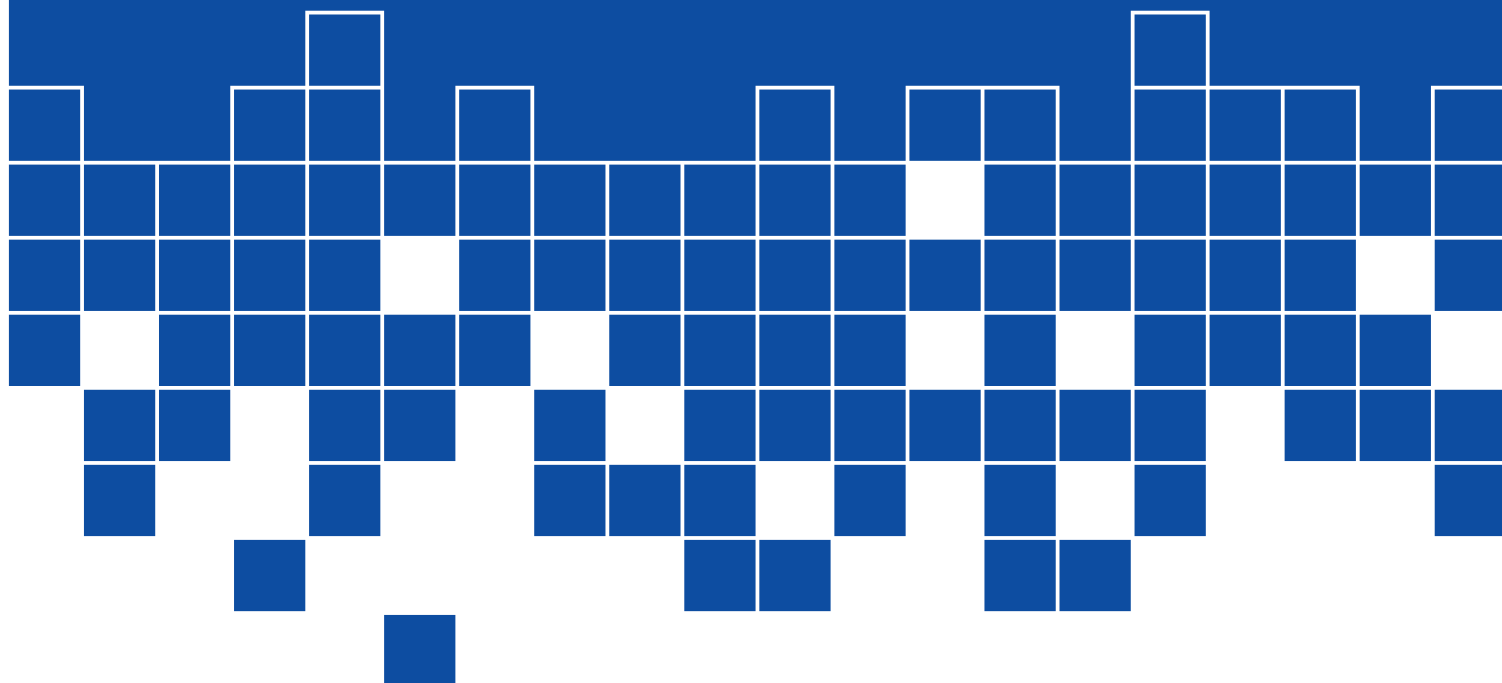




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Adelaide Show 2012: Cat owner survey

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Date of issue:

November 15, 2012

EXECUTIVE SUMMARY

This report details key findings from research analysis undertaken by the Ehrenberg-Bass Institute (the Institute), University of South Australia, on behalf of the Dog and Cat Management Board (the Board).

This is the second year the Board has collected information from cat owners at the Royal Adelaide Show. Surveys were distributed to people that attended the Dog & Cat Management Board stand within the dog exhibition pavilion at the Royal Adelaide Show, referred by volunteers from the New Pet Centre. The aim of the research was to better understand cat owners (and their cats) and their behaviour and opinions related to cat ownership and management. This year, 838 cat owners completed the survey. However, it is important to note that this is not a randomly recruited sample of cat owners. The people that took the time to participate are likely to be more interested and knowledgeable about cats and cat ownership. Hence, the results may not be representative of *all* South Australian cat owners.

Almost half of respondents owned only one cat. Respondents who owned more than one cat were asked to answer all questions about their *most recently acquired cat*. Key findings are outlined below.

Cat characteristics

- Two thirds of cats were mixed breeds, without any breed actually specified. The most prevalent specified breeds were Burmese (4%) and Ragdoll (4%).
- Most cats – six in 10 – captured by the survey were adults, two in 10 were kittens and two in 10 were seniors.
- There was a relatively even split between genders, with a slight skew to females – 53% v 46%.

De-sexing and microchipping

- De-sexing was more common than microchipping – 89% v 49% of cats, respectively.
- Almost half (42%) of cats were de-sexed *and* microchipped. There were changes between years; however, this could be due to different question wording, which is discussed in the recommendations section below.
- Six in 10 respondents indicated that it was their decision to de-sex their cat. Of the remains, the data was felt to be unreliable, which is also discussed in the recommendations section below.
- The most common reason people de-sexed their cats was *they didn't want kittens* (26%). Other prevalent reasons were to promote a positive *change in their cat's behaviour* (e.g. *no spraying*) (15%) or the *cat was de-sexed before it was acquired* (13%).
- The most common reason people did not de-sex their cat was because they were *too young* (37%). Other prevalence reasons were *cost* (13%) and the *desire to breed* (10%).
- The most common reason people “identified” their cat was *in case the cat got lost* (38%). All other reasons were in very small numbers.
- The most common reason people did not “identify” their cat was because *it lives indoors* (28%). Interestingly, 9% of people had not even thought about it and a further 6% claimed they did not know it was possible.
- All open-ended questions that asked the reasons why people did or did not do something, suffered a reasonably high level of non-response (missing data), which is also discussed in the recommendations section below.

