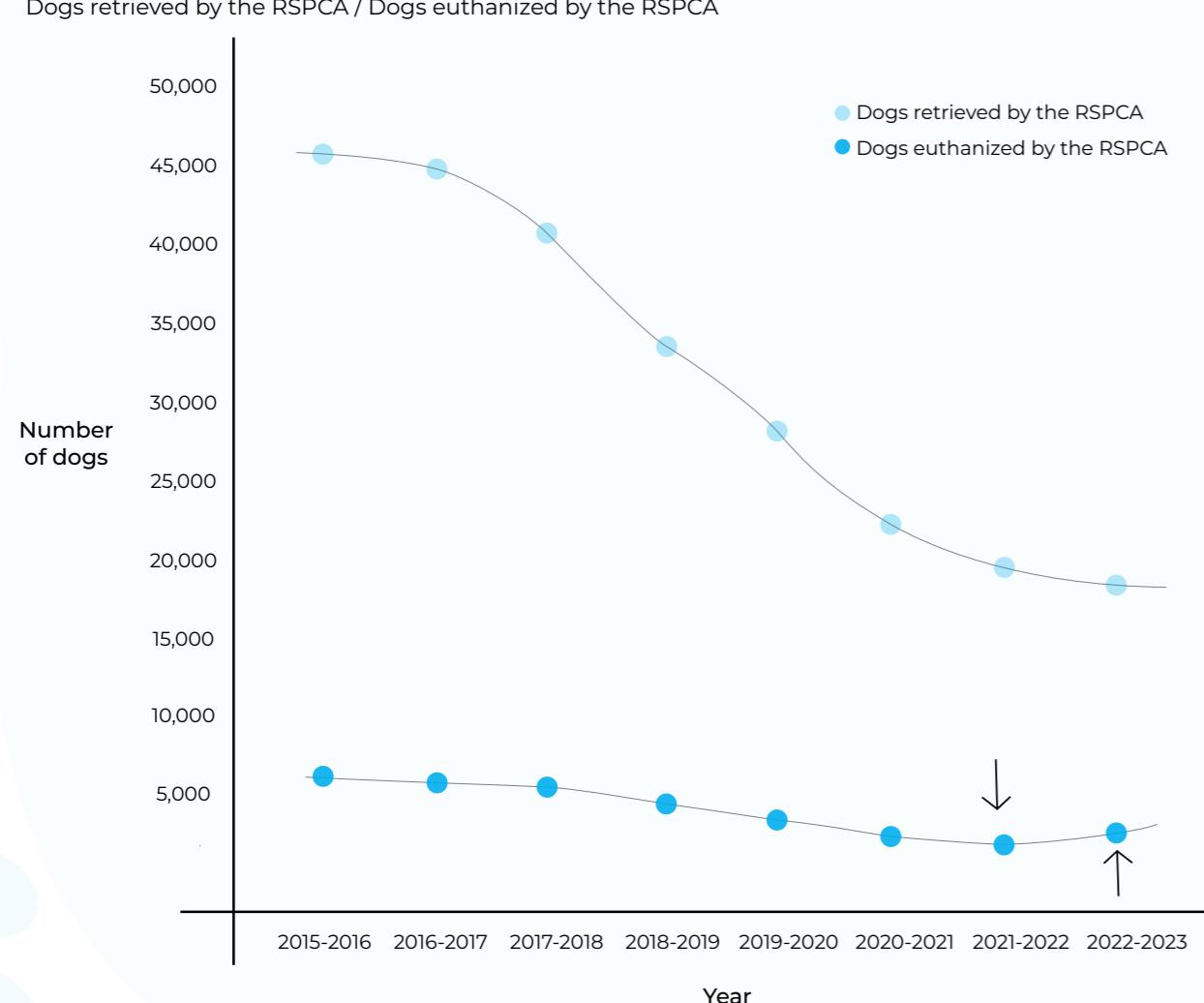


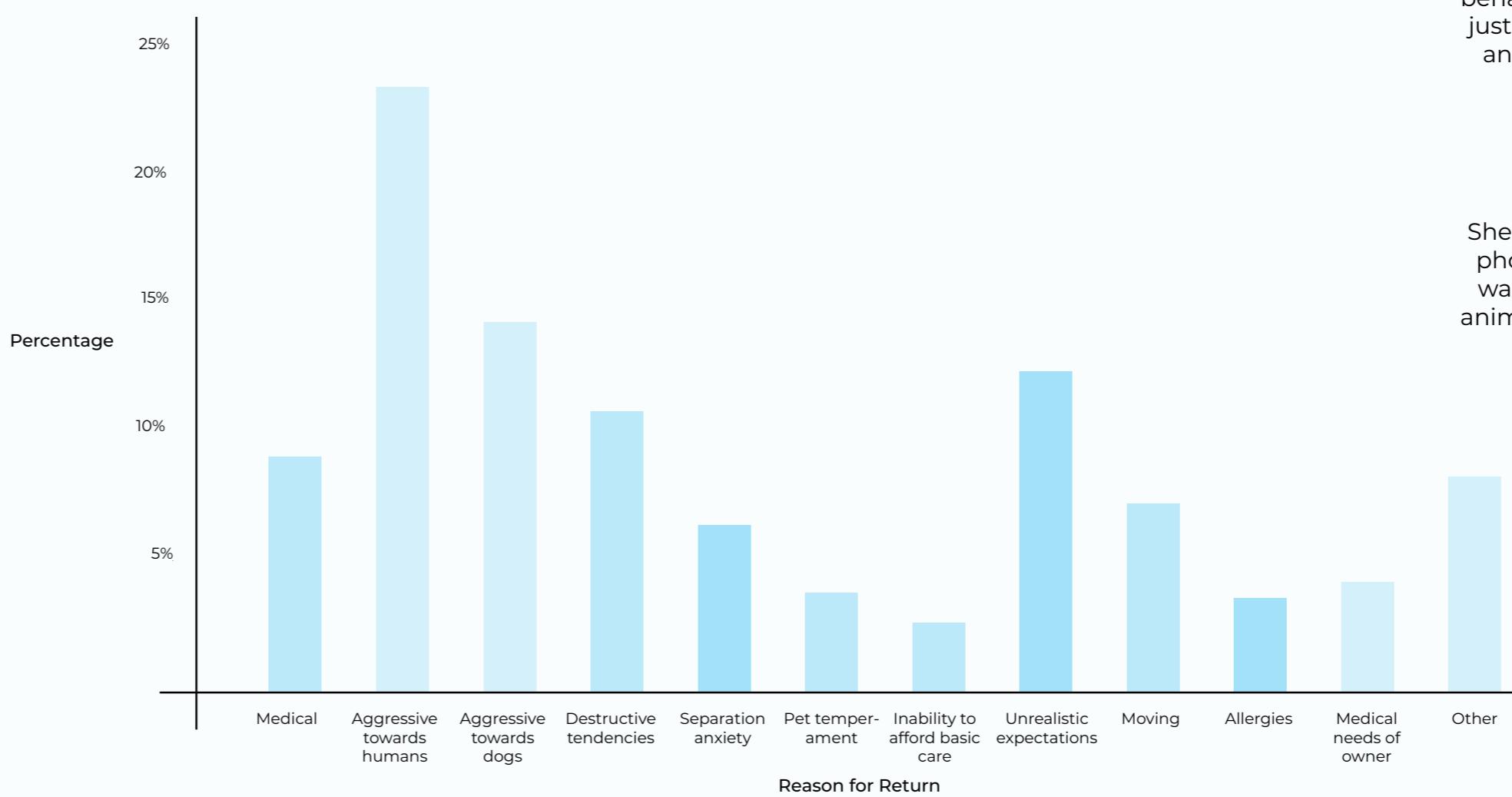
DOG OWNERSHIP & COMPATIBILITY

RESEARCH

RSPCA annual report
Dogs retrieved by the RSPCA / Dogs euthanized by the RSPCA



Factors Informing the Return of Adopted Dogs and Cats to an Animal Shelter
Reasons for return by percentage of the sample for dogs who were returned to the shelter during the study period 3 July 2018 to 22 October 2018

