

What Do People Want? Factors People Consider When Acquiring Dogs, the Complexity of the Choices They Make, and Implications for Nonhuman Animal Relocation Programs

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A survey was conducted to assess decisions people make when acquiring dogs, including what sources they consider, the importance of the variety of dogs available, and their willingness to travel to adopt dogs of their choice. A conjoint design was used to ask each respondent to rate his or her likelihood of acquiring a dog based on a “profile” that included attributes such as age, size, and color as well as where the dog came from and euthanasia risk. Overall, these results showed that people preferred variety and would drive distances to get dogs of their choice. The findings revealed that no single attribute drove choice, indicating that people have complex preferences and these vary widely across individuals. Nonhuman animal shelters may be able to increase their adoption rates by providing more variety and not just dogs typically thought of as “in demand” but those who represent a range of diversity through the utilization of animal relocation programs.

Keywords: dog adoption, dog, animal relocation, animal shelter, adopter choice, pet choice, companion animal choice

A recent online survey showed that nearly half (46.7%, or 56.7 million) of households in the United States reported having a dog, and only 20% of those dogs were obtained at nonhuman animal welfare organizations (American Pet Products Association [APPA], 2013). Approximately 3.9 million dogs enter animal shelters each year, and 31% of dogs who enter shelters each year are euthanized (American Society for the Prevention of Cruelty to Animals [ASPCA], 2014). Only 1.2 million dogs are adopted from animal shelters each year (APPA,

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2013). Animal welfare organizations in the United States have millions of dogs available for adoption, but only a fraction of those who have dogs chose to acquire them through adoption.

The American Humane Association (AHA; 2012) conducted a survey and found an interesting disconnect between what people say they will do and what they actually do regarding companion animal acquisition. They asked people who previously had a dog where they obtained their dog and found that only 22% acquired their dogs at animal shelters or rescue organizations. Nearly half (45%) of those previous dog guardians responded that they would consider having another dog in their households. Of those, more than half (56%) said they would most likely obtain a dog from a shelter or rescue. This is much higher than the 22% of people who reported that they actually obtained their dogs from a shelter or rescue.

A survey conducted by Maddalena, Zeidman, and Campbell (2012) provided an indication as to why the percentage of dogs adopted from animal shelters is so low. When people who acquired companion animals in the last year were asked in a multiresponse format what their reasons were for choosing not to adopt companion animals from shelters, of the reasons listed, 31% said the shelter did not have the type of companion animal they wanted and 35% said they wanted a purebred. Among people who did not currently have companion animals but were considering one in the future, 42% said they would not consider adopting from a shelter, and among the reasons cited for why they would not adopt from a shelter, 26% said they did not think a shelter would have the type of companion animal they wanted and 27% said they wanted a purebred.

There is significant potential to increase the proportion of people who get their companion dogs from animal welfare organizations. More than half of people considering a companion animal reported they would consider an animal shelter as a possible source for that animal. Given that approximately 80% of dog guardians acquired dogs from somewhere other than an animal shelter, as well as their perception or experience that shelters do not have the types of dogs they want including purebred dogs, providing this “market” what it wants could significantly increase the number of dogs whose lives are saved.

There has been some research focused on the factors affecting choice when adopting a dog from a shelter. Weiss, Miller, Mohan-Gibbons, and Vela (2012) examined what factors were important for adopters in their decision to choose particular dogs, and in a multiple-choice format, 75% reported physical appearance. The size of the dog can be a factor; it has been shown that small dogs have the shortest length of stay (LOS) in animal shelters (Brown, Davidson, & Zuefle, 2013; DeLeeuw, 2008). The research on the effect of coat color on choice has been mixed. Some studies have shown that dogs with black or brindle coats are less likely to be adopted and have longer LOS (DeLeeuw, 2008; Lepper, Kass, & Hart, 2002) and dogs with lighter coats are more likely to be adopted and have shorter LOS (DeLeeuw, 2008; Posage, Bartlett, & Thomas 1998); however, other research has shown that coat color had no effect on LOS (Brown et al., 2013).

DeLeeuw (2008) found that merle dogs had the highest adoption rates and hypothesized that their uniqueness (blue eyes and coat) was a factor. DeLeeuw also found age is a factor, with the likelihood of adoption decreasing with age. Puppies had the shortest LOS, and LOS typically increased linearly with age (Brown et al., 2013; DeLeeuw, 2008; Lepper et al., 2002). Finally, research has shown that purebred dogs generally have a shorter LOS (DeLeeuw, 2008; Lepper et al., 2002; Posage et al., 1998). Other factors that influence the choice of dog include behavior with people, playfulness, energy level, and health (Weiss et al., 2012).

In a multiresponse format, Maddalena et al. (2012) asked people who were considering adding companion animals to their families and who said they would adopt from shelters the reasons for why they chose to adopt. The majority of people indicated they wanted to rescue an animal (79%). Weiss et al. (2012) asked people who adopted a dog to choose, in a multiple-choice format, all the factors that were important to their decision to adopt; “wanting to help the animal” was chosen by more than 23% of adopters of adult dogs and more than 22% of people who adopted puppies.

