



Cat Survey Key Findings Report

**Released March 2014
Multnomah County Animal Services**

Methodology

In 2013, Multnomah County Animal Services put together a survey with the intention of gauging the community's opinion about cats. In total, there were 5,690 participants. The survey was sent out through several different channels:

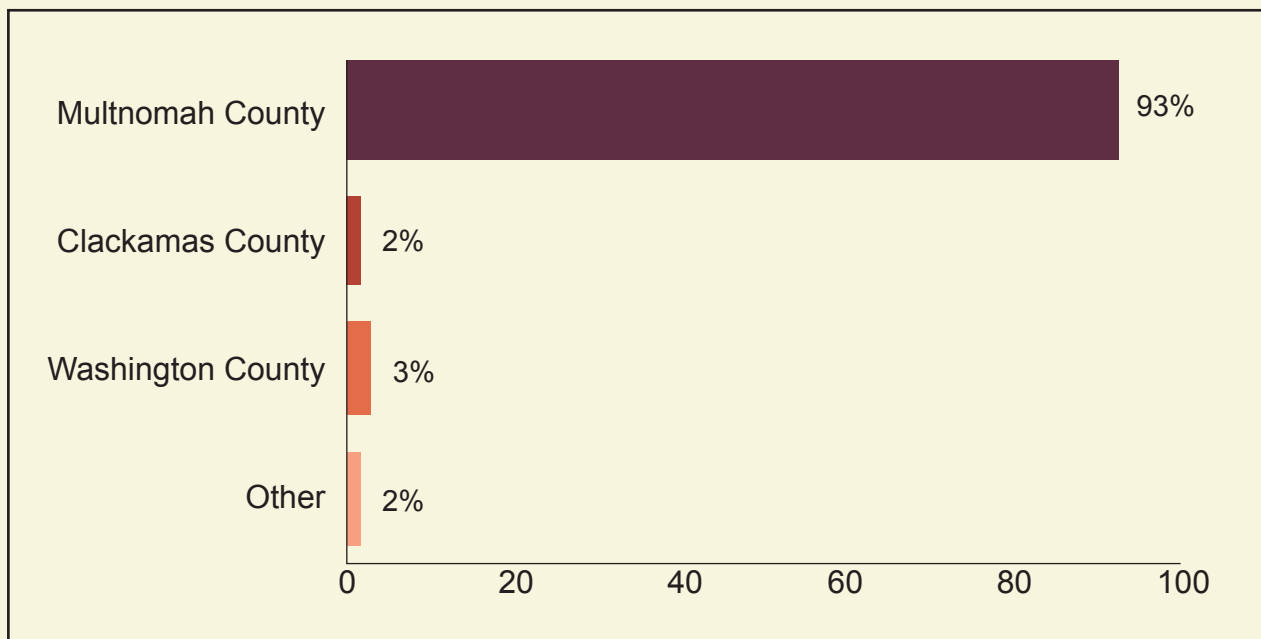
- an invitation in county property tax bills (4,085 respondents)
- our web site and social media accounts (914 respondents)
- Feral Cat Coalition of Oregon contacts (173 respondents)
- Audubon Society of Portland contacts (518 respondents)

Each of the four channels was provided with a different web address so that results could be segmented for interpretation and comparison. This report contains both a summary of all results, as well as results segmented by channel or by general attitude towards cats (people who felt positively or very positively were grouped separately from people who felt neutral, negatively and very negatively).

Percentages were rounded to the nearest whole number and are based on the number of participants who answered the question (rather than the number of survey participants).

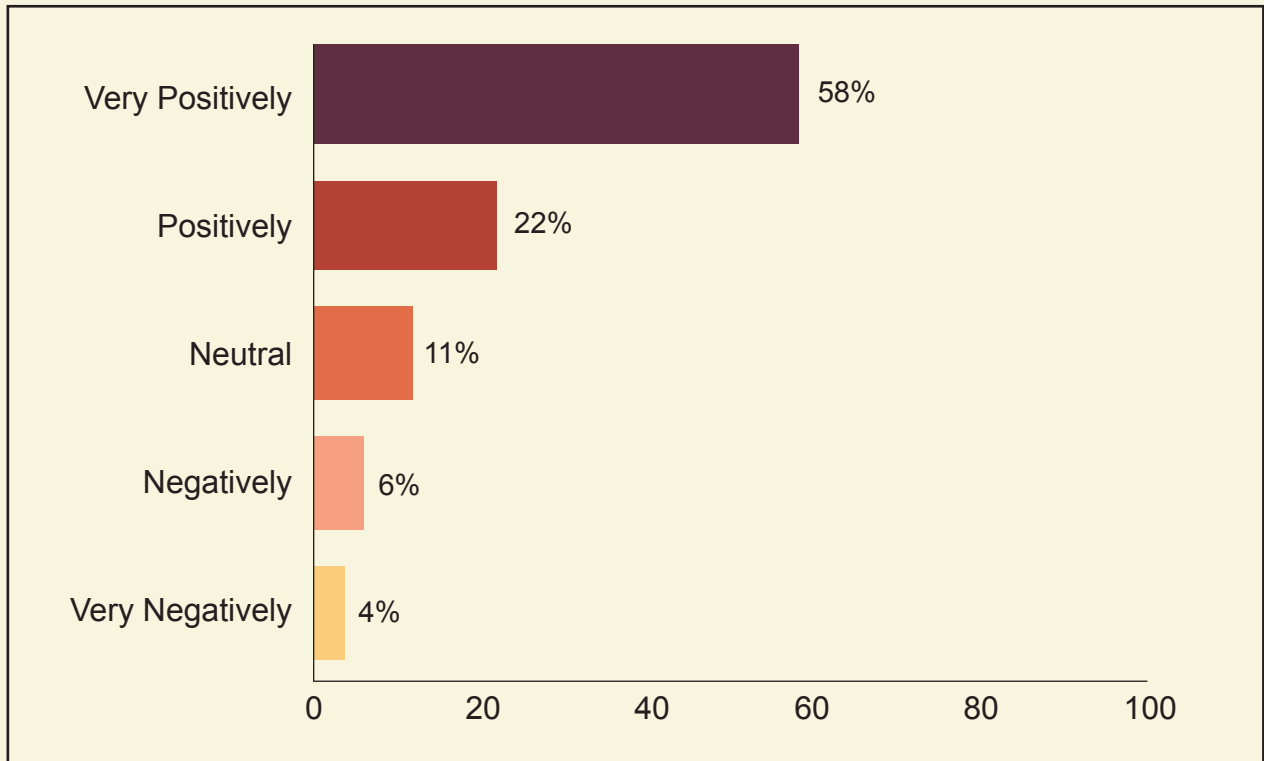
Results were not included for question #2 (What is your language preference for this survey?) or questions #5 and #6, which were open-ended questions consisting of text-based answers. A list of questions is provided in the appendix.