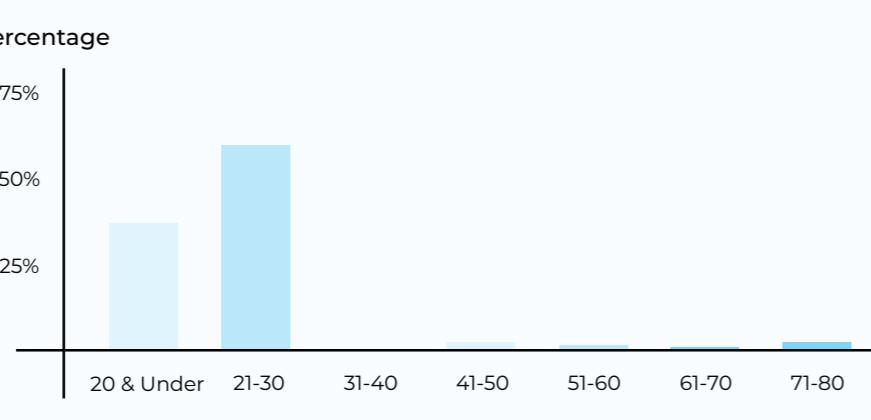
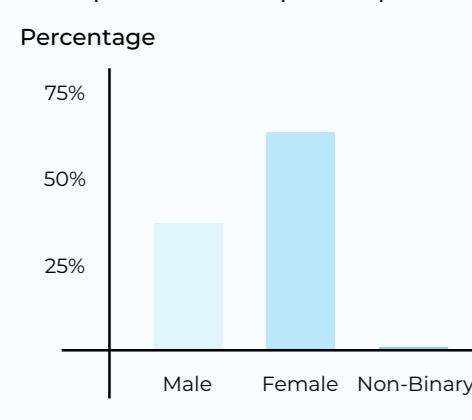


"surrenders due to animal behaviour are at 45%, up from just 25% two years previously and before the pandemic"

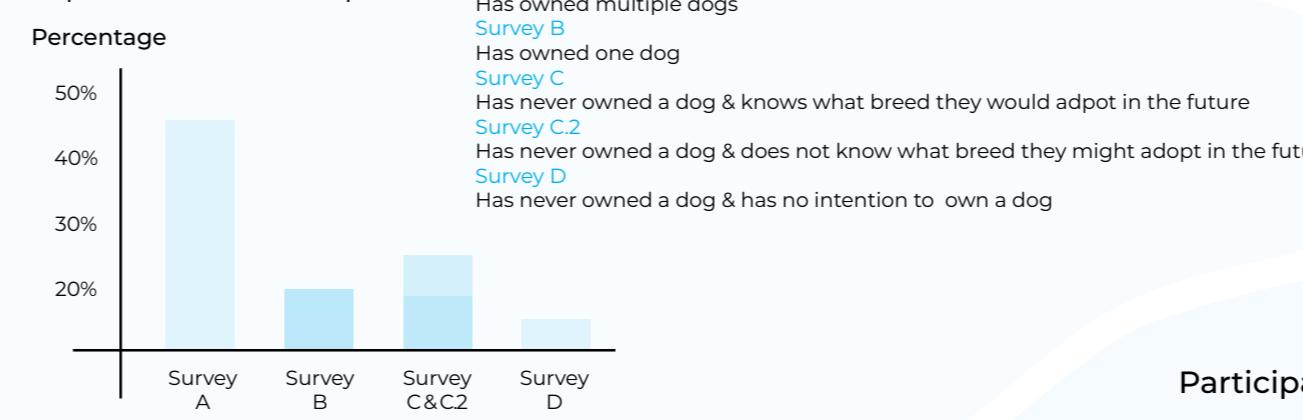
"We have seen some impacts from COVID-19, where dogs aren't trained or socialised properly which means that the owners find them quite difficult to manage," he said.

