

Companion Animal Adoption Study

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To better understand the outcomes of companion animal adoptions, Bardsley & Neidhart Inc. conducted a series of 3 surveys over a 1-year period with dog and cat owners who had adopted their pet through either a (a) Luv-A-Pet location, (b) Adopt-a-thon, or (c) traditional shelter. This article suggests opportunities to improve owners' perceptions of their pets and the adoption process through (a) providing more information before adoption about pet health and behaviors, (b) providing counseling to potential adopters to place pets appropriately, and (c) educating adopters to promote companion animal health and retention. Results demonstrate that the pet's relationship to the family unit, such as where the pet sleeps and how much time is spent with the pet, is related to the amount of veterinary care the companion animal receives, and to long-term retention. Satisfaction and retention are attributed to the pet's personality, compatibility, and behavior, rather than demographic differences among adopters or between adoption settings. The age of the companion animal at adoption, the intended recipient, and presence of children in the home also play a role. Health problems were an issue initially for half of all adopted pets, but most were resolved within 12 months. Roughly one fourth of adopters who no longer have their companion animal said their pet died. Characteristics of pets that died support the contention that spaying and neutering profoundly affects a companion animal's life span. Although retention is similar for dogs and cats, mortality is higher among cats in the first year after adoption.

PETsMART™ Charities is interested in better understanding the outcomes of companion animal adoptions. Bardsley & Neidhart Inc., a national opinion research firm, conducted a series of three surveys with people who adopted dogs or cats one of three ways: (a) at a PETsMART Luv-A-Pet location, (b) during

Adopt-a-thon 1999, or (c) from shelter locations of the Arizona Humane Society or Animal Humane Association of New Mexico. Surveys were administered 2 weeks, 6 months, and 12 months after the adoption took place. These surveys included 698 respondents at 2 weeks, 490 at 6 months, and 343 at 12 months.

Areas of analysis for this report include:

1. Satisfaction with the companion animal and the adoption process;
2. Retention over time and reasons for no longer having companion animals;
3. Health and behavior;
4. Bond between adopters and their companion animals; and
5. Differences by type of companion animals adopted (cats and dogs).

Where appropriate, differences by gender, income and age of adopter, type of companion animal adopted, and place of adoption are highlighted in the detailed section of the article.

EXECUTIVE SUMMARY

Based on a 4-point scale ranging from 1 (*very dissatisfied*) to 4 (*very satisfied*), the vast majority (90%) said they were very satisfied with their companion animal, and only 2% were dissatisfied, even including those who no longer have their companion animal. A companion animal's personality and good behavior are keys to retention and to owner satisfaction.

The adoption experience is highly successful for the majority of adopters. Eighty-eight percent were very satisfied with the experience. Most would go back to the same place to adopt another companion animal, and an extremely high 98% said they would recommend their place of adoption to friends or family.

Specific areas of the adoption process about which adopters had the most positive impression included the helpfulness of the staff during and after the adoption process and the staff's level of knowledge. Adopters mentioned that more information needs to be provided about the health and behaviors of prospective adoptees so they can make informed decisions about which companion animal would be best for them.

A year following the adoption, four out of five adopters still have their companion animal. Retention does not appear to be affected by place of adoption. Adopting a companion animal for a child or grandchild leads to the lowest level of retention. Roughly one fourth of adopters who no longer have their adopted companion animal said their pet died. About another fourth said their pet did not get along with others, either people or other companion animals.

Other reasons for relinquishing a companion animal are largely related to training, socialization, and time spent with the companion animal. Very likely, some of these problems could have been solved had the adopter received more information before the adoption.

Adopters appear to take good care of their companion animals. Across all groups, 80% of all companion animals were reported to be up-to-date with their shots and vaccinations. Although some companion animals had health issues 2 weeks after adoption, these problems diminished after 12 months, with fewer than 1 in 10 adopted companion animals having an illness, injury, or other health-related problem.

