

How are Lost Pets Found?



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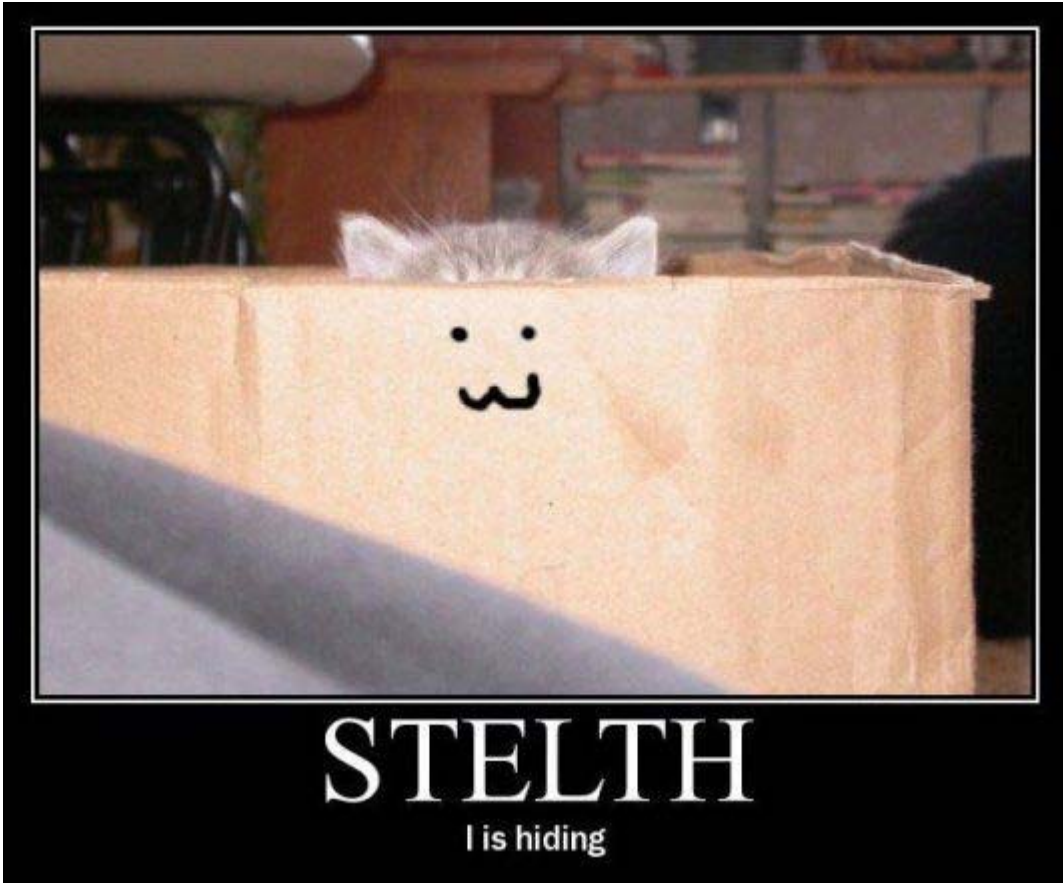
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Just in case you're feeling lost... where we are heading...

- A bit about your experiences...
- What data exists around lost pets?
- Our Survey
- Results...Dogs and Cats
- What does this mean for us?



STELTH

I is hiding

Did you ever lose a pet?

Answer in the chat

**If you lost a pet,
did you recover your pet?**

Answer in the chat

When people found a pet in OH

They placed an ad in the paper and contacted animal agencies. Then they:

- Found the owner 38% of the time
- Found the owner for 1/29 (3%) cats
- Found the owner for 58/127 (46%) dogs
- 25% were due to information from the animal agencies
- 24% were through the newspaper ad

When people in OH lost a:

Cat

53% (73/138) recovered

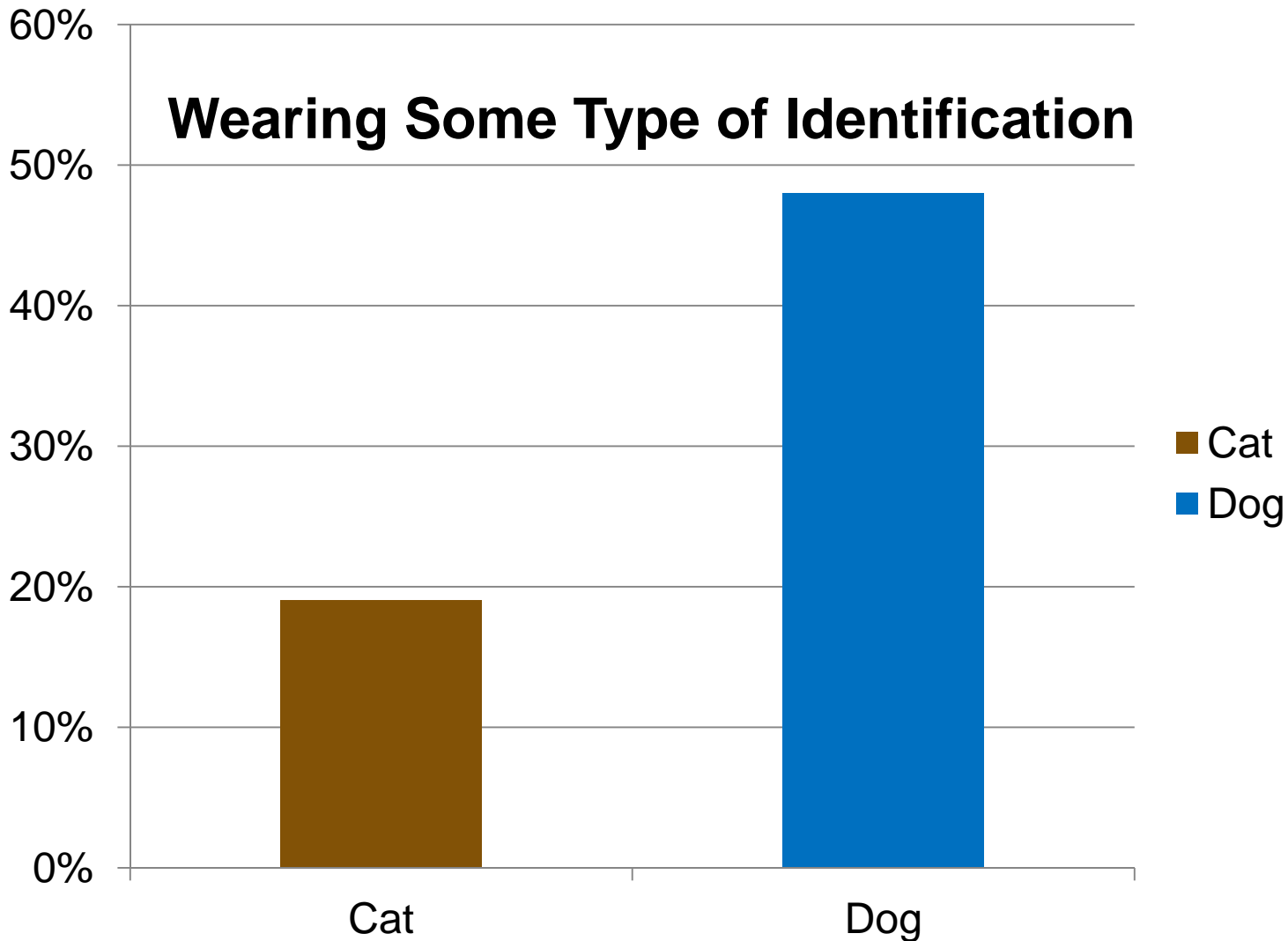
- 66% returned on own
- 11% placed signs in the neighborhood
- 7% found in neighborhood
- 7% found at animal agency

Dog

71% (132/187) recovered

- 35% found at animal agency
- 18% found via license tag
- 15% placed signs in the neighborhood

When the cat or dog was lost



Lost Pets... Study Design

National random digit dial landline phone interviews
September to November 2010

“Have you owned a dog or cat in the last 5 years?”

- How many dogs, cats
- Selected one of each

“The next series of questions have to do with whether your pet has ever become lost. Examples of this include:

your pet ran away from home, your pet was gone longer than expected, your pet didn't come home when he/she usually does, your pet escaped from the yard or house.”

What We Found...



How Many Did We Reach...

- 2,587 households were successfully contacted
- Of those, 1,015 had owned a dog or cat in the past 5 years
- 817 of those owned dogs
- 506 owned cats
- Among them, 308 owned both dogs and cats

Combined Dog and Cat Households

15% had lost a dog or cat

85% of those were recovered...

How many dogs were lost?

