

# POSITIVE ATTITUDES TOWARDS PETS

A study by Statistics without Borders for Petlanthropy.org

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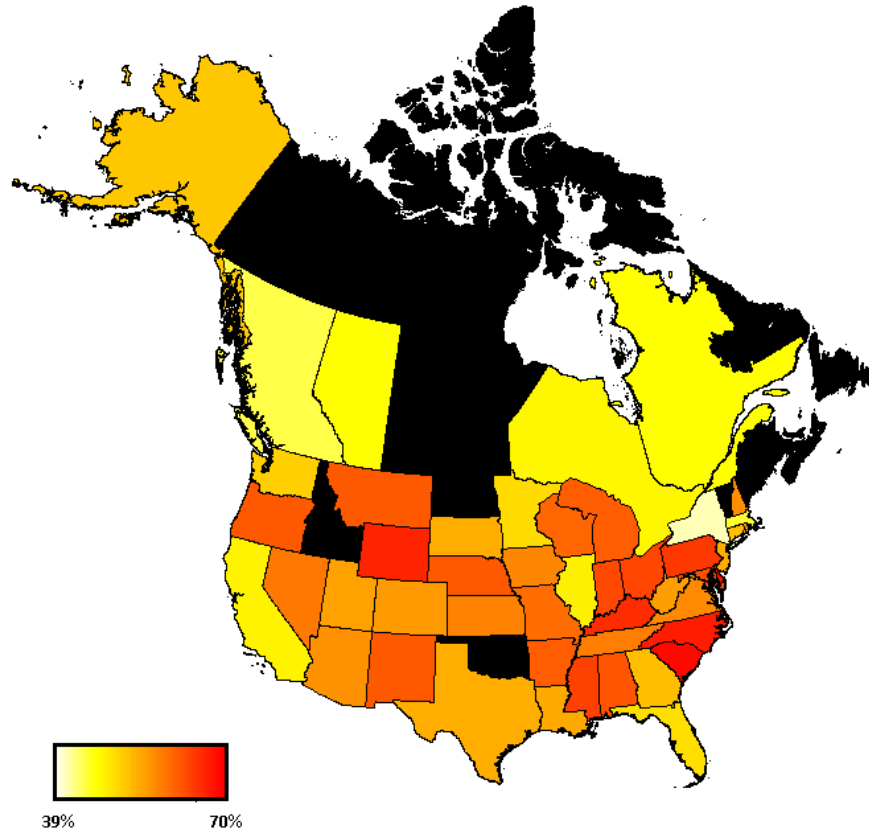
## Statistics without Borders Coordinating Team

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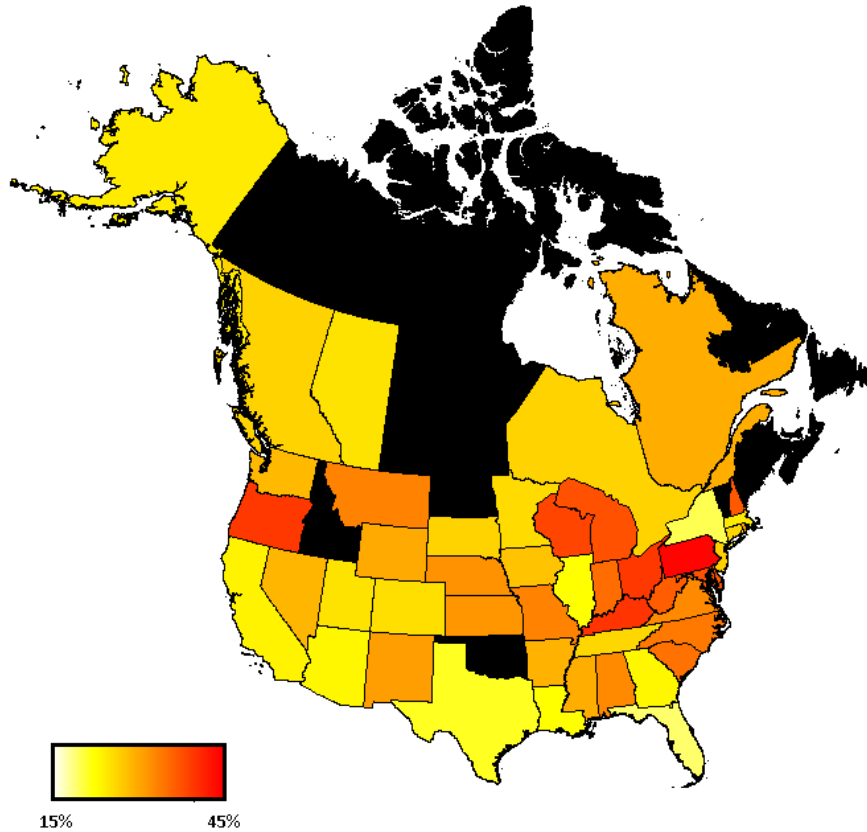
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# Map of Cat or Dog Ownership



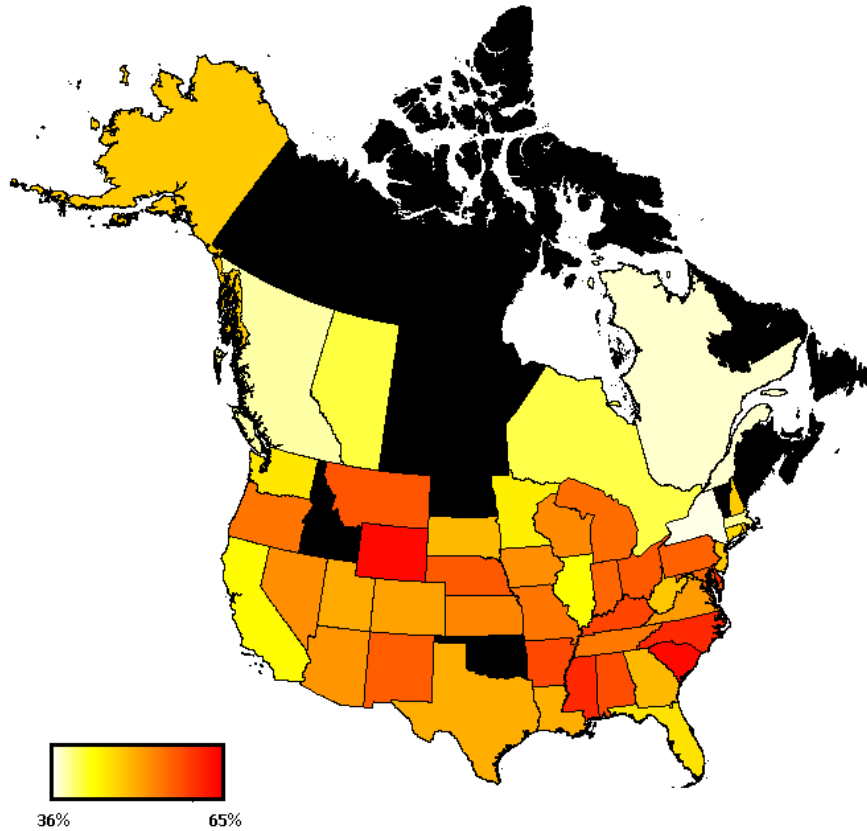
- Determined Percent of pet ownership by state
- States with more heat have higher pet ownership
- Color palette is scaled to specific pet ownership
- Canada sees overall lower pet ownership
- The four Canadian provinces were in the bottom 7 for “has cats or dogs” proportions

