

# Best Friends' Inaugural PET ADOPTION SURVEY

How do Americans feel about pet adoption, and what do they really know about shelter animals? Those were two key questions Best Friends Animal Society hoped to answer through its inaugural "Pet Adoption" survey.

## AMERICANS LOVE PETS!



**95%**  
percent agree that owning a pet makes people happier

Nine in ten consider themselves pet-lovers (89%).



## AMERICANS ARE UNCERTAIN ABOUT SHELTER ANIMALS

The majority of Americans believe that shelter animals are lovable, companionable and sweet.



Lovable (95%)

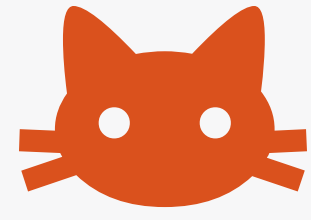
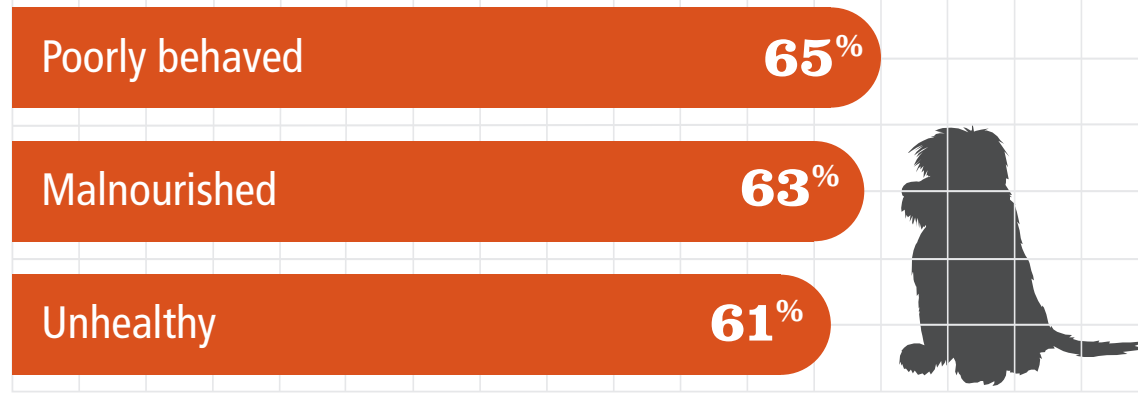


Companionable (95%)



Sweet (94%)

However, six in ten Americans still feel that shelter animals are poorly behaved, malnourished and unhealthy.



In fact, one third (33%) of respondents believe that shelter animals are less desirable than those purchased from breeders.

\*In reality, not only are most shelter animals great family pets, but shelter animals tend to be healthier than those purchased at a pet store.

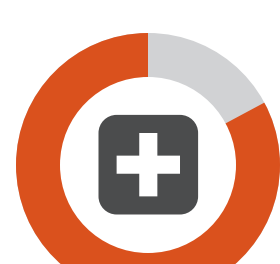
## TO ADOPT OR NOT TO ADOPT...



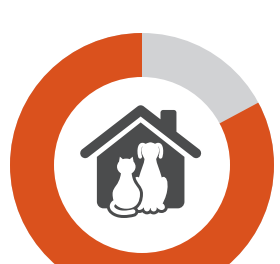
**ADOPT**

The **vast majority of Americans** (86%) are very likely to recommend that someone adopt a pet from a shelter.

Saving a life or providing an animal with a home are seen as greater benefits to adoption than the cost savings or the benefit of shelter animals' already being spayed/neutered.



Saving animal lives (82%)

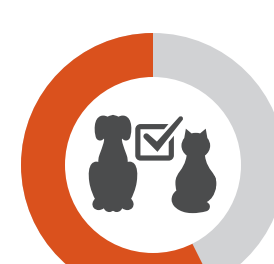


Opportunity to give animals a home (82%)

VS.



Cost savings (46%)



Pet already spayed or neutered (55%)

Despite more than 4 million homeless pets – a large number of them adoptable – being killed each year in America's shelters, more than a quarter of Americans (28%) believe that animals taken to shelters can safely reside there until they are adopted.



## HAPPY AND HEALTHY?

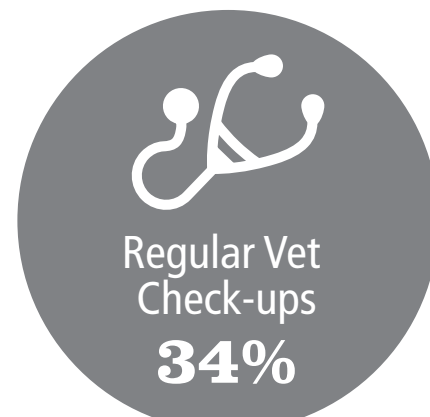
Approximately 1/3 of Americans do not consider regular vet check-ups, having their pets spayed or neutered, or regular grooming to be very important to their pets' health.



Regular Grooming (42%)



Having Pet Spayed or Neutered (35%)



Regular Vet Check-ups (34%)

In fact pets should be seen annually by a veterinarian for physical examinations, vaccines, parasite test, dental check, and any needed bloodwork. Regular grooming helps identify physical changes that could require medical attention.

## BENEFITS OF SPAY/NEUTER?



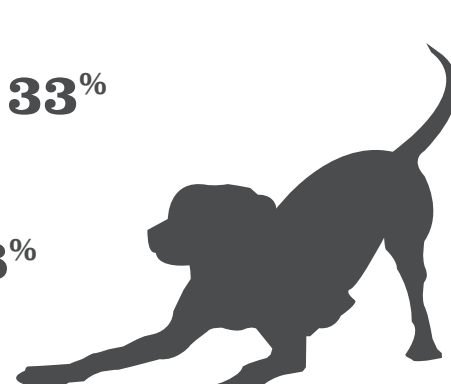
**4 in 5** believe all cats and dogs should be spayed or neutered (80%)

What are the perceived benefits of having a pet spayed/neutered?

Prevents unwanted litters **65%**

Improves pet behavior **33%**

Improves pet health **28%**



The reality is that in addition to reducing controlling population, spaying/neutering can improve your pet's health by reducing the risk of some cancers and infectious diseases, as well as improve overall pet behavior.

## YOUNG ADULTS NEED ADOPTION EDUCATION



In an era where pet adoptions by Americans from shelters are on the rise, young adults are still almost 50 percent more likely than others to purchase a pet from a pet store or breeder, rather than adopt from a rescue organization or shelter.

Approximately 95% of Americans believe shelter animals are lovable and sweet. However, 1/3 find shelter animals to be less desirable than those from breeders or pet stores – including almost half of young adults.



Total Population



Young Adults

Despite more than 4 million homeless pets being killed each year in America's shelters, young adults are also more likely to believe that animals can safely reside in shelters until they are adopted (38 percent vs. 28 percent of the total population).