Breeding

- Only 3% (n=25) of the sample claimed to be registered breeders.
- The vast majority of cats – nine in every 10 – had not had a litter, consistent across years.
- For the small number that had had litters, most kittens were given away (57%) or sold (24%).

Cat acquisition

- Eight in 10 cats were acquired as a kitten. However, significantly more cats were acquired as adults in 2012 than 2011 – 15% v 10% respectively.
- More cats were acquired from shelters in 2012 than 2011 – 24% v 18% respectively. This and giveaways (24%) were the most common ways in which cats were acquired.
- These data are related; cats acquired from shelters tended to be adults at the time, hence both increased.

Semi-ownership

- Consistent across years, about one in 10 people semi-owned at least one cat, however, this figure did decrease significantly between 2011 and 2012, from 10% to 7%. Most (64%) semi-owners feed only one cat.
- More than four in 10 (43%) semi-owners believed the cat(s) they were feeding belonged to someone; this is significantly less than previous years, e.g. 65% in 2011. More were “unsure” – 25% v 8% respectively.
- The majority (58%) of the small number of respondents (n=48) who answered the question about *where* they fed their semi-owned cat(s), did so at their own home.
- Two in four owners would go to an RSPCA shelter with cats to be re-homed (strays) and a further one in four would go to an AWL shelter.
- Of all owners, 23% had heard of the “Homeless Cat” campaign and of these, 22% had participated in the campaign, e.g. posted a comment on a Facebook page.

Cat management perceptions

- Owners often agreed strongly that all ‘pet’ cats should be de-sexed and all cats should be microchipped for identification purposes – mean agreement scores were 8.7 and 8.5 out of 10 respectively.
- Owners of de-sexed cats more often felt strongly that all pet cats should be de-sexed whereas owners of not de-sexed cats, although many agreed, were more likely to be “neutral” – 8.8 v 7.9 out of 10 respectively.
- Owners agreed less often that *all cats should registered with local councils*; large numbers of respondents “stuck” to the extremes (strongly dis/agree) or selected “neither” (neutral) – 6.0 out of 10 across all owners.
- There were no differences of opinion between owners of microchipped cats and not microchipped cats.
- When asked *how many cats should a person be allowed to own*, the most common response was two (37%); eight in 10 owners selected four or less cats. One in 20 believed people should be allowed to own 10+ cats.
- Nine in 10 owners believed cats should be confined to an owner’s property in some way; only one in 10 was against any form of confinement. About half (49%) of owners believed cats should be confined *all the time*.

Owner demographics

- Age groups were quite evenly spread across the sample, but younger groups were over-represented and older groups under-represented compared to the general population.
- It was most common for respondents to live in a house (80%), followed by a unit or townhouse (10%).
- Respondents were very spread across the state. The largest representations from any one council area were Onkaparinga (13%), Salisbury (9%), Marion (9%) and Port Adelaide Enfield (8%).

Recommendations for next year’s survey

- To ensure comparability across years, it is most important to keep phrasing the same and the nature of the response the same – i.e. the same response set, or using closed or open-ended questions.
- This year we encountered issues on this basis for questions about microchipping (“identification”) and confinement of cats (“property” v “home”) that were inconsistent with the previous year.
- In paper surveys, open-ended questions suffer relatively high levels of non-response. This is because they are onerous for people to fill out. We suggest avoiding these; they are suited for qualitative research.
- For de-sexing and microchipping reasons, the non-response is an issue because we don’t know how representative the reasons collected are of the entire sample or population of cat owners.
- Similarly, if the unit of measurement – e.g. time spent off property – is not specified in an open-ended question, data cannot be meaningfully grouped and interpreted.
- Questions that are “dependent” on others are also best avoided unless they are clearly flagged as related in the question sequence or providing guidance in the questions themselves (e.g. “go to...”, “answer only if ...”).

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INTRODUCTION

This report details key findings from research analysis undertaken by the Ehrenberg-Bass Institute (the Institute), University of South Australia, on behalf of the Dog and Cat Management Board (the Board). The findings are for data collected from car owners at the Royal Adelaide Show in September 2012 about cat ownership.

Research objectives

The aim of the research was to better understand cat owners (and their cats) and their behaviour and opinions related to cat ownership and management.

The specific research objectives this year were:

- Identify common characteristics of pet cats;
- Describe *how* owners acquired their cats;
- Measure behaviours relating to cat semi-ownership;
- Discover reasons why owners do or do not de-sex their cats;
- Measure opinions related to cat management; and
- Report demographic characteristics of cat owners who responded to the survey.

Data collection method

Data was collected through a self-completion survey with people that were in the vicinity of the Board's stand within the dog exhibition pavilion at Adelaide Show; some of these were intercepted by volunteers at the New Pet Centre and sent to the dog exhibition pavilion to complete the survey. Volunteers and staff from the Board administered the survey and participants were given a gift bag to compensate for their time and effort. In 2012, 838 cat owners completed the survey; this is similar to 2011, where 831 cat owners participated.

The survey was kept brief and contained close and open-ended questions. The 2012 survey kept many questions consistent with the previous year; hence, comparisons are made between years. However, there were also new questions added, such as de-sexing reasons, that standalone.

Not a random sample

It is important that the data and findings of this report are considered within the context of the sampling approach. People visiting the dog exhibition (who were coincidentally cat owners or who were sent from the New Pet Centre) are not a random sample of cat owners – they are likely to be more interested and therefore more knowledgeable about cats than the average owner. Further evidence is that people paid to enter the show to access the animal exhibitions *and* took the time to complete the survey. As such, we cannot say with certainty that the behaviours and opinions of these people are entirely representative of the entire South Australian cat owner population.

The analysis

Analysis was done using statistics packages SPSS 19 and Qualtrics, with cross tabulations and analysis of variance (one way ANOVA) used to identify differences between groups. Differences were significant if the probability of the results being due to sample variation, rather than true between group differences, was < 5%. This also applies when comparing over time. Where percentage columns do not add to 100, this is a result of rounding; it is not uncommon for columns to sum to between 99 and 101.