# Map of Cat Ownership



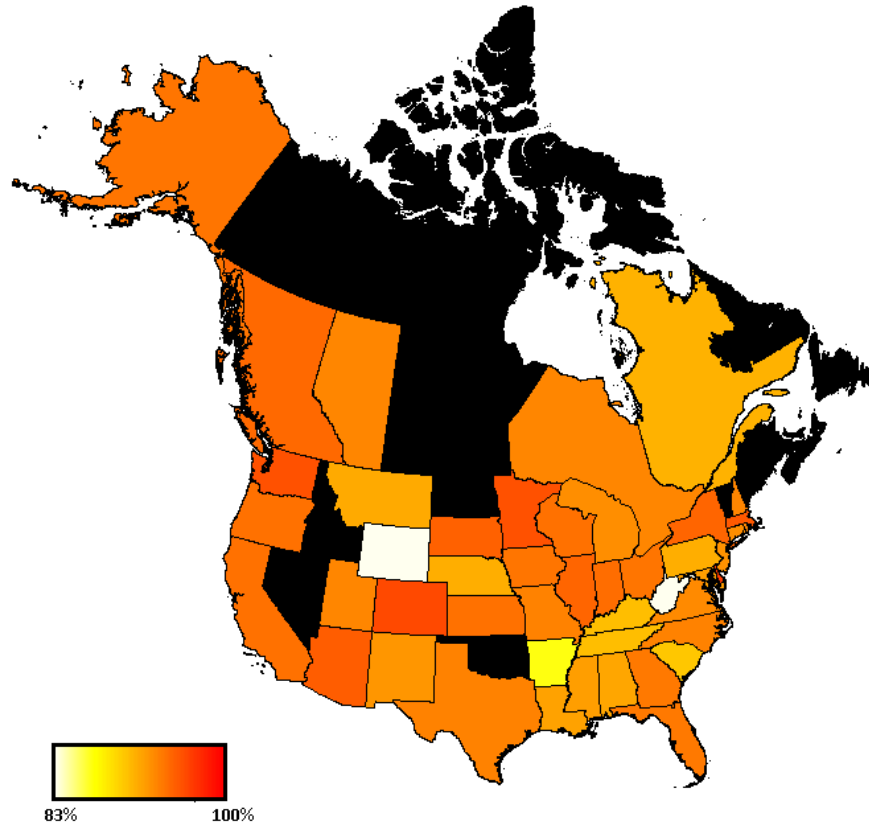
- Cat ownership is higher in Pacific Northwest and Rust belt states
- Pennsylvania, Ohio, and Oregon had three of the four highest "has cats" proportions

# Map of Dog Ownership



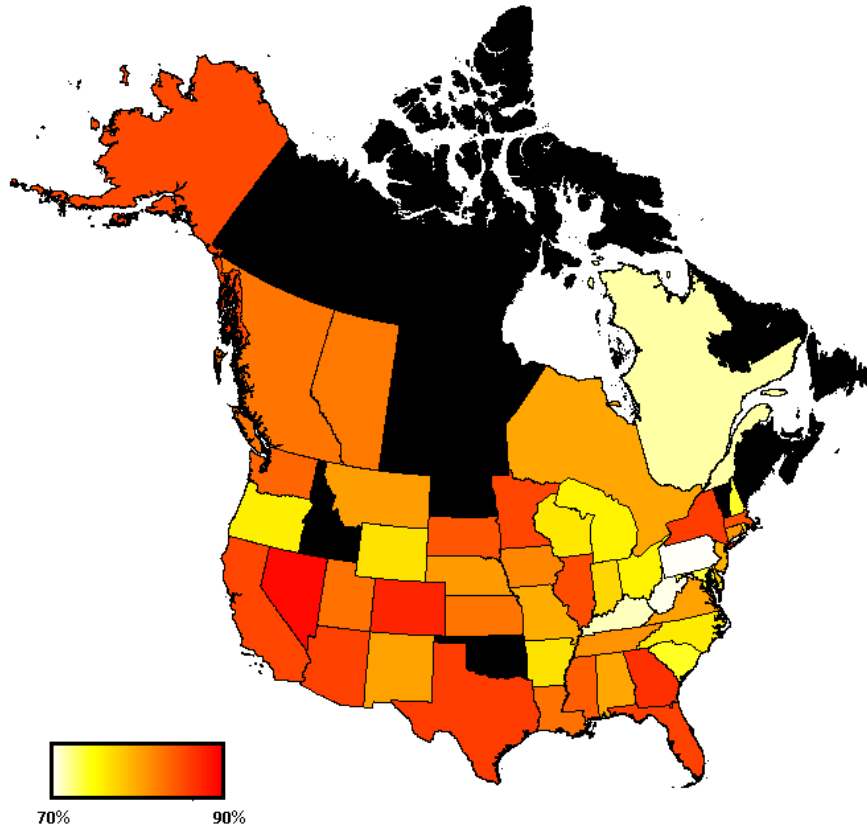
- Dog ownership is higher in Southern states
- North Carolina, Alabama, and Mississippi had three of the five highest “has dogs” proportions

# Map of “Likes” Dogs or Cats



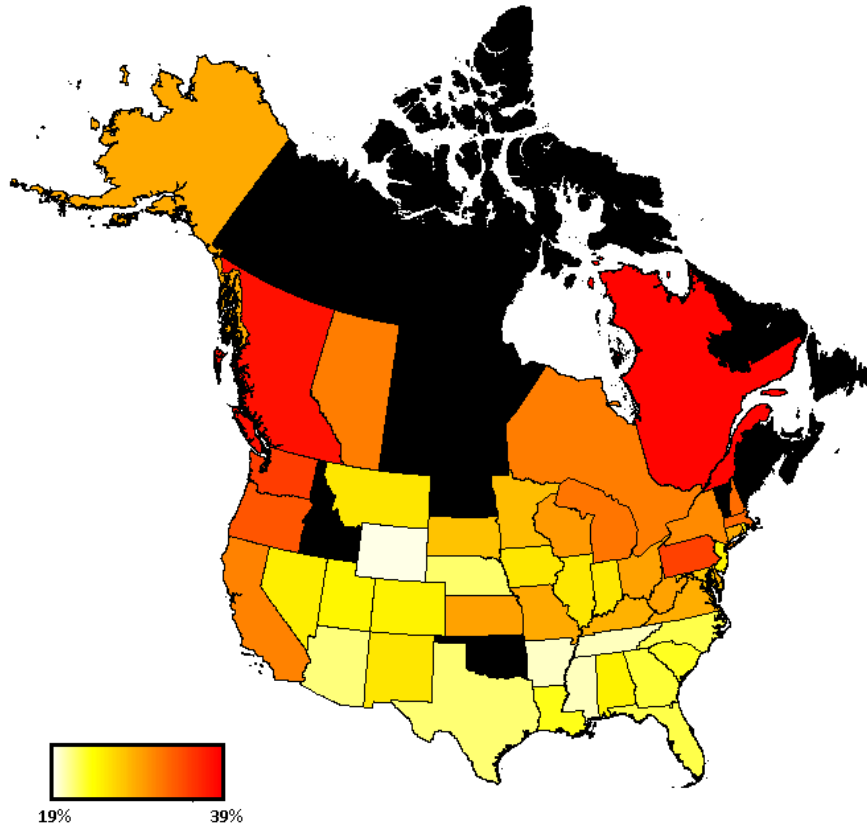
- Likes trends follow those of ownership
- Likes at higher rate than ownership

# Map of “Likes” Dogs



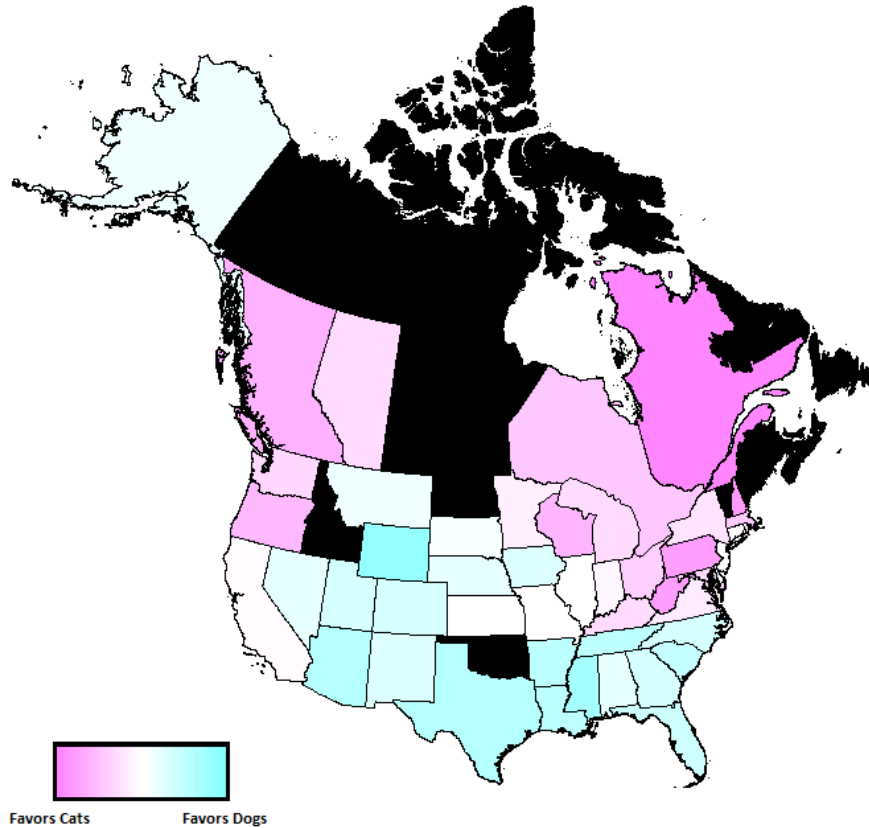
- Likes dogs is significantly higher than likes cats

