Background to the research

Cat Protection Society in NSW has a vision of finding every cat in need, a loving and responsible home. In addition to that, they also work with the government and the community to promote cat welfare.

One of its strategies is to encourage cat owners to desex their cats at an early age. A research study was conducted by Ipsos in 2017 that shows 89% of cat owners desex their cats.

Since then, Cat Protection Society has run several campaigns promoting desexing, vaccination and adoption on radio (2GB and 2CH) and poster ads (Sydney Trains), and has advertised in print media on the topic of desexing cats.

A repeat of the 2017 study was recently conducted to track whether more cat owners are now desexing their cats. Inputs from this study are sought to formulate plans and strategies to target communities in NSW with cat welfare communications.
Background to the research

**Business questions**

Who are the owners who have and who have not desexed their cat?

Are certain type of cats more likely to be desexed than others?

What are the barriers to early-age desexing?

Will health messaging improve the rate of cat desexing?

**Research objectives**

- Identify the profile of owners who have desexed their cats
- Identify the profile of owners who have not desexed their cats
- Identify the profile of cats which have been desexed
- Identify the profile of cats which have not been desexed
- Determining whether the origin of cats highly correlates with owners not knowing if their cats have been desexed
- Investigate the barriers to desexing
- Verify whether cost is a barrier for not desexing their cats
- Awareness of health benefits of desexing cats by each group
- Examine whether health benefits have an impact on owner/future owner’s decision to desex their cats
Study design

**Design**
- Quantitative online survey
- Survey length: 10 mins
- Fieldwork dates: 25th May – 1st June 2018

**Who we interviewed**
- Aged 18+ years
- Quota on cat ownership:
  - Cat owners: 70%;
  - Non-cat owners: 30%;
- Living in New South Wales (NSW)
- Spread across age, gender, and region (metro versus rural)

*Note: Results from 2018 are compared with 2017 results and highlighted if different*

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total respondents</td>
<td>519</td>
<td>524</td>
</tr>
<tr>
<td>Cat owners</td>
<td>363</td>
<td>364</td>
</tr>
<tr>
<td>Non-cat owners</td>
<td>156</td>
<td>160</td>
</tr>
<tr>
<td>Total number of cats</td>
<td>554</td>
<td>542</td>
</tr>
</tbody>
</table>
Cat Protection Society’s / Media activities in the last 12 months

**Feb 2017:**
1. CPS Website; window; Facebook promos re FPV risks & offering discount vaccinations
2. FPV seminar Sydney Uni
3. Inner West Courier: ‘Cat virus shuts shelters’ – article about the outbreak of FPV in Sydney, quoting Prof Vanessa Barrs & Ms Kristina Vesk about the importance of vaccinating cats

**Feb 2017 ongoing:** Discount F3 referral program

**May 2017-May 2018:** Free F3 vaccination clinics & programs in 9 Sydney metro locations and 3 regional locations

**Aug-Oct 2017:** $10 vaccination program ‘Herding Cats’ reported in at least 8 Sydney metro & Central Coast local papers

**Sep-Dec 2017:** Sydney Train panel advertising ‘Keep them safe’ about FPV & promoting F3 vaccination. Also promoted desexing & adoption

**March 2018:** Free F3 clinics in 4 areas around Sydney + 1 on Central Coast

**Apr 2017:** Feline research symposium, including talk on why vaccinate your cat

**Dec 2017 onwards:** Radio ads on 2CH promoting vaccination

**Feb 2018:** Article published in The Conversation on FPV (& republished by the Guardian & ABC online), including reference to Cat Protection Society of NSW & its discount F3 program

**FPV = Feline Panleukopenia Virus**

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Cats and their owners

Cat owners in NSW are pet lovers, owning at least one other type of pet. Around half of all cats live with a dog in the same household, debunking the myth that cats and dogs are sworn enemies!

