

Adelaide Show 2012: Dog owner survey

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EXECUTIVE SUMMARY

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

Each year the Board collects information from dog owners at the Royal Adelaide Show. The aim of the research was always to better understand dog owners (and their dogs) and their behaviours and opinions related to dog ownership and management. The surveys asked standard questions about the characteristics of dogs (i.e. breeds, acquisition, de-sexing, etc.) and topical issues at the time of survey. For instance, the topic of interest this year was reasons why people choose to de-sex or not de-sex their dogs. Consequently, the surveys distributed across years were not identical but where possible, we compare responses over time in this report.

It is important to note that this is not a randomly recruited sample of dog owners. The people that took the time to participate are likely to be more interested and knowledgeable about dogs and dog ownership compared to the general dog ownership population. Hence, the results may not be representative of all South Australian owners.

In 2012, 1,380 dog owners completed the survey. Of these, consistent with previous years, about six in 10 respondents owned one dog and four in 10 owned two or more dogs. Respondents who owned more than one dog were asked to answer all questions about their *most recently acquired dog*.

Dog characteristics

- Dog characteristics across years are very stable, there were few significant changes and no clear trends across breeds, age or gender of dogs owned.
- The most common breed across years was mixed breeds (42% in 2012), followed by working dogs (12%), terriers (11%), and gundogs (10%).
- Three in ten dogs were aged two to five years and another three in ten were older than five years. Hence, most of this survey data refers to dogs over two years of age.
- There were fairly even numbers of male and female dogs – 48% and 51% respectively.

De-sexing and microchipping

- There was a significant, increasing trend in the number of dogs being de-sexed *and* microchipped over time – i.e. 49% of dogs in 2010, 54% in 2011 and 64% (two thirds) of dogs in 2012.
- Even (small) numbers of dogs were *only* microchipped (12%), *only* de-sexed (10%) or neither (10%).
- It was most common for dogs to be de-sexed between four to six months of age (53%).
- Younger respondents, aged 18 to 25, respondents earning less than \$50,000, and those studying full or part time, were less likely to have their dogs both de-sexed and microchipped, indicating a number of potential “target groups” for future communications on this topic.
- The most popular reason for de-sexing a dog was “no desire to breed” (29%), with “health advantages” (17%) and “more sociable behaviour” (16%) also common.
- The most popular reason for not de-sexing a dog was “breeding” (28%), with “dog still too young” (20%) and cost (13%) also common.
- Testing respondents opinions related to de-sexing facts, 44% of owners agreed that de-sexed dogs are friendlier and 43% of owners agreed that de-sexed dogs are less likely to suffer health issues. An unsurprising finding; when responses were split by the de-sexed status of owners dogs, owners of not de-sexed dogs were significantly less likely to agree with these statements than owners of de-sexed dogs.
- Most (85%) owners knew that they could receive a discount on their registration if their dog was de-sexed. However, owners of not de-sexed dogs were less likely to know this, i.e. 75% v 90% respectively.

Dog acquisition

- Means of acquisition have remained stable over time.
- The most common source is a DogsSA registered breeder (23% in 2012), though dogs were also commonly acquired through “other” breeders (20%) and pet shops (16%).
- By far, the most common reasons for acquiring a dog was as a family pet (47%) and for companionship (28%). Acquiring dogs for non-sentimental reasons were only indicated by an average of 4% of the sample.

Obedience training

- About half (49%) of respondents indicated that their dog had attended training, which has been fairly consistent over time. Younger, less educated, and less well-off respondents were less likely to own dogs that had attended obedience training.

Owner demographics

- There was a fairly even spread of age groups in all years, but people 61+ years were under-represented and people between 25 and 45 years were over-represented compared to the general population.
- Household income matched the population, according to Australian Bureau of Statistics (ABS) data quite well, but, the extremes (<\$50,000 and >\$150,000) were underrepresented.
- About one in four (27%) respondents had not completed high school and another one in four (27%) had but did not study further. About a third (35%) had completed some form of tertiary education (undergraduate or postgraduate). Due to the categories used we could not compare with ABS data.
- It was most common for respondents to live with a partner and children (37%), which is to be expected given the event where the data was sampled. A further one in three (27%) indicated that they lived with a partner, but no children. Again, due to the categories used we could not compare with ABS data.
- More than half (62%) of respondents were involved in full or part time work. Less than one in ten respondents selected any of the other options.
- Respondents were widely spread across the state. The largest representations from any one council area were Onkaparinga (15%), Salisbury (11%), Port Adelaide Enfield (8%) and Tea Tree Gully (7%); these are some of the biggest council areas in South Australia.

Recommendations for next year’s survey

- We suggest that in future surveys; question wording remains the same as the 2011 survey, where possible. Even slight changes can alter how respondents answer a question, limiting the comparability of results.
- To ensure comparability of demographic data with ABS data, demographic questions need to be tailored to the existing census data, e.g. education, household and employment.

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INTRODUCTION

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

Research objectives

The aim of the research was to better understand dog owners (and their dogs) and their behaviours and opinions related to dog ownership and management. The research objectives for 2012 were as follows: 1) identify common characteristics of pet dogs; 2) describe how *and why* owners acquired their dogs; 3) discover common reasons why owners do or do not de-sex their dogs and knowledge about de-sexing and dog health; and 4) report demographic characteristics of dog owners that responded to the survey.

