



HUMANEWATCH.ORG

Keeping a watchful eye on the Humane Society of the United States

We ultimately surveyed 1050 HSUS donors.

What is the primary reason you support the Humane Society of the United States (HSUS)?

COUNT(*)	2013 PERCENT	2012 PERCENT	OPTION
382	36.5	40	To help HSUS care for homeless dogs and cats in animal shelters and humane societies.
46	4.3	3	To help HSUS's animal rescue team.
175	16.7	15	To raise awareness about animal cruelty.
313	29.9	34	To reduce the number of animals put down in shelters each year.
33	3.1	1	To support HSUS's farm animal protection programs.
97	9.2	6	To support HSUS's political lobbying for anti-animal cruelty legislation.

Were you aware that HSUS gives just 1 percent of its budget to local pet shelters?

COUNT	2013 PERCENT	2012 PERCENT	OPTION
906	87.3	90	No
132	12.76	10	Yes

Were you aware that HSUS is not affiliated with any local humane societies?

COUNT	PERCENT	OPTION
824	79.3	No
215	20.6	Yes

Were you aware that HSUS doesn't run a single pet shelter?

COUNT	PERCENT	OPTION
835	80.2	No
205	19.71	Yes

Now that you know that HSUS gives just one percent of its budget to local pet shelters, do you think the HSUS misleads people into thinking that it supports local humane societies and pet shelters?

COUNT	2013 PERCENT	2012 PERCENT	OPTION
72	6.1	6	Not at all
99	9.5	13	Not really
172	15.6	19	Net No
182	17.5	28	Somewhat
688	66.1	52	Very Much
870	83.6	80	Net Yes

Now that you know that HSUS gives just one percent of its budget to local pet shelters, are you more or less likely to support HSUS?

COUNT	2013 PERCENT	2012 PERCENT	OPTION
372	35.7	21	Much Less Likely
246	23.6	26	Less Likely
618	59.3	47	Net Less Likely
56	5.3	8	More Likely
79	7.5	6	Much More Likely
289	27.7	38	Neither

Do you think HSUS should be required to disclose in its advertising the fact that it is not affiliated with local humane societies?

COUNT	PERCENT	OPTION
126	12.1	No
910	87.8	Yes

Do you think HSUS should be required to disclose in its advertising the fact that just 1 percent of the money it raises will go to local pet shelters?

COUNT	PERCENT	OPTION
130	12.6	No
900	87.4	Yes