Over the last one year, interesting trends have emerged. More cats are being vaccinated compared to a year ago. Owners are also adopting more from shelters. The proportion of cats in NSW that have been desexed remains high at 90%.
Most cat owners in NSW have one cat at home, but a third have two or more cats.

Average number of cats in NSW per home: 1.5

Difference between 2018 and 2017 not significant @ 95% confidence level
An average cat owner also owns one other type of pet, more likely to be a dog.

Average type of pets in a cat household: 1.9

Other pets cat owners have:

- Dog: 47%
- Fish: 17%
- Bird: 13%

Difference between 2018 and 2017 not significant @ 95% confidence level

Base: Cat owners, n=364
Q1. Can you please tell us which of the following type of pets, if any, do you own?
Directionally, more owners are getting their cats from shelters - it is now the more popular place from where cats are adopted.

Where the cats were from

<table>
<thead>
<tr>
<th>Source</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelter</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Friend/neighbour/family member</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Breeder</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Found them in the street/out “in the wild”</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>“Free to good home” ad</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Pet shop</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Born/raised from birth, as offspring from our mother cat</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Pound</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Veterinarian/animal nurse</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Gumtree/classified</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>At a market</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Difference between 2018 and 2017 not significant @ 95% confidence level.

Base: All cats, n=542
Q5. Where did you get your cat/cats?
Cats are visiting vets more frequently this year, possibly as a result of greater awareness resulting from the various campaigns conducted in NSW.

**Frequency of visits to the vet**

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Percentage</th>
<th>2017: 0.9 times a year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every six months</td>
<td>21%</td>
<td>1x/year or more 69%</td>
</tr>
<tr>
<td>Once a year</td>
<td>48%</td>
<td>68%</td>
</tr>
<tr>
<td>Every two years</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Every three years</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Once every 4-5 years or less</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Never</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>1.0 times a year</strong></td>
<td><strong>17%</strong></td>
</tr>
</tbody>
</table>

Base: All cats, n=542

Q6. On average, how often do you take your cat/cats to the vet?

1x/year or more significantly higher/lower than 2017 @ 95% confidence level
The proportion of desexed cats is still high – only one in ten haven’t been desexed. More owners have vaccinated their cats compared to last year.

Incidences of cats which have been...

- Desexed: 90% in 2018 vs. 89% in 2017
- Vaccinated: 85% in 2018 vs. 78% in 2017
- Registered: 77% in 2018 vs. 73% in 2017

+- significantly higher/lower than 2017 @ 95% confidence level

Base: All cats, n=542
Source: Q9 (desexed), Q7 (vaccinated), Q8 (registered)
Even among cats that have not been desexed, proportion of cats being vaccinated and registered higher compared to last year.

Incidences of vaccination & registration amongst cats who have and have not been desexed.

<table>
<thead>
<tr>
<th>Status</th>
<th>Vaccinated</th>
<th>Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amongst cats which have been desexed</td>
<td>87%</td>
<td>80%</td>
</tr>
<tr>
<td>Amongst cats which have NOT been desexed</td>
<td>63% +</td>
<td>51% +</td>
</tr>
</tbody>
</table>

Base: Cats which have been desexed n=487; cats which have not been desexed n=50.
Source: Q9 (desexed), Q7 (vaccinated), Q8 (registered).

+/- significantly higher/lower than 2017 @ 95% confidence level.
Who are the cat owners who have desexed their cats?

### Age
- 18 - 24: 2%
- 25 - 34: 16%
- 35 - 44: 17%
- 45 - 54: 22%
- 55 - 64: 20%
- 65 - 99: 22%

Average 49 y.o. (2017: 50 y.o.)