Similar surveys were distributed at the Adelaide Show in past years, i.e. 2009 (n=2,485), 2010 (n= 1,201) and 2011 (n= 2,020). Surveys were kept brief and contained close and open-ended questions. Some questions are standard but others change year-to-year, hence we compare responses over time where possible in this report.

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. Volunteers and staff from the Board manned the stand and administered the survey. Participants were given a gift to compensate for their time and effort.

In 2012, 1,380 dog owners completed the survey. This sample size is almost half that of 2011, but similar to the sample size of 2010, most probably a staffing issue (to distribute the surveys). Of these, consistent with previous years, about six in 10 respondents owned one dog and four in 10 owned two or more dogs. Respondents who owned more than one dog were asked to answer all questions about their *most recently acquired dog*.

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 are not a random sample of dog owners – they are likely to be more interested and therefore more knowledgeable about dogs than the average dog owner. This is also inferred from the fact 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 dog 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: DOG CHARACTERISTICS

Dogs at home

Respondents were first asked how many dogs shared their residence. Table 1 shows it was most common for respondents to share their residence with the one dog, each year. For those that lived (presumed owned) with more than one dog, all following results relate to the owners' *most recently acquired dog*. Please note, for this table and others that only present percentages, the raw data (n's) are presented in Appendix 2.

Table 1: Dogs at home (%)

	2009	2010	2011	2012
n	2485	1201	2118	1380
One	59	58	62	60
Two	30	30	31	31
Three	6	6	5	4
Four	2	2	1	2
Five or more	3	3	1	2
Missing	<1	2	1	1
Total	101	101	101	100

Breeds

Owners were asked to specify the breed of their most recently acquired dog and indicate whether it was a pedigree or mixed breed. The breeds entered were grouped according to the ANKC classification; see Table 2. It was most common for people to own crossbreeds, but with significantly more in 2012 compared to past years. Of the pedigrees, the most prevalent groups were working dogs (12%), terriers (11%) and gundogs (10%). For a list of the individual breeds, please refer to Appendix 3.

Table 2: Breeds (%)

	2010	2011	2012
n	1201	2118	1380
Mixed breed	35	35	42
Working dogs	14	13	12
Terriers	11	11	11
Gundogs	12	12	10
Toys	9	9	8
Non-sporting	7	5	6
Utility	6	7	6
Hounds	4	6	4
Missing	3	2	2
Total	101	100	101

Age

Owners were asked how old their most recently acquired dog was, at the time of survey. The age categories provided in the survey this year were different to previous years; however, categories were merged to provide some comparability; see Table 3. The largest group was dogs aged two to five years and older than five years, representing six in 10 dogs combined. Hence, the results apply more often dogs older than two.

Table 3: Age (%)

	2009	2010	2011	2012
n	2485	1201	2118	1380
< 6 months				8
6 to 12 months	23	27	23	11
1 to 2 years				17
2 to 5 years	78	73	77	31
5+ years				33
Not specified	<1	<1	<1	<1
Total	101	100	100	100

Gender

Owners were asked the gender their most recently acquired dog. Table 4 shows an almost even split between genders; the changes between years were not significant.

Table 4: Gender

	2011		2012	
	n	%	n	%
Male	1108	52	662	48
Female	1002	47	698	51
Missing	8	<1	20	1
Total	2118	101	1380	100

FINDINGS: DE-SEXING & MICROCHIPPING

De-sexing and microchipping information was collected across all years. Table 5 shows a significant, increasing trend in the number of dogs de-sexed *and* microchipped over the past three years ($p < 0.05$). This year there were significantly lower numbers of dogs *only* de-sexed (10% cf 18%, $p < 0.05$) or *only* microchipped (12% cf 15%, $p < 0.05$), however the proportion of dogs not de-sexed or microchipped appears relatively stable. Interestingly, the gender of the dog had no effect on whether the dog was de-sexed, microchipped, both or neither.

Table 5: De-sexed and/or microchipped (%)

	2009	2010	2011	2012
n	2485	1201	2118	1380
De-sexed only	20	18	18	10
Microchipped only	17	15	15	12
De-sexed and microchipped	52	49	54	64
Not de-sexed or microchipped	11	17	12	11
Not specified	-	2	<1	2
Total	100	101	99	99

De-sexing and microchipping and owner demographics

Analysis was conducted to see if certain demographic groups were more likely to de-sex and/or microchip their dogs. All differences reported are statistically significant ($p < 0.05$). Dogs that were both de-sexed and microchipped were less likely to be owned by people aged 18 to 25 (53% cf 64% all), from households earning less than \$50,000 (56% cf 64%), composed of a single person with children living at home (55% cf 64%), who had not completed high school (64% cf 64%) or who indicated that they were studying full or part time (55% cf 64%). Dogs that were both microchipped and desexed were more likely to be owned by people aged 36-60 (70% cf 64%), with some form of postgraduate education (73% cf 64%), married or with a partner, with no children at home (69% cf 64%), who are working full or part time (67% cf 64%).