- 110 out of 815 dogs
- 14%

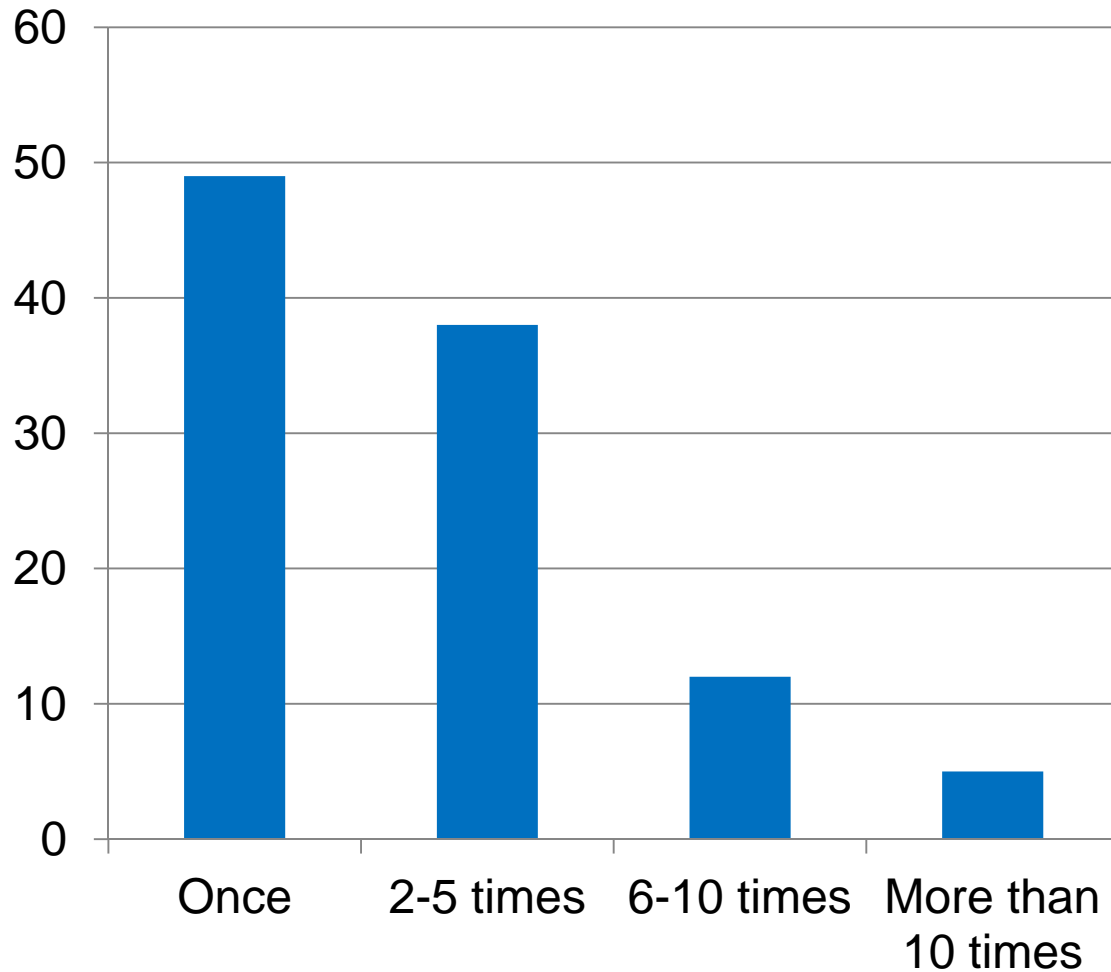


How many cats were lost?