Research on the factors that influence adopter choice illustrates the diversity of dog attributes that people may consider when adding dogs to their families. In addition, there is tremendous diversity within these attributes. A dog’s age, size, behavior with people, and all the other attributes possibly considered have multiple levels within them. These studies showed that people do have preferences, and they vary widely.

To save more lives and to increase the availability of “in-demand” dogs, some animal welfare organizations have instituted animal relocation programs. Large- and small-scale programs are being used to transport puppies, small dogs, and in some cases larger dogs from shelters where they are at high risk for euthanasia to areas where there seems to be a demand for those types of dogs. These transports likely change the dynamics of the destination shelters by increasing the variety of dog types available for adoption.

Transport programs may also change other factors that may influence the choices people make when adopting. Many transports come from shelters that are overcrowded and have few resources. Many of these source shelters are euthanizing for space if transport is not available, and thus, if a dog is transported to a destination shelter, the transport saved his or her life. There may be an influence of “origin”—some dogs in the destination shelter will be from out of state, while others will be local dogs from the community who came in as strays or guardian surrenders.

This study was conducted to explore various factors that influence choices people make when adding dogs to their households. Using an online survey, we collected data on those who recently acquired dogs or who were considering acquiring dogs in the next year. We asked questions exploring where they were thinking of acquiring dogs, the importance of variety of choice, and their willingness to travel to get dogs of their choice. We also included a full-profile conjoint survey design to assess the relative importance people place on various attributes or factors when making decisions in choosing dogs. Traditional attributes such as age, size, coat color, and breed were combined with attributes such as if the dog came from an animal shelter or a pet store, whether he or she came from the local community or was transported from out of state, and his or her risk for euthanasia. The goal of the present study was to analyze the factors people consider when making choices about adding dogs to their families and how those factors can inform animal relocation programs.

MATERIALS AND METHODS

Participants

A professional research company (Humane Research Council, Olympia, WA) managed an online survey and provided an initial report of the results. The survey was conducted by Harris

Interactive (New York, NY) using its online panel and survey system from January 2013 through February 2013. A total of 6,438 respondents were surveyed. Two initial screening questions were asked to identify qualified respondents: (a) whether they acquired a new dog in their household within the past year, and (b) whether they were considering acquiring a new dog within the next year. If respondents answered “no” to both screening questions, the survey was terminated. If they answered “yes” to one or both questions, the survey was continued. Of the total number of respondents, 5,429 did not meet the requirements, which resulted in a qualified sample of 1,009 respondents who participated in the study.

Survey Design

The survey was developed by the authors and the Humane Research Council and was reviewed by ASPCA staff familiar with the field of animal sheltering. The survey consisted of two main sections. The first section focused on questions regarding where respondents acquired their dogs and where they were thinking of acquiring dogs. Both questions listed five or six options as well as an open-field “other” option. When asked which sources they considered, respondents chose all that applied. If they had multidog households, respondents were instructed to think of the dog whose name came first alphabetically.

Questions also included what respondents would do if the source where they went to acquire a dog did not have the dog of their choice, how far they would be willing to travel for a dog of their choice, whether they ever visited an animal shelter, and how variety may impact which animal shelter they may choose to visit. Respondents were also asked eight demographic questions, which included gender, age, income level, education level, region of the United States in which they live (state and zip code), dwelling type, and number of children in the home. The Appendix contains the questions from this section.

The second section consisted of a full-profile, ratings-based conjoint design. To measure the influence of different characteristics, or attributes, of a dog on adopter preference, we created an array of dog profiles. Each dog profile was put together from a set of seven attributes of the dog. Four attributes were qualities of the dog (age, size, color, and breed). The three remaining attributes had to do with the dog’s origin (local community or transported from some distance), source from which he or she was obtained (such as animal shelter or breeder), and his or her risk for euthanasia. Each attribute had three levels; for example, the age attribute included puppy, adult, and senior. A dog profile consisted of a set of seven features—one level of each of the seven attributes. Because there were 2,187 possible combinations, a partial factorial design was used. Each respondent was shown 20 different profiles. Table 1 shows the seven attributes and the levels (features) for each.

The conjoint section was prefaced with this introduction: “In the following questions, you will be asked to rate how likely you would be to acquire a dog with certain characteristics. Please respond as if you are attending an event where many dogs will be available from a variety of sources including pet stores, breeders, animal shelters, rescue groups, and others. If you were looking for a dog and attended this event, how likely would you be to choose the dog described?” For each profile presented, respondents used the following 5-point scale to rate the likelihood that they would choose a dog with that profile: *not at all likely*, *not very likely*, *somewhat likely*, *very likely*, and *extremely likely*.

