



# Rabbit Rescue Survey

*Results to July 2010*

**Data covering 4235 rabbits entering Rescue**

*Make Mine Chocolate!*

Campaign to Stop the Impulse Purchase of Rabbits



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Rabbit Rescue Survey

## Aims of the Campaign

To raise the awareness of the issues of domestic rabbits bought on impulse.

Rabbits bought on impulse soon join tens of thousands of others abandoned in rescue centres once their owners have tired of them – or worse...doomed to a life of solitary confinement in a small hutch at the end of the garden, or 'set free' to face a painful and traumatic death.

The **Make Mine Chocolate!**<sup>TM</sup> campaign has 2 main aims:

- **To discourage impulse purchases** - particularly at Easter, but throughout the year too - and to encourage people to buy chocolate or soft toys instead.
- **To educate people about the responsibilities involved** in keeping a pet rabbit properly and to dispel the myth that rabbits are low maintenance, cheap and child friendly pets.

**Thank you to all rescues who have submitted data for this survey**

The data gathered is vital and will provide vital evidence that impulse purchasing is a significant contributory factor to rabbit welfare issues in the UK

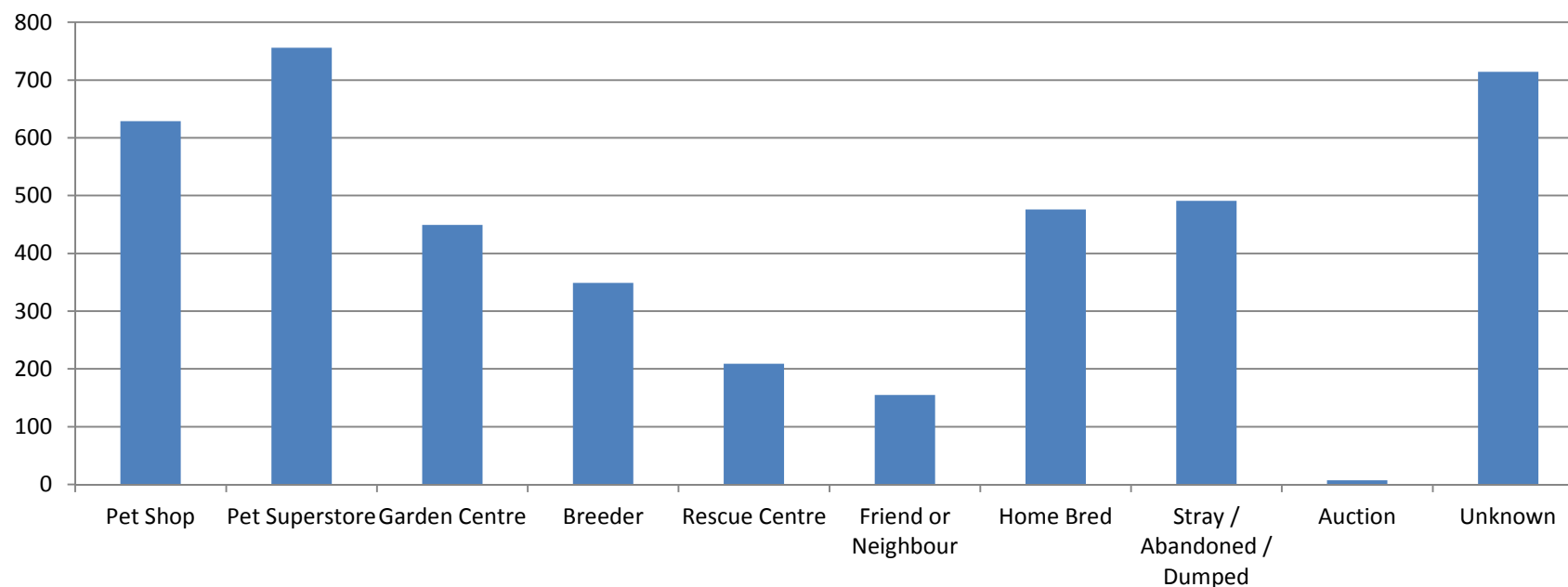
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## Make Mine Chocolate! Rabbit Rescue Survey

### Where was the rabbit originally obtained from?



**52% of rabbits coming from a known source were originally obtained from pet shops/superstores or garden centres.** The ease of purchase makes the pet superstore the favoured purchase option

**A worryingly large (and felt to be increasing) number of rabbits entered rescue as a stray or having been dumped.** A possible lack of rescue space or ignorance to rescue work may contribute here