FINDINGS: CAT CHARACTERISTICS

Cats at home

Respondents were first asked how many cats shared their residence. Table 1 shows about half of respondents had one cat, across years. For those that lived (presumed owned) with more than one cat, all following results relate to the owners' *most recently acquired cat*.

Table 1: Cats at home

	2011		2012	
	n	%	n	%
One	388	47	436	52
Two	255	31	251	30
Three	74	9	76	9
Four	53	6	31	4
Five or more	56	7	39	5
Missing	5	<1	5	1
Total	831	100	838	100

Breeds

The range of breeds captured in the sample is detailed in Table 2. Two thirds of cats were “mixed breeds” without any breed specified. These people possibly did not know the breed(s) of the cat they owned. Notably, missing responses increased significantly from last year, providing some evidence that people “don’t know” the specific breed of their cat. Consistent with 2011, one of the most commonly specified breeds was Burmese, although the prevalence of this breed almost halved in number. “Other” breeds were Bombay, Chinchilla, Cornish Rex, Russian White, Balinese and British Blue Tonte.

Table 2: Breeds

	2011		2012	
	n	%	n	%
Mixed breed	590	71	565	67
Burmese	57	7	36	4
Ragdoll	34	4	37	4
Siamese	7	1	18	2
Russian Blue	11	1	10	1
British Shorthair	21	3	9	1
Bengal	20	2	9	1
Maine Coon	-	-	8	1
Devon Rex	-	-	7	1
Abyssinian	-	-	7	1
Persian	9	1	6	1
Birman	8	1	6	1
Selkirk Rex	-	-	3	0
Tonkinese	-	-	2	0
Norwegian Forest	-	-	2	0
Oriental	5	1	2	0
Other	29	3	8	1
Missing	40	5	103	12
Total	831	100	838	100

Age

Table 3 shows almost six in ten owners who completed a survey had an “adult” cat. It is interesting that the proportion of kittens is this high, given that they are surely not as common in the wider community: however, this is explained by the sample approach, whereby potential respondents were approached at the New Pet Centre.

Table 3: Age

	2011		2012	
	n	%	n	%
Kitten – 8 weeks to 12 months	195	23	177	21
Adult – 12 months to 8 years	448	54	483	58
Senior – 8+ years	188	23	170	20
Missing	-	-	8	1
Total	831	100	838	100

Gender

Table 4 shows a relatively even split between genders of cats, with a slight skew to females.

Table 4: Gender

	2011		2012	
	n	%	n	%
Female	421	51	448	53
Male	344	41	385	46
Missing	66	8	5	1
Total	831	100	838	100

FINDINGS: DE-SEXING & MICROCHIPPING

De-sexing and microchipping were asked across years, however, this year the phrasing was changed from “microchipped” to “identified”. Respondents were asked to specify the form of identification, of which the most common was indeed microchipped, but collars (n=80) and tattoos (n=40) were mentioned, most often with a microchip. Only microchips were included in Table 5 below in order to compare with 2011. De-sexing was more prevalent than microchipping overall – 89% v 49% of cats, respectively. However, almost half (42%) of cats were de-sexed *and* microchipped. It was much more common for cats to be *only de-sexed* than *only microchipped*. Fewer than one in 10 cats is neither de-sexed nor microchipped.

Significantly more cats ($p < 0.05$) were de-sexed but not microchipped in 2012 compared to 2011 – 45% v 36% respectively – and significantly fewer cats were de-sexed and not microchipped – 42% v 55% – however, whether this was a “real” change or a consequence of the different phrasing we cannot know, but such a drastic change seems more likely attributed to the different phrasing. Also, both genders were equally likely to be de-sexed.

Table 5: De-sexing and microchipping

	2011		2012	
	n	%	n	%
De-sexed, not microchipped	296	36	376	45
Microchipped, not de-sexed	9	1	44	5
De-sexed and microchipped	461	55	356	42
Not de-sexed, not microchipped	64	8	42	5
Missing	1	<1	20	3
Total	831	100	838	100

Decision-making to de-sex

Respondents were asked who decided to de-sex their cat. The majority of respondents (60%) indicated that they made the decision themselves; see Table 6. However, looking deeper at the other two categories – shelters and breeders – often responses conflicted with other responses throughout the survey, e.g. people who did *not* acquire a cat from a shelter nominated a shelter for de-sexing the cat. Hence, it is difficult to trust these findings. In future, such questions (dependent on others) are possibly too complex for respondents to self-complete.

Table 6: Person responsible for de-sexing

	n	%
Owner	439	60
Shelter	154	21
Breeder	52	7
Missing	87	12
Total	732	100

Reasons for de-sexing or not

Cat owners were asked why they had, or had not, de-sexed their most recently acquired cat; see Tables 7 and 8. Of those with a de-sexed cat (n=732), the most common reason was *they didn't want kittens* (26%). Other prevalent reasons were to promote a positive *change in their cat's behaviour* (e.g. no spraying) or the *cat was de-sexed before it was acquired*. “Other” responses were not clear reasons, e.g. “we just did” and “every reason”. A large proportion of respondents declined to answer (28%). This is not to say the topic is too delicate, but open0-ended questions in a paper survey are too onerous for respondents to take the time to answer. Of those with a non de-sexed cat (n=86), the most common reason for this was that the cat was *too young* (37%), which is feasible given the high proportion of kittens in the sample, but still quite high. *Cost* and the *desire to breed* were both indicated by about one in ten owners of a non de-sexed cat. Again, a reasonably high proportion of respondents declined to answer (21%).

Table 7: Reasons for de-sexing

	n	%
Don't want kittens	202	26
Behavioural change	116	15
Already done	107	13
Responsibility to community	77	10
Health reasons	48	6
Hygiene	6	1
Other	7	1
Missing	219	28
Total	782*	100

*Multiple responses possible.

Table 8: Reasons for not de-sexing

	n	%
Too young	32	37
Cost	11	13
Want to breed	9	10
Indoor cat	6	7
Other	10	12
Missing	<1	21
Total	100*	100

*Multiple responses possible.

