

THEY WANTED TO KNOW



SO WHAT DID WE CHANGE THIS TIME AROUND




Involved more great people

Kenn Aline
CEO
Sacramento, SPCA

Brad Sobush
Executive Director
Potters League

Robyn Barbiers
President and OVM
Anti-Cruelty Society

Tori Fogel **Janet M. Spahr** **Robert Pennington** **Ginn Friedman** **Neil Chiles** **Tom Gark** **Wendy Hingle**
 Manager of Marketing and Communications, Kansas City Humane Society
 Director of Client Services, Halifax Humane Society
 Director of Strategic Initiatives, Operation Kindness

Janelle Dixon
President and CEO
Animal Humane

James Bias
President
SPCA of Texas



THE SURVEY



12
Minute

US
Adopters

Dogs
— or —
Cats

January 1st to
June 30th, 2018



THE SURVEY



10,538
completed

58%
Dog Adopters

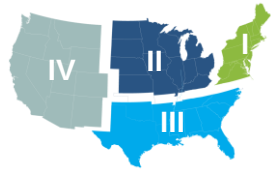
42%
Cat Adopters



THE SURVEY



31 states with statistically significant sample size



Region	US census	Survey Sample
I. Northeast	17%	17%
II. Midwest	21%	26%
III. South	38%	20%
IV. West	24%	37%



SURVEY RELIABILITY



Sample size of +10,000
Margin of error of +/- 1%
95% confidence level

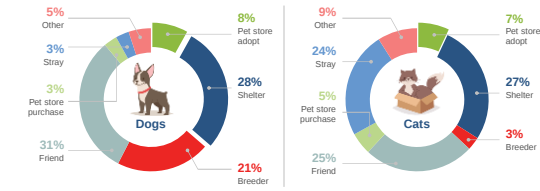


What this means
If 50% of the sample answered 'yes' to a question the answers of the whole population will lay between 49 -51%.

High confidence in findings



THE MARKET: WHERE PETS ARE OBTAINED






AWO's are the largest source of new pets in the US



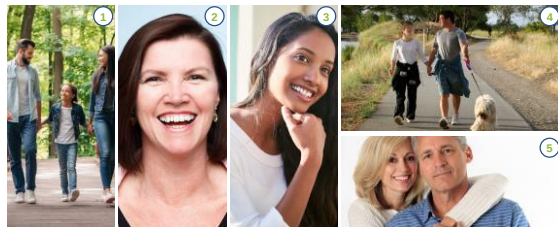
BACKGROUND & OBJECTIVES

The purpose of the pet adopter survey is to better understand overall motivations and experiences from pre to post adoption, including:

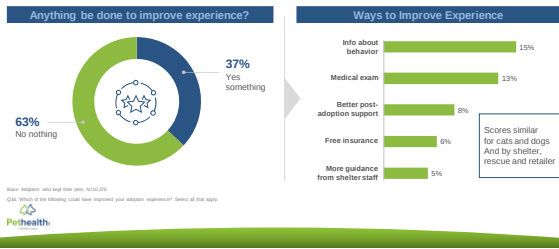
 Pre-adoption decision making <small>Key decision-maker</small> Planned vs. spontaneous decision Drivers and barriers to adoption Sources of information and influencers	 Adoption process <small>Where and why for place of adoption</small> Characteristics of value for pet selection Drivers and barriers to venue selection Satisfaction with process and likelihood to recommend	 Post-adoption reflection <small>Likelihood to adopt is in the future</small> Ways to improve the process, particularly where it comes to shelters Most motivating communication statements to encourage adoption When adopted pet is returned or rehomed
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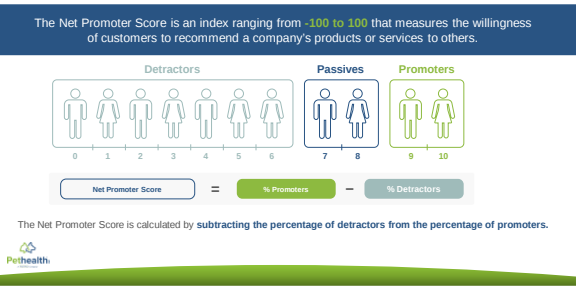
IS THERE A TYPICAL ADOPTER?



ADOPTION: OPPORTUNITIES FOR IMPROVEMENT



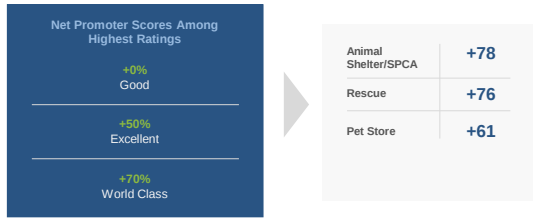
NET PROMOTER SCORE



NET PROMOTER SCORE



ADOPTION: LIKELIHOOD TO RECOMMEND (NPS)



Base: Adopters who took their pet, 10/13/2016
 OR: Thinking about when you most recently adopted your pet, how likely would you be to recommend this place to others?



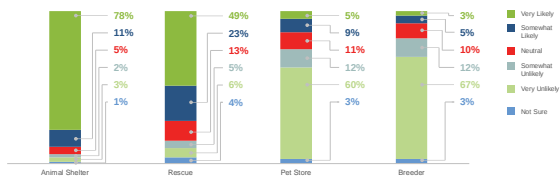
BUSINESS CASE: PETHEALTH AND THE POWER OF NPS



29

POST-ADOPTION: LIKELIHOOD TO ADOPT BY VENUE

Adopters are very likely to adopt from shelters again, followed by rescue organizations. Pet stores and breeders are not likely destinations among this adoption group.



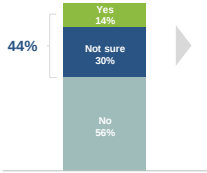
Base: Adopters who took their pet, 10/13/2016
 OR: Likelihood you were to get another dog/cat, how likely would you be to consider getting your next dog/cat through the following?



POST-ADOPTION: DECREASING LIKELIHOOD TO SURRENDER



Could anything have been done to have kept the animal in the home?



What could have been done?

“ I asked to bring my dog to the shelter to meet the cat before adopting & was not allowed to do so! Would have saved much stress on myself & the cat & dog

“ Extensive training to make the dog less aggressive to other dogs.

“ The shelter has a behavioral specialist but I didn't know about it at the time and the service was not offered.

“ When a pet you adopt is already sick (she had lost weight at the shelter) it would be nice if the shelter would have worked with us to identify what was wrong with her and help fix it so we could have kept her

Survey: Adopters who surrendered their pet, N=1522
 Q6: Could anything have been done to have kept that pet in your household?
 Q7: And what do you think could have been done to have kept that pet in your household?