Question #1: What county do you live in?

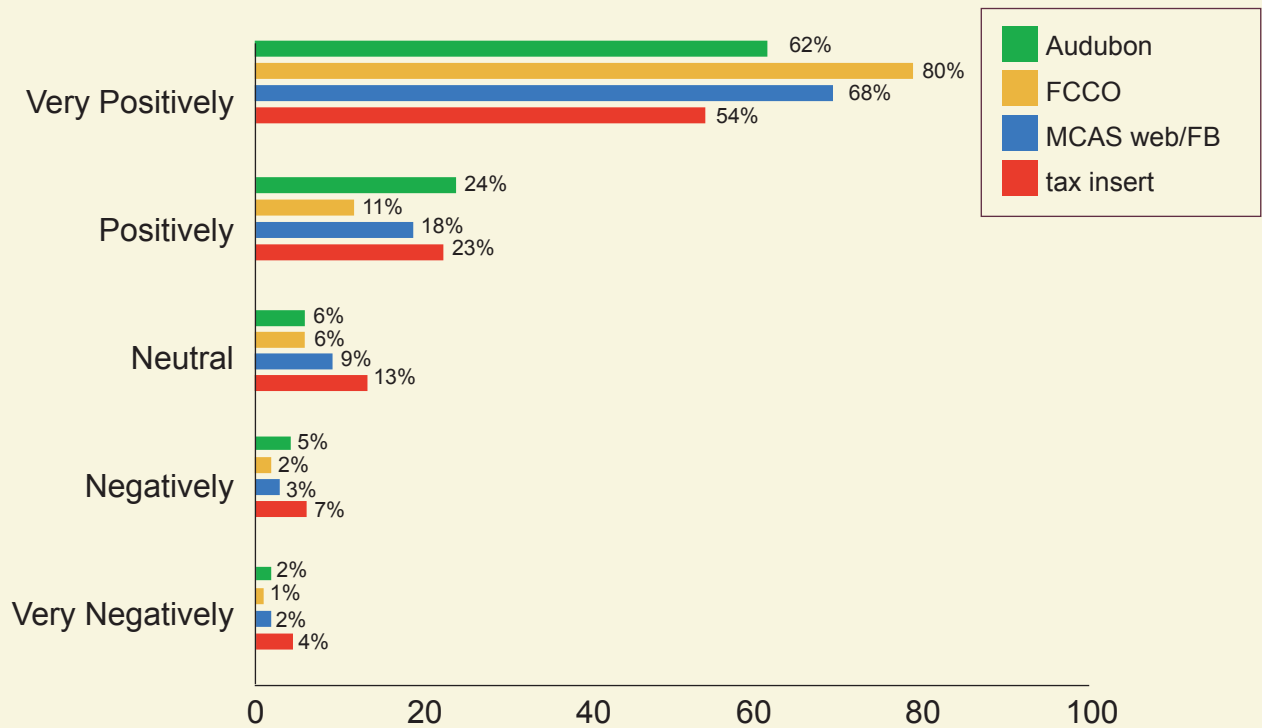


Question #3: In general, how do you feel about cats?

Summary:

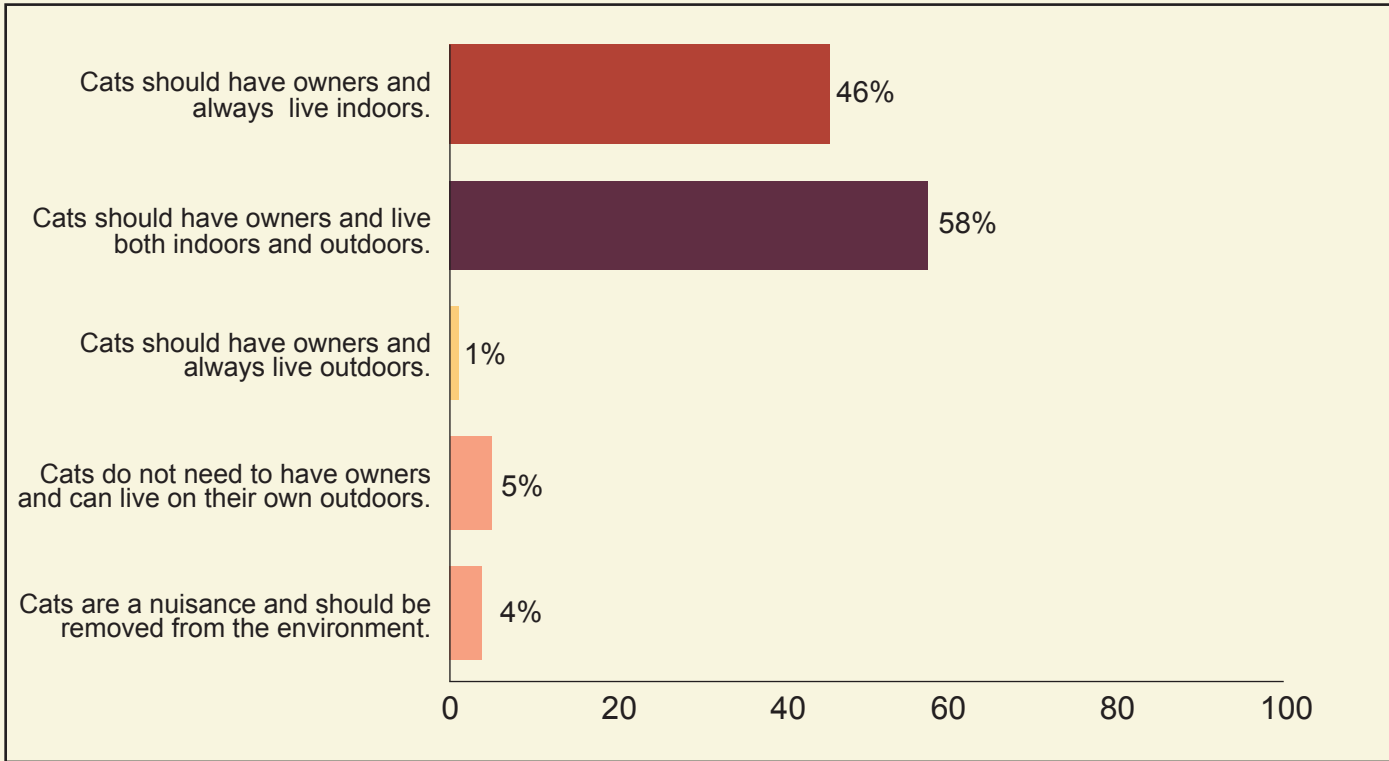


Segmented Data:

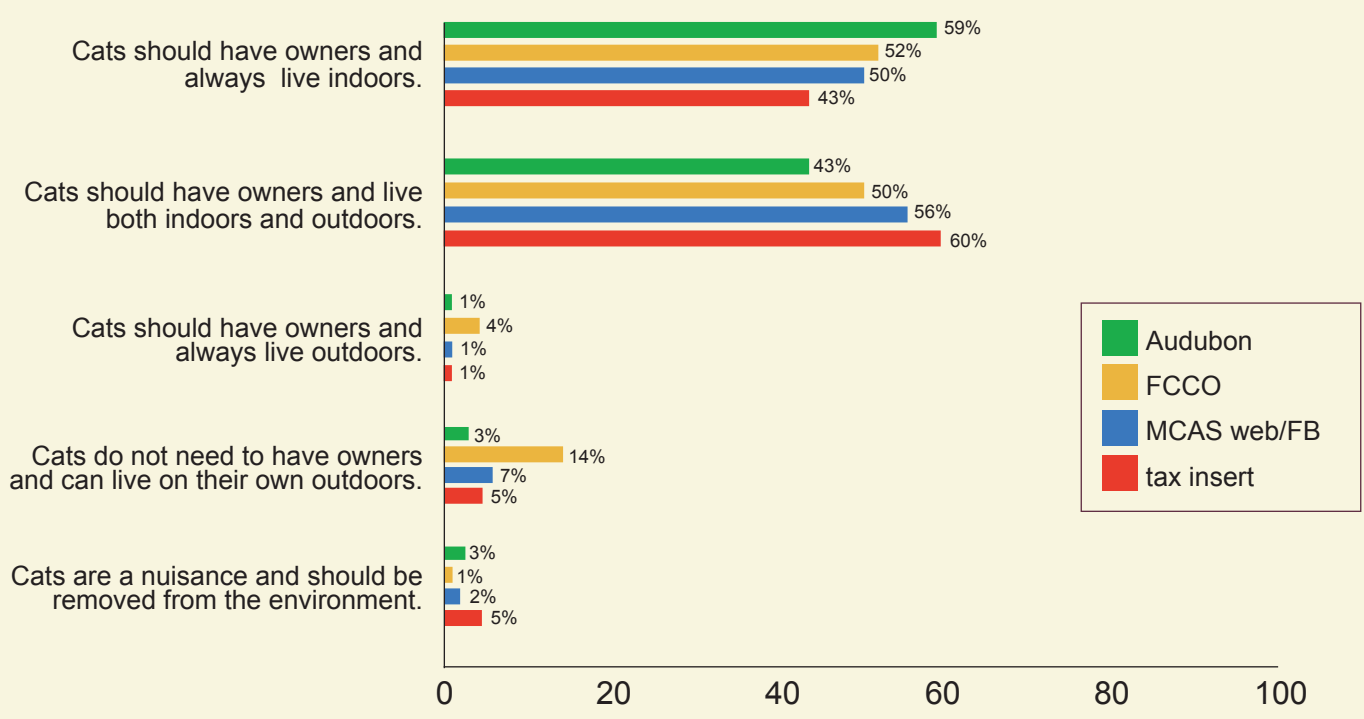


Question #4: Please mark the statement that best reflects your attitude about cats in your community (select all that apply).

Summary:

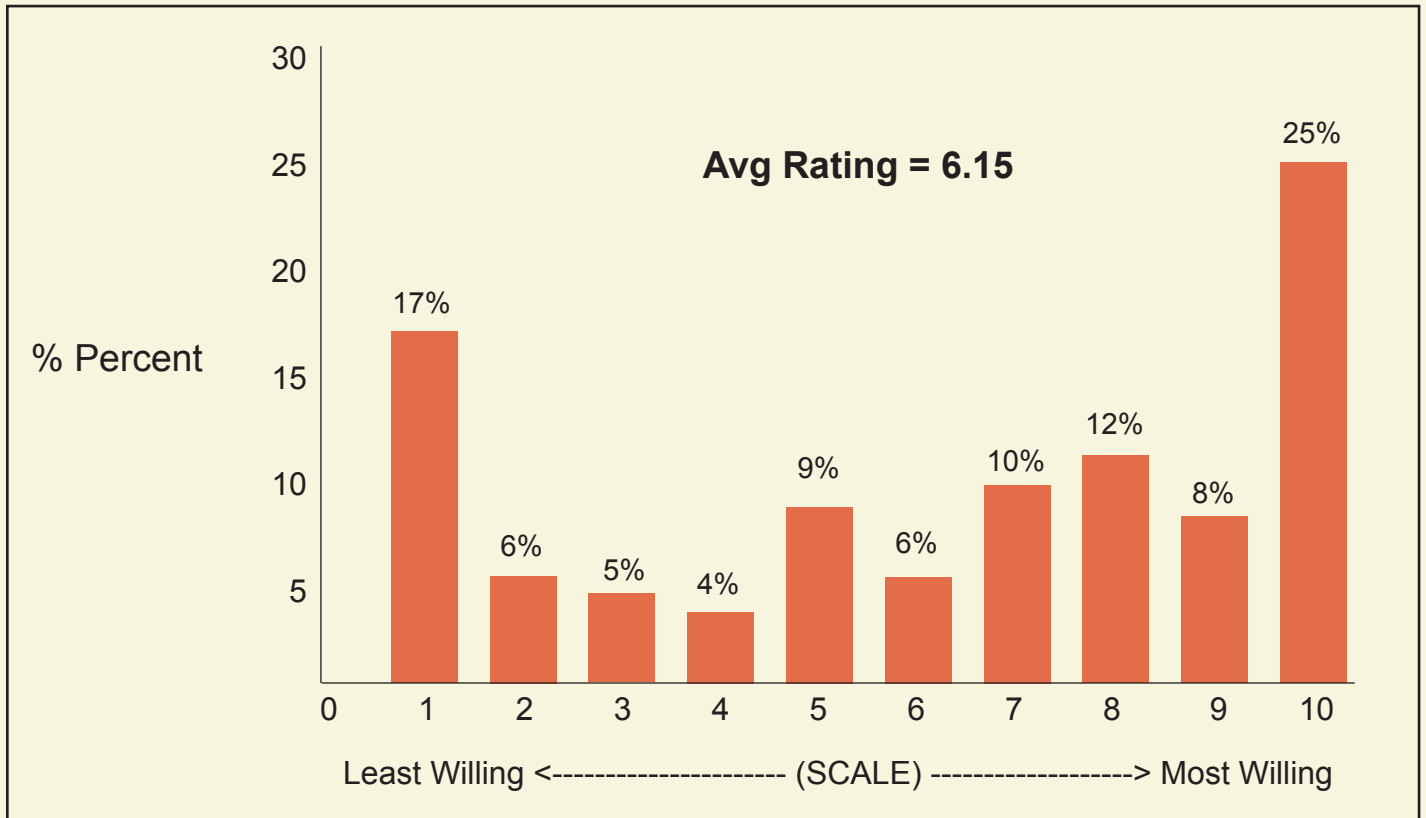


Segmented Data:

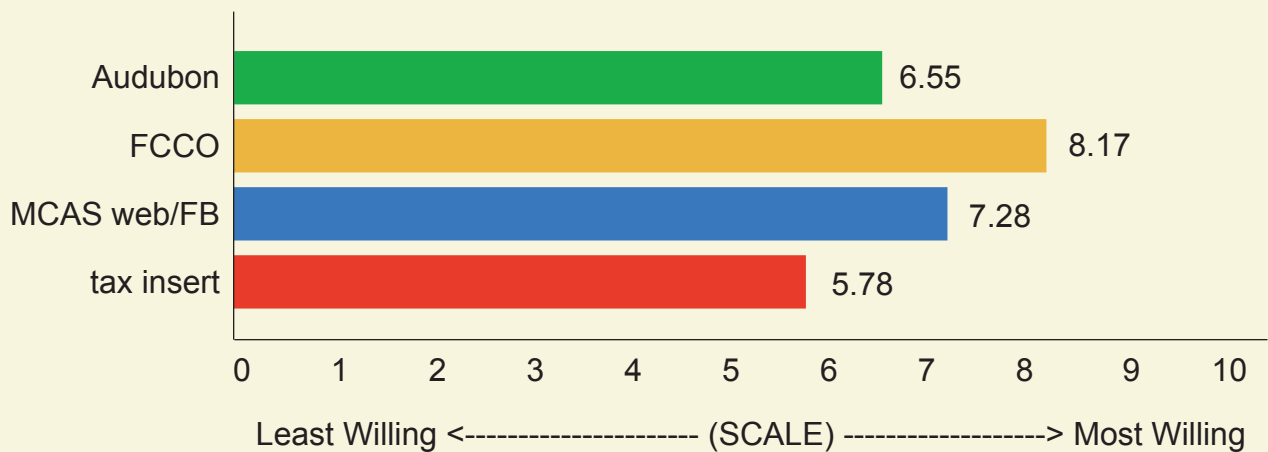


Question #7: How willing would you be to aid a cat living in your community without an owner in other ways than bringing it to the shelter if MCAS would provide you with information/resources? Please rate your willingness on a scale from 1 to 10.

Summary:



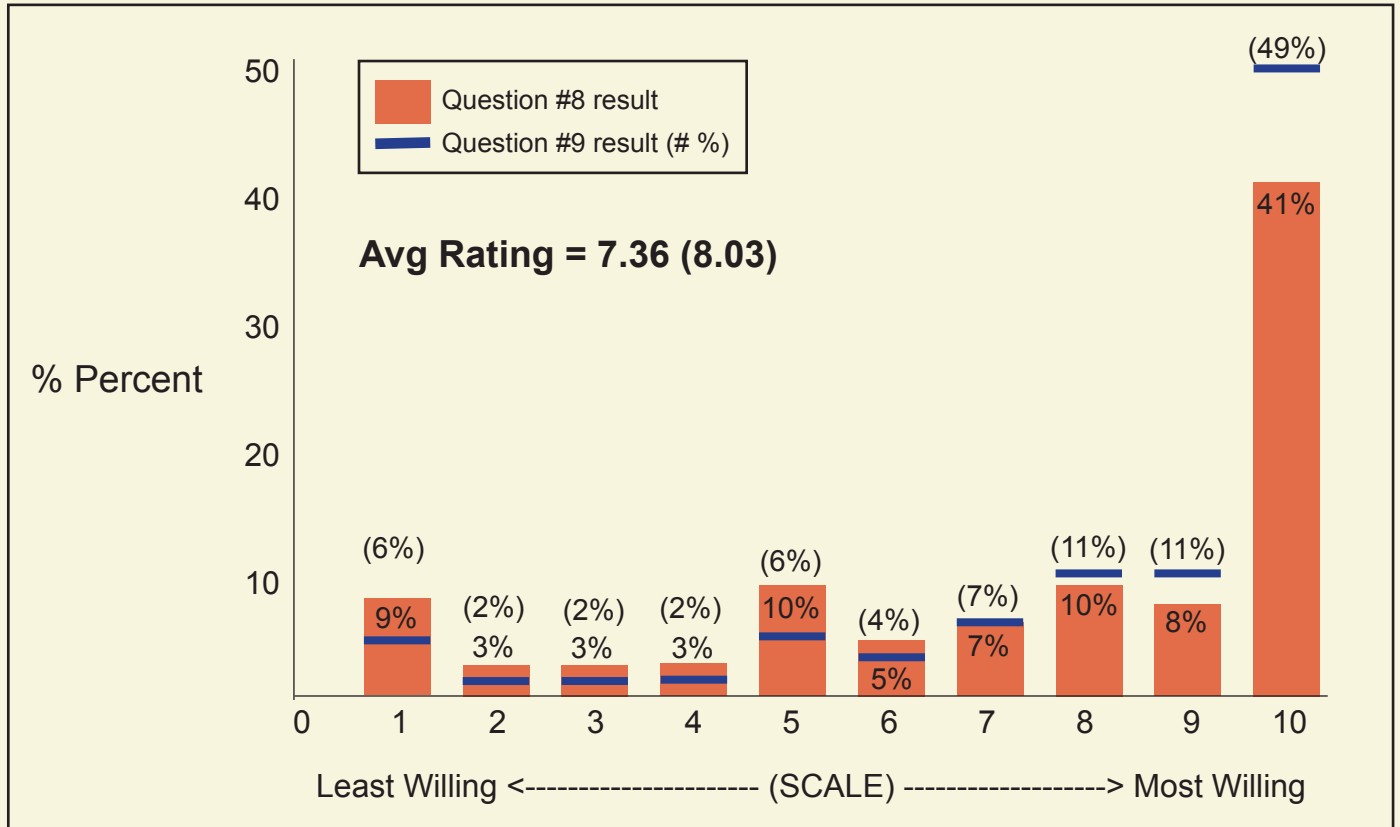
Average Rating by Segment:



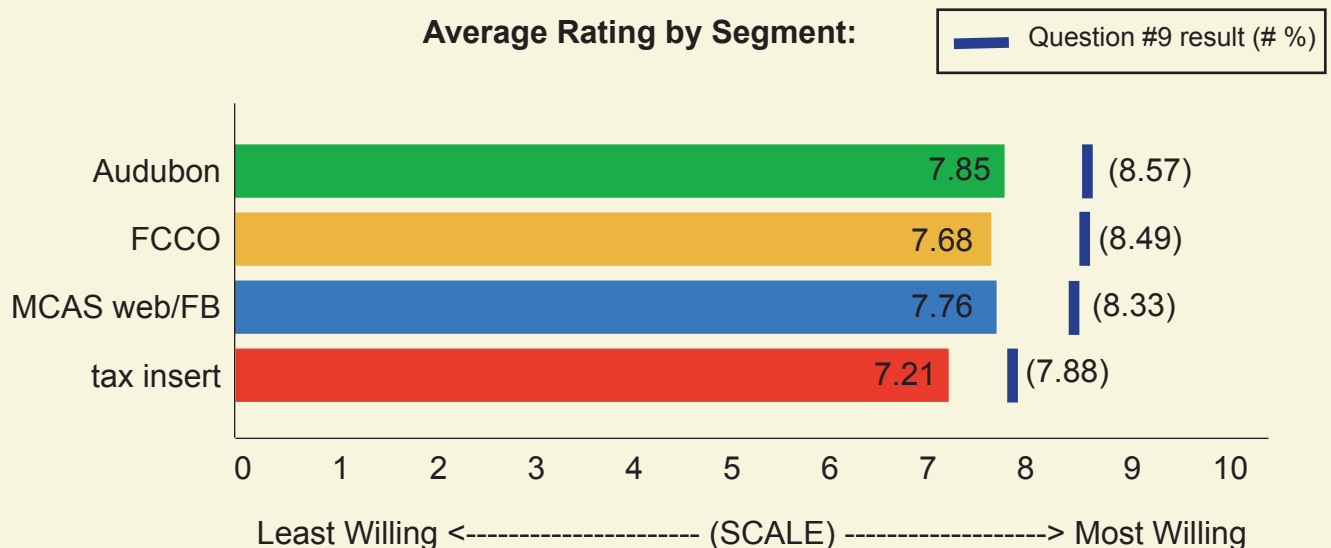
Question #8: How supportive would you be of a program that required mandatory microchipping for all cats? Please rate your level of support on a scale from 1 to 10.

Question #9: If you knew that 50% of cats that came into the shelter WITH microchips were reunited with owners, as opposed to 2-3% of cats WITHOUT microchips, how supportive would you be of a mandatory microchipping program?

Summary:

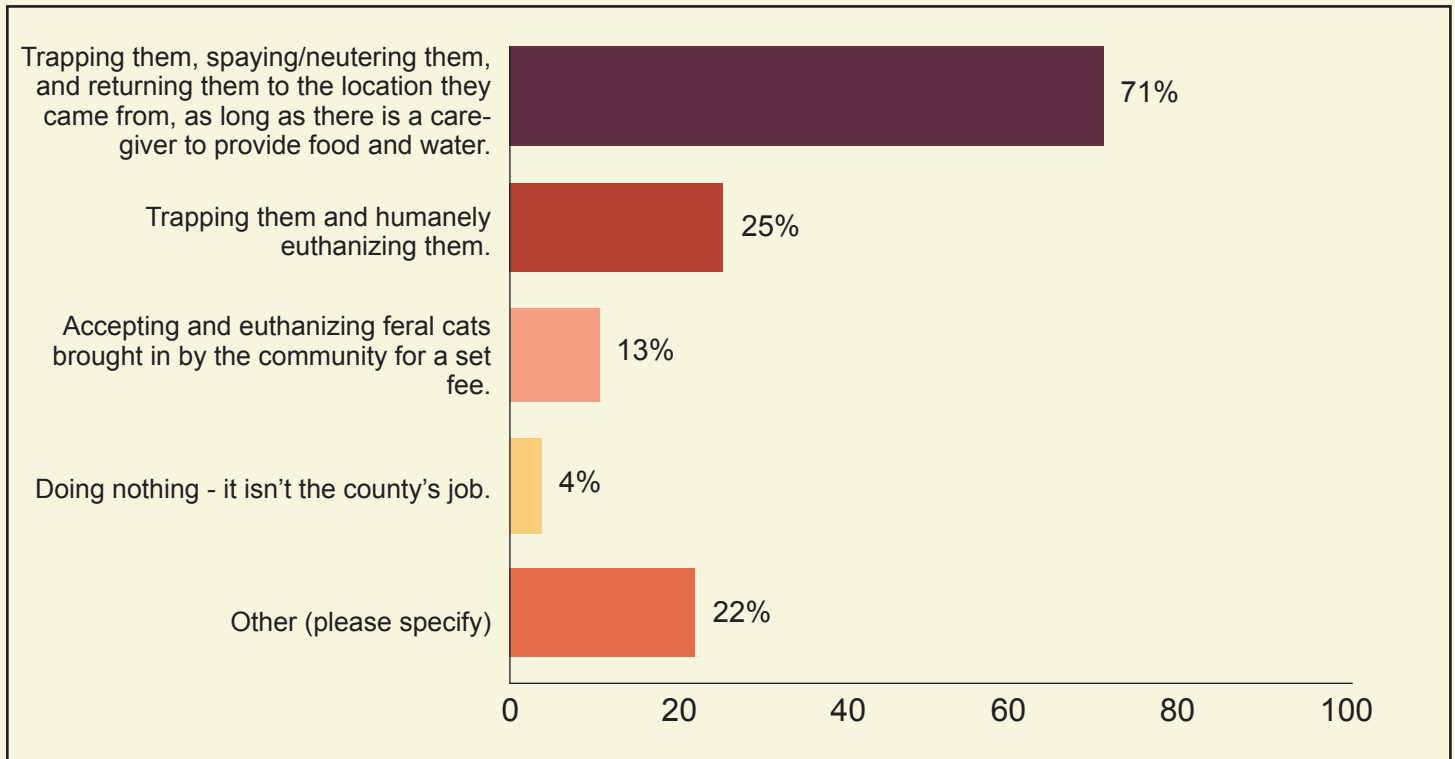


Average Rating by Segment:

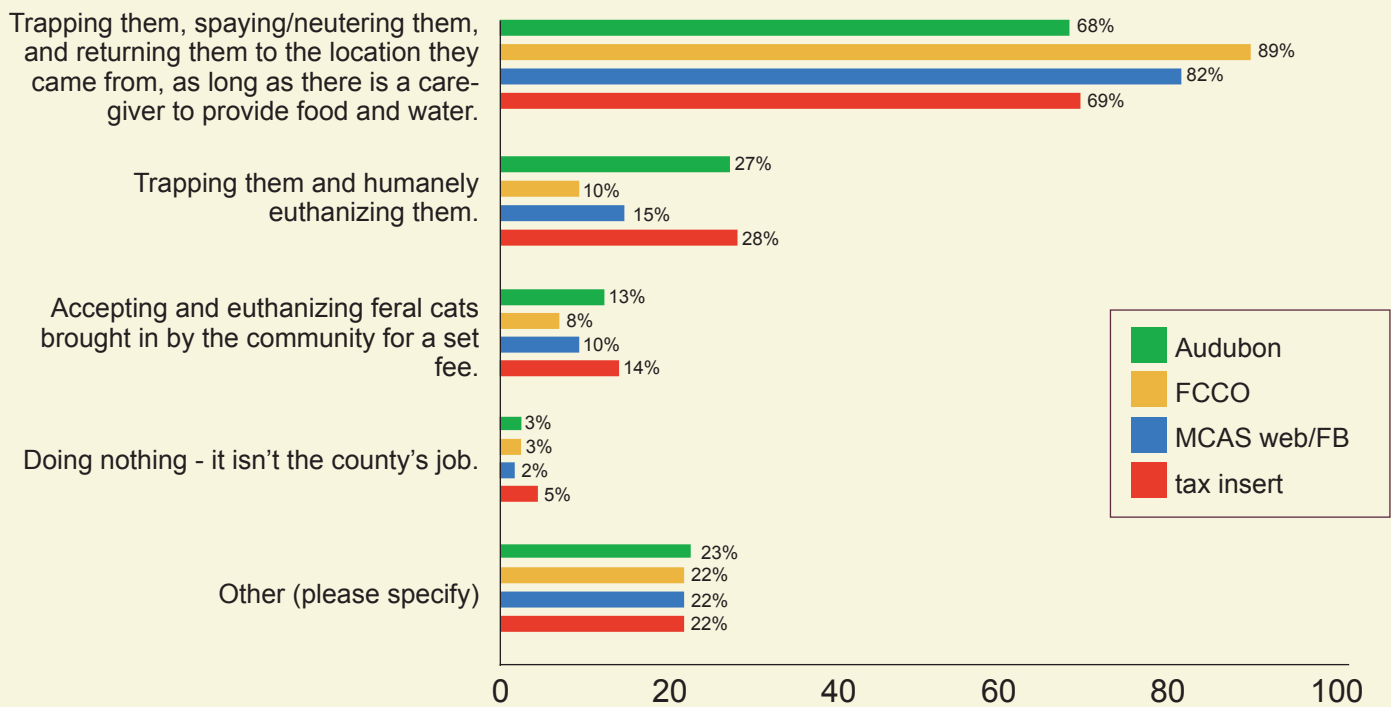


Question #10: Animal shelters should manage outdoor-living cats (ferals, strays) by... (Select all you agree with.)

Summary:

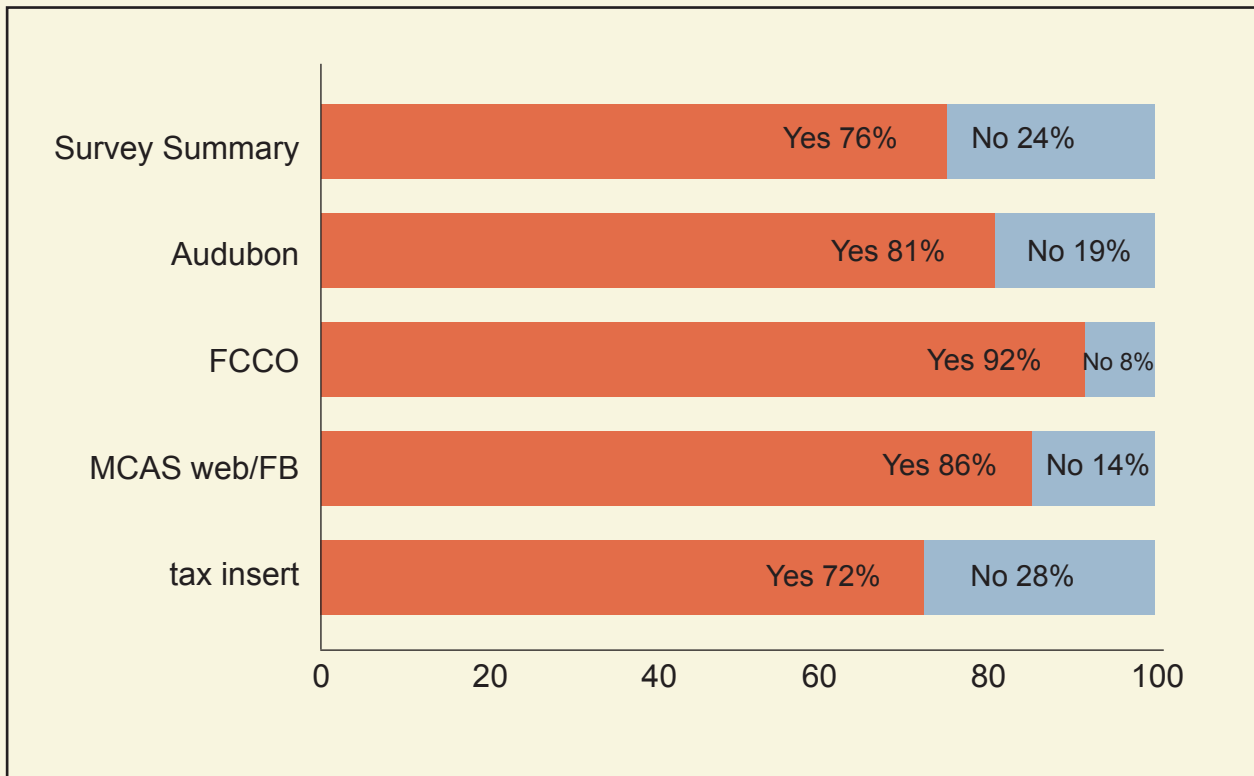


Segmented Data:



Question #11: One of the reasons more cats are euthanized than dogs is because cats tend to flood the shelters during “kitten season.” Would you be willing to schedule an appointment to bring in a stray cat if you knew it would help the shelter save more cats’ lives?