# Map of "Likes" Cats



- Canada has significantly higher portion of likes Cats
- Quebec and British Columbia had the two highest proportions of "likes cats" with Alberta and Ontario in tenth and eleventh place

# Comparing Dog and Cat Ownership



- Centered and Scaled % of Dog and Cat ownership by state
- Looked at difference between Cat and Dog ownership
- Measurements are relative
  - States with similar relative ownership will appear clear
  - States with higher relative cat ownership vs dog ownership will be purple
  - States with higher relative dog ownership vs cat ownership will be blue
- Trends are as expected
  - Higher relative cat ownership in Northeast, rust belt, Canada, and Pacific Northwest
  - Higher relative Dog ownership in Southern and Mountain West states



# Groups of Account Profile Variables Investigated

Group	Variables
Account demographics	gender, partner sexual preference, age, children, relationship history, ethnicity, languages spoken
Seeking demographics	the demographics the account holder is seeking in a match
Account Appearance	body type, height, hair color, eye color
Seeking Appearance	the appearance the account holder is seeking in a match
Account Education/Beliefs	religious background, education background, astrological information, political views
Seeking Education/Beliefs	the education/beliefs the account holder is seeking in a match
Account Lifestyle	smoking habits, drinking habits, occupation, income range, hobbies, reading taste
Seeking Lifestyle	the lifestyle the account holder is seeking in a match

- Input variables grouped during model building process
- Groups of variables sequentially removed and replaced from GLM for each outcome
- Importance of variable groups assessed by comparing AICs from model including all variable groups and the AIC from a model without a specific group

# Importance of Variable Groups

Variable Group	PercentDeltaAIC Values By Outcome					
	Owns Dogs	Owns Cats	Owns Dogs Or Cats	Likes Dogs	Likes Cats	Likes Dogs Or Cats
Account demographics	1.967%	2.676%	2.552%	0.751%	0.576%	1.139%
Seeking demographics	0.195%	0.281%	0.226%	0.334%	0.232%	0.193%
Account Appearance	0.035%	0.076%	0.048%	0.076%	0.004%	0.022%
Seeking Appearance	0.010%	0.031%	0.016%	0.133%	0.105%	0.054%
Account Education/Beliefs	0.095%	0.169%	0.115%	0.111%	0.176%	0.136%
Seeking Education/Beliefs	0.046%	0.147%	0.060%	0.045%	0.128%	0.045%
Account Lifestyle	0.232%	0.470%	0.259%	0.541%	0.629%	0.504%
Seeking Lifestyle	0.036%	0.023%	0.035%	0.011%	0.052%	0.034%

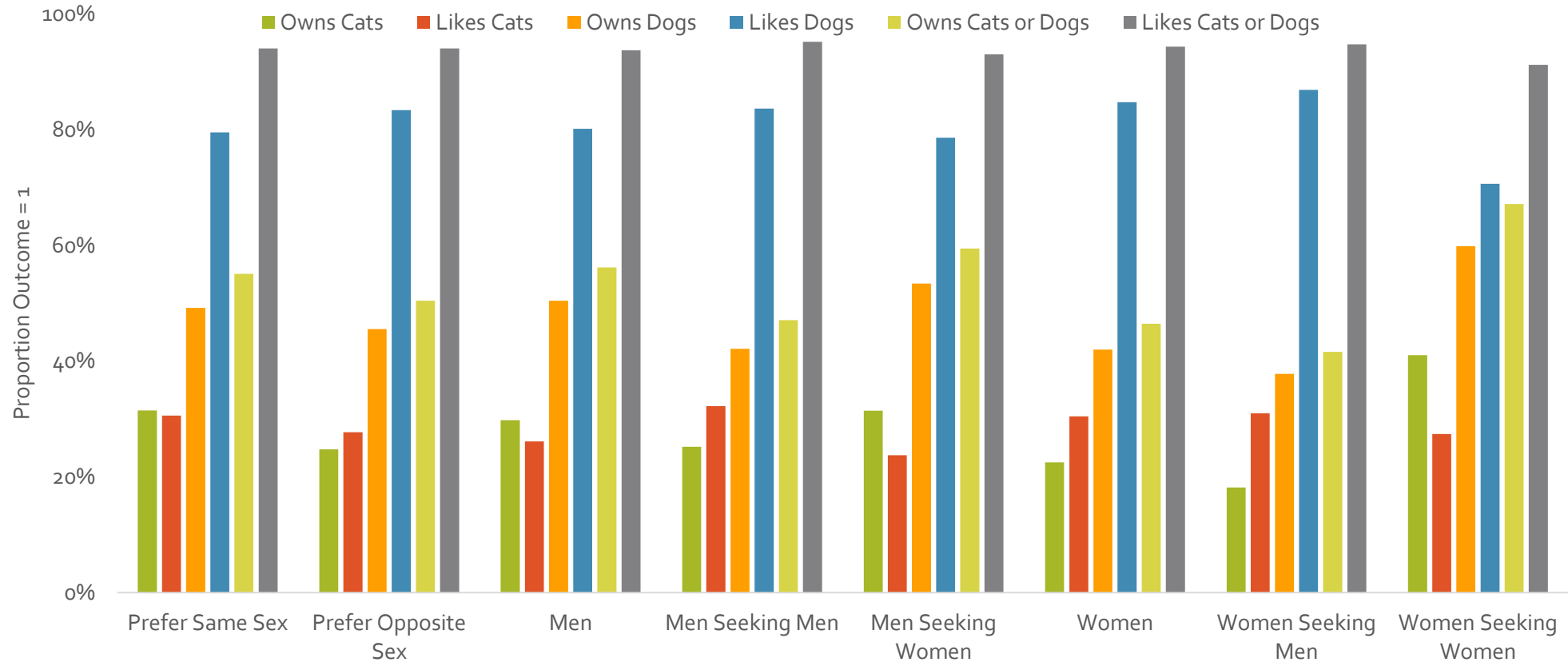
- Higher PercentDeltaAIC values mean that a group of variables is more important
- Account demographics most important group by a wide margin
- Demographics that an account is seeking in a match second most important

# Top Drivers Across Outcomes, By Variable Group

Outcome	More Likely	Less Likely
<b>Owns Dogs</b>	Identify as White or Latino; Self-employed or student; Identify as Christian; Enjoys the outdoors	Women seeking men; Never married; Identify as Black; Older age
<b>Owns Cats</b>	Identify as White; Liberal political views; Seeking non-religious match; Likes to read	Women seeking men; Identify as Black; Slender/athletic body type; Seeking match age 20-29
<b>Owns Dogs or Cats</b>	Identify as White; Self-employed or medical work; Identify as Christian; Attended college	Women seeking men; Identify as Black; Slender/athletic body type; Seeking match age 60+
<b>Likes Dogs</b>	Women seeking men; Identify as Spiritual; Slender/athletic body type; Likes sports	Non-drinkers; Seeking non-religious match; Work in tech field; HS highest degree attained
<b>Likes Cats</b>	Older age; Liberal political views; Seeking non-religious match; Earns < \$35K	Self-employed; Executive or Sales work; Identify as Catholic or Spiritual; Likes sports
<b>Likes Dogs or Cats</b>	Women seeking men; Never married; Older age; Identify as Black	Self-employed or medical work; Spiritual Faith; Identify as White; Identify as Catholic

- Owns/Likes Dogs:
  - Like sports and outdoors
  - Christian or spiritual
  - Athletic or slender
- Owns/Likes Cats:
  - Liberal political views
  - Seeking non-religious match
  - Not seeking 20-29 year old match

# Outcomes by Sex and Sex Preferences



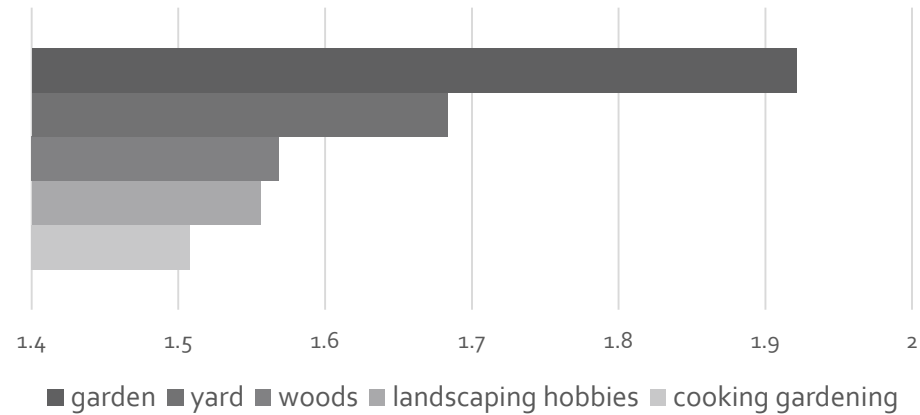
- Most accounts liked dogs, regardless of sex or sex preferences
- Greater proportion of men owned pets than women
- Accounts who prefer same sex own cats more frequently than like cats, whereas accounts who prefer opposite sex like cats more frequently than own cats