Age when de-sexed

Respondents who had a de-sexed dog were asked at what age the dog was de-sexed, in 2011 and 2012. Table 6 shows that about five in 10 dogs were de-sexed close to six months of age and a further two in 10 were de-sexed before 12 months. Few dogs were de-sexed as either a young puppy (10%) or as an adult (15%). About one in every four dogs (23%) was purchased de-sexed; most were de-sexed after acquisition; see Table 7.

Table 6: Age when de-sexed (%)

	2011		2012	
	n	%	n	%
1 to 3 months	164	11	80	10
4 to 6 months	827	54	408	53
7 to 12 months	315	21	157	20
Over 12 months	181	12	117	15
Missing	47	3	4	1
Total	1534	101	766	99

Table 7: De-sexed before acquisition (%)

	n	%
De-sexed	243	23
Not de-sexed	766	74
Not specified	30	3
Total	1039	100

Why owners de-sex dogs

Owners whose dogs were de-sexed (n=1039) were asked what motivated them to do so. They were given a list of potential reasons (e.g. no desire to breed, health advantages) plus an “other” category. Multiple reasons could be selected and respondents were asked to rank their reasons in order of importance. On average, respondents provided two reasons but this ranged from one to eight reasons.

Table 4 shows the proportion of respondents who selected each reason and the average rank for each reason across respondents (e.g. if one respondent ranked *hygiene* as “1” and another respondent ranked this as “2” after some other reason, the average ranking between them would be 1.5). The most common reason by far was “no desire to breed”, but other common reasons were because of “health advantages” and “more sociable behaviour”. “Other” responses were not common, but when they were given they were almost exclusively ranked as the most important reason. Prevalent “other” reasons included “breeder requirement” (n=7), “responsible pet ownership” (n=5), and “cheaper registration fees” (n=4).

Table 8: Why owners de-sexed their dogs

	n	%*	Rank
No desire to breed	612	29	1.3
“Other”	47	2	1.6
Health advantages	354	17	1.6
More sociable behaviour	339	16	1.9
Hygiene	231	11	2.4
Reduced excitability	187	9	2.8
Reduced aggression	169	8	2.9
Less likely to roam	177	8	3.0
Total	2119	>100	-

* Of 1,039 dog owners with de-sexed dogs.

Why owners do not de-sex dogs

Owners whose dogs were not de-sexed (n=330) were asked why they had chosen against de-sexing. Again, respondents were given a list of reasons plus an “other” category, with multiple selections possible. The most common reasons were “breeding”, “age of dog” (i.e. too young) and “associated costs”. Of the “other” reasons, it was common for respondents to say, “intending to show the dog” (n=13); we recommend adding this category next year. Apart from this, other “other” responses were “going to do so soon” (n=18) or “unsure why” (n=11).

Table 9: Why owners do not de-sex dogs

	n	%*	Rank
Showing	13	3	1.0
Breeding	122	28	1.3
“Other”	52	12	1.4
Age of dog	87	20	1.4
Cost	55	13	1.4
Change of behaviour	30	7	2.4
Surgical risks	17	4	2.5
Loss of sexuality/masculinity	21	5	2.9
Health concerns	18	4	3.0
Mutilation	14	3	3.9
Religious/cultural beliefs	11	3	6.2
Total	440	100	-

* Of 330 dog owners with not de-sexed dogs.

De-sexing beliefs and knowledge

Respondents were then asked several questions related to de-sexing knowledge. First, respondents were asked to rate their agreement with two statements; “de-sexed dogs are generally friendlier dogs” and “de-sexed dogs are less likely to suffer from certain cancers and reproductive infections”. Agreement was measured using a five-point scale; strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4), strongly agree (5), plus a “don’t know” option. People who declined to answer were excluded, about four per cent for both statements.

The average agreement rating for “friendlier” was 3.4, indicating that on average respondents more often remained neutral or agreed with this. The average agreement rating for “suffer health issues” was 3.6, reflecting the higher proportion of agrees to disagrees. Looking at the spread around the means – Figures 1 and 2 – responses to the statements were quite similar. Both statements were more often agreed with than not; about four in 10 owners agreed with both statements and about one in 10 owners disagreed with both statements.

The difference between statements was in the neither and don't know categories; for “health issues”, more people chose “don't know” rather than “neither”; this is unsurprising given this is the more scientific of the statements.

Figure 1: “De-sexed dogs are generally friendlier” (All)