TABLE 1
Attributes and Features Included in the Conjoint Design

<i>Attribute</i>		<i>Levels (Features)</i>	
Age	Puppy	Adult dog	Senior dog
Size	Small	Medium	Large
Color	White/light	Brown	Black/dark
Breed	Rare/unusual breed	Common breed	Unknown or mixed breed
Origin	From the local community	Transported from out of town (but from within state)	Transported from out of state
Risk	High risk for euthanasia	Moderate risk for euthanasia	No risk for euthanasia
Source	Private breeder	Pet store	Animal shelter

Statistical Analysis

For the analysis of the survey questions, yes/no and multiple-choice questions were summarized using frequencies and percentages. For the purposes of analysis, the respondents' answers to the open-field questions were categorized. Chi-square analysis was used, and in cases in which not enough cells had the expected frequency of 5, Fisher's exact test was used. All statistical analysis was conducted using StataSE 12, StataCorp LP (College Station, TX).

RESULTS

The survey only included respondents who either acquired a dog within the past year or who were thinking of acquiring a dog in the next year. A total of 6,438 respondents were contacted, and 5,429 did not qualify based on our criteria. This resulted in a qualified sample of 1,009 and an overall survey error margin (maximum) of $\pm 3.1\%$. For the subgroup of respondents who acquired dogs in the past year, the error margin was $\pm 4.6\%$, and for the subgroup of those considering acquiring dogs in the next year, the margin was $\pm 3.8\%$.

Because of this specific inclusion criteria, our sample had a higher rate of respondents who currently have dogs in their households (65%, $N = 654$) compared with the 47% of households in the United States who had dogs in 2012 (APPA, 2013). Nearly half (45%) acquired their dogs in the past year ($N = 454$), and 67% said they were thinking of getting dogs in the next year ($N = 679$). Of the respondents who did not currently have a dog in their households, the majority (93%, $N = 331$) had a dog in the past. The majority of respondents (87%) had visited an animal shelter.

In addition, the demographics of this study vary somewhat from the overall U.S. population in the following ways (which is likely related to the inclusion criteria for the survey): Our sample skews older and has more formal education, and there are fewer people with incomes less than \$25,000, more people living in detached homes, more people living in the Northeast, and fewer people living in the South. Gender and number of children in the household both mirror the U.S. population. Because our survey targeted a specific population, we did not adjust for demographics.

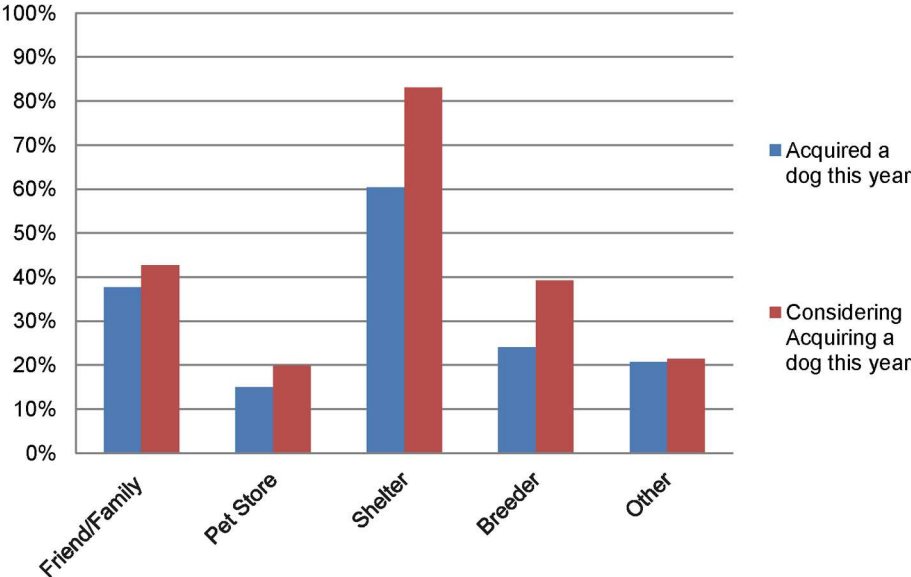


FIGURE 1 Sources people did consider or sources that people will consider when acquiring dogs.

We asked respondents who had acquired dogs in the previous year as well as people considering acquiring dogs in the next year the sources from which they did or would consider acquiring their dogs (Figure 1). This was a multiple-response question, and the overall pattern of response was the same: An animal shelter was chosen most often, followed by friends/family and breeder. Sixty percent of people who obtained their dogs in the previous year considered an animal shelter, while over 80% of future dog guardians reported they would consider a shelter.

We asked people where they acquired their dogs. There were significant differences between people who acquired their dogs in the last year and people who responded about dogs they had in the past (Figure 2). Both categories of respondents were most likely to have acquired their dogs at animal shelters, and the second most likely source was friends or family. Respondents who acquired their dogs in the previous year were more likely to have gotten their dogs at animal shelters and were less likely to have used a breeder compared with people who were responding about dogs they had in the past, $X^2(4) = 13.72, p = .008$.

