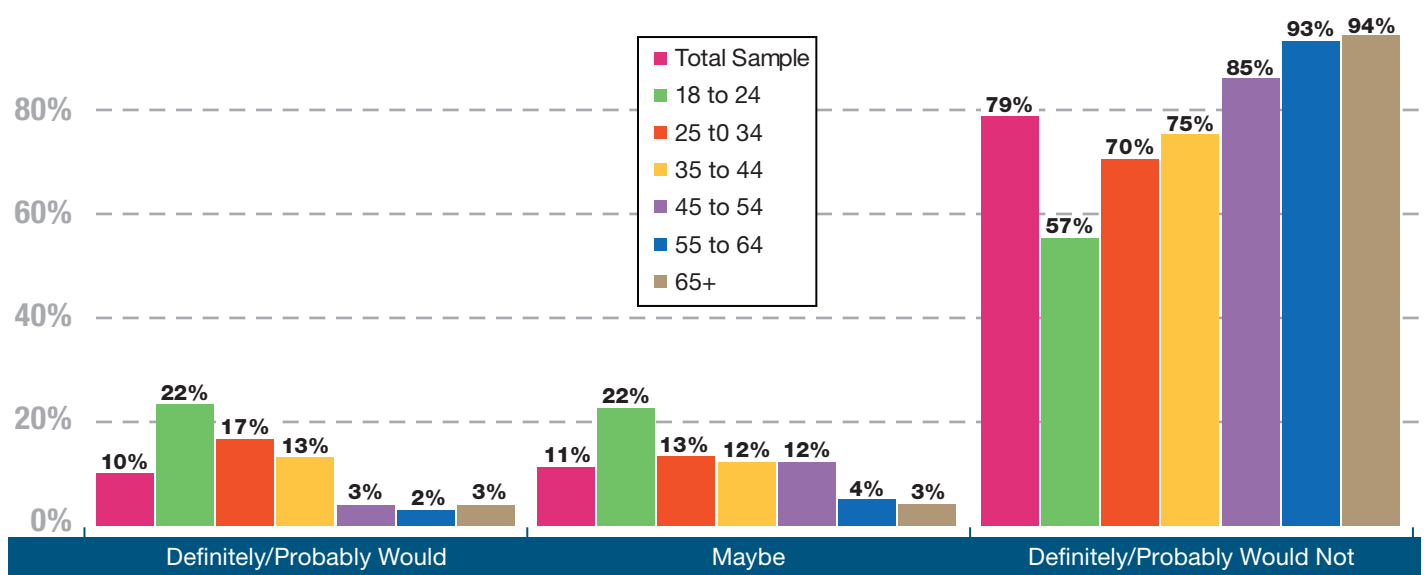


- Respondents over 65 are significantly less likely to consider a dog

n=500

Non-Owners

How likely are you to consider having a cat as a household pet?



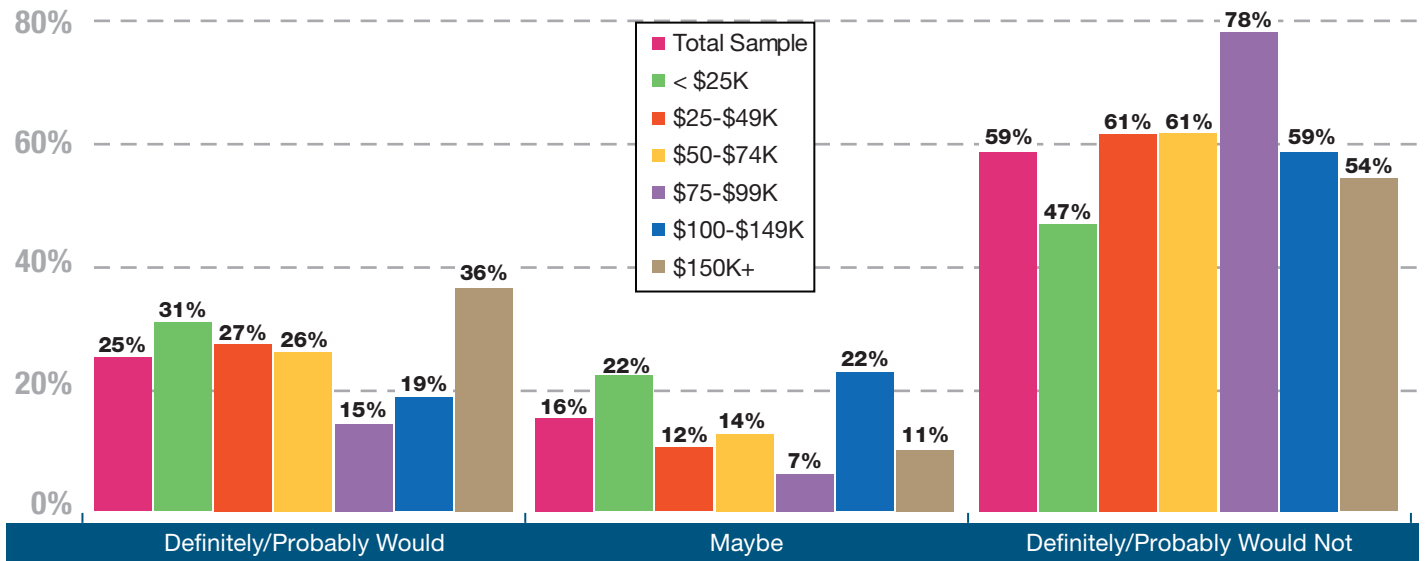
- 18 to 44 year olds are more likely to consider a cat compared to the older age groups

n=500

Likelihood to Consider a Dog/Cat by Income

Non-Owners

How likely are you to consider having a dog as a household pet?

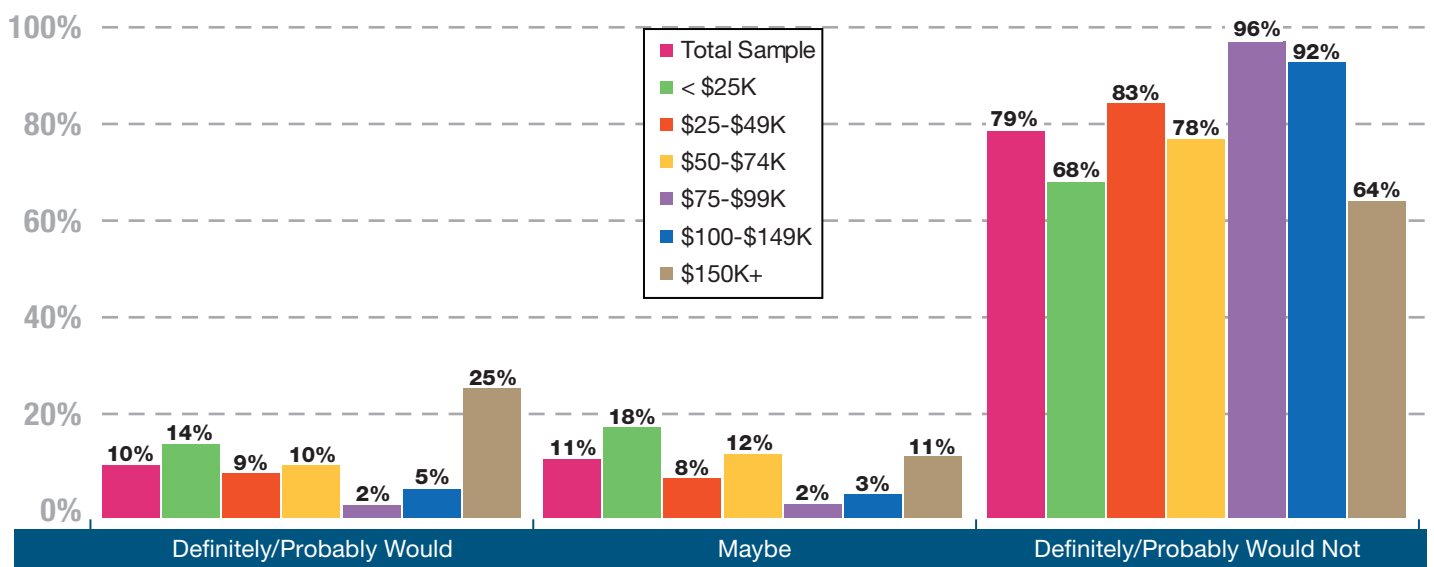


n=500

- Respondents with incomes between \$75,000 and \$99,999 are less likely to consider a dog

Non-Owners

How likely are you to consider having a cat as a household pet?