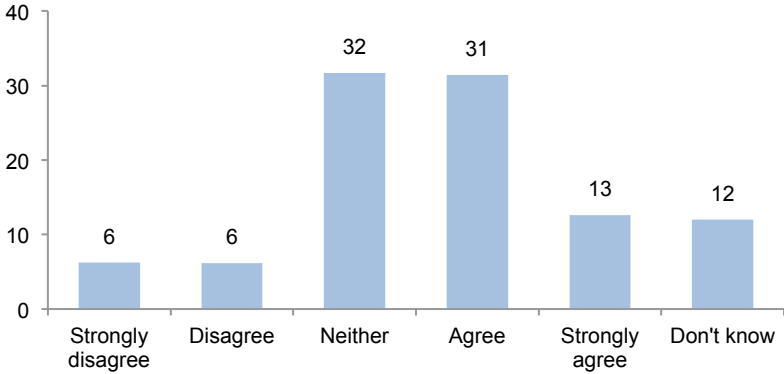
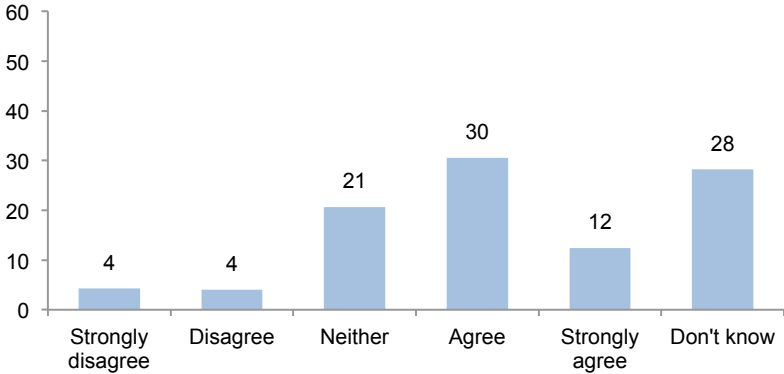


Figure 2: “De-sexed dogs are less likely to suffer from certain cancers and reproductive infections” (All)



Owners of de-sexed dogs v owners of not de-sexed dogs

However, there were differences in opinion between owners of de-sexed dogs versus owners of not de-sexed dogs. Comparatively, the means for “friendlier” were 3.6 (positive) for owners of de-sexed dogs and 2.9 (neutral) for owners of not-desexed dogs. For “health issues”, means were 3.7 and 3.4, respectively, a less pronounced difference. Owners of not de-sexed dogs were more likely to disagree or neither agree nor disagree with both statements. As can be seen in the mean values, owners of desexed and not de-sexed dogs were in more agreement regarding the health issues statement than the friendlier dog statement.

Figure 3: “De-sexed dogs are generally friendlier” (Split)

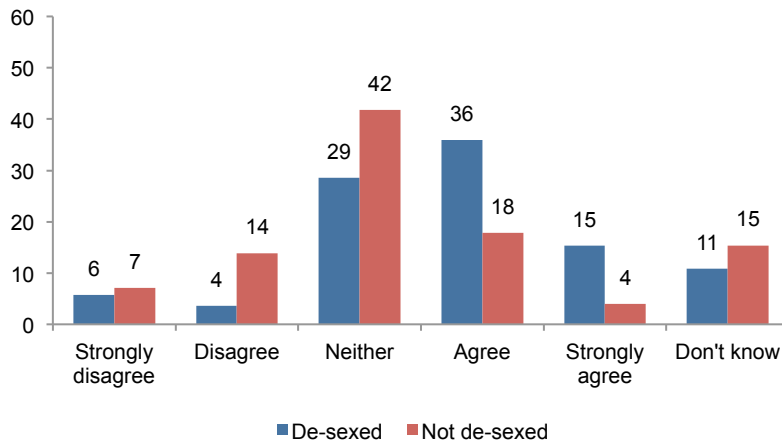
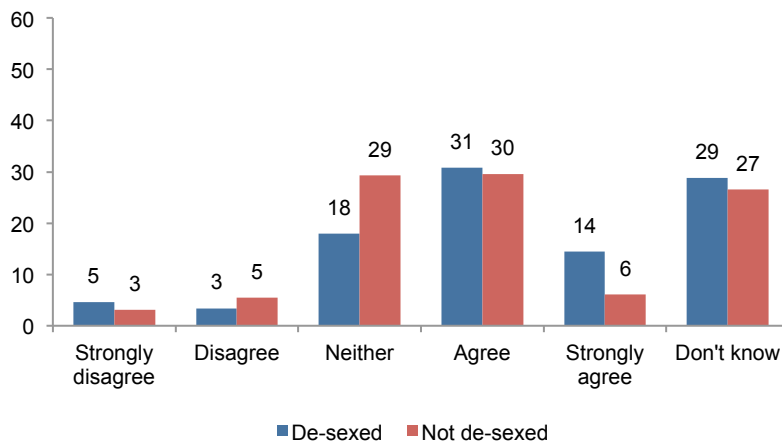


Figure 4: “De-sexed dogs are less likely to suffer from certain cancers and reproductive infections” (Split)



To finish this section, owners were finally asked if there were aware they could receive a registration discount from their local councils if their dog was de-sexed. The vast majority were aware of this, however owners of de-sexed dogs were significantly more likely to be aware of this than owners of not de-sexed dogs (90% cf 76%).

Table 10: Aware of council discount

	n	%
Yes	1,161	85
No	181	13
Missing	27	2
Total	1,369	100

FINDINGS: DOG ACQUISITION

How the dog was acquired

Owners were asked how they acquired their latest dog. Respondents were given a list of possible sources, however, there was some variation in categories across years, e.g. “friend” became “friend or family” and “Internet” was removed in 2012. However, we re-categorised some responses to make them consistent, e.g. “Internet” in “other” responses were separated out. Table 11 shows the most common means of acquiring a dog was through a breeder; about four in 10 dogs were either from a Dogs SA registered breeder or an other breeder. Generally, results have remained very stable over time, except for some “wobble” for dogs acquired from shelters, but there were no clear trends, up or down. “Other” means of acquisition were varied. In 2012, the most common included “found or rescued,” “bred from my own dog”, and “farm”. However, none of these options received more than 10 responses.