When looking at people who acquired dogs in the past year, we asked what sources they considered for acquiring dogs and where they actually got their dogs (Figure 3). More than half (60%) said they would consider a shelter, while 39% actually acquired their dogs from shelters.

When asked about how far they would travel to get dogs that matched their preferences, 40% of people reported they would drive more than 60 miles, while about 10% said they would drive only 10 miles or less. When looking at people who actually acquired dogs in the past year, there were significant differences in how far they were willing to travel when looking at where they actually obtained their dogs (Figure 4). Respondents who acquired their dogs from

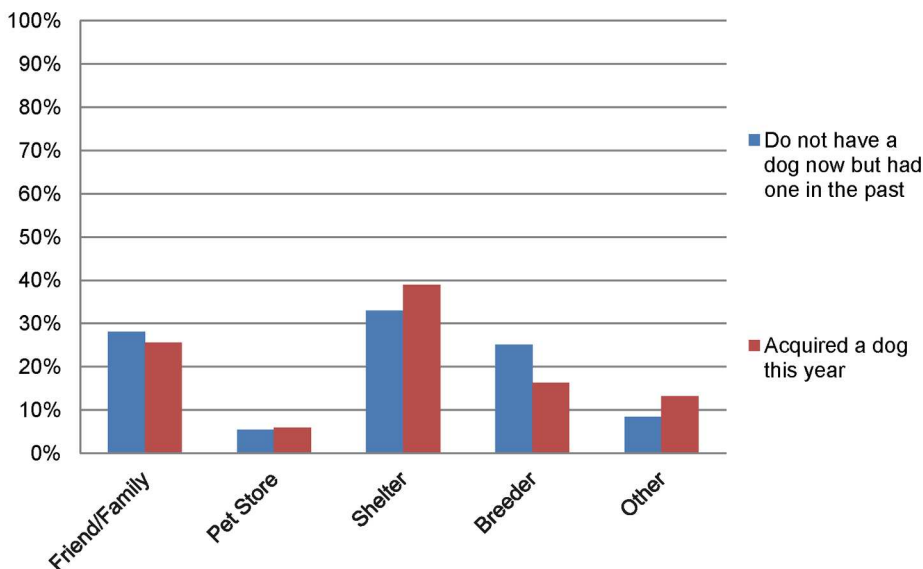


FIGURE 2 Sources from which people acquired their dogs.

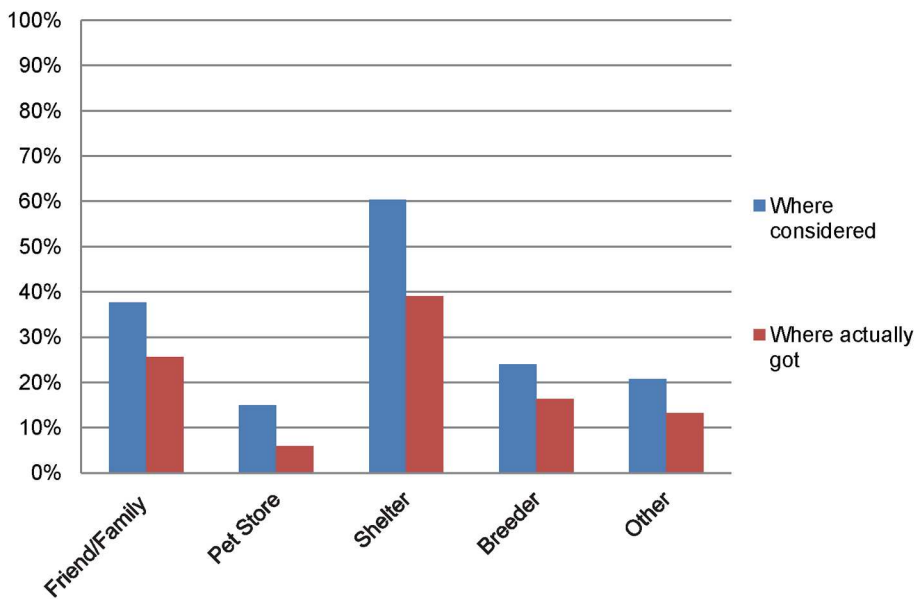


FIGURE 3 Considered sources versus where people actually acquired their dogs.