- 74 out of 503 cats
- 15%

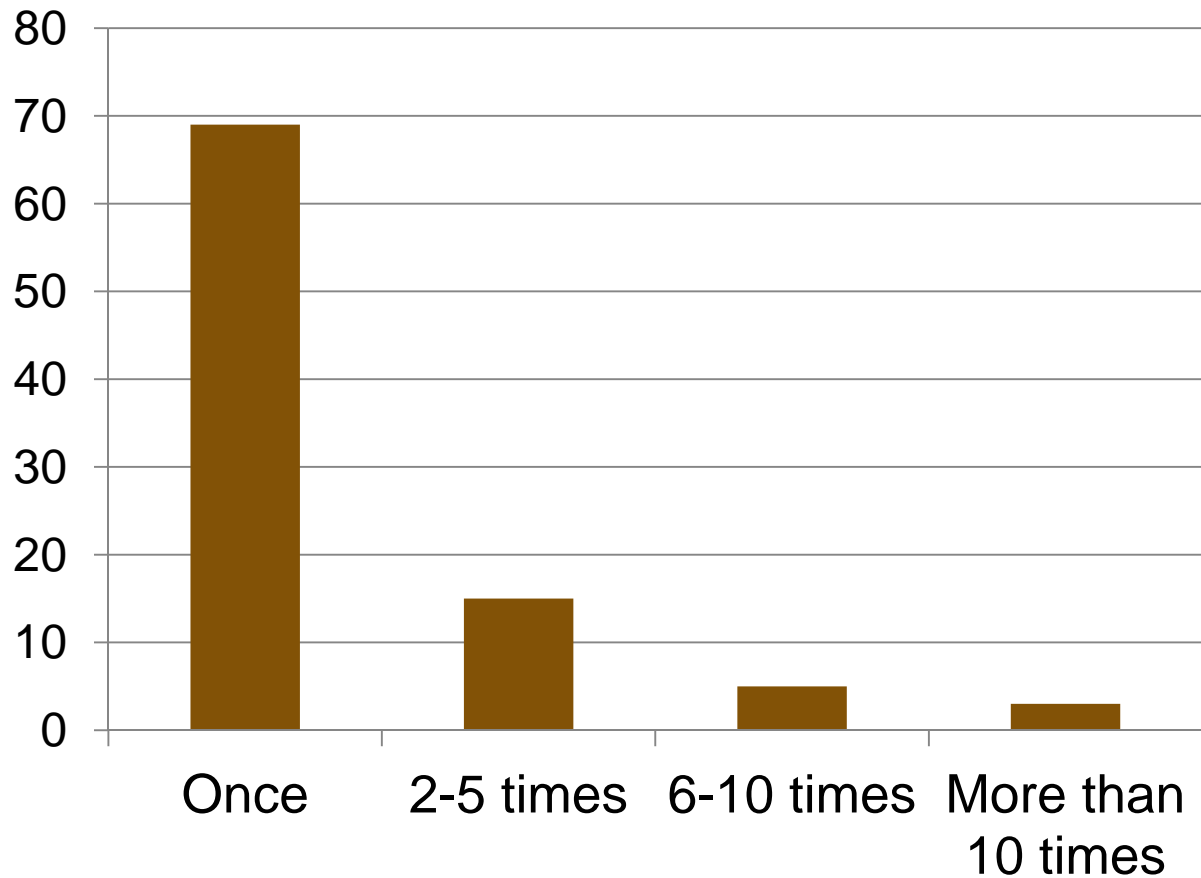


Number of times the dog was lost



49% of dogs that were lost were lost just once

Number of times the cat was lost



69% of cats were lost just once

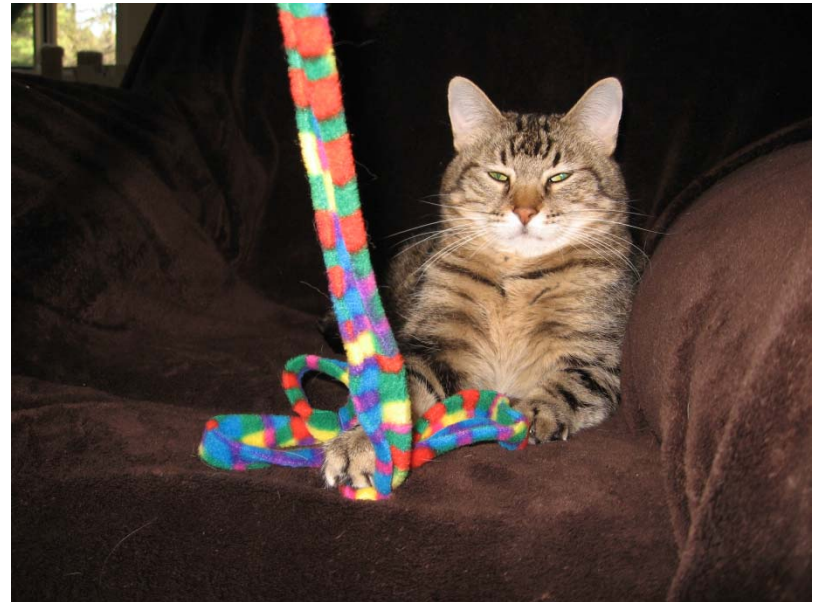
How many dogs were recovered

- 101 dogs were recovered
- That is 93%



How many cats were recovered?

- 55 cats were recovered
- That is 74%



Side By Side...