Reasons for “identifying” or not

Cat owners were also asked why they had “identified” their most recently acquired cat, or not; see Table 9. Of those that had “identified” their cat (n=589) almost half (48%) declined to give a reason. The most prevalent reason for those that did respond was *in case their cat got lost* (38%). Other reasons were in very small numbers. Of those who had not identified their cat (n=222), again, high numbers did not give a reason (29%). The most prevalent reason for not identifying was because their *cat lives indoors* (28%). Interestingly, almost one in 10 had not even thought about it, and a further one in 20 claimed they did not know it was possible; see Table 10.

Table 9: Reasons to identify a cat

	n	%
If lost	222	38
Safety	28	5
Already done	22	4
Love	9	2
Responsibility	5	1
Mandatory	4	1
Goes outside	7	1
Other	14	2
Missing	281	47
Total	592*	100

*Total sums to higher than number of respondents due to multiple reasons given

Table 10: Reasons to not identify a cat

	n	%
Indoor cat	62	28
Haven't thought about it	20	9
Cost	19	9
Will do soon	16	7
Didn't know you could	14	6
Doesn't go far	7	3
Rural	7	3
Won't wear collar	5	2
Unnatural	3	1
Other	5	2
Missing	64	29
Total	222	100

FINDINGS: BREEDING

Only 3% (n=25) of the sample claimed to be registered breeders. The vast majority of cats – nine in every 10 – had not had a litter, across years; see Table 11. For the small number that had had litters, it was more common for kittens to be given away (57%) or sold (24%); see Table 12.

Table 11: Has your most recently acquired cat had kittens?

	2011		2012	
	n	%	n	%
Never	739	89	752	90
Once	41	5	24	3
Twice	1	<1	7	<1
More than twice	0	0	6	<1
Don't know / Missing	50	6	49	6
Total	831	100	838	100

Table 12: What was the outcome for these kittens?

	n	%
Given away	21	57
Sold	9	24
Taken to shelter	2	5
Euthanised	2	5
Missing	3	8
Total	37	100

FINDINGS: CAT ACQUISITION

Age of the cat when was acquired

About eight in 10 cats (82%) were acquired when they were kittens, however, this is significantly less than 2011 ($p < 0.05$), because more adult cats were acquired in 2012 than 2011 – 15% v 10% respectively; see Table 13.

Table 13: How old was your cat when you acquired it?

	2011		2012	
	n	%	n	%
Kitten – 8 weeks to 12 months	724	87	686	82
Adult – 12 months to 8 years	83	10	126	15
Senior – 8+ years	23	3	14	2
Missing	1	<1	12	1
Total	831	100	838	100

How cats were acquired

There were several changes between years as can be seen in Table 14. Acquiring a cat from a shelter became the most common reason, increasing by 6% from 2011. Giveaways remained the second-most common means of acquisition, for about one in four cats. Together, shelters and giveaways are how half of cats were acquired. Following this, taking in strays, buying from pet shops and registered breeders were also relatively popular. “Other” acquisitions were mostly *obtained from a vet or born at home*.

Table 14: How did you acquire your cat?

	2011		2012	
	n	%	n	%
Animal shelter	147	18	202	24
Giveaway	190	23	200	24
Found / stray	92	11	135	16
Pet shop	133	16	109	13
Registered breeder	115	14	104	12
Other breeder	17	2	25	3
Newspaper	32	4	10	1
Internet	2	<1	8	1
Other	103	12	39	5
Missing	-	-	6	1
Total	831	100	838	100

All cats acquired through a newspaper or the Internet were kittens when they were acquired, and almost all cats from a pet shop or registered breeder. Cats from animal shelters and strays were more likely to be adult cats when acquired compared to other groups.

FINDINGS: SEMI-OWNERSHIP

Respondents were asked a series of questions relating to their experiences with cats they feed but do not own. Findings across years are highly similar, about one in 10 people are semi-owning a cat. The most recent survey however, showed a small but significant ($p < 0.05$) decrease in the number of semi-owners, from 10% to 7%.

Table 15: People that feed cats they do not own (%)

	2009*	2011	2012
Yes	10	10	7
No	83	88	89
Missing	5	2	3
Total	100	100	100

*2009 was a random telephone survey of cat owners.

How many cats fed

Almost two thirds (64%) of semi-owners fed the one cat; this is much higher ($p < 0.05$) than previous years where more people were feeding two or more cats they did not own.

Table 16: How many cats that you do not own are you currently feeding? (%)

	2009*	2011	2012
One	57	46	64
Two	19	27	9
Three or more	19	26	23
Missing	-	1	3
Total	95*	100	100

*A further 5% said the number of cats they fed "varies".

Does the cat have an owner?

Less than half of semi-owners believed someone else owned the cat; a figure significantly down from past years ($p < 0.05$). Each year, more respondents believe the cat is a stray (has no owner). However, on this occasion, respondents were more likely to err on the side of caution and say they were "unsure".

Table 17: To the best of your knowledge, the cat that you are currently feeding...? (%)

	2009*	2011	2012
Is/was owned by someone else	67	65	43
Has/had no owner	19	27	32
Not sure if it has an owner or not	14	8	25
Total	100	100	100

Length of time feeding the cat(s)

Results across years have fluctuated greatly; given then cross-sectional nature of the surveys we cannot expect the length of behaviours to be entirely consistent. In 2012, two in five people had only recently started feeding a cat they did not own, one in five had been doing so for seven months to a year and the remaining two in five had been doing so for more than a year.

Table 18: How long have you been feeding the cat(s) that you do not own?