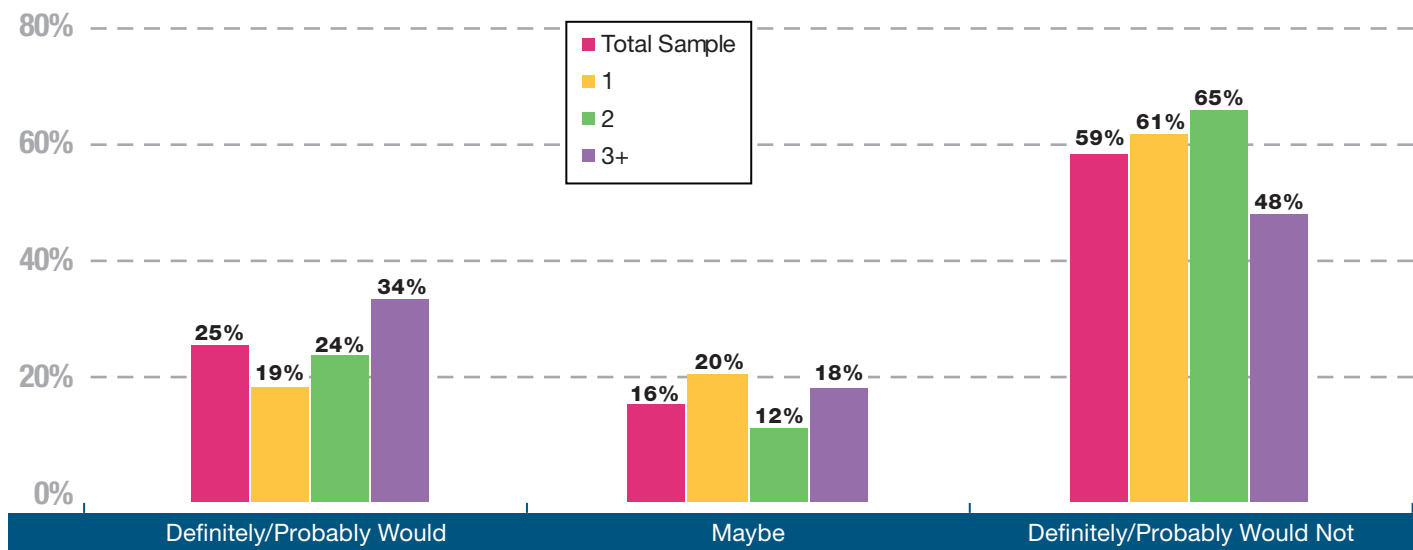
n=500

- Respondents with incomes between \$75,000 and \$149,999 are less likely to consider a cat

Likelihood to Consider a Dog/Cat by Number of Adults in the Household

Non-Owners

How likely are you to consider having a dog as a household pet?

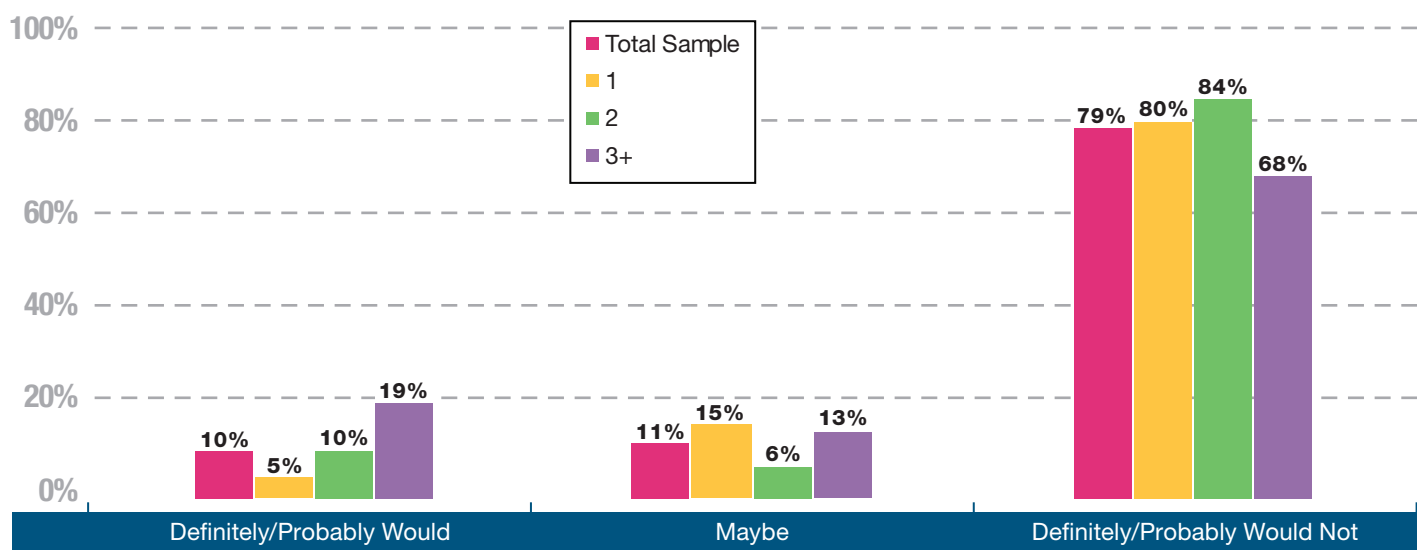


n=500

- Respondents with three or more adults in the household are more likely to consider a dog

Non-Owners

How likely are you to consider having a cat as a household pet?



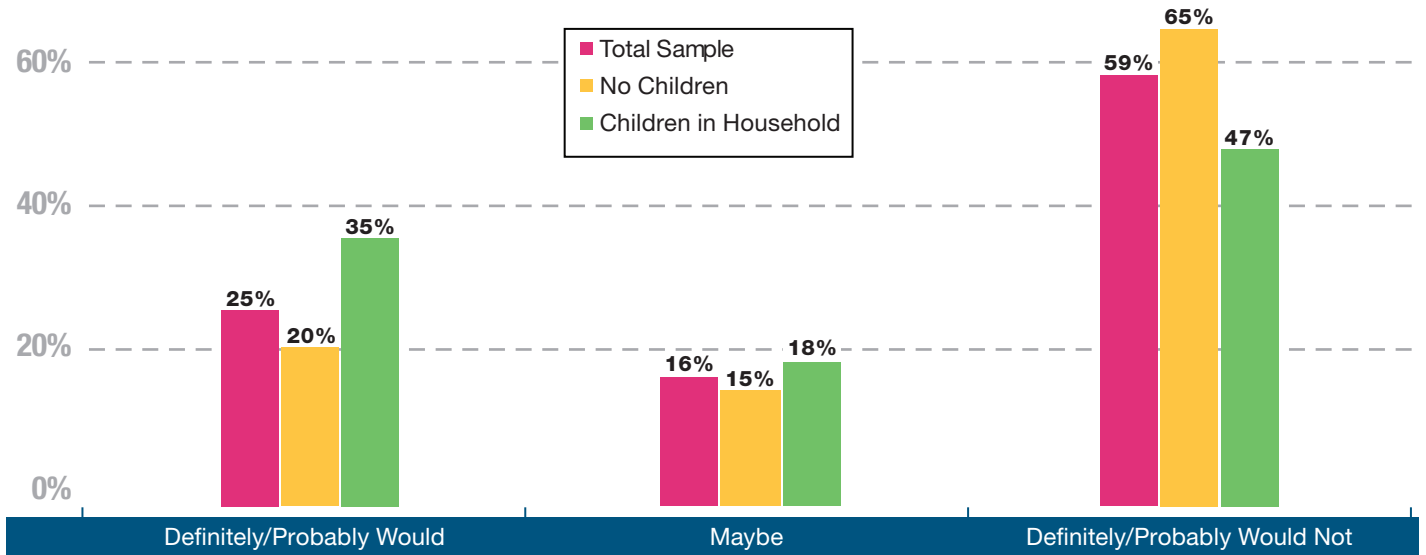
n=500

- Respondents with three or more adults living in the household are more likely to consider a cat

Likelihood to Consider a Dog/Cat by Children in the Household

Non-Owners

How likely are you to consider having a dog as a household pet?