Although adopters are generally satisfied with both their adopted companion animals and with the adoption process, results from this study do suggest ideas to enhance adopted companion animal retention and owner satisfaction:

1. Provide more and better information to adopters about the companion animal's health and behavior.
2. Provide more information about services available, such as obedience training.
3. Educate adopters about the importance of vaccinations and veterinary care.
4. Design screening mechanisms to dissuade people from adopting for the "wrong" reasons or to direct them to the most appropriate companion animal.

DETAILED FINDINGS

Cats and Dogs

Examining results by cat versus dog adopters revealed several key differences in overall satisfaction and rationale as well as satisfaction with some aspects of the adoption process. Attrition rates were similar among dog and cat adopters, although reasons for relinquishing their companion animal differed by type of companion animal.

Satisfaction With Companion Animal

The vast majority of dog and cat adopters were satisfied with their companion animal. Nearly all of those who adopted a cat (94%; $n = 181$) were satisfied, compared with 86% of dog adopters ($n = 159$), for average ratings of 3.9 and 3.8, respectively, on the 4-point scale mentioned previously.

Reasons for satisfaction with their companion animal differ. Cat adopters are more apt to mention their companion animal's being nice, friendly, loving, and affectionate as compared to those with dogs (57% vs. 42%, respectively). Dog adopters were more inclined to mention positive behaviors (55%), such as being well-behaved or obedient, compared to cat adopters (43%). Dog adopters were also more likely to cite the dog's ability to get along with others (48%), especially with children (32%), or people in general (10%) as a reason for being satisfied (see Table 1).

TABLE 1
Reasons for Satisfaction/Dissatisfaction With Companion Animal by Type of Companion Animal

Reason	% of Total	
	Dog ^a	Cat ^b
Positive comments ^c	90	94
Personality	63	77 ↑
Nice, friendly, loving, affectionate	42	57 ↑
Playful, likes to play	17	19
Smart, learns quickly	15 ↑	4
Energetic, funny, silly	8	9
Has a good personality	3	6
Companion animal is happy	3	2
Other positive personality comments	8	14
Behavior ^c	55 ↑	43
Well behaved, obedient	36 ↑	20
Follows me around the house	6	6
Housebroken	4	4
Comes to me when I call him/her	4	4
Dog doesn't bark (often)	5	—
Other positive behavior comments	19	20
Gets along with others ^c	48 ↑	34
Good, gets along well with kids	32 ↑	14
Plays, gets along well with other companion animal(s)	14	22
Good, gets along well with people	10 ↑	3
Other gets along with others comments	1	1
Feelings about companion animal ^c	17	18
Companion animal is now part of our family	11	11
Love the companion animal	8	9
Miscellaneous positive comments ^c	39	37
Good cat/dog	16	15
Keeps me company, is good company	6	11
Like the way companion animal looks	7	9

(continued)

TABLE 1 (Continued)

Reason	% of Total	
	Dog ^a	Cat ^b
Companion animal protects my home, is a good watchdog	12	—
Has adapted to us, our home quickly	4	2
Companion animal is healthy	1	3
Miscellaneous positive comments	1	2
Negative comments ^c	18 ↑	9
Companion animal is, can be aggressive	5	2
Companion animal is, was sick	3	2
Gets out, escapes	2	—
Is not housebroken	1	2
Bigger than I thought it would be, wanted	3	—
Chews on things in the house	1	—
Miscellaneous negative comments	4	6

Note. May not sum to 100% due to multiple responses. ↑ = significantly higher than comparison group at the 95% confidence level; an em dash (—) = less than 0.5%.

^a*n* = 157, ^b*n* = 181. ^cNet categories that indicate the percentage of respondents who mentioned at least one of the items/subcategories within each net category.

Survey results indicate no significant difference in satisfaction with adopted companion animals based on place of adoption. For all three settings, Adopt-a-thon 1999 (*n* = 109), shelters (*n* = 130), and Luv-A-Pet locations (*n* = 103), approximately 9 out of 10 reported being very satisfied with their adopted companion animals (see Figure 1).

