

# CASE STUDY

## PROJECT

### COMMUNITY INSIGHTS FOR PET FOSTERING SURVEY & FOCUS GROUPS



## OVERVIEW

By expanding the audience of foster caregivers, pet welfare organizations can empower marginalized communities that have been overlooked. Targeted messaging informed by insights from this study will shape outreach strategies specifically tailored to the experiences of BIPOC communities, potentially increasing their involvement as pet foster caregivers.

## APPROACH

IMRG disseminated a national survey (700 respondents) and qualitative data through 5 focus group discussions (50 participants), to gain an understanding of the perceptions and sentiment about pet foster caregiving from BIPOC audiences. Our approach was grounded in the pursuit of supporting mission-based organizations, using data-driven strategies.

## RESULTS

Findings emphasize the potential for animal welfare organizations to engage younger prospects and reconnect with former fosters by leveraging outreach efforts and positive experiences shared by individuals. Generation Zers and Millennials show significant interest in fostering but require support and resources from fostering agencies. There is an opportunity to raise overall awareness of fostering options and expand opportunities in BIPOC communities.