### Gender
- Male: 42%
- Female: 58%

### Household
- Married/de-facto relationship: 64%
- With kids < 18: 31%
- Average household members: 2.6

### Education
- Bachelor or higher: 32%
- Diploma: 17%
- Vocational: 22%
- High school or less: 28%

### Household income
- Low (<75k): 49%
- Medium (75k-150k): 32%
- High (>150k): 10%

**Average $81,921**

### Regions in NSW
- Sydney: 49%
- Major regional city: 27%
- Rural town/surrounding 5km from rural town: 21%
- >5km from rural town: 3%

### Employment
- Have employment: 60%
- Full time: 39%
- Part time: 22%

- Work from home (full time or part time): 37%

### Occupation
- Professional/Managerial: 41%
- Sales/Clerical: 24%
- Technical/Skilled: 14%
- Unskilled/Labourer: 11%
- Other occupations: 10%

Base: Cat owners who have desexed all their cats, n=325

D2 (age), D3 (gender), Q5D (marital status), Q6D (number of people in HH), Q7D (with kids <18), Q4D (highest education level), Q11D (area), Q8D (working status), Q8Da (work from home), Q9D (occupation), Q10D (household income)
Profile of cats that have been desexed

<table>
<thead>
<tr>
<th>Age of cat</th>
<th>Shelter</th>
<th>Friends/relatives</th>
<th>Breeder</th>
<th>In the street</th>
<th>Pet shop</th>
<th>“Free to good home” ad</th>
<th>Our mother cat</th>
<th>Pound</th>
<th>Vet/animal nurse</th>
<th>Gumtree/classified</th>
<th>At a market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1-2 y.o.</td>
<td>2%</td>
<td>10%</td>
<td>14%</td>
<td>9%</td>
<td>10%</td>
<td>54%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-3 y.o.</td>
<td>17%</td>
<td>10%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>3%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>3-4 y.o.</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
<td>2%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-5 y.o.</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 5</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average 6.6 y.o. (2017: 7.2 y.o.)

<table>
<thead>
<tr>
<th>Where they got the cat from</th>
<th>Average</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelter</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Friends/relatives</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Breeder</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>In the street</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Pet shop</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>“Free to good home” ad</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Our mother cat</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Pound</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Vet/animal nurse</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Gumtree/classified</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>At a market</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Gender of cats

- Male: 44%
- Female: 56%

Visits to the vet

- Every six months: 20%
- Once a year: 50%
- Every two years: 11%
- Every three years: 4%
- Once every 4-5 years: 8%
- Never: 7%

Average: Once a year

Vaccination & registration

- Have been vaccinated: 87%
- Have been registered: 80%

Base: All cats that have been desexed, n=487
Q4 (age), Q3 (gender), Q5 (where they got the cat), Q6 (frequency to the vet), Q7 (vaccination), Q8 (registered)

+/- significantly higher/lower than 2017 @ 95% confidence level
Cats that have not been desexed and their owners

Single cat household are more likely to have cats that been desexed, education should thus target multi-cat households. Although the incidence of desexed cats has not increased since 2017, outlook is optimistic as more cat owners could be looking at desexing their cats when their cats are older. Cost of desexing is no longer the main challenge – however it is important to continue to provide low cost options to encourage owners to desex their cats. Education to increase awareness of the importance of desexing should also continue.
Number of cats owned by those who have not desexed all their cats

Q2. How many cats do you own?

Amongst owners who have desexed all their cats:
- 69% own 1 cat
- 23% own 2 cats
- 5% own 3 cats
- 3% own >4 cats

Amongst owners who have not desexed all their cats:
- 48% own 1 cat
- 34% own 2 cats
- 12% own 3 cats
- 15% own >4 cats

Average number of cats in NSW per home: 1.8
(2017: 1.8)

Base: Owners who have not desexed all their cats n=39; owners who have desexed all their cats n=325

GAME CHANGERS
Other type of pets owned by those who have not desexed all their cats

### Average types of pet in a cat household where not all their cats have been desexed

2.1  (2017: 2.5)

#### Other pets cat owners have

<table>
<thead>
<tr>
<th>Pet Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dog</td>
<td>52%</td>
</tr>
<tr>
<td>Fish</td>
<td>19%</td>
</tr>
<tr>
<td>Bird</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Difference between 2018 and 2017 not significant @ 95% confidence level. Also no difference between the two types of owners*

Base: Owners who have not desexed all their cats n=39; owners who have desexed all their cats n=325

Q1. Can you please tell us which of the following type of pets, if any, do you own?
Age of cat is the biggest reason for not desexing their cats, implying that these owners may be open to the idea of desexing their cats when they are older.