Satisfaction With Adoption Process

Reflecting satisfaction with their companion animal, satisfaction with the overall adoption experience is high among both dog and cat adopters 1 year following the adoption. The overwhelming majority (96% of 156 dog adopters and 98% of 178 cat adopters) were satisfied with their adoption experience overall.

Overall (*n* = 332), more than 8 out of 10 reported that they would very likely go back to the same place to adopt another companion animal, and nearly all (98%) would recommend the place to a friend or relative.

People had very favorable views of the helpfulness of the adoption staff and volunteers, and gave them high marks on overall knowledge and information on how to care for their companion animal. Those who needed help since adoption were highly satisfied with the assistance that they received.

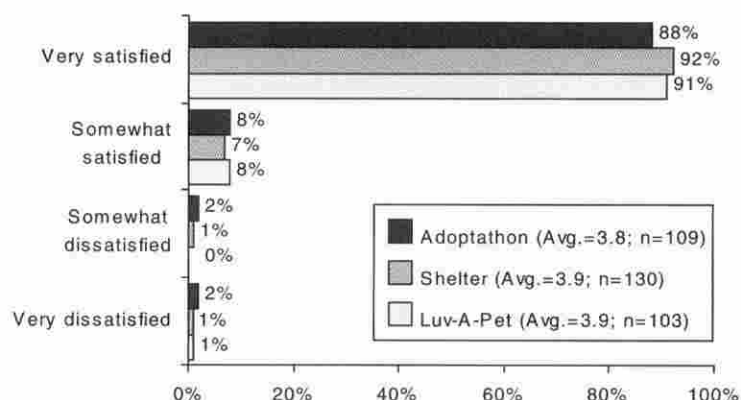


FIGURE 1 Overall satisfaction with pet by adoption setting. Based on a 4-point scale ranging from 1 (*very dissatisfied*) to 4 (*very satisfied*). Totals may not equal 100% due to rounding.

An area in which the process needs improvement is the information provided about the companion animal being considered for adoption. Adopters, particularly dog adopters, want better information about the health and behaviors/personalities of prospective adoptees. They also want advice as to which companion animal is best suited for them. Improvement in these areas, regardless of the type of companion animal adopted, might lead to improved retention (see Table 2).

Retention of Companion Animals

One year following the adoption, four out of five adopters still have their companion animal. Of the 20% that gave up their companion pet, 4% had done so within 2 weeks after the adoption. Six months after adoption, another 8% did not have their companion animal, whereas an additional 8% said the same at the anniversary of the adoption (see Figure 2).

Retention was similar across place of adoption, with no significant differences evident whether the companion animal was adopted through an Adopt-a-thon, Luv-A-Pet location, or shelter. Attrition was also similar among cats and dogs.

Attrition rates are higher among:

- Those adopting an older companion animals (older than 1 year at the time of adoption).
- Those adopting a companion animal for a child or grandchild.

TABLE 2
Satisfaction With Various Aspects of the Adoption Process by Type of Companion Animal

Aspect of Adoption Process	Dog		Cat	
	Average Rating	n	Average Rating	n
Overall helpfulness of adoption staff and volunteers	3.9	243	3.9	270
Help from staff since adoption ^a	3.9	80	3.8	73
Overall knowledge of adoption staff and volunteers	3.8	243	3.8	264
Information about how to care for pet	3.8	233	3.8	238
Information about pet's health	3.7	237	3.6	259
Help to decide which pet was best for adopter	3.6	166	3.8 ↑	184
Information about pet's behaviors or personality	3.6	215	3.7 ↑	218

Note. Based on a 4-point scale ranging from 1 (*very dissatisfied*), 2 (*somewhat dissatisfied*), 3 (*somewhat satisfied*), to 4 (*very satisfied*). ↑ = significantly higher than comparison group at the 95% confidence level using independent *t* test; an em dash (—) = less than 0.5%.