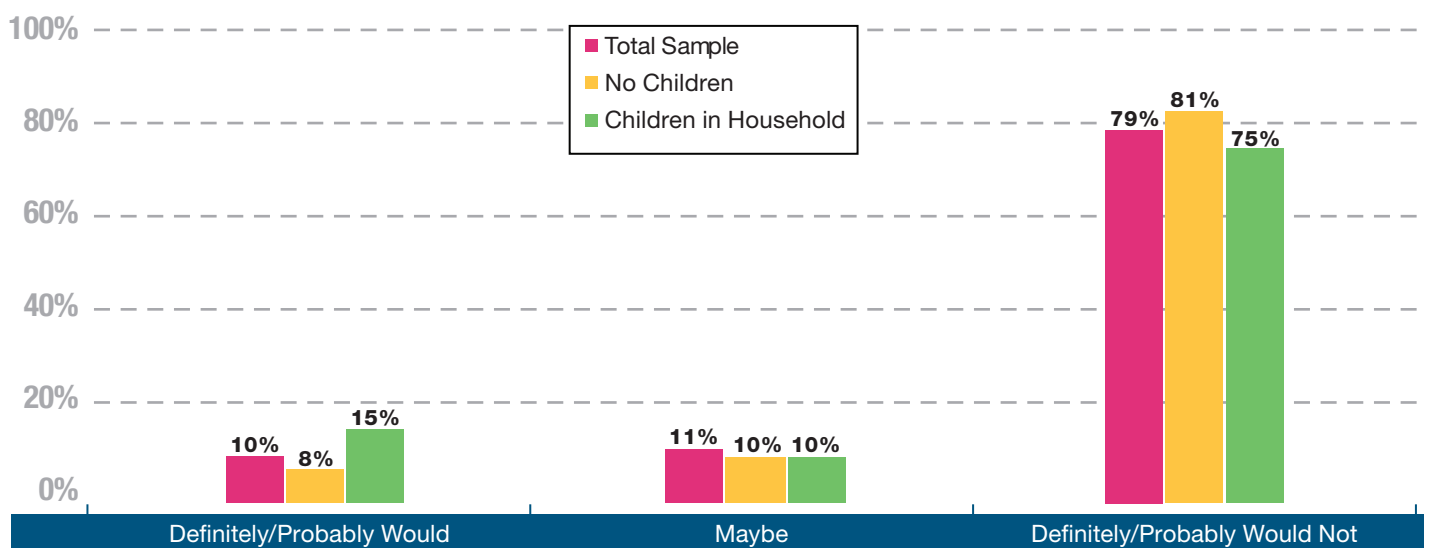


n=500

- Households with children are significantly more likely to consider a dog compared to households without children

Non-Owners

How likely are you to consider having a cat as a household pet?



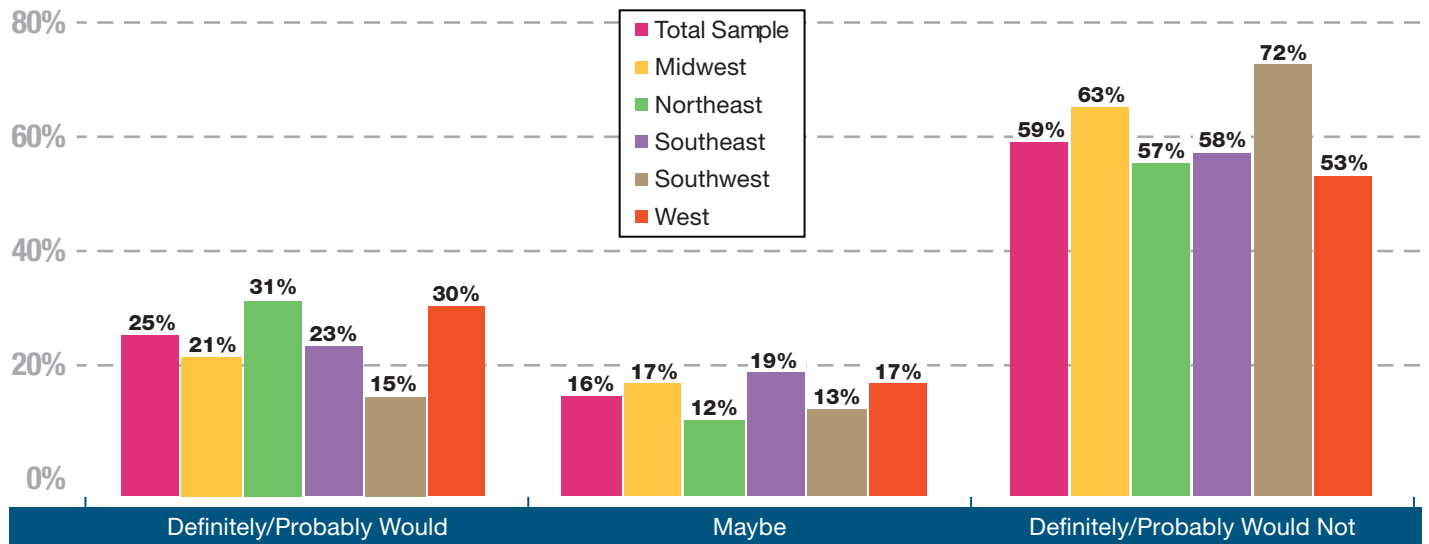
n=500

- Households with children are significantly more likely to consider a cat compared to households without children

Likelihood to Consider a Dog/Cat by U.S. Region

Non-Owners

How likely are you to consider having a dog as a household pet?

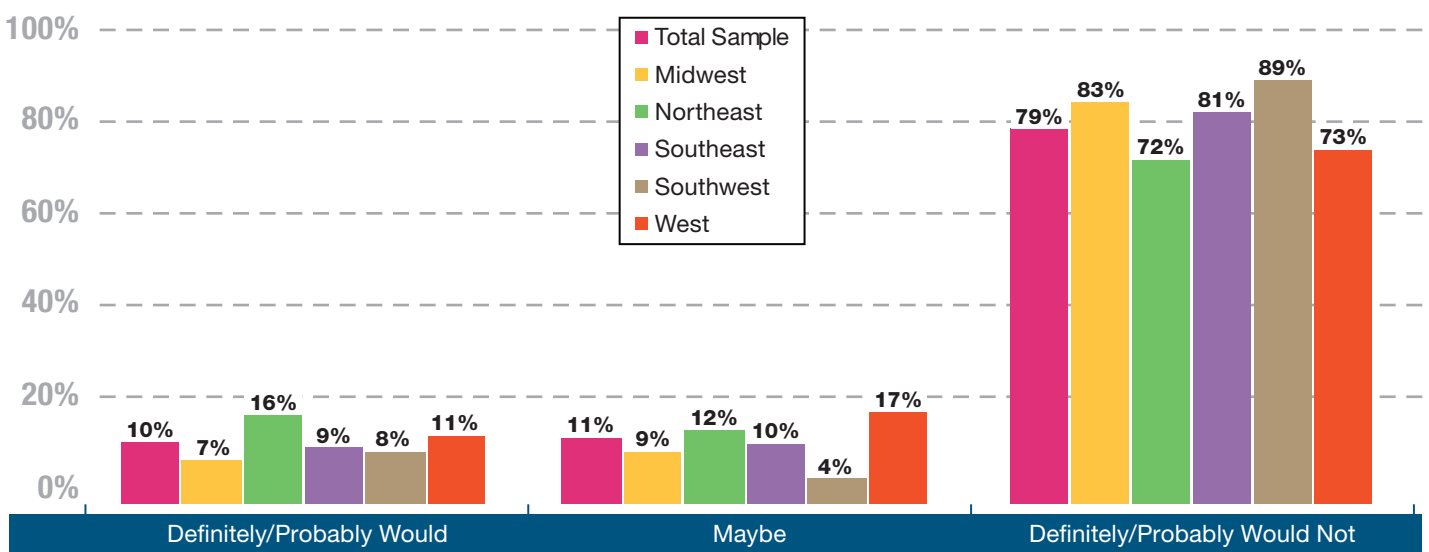


- Respondents living in the Northeast and Western regions of the U.S. are significantly more likely to consider a dog compared to the Southwest region

n=500

Non-Owners

How likely are you to consider having a cat as a household pet?