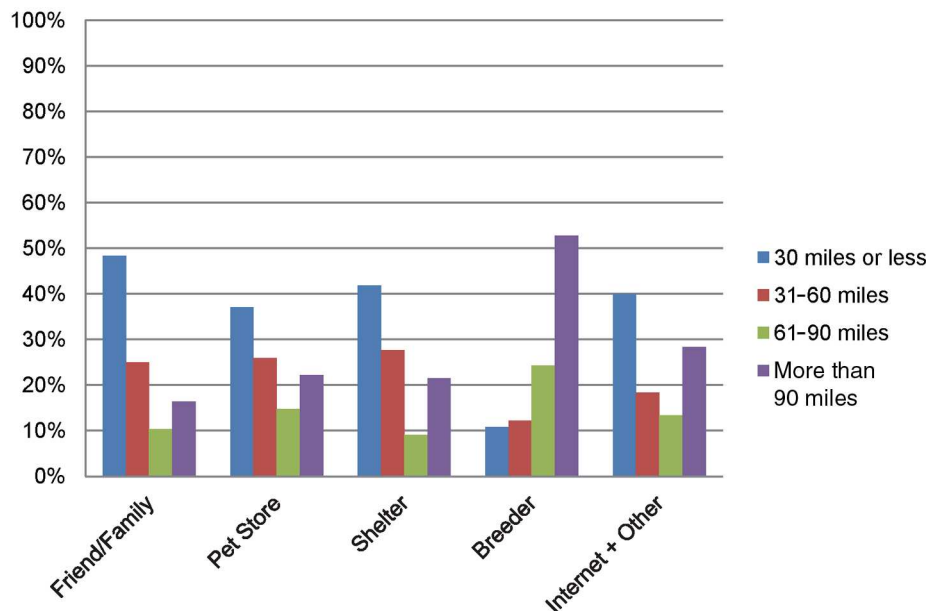


FIGURE 4 How far people are willing to travel by where they acquired their dogs this year.

any source except a breeder reported they would travel less distance to get dogs of their choice, while people who acquired their dogs from a breeder reported being more likely to travel a farther distance compared with those who got their dogs from other sources, $X^2(12) = 60.89$, $p < .0001$.

The survey included a question asking if respondents were going to adopt from an animal shelter, how important it was to them that the shelter had a variety of different types of dogs (using a rating from *extremely important* to *not at all important* on a 5-point scale). Choices for *not sure* and *I would not adopt from an animal shelter* were included. Variety was extremely important to 18% of respondents, more than 30% said it was very important, and 31% reported that it was somewhat important. Nearly 3% of respondents said they would not adopt from an animal shelter and 3% said they were not sure.

In a question that combined willingness to travel and variety, the survey asked respondents if they were going to adopt from an animal shelter, whether they would choose a local shelter that had a few different types of dogs or choose another shelter that had many different types of dogs but was significantly farther away. Here, responses were evenly split, with 37% choosing the local shelter with a few dogs and 37% saying they would choose the distant shelter with more variety. Nearly 4% responded that they would not adopt from an animal shelter. This question received a high percentage of *not sure* responses (22%).

We also asked respondents who had acquired dogs in the last year what they would have done if the source they chose did not have a dog that matched their preferences. This question was open-ended with multiple answers allowed. The responses were coded into major themes. Nearly 30% of respondents said they would have delayed their decision or waited to find the

right dog, while 20% said they would check other sources or keep looking. Some respondents specifically stated that they would check an animal shelter or rescue (20%). Less than 6% said they would not have gotten a dog, and 2% said they would have chosen a different dog.

This question was also asked of people who were considering acquiring a dog in the next year, and the results were slightly different. Almost half (49%) of these respondents said they would delay or wait, 20% would explore other sources or keep looking, and 7% stated they would check another shelter or rescue. No one said they would not get a dog, while 4% said they would choose a different dog. Some respondents (5%) specifically said they would refuse to go to a pet store or would only rescue a dog.

Conjoint Analysis

Overall, respondents were more favorable toward the general survey question that asked about acquiring a dog than they were toward specific dog profiles, with more than half of responses being negative. For all profiles shown ($N = 20,180$), 54% of the time, the choice was negative, with 23% *not at all likely* and 31% *not very likely* to acquire that dog selected. A positive choice was made only 18% of the time, with 14% of responses *very likely* and 4% *extremely likely* to select a dog based on the profile shown. More than one fourth of responses (28%) were *somewhat likely*.

Figure 5 shows the relative importance of each attribute given all the features included in the study and indicates, given all the other features in the study, the maximum influence a feature can have on choice.

As shown, two of the attributes, source (animal shelter, breeder, or pet store) and age, were the most important factors in the likelihood to acquire the dog in the profile. Risk (for the dog to be euthanized), breed, and origin (whether local or transported from outside the community) were all less important at 6% to 8%, while color was not important when considered relative to the other features.

Table 2 summarizes the most popular profile and the least popular profile. The most popular profile had 35% of respondents *extremely* to *very likely* to choose that dog, while the least popular had only a 4% likelihood of being chosen. The two attributes, age and source, had the most positively influencing features (puppy and animal shelter) as well as the most negative (senior, pet store).