^aExcludes those who did not need/ask for help (dog: *n* = 165; cat: *n* = 191).

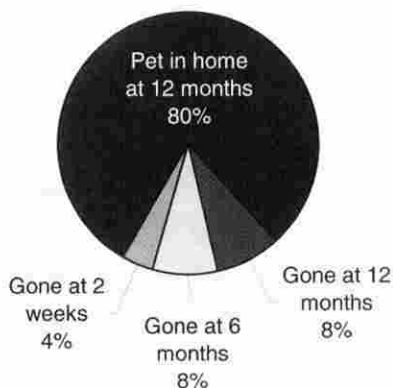


FIGURE 2 Attrition and retention (*n* = 698).

- Adopters with household incomes under \$35,000.

Returning the companion animal to the place of adoption was more likely to happen during the first 6 months following the adoption. Death, giving the companion animal to someone else, or the companion animal running away are secondary reasons. At the 1 year anniversary of the adoption, reasons for no longer having the companion animal are more evenly split among the four situations (see Figure 3).

Reasons for Not Having Companion Animal

The most common reason given for no longer having an adopted companion animal is death. One fourth of those who no longer have their adopted companion animal after 12 months report that the companion animal died. Death is higher among companion animals not spayed or neutered at adoption (50%; $n = 14$) than among those who have been spayed or neutered (21%; $n = 82$). Reported mortality among cats (36%) during the first year is roughly twice that of dogs (15%). However, it is important to keep in mind that this represents a fairly small number of deceased dogs and cats (8 and 15, respectively).

Dogs were more likely to be relinquished due to problems getting along with others (36%; $n = 53$), primarily for not getting along with other pets (19%) or children (15%). Behavioral problems (28%) were often cited as a reason for relinquishing a dog. In contrast, difficulty in getting along with others and behavioral problems are each cited by about 1 in 10 as reasons for no longer having an adopted cat ($n = 42$; see Table 3).

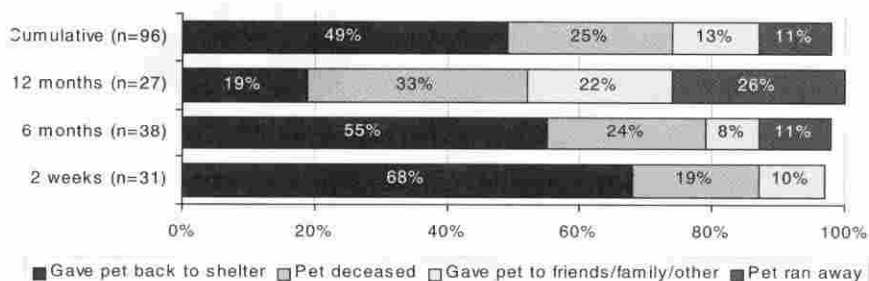


FIGURE 3 Status of pet no longer in home. Miscellaneous not shown.

TABLE 3
Reasons for No Longer Having Companion Animal by Type of Companion Animal

Reason	% of Total	
	Dog ^a	Cat ^b
Companion animal died ^c	15	36 ↑
Problems getting along with others ^c	36 ↑	7
Did not get along with other companion animal(s)	19 ↑	5
Difficulty getting along with children	15 ↑	2
Difficulty getting along with people	8	2
Other compatibility comments	4	2
Behavioral problems ^c	28 ↑	10
Exhibited destructive behavior	11	2
Couldn't housebreak	6	2
Other behavioral comments	13	5
Other comments ^c	38	50
Companion animal ran away	8	17
Allergic reaction to companion animal	2	10
Companion animal had health problems	4	7
Companion animal needed more space	8	—
Companion animal got too big	6	—
Kids were not responsible enough	4	—
Not enough time to spend with companion animal	4	—
Took companion animal back to place of adoption	—	2
Miscellaneous comments	6	14
Unsure ^c	2	2

Note. May not sum to 100% due to multiple responses. ↑ = significantly higher than comparison group at the 95% confidence level; an em dash (—) = less than 0.5%.