# Linguistic Analysis

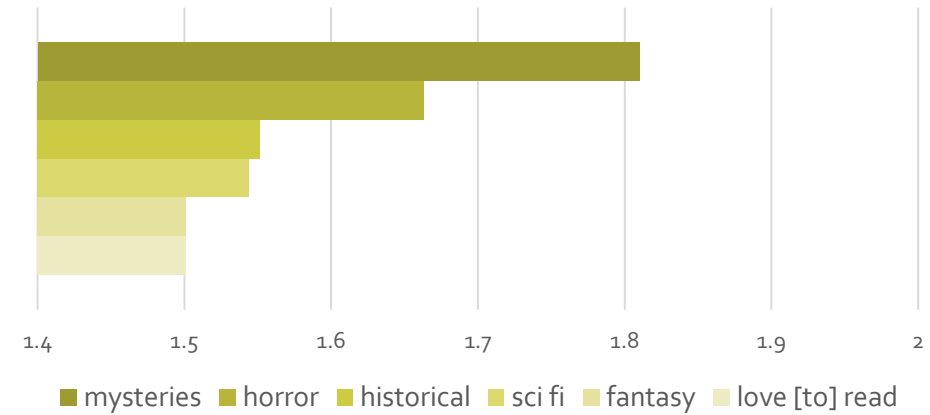
- Terms (words and two-word combinations) most used by:
  - Cat Owners
    - Themes: Outdoors, book/movie genres
  - Dog Owners
    - Themes: Outdoors
  - Individuals who report liking cats but don't own cats
    - Themes: Book/movie genres, the arts, 'intellectuality', locations
  - Individuals who report liking dogs but don't own dogs
    - Themes: Sports, TV shows, locations

# Cat Owners vs. Others

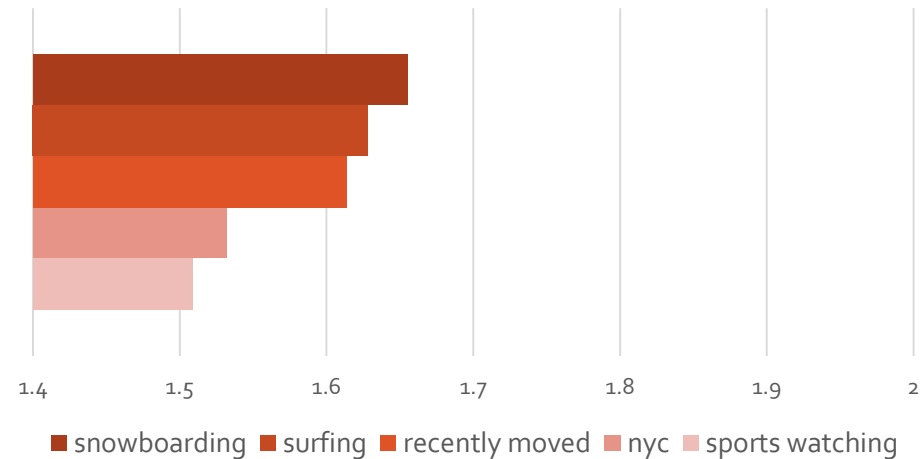
High Usage Ratio for Cat Owners:  
Outdoors