- Respondents living in the Southwest region of the U.S. are less likely than those living in the Northeast or West

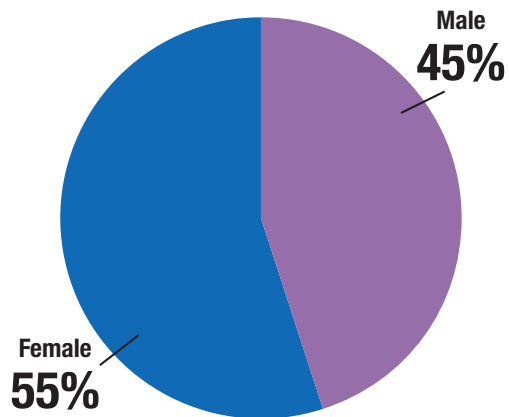
n=500

Respondent Demographics

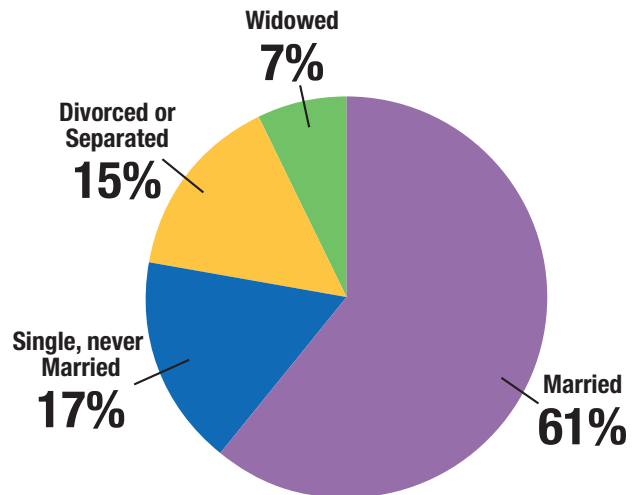


Respondent Characteristics - Previous Cat Owners

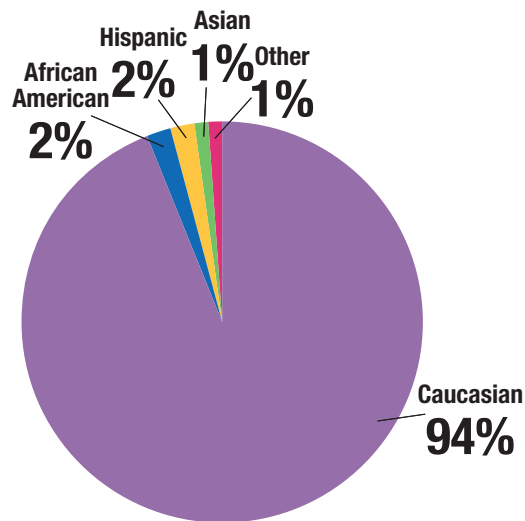
Gender



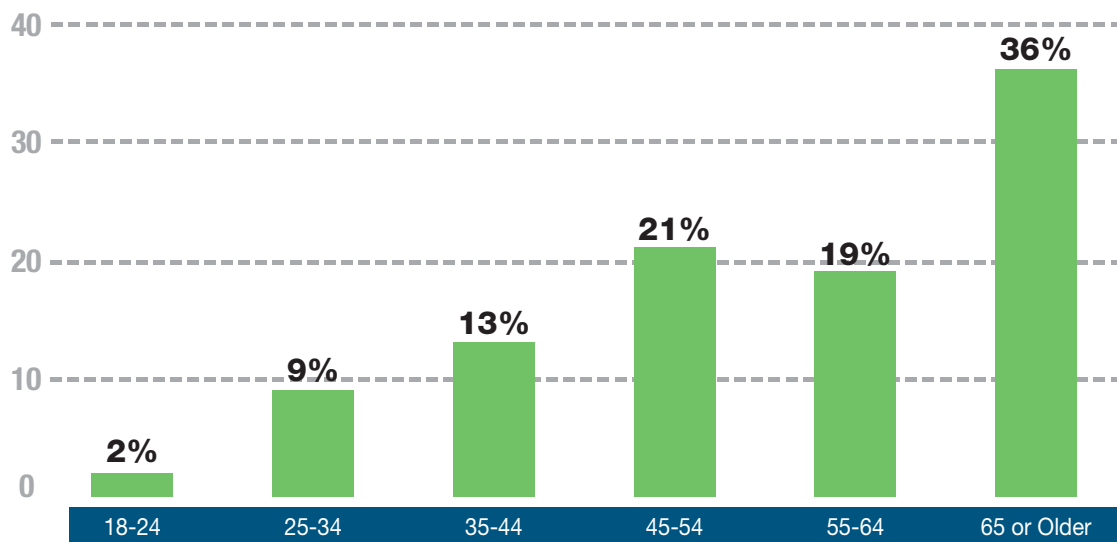
Marital Status



Ethnicity



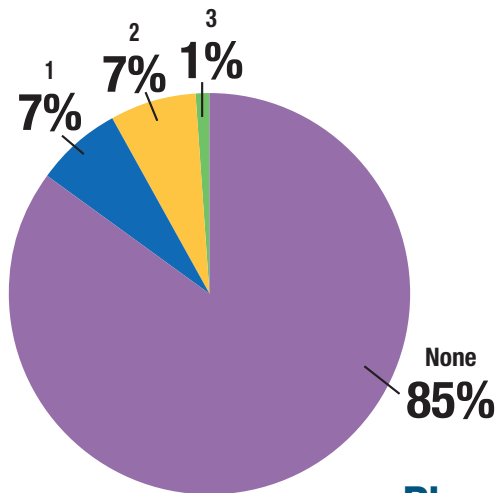
Age



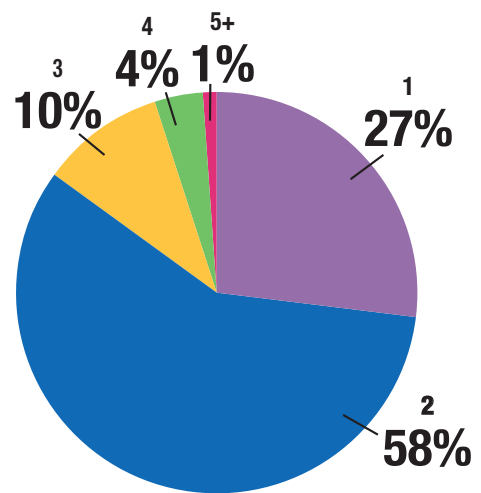
n=500

Respondent Characteristics - Previous Cat Owners

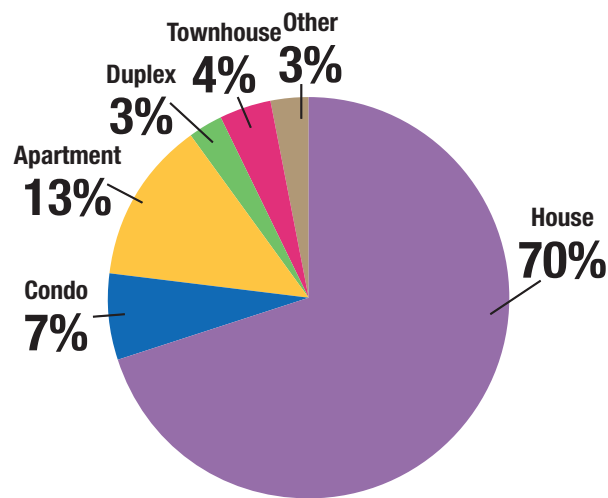
Children in Household



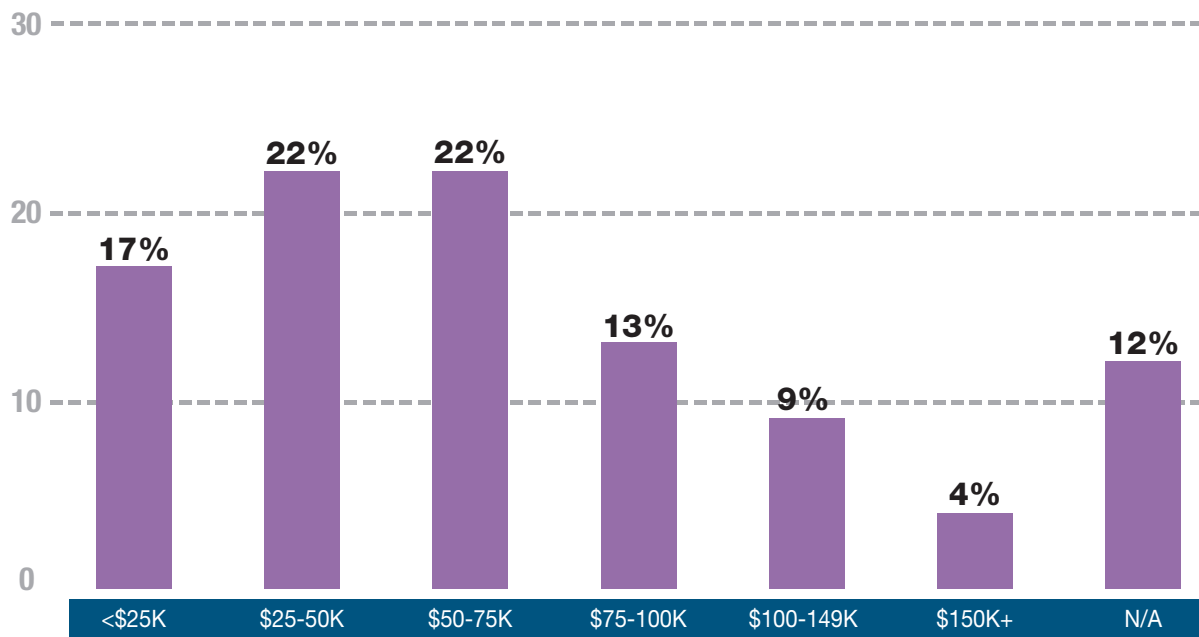