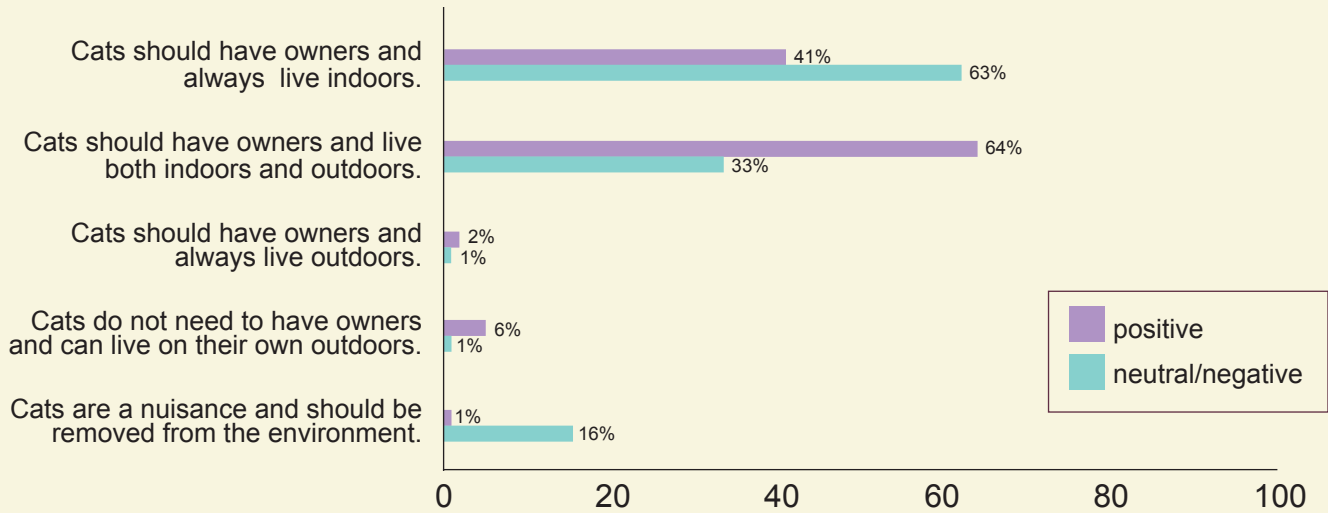
Summary and Segmented Data:



In this section, we compare the responses from people who identified themselves in question #3 as feeling positively or very positively about cats with people who feel neutral, negatively or very negatively about cats.

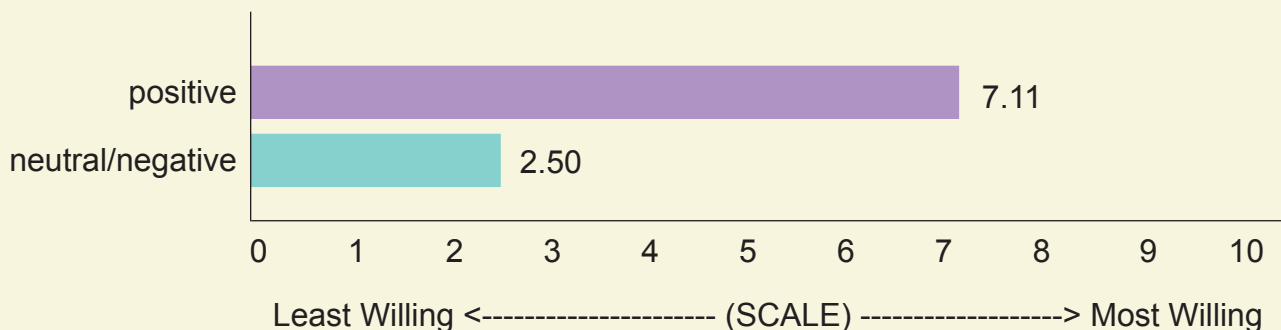
Question #4: Please mark the statement that best reflects your attitude about cats in your community (select all that apply).

Segmented Data:



Question #7: How willing would you be to aid a cat living in your community without an owner in other ways than bringing it to the shelter if MCAS would provide you with information/resources? Please rate your willingness on a scale from 1 to 10.

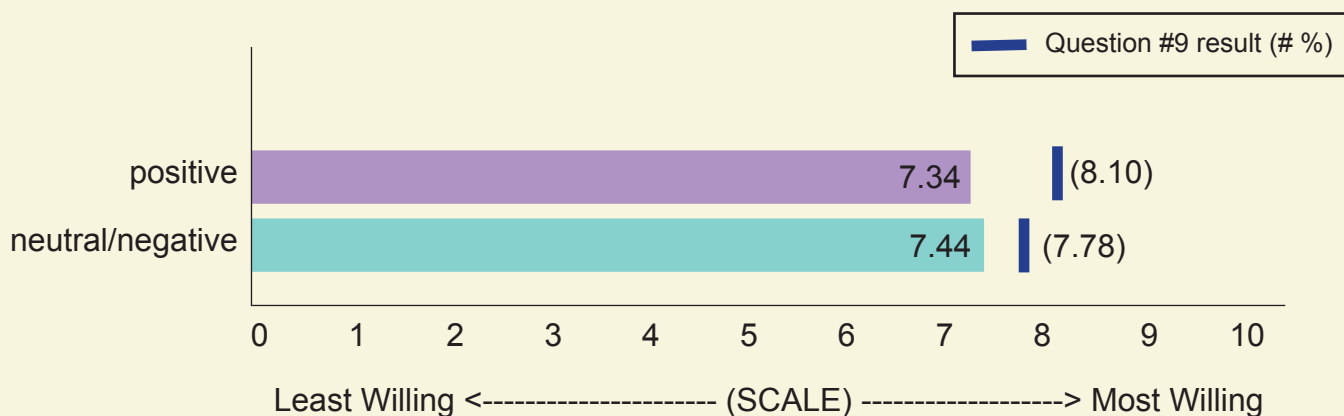
Average Rating by Segment:



Question #8: How supportive would you be of a program that required mandatory microchipping for all cats? Please rate your level of support on a scale from 1 to 10.

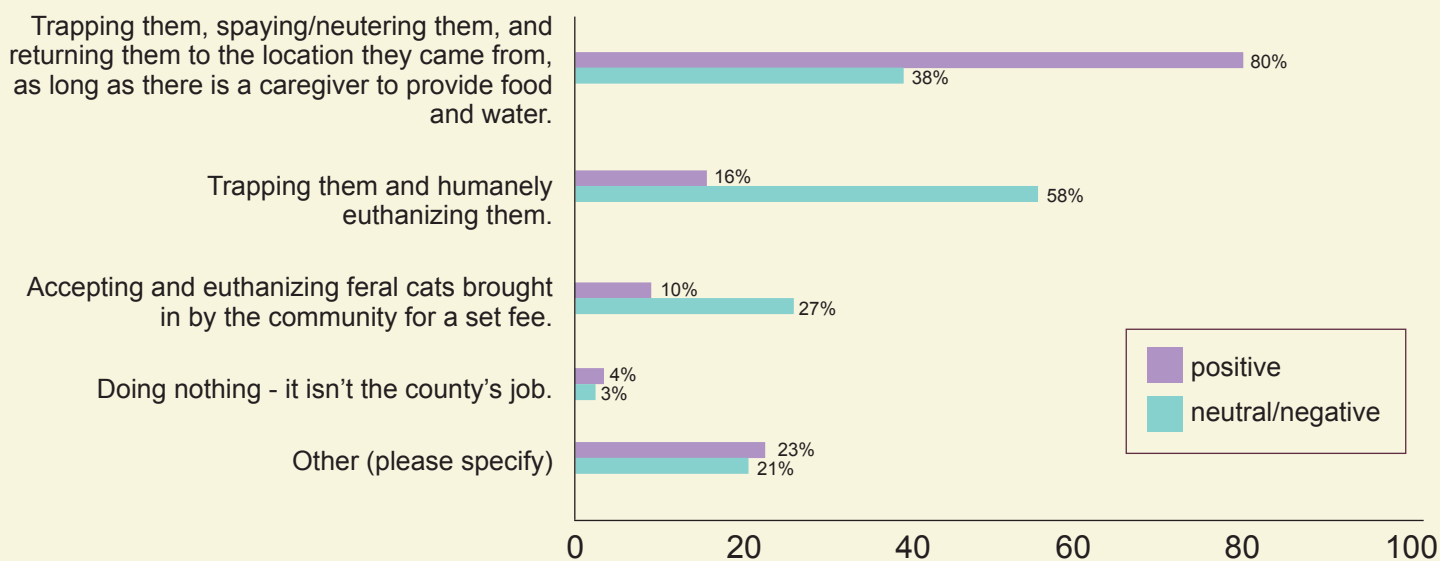
Question #9: If you knew that 50% of cats that came into the shelter WITH microchips were reunited with owners, as opposed to 2-3% of cats WITHOUT microchips, how supportive would you be of a mandatory microchipping program?

