



## Survey: 80 Percent of Humane Society of the United States (HSUS) Donors Believe the Group Engages in Misleading Advertising

### Primary Findings:

- Just **one percent** of HSUS's donors list "farm animal protection" as their primary reason for supporting the group.
- **Seventy-four percent** of HSUS's donors give to HSUS to either help pet shelters or reduce the number of animals euthanized each year.
- **90 percent** of HSUS's donors were unaware that it gives just 1 percent of its budget to local pet shelters.
- Knowing HSUS's non-support of shelters, **80 percent** of HSUS's own donors think the group "misleads people into thinking that it supports local humane societies and pet shelters."
- Nearly **50 percent** of HSUS's donors say they are less likely to support the group, now that they know it gives so little to local pet shelters.

### Questions:

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

- 40% To help HSUS care for homeless dogs and cats in animal shelters and humane societies.
- 3% To help HSUS's animal rescue team.
- 15% To raise awareness about animal cruelty.
- 34% To reduce the number of animals put down in shelters each year.
- 1% To support HSUS's farm animal protection programs.
- 6% To support HSUS's political lobbying for anti-animal cruelty legislation.

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

- **90% No**
- 10% Yes

3. 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?

- 6% Not at all
- 13% Not really
- 28% Somewhat
- 52% Very Much

4. 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?

- 21% Much Less Likely
- 26% Less Likely
- 8% More Likely
- 6% Much More Likely
- 38% Neither

### **Survey Methodology**

HumaneWatch conducted a nationally representative online survey of 1,010 Humane Society of the United States donors from April 21 - 25, 2012. The survey's margin of error is  $\pm 3.1\%$ .