Adults in Household



Place of Residence



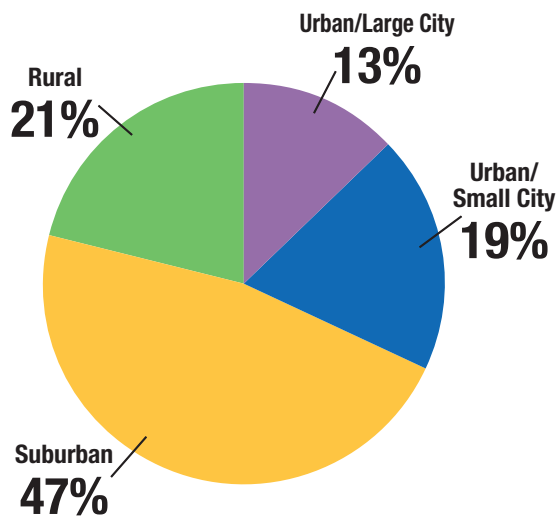
Income



n=500

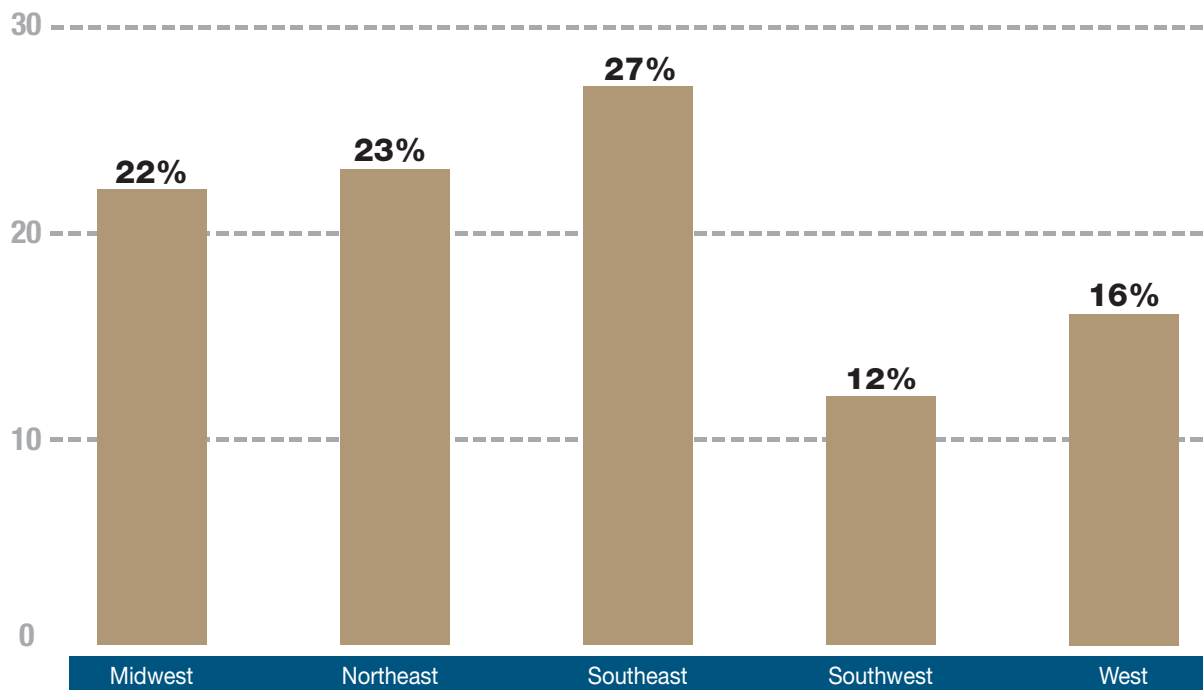
Respondent Characteristics - Previous Cat Owners

Describe the area where you live.



n=500

U.S. Region



Region Definition

Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

Northeast (CT, DC, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

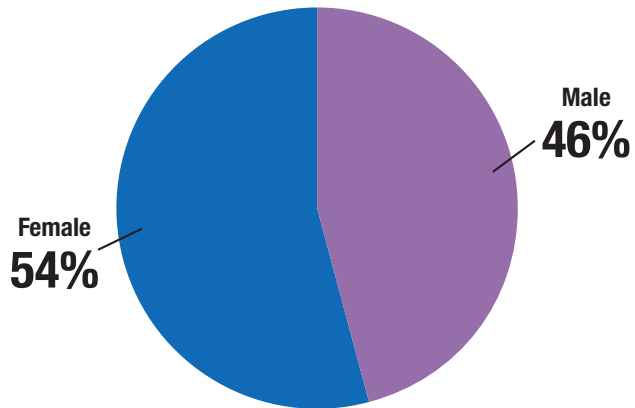
Southeast (AL, AR, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

Southwest (AZ, CO, NM, NV, OK, TX)

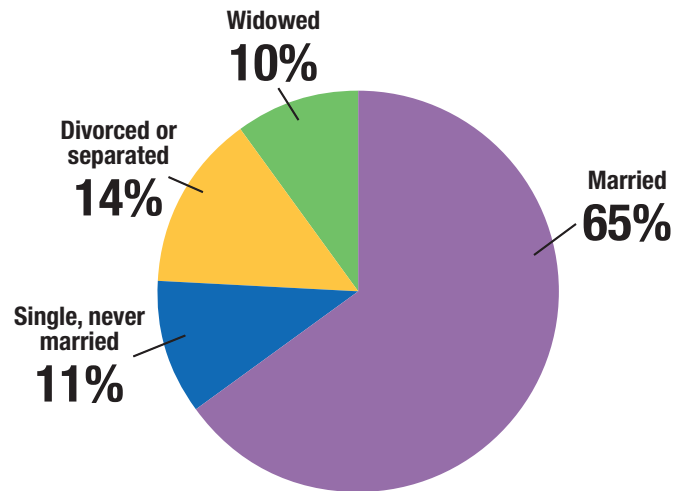
West (AK, CA, HI, ID, MT, OR, UT, WA, WY)