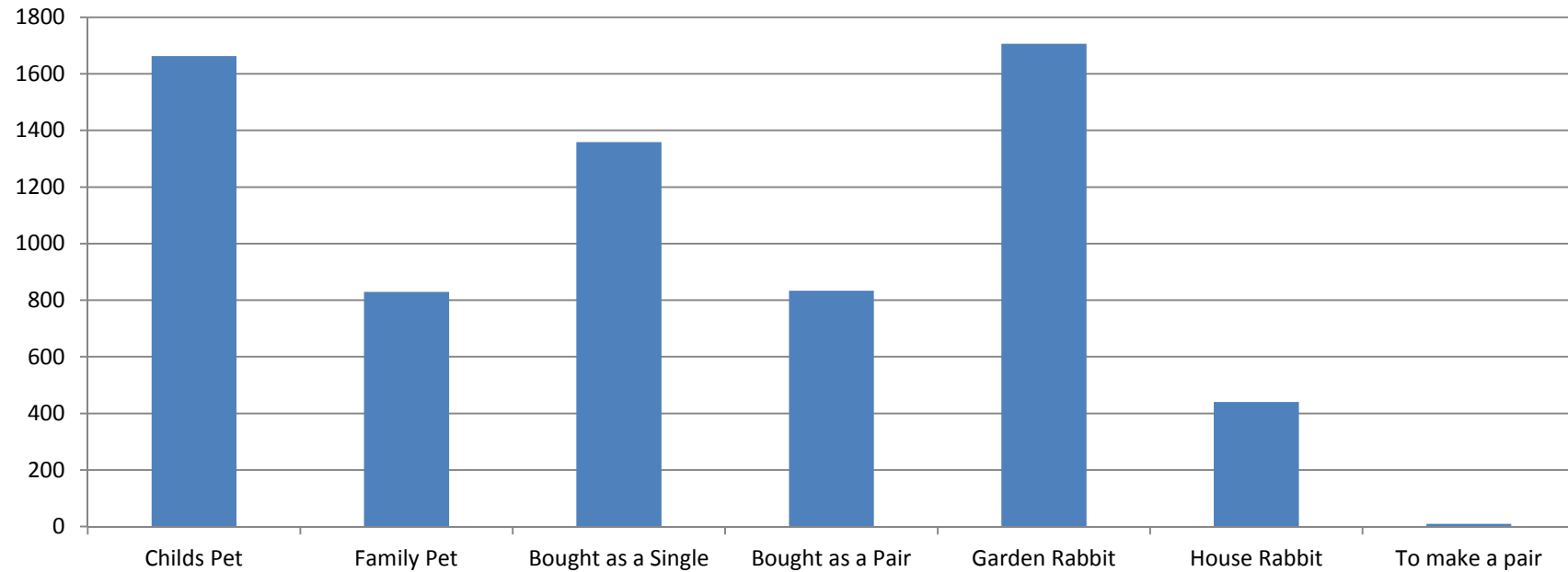
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## For what reason was the rabbit obtained for?



**Where known, nearly a quarter of all rabbits entering rescue were originally bought for children**

The message that rabbits should at least live in bonded neutered pairs was not reaching potential new owners – **20% of rabbits entering rescue were bought as a single rabbit**

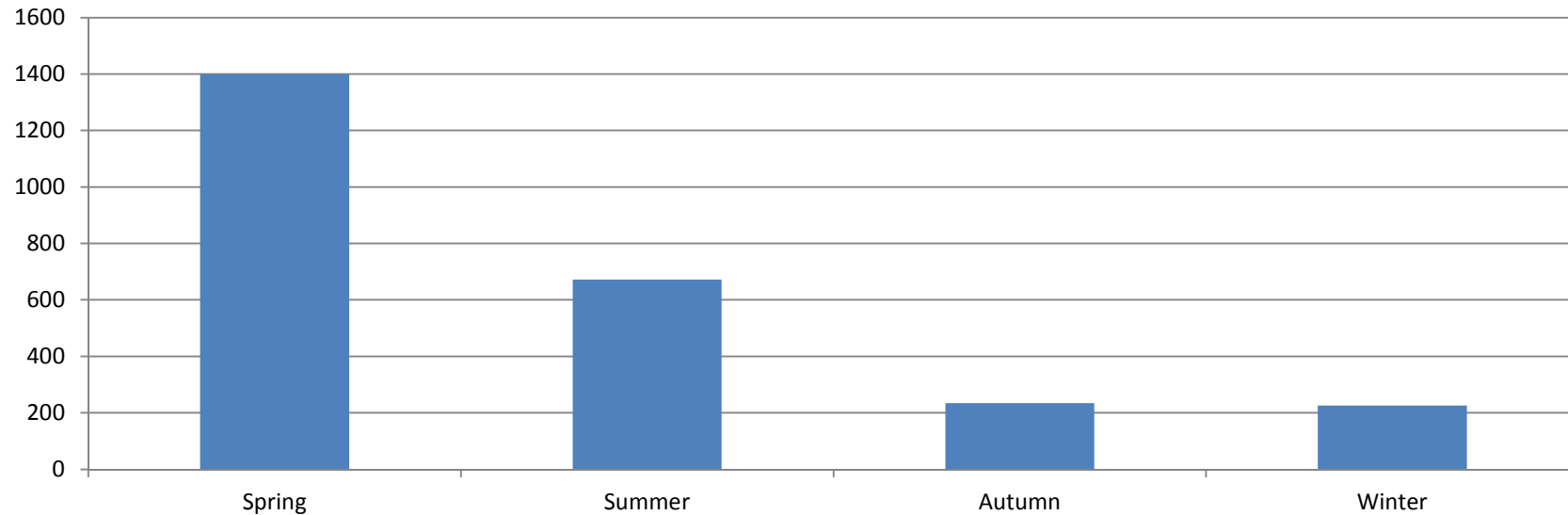
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## In What Season was the rabbit originally obtained?