PART ONE

Sample size: 100 participants

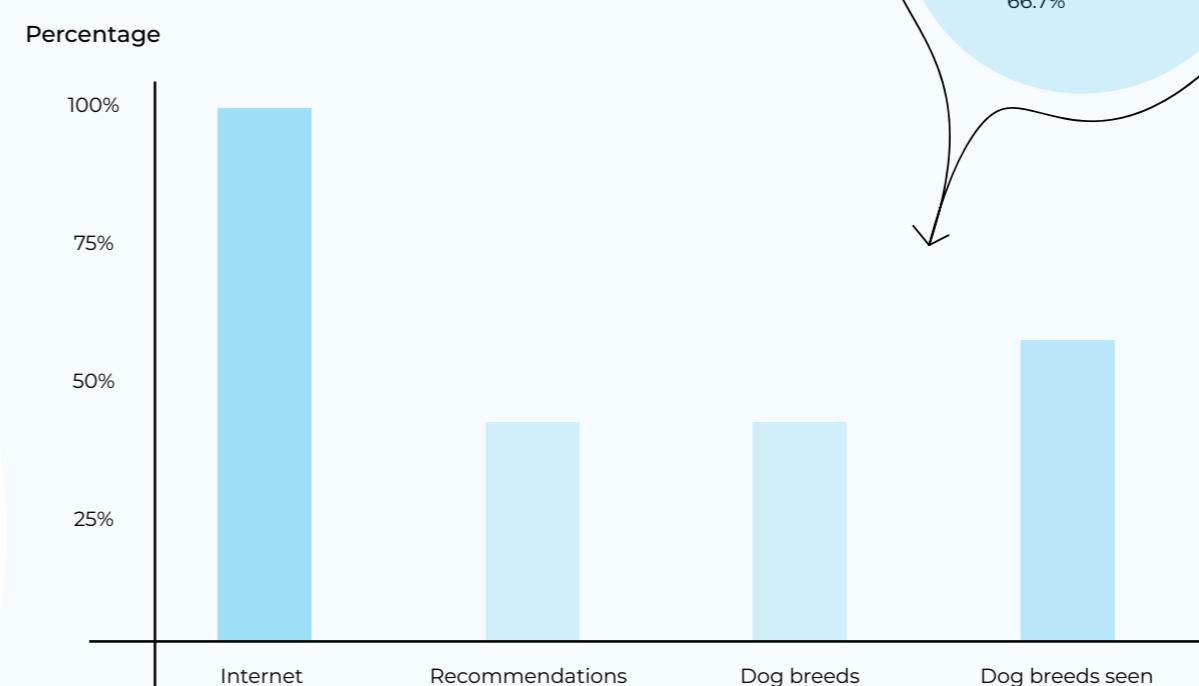


Experience of Participants



Research Methods

Type of research participants would conduct



SURVEY C & C.2

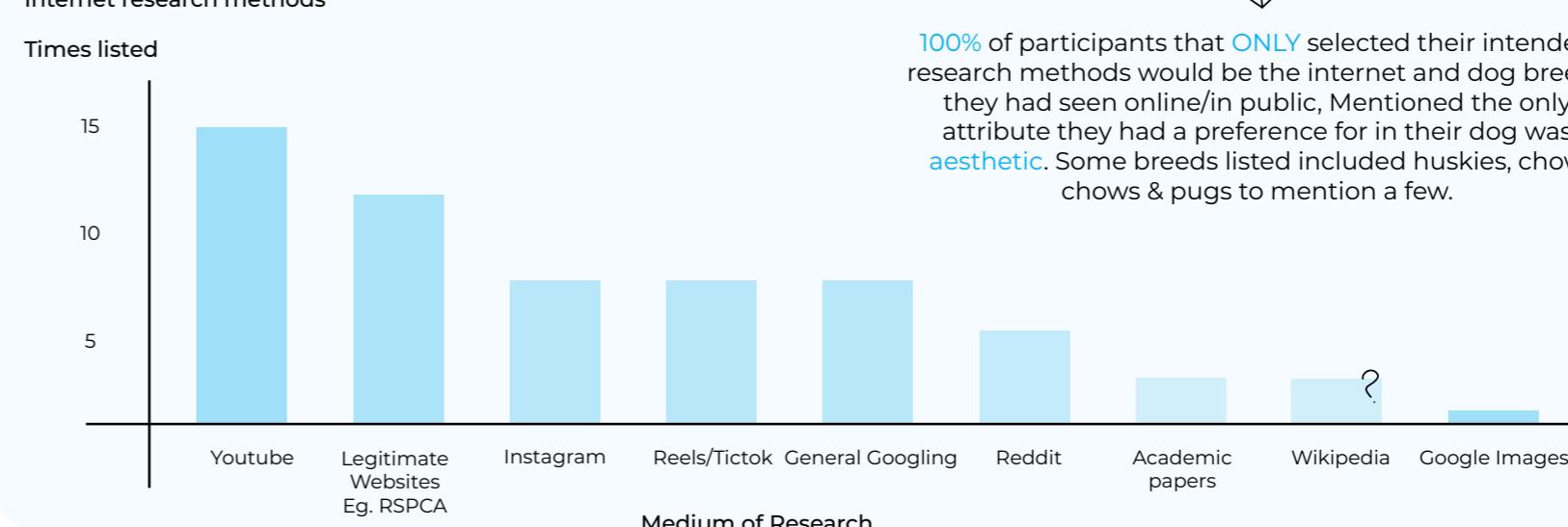
Participants that have never owned a dog & would consider adopting in the future