Respondent Characteristics - Previous Dog Owners

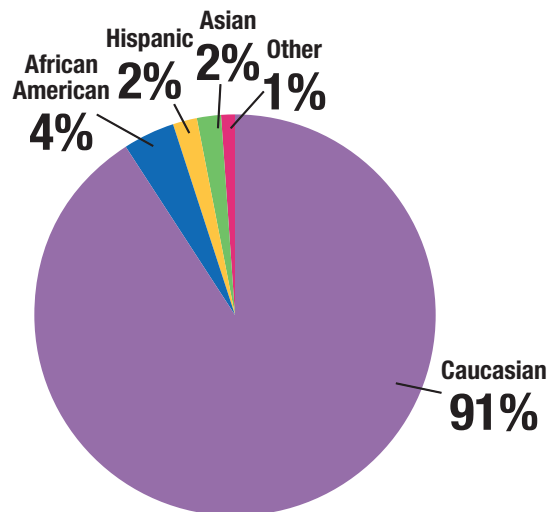
Gender



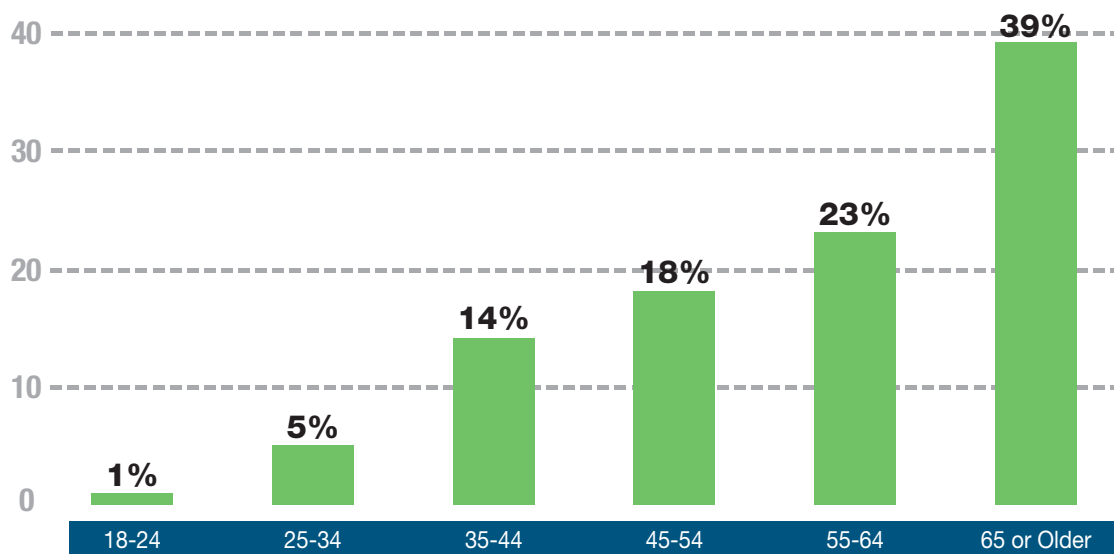
Marital Status



Ethnicity



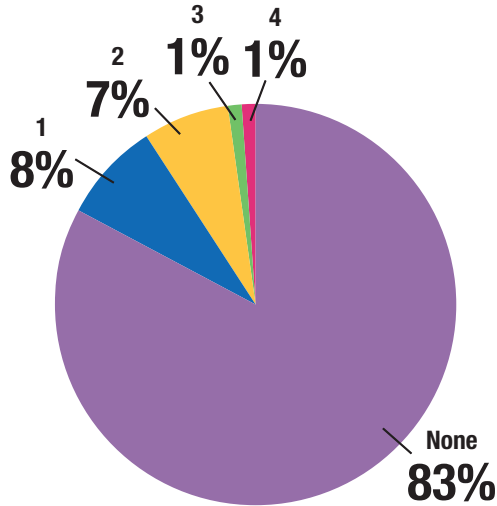
Age



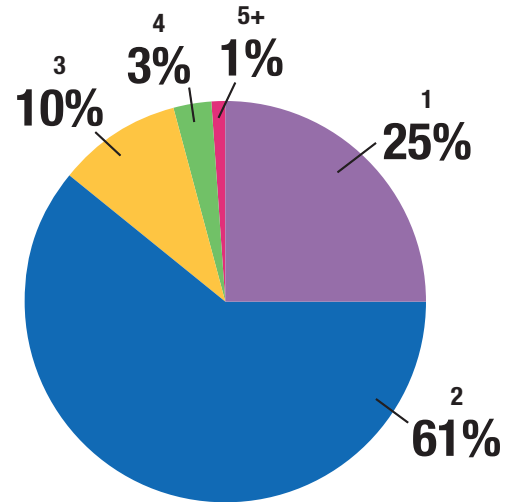
n=500

Respondent Characteristics - Previous Dog Owners

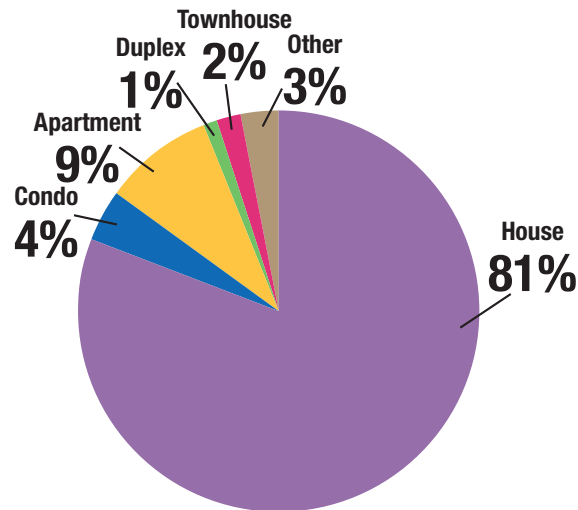
Children in Household



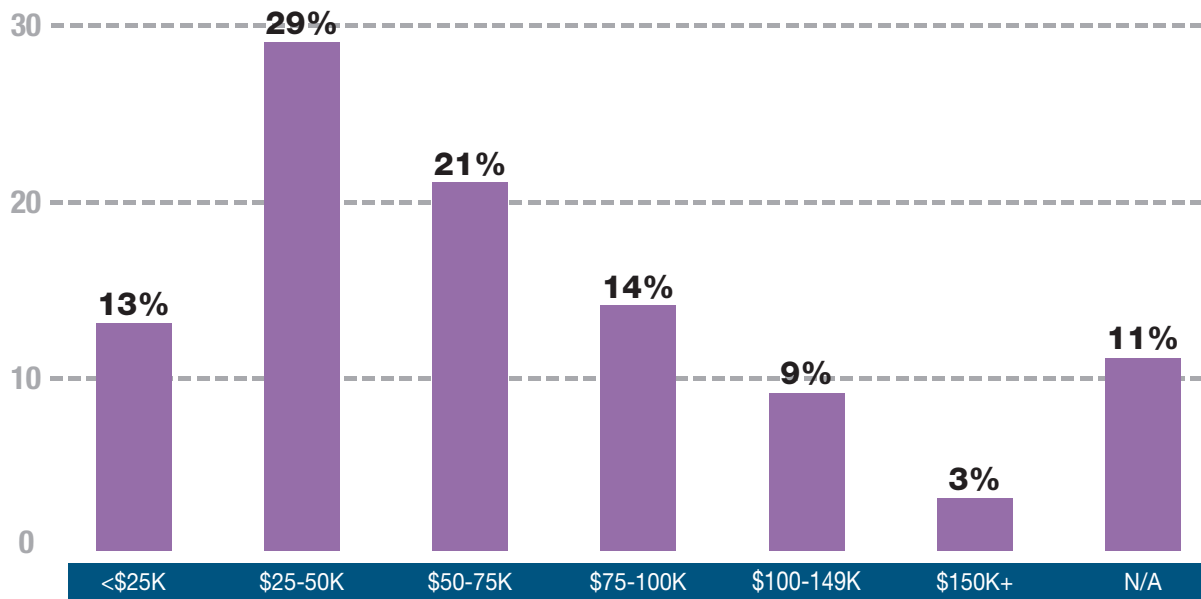
Adults in Household



Place of Residence



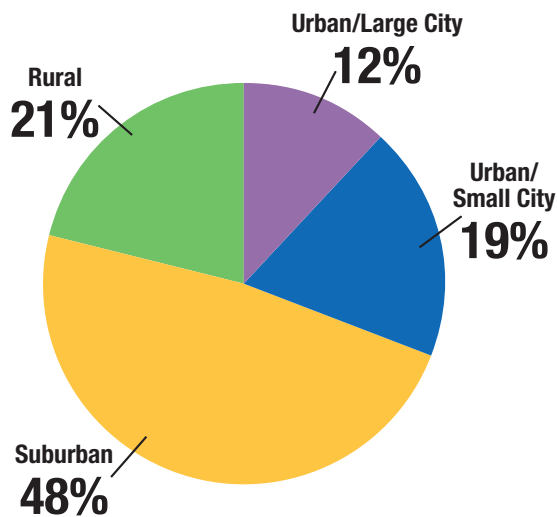
Income



n=500