Table 11: Where dogs were acquired (%)

	2009	2010	2011	2012
n	2485	1201	2118	1380
Registered breeder	23	22	20	23
Other breeder	20	19	21	20
Pet shop	18	17	18	16
Friend or family	14	10	13	14
Shelter	11	12	9	14
Newspaper	11	9	6	8
Internet	-	-	3	1
Other	4	10	7	4
Missing	<1	<1	3	1
Total	100	100	100	100

Why the dog was acquired

This was the first year that respondents were asked to indicate their primary reason for acquiring their most recent dog. Respondents were provided with categories, with multiple selections possible, and were asked to rank their reasons in order of importance. The most prevalent, and top ranked, reason was for a “family pet”, quite closely followed by “companionship”. The “other” responses revealed the bias of this sample, with many stating they acquired the dog to show (n=31). Acquiring a dog as a friend for another pet was also common (n=15).

Table 12: Reasons for dog acquisition

	n	%	Rank
Family pet	1220	47	1.1
Companionship	728	28	1.5
Other	78	3	2.0
Security	282	11	2.5
Guard dog	154	6	2.9
Working dog	94	4	3.3
Disability	50	2	4.8
Total	2606	100	-

FINDINGS: OBEDIENCE TRAINING

Respondents were asked if their most recently acquired dog had attended obedience training. Similar, albeit more detailed, questions were asked in 2009 and 2010 and so are included in Table 15. Over time, despite some “wobble”, the clear finding is that about half of dogs attend obedience classes in their life.

Table 13: Obedience training classes (%)

	2009	2010	2012
n	2485	1201	1380
Yes	55	45	49
No	45	52	48
Don't know	0	0	2
Missing	0	3	1
Total	100	101	99

Obedience training and owner demographics

Dogs that attended obedience training were more likely to be owned by high-income households (\$100,000 to \$125,000 per annum, 62% cf 49% all), people who attended university, excluding TAFE (61% cf 49% all) and older people (aged 46 to 60, 55% cf 49 for all). Whereas dogs were less likely to be owned by low-income households (39% cf 49% all), people who did not finish high school (40% cf 49% all) or younger people (aged 18 to 25 years, 44% cf 49% all).

FINDINGS: OWNER DEMOGRAPHICS

In this year's survey, more descriptive data regarding respondents' lifestyle was collected. Where valid, comparisons have been made with census data collected by the Australian Bureau of Statistics (ABS).

Age of respondents

There was a fairly even spread of age categories. The age categories were well matched to the ABS statistics for South Australia in 2011. However, people over 46 years old were under-represented and people between 26 and 35 years old were over-represented when compared to the general population. As such, the results discussed in this report may not accurately represent the opinions and behaviours of people who are 46 years of age, or older.

Table 14: Age of respondents (%)

	2010	2011	2012	ABS
18 to 25 years	13	16	17	18
26 to 35 years	17	17	16	9
36 to 45 years	28	25	25	23
46 to 60 years	29	29	26	34
61+ years	11	13	10	16
Missing	2	1	6	0
Total	100	101	100	100

Household income

This is the first time household income has been collected from respondents. Generally the sample matched ABS data, but the data collected underrepresents the extreme earning brackets (<\$50,000 or >\$150,000).

Table 15: Household income

	2012		ABS*
	n	%	%
< \$50,000	349	25	39
\$50,001 to \$75,000	255	18	20
\$75,001 to \$100,000	198	14	11
\$100,001 to \$125,000	123	9	10
\$125,001 to \$150,000	75	5	7
\$150,001 to \$175,000	39	3	8
> \$175,000	38	3	6
Prefer not to say	253	18	0
Missing	50	4	0
Total	1380	100	100

*From 2009-10 data.

Education

This is the first time education (highest level obtained) has been collected from respondents. Due to the categories provided, we could not compare with ABS data. About one in four respondents (27%) did not complete high school and an equal number did, however half the sample has, at most, a high school education. About one third has some form of tertiary education (undergraduate or postgraduate degree) and the remains declined to answer the question.

Table 16: Highest level of education attained

	2012	
	n	%
Year 10/11	379	27
Diploma Year 12	373	27
Undergraduate degree	256	19
Postgraduate degree	216	16
Prefer not to say	106	8
Missing	50	4
Total	1380	100

Household type

This is the first time household type has been collected from respondents. The most common type of living arrangement was to be married or living with a partner, with one or more children at home (37%), followed closely by living with a partner, but with no children (27%). Almost half of the sample indicated that they lived with children (45%); this expected given the Royal Show is a family-friendly event. Again, due to the categories provided, we could not compare with ABS data.

Table 17: Household type

	2012	
	n	%
Married/living w partner and children	505	37
Married/living w partner, no children	368	27
Single, no children living at home	186	13
Single, with children living at home	117	8
Single, living in shared accommodation	50	4
Prefer not to say	114	8
Missing	40	3
Total	1380	100

Employment status

Again, this is the first time employment status has been collected from respondents. Most respondents (62%) indicated that they were engaged in some form of paid work. Again, we could not compare with ABS figures, this time because respondents can fit multiple categories, but could only select one.