	2009*	2011	2012
1 week to 6 months	62	62	40
7 months to 1 year	10	1	20
More than 1 year	29	33	37
Not sure	-	2	-
Missing	-	1	3
Total	101	99	100

Location of feeding

Respondents were asked to explain the location of the feeding taking place. This question asked for both the relative location (i.e. work or home) and geographical location. As we do not know how respondents interpreted the question, proportions are essentially meaningless. Of the 48 responses, 58% said *at home* (n=28), 8% said *neighbours* (n=4) and one said at a *friend's home*. All others provided suburbs or places, which included Aldinga Beach, Athelstone, Greenwith, Blackwood, Reynella, Elizabeth North, Gawler, Mitchell Park, Kingswood, Bellevue Heights, Christie Downs, Clainie Park and Felling Resort.

Shelter preferences

Respondents were asked if they had a homeless cat problem in their neighbourhood, where they would take the cat(s) for re-homing. The most popular options by far were the RSPCA (50%) followed by the AWL (24%). Small numbers selected a vet or "other". "Other" responses included a no-kill shelter (n=24), a Council shelter (n=18) or keeping it (n=16), re-homing it themselves (n=10) and Flick's Cat Rescue (n=8).

Table 19: Shelter preferences

	n	%
RSPCA	415	50
AWL	205	24
Vet	92	11
Other	92	11
Missing	34	4
Total	838	100

"Homeless Cat" campaign

Respondents were asked their awareness of and participation in the "Homeless Cat" campaign. Of all respondents, 23% (n=196) had heard of the campaign and of those, 22% (n=43) had participated, e.g. posted a comment on a Facebook page.

FINDINGS: CAT MANAGEMENT PERCEPTIONS

Findings for agreement statements

Respondents were presented with three statements across different areas of cat management with which they could agree or disagree on a 10-point scale, i.e. 1 = strongly disagree to 10 = strongly agree.

The statements are as follows:

- I believe that all 'pet' cats (i.e. cats not used for breeding) should be de-sexed;
- I believe that all cats should be microchipped for identification purposes; and
- I believe that all cats should be registered with local councils.

In Tables 20 and 21 we report mean values. As means increase (i.e. approach 10), this indicates a greater level of agreement with a statement, whereas lower means (i.e. approaching 1) indicate disagreement and values around five indicate neutrality. Table 20 includes all respondents, showing similar results between years; the statements are ordered from highest agreement to lowest (i.e. higher levels of disagreement).

The *de-sexing* and *microchipping* statements had similar, high levels of agreement across years. The registered with local councils statement had the lowest average agreement, closer to neutral. However, agreement did decrease by more than half a scale-point between 2011 and 2012.

Table 20: Mean values of agreement with cat management statements

	All	
	2011	2012
All pet* cats should be de-sexed	8.7	8.7
All cats should be microchipped	8.6	8.5
All cats should be registered	6.6	6.0

*Pet cats were premised as those not used for breeding.

Considering the nature of the statements, the sample was split and responses compared between respondents that owned a de-sexed cat (or not) and respondents that owned a microchipped cat (or not). In 2012, owners of de-sexed cats were more likely to agree with all three statements than owners of not-de-sexed cats, however, the only statistically significant ($p < 0.05$) difference was on the *de-sexing* statement – 8.8 v 7.9, respectively. Between years, owners of not de-sexed cats were more likely to agree with the all statements in 2012 than 2011.

In 2012, there was little difference in mean ratings for owners of microchipped cats v not microchipped cats. This is quite different to the previous year. In 2012, owners of microchipped cats were less likely to agree with all statements and owners of not microchipped cats were more likely to agree with all statements.

Table 21: Mean values of agreement with cat management statements across different groups

	De-sexed		Not de-sexed		Microchipped		Not microchipped	
	2011	2012	2011	2012	2011	2012	2011	2012
All pet cats should be de-sexed	8.8	8.8	7.5	7.9	9.2	8.8	8.1	8.6
All cats should be microchipped	8.7	8.5	7.6	8.1	9.3	8.5	7.8	8.5
All cats should be registered	6.8	6.0	4.6	5.7	7.0	6.1	6.1	6.0

The distributions of responses for each statement are over the page. It is important to look beyond the means to see the spread of responses across the scale. This is important because means can be misleading, i.e. if a group of responses are polarised to the opposite ends of a scale, the mean itself would indicate neutrality which is not the case for most respondents. Figures 1, 2 and 3 show the spread of responses across years.

For the most part they were incredibly similar. Two thirds of respondents strongly agreed with the *de-sexing* and *microchipped* statements with most other responses evenly spread across the upper end of the scale. That all cats should be registered with local council divided respondents more than other statements, across years. Most respondents stuck to the extremes and centre of the scale, with more in favour than not. The Board should be aware that there is a small group strongly apposed to registering cats; this group was slightly larger this year than last. It might be valuable in future to collect reasons for this. Exploratory analysis across all survey questions indicates that these people believe that a person should be able to own 10+ cats, slightly more likely to be aware of the “Homeless Cats” campaign, slightly less strongly believe that all cats should be microchipped or kept on their owner’s property at all times, and are more likely to be 46 to 60 years old.

Figure 1: All pet cats should be de-sexed, agreement on 10-point scale (2011 v 2012)

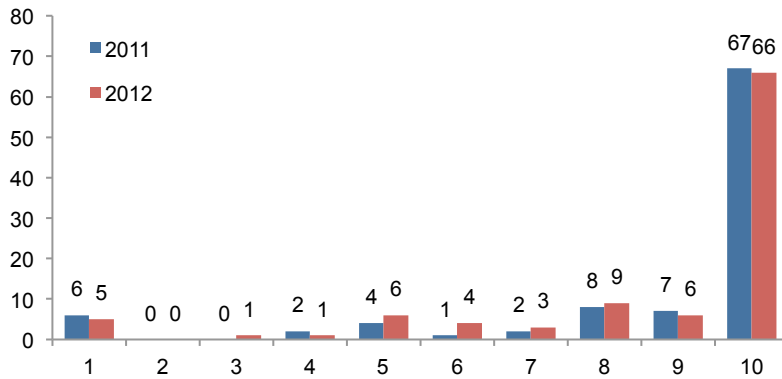


Figure 2: All cats should be microchipped for identification purposes (2011 v 2012)