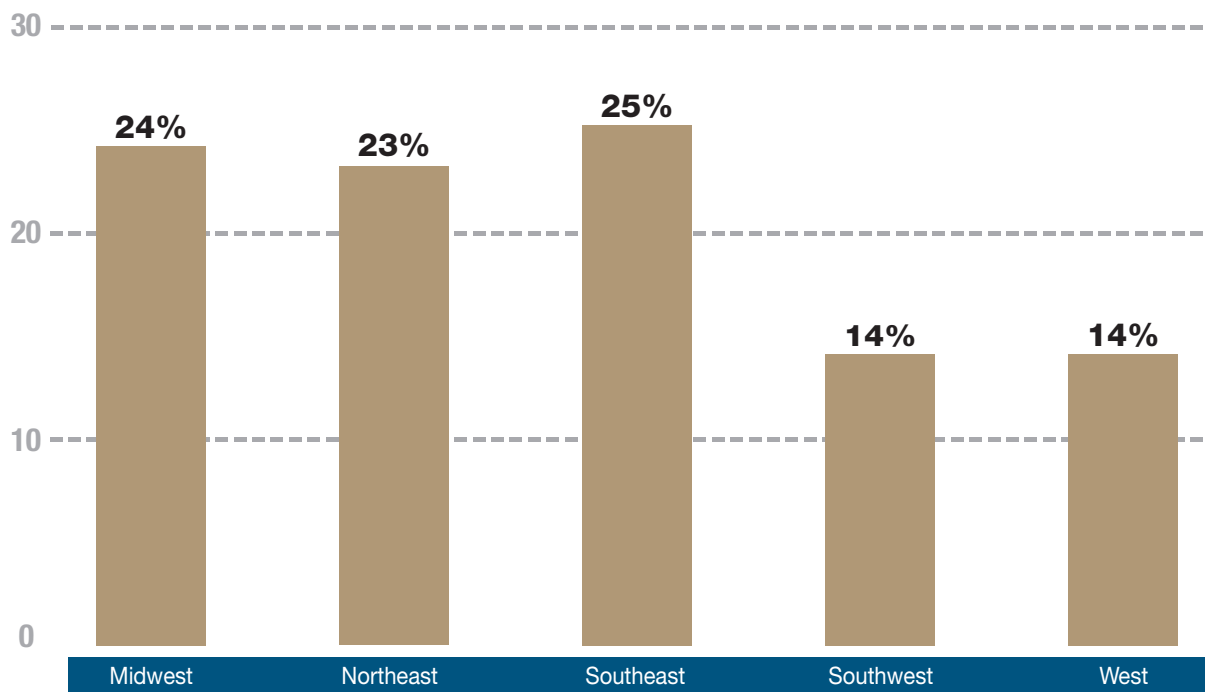
Respondent Characteristics - Previous Dog Owners

Describe the area where you live.



n=500

U.S. Region



Region Definition

Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

Northeast (CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

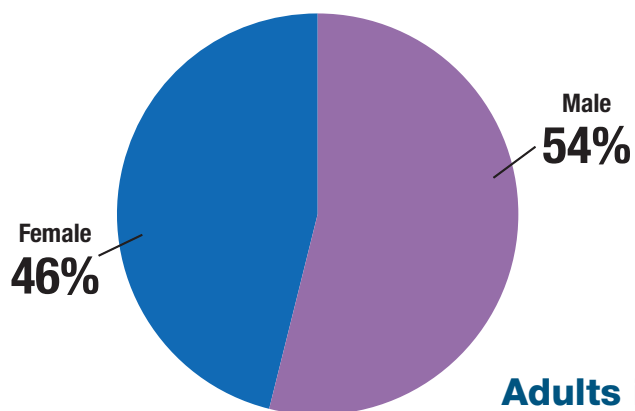
Southeast (AL, AR, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

Southwest (AZ, CO, NM, NV, OK, TX)

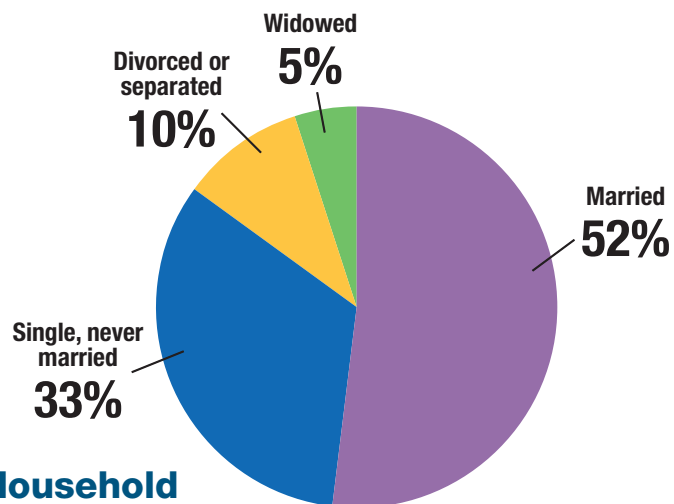
West (AK, CA, HI, ID, MT, OR, UT, WA, WY)