Table 18: Employment status

	2012	
	n	%
Working full / part time	862	62
Retired	137	10
Studying full / part time	131	9
Full-time home duties	60	4
Other	62	4
Unemployed	38	3
Prefer not to say	52	4
Missing	38	3
Total	1380	100

Postcodes

Postcodes are sorted into local council areas (or regions in outermost suburbs) for reporting purposes. The spread of responses by local council area can be seen in Table 20. Respondents were widely spread across the state, plus only a small number of respondents indicated that they lived interstate. The largest representations from any one council area were Onkaparinga (14% in 2010, 13% in 2011, and 27% in 2012), Salisbury (10% in 2010, 8% in 2011, and 11% in 2012), and Port Adelaide Enfield (8% in 2010, 7% in 2011, and 8% in 2012); these are some of the biggest council areas in the state.

Table 19: Where owners lived, by local council or region (%)

	2010	2011	2012
Onkaparinga	14	13	15
Salisbury	10	8	11
Port Adelaide Enfield	8	7	8
Adelaide Hills, FP & LC	6	8	8
Tee Tree Gully	7	9	7
Mitcham	7	8	7
Marion	6	6	7
Playford	8	8	6
Charles Sturt	7	5	5
West Torrens	4	3	4
Burnside	2	3	3
Holdfast Bay	2	3	2
Norwood, Payneham & St Peters	1	2	2
Campbelltown	2	3	2
Unley	3	3	2
Mid-north & Lower Flinders Ranges	1	1	2
Barossa, Riverland & Mallee	2	2	2
Gawler	2	1	1
Prospect	1	1	1
Adelaide City	1	<1	1
Yorke Peninsula & Lower Mid-north	2	2	1
Far North	1	<1	1
Eyre Peninsula	1	<1	0
Walkerville	-	1	0
Unknown**	<1	<1	-
Missing	-	2	4
Other - Australia	1	2	1
Total	99	101	101

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

APPENDIX 1: SURVEY 2012

Dog Community Questionnaire



Government of South Australia
Dog and Cat Management Board

Please circle appropriate answer

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

If you have more than one dog, please complete this survey for your most recently acquired dog.

2. Is your dog:

- a Male
- b Female

3. How old is your dog now?

- a 0 – 6 months
- b 6 – 12 months
- c 1 – 2 years
- d 2 – 5 years
- e 5+ years

4. What breed or predominant breed is your dog?

- a Pedigree (please specify)

- b Mixed Breed (please specify if known)

- c Don't know

5. Where did you acquire your dog?

- a Registered DogsSA breeder
- b Other breeder
- c Shelter
- d Pet shop
- e Family member/friend
- f Newspaper
- g Stray
- h Other (provide detail)

6. What was your reason for acquiring your dog? Please rank in order of priority only those which apply:

- ___ Family pet
- ___ Companionship
- ___ Security
- ___ Guard dog
- ___ Working dog
- ___ Disability, guide or hearing dog
- ___ Other (give detail)

7. Has your dog been micro-chipped?

- a Yes
- b No
- c Don't know

8. Has your dog attended any formal obedience training classes?

- a Yes
- b No
- c Don't know

9. Is your dog de-sexed?

- a Yes
- b No (**jump to question 13**)

10. Was your dog de-sexed before you purchased it?

- a Yes (**jump to question 14**)
- b No

11. At what age was the dog de-sexed?

- a 1 – 3 months
- b 4 – 6 months
- c 7 – 12 months
- d Over 12 months

12. What motivated you to de-sex your dog?

Please rank in order of priority only those which apply:

- ___ No desire to breed
- ___ Health advantages
- ___ Hygiene
- ___ More sociable behaviour
- ___ Reduced excitability
- ___ Less likely to roam
- ___ Reduced aggression
- ___ Other (give reason)

(jump to question 14)

13. What was the main reason that you did not desex your dog? Please rank in order of priority only those which apply:

- Breeding
 - Surgical risks
 - Health concerns
 - Mutilation
 - Loss of sexuality/masculinity (of dog)
 - Cost
 - Age of dog
 - Change of behaviour
 - Your religious or cultural beliefs
 - Other (give reason)
-

14. Do you agree with this statement – “de-sexed dogs are generally friendlier dogs.”

- a Strongly disagree
- b Disagree
- c Neither agree nor disagree
- d Agree
- e Strongly agree
- f Don't know

15. Do you agree with this statement – “desexed dogs are less likely to suffer from certain cancers and reproductive infections”?