Reasons for not desexing all their cats

- **2018**
  - They’re too young: 24%
  - It’s too expensive: 17%
  - They’re not really my cat, I just feed them: 14%
  - My cat is male: 12%
  - It would be painful and I don’t want my cat to suffer: 9%
  - They’re too old: 8%
  - A cat should have at least one litter: 7%
  - My cat has a right to a sex life: 7%
  - It is against my spiritual beliefs: 5%
  - I want my cat to have kittens: 2%
  - Other: 23%

- **2017**
  - They’re too young: 15%
  - It’s too expensive: 20%
  - They’re not really my cat, I just feed them: 17%
  - My cat is male: 13%
  - It would be painful and I don’t want my cat to suffer: 6%
  - They’re too old: 7%
  - A cat should have at least one litter: 7%
  - My cat has a right to a sex life: 6%
  - It is against my spiritual beliefs: 5%
  - I want my cat to have kittens: 5%
  - Other: 2%

Difference between 2018 and 2017 not significant @ 95% confidence level.
Although cost is no longer the top reason for not desexing their cats, it is still a barrier for almost 2 in 10 owners who have not desexed all their cats. Their perception of costs of the procedure is higher than amongst other owners.

17% “It’s too expensive”

Table showing cost to have a cat/kitten desexed:

- Owners who have desexed all their cats:
  - 2017: $149
  - 2018: $162 (+8.7% vs. 2017)

- Owners who have not desexed all their cats:
  - 2017: $185
  - 2018: $191 (+3.2% vs. 2017)
The issue of affordability has prevented some owners from desexing their cats earlier.

**Do they plan to desex their cats?**
(among those who haven’t)

<table>
<thead>
<tr>
<th>Year</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>45%</td>
</tr>
<tr>
<td>2017</td>
<td>40%</td>
</tr>
</tbody>
</table>

*40% of these cats will never get desexed and 24% the owners are not sure*

**Reasons for the delay in desexing their cats**

- **9 mentions relate to cost**
  - No money / Haven’t had the money.
  - Need the money and she is still young and I have to find the time.
  - I haven’t been able to afford to have him desexed yet as I am on a single parent’s government payment. However, since he is entirely an indoor cat and has never been outdoors since he was 6 weeks old, other than a few moments each week supervised so he can eat some grass, it doesn’t impact on other cats or the environment.

- **6 mentions relate to the cat’s age**
  - They aren’t 6 months old yet.
  - Too young and completely indoor cat.

- **3 of the cats are indoor cats**
  - She is an indoor cat and does not go outside anytime.

- **4 of the cats’ owners are time challenged, or are waiting**
  - No money and haven’t had time.
  - Waiting list 8 weeks.
  - It is in the program set out by vet.

- **2 of the cats don’t belong to the ‘owners’**
  - I don’t know if someone owns him, or not. I need to get him scanned to see if someone has taken responsibility for him, or not.
  - Not our cat.

- **2 ‘other’ reasons**
  - She keeps falling pregnant every time I go to do it.
  - I want him to develop his full Tom cat appearance, just so people know that he is a Tom Cat.

Base: Cats who have not been desexed, or don’t know, n=54
Q11. Do you plan to desex your cat/cats?
Q12. Given that you plan to desex your cat/cats, what is the main reason you have delayed desexing them?
When the background of the cats is unknown, especially if they are from the streets, it is difficult for some owners to know if the cats have been desexed or not, without seeing a vet.