High Usage Ratio for Cat Owners:  
Book/Movie Genres

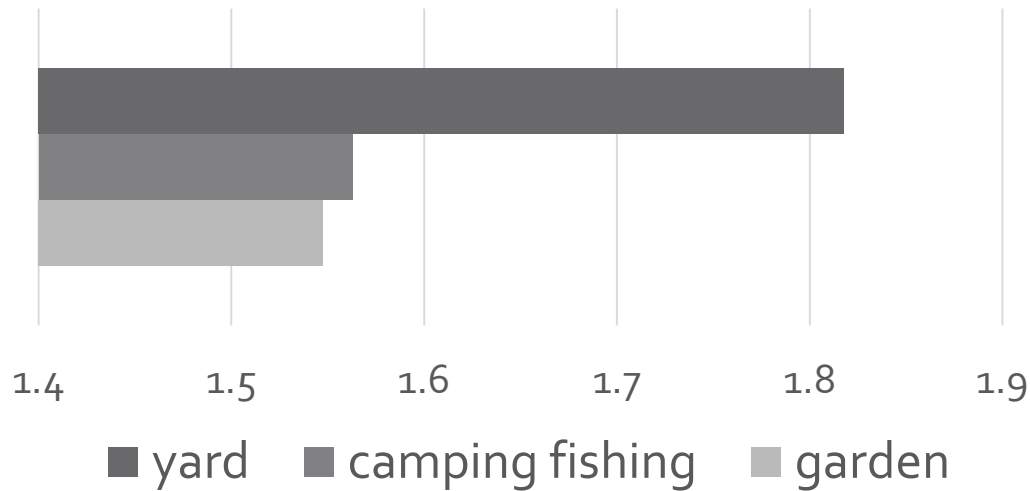


High Usage Ratio for **Non-Cat-Owners**

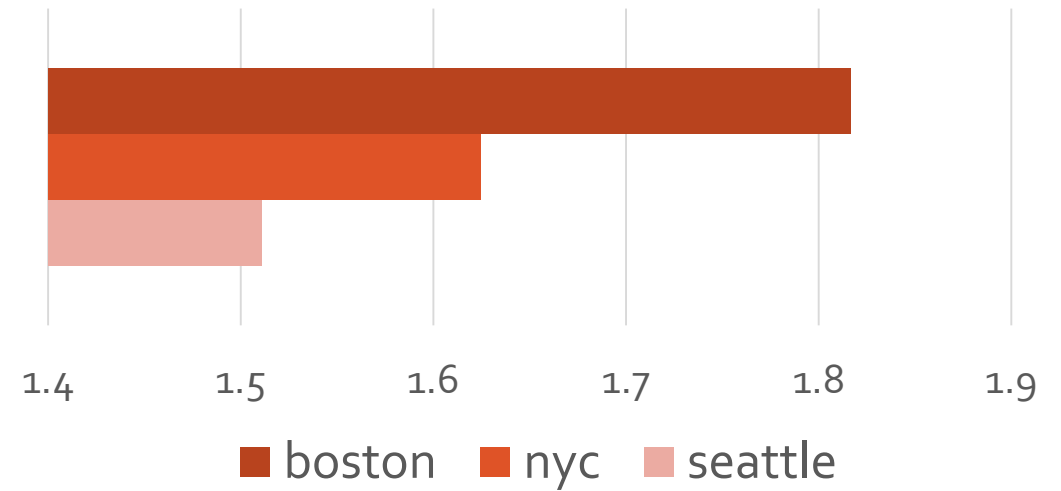


# Dog Owners vs. Others

High Usage Ratio for Dog Owners:  
Outdoors

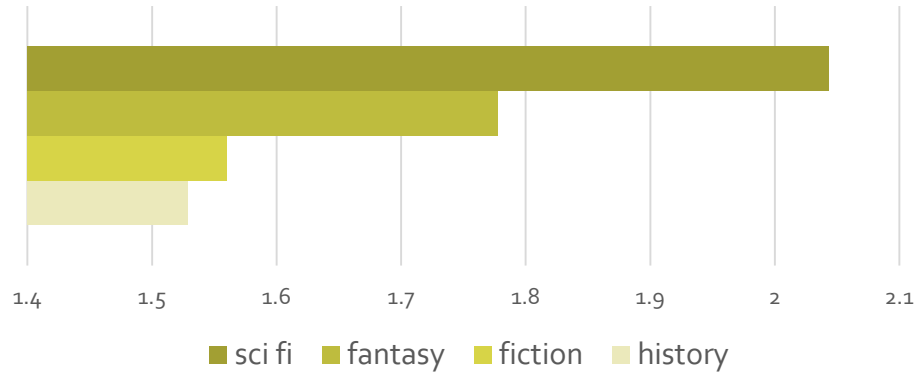


High Usage Ratio for  
**Non-Dog-Owners:** Cities

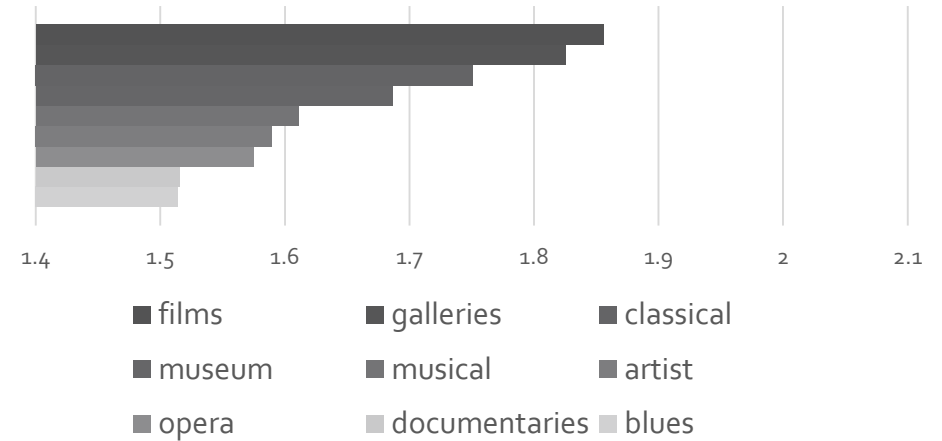


# Non-Cat-Owners who Like Cats

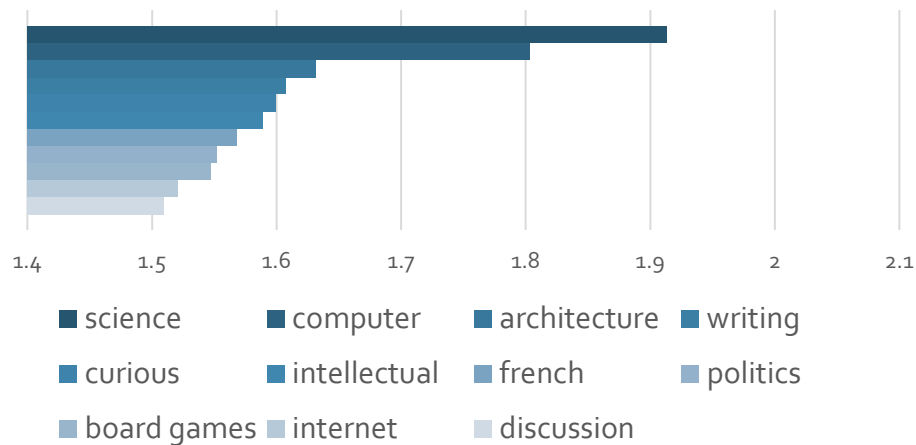