- a Strongly disagree
- b Disagree
- c Neither agree nor disagree
- d Agree
- e Strongly agree
- f Don't know

16. Are you aware that you can receive a registration discount from your local Council if your dog is de-sexed?

- a Yes
- b No

Please tell us about yourself:

17. Your age is

- a 18 – 25
- b 26 – 35
- c 36 – 45
- d 46 – 60
- e 61 or older
- f Prefer not to say

18. Which best describes your combined household income before tax?

- a Less than \$50,000
- b \$50,001 - \$75,000
- c \$75,001 - \$100,000
- d \$100,001 - \$125,000
- e \$125,001 - 150,000
- f \$150,001 - \$175,000
- g over \$175,000
- h Prefer not to say

19. What is your highest level of education?

- a Secondary School - Year 10 / Year 11
- b Diploma Year 12
- c Undergraduate Degree
- d Post Graduate Degree
- e Prefer not to say

20. Which of the following best describes your household?

- a Single, no children living at home
- b Single, with children living at home
- c Single living in shared accommodation
- d Married/living with partner, no children living at home
- e Married/living with partner, one or more children living at home
- f Prefer not to say

21. Are you currently?

- a Working full / part-time
- b Studying full / part-time
- c Retired
- d Full-time home duties
- e Unemployed
- f Other
- g Prefer not to say

22. 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: RAW DATA

Table 20: Dogs at home (n)

	2009	2010	2011	2012
One	1472	690	1312	826
Two	738	358	659	432
Three	157	66	99	62
Four	39	27	14	25
Five or more	69	40	23	22
Missing	10	20	11	13
Total	2485	1201	2118	1380

Table 21: Breed of dogs (n)

	2010	2011	2012
Cross breeds	420	742	583
Working dogs	164	280	163
Terriers	130	232	151
Gundogs	140	244	136
Toys	110	200	105
Non-sporting	83	116	77
Utility	74	151	77
Hounds	49	117	61
Missing	31	36	27
Total	1201	2118	1380

Table 22: Age of dogs (n)

	2009	2010	2011	2012
< 6 months				107
6 to 12 months	561	317	484	149
1 to 2 years				238
2 to 5 years	1919	875	1629	422
5+ years				456
Not specified	5	9	5	8
Total	2485	1201	2118	1380

Table 23: De-sexed & microchipped status

	2009	2010	2011	2012
De-sexed only	431	214	382	142
Microchipped only	432	178	321	172
De-sexed and microchipped	1,296	589	1,152	886
Not de-sexed or microchipped	272	202	260	148
Not specified	0	18	3	32
Total	2485	1201	2118	1380

Table 24: Where dogs were acquired (n)

	2009	2010	2011	2012
Registered breeder	565	259	429	311
Other breeder	484	228	436	275
Pet shop	444	201	369	215
Friend or family	351	125	272	195
Shelter	276	149	194	187
Newspaper	260	110	175	117
Internet	0	-	87	11
Other	104	125	140	62
Missing	1	4	6	7
Total	2485	1201	2112	1380

Table 25: Obedience training classes (n)

	2009	2010	2012
Yes	1370	547	680
No	1115	620	660
Don't know	0	0	33
Missing	0	34	7
Total	2485	1201	1380

Table 26: Age of respondents (n)

	2010	2011	2012
18 to 25 years	151	329	241
26 to 35 years	210	350	218
36 to 45 years	336	530	339
46 to 60 years	350	618	356
61+ years	135	267	144
Missing	19	24	82
Total	1,201	2,118	1,380

Table 27: Where owners lived, by local council or region (n)

	2010	2011	2012
Onkaparinga	170	274	201
Salisbury	122	168	155
Port Adelaide Enfield	101	143	104
Adelaide Hills, FP & LC	70	168	104
Tee Tree Gully	81	187	96
Mitcham	83	161	90
Marion	77	122	90
Playford	94	160	82
Charles Sturt	89	100	64
West Torrens	49	55	62
Burnside	28	66	35
Holdfast Bay	20	73	31
Norwood, Payneham & St Peters	17	48	29
Campbelltown	29	54	26
Unley	33	54	25
Mid-north & Lower Flinders Ranges	12	26	23
Barossa, Riverland & Mallee	26	50	22
Gawler	25	12	18
Prospect	13	20	12
Adelaide City	11	8	12
Yorke Peninsula & Lower Mid-north	22	33	9
Far North	5	6	9
Eyre Peninsula	4	10	5
Walkerville	-	25	4
Unknown**	2	4	0
Missing	0	45	59
Other - Australia	18	46	13
Total	1201	2118	1380

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APPENDIX 3: BREEDS

Breed	n	%
Labrador	68	8
Border Collie	56	7
Jack Russel	47	6
German Shepherd	44	5
Staffordshire	40	5
Cavalier King Charles	25	3
Golden Retriever	23	3
Kelpie	22	3
Beagle	21	3
Cocker Spaniel	16	2
American Staffordshire	16	2
Pug	16	2
Siberian Husky	15	2
Other	14	2
Australian Cattle Dog	14	2
Chihuahua	13	2
Maltese	13	2
Rottweiler	13	2
Boxer	12	1
German short hair pointer	12	1
Pomeranian	12	1
Miniature Fox Terrier	12	1
Poodle	10	1
West Highland Terrier	10	1
Greyhound	9	1
Rhodesian Ridgeback	9	1
Schnauzer	9	1
Toy Poodle	9	1
Shetland Sheepdog	8	1
Alaskan Malamute	7	1
Belgian Shepherd	7	1
Standard Poodle	7	1
American bulldog	6	1
Bernese Mountain Dog	6	1
Dalmatian	6	1
Papillon	6	1
Schipperke	6	1
Shih Tzu	6	1
Whippet	6	1
Bichon	6	1
Doberman	5	1
Miniature Schnauzer	5	1
Tenderfield terrier	5	1
Cairn	5	1
Terrier	5	1
Corgi	5	1
Akita	4	0
Bearded Collie	4	0
French Bulldog	4	0
Cocker Spaniel	4	0
Irish Wolfhound	4	0