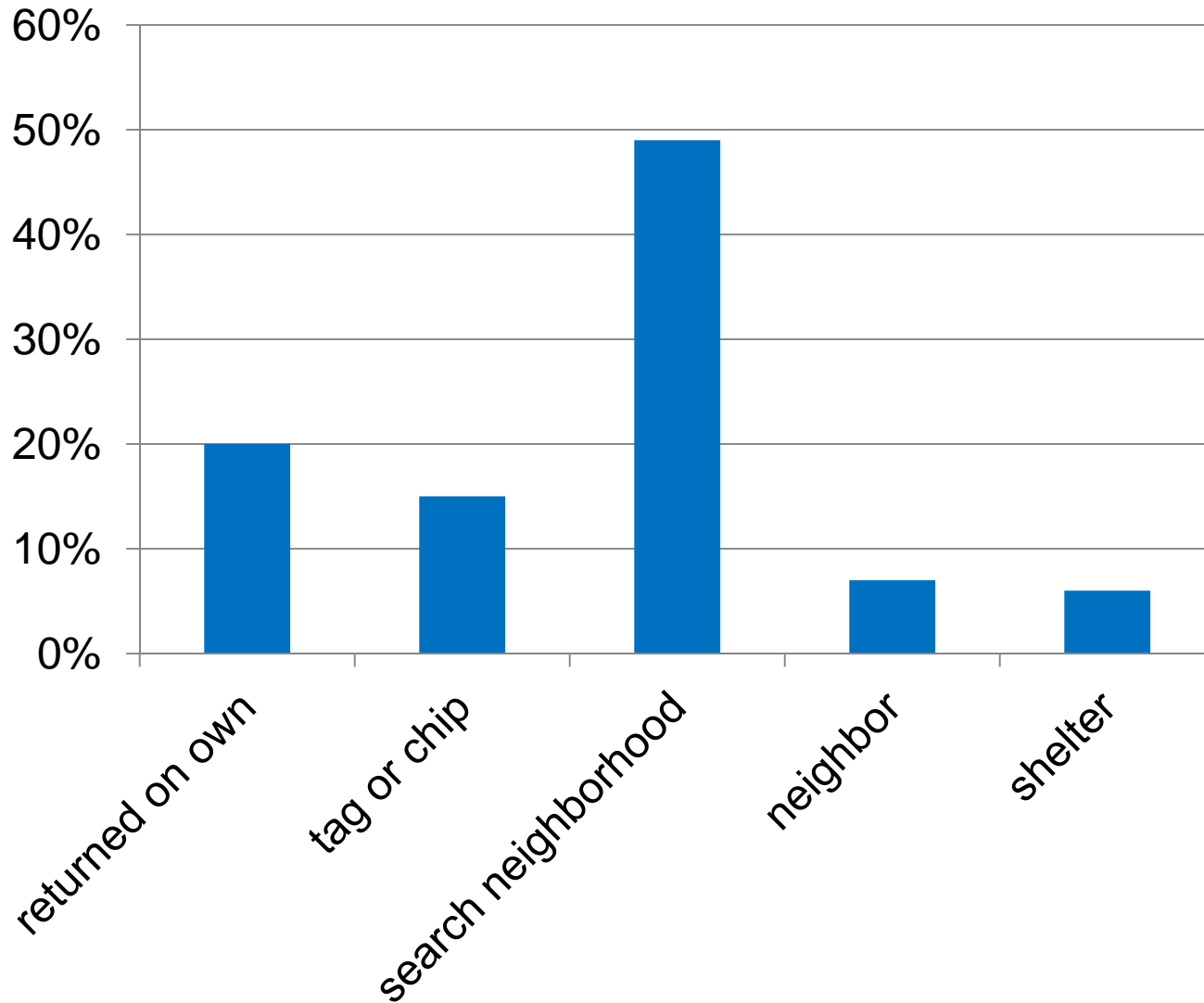
Dogs lost and recovered

- 14% of dogs were reported as getting lost
- 93% of dogs were recovered

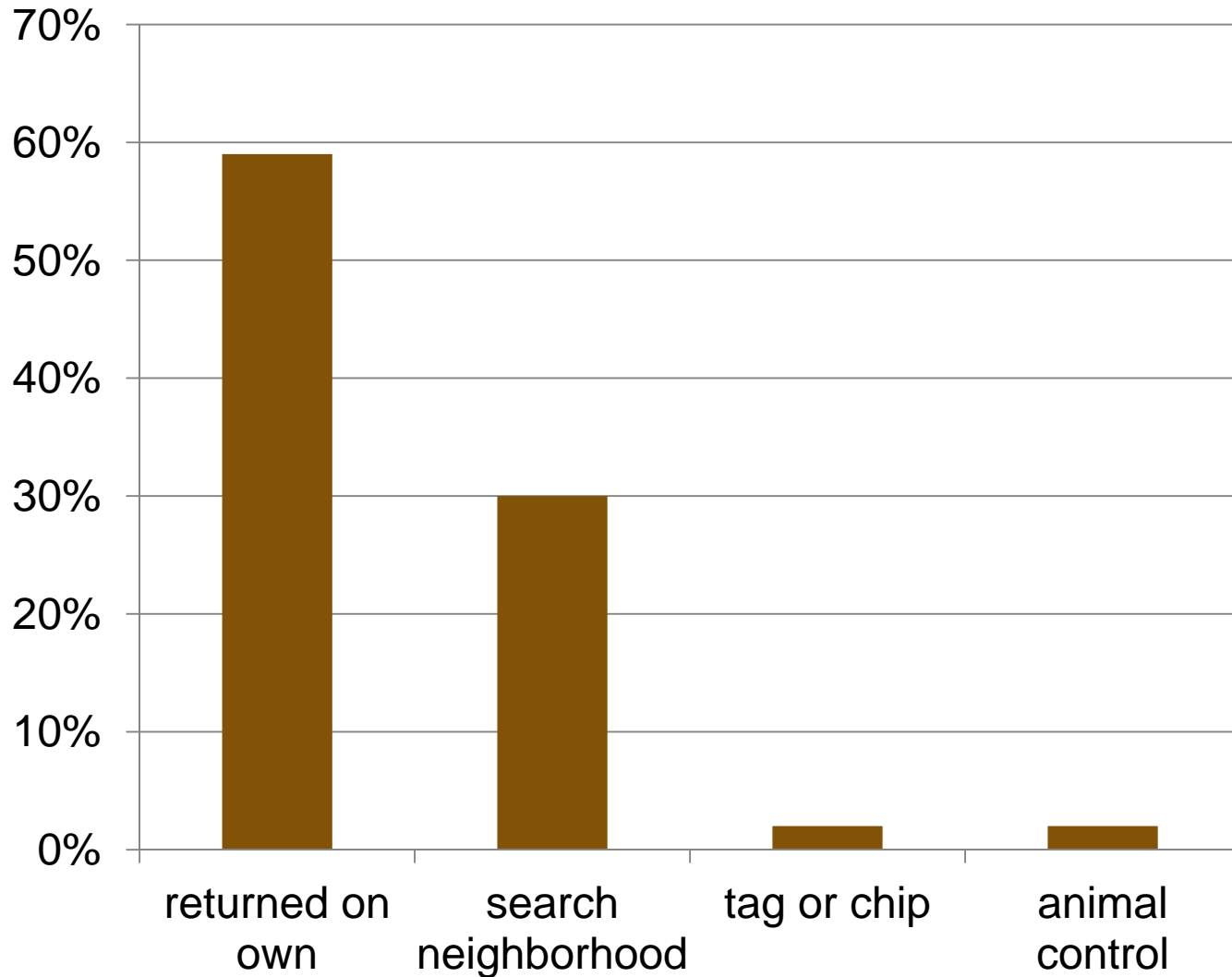
