

BAD RAP Survey Results:

“Where did you find your dog?”

To assist us in creating ‘pit bull’ adoptions and to counsel others in doing the same, 2006 dog owners answered a survey to help us learn where they first acquired their dog(s) and what, if any, kind of advertising first attracted them to a homeless dog.

To gather information from multi-dog homes, participants were encouraged to check all answers that applied.

2006 people responded. 61% reported owning one dog that they identified as a pit bull (1224), 25.1% said they had two pit bulls (504), 6.15% had three (123), 2.2% had four (35) and 1.7% reported owning five or more pit bulls (76).

196 people reported having done DNA analysis on their dogs’ genetic make-up (9.8%), 545 people expressed a desire to have their dog tested in the future (27.2%) and the majority - 1265, or, 63.1% - said they had no interest in pursuing DNA testing of their dog.

Age Range and Housing Situation:

- 15-21 years old 2.5%
- 21-30 years old 26.4%
- 30-40 years old 32.0%**
- 40-50 years old 12.3%
- 60-70 years old 3.0%
- 70+ - .1%

Renters: 28.8%

Home Owners: 64.2%

Living with Family/Friends: 6.9%

Currently Homeless: .1%

Question Right:

“If you first spotted your dog in an advertisement or promotion, where did you see the ad?”

| | | |
|--|--|-------|
| Adopted from private animal shelter (local SPCA or humane society) | | 18.5% |
| Adopted from public animal shelter (city or county run shelter) | | 25.5% |
| Adopted from non-profit all-breed dog rescue | | 15.4% |
| Adopted from non-profit pit bull rescue | | 12.2% |
| Fostered for rescue group and decided to keep | | 10.0% |
| Family, Friend or Neighbor could no longer care for him | | 10.0% |
| Family, Friend or Neighbor had a litter of puppies so I chose one | | 7.5% |
| From a stranger who was selling puppies in a public place (market, etc) | | 1.5% |
| Purchased from an established kennel with papers (AKC, UKC, ADBA, ABKC registry) | | 3.2% |
| Purchased from a kennel with no registry (no papers) | | 0.8% |
| I found him as a stray | | 12.8% |
| I took him from someone who was neglecting him | | 12.3% |
| From an independent party who posted a classifieds ad in the newspaper | | 2.7% |
| From an independent party (not an organization) on Craigslist | | 3.6% |
| From my veterinarian | | 1.7% |
| A gift | | 2.2% |

| | | |
|--|--|-------|
| Newspaper classifieds ad | | 6.3% |
| Craigslist posting | | 13.3% |
| Facebook posting | | 17.0% |
| Flyer posted on a bulletin board | | 1.3% |
| Petfinder.com | | 35.6% |
| Other online adoption site (petharbor, adoptapet.com, etc) | | 5.1% |
| From an animal shelter's website | | 19.7% |
| From a rescue group's website | | 17.4% |
| From an adoption spot on television | | 0.3% |
| From a blog | | 0.7% |
| He was featured in a news column ('Pet of the Week' etc) | | 0.5% |