TABLE 2
Most Popular and Least Popular Dog Profiles in Conjoint Analysis

<i>Attribute</i>	<i>Most Popular Profile</i>	<i>Least Popular Profile</i>
Age	Puppy	Senior
Size	Medium	Large
Color	Black/dark	Brown
Breed	Rare/unusual breed	Unknown or mixed breed
Origin	From local community	Transported from out of state
Risk	High risk for euthanasia	No risk for euthanasia
Source	From an animal shelter	From a pet store

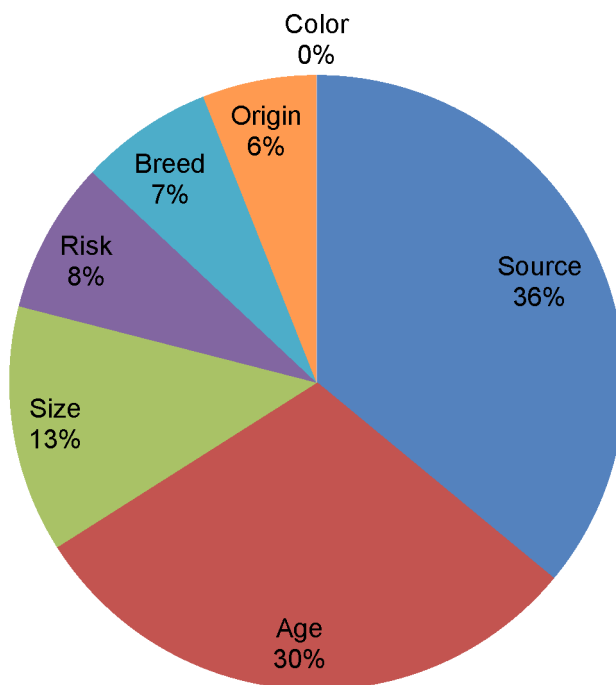


FIGURE 5 Relative importance of features in the conjoint analysis. *Note:* Data provided by Harris International.

Figure 6 shows the percentages of the two top responses on the positive (*extremely likely* and *very likely*) and negative (*not very likely* and *not at all likely*) ends of the rating scale for each feature. As already noted, negative responses far outweighed positive responses; senior dogs and pet stores received more than 60% negative responses, while animal shelters and puppies received the highest positive responses at 25% and 23%, respectively.

DISCUSSION

Animal relocation programs can increase the variety of dogs available at the destination facilities and may potentially impact local animals as well as those who were transported from outside the community. This study focused on one area of interest regarding the impact and effectiveness of relocation programs, specifically the influence of an array of factors—including those related specifically to animal relocation such as availability of variety—on choices people make when adding dogs to their families. The data show that people consider variety to be important. Nearly half (48%) of respondents reported that the availability of variety at an animal shelter was *extremely important* or *very important*, while only 15% said it was *not very* or *not at all important*. In addition, a large number of people (40%) reported that they would drive more than 60 miles to get dogs of their preference.

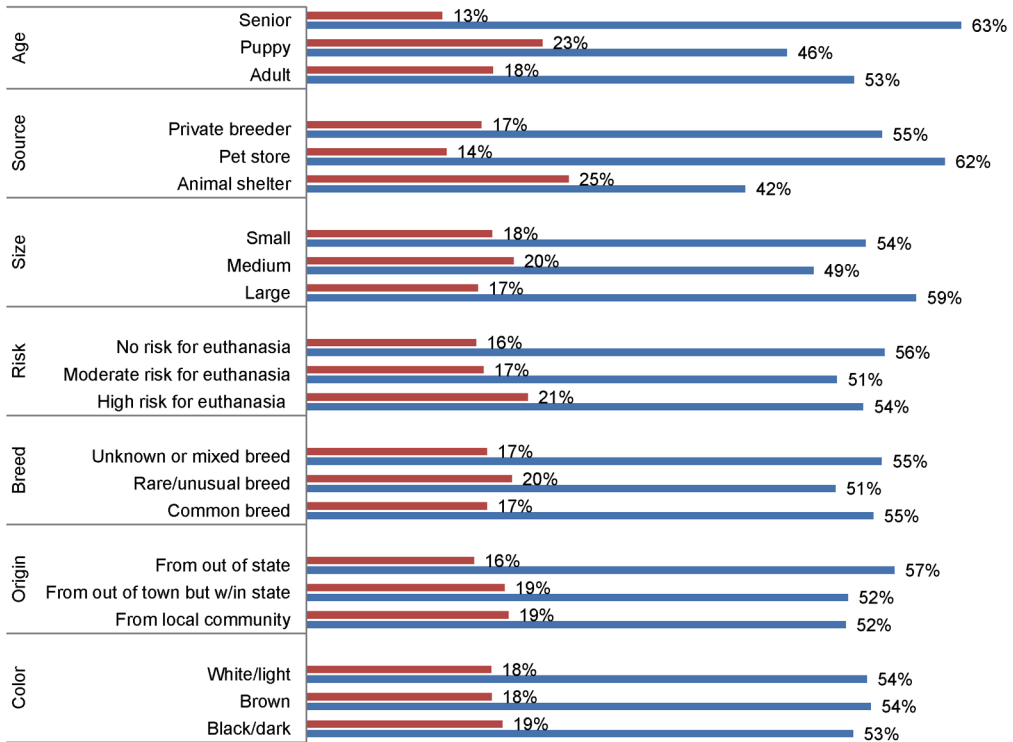


FIGURE 6 Positive and negative influences in the conjoint analysis. Top bars in response pairs = positive responses of *extremely likely* and *very likely*; bottom bars in response pairs = negative responses of *not very likely* and *not at all likely*.