Cats lost and recovered

- 15% of cats were reported as getting lost
- 74% of cats were recovered

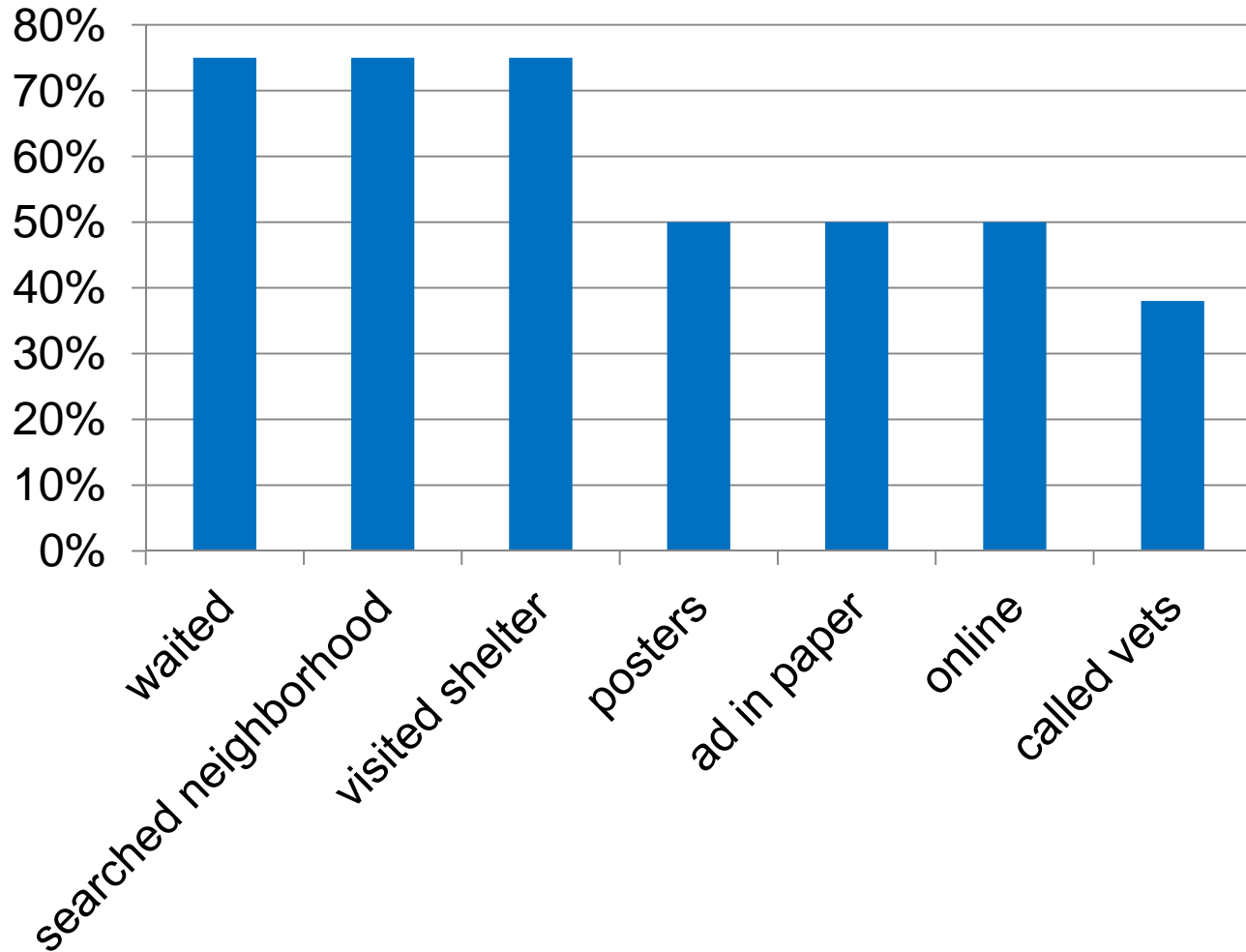
Where did you find your dog?



