## New England Animal Welfare Trends Assessment

Made possible by:
Charities.
With support from:
ASPCA

New England Future of Animal Welfare Coalition

## What was asked?



## Public's Perception of Problems

What do you think are the two biggest problems for dogs and cats in your community?
(responses indicate \% of people who selected the problem as one of their top 2)


## Perception of Problems <br> Variations in Top Four

| U.S. | VT | NH | RI | ME | MA | CT |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\$ 34,103$ | $\$ 35,702$ | $\$ 41,241$ | $\$ 37,525$ | $\$ 34,078$ | $\$ 46,241$ | $\$ 45,359$ |

What do you think are the two biggest problems for dogs and cats in your community? (responses indicate \% of people who selected the problem as one of their top 2)


## Public \& Industry Perception of Problems

What do you think are the two biggest problems for dogs and cats in your community?
(responses indicate \% of people who selected the problem as one of their top 2)
$■$ Animal Welfare Orgs ■ Regional


Are you more likely to agree that abuse is an issue if you...


Live in a certain state?

Identify as a certain gender?

Are a particular age?
Have a particular level of education?

Have more household income?

## Attitudes Toward Ownership

Everyone should be able to own a pet regardless of how much money they have.


People should not own a pet if they cannot afford their pet's care.


## Attitudes About Adoption

Animal Behavior Issues

Any dog, regardless of health or behavior problems, can make a good pet with the right family.


| Disagree | Neutral | Agree |
| :--- | :--- | :--- |
| $18 \%$ | $17 \%$ | $64 \%$ |

Any cat, regardless of health or behavior problems, can make a good pet with the right family.


| Disagree | Neutral | Agree |
| :--- | :--- | :--- |
| $17 \%$ | $19 \%$ | $63 \%$ |

How much do you agree with the following statements about animal shelters?

It is OK for animal shelters to use humane euthanasia for animals who have:

An injury or illness that can't be treated.


Behavioral issues that aren't dangerous
but make the pet very difficult to adopt.


How much do you agree with the following statements about animal shelters?

It is OK for animal shelters to use humane euthanasia for animals who have:

Behavioral issues, like biting, fighting, etc., that are dangerous to people.


Behavioral issues, like biting, fighting, etc., that are dangerous to other animals.


## Attitudes About Euthanasia

## Trust in Shelters

Agreeability with: I trust animal shelters to make good decisions about when euthanasia is necessary.


## Access to Care

In the last five years have you experienced challenges providing veterinary care for your dog/cat?


## Access to Care

What challenges have you experienced when accessing veterinary care in the last 5 years (regional)


## Veterinarians <br> Patient Access to Care

How much of a problem do you believe underserved populations of pets are in your area?

How often are your clients unable to afford the care you prescribe or recommend?


- Not at all a problem
- A minor problem
- Moderate problem
- Serious problem
- Not sure
- Prefer not to answer


Never

- Rarely (a handful of times per year)
- Moderately (a few times each month)
Frequently (several times each week)

Daily

What types of care do your clients most often decline due to financial hardship?


Preventative/
Wellness
$17.7 \%$


Sick Care
$32.3 \%$


Emergency
Care
$36.5 \%$


Other
$10.4 \%$

## Veterinarians

Patient Access to Care

To the best of your knowledge, when a client does not follow the care you prescribe or recommend, how often do you believe these are the likely reasons?


## Veterinarians

## Perceptions of Problems

What do you think are the two biggest problems for dogs and cats in your community?
(responses indicate \% of people who selected the problem as one of their top 2)
$\square$ Regional (Public in All States) $\quad$ Veterinarian


$$
\begin{array}{ll}
\text { Message } & \text { \% of respondents who had } \\
\text { seen it before (regional) }
\end{array}
$$

1 Spay and Neuter Your Pet 82\%
2 No Kill Shelter 69\%
3 Forever Home 67\%
4 Adopt Don't Shop 53\%
5 Kill Shelter 39\%

6 Save Them All 21\%

Survey takers were then asked to read each of these animal welfare-related messages and choose one option for how each message makes them feel...