Bull Mastiff	4	0
Bull Terrier	4	0
Airedale Terrier	3	0
Italian Greyhound	3	0
Yorkshire Terrier	3	0
Dachshund	3	0
Mini Poodle	3	0
Tibetan spaniel	3	0
Chinese crested	3	0
Weimaraner	3	0
Shar Pei	3	0
Miniature poodle	3	0
Japanese Spitz	3	0
Great Dane	3	0
Aussie Bulldog	3	0
Koolie	3	0
Afghan Hound	2	0
British Bulldog	2	0
Wolf Dog	2	0
Tibetan Mastiff	2	0
Tibetan Terrier	2	0
Norfolk Terrier	2	0
Dachshund	2	0
English Pointer	2	0
Border Terrier	2	0
Australian Silky Terrier	2	0
Pekingese	2	0
Samoyed	2	0
Curly Coated Retriever	2	0
Miniature Pinscher	2	0
Dogue de bordeaux	2	0
Chow	1	0
Neapolitan Mastiff	1	0
Norwegian Elkhound	1	0
Saint Bernard	1	0
Scottish Deerhound	1	0
Scottish Terrier	1	0
Scotch Collie	1	0
English Bull Terrier	1	0
Welsh Springer Spaniel	1	0
Finnish Lapphund	1	0
English Springer Spaniel	1	0
Irish Setter	1	0
Irish Terrier	1	0
Davonsund	1	0
Sussex Spaniel	1	0
Total	802	100

APPENDIX 4: POST CODES

Code	n	%			
5108	51	4	5035	7	1
5162	42	3	5050	7	1
5159	35	3	5061	7	1
5158	30	2	5064	7	1
5114	29	2	5065	7	1
5043	24	2	5074	7	1
5112	24	2	5082	7	1
5125	24	2	5165	7	1
5051	22	2	5252	7	1
5113	22	2	5016	6	0
5096	21	2	5018	6	0
5109	21	2	5039	6	0
5098	20	2	5047	6	0
5041	19	1	5049	6	0
5019	18	1	5062	6	0
5085	16	1	5075	6	0
5070	15	1	5076	6	0
5086	15	1	5089	6	0
5152	15	1	5110	6	0
5169	15	1	5126	6	0
5046	14	1	5127	6	0
5095	14	1	5164	6	0
5097	14	1	5241	6	0
5118	14	1	5022	5	0
5161	14	1	5083	5	0
5173	14	1	5093	5	0
5023	13	1	5115	5	0
5045	13	1	5168	5	0
5163	13	1	5171	5	0
5251	13	1	5245	5	0
5253	13	1	5006	4	0
5032	12	1	5010	4	0
5048	12	1	5012	4	0
5073	12	1	5020	4	0
5092	12	1	5021	4	0
5107	12	1	5040	4	0
5014	11	1	5081	4	0
5024	11	1	5088	4	0
5072	11	1	5090	4	0
5091	11	1	5116	4	0
5015	10	1	5231	4	0
5066	10	1	5232	4	0
5087	10	1	5234	4	0
5153	10	1	5355	4	0
5211	10	1	5009	3	0
5011	9	1	5017	3	0
5034	9	1	5052	3	0
5063	9	1	5067	3	0
5157	9	1	5069	3	0
5033	8	1	5084	3	0
5037	8	1	5136	3	0
5038	8	1	5174	3	0
5042	8	1	5201	3	0
5044	8	1	5214	3	0
5068	8	1	5235	3	0
5154	8	1	5242	3	0
5167	8	1	5360	3	0
5255	8	1	5540	3	0
5501	8	1	5606	3	0
5000	7	1	5007	2	0
5008	7	1	5025	2	0
5013	7	1	5131	2	0
5031	7	1	5133	2	0
			5155	2	0

5156	2	0
5166	2	0
5170	2	0
5204	2	0
5233	2	0
5244	2	0
5352	2	0
5353	2	0
5371	2	0
5373	2	0
5556	2	0
5572	2	0
5576	2	0
5600	2	0
5609	2	0
5002	1	0
5036	1	0
5057	1	0
5080	1	0
5094	1	0
5099	1	0
5100	1	0
5101	1	0
5103	1	0
5117	1	0
5120	1	0
5137	1	0
5141	1	0
5151	1	0
5172	1	0
5188	1	0
5202	1	0
5210	1	0
5215	1	0
5223	1	0
5250	1	0
5256	1	0
5260	1	0
5263	1	0

5264	1	0
5267	1	0
5268	1	0
5290	1	0
5307	1	0
5330	1	0
5341	1	0
5343	1	0
5351	1	0
5356	1	0
5372	1	0
5400	1	0
5412	1	0
5413	1	0
5415	1	0
5419	1	0
5433	1	0
5453	1	0
5461	1	0
5462	1	0
5502	1	0
5514	1	0
5522	1	0
5523	1	0
5573	1	0
5590	1	0
5608	1	0
5690	1	0
5700	1	0
5713	1	0
5723	1	0
5731	1	0
5951	1	0
Out of SA	16	1
Missing	59	4
Total	1380	100