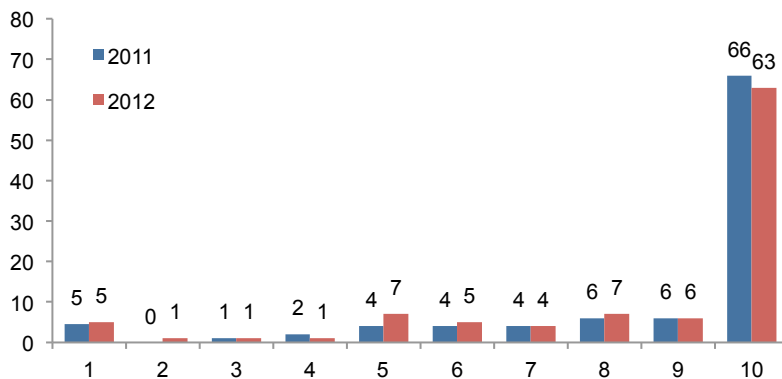
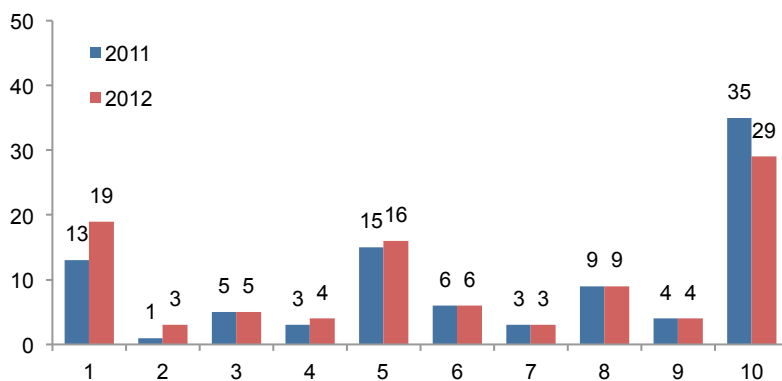


Figure 3: All cats should be registered with local councils (2011 v 2012)



Figures 4 and 5 compare the spread of responses for the two de-sexed and microchipped groups, for 2012. Owners of de-sexed cats were more likely to feel strongly that all pet cats should be de-sexed and owners of not de-sexed cats were more likely to select the “neutral” option. For microchipping, responses were incredibly similar between groups; both felt strongly that all cats should be microchipped.

Figure 4: All 'pet' cats should be de-sexed (de-sexed v not de-sexed)

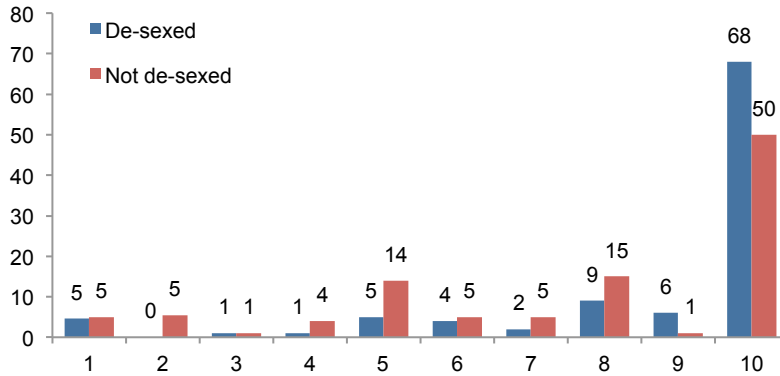
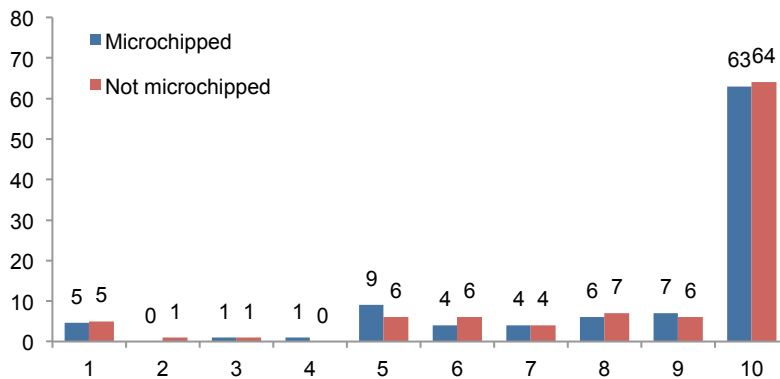


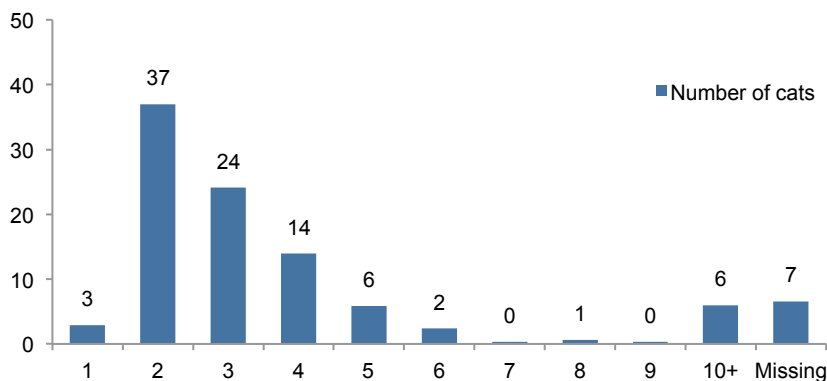
Figure 5: All cats should be microchipped (microchipped v not microchipped)



Owning multiple cats

Respondents were asked how many cats they believed any one person should be allowed to own; see Figure 6. The most common response was two cats (37%), but eight in 10 believed four or less cats should be allowed. One in 20 believed people should be able to own as many cats as they like (10+). There was no link between the number of cats owned by an individual and the number of cats they felt others should be limited to owning.