Time intended to spend researching



Internet research methods

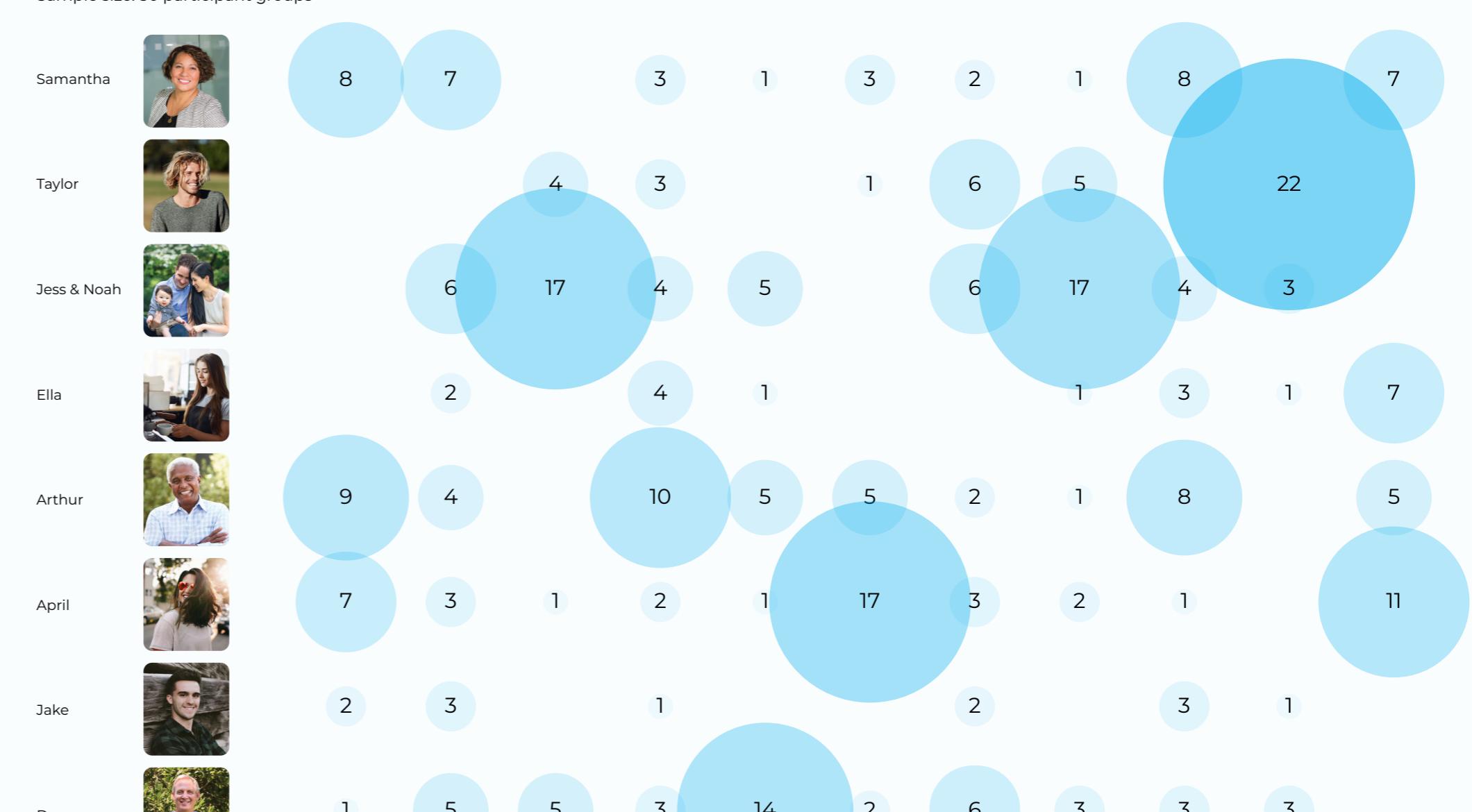


100% of participants that ONLY selected their intended research methods would be the internet and dog breeds they had seen online/in public. Mentioned the only breeds they had a preference for in their dog was aesthetic. Some breeds listed included huskies, chow chows & pugs to mention a few.

PART TWO

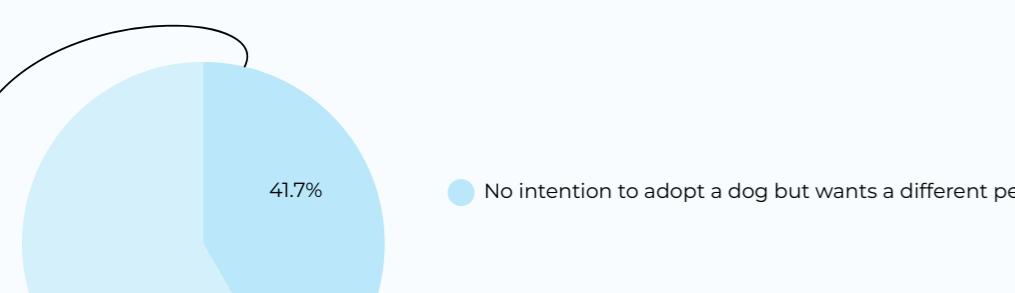
Dog Ownership & Compatibility task
Heat map displaying the number of times each dog and owner were paired

Sample size: 30 participant groups



SURVEY D

Participants that have never owned a dog and have no intention to



100% of participants that had no intention to adopt a dog wanted to adopt a cat, and one participant wanted to adopt a cat and a reptile.

100% of participants discusses how there was an 'ethical responsibility' to owning a pet. They discussed finances, time, effort, travel plans. Some also commented on how they did not grow up with pets or were scared of animals.