## Feelings About Messages

Public Reactions
PUBLIC Feelings about Various Common Messages


## Public Feelings About Messages

Connections to Trust
Are those who like/love messages more likely to trust shelters to make euthanasia decisions?
Forever Home - no

## Adopt Don't Shop - no

Spay and Neuter Your Pet - no


No-Kill Shelter - significant (p<0.001)
People that like this are less likely to trust shelters to make euthanasia decisions

People that like this are less likely to trust shelters to make euthanasia decisions

## How did we get here?

## 82\%

of people in New England recognize this message


## 81\%

of people in New England have a positive response

## Spay\& Neuter Your Pets



Cats in U.S. households are $\mathrm{S} / \mathrm{N}^{1}$


Dogs in U.S. households are $\mathrm{S} / \mathrm{N}^{2}$

A spay/neuter success story...

## We had a serious problem...

## HEIP STOP AVIMAI OUERTOPULITON

with FREE spay or neuter services

"Pet Overpopulation Crisis" became a national issue

- Over $\mathbf{9 0 \%}$ of animals in shelters were euthanized
- Roaming and stray animals were a serious concern
- Shelters didn't want to spend most time and money euthanizing

© Dakin Humane Society
ensing begins including lower cost option for sterilized pets
Sterilization became the standard of pet ownership


Low-cost sterilization clinics became more common

Private veterinarians increased number of spay/neuter surgeries

Private veterinarians increased number of spay/neuter surgeries

## Messaging through the years



5 million pets are killed in shelters across the United States each year.


## Different Kinds of Messages

Advantages for the pet owner


Saving lives, helping animals


the National Database

National Intake
250,000


50,000

New England Intake


0
$20172018 \quad 2019 \quad 2020$

## National Transfers In-Cats vs Dogs



New England Transfers In - Cats vs Dogs
_Canines - Felines .......... Linear (Canines) .......... Linear (Felines)




## National Cat Intake

—Adult -Under 5 Months Unknown


New England Cat Intake

- Adult - Under 5 Months —Unknown

2,500



## Dog Adoption Rate

-New England -National


## Cat Adoption Rate

—New England ——National


New Hampshire Federation of Humane Organizations (NHFHO) Shelter Dog Intake, Including Transfers




## Puppy Intake Ratio

## 2049 Projection



## Public Feelings About

Buying vs Adopting
It doesn't matter if you buy or
adopt a dog, either is fine.
It doesn't matter if you buy or adopt a cat, either is fine.


## Public Feelings About

Buying vs Adopting

If a friend or family member purchased a dog or cat from a breeder, I would think less of them.


If a friend or family member purchased a dog or cat from a pet shop, I would think less of them.


## Pet Acquisition

Dog vs Cat Comparison

Where did you get your dogs/cats (that you've acquired in the last five years)? Check all that apply.



## Human Service Agencies

Needs \& Support
"Do you think the people you serve are experiencing a lack of any of the following?"
(choose all that apply)


How Often People Report Needing Support with a Pet
(\% of respondents)


46\%

All the
time

Occasionally,
such as once per month



## Human Service Agencies Organization Support

Which would be most valuable in helping your org meet the pet needs
of the people you serve?
TOP TWO choices selected

49\%
Current animal organizations start a new program

| $38 \%$ | My org partners with an animal-focused org |
| :---: | :--- |
| $28 \%$ | New organization is created to support them |
| $9 \%$ | None of the above |
| $3 \%$ | My org starts a new program or service |

- Yes, and we still
- Yes, we have in
the past but do
- No, but we would
- No, but
- No, and we don't
plan to
- Prefer not to
- Prefer not to
respond.

Has your org partnered with any other orgs or people that

## Actions your organizations takes

© Currently takes

- Wishes they could take more often provide pet and animal services?




Human service organizations recognize the bond between people and their animals and can help us reach more in need.


## Special Thanks To:

## NE Futures Coalition Members:

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## Shelter Animal Count

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## PetSmart Charities

The ASPCA
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New England Future of Animal Welfare Coalition

## Questions?

Made possible by:

## $C \rho^{\text {Pềsimart }}$ harities.

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## Assessment Methods

## CLICK HERE

for detailed assessment methods