Figure 6: I believe a person should only be able to own (number of) cats:



Confinement

Respondents were also asked their opinion about the confinement of cats. The response set was different to that of previous statements; respondents were given four options to choose from rather than an agreement scale. The options and results are presented in Table 22. We must note, the question was worded slightly different this year to last year; in 2011 respondents asked about confining cats in the owner's *home*, whereas in 2012, they were asked about on the owner's *property*. This could be responsible for the changes between years, with significantly more ($p < 0.05$) respondents agreeing that cats should be kept on their owner's property all the time – 49% in 2012 v 28% in 2011 – and significantly fewer believing cats should be kept in the owner's home or cat enclosure – 16% v 32% respectively. These two responses now are probably now substitutable in the minds of respondents; explaining the obvious “switch” between categories between years. If this question is to be asked next year, it will be useful to settle on specific wording, in order to provide some comparability across results. Only one in 10 owners believed cats should not be confined at all, consistent across years.

Table 22: I believe cats should be kept safely confined...?

	2011		2012	
	n	%	n	%
Yes, in their owner's property/home all the time	235	28	413	49
Yes, in their owner's property/home at night only	233	28	196	23
Yes, in their owner's home and/or a cat enclosure	269	32	131	16
No, I don't believe cats should be kept confined	81	10	78	9
Missing	13	2	20	2
Total	831	100	838	100

*2011 wording used “home” while 2012 uses “property”.

Respondents were also asked to estimate the amount of time their own cats spend off their property. However, the results are unable to be analysed due to the manner in which the question was asked (open-ended). Because respondents could nominate their own measure of time, a range of increments was provided, e.g. 3 hours, 1 day, or “100% of the time, I have a large cat enclosure”. These types of answers are not comparable, and also indicate that respondents have not understood the question, as it is not possible for a cat to spend 100% of the time off their property, if it is enclosed in an enclosure *on* their property. If this question is to be asked next year, it is recommended that categories be provided.

FINDINGS: OWNER DEMOGRAPHICS

Some descriptive data was collected about respondents– their age, their living arrangement and location.

Age of respondents

The distribution of ages were quite well matched with Australian Bureau of Statistics (ABS) data, with the exception of 26 to 35 year olds over-represented and older age groups, 46 years and above, under-represented. This is likely an artefact of the sampling; younger, more mobile people with young families are more likely to go to the Adelaide Show and be captured in the survey. As such, the findings documented within may not accurately represent older cat owners.

Table 23: Age of respondents

	2011	2012	ABS
18 to 25 years	23	18	18
26 to 35 years	19	19	9
36 to 45 years	26	23	23
46 to 60 years	23	26	34
61+ years	7	8	16
Missing	2	5	0
Total	100	100	100

Living arrangement

Eight in 10 owners lived in a house and one in 10 in a unit or townhouse, across years.

Table 24: Types of residence

	2011		2012	
	n	%	n	%
House	697	84	674	80
Unit or Townhouse	72	8	83	10
Hobby farm	26	3	25	3
Farm	16	2	28	3
Apartment	3	<1	9	1
Other	5	<1	4	<1
Missing	12	1	15	2
Total	831	100	838	100

Postcodes

The data captured 122 postcodes in total across Australia. Of these, 112 were South Australian postcodes and small numbers from Victoria and Queensland. The postcodes were sorted into local council areas (or regions in outermost suburbs) for reporting; see Table 25.

Respondents were very spread across the state. The largest representations from any one council area were Onkaparinga (13%), Salisbury (9%), Marion (9%) and Port Adelaide Enfield (8%), which are some of the biggest councils in the state. These figures resemble the previous year's data very closely, except for the significant ($p < 0.05$) in respondents from Onkaparinga, however, this was a high ranking postcode last year too.

Table 25: Where owners lived (by local council or region)

	2011		2012	
	n	%	n	%
Onkaparinga	70	8	104	13
Salisbury	73	9	76	9
Marion	73	9	74	9
Port Adelaide Enfield	46	6	68	8
Adelaide Hills, FP & LC*	58	7	60	7
Mitcham	45	5	58	7
Tea Tree Gully	61	7	55	7
Playford	65	8	54	6
Charles Sturt	50	6	52	6
West Torrens	35	4	27	3
Burnside	24	3	23	3
Norwood, Payneham & St Peters	23	3	19	2
Unley	8	1	16	2
Yorke Peninsula & Lower Mid North	31	4	15	2
Holdfast Bay	18	2	15	2
Town of Gawler	28	3	14	2
Barossa, Riverland & Mallee	20	2	14	2
Campbelltown	29	4	13	2
Adelaide City	8	1	12	1
Prospect	6	1	12	1
Mid North & Lower Flinders	7	1	7	1
Walkerville	8	1	3	0
Eyre Peninsula	2	<1	3	0
Far North	-	-	2	0
Unknown**	22	3	3	0
Missing	15	2	25	3
Other - Australia	6	1	15	2
Total	831	100	838	100

*Fleurieu Peninsula & Limestone Coast, **Postcode was provided but does not exist.

APPENDIX 1: SURVEY

Cat Community Questionnaire



Government of South Australia
Dog and Cat Management Board

Please circle appropriate answer

1. How many cats in total reside at your home?

If you have more than one cat, please complete this survey **ONLY** about your most recently acquired cat.

2. Are you a registered breeder of cats
a Yes b No
3. What breed is your most recently acquired cat? (If a cross-breed, please indicate with 'cross-breed')

4. How old is your most recently acquired cat?
a Kitten 8 weeks - 12 months
b Adult 12 months - 8 years
c Senior 8 years plus
5. How old was this cat when you acquired it?
a Kitten 8 weeks - 12 months
b Adult 12 months - 8 years
c Senior 8 years plus
6. Where did you acquire your cat?
a Registered breeder
b Other breeder
c Pet shop
d Newspaper
e Animal shelter
f Internet
g Giveaway
h Stray
i Other:

7. Is your cat? a Male b Female
8. Is your most recently acquired cat desexed?
a No.
What are your reasons for not desexing:

(jump to Q10)
b Yes.
What are your reasons for desexing:

9. Who decided to de-sex your cat?
a I did
b The Shelter from which I purchased it
c The Breeder from whom I purchased it