It is of no surprise that rabbits are bought in the first part of the year – but **55% of rabbits entering rescue were originally purchased in Spring** when acquisition time was known, the effect of the cute fluffy bunny, perhaps??

**Only 18% of rabbits entering rescue were purchased in Autumn and Winter** – when the appeal of spending time and cleaning out is significantly less attractive and there is no ‘cute’ appeal.

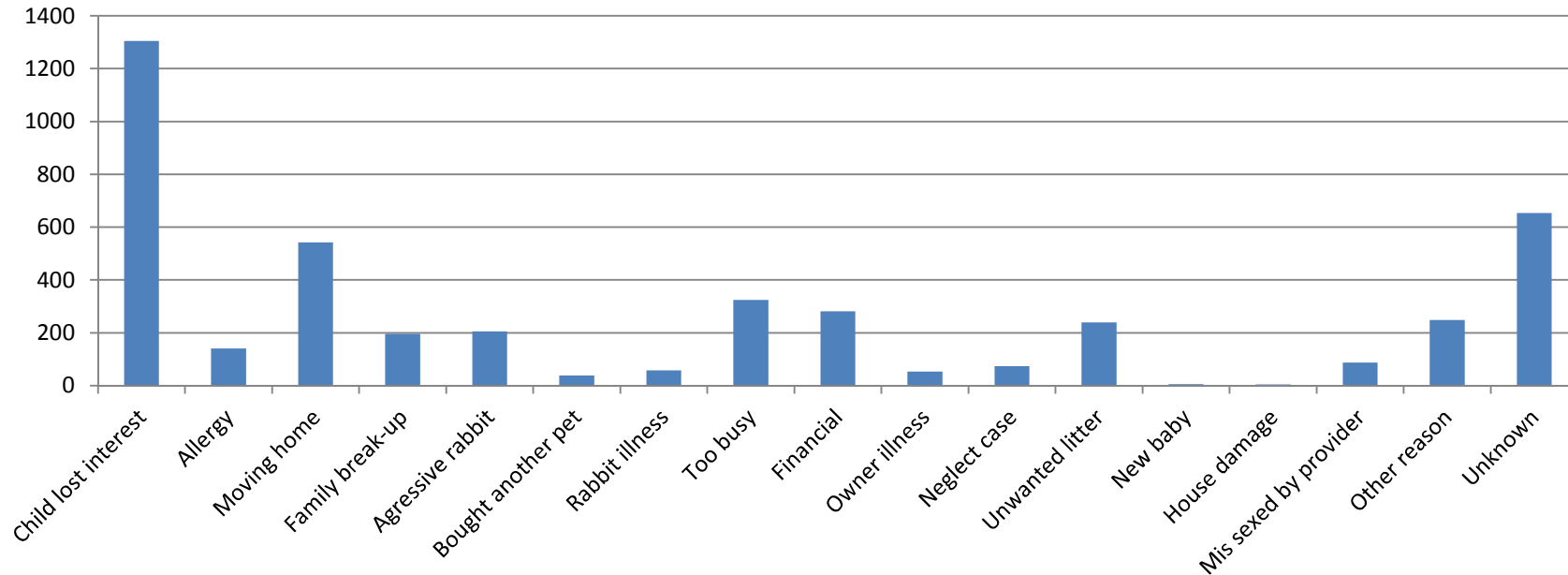
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## What is the reason for re-homing the rabbit?