## Genres



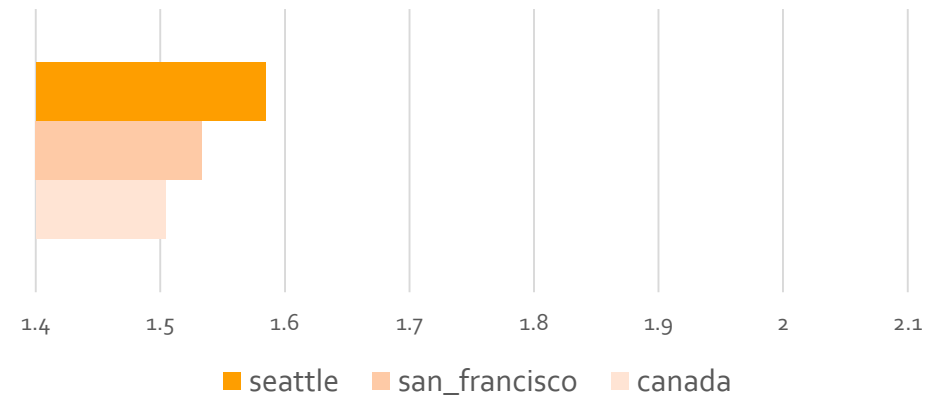
## The Arts



## 'Intellectuality'



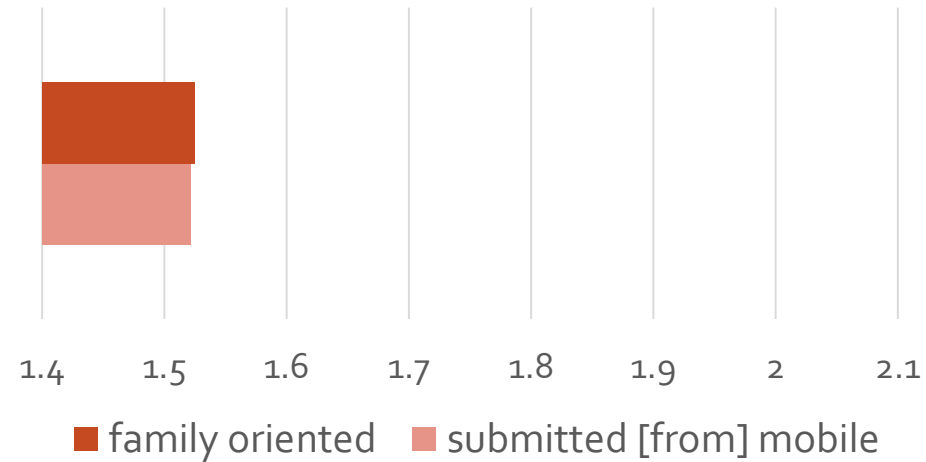
## Places





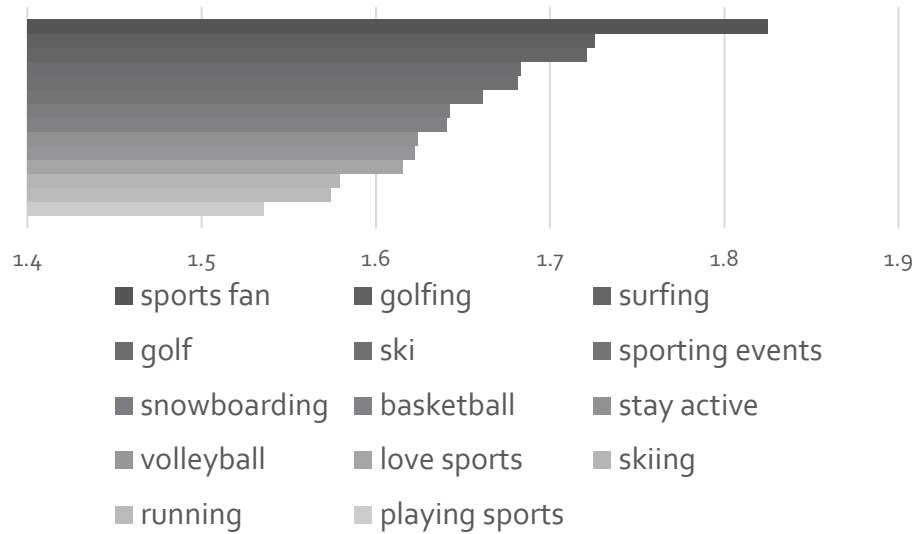
# Non-Cat-Owners who do not Like Cats

High Usage Ratio for  
Non-Cat-Owners  
Who Do **Not** Report Liking Cats

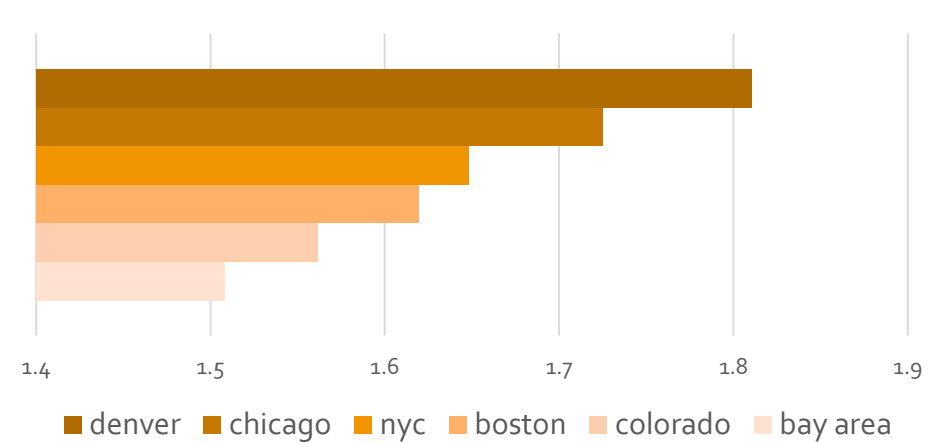


# Non-Dog-Owners who Like Dogs

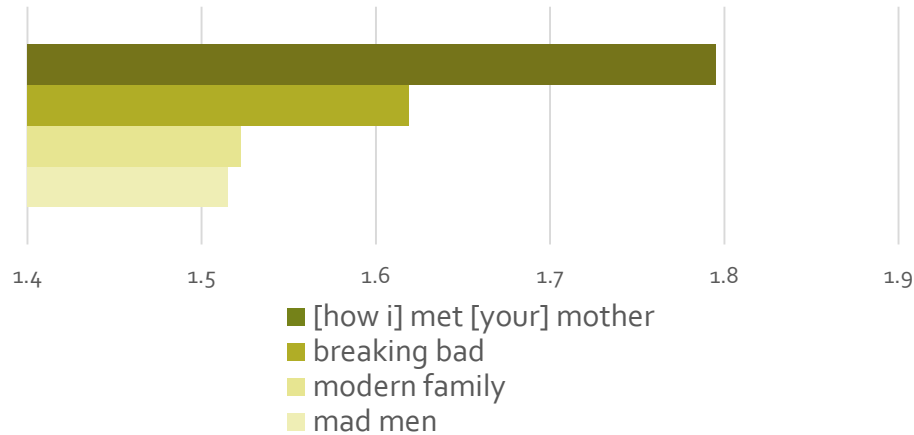