For 6 cats out of a total of 542, owners are unsure if they have been desexed or not.

Where these cats were from

- 3 Found them in the street/out in the ‘wild’
- 1 Friend/neighbor/family member
- 1 Breeder

Reasons why they don’t know

- Cat of the street have feeding for almost 2 years.
- Never been to vet.
- I do not know if my friend desexed my cat.
- Did not know.

Base: Cats unknown if desexed or not, n=6
Q9 (desexed), Q5 (where they got the cat), Q10B (reasons why ‘don’t know’)
Who are the cat owners who have not desexed all their cats?

### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>6%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>35%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>14%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>13%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>8%</td>
</tr>
<tr>
<td>65+</td>
<td>8%</td>
</tr>
</tbody>
</table>

Average: 42 y.o. (2017: 41 y.o.)

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>40%</td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
</tr>
</tbody>
</table>

### Household

- Married/de-facto relationship: 55%
- With kids <18: 43%
- Average household members: 2.8

### Education

- Bachelor or higher: 45%
- Diploma: 16%
- Vocational: 4%
- High school or less: 31%

### Household income

- Low (<75k): 55%
- Medium (75k-150k): 30%
- High (>150k): 12%

Average: $81,532

### Regions in NSW

- Sydney: 45%
- Major regional city: 35%
- Rural town/surrounding: 18%
- 5km from rural town: 2%

### Employment

- Have employment: 58%
  - Full time: 43%
  - Part time: 16%
- Work from home (full time or part time): 29%

### Occupation

- Professional/Managerial: 38%
- Sales/Clerical: 35%
- Technical/Skilled: 17%
- Unskilled/Labourer: 10%
- Other occupations: 0%

Base: Cat owners who have desexed all their cats, n=39

D2 (age), D3 (gender), Q5D (marital status), Q6D (number of people in HH), Q7D (with kids <18), Q4D (highest education level), Q11D (area), Q8D (working status), Q8Da (work from home), Q9D (occupation), Q10D (household income)
Cats that have not been desexed tend to be younger and have been either purchased from a pet shop or given to them. Also tending slightly towards being male cats.
Future cat owners

More people are expected to join the cat-club in the future, and the good news is that future owners are only too keen to desex their cats. It is thus important to ensure that they are not deterred by the perceived high cost of the procedure of desexing cats.
One in two non-cat owners in NSW would consider getting a cat – higher compared to 2017. Directionally more will get them from pet shops or the pound, although shelters are still popular.

Will consider having a cat

49% of non-cat owners would consider getting a cat

37% in 2017

Where they would get their cat

<table>
<thead>
<tr>
<th>Source</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelter</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>Pet shop</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Pound</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>&quot;Free to good home&quot; ad</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Breeder</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Friend/neighbour/family member</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>Gumtree/classified</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Veterinarian/animal nurse</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>At a market</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Q14. Where do you think you would go to get a cat? Base: Non-cat owners who intend to get a cat n=78

+/- significantly higher/lower than 2017 @ 95% confidence level
A high proportion of future owners claim they would desex their cats, but their perception of the cost may cause hesitation.

**Will desex their cat**

88% of these future cat owners intend to have their cats desexed.

81% in 2017

**Cost to have a cat/kitten desexed**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owners who have desexed all their cats (n=256)</td>
<td>$162</td>
<td>$149</td>
</tr>
<tr>
<td>Owners who have not desexed all their cats (n=24)</td>
<td>$191</td>
<td>$185</td>
</tr>
<tr>
<td>Non-cat persons who would desex their future cats (n=51)</td>
<td>$139</td>
<td>$185</td>
</tr>
</tbody>
</table>

$162 +8.7% vs. 2017

$191 +3.2% vs. 2017

$139 +33.2% vs. 2017

Q15. Pre. Would you have the cat desexed? Base: Non-cat owners who intend to get a cat n=78

Q20. What do you think it would cost to have a cat or kitten desexed?

