



Index Results - India

State of Pet Homelessness Index

MARS
Petcare

A Better 
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State of Pet Homelessness Index

Methodology

We partnered with eight animal welfare experts from leading organizations around the globe to guide the development of the Index. Together, we built the Index, gathering data across 200+ data sources supplemented with quantitative data on consumer attitudes, ensuring a holistic view on pet homelessness and covering three key focus areas influencing the issue of pet homelessness.

The three focus areas influencing pet homelessness included in the Index were:

- **All pets Wanted:** evaluating reproduction control programs (spay/neuter and responsible breeding practices), roaming and street/stray populations, disease prevention, and cultural attitudes towards pet ownership
- **All pets Cared For:** evaluating rates of shelter adoption and pet ownership, assessing shelter pain points, and access to veterinary care
- **All pets Welcome:** evaluating barriers to responsible pet ownership, as well as government support and policy

All focus areas are then broken down into different categories of factors which impact this focus area.

KEY FOCUS AREAS	CATEGORIES	FACTORS
ALL PETS WANTED	Reproduction control	Factors listed on following page.
	Street & stray populations	Factors listed on following page.
	Disease prevention	Factors listed on following page.
	Cultural attitudes towards pets	Factors listed on following page.
ALL PETS CARED FOR	Pet adoption and ownership	Factors listed on following page.
	Removing shelter pain points	Factors listed on following page.
	Improved health and vet care	Factors listed on following page.
ALL PETS WELCOME	Barriers to Pet Ownership	Factors listed on following page.
	Advocacy for Pet Ownership & Gov Support and Policy	Factors listed on following page.

Index modelling methodology overview:

- Modelling begins with data collection across a wide range of geographies.
- Data is standardized as needed to make it comparable to other geographies (e.g. changing “total” metrics to “per capita” metrics to account for different sizes of human population).
- Clustering algorithms allow us to group together countries which exhibit similar data patterns for factors relating to pet homelessness. This ensures that countries are compared fairly to one another, even if they take different approaches to solving pet homelessness.
- Next, unsupervised learning models are used to quantify the patterns in the data, and identify which metrics are most impactful, providing the weights used to create the index.
- Using weights provided by the statistical models, each factor’s contribution to the category is computed by multiplying the weight by the factor value.
- These scores are then cumulated up to a category level and, ultimately, a total score for each country. Because each focus area is dependent on the weight of the factors with each of its categories, each focus area has its own weighting within the overall Index score. Therefore, the Index score is not the average of the scores across each focus area.
- These scores provide a view of each country’s situation on the state of pet homelessness, relative to other countries that can also be used to gauge progress.



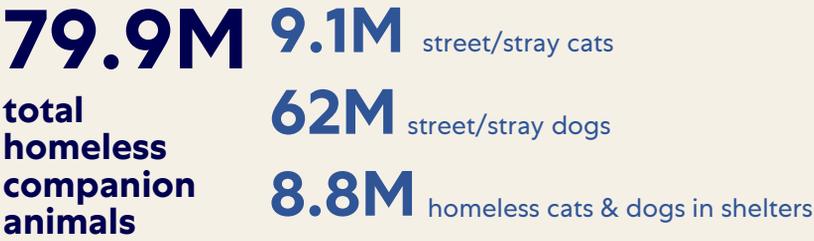
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Framework for data analysis

	Focus area	Focus area	Focus area	
Category	ALL PETS WANTED	ALL PETS CARED FOR	ALL PETS WELCOME	
	Reproduction control	Pet adoption and ownership	Barriers to Pet Ownership	
Factors within this category	Spay / neuter attitudes and programs	Number and rate of pet adoption	Overall pet care market	
	Spay / neuter amount and growth rate	Household penetration of pets	Cost of owning a pet	
	Population of owned pets, and prevalence of homes willing own pets	Attitudes towards pet adoption (incl. awareness and education)	Attitudes towards pets in the home	
	Euthanasia rates	Cost of adoption	Housing and travel regulations (breed bans, size bans)	
	Prevalence of responsible breeding (incl. DNA testing from Wisdom panel)	Transfer programs	Advocacy for Pet Ownership & Gov Support and Policy	
	Access to reproduction control	Rehoming programs (improve rehoming centre performance)	Nonprofits, charities and advocacy groups (including NGOs and lobbying groups)	
	Street & stray populations	Removing shelter pain points	Laws supporting animal rights	
	Factors contributing to street/stray/ free-roaming populations	Number and rate of fostering pets	Animal cruelty cases	
	Attitudes, stigma towards and programs around street/stray/free-roaming populations	Pet duration in shelters	Government funding	
	Prevalence of street/stray/free-roaming populations	Shelter resources (ex. Funding)	Acceptance of service animals	
	What's done with street/stray/free-roaming populations	Number and growth rate of shelters	SOCIETAL METRICS FOR CONTEXTUALIZATION	
	Community dog populations	Community first programmes to keep pets at home		
	Disease prevention	Improved health and vet care		GDP
	Animal vaccination amount and growth	Animal diseases		Income levels
	Human vaccination amount and growth	Human diseases transmitted from animals		Population
	Attitudes behind vaccination	Veterinarian care (resource-based indicator)	Education levels	
	Improve dog welfare	Disease treatment costs	Human Health	
Prevalence of rabies	Microchipping	Public health & Safety		
Cultural attitudes towards pets				
Public perception / stigma towards pets and breeds				
Culture of population to better understand community pets				



Homeless Companion Animal Counts



85% of companion animals in India are homeless

79.9M homeless companion animals
93.8M total companion animals

State of Pet Homelessness Index Scores

Overall, India scored a 2.4 on a 10-point scale.

Legend

- Score for focus area: All Pets **Wanted**
- Score for focus area: All Pets **Cared for**
- Score for focus area: All Pets **Welcome**



Key categories

Categories driving the Index score up



Categories driving the score up

- Advocacy for Pet Ownership & Government Support & Policy

Categories with mixed impact on the score

- Street & Stray Populations
- Disease Prevention
- Barriers to Pet Ownership
- Pet Adoption & Ownership

Categories driving the score down

- Reproduction Control
- Cultural Attitudes Towards Pets
- Removing Shelter Pain Points
- Improved Health & Vet Care

Specific factors to consider per focus area



Detail on key factors

- 78% of the general population report having **treated their pet for ticks**, compared to the global average of 74%. This response to disease prevention helps drive up the 'All Pets Wanted' score.
- However, India has a **high prevalence of stray/street populations**, with 68% of the population saying they see a stray/street cat at least once a week (global average of 43%), and 77% stating they see a stray/street dog at least once a week (global average of 41%).
- A **higher-than-average proportion of the general population reporting willingness to own or foster a cat or dog in the future** drives the 'All Pets Cared for' score up in India.
- 61% of the general population in India **say they do not visit the vet for practical reasons such as distance, reputation or facilities**. This is significantly higher than the global average of 31% and drives the 'All pets Cared For' score down.
- Perceived effectiveness of initiatives from **charities, governments and companies to help address pet homelessness**, currently drives the 'All Pets Welcome' score up.
- However, **perceived high costs associated to having a pet** currently brings the 'All Pets Welcome' score down.