These findings are important because relocation programs bring greater variety to the destination shelters, increasing the likelihood that a dog of choice is available and thereby increasing the likelihood that people would be willing to travel to that shelter to adopt. In addition, when people were asked what they would do if their source did not have a dog of their choice, almost half (46%) said they would wait or delay their decision. Because animal relocation programs typically transport animals on a regular basis, this indicates that potential adopters may be willing to wait and revisit the shelter at a later date to get the dogs of their preference.

The conjoint analysis task was run to assess people's preferences when choosing dogs, and these data also indicate the importance of variety. An interesting finding from the conjoint analysis is that people selected *not likely* to choose a particular dog based on the dog's profile the majority of the time. The two attributes with the most influence over choice, age and source, contained the most positive feature of each, puppy and animal shelter, and also the most negative, senior dog and pet store. For every individual feature, the negative ratings were chosen much more often than a positive rating. Even the features with the highest positive ratings, puppy and animal shelter, received only about a 35% positive rating. No single feature drove choice, whether positive or negative.

What appears to have been important was the complete profile: People considered the entire set of features and made tradeoffs based on the combination. A positive feature such as puppy was often overridden by the relative influence of one or more of the other six features in the profile. Sometimes a negative feature such as senior dog was overcome by the relative positive influence of the other features. Overall, these results show that people have complex preferences, and which features are important vary widely across people. If an animal shelter has a great variety of dogs available, it is more likely that the set of features of a particular dog will match an adopter's preferences.

Previous studies have shown tremendous potential to increase the proportion of people who adopt from an animal shelter. Nearly half of households in the United States have dogs as part of their families, while only 20% to 22% of people acquire their dogs at animal shelters (AHA, 2012; APPA, 2013). In our sample, this rate is higher; almost 40% of people who obtained their dogs in the last year reported they obtained him or her from an animal shelter, and encouragingly, there was a slight trend where people who acquired dogs in the last year were more likely to have obtained the dogs at animal shelters (39%) compared with people who reported on dogs they had in the past (33%). Our results indicate that people seem to be considering an animal shelter more often.

When they were asked what sources they considered from which to obtain dogs (in a multiresponse format), animal shelter was chosen more often than other sources, and the proportion was greater for people who are considering adding dogs in the future (80%) compared with those who had obtained dogs in the past year (60%). The AHA (2012) survey also included a question that asked respondents who would consider adding dogs to their families in the future where they were likely to obtain the dogs and found that 56% said they were likely to obtain a dog from an animal shelter or rescue organization. These are encouraging trends, because they indicate that the majority of people will be considering an animal shelter as a source for their next dogs.

However, we found an interesting disconnect between what people said they would do and what they actually did. Our results showed that 60% of people who acquired their dogs in the last year reported they considered an animal shelter; however, only 39% of those people actually obtained the dogs at a shelter. Similarly, AHA (2012) found that although 56% of people reported they would consider an animal shelter to obtain their future dogs, only 22% actually obtained dogs at a shelter. This implies that people consider shelters and maybe even visit one, but for some reason, they do not adopt dogs from them. This is an important area for future research.

Maddalena et al. (2012) asked people who obtained their recently acquired dogs from sources other than an animal shelter why they did not adopt. The top two reasons were that the animal shelters did not have the types of dogs (or cats) they wanted or that they wanted purebreds. This survey asked a similar question of respondents who did not currently have companion animals but who were considering adding one to their families. Of these, 42% said they would not consider an adoption source. Reasons given included "I would want a purebred" and "would not have the type of pet I wanted." People believe that companion animals who match their preferences cannot be found at animal shelters. Increasing the availability of variety as well as marketing this availability has the potential to change this belief and increase the number of people who adopt.

It is important to note that this survey had a higher percentage of respondents who reported currently having dogs (65%) than reported in another recent national survey of pet ownership

in the United States (47%; APPA, 2013). Our sample skews older, has more formal education and fewer households with income less than \$25,000, and has a slightly different geographic distribution than the overall U.S. population. Because we targeted a specific population with our inclusion criteria (those who acquired a dog in the last year or who were planning to acquire a dog), we did not adjust for demographics.

CONCLUSION

Given that approximately 80% of dog guardians acquired dogs from somewhere other than an animal shelter combined with the fact that the majority of people reported they would consider a shelter as the source for their next dogs, there is significant potential to increase the number of dogs adopted in shelters. This research found that people value variety and are willing to travel to obtain dogs that match their preferences. People have complex preferences and make tradeoffs based on all the attributes that make up dogs; they are not looking for a single feature such as the fact that a dog is a puppy.