Respondent Characteristics - Non-Owners

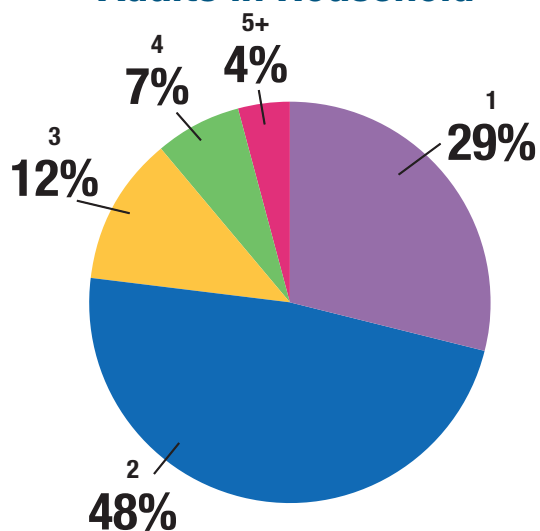
Gender



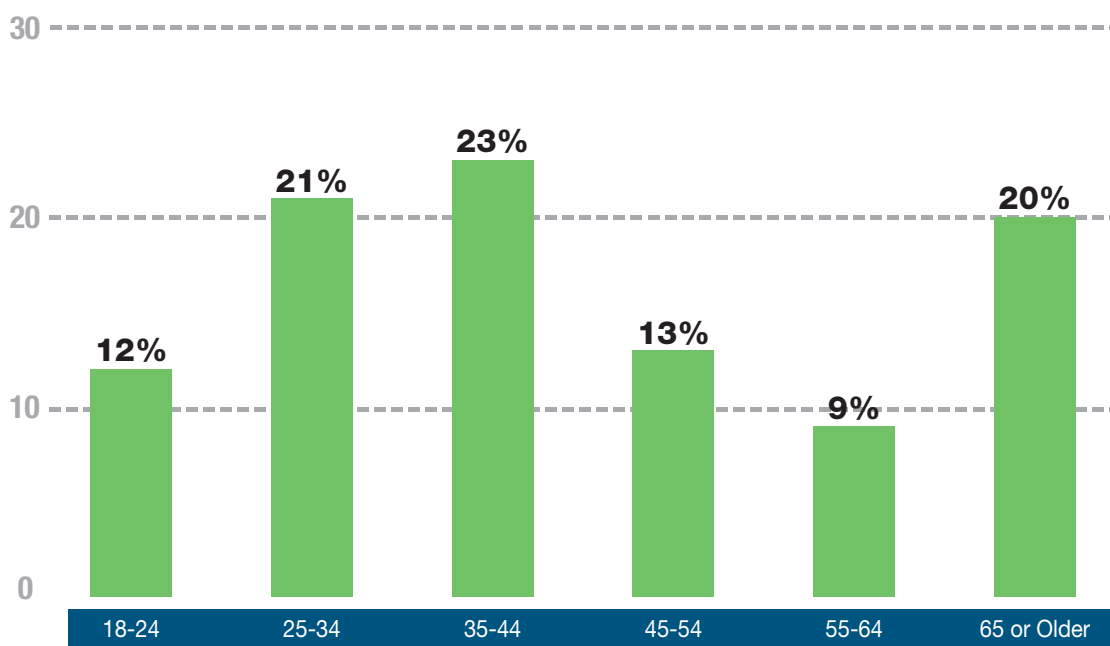
Marital Status



Adults in Household



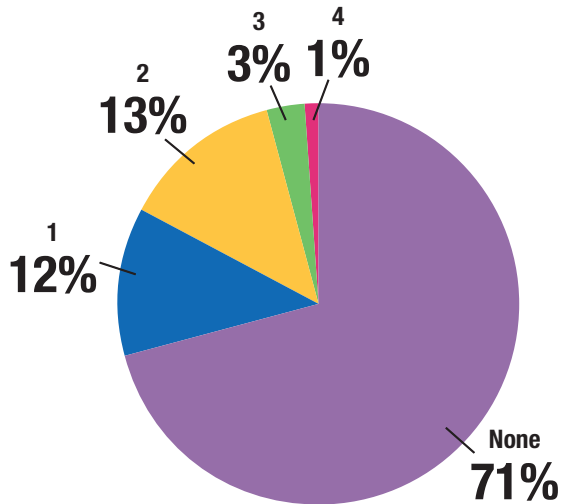
Age



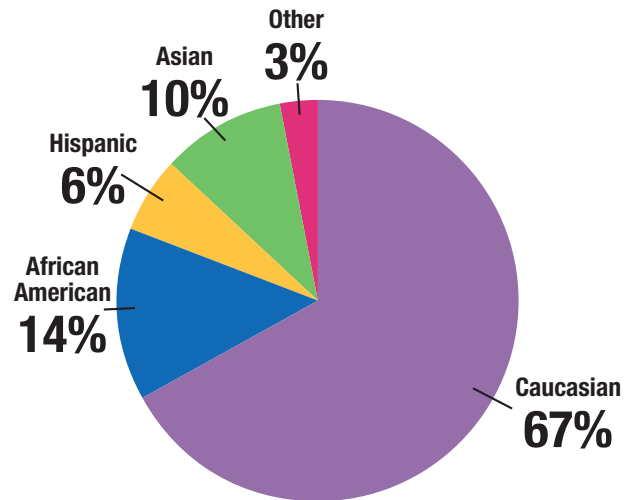
n=500

Respondent Characteristics - Non-Owners

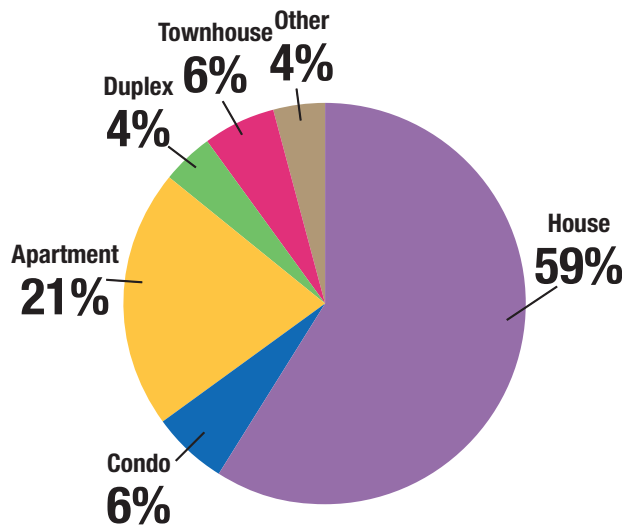
Children in Household



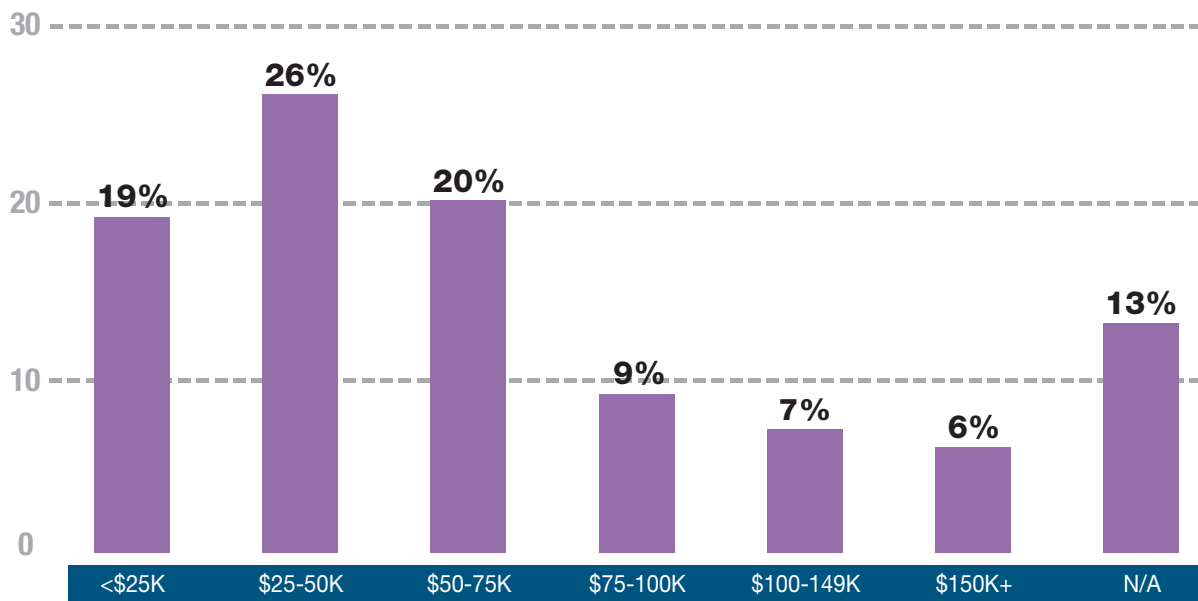
Ethnicity



Place of Residence



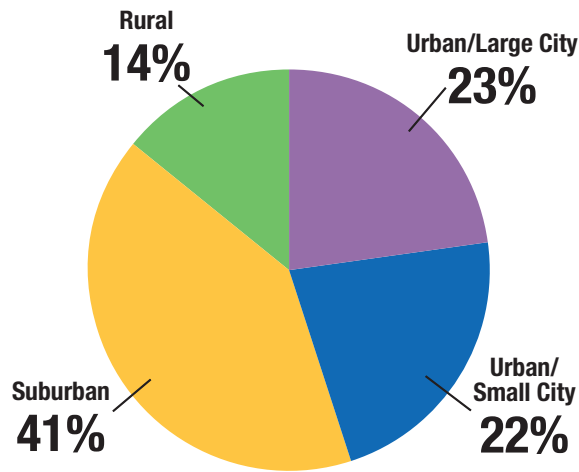
Income



n=500

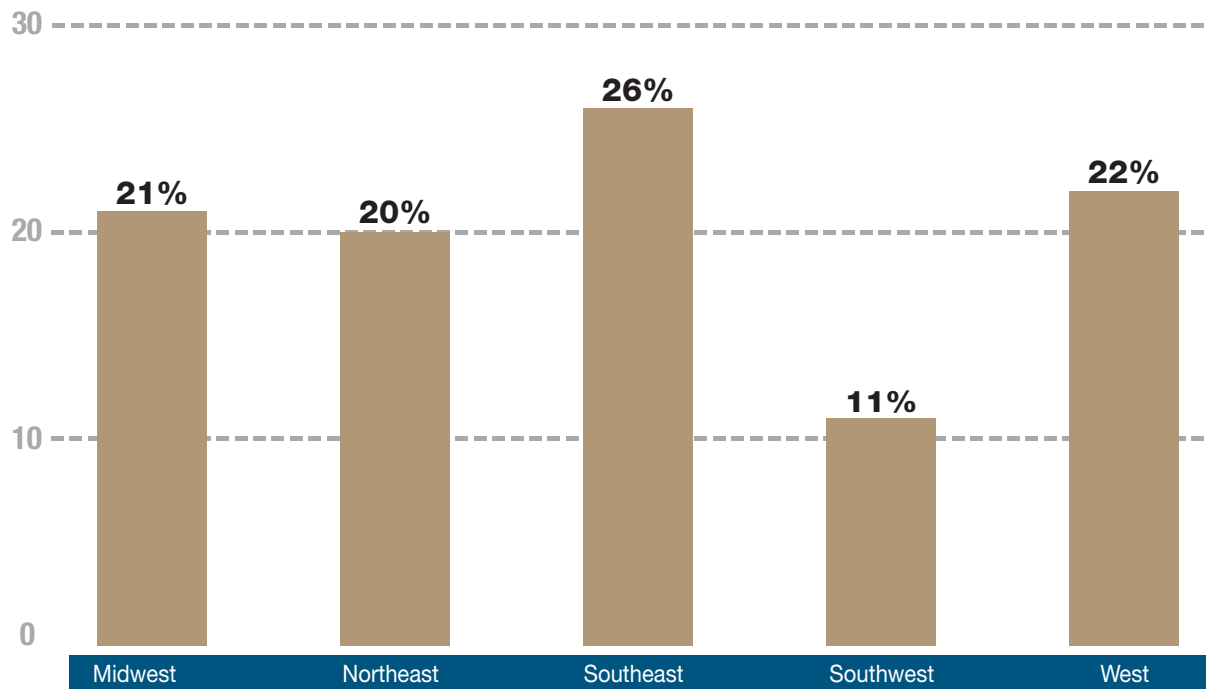
Respondent Characteristics - Non-Owners

Describe the area where you live.



n=500

U.S. Region



Region Definition

Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

Northeast (CT, DC, DE, MA, ME, NH, NJ, NY, PA, RI, VT)

Southeast (AL, AR, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

Southwest (AZ, CO, NM, NV, OK, TX)

West (AK, CA, HI, ID, MT, OR, UT, WA, WY)

The mission of American Humane Association is to ensure the welfare, wellness and well-being of children and animals, and to unleash the full potential of the bond between humans and animals to the mutual benefit of both.

We aim to measurably, demonstrably and significantly increase the number of children and animals who are protected from harm – and the number of humans and animals whose lives are enriched – through direct action, thought leadership, policy innovation, and expansion of proven, effective programs.

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