+/- significantly higher/lower than 2017 @ 95% confidence level.
Communicating the benefits of desexing

Understanding the benefits of desexing has the potential to improve the lives of almost all cats. Currently, only less than two thirds of cat owners are aware of these benefits, so reaching out to them and communicating these facts should be a focus.
Awareness of these facts has remained steady in general, with room for improvements. Health benefits can be promoted to arrest future decline.

### Awareness on facts about desexing

<table>
<thead>
<tr>
<th>% aware</th>
<th>Cat owners (n=364)</th>
<th>Cat owners who have desexed all cats (n=325)</th>
<th>Cat owners who have not desexed all cats (n=39)</th>
<th>Future cat owners (n=78)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cats can be safely desexed from about 8-10 weeks of age</td>
<td>67% 67%</td>
<td>70% 71%</td>
<td>43% - 43%</td>
<td>49% 52%</td>
</tr>
<tr>
<td>Female kitten can get pregnant from as young as 4-5 months old</td>
<td>62% 65%</td>
<td>64% 68%</td>
<td>44% - 48%</td>
<td>42% 38%</td>
</tr>
<tr>
<td>Early age desexing provides health benefits such as reducing the risk of various feline cancers, and behavioural benefits such as less wandering, fewer cat fights and also cats are less likely to ‘spray’ (urine)</td>
<td>60% 64%</td>
<td>61% 67%</td>
<td>48% - 46%</td>
<td>44% 47%</td>
</tr>
</tbody>
</table>

Source: Q17-Q19

2017 in smaller font, light grey

Decline from 2017 significant @ 90% cl

- Significantly lower than cat owners who have desexed all their cats @ 95% confidence level
Communicating the benefits of desexing is important as it has the potential to persuade almost all current and future owners to desex their cats.

Effects of exposure to benefits of desexing

“Early age desexing provides health benefits such as reducing the risk of various feline cancers, and behavioural benefits such as less wandering, fewer cat fights and also cats are less likely to ‘spray’ (urine)”

**Amongst current cat owners**

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 (%)</th>
<th><strong>2018 (%)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Have desexed all their cats</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Have desexed all their cats + have plans to desex all their cats</td>
<td></td>
<td>95%</td>
</tr>
<tr>
<td>Have desexed all their cats + have plans to desex all their cats + will desex all their cats as a result of the health benefit messaging</td>
<td></td>
<td><strong>97%</strong></td>
</tr>
</tbody>
</table>

**Amongst future cat owners**

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 (%)</th>
<th><strong>2018 (%)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Will desex cat</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Will desex cat + will desex cat as a result of the health benefit messaging</td>
<td></td>
<td><strong>99%</strong></td>
</tr>
</tbody>
</table>

Q19_Post /Q19_PostB. Now that you’ve had the opportunity to learn about some of the health benefits described above, if you decide to get a cat/for your cat(s) that is not desexed, would you now make the decision to have them desexed?
Sources of information

Most cat owners go to vets and browse the internet for information on cat care, but 1 in 4 also go to friends & family and pet shops. Future cat owners are more likely to go to cat welfare charities like Cat Protection Society of NSW.
Vet clinics and the internet are the two most common sources of information on cat care. Owners who have not desexed their cats are more reliant on pet shops, while future owners are more likely to consult an animal welfare charity.

Top 6 sources of information/advice on cat care (ranked 1 to 3)

- 86% Veterinary clinic
  - 67% Future owners

- 73% Internet search
  - 58% Owners who haven’t desexed all cats

- 43% Cat/animal welfare charity
  + 57% Future owners

- 29% Friends/family

- 26% Pet shop
  + 48% Owners who haven’t desexed all cats

- 19% Cat breeder

Base: Cat owners, n=364
Q23
Appendix
### Who are the cat owners?

#### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>3%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>18%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>17%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>23%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>20%</td>
</tr>
<tr>
<td>65 - 99</td>
<td>20%</td>
</tr>
</tbody>
</table>

Average: 48 y.o. (2017: 49 y.o.)

#### Gender

- Male: 42%
- Female: 58%

#### Household

- Married/de-facto relationship: 63%
- With kids <18: 32%
- Average household members: 2.6

#### Education

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor or higher</td>
<td>44%</td>
</tr>
<tr>
<td>Diploma</td>
<td>17%</td>
</tr>
<tr>
<td>Vocational</td>
<td>20%</td>
</tr>
<tr>
<td>High school or less</td>
<td>28%</td>
</tr>
</tbody>
</table>

#### Regions in NSW

- Sydney: 48%
- Major regional city: 27%
- Rural town/surrounding: 21%
- >5km from rural town: 3%

#### Employment

- Have employment: 60%
- Full time: 39%
- Part time: 22%
- Work from home (full time or part time): 36%

#### Household income

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (&lt;75k)</td>
<td>50%</td>
</tr>
<tr>
<td>Medium (75k-150k)</td>
<td>32%</td>
</tr>
<tr>
<td>High (&gt;150k)</td>
<td>11%</td>
</tr>
</tbody>
</table>

Average: $81,878

Base: Cat owners, n=364

D2 (age), D3 (gender), Q5D (marital status), Q6D (number of people in HH), Q7D (with kids <18), Q4D (highest education level), Q11D (area), Q8D (working status), Q8Da (work from home), Q9D (occupation), Q10D (household income)
### % who would feed or care for stray cats

<table>
<thead>
<tr>
<th></th>
<th>Cat owners (n=364)</th>
<th>Cat owners who have desexed all cats (n=325)</th>
<th>Cat owners who have not desexed all cats (n=39)</th>
<th>Future cat owners (n=78)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>15%</td>
<td>12%</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>14%</td>
<td>30%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Q16. Do you feed or care for a stray cat or cats?
Who are the people who would feed or care for stray cats?

**Base:** People who feed stray cats, n=80

- **D2 (age), D3 (gender), Q5D (marital status), Q6D (number of people in HH), Q7D (with kids <18), Q4D (highest education level), Q11D (area), Q8D (working status), Q8Da (work from home), Q9D (occupation), Q10D (household income)**

### Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>4%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>26%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>23%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>23%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>13%</td>
</tr>
<tr>
<td>65 - 99</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Average:</strong></td>
<td><strong>44 y.o.</strong></td>
</tr>
<tr>
<td><strong>(All):</strong></td>
<td><strong>49 y.o.</strong></td>
</tr>
</tbody>
</table>

### Gender

- **45%** Male
- **55%** Female

### Household

- **Married/de-facto relationship:** 57%
- **With kids <18:** 47%
- **Average household members:** 2.7

### Education

- **Bachelor or higher:** 39%
- **Diploma:** 20%
- **Vocational:** 17%
- **High school or less:** 23%

### Regions in NSW

- **Sydney:** 62%
- **Major regional city:** 23%
- **Rural town/surrounding:** 12%
- **>5km from rural town:** 2%

### Employment

- **Have employment:** 76%
- **Full time:** 47%
- **Part time:** 28%
- **Work from home (full time or part time):** 50%

### Occupation

- **Professional/Managerial:** 42%
- **Sales/Clerical:** 27%
- **Technical/Skilled:** 11%
- **Unskilled/Labourer:** 12%
- **Other occupations:** 7%

### Household income

- **Low (<$75k):** 48%
- **Medium ($75k-150k):** 43%
- **High (>150k):** 5%

### Notes

- **Average household income:** $79,702

---

**Significantly higher/lower than all respondents (70% cat owners, 30% non-cat owners) @ 95% confidence level**
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