



# ASPCA SURVEY

## Connie's Weekly Newsletter

Based on survey conducted by the ASPCA between September and November of 2010, and published in June 2012 in the journal *Animals*, pet ID and microchips are among the most effective way to reunite pets and their owners. According to the ASPCA survey of 1,000 pet-owning households who lost pets;

- 14% of dog owners and 15% of cat owners lost their dog in the past five years;
- 93% of lost dogs and 74% of lost cats were recovered;
- 49% of dog owners and 30% of cat owners found their pet by searching the neighborhood;
- 6% of dog owners and 2% of cat owners found their lost pets at a shelter;
- 15% of dogs were recovered because they were wearing an ID tag or had a [microchip](#);

“This research tells us that there is a possibility that a significant percentage of the stray dogs and cats in the shelters around the country do not have someone looking for them,” said Emily Weiss, vice president of shelter research and development for the ASPCA. “It also highlights the importance of ID tags and other forms of identification to ensure the quick return of lost pets.”

Micro chipping pets' and placing the microchip ID tag on the collar provides pet owners a higher probability of recovery than those pets without some form of physical ID, and indeed is second only to a physical search of one's neighborhood in facilitating a successful recovery of a lost pet. These results support the need to develop programs focused on microchip education and access for pet owners, and the following two approaches may help to get your organization started;

1. Holding low cost microchip clinics for the public: A PetPoint organization in Indiana has had great success partnering with local business's to host clinics. The business's, including a bank and real estate company paid for the cost of microchips and advertised the clinics in their promotional materials providing a win/win for both the business and the animal welfare organizations.
2. Providing free or low cost microchip services for those clients reclaiming their lost pets: It is common for pet owners who allow their pets to roam, to continue to do so even after their pet has been lost and recovered. A PetPoint organization in Colorado waives all fees for reclaim when the client allows the shelter to spay/neuter and microchip the animal for free, prior to taking the pet back home. This program has contributed to a decrease year over year of stray animals brought into the facility.

**Did you know?**

**For a limited time you can get 1 case of PetTrust™Plus and 25 Microchips FREE with the purchase of one case of PetArmor®, or get 3 cases of PetTrust™Plus and 100 Microchips FREE with the purchase of 3 cases of PetArmor®.**

**For more information on this exclusive offer to PetPoint groups [click here.](#)**

**Call 1.866.597.2424 ext. 365 for product pricing information or to place your order.**

Sincerely,

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