^an = 53. ^bn = 42. ^cIndicates net categories and the percentage of respondents who mentioned at least one of the items/subcategories within each net category.

Veterinary Care

In the first 12 months, adopters took their companion animal to a veterinarian an average of 2.4 times. Dog owners went to the veterinarian an average of 2.7 times, whereas cat owners visited an average of just 2.2 times in the first year (see Figure 4).

Vaccinations

Adopters were doing a reasonably good job of keeping up with their companion animal's vaccinations and other shots. Over time, adopters had fallen behind

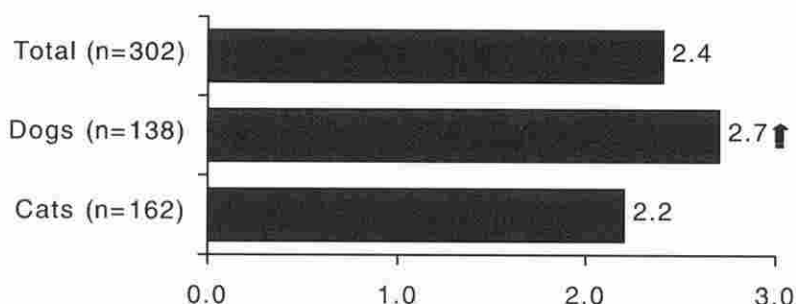


FIGURE 4 Average number of veterinarian visits during the past year. ↑ = significantly higher than cats at the 95% confidence level.

slightly. Ninety-six percent ($n = 448$) reported that their companion animals' shots were current after 6 months, although after 12 months, a somewhat lower 80% ($n = 313$) of these adopted companion animals were up-to-date with shots and vaccinations. This is similar to the level reported 2 weeks following adoption (81%; $n = 658$). No differences were apparent between cats and dogs (see Figure 5).

Health Problems

Two weeks after adoption, approximately half of the adopted companion animals suffered from one or more health problems. About two in five (39%) experienced a general health problem, such as coughing/sneezing, respiratory infection, diarrhea, or runny eyes. Ten percent had parasites of some sort (see Table 4).

Over time, adopted companion animals health improved. After 6 months, about 9 out of 10 companion animals were healthy, with no differences between dogs and cats. Six percent had a general health disorder (although 1% had parasites), were suffering from a disease, and/or were injured. The majority of companion animals were healthy 1 year following adoption (see Figure 6).

Behavioral Problems

One year following adoption, the majority of dog adopters (77%) said their dog had no behavioral problems, however, this is significantly lower than cats (90%). Types of problems mentioned include bad habits, problems with people, aggression, being scared or shy, and eating problems (see Table 5).

Half of those who cited problems with their adopted companion animal's behavior ($n = 48$) said that bad habits were their biggest challenge.

Specifically, bad habits mentioned as their biggest challenge include:

1. Housebreaking problems (15%).
2. Chewing (10%).
3. Digging (6%).
4. Not staying in yard (6%).
5. Jumping on furniture (4%).
6. Scratching (4%).

Cats (31%) were more likely than dogs (6%) to have housebreaking problems.

Adopter and Companion Animal Bond

The bond between adopters and their companion animal was strong over time. Overall, the amount of time adopters spent with their adopted companion animal stayed the same over time, at around 60 hrs per week. Cat and dog adopters spent similar amounts of time with their companion animal (average of 62 and 63 hrs per week, respectively). However, virtually all cats (98%) slept indoors, significantly higher than dogs (76%).

Companion animals that slept outside received far less personal attention (33 hrs per week on average) than those that slept inside on a pet bed (80 hrs), on a human bed (71 hrs), or inside somewhere else (59 hrs).