## Sports



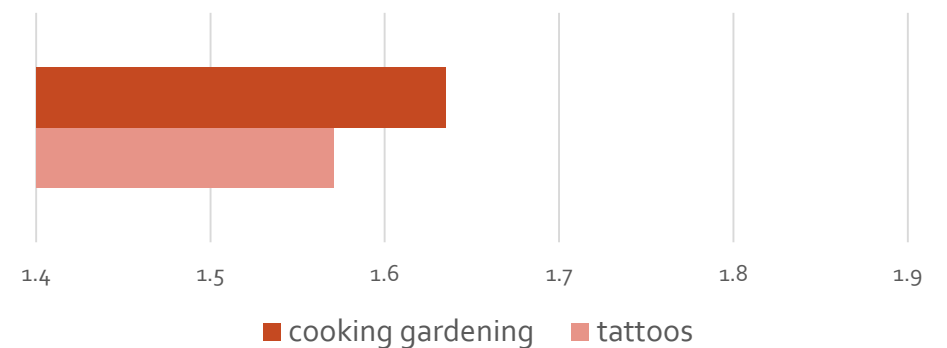
## Places



## TV Shows

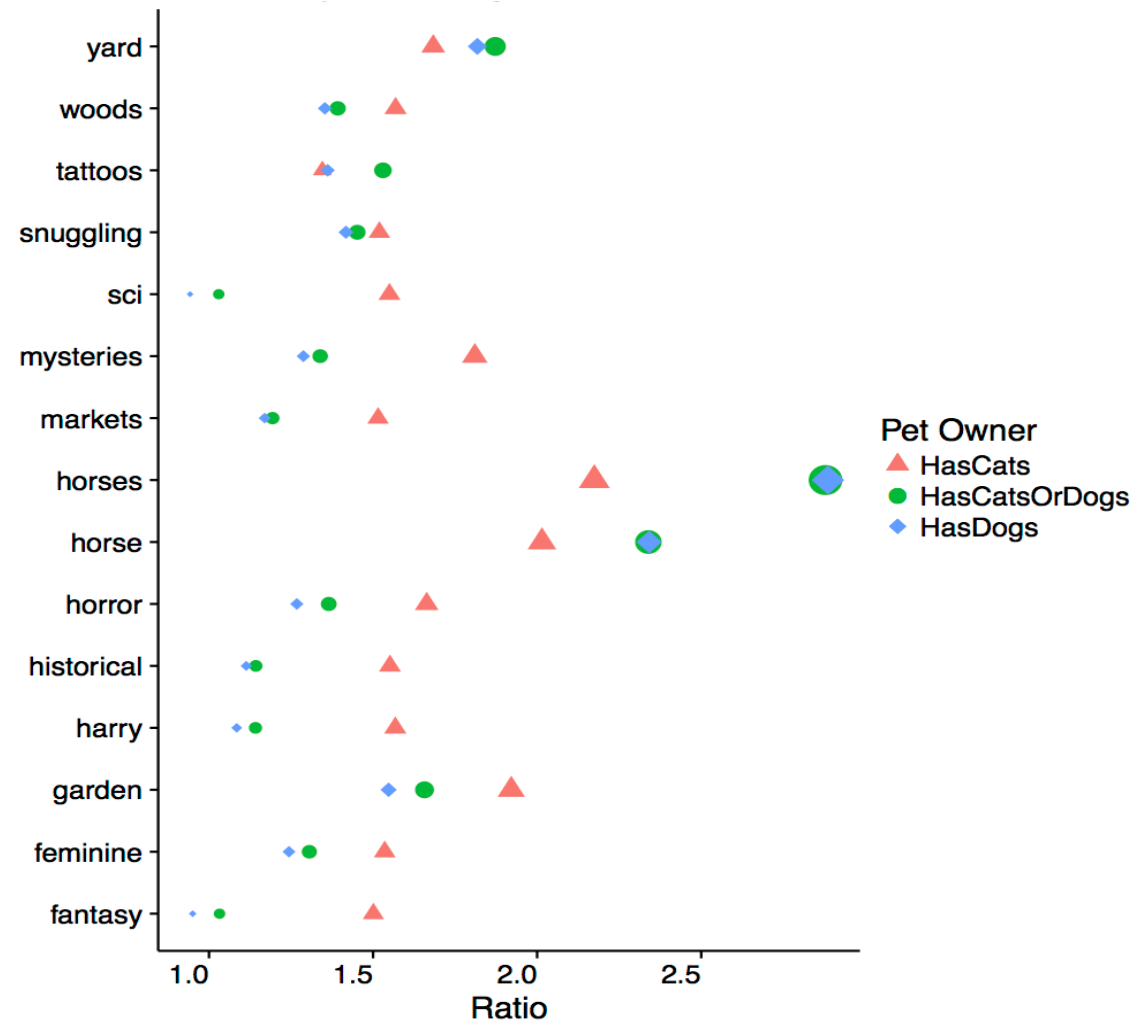


High Usage Ratio for Non-Dog-Owners  
Who Do **Not** Report Liking Dogs

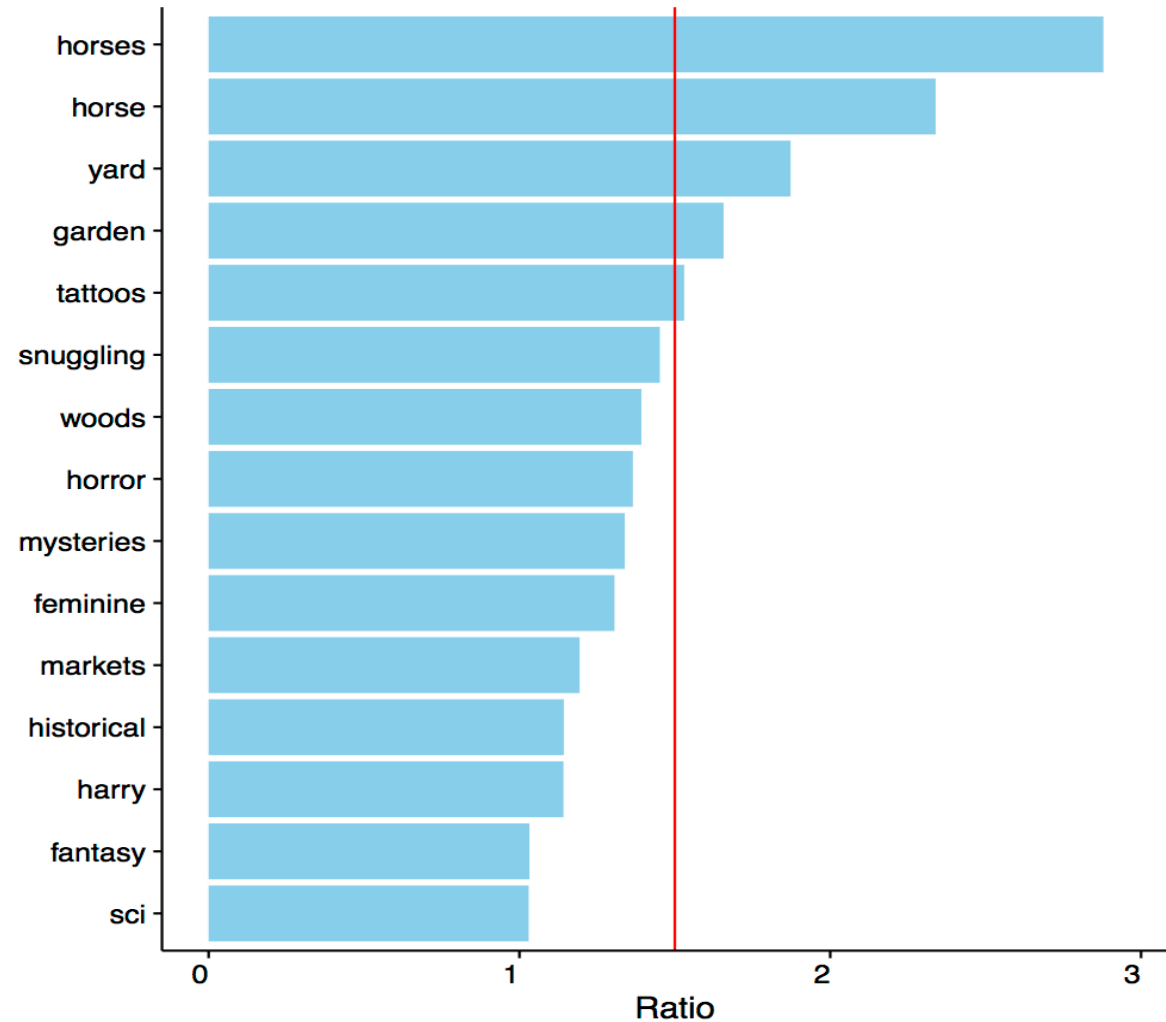


# Appendix

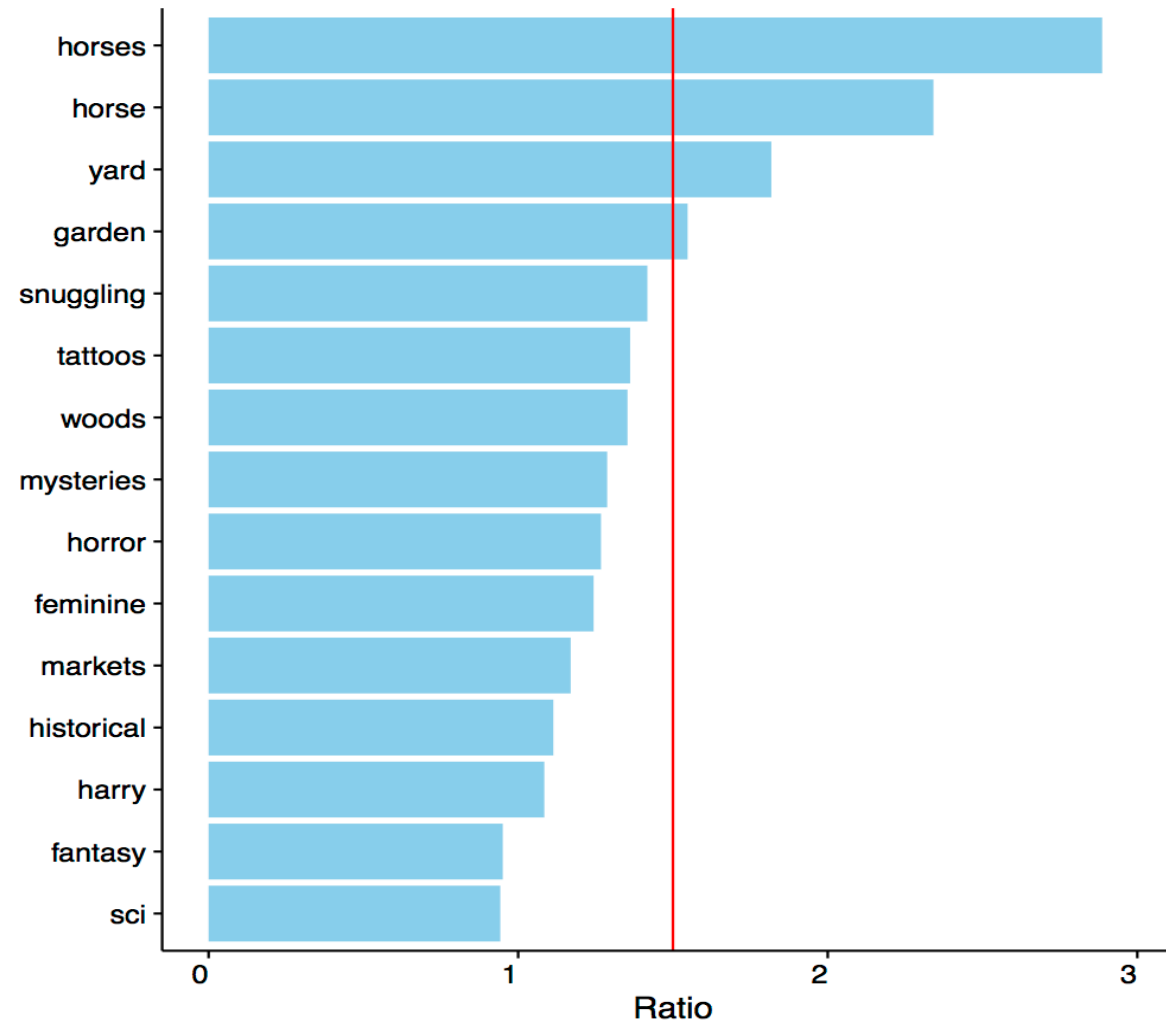
# Most Likely Occurring Terms for Pet Owners



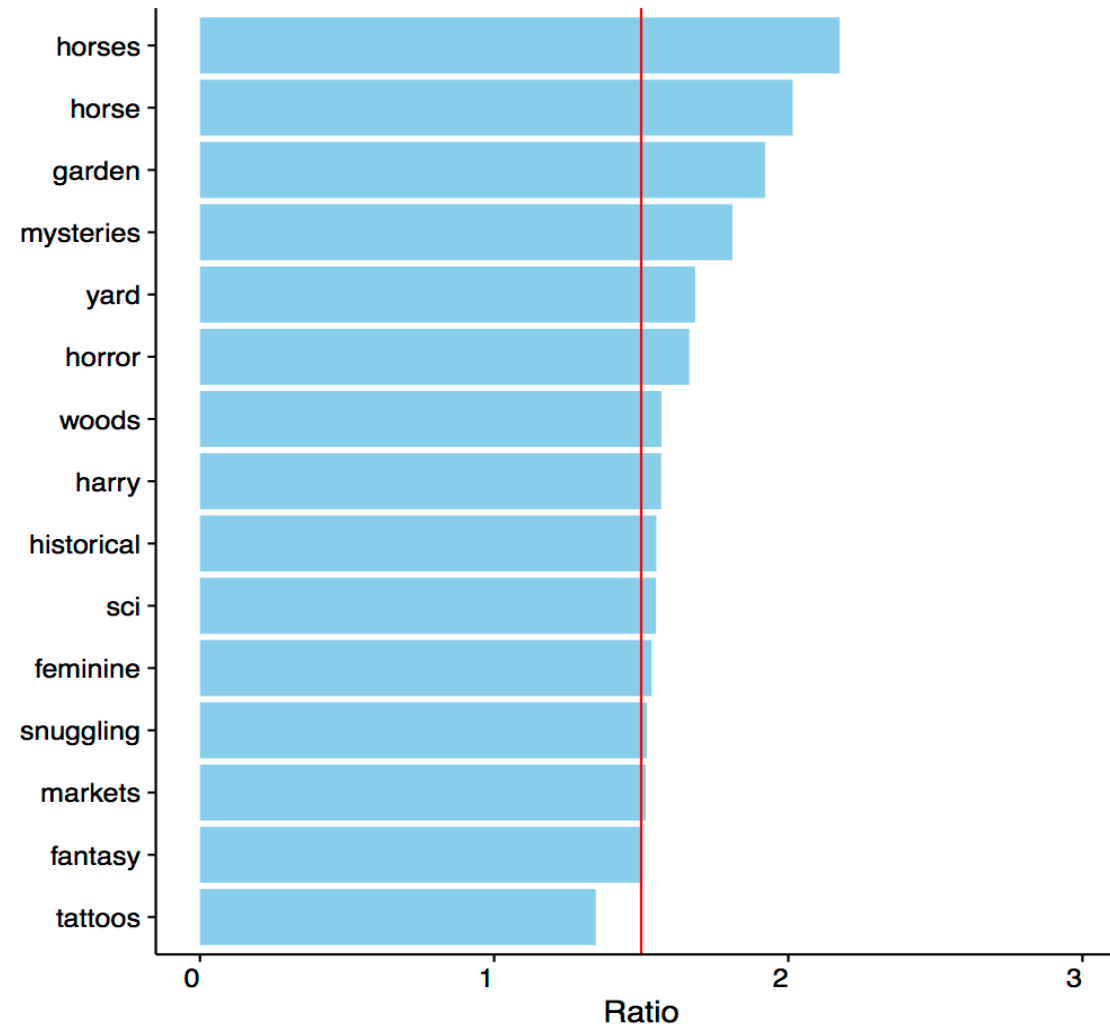
# Most Likely Occurring Terms Among Owners of Cats or Dogs