A comprehensive animal relocation program that transports a variety of dogs, not just puppies or small dogs, and that is well marketed to the public has the potential to significantly increase traffic and therefore adoptions at animal welfare organizations. This increase in traffic also has the potential to benefit local, community dogs, and it is an important area for future research. Providing the “market” with what it wants—variety, and not just dogs typically thought of as “in demand” but those who represent a true range of diversity—could significantly increase the number of lives saved.

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APPENDIX: SURVEY QUESTIONS

1. Are you . . . ? Male/Female
2. In what year were you born? Please enter as a four-digit number, e.g., 1963. |_|_|_|_|
3. In what state or territory do you currently reside? [DROP DOWN BOX]
4. What is your zip code? Please enter only the first five digits. |_|_|_|_|
5. Have you acquired a new dog for your household within the past year? Yes/No
6. Are you considering acquiring a new dog for your household within the next year?
Yes/No

[Inclusion Criteria: If answer to EITHER Question 5 or 6 is “YES,” proceed. If both answers are “NO,” terminate.]

7. Do you currently have one or more dogs living in your household? Yes/No

[If they DO NOT have dog living in household]

8. Have you ever had a dog before? Yes/No

[If they DO NOT have dog living in household, but have had a dog before]

9. Where did you get him or her?
 1. Friend/family
 2. Pet store
 3. Shelter/rescue
 4. Breeder
 5. Craig’s List or other Internet source
 6. Found as stray
 7. Other. Please specify: _____

Note: If you have multiple dogs in your household, please think about the one dog whose name comes first alphabetically. For example, if you have two dogs named Carmen and Theo, please think about Carmen while answering the questions.

[If they acquired a dog in past year]

10. Please think about the dog that you acquired in the past year. When you were first thinking about getting him or her, which of the following sources did you consider?

Please mark all sources you considered.

1. Friend/family
2. Pet store
3. Shelter/rescue
4. Breeder
5. Craig's List or other Internet source
6. Other. Please specify: _____

[If they acquired dog in past year]

11. Thinking about the same dog as in the previous question, what source did you actually acquire the dog from? Please choose one answer from the list below.
 1. Friend/family
 2. Pet store
 3. Shelter/rescue
 4. Breeder
 5. Craig's List or other Internet source
 6. Other. Please specify: _____

[If they acquired dog in past year]

12. If the source you chose in the previous question did not have a dog that matched your preferences, what would you have done? For instance, would you have explored other sources or delayed your decision to get a new dog? [LARGE MANDATORY open-ended textbox]

[If they are considering acquiring a dog in next year]

13. Please think about the dog that you might acquire in the next year. Which of the following sources would you consider? Please mark all sources you would consider.
 1. Friend/family
 2. Pet store
 3. Shelter/rescue
 4. Breeder
 5. Craig's List or other Internet source
 6. Other. Please specify: _____

[If they are considering acquiring a dog in next year]

14. If the sources you chose in the previous question did not have a dog that matched your preferences, what would you do? For instance, would you explore other sources or delay your decision to get a new dog? [LARGE MANDATORY open-ended textbox]

[Ask of everyone all remaining questions]

15. How far are you willing to travel (one way) to get a dog that closely matches your preferences?
 1. 10 miles or less
 2. 11–30 miles
 3. 31–60 miles
 4. 61–90 miles
 5. Over 90 miles
16. Have you ever visited an animal shelter? Yes/No
17. If you were going to adopt from an animal shelter, how important would it be to you that the shelter has a variety of different types of dogs?
 1. Extremely important
 2. Very important
 3. Somewhat important
 4. Not very important
 5. Not at all important
 6. I would not adopt a dog from a shelter
 7. Not sure
18. If you were going to adopt from an animal shelter and could choose between a local shelter with a few different types of dogs or another shelter that has many different types of dogs, but is significantly further away, which would you choose?
 1. The local shelter with a small selection of dogs
 2. The distant shelter with a large selection of dogs
 3. I would not adopt a dog from a shelter
 4. Not sure
19. What is your approximate annual household income?
 1. Less than \$15,000
 2. \$15,000 to \$24,999
 3. \$25,000 to \$34,999
 4. \$35,000 to \$49,999
 5. \$50,000 to \$74,999
 6. \$75,000 to \$99,999
 7. \$100,000 to \$124,999
 8. \$125,000 to \$149,999
 9. \$150,000 or more
 10. Prefer not to say
20. What level of education have you completed?
 1. Completed some high school
 2. High school graduate
 3. Completed some college
 4. College degree
 5. Completed some postgraduate
 6. Master's degree
 7. Doctorate, law, or professional
 8. Prefer not to say

21. Which of the following best describes where you live?
 1. A mobile home
 2. A one-family house detached from any other house
 3. A one-family house attached to one or more houses
 4. A building with six or fewer apartments
 5. A building with more than six apartments
 6. Prefer not to say
22. How many children under age 18 do you have living in your home?
 1. None
 2. 1
 3. 2
 4. 3
 5. 4
 6. 5
 7. More than 5