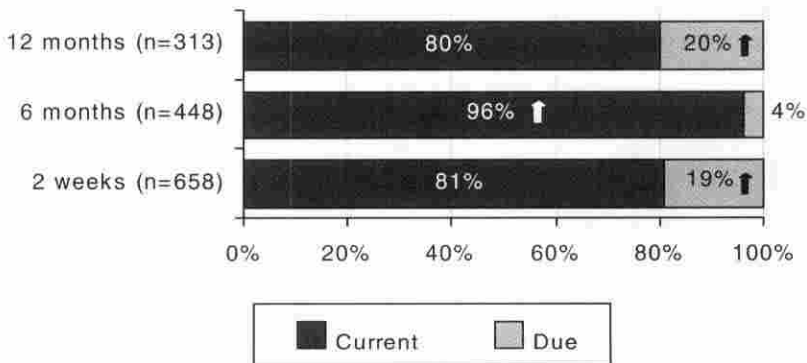


FIGURE 5 Vaccinations and other shots. ↑ = significantly higher at the 95% confidence level.

TABLE 4
Health Problems at 2 Weeks After Adoption

<i>Health Problem</i>	<i>% of Total</i>
Various health concerns ^a	39
Coughing, sneezing	20
Respiratory infection, problems	4
Diarrhea	3
Runny, watery eyes	3
Skin disorders	1
Lethargy (tired, not active)	1
No appetite	1
Ear infection	1
Other various ear problems	1
Problems with teeth, gums, mouth	1
Underweight	1
Kennel cough	1
Other general health concerns	9
Parasites ^a	10
Worms	4
Ear mites	3
Ticks	2
Fleas	1
Other parasites	1
Injury ^a	3
Cut, wound	2
Other injuries	1
Other ^a	4

Note. $N = 673$. May not sum to 100% due to multiple responses.

^aIndicate net categories and the percentage of respondents who mentioned at least one of the items/subcategories within each net category. The individual items/subcategories may not sum to the net category total due to multiple responses.

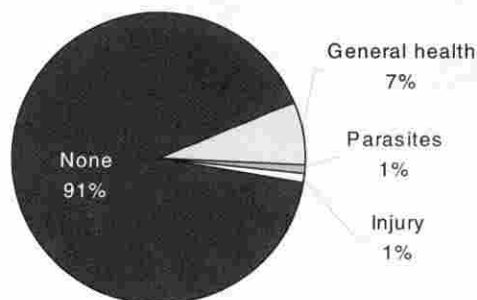


FIGURE 6 Health problems 12 months following adoption ($n = 315$).

TABLE 5
Behavioral Problems by Type of Companion Animal

<i>Behavioral Problem</i>	<i>% of Total</i>	
	<i>Dog^a</i>	<i>Cat^b</i>
None	77	90 ↑
Bad habits	12	7
People problems	5	4
Aggression	3	1
Scared, shy	1	1
Eating disorder	1	1
Other	5 ↑	1

Note. May not sum to 100% due to multiple responses. ↑ = significantly higher than comparison group at the 95% confidence level.

^a*n* = 142, ^b*n* = 169.

Where Companion Animals Sleep

Nearly 9 out of 10 adopted companion animals (*n* = 307) slept inside, with half sleeping on a human bed. Six out of 10 companion animals adopted through a Luv-A-Pet program (*n* = 91) slept inside on a human bed, compared to about 4 in 10 companion animals adopted from other venues.

Companion animals that slept inside on a human bed were also more likely to:

1. Be cats (61%; *n* = 163).
2. Have been spayed or neutered when adopted (50%; *n* = 278).
3. Live in households with annual incomes less than \$35,000 (65%; *n* = 71).
4. Have only one human housemate (69%; *n* = 29).

Clearly, there is a link between bonding with a companion animal and where they sleep. One third of the companion animals of adopters who were less than very satisfied with their new companion animal (*n* = 21) slept outside, although only 1 in 10 companion animals of adopters who are very satisfied (*n* = 286) slept outside.