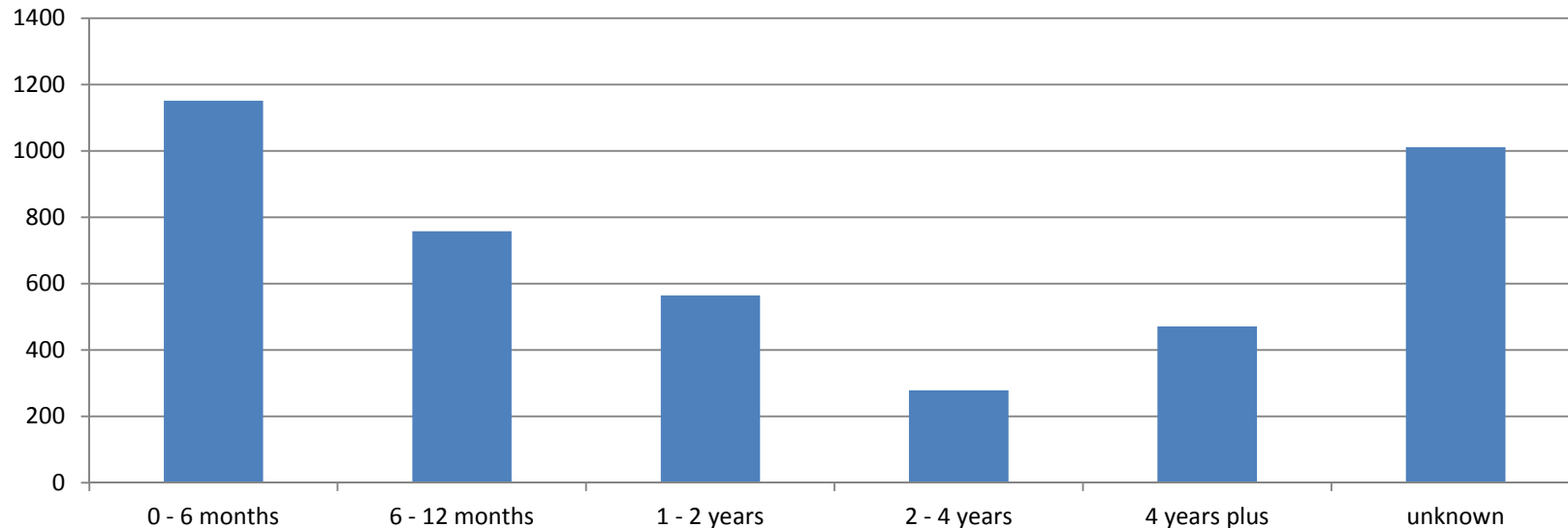
Where known, a shocking 34% of rabbits entered rescue because their carer, a child, had lost interest and didn't want them any more

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## How long was the rabbit owned before surrendering to rescue?



Where the length of ownership was known, 36% of rabbits entering rescue were surrendered within the first six months of ownership.

59% of rabbits entering rescue were surrendered within the first year of ownership

Only 23% of rabbits entering rescue did so after two + years of ownership. Presumably this is as a result of rabbit/owner bond and the owner more equipped to manage care

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**A BIG Thank You from Make Mine Chocolate!™  
to the 56 rescues who have submitted data for this survey, including ...**

Agatha s Annexe  
All Creatures Great & Small  
Amy Oldfield  
Amy's rabbit sanctuary  
Andrea  
Animal Rescue and Care  
Ann Smith  
Banbury Animal Rescue & Kindness Service  
Beech Tree Bunnies  
Blue Cross Hitchin  
born to a stray  
Bobtails  
Bunny Buddies  
Bunny Camp Sanctuary  
Bunny Hop Rescue  
Cat and Rabbit Rescue  
Chapel Rabbit Rescue  
Durham RSPCA - Alison Parker  
East Midlands Open Rescue  
Eaystede  
emily hauth  
Farplace Animal Rescue

Fat Fluffs  
Foal Farm  
forget-me-not rabbit  
Freshfields  
GBH Beckenham  
Guildford Rabbit Rescue  
Last Chance  
le coeur rabbit rescue  
Northampton Rabbit Rescue  
Oddies Warren For Rabbits  
Oxfordshire Animal Sanctuary  
Paws Here Small Pet Rescue  
Pipkin Rabbit Rescue  
Rabbit Rascals  
Rabbit Rescue Northampton  
Rabbit Rescue  
Rabbit ritz rescue  
Raystede  
redgate farm animal sanctuary  
Rabbit and Guinea Pig Welfare  
rgpr  
roz's petsitting service

RSPCA cornwall brecon  
RSPCA Manchester & Salford  
RSPCA South Godstone  
RSPCA Southport  
RSPCA West Suffolk  
Scottish SSPCA Angus/Fife & Tayside  
Scunthorpe rabbit rescue  
Small Paws Animal Rescue  
Snuggles Rabbit Rescue Bristol  
Tameside Rabbit and Guinea Pig Rescue  
the cat and rabbit rescue centre  
Thumpers  
Wood Green  
Wood Green Godmanchester  
Wythall Animal Sanctuary

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