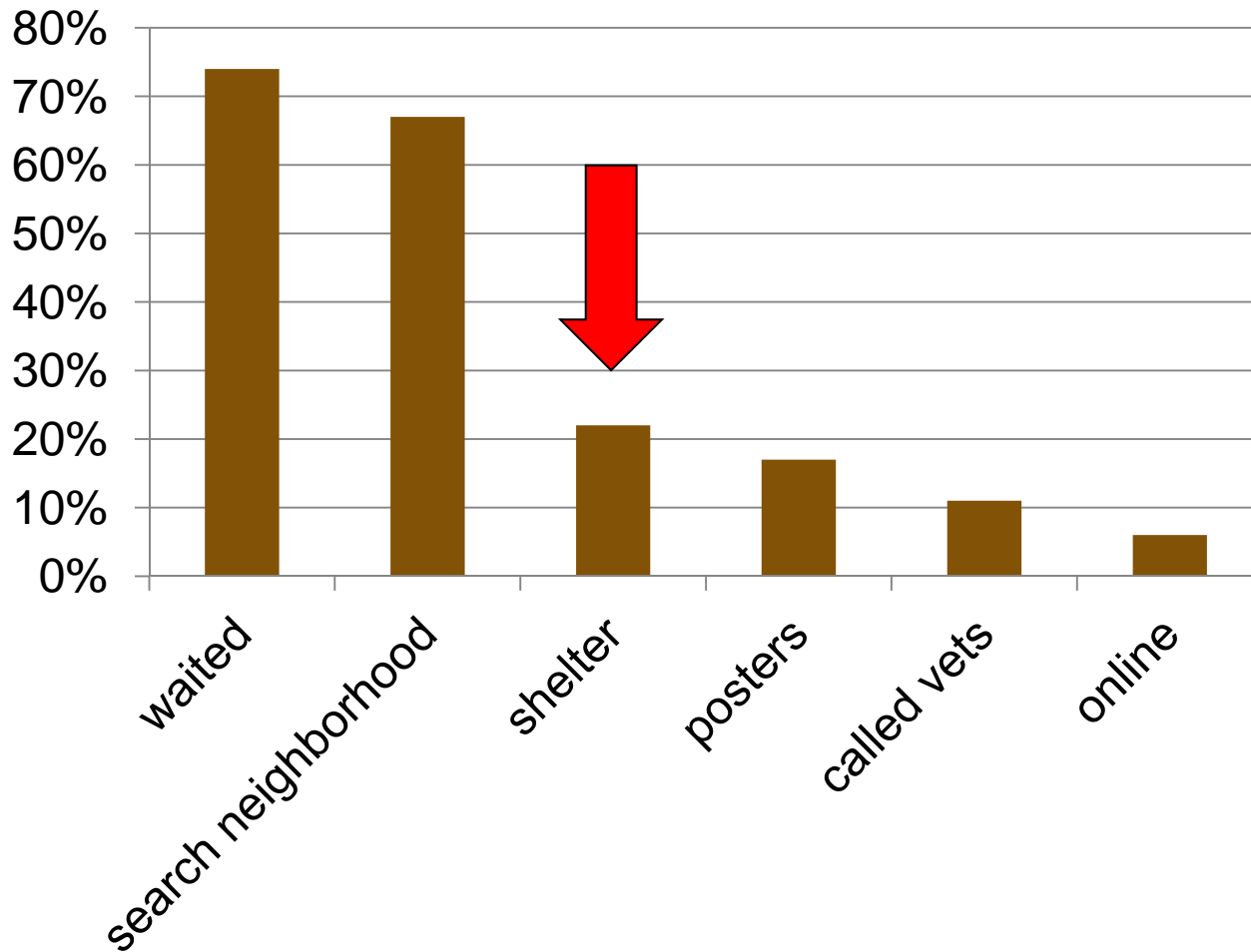
Where did you find your cat?



For those that did not find their dogs (8)... what did you try?



For those that did not find their cat, what did they try?



Let's compare owner seeking options for dogs vs cats



"I'm holding out for fifty bucks!"



"I wouldn't say I was lost, it's more of a disaffected malaise."

Returned on Their Own...

DOGS

20%

CATS

59%

Searching the Neighborhood..

DOGS

49%

CATS

30%

Tag or Microchip...

DOGS

15%

CATS

2%

I found my pet by visiting the shelter...

DOGS

6%

CATS

2%

What does this potentially mean about those strays in our shelters?



?? Are you Lost or... Abandoned??



Out of the 184 dogs and cats reported as lost in the study, only 9 were found at a shelter or law enforcement.

Only 2 cats were found at shelters.



Boiling down and making Estimates...

Using 2009 APPA pet estimates with our data a bit over 10 million dogs were lost over the past 5 years... and based on our data about 763,763 were not found...

That is about 153,000 unfound dogs a year for the nation!

For cats using the same estimates five years of unfound cats is estimated at 3.4 million cats – that is **679,700** unfound cats for the nation.

Let's put that in perspective...

In just the 22 shelters that were part of the ASPCA Partner program in 2012, 62,800 stray dogs came into the shelter system.

In those same 22 shelters 64,200 stray cats entered.

That leaves.... 90,200 lost dogs and 615,000 lost cats for the thousands of brick and mortar shelters.

What can we tell them...?

- Lost your cat? Don't wait! Look in your neighborhood
- Hang Posters! Post online!
- Tell your neighbors
- Check out the shelter

And....