Relationship to Companion Animal

Cat and dog owners had similar, close relationships with their companion animals. Dog adopters were split between thinking of their dog as a child or close companion (48%) or as a part of the family (52%). Cat adopters were slightly

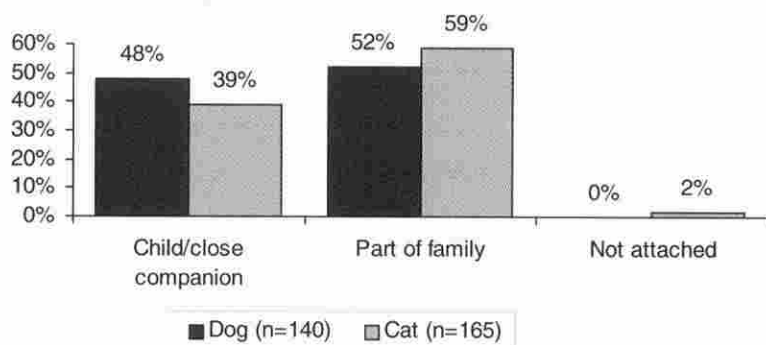


FIGURE 7 Relationship to pet by type of pet.

more apt to see their cat as part of the family rather than a child or close companion (59% and 39%, respectively; see Figure 7).

Adopters whose companion animal slept inside on a human bed (49%; $n = 146$), pet bed (52%; $n = 33$), other furniture (48%; $n = 31$), or someplace else inside (40%; $n = 52$) were more than twice as likely to view their companion animal as a child or close companion compared to those whose companion animal slept outside (19%; $n = 26$).

People who did not have children in the household were also more prone to see their companion animal as a child or close companion (60% of 114 vs. 32% of the 163 individuals who had children in the household). Conversely, people who adopted the companion animal for a child or grandchild were more apt to view the companion animal as part of the family (73%; $n = 49$) than those who adopted the companion animal for themselves (51%; $n = 245$).

Companion animals who were spayed or neutered at adoption tended to be viewed as a child or companion less often (41%; $n = 277$) than nonspayed and nonneutered companion animals (63%; $n = 30$). Attitudinal questions were asked in all three phases, with no differences evident between phases.

METHOD

Sampling Process

The sample for this study was supplied by PETsMART Charities, the Animal Humane Association of New Mexico, and the Arizona Humane Society. The study in-

cluded people who had adopted companion animals from PETsMART Luv-A-Pet locations, animal shelters, or during the 1999 Adopt-a-thon. Lists of adopters were provided by these agencies on a weekly basis approximately 2 weeks following the adoption. Although the sample included participants from around the country, the majority were from two states: Arizona and New Mexico.

Data Collection

The first phase of calling was completed with 698 adopters 2 weeks after adoption. Telephone interviews for this phase were completed between May and August, 1999. The sample was stratified by adoption location: Luv-A-Pet ($n = 240$), Arizona shelter ($n = 120$), New Mexico shelter ($n = 120$), Adopt-a-thon 1999 ($n = 218$). A call to each adopter in the sample was attempted at least once. Multiple callbacks were made at different times of the day and on different days of the week to contact those with valid telephone numbers who were not reached in earlier attempts.

During Phase 2 respondents from the first phase were recontacted 6 months after adoption. For all disconnected numbers, the number was called again to verify that the number was indeed disconnected. For any remaining numbers, directory assistance was used to attempt to get an updated phone number and/or forwarding address. Remaining respondents for which there was an address in the original database were sent a letter requesting their time and participation in Phase 2. Finally, a listing of disconnected numbers was sent to the agencies for their assistance in updating the respondent database.

For all "wrong" numbers (someone answered the phone, but it was not the listed respondent), the person who answered was asked if they knew the whereabouts of, or how to contact, the initial respondent, including a forwarding address and/or telephone number. They were informed of the purpose of the contact and asked for any information they could provide regarding how to contact the original respondent.

