

### Attachment 3: Public Survey Summary

A Community Dog and Cat Survey was designed and distributed through the on-line Craig's List postings, DCHS membership, local pet supply stores, and tabling events at local grocery stores and the Dane County Farmer's Market. Over 800 people filled out the survey (811), which represents approximately 3.5% of pet owning households in Dane County.

The majority of the respondents were female (91.3%) in the age range of 30 to 49 years of age (45.5%). There was an average of 2.8 pets (dogs and/or cats) per household. For households with cats, there was an average of 2.17 cats per household, For households with dogs, there was an average of 1.44 dogs per household.

Half of the respondents got their pet from a shelter or rescue (50%). The market share for dogs from shelters and rescues is 52% and for cats 49%. For comparative purposes it is interesting to note that the national average market share for shelters and rescues for dogs and cats combined is 21%.

The majority of people had all their pets spayed and neutered (91.2%). Only 6.5% spayed or neutered some of their pets and 2.3% of people did not spay or neuter any of their pets.

The majority of people had all their pets seen by a veterinarian in the past 3 years (90.5%). The main reasons for taking their pet to the vet were for vaccines and routine testing, for annual exams, and when sick or injured. When asked what is most important to them when providing treatment for their pet, the majority of people responded that quality of life was most important (62.3%) over doing everything possible (20.9%) or a good likelihood of recovery or illness manageable with treatment (13.9%). Only 2.9% said cost was most important and the average that they would be willing to spend was \$450.

With regard to behavior, 65% of the people had pets with behavioral issues. Of these, 37% had pets with aggression issues, 50% with fear issues, 52% with house soiling issues, 37% with separation anxiety issues, 20% with food/toy guarding issues, and 13% with "other" issues (i.e., biting, barking, scratching, escaping).

Of the people who had pets with **aggression** issues, 54% were mild, 36% were moderate and 10% were severe, and 78% of the people elected to work with the issue (14% tolerated the issue and 8% did not tolerate or work with the issue). Of the people with pets with **fear** issues, 51% were mild, 37% were moderate and 11% were severe, and 71% of the people elected to work with the issue (26% tolerated the issue and 3% did not tolerate or work with the issue). Of the people with pets with **house soiling** issues, 53% were mild, 37% were moderate and 10% were severe, and 74% of the people elected to work with the issue (22% tolerated the issue and 4% did not tolerate or work with the issue). Of the people with pets with **separation anxiety**, 56% were mild, 36% were moderate and 13% were severe, and 69% of people worked with the issue (23% tolerate the issue and 7% did not tolerate or work with the issue). Of the people with pets with **food/toy guarding issues**, 65% were mild, 29% were moderate and 7% were severe, and 65% of people elected to work with the issue (20% tolerated it and 15% did not tolerate or work with the issue).