Identification



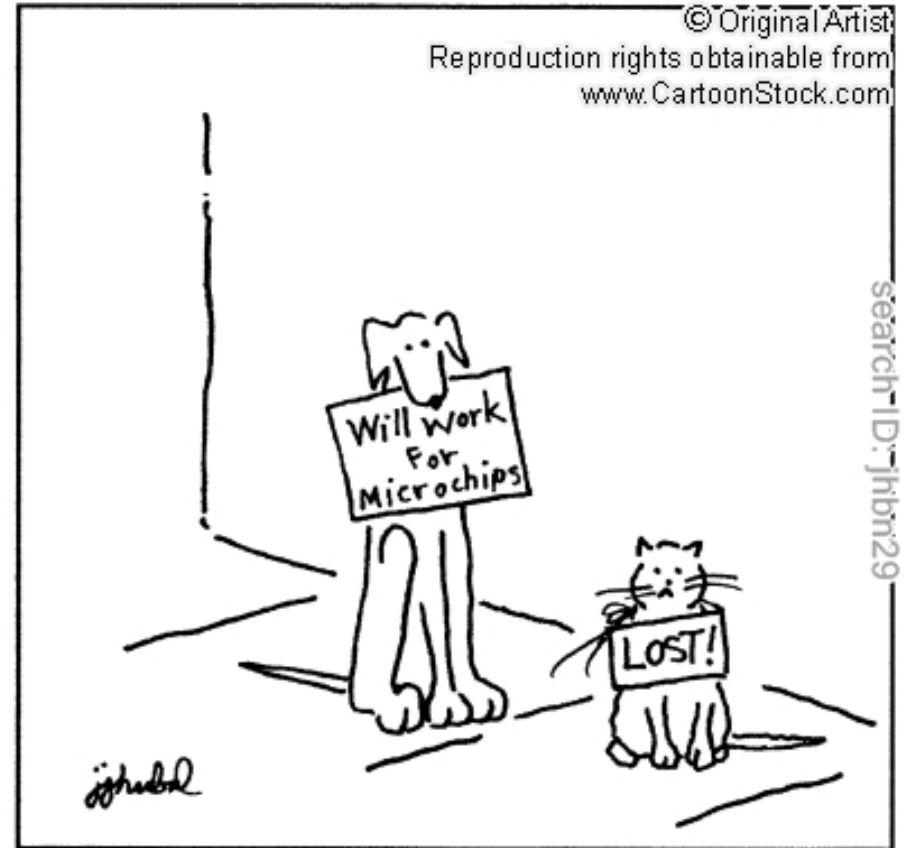
ID ME

Because calling home is not an option for lost animals.

Did you know that only 10% - 30% of dogs and 5% of cats are returned to their owners when lost? Tagging your pets with an ID dramatically increases the likelihood of them returning home, safe and sound. **ID your pet today. It's quick. It's easy. It's love.**

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The State of Tagging... or Baseline

Conducted a baseline survey to gather information regarding the attitudes and behaviors around ID tagging



Annie in her reflective, break away collar with tag and license.

Baseline Survey Conducted at Vet Clinics and S/N Clinic

- 80% responded that wearing ID tag all of the time was very important
- **HOWEVER** – only 33% of the respondents did have tags on their pets at all times
- Majority of respondents had dogs vs cats (78%)
- Lower income respondents were generally less likely to report using a tag (18%)
- **63% of respondents reported that their pets wore collars**

What happens if we put the tag directly on the pet for them? And... give it to them for free...



www.aspcapro.org/node/72171



Follow up survey 6-8 weeks post intervention of free tag

- 44% response rate – resulting in 108 phone interviews
- Increase in positive attitude toward tagging with those that reported tagging as being extremely /very important increasing from 80% to 91%
- A dramatic increase in the use of ID tags – with 73% reporting their pet now always wears a tag (vs. 33% in the baseline)
- **10 animals were lost and subsequently recovered because of the ID tag they received**

Personalized ID For Adopters

Do free tags and collars work?

206 consent-to-contact forms collected
> 84 calls completed
– resulting in a 41% response rate

- 70% of respondents adopted a dog
- 30% adopted a cat

**An astounding 89% of these
adopters reported that their
pets now always
wear an ID tag**



What one thing...



Related ASPCA Resources

[Who are the Strays in Shelters?](#)

[ASPCA Research: Retention of Pet ID Tags](#)

[ID Them... And Meet Your Goal!](#) *(includes ID ME image – you can right click on it and download it)*

[GIS Targeting](#) (ASPCA tools)

[Social Media 201: Increase RTO Using Twitter and Chameleon](#) (blog)

[How to Boost Return-to-Owner Rates](#) (webinar recording)

Research

Frequency of Lost Dogs and Cats in the United States and the Methods Used to Locate Them (full research)

Free online abstracts to Journal of AVMA published research:

- [Evaluation of collars and microchips for visual and permanent identification of pet cats](#)
- [Search and identification methods that owners use to find a lost dog](#)
- [Search and identification methods that owners use to find a lost cat](#)
- [Search methods that people use to find owners of lost pets](#)

Lost Pet Resources

[Lost Dogs of America](#)

- [Lost Dogs Illinois](#)
- [Lost Dogs Arizona](#)
- [Lost Dogs Colorado](#)
- [Lost Dogs Iowa](#)
- [Lost Dogs of New Jersey](#)
- [Lost Dogs of Minnesota](#)
- [Lost Dogs of Texas](#)
- [Lost Dogs of Wisconsin](#)

[BrevardLostPets.com](#)

[LostPetResearch.com](#)

[LostPetUSA.net](#)

[Missing Pet Partnership](#)

[The Lost & Found Program
for NYC](#)

Upcoming ASPCApro Webinars

aspcapro.org/webinars

- Canine Behavior and Acoustics (Sept. 12)
- Is That Cat Feral? (Sept 19)
- Fast Tracking to Save Lives: Simple to Systematic (Oct 8)
- Saving Lives with Animal Relocation (Oct 29)
- Successful Financial Management for Nonprofits (Oct 30)