The steps remained the same for Phase 3, except that no mailing was made. On receiving an updated list of phone numbers from the agencies (as requested in Phase 2), all previously identified disconnected numbers were recalled, and 32 more interviews were completed with respondents who had not completed Phase 2.

Table 6 summarizes the number of completed interviews and reasons for not being able to complete interviews in subsequent phases for respondents contacted during the initial phase.

TABLE 6
Status of Pet and Call Disposition

	Phase 1	Phase 2	Phase 3
Pet in home	667	452	315
Pet no longer in home (in each phase; excludes previous phases)	31	38	27
Pet deceased	6	9	9
Pet ran away	0	4	7
Gave pet back to place of adoption	21	21	5
Gave pet to friends, family, other	3	3	6
Unable to contact, locate ^a	1,178	141	62
Refused to participate	118	15	26
Other	47	21	21
Total	2,042	667	452

Note. Phase 1 = 2 weeks after adoption ($n = 698$); Phase 2 = 6 months after adoption ($n = 490$); Phase 3 = 12 months after adoption ($n = 343$).

^aIncludes no answer; busy signal; answering machine; call back later; business, fax, modem, cell, blocked numbers; disconnected, bad number; and language barrier.

Sample Characteristics

Table 7 provides demographic characteristics of survey respondents who responded to the study after 2 weeks or 6 months or who were surveyed at the end of 12 months. Respondent attrition over time did not affect representativeness of the sample, as none of the differences was found to be statistically significant.

Sampling Variability

Every sample for a survey is subject to ranges of variability, which refer to the chance variation in results that can occur when a sample is used instead of surveying the entire population. This variability is known as *standard error*, and is the difference between the sample findings and those that would occur from 100% enumeration of the population using the same questionnaire and research procedures.

Ranges of sampling variability are presented below for sample sizes of 698 (number surveyed during the first phase) and 343 (number surveyed for Phase 3) computed at the 95% confidence interval for an infinite sample. These are maximal ranges, and most findings tend to cluster closer to the actual figures as they exist in the population. As shown in Table 8, a sample of 343 ensures a maximum standard error of $\pm 5.3\%$. For example: 14% of respondents say they no longer have

TABLE 7
Profile of Survey Respondents

	<i>Phase 1</i>	<i>Phase 2</i>	<i>Phase 3</i>
Gender			
Male	27	27	25
Female	73	73	75
Education			
High school or less	23	22	20
Some college	29	29	27
College graduate+	45	47	50
Household income			
< \$35,000	24	24	23
\$35,000 to \$49,999	20	18	16
\$50,000 to \$74,999	22	22	22
\$75,000+	20	22	24
Age			
18 to 24	16	14	13
25 to 34	25	24	23
35 to 44	31	32	32
45 and over	25	27	30
Other companion animals at time of adoption			
Have other cat(s)	43	47	50
Have other dog(s)	43	46	49
Have other dog(s) and cat(s)	19	21	23
No other cats or dogs	34	28	24

Note. Given in percentages. Columns may not sum to 100% due to exclusion of "don't know/no response" category. Phase 1 = 2 weeks after adoption ($n = 698$); Phase 2 = 6 months after adoption ($n = 490$); Phase 3 = 12 months after adoption ($n = 343$).

TABLE 8
Sampling Variability

% Results Close to	<i>n</i>			
	698	343	80	30
5 or 95	±1.6	±2.3	±4.8	±7.8
15 or 85	±2.6	±3.8	±7.8	±12.8
25 or 75	±3.2	±4.6	±9.5	±15.5
35 or 65	±3.5	±5.0	±10.5	±17.1
45 or 55	±3.7	±5.3	±10.9	±17.8
50	±3.7	±5.3	±11.0	±17.9

their adopted companion animal. Based on a sample size of 343, chances are 19 out of 20 (95%) that this finding (14%) is within $\pm 3.8\%$ of the result that would occur from a complete enumeration of the population.