Average Rating by Segment:



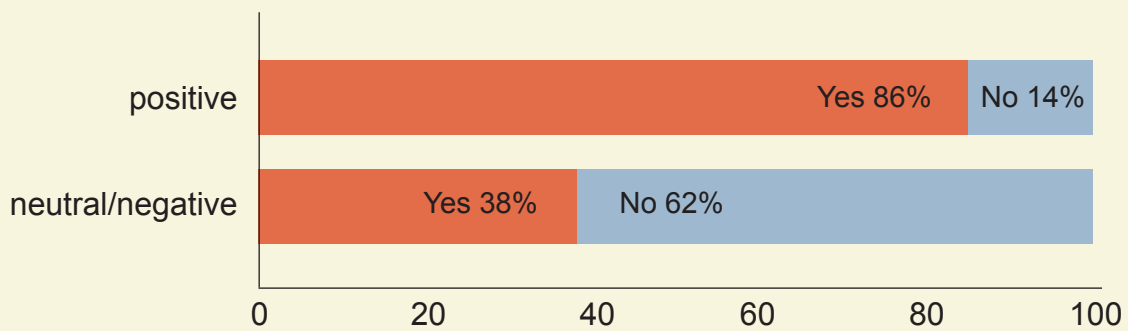
Question #10: Animal shelters should manage outdoor-living cats (ferals, strays) by... (Select all you agree with.)

Segmented Data:



Question #11: One of the reasons more cats are euthanized than dogs is because cats tend to flood the shelters during “kitten season.” Would you be willing to schedule an appointment to bring in a stray cat if you knew it would help the shelter save more cats’ lives?

Segmented Data:



Key Findings

- **80% of respondents to question #3 feel positively about cats.**
- **96% of respondents to question #4 believe that cats should have owners.***
- **66% of respondents to question #8 selected a score of 7 or higher when asked to rate their support of mandatory microchipping on a scale of 1 to 10 (with 10 being most supportive).**
- **When informed that the shelter's return-to-owner rate is approximately 50% for cats WITH microchips as opposed 2-3% for those WITHOUT, support for mandatory microchipping increased and 79% of respondents rated their support as 7 or higher.**
- **At least 71% of respondents to question #10 support trap-neuter-return programs for outdoor-living cats if there is a caregiver. At least 29% of respondents support humane euthanasia of outdoor-living cats.****
- **76% of respondents would be willing to make an appointment to bring in a lost or stray cat they found. 24% of people would not.**
- **The greatest answer variation amongst groups was seen between the respondents who feel positively about cats and those who feel neutral or negatively about cats. 86% of respondents who feel positively about cats said they would be willing to make an appointment to bring in lost and stray cats.*** Only 38% of respondents who feel neutral/negative about cats would be willing to make appointments. Similar differences were seen in questions 4, 7 and 10. Conversely, the average ratings for support of a mandatory microchipping amongst the positive and neutral/negative groups were 7.34 and 7.44, respectively.**

*Obtained from question 4, "Please mark the statement that best reflects your attitude about cats in your community." 2476 people chose answer A (352 also chose B and 50 also chose C), 3147 chose answer B (56 also chose C), and 78 chose answer C. $(2476+3147+78) - (50+352+56) = 5243$. $5243/5442$ respondents to question = 96%. Please note that text responses (under "other" option) in favor of TNR were not included in the calculation.

**Obtained from question 4, "Please mark the statement that best reflects your attitude about cats in your community." 1365 chose option B (of those 510 also chose option C) and 727 chose option C. $(1365+727)-510=1582$. $1582/5442$ responses to question = 29%. Please note that text responses (under "other" option) in favor of euthanasia were not included in the calculation.

***A different, informal survey performed at the shelter with people who had brought in cats revealed that those participants were overwhelmingly opposed to making appointments to bring in cats.

Appendix

List of cat survey questions:

1. What county do you live in?

- Multnomah County
- Clackamas County
- Washington County
- Other (please specify)

2. What is your language preference for this survey?

- English
- Espanol

3. In general, how do you feel about cats?

- very positively
- positively
- neutral
- negatively
- very negatively

4. Please mark the statement that best reflects your attitude about cats in your community (select all that apply).

- Cats should have owners and always live indoors.
- Cats should have owners and live both indoors and outdoors.
- Cats should have owners and always live outdoors.
- Cats do not need to have owners and can live on their own outdoors.
- Cats are a nuisance and should be removed from the environment.

5. When you see a cat on its own in your neighborhood, what is your reaction?

6. If you were to bring a cat to Multnomah County Animal Services (MCAS), briefly describe why you would do so.

7. How willing would you be to aid a cat living in your community without an owner in other ways than bringing it to the shelter if MCAS would provide you with information/resources? Please rate your willingness on a scale from 1 to 10.

8. How supportive would you be of a program that required mandatory microchipping (a permanent form of identification) for all cats? Please rate your level of support on a scale from 1 to 10.

9. If you knew that 50% of cats that came into the shelter WITH microchips were reunited with owners, as opposed to 2-3% of cats WITHOUT microchips, how supportive would you be of a mandatory microchipping program? Please rate your level of support on a scale from 1 to 10.

10. Animal shelters should manage outdoor-living cats (ferals, strays) by... (select all you agree with)

- Trapping them, spaying/neutering them, and returning them to the location they came from, as long as there is a caregiver to provide food and water.
- Trapping them and humanely euthanizing them.
- Accepting and euthanizing feral cats brought in by the community for a set fee.
- Doing nothing - it isn't the County's job.
- Other (please specify)