10. Is this cat identified?
a Yes
(please state form of ID) _____
What are your reasons for identifying:

b No
What are your reasons for not identifying:

11. Has your most recently acquired cat had kittens?
a Never **(jump to Q13)**
b Once
c Twice
d More than twice
e Don't know

12. What was the outcome for the kittens?
a Sold
b Given away
c Taken to shelter
d Euthanized

13. What amount of time do you estimate your cat spends off your property?

The following questions relate to your experience with cats that you do not own

14. Are you **currently** feeding a cat that you do not own (except in a pet sitting capacity)?
a Yes
b No **(jump to Q19)**
15. How many cats that you do not own are you currently feeding?
a 1
b 2
c 3 plus

16. To the best of your knowledge, the cat that you are currently feeding
- a Is/was owned by someone else
 - b Has/had no owner
 - c Not sure of ownership status
17. How long have you been feeding the cat that you do not own?
- a 1 week – 6 months
 - b 7 months – 1 year
 - c 1 year plus
 - d Not sure
18. Where do you undertake the feeding of a cat you do not own? (ie at your workplace, neighbourhood, suburb name if known)
- _____
19. If you had a homeless cat problem in your neighbourhood where would you take the cat/s for rehoming?
- a RSPCA
 - b AWL
 - c Vet
 - d Other _____

20. Are you aware of the Homeless Cat Campaign?
- a Yes b No
21. If yes, did you participate? (eg. comment on facebook page)
- a Yes b No

The following questions ask for your opinions regarding cat management

22. I believe that all 'pet' cats (i.e. cats not used for breeding) should be desexed
(1 = Strongly Disagree 10 = Strongly Agree)
- 1 2 3 4 5 6 7 8 9 10
23. I believe that all cats should be microchipped
(1 = Strongly Disagree 10 = Strongly Agree)
- 1 2 3 4 5 6 7 8 9 10
24. I believe a person should only be allowed to own:
- 1 2 3 4 5 6 7 8 9 10 + cats

25. I believe that cats should be kept safely confined
- a Yes, on their owner's property at all times
 - b Yes, on their owner's property but at night only
 - c Yes, in a combination of the owner's home and a cat enclosure
 - d No, I do not believe that cats should be kept confined
26. I believe that all cats should be registered with local councils
(1 = Strongly Disagree 10 = Strongly Agree)
- 1 2 3 4 5 6 7 8 9 10

Please tell us about yourself:

27. Your age is
- a 18 – 25
 - b 26 – 35
 - c 36 – 45
 - d 46 – 60
 - e 61 or older
 - f Prefer not to say
28. You currently live in a/an:
- a Apartment
 - b Unit/Town House
 - c House
 - d Hobby Farm
 - e Farm
 - f Other _____
29. Your postcode is: _____

Thank you very much for taking the time to complete this questionnaire – the information you've provided is very valuable to us and we appreciate your time.

Please hand it to one of the staff to receive a **FREE GIFT**, courtesy of the Dog and Cat Management Board and your local Council.

APPENDIX 2: POST CODES

Code	n	%						
5159	28	3	5034	5	1	5256	2	0
5043	23	3	5046	5	1	5343	2	0
5114	22	3	5048	5	1	5351	2	0
5108	21	3	5064	5	1	5371	2	0
5158	21	3	5074	5	1	5373	2	0
5112	18	2	5087	5	1	5554	2	0
5162	13	2	5091	5	1	5700	2	0
5251	13	2	5164	5	1	5001	1	0
5019	12	1	5501	5	1	5009	1	0
5042	12	1	5012	4	0	5020	1	0
5113	12	1	5013	4	0	5090	1	0
5118	12	1	5018	4	0	5115	1	0
5173	12	1	5032	4	0	5120	1	0
5008	11	1	5049	4	0	5137	1	0
5051	11	1	5050	4	0	5140	1	0
5085	11	1	5052	4	0	5154	1	0
5097	11	1	5073	4	0	5156	1	0
5161	11	1	5076	4	0	5166	1	0
5163	11	1	5110	4	0	5174	1	0
5038	10	1	5126	4	0	5202	1	0
5082	10	1	5168	4	0	5208	1	0
5098	10	1	5011	3	0	5212	1	0
5125	10	1	5016	3	0	5232	1	0
5047	9	1	5025	3	0	5238	1	0
5061	9	1	5031	3	0	5242	1	0
5072	9	1	5035	3	0	5245	1	0
5092	9	1	5039	3	0	5254	1	0
5095	9	1	5063	3	0	5263	1	0
5096	9	1	5065	3	0	5267	1	0
5109	9	1	5067	3	0	5268	1	0
5014	8	1	5068	3	0	5275	1	0
5033	8	1	5081	3	0	5330	1	0
5041	8	1	5084	3	0	5341	1	0
5107	8	1	5089	3	0	5352	1	0
5152	8	1	5153	3	0	5355	1	0
5007	7	1	5165	3	0	5360	1	0
5062	7	1	5201	3	0	5372	1	0
5070	7	1	5211	3	0	5401	1	0
5075	7	1	5240	3	0	5412	1	0
5086	7	1	5252	3	0	5422	1	0
5253	7	1	5453	3	0	5462	1	0
5000	6	1	5017	2	0	5502	1	0
5022	6	1	5021	2	0	5540	1	0
5023	6	1	5037	2	0	5556	1	0
5044	6	1	5040	2	0	5558	1	0
5045	6	1	5083	2	0	5570	1	0
5066	6	1	5088	2	0	5572	1	0
5069	6	1	5116	2	0	5576	1	0
5093	6	1	5133	2	0	5583	1	0
5127	6	1	5155	2	0	5605	1	0
5171	6	1	5157	2	0	5606	1	0
5255	6	1	5167	2	0	5649	1	0
5006	5	1	5169	2	0	Non-SA	13	2
5010	5	1	5231	2	0	Missing	25	3
5015	5	1	5234	2	0	Total	838	100
5024	5	1	5235	2	0			
			5250	2	0			