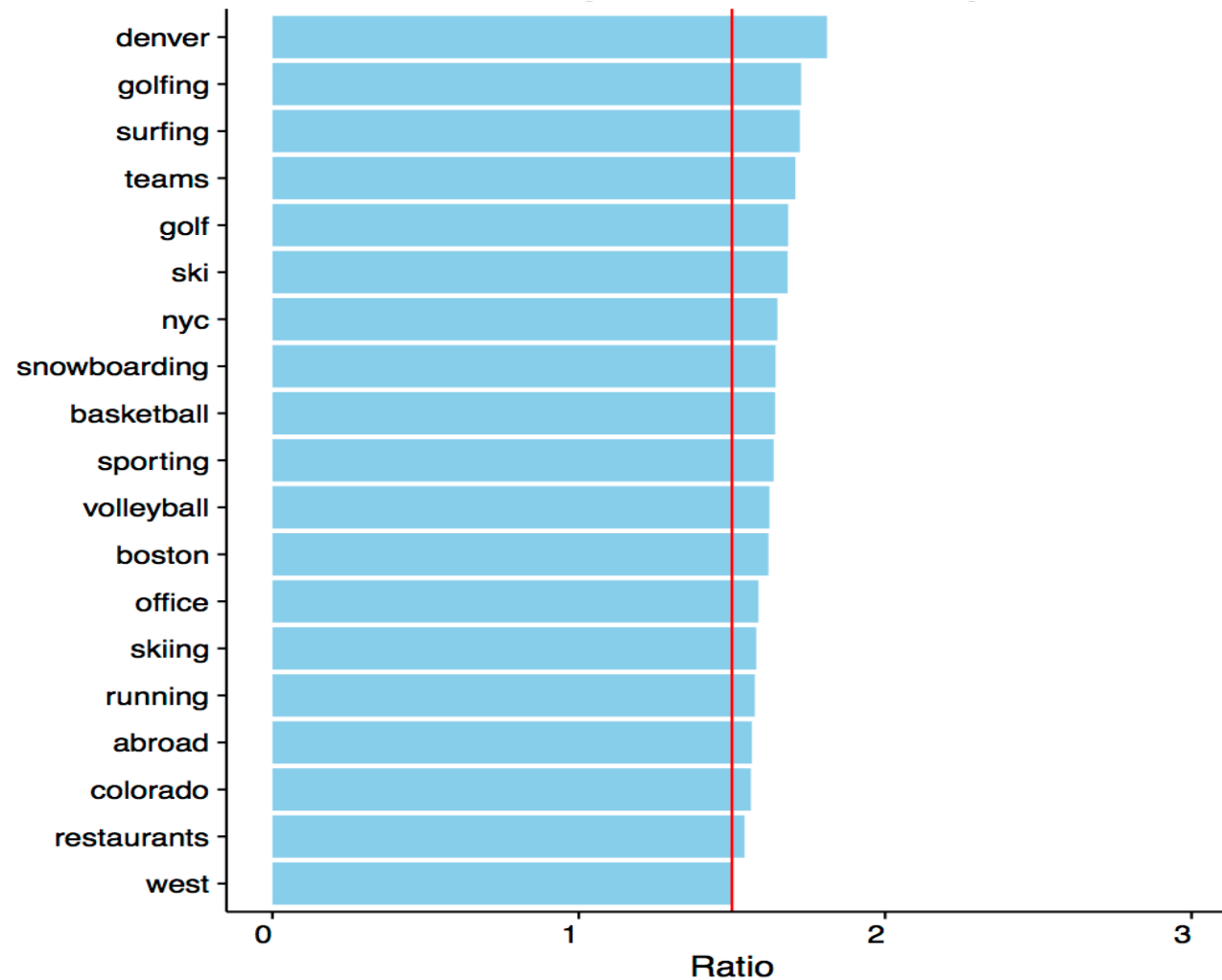
# Most Likely Occurring Terms Among Dog Owners



# Most Likely Occurring Terms Among Cat Owners

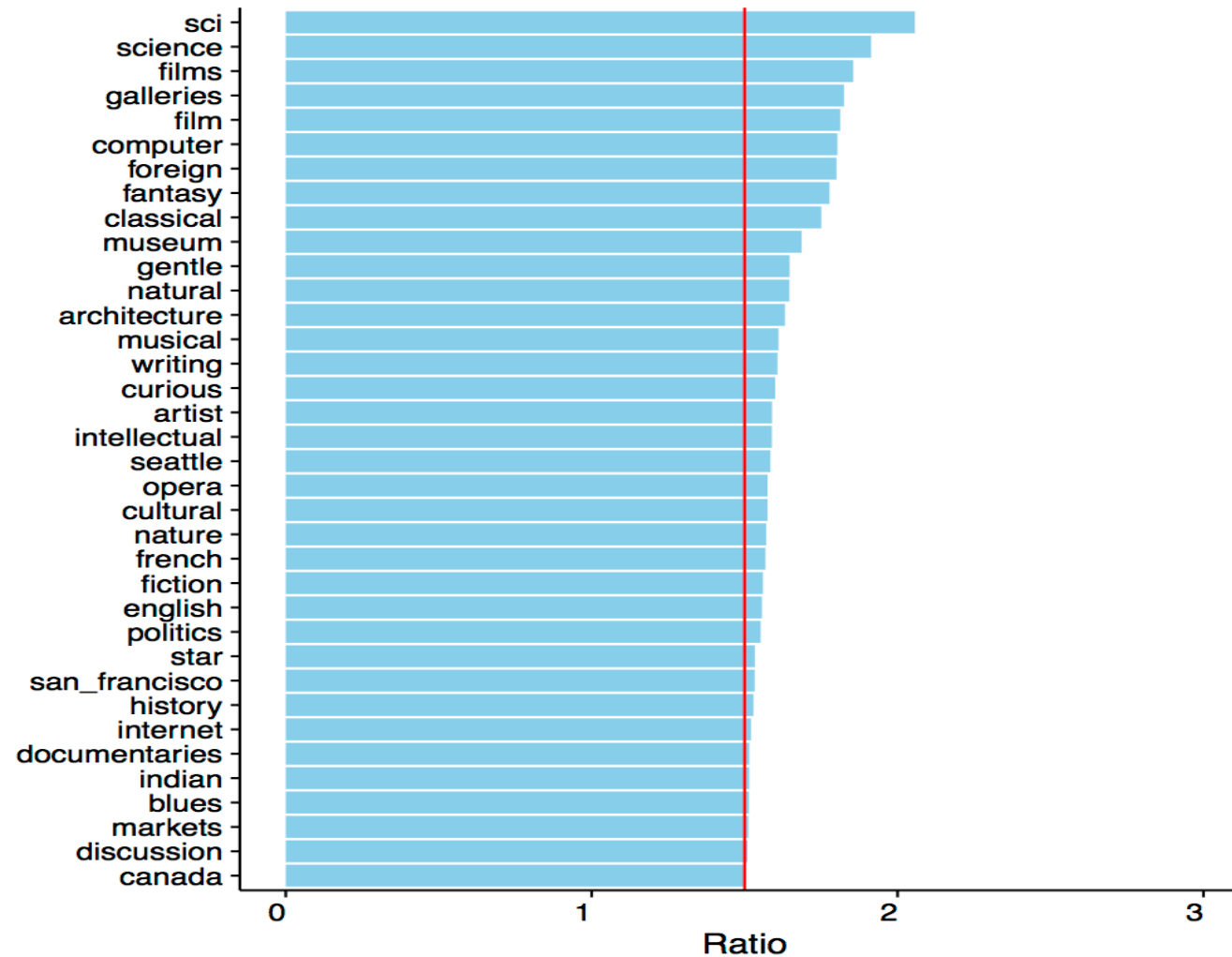


# Most Likely Occurring Terms for NonDogOwners That Like Dogs





# Most Likely Occurring Terms for NonCatOwners That Like Cats



# Most Likely Occurring Terms for NonPetOwners that Like Both Cats and Dogs

